

# A Study on Entrepreneurship Development in Kadhi and Village Industries with Special Reference to Kanyakumari City

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**Abstract:** *Khadi and villages are integral parts of the wide spectrum of small-scale industrial sectors in the Indian rural economy. They play a strategic role in the restructuring and transformation of the economy with a comparatively high capital ratio and a shorter gestation period. Khadi and village industries involve lower investments and greatly suit the economies of developing countries like India. These industries stimulate the growth of entrepreneurship and promote a defused pattern of ownership and location; they make us use a more unskilled labor force and have direct inputs; indigenous raw materials and domestic technology, to a large extent being labor intensive, have immense potential for generating employment; this increases the Fsignificance of Khadi and village industries.*

**Keywords:** Indian rural economy, entrepreneurship development, employment, technology, small-scale industrial development.

## I. INTRODUCTION

“Worldwide MSME’s have been recognized as engines of economic growth and play a significant role in the growth of nations. In India, MSME’s (till recently known as village and small enterprises) account for almost 40 percent of total industrial production, 95 percent of industrial units (along with medium industries), and 34 percent of the exports. They manufacture over 6,000 products, ranging from handloom sarees, carpet, soaps, pickles, and papads to machine parts for large industries. They serve as green field ventures for entrepreneurship development. MSEs (micro and small enterprises) are more than just GDP earners. It is the largest source of employment after agriculture. As instruments of inclusive growth, it touches upon the lives of the most vulnerable, marginalized, women, Muslims, SC’s and ST’s, and the unskilled. The MSME sector enables 650 lakh men, women, and children living in urban slums, upcoming towns, and remote hamlets to use indigenous knowledge, cultural wisdom, and dexterous entrepreneurial skills for the sustenance of their livelihoods.”

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“The village and small industry are integral elements in the national economic structure and planning. The primary object of developing small industries in rural areas is to extend work opportunities, raise income and standards of living, and bring about a balanced and integrated rural economy. In rural areas, traditional industries have to be given immediate consideration. As the rural economy develops, the pattern of rural industries undergoes a steady transformation to satisfy the needs of more advanced characters. These developments will necessarily be spread over a long period; in the mea time, support through legislation and various positive organizations and assistance for existing village industries is absolutely vital to the stability and growth of the village economy. Thus, villages and small industries should not be viewed as a static part of the economy but as a progressive and efficient decentralized sector that is closely integrated with agriculture and large-scale industry. The main considerations that influence the priority

given to villages and small industries in the rural and industrial development programs were set at length in the first five-year plan.”The second five-year plan focused on the need and development of village and small-scale industries, and the role played by this vibrant sector has to be given immediate consideration. As the rural economy develops, the pattern of rural industries undergoes a steady transformation to satisfy the needs of more advanced characters. These developments will necessarily be spread over a long period; in the mean time, support through legislation and various positive organizations and assistance for existing village industries is absolutely vital to the stability and growth of the village economy. Thus, villages and small industries should not be viewed as a static part of the economy but as a progressive and efficient decentralized sector that is closely integrated with agriculture and large-scale industry. The main considerations that influence the priority given to villages and small industries in the rural and industrial development programs were set at length in the first five-year plan.”

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## II. REVIEW OF LITERATURE

Chutia (2019) carried out a study “cottage industries and Gandhian village swaraj”. The author has surveyed 120 persons in Dhakuakhana sub-division of Lakhimpur district of Assam. The main Objectives of the study were to find out the response regarding Gandhian economic principle and Steps taken by gram panchayats for cotton industries, large scale industries and to examine the Economic equality and highlight the Gandhian philosophy prevailing in village swaraj. The author analysed that only 40 percent people were known to Gandhian principles of rural development and 8 Percent people were aware about steps taken by gram panchayat of Assam for development of Cottage industries make the rural people self dependent. While 92 percent people were thought that Gram panchayat has not taken any step. The author examined that 27 percent people were fully aware about decentralization of power, 54 percent and 16 percent people were those which were partially aware and unaware about the power of decentralization respectively. Most of the Respondents were of the view that steps taken by gram panchayat are beneficial, rest of them feel That it has not been able to develop the socio- economic condition of rural people.

Pallabi Dey Purkayastha (2018)<sup>81</sup> in her report to Times of India has mentioned on the conclave Khadi has evolved as a fashion statement. In this report she has focused on the varieties of khadi clothes, their usage by the youth and the promotional measures taken in order to upgrade them by Highlighting.

Pradnya P. Ambre and Sugandha Lad (2017)<sup>79</sup> in their study Khadi –Awareness and Promotion among Youth has pointed out the advantages and disadvantages of khadi shirts. The evolution of Khadi as a symbol of new fashion is also described. Also, the level of awareness.

Dr. D. Anusuya and Mrs. M. Banurekha (2016) in their study that Titled as “A Study on Customer Satisfaction towards the Khadi and Village Industrial Products in Coimbatore District” International Journal of Marketing and Technology, Volume 6, Issue 2. Has found that the credit type of business increased the business of Khadi sector like other industries. Only by diversified products Khadi can develop the sales or else their business model does not meet the growth. In village industry for labours, government may offer some Incentives depend on the production level.

## III. KHADI AND VILLAGE COMMISSION:

Khadi and village commission was set up by the Government of India with a view to assist in building up reserves of raw materials for supply to the producers as well as their processing and thereby creating employment opportunities in the rural sector.

## IV. VILLAGE INDUSTRIES AND KHADI DEVELOPMENT

“The problem of economic development in underdeveloped countries is not capable of evaluating the rate of capital formation, investment, productivity, and output. The broader social environment and economic planning have to be viewed as integral parts of a wider process arising not merely from the development of resources in a narrow technical sense.” Rural industrialization can put an end to several problems in Indian villages. It promotes economic growth and the overall development of rural and backward areas. Rural industrialization has the capabilities of augmenting agricultural production, increasing the capacities of individual production, and promoting the development of agro-

based and rural small-scale industries, which in turn generates employment opportunities in rural and backward areas. Thus, with its capabilities for promoting rural development and employment opportunities, rural industrialization has become an indispensable mode of rural upliftment”.

**V. OBJECTIVES OF KHADI AND VILLAGE INDUSTRIES**

- To study the demographic profile of entrepreneurship development in khadi and village industries.
- To evaluate the satisfaction among the income of khadi and village industries.
- To analyse the issues of khadi and village industries development in the study area confront.

**VI. ANALYSIS**

The variables were analyzed and tables as below:

**Table 1.1: AGE WISE CLASSIFICATION**

S. No	Variable	No. of Respondents	Percentage
1.	Age	21-30	14
		31-40	29
		41_50	26
		51above	18
		Total	87
			16.09
			33.33
			29.88
			20.68
			100

According to the above table(1.1) out of 100 respondents out 18 percent of respondents belongs to the age group of above 51. 29 present of respondents are belong to the age group of 31-40. 14 percent of respondents belongs to the age group of 21-30. 26 percent of respondents belongs to the age group of 41\_50. Here we concluded that the majority of the respondents age are 31\_40

**Table 1.2: RESIDENTIAL STATUS WISE CLASSIFICATION**

S. No	Residence	No. of respondents	Percentage
1	Rural	51	58.6
2	Urban	36	41.4
	Total	87	100

According to the above table(1.2) respondents out of 100 .58 percent respondents are residing in rural areas and 41 percent of respondents are residing in urban areas. Here we concluded that the majority of the respondents are residing in rural areas.

**Table 1.3: Among the income for khadi and village industries.**

S.No	Income	No. of Respondents	Percentage
1	Up to 5000	7	8.04
2	5001-10000	42	48.27
3	10001-20000	28	32.18
4	20001above	10	11.49
	Total	87	100

According to the above table (1.3)respondent out of 100.8.04 percent respondents are get the income up to 5000.11.49 percent respondents are get the income 20,001above.32.18 percent of respondents are get the income 10,001-20,000.48.27 percent of respondents are get the income 5,001-10,000. The majority respondents are get the income 5001-10,000.

**Table 1.4: The issues of Khadi and village industries development.**

S. No	Variable	Respondents	Percentage
1	Price fixation	18	20.68
2	Awareness	12	13.79
3	Marketing places	26	29.88

4	Impact of GST	31	35.7
	Total	87	100

According to the above table (1.4)respondents out of 100.35.7 percent respondents are choosing the impact of GST.20.68 respondents are choosing the price fixation.29.88 respondents are choosing the marketing places. 13.79 respondents are choosing the awareness. The majority respondents are choosing the Impact of GST is the issue khadi and village industries development.

### VII. FINDINGS

18 percent of respondents belongs to the age group of above 51. 29 present of respondents are belong to the age group of 31-40. 14 percent of respondents belongs to the age group of 21-30. 26 percent of respondents belongs to the age group of 41\_50. Here we concluded that the majority of the respondents age are 41\_50.

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### VIII. SUGGESTIONS

The study suggests that there is potential for generating and promoting entrepreneurial resources in the study area. Central and state governments should make concerted efforts to encourage this. Private sector captains can identify, train, and inspire new entrepreneurs. Training facilities should be provided, and public and private sector agencies should create active awareness among young entrepreneurs.

A simplified system of procedures should be implemented to help entrepreneurs achieve their optimum functional levels. Marketing consortiums should be organized for different industries, with Entrepreneurs assigned suitable brand names and marketed accordingly. Adequate subsidies should be provided annually on turnover.

### IX. CONCLUSION

The study concluded that an eco-friendly, pollution-free technology, if used in village-based industries in rural areas. They have provided loans and incentives for the improvement and development of Khadi and village industries and to provide employment opportunities with negligible investment. KVIC's mission is to plan, promote, facilitate, coordinate, and assist in the formation and development of rural Khadi and village industries. KVIC established the Digital India Pavilion at the India International Trade Fair.

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