



ROLE OF DISTRICT INDUSTRIES CENTERS IN CREATING SELF EMPLOYMENT

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ABSTRACT:

The District Industries Centers (DIC's) programme was started in 1978 with a view to providing integrated administrative framework at the district level for promotion of small scale industries in rural areas. The DIC's are envisaged as a single window interacting agency at the district level providing service and support to small entrepreneurs under a single roof. DIC's are the implementing arm of the central and state governments of the various schemes and programmes. Registration of small industries is done at the district industries centre and PMRY (Pradhan Mantri Rojgar Yojana) is also implemented by DIC. The organizational structure of DIC'S consists of General Manager, Functional Managers and Project Managers to provide technical services in the areas relevant to the needs of the district concerned. Management of DIC is done by the state government.

KEYWORDS : District Industries Centers (DIC's) , small entrepreneurs , General Manager, Functional Managers and Project Managers.

FUNCTIONS OF DICS

The DIC's are funded by the State government concerned and the Centre jointly. The Government has provided substantial assistance to the DIC's which can be spent by DICs on construction of an office building, expenditure on furniture, fixtures, equipment, vehicles and other recurring expenses. With this basis facility, DIC's in the district level undertakes various promotional measures with a view to bringing out all development of SME in the district. It starts from exploration of potential entrepreneurs to marketing the products produced by the SMEs. The DICs provide and arrange a package of assistance and facilities for credit guidance, raw materials, training, marketing etc. including the necessary help to unemployed educated young entrepreneurs in general. Thus it may be said that DIC extends promotional, technical, physical, financial, marketing and all other type of services, required for growth and development of SSI. The important functions of DICS are discussed as follow:



1. **Identification of Entrepreneurs:** DIC's develop new entrepreneurs by conducting entrepreneurial motivation programmes throughout the district particularly under SEEUY scheme. DICs also take association of SIS's and TCOs for conducting EDPs.
2. **Provisional Registration:** Entrepreneurs can get provisional registration with DICs which enable them to take all necessary steps to bring the unit into existence. The entrepreneur can get assistance from term lending institutions only after getting provisional registration. The provisional registration is awarded for two years initially and can be renewed every year but only for two times.
3. **Permanent Registration:** When the entrepreneur completes all formalities required to commence the production like selection of site, power connection, installing machinery etc they can apply to DIC for permanent registration. It is only after getting the permanent registration that the entrepreneur can apply for supply of raw materials on concessional rates. Permanent registration is essential to avail all types of benefits extended by the government from time to time.
4. **Purchases of Fixed Assets:** The DIC's recommend loan applications of the prospective entrepreneur to various concerned financial and developmental institutions e.g. NSIC, SISI etc. for the purchase of fixed assets. It also recommend to the commercial banks for meeting the working capital requirement of SSI to run day -to -day operations.
5. **Clearances from Various Departments:** DIC takes the initiative to get clearances from various departments which is essential to start a unit. It even takes follow up measures to get speedy power connection.
6. **Assistance to Village Artisans and Handicrafts:** In spite of inherent talent and ability, village artisans are not better off because they lack financial strength to strive in the competitive market. DIC in support with different lead banks and nationalized banks extends financial support to those artisans.
7. **Incentives and Subsidies:** DIC helps SMEs and rural artisans to subsidies granted by government under various schemes. This boost up the moral as well as the financial capacity of the units to take further developmental activities. The different types of subsidies are power subsidy, interest subsidy for engineers and subsidy under IRDP etc. from various institutions.
8. **Interest Free Sales Tax Loan:** SIDCO provides interest free sales tax loan up to a maximum limit of 8per cent of the total fixed assets for SSI units set up in rural areas. But the sanction order for the same is to be issued by DIC. The DIC recommends the case of SME to National Small Industries Corporation Limited for registration for Government purchase programme.
9. **Assistance of Import and Export:** Government is providing various types of incentives for import and export of specific goods and services. These benefits can be availed by any importer or exporter provided the same is routed through the concerned DIC. Export and import license is also issued to the importer or exporter only on the basis of recommendation of DIC.
10. **Fairs and Exhibitions:** The DIC inspires and facilitates the SSI units to participate in various fairs and exhibitions which are organized by the Government of India and other organizations to give publicity to industrial products. DICs provide free space to SMEs for the display of their products and provide financial assistance for the purpose.
11. **Training Programmes:** DIC organizes training programs to rural entrepreneurs and also assists other institutions or organization imparting training to train the small entrepreneurs.
12. **Self-employment for Unemployed Educated Youth:** The DICs have launched a scheme to assist the educated unemployed youth by providing them facilities for self-employment. The youth should be in the age group of 18 to 35 years with minimum qualification of Metric or Middle with I.T.I. in engineering or Technical Trade. Technocrats and women are given preference.

SELF-EMPLOYMENT SCHEME

1. Recommendation of loan applications under Vajpayee Bankable Scheme
2. Recommendation of loan application under PMEGP Scheme Manav KalyanYojana – Tool kits to artisans.

ROLE OF DISTRICT INDUSTRIES CENTRE IN TAMILNADU

The District Industries Centre is the institution at the district level, which provides all the services and support facilities to the entrepreneurs for setting up Small and Village Industries. This includes identification of suitable schemes, preparation of feasibility reports, arrangements for credit facilities, machinery and equipment, provision of raw materials and extension services. The District Industries Centre has been pursuing the basic objectives by assisting for optimum utilization in existing industries, faster promotion of new Small Scale Industries and Village Industries with a rural bias and by increasing the employment opportunities in industries sector.

The Small entrepreneur required various types of assistance right from the selection of an item for manufacture, inputs like credit, raw materials, power, land and building etc., under the new scheme of District Industries Centre the entrepreneur can get all such assistance through one agency. General Manager heads the District Industries Centre assisted by Manager (Economic Investigation) to look after the survey & statistical work, Cottage Industries and Village Industries and administration and Manager (Materials) to look after Materials and Infrastructure, Exports, Entrepreneurial Development Programme & Training, exclusively for Women and of course, with other supporting staff.

The main functions of District Industries Centre are:

- Conducting Motivation Campaigns in Block level
 - Counseling and guiding the entrepreneurs
 - Issuing Provisional registration for SMEs, manually.
 - Online Provisional registration for Small Scale Industries, through authorized Browsing Centers.
 - Conducting Single Window Committee meeting periodically to get the clearances fast from different agencies like Power, Local body etc.,
 - Preparing technical feasibility report, whenever the financial institutions ask for.
 - Issuing Permanent SME registration for the industry which commenced production
 - Issuing registration certificates for Cottage Industries
 - Issuing registration certificates for Handicrafts Industries.
 - Counseling and guiding the entrepreneurs to start under New Anna Marumalarchi Thittam (NAMT)
 - Granting subsidy on Low Tension Power Tariff @ 30per cent, 20per cent and 10per cent for the first 3 years respectively for the industries set up under NAMT.
 - Granting export compensatory subsidy for leather and electronics industries.
 - Conducting Task force committees to select the beneficiaries under Rural Employment Generation Programme of Khadhi Village Industries Commission and tying up with financial institutions for loan assistance
 - Conducting Task force committees to select the beneficiaries under Prime Minister's Rozgar Yojana scheme for the educated unemployed youth block wise, train them and tying up with financial institutions for loan assistance
 - Conducting Entrepreneur Development Programme at selected institutes to the probable entrepreneurs.
 - Conducting exclusive Entrepreneur Development Programme for women under 5 Lakhs women entrepreneur training scheme.
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- Conducting seminars, workshops, etc., on industrial development related subjects.
 - Formation of Industrial Co-operative Societies in the district
 - Recommending the industries for awards of State & Central Governments
 - Identifying the sick units and declaring them through District Sick Unit Declaration Committee
 - Assisting the SMEs to get their long pending dues from their borrowers through Regional Industry Facilitation Council.
 - Recommending SMEs to get actual users certificate to obtain concession in the rate of customs duty while importing Capital Goods
 - Assisting the entrepreneur to get scarce raw material
 - Assisting the entrepreneur to get the industrial license, if needed
 - Assisting SC/ST entrepreneurs under twenty point programme
 - Conducting regular meeting with local SMEs to solve any particular problem of SMEs.
 - Assisting the banks in recovering the dues from the PMRY beneficiaries by conducting regular recovery campaigns
 - Associating with various departments / Government agencies like TAHDCO, TABCEDCO etc, for the uplift of the entrepreneurs belonging to the socially weaker sections
 - Assisting and guiding the entrepreneurs in exporting through the proposed Export Cell etc.

SCHEMES UNDER DISTRICT INDUSTRIES CENTERS FOR SELF-EMPLOYMENT

The following are the some of the schemes under District Industries Centre (DIC):

1. Prime minister's employment generation program (PMEGP): The objective of this centrally sponsored scheme of Ministry of Micro, Small & Medium Enterprises, and Government of India being implemented since October, 2008 is to provide gainful self-employment opportunities to educated unemployed one's through industrial activities, services and business.

2. Seed money scheme: The scheme focuses to encourage an unemployed person to take up self-employment ventures through industry, service and business, by providing soft loans to meet part of the margin money to avail institutional finance.

3. Dic loan scheme: The aim of the scheme is to generate employment opportunities including self-employment to small units located in towns and rural areas with the population of less than 1 lakh and with the investment on plant & machinery below 2 Lakhs. Such identified micro units falling within the purview of the Small Scale Industries Board and Village Industries, handicrafts, handlooms, Silk & Coir Industries are covered for financial assistance in the form of margin/seed money under the Scheme.

4. Entrepreneurship development training program: The objective of training educated unemployed persons to take up self-employment ventures or skilled wage employment. Entrepreneurs are given guidance related to industry/service/business activities & skill up gradation. Entrepreneurs are also guided in respect of choice of activity, necessities of land, project report, obtaining various no objection certificates, licenses and marketing strategy.

5. District award schemes: To encourage entrepreneurs in establishing small scale enterprises and also to extol them for their success and achievements, the State Government has started honoring such entrepreneurs with District Award Scheme at the district level. Proprietors / Partner's / Directors of enterprises who have obtained EM registration with the concerned District Industries Centre at least three years earlier and in production for two continuous years are eligible for the award. These awards are given to them under the scheme of this District Award scheme.

6. PMRY Scheme: PMRY(Prime Minister Rozgar Yojana) scheme was introduced on the auspicious day of 2nd October, 1993, the birth Anniversary of Mahatma Gandhi all over the country .The main objective of the PMRY scheme was to provide easy subsidized financial assistance to educated unemployed youth for starting their own businesses in the fields like manufacturing, business & service and trade sectors. Firstly the scheme was aimed at providing self-employment to one million educated unemployed youth in the country by making up 7 lakh micro enterprises through inducting service and business ventures within 2 ½ years . The scheme was successfully captured the imagination of the youth. Overwhelmed with the response and ever-increasing need, the Government has confirmed to make it as a permanent scheme and framed modalities & guidelines for its successful implementation and to fulfill the purpose for which it is designed.

OBJECTIVES

- To identify the new entrepreneurs and providing assistance to them regarding their own startup's for eradicating unemployment
- To provide financial and other facilities to Unemployed youths and Womens.
- To rise the complete efforts for industrialization at district level.
- To enhance the rural industrialization and also the development of handicrafts.
- To reach economic equality in multiple areas of the district.
- To allow various government schemes to the new entrepreneurs.
- To desize the regional imbalance of development.
- To make all the necessary facilities to come under one roof.

AREA OF STUDY

Tiruchirappalli in the past Trichinopoly in English, likewise called Tiruchi or Trichy, is a city in the Indian territory of Tamil Nadu and the authoritative base camp of Tiruchirappalli District. It is the fourth biggest civil organization and the fourth biggest urban agglomeration in the state. Found 322 kilometers (200 mi) south of Chennai and 379 kilometers (235 mi) north of Kanyakumari, Tiruchirappalli sits nearly at the geographic focal point of the state. The Kaveri Delta starts 16 kilometers (9.9 mi) west of the city where the Kaveri stream parts into two, shaping the island of Srirangam, which is presently consolidated into the Tiruchirappalli City Municipal Corporation. Involving 167.23 square kilometers (64.57 sq mi), the city was home to 916,857 individuals in 2011.[a]

Tiruchirappalli's written history starts in the third century BC, when it was under the standard of the Cholas. The city has likewise been controlled by the Pandyas, Pallavas, Vijayanagar Empire, Nayak Dynasty, the Carnatic state and the British. The most noticeable recorded landmarks in Tiruchirappalli incorporate the Rockfort, the Ranganathaswamy sanctuary at Srirangam and the Jambukeswarar sanctuary at Thiruvanaikaval. The archeologically significant town of Uraiyur, capital of the Early Cholas, is presently a suburb of

Tiruchirappalli. The city assumed a basic job in the Carnatic Wars (1746–1763) between the British and the French East India organizations.

The city is a significant instructive focus in the province of Tamil Nadu, and houses broadly perceived foundations, for example, the Indian Institute of Management (IIMT),

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