CHAPTER-II

RURAL INDUSTRIALISATION
UNDER FIVE YEAR PLANS
2.1. INTRODUCTION

Cottage industries and handicrafts constituted the major elements in the organic unity and culture of the people from the beginning in the known history of India. The unique products of skillful workers of cottage industries found good market till the Britishers came to India. It was the chief sources of income and ready employment and the products, novel and of artistic value, found market also in aboard.

Prof. Weber wrote, “the skill of the Indians in the production of delicate woven fabrics, in mixing of colours, the working of metals and precious stones, the preparation of essences and in all manners of technical arts, has from very early times, enjoyed a worldwide celebrity”.¹

The British rule in India, discouraged cottage industries and ruined them for reasons as follows:

1. The unfair attitude of the British Indian Government towards these industries.
2. Aspirations of the Britishers to use Indian economy as a market for their industrial products.
4. Low-priced British – made goods, produced on large scale which reduced the competing capacity of the products of Indian Rural Industries.
5. Development of transport in the country facilitating the easy flow of British products even to remote parts of the country.
7. Change in the tastes and habits of the Indians, developing craziness for foreign products.
8. Reluctance of the Indian craftsmen to adopt to the changing tastes and needs of the people.
Rural industries were thus affected by the competition of mass producing factory goods in the form of mill-made yarn, iron plough, crushers, brass utensils etc. But the traditional industries were not substituted by the growth of modern machine industries as in Western Europe and Britain. As a result, the defunct Rural Industries created unemployment problem and the labour had to turn to agriculture. Moreover, the British rule also marred the Economic stability in rural areas. Many agriculturists who had supplemented their income by part-time working in village industries, had to rely new overwhelmingly on cultivation and most of the rural artisans were deprived of their livelihood and become agricultural labourers of petty tenants holding tiny plots. The statistics of Indian planning commission show that the number of persons worked in processing and manufacturing fell from 10.3 million in 1901 to 8.8 million in 1951. The government did not make any efforts to protect, rehabilitate, reorganize and modernize these Rural Industries though the population increased enormously. After delaying of rural industries, large number of dependents degenerated in to mere wage-earners.

In spite of above problems faced by rural industries under the pressure of the rising nationalist movement and the Indian capitalist class, the Government of India was forced to grant some tariff protection to the Indian industries. Later, some organizations come forward to protect the interest of the workers engaged in the traditional sectors in the country. The organizations formulated were, the All India spinners Association (AISA) in 1925 for the development of Khadi and the All India village Industries Association (AIVIA) was established to look after other village industries.

2.2. Rural Industrialisation during plan era

After Independence, the Government of India evolved its administrative policies to protect and safe-guard traditional village industries, keeping in view their importance in rural development. The Government made efforts to achieve this objective in phases through planning. The Government of India setup the planning commission in 1950, to asses country’s need of material capital and human resources, so as to formulate a plan for their balanced and effective utilization. Therefore, the country embarked on an era of planning. The planning commission set the following objectives in below:
1) To generate employment in rural areas.
2) An equitable distribution of income.
3) Mobilisation of capital.
4) To improve the entrepreneurial skill.
5) To maintain balanced regional development through regional industrial dispersal.

2.3. The Industrial Policy Resolution of 1948

The Industrial Policy Resolution of 1948 laid stress on the “utilisation of local resources and the achievement of local self-sufficiency in respect of certain essential consumer goods.” It is the most suitable characteristics of cottage and small industries. This approach was followed by the first five year plan.

In the first five year plan, village industries were accepted as an instrument of rural industrialisation to provide employment to uneducated and non-formal trained persons who were by and large village artisans. The principal programme adopted by the government was common production programme. The strategy for the furtherance of this programme was:

1) Reservation or demarcation of sphere of production.
2) Non-expansion of the capacity of large scale industry.
3) Arrangement for the supply of materials.
4) Imposition of cess on large scale industries.
5) Co-ordination of research and training

This was to alleviate temporarily problem of village industries for gaining strength to stand.

2.4. First Five Year Plan (1951-1956)

The total plan outlay of First Five Year Plan was Rs. 1960 crore. Out of which only 2.1 percent (Rs.42 crore) was allotted for rural industries (Table 2.1). Out of total plan outlay, the allocation for total industries sector was Rs. 120 crore (6.1 Percent). Out of the allocation for total industries sector, only thirty five percent (Rs. 42 crore) was allotted for rural industries.
The concept of rural industries includes village and small scale which is divided in to nine sub-sectors, namely Khadi, village industries, hand looms, sericulture, handicrafts, coir, small scale industries and power looms.

2.5. Second Five Year Plan (1956-1961)

According to this plan, high plan priority was to industrialisation with particular emphasis on the development of basic and heavy industries and public sector enterprises. The programmes for village and small scale industries were, however, not shorted rather they were made considerably larger than in the first plan.\(^9\)

1956 Industrial policy Resolution was announced (which continues to hold even today). The broad institutional framework for the development of small, village industries was already in place. The IPR is, however, significant for re-emphasizing why the policy-makers regarded small industry as crucial to economic development. They provide the resolution stated immediate large-scale employment, they offer a method of ensuring a more equitable distribution of the national income and to facilitate an effective mobilisation of resources of capital and skills which might otherwise remain unutilized. It also emphasized the aim of the state policies as to ensure that the decentralized sector acquires sufficient vitality to be self supporting and its development is integrated with that of large industries.\(^10\)

The Karve committee and industrial estates were the famous outcomes of the second five year plan intended for the development of village and small scale industries.

2.5.1. Karve Committee

The village and small scale industries committee (Karve committee) was appointed by the planning commission to prepare its operational frame work. The Karve committee had suggested to build up a pyramidal structure of industry, broad based on a progressive rural economy through small industrial units along with the necessary services in big villages and small towns all over the country\(^11\). The committee also emphasized the need for positive measures of assistance and improvement of technology and skills in the traditional rural industries.
2.5.2. The Industrial Estates

This programme was started in 1995 for the purpose of promotion, expansion and modernization of small scale industries. This programme provides facilities like sheds workshops, water, power, and other common facilities to the entrepreneurs in well chosen site.

During the plan period the Khadi and Village industries commission (KVIC) was established with more executive powers of planning, organization and implementation of programmes for the development of village industries. A programme for the manufacture and distribution of amber charkas by the KVIC was undertaken.

A pilot project programme was setup during the second plan, to aim at an intensive development of rural industries and crafts. The main strategy was (i) to develop cottage and small scale industries in coordinated and integrated manner (ii) to find out solutions to the problems of these industries (iii) to study possibilities of planning and markets for the product of these industries.

According to the table 2.1 the total plan outlay of the Second Five Fear Plan was Rs.4672 crores. Of which, allocation for small scale industries was Rs.187 crores (4.0 percent) and Rs.1080 crores for total industries (23.12 percent).

2.6. Third Five Year Plan (1961-66)

The Rural Industries Projects (RIP) programmes introduced in 1962-63, initially started in 49 districts, each covering three to five blocks. The programme aimed at the development of entrepreneurs in rural areas, identifications of industrial ventures and promotion of extension services. The Central Government provided 100 percent grants to meet the establishment cost. Entrepreneurs were given loans at 5.5 percent rate of interest. The programme was finally extended to 111 districts, excluding towns having a population of 25000 or more. The RIP programme was subsequently merged with the DIC programme.

In regard to small scale industries, it was emphasized that the programme in the third plan must aim not only at the increasing and diversifying of production but also securing closer integration between small scale and large scale units over a wide range of industries and development of small industries as ancillaries. Another essential aspect of the programme was to secure the optimum utilization of the
available capacities though the adoption of two shifts and the provision of required raw materials.

The total outlay of Third Five Year Plan was Rs.8577 crores. Of which, only three percent (Rs.241 crores) allocated for village and small scale industries. A provision of Rs.1970 crores was allotted to total industries. Of which, 12.23 percent is allocated for small scale industries (Table 2.1).

2.7. Fourth Five Year Plan (1969-74)

Owing to war with Pakistan and China, the fourth plan could not take place immediately after the third five year plan. Only three annual plans took place in the gap period from 1966 to 1969. The total outlay of these annual plans was Rs.6625 crores (Table 2.1). Of which only two percent (Rs.126 crores) was allotted for village and small scale industries.

2.7.1. Ashok Mehta Committee

Ashok Mehta Committee (Khadi and Village Industries Committee) was appointed in 1966. This committee recommended a seven year programme for progressive improvement of techniques on industry basis and additional production of traditional and ambar khadi on self sufficiency basis. An appropriate technology cell was created for positive forms of assistance such as evaluation and extension of appropriate technology for small units. It also recommended for transforming Khadi and Village Industries Commission into Rural Industries Commission as reorganized basis.

A total outlay of the Fourth plan (1967-74) was Rs 15900 crores. An outlay of Rs.243 crores (1.9 percent) had been allotted for the development of rural industries (Table 2.1).

In the Fourth plan, rural industrialisation was accepted as an effective instrument for promotion of decentralization, development of agro industries and dispersal of industries at backward areas for reducing regional disparities in income and employment opportunities in the country. One of the main objectives of rural industries programme has been to protect such industries from the competition of large scale industries. The fourth plan while admitting this fact cautioned the government that "The operation of industrial licensing system has not been effective in preventing competition from the large industries and in providing the required
degree of initial protection. Nor has it been possible to prevent concentration of industries in large cities and towns”.

During the Fourth plan period rural artisan programme was setup for the development of rural artisans. This programme was started in 1971 as part of Small Farmers Development Agency (SFDA) and Marginal Farmers Agricultural Labour (MFAL) for the improvement of rural artisans by imparting training in the use of improved tools and equipment. But in 1974, this programme was practically merged with Rural Industries Programmes (RIP).

2.8. Fifth Five Year Plan (1975-80)

The total outlay of the Fifth Five Year Plan was Rs.39430 crore (Table 2.1) in which, an amount of Rs.592 crore (1.5 percent) allotted for village and small scale industries.

The Fifth plan rightly mentions “A significant large number of persons already dependent on traditional industries like handlooms, agriculture, coir, Khadi and village industries are living below the poverty line. Therefore, the principal objectives of the programme for the development of different small industries in fifth plan are to facilitate the removal of poverty and inequality in consumption standards of these persons through creation of large scale opportunities for fuller and additional productive employment and improvement of their skills so as to improve their level of earnings”.

Small scale industries are anticipated as are of the main instrument of rural industrialisation arising out of area development and for economic decentralization which are the basic ingredients of a “Socialistic Pattern of Society”. The growth centres approach envisaged area development and provision of infrastructure for industries with the national programmes of minimum needs which should help rural industrialisation based on local resources and for local needs of the backward areas. During the plan period two important programmes viz., District Industries Centre and Integrated Rural Development Programme were implemented for removal of poverty, unemployment, disparities income and regional imbalances.

2.8.1. District Industries Centre (DIC)

District industries programme was started in May 1978, with the main objective of developing and promoting small, tiny, cottage and village sector industries and to generate greater employment opportunities especially in the rural
and backward areas in the country. The DICs were setup to be a decentralized agency responsible for promoting industrialisation at the grassroots by helping local entrepreneur to take up viable projects. The role of the DICs is to act as a single window in assisting entrepreneurs in obtaining various clearances and also for getting primary assistance. The DIC would undertake economic investigation of the potential for development of district industries including its raw material and other resources, supply of machinery and equipment, provision of raw materials, effective arrangement of credit facilities, marketing assistance and quality control, research, extension and entrepreneurial training.

2.8.2. Integrated Rural Development programme (IRDP)

Integrated Rural Development Programme (IRDP) was implemented in 1978-79 to bring about integrated of various components of special area development programme viz., Rural Industries Programmes (RIP), small farmers development agency (SFDA), Drought Prone Area Programme (DPAP) and Command Area Development programme (CADP). The focus of the programme was on the target groups consisting of small / marginal farmers, landless labourers, share croppers, rural artisans, etc., who were below the poverty line. The programme treated the family as a unit and provided package of schemes so as to enable it to cross the poverty line\textsuperscript{17}.

Assistance was provided to the families identified under this scheme. A subsidy for capital investment was sanctioned to each one of the identified and economically viable occupations. The percentage of capital subsidy component, varied for each of the identified groups. The capital subsidy component for small farmers was fixed at 25 percent, 33.33 percent to marginal farmers, Agricultural labours and rural artisans and 50 percent to the Scheduled caste and scheduled tribes. Thus, the Government of India positively assisted and encouraged the rural artisans to engage in traditional works with their accumulated skills for the overall development of rural areas\textsuperscript{18}.

At the end of the Fifth five year plan, there was a charge in Government at the center. Janata Party came to the power, formulated its new economic policies, including changes in the policies for the small scale industries sector. The Janatha Government which came to power at the center in 1977 declared that it would adopt the Gandian approach to economic and industrial development in the country. The important step taken by Janatha government (1977-80) was the creation of a single
window service system by setting up “District Industries Centre” One in each district in the country. Also, a special cell was setup in the Industrial Development Bank of India (IDBI) dealing exclusively with the credit needs of small and village industries and this special cell in the IDBI was required to guide, co-ordinate and monitor entire range credit facilities made available by different public financial institutions and commercial banks to the small scale sector.

The most important step that was taken by the Janata Government in 1978 was to raise the number of items to be exclusively produced in the SSI sector from 180 to 504 and subsequently to 807 items and further to 872 items in 1984-85.

2.9. The Six Five Year Plan (1980-85)

The importance of rural industrialisation was also emphasized in the sixth plan.

2.9.1. The Industrial policy Statement of 1980

The Industrial policy statement of 1980 observed that, The Government determined to integration of the programme, its major objective being.

1. To generate opportunities for part-time and full time employment by
   a) revitalizing and developing the existing traditional and other small scale industries, b) promote intensive development of new viable industries.
2. To raise the level of earnings of rural artisans, handloom weavers, craftsmen and other employed in the industries.
3. To promote the growth of these industries in rural areas, small towns, and
4. To reduce progressively the role of subsidies by providing selective credit, development of skills, designs and marketing.

The sixth plan allocated a sum of Rs.1780 crore for village and small industries. This sector, however, received 18 percent of the total outlay (Rs.97,500 crore). During this plan, three important schemes viz., National Rural employment Programme (NREP), TRYSEM and RLEGP were under taken for the development of rural areas.
2.10. Seventh Plan (1985-90)

The total outlay of the Seventh Five Year Plan was in order of the Rs.1,80,000 crore. Of which, only Rs.2753 crore, account for 1.5 percent of the total plan outlay, was allocated for the development of village and small scale industries (Table 2.1).

It provides maximum employment next only to the agriculture sector accounted for more than one third of the total exports of the country. In terms of value added, it contributes about fifty percent share in the manufacturing sector. The growth in this sector has a preponderance of self-employment and ensures maximum utilization of local resources, both men and materials.

The major objectives of rural industrialisation in the Seventh plan are

1. To assist in the growth and widespread dispersal of industries.
2. To manage the level of earnings of rural artisans.
3. To sustain and create avenues of self-employment.
4. To develop entrepreneurship in combination with improved methods of production through appropriate training and package of incentives and;
5. To check the exodus of rural artisans to urban concentrations.

In order to achieve above objectives, the following strategies have been adopted:

1. Upgradation of technology to ensure standard and quality of production for wider markets and modernization.
2. To create and cover organizations so as to provide support for raw materials supply, marketing, credit and technology and to adopt adequate measures for ensuring viability through enlargement of the base.\(^{21}\)

The DIC programmes will continue in the seventh plan. There is need for greater delegation of powers to the DICs by the state government, particularly relating to raw materials, allotment of industrial sheds, power margin money investment subsidy and incentives. The state small industrial development corporation would play an increasing role in providing market support and technology package to SSI units. An integral package approach is adopted for developing technology for use of the decentralized sector by increasing by utilizing the expertise available with the national laboratories. During the seventh plan emphasis has been laid on cooperation
and development handlooms through central and state level corporations, modernization of looms and to improve the competitiveness of the product so as to eliminate the cost handicap of the handlooms vis-à-vis power looms etc.

Besides these programmes, KVIC which implements the programmes for the promotion of khadi and village industries is one of the main instruments for rural industrialisation during the plan period. The programme is to be implemented through the network of (i) 26 State Khadi and Village Industries Boards (KVIB), (ii) 1127 registered institutions and (iii) about 31,000 industrial co-operatives of artisans covering about 3 lakh villages.

2.11. Eighth Plan (1992-97)

The eighth plan allocated a sum of Rs.3,61,000 crore as total outlay. Of which 1.3 percent (Rs. 4778 crore) for the development of village and small industries (Table 2.1).

So far as employment is concerned the village and small industries were able to provide employment to 575 lakh persons in 1996-97. This is really commendable. Out of this, the modern SSI sector provided employment to 228 lakh persons (40% of the total) and the traditional sector to 347 lakh persons (60% of the total). The growing share of the modern sector is indicative of the fact that higher productivity and higher earning areas in the village and small industries are getting strengthened.

A highly praise worthy achievement of the village and small industries is their contribution to exports to the tune of Rs.52230 crore in 1996-97 i.e. 44% of the total exports. This proves beyond doubt that Village and Small Industries are very important in our effort to globalize the Indian Economy.

The eighth plan directional document in its section on employment made the important statement; “The pattern of industrialisation and choice of techniques where possible without sacrificing productivity, have to be such as to increase the possibility of labour absorption in manufactures and other sectors”.

The Eighth plan documents updates this 1972-74 data with results of the 43rd round of NSS which shows (i) 20 percent rural workforce engaged in non-agricultural activities (ii) 34 percent in manufacturing (iii) 24 percent in services (iv) 18 percent in trade and (v) 15 percent in construction.
The plan documents states that “in the long-run agriculture and other land based system activities even with reasonably and high rate and possible diversification of growth, will not be able to provide employment to all the workers at adequate basic income”.

The latest studies shows that the share of secondary sector in GDP has increased from 24.4 percent to 27 percent and the service sector from 36 percent to 39.7 percent. The rural industries shares in this growth of the share of secondary and service sectors.

On the basis of scale and primary functions, there are four groups of industries which can be expanded or developed in the rural areas during the Eighth plan. The four groups are (i) traditional and village industries (ii) heavy industries (iii) medium industries and (iv) light industries.

The first group which is the one which needs further development and expansion is what is called traditional and village industries like khadi, leather tanning, wood works, artisan industries, cotton cloth, both hand looms and power looms fabrics and manufacture, silk-both raw and fabrics, handicrafts coir production, sericulture and wool development in each of which the emphasis during the Eighth plan should be on modernization and improvement of techniques.


The total Ninth Five year plan was Rs.8,59,200 crore. Of which, only 33 percent (Rs.2,855 crore) allotted for village and small scale industries (Table 2.1).

Ninth Plan notes that the small sector is presently producing about 8,000 items, out of which 821 items are reserved for production in the small sector. However, out of the reserved items, it has been observed that as many as 200 are either not produced at all in small scale sector or their production is insignificant. Besides this, the Ninth plan mentions that during the last few years “the growth of SSI sector in the non-reserved areas has been higher than in the reserved categories which is proof of their inherent strength and residence of the small scale sector and its ability to respond to the challenge of the market forces”.

To increase the flow of credit, the Government has started setting up specialized branches of banks exclusively meant for providing credit to SSIs.
To improve technology of SSIs, SIDBI has already set up a Technology development and modernization fund with a corpus of Rs.200 crore. The Government has also setup Technology Trust Funds with contributions from state governments and industries associations for transfer and acquisition of the latest technologies.

Under the scheme of Integrated Infrastructure Development Centers (IIDCs), infrastructure facilities are being developed in backward rural areas, 50 such IIDCs were to be set up during the Eighth plan period. Out of which 22 have been approved. This scheme would be continued in the Ninth plan with more incentives and financial assistance in hilly areas and North Eastern states.

The credit provided to the SSI sector by the financial institutions is considered credit to ‘priority sector’ by March 1996. The total credit provided by public sector banks stood at Rs.29842 crore. The cumulative disbursements by State Financial Corporations amounted to Rs.12704 crore up to March 1996.

Regarding employment, total employment in the SSI sector will increase from 57.5 million to 66.6 million indicating additional employment generator of the order of 9.1 million. Out of this, modern sector contribution will be 3.6 million and that of the traditional sector by 5.5 millions. Overall, the rate of growth of employment will be of the order of 3.0 percent per annum which is higher than the rate of growth in any other sector of the economy visualized for the Ninth plan.

But the most encouraging aspects of the SSI sector is the contemplated increase in exports which are expected to group from Rs.52,230 crore in 1996-97 to Rs.104,000 crore in 2001-02, indicating on average annual growth rate of 14.7 percent. The most important contributions are small scale industries and handicrafts. These two accounts for 88 percent of the total increase in exports expected during the Ninth plan. It may, however, be noted that out of total exports of SSI sector. Expected by 2001-02 of the order of Rs.104,000 crore, the share of the modern sector will be Rs.86,950 crore i.e. 83.6 percent. This underlines the need for strengthening modern SSI sector with a view to increase exports. However the traditional sector will be continue as a source of supplementary employment for the poor in the rural as well as in urban areas.
2.13. Tenth Plan (2002-2007)

Table 2.1 presents that the total outlay of the Tenth Five year plan was Rs.15,25,639 crore, of which Rs.3,499 crore allocated for village and small scale industries. Which is more than that of ninth plan allocation of Rs.2,855 crore but in relative terms, it has meant as reduction in allocation from 0.30 percent to 0.22 percent in the tenth plan. Whereas tenth plan recognizes agriculture and small industries as the two major employment generating sectors, ironically it down plays them in the allocation pattern. This is a case of deviation between rhetoric and reality.


During Eleventh plan period, total plan out lay was Rs. 3644718 crore. Of which, 0.32 percent (Rs. 11500 crore) was allocated for village and small scale industrial units and 7.49 percent of total industrial outlay (Rs 153600 crore) was allocated for village and SSI industrial units.

2.15. Rural industrialisation in Andhra Pradesh under Five Year Plans

Andhra Pradesh with 8.4 percent of country’s geographical area and 7 percent of population (8.47 crores) is the fifth largest state of the country, both in terms area and population, according to the 2011 population census.

Significant levels of industrial and mineral production reflect the rapid strides the state has made in respect of industrial development. Andhra Pradesh accounts for about 12 percent of the country’s cement production, 9 percent of coal production, 6 percent of sugar production and 5 percent of vanaspathi production.

In a developing rural economy like Andhra Pradesh where the economic structure is mainly based on agriculture, with scarce capital, abundant labour and lack of entrepreneurship an efficient method of resource allocation calls for development of agro-based small scale and cottage industrial units, since the workers- investment ratio in these industries are likely to be higher than in the large scale industrial units.

2.16. First Five Year Plan (1951-56)

During the First five year plan, the total plan outlay was Rs.96.78 crore. The village and small scale industries accounted for only 0.18 percent of the total plan outlay of Rs.17.69 lakh (Table 2.2).
The following schemes were undertaken by the State Government to develop the small scale and cottage industries in agricultural operations.

2.16.1. Training in Coir Industry

During the plan period, the development of coir industry was undertaken and a coir school for training artisans has been working at Baruva. A Coir soaking and netting center has also been started at Anthervedi in Razole Taluk, East Godavari District. This school produces 105 trained craftsmen during the plan period and also about 20,000 lb coir products. An amount of Rs.49,000 has been spent on this scheme up to 31st March 1956.26

2.16.2. Leather Industry

For the development of leather industry two peripatetic tanning demonstration parties have been functioning throughout the plan period at different centers in the state. The government established a model tanning in Anantapur district, a production-cum-training center in tanning and manufacturing of foot ware in Eluru and a modern leather goods manufacturing unit at Vijayavada. One hundred and twelve candidates were trained during the plan period in tanning, hides and leather, and manufacture of leather goods. A sum of Rs.50000 was spent on this scheme.

2.16.3. Carpentry and Blacksmithy Centers

To improve the technique employed and increase the earning capacity of the artisans employed in the carpentry and black smithy industries, the govt. established training-cum-production centers at Srikakulam, Elure, Guntur, Nellore, Cuddapah and Kurnool.

2.16.4. Marketing

Two regional museums one at Anantapur and another at Rajamundry started to remove the handicaps of not having marketing facilities. A sales emporium is attached to the museum at Anantapur where cottage industries products are sold.27

2.16.5. Government Khadi Scheme

Khadi scheme was framed in 1946-47 as a part of comprehensive plan. The scheme was continued at three intensive Khadi centers at Tunitalapadu (Prakasam), Yerragonka palem (Prakasam) and Santanutala padu (Prakasam) during the plan period. A new center was also opened at koilakuntla (Kurnool district), two central
Khadi Bhandars were opened at Kurnool and Vijayavada during 1954-55, in addition to the two depots existing at Rajamandry and Gopannpalem. An extensive Khadi scheme was enforced in 22 firms during the plan periods. In the intensive Khadi centers and the extension Khadi areas, a net expenditure of Rs.3.57 lakh was incurred during the plan period and 10.42 lakh yards of cloth were produced. In the above area, 22,718 spinners and 1,183 weavers were registered during the plan period.

2.16.6. Sri Visweswaraiah’s Scheme

The need for rising the lowest incomes and of opening out the rural younger generation, avenues of growth and advancement that will bring out the best in them undoubtedly of paramount importance. This scheme aims at bringing intensive development of small scale industries in every village in the state in order to increase production and income from them. The scheme was started in Kakinada-Peddapuram areas. The total cost of the scheme is Rs.1.76 lakh, but only an amount of Rs.33,000 was spent on this scheme during the plan period.\textsuperscript{28}

2.16.7. Scheme for the Development of Basic and Village Industries

The scheme for the development of basic and village industries consisted of three parts viz., supply of raw materials at cost price to village artisans, distribution of improved tools and implements to village artisans and finally to offer a model center for village industries in Gopanna palem with a plan provision of Rs.1.70 lakh.\textsuperscript{29}

2.17. Second Five Year Plan (1956-61)

Total plan outlay of the second five year plan was Rs.180.60 crore. The second plan allocated a sum of Rs.1152.23 lakh (6.3 percent) for village and small scale industries (Table 2.2). In 1956, Industrial policy resolution of India emphasized on the organization of industrial co-operatives which greatly assist many of the activities relating to small scale production. Such cooperatives should be encouraged in every way and the state should give constant attention to the development of cottage, village and small scale industries.

With these objectives in view, about 175 schemes (82 in Andhra and 93 in Telangana) were proposed to be implemented during the second plan period at a total cost of Rs.1152.83 lakh (Rs.693.81 lakh for Andhra and Rs.459.02 lakh for Telangana).
On the whole, about 35 to 40 small scale industries are proposed to be started to stimulate production of consumer goods in the state. Close collaboration is, however expected to be maintained with Small Scale Industries Corporation set up by the Govt. of India to encourage the development of small scale industries. Three industrial estates were established at Vijayavada, Vishakapatnam and Samarla kota with a view to providing conditions favorable to working efficiency, maintaining uniform standards in production and economic utilization of materials and equipment. The principal object is to enable a large number of small scale units, to have the advantage of common services and other facilities. Other schemes in the state plan for the development of small scale industries broadly fall under the following categories:

a) Training – cum – production centers

b) Production schemes of pilot character initiated departmentally.

c) Production schemes of commercial character and loans to private concerns under state aid to industries act.

About 45 production–cum-training centers and other small scale industries were also established during the second plan period.

Sericulture has high employment potential and provides secondary occupation to a large number of rural families. A number of schemes have, therefore, been included for the development of sericulture in Andhra area. 2000 acres were brought under mulberry cultivation and about 3,000 families were benefited. The formation of industrial co-operatives of the hand-pounding rice centers, 10 societies for tanning and leather goods manufacture, five societies for the development of khadi were established in the second plan.

Over 11,000 exporters were trained in the production of palm jaggery and 30,000 licenses were issued for tapping. 25,000 looms were brought under co-operative field and towards the improvement of techniques in handloom weaving. In addition to these, 6 societies were organised for the production of kambles. The Guntukal spinning mill will be expended besides the starting of a cooperative spinning mill at Tadipatri to produce 23,625 bales of yarn a year and 475 houses were constructed for the weavers. One industrial estate was established in addition to a control design unit. Small scale industries like cutlery glass, bangles, pencil
manufacture carpets, druggists, ivory and horn button, cloth printing, wood-inlay lace bangles etc. were developed during the second plan.

Improvement of housing conditions of artisans is an important item in the programme of decentralized industrial development as often the houses of artisans is also their work place\textsuperscript{30}.

2.18. Third Five Year Plan 1961-66)

Third plan has made a provision of Rs.571.75 lakh for village and small scale industries which was 1.5 percent of total outlay of Rs.352.42 crore (Table 2.2).

Programme for village and small industries have received much attention in the third plan, besides providing employment opportunities, they are calculated to broaden the industrial base of the economy. Another important part of the small industries programme is the development of industrial centers in small towns whose economy can be linked up closely with that of neighbouring rural areas.

2.18.1. Small Scale Industries

With a view to give assistance to small scale industries, one industrial co-operative bank was established at Hyderabad. In order to assist small industrialists by way of raw materials, machinery, marketing their products and also to organize production against assured orders by securing contract etc., it is proposed to organize small scale industrial development corporation with chain stores at Hyderabad. The total expenditure on account of the scheme both recurring and nonrecurring would be Rs.25 lakh.

In the third plan, at least one industrial estate in each district was established, besides 18 rural industrial estates and a provision of Rs.220 lakh.

The third five year plan envisages an era of stabilization for these industries like silver filigree articles of Karimnagar, the exquisite toys of Nirmal, Kondapalli and Thirupathi. Bidri ware and Hindroo of Hyderabad, the carpets of Warangal and Eluru are beautiful crafts and to place them on a decent livelihood and a status in a society.

It was proposed to organize societies and each of the societies would be given on an average, working capital loan of Rs.2000, a share capital loan of Rs.600 and subsidy. An export section was established to plan export devices for the handicrafts
of Andhra Pradesh. A handicraft research and design center for Technical and Organisational improvements had undertaken detailed study of various operations in order to reduce fatigue and enable craftsman to increase his rate of production. The plan also envisaged the provision of technical and refresher training to craftsmen on stipendiary basis. In all a sum of Rs.25 lakh was provided in the plan for the development of handicrafts.

2.18.2. Sericulture and Handloom Industry

During the Third plan period it was proposed to increase the acreage under mulberry cultivation to 2000 acres. Towards this a sum of Rs.15 lakh had been provided under coir industry and it was proposed to set up units for the manufacture of mattresses and bristles fiber and coir goods on up to date lines in the coastal areas.

During this plan formulating schemes were divided into two categories – one dealing with the sound organization and development of handloom industry and the other with adequate marketing arrangements. A provision of Rs.8 lakh was proposed to establish textile institute in the third plan. 10 model production centers were established at selected places. With a view to inculcating thrift benefit amount of the weavers, it was proposed to create a thrift fund. For the construction of housing colonies for weavers a sum of Rs.56.11 lakh was proposed in the plan. In all, an amount of Rs.540 lakh was proposed to be provided in the plan for the development of Handloom industry.


The Total outlay of the Fourth plan was Rs.448.87 crore. Out of which, the outlay in small scale and village industries was about Rs.226.10 lakh which was only 0.5 percent of the total outlay (table 2.2).

2.19.1. OBJECTIVE AND STRATEGY OF THE STATE

1. To promote a number of small industries primarily with the object of initiating a process diversification and industrialisation of economy in various parts of the state;

2. To promote labour intensive small industries, especially in scarcity areas with a view to provide employment and regional balanced development;
3. To encourage small industries in important industrial centers to enable the development of small industries as ancillary to large industries; and

4. To promote the village industries especially handicrafts and leather industry as decentralized employment oriented schemes for the weaker sections.

2.19.2. FOURTH PLAN SCHEMES

In proposing the schemes in the Fourth plan, the growing demands for the handicrafts articles and their export potentials have been kept in view. The need for expanding the production and for improving the designs so as to keep pace with the changing tastes had also been given due consideration. The production programme of handicrafts was mostly in the co-operative field. The handicrafts co-operatives were in need of financial assistance not only to maintain the tempo of production but also to expand it and accordingly provision had been made in the plan.

2.19.3. SCHEMES FOR ARTISANS

COMMON FACILITIES CENTERS: In these centers, facilities like leather shaping and buffing machines, looms and tools, dyeing and carding equipment etc., are provided.

TRAINING: The training programme has two-fold objectives viz., the revival of traditional crafts on the one hand and training of artisans in crafts, the products of which have greater demand, both within and the outside the country. There are at present 7 training centers – 3 in Coastal Andhra and 2 each in Rayalaseema and Telangana regions.

INDUSTRIAL CO-OPERATIVES: Under this scheme for managerial assistance to select industrial co-operatives, the services of co-operative sub-registrars and senior inspectors are placed at the disposal of the societies which are in need of constant guidance. A scheme envisaging subsidizing the difference of interest between the concessional rate and useful rate of interest at which the co-operative banks advance loans to the industrial co-operatives is also proposed. Out of Rs 57.79 lakh made for development of handicrafts, Rs 26.86 lakh for costal Andhra, Rs 13.31 lakh for Rayalaseema and Rs 17.62 lakh for Telangana.
2.19.4. LEATHER INDUSTRIES

The main objective of the scheme is (a) to improve the quality of foot wear locally manufactured on scientific lines by introducing modern tools and equipment and power operated machines, (b) train up qualified candidates in the manufacture of footwear and leather goods an modern lines to cater to increasing demand, (c) to give employment to a large number of persons having foot wear manufacture as their hereditary profession and (d) to build up export of foot wear through the agency of NSIC, New Delhi. The unit at Vijayawada has been executing bulk orders placed by various Government departments Viz., fire services, Inspector General of Police, RTC and municipalities etc.,

2.19.5. KHADI & VILLAGE INDUSTRIES

During the years 1968-69 and 1969-70, Government of Andhra Pradesh have permitted the Khadi Board to dispose of the accumulated stocks, allowing the 5 percent additional rebate while agreeing to reimburse the amount involved. The Khadi board has claimed an amount of Rs.2,14,476 under this account.

2.20. FIFTH FIVE YEAR PLAN (1975-80)

For the development of village and small scale industries, a sum of Rs.1185.83 lakh accounted for only 1.1 percent of the total plan expenditure of Rs.1004.28 crore (Table 2.2). During the Fifth Five Year Plan, Industrial services schemes for providing adequate self-employment opportunities particularly, to the educated unemployed including technically qualified persons.

2.20.1. INDUSTRIAL ESTATES

The state Government proposed a scheme for setting up of an infrastructure development corporation for developing infrastructure facilities during Fifth plan of large and medium industries and the proposed corporation would take-up the programme for development of industries and construction of industrial estates with the assistance from financial institutions – 30 lakh would be adequate for the industrial estates programme in the plan.
2.20.2. SERICULTURE

A lump sum outlay of Rs. 67 lakh for sericulture was made in the Fifth plan since Andhra Pradesh State had a good potential for development of Sericulture both in respect of mulberry and tasar silk.

2.20.3. COIR INDUSTRY

Regarding the existing coir goods factory at Narasapur, it was felt that the outlay of Rs. 8.48 lakh proposed for expansion in the Fifth plan was on the high side and it was suggested after proper assessment to exclude the committed expenditure.

2.20.4. KHADI AND VILLAGE INDUSTRIES

HANDLOOM INDUSTRY: It was noted that sericulture programme was clubbed with the handloom. It was noted that there was a separate Directorate to look after Handloom Development programme in the state. Besides, there were two Appex Societies functioning one each in Telangana and Andhra region with 600 branches all over the state. Considering the fact that there was a large number of handloom weavers in the state and that most of them belonged to the weaker sections of the population and the assistance given to them through the co-operative societies being inadequate, the working group suggested that the state Government should take immediate steps to set up a handloom development corporation to channel various forms of assistance to a larger number of weavers for their upliftment.

POWER LOOMS: The state government had proposed 3 processing, calendaring, bleaching and printing units, to be setup during the Fifth plan on the assumption that another 12,000 power looms would be setup during the Fifth plan and suggested that the Handloom Development Corporation was setup should also assist authorized power looms in the state.

HANDICRAFTS: In order to achieve the objectives of providing necessary impact including cheap credit and raw materials, providing marketing facilities and eliminating middle men, the working group considered that the existing organizational and administrative arrangements for implementation of the handicrafts development programmes, were inadequate and that the State Government take immediate steps to setup a handicrafts development corporation to undertake all promotional and developmental activities. The working group also recommended a provision of Rs. 120 lakh for the Fifth plan.\(^{32}\)
2.21. THE SIXTH FIVE YEAR PLAN (1980-85)

The sixth plan proposed to take up the following schemes:

a) Implementation of DIC programmes in all districts.

b) Establishment of Industrial Testing laboratory at Vijayawada and field stations for graphite crucible Industries at Rajamandry.

c) Strengthening of central food technological research institute, Zonal experimental stations at Hyderabad and expansion of Oil and Technological research institute in Anantapur.

d) Setting up of Rural Marketing Cum-service center.

The following programmes are also proposed to be taken up.

2.21.1. SELF-EMPLOYMENT PROGRAMME

The objective of the self-employment programme is to create job opportunities for educated unemployed and artisans. The Department of Industries has been assisting the entrepreneurs for starting small scale industries, Servicing units and business ventures depending upon the aptitude of the entrepreneurs.

2.21.2. MARKETING

With a view to providing extensive marketing assistance, it is proposed to provide financial assistance particularly to the unemployed educated young entrepreneurs for setting up retail shops for the products of traditional and modern small industries subject to the condition that a specified percentage of this total turnover is accounted by the products purchased directly from these industries. A provision of Rs 66 lakh is made towards marketing societies at district level for sale of products manufactured in small scale industries units in semi-urban and non-urban areas.

2.21.3. TRAINING

Besides training of personnel engaged in extension and promotional activities, training facilities for artisans, craftsmen and workers are proposed. As per this programme the educated unemployed persons who are at least matriculates belonging to SC, ST and EBC will be imparted training to enable them acquire skills to be
absorbed in the existing and future vacancies and also trade/industry under the self-employment programme. A provision of Rs.29.20 lakhs is made in the plan.

2.21.4. COIR INDUSTRY

It is proposed a provision of Rs.50 lakh during sixth plan period. Besides continuing the existence of training cum-production and pilot centers for coir netting and coir yarn, now schemes for the benefit of SC, ST and weaker section are also proposed to be taken up for implementation.

2.21.5. ANDHRA PRADESH LEATHER INDUSTRIAL DEVELOPMENTAL CORPORATION (APLIDC)

The corporation has taken up several schemes to improve the economic conditions of cobblers. A training programme in the latest designs of manufacture methods of footwear has been undertaken. So far 270 artisans and 12 science graduates were trained under this scheme on stipendiary basis.

During the sixth plan period, a sum of Rs.212 lakh has been provided for revitalization of Hyderabad Tanneries at Hyderabad, revitalization Guntakal tanneries at Guntakal, common facility center at Warangal. Capital participation scheme for setting up of joint ventures, animal by product plant at Tirupathi, quality control laboratory at Hyderabad etc. The following are the specific schemes implemented during the Sixth Five Year Plan period.

1) Implementation of capital participation schemes of the corporation.

2) Ensuring the multiplier effect by supporting and strengthening the capital base of small entrepreneurs so as to enable them to raise more long term and short term loans from bank/financial institutions.

3) Developing chronically drought affected areas under the quick impact schemes.

4) Uplifting of the lot of weaker section of societies by helping them to set up small industries by waiving margins for all economically viable schemes.

5) Promotion of self-employment schemes for educated unemployed so as to solve the unemployment.
6) Creating industrial climate among local entrepreneurs by setting up corporation own production units.

7) Imparting techno-managerial training to prospective entrepreneur for successfully setting up SSI units.

8) Making available the service of the corporation at every nook and corner of the state by opening regional offices etc

The total outlay of the Six Five Year plan was Rs.3237.07 crore. Of which, only 1.2 percent i.e., Rs.4,012 lakh allocated for village industries (Table 2.2). During the plan period several programmes and schemes were taken up in the state of Andhra Pradesh.

2.22. SEVENTH FIVE YEAR PLAN (1985-1990)

During the Seventh Five Year Plan an outlay of Rs.12,700 lakh was allotted for the development of rural industries in the state of Andhra Pradesh, out of total outlay of Rs.5978.88 crore (Table-2.2). During this plan period many promotional agencies and developmental schemes were formulated.

2.22.1. DISTRICT INDUSTRIES CENTER

In view of the guidelines issued DICs have a maximum of 3 project managers in addition to the existing staffing patron, a sum of Rs.460 lakh is allocated in the Seventh Five Year Plan as state’s share and Rs.330 lakh as the Government of India’s share. The number of programmes undertaken by DIC during this period are Margin Money Loans Assistance, Grants to Artisans, Gramodaya programmes and posting of Gramodaya officers.

MARGIN MONEY SCHEME FOR REVIVAL OF SICK UNITS: Under this scheme, margin money in the shape of loan will be given to sick SSI units up to 50 percent of additional margin money required for revival a ceiling of Rs.20,000 per unit. This money would be made available both for the purpose of term loans and as working capital. A provision of Rs 25 lakh is made in the seventh plan which would be shared by the state and center on 50:50 basis.
MARGIN MONEY LOAN UNDER SELF–EMPLOYMENT SCHEME: The Sivaraman Committee has also recommended for enhancing the limit of composite loan scheme to Rs.50,000 and for provision of Rs.360 lakh in the seventh plan.

PUBLICITY MATERIALS AND EXHIBITIONS: The objective of this scheme is to provide wide publicity to the items manufactured in the state and to boost up marketing opportunities of the SSI units. In the Seventh plan an amount of Rs.30 lakh is provided for this.

SPECIAL OFFICERS FOR DEEPA PROGRAMME: The state Government proposed to start another Rural Development Agency. The objective of this new agency is mainly to co-ordinate, and channelize all the employment promotions and enterprise development activities of various schemes currently under implementation through various agencies and the funding channels like DICs, DRDA, TRYSEM etc.,

ENTREPRENUER DEVELOPMENT PROGRAMME: The cost of each programme would be Rs.50,000. The state Government share is Rs.25,000 and the IDBI share is Rs. 25,000. An amount of Rs.55 lakh is provided in the Seventh plan at the rate of two EDP in a year in a district.

RURAL MARKETING –CUM- SERVICE CENTER: These centers also arrange for procurement and supply of raw materials and also undertaken marketing of products. The Sreeman Committee strongly recommended for starting of RMCs. For establishing these centers during the Seventh plan, an amount of Rs.176 lakh is provided.

ESTABLISHMENT OF RURAL SERVICE GUILDS: With the implementation of Rural Industries Programme and Gramodaya programme, tiny industrial and servicing ventures are coming up in the village and rural growth centers. Agriculturists and rural entrepreneurs should not depend on urban areas for basic service facilities such as welding, tyre retreading, repair of pump sets etc., In order to provide the needed facility construction of rural service guilds and mini-industrial estates consisting of 10 tiny sheds. At selected firka mandal areas and hiring them out to servicing units. For implementing this programme during the seventh plan, an amount of Rs.110 lakh is provided.
ESTABLISHMENT OF GROWTH CENTER OFFICERS IN SCHEDULED AREAS: In order to supervise, monitor and co-ordinate various ITDA activities relating to industries sector. In tribal black in Srikakulam, Vizag, East Godavari, Khammam, Warangal and Adilabad districts. It is proposed to establish one growth center office in each of the above districts during this plan. It is estimated that an amount of Rs.20 lakh is required during this plan.

INDUSTRIAL CO-OPERATIVES: As this is an important sector concerning the village artisans, the department proposed to strengthen the administrative set up and also to take remedial measures in the functioning of the individual co-operative societies during the seventh plan. Apart from covering more number of artisans under the industrial co-operative field, the programme contemplated are mostly on going schemes like share capital loans, share capital contribution managerial assistance, attending of concessional rate of interest, reimbursement of sales tax etc., A sum of Rs.222 lakh is provided in the seventh plan.

COIR INDUSTRIAL SCHEME: Coir is an important sector for the development of weaker sections in the state coconut cultivation which is largely concentrated in the three costal districts of Srikakulam, east and west Godavari covering an area of 44,600 hectares. Nearly 30,775 artisans spread over 150 villages of the three districts are engaged in this line as part time occupation. The total requirement of the scheme is Rs.1,945 lakh. Since this is a centrally sponsored scheme, the expenditure is to be shared by the state and central Government on 50:50 basis on amount of Rs.0.97 lakh is required under the state plan.

HANDICRAFTS SCHEME: Following are the schemes which have to be implemented by the State Handicrafts Development Corporation with financial assistance from the Development Commission: (i) setting up of raw material depots, (ii) setting up of common facility services centers, (iii) Apex Co-operative societies for opening / renovation (expansion of emporia sales outlets by officers of the Development Commissioner, Handicrafts, New Delhi; (iv) Apprenticeship scheme (5) provision for improved tools and equipment at subsidized rates to the craftsmen / artisans in the handicrafts sector.

APSSIDC: It was formed to aid, counsel, assist finance, protect and promote the interest of SSI in Andhra Pradesh. The activities of corporation can be classified in to
three categories: (i) Promotional & Development (ii) Procurement and supply of raw materials (iii) management of production units. It has got 12 distribution outlets also called raw material service centers.

**A.P. LETHER INDUSTRIAL DEVELOPMENT CORPORATION:** It was set up with an authorized capital of Rs.100 lakh. Under this plan it has set up 10 production units and also proposes to open 14 more production units in order to increase the production capacity and also to create livelihood to the SC workers. It also proposes to open two raw materials depots to help the poor charmakaras population.

Under the scheme of modernization of training units, the corporation proposes to increase the capacity of Hyderabad Tannery by soaking at least 300 hides per day. Similarly it wants to put the Guntakal Tanneries also to full capacity with new machinery. Under self employment scheme, the corporation proposes to take up either flaying or tanning at the village level or foot wear manufacturing units at taluk level. It has already started three raw hide collection centers at Mangalagiri, Mahaboobnagar and Guntur and proposed to open 2 such centers during the Seventh plan. It is proposed to open two more common facility centers during the Seventh plan for the benefit of the small tanners. An outlay of Rs.550 lakh is proposed for the LIDAP in the seventh plan.

**ANDHRA PRADESH KHADI AND VILLAGE INDUSTRIES BOARD:** The programmes of the K&VI board in the Seventh plan period include improvement of Mahavidyalaya at Rajendra Nagar on permanent basis by construction quarters for staff, Agmark Laboratory and library-cum-reading room, effective implementation of the Gobar Gas Schemes, exploiting the emergency resources by educating the village industries sector and to ameliorate the living conditions of the rural artisans through publicity and propaganda and establishment of seven regional officers. It is also proposed to covers 150 block level co-operative societies in a phased manner at the rate of 30 societies in each year. An outlay of Rs.400 lakh is provided under this plan be Khadi and Village Development Boards.
2.23. EIGHT FIVE YEAR PLAN (1992-97)

A considerable emphasis has been laid to create employment opportunities during the Eighth five year plan period through the Rural Development programmes to up lift the rural population, particularly, the targeted groups at gross-root level. For this purpose, rural development programmes like IRDP, TRYSEM, DWACRA and JRY continue to be implemented even though in the eight five year plan period. It is proposed to benefit 11.12 lakh families through self employment schemes covered by IRDP,TRYSEM and DWCRA, while 2.25 crore mandays under DPAP and 2.25 crore mandays under waste land development programmes are proposed to be created under wage employment during the Eighth plan period.

During the Eighth plan period much attention has been given to the JRY Scheme. The share of JRY for Eighth plan period was Rs.200 crore and Rs.37.47 crore has been provided during 1992-93. It is estimated to provide 3,298.80 lakh man-days of employment during the plan period.

Table 2.2 shows that the total outlay of the Eighth Five Year Plan was Rs 13,606.61 crore. Of which, only 1.08 percent (Rs.14760 lakh) was allocated for the villages and small scale industries.


During ninth plan period, important programmes which under taken by the state government for development of village and small scale industries in year 1998 are Adarana for artisans, Mundadagu for development of Scheduled Cast, Cheyoutha for Physically Handicapped and Rosini Programme for Minorities (1999). Table 2.2 reveals that the total outlay of the Ninth plan was Rs. 28572.4 crore. Of which, only 0.77 percent (Rs. 22098 lakh) was allotted for the village and small scale industries and out of total industrial outlay of Rs.73866.35 lakh, of which allocation of village and SSI units was Rs.22098 lakh (29.92%).

2.25. TENTH FIVE YEAR PLAN (2002-2007)

During tenth plan period, total outlay was Rs. 62177 crore. Of which only 0.62 percent (Rs. 38826 lakh) was allocated for village and SSI units and out of total industrial outlay of Rs.129813.3 lakh, 29.91 percent was allocated for village and SSI units (table 2.2).

During eleventh plan period, total plan outlay was Rs. 157913.10 crore. Of which 0.37 percent (Rs. 59188 lakh) was allocated for village and small scale industrial units and 29.94 percent of total industrial outlay (Rs 197677.5 lakh) allocated for village and SSI industrial units (table 2.2).

2.27. CONCLUSION

After reviewing the development of Village and SSI units under different Five Year Plans of India and Andhra Pradesh in the present chapter, it is clear that the rural industrialization could not attract the higher percentage of plan outlay in the successive Five Year Plans based on their importance. The next chapter is devoted to provide a brief profile of Anantapur District of Andhra Pradesh.
2.28. REFERENCES


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