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### IMPORTANCE AND PROFILE OF SMALL SCALE INDUSTRIES IN INDUSTRIAL ESTATES OF RAYALASEEMA REGION OF ANDHRA PRADESH

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#### ABSTRACT

The role played by the small scale industry in the economic activity of advanced industrialized countries like Japan, Germany, Great Britain and USA is significant. The both developed and developing small industry sector is a useful vehicle for growth in later for the creation



of new employment opportunities on a wide scale in the shortest possible time. The small and medium enterprises account for approximately 80.00 per cent of the private sector. Industrial workers occupy an important position of the small and medium enterprises in Japan have been seen to be larger than in

Germany or United States.

Indian economy is a developing economy. It's vast resources are either unutilized or underutilized. A major section of man power is lying idle. The per capita income is low. The capital is shy and scarce and investment is lean. The production is traditional and the technique is outdated. The output is insufficient and the basic needs of the people remain unfulfilled.

The industrialization is the only answer to this present state of disrupted economy. The problem is of the approach which should be direct, utilitarian and pragmatic. Small scale industries do not require huge capital hence; it is suitable for a country like India. Small scale industries have talent to dispersal. They can be accessible to the remote rural areas of the country and do not lead to regional imbalances and concentration of industries at one place, which is responsible for many economic resources such as entrepreneurship and capital.

The principal objective of the programme of industrial estates is to provide factory accommodations to small scale industries at suitable sites with facilities of water, electricity, steam, transport, banks, post offices, canteens, watch and ward and first aid etc. And

*thus create a healthily atmosphere for the development of industries. The industrial estates bring a number of industrial units together and facilitate establishment of common facility centers, introduction of modern techniques, and collective purchase of raw materials and sale of finished goods fostering a co-operation spirit of interdependence between them.*

**KEYWORDS** :Industrialization Capital, Underutilization, Employment, National income, regional imbalances, Entrepreneurship.

## 1. INTRODUCTION

The small scale industry sector, as an important segment of the Indian economy, accounts for around 95.00 per cent of the industrial units, 40.00 per cent of the manufacturing sector output and 36.00 per cent of exports and provides direct employment to 282.57 lakh persons in around 118.59 lakh registered SSI units in the country. The sector enjoys the pride of being second largest employer in the country and offers a wide spectrum of products for consumers and industry users. The sector serves as a Greenfield for the nurturing of entrepreneurial talent enabling the small scale units to graduate into medium and large scale over a period of a time.

The key plans of India's policy for the development of small industry have been reservation for production of specified items in the SSI sector, fiscal concessions by way of lower excise duties and other taxes, and extension of the competition from big companies by earmarking a large number of products for exclusive manufacture by them. Fiscal concessions are meant to be a support to take care of cost disadvantages arising out of the non availability of the economic scale. The extension of services by the Government was considered necessary in the absence of matching such services from the private sector. The objectives of Government procurement from the SSI sector were to share the risk of first entry into the market by a small entrepreneur.

The Government in all the years has been taken a number of steps for the promotion of small scale industries. Various programmes of the governments to make them more effective. But unfortunately such a vital sector with so much protection, care and encouragement is not free from problems. Small industries are confronted with number of problems in acquiring land, building and other basic facilities. For setting up of assistance by the government to small scale industries is the starting of industrial estate where the provision of built up factory, accommodation of the International Planning Team (Ford foundation). Small Scale Industries Board at its meeting held in January 1955, decided to execute the idea of establishing industrial estate in India as a means of the development for small scale industries.

In the opinion of P.C Alexander, "Industrial estate is a group of factories constructed on economic scale in a suitable site with facilities of water, transport, electricity, steam, bank, post office, canteen, watch and ward and first aid. It is provided with special arrangement for technical guidance and common service facilities. The estate combines in itself some of the important schemes of assistance to small industries and provides a total outlay for integrated development."

## 2. NEED FOR THE STUDY:

The reviewed above have analyzed the study of small scale Industries at international, national and regional levels by the individual researchers. The conclusions arrived at by these studies are not only differ from one another but they are also contradictory about study of the small scale industries of industrial estates in Rayalaseema Regions of Andhra Pradesh. India is a vast country with varied resources based on endowments and also one of the developing states in South India with considerable

small scale Industries. The development of any area can never be a smooth process and particularly the small industries have to face numerous problems within the changed environment. These problems vary from region to region depending upon the stage and the level of economic development.

### 3. OBJECTIVES:

- + To analyze the importance of small scale industries in India
- + To explain the profile of small scale industries in industrial estates of Rayalaseema region districts of Andhra Pradesh.

### 4. METHODOLOGY:

The present study is based on the primary data and the primary data is covering all the aspects of small scale industries of industrial estates in Rayalaseema region of Andhra Pradesh.

### 5. LIMITATIONS:

The present study is on small scale industries industrial estates of Rayalaseema region of Andhra Pradesh. The depth of the regional study, profile of industrial estates of Rayalaseema region. The present study is carried out at a micro - level confined to Rayalaseema region of the state of Andhra Pradesh. Such conclusions are drawn from specific area.

### 6. THE IMPORTANCE OF SMALL SCALE INDUSTRIES AND INDUSTRIAL ESTATES:

As one of the positive steps taken for the development of small scale industries in Andhra Pradesh, along with the other states, launched upon the programme of Industrial Estates in 1957 with a modest proposal to set up five industrial estates are Sanatnagar (Hyderabad), Visakhapatnam, Vijayawada, Samalkot and Nandyal. Since then, the number of industrial estates in the state kept on increasing. The establishment and development of industrial estates were done by the industries department. However, in order to ensure the co-ordinate planning and speedy development of industrial estates the Government established the Andhra Pradesh Industrial Infrastructure Corporation in the year 1973.

Andhra Pradesh Industrial Infrastructure Corporation (APIIC) was identifying and developing potential growth centers in the state fully equipped with developed plots/sheds, roads, drainage, water, power and other infrastructural facilities, providing social infrastructure, like housing for workers near industrial zones, Co-ordinating with the agencies concerned for providing communication, transport and other facilities.

**Table -1: Rayalaseema region of number of Industrial Estates and area.**

S.No	Name of the District	No. of Industrial Estates	Area (in acres)
1	Kurnool	7	243.14
2	Anantapur	13	2678.99
3	Kadapa	24	16435.58
4	Chittoor	27	3731.48
Total	4	71	23089.77

Source: - APIIC of Rayalaseema region, 2013.

Table -1: In Rayalaseema regions in four districts and industrial estates were established in 71 areas, in acres of 23089.77,

**Table-2; The District wise distribution of small scale industries.**

Sl.No	Name of the District	No. of Industrial Estates	Total Small Scale Industries
1	Kurnool	7	<b>311</b>
2	Anantapur	13	<b>481</b>
3	Kadapa	24	<b>480</b>
4	Chittoor	27	<b>1340</b>
	Total	71	2612

Source: - APIIC of Rayalaseema region, 2013.

Table-2: The Rayalaseema region industrial estates of the small scale industries in Kurnool district are 7 industrial estates in 311 small scale industries, Anantapur district are 13 industrial estates in 481 small scale industries, Kadapa district are 24 industrial estates in 480 small scale industries and Chittoor district are 27 industrial estates in 1340 small scale industries.

## 7. PROFILE OF RAYALASEEMA:

It is a geographic region in the state of Andhra Pradesh in India. It includes the southern districts of Anantapur, Chittoor, Kadapa and Kurnool. With an area of 67,526 km<sup>2</sup> (42.00% of the state territory), Rayalaseema is larger than Kerala, Punjab, Himachal Pradesh and nine other states in India. It has a population of 15,184,908 (2011 census), which is 30.03% of the state population. Rayalaseema borders the state of Tamil Nadu to the south, Karnataka to the west, Telangana to the north and the Coastal region of Andhra Pradesh to the east. The region contributes 52 assembly segments to Andhra Pradesh state legislature and 8 parliamentary constituencies to the Indian parliament.

## 8. SOURCES OF ECONOMY:

Rayalaseema is rich in minerals - Asbestos, Barytes, China clay, Calcite, Dolomite, Diamonds, Green Quartz, Iron ore, Lime stone, Silica sand, and what not. Even the rarest metal Purallin, lighter than cotton and sturdier than steel is found in Mangampet of Kadapa district. It is useful in curing cancer, AIDS, and as bullet-proof material. Rayalaseema also has rich forest wealth like the rare Red sandalwood which is highly economical, and main revenue source for the state, and other forest sources include non timber resources, medicinal plants etc.

## CONCLUSION:

Finally, it may be concluded that although the industrial sector of India has grown after independence, the rate is below expectations, especially after globalization. Thus, the need for accelerated growth can hardly be overemphasized. The government has taken a number of steps to boost business confidence and increase activity. However, sincere efforts and strict supervision would make a balanced industrial development both in public and private sector.

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