

ISSUES FACED BY SMALL AND MEDIUM ENTERPRISES IN THANJAVUR

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Abstract

The government had reserved certain items for exclusive production by small scale industries. Large scale enterprises were not allowed to produce the items which were reserved for the SSI sector with the opening up of the economy and following the principles of liberalization & globalization, many items have been successively de-reserved. Therefore, small scale industries have to now counter the twin forces of competition from India large scale enterprises as well as foreign competitions. This research all about issues of small scale industries and data collected from 30 responded.

1. INTRODUCTION

A small and medium scale entrepreneurs are facing lot of problems. They are facing the day to day challenges like some financial problems, limited resources, competitions and many more problems should be facing as a entrepreneurs. In this research what are the challenges and issues are facing being as an entrepreneur.

2. LITERATURE REVIEW

NAGANATHAN (2013)

The research is based on Indian retail industries market analysis issues, challenges and its opportunity for the 21st century a total sample size of 200 will be collected, in which 100 of the samples were conducted in Chennai and 100 from Bangalore. The outcome is all the end it is time that will judge the implementation of the FDI 51% in retail

VIDUSHI HANDA (2012)

This study is retail sector in India Issues & challenges. The author is using the secondary data collecting for this study. Outcome is India at the crossroads with regard to the retail sector. Several emerging market economies have gone ahead and reaped the benefits of modern retail.

RAJIB LAHIRI (2012)

This paper depends on problems and prospects of micro small and medium enterprises (MSME) in India in the era of globalization. Data used in the study are secondary in nature and mostly collected from the annual reports published by the ministry of micro medium enterprises. Outcome the MSME in India face tough situation due to extreme competition from

large industries due to withdrawal of subsidy, lack of infrastructure, anti-dumping policy challenges on product standardization, total quality management etc.

SANTHANALAKSHMI (2013)

This research paper depends on problem and prospects of micro small medium scale enterprises in India this author secondary data collecting for this research. The research revolves small and medium enterprises (SME) contribute to economic development in various ways such as creating employment opportunities for rural and under population.

CHANDRAIAH, VANI (2014)

This research paper depends on the problems of MSME's sector in India an analytical study. The author collects the data & information from central government website. The result of the paper is the overall performance and contribution of small scale industries to Indian economy is described in terms of its absolute growth of in this units, employment, production and exports. The MSME development act 2006 perhaps is the most crucial of the recent policy changes. The formulation and implementations of policies.

3. RESEARCH METHODOLOGY

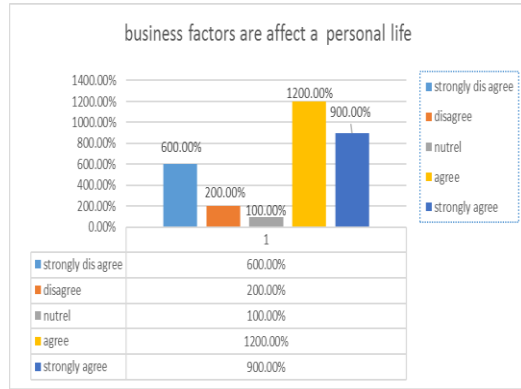
The method of research utilized in descriptive research are serve method.

DATA COLLECTION:

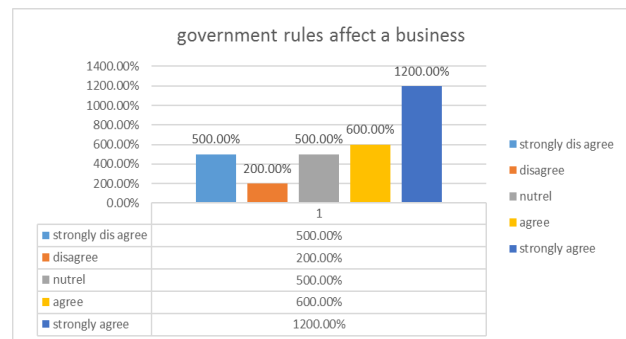
Primary data from news paper, articles, serve.

Secondary data from Serve methods are used for samples collected.

4. DATA ANALYSIS



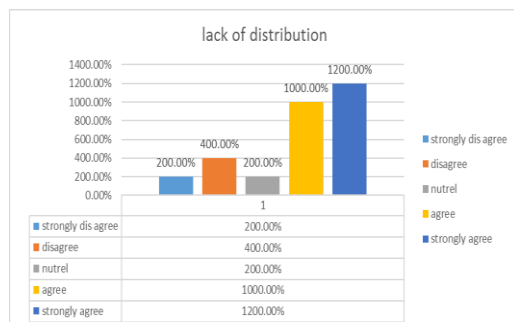
The agreed section is higher value in this table because most of the peoples are agreed no longer to spend a time for a family in this kind of business activities.



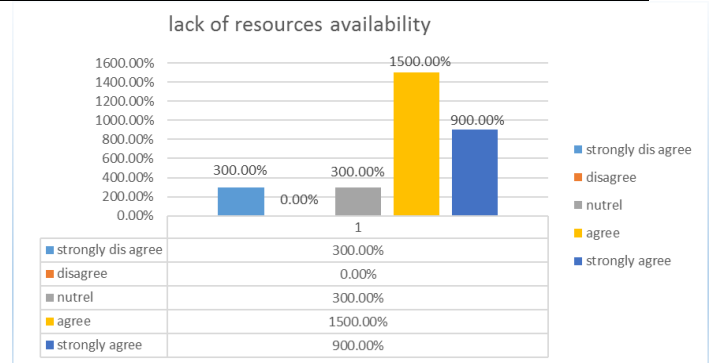
In this series government rules are affects the business most of them says yes the truth is MSME is own business enterprises GOV is gives some subsidies to the growing entrepreneurs. Most of the peoples are not averse the government schemes.



Now a day’s peoples they are walking to the market buying a more product then the shops. & in this chart defined most of the retail shops suffered near the market areas.



In modern days’distribution channels are helpful to reducing a cost and time will be reduced but distributors are given a lack of distributions.in this tables shows a positive higher value than others. It will have happened now.



Lack of resources availability major part of affecting a business, one’s weakness is another’s gain. A 50 %of the peoples are agreed this concept. Most of them starting a business and attracting a customer is the main concept.

5. CONCLUSION:

In this research for what are the struggles for start a small business and sustaining in to the market and what are the barriers to moving up to next stage in our business.

In our national & state government should be given more MSME SCHEMES The micro, small, and medium enterprises in manufacturing and service sectors are defined as under in MSMED ACT,2006.In this acts comes under government will provide a loan facility to the business start- ups. Small enterprises above RS 25/-lacs and up to RS 500/-lacs.

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