

WESTERN RAJASTHAN AND MSME WITH REFERENCE TO BARMER AND JALORE DISTRICT

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ABSTRACT

The attempt has been made through this research to analyze the growth and pattern of MSMEs in Rajasthan state especially in western Rajasthan which is known as Thar desert where infrastructure is not favorable for industrial growth and employment generation for poor people in these areas are also a challenge for government. MSMEs are significantly contributing to production, employment and export of Indian economy. After the passing of MSME act 2006 India experienced a paradigm shift, that has taken place in inclusion of services sector under MSME apart from extending the scope to medium enterprises, the rich Indian exporter gained in last sixty years in MSME.

MSME is not only curbing the problem of unemployment and poverty of the country specially in rural area but also developing socio economic eminence of India. Thus it is important to see the role of MSMEs in Rajasthan state in India in which study is focused on western Rajasthan. For the convenience Barmer and Jalore district are selected for study as these areas are stagnantly growing.

Keywords: MSME, western Rajasthan, service sector, employment and manufacturing sector.

1. INTRODUCTION: The micro, small and medium enterprises (MSMEs) are small sized entities, defined in terms of their size of investment. MSMEs play an important role in increasing employment opportunity to semi-skilled and unskilled people in India as well as gave boost to govt's Make In India project. It is also contributing to manufacturing sector production and also supporting large scale industries by facilitating regular supply of raw material.

MSME is not only curbing the problem of unemployment and poverty of the country specially in rural area but also developing socio economic eminence of India. According to latest news Government of India has taken 12 historic initiatives for MSME sector. It is also estimated that MSME sector recorded for 45% manufacturing output and 40% of the total export of the country. According to one of the study the total credit linked capital subsidy scheme were benefitted to 5047 MSMEs till 2015-16 across India. About 3560 women were assisted for self employment. Thus it can be seen that MSME is playing crucial role in overall growth of the nation.

Definitions of Micro, Small & Medium Enterprises In accordance with the provision of Micro, Small & Medium Enterprises Development (MSMED) Act, 2006 the Micro, Small and Medium Enterprises (MSME) are classified in two Classes:

1. Manufacturing Enterprises-he enterprises engaged in the manufacture or production of goods pertaining to any industry specified in the first schedule to the industries (Development and regulation) Act, 1951) or employing plant and machinery in the process of value addition to the final product having a distinct name or character or use. The Manufacturing Enterprise are defined in terms of investment in Plant & Machinery.
2. Service Enterprises:-The enterprises engaged in providing or rendering of services and are defined in terms of investment in equipment..

The limit for investment in plant and machinery / equipment for manufacturing / service enterprises, as notified,vide S.O. 1642(E) dtd.29-09-2006 are as under

Manufacturing Sector	
Enterprises	Investment in plant & machinery
Micro Enterprises	Does not exceed twenty five lakh rupees
Small Enterprises	More than twenty five lakh rupees but does not exceed five crore rupees
Medium Enterprises	More than five crore rupees but does not exceed ten crore rupees
Service Sector	
Enterprises	Investment in equipments
Micro Enterprises	Does not exceed ten lakh rupees:
Small Enterprises	More than ten lakh rupees but does not exceed two crore rupees
Medium Enterprises	More than two crore rupees but does not exceed five crore rupees

The MSME act 2006 was notified on October 2006. With the enactment of this act India experienced an inclusive growth of manufacturing and service sector over the years. According to the report of times of India,The Micro Small & Medium Enterprises (MSMEs) are defined in India under the MSMED Act 2006 on the basis of capital investment made in plant and machinery, excluding investments in land and building. It does away with investment criterion and instead proposes to define MSMEs on the basis of annual sales turnover.The proposed thresholds are: Micro- up to Rs 5 crore (Rs 50 mn); Small- up to Rs 75 crore (Rs 750 mn) and Medium- up to Rs 250 crore (Rs 2.5 bn).

The growth and development of MSME sector is closely interwoven with India's quest for becoming a global economic power. One of the major challenge in this regard is easy and affordable access to finance to unleash the vast growth potential of this sector. MSMEs tap into various sources for funds and banks still form the largest lending source. Access to capital at the right time throughout the growth stage of an MSME is essential and is still a major stumbling block. Rajasthan industrial growth is now a days an important topic for India for this purpose govt has organized summit for MSMEs set up and financial support. Federation of Indian Chambers of Commerce and Industry (FICCI) has organized Rajasthan MSME Finance Summit on Thursday, 27th September 2018 at Hotel Royal Orchid, Durgapura, Jaipur. The theme of the programme was "Financing the Aspirations of MSMEs". The programme would feature Sessions on Credit Flow to MSMEs: Issues and Solutions; and Financial Products for MSMEs. Resurgent India Ltd is the Knowledge Partner for the programme. The programme was supported by Rajasthan Chamber of Commerce & Industry; Federation of Rajasthan Trade & Industry; The Employers' Association of Rajasthan; Jaipur Chamber of Commerce and Industry; Mewar Chamber of Commerce & Industry; and Udaipur Chamber of Commerce and Industry.

2. OBJECTIVE OF THE STUDY

Attempt has been made:

1. To study the role of MSME and employment opportunities in western Rajasthan.
2. To compare Barmer and Jalore district MSMEs growth .
3. To study the position of MSMEs in manufacturing and service sector of western Rajasthan.

3. DATA COLLECTION AND RESEARCH METHODOLOGY

To achieve the objective of the study, the secondary data has been collected from www.dcmsme.com, www.msme.gov.com, www.timesofindia.com. Various publications of MSME, Economic Political weekly, books and journals etc will be used. SPSS software has been used for regression equation. Data is tabulated and analyzed using MS-EXCEL.

4. REVIEW OF LITERATURES

- a. Vashishth A., Chaudhary A. And Priyanka (2016) – In their research paper titled "Role of SMEs in Indian economy" they studied the challenges, opportunities and the schemes of SMEs in India with a characteristic of the Indian economy allowing complementary existence for various diverse types of units.
- b. Syal S. (2015): In his paper "role of MSMEs in the growth of India" enlightens the growth of MSMEs and outlines the opportunities available for the MSMEs in the Indian economy. Through his paper he concluded that MSMEs in the Indian economy have shown tremendous growth and performance with the contribution of policy framework.
- c. Kauta, N.T. (2014): In the paper titled "the role of SMEs in employment creation and economic growth in selected countries", he explores the roles of SMEs in economic development and

- employment generation and challenges faced by the SME sector broadly. The study determined some recommendation that will help in increasing the contribution of SMEs to economic growth.
- d. Pujar , U (2014) : in this research paper entitled “MSMEs and employment in india :and analytical study” researcher tried to explain that the enterprises are labour intensive and requires less capital , that helps in solving the problem of society as well as the nation. Her study found that urban areas had larger share of registered MSMEs sector compared to rural areas in respect to major parameters such as number of enterprises and employment. Employment in rural area is 36.82 lakh persons accounting 39.55 % of total employment in MSME sector.
 - e. Srinivas , K.T. (2013): in his paper he found that the micro ,small and medium enterprises have been acknowledged as the engine of economic acceleration and for promoting unbiased progress . it is also contributing in increasing the standard of living of the people.
 - f. Yadav, K.A. and kumar Yogesh(2017): in their research paper titled “ Growth, Employment and output generation in MSME in Inia-an analysis”, they studied two way analysis in the change of attributes i. Absolute changes in the figures of different attributing factors ii. Relative change in the figures of these attributes. Employment generation as well as fixed investment levels was found to be going up during 2001- 2011. They also found that investment to output elasticity was to tune of .83 to .85 in the first period, while in the second period , there was a substantive lowering of input to out elasticity(0.74) with the further falling trend (0.65).

5. MSMES AND RAJASTHAN

Rajasthan is a northern Indian state bordering Pakistan. Its palaces and forts are reminders of the many kingdoms that historically vied for the region. In its capital, Jaipur (the "Pink City"), are the 18th-century City Palace and Hawa Mahal, a former cloister for royal women, fronted by a 5-story pink-sandstone screen. Amer Fort, atop a nearby hill, was built by a Rajput prince in the early 1600s.

Gateway to the large market in north and west India , today Rajasthan is one of the rapidly growing economy in India. Rajasthan industrial area is powered by enterprise friendly environment , infrastructure and skilled workforce. Nearly 75% population lives in village and 70% are depending on agriculture. Rajasthan key industries are cement, textile, tourism gems and jewelry and dimensional stone. The production of these areas are exported also. On the other side MSMEs are working all over India but their contribution in developing rural India is remarkable. When it come to Rajasthan, it seems to be working more in developing backward areas of Rajasthan. As rajsthan has been taken on priority in the agenda of “ease of doing business” by govt of India. Rajasthan ranks 6th in india on world bank’s “ease of doing business” report. Especially in western Rajasthan MSMEs are helping in boosting their local trade and production, also increasing their exports. In this study two district of Rajasthan has been taken i.e. Barmer and Jalore. These districts are largely involved in production of minerals. Registered MSMEs units accounted for 2925 in Barmer which are generating 12617 lakh employment according to 2016-17 report. While in Jalore registered large and medium industries are

accounted for 3 and employment is about 120 lakh. In this study Barmer and Jalore district are study according to MSMEs annual report 2016-17.

5.(a) Jalore district and industrial development:

In south west of Rajasthan ,Jalore district is located in the peripheries of sky high Swangiri fort forming fish shape having a vast expanse of 10640 sq.km. According to historical believes it was called Drumkulya the northern part of southern ocean. It is located din between 24.48”5’ northern latitude to 25.48”37’ northern latitude and 71.7’ eastern longitude to mide of 75.5”53’ eastern longitude. The north western boundary is shared with Barmer.

Table 1: Industry at a Glance

SR.NO.	Head	Particulars
1	Registered Industrial Unit	5427
2	Total Industrial Unit	4510
3	Registered Medium & Large Unit	3
4	Estimated Avg. No. Of Daily	2158
5	Employment In Large And Medium Industries	120
6	No. Of Industrial Area	6

Table 1 indicate the silent feature of setup of Jalore industries. Jalore is called Granite Capital of Rajasthan, it is famous for its high quality granite.The Granite industry has developed drastically after recession. Granite stone is finished here. In Jalore to help and guide new industrial units District Industry Centre, Rajasthan Finance Corpn(RFC),RIICO, and Raj. Khadi Gramodyog Board offices are established here.RIICO has developed 4 industrial areas in Jalore District viz Jalore, Bishangadh,Sanchore and Bhinmal.In Jalore City RIICO has established 3 phase industrial areas. And fourth phase is been proposed at Bagra,

Bhinmal is famous for its Leather traditional footwear (Juti).District has only Two Medium Scale Industry, one of them Jalore-Sirohi Milk Cooperative Society Ltd, Raniwara Dairy it produces skimmed milk powder and various milk products, it has 2500 Metric Ton per year and 5 ton per day production capacity. Jalore has a wide potential in industrial sector that has to be exploited properly. The following industries has a good potential-

i. Granite based Industry – Arawali mountain range is spread throughout the district giving a wide range of granite stone. District has developed 6 industrial areas. Here nearly 400 granite units working, where colourful granite Tiles of 20 types are produced

ii. Agro Based Industry- Jalore is a agriculture based area, here Mustard (Raida),Tomato, Arandi, Isabgol, Matira Mungfali are produced .These crops are grown in Bhinma,Sayla and Sanchore area mostly. Here Arandi Oil Mill,Isabgol processing Unit and tomato Ketchup units

can be created.

iii. Engineering Units – Due to availability of granite concrete and raw material and availability of labor Iron based mechanical big-small units can be developed. Cement Industry is also feasible here.

iv. Other Industry – Sanchore tehsil is connected with national highway and nearer to Gujarat state. Here industry and commercial activities can be motivated, gypsum, guar gum etc are available here in ample amounts. Plaster of Paris based industry can be produced here. Guar gum process industry can also be established. Animal husbandry and forest produce are also feasible.

Major Exportable Item: Granite Slabs and tiles Embroidery Juti

The main item produced in Jalore district are Granite tiles and slabs. This Granite slabs and tile are exporting in Taiwan, China, UAE, USA, Canada, Britain, Japan, Itlay, Indonesiya etc. The Jalore is also famous for Embroidery juti. So there is lot of cope of growth of this sector due to availability of raw material and man power.

Medium Scale Enterprises: Few medium scale industries are set in Jalore which are contributing in industrial growth of Rajasthan table 2 shows the picture of Jalore medium scale industries.

Table 2

S.No	Name of Enterprises	Product name	No of Labour Employed
<u>1</u>	Jalore Sirohi Dugdhd utpadak sahkari sangh ,Raniwada	milk powder, ghee ,butter	<u>71</u>
<u>2</u>	Shri Ram Granite Vishan garh Road Jalore	Granite slabs and tiles	<u>35</u>

Following table shows the year wise growth of registered enterprises(MSME). It is observed that number of units have been grown from 2011-12 to 2013-14 with increase in employment opportunity afterwards there was a decline in employment as well as no of units established till 2015-16

Table 3:Year- wise Trend of Units Registered

S. No	Year	No. of Units	Employment (In no.)	Investment (Rs. In Lakh)
1	2011-12	202	694	980.82
2	2012-13	225	532	1130.22
3	2013-14	235	974	3856.39
4	2014-15	122	610	3301.72
5	2015-16(Up to sept. 2015)	46	351	3423.46

Source: Commissioner of Industries, Govt. of Rajasthan

Service Enterprises: scope for msme has also been seen in Jalore's service sector. Following are the areas where MSMEs are also working to few extent.

Service industries can also work in following areas:

- (1) Beauty Palour
- (2) Two and four wheeler service workshop
- (3) computer and mobile phone repair, mentainance, sale & service
- (4) Hotel and Motel
- (5) Tourism
- (6) Cold storage
- (7) Tent house / Event Management
- (8) Transportation
- (9)Design and Development Institute

Potential for new MSMEs

- (1) Dimensional Stone and other value added products
- (2) Plaster of Paris based industry
- (3) Guar gum process industry
- (4) Cement Industry
- (5) Arandi Oil Mill,
- (6) Isabgol processing Unit
- (7) Tomato Ketchup units
- (8) Waste slurry based product etc.
- (9) Leather toys and other fancy items
- (10) Granite handicrafts

- (11) Engg Item and fabrication units
- (12) Packaging materials –Plastic Straps, Corrugated Boxes etc

Existing Clusters of Micro & Small Enterprise: table 4 below shows the cluster of micro and small enterprises establishment and employment scenario in these enterprises. And it is observed that footwear enterprises are more in numbers as well as more employment.

Table 4

S.No.	Name of Products	No. of units	Employments	Places
1.	Leather foot wear (Juti)	1500	5100	Bhinmal, Sanchor,Raniwara
2	Suti Khesla (Cotton handloom)	50	250	Leta
3	Woolen Pattu	60	305	Pur, Voda

Service Sector: Presently , no cluster from service sector exist

6 (b) Barmer district and industrial development:

Barmer district in its person from came into being carved out of the 24 parganas of the former princely state of Jodhpur. On April 7, 1949 the state jodhpur was merged in Rajasthan and four tehsils (former parganas) formed the new district of Barmer.

Barmer is the Head Quarter of the Barmer district in the state of Rajasthan. It is a city and a municipality. Barmer is the second largest district of Rajasthan. The district has divided into 8 panchayat samities viz, Barmer, Balotra, Siwana, Sindhari, Baitu, Shiv, Chohatan and Dhorimana. Table 5 depicts the industrial scenario of Barmer district . it is found that artisian units are more efficiently working in Barmer. Registered MSMEs units are 2925 which are providing 16946 lakh employment to the people .

TABLE 5 : INDUSTRIAL SETUP

Sl. No	Areas	Unit	Particulars
1	Large And Medium Industries	No.	3
2	Registered Artisan Units	No.	4516
3	Registered Msme Units	No.	2925
4	Employ In Large And Medium Indust	No.	12617
5	Employment In Artisan Units	No.	17332
6	Employment In Msme Units	No	16946
7	No. Of Industrial Area	No.	04
8	Investment In Msme Units	In Lacs	10889.75

Table 6 shows the registered MSMEs till 2015 which are working in different areas of Barmer. And it is found that more numbers of MSME are recorded in textile based enterprises and also providing approx 13000 lakh jobs to needyone. While mineral based industries are at second in maintaiing more MSME and employment. Export status of Barmer highlights that Adarsh Gaur gum udhyog Barmer, producing more and contributing more in manufacturing sector compare to service sector. The whole picture of Barmer expots unit are shown in table 8

Table 6: MSME UNITS REGISTERED UP TO 31.03.2015

Particulars			
	Nos.	Investmen t	Emp.
1. Agro based	190	420.91	676
2. Beverage based	04	35.00	32
3. Textile Industries	1690	6317.53	1328 9
4. Handloom	16	13.25	34
5. Woolen based	171	139.30	596
6. Paper based	37	61.41	201
7. Rubber Plastic	143	1026.89	850
8. Leather based	15	1.72	171

9. Mineral based	260	1405.73	1999
10. Basic Metal	118	436.50	605
11. Machinery and Mac. Tools	02	4.10	10
12. Electrical /Mach. appliances	02	1.15	22
13. Transport & Equipment Parts	02	3.00	10
14. Service & Repairing	265	757.55	1114
15. Misc. Mfg. Ind.	10	265.91	84
TOTAL	2925	10889.75	1694 6

Table 7: EXPORTS :LIST OF EXPORTING UNITS AS ON 31.3.2015

Sr. No	Name of Exporter Unit	Exported Items	Exported	
			Qty.	Value
1	Raj. Handloom & Handicraft Industries, Barmer	Hand Embroidery Printed Goods. Zari Works	-	82.57 lac
2	Priva International, Barmer	Embroidery, New & Old textiles, Durry, Carpets, Zari Works	-	-
3	Adarsh Guar Gum Udyog, Barmer	Guar Gum	8177.325 MT	19.15 Cr
4	West Raj Gum Udyog, Barmer	Guar Gum	6800 Qt	271
5	Barmer Agro Gum Ind, Barmer	Guar Gum	34010 Qt	1558
6	Mahesh Agro Food Ind, Barmer	Guar Gum & Casima Tora	3700 MT	2.42 Cr

in table nine it is depicted that growth of manufacturing sector which was increasing till 2014-15 but later there was a sharp decline in number of units in 2015-16. The effect of this decline is shown on employment level of Barmer in 2015-16

Table 8: Year Wise Trend Of Units Registered

Year	Number of Units (No.)	Employment (No.)	Investment (In Lac)
2011-2012	198	2055	1324.45
2012-2013	115	563	2352.98
2013-2014	193	959	3617.07
2014-2015	202	1157	7650.77
2015-16(upto sept.2015)	13	254	4464.80

New MSMEs can also work in Manufacturing Sector: in following areas MSMEs are also paying attention for more growth of manufacturing sector.

- i. Agro-Based: Automatic Aata Mill, Isabgol Processing, Gaur Gum Processing, Oil Mill, Dal Mill
- ii. Livestock Based: Milk Chilling Plant, Wool carpet & Blanket weaving, Meat Processing, Tannery, Bone Crushing Unit, Tat Patti (Goat Hair)
- .iii Mineral Based: Gypsum Fibre Board, Bentonite grinding, Activated Bleaching Earth Unit, Sodium Silicate Unit, Granite Cutting, Polishing & Tiles Units, Salt Industries Unit
- iv. Demand Based: Automatic Cattle Feed, Cement Product, Fly Ash, Handloom, Tailoring, Embroidary & Readymade Garments

New MSMEs and Service Sector

- Repair & Maintenance of Air Conditioners , Fridge & Car AC
- Logistic and Transport Service provider.

Existing Clusters Of Micro And Small Enterprise: No industrial clusters are found in Barmer.

Following is the list of artisan cluster:

1. Handblock Printing, Leather Juti,
2. Handloom, Cloth, Wooden Furniture Mitti ke
3. Bartan Pechwork on cloth

Along with following enterprises are also working in cluster of micro and small enterprises

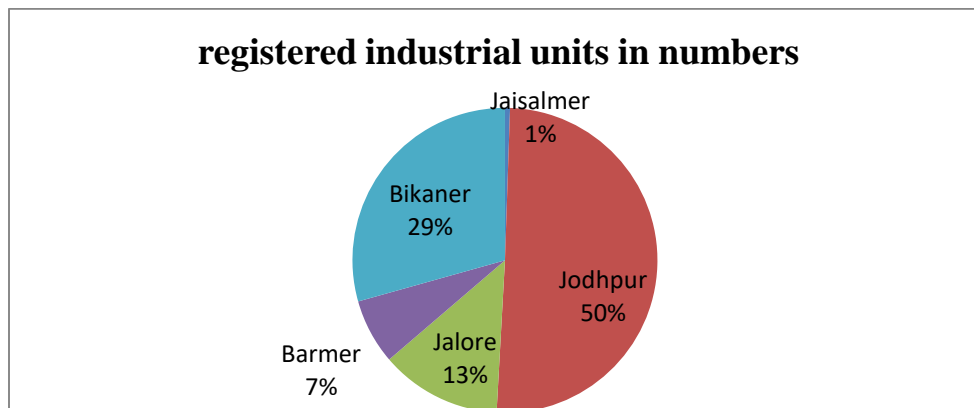
- (i) Wood Work:- Figure of Birds, Sindoor Box, Chowkies, Ritual Items and Carved furnitures.
- (ii) Textile Handloom:- Shawl, Bedsheet, Durries, Blanket etc.
- (iii) Block Printing:- Sarees, Curtain, Ghagras, Table cloth, Scarves, Yardage, Wedding Sarees etc.
- (iv) Kashidakari :- Kashidakari Cluster Barmer.

6 (c) Comparison of Barmer and Jalore district with other district of western rajasthan : Comparing other district of western Rajasthan, it is clearly seen that jodhpur ranked one in having more registered units of industries while Barmer and Jalore ecorded less numbers even in comaprision with Bikaner they are less in numbers.no data has been recoreded for employment with MSMEs in jalore but in Barmer employment is about 17000 lakh approx which is less as compare Jodhpur (107151 lakh) and Bikaner. Overall it is found that Jaisalmer has very less growth in industrial sector.

Table 9: Comparative study of district of western Rajasthan

District of western Rajasthan	registered industrial units in numbers	number of large and medium industries	employment with MSMEs	employment with medium and large industries
Jaisalmer	225	nil	11622	Nil
Jodhpur	21263	15	107151	113260
Jalore	5427	3	-	120
Barmer	2925	3	16946	12617
Bikaner	12396	6	50292	806

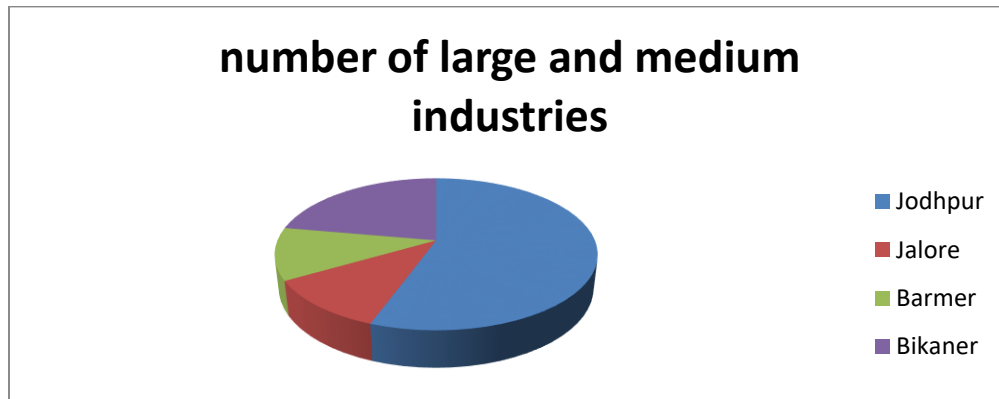
Chart 1 percentage record of western Rajasthan districts



In the above chart it can be analyzed that only 1 % industries are found in Jaisalmer compare to other and Barmer has 7% ,Jalore has 13% ,Bikaner has 29 % and Jodhpur has 50% registered industries respectively.

No large and Medium industries are found in Jaisalmer as shown in chart 3

Chart 2

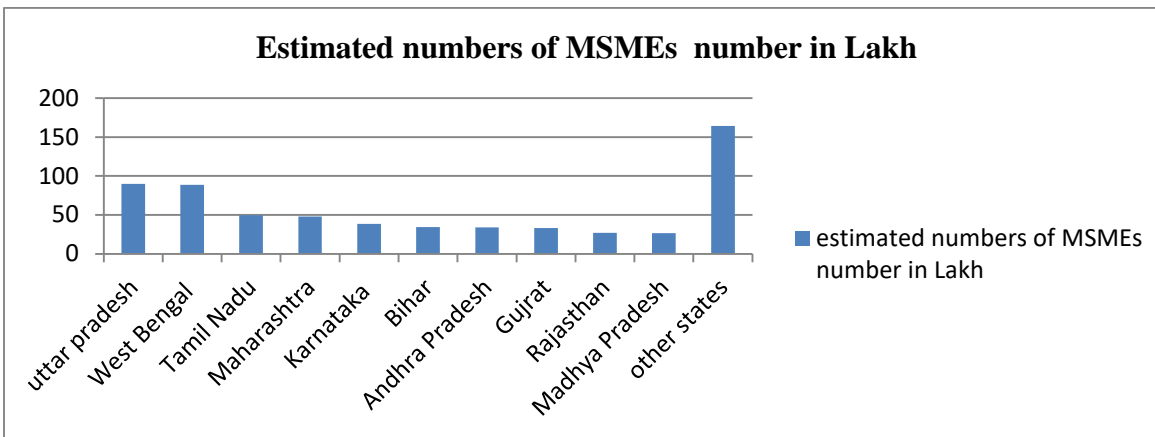


6. **MSME AND EMPLOYMENT IN RAJASTHAN**: Today it has been pragmatic that MSMEs are growing faster than before in India. They are growing in all the state but now government is showing more interest in developing Rajasthan state's industries and its local trade like handicraft, mines etc. through this step government is not only developing rural Rajasthan but also providing employment opportunities and income to the population of Rajasthan. In the following table 10 ten states are compared along with Rajasthan in increasing numbers of MSMEs out of total India's MSMEs.

Table 10 : comparison of Rajasthan with other 9 state of India

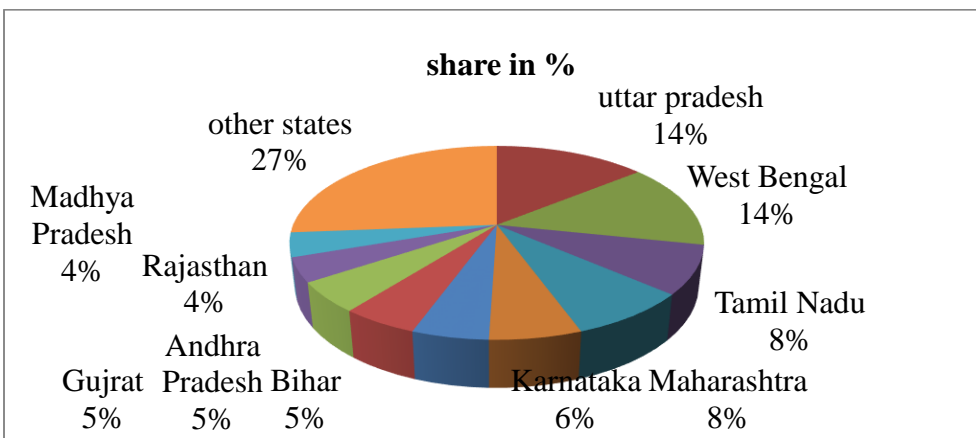
State	estimated numbers of MSMEs	
	number in Lakh	share in %
Uttar Pradesh	89.99	14
West Bengal	88.67	14
Tamil Nadu	49.48	8
Maharashtra	47.78	8
Karnataka	38.34	6
Bihar	34.46	5
Andhra Pradesh	33.87	5
Gujrat	33.16	5
Rajasthan	26.87	4
Madhya Pradesh	26.74	4
other states	164.52	26
total of above ten states	469.36	74
All	633.88	100

Chart 3



In the above chart and table , it can be observed that in India 633 approx MSMEs are working according to report of 2017-18.out of which Uttar Pradesh is on top in more MSMEs establishment and have 14% share of total. Same scenario has been seen for West Bengal and Rajasthan is at ninth position in comparison with these state accounted for 26.87 and has 4% in total share in numbers of MSMEs. It is as similar in Madhya Pradesh.

Chart 4: % share of Rajasthan in total Share of India



7. **CONCLUSION** : Here this study highlights the growth of MSMEs enterprises over the years. from 2001 to 2016 i.e. in 2001-02 it was 105.21 lakh which has increased significantly to 633.38 in 2015-16. Linear growth model of curve fit (regression) analysed that MSMEs enterprises increased from 2001-02 to 2015-16 appreciably. This study has shown the comparative behaviour of Rajasthan with other states. Also through this study we come know about the status of western Rajasthan especially Barmer and Jalore district where MSMEs are working more in manufacturing sector.

The scope for new MSMEs in service sector and manufacturing sector (in various field) is also found in these two district.government support and policies are beneficial for growth of Barmer and Jalore. On the contrast number of MSMEs units have declined in these two states from 2011-12 to 2015-16 because of which employment has also reduced.that is why according to world bank report in ease of doing business , Rajasthan has given priority for the growth and development through MSMEs.

MSMEs in Jalore is more involved in footwear industry (jutti) where employment is also increased. In Barmer textile enterprises are more registered with MSMEs.

Continue to it , this study highlighted that Barmer and Jalore still need more attention by government because as analyzed above that in western Rajasthan Jodhpur is more effectively working with MSMEs and also providing employment while in Jaisalmer no growth for MSMEs are seen. Thus it can be said that western Rajasthan should be developed more rapidly. Because warm weather of western Rajasthan does not support any other type of manufacturing sector and service sector. Therefore govt should invest more in existing MSMEs for their growth over all development and should innovate the new areas where MSMEs can work more efficiently .

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