



ಪಿಇಎಸ್ ಇನ್ ಸ್ಟಿಟ್ಯೂಟ್ ಆಫ್ ಅಡ್ವಾನ್ಸ್ಡ್ ಮ್ಯಾನೇಜ್‌ಮೆಂಟ್ ಸ್ಟಡೀಸ್

ಕುವೆಂಪು ವಿಶ್ವವಿದ್ಯಾಲಯದ ಸಂಯೋಜನೆಗೊಳಪಟ್ಟಿದೆ ಮತ್ತು ಕರ್ನಾಟಕ ಸರ್ಕಾರದ ಮಾನ್ಯತೆ ಪಡೆದಿದೆ

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A Study on Problems and Prospects of Rural Entrepreneurs in Malnad Region	Rudramuni P B	Department of Commerce and Management	Ciencia and Engenharia/ Science and Engineering Journal	2021-22	ISSN: 0103-944X/ EISSN: 1983-4071	https://pestrust.edu.in/pesiams/pesiams-AQAR1/research_papers/2021%20-%20A%20STUDY%20ON%20PROBLEMS%20AND%20PROSPECTS%20OF%20RURAL%20ENTREPRENEURS%20IN%20MALNAD%20REGION.pdf
Impact of Covid-19 Pandemic on Saving and Investment Habits: A Study on Investors of Shivamogga City	Dr. Dileep Kumar S D	PG Department of Commerce	Vidyabharati International Interdisciplinary Research Journal	2021-22	ISSN: 2319-4979	https://pestrust.edu.in/pesiams/pesiams-AQAR1/research_papers/2021%20-%20Impact%20of%20Covid%2019%20pandemic%20on%20Savings%20and%20investment%20patterns.pdf

A STUDY ON ADOPTION OF INTERNATIONAL FINANCIAL REPORTING STANDARDS IN ACCOUNTING CURRICULUM IN INDIA

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ABSTRACT

The phenomenon of globalization of business activities has widened the functioning of accounting. Still its basic function is to account for the business transaction and events, and to produce the business information in the form of financial reports. Therefore it is said to be the language of business and financial reports are considered the end products of accounting. These reports are used as a medium through which business entities prepare financial information the interested parties. International financial reporting standards (IFRS) issued by International Accounting Standard Board (IASB) are standardized financial reporting standards, in India IFRSs are not directly adopted, they are converged with Indian Accounting Standards, in this background this study has been under taken to study the benefits and challenges in Convergence of Indian Accounting standards with IFRSs. This study identifies that Lack of information availability creates more problems for developing curriculum material concerning IFRS, so it is the major obstacle to teach students.

Key Words: Accounting, International Financial Reporting Standards, Convergence, Accounting Standards.

1. INTRODUCTION

Accounting is the art of recording transactions in the best possible manner, to enable the reader to arrive at judgments and take decisions. In this regard, it is utmost necessary that there is a set of guidelines. These guidelines are generally called Accounting Policies/Principles. The intricacies of Accounting Policies permitted Companies to alter their accounting principles for their benefit. This made it impossible to make comparisons. To avoid confusion and to have a harmonized accounting principle, Standards needed to be set by the recognized Accounting Bodies. This paved the way for Accounting Standards to come into existence. The Accounting Standards are set by the Regulating Bodies like the Financial Accounting Standards Board (FASB) and the International Accounting Standard Board (IASB). Accounting Standards are formulated to harmonize different accounting policies and practices in use in a country. The objective of Accounting Standards is, therefore, to reduce the accounting alternatives in the preparation of the Financial Statements

within the bounds of rationality, thereby ensuring comparability of the Financial Statements of different enterprises to provide meaningful information to the various users of the Financial Statements to enable them to make informed economic decisions.

IFRS is a single set of international accounting standards to assist companies to communicate, and stakeholders to compare corporate financial information across the globe. The standards are issued by the International Accounting Standards Board (IASB). The goal is to make international comparisons as easy as possible. More than 140 countries have currently decided to adopt or already adopted the use of IFRS for financial reporting. For example, all European companies listed on European capital markets have been making use of IFRS for financial reporting since January 2005.

2. REVIEW OF LITERATURE

Archana Bhatia (2014) conducted study on “Convergence with the IFRS – Benefits, and Challenges for India” The author's opinion that, the convergence of IFRS is more important for investors from the different countries of the world. Investors can trade share and securities worldwide. For this purpose, the investors must know whether the financial statements are true and fair.it is possible only when the countries are followed the same accounting treatment and disclosure, so it is possible only in case of convergence with IFRS. Because, every country has its accounting system, but when they converge their accounting system with the IFRS then it is very easy to make a comparison of Financial Statements. The author also describes the need for convergence, challenges, and benefits of convergence with IFRS.

A.Vinayagamorthy (2014) took study on “Opportunities and Challenges in Adopting IFRS in India” This study describes that all most all companies moving towards the global business and the International Financial Reporting Standards[IFRS] is becoming a global language of business with over 40% of the world has moved to IFRS in the past few years. International Financial Reporting Standards [IFRS] claim that mandating a uniform set of accounting standards improves financial statement comparability that in turn attracts greater cross-border investment. IFRS aim is to make the comparison and interpretation of the financial statements across the world easier. IFRS is a set of international accounting and reporting standards that will help to harmonize company financial information, improves the transparency of accounting, and ensure that investors receive more accurate and consistent reports.

Revanayya Kantayya (2016) made a study on ‘The Status of IFRS Adoption in India’ The study examines the clear picture of the adoption of IFRS in India. Now India is already successful adoption of Ind AS converged with IFRS. The adoption of IFRS will in turn improve India’s global ranking place on corporate governance and transparency in financial reporting. According to this article around 150 countries have already adopted the IFRS in their economy. The author also specifies the Historical background of International AS and Structure

of IFRS. 4 phases of Ind AS are describing here; this study briefly explains the 4 phases which are suggested to the adoption of Ind AS in Indian companies. These 4 phases are stated that the companies which are adopting the Ind AS and which are not adopt this Ind AS. The author also mentions the 10 company's names, which are already adopted Ind AS in India, and also give a list of Ind AS and corresponding IFRS.

Saurabh Pandey (2017) made a study on "A Study of IFRS implementation in Indian Accounting: Encumbrancers and Prospects" In this article, the author state that IFRS is issued by the International Accounting Standard Board[IASB], and this committee comprising 14 members, from 9 different countries, and the main intension of this committee is to develop a global accounting standard. He opinion that mandatory IFRS adoption improves information comparability across the countries. The author suggests that there is a necessity of the availability of training facilities and materials for professional accountants to implement the IFRS.

Keerthana and Ambily (2018) made a study on 'IFRS adoption opportunities and challenges: An Indian perspective' the study reviles that the adoption of IFRS is a great step and this will make the Indian economy enter the global market. The authors majorly considered the qualified accountants and bankers in their study to collect the information towards the convergence and whether it is a positive and/or negative. As per the title of this article, the India has the several opportunities from the adoption of IFRS that is a global investment and enter to the global market and helps for the FDI and also it has the challenges that are high cost of adoption, lack of knowledge of new standards and lack of training. The ICAI is drafted the accounting standards in India. The study is specifying the objectives of their study and they conduct the survey on 28 Chartered Accountants and 22 Bankers and based on their survey they find out some issues and gave suggestions to those findings.

3. NEED FOR THE STUDY

India is a developing country for the last many years. It still develops its infrastructure and technology. The adoption of IFRS is a major challenge faced by the Indian Accounting experts. The cost of convergence is a major challenge because it involves huge costs while adoption in Indian Accounting System. The people are not aware about IFRS; it is difficult to understand the new Standards. Similarly, the training facilities are not up to the mark; they still need training facilities. Therefore, the adoption of IFRS in the Indian Accounting Curriculum is not an easy task and also students not able to understand easily about provisions of IFRS. Hence, it becomes essential for both the education planners and educators to incorporate IFRS into the curriculum. Not 100% of the respondents are agreed to adopt IFRS in the Accounting Curriculum only a few percent of respondents are interested to learn IFRS in their study. The sudden changes in the Financial Statements may happen due to the adoption of IFRS which is very much different than Indian GAAP will give new hurdles to the user.

4. OBJECTIVES OF THE STUDY

1. To study the challenges and opportunities of adopting IFRS in the Indian Accounting Curriculum.
2. To study the need of convergence of Accounting Standards with IFRS.
3. To examine the level of awareness and perception of students about IFRS.

5. RESEARCH METHODOLOGY

Source of Data:

The data which is required for the study has been collected from various sources.

Primary Data

Primary Data required for the study is collected by distributing structured Questionnaires to the respondents and also by interacting with them.

Secondary Data

Secondary Data required for the study is collected using Books, Articles, Websites, newspapers, and Journals.

6. LIMITATIONS OF THE STUDY

1. The concept of IFRS itself creates the complications.
2. This study applies only to commerce students, lecturers, scholars, and who are experts in the field of commerce.

7. NEED OF CONVERGENCE

Implementation of Ind- AS regime is going to cause major reforms in terms of presentation and disclosures as well as an enhanced and a better outlook in terms of global market perception regarding the believability and trustworthiness of the information accounted and disclosed. The convergence of Accounting Standards is gaining importance among accounting circles. There are pressures in favor of accounting convergence. The main objective is to arrive at a uniform set of accounting standards. The main reasons for the developments of convergence are Internationalization of national business concerns. Need for increased foreign capital. Growth of international markets. Business Process Outsourcing.(BPO) Growth of international audit firms.

8. BENEFICIARIES OF CONVERGENCE

The Investors: The investor will be benefited as the information made available to him is more reliable, relevant, timely and most importantly the information will be comparable across the different legal frameworks. It develops a better understanding and confidence among them.

The professionals: The professional, both in practice and in employment will get benefits as they will be able to provide their services in various parts of the world, a few years after everybody will follow the same reporting standards.

The corporate world: The Indian corporate world reputation and relationship with the international finance community will elevate because of the achievement of a higher level of consistency between reporting structure and requirements, better access to international markets, improving confidence among the international investors.

The benefit to the economy: If an economy has adopted the policy of globalization and liberalization, the convergence with IFRSs is increasingly required. The convergence increases the confidence of all people.

9. OPPORTUNITIES OF CONVERGENCE

International Opportunity: Indian CAs can take their professional abilities and deep knowledge anywhere around the world. Potential Demand of Valuation Experts: As per the IFRSs assets and liabilities are to be recognized at fair values. This fair valuation will require values. This is one new area that can be explored by Chartered Accountants. Appointment in Companies as IFRS specialist: Companies would be working along with the teams of experts and consultants. Chartered Accountants would be required for interpreting the various complex issues and preparing financial statements according to the standards. The banking industry in India which is most affected by the implementation of IFRSs will also require these professionals as this industry will have to prepare its financial statements as per the new standards. The persons with expertise in international accounting standards will also have an edge over others in educational institutes which are running certificate diplomas and training programs in this area. Continuing Professional Education: Intensive IFRS training needs to be imparted to key management personnel of companies. ICAI has taken steps in this regard.

10. CHALLENGES IN CONVERGENCE WITH IFRS

Despite a lot of benefits enjoyed by several people, the Implementation of IFRS is not a cup of tea for each country. There are several impediments & practical challenges for the adoption of IFRS

- 1) **Significant costs of convergence:** Each country's accountants, regulators, faculty, students & auditors must learn IFRS. There should be relevant textbooks for learning. There should be proper infrastructure facilities also.
- 2) **Legal & regulatory requirements:** The national accounting body has to coordinate with the rules and regulations of statutory regulation.
- 3) **Special auditing challenges:** All business entities in the country have to meet certain requirements with the companies act.
- 4) **Level of preparedness:** It is imperative to Indian corporate to improve their preparedness for IFRS adoption within deadlines
- 5) **Educating investors:** It is a very challenging task to educate overpopulated countries where still illiteracy is more than 50% and uneducated is more than 90%.
- 6) **Conceptual differences:** The differences between IFRS and Indian Accounting Standard may produce certain hurdles in the implementation of IFRS. E.g., present value and fair value measurement and recognition are different.

7) Training: Proper training in the form of international seminars, conferences, and workshops must be provided to educate professionals. But due to the deadline, it is a very short period to educate through education and training.

8) Problem of co-operation: The success of the convergence effort in India depends on co-operation received by ICAI from the government regulation, tax authorities, courts & tribunals.

9) Shortage of resources: The adoption of IFRS by approximately 6000 listed companies would result in a significant demand for IFRS resources.

10) Taxation: IFRS convergence would affect most of the items in the financial statements and consequently the tax liabilities would also change.

11. Results and Discussion of the study

- 1) International Financial Reporting Standards (IFRS) are very much needed for every organization because it helps to maintain transparency, comparability, uniformity and access the global market, attract FDI and FII and eliminate confusions and meet International standards.
- 2) Lack of information availability creates more problems for developing curriculum material concerning IFRS, so it is the major obstacle to teach students.
- 3) IFRS is a more standardized subject to compare the other subjects, so the understanding level of the IFRS is depending upon the acceptance level of the students.
- 4) IFRS is a globally accepted subject, by studying IFRS the students have the opportunity to continuing professional education, providing consultancy services, and getting Employment opportunities.
- 5) IFRS is an emerging issue that is applied in the preparation and presentation for financial statements, there must be a need for the creation of awareness
- 6) To improve the awareness regarding IFRS in India, the ICAI and government bodies must provide guidelines to the students and corporate.
- 7) There is a need for further improvement in the context of International Financial Reporting Standards which are necessary for the preparation and presentation of financial statements.
- 8) IFRS must be kept as a part of the study in all Universities and Institutions to create knowledge regarding IFRS among students.
- 9) ICAI should play an advisory role in the adoption of IFRS into the accounting curriculum in India.

CONCLUSION

Business schools and especially accounting programs will mainly be benefited by proactively integrating IFRS. A positive approach towards integration will enhance the schools' prestige and reputation – both with students and prospective employers. Further, there will be a high demand for faculty with knowledge of IFRS and experience of integrating IFRS into the curriculum in the coming years.

Before introducing IFRS into the Accounting curriculum, faculty must acquire the necessary knowledge, starting with some background knowledge about the quest for and trend toward global accounting standards. Integrating IFRS to the Accounting curriculum must be managed properly. Placement of IFRS modules in the Accounting curriculum requires special planning to ensure successful learning. Objectives should be set and delineated. Three essential questions should be answered before Implementing IFRS. They are the need for integration of IFRS; level of Integration and optimal method of integration.

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A STUDY ON PROBLEMS AND PROSPECTS OF RURAL ENTREPRENEURS IN MALNAD REGION

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ABSTRACT

Entrepreneurship is the process of establishing new enterprise, by assuming various risks which are related to entrepreneurship for the purpose of making profit. Entrepreneurship accelerates the Indian economy growth. Rural entrepreneurship refers to establishing enterprise in village areas with a view to creating employment opportunities in villages. Entrepreneurship provides employment opportunities in village areas hence entrepreneurship can be used as a tool of poverty eradication. This paper aims to identify various problems faced by rural entrepreneurs and opportunities available to the rural entrepreneurs in Malnad regions. Primary and Secondary data were used in this research. The primary data collected from selected villages of Malnad Regions.

Keywords: Entrepreneurship, Rural Entrepreneurs, Economy, Rural Entrepreneurship.

INTRODUCTION

India is known as land of tradition and villages oriented country. Nearly 70 % (as per 2011 census of India) of the Indian population lives in villages. Now a day's most of the village peoples are migrated to cities because of unemployment problem that's why they were in below poverty line but the concept of rural entrepreneurship provides them alternative employment opportunities and helps in eradicating poverty. Rural entrepreneurship is considered as an important tool in eradicating poverty and unemployment. Now a day's rural entrepreneurship plays vital role in reducing the migration of the people from rural to urban and semi urban areas.

Government has moral responsibility in designing, innovating rural entrepreneurial development program for the upliftment of rural economy. "India lives in village and its true

spirit lives in rural areas” (Mahatma Gandhi). Rural industries plays dominant role in the rural development. Rural entrepreneurship identifies the opportunities available in rural area and accelerates those opportunities. Rural entrepreneurship is one of the important input factors in the economic development of the nation and regions within the nation.

STATEMENT OF THE PROBLEM

Rural entrepreneurship plays vital role in the economic development of the nation. Now a day with the growth of micro small medium enterprises (MSME), many rural people start their business and running their enterprises. As there exist a need to strengthen the rural entrepreneurs more difficulties faced by rural entrepreneurs include low level of purchasing power of rural consumer so sales volume is insufficient, lack of education, lack of finance to start business, heavy competition from large-scale industry, of technical know-how, non-availability of skilled labors, exploitation by middlemen, growth of mall culture, lack of power supply, lack of managerial skills, lack of infrastructure facility, financial statements are difficult to be maintained by rural entrepreneurs.

OBJECTIVES OF THE STUDY

1. To identify the various problems faced by Rural Entrepreneurs in Malnad Region.
2. To know the importance of Rural entrepreneurship.
3. To analyze the various government schemes available to Rural entrepreneurs.

RESEARCH METHODOLOGY

Research Design

This study is both explorative and descriptive in nature. It is exploratory in sense that, earlier few studies preferably evaluating the performance of rural entrepreneurship but this study is also descriptive in nature because the researcher has made an attempt to describe the current situation of rural entrepreneurship in malnad region.

Sources of Data:

The task of data collection starts after problems have been identified. While deciding about the method of data collection to be used for the study there are two types of data collection method available such as primary data and secondary data.

1. Primary data

Primary data means firsthand information. It refers to collection of data direct from its source of origin. There are several ways of collecting primary data that are as follows

- Observation method
- Questionnaire method
- Interview method

This study collects the data by using questionnaire method.

2. Secondary data

Secondary data is second hand information because here researcher collect data from the agency or someone who are already collected the data and processed it. This study collects the data through published one like journals, articles, newspaper, books, websites, and periodicals.

REVIEW OF LITERATURE

1. **Jayadatta (2017)** took study on “major challenges and problems of rural entrepreneurship in India” with the objective of analyses the role of rural entrepreneurs in economic development. This study identifies that economic development of our country largely depends on the development of rural areas. In addition to that this study identifies the benefits available from rural entrepreneurship like providing employment opportunities, reduces migration of rural population and it improves the standard of living of rural people. In order to

solve the problems of rural entrepreneur's author suggest the government to create separate financial cell and providing concessional rate of interest as well as government should offer training facilities to the entrepreneurs. The author informed that rural entrepreneurship plays vital role in converting developing nation into developed nation hence the government has to provide assistance to rural entrepreneurs.

2. **Ravindra et.all (2010)** conducted research on "Rural entrepreneurship in India" this study is all about numerous problems faced by the rural entrepreneurs at the time of starting their business and as well as running their business. This study identifies that rural entrepreneurs plays dominant role in the economic development of a country by generating employment opportunities, improves the standard of living of rural peoples by providing regular income to them. It increases per capita income. In addition to this, this paper reveals the various opportunities for rural entrepreneurs and also suggests the government to provide separate financial fund, infrastructural facility and also arrange special training programs to them.
3. **Vedanthadesikan and Pathmanathan (2007)** made research on "Rural entrepreneurship an Indian scenario" This study says that sustainable rural development plays very important role in economic development of the country and it can be achieved through rural entrepreneurship. It is essential for eradication of poverty in rural. This study tells that only 20% or less than 20% of government schemes benefits reaches poor people hence the development of rural people itself was less. Hence rural people should be capable for making the use of government scheme, it can be achieved only when young rural people considers rural are the places of opportunities. Despite all the inadequacies in rural one should assess their strengths and build on them to make rural are places of opportunities. The rural development by evolved post independent India in positive direction. India being developing country with 75% of rural population and 6 to 7% GDP has paved way for

a better entrepreneur development scenario. This has been achieved by effective government policies.

PROBLEMS FACED BY RURAL ENTREPRENEURS

Entrepreneurs are playing very important role in the development of economy. They face various problems in day to day work. As the thorns are part of roses, similarly every flourishing business has its own kind of problems. Some of the major problems faced by rural entrepreneurs are as under.

1. Lack of finance Finance is the lifeblood of the business. Most of the rural entrepreneurs are mainly facing difficulty in raising the finance for their businesses. Non availability of adequate collateral security often mars the chances of rural youth in obtaining adequate funds in time to set up their own venture. Due to this, the entrepreneurs are forced to take credit from village money lenders who charge exorbitant rates of interest.

2. Lack of knowledge There is a distinct lack of adequate knowledge of entrepreneurial opportunities among the rural youth. The educated and trained youths mostly leave for urban destinations in search of jobs.

3. Lack of technical know-how On account of the faulty education system rural youth lack managerial, professional, technical know-how which is an impediment in developing the spirit of enterprise, consequently not many people come forward to establish self-employment units.

4. Absence of enterprising skill Most of the rural people in India lack risk bearing ability. Reluctant to involve oneself in business, inclination towards wage employment, and lack of creative thinking are few reasons which have restricted the growth of self-employment in rural area.

5. Lack of infrastructural facilities Rural areas are characterized by poor infrastructural facilities viz, roads, water, market, electricity, street lighting, road transport, storage and communication etc. which hamper the smooth movement of various industrial activities.

6. Non availability of skilled labours In rural areas, it is very difficult to find out skilled labours because highly skilled personnel prefer to work in big cities due to high salary than rural areas.

7. Low quality products Nowadays, the consumers are more sensitive about the quality of the products. But, rural entrepreneurs cannot produce quality products due to poor quality of raw materials, lack of well installed equipment's and lack of standardized tools.

8. Fear to invest in the business Rural entrepreneurs have low risk bearing capacity due to lack of financial resources and external support. So, they restrict to invest in their businesses in rural areas.

9. Stiff Competitions Rural entrepreneurs facing tough competition because of the process of liberalization, privatization and globalization many multinational companies entered into Indian market. Rural entrepreneurs facing tough competition from the multinational companies (MNC'S)

10. Middlemen The middlemen bridge the gap between the rural entrepreneurs and the ultimate consumers. They provide a distribution network through which goods flow to the market. However, middlemen are exploiting the rural entrepreneurs, as major portion of the profit is shared.

11. Legal formalities Rural people are generally less educated because they don't have sufficient financial resources to get higher education that's why while establishing their business they face difficulty in legal formalities.

12. Lack of power supply This is the 21st century though some villages don't have proper supply of power but to run their enterprises requires 24 hours power supply.

13. Growth of Mall culture Products produced to satisfy the consumer but today's consumer turn their face towards the mall culture and rural products have less demand

14. Poor Knowledge in Maintaining of books of accounts. Rural entrepreneurs have poor knowledge in keeping books of accounts related with their transactions due to their illiteracy.

15. lack of managerial skill The entrepreneur must have the skill to manage the men and other factors of production and able to harvest to the best of his organization but rural entrepreneurs do not have managerial skills.

IMPORTANCE OF RURAL ENTREPRENEURSHIP

1. Provide employment opportunities: Rural entrepreneurship is labor intensive and provides a clear solution to the growing problem of unemployment. Development of industrial units in rural areas through rural entrepreneurship has high potential for employment generation and income creation.

2. Promotion of artistic activities: The age-old rich heritage of rural India is preserved by protecting and promoting art and handicrafts through rural entrepreneurship.

3. Balanced regional growth: Rural entrepreneurship can dispel the concentration of industrial units in urban areas and promote regional development in a balanced way.

4. Check on migration of rural population: Rural entrepreneurship can fill the big gap and disparities in income rural and urban people. Rural entrepreneurship will bring in or develop infrastructural facilities like power, roads, bridges etc. It can help to check the migration of people from rural to urban areas in search of jobs.

5. Check on social evils: The growth of rural entrepreneurship can reduce the social evils like poverty, growth of slums, pollution in cities etc.

6. Awaken the rural youth: Rural entrepreneurship can awaken the rural youth and expose them to various avenues to adopt entrepreneurship and promote it as a career.

7. Improved standards of living: Rural entrepreneurship will also increase the literacy rate of rural population. Their education and self-employment will prosper the community, thus increasing their standard of living.

8. Proper utilization of local resources Rural industries help in the maximum utilization of local resources like raw materials and labor for productive purposes and thus increase productivity. Efficient and effective use of limited resources by the entrepreneurs leads to overall economic development of an area

9. Earnings of foreign exchange Rural entrepreneurship plays significant role in increasing the foreign exchange earnings of the country through export of their produce.

10. Improvement in per capita income Rural entrepreneurship generates more output, employment and wealth by exploiting new opportunities, thereby helping to improve the per capita income of rural people.

11. Produces goods of consumers' choice Rural industries including cottage and village industries produce goods of individual consumers' taste and preferences, jewelry, sarees, artistic products are produced to cater to the needs of different consumer according to their taste, preferences and design.

GOVERNMENT SCHEMES FOR RURAL ENTREPRENEURSHIP IN INDIA

India has a rich history of rural entrepreneurship in traditional industries such as coir, khadi, bamboo, cane, and more. Government bodies such as the MSME Ministry have been running various schemes to support and grow these industries. These schemes range from providing collateral-free credit and access to incubation centers to better equipment and employment opportunities for entrepreneurs in various corners of India. Rural India poses a huge entrepreneurial potential, which is still remain unexplored. Lack of awareness about government policies and schemes is a major hurdle in the growth of rural entrepreneurs. Here are some schemes that can be of great help to rural businessmen.

- 1. Prime Minister Employment Generation Programme** Started in 2008, the scheme is a credit-linked subsidy programme which aims to generate self-employment opportunities through establishment of micro-enterprises in the non-farm sector by helping traditional artisans and unemployed youth. The scheme is implemented by Khadi and Village Industries Commission (KVIC) functioning as the nodal agency at the national level. At the State level, the scheme is implemented through State KVIC Directorates, State Khadi and Village Industries Boards (KVIBs), District Industries Centers (DICs) and banks. **Description:** The scheme provides subsidy for entrepreneurs. It has been implemented by Khadi and Village Industries Commission (KVIC) through identified banks, only for new projects. **Nature of assistance:** Subsidy varies from 15% to 35%, with 5% to 10% beneficiaries' contribution, and the balance through banks as term loan and working capital loan. **Who can apply:** Aspiring entrepreneurs, Self Help Groups (SHGs), etc. **From where to apply:** khadi and village industries commission (KVIC)
- 2. Janashree Bhīma Yojana for Khadi Artisans** Description: It is a group insurance for khadi artisans formulated by KVIC with LIC Nature of assistance: Insurance cover to khadi artisans for natural death due to accident and loss of both eyes and both limbs, plus a scholarship up to 12th standard for two children Who can apply: Khadi spinners and weavers aged between 18 years and 59 years, and below and marginally above poverty line From where to apply: khadi and village industries commission (KVIC)
- 3. Rejuvenation, Modernization and Technology Up gradation of Coir Industry (REMOT)** **Description:** The credit linked subsidy for setting up of coir units with project cost plus one cycle of working capital (up to 25% of the project cost and not to be considered for subsidy) **Nature of assistance:** 55% bank loan, 40% margin money (subsidy) as government grant, 5% beneficiary contribution. **Who can apply:** Individuals, SHGs, NGO, etc. **From where to apply:** Coir Board field offices through District Industries Centre (DIC).

4. **Centrally Sponsored Schemes (CSS) of Export Market Promotion** Description: The CSS is provided for the overall development of coir industry; to support modernization of export-oriented units to popularize coir products in global markets, and to participate in international fairs, seminars, etc. Nature of assistance: Up to Rs 2 lakh for participating in fairs and 25% of production cost with a ceiling of Rs 15,000 for publicity material Who can apply: Any coir MSME, any coir exporter MSME with Free-on-Board (FoB) turnover below Rs 2 crore and registered with Coir Board From where to apply: Coir Board field offices through DICs.
5. **Welfare Measures Scheme (Coir Workers)** Description: Accident insurance providing financial compensation for disabled/nominee. Nature of assistance: Accident death Rs 50,000; Permanent total disability: Rs 50,000; Permanent partial disability: Rs 25 000; Provision for finger cut: as applicable. Who can apply: Coir workers aged above 18 years. From where to apply: Coir Board offices.

FINDINGS OF THE STUDY

1. Rural entrepreneurs are facing Marketing Problems.
2. Rural entrepreneurs are facing raw material problems.
3. Rural entrepreneurs are facing finance problems.
4. Rural entrepreneurs are facing personal problems.
5. Rural entrepreneurs are facing technological problems.

SUGGESTIONS

1. Government should provide finance to rural entrepreneurs at concessional rate of interest and also on easy repayment basis.
2. Cumbersome formalities should be avoided in sanctioning loans to rural entrepreneurs.
3. Special finance cells must be created by banks and financial institutions to provide easy finance to rural entrepreneurs.

4. Government should arrange special training programs for rural entrepreneurs.
5. Entrepreneurship development cell should be established at the village level to provide guidance and counseling to motivate the Rural entrepreneurs regarding the use of modern technology.

CONCLUSION

Rural industries play an important role in the national economy, particularly in the rural economy. Rural entrepreneurship is important not only as a means of generating employment opportunities in the rural areas with low capital cost and raising the real income of the people, but also its contribution to the development of agriculture and urban industries. Without rural industrialization, it would not be easy to solve the problem of unemployment in rural areas. Rural entrepreneurship can be considered one of the solutions to reduce poverty, migration, economic disparity, unemployment and develop rural areas and backward regions.

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IMPACT OF COVID-19 PANDEMIC ON SAVING AND INVESTMENT HABITS: A STUDY ON INVESTORS OF SHIVAMOGGA CITY

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ABSTRACT

Covid-19 Pandemic has impacted the whole world in all respects to the entire humanity. However, it has also a huge effect on the savings and investment of people due to the huge impact on income and liquidity position. It has disrupted our spending habits and preferred investment also. Nowadays people cautiously spend money pondering - how, when and where to spend. Due to above the change in spending and savings are quite obviously happened. Worldwide/Nationwide lockdowns helped to reduce the massive spread of Covid-19 but it disrupted the entire business community/activity which made business and job to suffer at a greater extent. In this challenging scenario, saving and investment has emerged as two strong pillars of our economy that helped to sail through in survival from pandemic. Savings in general is a deeply rooted and ancestral prudence in our nation. It has saved us several times from economic disaster for centuries. The purpose of the research paper is to analyze the impact of Covid-19 pandemic on Saving habits of individuals in Shivamogga. The aim is to understand to what extent did savings help a normal citizen ride out the massive storm of Covid-19 and what are the changes have happened in the saving and investment habits.

Keywords: Covid-19, Investor preferences, Savings, Investment etc.,

Introduction

Investing is an emotional and enthusiastic activity where it is associated with necessities and dreams and when uncertainty rises, it puts your planning for your need and dreams at stake. The COVID-19 shock was unprecedented in our lifetime; however, so was our response. Investing activity in the pandemic has become a more emotional experience for the investor because of the high volatility and unpredictability of the markets and the changed sentiments of the investors. Believed to be incepted in Wuhan city of China, COVID -19/Noble Corona Virus, an infectious disease has assumed the title of a pandemic due to the speed with which it is growing and the effect that it has on life. Covid- 19 has affected millions of people around the world and claimed lakhs of lives, leaving families broken and the world deeply wounded. Virtually, it has brought the world to stand-still. Apart from its effects on the physical health of the people, it has also hit very hard by the economy where it hurts the most. It has affected the pockets of almost every stratum of the society, leaving thousands jobless and without a steady source of income. As India took a very aggressive stance, slow the spread of Covid 19, the economic activity

came to a halt and has brought it to its knees. With reduced mobility, and disrupted supply chain management, businesses across all sectors have had to scale down their operations drastically, lay off employees or reduce salaries. The muted economic activity and ceasing of multiple businesses has forced us all to rethink the role of saving and investment in our everyday lives and for the future. Many families and individuals have had to dive into their meager savings to sail through this uproar of Covid 19, and this has once again highlighted the benefits of smart saving and investment. In this research paper, we will try to analyze the impact Covid-19 has had on the saving and investment and preferred avenues for investments due to this catastrophic impact with global ramification. Let us first understand the different level of effect on different dimensions of life.

Significance of the Study

The effect of Covid-19 on various working sectors: Covid-19 effect can be seen among people working across all above sectors, but the scale of its effect varies across all sectors. The worst affected are daily wage earners and citizens engaged as domestic help because they were the least prepared for the calamity and because they were the first to lose their

employment. Many were left in such sad states that they had to resort to begging which otherwise would have been a taboo were the. Many waited and continue to wait for the government's support for their daily survival. We were made to understand from the beginning of our career through our parents/relatives about the importance of saving money. In the initial years, saving is little difficult as we have just started to earn limited money and we want to buy each and everything that we like. Covid-19 has taught us to save more and spend less. Nowadays, people are not spending more due to lockdown. They are not shopping, not spending on leisure, not travelling and neither are they eating outside food. People are getting pay cuts, losing jobs, etc. So now, people are spending only on necessities like grocery, vegetables, etc., rent, education, insurance, EMIs, etc. There is a change in the behavior of Indian consumers now there are no impulse buying and discretionary expenses have reduced. The situation has made us realize that financial planning is very important. One must create an emergency fund which should be at least 6 months of the expenses. One should start investing in liquid instruments or recurring deposits or SIPs because as of now, it is essential to hold cash. By investing in liquid assets, one gets a minimum return as idle cash earns nothing. One should increase the savings with the increase in income. People are concerned that their savings will finish soon. It is found that few people are saving more as now they do not have access to spend due to lockdown situation on the other hand it is also observed that few people are not able to save due to pay cut. It is also discovered that due to COVID-19, few people have withdrawn their savings like fixed deposits, recurring deposits, etc. This is not the time to borrow so you must delay your expenses like buying car or home, etc. As per RBI report, now the people are hesitant to take loans, education loan reduced by 0.8%, personal loan by 2.9%, vehicle loan by 2.7% and home loan by 0.7%. All the markets and malls are open, but the crowd is less due to be cautious on where to spend. Let's hope that the saving habit of young people may continue even after this pandemic is over. Hence, the present study has been

taken up. On the lines of the above observations, a comprehensive and systematic study is required at the micro level covering different inter-related aspects of this problem area extensively.

Objectives of the Study

The primary objective of this research paper is to evaluate the Impact of Covid-19 Pandemic on Saving and Investment Habits. In addition to the primary objective, the supportive objectives are set to make the study more meaningful and which are presented as below:

- To analyse the major effect of Covid-19 pandemic on saving habits of the investors.
- To study the investors' preference towards investment habits during Covid-19 pandemic.
- To offer valuable suggestions based on the findings of the study.

Scope of the Study

To fulfil our objectives, the methodology adopted is to visit various areas in Shivamogga city seeking the opinion of the population about their life before and during Covid-19, their income source, and stability and saving habits. Shivamogga city proves to be an excellent research and sampling area due to its growing urbanization on the one hand to its industrialization in the other hand. It has earned its name as a growing educational hub for the country while at the same time is a home to various businesses both old and start-ups. Shivamogga city has therefore seen the effect of Covid-19 on its economic activity, on its jobs and its businesses.

Research Methodology

Research methodology which mainly explains the flow of research is concerned. It is an important section of the study, which particularly throws light on the study area followed by adoption of the sampling procedure, sources of data, statistical tools and techniques used for data analysis and so on.

Research Design

The present study is purely a descriptive research as it analyses, describes and evaluates the data related to impact of covid-19

pandemic on saving and investments habits of an individual investor.

Sources of Data Collection

For obvious reasons, this study is mainly based on the primary and secondary data.

- a) **Primary Data:** The primary data has been collected through online survey of the concerned respondents with structured Questionnaire.
- b) **Secondary Data:** The secondary data has been collected from published sources such as textbooks, journals, newspapers, periodicals, websites, annual reports submitted by various committees or departments and commissions, etc.

Sampling Design

- a) **Target Population:** The population for the research is people who are engaging in different kinds of activities like business, start-ups, Government or private employees, daily wage workers and self-employed professionals etc.
- b) **Sampling Technique:** convenient sampling has been used in the selection of the respondents.
- c) **Sample Size:** Total sample size 137 respondents.

Research Discussion and Results

The COVID-19 pandemic, financial impact on the Indian Economy

The impact of COVID-19 has far-reaching effects on the Indian market. The major brunt of the economic crisis is being shouldered by the country's citizens. So far, the Covid-19 financial impact has been negative and led to the following:

- ❖ **Sudden rise in unemployment rates:** Due to lockdowns & several other restrictions majority of the industries were shut down. It has created the continuous rise of unemployment rates. It is one of the main side effects of the Covid-19 economic loss. Citizens continue to lose their jobs/business/livelihoods. Those in the informal work sector are experiencing the hardest of economic hardship. As daily wagers/unorganized sector function are at

standstill. Specially the work force engaged in construction, real estate, trade, transport and manufacture seem to have suffered the Covid-19 financial impact the most. They are struggling for their both ends meet. Even house maids, drivers, servants, small traders, street vendors are finding it very difficult to survive due to restrictions were put on the movements and logistics. Start-ups and unorganised sector took a massive blow due to the disrupted supply chain, unable to pay off their employees or even pay EMI's of their loans.

- ❖ **An empirical Crash in GDP:** It is a special phenomenal affect on economy. India's GDP was already facing a massive slowdown in the past years. But the arrival of the pandemic has led the country's GDP towards a new low. In April-June, the National Statistics office recorded a contraction of -23.9% of India's GDP rate. It is evident from these numbers that the intensity of the Covid-19 economic loss is set to get worsen. However, there is massive recovery has been observed during October-December quarter due to phased removal of restriction and opening of industries. Accordingly the shrink on GDP has been estimated at around 9% for the financial year 2020-21. Old and well settled businesses were also not left untouched. They did however have handsome sums saved up for a rainy day, which was sufficient to ride through the storm but it wasn't enough and hence made it impossible for them to continue paying their employees even during the loss period. Many of them lay off employees, cut-off salaries and even those who were able to take care of their employees had to pay a heavy price for it. The subdued cash flow and uncertain business environment have forced them to take above survival measures. The difficulties faced by businesses had a direct impact on private employees who almost in a day lost their jobs or were forced to work on half or even less salaries. In this sector, saving and investment the most important role as they had to dive into their savings for their survival. Many of them took menial jobs or started their own little businesses to

make their ends meet and manage the gloom created by pandemic.

- ❖ **Shattered health infrastructure:** Due to sudden outbreaks of pandemic and mammoth requirements of health infrastructures, it has created tremendous pressure on citizens, India's public health infrastructure. The absence of ample infrastructure, coupled with the explosive population, has led to poor health care practices. Moreover, under staffing in hospitals is putting the burden of treatment on the handful of the country's doctors. As a consequence, even healthcare professionals are facing a harsh Covid-19 financial impact. Several of doctors, nurses, support staffs lost their lives serving the Covid-19 suffering patients.
- ❖ **Huge migrations:** The work force from metros to rural/native place has happened in bulk which has crumbled the industry. It has created almost chaos on the roads and other mode of transport. Several people lost their lives, near & dear ones due to massive migration through roads. They also faced social boycotts and kept in isolation to control the spread of the virus. Citizens employed in government jobs, although did not face the eye of the storm but had to make various lifestyle changes. Pandemic made them more cautious while spending and increase the portion of savings.

COVID-19 affect on financial goals of an Individual

Covid-19 has disrupted people's financial aims/planning. This has forced them to reassess their financial inflow and situation. Covid-19 personal finance impact has seen a sharp increase. And in the past few months, the cost of living has become higher due to cascading effect on demand/supply & production.

Major Effect of Covid-19 on Saving Habits of People Under Various Age Groups:

This study showed that people age group between 30 - 40 years of age already had a habit of saving inculcated in them from the beginning, the young generation and millennials were considerably new to the idea. Their philosophy in life was "living in the moment" and "spending what you earn". But this

philosophy changed almost overnight, with Covid-19 bringing their incomes to a halt, making them realize the importance of a small sum of money saved up for a rainy day. More and more individuals below the age of 40 years seemed to be interested in understanding the various ways and techniques of investments, some even hired relationship managers for this purpose.

- a) **Reduced savings and investments:** Investing money in investment avenues such as the stock market, mutual funds, equity, real estate, fixed deposits, etc. have always been investment avenues and saving options. But, since the start of the year, the loss of jobs has led to a decline in investments. As a result, citizens have suffered a severe COVID-19 personal financial impact.
- b) **Increased insurance premium:** Another impact of COVID-19 is the increase in insurance premiums in existing insurance policies. Several insurance companies have put the burden of the Covid-19 economic loss on policyholders. This has put holders of life and medical insurance policies in a fix. By the end of the year, insurance premiums for varying insurance policies will hike up by 10-20%.
- c) **Unplanned halt to professional/ career goals:** One of the drastic Covid-19 personal finance impacts has been the sudden shift in career and professional goals. Those in the early stages of their career like graduates and part-timers are finding it hard to find a job. Those with plans to move out of the country for studies have faced a sudden halt to their plans due to the added financial cost and travel restrictions in most countries. Moreover, middle-aged workers are facing a heavy cash crunch. And retired individuals are at a risk of their savings drying up.

Investors Preference Towards Investment Options During Covid-19

Indian savings contribute to about 60 percent of the country's savings. However, the covid-19 uncertainty has caused a rise in force savings and slow spending. Various ways of saving are available to us, following four

assumed the most important in the current pandemic situation:

- ❖ **Health Insurance:** this study shows that many individuals started investing in health insurance without much hesitation, which is considerably new for our society and is a welcome step and growth in premium/policy observed over 30%.
- ❖ **Life Insurance policies:** Covid-19 has shown the absolute uncertainty of life. The plight of families left alone and without earning members is not hidden from anyone. More and more people each day is opting for life insurance, as a means to safeguard their family's future.
- ❖ **Systematic Investment Plans (SIPs):** SIP has been gaining popularity with Indian investors for quite some time now but Covid-19 pandemic gave it much more importance. When the small monthly savings in the form of SIPs helped individuals in sustaining these hard times, it led to more and more people adopting SIPs as a way of life.
- ❖ **Bank Fixed Deposits:** When the entire economy was brought to its feet, the only thing that provided a little solace was that amount of money that was tied up in Fixed deposits in banks. It was safe, easily retrievable and catered to all short term needs of the citizens. For many people, when everything else failed, fixed deposits in the bank was the only form of saving that helped them face these difficult times.

Summary of Major Findings

Novel Corona Virus has put very profound effect on the world, causing an unprecedented health as well as economic crisis. Almost all sectors of people took pay cuts; many became unemployed and suffered irreversible losses in business. The pandemic has once again highlighted the importance of saving and how saving is a tradition in India, which has many a times sheltered India from the effects of global economic turbulence. Not just the middle aged and older population, but young adults and millennials too have identified with the importance of saving and are trying to inculcate the habit of consistently saving. The situation is grim and the rainbow at the end of

this storm will not be seen for a while, but there is hope vaccination which is already started. As long as we work together, save and move forward no pandemic in the world can stop us in our journey towards growth and prudent investment continues.

Suggestions of the Study

The study showed consensus among people over all age groups, work sectors that saving is necessary and need of the hour. The following are the suggestions from individuals about what they considered was the best way to save money so as to invest it for future use.

- Important to decide on a percentage of income that will go to the saving fund, in spite of the amount that one earns should be at least 30%.
- Establishing a budget by realizing one's spending habits and analyzes it every month.
- To begin Small but consistent.
- Keep your tax returns and find ways for better planning.
- Stop impulse buying & unsubscribe for marketing emails or websites that lead to impulse buying.
- Reduce spending on social events like marriage, birthday etc.
- Sponsor one day a week "as nil expense day".
- Buy only what is necessary/essential & control habit of stocking in excess, stock only non perishable items available at reasonable price.
- Regularly check on your utility bills and analyze it.
- Go Natural & neutral rather on ready made.

Conclusion

Investor savings and investment habits are dynamic. They are influenced by investor behavior and also a number of external forces. Therefore, Covid-19 was an unprecedented event that changed the paradigm of the entire world and has established a "new life of people". This research has made a systematic attempt to study the impact of covid-19

pandemic on saving and investment habits of an individual. Generally Investors prefer asset classes that ensure constant and steady returns at minimum risk. Ultimately Investment is a

rational decision that depends on the individual's risk appetite and return expectations arising out a subjective assessment of multiple factors.

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Labour Welfare Measures of Karnataka State Road Transport Corporation – An Analytical Study

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Abstract— Human resource management is an organization's most valuable asset and a source of competitive advantage. Human resource management is more difficult than managing technology or money, and efficient management of human resources necessitates effective labour welfare measures. HRM techniques should be used in conjunction with labour welfare measures. HRM practices are activities inside an organisation aimed at managing a pool of human resources and ensuring that those resources are used to achieve organisational objectives. The present study tries to explore the labour welfare measures considering and following by the Karnataka State Road Transport Corporation(KSRTC).

Keywords- STUs; Road Transport; HRM; KSRTC; Labour welfare measures; Employees; Corporation; Schemes;

I. INTRODUCTION

Karnataka State Road Transportation is an important player in providing passenger road transport to every corner of the country. They have been expanding their service to new areas as well as augmenting their services along their existing routes. They also provide transportation to certain segments of the travelling public for free or at a reduced rate.

In Karnataka, passenger road transport services are provided by both private vehicle operators and four STUs. Private vehicle operators previously dominated the passenger road transport sector. However, the state government entered this segment for a variety of reasons, including their inability to expand to meet the increased demand for passenger road transport service. On September 12, 1948, the Karnataka State Government (then known as Mysore State) established the Mysore Government Road Transport Department (MGRTD) with only 120 passenger vehicles.

On August 1, 1961, the State Transport, which had been administered as a Department of the Government of Mysore, was converted into an independent Corporation in accordance with the Provisions of Road Transport Corporations Act, 1950 (Section 3). On August 1, 1961, the assets and liabilities of MGRTD were transferred to the new Corporation, with the exception of the Bangalore Transport Service (BTS) unit, and the new corporation was named Mysore State Road Transport

Corporation (MSRTC). On October 1, 1961, the assets and liabilities of the residual MGRTD, namely the BTS Unit, were transferred to the Corporation. As a result, a Corporation was eventually established for the entire state of Mysore.

Recognizing the importance of passenger road transport in the state's socioeconomic development, the Karnataka government began nationalising bus routes. MSRTC was also renamed Karnataka State Road Transport Corporation (KSRTC). As a result, the share of nationalised passenger road transport has steadily increased year after year. With the continuous expansion of operations and the difficulties of supervising and managing transport operations throughout the state, the Government of Karnataka divided KSRTC into four separate corporations: Karnataka State Road Transport Corporation (KSRTC), North Western Karnataka Road Transport Corporation (NWKRTC), Kalyana Karnataka Road Transport Corporation (KKRTC), and Bangalore Metropolitan Transport Corporation (BMRC) (BMT). BMT's operations are limited to Bengaluru.

II. REVIEW OF EARLIER STUDY

Navaneetha Krishnan and Anbalaganajaganandham (2015) the result of the study is the Demographical factors and socio economic characteristics' influences on the human resource management and the perception of employees on the human resource management practices which consists of Recruitment and selection, Training and development, Wages and Salary, Performance Appraisal, Working Conditions and Employee's Safety, Promotion, Transfer, Employee Motivation, Welfare Measures, Leave Facilities, Job Designing and Maintenance of Employees. The multi-dimensional aspects of human resource management policies and practices in the organizational framework and the existence of the HRM climate in the acuity of different categories of employees. Finally he opined that Human resource management policies and practices has major impact on the overall performance of the employees.

Karunesh Kumar (2013) examines the Employee perception usually perception analysis depends on managers, who undertaking their role perform the functions of planning, organizing, staffing, leading, and controlling. The different

factors of economic and social character have an impact on all employees and in this study the perception analyzed by taking different aspects like work condition and commitment and as well as facilities given by organization.

Prabhu and Sateesh hedge (2011) the study found that, Organizational control system must be used to design performance parameter and measurement. The KSRTC management control system analyzed through the following aspects boundary system, diagnostic control system, interactive control system and implicit hierarchy. The KSRTC core belief is customer centric service and employee centric administration.

Vijay Kumar (1979) in his paper on "Operating cost of Public Sector Transport Undertaking in India", has developed prediction, estimation and assessed the contribution of each item of operating cost to the total cost. He concluded that when kilometre run increases, cost also increases except depreciation, cost on personnel and interest on capital.

Bagade (1980) in his study "Management Information system for passenger bus transport industry (A special study of Maharashtra State Road Transport Corporation) has designed MIS for transport industries taking into consideration the three management levels. Top (or) corporate management, middle.

Hongming Wang (2005) says that personnel strategy could play a crucial role in enhancing the effects of HRM and entrepreneurship by supporting the main dimensions of HRM; the system strategy was used to facilitate technology innovation through knowledge management while the organizational strategy was adopted to create positive organizational culture and high performance system.

Vittal Dasa Prabhu and Murali (2006) in their article "Human Resource Management for Truck Transport Industry" have studied acquisition of human resources for transport industry, development of human resources and health issues in transport industry. They have concluded that job evaluation, compensation and incentive administration can make the HRM effective in transport sector in India.

Cameto Carmen (2004) examined the relationship between the various processes of HRM on the individuals on the strategy of the company among 130 industries and brought out three distinct models of HRM but with behaviours of individuals independent of the strategies that are followed by the companies.

III. OBJECTIVES OF THE STUDY

The primary objective of the study is to analyse the labour welfare measures practiced by the Karnataka State Transport Corporation. Besides the study also shows the performance of the corporation at glance.

IV. RESEARCH METHODOLOGY

The present study is covering the conceptual aspects of HRM practices more particularly about the labour welfare measures practiced by the Karnataka State Transport

Corporation. The other aspect of the corporation is outside the present scope. The study is purely based on the secondary data. The secondary sources are gathered from annual administrative reports, MoRTH annual reports, journals, websites etc.

A. *Labour Welfare Measures of Karnataka State Transport Corporation*

1) *Grant of Cash Award for Employees Children:*

Meritorious Students of Employees' children who achieve 70 percent or more in SSLC, 2nd PUC, as well as more than 60 percent in Degree, Master Degree Final examinations, are eligible for financial incentives ranging from Rs.2000/- to Rs.6000/- under the scheme. Due to the Covid epidemic, no cash incentives were granted during 2019-20, 2020-21 and 2021-22 year.

2) *De-Addiction Programme*

Since 1997, KSRTC has run a de-addiction programme called WAPPA (Workplace Alcohol Prevention Programme and Activity), which aims to help alcohol addicts. KSRTC Hospital in Jayanagar, Bangalore, has opened a 40-bed de-addiction treatment clinic. For each addicted employee, the corporation spends approximately Rs.8000/- on residential/in-house therapy.

3) *Preventive Medicine and Healthy Life Style Clinic*

In the Mysore district, there is a Preventive Medicine and Healthy Lifestyle Clinic. In the years 2020-21, 3347 employees visited the Mysore clinic for a healthcheck-up.

4) *Heart Check-up Programme*

On March 8, 2018, a Memorandum of Understanding was signed with Shri Jayadeva Institute of Cardio-vascular Science and Research Centre for a 05-year Master Cardiac and Health Check-up of all employees and officers over the age of 40.

5) *Health Check-up Camps*

At all divisional offices and Depots, free health exam camps are held on a regular basis. 154 health check-up camps were held in the Corporation during the year. During the year, KSRTC also hired 6 honorary doctors at the Division level and 11 honorary doctors at the Depot level.

6) *Employees Family Welfare Scheme*

In the year 2008, KSRTC developed the Employees Family Welfare Scheme. This programme is entirely voluntary and elective. A dependent of a member employee who dies while on the job is entitled to Rs. 3.00 lakhs in compensation under the scheme. The monthly premium for the scheme is Rs.150, of which the Corporation will contribute Rs.50. In the fiscal year 2020-21, the plan paid out Rs.5.79 crore in compensation in 193 cases.

7) *Maternity Leave*

KSRTC's maternity benefit leave has been increased to 180 days, matching that of the State Government. Employees will

now be able to take 90 days off before the projected delivery date and another 90 days off after the delivery.

8) *Creche Allowance (Child Care Allowance)*

Women employees receive a monthly child care allowance of Rs.1250/- till their children reach the age of three.

9) *Internal Complaint Committee (ICC)*

In accordance with section 4 of the Sexual Harassment of Women at Work (Prevention, Prohibition and Redressal) Act 2013, an Internal Complaint Committee has been established in all Depots, Divisions, Regional Workshops, and the Central Office to create a positive workplace environment free of harassment of any kind for women employees.

10) *Ex-Gratia to the Dependents*

The corporation makes an ex-gratia payment of Rs. 10,000 to the dependents of the employees who die in the course of their employment to cover immediate expenses. The employee's retirement benefit does not cover this.

11) *Duty Rota System*

From 2013, a transparent duty allocation mechanism for drivers and conductors based on seniority cum option was implemented.

12) *Online Leave Management System (OLMS)*

In all of the depots, a transparent leave sanctioning system, namely a mobile-based online leave management system, was implemented.

13) *Education Allowance*

The Corporation employees were granted an education allowance of Rs.1000/- for employees with blind and disabled children and a monthly child care allowance of Rs.500/- for employees with physically impaired children, subject to the terms and circumstances indicated in the Government order.

14) *Vehicle Allowance*

Employees who are visually or physically disabled are entitled to a car allowance equal to 6% of their basic pay, with no upper limit, on par with the State Government.

15) *Financial Support*

Employees with illnesses listed in the Persons with Disabilities Act of 1995 who have more than 40% disability and are ready to enrol in VRS are entitled to an additional financial benefit of up to Rs.10.00 lakhs.

Performance of Karnataka State Road Transport Corporation (Labour Productivity)

Table No-1: Labour Productivity at a Glance (2016-2020)

Parameters	2016-17	2017-18	2018-19	2019-20	2020-21
Total Schedule kms (lakh)	10 07 9.0 9	10 43 3.4 0	10 59 8. 23	10 42 1.3 0	490 6.53
Total Effective kms. (lakh)	98 48. 78	10 48 7.5 4	10 59 8. 57	10 36 8.8 2	539 2.85
Effective kms. per day (lakh)	26. 98	28. 73	29 .0 4	28. 33	14.7 7
Passengers carried per day (lakh)	27. 28	29. 68	30 .1 0	29. 97	11.2 5
Percentage Fleet Utilisation	90. 8	92. 6	92 .1	90. 5	51.7
Rate of Accident (per lakh Kms.)	0.1 1	0.1 0	0. 10	0.1 0	0.07
KM per Employee per day	71. 6	74. 7	75 .2	73. 8	39.7
Staff Ratio	4.7 9	4.6 9	4. 70	4.7 0	4.70
Traffic revenue per employee per day	19 91	21 20	22 23	22 66	115 6

Source: Annual Administrative Reports 2016-2017 to 2020-2021.

Note: COVID pandemic happened during the year 2020-2021. Therefore the performance of the corporation is declined. 2020-21 performance is ignored for interpretation.

From the above table it is evidenced that the traffic revenue per employee per day has increased from Rs. 1991 to Rs. 2266 which works out to 87.86%. Staff ratio has declined year after year, which indicates the positive sign. Km per employee per day has the ups and down trend during the year 2016-17 to 2020-2021. On the whole labour productivity has increased gradually year after year.

V. CONCLUDING REMARKS

Many studies and research works have clearly proved that managing human resources are more difficult than other resources. The effective and efficient labour welfare measures is one of the aspects of efficient management of human resources. As evidenced from the forgoing paragraph, the Karnataka State Road Transport Corporation is having effective labour welfare measures. With the efforts of these measures, the corporation can motivate the employees and make them more productive. The above said efforts which will

help the corporation to reach the goals by enhancing the improved productivity of the employees.

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ATMANIRBHAR BHARAT: A WAY AHEAD TO BOOST THE ECONOMY WITH
SPECIAL REFERENCE TO MSMEs

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Abstract

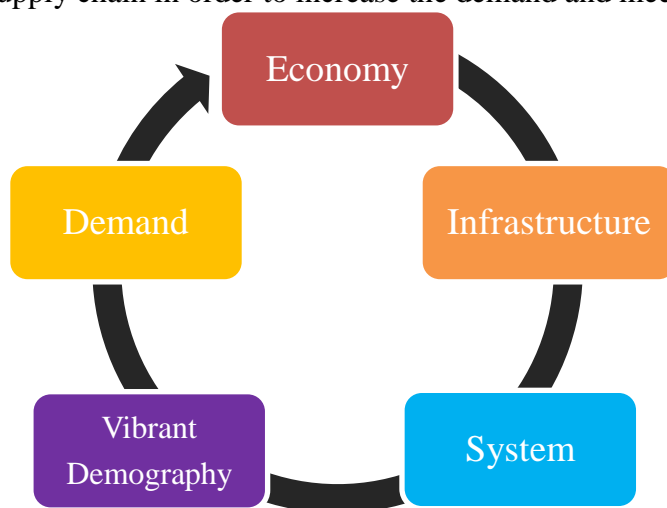
In the current scenario of India MSME sector plays a pivotal role in the development of the economy. Atmanirbhar Bharat Abhiyaan or Self-Reliant India is a drive and vision of India to make India as self-reliant. MSMEs in India are providing large employment opportunities across the country at lower cost of capital. With this backdrop the present study analyses the growth of MSME sector and its impact on the GDP as well as contribution of MSMEs in creation employment opportunities in the India and also Measures taken by the government to boost the MSMEs Sector – Under Atmanirbhar Bharat Abhiyaan

Key Words: MSMEs, Atmanirbhar Bharat Abhiyana, Self-Reliant, Economy etc.

Introduction

Atmanirbhar Bharat Abhiyaan or Self-Reliant India is a drive and vision of India to make India as self-reliant. The honourable Prime Minister Sri Narendra Modi publicized Self- Reliant India campaign on 12 May 2020. And announced special economic and wide-ranging package of Rs. 20 lakh crores to make the India and its citizen self-reliant (Vijayamohan, 2020).

The first pillar endeavours towards boosting the economy that significant jump in economy rather than a tortoise move. The second pillar that is infrastructure which leads to portray the modern India and cope up with international standards. Next pillar concentrated driven system of technology which can achieve the 21st century dream. Fourth pillar is focused on country's strength by making vibrant Indian demography. Last pillar concerned cycle of demand and supply chain in the economy. Empowers the supply chain in order to increase the demand and meet the demand.



Micro, Small and Medium Enterprises (MSMEs)

MSMEs sector has established as an energetic and dynamic sector of the Indian economy from last decade, it frequently contributing to the economy and social development of the country by nurturing entrepreneurship and generating large employment opportunities at lower cost of capital. MSMEs are the ancillary industries for large industries and it contributes significantly in the extensive industrial development of the country. The MSMEs are broadening their domain across sectors of the economy, producing diverse range of products and services to meet demands of the domestic also international markets.

The Atmanirbhar Bharat stimulus package announced by the government consists of the following 5 tranches: Business including MSMEs, Poor including migrants and farmers, Agriculture, New horizons of growth and Government reforms and enabler. Special financial and wide-ranging package deal of Rs.20 lakh crores is same to 10% of India's GDP and that package deal to provide to numerous sections which includes cottage industry, MSMEs, labourers, industries etc.

The new definition of micro, small and medium enterprises made as a part of the Atmanirbhar Bharat Abhiyaan relief package.

On 1st June, Monday 2020, the Union Cabinet headed by Prime Minister Narendra Modi officially revised the MSME definition. In accordance with the provision of Micro, Small & Medium Enterprises Development (MSMED) Act, 2006 the Micro, Small & Medium Enterprises are classified and its revised definition is given below,

New definition of Micro, Small and Medium Enterprises		
Manufacturing & Services	Micro	Where the investment in plant and machinery or equipment does not exceed one crore rupees and turnover does not exceed five crore rupees.
	Small	Where the investment in plant and machinery or equipment does not exceed ten crore rupees and turnover does not exceed fifty crore rupees.
	Medium	Where the investment in plant and machinery or equipment does not exceed fifty crore rupees and turnover does not exceed two hundred and fifty crore rupees.

Review of Literature

Lamba Jonika & Jain Esha (2021) The article includes the crucial role that experts played in creating an independent India. It also discusses the difficulties faced by the MSME sector, the policy changes made by the Indian government to quicken growth and investment in micro and small businesses, as well as some examples of how investments in the MSME sector will support India's growth and development during the COVID-19 financial and economic distress phase. Professionals are the nation's helping hand at this time of deception; with their assistance, we can innovate and learn how to live in this new normal. The Indian government should prioritise the overall development of the country by making sure that business is shared among MSMEs and SMEs.

Sheikh (2020) In order to achieve the purpose of MSME and retain economic employment, the government has moved India toward self-sufficiency. Small businesses do struggle with credit requirements, therefore the government has introduced a number of programmes to meet their needs. We looked at how the banking sector had offered various services related to financing the growth of MSME, and how the Indian government was attempting to seize the moment as FDI and exports switched from China to India.

Mittal & Kumar (2021) addressed the fact that the study is based on secondary data, with the information being gathered from sources such as newspapers, articles, and websites. When they declared Atmanirbhar Bharat, or an independent India, India moved from being dependent to being autonomous. helping to promote environmentally friendly living and sustainable development after becoming independent.

Dubey, Dr.Smita and Dubey, Dr. Harish K (2020) They concentrated on the many industries and regions that have the potential to achieve self-reliance in the future in their article, "Atmanirbhar Bharat Abhiyan: An Analytical Review." It examined the constraints and presented numerous options for utilising the capacity already in place in order to become a worldwide supplier. According to their research, the Indian economy has a great deal of potential for achieving self-sufficiency, but doing so depends on how well the government's rules are implemented and how money are allocated. They advised that it is essential to realise the true potential of various sectors already present in urban and rural India and equip them with adequate resources in order to successfully implement the plans mentioned in Abhiyan.

Ratho, Radha Shyam and Kumar, Pradeep (2020) They concentrated on the many industries and regions that have the potential to achieve self-reliance in the future in their article, "Atmanirbhar Bharat Abhiyan: An Analytical Review." It examined the constraints and presented numerous options for utilising the capacity already in place in order to become a worldwide supplier. According to their research, the Indian economy has a great deal of potential for achieving self-sufficiency, but doing so depends on how well the government's rules are implemented and how money are allocated. They advised that it is essential to realise the true potential of various sectors already present in urban and rural India and equip them with adequate resources in order to successfully implement the plans mentioned in Abhiyan.

Venkatesh and Muthiah (2012) observed that small and medium-sized enterprises (SMEs) are now a target for future growth as their significance in the industrial sector is growing quickly. The importance of the SME sector's growth for the nation's economic well-being was highlighted by this study. They also stress how important government support is for entrepreneurs as they make the necessary preparations for future growth. performance, growth, and challenges MSMEs face in the Indian economy.

Meeravali S et al. (March 2017) Notwithstanding a CAGR of 4.39%, 4.75%, and 6.64% for MSME total operating enterprises, employment, and market value of fixed assets, it was discovered that the GDP contributions of MSME in the manufacturing and service sectors were -1.53% and 1.82%, respectively. Researchers further contend that in order to boost productivity and contribute to economic growth, the government must implement integrated policies, encourage skill development, and make finance readily available to MSME only through government-sponsored institutions.

Objectives of the Study

The present study endeavours to analyse the growth and its impact on the economy. Besides the study aims to highlights the measures taken by the government to boost the MSMEs sector in India.

Research Methodology

The present study covers only growth and development of MSMEs in India. The data is restricted to the period of 5 years. The present study is descriptive in nature. The necessary data is collected from secondary sources. The secondary sources are annual report of MSMEs, government reports, economic survey, journals, and websites.

Viability of MSMEs in the current scenario of the economy

The MSMEs in India play a vital role in the development of the economy the below table indicates the growth of MSMEs in India

Table 1: Estimated Number of MSMEs (Activity wise) in the Country

Activity	Estimated Number of MSMEs (in Lakh)			Percentage %
	Rural	Urban	Total	
Manufacturing	114.14	82.50	196.65	31
Electricity*	0.03	0.01	0.03	0
Trade	108.71	121.64	230.35	36
Other Services	102.00	104.85	206.85	33
Total	324.88	309.00	633.88	100

*Non-captive electricity generation and transmission

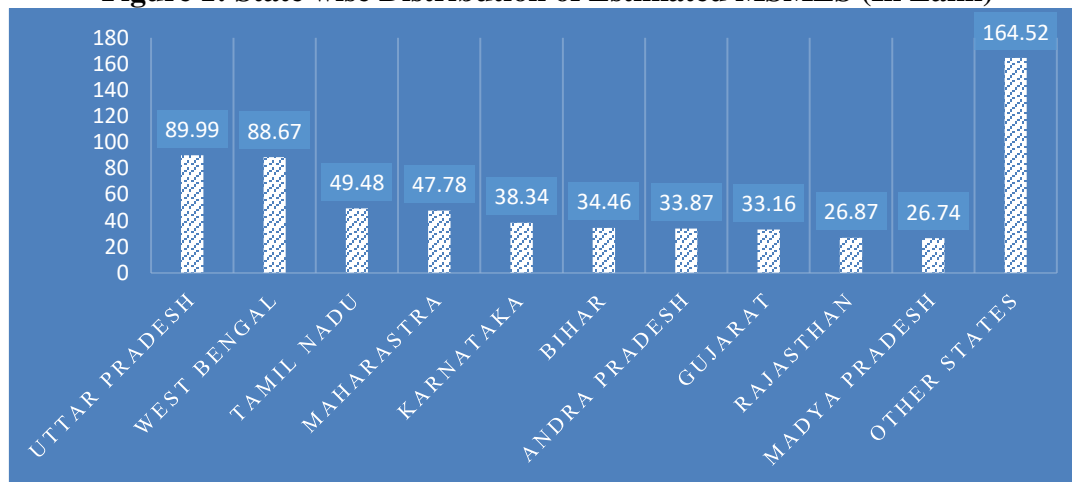
Source: MSMEs Annual Report 2020-21

The above table evidenced that the presently 633.88 lakhs estimated MSMEs engaged in different economic activities out of that 196.65 lakh in manufacturing, 0.03 lakh in Non-captive Electricity generation and Transmission, 230.35 lakh in Trade and 206.85 lakh in others services. Out of 633.88 lakh estimated numbers of MSMEs, 324.88 lakh MSMEs (51.25%) are in rural area and 309 lakh MSMEs (48.75%) are in the urban area. Industrialisation of rural and backward areas leads to decreasing regional imbalances, guaranteeing more equitable distribution of national wealth and income.

State wise estimated MSMEs in India

The below chart represents the state wise growth of MSMEs in top ten states (Uttar Pradesh, West Bengal, Tamil Nadu, Maharashtra, Karnataka, Bihar, Andra Pradesh, Gujarat, Rajasthan and Madya Pradesh) of India and consolidated growth of other states also presented below.

Figure 1: State wise Distribution of Estimated MSMEs (In Lakh)



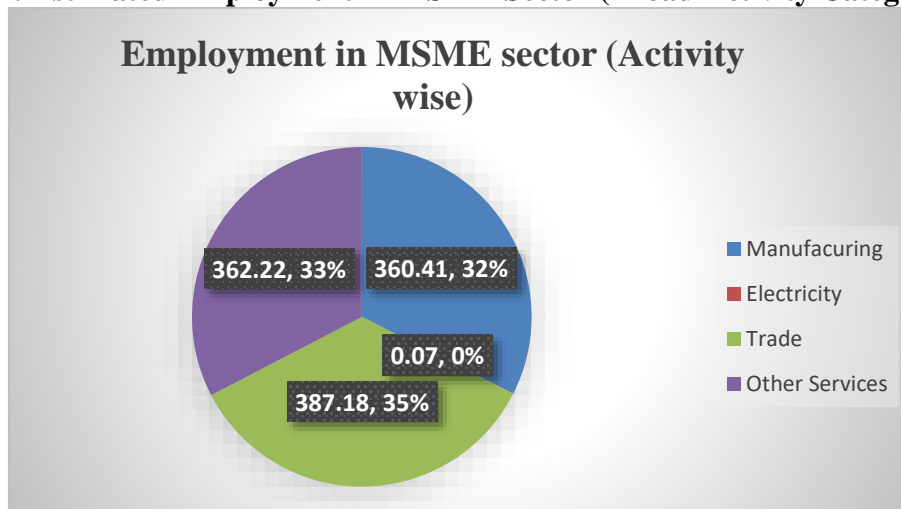
Source: MSME Annual Report 2020-21

The above chart shows that the state wise distribution of estimated MSMEs in top ten States. Top ten States accounted a share of 74.05% of the total projected number of MSMEs in country. Compare to the other state, Uttar Pradesh had the largest number of projected enterprises with a share of 14.20% of MSMEs in the country.

The estimated employment in MSME sector on the basis of activity

The below figure substantiated the estimated number of employment in the broad activities (manufacturing, electricity, trade and other services) of MSMEs sector.

Figure 2: Estimated Employment in MSME Sector (Broad Activity Category wise)



Source: MSME Annual Report 2020-21

The above figure shows that the estimated Employment in the MSME sector activity wise. MSME has been creating 11.10 crore jobs which includes, 360.41 lakh in Manufacturing, 0.07 lakh in Non-captive Electricity Generation and Transmission, 387.18 lakh in Trade and 362.82 lakh in other services in the rural and the urban areas all over the country.

Contribution of MSMEs in Country’s Economy at Current Price

The Micro, Small & Medium Enterprises (MSMEs) have been contributing meaningfully to the extension of entrepreneurial through business revolutions. The MSMEs are widening their domain across sectors of the economy, producing diverse range of products and services to satisfy demands of domestic also as international markets. As per the statistics received from Central Statistical Office (CSO), Ministry of Statistics Programme Implementation, the contribution of MSME sector in

Country's Gross Value Added (GVA) and Gross Domestic Product (GDP) at current prices from 2014-15 to 2018-19.

Table 2: Contribution of MSMEs in Country's Economy at Current Price

Figures in Rs. Crores adjusted for FISIM at Current Price						
Year	Total MSME GVA	Growth (%)	Total GVA	Share of MSME in GVA (%)	All India GDP	Share of MSME in All India GDP (%)
2014-15	36,58,196	-	1,15,04,279	31.80	1,24,67,959	29.34
2015-16	40,59,660	10.97	1,25,74,499	32.28	1,37,71,874	29.48
2016-17	45,02,129	10.90	1,39,65,200	32.24	1,53,91,669	29.25
2017-18	50,86,493	12.98	1,55,13,122	32.79	1,70,98,304	29.75
2018-19	57,41,765	12.88	1,71,39,962	33.50	1,89,71,237	30.27
MSME GVA -CAGR –0.09 (9%)						
Share of MSME in all India GDP(%) – CAGR –0.01 (1%)						

Source: Central Statistics Office (CSO), Ministry of Statistics and Programme Implementation. Key Results of National Sample Survey (NSS) 73rd Round Survey (2015-16) on MSMEs.

From the above table it is obvious that the total MSME GVA has increased from 36,58,196 crores in 2014-15 to 57,41,765 crores in 2018-19 accounting for an increase of 20, 83,569 crores which works out to 56.96% which means the total MSME GVA increased 5.67% annually. The share of MSME in all India GDP% has registered a significant increase during the year 2015-16 to 2018-19 which works work to 1% (CAGR 0.01).

Measures taken by the government to boost the MSMEs Sector – Under Atma Nirbar Yohana

(1) Collateral- free Automatic loans for businesses, including MSMEs

Businesses/MSMEs have been critically knockout due to COVID 19 need additional funding to meet operational liabilities built up, purchase raw material and restart business so far that collateral free automatic loans for businesses/MSMEs funded by Government of India is Rs 3 lakh crores this is to country battles the coronavirus crises. The tenure of the loan being offered to businesses and MSMEs will be Four years.

(2) Subordinate debt for stressed MSMEs

The Rs 20,000 crores Subordinate Debt for Stressed MSMEs scheme, launched as part of the Rs 20 lakh crores Atmanirbhar package previous year by the GOI and this scheme attain the equity support to stressed MSMEs. The stressed MSMEs which are functioning under NPA or stressed will be eligible, overall two lakh MSMEs are likely to benefit from this scheme.

(3) Equity infusion for MSMEs through fund of funds

The fund of funds announced by the Finance Minister Nirmala Sitharamn in 13th May 2020 as part of the Atmanirbhar Bharat initiative to infuse Rs 50,000 crore equity in MSMEs. Micro, Small and Medium enterprises are facing a severe shortage of capital. The fund of funds will be set up with a corpus of Rs 10,000 crore. The fund of funds will be operated through a mother fund and a few daughter funds. The government will provide equity funding for MSMEs with growth potential and viability. The fund structure will help leverage Rs 50,000 crore at daughter fund levels. This will help to expand MSME size and also capacity. It will encourage MSMEs to get listed on main board of Stock Exchanges.

(4) Global tenders to be disallowed

Indian MSMEs and other companies facing unfair competition from foreign companies. Hence, Government of India disallowed the global tenders and provided government procurement tenders up to Rs. 200 crores, which will boost the business of MSME sectors. . This will be a step towards Self-Reliant India and support to Make in India.

(5) Other interventions for MSMEs

- ❖ E-market linkage to promote trade fairs and exhibitions.
- ❖ Fintech will be used to increase transaction based lending using the data generated by the e-marketplaces.
- ❖ Government monitoring continuously the settlement of dues to MSMEs vendors from central public sector undertakings and Government.
- ❖ MSMEs receivables from government and central public sector enterprises to be released in **Forty Five** days.

Concluding Remarks

The analysis in the foregoing paragraphs has evidenced that, there has a significant increase in the growth of MSME sector and has registered a continuous increase in the employment opportunities that will helps to make India to self-reliant. Even the contribution of the MSMEs towards the share of all India GDP percentage has increased to boost the economy. The Government of India has taken appropriate measures and interventions towards MSME sector, which enhances the growth of the economy and make India as self-reliant.

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