CHAPTER IX

FINDINGS AND RECOMMENDATIONS

Rural industries play an important role in the growth of the national economy. Rural Industrialisation can raise the productivity and income levels of people and reduce the gap between rural and urban areas. Rural industries can also create more employment opportunities to rural people and give them a better standard of living. This economic study on the growth of the rural industries, under the guidance of the District Industries Centre in Kanyakumari District was undertaken with five main objectives. They include

1) To subject to a statistical study the potentials with which the rural areas in Kanyakumari district have been endowed for purposes of Industrialisation.

2) To study in detail the various programmes launched by the District Industries Centre to promote rural industrial growth since August 1978.
3) To undertake a comprehensive statistical study of the various categories of industries started in rural areas under the direction of the district industries centre and to find out the extent to which such industries have been able to meet the vital needs of the rural population.

4) To explore the possibilities of breaking new grounds in the field of rural industrialisation in Kanyakumari district during the years ahead.

5) To estimate statistically the extent to which the policies and programmes of the district industries centre in Nagercoil could be integrated with the national goals such as employment and income generation, poverty alleviation and ushering in an era of plenty and prosperity in rural areas.

As a prelude to the analysis pertaining to the above five objectives an attempt was made in chapter III to undertake a very comprehensive review of all available studies related to rural industries general. From the review, the investigator could gain a deep insight into subjects of topical interest like rural industries and their importance, rural industry and development, poverty alleviation through rural industries, self-employment through rural industries, the factors responsible for successful rural industrialisation, allocation of grants for the promotion of rural industries, women in rural industries, agro-industries for village upliftment, programmes for the development of rural industries, and development of rural industries under the five year plans.
While studying about the potentials with which the rural areas are endowed for purposes of Industrialisation, the investigator could see how sufficient infrastructural facilities such as power, road, transport facilities, water, communication and banking facilities are available in most of the rural areas in Kanyakumari district. Her preliminary enquiries and fact finding studies which preceded her survey made it abundantly clear to her that places like Alagappapuram in Agesteeswaram taluk, Shenbagaramanputhur, Kozhiporvilai near Mulagu moodu in Kalkulam taluk, Killiyoor in Vilavancode taluk, Nalloor near Marthandam, and Athancode, all coming under Kanyakumari district have been endowed with the infrastructural facilities necessary for starting industries.

The second objective was to study in detail the various programmes launched by the district industries centre to promote rural industries. A discussion based on this objective, is contained in the sixth chapter. The discussions are centred around the ways by which the rural entrepreneurs have been encouraged to start industries of their own, by means of certain well thought out programmes of loans and subsidies.

The third objective was to attempt a comprehensive statistical study of the various categories of industries started in rural areas under the direction of District Industries Centre. Chapter VII contains an analytical study based on it. The investigator could find in the course of her study how
rural industrialisation has been paving the way for the growth of employment opportunities in rural areas. She could also see how rural industrialisation has brought down the tendency of the people to migrate from urban areas in search of pastures anew.

The analysis based on the fourth objective shows how the District Industries Centre has played a vital role in breaking new grounds in the field of rural industries in Kanyakumari district. Industrial Estates which are under its direct control provide technical know-how and infrastructure facilities to the entrepreneurs. The Entrepreneurs Guidance Cell formed by it has been instrumental in monitoring from time to time the financial stresses and strains of the rural industrial network in the district.

In trying to realise the fifth objective, the investigator has endeavoured to estimate statistically the extent to which the policies and programmes of the District Industries Centre in Nagercoil, could be integrated with the national goals such as employment and income generation, poverty alleviation and ushering in an era of plenty and prosperity in rural areas. She has recorded evidences to show how during the period from 1995 to 2001, 152 industries were given financial support amounting to Rs.298.91 lakhs under the State Capital Investment Subsidy Scheme, Rs.76.25 lakhs under the Power Tariff Subsidy Scheme, Rs.33.84 lakhs under Generator Subsidy Scheme, Rs.85.96 lakhs under Interest Free Sales Tax waiver and Deferral Concession. Her
comparative studies have made it clear that the rural industries started under the direction of the District Industries Centre could create more employment opportunities to the rural people than the ones started under the Rozgar Yojana scheme.

The District Industries Centre has helped the educated unemployed youth in starting industries in rural areas. It has also helped them in getting the financial support of the local banks. Over and above these, it has also encouraged the women entrepreneurs in starting industries of their own in rural areas. They give subsidy-loans to encourage them. In olden days women were not allowed to venture into the realm of industries. The investigator has shown in the course of her analysis how women entrepreneurs have emerged as a force to be reckoned with in the rural industries sector of the country in recent years. The motivation camp of the District Industries Centre have given the women entrepreneurs a very good exposure to the technical and managerial skill required for the growth of rural industries.

**Recommendations**

1) The main aim of launching the District Industries Centres was to provide all kinds of services, supports and assistance to the prospective entrepreneurs under one roof. But the rural entrepreneurs find it very difficult to get various clearances right from the selection of project, arrangement for finance, getting statutory clearances from the local
bodies, Health Department, Country and Town Planning Department, Factories Department, Pollution Control Board and the like. Getting power connection has also turned out to be an uphill task for them. Even the present system of getting clearance through Single Window Committee is not providing the expected result. It is therefore suggested that the District Industries Centre should be vested with statutory powers for granting permission to start industries in rural areas. This would facilitate the growth of rural industries still further.

2) One of the main reasons for the slow growth of industries in this district has been the non-availability of vacant sites for starting industrial units. The two small industrial estates started in this district in 1964, at Konam and Kappucaud are not in a position to cater to the needs of the new entrepreneurs. Further, these industrial estates cannot in any way help rural industries. Hence, it is absolutely essential to establish industrial estates in the vast stretches of “promboke” land available in plenty in rural areas.

3) The industrial sheds and plots available in the industrial estates like Konam and Kappucaud have been under utilised by certain entrepreneurs. There are certain entrepreneurs who have left the plots allotted to them idle for quite a long time. Quite strangely enough certain entrepreneurs have been offered areas of land much in excess of their actual need. Such
sites should be properly surveyed and the excess identified should be set apart for small scale industrial units.

4) In Kanyakumari district latex is available in plenty. But lack of technical training facilities for a proper use of rubber and polymer technology has been hampering the development of rubber processing and manufacturing industries in rural areas. The introduction of Diploma Courses and short term certificate courses in rubber and polymer technology will bring in enough and more trained and skilled people who can start numerous Rubber based industries in this district.

5) The coir fibre and yarn manufactured in this district are sent to the nearby Kerela state for the production of export worthy coir products. This practice should be put a stop to with immediate effect. The local coir training and development centres should be utilised in such a way as to promote the growth of coir factories capable of producing coir products such as coir mats, coir mattress and the like in villages where coir fibre is produced.

6) Financial or credit support will encourage the rural entrepreneurs. The District Industries Centre should get hold of the local banks to go to the rescue of rural entrepreneurs who are dynamic and enterprising enough to start industries in their own native villages.
7) A raw material bank is a must for the rapid growth of rural industrialisation. If these banks procure and supply the raw materials required by rural industries at reasonable prices, rural entrepreneurs will not have any problem in getting the right type of raw materials at the right time.

8) Marketing support in the initial stages is essential to encourage the entrepreneurs in rural areas to market their products. Fairs and exhibition should be conducted regularly to market rural industrial products. Commercial advertisement would also increase the sale of the rural industrial products. Further, such advertisements would also contribute to the growth of external markets for the products of village based industries.

9) Identification of the technical skill lying dormant among rural citizens is absolutely essential for the growth of rural industries. If these skills are developed with some preliminary training, the old cottage industries which are on the verge of destruction could be brought back to life once again.

10) The staff in the District Industries Centre are incapable of assisting the taluk level departments in organizing meeting, seminars and interviews regularly. Hence the District Industries Centre should change its staffing
pattern in such a way as to reach the taluk level department with the required support packages.

11) To stimulate the growth of rural industries in Kanyakumari district, the government should select the best rural industrial units every year and give them awards of merit and excellence.

12) The DIC should motivate the women folk to venture into the realm of rural industries. This could be done by means of seminars and motivation campaigns.

The investigator concludes that the District Industries are a sine qua non for accelerating the pace of growth of rural industries which constitute the nerve centre of economic growth in the Indian subcontinent.