PRODUCTION PROMOTION SCHEMES AND SMALL-SCALE ENTERPRISES

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ABSTRACT

Small-scale enterprises play a vital role in our economy as these enterprises contribute in rapid increase in employment, balanced regional growth, mobilization of country's productive factors of production and entrepreneurial energies. Checking the sustaining industrialization without disturbing ecological balance. Although market reforms has created wide ranging opportunities for the development of small scale enterprise. At the same time changing world scenario has thrown up new challenges to the existence of small-scale sector. The need of the hour is to strengthen the sector so that it could adapt itself to the changed environment and face the challenges boldly and effectively. In order to accelerate the growth and productivity of these enterprises, a number of promotional measures adopted by Government and various institutions. The purpose of this paper is to know the awareness and availing of various production promotion schemes and incentives and effectiveness of various production promotion schemes and incentives.

INTRODUCTION

Small-scale enterprises have occupied a prominent place in the strategy of industrial development in our economy. Five year plans have allocated increasing resources for the development of small enterprises, in view of the abundance of labour, scarcity of capital and rural nature of the economy the preference for small enterprise is natural. Small-scale enterprises contribute in high employment generation, export potential, low capital investment, regional balanced development mobilization of capital and entreneurial skill etc. Small enterprises though very important for our economy, yet these enterprises have to face number of problems which have resulted in their retarded growth. At the same time changing world scenario has thrown up new challenges to the existence of these enterprises. So the need of the hour is to strengthen the sector so that it could adapt itself to the changed environment and face the challenges boldly and effectively, in order to focus on the issues the government is pursuance of its policies, formulation and implementation for the development of small scale enterprises through support agencies and various programmers like modernization, technology up gradation, marketing assistance, fiscal incentives etc.

REVIEW OF LITERATURE

Golden, B. N. (1988), studied the relative efficiency of small–scale industries in India. The Study uses total factor productivity Index based on the Cobb–Douglas Production function. The data for this study

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are drawn from the Statistical Reports of a Sample Survey of SSI units undertaken by the RBI, with 1976-77 as the reference year. Data on large scale industries are drawn from census sector, results of the ASI for 1976-77. It was observed that almost all industries labor productivity in small–scale units was less than that of large scale units. On the other hand, capital productivity in small units is higher in 22 industries when gross invested capital is used and in 15 industries when net invested capital is used as a measure of capital input. The relative efficiency index which is a weighted average of partial productivity index suggesting that SSI,s are relatively less efficient then large scale units. The study observes that economics of scale and better management are significant sources of efficiency for large units.

Vanjana A. S. (1995), made an attempt to study the growth, technical progress and manufacturing efficiency in small–scale electrical machinery industries during the period 1980 to 1993. The main objective of the study were to analyze the relative efficiency of reserved and unreserved products of small–scale electrical machinery industries in Coimbatore District, to compare the partial and total factor productivity indices of reserved and unreserved products and to examine the technical progress by comparing the operational efficiency of reserved and unreserved products. The result of the study shows that average growth productivity and technical progress is better in unreserved products and unreserved products have shown higher efficiency compared with reserved products.

Das (2004), examined the productivity performance of Indian manufacturing industries under varying trade regimes. The analysis focused on the overall period of 1980-2000 and four sub periods to reflect the shifts in the trade policy regimes. Industrial performance has been a subject of the advent in the early 1950s of import substitution and industrialization based on the public sector, as the engine of growth. In this context of policy reforms, he studied about whether there were any beneficial impact on productivity growth due to liberalization and explored the nature and magnitude of total factor productivity change under different trade regimes. He considered a set of 74 manufacturing industries for analysis. The basic source of data used for the productivity estimates was the Annual Survey of Industries. Total factor productivity was calculated by growth accounting method and Solow index. He also presented the magnitude and direction of productivity growth across different industries and use based-sector for the four phases of trade reforms. TFP growth in the 1990s is found to be lower than in the 1980's TFP growth in the second half of the 1990s (1996-2000) was lower than the first half (1991-95). Their results indicated that productivity performance seemed to worsen as the pace of trade reform gathered momentum.

Kamalakannan K. and Namasivayam N. (2006), Studied the financial assistance provided by SIDBI. The study was based on secondary data. IDBI, Reports on Development Banking in India of different years were used for this study. The main objectives of the study were to analyze the trends in loan sanctioned and disbursed by SIDBI from 1990-91 to 2002-03, to analyze the refinance assistance and equity assistance provided by SIDBI, to analyze the loan sanctioned by SIDBI and to suggest suitable measures for deployment of funds of SIDBI for the development of small-scale industries. Simple

growth rate, compound annual growth rate and percentage were used to analyze the data. They analyzed the refinance assistance, equity assistance state-wise refinance assistance to the small scale sector and found that SIDBI has been playing an important role by operating various schemes of financial assistance. The ministry of small-scale industries designs and implements the policies through its field organizations for promotion and growth of small-scale industries. The implementation of the policies and various programs/schemes for providing infrastructure and support services to small enterprises are undertaken through its attached office, namely the Small Industries Development Organization (SIDO), National Small Industries Corporation (NSIC), National Institute of Small Industry Extension Services (NISIET), Small Industries Development Bank of India (SIDBI)

OBJECTIVES

1. To know the awareness and availing of various production promotion schemes and incentives.
2. To know the effect of production promotion schemes and incentives on export orientation of EOU and SSI-cum-export units.
3. To know the effect of production promotion schemes and incentives on export size of EOU and SSI-cum-export units.

RESEARCH METHODOLOGY

This research paper based upon primary data. For this purpose, a well structured questionnaire has been designed. Primary data have been collected through direct content of 150 small-scale unit's i.e. 40 export oriented units and 110 SSI-cum-export units. To ascertain the awareness level and incentives the chi-square test has been used. To know the effect of various production promotion schemes correlation, regression, t-value and beta coefficient have been used.

AWARENESS AND AVAILING OF VARIOUS PRODUCTION PROMOTION SCHEMES AND INCENTIVES

Government and various institutions have laid special emphasis on the development of small scale industries through various schemes and incentives. To ascertain the awareness level about the above mentioned schemes and incentives the Chi-square test has been used. The following hypothesis structure and tested*.*

Awareness and Availing of Production schemes and Incentives Among EOUs: Moreover, the awareness about different schemes may lead to the tendency of availing the benefit of the schemes, so null hypothesis has been established to test the relationship between awareness level and usefulness of the schemes.

Ho: Availing of Schemes & Incentives does not depend upon the awareness i.e. both the variables are independent.

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The Table 1 clearly depicts the awareness level and the schemes and incentives availed by the EOU's

TABLE: 1

AWARENESS AND AVAILING OF VARIOUS PRODUCTION PROMOTION SCHEMES AND INCENTIVES AMONG EOU's

AWARENESS OF SCHEMES & INCENTIVES	AVAILING OF PRODUCTION PROMOTION SCHEMES AND INCENTIVES		
	YES	NO	TOTAL
YES	27(67.5)	10(25.0)	37(92.5)
NO	0(0)	3(7.5)	3(7.5)
TOTAL	27(67.5)	13(32.5)	40(100)

Source: compiled from Primary Data.

Note:- Figures in Parentheses Indicate Percentage

The Table 1 depicts that out of 40 respondents a large proportion of respondents 37 (92.5%) expressed complete awareness about the schemes and incentives. Only 3 out of 40 respondents which is 7.5% a very small proportion expressed absolute ignorance about the schemes and incentives provided by the central/State Government and various institutions for the production of small scale industries. The table depicts that out of 40 respondents 27(67.5%) respondents availed the schemesand incentives. Only 13 (32.5%) SSI entrepreneurs did not avail the schemes and incentives.

After applying Karl Pearson's Chi-square test the value of Chi-square comes out to be 6.74. The table value at 1 degree of freedom and 5% significant level is 3.84. Since the computed value is more than the table value, the null hypothesis has been rejected. Hence it is proved that the availability of schemes and incentives is not independent of awareness of schemes and incentives. The availability of schemes and incentives is depends upon awareness level of schemes and incentives.

Awareness Level and Usefulness of Production Promotion Schemes among SSI-cum-Export Units: To ascertain the awareness level about the above mentioned schemes the Chi-square test has been used. The null hypothesis has been established to test the relationship between awareness level and usefulness of the schemes. The Chi-square test has been used to test the hypothesis given below:

Ho: Availing of Schemes & incentives does not depend upon the awareness i.e. both the variables are independent.

The awareness level and the schemes and incentives availed by the SSI-cum-Export Units is given in Table 2.

The Table 2 exhibited that out of 110 respondents 41 (37.27%) expressed absolute ignorance about the schemes and incentives provided by the central/State Government and various institutions for the production of small scale industries (69.73%) respondents expressed complete awareness about the

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schemes and incentives. The table depicts that out of 110 respondents a large proportion of 60 (54.55) respondents did not avail the schemes and incentives. Only 50 (45.45) SSI entrepreneurs availed the schemes and incentives.

TABLE: 2

AWARENESS AND AVALING OF VARIOUS PRODUCTION PROMOTION SCHEMES AND INCNETIVES AMONG SSI-CUM-EXPORT UNITS

AWARENESS OF SCHEMES & INCENTIVES	AVAILING OF PRODUCTION PROMOTION SCHEMES AND INCENTIVES		
	YES	NO	TOTAL
YES	50(45.45)	19(17.28)	69(62.73)
NO	0 (0)	44(37.27)	41(37.27)
TOTAL	50(45.45)	60(54.55)	110(100)

Source: Compiled from Primary Data

Note:- Figures in Parentheses Indicate Percentage

After using Karl Pearson's Chi-square test the value of Chi-square comes out to be 4.47. The table value at I degree of freedom and 5% significant level is 3.84. Since the computed value is more than the table value, the null hypothesis has been rejected. Hence, it is proved that the availing of schemes and incentives is not independent of awareness of schemes and incentives. The availing of schemes and incentives depends upon awareness level for different schemes and incentives.

EFFECTIVENESS OF VARIOUS PRODUCTION PROMOTION SCHEMES AND INCENTIVES

This section explores the effect of production promotion schemes and incentives, which are useful for small scale industries. On the basis of survey data, the effectiveness of important production promotion schemes and incentives has been analyzed. The production promotion schemes and incentives may have an impact on export orientation, export size, gross margin rate and return on investment. Accordingly, following hypothesis have been structured and tested.

H1:   there is positive effect of production promotion schemes and incentives on export orientation of EOUs and SSI-cum-export units.

H2:   There is positive effect of production promotion schemes and incentives on export size of EOUs and SSI-cum-export units.

For the purpose of testing the above hypothesis, the multiple regression models have been developed and tested with a view to explore the impact of production promotion schemes and incentives on export orientation, export size. The effectiveness of important production promotion schemes has been ascertained with the help of correlation coefficient, regression analysis, t-test. The quantitative effect of schemes, incentives and services rendered by the Government and various

institutions has been ascertained with the help of above mentioned analysis. For the purpose of analysis the schemes like Integrated Infrastructure Development (IID), Technology Development and Modernization Fund (TDMF), Quality Control Measures (QCM), ISO 9000 (ISO), Technical Assistance (TECH.ASSIS), Encourage Research & Design (R&D) and Credit Linked Capital Subsidy Scheme (CLCSS) has been taken as explanatory variable. On the one hand other variables such as export orientation and export size has been taken as the dependent variables.

The effect of production promotion schemes on export orientation of EOUs is listed in Table 3 (a) & (b).

From the Table 3 (a) it is evident that there is positive relationship between production promotion schemes and exports orientation. Correlation values indicate that all the production promotion schemes have positive effect on export orientation. The t-values indicate that the effect of technology up gradation and modernization fund, quality control measures, ISO 9000 and research and design are statistically significant. On the other hand integrated infrastructure development, technical assistance and credit linked capital subsidy scheme have statistically insignificant impact.

Effect of Production Promotion Schemes on Export Orientation of EOUs:

TABLE: 3 (A)

EFFECT OF PRODUCTION PROMOTION SCHEMES ON EXPORT ORIENTATION OF EOUs

Scheme	N	Correlation	t-value	b-coefficient
Integrated Infrastructure Development.	40	.454	.982	.189
Technology Up gradation & Modernization Fund	40	.632*	3.128*	.389
Quality Testing/Control Measures	40	0516**	2.511**	.293
ISO-9000	40	.689*	3.883*	.456
Technical Assistance	40	.478	1.582	.216
Research & Design	40	.527**	2.126**	.315
Credit Linked Capital Subsidy Scheme	40	.437	1.788	.228

Source: Compiled from Primary Data

Note: 1. N Number of Respondents

*2   *   Significant at 1% level*

*3.   **   Significant at 5% level*

The table 3 (b) shows that technology up gradation & modernization fund and ISO 9000 has a t- value of 3.128 and 3.883 which is significant at 1% level. Similarly quality testing and research & design have been found to be significant at 5% level with t-value of 2.511 and 2.126 respectively. On the other hand integrated infrastructure development, technical assistance, and credit linked capital

subsidy scheme though have positive effect still the extent of effect has not been found statistically significant. The same is predicted by beta coefficient.

TABLE: 3 (B)

MODEL SUMMARY

Model No.	R	R Square	Adjusted R Square	F
1	.723	.523	.475	10.861

Source: Compiled from Primary Data

Note:- (a) Predictors: (Constant), IID, TDMF, QCM, ISO, TECH. ASSIS, R&D,CLCSS

(b) Dependent Variable: Export Orientation

After introducing the export size as dependent variable and production schemes are taken as explanatory variables, the multiple regression model given in Table 3 (b) shows that value of R^2 comes out be .523 which is significant at 1%. The regression value brings to light that production promotion schemes have significant impact on export orientation. On the basis of analysis it is proved that production promotion schemes in general have a positive effect on export orientation. So alternate hypothesis has been accepted.

On the basis of above analysis it is concluded that all the production promotion schemes are useful for export orientation. Though the integrated infrastructure development, technical assistance, and credit linked capital subsidy scheme are useful for export orientation to some extent. But technology up gradation and modernization fund, quality testing, ISO 9000 and research and design are much useful for the production of EOUs. Technology up gradation & modernization improve the quality of the products and quality as the main determinant of competitiveness. A good quality product can compete in the national and international markets. The good quality of products is a basic requirement of global customers. This is the reason that ISO certified products are well accepted in the national and international market. The design of the product also attracts to the customers. A well-designed product can compete in the market. So the encouragement of research & design scheme is useful for export orientation.

Effect of Production Promotion Schemes on Export Size of EOUs:

Another parameter of export performance is the export size of small scale industries. The effect of production promotion schemes on export size of EOU's is prese
nted in Table 4 (a) & (b).

TABLE: 4 (A)

EFFECT OF PRODUCTION PROMOTION SCHEMES ON EXPORT SIZE OF EOUs

Scheme	N	Correlation	t-value	b-coefficient
Integrated Infrastructure Development	40	.472	1.102	.187
Technology Upgradation &	40	.724*	3.123*	.461

Modernization Fund				
Quality Testing/Control Measures	40	.576**	2.417**	.136
ISO-9000	40	.748*	3.892*	.483
Technical Assistance	40	.385	.758	.348
Research & Design	40	.513*	2.142**	.302
Credit Linked Capital Subsidy Scheme	40	.477	1.328	.208

Source : Compiled from Primary Data

Note: N: Number of Respondents
*   *   Significant at 1%*
*   **   Significant at 5% level*

The correlation value given in Table 4 (a) depict that all the production promotion schemes have positive effect on export size. The statistical analysis with the help of computed t-values shows that technology up gradation and modernization fund, quality control measures, ISO 9000 and research and design are statistically significant. On the other hand, integrated infrastructure development, technical assistance and credit linked capital subsidy scheme have positive effect but the effect is statistically insignificant.

The technology up gradation & Modernization fund and ISO 9000 has a t-value of 3.123 and 3.892 which is significant at 1% level, similarly quality testing and research & design has a t-value of 2.417 and 2.142 respectively which is significant at 5% level. On the other hand integrated infrastructure development, technical assistance and credit linked capital subsidy scheme have positive effect but not statistically significant. The same is predicted by beta coefficient.

TABLE: 4 (B)
MODEL SUMMARY

Model No.	R	R square	Adjusted R Square	F
2	.883	.779	.762	44.625

Source: Compiled from Primary Data

Note: (a)   Predictors: (Constant), IID, TDMF, QCM, ISO, TECH. ASSIS,
*   R&D, CLCSS*
*   (b)   Dependent Variable: Export Size*

Table 4 (b) reveals the multiple regression model. The value of R^2 comes out be .779, which is significant at 1%. The regression value indicates that production promotion schemes have significant impact on export size. On the basis of analysis it is proved that production promotion schemes have a positive effect on export size, so alternate hypothesis has been accepted.

On the basis of above analysis it is concluded that all the production promotion schemes are useful for export size. However the technology up gradation and modernization fund, quality testing, ISO 9000 and research and design are much significant as compared to their counterpart schemes like integrated infrastructure development, technical assistance, and credit linked capital subsidy scheme.

Effect of Production Promotion Schemes on Export Orientation SSI-cum-exports units: The effect of production promotion schemes on export orientation of SSI-cum-exports units is listed in Table 5 (a) & (b).

TABLE: 5 (a)

EFFECT OF PRODUCTION PROMOTION SCHEMES ON EXPORT ORIENTATION OF SSI-CUM-EXPORT UNITS

Scheme	N	Correlation	t-value	b-coefficient
Integrated Infrastructure Development	110	.415	.892	.168
Technology Up gradation & Modernization Fund	110	.528**	2.634**	.363
Quality Testing/Control Measures	110	.501**	2.126**	.284
ISO-9000	110	.424	1.358	.285
Technical Assistance	110	.507**	.2.452**	.248
Research & Design	110	.438	1.587	.217
Credit Linked Capital Subsidy Scheme	110	.397	1.654	.198

Source: Compiled from Primary Data

*Note: 1   N: **Number of Respondents***
*   2   *:   **Significant at 1%***
*   3.   **:   **Significant at 5% level***
*   4.   ***:   **Significant at 10% level***

The computed correlation values given in Table 5 (a) show that there is positive effect of above mentioned production promotion schemes on export orientation. Though the t-values indicate that technology up gradation & modernization fund, quality control measures, and technical assistance are statistically significant, On the other hand integrated infrastructure development, ISO, research & development and credit linked capital subsidy scheme are not statistically significant. The table shows that technology up gradation & modernization fund and quality testing has a t-value of 2.634 and 2.126 which is significant at 5% level. The t-value for technical assistance is 2.452 (significant at 10% level). On the other hand integrated infrastructure development, ISO, research & development and credit linked capital subsidy scheme though have positive effect still the extent of effect has not been found statistically significant. The same is predicted by beta coefficient.

TABE: 5(b)
MODEL SUMMARY

Model No.	R	R square	Adjusted R Square	F
5	.708	.501	.461	12.676

Source: Compiled from Primary Data

Note: (a) Predictors: (Constant), IID, TDMF, QCM, ISO, TECH. ASSIS, R&D, CLCSS
(b) Dependent Variable: Export Orientation

After applying the export orientation as a dependent variable and production schemes taken as explanatory variables multiple regression models have been listed in Table 5(b). The value of R² comes out be .501, which is significant at 5%. The regression value brings to light that production promotion schemes have significant impact on export orientation. On the basis of analysis it is proved that production promotion schemes in general have a positive effect on export orientation, so alternate hypothesis has been accepted.

On the basis of above analysis it is concluded that all the production promotion schemes are useful for export orientation. Though the integrated infrastructure development, ISO, research & design and credit linked capital subsidy scheme are useful for export orientation to some extent. But Technology up gradation and modernization fund, quality testing, technical assistance are much useful for the production of SSI-cum-exports units. Though the SSI-cum-exports units tried to improve the quality of product with modern techniques but these units cannot achieve the ISO certification.

Effect of Promotion Schemes on Export Size SSI-cum-exports units: Another parameter of export performance is the export size of small-scale industries. The effect of production promotion schemes on export size of SSI-cum-exports units is presented in Table 6 (a) & (b).

TABLE: 6(a)
EFFECT OF PRODUCTION PROMOTION SCHEMES ON EXPORT SIZE OF SSI-CUM-EXPORT UNITS

Scheme	N	Correlation	t-value	b-coefficient
Integrated Infrastructure Development	110	.415	.967	.201
Technology Up gradation & Modernization Fund	110	.614**	2.254**	.321
Quality Testing/Control Measures	110	.527**	2.315**	.127

ISO-9000	110	.438	1.768	.256
Technical Assistance	110	.545**	.2.175**	.344
Research & Design	110	.487	1.462	.243
Credit Linked Capital Subsidy Scheme	110	.384	1.108	.178

Source: Compiled from Primary Data

Note: 1   N   Number of Respondents
*   2   *   Significant at 1%*
*   3.   **   Significant at 5% level*

In case of SSI-cum-exports units the correlation values given in Table 6(a) depict that all the production promotion schemes have positive effect on export size. The statistical analysis with the help of computed t-values shows that technology up gradation and modernization fund, quality control measures, technical assistance are statistically significant. On the other hand integrated infrastructure development, ISO, research & development, and credit linked capital subsidy scheme have positive effect but not statistically significant.

The technology up gradation & modernization fund and quality testing has a t-value of 2.254 and 2.315 respectively, which is significant at 5% level. Similarly technical assistance has a t-value of 2.175 (significant at 10% level.) On the other hand integrated infrastructure development, ISO, research & development and credit linked capital subsidy scheme have positive effect but not statistically significant. The same is predicted by beta coefficient.

TABLE: 6(b)
MODEL SUMMARY

Model No.	R	R square	Adjusted R Square	F
6	.736	.541	.495	11.679

Source: Compiled from Primary Data

Note: (a) Predictors: (Constant), IID, TDMF, QCM, ISO, TECH. ASSIS, R&D, CLCSS
*   (b) Dependent Variable: Export Size.*

The multiple regression model given in table 6(b) shows that the value of R² comes out be 0.541, which is significant at 1%. The regression value given indicates that production promotion schemes have significant impact on export size. On the basis of analysis it is proved that production promotion schemes have a positive effect on export size, so alternative hypothesis has been accepted.

On the basis of above analysis it is concluded that all the production promotion schemes are useful for export size.

However the technology up gradation and modernization fund, quality testing and technical assistance is much significant as compared to their counterpart schemes like integrated infrastructure development, ISO, research & development and credit linked capital subsidy scheme.

CONCLUSION

Thus this paper tries to analyze the production, promotion schemes and incentives provided by the government and various institutions. After analyses, we find that availability of schemes and incentives depends upon awareness level of schemes and incentives and availing of schemes and incentives depends upon awareness level for different schemes and incentives. It is evident that there is positive relationship between production promotion schemes and export orientation and all the production promotion are useful to export size. However technology up gradation and modernization fund, quality testing, 150 9000 and research design are much significant as compared to their counterpart schemes like integrated infrastructure development, technical assistance and credit linked capital subsidy schemes. The result also depict that all the production promotion schemes have positive effect on export size. However the technology up gradation and modernization fund, quality testing and technical assistance are much compared to their counterpart schemes like integrated infrastructure development, ISO, research & development and credit linked capital subsidy schemes. Thus above analysis indicates that various production promotion schemes and incentives play an important role for small scale enterprises. So the Government should lay special emphasis regarding these policies.

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