CHAPTER II

LITERATURE REVIEW

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INTRODUCTION

Industrialization is the process of social and economic change that transforms a human group from an agrarian society into an industrial one. It is a part of a wider modernization process, where social change and economic progress are closely related with technological innovation, particularly with the development of large-scale energy and metallurgy production. It is the extensive organization of an economy for the purpose of manufacturing. Industrialization also introduces a form of philosophical change where people obtain a different attitude towards their perception of nature, and a sociological process of ubiquitous rationalization. There is considerable literature on the factors facilitating industrial development. Key positive factors identified by researchers have ranged from favorable political-legal environments for industry and commerce, through abundant natural resources of various kinds, to plentiful supplies of relatively low cost, skilled and adaptable labor. As industrial workers income rise, markets for consumer goods and services of all kinds tend to expand and provide a further stimulus to industrial investment and economic growth. The first country to industrialize was the United Kingdom during the industrial revolution commencing in the eighteenth century. By the end of the 20th century, East Asia had become one of the most recently industrialized regions of the world.

With this introduction, the chapter contains the literature collected based on the industrialization in Asia, Industrialization in
India, history and development of Indian manufacturing industry, industrial development in Karnataka and Industrialization in Kodagu.

**INDUSTRIALIZATION IN ASIA**

Apart from Japan, where industrialization began in the late 19th century, a different pattern of industrialization followed in East Asia. One of the fastest rates of industrialization occurred in the 20th century across four countries known as the Asian tigers, thanks to the existence of stable governments and well structured societies, strategic locations, heavy foreign investments, a low cost skilled and motivated workforce, a competitive exchange rate, and low custom duties. In the case of South Korea, the largest of the four Asian tigers, a very fast paced工业化 took place as it quickly moved away from the manufacturing of value added goods in the 1950’s and 60’s into the more advanced steel, ship building and automobile industry in the 1970’s and 80’s focusing on the high-tech and service industry in the 1990’s and 2000’s. As a result, South Korea became a major economic power. This starting model was afterwards successfully copied in other larger Eastern and Southern Asian counties, including communist ones. The success of this phenomenon led to huge wave of off shoring- i.e. western factories or tertiary sector corporations choosing to move their activities to counties where the work force was less expensive and less collectively organized. China and India, while roughly following this development pattern, made adaptations in line with their own histories and cultures, their major size and importance in the world, and the geo-political ambitions of their governments (etc). Currently, China’s government is actively investing in expanding its own
infrastructures and securing the required energy and raw materials supply channels, is supporting its exports by financing the United States of balance payment deficit through the purchase of US treasury bonds, and is strengthening its military in order to endorse a major geo political role. Meanwhile, India’s government is investing in economic sectors such as bioengineering, nuclear technology, etc, with the goal of creating several specialization poles able to conquer foreign markets. Both China and India, particularly the Chinese, have also started to make significant investments in other developing countries, making them significant players in today’s world economy.

Some of the literatures reviewed are presented here.

Bhattacharya (1983)\textsuperscript{1} in his study on “Entrepreneurship Development in South East Asian Countries” studied industrial and agricultural entrepreneurs of South-East Asian countries, namely Brunei, Cambodia, Indonesia, India, Laos, Malaysia, North Vietnam, Singapore, South Vietnam, Philippines and Thailand. Based on his analysis of problems, features and prospects of these entrepreneurs he developed a model for entrepreneurial development and suggested to adopt herculean effort to solve numerous gigantic and deep rooted problems.

Ruddar Datt and KPM Sundaram (1993)\textsuperscript{2} –in their book “Indian economy” stated that” Industrialization has a major role to play in the economic development of the underdeveloped countries. The gap in per capita income between the developed and underdeveloped countries is largely reflected in the disparity in the structure of their economies; the former are largely industrial economies, while in the latter production is confined predominantly
Stephen, (1999)³ - in his paper “Development after Industrialization: Poor Countries in an Electronically Integrated Global Economy. The Globalization of Multinational Enterprise Activity and Economic Development” found that “the International Monetary Fund defines globalization as broader and deeper integration, “the growing economic interdependence of countries worldwide through the increasing volume and variety of cross-border transactions in goods and services and of international capital flows, and also through the more rapid and widespread diffusion of technology” (IMF 1997:45). While there have been dramatic increases in international economic integration during last 30 years, change has been particularly intense over the last decade. During this period (roughly the mid 80s to the mid 90s) trade grew twice as fast as world output, foreign direct investment three times as fast and cross-border trade in shares ten times as fast (Economist 1997: 79).

Integration of markets has expanded opportunities for developing countries. Participation in international trade “...improves resource allocation, enhances efficiency by increasing competition among arms, and induces learning and technology transfer, thus facilitating growth” (World Bank1996:3, 4). One cannot, however, consider the developing world as a coherent whole. While many countries have experienced considerable economic growth and development over the
past three decades — indeed several are now “newly industrialized”—
large numbers have grown relatively and absolutely poorer. While
many have been further integrated into the world economy, others
have been marginalized.

Krishna Chaitanya (2007)⁴, in his article “Rapid Economic
Growth and Industrialization in India, China and Brazil at what
cost?”, stated that, “it is the mad rush for rapid economic growth led
by industrialization in emerging economies like India, China and
Brazil are having a negative impact on the ecological management. It
is evident that rapidly growing economies are causing severe
pollution problems in the form of emissions of various forms of gases
like the CO₂. The higher emissions in these countries are a resultant
of higher energy consumption. Higher rate of growth of population,
arapid industrialization, industrial trade, increase in number of
vehicles as a result of a very high economic growth are acting as
major driving forces towards higher energy consumption. The
economic growth exhibited in the countries like China and India are
exuberant. The higher growth levels have placed these two economies
in the different League of Nations altogether. China and India
together contributes world’s 30% of GDP in US $ constant PPP in
2002-03 (World Bank, 2004). At 2006, China is growing at over a
growth rate of 10%, while India is growing at 9% growth rate, while
Brazil is growing at a rate of 4%.

Peter Sheehan (2008)⁵, in his article “Beyond Industrialization,
New Approaches to Development Strategy Based on the Service
Sector”, stated that “most of the countries that are now developed
achieved that status in large part through a process of
industrialization, involving a substantial shift of capital and labor into industrial activity, and a rapid increase in the share of industrial value added in GDP during the development process. As a result, industrialization occupies a central place in the rich tapestry of development theory and practice, although that place has varied as those theories and practices have changed over time. Many of the writings of the so-called 'high development theory' period of the 1940s and the 1950s were concerned with the conditions for industrialization, and Kaldor wrote (1966: 54) that 'there can be little doubt that the kind of economic growth which involves the use of modern technology and which eventuates in high real income per capita, is inconceivable without industrialization'.

Manjappa D. Hosamane and Younos Vakil Alroaia (2009) in their study on "Entrepreneurship and Development of Small Scale Industries in Iran: Strategic Management Tools and Business Performance Assessment" examined the relationship between the development of Iranian Small-scale Industries (SSIs) and entrepreneurial performance in terms of strategic management tools. Findings of the study indicate that the influence of entrepreneurial performance on development of SSIs was noticeable and reflected the high quality of products, lower cost, managements of skills, production planning and material control. The study listed five important key decision areas in a manufacturing plant. They were quality of products, industrial cost, logistic support, ISO and management effectiveness. SSIs have to adopt strategic management tools to capture export market and to increase efficiency for the domestic customer were the suggestions of the study.
Ansar A. Rajput, et al. (2010) conducted a study on commercial fast-food SMEs in Pakistan to address three important questions: what is the driving force behind SMEs growth? What is the impact of resource factors on business of SMEs? And what are the components of resource factors? The study intended to identify the impact of resource on entrepreneurial success by developing a model of entrepreneurial success based on resource factors and its constraints and to empirically test the model. The study grouped 14 variables viz. access to finance, business experience, capital and success, encouragement, food business employment, food business self employment, human resource and success, investment in training, provided marketing training, non food business employment, non food business self employment, offer of financial rewards, role of team and trained employee. These 14 variables are grouped in to four heads like, finance, entrepreneurial success, entrepreneurial marketing and entrepreneurial leadership. The study found that leadership is the most important resource for the success of an enterprise followed by marketing, training and business experience. Further it was found that investment of personal time before and during the execution of business is the very important factor and it has more important than finance. After testing the hypothesis the study proved that resource factor causing and contributing significantly towards entrepreneurial success and one percent increase in the level of resources increase business by 33 percent.

INDUSTRIALIZATION IN INDIA

Under colonial rule, India, as with most other developing countries followed a non-industrial model. But many Indians
believed that progress was retarded by this. It was believed that true economic progress lay in industrialization; Smith’s and Ricardo’s ideas of international specialization and mutually advantageous free trade were rejected, at least until India became an exporter of more sophisticated goods. Here some of the Indian studies are reviewed and presented.

Gaikwad V.K and Tripathi (1971)\textsuperscript{8} conducted a study on small entrepreneurs of the Tanku region of the West Godavari district in Andhra Pradesh brought out the pre-requisite for successful entrepreneurship. The study found that all entrepreneurs were persons with initiative, drive and hard work, though the majority of the entrepreneurs had neither technical knowledge nor strong economic base or strong political connections. Moreover, among the entrepreneurs studied, very few had an idea of the work involved and the relevant government policy. The study also brought out an interesting finding regarding the opinion of traders about industrial entrepreneurship. The traders interviewed were of the opinion that industrial entrepreneurship had a lot of scope and better status but it required a large capital outlay, high managerial and organizational skills and technical knowledge. It was difficult for traders to venture into industrial entrepreneurship as it involved a long gestation period before obtaining terms.

Dr. Gadgil, (1972)\textsuperscript{9} in his article “Industrial Evolution of India in Recent Times\textsuperscript{1860-1969}” observed that – an important perquisite of industrial progress is that there should be sufficient capital accumulation flowing into industrial investment. The low rate of savings in the Indian economy and the important part played by
holdings of precious metals in it has already been noticed. It was, therefore, natural that such industrial growth as took place occurred in urban areas where there was some prospect of such accumulation. The rise of modern industry is also closely associated with an appropriate institutional structure. Some progress in regard to the legislative framework of such a structure was made during the inter-war years. This was most evident in the field of money and credit. In 1920 the Imperial Bank of India was created by statute by the amalgamation of the three earlier presidency banks. This functioned as, in the main, a commercial bank. However, it was entrusted with the management of Government funds and took upon itself, initially, the responsibility of opening a minimum number of branches throughout the country. The central and provincial banking inquiry committees appointed by government at the end of the twenties shed, through their reports, a great deal of light on the working of banking and credit arrangements in the country. In 1934 in view of the impending constitutional changes the Reserve Bank of India was established. This was a true central bank entrusted with the management of both currency and credit in the country. The growth of Indian joint-stock banks and of their business had been very considerable during the inter-war years and the development of capital markets had also taken place in a few Indian cities.

Ray, Rajat K (1979)\textsuperscript{10} in their book "Industrialization in India: Growth and Conflict in the Private" stated that – the actual rate of growth of industry in India from the time of the First World War onwards was by no means negligible, especially when compared with growth rates in other countries. According to the League of Nations estimate, India’s large scale manufacturing output grew during
1913-38 at the rate of 5.6 percent per annum, a rate well above the world average of 3.3 percent. It must be remembered, of course, that these comparative measurements rest on an extremely unsatisfactory data base. Measurements of the rate of capital formation are equally difficult. The officially recorded figures of the total paid-up capital of joint stock companies in India, though much more reliable than indices of industrial production, are no satisfactory clue to the real capital invested in business and industry. It is nevertheless interesting to note that the index of paid-up capital of joint-stock companies registered in India rose from 100 in 1914-15 to 387 in 1938-39 (at an annual rate of growth of 11.9 percent) and to 639 in 1946-47 (at an annual rate of growth of 16.8 percent). The industrial performance of the Indian economy during the period between the two world wars was thus not unimpressive. There was significant growth of manufacturing output, and that mainly in new directions under largely Indian initiative. Yet considerable as this growth was, it was not enough to bring the economy to the take off point. Population grew much faster after 1920 than before, so that the per capita increase of manufacturing output was considerably less than the total increase. Moreover, unorganized small-scale and cottage industries grew at a much slower pace than modern business and industry. Finally, as Blyn has shown, agriculture trends after 1920 were not on the whole favourable to India’s growth. To counter these less favourable trends, India needed a much greater rate of growth of organized industry than she in fact enjoyed for achieving an economic miracle. The League of Nations survey of the period shows that the Soviet Union achieved a rate of 32.9 per cent annual increase of manufacturing
output and Japan 18 per cent. Without similar rates of industrial growth, India, which was at a much lower level of economic development than either country, could hardly be expected to break out of under-development.

Prabhath Patnaik (1979)\textsuperscript{11} in his article "Industrial Development in India Since Independence" stated that despite the fact that the beginnings of modern industry in India date back of 1854 when the first cotton mill venture was floated, followed by the establishment of the first jute mill in Calcutta the next year, the time of independence the modern large scale industry, together with mines, accounted for only 7 percent of the national income compared with the small scale industry's share of 10 percent, 49 percent of agriculture and 34 percent of the construction and service sector. Employment in factories in 1951 was a mere 2.9 millions and in factories and mines together around 3.5 million which amounted to 2.5 percent of the total work force. In contrast, small enterprises employed as much as 7 percent of the work force, agriculture 71.8 percent, and the construction and service sector, including trade and transport, 18.7 percent. Not only were the extent of modern industry limited, there were also major gaps in the industrial structure. Cotton and jute were the two main industries; there was only a sprinkling of other industries like sugar, paper, cement, steel and light consumer goods, some of which benefited from the introduction of "discriminating protection" under the infant- industries argument in the 1930s.

Seth.Vijaya K (1987)\textsuperscript{12} in his book "Industrialization in India- Spatial Perspective", observed that- after World War I, the policies of
the rules were changed which facilitated the process of internalized industrialization. One particular consequence of this was the strengthening of the inter-sectoral linkages within the national economy. The emerging inter-sectoral linkages and the subcontinental size of the Indian economy led to the spatial spread of industries away from the port cities. The internalized industrialization emerged in response to the possibilities of import substitution which sprung up after World War I, due to various kinds of protectionist policies of the Raj. The internalized industrialization was supplemented and facilitated by the internalization of polity with the declaration of Independence on 15th August, 1947.

Ray Sunil Baran (1988) in his article “Industrial Growth and Protection in India”, stated that indigenous industrialization and the policy of import substitution to achieve the growth of industries under protection is justified on the ground that it encourages faster rate of growth of industrialization, helps in saving foreign exchange, economies the future use of foreign exchange, lowers uncertainty of world markets and fulfils the desire for economic independence. Essentially, these are the conditions which satisfy the welfare criteria of the states. However, the question, does the policy of protection necessarily succeed in substituting imports, continues to be asked in the academic circles. Even if it succeeds, does it ensure economic independence, or is it true that import substitution necessarily saves foreign exchange are the other questions that need answers.

Malgavkar P.D (1982) in his book “Industrial Policy and Prospects”, stated that nationally our industrial base has widened considerably allowing for sophisticated manufacturing, and
absorption of more sophisticated technologies. The government is conscious that in order to further industrialization within the country the dichotomy between national and international markets has to be removed so that quality goods at internationally accepted prices can be produced within the country and sold both nationally and internationally. The urge for upgrading technology is the main driving force for further industrialization with its strongest champion being the Prime Minister of the country, who wants India to adopt the latest technologies whether in electronics, bio-genetics, telecommunications, steel or textiles. Attempts are being made to develop coordinated policies for industry, trade, and finance as it is realized that an integrated and well coordinated approach from all fronts is necessary to take the country forward. There is re-thinking on organizational structure, management, interrelationship etc. The Government has realized that policies working at cross purposes with one another will only lead to confusion, frustration and a slowing down growth. Exercises, therefore, are on to co-ordinate the various policies to meet India’s aspiration for rapid development. Assessments of the constraints in development have brought out the crucial roles of infrastructure, finance, energy and communication and efforts are on to streamline and update all these. Initially, Government concentrated on investment in creating infrastructure and basic and heavy industries. It is now diversifying to meet market oriented national and consumer demand. With its diversified production, industrial products have become a growing component of India’s exports. The domestic output of crude oil has increased to over 26 million tonnes per year. The ratio of imports to domestic production changed from roughly 60: 40 to better than 30: 70 in the last five years.
The savings rate achieved by India is comparable to the rate achieved in the middle income and some high income industrialized countries. Gross capital formation as a percentage of gross domestic products at the current market prices rose from 10 percent in 1950-51 to 24.8 percent in 1980-81. A steady flow of remittances from Indians working abroad is continuing.

Sheobahal Singh (1985)\(^{15}\) made a study of 150 units in Bhadohi-Nirzapur belt of eastern Uttar Pradesh to analyze which motivated entrepreneurs to entrepreneurship and to find out influence of family structure on the same. The study revealed that push and pull factors do not play any role in motivating entrepreneurs. Only the reason 'earning' and at the same time 'staying at home' was the influencing reason to engage in entrepreneurship. Related to family structure the study found that 66 percent of the entrepreneurs were of the opinion that joint family was helpful to business and rest assigned a negative role to the joint family in entrepreneurial activities. Thus the Researcher came to the conclusion that structure of the family play an important role in the emergence and success of entrepreneurs.

Bhanushali S.G (1987)\(^{16}\) conducted a study of 125 entrepreneurial units in Kolhapur to study economic, social, educational and occupational background of entrepreneurs. He found that caste, education and occupation have greater impact on attaining higher degree of entrepreneurial success.

Ruddar Datt and KPM Sundaram (1993)\(^{17}\) in their book “Indian Economy” stated that the government of India launched the process of industrialization as conscious and deliberate policy of economic
growth in early fifties. The government recognized significant contribution the industrialization could make to the development process, as a base for the growth of primary sector in turn for the development of infrastructure, as a stimulant for generation of technologies through R & D effort.

Jayachandran G (1998)\textsuperscript{18} conducted a study of 39 viable small scale units in Tirupati industrial estate. The main objective of the study was to find out the socio-economic characteristics, background and motivational factors of these entrepreneurs and their role in the development of entrepreneurship. The study found that entrepreneurs who came from industrial and agricultural background were in better position than those who came from other occupational background was another important finding of the study. Further it was found that ‘to earn money’ and ‘securing self-employment’ were the main motivational factors to the entrepreneurs.

Sellappan R. and Venkatapathy R. (1998)\textsuperscript{19} studied 30 each management and non-management students in Periar district of Tamilnadu. They studied the entrepreneurial awareness among management and non-management students residing in Tamilnadu. The results of the study show that awareness of entrepreneurial ventures was lacking among both the courses and genders of the study. The management course students had theoretical knowledge on business venture compared to other students.

Ratna N Shettar (2000)\textsuperscript{20} conducted a study to examine different dimensions of Industrial sickness after the globalization of Indian economy. She found that revolution in information and
communication technology (ICT) and the entry of MNCs in the ordinary consumer goods created new problems to SSIs. SSIs have been exposed the world of intense competition. As a result nearly 29,000 units are added to the sick list every year i.e., about 90 units fall sick every working day. Almost every third of fourth small scale units has gone sick or died. About 90 percent are non-viable, 3 percent doubtful cases and remaining 7 percent are said to be viable. Further the study listed the cases of sickness were lack of management expertise, under utilization of the capacity, lack of updated technology, lack of interest on the part of both banking and financial institutions in the revival of sick units and lack of resources for modernization or rehabilitation.

Nasir- Tyabji (2000)\(^2\) in his book “Industrialization and Innovation –The Indian Experience” –stated that from the very beginning of modern industry in India in the pre-independence period, Indians were acutely aware of the obstacles facing the development of a machine building industry. By default, Indian industry could advance technologically only through the route of improvements to the labour process, whether this followed a capitalistic or a philanthropic imperative. Thus, there was a India the possibility of the early recognition that both the labour process and the ‘engineering’ process were organic components of technology, and of this comprehension becoming generalized as the commonsense of Indian industrialists.

Revathy (2001)\(^2\) conducted a study of 100 units registered with Ongole District Industries Centre to analyze the financing pattern of small industrial units. The study measured the impact of
debt on profitability with the help of ratio technique. Such an analysis revealed that the borrowed funds occupied a dominant position in all the units. The study also found problems of shortage of power and raw materials, low demand for products, poor quality, unintelligent marketing plan and imprudent financing pattern.

Nandagopal. R and Chinnaiyan.P (2004) conducted a study during 2003 in Hyderabad. Fifty service entrepreneurs were selected on random basis to know the perception of small-scale entrepreneurs of service sector in success of their business. They found that own ambition followed by desire for independence and social prestige were the main reasons for pursuing the entrepreneurship. High demand for the product, locational advantage, family support and source of finance were found as important facilitating factors for starting the enterprise. Hard work, support of family members and self-confidence were identified as key factors for the success of the enterprise.

Indian Institute of Entrepreneurship (IIE), Guwahati (2005), conducted an evaluation study titled “A Critical Study of the Effectiveness of Entrepreneurship Development Programmes in the North East”. In this study IIE classified its respondents into three categories: achievers, dreamers and duds and interviewed 2,616 EDP trainees. It was found that training interventions could not at all motivate around three-fifths of trainees to start enterprises. The study also attempted to identify the reasons for not establishing enterprises. Problem of funds, raw material, government policies, family problems and legal formalities were the major reasons respectively that deterred the trainees from starting up the enterprises.
Shivani and Raka Sharan (2005)\textsuperscript{25} conducted a study of 200 entrepreneurs of Ranchi, the capital of the state of Jarkhand. The study examined the significance of some of the socio-cultural variables on the reasons why individuals opt for entrepreneurship. Perceived family support was identified as one of the most important factors influencing the emergence and affecting the level of success achieved by the entrepreneurs. In many cases the family members, relatives and friends inspired the respondents to take up entrepreneurship was the another major finding of the study.

Naresh Singh and Ashish Mitra (2007)\textsuperscript{26} conducted an exploratory study of 140 management students of the ICFAI Business School, Gurgoan to determine their aspirations with special reference to entrepreneurship as a career option. The findings of the study revealed that management students want to opt entrepreneurship as career but firstly they want to go for a job to get hands-on exposure of the entrepreneurial development. The main constraints for opting entrepreneurship as a career are lack of self confidence and risk taking capacity of students and non-orientation of management education towards entrepreneurial development. Family plays an important role in the decision-making, if the students who are opting entrepreneurship as a career is evident from the fact that there is a strong correlation between career to be opted as entrepreneurship by the students versus that of preferred by family.

Krishna Kumar Agarwal and Rajesh K. Upadhyay (2009)\textsuperscript{27} in their study on “Attitude of Youth towards Entrepreneurship: A Case Study of Varanasi”, found out the career preferences of youth belonging to different family as well as educational background. The
study revealed that there is no significant difference among the youth towards career preference with respect to the occupational background. Most preferred profession among all is Multinational Corporations (MNCs), followed by large domestic companies. The attitude towards an entrepreneur is not very positive but still better than working for small firm or an academician. Further it was found that, educational background has slight impact on the career preferences of traditional graduates in MNCs whereas, large domestic companies and government are the most preferred profession. Among professional and technical graduates respectively. One common result that came out in the study was that the youth need a secure, stable and well paid profession. Despite having a good image of entrepreneurs, the risk associated with entrepreneurship made it a low preferred profession among the youth entrepreneurial activities can be boosted up if the risk associated with entrepreneurship could be brought down with proper policy interventions and support from various stakeholders including government, planning agencies and society were the suggestions of the study.

Raminder Bhatia and Baljinder Kaur (2010) in their study on “Indian Women Entrepreneurs- Issues and Prospects” found that insufficient family income, dissatisfaction with a salaried job, difficulty in finding work and need for flexible work schedule because of family responsibilities are major push factors and independence, self-fulfillment, entrepreneurial drive, desire for wealth, power and social status, co-operation, support of family members and strong network of contracts are major pull factors for motivating women to become entrepreneurs.
Sundhara Raman R. and V. Srinivasa Kumar (2010) studied 100 manufacturing entrepreneurs in Chennai city to ascertain motivational factors leading to the success of entrepreneurs. The study used factor analysis and analyzed of variance to interpret the data. The study revealed that independence and impudence motivated entrepreneurs significantly followed by self interest. They profoundly believe that independence and dignity arouse during their teenage which motivated them to start the new venture. They are very enthusiastic in achieving the peak in the business and the barriers are easily overruled through enthusiasm. Traditional family business and its support play neutral role on motivating the entrepreneurs. Entrepreneurs agreed that government and banks have helped them during negative periods.

Darakhshan Anjum (2011) in his study on “Rural Entrepreneurship in Jammu and Kashmir: Opportunities and Challenges” intended to find out the challenges faced by rural entrepreneurs in Jammu and Kashmir. The study listed, disturbed condition prevailing in the state, topographical features, remoteness and isolation from markets, high transport cost, adverse climatic conditions and lack of research were the major challenges faced by rural entrepreneurs in Jammu and Kashmir state.

Ashista Raveendran conducted a study, on the financial structure and performance of the engineering industry in Kerala to analyze the source and uses of funds, liquidity position, and inventory and cash management. The study found that shortage of working capital was a main reason for capacity utilization of engineering industries in Kerala.
James J. Berna (1960) in a study of 52 industrial units in Tamilnadu found that the traditional social structure does not stand out as an obstacle in the process of entrepreneurial growth. The study proved contrary to the general belief that, the entrepreneurs did not preponderantly belong to the traditional group of traders with a view of economic activities and investment.

The Small Industrial Extension Training Institute (SIET) Hyderabad (1974) conducted a survey of small units situated in Hyderabad and Secunderabad. The study analyzed the reasons for starting industrial units by interviewing 51 entrepreneurs. The study revealed that 'economic gain' was the most important reasons for starting the small industrial units followed by 'ambitions', 'social prestige', and social responsibility' in the order. The studies revealed that capital shortage and redtapism were the most discouraging factors.

Alexander P.C (1976) in his study on “Industrial Estate in India” tried to find out the role of Industrial Estate in attracting the industries from outside the estate, found that industrial estate' scheme launched by the Government has been able to achieve great success in achieving its main objective of attracting industries from outside.

Narendra S. Bisht and Pamila S. Bisht (1980) found in their study of 150 entrepreneurs in Faridabad that majority of the entrepreneurs do not have a business or trading background. The young generation has the feeling that working under someone won't fetch them enough fruits for their hard work and it is better to start their own enterprise, than to be dragged on and be at the mercy of
the bosses. Most of the entrepreneurs were found to be forced by economics of the market. The income incentive itself was sufficient for the emergence of industrial entrepreneurs. The study about technical entrepreneurs revealed that they were to be innovators, combining different technologies to produce a marketable product or service which is absent in other entrepreneurs, who are more of the imitators. They also proved that entrepreneurial characteristics are related to certain sociological factors impinging upon the childhood experience and to personal experiences in adult life.

R.N. Hadimani (1985)\textsuperscript{36}, conducted a study of 200 entrepreneurs of small-scale handloom industry in Mahantpur, an industrial town in the Hungund taluk of Bagalkota district. The study aimed to examine influence of socio-economic background on the emergence of entrepreneurs. The main observations of the study were that, in the handloom industry the castes with the background of the weaving craft made no headway or simply remained as actual weavers. The caste with the entrepreneurship background, on the contrary, succeeded in developing modern capitalist lines by confining themselves to the entrepreneurial operations and operating the manual operations of the industry through the weavers. Finally the study proved the hypothesis that the entrepreneurship background promotes entrepreneurship.

Manish Baj Pai (2007/10)\textsuperscript{37} in his article on “Industrialization-in-independent India” stated that “Industrialization is a process that starts with the establishing and developing the industry for production of means of production and completes when the whole economy is transferred to the industrial methods of production. The
most pressing problem of economic development of India could be solved only on the basis of Industrialization. In the long run, the aim should have been (and in fact, it was, at least on ideological level) to eliminate heterogeneous structure, integrate the economic system, ensure extended production on a national basis, eradicate unemployment and raise the nation-wide labor productivity. All these factors were, in turn influenced by the approach of the government and the various groups of the propertied classes to the problems of industrialization and possibly of subordinating interests of the various groups to those of the ruling class as a whole. Eliminating the heterogeneous economic structure meant that industrialization could not be implemented on a selective basis. Instead, the old methods of productions had to be replaced with the modern industrial methods. This required among other things, two major transformations; one, changing the old feudal property relations in the rural landscape and two, introduction of modern means of production and technology into the lower socio-economic structure so that they too would be brought within the commodity-money and market circulation. However, as we have seen above, after independence, feudal landlord class was quick enough to ally itself with the ruling elite. The state, rather than curtailing its power, strengthened the class. Unsurprisingly, with support from the bourgeoisie, landlords successfully thwarted the land-reform program. Not only this, the interests of the bourgeoisie lied in hindering the emergence of new market forces, something that was inevitable, once the old base of artisans and other tiny producers would have been transformed along new lines. As expected, feudal landlords and the bourgeoisie were once again hands in glove to stop
this from happening. In effect, industrialization was reduced to a process, which transformed only the modern sectors of the economy”.

Jung Jewon (2008) \(^{38}\) in his article on “Industrialization in India from the late 1800s to 1947”, stated that in 1750, India produced nearly 24 percent of the world’s manufacturing output and was only outdone by China, which constituted 32.8 percent. By 1880 however, India only took up 2.8 per cent of world exports and after its independence from British colonization in 1947, it was one of the most poverty-stricken regions in the world. India’s economic deterioration is particularly ironic, considering the industrial boom that Britain experienced during the same era. Nevertheless, from 1750 to 1947 India experienced modernization of its economy in various areas including agriculture, factory production, finance and even film production. Though India did lose its edge in the textile trade and did in fact experience de-industrialization its thriving “Bollywood” cinema market and automobile production in Hindustan are some notable examples of economic modernization.

Sukanta Kumar Saho (2003)\(^{39}\) in his article on “Small Scale Manufacturing Industries in India”- observed that historically, industrial development was initiated in India as in many countries of the West by a few businessmen who were able and willing to take risks, start new ventures and mobilize the necessary resources, financial as well as otherwise. They did not belong to any particular group or caste they were just men of vision who combined with their idealism a shrewd sense of business acumen. Up to the Second World War (1939-1945) progress of industrialization in India was
significant. The basic industries like textile, jute, iron and steel, cement, paper, leather and light chemicals made considerable progress. Gradually, manufacturing industry consolidated its position in the Indian economy. The history of manufacturing in post-independence era is the history of unprecedented industrial growth. Though there was massive growth in indigenous industry, the quicker pace of industrialization in other developed countries put India to 20th position from 10th position earlier.

Jaha Habrock (2004) in his book “Industrialization in India” observed that India’s first Prime Minister, Jawaharlal Nehru, Premier from 1947 to 1964, saw industrialization as the key to alleviating poverty. Industrialization not only promised self-sufficiency for our nation that had just regained political sovereignty, but also offered external economies accruing from technical progress. Believing the potential of agriculture and exports to be limited, Indian governments taxed agriculture by skewing the terms of trade against it and emphasizing import substitution, thus giving priority to heavy industry. Indian state intervention in industrial development has been extensive. Unlike many East Asian countries, which used state intervention to build strong private sector industries, India opted for state control over key industries. At different times, nationalized industries included chemicals, electric power, steel, transportation and life insurance, portions of the coal and textile industries and banking. To promote these industries the government not only levied tariffs and imposed import restrictions but also subsidized the nationalized firms, directed investments to them and controlled both land use and many prices.
INDUSTRIAL DEVELOPMENT IN KARNATAKA

In the continuation of the above, the literatures relating to industrialization and entrepreneurship in the state of Karnataka are reviewed and presented here.

Karnataka's Draft Sixth Five Year Plan (1980) in its report – the state's performance in the industrial field did not compare well with industrial states like Maharashtra, West Bengal, Gujarat, Tamil Nadu, etc. There was a tendency to adopt highly capital-intensive and high power-intensive units. The draft plan further observed that by and large, the industrial sector had not developed commensurate with endowments and needs in the different parts of the state. Even though several incentives were given, decentralization of industries into rural areas had not taken place. Industrial development in the large and medium sector had been retarded mostly due to very limited outlays provided in the previous plans. Further, the industrial progress in the state had been adversely affected by the power and energy cuts as well as by problems connected with raw materials and labour.

Seth Vijaya (1987) in his book "Industrialization in India-Spatial Perspective" stated that it was observed that the process of industrialization in Karnataka has been accompanied by inter-district convergence. However, it was felt that the spatial experience of the state cannot be generalized for each and every State of India. It was felt that different States might experience different patterns of spatial spread of industries, depending upon the spatial availability of the preconditions of industrialization.
Bureau of Economics and Statistics, Government of Mysore reported that Karnataka has several factors favorable for a program of rapid industrialization. The state has a fabulous wealth of forests and minerals, the existence of which is the basis for several industries. Karnataka state is favorably placed in natural and raw material resources and was the first state in India to generate hydro-electric power. Since power was available in the state on a comparatively cheaper rate, the state could make headway in industrialization. Karnataka’s industrialization got off to a start as early as in 1884 when the first textile mill was set up in the state. However, the sugar industry came into existence prior to this-in 1800 itself. The commencement of the flow of electricity from Shivanasamudram in 1902 marked the beginning of a new era in the state’s industrial development. Within a decade after the commissioning of the electricity generating station, the number of industrial establishments using electric power had risen to 80 which was a significant achievement in those days.

Suryanatha Kamath Govt. of India, Karnataka State Gazetteer, (1991) stated that though the people of Karnataka depended mainly on agriculture for earning their livelihood, many crafts and industries also flourished in the state in the ancient times, and the various caste names like the Devangas, the Pachalas, the Pattegars, the Kumbaras etc..., indicate the craft were hereditary and some of them had reached some kind of perfection and standard to be treated as a science as can be evidenced from texts like “Manasollasa” and other literary works.
Laxmisha A.S (1998) studied 280 entrepreneurs of Shimoga district to analyze the role of financial institutions in entrepreneurship development. The study found that the motivational role of financial institutions was insignificant but its facilitating role was very significant.

Suryanatha Kamath Karnataka State Gazetteer – Decennial Supplement, Govt. of India/Govt. of Karnataka, (1999) stated that as in 1983, the number of factories in Karnataka was 5,602 with fixed capital of Rs. 1, 94,874/- lakhs. The productive capital was 2, 90,314/- lakhs and the number of factory workers was 3, 03,183. As in 1991-92, there were 7,007 factories on Karnataka which mark an increase of 25 per cent over decade. The road network has been considerably improved has also made the state to prosper industrially. It has also been pointed out that the exploitation of natural resources in the state is considerable. Karnataka does not confirm to the average picture of the neighbouring states. For example, our state is relatively less capital intensive. The state’s share in the total invested capital in the country was only 4.2 per cent; its share in the net value added was 5.6 percent.

Karnataka State Development Report, Planning Commission: Government of India" (2002-03) reported that – since 1991-92 major reforms were introduced in Karnataka in the industrial policy sphere, apart from power sector reforms. An integrated and focused approach was employed simultaneously for boosting industrial sector, mobilizing private funds including FDIs. The reforms were crisis-driven and leadership driven. One of the outcomes of the policy initiatives was that the onus for regional industrial development shifted to states and this is another area that has attracted the
attention of academia and policy makers. With the disbanding of the ‘License Raj’, getting licenses ceased to be the differentiating factor. The focus shifted to availability of quality power, infrastructure, incentives, procedures, clearances, and governance. These initiatives largely rest with state government and it is here that many projects succeeded or withered. The focus shifted to policy management and development of a state level and their impact in terms of regional development and dispersal. The development trend in Karnataka indicates that sufficient scope existed for a proactive approach to exploit the newly liberalized regime.

Economic Survey “Planning and Statistics Department” (2003-04)\textsuperscript{48} observed that Karnataka ranks among the top five industrialized states in India, and according to the state, it has made appreciable achievements in promoting hi-tech industries in key sectors like electronics, telecommunication, information technology, precision engineering, automobiles, readymade garments, biotechnology and food processing. In Karnataka industrialization occurred under diverse historical conditions. The process of industrialization emerged in an autonomous friendly – state, under the patronage of the Maharaja of Mysore! Karnataka share its geographical boundaries with Tamil Nadu, a) is experienced initial spurts of industrialization and achieved signification, position in terms of the extent of industrialization, b) rank significantly above average in terms of public sector investment and c) is improved its rank in terms of agricultural development.

Kundan Basavraj and G. Raghunathan (2009)\textsuperscript{49} conducted a study of 150 SMEs in Shimoga district to study personnel
management practices in SMEs. The study revealed that SMEs do not adopt proper policies regarding human resource planning, recruitment, training, performance appraisal and motivation of employees. Study recommended having adequate policies regarding above and identified the issues to become champion.

Laxmisha A.S (2010)\textsuperscript{50} studied industrial estates of Shimoga district to assess the quality or strength of the entrepreneurs. The study found that capacity to take risk, capacity to work hard, self-motivation, strong need for achievement, creativity, flexibility and sociability, mobility nature, background of friends or relatives, ability to marshal resources, vision and foresight are the important traits/strengths perceived by the entrepreneurs. To strengthen the entrepreneurial interests, talent and growth/expansion of industrial units, EDPs should be conducted and the course contents should be strengthened. The EDPs for specific sector need to be conducted as per the potential opportunities identified in the district were the suggestions of the study.

Sarma T.V.G and Chougule Appaso.U (2010)\textsuperscript{51} had undertaken a study to assess the impact of liberalization on the industrial labour market of Kolhapur district. The study used statistical techniques like Z-test and t-test to interpret the contribution made by new reforms to the labour employment. The analysis showed that the new era of liberalization has not resulted in positive contribution to any parameters of labour market, such as registration of new units, reduction in closures, increased incomes, production, government employment, female employment and others. Comparatively Maharastra shown, positive trend in these variables
during last 15 years. Considering these aspects Kolhapur district has lagged behind. It was suggested that the government should study in detail the case of Kolhapur to take necessary measures.

Niranjan Shetty (2011) conducted a study of 217 SHG members in Dakshin Kannada District of Karnataka State to identify a set of factors that are fundamental to build entrepreneurial competency among group members. The study has identified four major variables and tagged it as “Entrepreneurial Discipline”. The study found the strong positive correlation among all the four factors. It implies that the regular attendance of the members ensure good participation. In turn, good participation ensures good knowledge, like wise good knowledge ensures good documentation. When experience counts, the operational efficiency of the members in the SHG is improved and also contributed positively to acquire entrepreneurial competency. The study concluded that the SHG model of micro finance and operations of SHGs play a major role in building entrepreneurial discipline.

INDUSTRIALIZATION IN KODAGU

The studies relating to Kodagu district are reviewed and presented here.

Conner (1817) In his book “Memories of the Coorg Survey-Coorg” stated that rapid industrialization of the country has been one of the main objectives of the Five-year plans and the district Kodagu can take its due share in this effort on the basis of its considerable potential for industrial growth by utilizing its forest wealth, agricultural raw materials and by the generation of power.
Though Kodagu is agriculturally prosperous, it must be admitted that it has been so far backward in industrial development. Out of the total area of 1,590 square miles, the district has about 520 square miles under forests and its prosperity in the future will depend up on judicious exploitation of forest wealth for industrial development.

Moegling and Mackenzie (1856)\textsuperscript{54} "Mysore State Gazetteer—Coorg District", stated that there were a few small scale industries in the past. The capital invested in each industry was emerged and was mostly indigenous. The industrial selection of the population was mostly concerned with wood work in its various forms. For such labour there was a natural demand. The textile industry was practically non-existent; it was probably cheaper to by ready-made cloth than to import cotton and other raw materials for weaving. An important old time industry was pottery, relies found”.

Levis Rice (1878)\textsuperscript{55} "Mysore and Coorg-A Gazetteer Compiled for the Govt. of India", observed that relies found in them are peculiarly shaped pottery, buried in earth. The vessels contain earth, sand, bones, iron spear hands and beads. The pottery consists of pots and urns of burnt clay and is of red or black colours. Some resemble the ordinary native pots of various sizes; others are narrow urps from one to two feet high, contracted towards the mouth and tapering towards the bottom, where 3 or 4 short legs give them support for standing upright. They are smooth and shining, but can hardly be said to be glazed.

Chartres Molony (1912)\textsuperscript{56} “Census of India” stated that there were 176 male workers working with iron who were representing
probably 500 male members of the artisan caste. The typical metal work of Kodagu was the heavy Kodagu knife, carried at the back in a simple but ingenious metal clasp. Two fine specimen of this knife, marked with the initials of Viraraja and Lingaraj, were seen in Mercara. They are only used at present for friendly contest of skill, or on festive occasions, as when a bridegroom is required to cut the trunk of a plantain tree at one stroke.

Muthanna (1971) in his book “The Coorg Memories”, stated that the economy of Kodagu was always sound especially after the agricultural unique tax was introduced about four years before the popular government (1952 to 1956) come into being. After that it was much more sound when the forest were began to see ravaged and later it was a high soundly economy when the ‘Popular Government’ got money from time to time from the central government under the patent of working various schemes. But after that (1952-1956) the five year plans drawn a big scale, the Barapole project initiated and other high – sounding schemes talked about were all mostly on paper and to prepare those plan and for paying hundreds and hundreds of employees in the name of prestige schemes, a lot of money was wasted. About 40 percent of the money must have given on some use full projects like roads. Village’s development works. Tribal welfare schemes and things like that and the rest of the money was spent on various unnecessary things and on selfish pursuits in the name of the government.

Muthanna (1971) in his book “A Tiny Model State of South India”, observed that it is since that a bright future is in store for the coffee industry. The planting community has fought with nature for
the last one hundred years and the swing has been maintained at all stages successfully, despite of the fact there has been fall in price and such other numerous odds.

Marshden (2005)\(^{59}\) in his book “Kodagu Vivarane” stated that Coorg doesn’t have any industry worth mentioning, to some extent the preparation of ‘Peechekathi’ and ‘Odikathi’ which the Kodavas wear as a part of their traditional dress and the weaving of sarees and the other traditional dresses can be considered as small scale industries.

Government of India, Karnataka State Gazetteer Kodagu “District Coorg Revised Edit” (2006)\(^{60}\) observed that- it appears that importance was not given in this district for industrialization, either during ancient times or during recent centuries. The fact that the, investment of little capital in this district must be the reasons for the existence of only a few small industries. Since only local skill was prominent, there was not much progress in other industries. For the industrialization of a district effective entrepreneurship is very necessary. In order to encourage the younger generation to undertake industrial activities, exhibition and workshops are being conducted in this district, under the auspicious of the department of industries.

**PROBLEMS OF INDUSTRIALIZATION**

The problems and risks associated in the way of entrepreneur not let many people to become their own boss. After establishment of their own unit also, many a factors like, dynamic nature of environment, availability of finance and skilled labour, government
policies, lack of managerial capacities etc., may hinder the growth of entrepreneur. Several Researchers conducted the studies to investigate the problems/ barriers/ challenges faced by the entrepreneurs. The findings of few studies are presented here.

Nithin Bhatt (2003)\(^{61}\) conducted a study in US to examine the repayment performance and sustainability of micro credit. The study revealed that capital was not only a constraint in the development of entrepreneurship, lack of management and marketing skills are also major barriers. Instead of simply supplying capital to promote enterprise development on a fragmented and firm by firm basis, future efforts in economic development should focus on supporting high growth industry clusters and on devising strategic that can help entrepreneurs to overcome financial and non-financial constraints to start and manage the enterprise were the recommendation of the study.

Raj Kumar Gautam and Raghibir Singh (2011)\(^{62}\) attempted to study the market research initiative being taken by the small manufacturers and to identify the marketing and other problems faced by small units. The study sample comprised of 173 SSI units in Punjab. The study analyzed industry-wise, age-wise and turnover wise market research initiatives. It was found that none of them conducted survey through questionnaires before starting their business, 50 percent respondents consider secondary sources like research publications in various periodicals and industry associations magazines/ publications as important sources for market research than primary source of discussion with customers, distributors and suppliers. Around 50 per cent units did not conduct any market research. The study listed 'market segmentation and
target marketing, pricing strategies, marketing research, product replacement strategies, product positioning, direct marketing strategies and product positioning were major marketing problems and non-availability of skilled labour, technology, government policies and finance were other problems. Marketing planning relating to various aspects of marketing mix should be done in consultation with field experts and appropriate marketing strategies with more usage of web and internet were the important suggestions of the study.

Balin Hazarika (2011)\(^{63}\) in his study of 193 small entrepreneurs in Sonitpur district of Assam tried to find the problems associated with the promotion of small entrepreneurs. The study analyzed all the problems faced by entrepreneurs under six broad categories like, socio-personal problems, managerial problems, technical problems, financial problems, marketing problems and problem of government assistance. It was revealed that collateral position due to weak family background, labour turnover and lack of skilled labour, poor accounting and record keeping, price fluctuation of finished goods, excessive documentation and security asked by financial institutions and delay in loan sanction, inadequate promotional measures and competition from big industries, dishonest and exploitative nature of government agencies, redtapism, poor assistance and technical help were the particular problems of the entrepreneurs. Motivational training programmes, rational subsidizing policy, setting up of agro based industries, re-orientation of EDP, special financial cell for entrepreneurs and flexible banking policy are the recommendations of the study to mitigate the problems of entrepreneurs.
Vijay Bharathi et.al., (2011) in their study on “Entrepreneurship Development-A Case Study of a Village in YSR District”, analyzed the problems of entrepreneurs. The study found that higher rate of interest charged on the financial support, pressing family conditions, lack of awareness about financial sources, non-availability of raw materials, increasing cost of production, lack of awareness about entrepreneurship programmes, poor marketing opportunities, unskilled labour, poor educational levels, unhealthy competition, lack of proper entrepreneurial training, lack of proper managerial skills and indifferent attitude of banks were the leading problems in the order of importance faced by the entrepreneurs. The recommendations of the study include creation of awareness regarding the schemes and programs of government, entrepreneurial development by organizing awareness camps and EDPs, use of media, encouraging private training institutions involved in entrepreneurship etc.

The studies listed above show that lack of management and marketing skills, collateral position due to weak family background, excessive documentation and security asked by financial institutions and delay in loan sanction, remoteness and isolation from major markets, adverse climatic condition, lack of awareness about entrepreneurship programmes and lack of innovation and dynamic nature of environment were the major problems/barriers for entrepreneurship development. Labour turnover and lack of skilled labour, poor accounting and record keeping, price fluctuation of finished goods, inadequate promotional measures and competition from big industries, market segmentation and target marketing, pricing strategies, marketing research, product replacement
strategies, product positioning, high transport cost, unhealthy competition, lack of proper entrepreneurial training, high cost of raw materials etc., were identified as vital challenges in front of entrepreneurs.

SICKNESS OF INDUSTRIAL UNITS

Sickness is a condition of a business unit where it fails to repay its debts for a period exceeding one year. Entrepreneurs start their units enthusiastically but they have to end up their project for many reasons. Many a studies have looked into reasons for sickness, steps needed to overcome it etc. Few such studies are reviewed here.

Narayanmurthy (1990)\(^6\) in his study on “Causes and symptoms of SSI Sickness” found that the main element of most of the sick units is no finance. Most of the small scale units lack knowledge and resources to undertake vital tasks such as advertising, sales promotion and establishment of distribution channels. Further the study found poor sales realization, defective pricing policy and unscrupulous sales/purchase practices are major marketing problems leading to industrial sickness.

Vijayalakshmi S.(2010)\(^6\) in her study on “Industrial Sickness of SSIs in India: An Overview” tried to list out internal and external factors caused for industrial sickness. The study identified lack of finance, faulty production policies and marketing strategies, inappropriate personal management and effective co-operation, co-ordination and control from top management are internal causes for sickness. The causes like personnel constraints, marketing constraints, production constraints and financial constraints were
external reasons for sickness. DIC should conduct awareness programme to make entrepreneurs aware about incentive assistance and subsidies provided to the SSI units by state and central governments were the suggestions of the study.

Subroto Chowdhury (2011) conducted a study in Durgapur, Burdwan district of West Bengal, to ascertain the various reasons for default in case of SME borrowers. The study classified defaulters into three categories. First category consists of borrowers who have become defaulter in between one to three years of availing the loan. The borrower who became defaulter in between three to five years of availing the loan were grouped under second category and the borrower who becomes defaulter after five years of availing the loan were classified as third category. Further the study found the reasons for default of first group were stiff competition, inadequate income, family commitment, developing shopping mall, and failure to recover the proceeds of credit sale SMEs who fell in the second and third group received more or less same reasons. As per their opinion coming up of shopping mall, stiff competition, hiked price, inadequate income, failure to recover the proceeds of credit sale are the major causes of default.

The studies analyzed that improper marketing strategy / policy, stiff competition, inadequate income, family commitment, opening of shopping mall and failure to recover proceeds of credit sales were the main causes of sickness of SSIs.
SUMMARY OF LITERATURE REVIEW

As a part of research on 'Industrialization in Karnataka- A Study of Industrial Growth in Kodagu', the literature review is conducted and has focused on the different aspects based on the industrialization at international level, national level and state level. In this background researcher has identified the conceptual aspects of industrialization in Karnataka as well as in Kodagu district. So there is a need of conducting an empirical study in Kodagu with a focus in on the industrial growth in Kodagu, industrial units in Kodagu and their problems and challenges.

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