

MSME SECTOR IN ODISHA

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INTRODUCTION

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In the era of Globalization, consumption has been increased whether it is goods or services. Consumption needs production. Production is a manufacturing process in which, capital, manpower, materials and above all entrepreneur are essential elements. Further industrialization and economic development go hand in hand. In the industrial revolution process, Micro, Small and Medium sector plays significant role. Within the limited capital, limited manpower and with the available local materials, one entrepreneur can start production and as such can participate in the process of industrial revolution. Micro, Small & Medium Enterprises (MSME) sector provides second largest employment opportunities after the agriculture sector. In Odisha, MSME sector contributes more than 40 percent growth in the production. Specially educated youth gets an opportunity to prove their talents through MSME sector and can manage their bread & butter. After launching the skill development programme, more skilled man power are now available in the job market. In Odisha, a separate Department has been created realizing the significance of MSME sector to facilitate, promote & encourage the sector. Access to free trade global market, skilled man power, varieties of resources and a positive business environment, MSME sector have now become more attractive in Odisha. Not only Odisha, each & every state of our country, are in a process of encouraging MSME sector in order to strengthen their state economy as well as national economy. In the National level, Govt. of India, has established a separate Department for promotion of MSME sector. Recently Govt.of India has lauded for MSME sector in BRICS Conference. The MNCs with their large scale production & automation, are able to produce low cost products, which ruins our small scale industries as well as our culture & tradition. As a result, our economy, culture & tradition are in danger. In order to compete with the MNCs, a new Industrial policy has been launched to revive our economy, culture, tradition as well as to create more job opportunities for our educated youth.

MSME SECTOR: Micro, Small & Medium Enterprises are the small scale business sectors. The Micro sector is the very small scale enterprises which include investment capacity up to 25 lakhs. Similarly, small scale enterprises are not large size, but a small business house having investment capacity above 25 lakhs to 5 crores. The Medium scale enterprises is an average size business house having investment capacity above 5 crores to 10 crores.

In Odisha, both The Odisha Small Industries Corporation (OSIC) and Khadi & Village Industry Commission (KVIC) jointly working on MSME sector. There are various clusters identified for product specific zones in accordance with the available materials & resources in that zonal area.

Among the various products, Rice based products, Engineering, Cashew, Pharmaceutical, Plastic & Polymer, Ready-made Garments, Agro & Food Processing, Spices, Stone wares, Wood carving, Brass Bell Metals, Leather Products, Chemical, Mechanical, Metallurgy, Electrical & Electronics, Glass & Ceramics, Filigree, Salt Products, coir products etc, are some of the products for MSME Sector.

MSME SECTOR IN ODISHA: The historical state Odisha is a treasure of natural resources. It has a vast tradition, grand heritage & huge potential for MSME sector. It is situated geographically advantaged position having large coastline of about 480 k.m. It has South Eastern Coastal Railway line, Road network like NH5, Express Highway, Four lane wide Roads and Sophisticated Biju Pattnayak International Airport, surrounded by friendly neighboring states of Andhra Pradesh, Chhattisgarh, Paschimang, Bihar, Jharkhand and Telengana. The holy state has also The Lord Jagannath Temple, The Sun Temple, highest mountain, Perennial River, Natural resources and above all a stable vibrant Government of last 17 years.

Taking the advantages of land, water, mountain, mines, minerals, so many central PSUs like HAL, NALCO, RSP, IRE, MCL, NTPC, IOC, PPT and Private giant companies like TATA, Vedant Resources, Aditya Birla, Jindal Steel, Essarsteel etc. have established their units.

For promotion of Medium & Large scale industries, IPICOL was established in 1973. For promotion of Medium & small scale industries, MSME Development Institute under the guidance of Development commissioner has been established at Cuttack & Regional Office at Rourkela & Rayagada.

The MSME Development Policy 2016 has been formulated by the Govt. of Odisha in order to encourage & provide subsidy to entrepreneur among SC, ST, PWD and Women across the state. Besides, additional subsidy for setting up MSME sector at industrially backward Districts of Koraput, Bolangir, Kandhamal, Rayagada, Nabarangpur, Nuapada, Malkangiri & Gajapati are being provided.

The Policy has been designed keeping in pace with the Global trend. The main aim is to enhance export which has been increased to 45 percent.

A Small Entrepreneur of Odisha is now well known in the global market. The products of a small scale industry are getting popular in more than 60 countries. The business target for MSME Sector in 2015-16 was 60,000 crores with an investment target of 3, 60,000 crores and employment generation of more than 3 lakhs.

International and National Trade Exhibition have a great importance for business houses. Different states send their exhibits. Odisha has been taking part in different trade fairs and has attracted the global community. Hence business have been increased tremendously due to exhibition, seminar, workshop and opening of special showrooms with bumper offer and discount. Further e-Bazar portal for MSME marketing has been launched for export potential.

The MSME Trade Fair in Odisha was held from 5th-10th March 2017. The Make in Odisha Conclave was organized from 30th November to 12th December 2016. The starts up portal was launched on 1st May 2017 website named www.startsupodisha.gov.in with Toll-free Phone No 18003457100.

In Odisha, State level Awards are being given annually to encourage the MSME Sector. There are various categories for prize winners like Highest Turnover, Highest Employment, Innovative Technology, Environment friendly business, Registration for patents, organization of seminars etc.

There are various institutions in Odisha which provides basic knowledge and training to persons working in MSME Sector. Entrepreneurship Development Centre, Institute of Higher Learning, Technical Institutes, Industrial Training Institutes, Skill Development Centers, Skill Up-gradation Training Centers etc. are some of them.

Most of the States are getting credit from Govt. of India to MSME sectors through various schemes such as, PMEGP (Prime Minister Employment Generation Programme), PMMY (Pradhan Mantri Mudra Yojana) and CLCSS (Credit Linked Capital Subsidy Scheme). Besides, SIDBI, DCB, NABARD and many other Banks & Financial institutions are providing finance to MSME Sectors. The mineral rich state

Odisha, is now working for the development of industries in general and MSME Sector in particular. Emphasis has been given to “Made in Odisha” brand as global recognition. State Industries & MSME Hon’ble Minister Sri Prafulla Samal, under the guidance of State Hon’ble Chief Minister Sri Nabin Pattanayak, is now working on MSME Sector as a pilot project basis. As a result export has been increased and near about 1700 units have been added in MSME Sector.

CONCLUSION: Education provides knowledge, skill, and a basic training for development of personality, strength and makes a person employable. In the present competitive world, one may not get a permanent salaried job. But, there are ample opportunities in the free economic world to prove talents. There is no limitation to earn money. In this connection, MSME sectors provide huge opportunity to educated youths especially skilled persons. So, when consumption is increased and global demand for goods and services enhanced tremendously, one can grab the opportunity to prove oneself in MSME Sector. In Odisha, the government is working sincerely to solve employment problem, to eradicate poverty, to encourage small scale industries, to promote local Artisans, especially all round development of our state. Special emphasis has been given to MSME Sectors with the available local resources and man power. The whole state has been divided into various clusters to establish Micro, small and medium enterprises as per the demand and availability of raw materials.

The increased talented youths can be absorbed in the MSME Sectors in order to solve the problem of employment. In the 12th Five Year plan 2012-2016, emphasis was given to MSME Sectors in order to achieve faster and sustainable growth. The present NITI Aayog put emphasis on village & cottage industry, especially MSME Sector, Make in India, knowledge & innovation hub, cooperative & competitive Federalism, Safe India, Green India, Skill India, Ease of Doing Business, Swachha Bharat, Jan Dhan Yojana, Mudra Yojana etc. for the growth of our economy & development of our Nation.

The MSME Sector can not only protect our economy but also protect from the claws of MNCs. The target for Swadeshi can only be achieved through these sector. Our tradition, culture, taste, habits, choice etc. can be restored through these sector. Due to advancement of new technology, man become obsolete. Machine replaces man. The computer, robot etc. are working round the clock. In this juncture, MSME Sector provides large number of employment directly and indirectly. Both at the National level and state level, MSME Sector in India is growing at a satisfactory growth rate. In the State of Odisha, the future of the MSME Sector is bright and the mineral rich State is no doubt, will supersede

the other states.

Last but not the least, it can be said that, proper implementation of policies, timely decisive actions, supply of proper raw materials, fruitful training, provision of timely finance, required subsidy, provision of essential infrastructure and positive attitude of state government towards the requirements of the MSME Sector, will no doubt create a history in Odisha for economic growth, alleviation of poverty, solving the problems of unemployment, global recognition of local Artisan, proper utilization of local resources and as such “Made in Odisha” brand will get global recognition.

Jai Jagannath

Bande Utkal Janani