

## PERFORMANCE EVALUATION OF MSME UNDER INDUSTRIAL ESTATES PROGRAMME

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### **ABSTRACT**

In India, there has been a phenomenal development of small scale units, contributing significantly to the overall development of the country. Industrial Estates are regions where infrastructure facilities are provided for and thus a conducive environment is created to attract small and medium scale industries. In Virudhunagar District, the industrial units in all three Industrial Estates are growing rapidly towards the future development. The industrial units' contribution to increase of industrial productivity; growth of exports and in generation of more employment definitely help to increase the GDP of our country. To increase the contribution of industrial units in industrial estate, the industrial estate authorities should take step to increase the awareness regarding the industrial estates and the facilities available, concession given in power, procuring raw material and other special attractive scheme have to be reached among the industrial group. Certainly this will help to attain the words of Dr. Manmohan Singh, "the key to our success in employment lies in the success of manufacturing in the small scale sector".

### **KEYWORDS**

**MSME – Micro, Small and medium Enterprises**

**IE – Industrial Estate**

**IEP - Industrial Estate Programme**

**SIDCO-Small Industries Development Corporation**

**TANSIDCO-Tamil Nadu Small Industries Development Corporation**

\* **The Standard Fireworks Rajaratnam College for women, Sivakasi.**

Micro, Small and medium Enterprises occupy a strategic position in the Indian economy. It has played a vital role in fulfilling the socio-economic objective of the nation. It has emerged as a powerful tool in providing relatively large employment for a given unit of investment, equitable wealth distribution and removal of regional economic disparities. For a developing economy, the MSME play an integral and permanent part. In India, there has been a phenomenal development of small scale units, contributing significantly to the overall development of the country. Today, the MSME accounts for about 40 percent of the total industrial production, 34 percent of the country's exports and 250 lakhs of the total employment in the manufacturing sector of the country<sup>1</sup>. MSME need only lesser amount of capital. But, they offer a method of ensuring a more equitable distribution of national income and facilitate an effective mobilization of capital and skill which might otherwise remain unutilized<sup>2</sup>. Therefore the MSME has become one of the thrust areas of development. The policy framework right from the Five Year Plan has highlighted the need for the development of MSME keeping in view its strategic importance in the overall economic development of India.

### **IE and MSME**

The establishment of industrial estates is primarily the responsibility of the State Governments. The role of the Central Government is mainly that lying down the policies for the guidance of the State Government and advancing funds for implementation of programme. The selection of site and construction of factory sheds and their allotment and subsequent problem of management are left to the State Government.

IEs were first set up in India towards the end of the First Five Year Plan with the object of assisting the industries in the small scale sector<sup>3</sup>. An industrial estate is a method of organizing, housing and servicing industry for an orderly development. It is a group of factories constructed on an economic scale in suitable sites with facilities of water, transport, electricity, steam, bank,

<sup>1</sup> Mohan.I.M.and Savithri.H.E, "Growth and Performance of Small Scale Industries", Southern Economist, Vol.52, No.3, June 1, 2013, p.31.

<sup>2</sup> Udayakumar M.G, "The impact of industrial parks on the industrial and economic growth of Tamil Nadu: A study with reference to the industrial parks developed by SIPCOT Ltd", Doctoral Dissertation, University of Pondicherry, Nov-2010.

<sup>3</sup> Udayakumar, M.G, "The impact of industrial parks on the industrial and economic growth of Tamil Nadu: A study with reference to the industrial parks developed by SIPCOT Ltd", Doctoral Dissertation, University of Pondicherry, Nov-2010.

post office, canteen, watch and ward and first-aid and provided with special arrangements for technical guidance and common service facilities.

The main targets of Industrial Estates are the high value adding small and medium scale industries, which do not have the wherewithal(ability/resources/money) to invest in developing their own basic infrastructure facilities, but have the capacity to pay for the services provided to them. Hence, Industrial Estates are regions where infrastructure facilities are provided for and thus a conducive environment is created to attract small and medium scale industries.

### **Industrial Estates in Virudhunagar District**

Virudhunagar district came into being on March 15, 1985 consequent upon the trifurcation of the erstwhile Ramanathapuram district, which was one of the backward districts of Tamil Nadu. One of the main objectives of the government of Tamil Nadu for trifurcating the composite Ramanathapuram District was to focus attention of industrial development and it usher in an era of industrial growth. Virudhunagar district is known for concentration of multiple enterprises in different part of the district. Concentration industries like Match, Fireworks, Printing, Oil Extraction, readymade garments, Brick Making, Surgical cotton, textile products, cement, lime based products, rice mill, paper products, food industries, tin containers, gold jewellery making in different parts of the district the district offer multiple intervention for further development. It attracts the attention of the policy makers and reaches to anchor the industrial development in a balanced matter across the district.

Industrial Estates have been developed by the State Government on the basis of nature of activity, sponsorship and administration. On that basis, there are two types of industrial estates functioning in Virudhunagar district, namely a) SIDCO (Small Industries Development Corporation) Industrial Estate in Virudhunagar and Rajapalayam and b) Co-operative Industrial Estate at Sivakasi.

- **SIDCO Industrial Estates**

The Industrial Estates established and administered by the concerned State SIDCO (Small Industries Development Corporation) are called as SIDCO Industrial Estates. In Tamil

Nadu, Tamil Nadu Small Industries Development Corporation (TIDCO) was set-up in the year 1971 (currently termed as TANSIDCO) with the Head Office at Chennai. It had developed 49 Industrial Estates for MSME and 105 estates for tiny sector complexes representing all the districts of Tamil Nadu<sup>4</sup>.

- **Co-operative Industrial Estates**

Co-operative Industrial Estates are registered under the Co-operative Societies Act and are functioning under the administrative control of concerned Industries' commissioner and Directorate of Industries and Commerce. These Estates are generally financed by the Life Insurance Corporation of India up to 60% against by the guarantee of State Government. The factory sheds / developed plots are allotted only to the registered members (or share holders) of the society on rental / hire purchase basis. No down payment is required by the Co-operative Industrial Estates, if the allotment is made on hire purchase basis. Instead the Unit-holders should subscribe the required shares of the society and become the member of the society. As a member of the society the Unit-holder enjoys participation in the administration of the estate.

SIDCO industrial estate in Virudhunagar was established in the year 1959 in 45.65 acres land. SIDCO industrial estate in Rajapalayam was established in the year 1995 in 41.13 acres land. Sivakasi Cooperative Industrial Estate was established in the year 1961 in 61.72 acres land. There are totally 158 Industrial units functioning under Industrial Estate Programme in the study area.

### **Objective**

This paper focus on the overall performance evaluation of the industrial units functioning under IEP in Virudhunagar District from 2001-2002 to 2011-2012. The specific objectives of this paper is -

- a. To assess the growth and development of industrial units functioning under IEP in Virudhunagar district, in terms of employment generated, value of production and value of export.

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4 SIDCO assists small industries in a big way – A publication of Tamil Nadu SIDCO Estates.

- b. To give suggestion for the development of industrial units in industrial estate.

### Methodology

The research study is descriptive by nature. It used the secondary data of production, employment and exports from 2001-2002 to 2011-2012 for describing the growth of the industrial units under IEP. The study is based on the descriptive analysis. The required information is collected during March, 2013 from the District Industries Centre, Virudhunagar.

To evaluate the performance of the industrial units in industrial estates, Simple Growth rate is calculated and Friedman's Two-way ANOVA is used to test the significant difference in the growth of employment generated, value of production and value of export of industrial units functioning in all the three Industrial Estates in Virudhunagar District.

**Friedman's Two-way ANOVA** - The Friedman test is a test for comparing three or more related samples and which makes no assumptions about the underlying distribution of the data. The data is set out in a table comprising n rows by k columns. The data is then ranked across the rows and the mean rank for each column is compared. The differences between the sum of the ranks is evaluated by calculating the Friedman Test statistic, M from the formula

$$M = \frac{12}{Nk(k+1)} \sum R_j^2 - 3n(k+1)$$

Where,

k = number of columns (often called "treatments")

n = number of rows (often called "blocks")

R<sub>j</sub> = sum of the ranks in column j.

### Hypothesis

H<sub>01</sub> - There is no significant difference in the growth rate of employment generated in the industrial units functioning in the IE in Virudhunagar District.

H<sub>02</sub>- There is no significant difference in the growth rate of value of production of industrial units functioning in the IE in Virudhunagar District.

H<sub>03</sub> - There is no significant difference in the growth rate of value of export of industrial units functioning in the IE in Virudhunagar District.

**FINDINGS -****Growth of Generation of Employment of Industrial Units**

Employment generation has always been one of the main objectives of the policies aimed at economic development and growth of the nation. A rise in economic growth has always led to increased employment opportunities and similarly enhanced employment generation has always contributed significantly towards economic growth. SSI Sector in India creates largest employment opportunities for the Indian populace, next only to Agriculture. It is proved in the study that the table-1 elicited the growth rate of employment generated by the industrial units located in Industrial estates in Virudhunagar district and it is appreciable.

For Sivakasi Co-operative Industrial Estate, the annual growth rate of employment generated by industrial units is the minimum of 8.6 per cent in the year 2011-12 and it is maximum of 22.72 per cent in the year 2008-2009. In the case of SIDCO Industrial Estate in Rajapalayam the annual growth rate of employment generated by industrial units is nil in the year 2007-08 and is the maximum of 34.1 per cent in the year 2003-04. In SIDCO Industrial Estate in Virudhunagar the annual growth rate of employment generated by industrial units is 1.5 per cent in the year 2010-11 and it is the maximum of 70.5 per cent in the year 2011-2012.

It can be concluded from the analysis of the results in table-1 that the annual growth rate of employment generated in industrial units in the industrial estate is more in the case of Virudhunagar- SIDCO industrial estate than the other two estates. It may be due to the reason that the appreciable production and export in the Virudhunagar- SIDCO industrial estate results in the generation of employment opportunities. In other words, to attain a noteworthy production and turnover, the industries in Virudhunagar- SIDCO industrial estate needs the support of more skilled labourers.

Table 1.1 ranked the annual growth rate of industrial units in employment generation in the industrial estates in Virudhunagar District. Table-1.2 elicited that the test statistic M (108.6) is greater than the chi-square value at 5 % (5.99) and hence the null hypothesis ( $H_{01}$ ) is rejected. It is concluded that there is significant difference in the growth rate of employment generated in the industrial units functioning under Industrial Estate Programme in the Study area.

### Growth in Value of Production of Industrial Units

The contribution of production by industrial units is appreciable after the globalization of Indian economy. It is evident from the table-2 that the Annual Growth Rate of Production is positive for Sivakasi Co-operative Industrial Estate and it fluctuates between 1.78 per cent and 18.87 per cent. In the case of SIDCO Industrial Estate in Rajapalayam the annual growth rate of production of industrial units is positive and it is the minimum of 1.33 per cent in the year 2007-08 and it is the maximum of 46.15 per cent in the years 2004-05. In SIDCO Industrial Estate in Virudhunagar the annual growth rate in production of industrial units is the minimum of 1.61 per cent in the years 2010-2011 and it is the maximum of 70.11 per cent in the year 2004-05.

It can be concluded from the table 2 that growth rate of production in SIDCO Industrial Estate at Virudhunagar is comparatively appreciable than the other two industrial estates. As a whole, the per cent of growth rate touch the minimum level to 1.78 in Sivakasi Cooperative Industrial Estate, 1.33 per cent in SIDCO Industrial Estate, Rajapalayam and 1.61 per cent in SIDCO Industrial Estate, Virudhunagar during the study period. It is because, the units in the industrial estate are less innovative, and relying more on things they research and develop from the culture, market setting, and some from the historical background. Therefore, it can be seen that there is very less change in product design, technology, and structure and so on and are not amenable to change.

Table 2.1 ranked the annual growth rate of industrial units in value of production. It is depicted from the table-2.1 that the test statistic M (108.8) is greater than the chi-square value at 5% (5.99) and hence the null hypothesis ( $H_{02}$ ) is rejected. It is concluded that there is significant difference in the growth rate of value of production of the industrial units functioning under Industrial Estate Programme in the Study area.

### Growth in value of Export of Industrial Units

MSME play an important role in India's export performance. 45 percent to 50 percent of the India Exports is contributed by small scale industrial sector. Direct export from the industrial sector account for nearly 35 percent of total exports. Besides direct exports, it is

estimated that small scale industrial units contribute around 15 percent to exports indirectly<sup>5</sup>. The share of SSI in the total exports of India is greater than 33 percent. That means the SSI sector accounts for one-third of the total exports from India. This shows the role of SSI sector in the Indian Exports is adorable in nature and it is analyzed in the industrial units of Industrial estates in Virudhunagar District.

Table 3 brings to light the growth rate of exports of industrial units located in Industrial estates in Virudhunagar district. For Sivakasi Co-operative Industrial Estate, the annual growth rate in export ranges between 1.12 per cent and 26.44 per cent respectively. In the case of SIDCO Industrial Estate in Rajapalayam the annual growth rate of exports in industrial units is a nil in 2002-2003 and 2010-2011 and it is the maximum of 81.67 per cent in the year 2005-2006. In SIDCO Industrial Estate in Virudhunagar the annual growth rate of exports in industrial units is the nil in the year 2002-2003 and it is the best in the year 2005-06 of 108.33 per cent.

It can be concluded from the study shown in table-3 that the annual growth rate in export of industrial units in the industrial estate is more in the case of SIDCO Industrial estate at Virudhunagar. It is because of the priorities given by the Industrial estate authorities to the industrial units which are 100 per cent export oriented. It is suggested to other industrial estates that it too can concentrate more in export, rather than selling goods in local market. To encourage the export in industrial estate, standardization and quality approval must be legalized to compete with the export quality of other countries.

Table 3.1 ranked the annual growth rate of industrial units in value of export of three Industrial estates in Virudhuagar District. Table 3.2 indicated that the test statistic M (111.8) is greater than the chi-square value at 5 % (5.99) and hence the null hypothesis ( $H_{03}$ ) is rejected. It is concluded that there is significant difference in the growth rate of value of export in the industrial units functioning under Industrial Estate Programme in the Study area.

5 Mr.G.Ayyanar, "Employment Opportunities and Export Performance of SSIs in India", Southern Economist, Vol.50, No.18, January 15, 2012, p.25



**Conclusion**

In Virudhunagar District, the industrial units in all three Industrial Estates are growing rapidly towards the future development. The industrial units' contribution to increase of industrial productivity; growth of exports and in generation of more employment definitely help to increase the GDP of our country. To increase the contribution of industrial units in industrial estate, the industrial estate authorities should take step to increase the awareness regarding the industrial estates and the facilities available, concession given in power, procuring raw material and other special attractive scheme have to be reached among the industrial group. Certainly this will help to attain the words of Dr.Manmohan Singh, "the key to our success in employment lies in the success of manufacturing in the small scale sector". The development of industrial units in industrial estates is important not only for its contribution to GDP but also for its adorable performance in exports and generating employment.

**Table-1**  
**Growth of Generation of Employment of Industrial Units**

Year	Industrial Estates in Virudhunagar District					
	SIVAKASI		RAJAPALAYAM		VIRUDHUNAGAR	
	Employment Generation in No.	Annual Growth Rate %	Employment Generation in No.	Annual Growth Rate %	Employment Generation in No.	Annual Growth Rate %
2001-2002	900	-	150	-	145	-
2002-2003	1000	20	220	46.67	170	17.2
2003-2004	1200	20	300	36.36	290	70.5
2004-2005	1400	16.67	350	16.67	370	27.6
2005-2006	1700	21.42	400	14.28	490	21.6
2006-2007	1900	11.76	500	25	660	34.7
2007-2008	2200	15.8	500	0	830	25.75
2008-2009	2700	22.72	700	40	920	13.25
2009-2010	3100	14.81	820	17.14	985	7.01
2010-2011	3500	12.9	870	6.09	1000	1.5
2011-2012	3800	8.6	912	4.8	1024	2.4

Source : DIC, Virudhunagar

**Table-1.1**  
**Ranking of Growth of Generation of Employment of Industrial Units**

Year	Industrial Estates in Virudhunagar District						Total Rank
	SIVAKASI		RAJAPALAYAM		VIRUDHUNAGAR		
	Annual Growth Rate %	Rank	Annual Growth Rate %	Rank	Annual Growth Rate %	Rank	
2001-2002	-		-		-		-

2002-2003	20	2	46.67	3	17.2	1	6
2003-2004	20	1	36.36	2	70.5	3	6
2004-2005	16.67	1.5	16.67	1.5	27.6	3	6
2005-2006	21.42	3	14.28	1	21.6	2	6
2006-2007	11.76	1	25	2	34.7	3	6
2007-2008	15.8	2	0	1	25.75	3	6
2008-2009	22.72	2	40	3	13.25	1	6
2009-2010	14.81	2	17.14	3	7.01	1	6
2010-2011	12.9	3	6.09	2	1.5	1	6
2011-2012	8.6	3	4.8	2	2.4	1	6
<b>Total</b>	<b>T1</b>	20.5	<b>T2</b>	20.5	<b>T3</b>	19	60

Source : Computed Data

**Table-1.2**  
**Result of Friedman's Test**

Employment Generation	Industrial Estates in Virudhunagar District		
	Sivakasi	Rajapalayam	Virudhunagar
Sum of Ranks	20.5	20.5	19
(Sum of Ranks) <sup>2</sup>	420.25	420.25	361
No of columns, k	3		
No of Rows, n	10		
$\sum R^2$	1201.5	= (420.25+420.25+361)	
$12/nk(k+1)$	0.1	$12/10*3(3+1)$	
$3n(k+1)$	120	$3*10(3+1)$	
Test Statistic M	108.15	$0.1*1201.5-120$	

**Table-2**  
**Growth in Value of Production of Industrial Units**

Year	Industrial Estates in Virudhunagar District					
	SIVAKASI		RAJAPALAYAM		VIRUDHUNAGAR	
	Production Value (Rs. In Cr)	Annual Growth Rate %	Production Value (Rs. In Cr)	Annual Growth Rate %	Production Value (Rs. In Cr)	Annual Growth Rate %
2001-2002	1,28,93,000	-	6,00,000	-	80,00,000	-
2002-2003	1,53,26,000	18.87	6,50,000	8.33	82,00,000	2.5
2003-2004	1,86,92,000	21.96	9,50,000	46.15	87,00,000	6.1
2004-2005	2,07,95,000	11.25	12,00,000	26.32	148,00,000	70.11
2005-2006	2,24,96,000	8.18	14,50,000	20.83	2,27,00,000	53.4
2006-2007	2,56,84,000	14.17	15,00,000	3.45	2,48,00,000	9.25
2007-2008	2,61,42,000	1.78	15,20,000	1.33	2,85,00,000	14.92
2008-2009	2,87,35,000	9.92	17,00,000	11.84	3,10,00,000	8.77
2009-2010	3,01,98,000	5.09	18,70,000	10	3,15,00,000	1.61
2010-2011	3,32,63,000	10.15	19,40,000	3.74	3,21,00,000	1.90
2011-2012	3,68,72,000	10.85	19,70,000	1.55	3,27,00,000	1.9

Source : DIC, Virudhunagar

**Table-2.1**  
**Ranking of Growth in Value of Production of Industrial Units**

Year	Industrial Estates in Virudhunagar District						Total Rank
	SIVAKASI		RAJAPALAYAM		VIRUDHUNAGAR		
	Annual Growth Rate %	Rank	Annual Growth Rate %	Rank	Annual Growth Rate %	Rank	
2001-2002	-	-	-	-	-	-	-
2002-2003	18.87	3	8.33	2	2.5	1	6
2003-2004	21.96	2	46.15	3	6.1	1	6
2004-2005	11.25	1	26.32	2	70.11	3	6
2005-2006	8.18	1	20.83	2	53.4	3	6
2006-2007	14.17	3	3.45	1	9.25	2	6
2007-2008	1.78	2	1.33	1	14.92	3	6
2008-2009	9.92	2	11.84	3	8.77	1	6
2009-2010	5.09	2	10	3	1.61	1	6
2010-2011	10.15	3	3.74	2	1.90	1	6
2011-2012	10.85	3	1.55	1	1.9	2	6
<b>Total</b>	<b>T1</b>	22	<b>T2</b>	20	<b>T3</b>	18	60

Source : Computed Data

**Table-2.2**  
**Result of Friedman's Test**

Value of Production	Industrial Estates in Virudhunagar District		
	SIVAKASI	RAJAPALAYAM	VIRUDHUNAGAR
Sum of Ranks	22	20	18
(Sum of Ranks) <sup>2</sup>	484	400	324
No of columns, k	3		
No of Rows, n	10		
$\sum R^2$	1208	= (484+400+324)	
$12/nk(k+1)$	0.1	$12/10*3(3+1)$	
$3n(k+1)$	120	$3*10(3+1)$	
Test Statistic M	108.8	$0.1*1208-120$	

**Table-3**  
**Growth in value of Exports of Industrial Units under IEP**

Year	Industrial Estates in Virudhunagar District					
	SIVAKASI		RAJAPALAYAM		VIRUDHUNAGAR	
	Sales Value (Rs. In lakhs)	Annual Growth Rate %	Sales Value (Rs. In lakhs)	Annual Growth Rate %	Sales Value (Rs. In lakhs)	Annual Growth Rate %
2001-2002	32,64,000	-	4,50,000	-	8,00,000	-
2002-2003	41,27,000	26.44	4,50,000	0	8,00,000	0
2003-2004	49,68,000	20.38	5,00,000	1.11	10,00,000	25
2004-2005	58,93,000	18.62	6,00,000	20	12,00,000	20

2005-2006	65,72,000	11.52	10,87,000	81.67	25,00,000	108.33
2006-2007	71,33,000	8.53	11,00,000	1.19	27,00,000	8
2007-2008	76,84,000	7.72	11,50,000	4.55	32,00,000	18.52
2008-2009	83,52,000	8.69	11,70,000	1.74	33,00,000	3.13
2009-2010	89,64,000	7.33	11,80,000	0.85	37,00,000	12.12
2010-2011	1,00,97,000	12.64	11,80,000	0	40,00,000	8.11
2011-2012	1,02,10,000	1.12	12,00,000	1.69	41,00,000	2.5

Source : DIC, Virudhunagar

Table-3.1

RANKING OF GROWTH IN VALUE OF EXPORT OF INDUSTRIAL UNITS

Year	Industrial Estates in Virudhunagar District						Total Rank
	SIVAKASI		RAJAPALAYAM		VIRUDHUNAGAR		
	Annual Growth Rate %	Rank	Annual Growth Rate %	Rank	Annual Growth Rate %	Rank	
2001-2002	-		-		-	-	-
2002-2003	26.44	3	0	1.5	0	1.5	6
2003-2004	20.38	2	1.11	1	25	3	6
2004-2005	18.62	1	20	2.5	20	2.5	6
2005-2006	11.52	1	81.67	2	108.33	3	6
2006-2007	8.53	3	1.19	1	8	2	6
2007-2008	7.72	2	4.55	1	18.52	3	6
2008-2009	8.69	3	1.74	1	3.13	2	6
2009-2010	7.33	2	0.85	1	12.12	3	6
2010-2011	12.64	3	0	1	8.11	2	6
2011-2012	1.12	1	1.69	2	2.5	3	6
<b>Total</b>	<b>T1</b>	<b>21</b>	<b>T2</b>	<b>14</b>	<b>T3</b>	<b>25</b>	<b>60</b>

Source : Computed Data

Table 3.2

Result of Friedman's Test

Value of EXPORT	Industrial Estates in Virudhunagar District		
	SIVAKASI	RAJAPALAYAM	VIRUDHUNAGAR
Sum of Ranks	21	14	25
(Sum of Ranks) <sup>2</sup>	441	196	625
No of columns, k	3		
No of Rows, n	10		
$\sum R^2$	1262	= (441+196+625)	
$12/nk(k+1)$	0.1	$12/10*3(3+1)$	
$3n(k+1)$	120	$3*10(3+1)$	
Test Statistic M	114.2	$0.1*1262-120$	

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