CHAPTER 8
LOCAL MEASURES WITH
GLOBAL CONSISTANCY
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LOCAL MEASURES WITH GLOBAL CONSISTENCY

An analytical review of facts and figures presented about SSIs of Vidarbha region in the preceding chapters for the three phases as stipulated in the hypothesis of this study, namely pre-WTO phase, transition phase and post-WTO phase, make some astounding revelations about the affairs of SSIs of Vidarbha, in general, and that of the same under the WTO phenomenon, in particular. A summarized analysis containing significant trends is presented in this chapter.

8.1 SSIs Growth Analysis:

Right since the year 1985-86 there has been consistent increase in the number of permanently registered SSIs units in Vidarbha almost up to the year 1995-96 except a few drop downs during the years mostly covered under transition phase i.e. 1988-89 & 1992-93. From just about 457 numbers of SSI units permanently registered in Vidarbha during 1985-86, it rose to 2820 numbers of similar SSI units during 1995-96. Since that year, this number started decreasing year after year so much so that its number came down to 1379 i.e. almost by more than 50% during the year 1999-2000. This trend resembles for both the regions of Vidarbha i.e. Nagpur region as well as Amravati region with Nagpur region a little more severely affected by it. It is noteworthy here that this region has most of the number of export units of SSI and at the same time this region provides a better market for the products coming from overseas.
The number of provisionally registered SSI units of Vidarbha region has also been increasing since 1985-86, which was then just 1527 which it rose to 4258 numbers in the year 1994-95. Somewhere during this 10 years' period, this increasing trend was little disturbed notably during the years 1987-88 and 1989-90 during which years numbers of units dropped down from the preceding year. But since 1995-96, the numbers of provisionally registered SSI units have observed a decreasing trend consistently up to the year 1997-98. During 1998-99, it suddenly increased to all time high numbers to 5172 SSI units only to drop down in the subsequent year in 1999-2000 to 4911 no of SSI units. The post-WTO phase therefore has seen adversities in the growth of provisional SSI units of Vidarbha. This trend has again been more severe with Nagpur region than the Amravati region.

8.2 SSIs Investment Analysis:

In terms of investment made in SSI units of Vidarbha, it is found that from a meager Rs. 1326.76 lakhs in permanently registered SSI units in 1985-86, as high as Rs. 12200.52 lakhs were invested in 1995-96. However the investment during 1999-2000 fell down to Rs. 7685.97 lakhs, a decrease of about 40% from the highest amount of investment in one of the preceding years. This indicates the discouragement SSI units have been subjected to particularly after 1995-96. Per unit investment in Vidarbha’s SSI units amounted to an average of Rs. 3 lakhs during 1985-86 which changed to about 4.35 lakhs per unit on an average during a year falling in 2nd half of the last decade of 20th century. Considering the inflationary trend, trend of high capital investment in industries and raising of upper limit of investment in SSI’s by the Govt. up to Rs. 3 crores, this average investment per unit paints a depressing picture of SSI growth in the Vidarbha region and smacks of external adversities restricting the SSI’s prosperity.

8.3 SSIs Employment Analysis:

SSI’s role in employment generation has been repeatedly signified in this research report and is an unquestionable fact. What comes as shocking analysis for the
investigator is that the number of employment in SSI units of Vidarbha has been decreasing after 1995-96 at an increasing rate causing a total fall in employment by about 60% in the year 1999-2000 as compared to the year 1995-96, when the employment generated was at the highest level. During 1995-96, 20520 numbers of employments were created which gradually fell down to 3546 numbers of employments in the year 1999-2000. In all the preceding years i.e. 1985-86 to 1995-96 number of employments created annually by these SSI units of Vidarbha has been increasing except for a few years namely 1988-89 & 1992-93 which were the years under the grip of propaganda pertaining to proposed ill effects of the then ongoing global trade mechanism of which Dunkel proposal was the most damned one.

8.4 SSIs Export Analysis:

The present Exim Policy permits small scale enterprises to import capital goods on payment of 5 five percent customs duty with export obligation. The price preference and purchase preference scheme does not have statutory backing to make it more effective. All over the world, governments are the single largest buyers of products and services so is the case in India. But no mandatory purchase from small scale industries by the govt. or its representatives has been fixed in our country. Only when the government departments (Central, State, Union Territories and Local Authorities) which for some technical or economic reasons, are not able to meet the stipulated purchase requirements or if it is found that the goods required are not available in the SSI sector, a permission from the Development Commissioner (SSI) in writing may be granted in this regard. There is limited spread of NSIC and an absence of its wide network lacking adequate supplement to the marketing efforts for small scale industries. There is also a lack of Central Marketing Agency for all kinds of SSI products. The excise benefits are not available to SSI units manufacturing products using third party brand name, irrespective of the location of the units. As a result, it not only hinders marketing but also leads to much more inefficient production, quality degradation and lack of modernization.
The small scale units have the limited capacity to produce and qualify as a supplier for bigger contracts and the cluster approach of small units to produce under a common brand name is missing. Some of the State Corporations which have initiated marketing efforts lack suitable encouragement by provision of financial assistance as well as fiscal incentives. The types of consortia of industries i.e. single discipline or multidiscipline which have a legal, entity do not have the status of an industry for the purpose of credit facilities from the banks and other financial institutions. The scope of participation by SSI units in domestic trade fairs is not expanded. The number of buyer-seller meets is very less. The DC (SSI) organizes such meets and participation of major industry associations and chambers of commerce is lacking due to negligible financial support for this purpose.

No proper organizational structure exists to deal with the problem of information dissemination on products, technology, demand and supply, prices and to deal with the issues of captive marketing, brand development, consortium development and undertake export marketing directly and indirectly. Latest market information, changes in demand, preferences, latest fashions, etc. could be captured through free flow of information, visits of international missions, participation in national and international exhibitions, etc. \(^1\) It is imperative that a large and exclusive organization develops brand names of SSI products through the Vendor Development Programme. The Marketing Development Fund for promoting marketing activities/ventures of small scale industrial units has not been created so that the Fund could be utilized for participation in trade fairs and subsidising the interest component of the financial assistance extended for marketing activities. Subcontracting facilities are not well augmented and strengthened suitably.

Major industrial centers and head offices of the SSI associations do not have permanent display windows for SSI products. International linkages and organization of production in a system of networks are missing. \(^4\) There needs Plant level intervention for technology upgradation either through sub-contracting mechanism or by deputing national/ international experts directly to exporting and potentially exporting units. The small units lack capability to meet bulk orders in a short period. Product design lacks focus of attention.

\(^1\) Shri Sant Gajanan Maharaj College of Engg., Shegaon, Maharashtra.
One of the major problems being faced in timely execution of orders is the delay in release of institutional credit. For want of funds many a times the SSI units lose orders. The Small Industries Development Bank of India has not evolved suitable facilities in co-ordination with the banks and financial institutions to ensure that the eligible borrowers/units are not deprived of funds. The Government has not taken adequate measures to increase awareness of the provisions of World Trade Organisation among the SSI entrepreneurs and take appropriate measures to protect Indian SSIs, facilitate information/data dissemination, help in introduction of anti-dumping measures and create a legal cell to take care of legal problems faced by the SSI units on account of WTO agreement provisions. The Export Promotion Councils do not mandatorily maintain data separately for exports originating from the SSI Sector. The building up of data base is imperative for effective policy formulation.

The mechanism of exports increases the time taken in execution of orders and hinders the activities from being hassle free. Plethora of laws and regulations hamper the SSI sector in general and execution of export orders in particular. The rules/regulations are not streamlined. The number of visits of inspectors need to be reduced and procedures of verification of records may be simplified.

Broadly, exports strategy for small sector includes simplification of export procedures and to provide incentives to the small sector for higher production and to maximize export earnings. With a view to formulate trade policy with simplified procedures which are conducive for export promotion export-import policy is formulated after consulting various trade bodies like Federation of Indian Export Organization, Federation of Indian Chambers of Commerce & Industry and different Export Promotion Councils, etc.

Following are the significant features of Export-Import Policy for Small Scale Sector:

1. **Recognition of Export Houses/ Trading Houses, etc.:** With a view to recognise established exporters so that they may build marketing infrastructure and expertise required for export production, merchant as well as manufacturer exporters, EOU etc. are recognised as Export House, Trading Houses, Star Trading Houses and
Super Star Trading Houses on the basis of certain criteria as laid down in the Export-Import Policy 1997-2002. The eligibility criteria for such recognition is based either on the basis of FOB or Net Foreign Exchange value of exports of goods and services made directly by the exporters during the preceding three licensing years or the preceding licensing year. In an attempt to encourage exports from the small scale sector, the exports made by small scale sector manufacturer-exporters are given triple weightage for the purpose of recognition as EH/TH/STH/SSTH. Accordingly, in terms of provisions contained at para 12.7(a) of the Exim Policy 1997-2002 (amended upto 31/3/99), triple weightage on FOB or net foreign exchange on the export of products manufactured and exported by units in the small scale industry (SSI)/ Tiny sector/ Cottage sector and double weightage on FOB or net foreign exchange to merchant exporter exporting products reserved for SSI units and manufactured by units in the SSI/Tiny Sector is give. These Export Houses, Trading Houses, etc. are entitled to certain benefits under the current Export-Import Policy.

2. **Special Import Licence (SIL):** Exporters recognised as Export Houses, Star Trading House, Trading Houses, etc. Are eligible for grant of special Import Licence (SIL) @ certain percentage of their FOB value of exports/NFE. However, 2 percent additional SIL is granted for exports of Products manufactured by units registered as SSI, provided the exports of these products is more than 50% of the exports during the period.

3. **Eligibility condition for Small Scale Exporters for SIL:** In case of small scale exporters holding ISO 9000 (Series) or IS/ISO 9000 Series of quality certification, the FOB value (excluding deemed exports) of exports for becoming eligible for Special Import Licence (SIL) @4% of the FOB value of exports is Rs. 30 million and above in the preceding licensing year or on an average FOB value of Rs. 10 million or above during the preceding three licensing years instead of the limit of Rs. 50 million and Rs. 20 million respectively prescribed for others.
4. **Export Promotion Programmes / Measures:** Following export promotion programmes / measures have been introduced:

(i) **Participation in International Fairs/Exhibitions:** With a view to ensure that exporters from small scale sector exhibit their products in the International Exhibitions, required assistance & support is provided. Expenditure on account of space rent, handling and clearing charges, insurance and shipment charges etc. are met by the office of the Development Commissioner (Small Scale Industries) under one of the plan schemes.

During 2000-2001, the DC(SSI) participated in seven International Trade Fairs/ Exhibitions. Participation in these fairs/exhibitions generated large number of Trade enquiries besides certain export orders. It also provided an opportunity to SSI units to display their products in the world market. During the current financial year, it is proposed to participate in 8-9 International fairs/ exhibitions. The basic objective behind this scheme is that SSI units which otherwise are not in a position to display their products may participate in foreign exhibition/fairs so as to promote their exports. Enquiries generated during such exhibitions abroad are disseminated to all SSI units through a net work of field offices of this organisation. This strategy has been found to be successful for exporters from small scale sector in identifying new foreign buyers/markets.

(ii) **Packaging for Exports:** Role of packaging for exports has gained much significance in view of trends in the world markets. The need for better and scientific packaging for exports from small sector was recognised long back. With a view to acquaint SSI Exporters of the latest packaging standards, techniques etc. training programmes on packaging for exports are organised in various parts of the country. These programmes are organised in association with Indian Institute of Packaging which has requisite expertise on the subject. Basic objective of these programmes is to generate the much needed consciousness in the industry and to educate the entrepreneurs about the scientific techniques of Packaging.
(iii) Bar coding for Exports: A new program has been drawn up with the assistance of EAN India to sensitize Indian exporters about barcoding. Seven training sessions were conducted in 2000-01 at different locations across the country. More sessions are planned during the year 2002-2003.

(iv) Technical & Managerial Consultancy Services: Technical and Managerial Consultancy Services to the SSI manufacturers/exporters are provided through a network of field offices of this office so as to ensure higher level of production and generation of higher exports.

(v) National Awards for Quality Products: With a view to encourage the small scale units for producing Quality goods, National Awards for Quality Products are given to the outstanding small scale units, who have made significant contribution for improving quality of their products. The scheme is being operated since 1986. Winners of National Awards get a Trophy, a Certificate and a Cash Prize of Rs.25,000/- National Awards encourage Small Scale Industries units to produce quality goods which further enables them to enter into export market.

(vi) SSI MDA Scheme: The scheme offers funding up to 90% in respect of to and fro air fare for participation by SSI Entrepreneurs in overseas fairs/trade delegations. The scheme also provides for funding for producing publicity material (up to 25% of costs) Sector specific studies (up to Rs. 2 lakhs) and for contesting anti-dumping cases (50% up to Rs. 1 lakh) - for individual SSIs & Associations.

(vii) Marketing Development Assistance (Ministry of Commerce): Marketing Development Scheme (MDA) is also being operated by Ministry of Commerce under which MDA is given to exporters through FIEO and Export Promotion Councils/Commodity Boards to plan their marketing strategy for export growth. Guidelines in respect of single person sale-cum-study tours abroad and participation in fairs/exhibition abroad have been revised with effect from 1st May, 1999. The revised scheme is as under:--
a. Eligible activities:

- One person sale-cum-study tour(s) abroad
- Participation in fairs/exhibitions abroad.

b. Eligible exporters:

i. Status Holder exporters namely Export Houses, Trading Houses etc.

ii. They would be eligible to get MDA through FIEO.

iii. Small Exporters who are not status holders but are eligible to get the Special Import

iv. License (SIL)

v. Such exporters would be eligible to get MDA through their respective

vi. EPCs/Commodity Boards.

(viii) Sales-cum-Study Tour(s) abroad: MDA is limited to 90% of the actual fare for SSI Exporters and 75% for other than SSI exporters with upper ceiling of Rs. 60,000/- in all cases for travel in economy class.

(ix) Participation in Fairs/Exhibitions abroad: MDA would be available on actual fair in economy class and space rent including decoration, electricity, water etc. only and would be limited to 90% of the total expenditure on above mentioned items for SSI exporters and 75% for other than SSI exporters with combined upper ceiling of Rs.90,000/- in all cases.

(x) Number of activities permissible: MDA is provided for a maximum of 3 activities in a financial year, combined both for sale-cum-study tour abroad and participation in fairs/exhibitions abroad subject to the condition that not more than two activities would be allowed in a financial year either in sales-cum-study tour or in participation in fairs/exhibition abroad. Second activity in a financial year of either of the activities is permissible only to those exporters who have achieved a minimum 5% export growth in their global exports during the preceding financial
year. One additional sale-cum-study tour or participation fairs/ Exhibition in Latin American Countries (LAC) Region is permissible without any minimum export growth restriction in a financial year to Status Holder's exporters only.

(xi) Awards to Exporters: Ministry of Commerce gives awards to exporters for their outstanding export performance, under the scheme of National Export Award for export performance. Earlier, a total of 17 Awards including 5 Awards for Small Scale Sector in the form of Trophy were given every year. However, from the year 1997-98 and onwards, the number of awards have been increased to 20, out of which the number of Awards (Trophy) earmarked for small scale sector have been increased from 5 to 8. Upto 8 awards is given to the exporters in the small scale and cottage sector subject to achievement of normative level of performance by the concerned SSI's and cottage sector units. Out of 8 Awards, one is given for Khadi & Village Industry.

5. Promotional Schemes: To meet the challenges of international competition and to promote exports of SSI products, following promotional schemes are also being implemented.

(i) Technology Development and Modernization Fund Scheme: Small Industries Development Bank of India (SIDBI) has been implementing a scheme of technology development and modernisation of SSI units with effect from April, 1995. Under this scheme assistance is available for meeting the expenditure on purchase of capital equipment, acquisition of technical know-how, upgradation of process technology and products with thrust on quality improvement, improvement of packaging and cost of TQM and acquisition of ISO-9000 series certification. The coverage of the scheme has been enlarged from export oriented units to non-exporting units also in September, 1997. Under this Scheme a sum of Rs. 152 crores has been sanctioned for 245 units by April, 1999.

(ii) Quality Awareness Scheme: Small Industries Service Institutes organised Workshop on ISO-9000 certification and awareness about quality.
(iii) **Subsidy for obtaining ISO-9000 quality Certification:** Under the scheme of promoting ISO-9000 certification SSIs are given financial support by way of reimbursing 75% of their expenditure to obtain ISO-9000 certification subject to a maximum of Rs.75,000/-. The scheme is being continued during Tenth Plan.

(iv) **Other Schemes for technology improvement**

**Tool Rooms:** Tool Rooms provide toolings, dies, moulds and fixtures to small scale units at a very low price to enable them to produce quality goods to meet the requirements of supplies of components to large units as well as produce quality goods for direct sale. This enhances their competitiveness and export potentials. There are 10 Tool Rooms established in various parts of the country.

**Process-cum-Product Development Centres:** There are 6 Process-cum-Product Development Centres. These Centres take up jobs from SSIs for specific product development as well process development to improve the quality of products, reduce cost of product and enhance marketability of goods. These Centers deal with specific product groups.

**UPTECH:** A new scheme for technology upgradation for industrial clusters has been started recently. 12 10 clusters of industries producing different groups in various parts of country have been selected. The scheme aims at diagnostic study of the clusters, identification of technological needs, technological intervention and wider dissemination of information and technology within the clusters. The expenditure involved on pilot plants etc. is met on 50:50 cost sharing basis by the Government and the concerned Industry Association of the clusters. The scheme is flexible and provides for smooth sourcing of technology even from abroad.
6. Other Schemes:

National Small Industries Corporation: The National Small Industries Corporation (NSIC) through its export development programme is playing a vital role to promote the SSI sector in exporting their products/projects in international markets by providing following assistance to the small enterprises.

Marketing and Promotion:

- Organising International Exhibitions
- Organising and participation in Buyers-Sellers meet
- Sponsoring delegation from different SSI sectors to various countries
- Providing information related to sales opportunities available in international market
- Product specific catalogue preparation
- Advertising and publicity in various countries through Indian High Commissions, Offices abroad and Internet
- Publication of Exporters Directory
- Participating in Global Tenders
- Providing assistance in deemed exports
- Organisation of Seminars and Workshops to upgrade and update SSI with regard to international developments.

Financial Assistance:

- Pre and Post Shipment finance at concessional rate of interest
- Financial assistance for procurement of indigenous and imported raw material
- Financial assistance for upgradation and modernisation of SSI unit
- Assisting in the process of claiming exports incentives
Technical Assistance:
- Laboratory and Testing assistance for improving quality of products
- Providing assistance in packaging
- Providing assistance for obtaining, inspection documents
- Conducting various programmes related to technology upgradation
- Assisting SSI Sector in Technology assimilation
- Imparting technical training

Effecting product improvements:
NSIC has been instrumental in developing a large number of small scale units to export high quality products such as builders hardware, locks, light engineering products, giftware and novelties, readymade garments and textile products.

Following activities are also undertaken by NSIC for Export Promotion through SSI:

- Study visit to various developed countries to identify the product range and their market demand.
- Arrange visits of delegations consisting of representatives of small scale industries/Associations to different specialises exhibitions and buyers-sellers meets.
- Collect samples during the above export promotion visits and to identify suitable small scale suppliers to develop counter samples.
- NSIC has already opened two offices abroad at South Africa and Dubai, U.A.E. These offices are utilized for generation of business for the small scale sector.
- Publication of a directory of identified products and possible buyers for circulation to the small scale industries.
8.5 SSIs Sickness Analysis:

The sickness in the industries in general and small industries in particular has gripped Vidarbha region. The discussion made in the chapter no. – 6 presents the position of the sickness in the industries of Vidarbha region on district basis. There is no district of the region which does not have sick small scale industries along with many closed units. The trend in the sickness as well as closure of these small units is on the rise since last 4-5 years causing huge capital tied up with the same to remain idle. However, there are comparatively larger number of units remaining closed or sick which fall outside the MIDC area. Out of the total closed units numbering 5429 units in Nagpur region of Vidarbha, there were as many as 5014 units located outside the MIDC area in Nagpur region which were found to be closed according to third census of SSI units. The number of closed units that are located inside the MIDC area of Nagpur region is only 415 units according to the similar census i.e. third census held in the first quarter of the year 2002. Similarly, Amravati region had 2073 units closed that were located outside the MIDC area whereas only 363 units located inside the MIDC area of Amravati region were found to be closed according to the third census.

8.6 SSIs Policy Analysis:

On the policy front it is found that WTO agreements, without making any specific reference to SSIs have been tightening the grip for small businesses in favour of big businesses. The govt at the State and at the Center have been pronouncing policies purported to favour SSI, Small Scale Industrial Policy 1991 of Govt. of India being the major such policy. But policy changes elsewhere in the govt. like removal of quota restriction, dereservation of products and others are only in the line of WTO agreements and suffocating the sustenance of SSI in the country as a whole and that in Vidarbha in particular.

The vision for the 21st century for SSEs cannot be realized with plethora of laws and rules and regulations governing this sector and there is need for a Single Unified Act governing promotion and development of Small Scale Enterprises in the country. A separate Small Enterprises Development Act for SSEs similar to the Industrial Development and Regulation (IDR) Act is the need of the hour. This comprehensive Act
may cover all aspects relating to regulation and growth of SSEs. The Small Business Administration (SBA) of United States\textsuperscript{15} have a comprehensive single law governing SMEs. On the same lines, there should be a separate comprehensive law for SSI units, which has been long pending demand of SSI units. It would not be out of place to observe here that tiny units should be exempted from all laws / regulations excepting those which relate to safety of human beings and this environment. The policy should incorporate a system of self-certification be introduced, which will obviate the need for regular inspections. Electronic transmission of data should be encouraged to make the system more transparent and hassle-free. For new units, single window clearances should be arranged irrespective of whether they relate to clearances from Central Authorities or State Authorities or Local Authorities.\textsuperscript{16}

**Reservation of Products for SSI Sector:**

The present scenario of economic liberalization and WTO regime has forced the policy of reservation to discontinue. The Quantitative Restrictions (QRs) have been removed with effect from April, 2001 which may affect the SSI units manufacturing reserved items. The deresorvation of some selected export thrust items could be considered by a committee including representatives of SSI associations. Production of reserved items could be allowed to be taken up by non-SSI units, subject to minimum export obligation of 30 percent to be achieved in first three years. Thereafter 30 percent export each year, which is at present pegged at 50 percent.\textsuperscript{17} This measure would make available better quality products to the domestic customers and would also enhance exports of these products. Higher level of consumer satisfaction would be achieved.

The CSO is conducting Economic Census\textsuperscript{18} regularly at intervals of five years. The focus of this census is on employment created. The CSO covers a large sample. If the parameters of census could include information / data with respect to SSI units/definition, the office of DC(SSI) will have a large sample base and also the expenditure incurred would not be higher than that required by the office of DC(SSI) to carry out a separate censes. These surveys should be carried out more frequently by the Office of the DC(SSI), preferably on annual basis. The Office of DC(SSI) should also collect detailed data on Clusters at five year intervals on regular basis. The SSI
Associations should also be involved in the census and for this purpose, adequate support should be given to them. A committee may be constituted to work out details including the methodology. That data collected should be put to wider use and should be made available to researchers, institutions, etc. The information on individuals units can also be provided except for their names and addresses, for research studies.

Providing Better Linkages And Harmonious Relationship Between Large and Small Units:

The excise exemption on manufacture of goods by SSI units on the brand name of other units is extended to only rural areas at present. Notional MODVAT (CENVAT) credit\(^9\) of five percent which was available to units purchasing their raw materials/intermediates from the SSI units till 1994-95, should be restored. This will help in marketing of SSI products, apart from providing the necessary linkages.

Following policy\(^{20}\) Initiatives were taken in 1999-2000 for the Small Scale Sector:

- Announcement of a new Credit Insurance Scheme in the Budget (1999-2000) for providing adequate content to the banks to improve flow of investment credit to SSI units, particularly tiny units.
- The working capital limit for SSI units is determined by the banks on the basis of 20 per cent of their annual turnover. The turnover limit for this purpose has been enhanced from Rs. 4 crores to Rs. 5 crores.
- To increase the reach of banks to the tiny sector, lending by banks to non-banking financial companies (NBFCs) or other financial intermediaries for purposes of on-lending to the tiny sector, has been included within the definition of priority sector for bank lending.
- Exemption from excise duty, as given to SSI units, has been extended to goods bearing a brand name of another manufacturer, in the rural areas. (The cabling notification is expected).
- A National Programme for Rural Industrialisation has been launched, with a mission to set up 100 rural clusters every year, to give a boost to rural industrialisation.
To coordinate the latest development with regard to the World Trade Organisation, a cell has been set up in the Office of DC (SSI) to disseminate information to SSI Association and SME units, regarding recent developments, and organising WTO Sensitization and Seminars, Workshops.

The investment limit for small scale and ancillary undertakings has been reduced from existing Rs. 3 crore, to Rs. 1 crore, on the request of the SSI Associations.

In order to ensure that credit is made available to all segments of the SSI sector, RBI has issued instructions that out of the funds normally available for the SSI sector, 40 percent be given to units with investment in plant and machinery upto Rs. 5 lakhs, 20 percent to units with investment between Rs. 5 lakhs and Rs. 25 lakhs and remaining 40 percent for other units. Banks have been asked to operationalise more specialised SSI branches. The single window scheme of SIDBI is also being extended to all districts.

Action initiated by Governments to counter impact:

- Inter Ministerial Committee to watch on surge of imports.
- Strategic Management Groups (SMG) in PM’s Office.
- Anti-Dumping and safeguard investigations in India Notification on Weights & Measures, MRP and adherence to standards.
- Policy initiative by the Ministry of SSI/ARI to strengthen the SSI Sector.
- The limit for composite loans from Rs. 10 lakhs to Rs. 2 lakhs, priority sector lending to industry related to service and business enterprises.
- Industry related service and business enterprises with a maximum investment of Rs. 10 lakhs qualified for priority lending.
- Capital subsidy of 12% for investment in technology in select sectors.
- Continuance of financial assistance i.e. granting Rs. 75,000 to each unit for obtaining ISO 9000 certification.
- One-time capital grant of 50% to small scale associations for testing laboratories.
- Enhancement of excise duty exemption limit from Rs.50 lakhs to Rs. 1 crore to improve its competitiveness etc.
8.7 SSIs Entrepreneurs / Executives’ Perception Analysis:

The entrepreneurs / executives of export oriented units of Vidarbha are, in general, not satisfied with the approach of the government during the WTO led trade environment. There is no active role undertaken by the govt. or its agencies towards creating awareness about the implications of WTO amongst these entrepreneurs / executives. They also feel that they are ignorant about the various standardizations schemes including AGMARK. The govt. is expected by them to carry out programmes for the SSIs to make them aware and confident of the local as well as global standardization schemes and procedures. The grant of incentives to their units have not been uniform nor have been these continued for sufficient period. Many of them have the complain that these schemes were withrawn after being provided to them for a few initial years of their units. The labour laws and other govt. bound procedural compliances are so cumbersome that many a times they feel more involved in meeting these requirements than otherwise concentrating on their business details.

8.8 Industry Category-wise Analysis:

Vidarbha has the potential for many industries, but some of these including the industries based on locally produced raw materials have better prospects. The strengths and opportunities\textsuperscript{22} with regard to these industries and the local characteristics have been tabulated in the following table no. T-8.1 to explain the industry category-wise situation in Vidarbha.
Table No. T-8.1 : Showing Strengths and Opportunities of Vidarbha’s Industries

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<th>S.No.</th>
<th>Area</th>
<th>Description</th>
<th>Opportunity</th>
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| 1    | Minerals   | (A) Rich Coal deposits of more than 7000 Million tons  
➢ Account for 5% of India’s reserves and 100% of Maharashtra  
➢ Confined to districts of Nagpur, Chandrapur and Yavatmal  
(B) Valuable deposits of manganese, kyanite, sillimanite and Quartzite  
➢ Account for 40%, 50%, 20% and 15% of India’s deposits respectively  
➢ Amount to 100% of Maharashtra’s deposits  
(C) Substantial iron-ore reserves of 226 Million Tons  
➢ Account for more than 2% of India’s reserves 1.8% comes from Gadchiroli district alone  
➢ Amount to almost 80% of Maharashtra’s reserves  
(D) Sizeable deposits of dolomite, limestone, barites, fireclay, fluorite, gold and kaolin, accounting for 100% or almost 100% of Maharashtra’s | ❖ Mining  
❖ Steel Cement  
❖ Power  
❖ Reserved coal blocks for private mining  
❖ Extraction of metal from low grade ores of minerals based on solvent extraction technology |
| 2    | Agriculture| (A) Strong in cotton & oranges  
➢ Produces 1.3 Million bales of cotton annually two third of Maharashtra’s production and about 15% of India’s  
➢ Gross 6 lakhs tons of organs annually production almost 100% of Maharashtra’s production  
➢ Production of 104600 M.T. of oil seeds, 635300 M.T. p.a. of Pulses 1507900 M.t. p.a. of Sugarcanes and 3654 M.T.P.M. of Floriculture. | ❖ Textile  
❖ Ayurvedic Medical  
❖ Horticulture  
❖ Floriculture  
❖ Mini Sugar Mills  
Solvent extraction plants based on latest extruder expand Technology |
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<th>Area</th>
<th>Description</th>
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| 3. | Geographic Location | (A) Includes Nagpur, a logistically convenient location  
  ➢ Centrally located in India, with good road and rail connection  
  ➢ Indirect flight path of airlines operating between Australia, Singapore, Europe.  
  ➢ Within 500 Miles of nearly 50 cities each with a population of 1 Million or more.  
  ➢ Inland container depot (dry port) of concor at Nagpur | Multi model Air Cargo Hubs for distribution and logistics  
  Free Trade Zone  
  Special Economic Zone |
| 4. | Potential for Trading and Services | ➢ Forest resources in Vidarbha  
  ➢ Timber 66288.9 Cub.Meter of stocked volume of Rs.246.37 crores  
  ➢ Firewood-154412 Cu.Mtrs. of stocked volume of Rs.6.25 Crores  
  ➢ Bamboo-Yield of 44430 M.T. of Rs. 3.97 crores.  
  ➢ Tendu-Yield of 761543 standard Bags of Rs.43 crores | Bidi Manufacturing  
  Bamboo Handicrafts  
  Paper-Pulp Industry.  
  Card Board  
  Handmade Paper |
| 5. | Existing Airlines National Highway & Railway link | ➢ In the view of forthcoming air cargo hub centers and existing dry port Centers and S.E.Z. There is wide scope for ware houses, cold storages and consulting services for Cargo Hub Dry Port and S.E.Z. etc. Goods/produces at Nagpur and can be distributed or traded all over the world due to Cargo Hub. | |
| 6. | Potential for dairy Development in Vidarbha | ➢ Per capital consumption of Milk in Maharashtra is 215 ml and Milk production is 38 lakhs litres per day. For increase in Milk production due to Cross breeding programme and effective cooperative movements are the major factors.  
  ➢ Livestock’s like cattles, Goat, Pigary, Hens etc. are substantial in Vidarbha | Scope of Integrated Dairy Development Project.  
  Goat Farming  
  Piggery  
  Poultry Farm.  
  Poultry Hatchery. |
8.9 Impact Analysis:

With minor exceptions, the share of small scale manufacturing in terms of both output and employment is increasing all over the world. This is likely to increase further in the future. Excessive reliance on large companies for faster industrialization in some countries including India, goes against the known characteristics of the technological revolution taking place across the world. Unlike in the case of old technologies which relied on centralized practices and supported large enterprises, the current technologies which rely on computer aided manufacturing (CAM), computer aided designs (CAD) and flexible manufacturing systems (FMS) tend to favour the small and medium firms. Consequently, all over the world large corporations have been withdrawing from direct manufacturing activities and concentrating more on marketing, technology creation and diffusion and networking with small and medium firms in manufacturing related activities. To a large extent, the competitiveness of major manufacturing organizations depends on the small suppliers. Even large and highly integrated companies like General Motors and Toyota account for more than half of globe is immune for any geographical hurdles, national boundaries or political systems unable to hold it back, the increasing pace of the globalisation process. Thanks to the WTO regime put in place by the Uruguay Round, the talk of the modern large corporations becoming virtual organizations successfully linking a large number of SMEs carrying manufacture of components and assembly operations at different locations all over the globe to enable it to market the final product worldwide is no longer a myth created by sci-fi-works, but an increasing reality whose time has come.

The industrial structure of the developed countries in the West and East Asia has undergone dramatic changes in recent times. Studies show that the Fortune 500 companies which employed about 16.2 million workers in 1979 have only 11.5 million on their rolls in 1993. Similarly, the value added content in the sales of the top 500 corporations has also shown a decline. In United States, small companies a fewer than 100 employees are responsible for as many as eight out of ten jobs. In Japan, about 75% of manufacturing employments are in small and midsize companies. These small suppliers play a crucial role in proving the flexibility and high quality that makes Japan’s large corporations formidable competitors internationally. Studies also show...
that in both South Korea and China-Taipei, SMEs have an important role in manufacturing, exports and employment. During 1993, establishments employing less than 100 persons accounted for 45.8% of the total employment less than 100 persons accounted for 61% of the employment and 49% of the output in China-Taipei. The share of SMEs in manufacturing exports was 42% of Korea and 53% for China-Taipei in 1994. In India also, small-scale sector has acquired a dominant position in the economy. Numbering more than 3 million units, over 40% of the gross turnover in the manufacturing sector, about 45% of the manufacturing exports and 35% of the total exports. The output and employment growth rates in the small-scale sector have been generally higher than in the large scale sector in the Indian situation as well.

It is well recognized that productivity growth is a crucial factor for sustained economic growth both at the macro and at the enterprise level. Research points out that rapid growth in industrial productivity has been an essential element in the development and structural transformation of the developed and newly industrialized countries. Growth paradigm derived from comparative cost advantage due to availability of natural resources, lower labour costs, etc. is now being replaced by competitive advantage in producing the final output. Competitiveness of any economy would depend on how efficiently all the resources in the process of production are being utilized and how efficiently these are marketed or delivered. The emphasis in the revised paradigm is on the total factor inputs instead of the partial factors (e.g. capital, labour, raw materials, etc.) as in the previous case. This is the main reason why some of the countries have managed to increase their market share in some goods over others in the international markets even without having any revealed comparative advantage due to factor endowments per se. For instance, though India is known for its comparative advantage due to iron ore availability and low labour costs. Japan and Korea have sustained a march over in steel production not only in Asian markets but also in the international markets.

Small and medium-sized enterprises have come to play an increasing & vital role in the industrial structure of developed and developing countries in Asia and other parts of the world. As a result number of nations have witnessed successful SME-led economic growth and development. The growth-oriented SMEs (both in terms of domestic market share and direct exports), notably in leading economies of the Asia
Pacific viz. Japan, China-Taipei, South Korea and Singapore have come to be identified as the driving force behind economic growth as witnessed in the eighties and nineties. The experience of small enterprise development in Asia indicates that small units working in product clusters generally tended to perform better than those operating individually. The better performance of enterprises through clustering was due to an easier access to networks as also on account of the benefits arising out of economies of agglomeration. In other words, enterprises in clusters were placed at a competitive advantage, as it was easier to gain information through product-specific and industry group-specific network on skill development, new technologies, new markets and opportunities for subcontracting.

Much of the growth in output and in employment in the late eighties and early nineties in the leading Asian economies came from approximately 20-25% of firms, which were typically medium-sized (more than 100 employees) fast growth establishments. Smaller firms comprised the majority of establishments in these economies. At recent study published by the United Nations Conference on Trade and Development (UNCTAD) states that SMEs in these economies accounted for around 40 to 60% of capital investment, employed over 60% of the workforce, generated 50% of income and 35% of exports. This needs to be compared with the status of the small-scale sector and its contribution to GDP growth in the developing countries in Asia.

Economic growth in countries like Indonesia and the Philippines has been dominated by large firms (300-500 employees), as the same account for more than 65% of output. The UNCTAD study also points out that establishments in the small industry sector tend to be concentrated in the informal, craft and agricultural sectors and face constraints of access to finance and managerial skills. Furthermore, these economies also lack a core of smaller, growth-oriented firms, which in countries like, Japan and China-Taipei generate more than 30% and 25% of output, respectively. Such firms, in Indonesia and the Philippines, contribute only 8% and 14% of output respectively. The data indicates that these countries need a much larger SME base as well as stronger subcontracting linkages between small firms and larger firms.
A study of the small-scale sector's contribution in China-Taipei's economy demonstrates that the small business sector acts as an 'entrepreneurial growth engine' in economic development. In Malaysia, even though the small sector is yet to increase its share in output and employment from the existing level of 13.8% and 17.4% respectively, per worker productivity has nevertheless, registered significant gains. Malaysian small industries have experienced substantial gains in productivity where the value added per employee grew at an annual rate of 6.4% for the period from 1991 to 1996.

The decade of nineties is most significant in a number of ways. It has witnessed both political polarizations of nations as well as advent of new economic forces resulting in a relatively more unified global environment. It is further influenced by the electronic revolution in the form of IT, which had taken the industry & societies by a storm in making the concept of the global village true & the emergence of virtual enterprises. Above all, the concurrent developments in the form of liberalization, privatization & globalisation (LPG) of the economies got further strengthened by putting in place unifying bodies like WTO to facilitate & regulate global trade. In this knowledge era of 21st century, the two dominating factors in economic development are the human innovations & societal concerns in the form of environment & balanced development. All these have greatly influenced the way we think, work & make ourselves comfortable & happy.

**WTO and Competition:**

The emergence of WTO and the agreements under it are going to affect every economic activity whether it is agriculture, trading, service or manufacturing. World markets are opening up with lowering of tariffs and dismantling of other restrictions in developed and developing countries. Enlightened and perceptive entrepreneurs have greater opportunities to benefit from the comparative advantages possessed by them. Domestic markets will be subjected to increased threats because of lowering of tariffs leading to freer entry of foreign goods and because of foreign companies establishing manufacturing bases locally. Whereas the developing countries will have greater opportunities in the sectors in which they have cost-based comparative advantages, e.g.
textiles, agriculture, etc., the developed countries will benefit will become tougher because of competition among developing countries with similar comparative advantages.

Every company, whether serving domestic or international markets, has to undertake an internal exercise to identify factors affecting its international competitiveness in terms of quality cost & delivery (QCD). It needs to examine if it can stay competitive in the market if the product becomes freely importable and/or tariffs are further lowered. Further, the international trade is increasingly becoming knowledge-based. The entrepreneurial abilities and qualities come to therefore in the new emerging environment. The concepts of liberalization of international trade, deregulation and privatization of internal economy have now been strengthened and legalized under WTO.

The choice of direction other than that dictated by the new developments is with dangerous consequences. The countries that have understood this have moved swiftly forward fine-tuning their domestic and international trade policies creating a winning environment for their business. For instance the two key implications of WTO on SMEs are:

Quantitative Restrictions:

Countries-developed or developing, use chiefly two methods to control import of foreign products, One is through levying import duties. The other is through restrictions such as mandatory licensing for import, fixing quotas for imports, enacting stricter quality standards for imported goods than being followed by domestic industries etc. These and other such policies are termed as Quantitative Restrictions and are considered as distortions in free flow of goods and services. WTO agreement prescribes control of import through tariffs only. It prohibits use of other methods cited above with some exceptions.

Dumping:

If a company exports a product at a price lower than the one it normally charges in its own market or if it sells it less than the cost of production, it is said to be dumping the product in the importing country. Many cases of dumping have been reported in many countries including India, which have caused serious injury to the domestic industry.
Some of the cases have already been investigated in India and the final anti-dumping duties have been imposed on the import of the products ranging from chemicals to graphite electrodes, originating from countries as China, USA, Russia, Thailand, Korea, Japan, Brazil, Mexico, Indonesia, Italy etc. Lack of awareness of rights enshrined in WTO limits Small Industries ability to get such cases initiated.

SMEs and Information Technology:

The competitiveness of developed countries stems largely from the strength of SMEs. Information technology has increasingly gained attention for its potential contribution to productivity improvement in the group of companies. Enhancing the capabilities of SMEs through integrating IT, therefore, of crucial importance for facing the hyper-competition. Some of the factors influencing the SMEs in this regard are:

i. For SMEs, the biggest obstacle is their limited financial capacity for pursuing IT. The scarcity of funds prevents them from taking several necessary action, including purchasing hardware & software; investing in training & development of IT specialists; & upgrading their systems & procedures.

ii. The management should view computerization as a means to add more value to services and products rather than merely to cut manpower costs. Moreover, cost-cutting is not the only way for SMEs to compete. By providing more value to customers and clients through IT applications, they may reinforce their positions in the market.

iii. Although this occurs in a very limited number of countries, IT investments is fiercely being opposed by trade unions that fear workers could be discharged as a result of computerization.

iv. The pace of IT technological change is so rapid that many SMEs have difficulties in catching up with new equipments. Enterprises must bear not only the financial burden of purchasing new equipment and systems but also the cost of training required in upgrading technology. Sound investment planning is very important in this context.
To promote IT applications, a few governments have taken actions including the computerization of civil services; the installation of telecommunications network and databases; and the launching of assistance programmes to promote IT use in SMEs. When these programmes are successfully conducted, the business community and the general public will benefit immensely.

E-Commerce and Small Industries:

From the experience of the US, the positive effects which the internet has had on the economy as a whole have included the maintenance of low inflationary pressure, the raising of productivity and the speeding up of economic growth. This has bought about the development of the so-called ‘new economy’. The promotion of e-commerce will cause product lifespan to shorten; once efficiency has been improved, employees’ working hours will be reduced and they will have more leisure time, while the increase in production efficiency will bring about rapid economic growth. In addition, e-commerce creates new modes of operations, which naturally brings benefits for SMEs. These are as follows:

1. E-commerce makes it easier for many SMEs to interact with their customers. With the rapid worldwide development of the Internet, the Internet’s standards, interconnectivity, low price and the fact that it is already being widely used, make it very useful for SME customer support and service provision as evidenced in USA.

2. By developing new distribution channels and developing a close relationship with upstream and downstream manufactures, it is possible, not only to reduce customer acquisition costs, but also to reduce the time needed to develop new products.

3. E-commerce makes it possible to improve service quality and enhance SMEs’ relationships with suppliers and customers.
(4) E-commerce brings E-business (B2B,B2C), which helps SMEs in reducing lead time & cost, incurred on distribution & marketing of the goods & services.

Virtual enterprises have become a reality. In facing up to the challenges of the era of e-commerce, enterprises need to consider where their core competitiveness lie. Over the long-term, the impact of internet application is that, not only the enterprises' internal communication be speeded up, and costs lowered, at the same time contacts with upstream and downstream manufacturers, with customers, and even with contractors, are strengthened by the use of the Internet. Enterprises concentrate more on their core business, while outsourcing out those business areas with low value added. This creates a new value added chain, which is at the heart of the virtual enterprise.

The new economy characterized by information technology & knowledge era, created opportunities to entrepreneurs to exploit the emerging technologies & innovation to potential high results in value adding Venture businesses. This calls for financial support for experimenting on such ideas & concepts. Hence, the emergence of Venture Capital as an instrument to provide funds to an enterprise in the form of equity/debentures etc. to finance hi-tech/hi risk products with strong potential of high profitability. The venture capital finance company not only evaluates the proposals but also provides directions as well as monitors functioning of the companies to ensure that the unit is managed professionally and achieve the requisite profits on investment by participation in policy making and strategic decisions. Once the company reaches certain level of maturity and profitability the venture capitalist sells the equity shares / debentures and allow the company to manage their affairs of its own. Numbers of SSI Units who deal in hi-tech products find it difficult to raise capital from the markets due to the restricted norms / laws stipulated by the land. Therefore, use of venture capital financing as a means of long term finance through equity holding would help the small industry raise capital to implement the project with in a stipulated time. While the gestation period in case of large/medium enterprises is usually long and the profits on the capital start after
about 3-4 years, the gestation period in SMEs being lower, the re-cycling of the venture capital would not only result in higher returns to the venture capital financing company but also help in accelerated growth of the economy. While a few companies exclusively deal in venture capital financing, a number of financial institutions that have been providing long term finance have also started dealing in venture capital.

**Innovation and Small Industries:**

Close human relations are one feature that distinguishes small firms from large ones. Small enterprises are highly functional where employees decide to work together. The simple organization of a small business is immediately operational provided employees maintain good communications among themselves. Some small companies have poor communications or exchanges of information between top executives and employees. However, observations indicate that attitudes of small business owners are more often than not responsible for such failures in communication. Open attitudes of top executives, employee education and training and an open corporate atmosphere are the basic conditions for good communication, which leads to teamwork, high productivity, innovation of efficiency.

Many top executives of small enterprises have more or less technical background, but many do not. The 1990s was the decade in which national economies and business were led by the momentum of technology.

Therefore, companies should secure and further develop technical expertise which can make positive contributions to organizations. Engaged in development, design and production technology, those technical staff should be encouraged to capitalize upon their human networks within and outside the company for active exchange of information, to tap the hidden potential & innovation for the good of the SMEs.

**Flexibility and Cooperation in Small Industries:**

The advantageous position of the small-scale sector is mainly because of the need to meet the rapidly changing taste / preference of consumers all over the world and from stereotyped goods produced and supplied in bulk to differentiate custom designed
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products. Smaller firms have an advantage in the production of different using computer aided manufacturing and design and flexible manufa.
This, however, does not mean that the small firms can totally substitute Rather their relationship is becoming more complementary in nature. Fo o of the large firms now purchase most of the components from the small t assemble the final products. Several components they purchase from t are very specialized in nature and could be hi-tech. The large firms gene on such aspects as quality, technology and marketing. The large firms inherent advantage, in turn, add more value to the final product and higher productivity. Thus, the relationship between the small and the larg undergoing significant changes. The classic example of this can be Japanese small and medium enterprises. 50 to 60 percent of the small fi subcontractors and 70 to 80 percent of them are dependent on subco percent or more of their production. 43

All these changes involving an increasing role for small and me make it necessary that they utilize their resources more efficiently. In o must improve their productivity. While labour productivity in small se terms is generally deserved to be lower than their counterparts in the larg the same time the wages in small-scale sector are also much lower than in the large-scale sector. However, this kind of partial productivity enough to reflect the true resource use. We, therefore, need to calc productivity, taking both capital and labour & other inputs together with added), inorder to precisely know whether and to what extent efficiency increasing vis-à-vis large firms. Many empirical studies 44 on total fa growth in the case of small-scale industry vis-à-vis large scale industry h out. In case of small scale sector, it is entirely plausible that small increasingly becoming more efficient because of the changes in the in and the technological developments etc.
8.10 WTO-consistent Measures Analysis:

The Maharashtra government in its effort to benefit most from the provisions of WTO and pacify its people through its people oriented measures and curb the ill effects of these provisions has come out, more frequently, with some WTO-consistent measures. Some of such important measures are described below:

Panel to Tackle WTO Challenges:

Responding to the wake up call given by the industry for taking up challenges in the WTO regime, the Maharashtra government has set up high-level committee headed by the Agriculture Minister. The Committee has been asked to submit a comprehensive report on steps to boost the business in agriculture, horticulture, animal husbandry and dairy development and thereby increase trade in the domestic and international markets. The Panel has also been requested to make suggestions on measures for increasing the agricultural income, upgrading basic amenities and infrastructure and amending the existing agricultural policy, laws and rules.

Setting up of AEZ's:

The State run MIDC is has inked a memorandum of Understanding (MOU) with Agriculture and Food products Export Development Authority of India (APEDA) for setting up Agriculture Exports Zones (AEZ) especially for grapes and value added products including wines in six districts. These AEZs would be established in Nashik, Ahmednagar, Pune, Satara, Solapur, Sangli. The State Government has been pursuing AEZs for floriculture, in Talegaon, Pune district, mango in Ratnagiri district, pomogranates in Solapur, Sangli district and orange in Vidarbha region.

Standing Group of Secretaries:

The govt. of India has set up a Standing Group of Secretaries to function from a war room to track the import of sensitive items of public importance. This was done immediately after completely lifting of quota restrictions by the government in order to
fully comply with the WTO provisions so that this does not adversely affect the domestic trade and industries in both domestic and export markets.

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