INTRODUCTION

It is too well known that India is an underdeveloped country due to the high population pressure which is located in the villages either not fully employed or totally unemployed. Agriculture, the main occupation available in the villages (being mostly seasonal), cannot fully utilise the manpower gainfully. The Government of India having realised this, are giving importance for small industry as a part of the strategy for correcting the same. As an important constituent of the strategy the Small Scale Industry (SSI) can be village based as well as urban. As in any industry there are several factors like: 1) infrastructure, 2) technical knowhow, 3) skills, 4) availability of raw material, 5) utilisation of byproducts, 6) marketability and above all 7) capital, which are vital. Thus, before one could decide or launch on any enterprise, information on all these and several other aspects needsto be codified and made available. Unfortunately, the present conditions in the country are that there is not adequate information collected on all these important aspects which are also location specific at any place or time, and made available at the beck and call of the entrepreneur. This greatly handicaps the entrepreneur in arriving at the proper and most lucrative way of deploying his talent, capabilities and resources to the best advantage. Often decisions are made with improper information, gappy knowledge, poor or ill-developed infrastructure or inadequate raw material or
capital which in turn make the units sick and dry up the resources. It is therefore a felt need that such information be built up and made available accurately, up-to-date, and sufficiently exhaustive to enable proper decisions. For this purpose the Government of India have been at pains to develop comprehensive assistance through several institutions. Unfortunately, the agencies of the governments, both State and Central are dissipated and duplicated and sometimes are at variance resulting in confusion and utter dismay to the prospective entrepreneur without giving him the proper lead and direction in the matter. In pursuance of this policy, the Government of India have reserved certain items for exclusive production from time to time numbering upto 334. These reserved items are more specially mass consumption items that are constantly monitored by the Development Commissioner, Small Scale Industries, Government of India. The main drawback is that the information is not available for each of the reserved items in a proper format, complimenting the efforts of all the agencies working in this direction be the Central, State or Consultancy, to build up a comprehensive DATA BASE which is the need of the hour.