

LEVEL OF KNOWLEDGE OF SMALL SCALE INDUSTRIES OWNERS REGARDING THE DIFFERENT SCHEMES OF WEST GARO HILLS DISTRICT OF MEGHALAYA

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ABSTRACT

Small scale industries play a very important role in the economic development of the country, they also helps in solving the problem of unemployment. The study was conducted in West Garo Hills district of Meghalaya. A total number of 120 respondents were selected randomly from the 9 villages under Rongram Block and 6 villages from Gambegre Block based on the maximum number of small scale industries present in the area, through personal interview using pre- structured interview schedule. A descriptive research design was applied for the study. The findings reveal that Majority of the respondent belong to low age (25-35 years) i.e. 47.50 per cent. 34.17 per cent of the small scale industries owners have the educational qualification of graduate and above i.e. 34.17 percent. 60.83 % of the small scale industries owners hold both business and service as their occupation. 42.50 per cent of the small scale industries owners have large and holdings i.e. above 1 acre. 60.83% of the respondents belong to small family size i.e. up to 5 members. 47.50 per cent of the small scale industries owners belong to joint family. 60% of the respondents have medium source of economic motivation. 59.17 % of the respondents have medium source of information. 50.83 % of the small scale industries owners have medium extension contacts. The study also reveals that majority of the respondents i.e. 40 per cent of the respondents have medium knowledge about the schemes provided for the Small Scale Industries.

KEYWORDS: Knowledge, Small Scale Industries

Article History

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INTRODUCTION

India is ranked as the second largest populated country after China with a population of about 1.38 billion which is why population has become one of the biggest challenges for employment in India. In India, as population growth is higher, the employment growth is not proportionately equal. Since independence, unemployment rate has been progressively growing in spite of Five Year Plans. So, employment opportunities have always featured as an element of development policy in India. (Sudhakar *et al.*, 2012)

Employment has emerged as an important subject in the development agenda of most national government and several international organisations over the past two decades (Papola, 2008) as it is the key parameter of development, and the study of employment is an important aspects to understand the growth phenomenon of an economy. Therefore, the analysis of the nature of employment is a widely discussed agenda among the researcher and policy makers (Das, 2019).

The alarming growth of populations is one of the problems in seeking job for today's youth as there may be shortage of jobs. Also as the national Sample Survey Organisation's survey youth unemployment among illiterate is less as compared to educated youth because illiterate youth is willing to do any sort of work given to them whereas educated youth only looks for work which is related to their field. According to the world Development Report 2013, 9% of males and 11% females aged between 15 to 24 years are unemployed. As per data of 2009-10, 9.7% of young men and 18.7% of young women in India were unemployed. At global level, chances of youth being unemployed is three times more than adults. According to the report global financial crisis hit youth first then adults (**Gomathi, Neela, 2016**)

Small scale industries play a very vital role not only in solving the problem of unemployment but it is also important for the economic development of the country due to their contribution to production, employment, exports and investment in the private sector. The economic development of the country is directly connected with the growth of industries are the backbone of our nation (**Pawar, et al. 2018**). In recent years, the small scale industries have been growing in various fields like production, employment and in many other developmental areas but this could have been much better if they have the knowledge regarding the different schemes being provided to them for the upliftment of the enterprises. Realizing the importance of small scale Industries this paper studies the development of this sector in West Garo Hills district of Meghalaya as this district has highest number of small scale industries and is economically active as compared to other districts of Garo hills.

Therefore, the study has been carried out to access the level of knowledge of Small Scale Industries Owners regarding the different schemes for small scale industries.

RESEARCH METHODOLOGY

Descriptive research design was adopted for the present study as it describes the characteristics or phenomenon that is being studied. The present study was conducted in West Garo Hills District of Meghalaya. Out of 8 blocks, Rongram Block and Gambegre block was selected purposively based on the maximum number of small Scale Industries owners present in the area. From the selected block 9 villages from Rongram block and 6 from Gambegre Block was selected randomly and thus 120 respondents were taken based on the maximum number of small scale industries owners.

Objective of the Study

- To access the level of knowledge of small scale industries owners regarding the different schemes for small scale industries.

RESULTS AND DISCUSSION**Table 1: Knowledge of Small Scale Industries Owners Regarding the Schemes**

SI No.	Statements	Fully Known		Partially Known		Not Known	
		Frequency (F)	Percentage (%)	Frequency (F)	Percentage (%)	Frequency (F)	Percentage (%)
1	Do you know about the schemes provided for small scale industries?	42	35.00	60	50.00	18	15.00
2	Do you know that there are loans available for start-up?	71	59.17	46	38.33	3	2.50
3	Do you know that schemes provide easier access to government provision for enterprise?	52	43.33	63	52.50	5	4.17
4	Do you know about the benefits of availing schemes?	56	46.67	62	51.67	2	1.67
5	Are you aware of DCIC (District Commerce & Industries Centre)?	73	60.83	31	25.83	26	21.67
6	Do you know about the benefits that you can get from DCIC (District Commerce & Industries Centre)?	63	52.50	31	25.83	26	21.67
7	Do you know about the Departmental training Programme provided by the DCIC (District Commerce & Industrial Centre)?	60	50.00	29	24.17	31	25.83
8	Do you know about the Training Inside/Outside Schemes?	21	17.50	48	40.00	51	42.50
9	Are you aware of the livelihood and Gainful Employment to the returnees of the state of Meghalaya also known as the "Returnee Scheme"?		4.17	39	32.50	76	63.33
10	Udyam registration	23	19.17	30	25.00	67	55.83
11	PMEGP (Prime Minister Employment Generation Programme).	42	35.00	37	30.83	41	34.17
12	Awareness Programme & Entrepreneurship Development Programmes (EDP)	44	36.67	33	27.50	43	35.83
13	MIIPS (Meghalaya Industrial & Investment Policy Scheme)	25	20.83	51	37.50	44	36.67
14	Are you aware of Prime Meghalaya	52	43.33	45	37.50	23	19.17
15	Do you know the steps involved for the registration in Prime Meghalaya?	35	29.17	52	44.17	32	26.67
16	Are you aware of the steps for registering loans schemes introduced by the government of India	39	32.50	67	55.83	14	11.67

Table 1 Contd.,

17	Do you know how the government schemes work?	42	35.00	68	56.67	10	8.33
18	Did you gain any knowledge and awareness about the marketing strategies through the schemes?	44	36.67	55	45.83	21	17.50

% = Percentage

F = Frequency

The data in the Table No.1 concludes that about 50% of the respondents have partial knowledge about the schemes provided for small scale industries. 59.17 % of the respondents have full knowledge regarding the loans available for their start-up. 52.50 % of the respondents partially know that the schemes provide easier access to government provisions for their enterprise. 51.67% of the respondents have partial knowledge about the benefits of availing the schemes.60.83% of the respondent are fully aware of district commerce & Industries Centre (DCIC. About 52.50% of the respondents know about the benefits of DCIC. 50% of the respondents are fully aware of the Departmental training programme provided by DCIC. 42.50 per cent of the respondents do not know about the Training Inside /Outside schemes. 63, 33% of the respondents have no knowledge about the returnee scheme. About 55.83 % of the respondents know about the Udyam registration. 35 per cent of the respondent are fully aware of the PMEGP (Prime Minister Employee Generation Programme). 36.67 per cent of the respondent are fully aware of the EDP Programme. 37.50 per cent of the respondent are partially aware of the MIIPS (Meghalaya Industrial & Investment Policy. 43.33 per cent of the respondents have full knowledge about Prime Meghalaya. 44.17 per cent of the respondent have partial knowledge about the steps in registration process of Prime Meghalaya. 55.83% of the respondent have partial knowledge about registering for the schemes provided by the government. 56.67% of the respondents have full knowledge about how the government scheme works. 55.83 % of the respondent have gained partial knowledge about the marketing strategies through schemes.

Table 2: Distribution of Respondents According to their Overall Knowledge Level

S.No.	Categories	Frequency (F)	Percentage (%)
1	Low	27	22.50
2	Medium	48	40.00
3	High	45	37.50
	Total	120	100.00

The data in Table No. 2 concludes that 40 per cent of the respondents have medium knowledge and 37.50 per cent have high knowledge and 22. 50 per cent of the respondents have low knowledge about the schemes provided for mall scale industries.

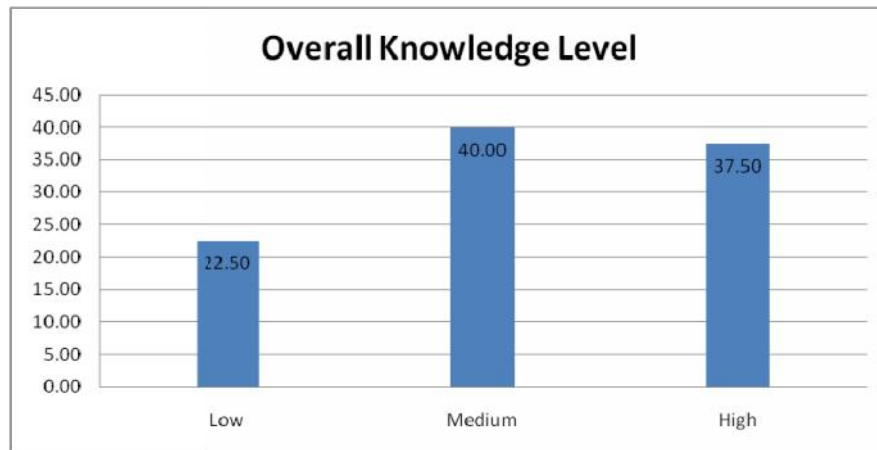


Figure 2: Distribution of Respondents based on their Overall Knowledge Level.

Table 3: Association between Independent Variables with the Level of Knowledge of the Respondents

S. No.	Variables	Correlation Coefficient (r)
1	Age	-0.88234**
2	Education	-0.31188513*
3	Occupation	0.31511194*
4	Land holding	0.835975**
5	Family size	-0.68175**
6	Family type	-0.45959*
7	Economic motivation	0.740998**
8	Source of information	0.34235973*
9	Extension contact	-0.255813953*

*Correlation is significant at the 0.01 level of probability

**Correlation is significant at the 0.05 level of probability.

Relationship between Selected Independent Variables with their Utilization

It was observed in the table that the correlation coefficient variables like age, land holdings, Economic Motivation, family size were positively and significantly correlated with knowledge at 0.05 level of probability. It is also observed that the correlation coefficient variables namely Education, occupation, family type, source of information and extension contacts are positively and significantly correlated with knowledge at 0.01 level of probability. Therefore, Null Hypothesis is rejected.

CONCLUSION

It is concluded that majority of the respondents belongs to low age group (25-35 years) with the percentage of 47.50 percent. It is also concluded that the maximum education qualification of the respondent is graduate and above with 34.17 percent. The majority of the respondents take business as their occupation. Majority of the respondents have large land holdings which are above 1 acre. Majority of the respondent live in nuclear family with small family size of up to 5 members. They have medium economic motivation and also have medium source of information with medium extension contacts. The respondents have medium level of knowledge regarding the schemes provided for them. They have also suggested that the government to should take an initiative to spread the awareness regarding the schemes provided for small scale industries and also suggested to give trainings regarding the new technologies

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