



MICRO ENTERPRISE DEVELOPMENT: A RESPONSE TO JOB OPPURTUNITY AND ANTI – POVERTY STRATEGY

Ms.T. Mekala

M.com.,M.phil., MBA., NET,(P.hD),

Reg No.11385, P.G. Department and research centre in Commerce, S.T.Hindu College Nagercoil, Affiliated to Manonmaniam Sundaranar University, Abishekapatti, Tirunelveli, Tamil Nadu, India.

ABSTRACT

Poverty and Unemployment are the two major problems that should be overcome for the betterment of the nation and its people. The earlier studies had revealed that poor people are not enough capable of coming out of their disadvantage circumstances on their own. In order to bring them out of their troubles and discomforts, development of micro and small enterprises was focused. Micro enterprises motivate & trigger the enterprises towards self-employment and employment opportunities. But still there is need for more employment opportunities and poverty eradication which can be overcome only by providing more technical assistance, training, micro loans and developing those businesses. State and local government can encourage for more jobs and increase the capacity of enterprises. This can automatically improve the performance of micro enterprises and also insures the development of the country.



KEYWORDS: *Micro Enterprises, Job opportunity, Anti – Poverty Strategy.*

INTRODUCTION

Initiating micro enterprise development all over the world is demonstrating that they are a response to job opportunity and eradication of poverty. Poverty and unemployment are the global challenges which have to be dealt by not only the developing and undeveloped countries but also by the developed countries. Most of the countries have priorities there task in overcoming these challenges and bringing out the poor people out of their poverty. Unemployment is also a vital problem which leads to poverty. These two major problems have to be overcome for the betterment of the nation and its people. The earlier studies had revealed that poor people are not enough capable of coming out of their disadvantage circumstances on their own. In order to bring them out of their troubles and discomforts, development of micro and small enterprises was focused.

REVIEW OF LITERATURE

1. P. Uma highlighting the significance SMEs in economic development in India. The role of small and medium enterprises in economic development of a country can be explained with relevant parameters. "Increase in the number, production, employment and exports over a period of time could be common parameters to adjust the role played by the small enterprises in the country".
2. D. HepzibahVinsyahJeyaseeli, E.Raja Justus(2014), assessed the performance of MSMEs in India in terms of number of enterprises, investment, production, employment and exports. They concluded that MSMEs constitute an important and crucial segment of the industrial sector in the Indian economy. By

contributing to the overall growth of the gross domestic product, employment, generation and exports, the sector is emerged as the engine of growth for Indian economy

3. Kalyan .et.al (2011) in their study entitled, “Competitive performance of micro, small and medium enterprises in India” found that the MSMEs have performed extremely well and enable the country to make the process of providing additional employment and rural industrialization possible.

STATEMENT OF THE PROBLEM

Even though liberalization, privatization and globalization exists in our country there is an essential for the progress and survival of the micro enterprises which in turn expects multifaced, upgraded and talented employees. The micro enterprises and its development will definitely contribute towards job opportunities will an anti-poverty strategy.

MICRO ENTERPRISES

A micro enterprise is a small business that employs fewer numbers of employees and is started with a very lesser amount of capital, mostly functioning at local areas. In developing countries, micro enterprises play a vital role in improving and developing the quality of life of the people in that country. They are individually smaller in size and scope which represent a substantial portion of the economy and employment. Micro enterprises are a business operating on a very small scale, especially one in the developing country that is supported by micro credit.

Table No: 1
Number of Micro enterprises registered during 2007-08 to 2014-15

Year	No. of Registered units
2007-08	451
2008-09	578
2009-10	639
2010-11	1013
2011-12	1318
2012-13	1661
2014-15	2022

Source: District Industrial Profile Kanyakumari (2015-2016)

Table No: 1 depicts the number micro enterprises registered during 2007-08 to 2014-15 in Kanyakumari District. It is clear from the table that there is a constant increase ever year in the number of registered units. This shows the growth of micro enterprises.

Micro enterprises encourage self-employment which seeks loan for start-up. A maximum project cost of Rs.5 lakhs for manufacturing enterprises and Rs.3 lakhs for service enterprises and Rs.1 lakh for business enterprises.

GROWTH RATE OF MICRO ENTERPRISE

Growth rate refers to the percentage change of a specific variable with in a specific timer period. The annual progress report of MSME. Development Institute, Chennai depicts the growth of MSMEs. The report also reveals that the sector produces in all fields, the most prominent among all fields, the most prominent among them are auto ancillaries, textile, engineering products, electronics products, leather products, chemicals, plastics, garments, jewellery etc.

The report also highlights that, there are 12.94 lakhs registered number of units in the state, providing an employment opportunities to about 80.81 lakh persons. Consequent to the introduction of UDYOG AADHAAR MEMORANDUM (UAM) by the ministry of MSME, Tamilnadu has started the UAM implementation w. e. f 21.1.2016. Number of units registered with UAM in Tamilnadu in Kanyakumari

District for micro enterprises in 5529 units, small enterprises is 1006, medium-24 units and total number of units are 6559 units.

MICRO ENTERPRISES AS A RESPONSE TO JOB OPPORTUNITY

Number of Employees of Kanyakumari District generated by micro enterprises is very less.

Table No: 2

Year	Number of Employments
2001-02	2026
2002-03	1316
2003-04	2420
2004-05	818
2005-06	863
2006-07	363
2007-08	538
2008-09	936
2009-10	846
2010-11	1114

Source: Tamilnadu Human Development Report.

Table No: 2 reveals the number of employment of Kanyakumari District during the past 10 years from 2001-02 to 2010-11. It is clear from the table that 2026 number of employments where registered as the highest rate of employment during the past 10 years and 363 during the year 2006-07 is registered as the highly declined period of employment. Later on it faced a gradual increase especially in the year 2010-11 which was recorded as 1114 employments. The employment performance is not at growth level in Kanyakumari District.

DEVELOPMENT OF MICRO ENTERPRISES AS A STRATEGY OF ANTI-POVERTY

Micro enterprises and its development is a powerful tool in reducing poverty and is aimed at helping poor. It develops the financial sector and business strategies

A list of states and Union Territories of India ranked according to poverty as on 16 September 2013. The list is compiled from the Annual Report of Reserve Bank of India published in 2013. It is revealed that, in Tamilnadu 11.28 % of people are below poverty line.

Table No: 3

Year	Incident of Poverty
1973-74	54.94
1977-78	54.79
1983	51.66
1987-88	43.39
1993-94	35.05
1999-2000	21.12

Source: Tamilnadu Human Development Report.

Table No: 3 portrays that the incidence of poverty that the incidence of poverty has been reduced tremendously year by year. In the year 1999-2000 it has been reduced as 21.12 which is the least among all the other years.

FINDINGS

There is a constant increase in the number of registered units of micro enterprises which reveals the growth of micro enterprises.

The employment status or job opportunities in Kanyakumari District from 2001-02 to 2010-11 reveals that the employment perform is not at growth level in Kanyakumari District. Yet during 2010-11 there was a gradual increase in the number of employment from the previous year.

The incidence of poverty is decreasing year by year. In the year 1999-2000 the incidence of poverty is recorded as 21.12 which is the least when compared with all the previous five year of data.

SUGGESTIONS

The employment status of people in Kanyakumari District is not upto the mark. Even though there is a gradual increase in employment MSEs must pay way for more employment opportunities.

Poverty is reducing still 21.12 percent of incidence of poverty is not a good sign for the progress of the country. Micro enterprises are the main source that reduces poverty to a larger extent.

Financial assistance to the existing SMEs to expand and develop their business will lead to more employment opportunities

Entrepreneurship exhibition, free training programs and relaxation in availing loans will create and guide the available entrepreneurial opportunities to future entrepreneurs.

CONCLUSION

Micro enterprises motivate & trigger the enterprises towards self-employment and employment opportunities. But still there is need for more employment opportunities and poverty eradication which can be overcome only by providing more technical assistance, training, micro loans and developing those businesses. State and local government can encourage for more jobs and increase the capacity of enterprises. This can automatically improve the performance of micro enterprises and also insures the development of the country.

REFERENCES

1. M.Sugin Raj, Dr.K.V.Soundara Raja, "A STUDY ON THE PERFORMANCE OF SMALL SCALE SECTORS IN KANYAKUMARI DISTRICT", International Journal of Research- GRANTHAALAYAH, May 2016, ISSN 2350-0530.
2. M.Charles Dayana, Dr.S.Nadarajan, " EMPLOYEES PERCEPTION ON QUALITY OF WORK LIFE IN MICRO SMALL AND MEDIUM ENTERPRISES IN KANYAKUMARI DISTRICT", International journal of Advanced Research in Management, Vol.8, Issue 3, July- Sept 2017, pp.08- 14, ISSN 0976-6332.
3. Dr.M.Julias Ceasar, "MICRO ENTERPRISES: A TOOL FOR SOCIO ECONOMIC DEVELOPMENT OF WOMEN SHGs IN KANYAKUMARI DISTRICT", International Journal of Academic Research and Development, Vol.1, Issue 3, March 2016; pp 08-11.