

Impact of Covid-19 on the Women Entrepreneurs of the Textile Business in Tiruppur District

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Abstract

The textile industry in India stands as a crucial agro-based sector that significantly contributes to the national gross domestic product. Tamil Nadu serves as a key hub where the textile industry has flourished in various areas of the Tiruppur District. This sector encompasses different segments including the composite, weaving, spinning, mill, handloom, and power loom sectors, among others. The handloom and power loom sectors are distributed across multiple locations within the Tiruppur District. This industry encounters several challenges. The resolution of these issues and the potential for improvement depend largely on the collaborative efforts of business owners, workers, and government entities. The researcher has chosen to conduct this study to identify the issues and propose potential solutions. The aim of this research is to analyze the various challenges experienced by this sector. The hypotheses focus on the difficulties and opportunities within the industry. The investigation is founded on a sample comprising 165 textile units, including 141 from small enterprises, 8 from medium-sized businesses, and 6 from large establishments. The researcher utilized the Chi-Square Test to assess the hypotheses. The study relies on primary data, and the Chi-Square Test is employed to determine if there is a significant discrepancy in the perspectives of the different respondent groups.

I. INTRODUCTION

India is a rapidly advancing nation. The emergence of a new industrial landscape in India was influenced by the industrial advancements observed in Western nations. The Industrial Revolution in Western countries led to the establishment of extensive industries and the implementation of advanced technology for manufacturing; in contrast, India relied on human and animal labor

to conduct production, which occurred on a very limited scale. Numerous small-scale operations in textiles, oil, metalworking, pottery, woodworking, and jewelry were created on a miniature level. The newly developed technology, which facilitated the rise of large-scale industrial operations, displaced many of the small, localized units found in rural areas of India. After gaining independence in 1947, India faced the challenge of formulating its industrial policy. This led to the establishment of the Industrial Policy Resolutions in 1948 and 1956 and the Licensing Policy introduced in 1971. Throughout the Five-Year Plans, a variety of initiatives were introduced to support small-scale industrial entities, tiny industries, and Khadi and village industries. This approach continued until the implementation of the New Economic Policy, which marked the beginning of liberalization and globalization in India in 1991.

Impact of COVID-19 on Women Entrepreneurs

It has been noted that over 99 percent of female entrepreneurs acknowledge that the COVID-19 pandemic has had a substantial effect on their businesses. In terms of the degree of this impact, more than 63 percent felt that it had a severe effect, with an additional 20 percent reporting a moderate impact. A thorough examination of various types of businesses and the level of losses across four distinct scales revealed that the proportion of enterprises facing severe impacts was the highest among all categories. By categorizing the percentage of loss into four groups, the effects of COVID-19 on business orders before and after the pandemic were assessed and reported. It was discovered that overall, more than 60 percent of orders dropped following COVID-19 compared to the orders received prior to the lockdown. Analysis based on different countries highlighted that Bhutan experienced the most significant decline in business orders after COVID-19, with a reduction of 74 percent, followed by India at 63 percent, Bangladesh at 56 percent, and Nepal at 35 percent. There were varied responses to the following question regarding foreign business orders. Over 39 percent of respondents mentioned that this question was not applicable to them, 29 percent claimed they did not receive any orders, while 17 percent indicated a decrease in orders from abroad, and 2 percent stated that their orders had been somewhat impacted. Consequently, the businesses surveyed primarily engaged in trade within the domestic market.

Review of the study

Dharam Kumar, Nag and Venkatraman (1965) in their research titled “Resource Allocation in the Cotton Textile Industry” features three distinct analyses focusing on various elements of the Cotton Textile Sector. The investigation conducted by Mrs. Kumar addresses the dilemma of selecting from diverse types of textiles with an emphasis on reducing foreign exchange costs. Since 1947, the output

of raw cotton has fallen short of meeting the demands of the textile sector, and in certain years, the deficit has been significant enough to necessitate imports ranging from 10 to 13 lakh bales. Consequently, she aims to explore the guidelines for distributing the overall targets across various fiber types. The aspect of limiting foreign exchange utilization is vital, as calculations show that the expenses related to importing machinery, raw materials, and intermediates essential for textile production are exceedingly high. For instance, during the Second Plan period, imports solely for the cotton textile sector reached Rs. 430 crores.

Roshankumar Bhigania (2011) in his work titled “Managing Small Scale Industries” provides an overview of Small-Scale Industries and thoroughly examines the numerous challenges faced by Small Scale Industries in Marathwada, specifically pertaining to the Nanded district. He states that India is a nation in development, with nearly eighty-five percent of its regions being fully developed. With substantial efforts, it is anticipated that India will transition into a developed nation by 2020 AD, primarily due to industrial growth. Bhigania asserts, “The small-scale industries are crucial to the industrialization of a developing nation. This importance arises from their labor-intensive nature which generates substantial immediate employment and demonstrates a relatively higher labor-to-capital ratio.

From the previously mentioned review, it seems that the financial aspects of term-lending entities have drawn some interest from researchers. Likewise, partial investigations regarding the function of training opportunities in various state-supported organizations on entrepreneurial growth have been documented. Nonetheless, a comprehensive perspective of the network encompassing financing, promotional, and training entities has yet to be addressed at both the national and regional levels. This lack of integrated analysis is particularly pronounced in the hilly state of Tamil Nadu, where studies have generally focused on industrialization from a macro viewpoint, neglecting the significance of entrepreneurship as an essential component of industrial progression.

Need of the Study

Currently, the textile sector in India plays a vital role in both the national economy and the global textile market. Its significance in the Indian economy is reflected through its impact on industrial output, job creation, and earnings from foreign exchange. Additionally, this industry makes notable contributions to worldwide textile fiber and yarn production, including jute. Within the global textile context, it stands as the top jute producer, the second in silk, the third in cotton and cellulosic fiber/yarn, and ranks fifth for synthetic fiber production. This industry addresses one of the fundamental needs of individuals and is crucial in supporting continual growth to enhance living standards. Moreover, the Indian Government has introduced new initiatives in the Annual Plan for 2007-08 aimed at enhancing

the textile industry. These initiatives include programs aimed at promoting foreign investment to encourage direct investments in textiles, apparel, and related machinery. Therefore, analyzing the current trends is essential. Challenges and Opportunities. The following research inquiries have been established by the researcher in relation to the ongoing study.

1. Have the elements related to the Textile Industry had a significant impact on the Challenges and Opportunities?
2. What is the significance of the textile industry?

Significance of the Problem under Study

Textile sectors have played a crucial role in driving economic expansion and advancement. India already boasts a solid framework of small-scale industries in areas like textiles, jute, sugar, gur, edible oils, and both gems and jewelry. These sectors thrive due to several benefits, including labor-intensive production, reliance on traditional energy sources, minimal capital costs, employment of unskilled workers, proximity to local markets, and straightforward manufacturing methods, among others. As a result of these benefits, textile industries have a unique edge in generating employment and fulfilling local market demands. In light of this, Mahatma Gandhi advocated for Khadi and Village Industries as a strategy for job creation and promoting economic progress. Since the launch of the Industrial Policy in 1948, the Government of India has provided tailored incentives to encourage small-scale industries. Despite this support, these sectors encounter various challenges, such as infrastructure issues, labor availability, power supply, technical assistance, marketing opportunities, transportation, storage, and access to financing, among others. The textile enterprises located in Tiruppur District are encountering these numerous challenges, and the future of this industry relies on collaborative efforts from both business owners and the government.

Objectives of the Study

1. To analyze the effects of COVID-19 on female entrepreneurs within the textile sector.
2. To explore the future potential of textile businesses in Tiruppur District.
3. To investigate the diverse challenges posed by COVID-19 on female entrepreneurs in the textile sector.

Hypothesis of the study

1. H0) There is association between socio-economic status of the workers and Covid-19 of women entrepreneurs.
2. H1) There is no association between socio-economic status of the workers and Covid-19 of women entrepreneurs.

Research Methodology

This research represents an observational field survey of a descriptive nature. Consequently, the investigator has employed an appropriate methodology utilizing both primary and secondary information. A defined course of action is necessary for each research project, as the results hinge on the methods implemented during the investigation. The method selected by the researcher is the one that has been executed. The analysis relies on both primary and secondary information. Additionally, it offers a comparative study of the viewpoints of those working in the textile industry alongside those of owners and managers concerning the industry's status and challenges.

Primary Data

Data was gathered through surveys, organized questionnaires, and interviews conducted with participants. The influence of COVID-19 on female business owners in the textile sector. The researcher developed two distinct questionnaires to obtain the essential information needed for the research.

Secondary Data

The secondary data will be sourced from multiple places including governmental organizations, District Industrial Centers, the District Gazette, officially published records, and textile industry reports within Tiruppur District. A variety of reports from the economic survey of Tiruppur District in Tamil Nadu, India. Numerous socio-economic review reports, district statistical summaries, books, academic journals, articles, newspapers, and various online resources.

Selection of Sample

This study focuses on the textile sector in Tiruppur District, part of Tamil Nadu. All textile firms located in Tiruppur District constitute the population for this research. The population for the study is defined as follows: Industries based on textiles.

S.No	Operations	Number of Units
1	Knitting Units	1500
2	Dyeing and Bleaching	700
3	Fabric Printing	500
4	Garment Making	2500
5	Embroidery	250
6	Other Ancillary Units	500
7	Compacting and Calendaring	300
8	Total	6250
	Sample Size 10% of above	625

Statistical Tools Applied

In order to obtain an accurate outcome from the research, the investigator utilized the following statistical methods: Structural Equation Modeling, Discriminant Analysis, Percentage Analysis, One-Way ANOVA (F-Statistics), Paired Sample “t” Test, Karl Pearson Correlation, and Multiple Regression Analysis.

Limitations of the Study

This survey research has several limitations. Among these was a sample size that failed to adequately represent the broader population of the study, as well as the chosen methodology. The researcher solely employed the simple random sampling technique to select the participants. Future studies could explore more meaningful constructs by incorporating alternative sampling strategies and tools to produce different results that would benefit researchers and the relevant audience.

Scope of the Study

The current study provides an analytical overview of the effects and status of Covid-19 on female entrepreneurs working in the textile industry. This research focuses on handloom textile units located across various areas of the Tiruppur District. The growth and sustainability of these textile units are closely linked to the availability of infrastructure. This analysis includes a detailed examination of the status of diverse infrastructural facilities along with related challenges from the perspectives of both owners/directors and employees. The investigator has examined the status and challenges faced by textile units in Tiruppur District concerning operational issues. In the context of globalization, competition amongst textile units has intensified. This competition arises not only from the organized sector within the country but also from international competitors. The research encompasses a range of concerns associated with the marketing status and challenges faced by textile products.

Conceptual Framework

Figure – 1
Conceptual Framework

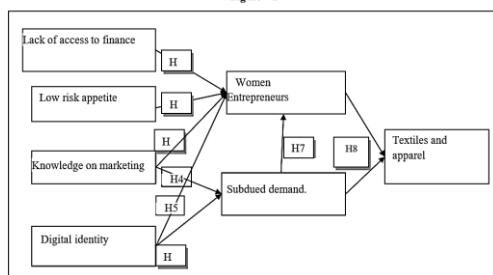


Table 1
Demographic characteristic of women entrepreneurs

Demographic	women entrepreneurs	Frequency	%
Age	Below 20years	27	13.10
	Between 20-30 years	76	36.89
	Between 30-40 years	69	33.5
	Above 40	34	16.5
Occupation	Student	35	17.0
	Professional	40	19.40
	Business	32	3.40
	Employed	99	48.06
Education	UG	97	47.10
	PG	92	44.70
	Professionals	14	6.80
	Others	3	1.50
Monthlyincome	Less than 20,000	96	46.60
	20,000-30,000	47	22.80
	30,000-40,000	22	10.70
	40,000 and above	41	19.90
Maritalstatus	Unmarried	97	47.10
	Married	109	52.90
Total		206	100%

Source: Primary data

Women entrepreneurs' age is a key demographic variable that influences is one the significant factor for sustainable socio-economic development. Especially, development of women is inviting special significance because many small and medium firms are well operated through women and though it is less recognized. In order to ensure better support from various levels, it is necessary to understand, A whopping 36.89 percent of Women entrepreneurs are in the 20–30 age groups, while only 33.5 percent of women entrepreneurs were in the 30 -40 age, 16.5 percent were beyond the age of 40, and 13.10 percent were under 20 years. In order to measure the background of women entrepreneurs is determined. Out of the 206 respondents, 48.06% of Women entrepreneurs were employed, followed by Professionals accounted for 19.40 % of women entrepreneurs whereas 17% of the respondents were students, and remaining 3.40%of respondents are engaged in Business. This shows most of the women entrepreneurs were employed.

Table 2
The influences of ranking impact of covid-19 on the women entrepreneurs of the textile business

Attributes	Weighted Average Mean	Rank
Types of Enterprises and Extent of Loss	4.70	3
Distribution of Enterprises and Loss	4.34	6
Survival of Enterprises in the Context of Pandemic	4.85	1
Survival Period of Industries	4.75	2
Possible Threats After Lockdown on Industry	4.50	5
Source of Loans	4.28	7
Use of Digital Platforms to Sustain Business	4.21	8
Challenges to Cope with the Crisis	4.58	4

Source: Primary data

The Survival of Enterprises in the context of pandemic (4.85) is the most problems of women entrepreneurs followed by types of enterprises and extent of loss (4.70), challenges to cope with the crisis (4.58), possible threats after lockdown on industry (4.50), after-sale (4.34), source of loans (4.28), and use of digital platforms to sustain business (4.21) women entrepreneurs of the textile business because of the assortment of products accessible, product pricing, and challenges to cope with the crisis, according to the findings

Factor Analysis

Compounded analysis is a statistical process for discovering limited items of factors that can be used to indicate correlations between groups of related variables.

Table 3
Reliability Analysis Results

Results	
Cronbach's consumer attitudes alpha value	Items
.851	15

Reliability refers to the likelihood of getting the same result if a measurement is repeated. A researcher can develop a scale of those dimensions to measure the factor study as a whole using Cronbach's alpha for internal reliability of a series of questions after finding the dimensions underlying a factor (scales) cronbach's. The impact of covid-19 on the women entrepreneurs of the textile business has an alpha value of 0.851. (85.1%). It is a very good acceptable value level.

Table 4
Kaiser-Meyer-Olkin (KMO) Sampling Adequacy Measure Statistics

Bartlett's Test and KMO		
Kaiser-Meyer-Olkin Sampling Adequacy Measure	.804	
The Sphericity Test by Bartlett	1711.452	2745.638
	325	630
	.000	.000

The Kaiser-Meyer-Olkin (KMO) value measures the sampling sufficiency of a variable, indicating how much of its volatility is related to underlying variables. If the value is close up to 1.0, a factor analysis can be useful. If the value is less than 0.50, the factor analysis result will most likely be useless. In this study, the KMO Sampling Adequacy Measure value is 0.804. This indicates that there is a high level of sufficiency.

Table 5
Total Variance

Total Variance Explained						
Element	Loading Extraction of Sums of Square			Loading of Rotation Sums of Square		
	Total	Variance %	Cumulative %	Total	Variance %	Cumulative %
1	7.032	23.441	33.481	3.523	9.451	8.444
2	2.940	7.466	39.906	3.441	9.240	26.714
3	2.736	8.787	45.693	3.341	8.775	34.449
4	2.577	7.257	50.950	3.258	8.354	41.843
5	2.475	5.917	55.868	3.863	7.339	48.152
6	2.318	6.394	60.262	3.768	6.886	53.978
7	2.269	5.230	64.492	2.701	6.651	59.649

The total variation explained for the 7 extracted components is 59.649 percent, as shown in the table above

Rotated Component Matrix

15 elements were reduced to 7 important factors that affect the study based on these loadings. Positive numbers represent effective and appropriate manner on the recovered components, whereas negative sign represent inverse connections. Consumer variables from the survey were divided into seven groups based on the highest Element Matrix loadings of statement, as shown:

Table 6
Component Rotated Matrix

Component Elements	1	2	3	4	5	6	7
Types of Enterprises and Extent of Loss	.767						
Distribution of Enterprises and Loss	.752						
Survival of Enterprises in the Context of Pandemic	.759						
Survival Period Of Industries	.746						
Possible Threats After Lockdown on Industry	.668						
Source of Loans		.765					
Use of Digital Platforms to Sustain Business		.755					
Challenges to Cope with the Crisis		.669					
Problem of Old Land & Building		.634					
Problem of Road Structure		.463					
Problem of Electricity			.766				
Problem of Intermediate Material			.756				
Problem of Thread				.789			
Problem of Pollution of Bleaching				.644			
Problem of Unclean Condition				.566			

Factors

The following components are extracted in the factor analysis. They are Convenience, Road Structure, Electricity, Intermediate Material, Thread, Pollution of Bleaching and Unclean Condition Convenience is at the essence of Tiruppur District is a densely populated area. The road structure is old style. There are narrow roads in the interior parts of the city. Textile units are situated in various areas where the approach roads are not good. Road structure is one of the great problems of the textile industry 52 (18.44%) have reported that the problem of Road Structure is severe, whereas, 76 (26.95%) have opined that the same is moderately severe. On the other hand, 93 (32.98%) have expressed the opinion that the problem of Road Structure is average whereas, 31 (10.99%) have expressed the opinion that the problem of Road Structure is moderately average and 30 (10.64%) have given the opinion that there is no problem regarding Road Structure. Out of the 228 owners/directors of medium and large textile units in Tiruppur District 4 (8.33%) have reported that the problem of electricity is severe, whereas, 9 (18.75%) have opined that the same is moderately severe. On the other hand, 18 (37.50%) have expressed the opinion that the problem of electricity is average whereas, 13 (27.08%) have expressed the opinion that the problem of electricity is moderately average and

4 (8.33%) have given the opinion that there is no problem regarding electricity. Out of the 282 owners/directors of small textile units in Tiruppur District 69 (24.47%) have reported that the problem of Long Staple Cotton is severe, whereas, 86 (30.50%) have opined that the same is moderately severe. On the other hand, 74 (26.24%) have expressed the opinion that the problem of Long Staple Cotton is average whereas, 32 (11.35%) have expressed the opinion that the problem of Long Staple Cotton is moderately average and 21 (7.45%) have given the opinion that there is no problem regarding Long Staple Cotton. 71 (25.18%) have reported that the problem of Intermediate Material is severe, whereas, 96 (34.04%) have opined that the same is moderately severe. On the other hand, 63 (22.34%) have expressed the opinion that the problem of Intermediate Material is average whereas, 32 (11.35%) have expressed the opinion that the problem of Intermediate Material is moderately average and 20 (7.09%) have given the opinion that there is no problem regarding Intermediate Material. 56 (19.86%) have reported that the problem of Thread is severe, whereas, 71 (25.18%) have opined that the same is moderately severe. On the other hand, 97 (34.40%) have expressed the opinion that the problem of Thread is average whereas, 34 (12.06%) have expressed the opinion that the problem of Thread is moderately average and 24 (8.51%) have given the opinion that there is no problem regarding Thread. 68 (24.11%) have reported that the problem of Bleaching Material is severe, whereas, 82 (29.08%) have opined that the same is moderately severe. On the other hand, 63 (22.34%) have expressed the opinion that the problem of Bleaching Material is average whereas, 41 (14.54%) have expressed the opinion that the problem of Bleaching Material is moderately average and 28 (9.93%) have given the opinion that there is no problem regarding Bleaching Material.

Table 7
Descriptive Statistics and Tests of Normality for women entrepreneurs of the textile business

Items	Descriptive Statistics						Tests of Normality			
	Mean		Std. Deviation	Variance	Skewness	Kurtosis	Kolmogorov-Smirnov ^a		Shapiro-Wilk	
	Statistic	Std. Error	Statistic	Statistic	Statistic (Std. Error = 0.169)	Statistic (Std. Error = 337)	Statistic (df = 206)	Sig.	Statistic (df = 206)	Sig.
Types of Enterprises and Extent of Loss	3.990	.0541	.777	.605	-.802	.802	0.160	0.000	0.922	0.000
Distribution of Enterprises and Loss	3.837	.0610	.875	.767	-.637	.295	0.101	0.000	0.938	0.000

Survival of Enterprises in the Context of Pandemic	4.073	.0557	.799	.639	-.843	.692	0.129	0.000	0.907	0.000
Survival Period of Industries	4.123	.0508	.729	.532	-1.01	1.551	0.125	0.000	0.909	0.000
Possible Threats After Lockdown on Industry	4.105	.0519	.746	.556	-.905	1.147	0.167	0.000	0.907	0.000
Source of Loans	4.106	.0403	.577	.335	-.922	1.962	0.142	0.000	0.929	0.000
Use of Digital Platforms to Sustain Business	4.203	.0452	.649	.421	-.899	-1.919	0.130	0.000	0.913	0.000
a. Lilliefors Significance Correction										

Table 7 demonstrates that the mean values in descriptive statistics for certain aspects of women entrepreneurs of the textile business, such as Types of Enterprises and Extent of Loss (3.990), Distribution of Enterprises and Loss (3.834), Survival of Enterprises in the Context of Pandemic (4.073), Survival Period of Industries (4.132), Possible Threats After Lockdown on Industry (4.105), Source of Loans (4.106), and Use of Digital Platforms to Sustain Business, are higher than the standard deviation value, demonstrating the robustness of the variables under consideration in the study's distribution. When using the Shapiro-Wilk and Kolmogorov tests to determine whether the data are normally distributed, p-values of less than 0.05 indicate that the data are normally distributed. Women entrepreneurs have a small negative skewness and are less than 1 recommended value. Also, the Kurtosis values for these variables are less than 3, which support the idea that the study's measuring scale has a normal distribution.

Measurement model

AMOS was used to compute a confirmatory factor analysis in order to test the measurement models. Factor loadings for each item were evaluated in accordance with confirmatory factor analysis. The model's overall goodness of fit was evaluated using the model fit metrics (CMIN/df, CFI, GFI, TLI, SRMR AND RMSEA), and all values fell inside their respective common acceptance levels (Bentler, 1990; Hu and Bentler, 1998; Ullman, 2001).

II. CONCLUSION

The problem of old land & building is persistent in the textile units in Tiruppur District it is recommended that immediate steps should be taken for renovation of the building with a view to improve the safety of workers. As the problem of obsolete plant and machinery is also continued in the textile units in Tiruppur District, it is recommended that the old machinery should be replaced by latest automatic machineries with a view to increase productivity and quality. It is recommended that the roads should be kept in good conditions, repaired from time to time wherever necessary the government should also take necessary steps in this direction. The problem of water is very serious in Tiruppur District particularly in the industrial area. Special arrangements of water are necessary. Rainwater harvesting is recommended. Similarly, disposal of sewage water should also be managed properly. Load shading is also a hurdle for productivity and quality. Textile units are recommended to have their own electricity generation plants and MSEB should also take necessary steps to help the textile units in this direction. Solar energy sources can be developed by the textile units using its roof top. It is recommended that the association of textile units should have a special training centre which can provide hands on training to the workers with a view to improve their skills. It is recommended that unskilled workers should be trained under the skilled workers. Similarly, retired workers having good skills can be appointed to guide the present workers. It is recommended that workers should be promoted to improve their qualifications. The owners of the textile units are recommended to develop welfare facilities for the workers like club house, canteen, crèche, baby feeding centers, smoking rooms, retiring rooms etc. The government policy regarding textile units has to be revised time to time in the light of changing international environment under the New Economic Policy. The basic problem of textile industry in India is that of availability of long staple cotton. This issue belongs to agricultural sector. It is necessary to provide good quality seed and irrigation facilities to the farmers. Textile industry in Tiruppur District in spite of the new trends of Globalization, Privatization and Liberalization is suffering from the domination of trade unions. The trade union activities are to be regulated by sufficient provisions in the Industrial Disputes Act. This can provide security to the textile industries and the shut downs will be comparatively less. It is also suggested that the government should consider rehabilitation of sick units with a liberal point of view. A number of textile units are working below breakeven point and it is necessary to provide impetus to the same. It is suggested that, the banks and financial institutions have also to be more liberal with reference to settlement of NPAs. Penal interest rates can be reduced. Additional working capital finance can also be provided in deserving cases. It is also suggested to have a central training institute for the textile workers with a view to improve their skills. New and new machinery is coming. It can also be adopted. Thus, the present

study is a microscopic study of the problems and prospects of textile industries in Tiruppur District. The age-old industry in India is now on the verge of decay. Efforts have to be made for uplifting the same. It is hoped that the government will take suitable steps in coordination with the industrialists in this sector.

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