

# Management Information System in MSME Sector

(In context of Saurashtra Region)

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## Abstract:

The MSME sector has evolved into a vibrant and active section of the Indian economy during the last five decades. It makes a substantial contribution to the country's economic and social growth by encouraging entrepreneurship and creating enormous employment prospects at a low capital cost, second only to agriculture. It is clear from the opinion of the administrators regarding the exchange of information in the unit, that the position regarding MIS is strong in the sample units but there is a need to increase the use of information technology and application in the management information system in MSME Sector.

**Keyword:** MIS, MSME, SWOT, Saurashtra

## 1. INTRODUCTION

The importance of small-scale industries is increasing day by day, which is playing an important role in bringing about economic-geographical equality. These units play an important role in matters like self-employment, self-reliance, exports etc. Thus, further development of these industries is beneficial for the economy, in today's modern age the usefulness of information technology in every field is increasing, which makes the work process easier and more transparent. It also saves time. Here, in MSME level industry, time-cost can be saved by using modern technology and application related to computer utility, data collection, process, exchange, and availability. Competitive advantage can be gained through timely collection and processing of data as it is playing the role of a 'fuel' in today's world. Enough information is needed to make a quick decision in any field. Based on which managerial decisions can be made. Adequate management information system is required for this information to be available in a timely and adequate manner. Here, let us check the status of Management Information System in MSME.

## 2. PROBLEM STATEMENT

In today's highly competitive world, competition in industry is intensifying every day. With this capability, full control is essential to the growth and survival of any business. Large companies are successful with money and resources, but the MSME industry is declining due to limited resources. As a result, it may lose its existence, so we selected topics by considering the size unit of MSME, and correctly grasped the

direction of management and development. The focus of the study is on the Saurashtra region of Gujarat. Most of the farmland is raining here. People are employed in the non-agricultural sector for eight months a year. You need to move to a city like Surat or Ahmedabad. There is no shortage of natural resources such as beaches and harbours in this area, and industries of various sizes are also active in this area. Small businesses can be more efficient here through efficient management. This allows for balanced growth and local employment.

### 3. RESEARCH METHODOLOGY

#### Field Selection:

- Saurashtra area of Gujarat was selected to confirm the status of MSME's MIS.

#### Aggregate and sample selection:

- The study area consists of a total of seven districts. (11 as of 2010) According to the 2011 census, 5% of all MSME units operating in these seven districts were selected as samples. These units were selected considering the total number of units operating in the district. A total of 165 units on the micro, small and medium scales, plus a symmetrical selection. A total of 385 respondents were selected from 165 selected units using a visual demonstration technique. It is important to note here that the selected units have a symmetrical selection of micro, small and medium scale units. But there is a difference in the number of respondents according to the size of the unit. In which 1 respondent is selected from the micro, 2 from the small and 4 from the medium unit. In this way the researcher collected data by visiting a total of 385 respondents out of 165 units. The number of units varies from district to district. However, micro, small, and medium size units are selected symmetrically depending on the size of the unit.

### 4. MIS IN MSME

Management information systems include system analysis and design, computer databases, Internet-based applications, data warehousing, network, and computer security, and much more. Which helps in making managerial decisions by processing them through a computer or other device. Opinions have been obtained as per the 'Likert scale' through the questionnaire schedule focusing on five options as follows.

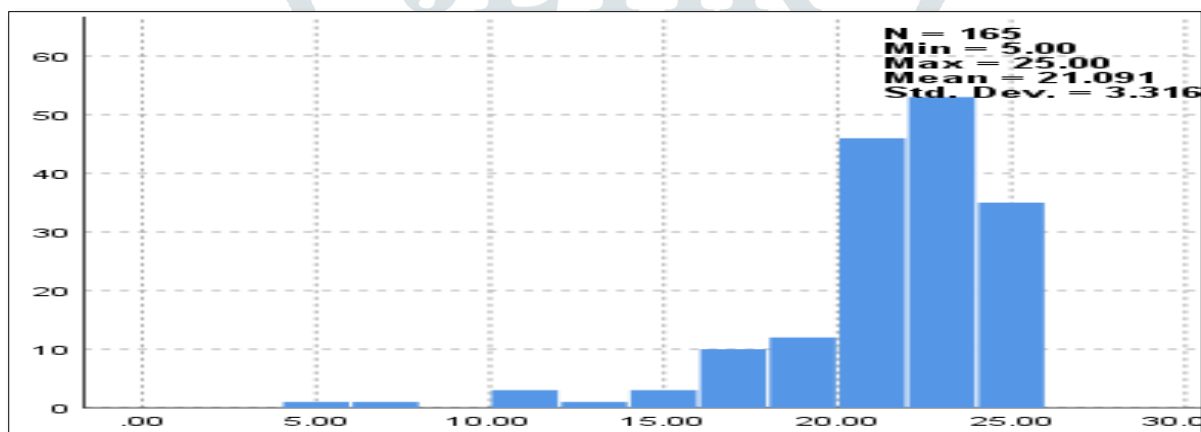
- **Storage and exchange of administrative information in computer**  
80% of the administrators have agreed. Thus, administrative information is stored and exchanged in a computer.
- **Availability of computer related employee information**  
87.28% of the managers agreed. Thus, information related to the employee is received by the computer.
- **Computer sales as well as availability of customer related information**  
85.46% Administrators have agreed. Thus, computer sales and customer information are obtained.
- **Computer Product Information Collection-Analysis**  
80.06% of managers agree Shown. Thus, computer related data collection as well as analysis is done.
- **Computer related knowledge in the employee**  
83.45% of the managers have agreed. Thus, the employee Has computer related knowledge.

## 5. ANALYSIS

In today's age of information and technology, when information is playing the role of a 'fuel' in every field, a proper management information system is required for every aspect of the industry unit to collect, process and exchange information. With proper management of which information of each section of the unit can be easily obtained. Here, in the sampling units, opinions have been taken from the administrators with a total of 5 criteria at the centre.

Data can be analysed in age group, educational qualifications, industry class as well as 'Kruskal Wallis' test in institutional type and Man Whitt's test in industry activity, in addition to each criterion comparative analysis with industry class. Here, after analysing and interpreting each of the MIS related criteria separately, the overall score of MIS is analysed.

score of MIS	N	Range	Min	Max	Mean	Std. D
	165	20	5	25	21.0909	3.31629



The MIS mean of these units is 21.090 and the standard deviation (SD) is 3.316 as shown in the table above. Thus overall, the position of MIS in these units is good. The mean, standard deviation (SD) and variability (C.V.) of MIS have been analysed keeping in view the 5 criteria of MIS.

Total Score of management information system criteria					
	Description	N	Mean	S. D	C.V.
1	Collection as well as exchange of administrative information in computer	165	4.16	0.971	23.341
2	Availability of employee related information through computer	165	4.32	0.903	20.903
3	Buy-sell by computer, availability of customer related information	165	4.16	0.865	20.793
4	'Computer-generated data collection-analysis	165	4.16	0.958	23.029
5	Computer related knowledge in the employee	165	4.28	0.825	19.276

C.V.= Coefficient of Variation

In the criteria shown in the table above, the median value of "access to computer-related information" is the highest at 4.32, followed by "computer-related knowledge in the employee" at 4.28. Here, the median value of the three criteria namely "buying and selling by computer, availability of customer related information", "storage and exchange of administrative information in computer" and "collection of data related to product by computer" is 4.16 which is the lowest.

In terms of variability (C.V.), the highest variable score is (23.341) for "Administrative Information Storage and Exchange", followed by "Computer Product Information Collection-Analysis" (23.029) shows more deviation and less consistency in response. While there is a high consistency in the response to "employee computer related knowledge" and "computer buying and selling, availability of customer related information", the variables (C.V.) are 19.276 and 20.793 respectively which are the lowest.

## 6. SUGGESTIONS

- Latest computers are used in these units to maintain fast exchange of information and accuracy. But the use of modern techniques and software should be increased as per the need.
- Human resource, marketing as well as product related information is collected, procured and analysed by commuter in these units. But since it is a primary level, it should use modern techniques and software.
- Today the use of commuter is becoming inevitable in every department of business. Here, in most units the employee has basic knowledge related to commuter.

## 7. SWOT ANALYSIS

<b>:S: Strengthen</b>	Information exchange and storage conditions in the unit are strong.
	Usefulness of application according to different sections.
	Internet and network connection
	Availability of men with technical knowledge of the field
<b>:W: Weaknesses</b>	Modern application usage is limited.
	Limited implementation of new information technology.
<b>:O: Opportunities</b>	Technology Upgradation and Quality Certificate
	Infrastructure Development Program
	Scheme of Information, Education and Communication
<b>: T: Threads</b>	Data and cyber security.
	Transforming with changing technology.

## 8. SUMMARY

It is clear from the opinion of the administrators regarding the exchange of information in the unit, that the position regarding MIS is strong in the sample units but there is a need to increase the use of information technology and application. Here, information technology is being used but not enough for the development of the industry. As such the technologies and applications used in the unit are old in which modernity should be brought. As well as the day-to-day updating techniques should be updated as required. However, the units are using the required techniques and software as per the department. Which can be considered a progressive matter.

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