



A STUDY OF MSME INDUSTRIES IN M.I.D.C. BHOSARI AREA

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ABSTRACT Indian Economy is one of the top, progressive economies of the world. Many studies have proved that the Indian economy is treated as the leader of the third world countries scaling up the economy due to rapid industrialization. In the Indian economy, state of Maharashtra along with Gujarat and Tamil Nadu rank as a topper for the Industrial development. After the formation of state of Maharashtra in 1960, the ideology of development got momentum in different fields of standards of living. A rapid urbanization, infrastructure development, progressive educational system, visionary setup of public sector undertakings are some of the responsible factors for achieving this status of the top progressive state of the nation. This has resulted in the skilled manpower converted into reliable workforce contributing for the all-round economic development.

The present study is undertaken with a view to acquainting researchers with the present state of industrial development in and around MIDC Bhosari Area and to obtain the specific opinions of the MSMEs in MIDC Bhosari.

KEYWORDS : MSME, MIDC, Cluster, Rating of Economy, Major Concerns

Introduction -

Indian Economy is treated as one of the top, progressive economies of the world. Many studies have proved that the Indian economy is also treated as the leader of the third world countries scaling up the economy due to rapid industrialization. In the Indian economy, the state of Maharashtra along with Gujarat and Tamil Nadu rank as a topper for the Industrial development. After the formation of the state of Maharashtra in 1960, the ideology of development got momentum in the different fields of standards of living. A rapid urbanization, infrastructure development, progressive educational system, visionary setup of public sector undertakings are some of the responsible factors for achieving this status of the top progressive state of the nation. This has resulted into the skilled manpower converted into reliable workforce contributing for the all round economic development.

City of Pune is known for various counts. The age old notion of Pensioner's Paradise noted for the city of Pune has slowly and steadily changed into various other notions. Today, the city of Pune has been treated as the metropolis of Maharashtra next to the metropolis of Mumbai. On various parameters, the city of Pune is treated as the best choice and an attraction for the outsiders. It is recognized as the seat of higher education, with number of leading, professional institutions providing technical as well as professional higher education. City of Pune is well connected by air, by road and by rail to all the major places throughout the country and abroad. City of Pune is a source of technical as well as non technical manpower. City of Pune is recognized as a Sports City generating Sports Persons of National and International repute in various events of Sports. Banking and Insurance products are well sold in the city of Pune as the essential support services to the citizens as well as Industrial units. City of Pune overall is a place of peace loving, industrious and development oriented places and hence a matter of attraction to the Multinationals (MNs) and Foreign Collaborations (FCs).

After the formation of the State of Maharashtra in 1960, rapid all round Industrial development has been kept as the motto of development. The Maharashtra Industrial Estate Development Corporation established in 1957 is having head Office in Andheri Mumbai. Today, as many as 287 places have been identified and year marked further establishment of MIDCs in the Maharashtra state. Geographically the extension of Pune metropolis through the Pune District as a whole has been situated with various MIDCs in and around Pune. Some of them are: MIDC Bhosari, Pimpri – Chinchwad, Baramati, Jejuri, Kurkumbh (Daund), Ranjangaon, Hinjewadi Phase I, II, III and the MIDC Chakan. All these Industrial setups have specialized into the industrial units like, automobile sector, chemical industries, IT sector and also as five star MIDC. MIDC Bhosari is one of the creamier areas and cluster of Industrial units around the city of Pune.

About Bhosari - MIDC Area -

The City of Pune has attracted the attention of the House of Tata's and House of Bajaj way back in the 1960's. In fact, Tata's were invited to have their first ever automobile setup then called TELCO in the areas of Pimpri – Chinchwad. Rahul Kumar Bajaj was also attracted at the City of Pune for establishing the unique two wheeler plant and three wheeler commercial vehicle plant at Akurdi, Pune. These two giants initiated the industrial culture of the city of Pune. Slowly and gradually, a great network of the then small scale industries (SSI), Tiny and Small Industries and now the Micro Small and Medium Enterprises (MSMEs) have been created supplying various small and big parts, metallic, rubber as well as plastic parts, servicing and small assemblies that are ultimately supplied to these giants further with a progress establishment of public sector units like Hindustan Anti – Biotics Ltd. (H.A. Ltd.), Multinationals like Sandwik Asia, Atlas Copco, Alfa Laval, Mahendra Group and many others have added to the list of Giants in the vicinity. Other infrastructure facilities like Industrial water supply, electricity supply, postal services, dry ports, offices of the Excise and Customs Duty and the security vision by the State Police Department has added to the attraction of the industrialists. Today, as many as three thousand plus MSMEs have been established and working in the Bhosari MIDC area only, catering to the various needs of these giant industries. Support services like, courier, local transports, food malls and food joints have also developed besides the civic residential societies in the vicinity. In short, sometimes known as Pensioner's Paradise, the city of Pune has become a vibrant location on the Industrial Map for the national as well as international industrial leaders. The present study is undertaken with a view to acquainting the researchers with the present state of industrial development in and around MIDC Bhosari Area and to obtain the specific opinions of the MSMEs in MIDC Bhosari.

Research Methodology -

In order to conduct this research on study of MIDC Bhosari, the following research methodology was adopted. The secondary data on Industrial development of Maharashtra State in general and the Pune metropolis in particular was collected through annual reports of MIDC, Maharashtra States' Industrial Policy and the GRs by the State Government. The primary data was collected through a questionnaire designed and circulated through MSMEs and was analyzed to draw meaningful conclusions.

Data Collection and Analysis –

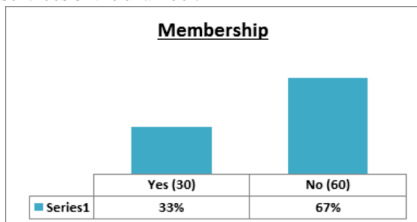
As noted above, this research study is based on the primary data collected by following questionnaire method. Specific questions related to the establishment and working of the MSMEs in the MIDC Bhosari area was designed. As many as 90 industrial units (MSMEs) were personally contacted to obtain the primary data. This primary

data has been suitably analyzed to draw meaningful conclusions. The data so collected has been analyzed and conclusions are based on the responses of the sample size at random of 90 MSMEs.

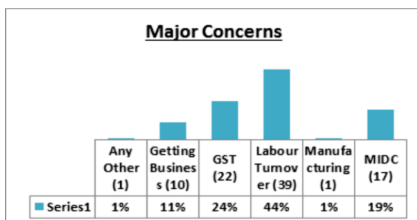
Main Observation and Findings and Recommendations-

During the process, the physical arrangements of the MIDC Bhosari into the clusters of different blocks (A to J) were observed. Small and narrow internal roads, inadequate parking arrangements and lack of sufficient healthy working conditions were observed. In spite of the fact that the Maratha Chamber of Commerce Industries and Agriculture (MCCIA) have its branch office in Bhosari MIDC area, majority of the MSMEs have yet to obtain its membership. Other associations are also working in this industrial area.

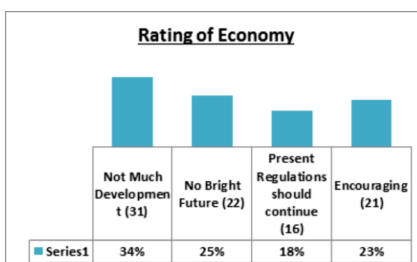
1. Year of Establishment - It was observed that majority of the MSMEs visited in the sample by us are established after the year 2000.
2. Form of Organization - It was observed that majority of the MSMEs have proprietary Concern form of organization. Next to that is the partnership form of organization.
3. No. of shifts - Majority of the MSMEs visited in the sample are working in the single shift only.
4. Nature of work – Majority of the MSME units visited in the sample are the manufacturers of metallic, rubber or plastic parts, being supplied regularly to the giants like TATA Motors, Mahindra, Bajaj and Others.
5. Numbers of Employees – Most of the MSMEs visited in the sample have less than 10 employees on payroll. Meaning thereby, such units are remaining awake from the clutches of the Factories Act and Other Labour Laws.
6. Ancillary to which sector – Majority of the MSME under the sample are the suppliers to the Auto industries and the engineering concerns.
7. Membership of Associations – As noted above in spite of the fact that associations like MCCIA though have a branch in the vicinity of MIDC Bhosari, majority of the MSME units visited under the sample size have yet to obtain its membership and benefit from the various services of the chamber.



8. Major Concerns – Upon enquiry, the leaders of the MSMEs under sample size reported that Labour Turnover, Clarity on GST related issues and obtaining good services from MIDC and PCMC authorities are the major concerns in their day to day work and for the development.



9. Overall rating of the economy – Upon enquiring the overall opinion about the rating of the present scenario of the economy, majority of the respondents reported that the overall market is shy, no much development is seen even the future is seen not much bright to many of the respondents. However, the present industrial regulations should be continued for seeing the brighter future tomorrow.



Epilogue –

Industrial development is a major parameter for judging the economic growth. India is treated as one of the fastest developing economies and the leader of the third world countries. MIDC is treated as one of the important initiatives taken up by the state of Maharashtra for all round economic development. The present research paper with the first hand primary data collection and analysis of the sample of MSMEs in the MIDC Bhosari has made the vision of the researchers wide and clear. The observations, finding and recommendations of this research work will help us for the similar other studies in the future.

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