Annexure I

ABBREVIATION USED

AIRTM : Ambedkar Institute of Rural Technology and Management

BIS : Bureau of Indian Standard

CAPART : Council for the Advancement of People’s Action and Rural Technology

CBRTI : Central Bee Research and Training Institute

CSRE : Crash Schemes for Rural Employment

CST-MSME : Credit Guarantee Trust for Micro, Small and Medium Enterprises

CVPI : Central Village Pottery Institute

DGSD : Director General of Supplies and Disposal

DIC : District Industries Centres

DPAP : Drought Prone Areas Programme

HNP : Hand Made Paper

ISEC : Interest Subsidy Eligibility Certificate

JBY : Khadi Karigar Janashree Bima Yojana

KGB : Khadi Gramodyog Bhavan

KGPS : Khadi Gramodyog Prayog Samiti

KNHPI : Kumarappa National Handmade Paper Institute

KRDP : Khadi Reform and Development Programme

KVI : Khadi and Village Industries

KVIB : Khadi and Village Industries Board

KVIC : Khadi and Village Industries Commission
MANIDCO : Manipur Industrial Development Corporation
MANTRON : Manipur Electronics Development Corporation
MDA : Market Development Assistant
MGIRI : Mahatma Gandhi Institute of Rural Industrialization
MHHD : Manipur Handloom and Handicraft Development Corporation
MSME : Micro, Small and Medium Enterprises
NABARD : National Bank for Agriculture and Rural Development
NID : National Institute of Design
NIFT : National Institute of Fashion Technology
PEP : People Education Programme
PMEGP : Prime Minister Employment Generation Programme
PMRY : Prime Ministers Rozgar Yojana
PRODIP : Product Development Design Intervention Packaging
REBT : Rural Engineering and Bio Technology
REGP : Rural Employment Generation Programme
RISC : Rural Industries Service Centres
SFRUTI : Scheme of Fund for Regeneration of Traditional Industries
SIDBI : Small Industries Development Bank of India
### COMPARISION OF REGP AND PMEGP

<table>
<thead>
<tr>
<th></th>
<th>REGP</th>
<th>PMEGP</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Objectives</strong></td>
<td>To develop entrepreneurial skill among the rural unemployed youth.</td>
<td>To generate employment opportunities in rural as well as urban areas of the country through setting up a new self-employment, ventures/projects/micro enterprises.</td>
</tr>
<tr>
<td></td>
<td>To achieve the goal of rural industrialization,</td>
<td>To bring together widely dispersed traditional artisans/rural and urban unemployed youth and give them self-employment opportunities to the extent possible, at their place.</td>
</tr>
<tr>
<td></td>
<td>To facilitate participation of Financial Institutions for higher Credit to rural industries.</td>
<td>To provide continuous and sustainable employment to a large segment of traditional and prospective artisans and rural and urban unemployed youth in the country, so as to help arrest migration of rural youth to urban areas.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>To increase the wage earning capacity of artisans and contribute to increase in the growth rate of rural and urban employment.</td>
</tr>
<tr>
<td><strong>Financial Assistance</strong></td>
<td><strong>Beneficiary’s Margin Money Contribution</strong></td>
<td><strong>Beneficiary’s Contribution</strong></td>
</tr>
<tr>
<td>General Category</td>
<td>10% 25%</td>
<td>10% 15%</td>
</tr>
<tr>
<td>Special Category</td>
<td>05% 30%</td>
<td>05% 25%</td>
</tr>
<tr>
<td>[SC/ST/OBC/Monitories, etc.]</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Benefits</td>
<td>REGP</td>
<td>PMEGP</td>
</tr>
<tr>
<td>----------------</td>
<td>-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------</td>
<td>-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------</td>
</tr>
</tbody>
</table>
| **Beneficiaries** | Any individual above 18 years of age. Individual Entrepreneurs; Self-Help Groups; Institutions; Co-op. Societies; Trusts and Public Limited Companies owned by State Central Government. | Any individual, above 18 years of age; Self Help Groups (including BPL); Institutions registered under Societies Registration Act, 1860; Production Co-operative Societies, and Charitable Trusts.  
Note: Project costing above Rs. 10 lakhs in the manufacturing sector and above Rs. 5 lakhs in the business/service sector, the beneficiaries should possess at least VIII standard pass educational qualifications. |
<p>| <strong>Financial Institutions</strong> | 27 Public Sector Banks and their sponsored Regional Rural Banks; Private Sector Banks approved by the State/UTKVI Boards and Co-op. Banks approved by the State/UTKVI Boards and Co-op. Banks approved by the State/UTKVI Boards. | 27 Public Sector Banks; Regional Rural Banks; Co-operative Banks approved by State Level Task Force; Private Sector Scheduled Commercial Banks approved by State Level Task Force and Small Industries Development Bank of India. |
| <strong>Village Industry</strong> | Any Village Industry including Coir based projects located in the rural area which produces any goods or renders any service with or without the use of power and in which the fixed capital investment per head of a full time artisan or worker does not exceed Rs. 50,000. | Any Village Industry including Coir based projects located in the rural area which produces any goods or renders any service with or without the use of power and in which the fixed capital investment per head of a full time artisan or worker i.e. Capital Expenditure on workshop/workshed, machinery and furniture divided by full time employment created by the project does not exceed Rs. 1 lakh in plain areas and Rs. 1.50 lakh in hilly areas. |</p>
<table>
<thead>
<tr>
<th><strong>Rural Area</strong></th>
<th>REGP</th>
<th>PMEGP</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Any area classified as Village as per the revenue record of the State, irrespective of population. It also includes an area even if classified as town, provided its population does not exceed 20,000.</td>
<td>Any area classified as Village as per the revenue record of the Union Territory, irrespective of population. It will also include any area even if classified population does not exceed 20,000 persons.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Entrepreneurship Development Programme (EDP)</strong></th>
<th>REGP</th>
<th>PMEGP</th>
</tr>
</thead>
<tbody>
<tr>
<td>The objective of EDP is to provide orientation and awareness to various managerial and operational functions like finance, production, marketing, enterprise management, banking formalities, bookkeeping, etc. The duration for EDP under REGP was only 3 days. EDP will be mandatory for all the REGP beneficiaries.</td>
<td>The objective of EDP is to provide orientation and awareness to various managerial and operational functions like finance, production, marketing, enterprise management, banking formalities, bookkeeping, etc. The duration for EDP under PMEGP will be 10 days. EDP will be mandatory for all the PMEGP beneficiaries.</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Marketing Support</strong></th>
<th>REGP</th>
<th>PMEGP</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marketing support for the products, produced by the units REGP may be provided through KVIC’s Marketing Sales outlets. KVIC will reserve the right to provide such support based on quality, pricing and other parameters to be separately circulated by KVIC to KVIBs/DICs.</td>
<td>Marketing support for the products, produced by the units PMEGP may be provided through KVIC’s Marketing Sales outlets. KVIC will reserve the right to provide such support based on quality, pricing and other parameters to be separately circulated by KVIC to KVIBs/DICs.</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Product Promotion</strong></th>
<th>REGP</th>
<th>PMEGP</th>
</tr>
</thead>
<tbody>
<tr>
<td>REGP Exhibition will be organized by KVIC in coordination with KVIB in State/District levels to promote product produced by REGP Units.</td>
<td>PMEGP Exhibitions will be organized by KVIC at National, Zonal, State and District Levels and special exhibitions for North-Eastern Zone in the coordination with KVIBs and DICs, to promote products produced by PMEGP units.</td>
<td></td>
</tr>
<tr>
<td>REGP</td>
<td>PMEGP</td>
<td></td>
</tr>
<tr>
<td>------</td>
<td>-------</td>
<td></td>
</tr>
<tr>
<td><strong>Registration</strong>&lt;br&gt;Registration with the KVIC/KVIBs under the Scheme is mandatory. Beneficiary will have to register either with KVIC or KVIB. The application should be accompanied by registration fee @ 1 percent of the project cost. Registration is valid for 3 financial years. For further renewal of the registration, registration fee @ 0.5 percent of the project cost is to be paid to the KVIC.</td>
<td>Registration with the KVIC/KVIBs/State DICs under the Scheme is voluntary. No registration fee will be charged from the beneficiaries and the funds available under Forward and Backward linkage will be utilized to meet expenses on documentation cost, etc.</td>
<td></td>
</tr>
<tr>
<td><strong>Evaluation of the Scheme</strong>&lt;br&gt;A Comprehensive evaluation of the scheme was there without rigidity.</td>
<td>A comprehensive, independent and rigorous evaluation of the scheme will be done after two years of its implementation. Based on the findings of the evaluation study the scheme would be reviewed.</td>
<td></td>
</tr>
</tbody>
</table>

# Schedule for the Entrepreneur in Village Industries

1. Age of the Respondent
2. Sex of the Respondent
3. Caste of the Respondent
4. Education
   a. Under Matric
   b. Under Graduate
   c. Graduate
   d. Post Graduate
   e. Professional
5. Marital Status
6. Main products:
   a. Agro & Food Processing
   b. Handlooms and Handicrafts
   c. Rural Engineering
   d. Mineral Based
   e. Service
   g. forest
7. Why you select this industry?
   a. Family Business
   b. Availability of Raw Materials and Skills
   c. Availability of Loan and Finance
   d. Promotion of KVI
   e. Low Investment of Capital
   f. Others
8. Motivation behind the selection of this Industry
   a. Training and Awareness Campaign
   b. Inspired by successful Entrepreneur
   c. Feasibility in the Society
   d. Demands for the products in the markets
9. No. of Train Employees
   a. Less than 2  
   b. Less than 5  
   c. Less than 10
   d. Less than 20  
   e. above 20

10. No. of Un-Train Employees
   a. Less than 2  
   b. Less than 5  
   c. Less than 10
   d. Less than 20  
   e. above 20

11. Types of Problems Faced by the Industries
   a. Socio Personal  
   b. Marketing  
   c. Govt. Assistance
   d. Financial  
   e. Production  
   f. Personnel

12. Sources of Financial assistance:
   a. KVIC  
   b. KVIB  
   c. DIC

13. What are the problems you faced in getting financial Assistance?
   a. Reluctance by Financial Institution
   b. Inability to provide Collateral Security and Margin Money
   c. Tight Repayment Schedule
   d. Inability to Understand Financial Management
   e. Lack of Awareness for the sources of Finance

14. Was this amount sufficient  
   Yes/ No

15. If no how the gap was covered?
   a. Relatives  
   b. Friends  
   c. Mortgage  
   d. Any Other

16. What are the remedial measures for financial constraints?
   a. Non Complicated Official Procedure
   b. Easy Repayment Schedule
c. From Local Financial Institution

d. Any Other ........................................

17. What are the reasons of overdue of loans:

a. Mismanagement of Finance

b. Unable to bear the Liability

c. Reluctance by the Entrepreneur

d. Any Other ........................................

18. Raw materials used:

a. Locally Available   b. From Other States   c. Imported

  e. Process Raw Materials

19. Whether you face any difficulty in obtaining Raw Materials?

a. Shortage of Fund       b. Seasonal

c. Non Availability in Market   d. Restricted goods   e. Others

20. Employment

  a. less than 5   b. less than 10   c. less than 20

  d. less than 30   e. above 30

21. What is the labor problems usually observed in these units?

a. Low Paid

b. Less Skill

c. No Chances for Growth

d. Uneducated

e. Final Option for Employment

f. Temporary Employment
g. Deconstructive Criticism
h. Limited Earning
i. Any Other .....................................

22. Mechanization Level of your units
   a. Fully Mechanize
   b. Semi Mechanize
   c. Un mechanize
   d. Outdated Tools

23. Problems faced in production?
   a. Inadequate Availability of Proper Working area
   b. Lack of Technical Support
   c. High Cost of Technology Acquisition
   d. Demand Supply Gap
   e. Any Other .................................................................

24. What are the Marketing Problems faced by you?
   a. Lack of Information on Changing Markets
   b. Indifferent Attitude of Customers
   c. Non-Proactive Attitude of Entrepreneur
   d. Availability of Spurious Products
   e. Lack of Travelling Mobility
   f. Collection of Payment
   g. Inadequate Publicity

25. Is there any local market for selling your products?  Yes/No
26. Are you able to sell all the products in their units? Yes/No

27. If No, how you manage to sell the additional products?
   a. Opening of additional outlet in urban areas
   b. Through Sales Representatives
   c. Participation in Fair and Exhibition
   d. Any Other ..................................................

28. Whether you export your product? Yes/No

29. What are the main problems faced in exporting?
   a. Lack of Awareness
   b. Lack of Knowledge
   c. Complicated Formalities
   d. Comparably High Cost of Production
   e. Less Support From Government
   f. Product Not Sufficient
   g. Any Other ..................................................

30. What are the measures to improve the difficulties in marketing?
   a. Training
   b. Subsidy and Grants
   c. Arrangement of Marketing Hub
   d. Others

31. Specify the assistance received from KVIB/KVIC/DIC?
   a. Margin Money
   b. Technological Assistance
   c. Marketing Assistance
   d. Training Assistance
   e. EDP Programme
f. Construction of Workshed

g. Any Other ............................................

32. Your view and expectation in the assistance provided by the KVIB/KVIC?

a. Selection of Beneficiaries is Justified

b. Number of Beneficiaries is Less to the No. of KVI

c. Reluctance in Providing Service

d. Less Aware about their Service

e. Any Other ............................................

33. Described the hazard faced in running the industry

a. Unsafe Working Environment

b. Unsafe Disposal of Waste Materials

c. License from Pollution Control Board

d. Accident in Working Premises

e. Any Other ............................................

34. Margin Money

a. below 50K  
   b. below 1L  
   c. below 2L

d. below 3L  
   e. below 4L  
   f. below 5L

g. below 10L

35. Name of Bankers

a. SBI

b. UBI

c. Allahabad

d. PNB

e. PSB

f. CBI

g. BOB

h. IOB

i. Vijaya Bank

j. UCO Bank

k. AXIS Bank
Annexure IV

PAPER PUBLISHED


A Study on The Influencing Factors of KVI Artisans In Manipur

September, 2012

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*Assot. Prof., Dept. of Commerce, Manipur University, Canchipur
**Research Scholar, Dept. of Commerce, Manipur University, Canchipur

ABSTRACT

The economic stability of the nation is not possible, if the rural areas of the North East India are facing the problems of unemployment and poverty. Manipur is internationally renowned for its rich heritage, art, culture, sports and tradition but this part of the country is still lagging behind other state in economic development, since there is no industrial establishment. The primeval and foremost responsibility for the economic development of the state is the participation of the rural artisans in industrialization with low capital investment and locally available raw materials.

Introduction

Manipur, one of the seven sisters of the North Eastern Region of India is an isolated hill girt state. Out of the total population of 27,21,796 of the state in 2011, 74.89 percent were living in the villages, while 25.11 percent of total population, lives in urban areas. The major problems in the state are insurgency accompanied with unemployment and underemployment associated with the means of production, wherein the roots of poverty lies. Thus the process of rural industrialization should have its own features such as low investment of capital, labor intensity and use of simple technology by employing local human and material resources [Rao Chandrasekhar] 1.

Methodology

Both primary and secondary data are used. Primary data are collected through stratified random sampling method, which attempt to cover 30 percent as ST, 10 percent as SC and the remaining as OBC/General in all nine districts of Manipur. The total sample size is 150 units which are registered in the Directorate of Industries, Government of Manipur as Khadi and Village Industries (KVI) units. The study aims to find out the responses of rural artisans on the factors that influence them and their willingness to choose KVI as their venture.

Khadi and Village Industries

The khadi and village industries commission (KVIC) has been providing employment to people in rural and semi urban areas at low investment per job, but also utilizes local skill resources and provides part time as well as full time work to rural artisans, women and minorities. It was only in the year 1966 that the state board for the development of KVI was constituted by the government of Manipur. The traditional sector of industries falls within the purview of organizations such as KVIC. It include artisans in tiny industrial units and defines it as any industry located in a village or town inhabited by population not exceeding 10,000 which produces goods and renders services with or without the use of power in which the fixed capital per head does not exceed Rs. 15,000.

In Manipur the production of KVI sector was to the tune of Rs. 49.47 crores in the year 2006-07 as against Rs. 49.42 crores in 2005-06 showing an increase of 0.10 per cent over the previous year. The total amount earned in the year 2006-07 was Rs. 52.14 crores whereas the earning was Rs. 52.09 crores in the year 2005-06. And the total number of employees in KVI sector was 36 thousand in 2006-07.

Factors That Influence KVI Entrepreneurs

Rural entrepreneurs in Manipur are influence by certain factors which can be classified as Self Adoption factors and Motivating factors. The former is related with the intrinsic ideas and self willingness which tends them to undertake KVI. While the later is concerned with the external tendency that influences and motivate them.

Self Adoption Factors

1. 18 percent of the respondents accounts to Continuation of Family Business. Certain industries like weaving, blacksmith, sweet making, handicrafts etc. are performing as traditional industries. 2. Accessibility to various raw material in adequate quantity and the availability of family skill have been visualized as the important influencing factors determining the expansion pattern of different rural industrial activities. Locally available raw materials tend to low cost of production [Mehta G S] 2. 26.7 percent of the entrepreneur adopt these industries as a result of their skills on handicraft, rural engineering, textile, agro based activities etc. 3. Due to difficult terrain, inadequate infrastructural facilities and varying climatic conditions, the state could not develop heavy industries, therefore
Table No. 1 Reasons For Selection of Industries

<table>
<thead>
<tr>
<th>Nature of Industries</th>
<th>Family Business</th>
<th>Raw Material &amp; Skills</th>
<th>Feasibility in Society</th>
<th>Promotion of KVI</th>
<th>Low Capital</th>
<th>Unemployment Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agro</td>
<td>3</td>
<td>8</td>
<td>2</td>
<td>0</td>
<td>2</td>
<td>7</td>
</tr>
<tr>
<td>Handloom &amp; Handicraft</td>
<td>3</td>
<td>3</td>
<td>19</td>
<td>10</td>
<td>0</td>
<td>1</td>
</tr>
<tr>
<td>Rural Engineering</td>
<td>4</td>
<td>15</td>
<td>3</td>
<td>0</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>Food Processing</td>
<td>1</td>
<td>6</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>9</td>
</tr>
<tr>
<td>Mineral Based</td>
<td>10</td>
<td>2</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Service</td>
<td>4</td>
<td>2</td>
<td>5</td>
<td>0</td>
<td>1</td>
<td>3</td>
</tr>
<tr>
<td>Forest based</td>
<td>2</td>
<td>4</td>
<td>1</td>
<td>4</td>
<td>7</td>
<td>1</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td>27</td>
<td>40</td>
<td>31</td>
<td>14</td>
<td>13</td>
<td>25</td>
</tr>
</tbody>
</table>

Sources: Field Survey

Table No. 2 Motivating Factors of KVI Units

<table>
<thead>
<tr>
<th>Nature of Industry</th>
<th>Training &amp; Awareness</th>
<th>Inspired By Successful Entrepreneurship</th>
<th>Availability of Loan and Finance</th>
<th>Demand In The Market</th>
<th>Others</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agro</td>
<td>2</td>
<td>0</td>
<td>3</td>
<td>16</td>
<td>1</td>
<td>22</td>
</tr>
<tr>
<td>Handloom &amp; Handicraft</td>
<td>2</td>
<td>28</td>
<td>4</td>
<td>2</td>
<td>0</td>
<td>36</td>
</tr>
<tr>
<td>Rural Engineering</td>
<td>5</td>
<td>2</td>
<td>20</td>
<td>0</td>
<td>2</td>
<td>29</td>
</tr>
<tr>
<td>Food Processing</td>
<td>7</td>
<td>1</td>
<td>2</td>
<td>7</td>
<td>0</td>
<td>17</td>
</tr>
<tr>
<td>Mineral Based</td>
<td>1</td>
<td>1</td>
<td>6</td>
<td>4</td>
<td>0</td>
<td>12</td>
</tr>
<tr>
<td>Service</td>
<td>0</td>
<td>0</td>
<td>14</td>
<td>1</td>
<td>0</td>
<td>15</td>
</tr>
<tr>
<td>Forest based</td>
<td>2</td>
<td>6</td>
<td>1</td>
<td>9</td>
<td>1</td>
<td>19</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td>19</td>
<td>38</td>
<td>50</td>
<td>39</td>
<td>4</td>
<td>150</td>
</tr>
</tbody>
</table>

Sources: Field Survey

KVI is such industries where anyone can establish and considered to be feasible in the society. 20.6 percent of the total respondents have step down into KVI sector due to this reason. 4. KVI is considered to be a symbol of non violence and truth. Khadi products of the state are considered to be one of the finest in the country. 9.3 percent of the rural entrepreneur have established for the Promotion of KVI. 5. Such types of industries involve Low Capital and rural artisans belong to lower income group and it is a means to elevate their living standard. 8.7 percent of the respondents account for choosing this industry.

Unemployment is a primeval factor that influences rural artisans to become an entrepreneur in the initial stage. Lack of employment opportunities in other economic activities in rural areas has mainly attracted to the local people either to adopt their traditional household based rural industries such as Blacksmiths to go for the establishment of relatively better earning modern type of rural industrial enterprises such as flour mills, tailoring and repairing and servicing units. 16.7 percent of the respondents accounts for this factor. See Table 1

Motivating Factors
1. Training and Awareness Programme conducted by KVIC and its implementing agencies including other entrepreneurship training institute are successfully influence 12.7 percent of the respondents to become entrepreneur in KVI.
2. The story of many successful artisans particularly in handloom and handicrafts are internationally renowned and inspired at least 25.3 percent of the respondents.
3. Any artisan cannot undergo this venture unless there are no Availability of Loan and Finances to promote the business. 33.3 percent have relied on this industry due to the easy available of margin money with KVIC.
4. Demand for the KVI Products has high demand in not only domestic market but also in other states and international market. 26 percent of the respondents were attracted with this factor. 5. 2.7 percent of the respondents are influence with other factors which include hope for introducing innovative ideas after getting higher and technical education. They have higher ambition. See Table 2

Many of the prospective entrepreneur have failed to avail the opportunities of Margin Money facilities due the negative list of KVI, while other have given up production within the guidelines of KVI to keep pace with present trends of market and demands. One time financing has been a de motivating factor to bring the venture into further expansion.

Conclusion
It is true that in spite of these many factors the rural artisans are required to enrich assistance related with technology, Innovative ideas, exposure to successful units and constantly evaluation of their performance by the government agency, so as to mitigate the problems of unemployment in the state.

References
ABSTRACT

Rural Development will be successful only when it goes along with the development of human resource, employment generation and infrastructural development. Manipur a hill girl tiny state lying in the north east India has been facing with many problems of unemployment, militancy and still logging behind other states in infrastructure development. Absence of industrial establishment is considered to be one of the reasons for economic backwardness of the state. So far the participation of private sector undertaking in employment generation is very low and most of the peoples cannot rely a livelihood on it. In this connection Prime Minister Employment Generation Programme (PMEGP) is playing an important role in generation of employment opportunities through rural industrialization. Therefore, it is necessary to study the rural industrial activities as an instrumental approach for reducing the emerging problems of increasing unemployment and poverty in rural areas.

KEYWORDS: Employment Generation, Industrialization, KVIB, KVIC, REGP.

INTRODUCTION

In the situation of increasing trend of population and unemployment, agriculture sector alone cannot be in a position to create additional employment opportunities. Undoubtedly the importance of initiating the efforts of village industrialization would be more desirable in economically backward and the hilly states as compared to developed states. To overcome the problems of unemployment and poverty, it is necessary to commercialize the production of farm and nonfarm. But the diversification of economic activity is limited in the hilly states due to difficult terrain, inaccessibility to markets and modern inputs and technology, deficient infrastructure and insufficient energy and high transportation costs leading to non competitiveness of products (Mehta G.S. 2002). The significance of the village industry is more pronounced in the agriculturally backward and low productive regions of Manipur also.

Manufacturing activities constitute the second largest sector after agriculture and account for over 7 per cent of the total and one third of the non agricultural employment in rural areas (Papola 1992). The expansion of rural industrial activities should be maintained; otherwise it will be rather difficult to overcome from the problems of unemployment in rural areas (Mathur 1993). The establishment of rural non-farm enterprises in general and manufacturing activities in particular requires very low levels of capital investment.

Both the term non farm sector and rural industrialization are interchangeable, NABARD defined non farm sector by listing a spectrum of small, cottage, tiny and village industries along with 22 major categories (Arunkumar A.V. 1997). Khadi and Village Industries (KVI) include artisans in tiny industrial units and is any industry located in a village or town inhabited by population not exceeding 10,000 which produces goods and renders services with or without the use of power in which the fixed capital per head does not exceed Rs. 15,000.
SIGNIFICANCE OF STUDY

The total number of persons employed in the organized sector in the state was 80,600 as on 31st March, 2005. Out of the persons employed in organized sector, 78,000 were under public sector and the remaining 2,600 were under private sector. Thus, it is revealed from Table no. 1, that the number of job seeker is incomparably exceeding the number of persons working in the organized sectors in the state. During the year 2004-05 to 2008-09, out of 15140 vacancy notified, only 1058 appointment were made. The state government could not accommodate to employ all the job seeker in its public sector organization. Therefore the importance of providing job through private sector has become an essential step.

Table No. 1: Unemployment and Placement through Employment Exchange in Manipur

<table>
<thead>
<tr>
<th>Year</th>
<th>No. of Unemployed Persons</th>
<th>No. of Vacancy Notified</th>
<th>No. of Job Applied</th>
<th>No. of Persons Appointed</th>
</tr>
</thead>
<tbody>
<tr>
<td>2004-05</td>
<td>491476</td>
<td>1019</td>
<td>20984</td>
<td>-</td>
</tr>
<tr>
<td>2005-06</td>
<td>548704</td>
<td>3273</td>
<td>105882</td>
<td>489</td>
</tr>
<tr>
<td>2006-07</td>
<td>583653</td>
<td>3011</td>
<td>74339</td>
<td>357</td>
</tr>
<tr>
<td>2007-08</td>
<td>605840</td>
<td>3170</td>
<td>52707</td>
<td>2</td>
</tr>
<tr>
<td>2008-09</td>
<td>642247</td>
<td>4667</td>
<td>61923</td>
<td>210</td>
</tr>
</tbody>
</table>

Sources: Directorate of Employment, Govt. of Manipur

While Table no. 2 reflects that, in the year 2005-06, the employment generated through registered industrial units is 53,719, which is again cannot be considered as a substantial measure for unemployment problems in the state. On the other hand participation of shop and other commercial establishment in employment generation is also less efficient with a total employment of 2,475 in the year 2002-03 (Statistical Survey 2010-11).

Thus the problems of unemployment has been a challenge to the economic planners of the state, and the gap in the employment has been made through unorganized sector, either in agriculture, its allied activities, tiny and village industry. The nonfarm and village industry has been taking a very important role in mitigating the problems of unemployment in the state. Hence it is found very significant to study the approach of village industries in the state.

Table No. 2 Registered Industrial Units in Manipur

<table>
<thead>
<tr>
<th>Year</th>
<th>No of Units</th>
<th>No of Employment</th>
<th>Investment (Rs. in Crores)</th>
<th>Average Investment per Unit (Rs. in thousand)</th>
<th>Production (Rs. in Crores)</th>
<th>Average per unit Production (Rs. in lakh)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2001-02</td>
<td>9744</td>
<td>50634</td>
<td>36.07</td>
<td>37.02</td>
<td>162.30</td>
<td>1.67</td>
</tr>
<tr>
<td>2002-03</td>
<td>9867</td>
<td>51123</td>
<td>37.7</td>
<td>38.21</td>
<td>168.80</td>
<td>1.71</td>
</tr>
<tr>
<td>2003-04</td>
<td>9993</td>
<td>51842</td>
<td>39.37</td>
<td>39.39</td>
<td>173.08</td>
<td>1.73</td>
</tr>
<tr>
<td>2004-05</td>
<td>10151</td>
<td>52857</td>
<td>41.38</td>
<td>40.76</td>
<td>177.79</td>
<td>1.75</td>
</tr>
<tr>
<td>2005-06</td>
<td>10264</td>
<td>53719</td>
<td>43.27</td>
<td>42.16</td>
<td>183.72</td>
<td>1.79</td>
</tr>
</tbody>
</table>

Sources: Directorate of Economics & Statistics, Govt. of Manipur

Prime Minister Employment Generation Programme (PMEGP) is a new credit linked subsidy programme implemented by Khadi and Village Industries Commission (KVIC) in the National level.

www.ssijmar.in
This scheme is implemented by state KVIC, Khadi and Village Industries Board (KVIB) and District Industries Centre (DICs). The objectives of PMEGP are highlighted as:

1. Generation of employment opportunities in rural and urban areas by setting up new ventures or micro enterprises.
2. To bring together widely dispersed traditional artisans, rural and urban unemployed youths.
3. To provide continuous and sustainable employment to a large segment of traditional and prospective artisans to prevent from migration of rural artisan to urban artisans.

OBJECTIVES AND METHODOLOGY OF THE STUDY
The objectives of the study are to review the performance of Khadi and Village Industry (KVI) under PMEGP in Manipur. Grossly the study is based on both primary and secondary data. Primary data include interviews, comments, observations, opinion, questionnaire of the persons concerned with the Khadi and Village Industry. And secondary data includes publication, journal, annual reports, economic survey etc. The total sample size is 150 units who are registered in the Directorate of Industries, Government of Manipur as Khadi and Village Industries (KVI) units. Attempts were made to cover 30 percent of sample as ST, 10 percent as SC and the remaining as OBC/General in the nine districts of Manipur.

PERFORMANCE OF PMEGP
To become a KVI artisans or an entrepreneur is a final option for employment of many educated youth. Inability to get a government job or lack of proper financing in other venture may be the main driving force for adopting KVI. The participation of women in the last three year is 28.39 percent in 2009-10, 37.02 percent in 2010-11 and 27.05 in 2011-12. Textiles industries are mainly dominated by women while other industries by men, 77.42 percent in 2009-10, 84.73 percent in 2010-11 and 45.66 percent respectively of the total employment in textiles industries are women. 42.46 percent of employment was increased during the year 2010-11 and 85.81 percent during the year 2011-12.

Table No. 3 EMPLOYMENT THROUGH KVI IN MANIPUR

<table>
<thead>
<tr>
<th>Type of Industries</th>
<th>2009-10</th>
<th>2010-11</th>
<th>2011-12</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Women</td>
<td>Men</td>
<td>Total</td>
</tr>
<tr>
<td>Agro based</td>
<td>47</td>
<td>179</td>
<td>226</td>
</tr>
<tr>
<td>Forest Based</td>
<td>43</td>
<td>86</td>
<td>129</td>
</tr>
<tr>
<td>HMP &amp; Fibre</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Mineral Based</td>
<td>65</td>
<td>154</td>
<td>219</td>
</tr>
<tr>
<td>Polymer &amp; Chemical</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>RE &amp; BT</td>
<td>0</td>
<td>238</td>
<td>238</td>
</tr>
<tr>
<td>Service</td>
<td>14</td>
<td>144</td>
<td>158</td>
</tr>
<tr>
<td>Textile</td>
<td>168</td>
<td>49</td>
<td>217</td>
</tr>
<tr>
<td>Total</td>
<td>337</td>
<td>850</td>
<td>1187</td>
</tr>
</tbody>
</table>

Sources: Annual Progress Report, KVIC Manipur
DIC sponsored 490 projects out of 979 projects during the year 2009-12, followed by KVIB with 251 projects and state KVIC with 238 projects. During these three years, no projects were sanction for Handmade Paper and Fibre while polymer and chemical industries accounts for only 10 projects as the lowest. Maximum numbers of Projects were sanction in Textile industries (284) followed by Rural engineering (202).

<table>
<thead>
<tr>
<th>Type of Industries</th>
<th>2009-10</th>
<th></th>
<th></th>
<th>2010-11</th>
<th></th>
<th></th>
<th>2011-12</th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>KVIC</td>
<td>KVIB</td>
<td>DIC</td>
<td>Total</td>
<td>KVIC</td>
<td>KVIB</td>
<td>DIC</td>
<td>Total</td>
<td>KVIC</td>
<td>KVIB</td>
</tr>
<tr>
<td>Agro Based</td>
<td>11</td>
<td>11</td>
<td>13</td>
<td>39</td>
<td>5</td>
<td>6</td>
<td>14</td>
<td>23</td>
<td>9</td>
<td>21</td>
</tr>
<tr>
<td>Forest Based</td>
<td>11</td>
<td>12</td>
<td>6</td>
<td>25</td>
<td>8</td>
<td>3</td>
<td>5</td>
<td>15</td>
<td>24</td>
<td>12</td>
</tr>
<tr>
<td>HMP &amp; Fibre</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Mineral Based</td>
<td>8</td>
<td>11</td>
<td>9</td>
<td>26</td>
<td>7</td>
<td>2</td>
<td>20</td>
<td>35</td>
<td>8</td>
<td>21</td>
</tr>
<tr>
<td>Polymer &amp; Chemical</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>RE &amp; BT</td>
<td>10</td>
<td>11</td>
<td>23</td>
<td>44</td>
<td>18</td>
<td>5</td>
<td>32</td>
<td>55</td>
<td>29</td>
<td>28</td>
</tr>
<tr>
<td>Service</td>
<td>3</td>
<td>0</td>
<td>21</td>
<td>27</td>
<td>6</td>
<td>0</td>
<td>12</td>
<td>18</td>
<td>9</td>
<td>20</td>
</tr>
<tr>
<td>Textile</td>
<td>16</td>
<td>18</td>
<td>17</td>
<td>50</td>
<td>26</td>
<td>1</td>
<td>30</td>
<td>57</td>
<td>41</td>
<td>51</td>
</tr>
<tr>
<td>Total</td>
<td>59</td>
<td>63</td>
<td>89</td>
<td>211</td>
<td>70</td>
<td>20</td>
<td>114</td>
<td>204</td>
<td>122</td>
<td>155</td>
</tr>
</tbody>
</table>

Sources: Annual Progress Report, KVIC Manipur

The application of machineries in the KVI are revealed as per the field survey as, 57.3 percent of the respondent are semi mechanized, 28.2 percent were not mechanized, 7.3 percent are fully mechanized and 7.3 percent are using outdated and risky tools and machineries.

26.67 percent of the respondent has lack of technical support, 19.67 percent have inadequate working area, 10.67 percent found the high cost of technology, 20 percent cannot meet the demand and 22.99 percent found some other difficulty in production like interrupted power supply, law and order situation, seasonal raw materials etc.

30.67 percent of the respondent sold the product through sales representative on commission basis. 10.67 percent have opened their own sales outlet, 16.67 percent through Khadi Gramodyog, 20 percent sold through retailer, and another 21.99 percent used to participate in Fair and Exhibition at national and international level.

**FINDINGS**

1. Manipuri women have been playing an important role in the promotion of KVI, particularly in textile industries. They have some unique and artistic quality in hand woven and embroidery which make handloom industry an internationally renowned.

2. The growth rate of employment generation through PMEGP has tremendous inclination as compared to the last two previous years.

3. In spite of having adequate raw materials for handmade paper, the number of projects under this industry is nil. Therefore, training and awareness is required for promotion of skill to develop this industry in the state and it could be a viable avenue for promotion of KVI.
4. KVIC has been involved with providing margin money in getting loan but it is also necessary to take initiative for acquiring the right machineries and development of skills through technical support etc.

5. Irregular power supply and law and order situation has been a common interrupting factor for the establishment of any ventures in the state.

CONCLUSION

KVI product in the state has good demand but their supplies are not adequate. It is also necessary to diversify the KVI projects into industries like Handmade Paper & Fibre and Polymer & Chemical industries with innovation. It is also necessary to make maximum effort to utilize the raw materials available in the state to its full extent and attract the educated youth to initiate such industries to prevent them from migration of rural artisans to metropolitan city for job.

References:


Women in Village Industries of Manipur

Dr. Kh. Dhiren Meetei and O. Deepakkumar

Abstract

The importance of women participation in grasping the opportunities emerged in village industries need to be refocused again.

Introduction

One of the exceptions in the state of Manipur and its neighbours is that many of the trading activities are done by women. In Manipur women dominate markets in both rural and urban areas. They are playing a unique role in the socio-economic up liftment of the tiny hill state of North East India. Their trading activities includes home woven cloths, agricultural products including crops and vegetables, horticulture produces, cane and bamboo items, sweetmeat, blacksmith produces etc. Imphal market is a market in Imphal, the capital city of the state, which is run, own and manages only by women.

The role of women in village industries, apart from the traditional trading activities cannot be underestimated. They have started taking keen interest in nontraditional activities also. Women entrepreneurship is a well established fact, they have a strong desire to make something meaningful not only for themselves but also for their households, and become independent. They have been contributing to the industrialisation process by utilizing locally available raw materials and human resources.

The activities related to handloom, handicraft, knitting, pickle making, toy making, jam and jelly making, bee keeping are not new but these activities are needed to be revitalized again.

Objectives and Methodology of The Study

The study attempts to highlight the role of women in the development of village industries in the state and its significance. The present study is based on both primary as well as secondary data. Primary data is collected through personal interviews with women entrepreneurs and secondary data includes various related publication in the field.

Significance of Village Industries In Manipur

Economy of Manipur is basically traditional and agriculture based but the role of secondary and tertiary sector cannot be under estimated in the transition of the economy. To make a breakthrough in initiating economic development, it has a limited number of industries mostly medium and small scales to initiate the process of industrialization. Any plan which seeks to eradicate or reduce underemployment, therefore should primarily direct its endeavours towards absorbing as much of this human labour as possible into production. Small scale and cottage industries are labour intensive and are capable of creating more employment.

Women Participation

In Manipur women entrepreneurship are very active and expert in their native skills and craftsmanship. However for lack of suitable EDP's for women entrepreneurs, they have to remain too much backward. (Sarmah S.R. 1990). In every household women are equally engaged in some or other economic activities with men but the level of Income is not appreciable. It is not that people of Manipuri lack in entrepreneurial skill, particularly women of Manipur traditionally used to manufacture and sell their products and had intimate knowledge of trading operation. But they could not...
Table No. 1 Educational Qualification Of Women Respondent

<table>
<thead>
<tr>
<th>Age of Respondent</th>
<th>Education Qualification</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Under Matric</td>
</tr>
<tr>
<td>LESS THAN 25</td>
<td>3</td>
</tr>
<tr>
<td>LESS THAN 30</td>
<td>9</td>
</tr>
<tr>
<td>LESS THAN 35</td>
<td>17</td>
</tr>
<tr>
<td>LESS THAN 40</td>
<td>8</td>
</tr>
<tr>
<td>ABOVE 40</td>
<td>4</td>
</tr>
<tr>
<td>TOTAL</td>
<td>41</td>
</tr>
<tr>
<td>PERCENTAGE</td>
<td>27.33</td>
</tr>
</tbody>
</table>

Table No. 2 Nature of Industries of Women Respondents

<table>
<thead>
<tr>
<th>Age of Respondent</th>
<th>Nature of Industry</th>
<th>Textile</th>
<th>Rural Engineering</th>
<th>Food Processing</th>
<th>Mineral Based</th>
<th>Service</th>
<th>Forest Based</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less Than 25</td>
<td></td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>3</td>
</tr>
<tr>
<td>Less Than 30</td>
<td>Agro</td>
<td>4</td>
<td>1</td>
<td>3</td>
<td>1</td>
<td>1</td>
<td>0</td>
<td>10</td>
</tr>
<tr>
<td>Less Than 35</td>
<td></td>
<td>3</td>
<td>4</td>
<td>6</td>
<td>5</td>
<td>0</td>
<td>8</td>
<td>43</td>
</tr>
<tr>
<td>Less Than 40</td>
<td></td>
<td>4</td>
<td>5</td>
<td>3</td>
<td>0</td>
<td>10</td>
<td>4</td>
<td>58</td>
</tr>
<tr>
<td>Above 40</td>
<td></td>
<td>10</td>
<td>3</td>
<td>1</td>
<td>1</td>
<td>0</td>
<td>7</td>
<td>36</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>23</td>
<td>17</td>
<td>20</td>
<td>7</td>
<td>11</td>
<td>19</td>
<td>150</td>
</tr>
<tr>
<td>Percentage</td>
<td></td>
<td>15.33</td>
<td>11.33</td>
<td>13.33</td>
<td>4.67</td>
<td>7.33</td>
<td>12.67</td>
<td>100</td>
</tr>
</tbody>
</table>

grows since they are not organized lot and they have not grown beyond their tradition to adjust with the order of the day (Gosh G.K. 1997). Women have a good record of participation in many village and cottage industries like 1. forest based: cane and bamboo, handmade paper, Agarbati, bee keeping. 2. Agro based: Processing & packing of cereals, spices, fruits & vegetable preservation. 3. Mineral Based Industry; pottery industry, jewelry, salt making. 4. Textile Industry: Leather items, clothing, tailoring and preparation of readymade garments, surgical bandages, toys and doll, 5. Polymer and Chemical Based Industry: Cottage soap industry, rubber goods, essential oils, detergent, washing powder, 5. Rural Engineering: Carpentry, blacksmithy, aluminum products, 6. Service Industry: Laundry, barber, plumbing, tire vulcanizing, battery charging etc.

See Table 1

Table No. 1 revealed that 27.33 percent of women respondent were under matric, 33.33 percent are under graduate. 4.67 percent are graduate and 14.67 percent are post graduate. Most of the women entrepreneurs are found in the age 35 - 40 years (38.66 percent), followed by 20 - 35 years (28.67 percent). 2 percent of women entrepreneur are found in the age less than 25. Traditionally Manipuri women are expert in textile and account for 35.33 percent of the respondents. Agro based industries about 15.33 percent and followed by Food processing industries 13.33 percent.

Table No. 2
Women entrepreneurship play a key role in the economic development in the society and it is an essential part of human resource development. Many of the respondent adopted entrepreneurship at the later age of life and the main reasons for their ventures are either unemployment or intuition for doing something independent. In order to develop the women entrepreneurship, training is required and counselling centers should be developed to attract even the highly educated people.

REFERENCE

SHODH, SAMIKSHA AUR MULYANKAN

Acc No: 17/17/44/17/17