CHAPTER II

REVIEW OF LITERATURE

The second chapter deals with review of related literature to the present study. A comprehensive review of the earlier research studies on Entrepreneurship Development Programme, Self employment schemes in promoting entrepreneurship, credit utilization of PMRY scheme, performance of rural wage employment scheme and small scale industrial units and evaluation of Prime Minister’s Rozgar Yojana scheme is highly imperative and essential to identify the “Problem area” related to the present research work. It also helps in the identification of the research gap and various research reports, leading magazines, and books relating to entrepreneurship development were reviewed. The most important literatures that were reviewed in the current study are hereby given below:

Raja, A.J and Ali Elamin (August 1997) in their micro level study on “Self-employment scheme for educated unemployment youth: A micro study” emphasized that a state -wise review of the incidence of unemployment reveals that three-fourth of the total all-India unemployment is concentrated in six states namely Tamilnadu, Andhra Pradesh, Kerala, West Bengal, Maharashtra and Bihar. If Uttarpradesh is added to the list, it accounts for more than 80 per cent all-India unemployment. In the four states the rate of unemployment is more than 10 percent, with Kerala having the highest rate.
Today, the numbers registered for employment would increase day by day. This represents a serious unproductive of human resources. The annual average rate of unemployed is high in Kerala, Tamilnadu, Maharashtra and Gujarat according to the data recorded by the employment information services.

In recent years, large number of employment generation programme has been launched. The author has expressed in his view about the performance of SEEUY programme in Tiruchirapalli District. The study reveals that the number of recommended person has been gradually decreased from 1.6 (thousands) in 1990-91 to 1.1 (thousands) in 1992-93 and the amount disbursed to the beneficiaries also decreased from 88.49 lakhs in 1990-91 to 36.60 lakhs in 1992-93. The study suggested that, lack of full knowledge about this scheme and about their projects are the reasons for poor performance. It concluded that to overcome the demerits of SEEUY programme, Government of India has implemented a new scheme called Prime Minister Rozgar Yojana scheme, which gives more importance to the poor sections of the society and selected beneficiaries will be equipped by giving them training properly.

Mehta Basant (August 1997) in his article on “Bank experience of PMRY: A study of Rajasthan Districts” stated that many persons applied for bank loans only to get the benefit of subsidy. Self-employment was not their initial motive. They disposed off the assets created out of the bank loan and used the money for purposes other than running the self-employment
venture. Success of PMRY scheme depends upon timely and proper loan lending by banks and other financial institutions to the youths who want to start a self-employment unit.

The author suggested that the bank officials should get involved in the selection of beneficiaries of PMRY scheme who will sponsor his branch, a period of 1 to 3 months was taken for disbursement of loans after receiving the applications sponsored by District Industries Centre. To reduce the processing time the youths should be assisted in completion of formalities. The banks should also take interest in it.

Further the author suggested that the loan limit and the unit cost should be evaluated to make them need based. The loan limit should vary between Rs.1 and 2 lakh, depending upon the nature of the business. About 25 per cent of the beneficiaries repaid loan in regular instalments, according to 17 (68 per cent) bank officials in Kota and 12 (48 per cent) in Udaipur.

The study reveals that more than 40 % of the respondents felt that PMRY had a good impact on employment creation, whereas 48% of the respondents expressed that the impact was partial and also pointed out that PMRY scheme has created adequate income, if the entrepreneur was interested in running the venture or set up a self-employment unit.

The study suggested that an efficient training in technical and entrepreneurial skill may be given to the youth, which will be useful in providing suitable solution of various problems in the process of lending.
Eventually, the venture may have a good impact on the creation of employment and generation of income.

Lingarajamma (1997)\textsuperscript{3} in her Article on “Performance of Jawahar Rozgar Jojana in Mysore District” stated that, unemployment and underemployment had been major contributory factors to high incidence of poverty in rural areas. The standard of living in the country is very low and a large number of people are living below the poverty line. With a view to alleviating rural poverty caused by unemployment and under-employment, the government has been implementing various rural development schemes.

Jawahar Rozgar Yojana (JRY) is a centrally sponsored scheme with the objective of generating additional gainful employment for the unemployed and underemployed persons in rural areas.

The author has mentioned that the total number of works completed up to 1995-96 was only 68 per cent. This is less satisfactory due to scarcity of less technical staff, excessive political interference and lack of knowledge among some sections of the beneficiaries. The study pointed out that the government should create awareness through slides, door to door campaign, and organized meetings and it should provide technical staff to panchayat offices to prepare blue print of JRY according to cost benefit analysis. It also pointed out that the selection of beneficiaries should be made in the meetings of the grama panchayats in order to improve the effective functioning of JRY scheme in Mysore district.
Purushottam E (1998) in his research on “Evaluation of Jawahar Rozgar Yojana Programme – A case study of Nalgonda District in Andhra Pradesh” stated that providing additional employment opportunities to the rural poor has been an integral part and parcel of our rural development efforts. To achieve this objective, the government has implemented one of the best schemes known as Jawahar Rozgar Yojana (JRY) in the seventh plan period (April 1989) with the objective of generating additional employment for the unemployed and underemployed men and women in rural areas.

The study is based on both primary and secondary source of data which was collected from 150 beneficiaries of Devarakonda and Huzurnagar mandals. JRY plays a significant role in the country which have contributed to the strengthening of rural infrastructure. One of the important components of JRY is the Indira Awass Yojana (IAY) which aims at providing dwelling units at free of cost. Since the beginning of the programme 18.43 lakhs houses have been constructed under the IAY with an expenditure of Rs.2197.49 crores. Another component namely million wells scheme through which Rs.7.85 lakhs wells have been constructed with an expenditure of Rs.2498.35 crores.

The performance of JRY in Nalgonda District is that this has been effective in terms of money spent, employment generation and assets creation. The main thrust area of JRY programme was to increase the income of the poor people. So the beneficiaries were enquired in order to evaluate the increased income and most of the beneficiaries have improved their income levels due to this programme.
The author has mentioned that the impact of JRY on the employment situation in Nalgonda was also estimated. The achievement of JRY in generating additional employment in the district on an average is 125.39 lakhs man days. However, during the years under reference (April 1989) was just 28.3 per cent of the requirement.

The percentage of employment created under this programme is 45.2 per cent in Huzurnagar where as 30.98 per cent of the SC/STs, 34.99 per cent of women, 25.98 per cent of landless labour has got employment in Devarakonda mandal.

The study reveals that the minimum wages paid under the JRY was very low and unattractive when compared with prevailing minimum wages in the selected mandals in the district, whereas casual agricultural labour and private construction work provide higher and attractive wages. The study concluded that the JRY could not provide the required employment to the individuals in the expected manner as envisaged under the programme.

Kanagaraj, K (1999)\(^5\) in his research article on “Prime Minister’s Rozgar Yojana: An evaluation” stated that Unemployment is considered as a significant problem in all developing countries. To eradicate the problem of unemployment the government of India has implemented employment generation programme for Educated Unemployed Youth (SEEUY). It was introduced by the then Prime Minister Mrs.Indira Gandhi with an aim of providing Self-employment to 2 to 2.5 lakhs educated unemployed youth each year. Under this scheme, the beneficiaries got little amount of financial
assistance for starting business venture. To overcome this demerit, the
government of India has formulated a new scheme called Prime Minister’s
Rozgar Yojana on 2\textsuperscript{nd} October 1993 by the then Hon’ble Prime Minister
Narasimma Roa with the aim of setting up 7 lakhs micro enterprises,
providing self-employment to more than a million people.

The beneficiary is required to contribute 5\% of project cost as margin
money in cash, balance 95\% of money would be sanctioned as a loan by
bank at the rate of interest applicable to such loans under RBI guidelines. The
government of India would provide subsidy at the rate of 15\% of the project
cost subject to a ceiling of Rs.7500 per beneficiary. Entrepreneurship
Development Training is essential for the beneficiaries to start their business
effectively, to find out and overcome their problems in future.

From the analysis done on 688 beneficiaries, the study reveals that,
= nearly 80.08 per cent of the beneficiaries belong to males and 24.86 per cent
are females; urban borrowers are more benefited, that is 71.22 per cent of
beneficiaries belong to urban areas, 28.77 per cent belong to rural areas,
because of lack of awareness about the programme.

Generally, major loan amount is given to manufacturing unit rather
than business and service unit, only 20.2 per cent of the beneficiaries were
production oriented borrowers and rest of them undertook other than
manufacturing activity. Hence, the Department of Industries and Commerce
should strongly recommend to the Task Force Committee for the selection of
new entrepreneur, and the priority should be given to manufacturing sectors.
Around 22.81 per cent of the beneficiaries have got the loan from banks below Rs.25000/- for starting either petty shop, poultry farm and purchasing of sewing machine; 40.26 per cent have received assistance up to 50000/- and above 25000/- for establishing a business like provisional shop, TV and Radio service centre and supply of electrical goods and so on.

To improve this scheme, the following are the important suggestions pointed out by the author namely to create awareness about the scheme both in rural as well as in urban areas. The bank loan should be given to new entrepreneur and not to existing entrepreneur and also to provide the credit to the beneficiary only after completion of necessary training programme conducted by recognized institutions. The amount of credit should be increased depending upon the viability of the project. The government should take necessary action whether the loan should be properly utilized by the beneficiaries and monitoring in order to strengthen this programme. The bank should not insist on the collateral security from the beneficiary. The study concluded that the government of India has to take necessary steps to strengthen various programmes and schemes in rural areas particularly income generating activities.

Laxmana (1999) in his article on “Entrepreneurship Development through Training” stated that an entrepreneur is one of the most important inputs in the economic development of a country or regions within the country. They are not born, they can be developed and trained to undertake business ventures and be creative. However, every individual will not have the
potential to become an entrepreneur. Entrepreneurial development is essentially an educational process and an endeavor in human resource development.

The author further discussed that, Entrepreneurship Development incorporates four basic issues viz. the availability of material resources, the selection of real entrepreneurs, the formation of industrial units and policy formulation for the development of the region. It means inculcating entrepreneurial traits into a person, imparting the required knowledge, developing the technical, financial, marketing and managerial skills. The main objective of entrepreneurship development programme is to develop motivation and competence necessary for successful launching, management and growth of the enterprise. It aims at preparing a person for the entrepreneurial venture, making him competent to scan the environment and situation within the existing regulatory framework.

Entrepreneurship Development Programme is a three tier scheme which emphasizes on careful selection of entrepreneurs through assessment of psychological traits, social background, technological knowledge and managerial and business aptitude with the help of intensive screening, development of requisite characteristics through a suitable and structural training programme and continuous support in the form of counselling, liaison with supporting agencies, provision of finances, conducting surveys to identify opportunities which could assist in choice of product during the course of establishment as well as thereafter.
The study concluded that training is an essential component for individual to successfully carry out business venture. Moreover, the core philosophy of Entrepreneurship Development Programme is to develop successful entrepreneurs and potential entrepreneurs in the country.

N.Narendra Prasad (February 2001) in his article on “Youth Unemployment in India: an Analysis” stated that remedy of youth unemployment can be mitigated through measures of rapid economic development by creating additional productive assets. The generation of employment opportunities to absorb the existing and growing youth population calls for acceleration in the investment programme.

Further, the author has mentioned that unemployment affects all the groups such as youth, adults and aged in different ways but severely youth get affected rather than other groups. The youth unemployment is much higher almost everywhere. The problem of youth unemployment is a global phenomenon and its ramifications are more serious. In almost all the countries unemployment levels are higher among the youth than in any other group.

The author has pointed out that the proportion of persons in the age group of 15 to 24 in the total population of the country is steadily rising from 8.661 and 7.865 in 1971 to 10.520 and 9.810 in 1991 respectively. This indicates that the number and proportion of youth in India will keep on rising in future too. Unemployment among the young males and females is much higher than the overall rates of unemployment.
The study reveals that the unemployment rate in youth is higher in rural as well as urban. In 1993-94, the number of unemployed youth in India was 8.9 million of which 5.7 million were in rural areas and 3.2 in urban areas. The study suggested that generation of employment opportunities to absorb existing and growing youth population calls for acceleration in the investment programme. Investments need to be so directed as to provide more jobs at higher level of productivity. The study concluded that unemployment cannot be genuinely solved without renewed economic growth.

Udayakumar and Sreedhara (July, 2002)⁸ in their article entitled “Entrepreneurship Development Programme: An Analysis” state that, any development programme has to take note of the socio cultural specificities of different societies. In this study the author emphasized that Development programme in general and Entrepreneur Development Programme in particular has to accommodate the notion of plurality in approach to development.

By and large, the author highlighted the policies of the government that are concentrated on the development of infrastructure for industrial and agricultural development. In the first five year plan the importance was mainly given to agriculture, in the second five year plan it was shifted to major industries. However, from the third plan both industry and agriculture were given importance. The planners state that small sector could be more useful to achieve the socio-economic objectives.
Numerous studies have pointed out that entrepreneurial growth required almost focus on the human resource development more than anything else. Relying on McClelland’s thesis, he stated how EDP came to occupy the centre stage in the promotion of small sector in India. Since then, entrepreneurship development programmes became an integral part of the socio-economic development programmes. This implies that the beneficiaries have received valuable inputs from various sources that will change an attitude towards involving entrepreneurship development programme.

Further, the author pointed out that a larger number of governmental and non-governmental institutions are engaged in conducting training activities directed towards developing entrepreneurship. The objectives of this EDP is to increase the number of entrepreneurs who start new business units, diversifying the social base of entrepreneurs from non-conventional sources, improving the quality of entrepreneurship to reduce the incidence of industrial sickness and also reducing the incidence of unemployment by creating opportunities for self-employment. These objectives can be achieved through a well-designed EDP which has three important stages like pre-training, training and post training.

The methodology of selecting the aspirants for entrepreneurial training are on the basis of certain psychological variables like the need for achievement, ability to take calculated risk, self confidence, problem solving nature, awareness of available alternatives and leadership qualities. The study concluded that evaluation studies on EDP show that the number of trainees
who started business units after training intervention is not up to the expected level. Hence it needs to be explored as to why many are not able to exploit the opportunities that come on their way. Therefore, entrepreneurial aspirants have to change their mindset by acquiring new ideas and skills during the training period consciously and consistently.

Abdul Hameed K (December 2002) in his research article entitled “An Evaluation of the DIC Programme in Kerala” stated that small and cottage industries play an important role to solve the problem of unemployment, therefore, the Janatha government decided to set up District Industries Centre in all the district and act as a nodal agency for promoting cottage and small scale industries in rural as well as in small towns. Thus, DIC programme was started on May 1st, 1978 as a centrally sponsored scheme. The District Industries Centres provide various services and facilities like identification of suitable scheme, preparation of project report, supply of raw materials to the entrepreneur under a single roof. There were about 346 District Industries Centres in 1978-79 and 442 District Industries Centres at the end of March 1993 all over India.

The author has identified about 2.93 lakhs entrepreneurs, out of which 1.53 lakhs new units were given provisional registration and as a result of which 1.78 lakhs SSI and artisan units were established, providing additional employment to 8.07 crores in the year 1980-81. This was increased to 4.22 lakhs entrepreneurs which were identified, 2.18 lakhs new units were given provisional registration, and as a result of which 3.28 lakhs SSI and artisan
units were established, providing additional employment to 10.12 crores in the year 1992-93.

The author has analyzed the growth of SSI sector in Kerala in the last two and half decades and the rate of growth of SSI sector before and after the establishment of DIC in Kerala state. It was observed that the number of SSI units, Employment generated by SSI Units, the amount of investment in this sector has increased from 6900 to 220068, 1.26 lakhs to 10.54, and 44 crores to 3050.96 crores during the period between 1972-73 and 1999-2000 respectively.

The growth rates of SSI sector have declined after the establishment of DICs. In the recommendations of the Abid Husseein Committee it was mentioned that DICs have been ineffective due to administrative overloads. Therefore, the contribution of the DIC programme to the growth of SSI remaining positive or zero or negative is still not clear. The study suggested that District Industries Centres are more regulatory than promotional and it is recommended that functioning of district industries centre must be made more promotional and it is concluded that government of India has to take effective steps in order to measure the roles and function of district industries centre once in six months for promoting the growth of small scale sectors and to take remedial measures.

Yet another study by Jayalatha, J (August 2003)\textsuperscript{10} in her research article entitled “Impact of Commercial Bank Schemes on the Growth of Entrepreneurs” states that majority of the people have come forward to take
up self-employment venture rather than government jobs, because of hard necessity. Some of the developed and developing countries have been planning to develop Entrepreneurship in order to increase their national production and employment.

The study emphasized that financial institutions play a significant role in the growth of entrepreneurs. Coimbatore district has attained the number one position in the investment in India. Therefore, the author has selected a study on the impact of commercial banking schemes on the growth of entrepreneurship with a view to study the impact of these schemes. The study has identified ten variables like expansion of market, number of employees, consumption of raw materials, profit, financial position, borrowed funds and number of customer. The over all impact of these variables are analyzed with the help of scaling techniques. It has relationship with various factors, such as sex, age, social group, educational qualification, marital status, size of the family, reasons for confidence of success and sources of information.

The major objectives of the study focused on understanding the entrepreneurial development among the entrepreneurs and highlight their existing status, their motivational forces and relationship between the socio-economic background of entrepreneurs and motivational factors.
The other objectives are to analyze the different components of impact scales, to analyze the factors influencing the impact of the schemes, and to offer suggestions for the improvement of the impact of various schemes to the entrepreneur.

The study found that variables such as Sex, Age, Social group, Educational Qualification, Marital status, Size of the family, Reasons for confidence of success of the entrepreneurs, and sources of information of the entrepreneurs have influenced the level of motivation to start the enterprise.

The study reveals that the percentage of male entrepreneurs (63.46%) having medium level impact is more as compared to female entrepreneurs (50%). The percentage of sample beneficiaries (83.32%) having medium level impact is more in case of entrepreneurs belonging to the age group ‘up to 35’ years. The percentage of beneficiaries having medium level impact (66.67%) is more in most backward class, compared to those belonging to forward class and backward class. The percentage of entrepreneurs having medium level impact is more in case of entrepreneurs having above ‘5 members’ in the family (80%) as compared to those having up to 5 members. The percentage of entrepreneurs having medium level impact is more in case of encouragement from others (69.56%) as compared to encouragement given by banks (35.71%). Hence, it is inferred that entrepreneur development depends upon various factors.
The author has found that out of eight factors, three factors such as age, educational qualification and marital status have relationship to the extent of impact of the commercial banking schemes on the growth of entrepreneurship. The remaining five factors such as sex, social group, size of the family, reasons for success and sources of information have no relationship with extent of impact of the commercial banking schemes on the growth of entrepreneurship.

Kala S.Sridhar (August 2004) in her research article entitled “Generating Employment – How will schemes be financed” stated that, any national budget was aimed at making the country an attractive business hub by promoting entrepreneurship. The author has made comparison between India’s as well as Singapore’s national budget and also pointed out that allocation of resources in the country is aimed at increasing the national output and per capita income rapidly. India’s per capita income is at a low of US $ 494 compared to China’s per capita GDP, which was $ 942 in constant 1995 US dollars, nearly double that of India’s in 2002.

India started with a heavy industrialization strategy, focusing on iron, steel, cements, heavy chemicals and engineering industries. However, later realizing the mistakes of pursuing such as heavy machinery based strategy for a labour surplus country such as our small units were encouraged. It is plausible to believe that small units are generators of employment because of their relatively low capital labour ratio.
The local entrepreneurship is an important source of employment (one way of increasing workforce participation). Incentives (in the form of simplifying the tax structure and lowering the rates) to labour-intensive, natural industries such as agro-based textiles, rubber, and gems are welcome for a labour surplus economy like India they can promote local entrepreneurship and employment in these industries.

The raising of ceiling under the capital subsidy scheme from Rs.40 lakh to Rs.1 crore and special economic packages that have been announced for the north eastern region, Jammu and Kashmir, and the setting up of the Backward states commission and the backward states grant fund are location oriented policies.

The study concluded that in a democracy, many of the measures that are necessary for mass employment generation and utility to the masses are branded as being populist in nature.

Lopoyetum S.K, Mutai B.K and Selvamani P (July-September 2004) in their research article entitled *Strategies for Development of Youth Co-operative Entrepreneurship: 21st Century Perspective* state that youth posses energetic and potential entrepreneurship acumen and should be properly tapped, trained and directed towards positive development of the economy. Today, youth network is highly essential to promote and develop unemployed youth which calls for greater involvement of youth, Government, Non-Governmental organizations, Self-Help Groups, Clubs, in promoting and developing youth through Cooperative Entrepreneurship approach.
The authors propounded that Cooperative entrepreneurship deals with undertaking and assuming responsibility to discover / innovate / initiate cooperative opportunity on the basis of collective efforts which has cooperative effects and impact for higher growth of cooperative organizations and better socio economic pattern of entrepreneur members and community by simultaneously applying cooperative values / Cooperative principles, accompanied and stimulated by the management principles / practices.

The study pointed out that Substantial number of cooperative organizations have taken steps at various levels to promote youth development like National Institute for Entrepreneurship and Small Business Development (NIESBD), Entrepreneurship Development Institute of India (EDI), International Cooperative Alliance (ICA), Non-Governmental Organisations (NGO’s), National Bank for Agricultural and Rural Development (NABARD), Nehru Yuva Kendra (NYKs), National Youth Cooperative Society (NYCS) and National Service Volunteer Scheme (NSVS). These institutions are providing most relevant information and knowledge to the youth entrepreneurs. They also provide entrepreneurship skill, knowledge, appropriate training and in-depth work experience to youth cooperative enterprise in India.

Further, the authors have pointed out factors responsible for backwardness of youth development such as youth illiteracy, unemployment, poor National Policy on youth development, inadequate education and training programme for youth, insufficient scheme for youth and
development, lack of finance for working capital and investment, inadequate government intervention to promote youth entrepreneurship affairs, lack of attractive enterprises and business in cooperative business and economic affairs, politicization of youth development and their entrepreneurship development programme leading to poor involvement of youth in achieving higher levels of socio, economic affairs, youth are lacking updated awareness and disinterested in entrepreneurship, inadequate familial and community support, ignorance among youth on their own dynamic potentiality and caliber.

The study reveals that Government of India has been taking suitable measures for sustaining and reinforcing the spirit of volunteerism and dedication amongst the youth in order to build up individual character and generate sense of commitment to achieve the highest mission and goals for the overall development programmes taking place in rural and urban areas. The suitable and appropriate participation of youth in decision making bodies which are concerned with issues relating to the youth in the present scenario shall remain mandatory in the twenty first century.

On focusing on the performance of youth in the cooperative organizations and the business affairs, it pointed out that i.e. about 12 per cent of board of directors and 34 per cent of the staff fall under the age of 18 to 35 years, where as among the elected members of board only 10 per cent constitute youth.
The authors suggested that the cooperative entrepreneurs shall be effectively and efficiently motivated to make a success of profitable, productive, sustainable and viable development projects. Cooperative entrepreneur is a good, creative and innovate thinker and also full of action for doing their business effectively in each and every aspects of business. Cooperative entrepreneur is capable of inspiring confidence in people and ability to motivate them to trade and do commercial activities the cooperative entrepreneur must effectively and efficiently demonstrate the innovative skills, talents, ability, calibers and their knowledge in applying all factor of production; all cooperative entrepreneurs are engaged in business, commerce, trade and industry should take suitable measures for developing a new, modern and improved quality of goods and services to its members and non-members. The new generation of cooperative entrepreneurs (NGCE) are mainly interested to establish viable and profitable business on professional ways and means in the ever changing environment and also in the 21st century.

The study concluded that the cooperative organizations and government must adequately contribute to the betterment and sustainable development of youth cooperative entrepreneurs; the entrepreneurship development programme and cooperative management subjects should be effectively introduced at the school, college, training institutions and university levels, arrangements must be made to develop cooperative entrepreneurs and youth leadership in various socio-economic and cultural spheres and to encourage the direct involvement of NGO, SHGs,
Cooperatives, the government should take appropriate measures for developing dynamic youth and cooperative entrepreneurs by involving them in the emerging modern technologies, and electronic media in enabling them to perform and achieve their goals mission and dreams. The twin Centres namely Centre for Entrepreneurship Development and District Industries Centre should organize orientation programme in order to update the knowledge and skills of cooperative entrepreneurs and the government should take appropriate and suitable measure for the development of self employment programmes and training through cooperative organizational approach.

Kamalakannan K (2004)\textsuperscript{13}, in his research article entitled “Entrepreneurship Development in Tailoring unit in Thoothukudi” stated that entrepreneur is the key person who envisages new opportunity, new techniques, and new line of production and coordinates all other related activities. The study is mainly based on the primary data collected from the 50 respondents of tailoring unit in Thuthukudi. It is located in and around the Thuthukudi district.

The study reveals that out of 50 respondents 94 per cent of the entrepreneurs were male, only 6 per cent of the entrepreneurs were female, the educational standard is poor only 56 per cent have studied up to VIIIth standard; nearly 62 per cent of the entrepreneur is earning below Rs.10000 and only 8 per cent of the entrepreneurs is earning above Rs.20000; The author has also observed that not a single entrepreneur attended any
Entrepreneurship Development Training programme organized by Government agencies; 58 per cent of the entrepreneur are not aware of such programme; 36 per cent of the entrepreneur felt that such programmes are not useful and 6 per cent of the entrepreneur felt that it is inconvenient to attend such programme. It is inferred that District authorities should take necessary efforts to disseminate the information about the roles and functions of District Industries Centre through seminars, workshops and conferences, creating awareness regarding entrepreneurship development programme among the educated unemployed youth in Thutukudi district.

The author suggested that both Central and State government are implementing various self-employment programmes, government and non-governmental agencies have to create awareness among women to become entrepreneur. The educational institutions to offer courses on entrepreneur development at higher secondary or degree level, financial institution should provide adequate financial assistance to entrepreneurs at minimum cost to enable them to face problem, government should take necessary measures to make the unemployed youth participate in entrepreneurial programme on such other programmes and provide facilities for establishment of industrial unit, government and non-governmental organizations should promote self help group of entrepreneurs to solve their financial problems.

The study concluded that in order to make the country developed, the entrepreneur has to develop his skill, attitude in order to solve the problems of poverty and unemployment among the youth.
Bharat Dogra (April 2005) in his research article on “Rural Employment Schemes: Rhetoric and Reality” made a quantitative assessment of the impact of various rural wage employment schemes during the last two five-year plans. The study also considered the later year’s data which shows that the results in terms of employment generated have been steadily decreasing. The author emphasized that restructuring and consolidation have not helped and even the central legislation to integrate all programmes into the proposed National Rural Employment Guarantee Scheme may achieve nothing more.

The author has observed that during the eighth five-year plan (1992-97) 5,120 million man-days of employment were generated under various rural wage employment programmes, including Jawahar Rozgar Yojana (JRY) and Employment Assurance Scheme (EAS). The JRY was revamped from April 1, 1999 and named as Jawahar Gram Samriddhi Yojana (JGSY). The Food for Work (FW) programme was started in 2000-01 as a component of the EAS in eight notified drought affected states. In September 2001, all the existing rural employment schemes including JGSY, EAS and FW, were revamped and merged under the new Saampoorna Gramin Rozgar Jojana (SGRY).

Further the author has pointed out that the actual performance of all employment programmes was quite poor. As against the generation of 5,120 million man-days of employment during the eighth plan, only 2,860 million Man-days of various rural wage employment schemes in the ninth plan. In other words, the average annual generation of employment came down from...
1020 million man-days during the eighth plan to 570 million man-days during the ninth plan. The National Food for Work Programme was launched on November 2004 in 150 most backward districts of the country. It is implemented as a 100 percent centrally sponsored scheme and food grains are provided to states free of cost. During 2004-05 400 million man days of employment were generated under SGRY in addition to the employment generated by the National Food and for work programme. The government has allocated Rs.2, 020 crore and 2 million tones of food grains for this programme.

The author has also pointed out that the average actual expenditure on rural wage employment schemes during the eighth plan was Rs.4, 557 crore. The average annual expenditure in the ninth plan was 3,997 crore. Hence there was a decline of 12 percent in expenditure. This shows that cost of generating man-days was increasing.

The study concluded that, in terms of the generation of employment under rural wage employment schemes, in the first two years of tenth plan 2002-03 and 2003-04 there was a short fall of what was already achieved in the eighth plan, so that we learn from past mistakes and make better progress in the future.

Nishi and Ajay Kumar (October 2005) in their research article on “Women Empowerment through Entrepreneurship” stated that Entrepreneurship is the only solution for empowering women. In India, less than 13% of the EDP trainees are women. Decisions relating to site selection for women are
based on proximity to their homes. Women entrepreneurs face lot of problems while starting a new enterprise and self-assessment by women entrepreneurs show great differences contrary to the characteristics normally associated with male entrepreneurs.

Further, the study pointed out that women are mostly concentrating on traditional activities during the earlier period, due to spread of education, favourable government policies towards development of women entrepreneurship. Now-a-days women have changed their attitude and got much involved in the non-traditional activities such as agriculture, horticulture, home based industries, beauty parlor, etc.

The study pointed out a list of various government, non-government agencies and programmes for the promotion of women entrepreneurship, such as Federation of Societies of Women Entrepreneurship (FSWE), Small Entrepreneurship Development Institute of India (SEDII), District Industries Centre (DIC), Development of Women and Children in Rural Areas (DWCRA), Integrated Rural Development Programme (IRDP), Prime Minister's Rozgar Yojana (PMRY), Training of Rural Youth for Self-employment (TRYSEM).

It also pointed difficulties faced by women in obtaining loans. Women face difficulties in getting loans from banks & financial institutions for starting their business ventures. To overcome these difficulties banks and financial institutions developed specialized schemes, such as Mahila Udyog Nidhi of Small Industries Development Bank of India, Sree Sakthi Package of State
Bank of India and Support to Training-cum-Employment Programme (STEP) through Department of Women and Child Development.

They have also suggested some of the strategy required for the development of women entrepreneurship. The policy makers need to re-evaluate their strategies on women education and their entrepreneurial development to support and supplement women entrepreneurship. It should be in the form of skill up-gradation. Women should be made aware about availability of various credit facilities, financial incentives and subsidies. All necessary help to take initiative for women enterprise should be extended. Developing measures to overcome the problem of procurement of raw materials by women entrepreneurs, the problems of brokers, middlemen and problems associated with marketing, the government has to take necessary steps to improve the level of women entrepreneurship.

Hence, the study concluded that Entrepreneurial skills are only the way for the development of women as well as the entire nation. Towards empowering the women, Entrepreneurship becomes an important way in the form of Entrepreneurship Development Programme.

Reddy. C.R. and Satya Pal Sharma (2005) in their research article on “Self-employment Programme: an Analysis” stated that the need of the hour is to access all self-employment schemes and the success rate of the welfare programmes, and redefine them and include some realistic self-employment programmes.
The author has analyzed various self-employment programmes implemented during the last two decades and around 1980's the educated unemployed have taken up self sponsored self-employment job in the field of urban transport in Bangalore.

The study reveals that Self-employment instills confidence and enables the individuals to become self sufficient. Moreover, unemployment is a burning problem affecting the economic development. Growing urbanization is a natural phenomenon. Around 5000 people are migrating to some other city every day. About 61 per cent of the states revenue is only coming from Bangalore. Majority of the self-employment schemes target was not fixed. The target for the persons to be trained under Prime Minister's Rozgar Yojana (PMRY) differs drastically between the target and the achievement and the same in the case with IAY and ARWSP. Hence the authorities of the Government of India have to take necessary alternative steps towards achieving the target and motivational campaign arranged among the youth to involve more number of beneficiaries.

The government, research scholars and international organizations have extensively evaluated the programme like IRDP, SGSY, TRYSEM, DWCRA and Million Welfare scheme and the main criticism is the lack of linkage between different programmes and lack of coordination between departments. The study concluded that majority of the beneficiaries of self-employment schemes, self-employment was not their first choice and they were ready to take up the same under forced circumstances.
Subbiah A. and Navaneethakrishnan K(March 2006)\textsuperscript{17} in their research article entitled “Small Scale Industrial Units and their problems” stated that, Small Scale Industrial Units play a significant role for generating employment, dispersal of manpower, promoting entrepreneurship in semi-urban and rural areas and earning foreign exchanges.

The authors have identified that many small scale industries made significant contributions to the development of rural and backward areas but these are confronted with problems such as paucity of finance, difficulties in procuring raw materials and in marketing, obsolete and outdated technology. Lack of finance is one of the major obstacles in the development of small-scale units. Since most of the SSI units are either partnership firms or sole proprietary concerns, their internal resources are inadequate to meet their business requirements. Vast majorities of small scale industries suffer from inadequate supply of raw materials at reasonable prices also face the problem of marketing their products and lack of managerial expertise is another hurdle in the development of small scale industries.

The number of people employed by the small scale sector increased from 129.80 lakhs in 1991-92 to 192.23 lakhs in 2001-02. Within the manufacturing sector itself, the small and decentralized sectors contribute around fourth–fifth of the manufacturing employment in India. Small scale units are more in India than large scale industries. It is reported that a rupee worth of fixed asset produces almost seven times the output in the small scale sector compared to large scale industries.
For the development of small scale industrial units in India, the study reveals that most of the entrepreneurs are not aware of the incentives, assistance and subsidies provided to the SSI units by the central and state governments. The entrepreneurs are motivated to participate in the entrepreneurship development programme organized by commercial banks, financial institutions and research centres and also encourage them to start their own enterprises as joint stock companies rather than sole trade and partnership concerns and the district industries centre should develop the cordial relationship, coordination among various institutions for the growth of SSI Units.

The author suggested that proper follow up measures by the institutions conducting entrepreneurs’ development programme to ensure that the participants moved in the right direction to start a small business, commercial banks providing financial assistance to SSI units should take into consideration economic viability of units rather than the value of the security provided and in order to develop small scale industrial units, the government should give top priority to creating basic infrastructural facilities like road, power, transport and communication in the backward areas of our country.

Mulla, N.I and Bannur, B.C(November 2006)

in their research article on “Industrial Sickness in SSI: An Empirical Study” stated that the industrial sickness among small scale industrial units poses a serious problem to the country as the sector contributes to a great extent in the economic development. Therefore, a major role is to be played by the units themselves,
government, banks and financial institutions are providing essential support to
the sick units in order to bring them to front floor.

The purpose of the study was to assess the incidence of industrial
sickness in the small scale industrial units, to identify the causes directly and
indirectly responsible for the industrial sickness and to assess the measures
initiated by the management of the sick units.

In this study, the selection methodology adopted incorporates a total
of 32 units were selected for the period of five years from 1995-99 in Hubli
Dharwad city. The author observed that the incidence of sickness is more in
the category of engineering units. The percentage of sickness in small scale
industrial units in descending order namely 65.50 percent, 21.90 percent,
12.50 percent and 3.10 percent for engineering, food, paper and others, agro
based and chemical units, respectively. The author pointed out that a large
number of small scale industrial units are located at the industrial estates at
Hubi and Dharwad.

The author found that 50 per cent of the 32 sick small scale industrial
units were located in the industrial estates of the twin city of Hubli – Dharwad
and the other 50 per cent units were located in different parts of the city.

The study further reveals that out of 32 sick small scale industrial
establishments, only one unit (3.12 percent) was having more than one
branch and the other 31 establishments (96.86 percent) were unitary without
having any branch units and about 15 sole proprietorship organization (46.87
per cent), 14 partnership units (43.75 percent) and 3 private limited
companies (9.38 percent) have been identified as sick small scale industrial units. The author also pointed out that the majority of the small scale industrial units have become sick due to severe competition, lack of credit facilities, shortage of raw materials and government policies.

The author suggested that Government, bank and financial institutions in providing essential support to the sick units in order to bring them to front floor. The study also shows that inadequate and faulty planning can easily reflect upon their marketing efficiency.

Suresh Arul (2006) in his research report on “Women Empowerment through Entrepreneurship” stated that Indian women constitute about 48 percent of the population but their participation in economic activity is only 34 percent. Development and growth of society would not be possible unless women are brought into the mainstream of national development. The author further indicated that employment opportunities for women are expanding widely with the arrival of industrialization in developed and developing countries alike. In earlier period, women were closely associated with the home and family chores. In recent times educational, political, economic, cultural and social changes have necessitated a change in women’s status and her role in which was hitherto that of a house wife.

The significant feature of the present day Indian society is that young women from the upper and middle class families are joining the work force in increasing numbers adding a new dimension to their age-old roles as wife and mother.
Today, women participate in various income-generating activities and their contributions to business are one of the major engines of global economic growth. The irony is that they still do not have access to basic business education, commercial credit, and marketing opportunities. Therefore, the women's career advancement must move forward in the field of entrepreneurship both at the domestic and global scenario.

The author emphasized that, currently women entrepreneurs are estimated to be about 10 percent of total Indian entrepreneurs and it has increased to 20 percent of the total number of entrepreneurs in the country in the next five years. Due to education and awareness, women have taken higher levels of activities. During 1970's the decade of the international women year, efforts to promote self-employment among women received greater attention from government and private agencies. Moreover, financial institutions and banks have also set up special cells to assist women entrepreneur.

It is believed that economic strength is the basis of social, political and psychological power in the society. Therefore, if women gain economic strength, they gain more visibility and voice. Ideally, the empowerment process should aim at providing mechanisms for their active participation in the development process. Facilitating their direct participation in income generation activities and decision making capacity can make significant contribution towards women empowerment.
The study pointed out that entrepreneurship can help women’s economic independence and improve their social status. Automatically the women get empowered once they attain economic independence. The urban women are contributing more towards the earnings of the family as compared to rural women. Hence, the central and state governments are taking all possible efforts for the economic upliftment of women folk. The government has forced the banks to introduce special schemes for assisting women entrepreneurs.

The study reveals that 52 per cent of the respondents wish to take up a job whereas only 14% are willing to start a business; Most (82%) of the respondents say that women have enough opportunities for business in the society. Majority (78%) of the respondents are of the opinion that there is a favourable attitude for women in business. A vast majority of the respondents feel that parlors, garment shop, fancy stores, are the most suitable business whereas production units seem to be neglected; Lack of social and family support, arranging finance and using securities for availing loans are the most problematic issues for women in business. Majority (63%) of the respondents are not aware of the entrepreneurial awareness programmes conducted by the District industries centre (DIC) and other institutes. Only 6% of the respondents are presently running their own business; only 24% of the respondents have availed bank loans. The study concludes that women are capable of achieving excellence in any field, if proper support from family members, government and society is there to attain success and contribute in national building.
Josephine Jery (2006) in his research article on “Analysis of the credit utilization by the unemployed youth under the PMRY’s” the study emphasized that, under the scheme more entrepreneurs should be encouraged to take up the venture in engineering, automobile, textile units, so that they can enjoy the different advantages of the unit. It is imperative and essential that Women workers are to be encouraged still more.

The objectives of this study is to determine the performance of the different categories of industries to identify the best entrepreneurship among the different categories to study the different problems in getting the financial assistance and utilizing the same to give suggestions regarding the entrepreneurial development in future.

The sampling methodology adopted incorporated 75 samples out of 520 beneficiaries through lottery method. Majority of the sampled unemployed youth were males and they belong to Hindu religion. The samples have involved in six types of industrial occupations like service, agro, textile, engineering, automobile and electrical and electronics.

The average savings per month is more in automobile industries and then in electrical and electronics which is followed by textile units. The average savings is low in engineering and service sector and that is due to higher level of average variable cost. The average profit per month is high in engineering industries compared to others because the amount spent on family expenditure is less than others. The average of profits per month is not
up to the mark in automobile, service sector and textile sector because the habit of spending the large amount of income of family expenditure.

The study reveals that nearly 50 per cent have selected different occupations out of experience and others with the degree and diploma qualifications. About 50 per cent of the occupations located their business near their residence. The child labour problem is insignificant in his study area except in the textile units. The number of experienced worker was more in service sector industry, rather than in engineering, automobile, textile and electrical and electronic units. Majority of the women workers in the study had some experience and knowledge about their business. Majority of them were members of women's union. The study suggested that under PMRY scheme more entrepreneurs should be encouraged to take up the venture in engineering automobile, textile unit so that they can enjoy the different advantages of the unit.

The study concluded from the point of view of profit, engineering industries stands first and automobile industries stands first in savings and it is left to the mind set of the entrepreneurs in choosing the area of industrial occupation.

Natarajan,P. & Kanagaraj.K (2006)\textsuperscript{21} in their research article on “\textit{Entrepreneurial Opportunities}” stated that the training programme under PMRY scheme have been conducted mainly for creating employability among educated unemployed youth.
The author had explained all the features, objectives and importance of PMRY scheme conducted in Sivaganga district, nearly 1865 beneficiaries have undergone the entrepreneurship development training programme from 1994 to 2004. It indicates that 68.42 per cent of beneficiaries belonged to urban areas, while 31.58 per cent of them belonged to rural areas. Due to lack of awareness about government schemes and programmes, the beneficiaries in rural areas were unable to avail benefit under this programme.

One of the objectives of the scheme is to lend the financial assistance to new entrepreneurs to start business venture for generating an employment opportunities in order to solve the problem of unemployment but majority of the trainees who have undergone through the training programme applied for the loan mainly for the expansion of their existing units.

The study reveals that most of the beneficiaries have availed loan for undertaking trade activities followed by service and manufacturing units. The department of industries and commerce should strongly recommend the Task Force Committee (TFC) for selection of new entrepreneurs priority was given to manufacturing unit rather than service. Further a business venture recommended by TFC of District Industries Centre on the basis of viability.

The authors have suggested that it is essential and paramount to create awareness about the various government programmes and schemes in both rural as well as urban areas and special promotional campaign may be organized by the District Industries Centre or bankers in the rural area; loan
should be given to the new entrepreneurs rather than for existing entrepreneurs and the lending institutions identify the first generation entrepreneurs. Loan should be given only after completion of necessary managerial oriented training programme; priority to be given to service oriented organization rather than business and manufacturing institutions and the lending has advised the beneficiaries to consult with recognized auditor, professors and bankers for preparing viable projects. The study concluded that training institution strives for realizing the national priority of skill building among younger generation through inculcating entrepreneurship among them.

**Research Gap**

Limited number of studies has attempted so far to present the current study, since it is a comprehensive assessment and incorporates perception analysis of the respondents. The present study is of evaluatory in nature and contributes views and impacts of the beneficiaries of various programme implemented by the government, selected agencies, authorities, bankers, training institutions and policy makers. It focused mainly on the gamut of Entrepreneurship Development Programme, Self-Employment Schemes, Credit utilization of PMRY scheme, performance of Rural Wage Employment scheme, and small scale industrial units in promoting the growth and development of entrepreneurship in various regions of the country.