



## Globalization and Its Impact on the Performance of Small-Scale Industries in India

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### Abstract

Economic globalization is the increasing economic interdependence of national economies across the world through a rapid increase in cross-border movement of goods, service, technology and capital. Whereas globalization is centered on the rapid development of science and technology and increasing cross-border division of labour, economic globalization is propelled by the rapid growing significance of information in all types of productive activities and marketization; the advance of science and technologies. It provides several things to several people with removal of all trade barriers among countries. Globalization happens through three channels: trade in goods and services, movement of capital and flow of finance. Globalization in India is generally taken to mean 'integrating' the economy of the country with the world economy. The real thrust to the globalization process was provided by the new economic policy introduced by the Government of India in July 1991 at the behest of the IMF and the World Bank. The current paper is an attempt to critically analyze of the impact of globalization on Indian Small-Scale Industries. The main theme of the paper is to evaluate the performance of SSI, after globalization and to know the impact of Globalization on the performance of SSI.

**Keywords:** Globalization, Small Scale Industries (SSI), Employment, etc.

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## **1. INTRODUCTION**

For the purpose of the argument in this paper, as well as understanding some of the responses to globalization, it is important to define what mean by globalization. **Globalization** is the process of international integration arising from the interchange of world views, products, ideas and other aspects of culture.

Advances in transportation and telecommunications infrastructure, including the rise of the telegraph and its posterity the Internet, are major factors in globalization, generating further interdependence of economic and cultural activities. Globalization is the process of integrating various economies of the world without creating any hindrances in the free flow of goods and services, technology, capital and even labour or human capital. The term globalization therefore, has four parameters:

1. Reduction of trade barriers to permit free flow of goods and services among nation-states;
2. Creation of environment in which free flow of capital can take place among nation-stated;
3. Creation of environment, permitting free flow of technology; and
4. Last, but not the least, from the point of view of developing countries, creation of environment in which free movement of labour can take place in different countries of the world.

## **2. SMALL SCALE INDUSTRY AND ITS IMPORTANCE**

Economic development of a country is directly related to the level of industrial growth. The competition has become intense in every field. Nations fight with game plan to sustain their economy, by introducing new policies and announcing incentives to support mainly their economic- indicators. After the world economy was open to attack, the Indian economy has initiate to concentrate on the development of small industrial base, which had contribute positively to the India's GDP; India's GDP growth is better than other developing countries with the developed small scale industrial sector. In order to impart more vitality and growth to small scale sector, a separate policy statement has been announced for small, tiny and village enterprises on 6th August, 1991. This policy statement was a leap-forward because it was the first time that Government had issued a separate policy statement for the small and decentralized sector. Government of India introduced a large number of innovative promotional measures to uplift the growth of small scale sector. Major features of the Small Industrial policy of 1991:

1. Emphasis to shift from cheap credit to adequate credit.
2. Equity participation by other undertakings (both domestic and foreign) upto 24 percent.
3. Introducing of factoring services by banks.
4. Marketing of mass consumption goods under common brand name.
5. Setting up of sub- contracting exchanges.
6. Establishment of technology development cell.
7. Opening of quality counselling and technology information centres.
8. New technology up gradation programmes.

The definition of small scale sector is broadened from small-scale industries to small scale enterprises that include all business enterprises in the services sector which provide service to industrial sector in addition to small scale industries taking into account all these factors, at present, Reserve Bank of India uses an expanded definition of small scale industries which include:(i) Small scale industrial undertaking which are engaged in the manufacturing,

processing and preservation of goods in which the investment in plant and machinery not to exceed Rs. 5crore. These would include units engaged in mining or quarrying servicing and repairing of machinery. (ii) Tiny enterprises whose investment in plant and machinery do not exceeds Rs.25 lacs. (iii) Power looms. (iv) Traditional industries which require high workmanship and techniques and also village and household industries producing common goods of consumption predominantly by using simple tools. (v) The decentralized and informal sector like handlooms and handicrafts. (vi) The industry related to services/ business enterprises. (vii) Food and agro-based industries. (viii) Software industry. The development of small scale industries is being given due importance by the Government in order to achieve the following objectives:

1. To provide additional employment opportunities.
2. To mobilise resources of capital and skill from various parts of the country.
3. To provide a more equitable distribution of national income.
4. To provide a helping hand to large industries and facilitate them in their work.

### **3. OBJECTIVE OF THE STUDY**

The major objectives of the study are as follows:

1. To study the growth and development of Small scale industries during the pre and post globalization period in India.
2. To analyse the opportunities and threats of Small scale industries in India during the globalization period.
3. To study the impact of globalization on Small scale industries in terms of growth rate of the employment.

### **4. METHODOLOGY**

The present study is based upon the secondary data analysis by referring annual reports of SSI issues by Ministry of small scale industries and RBI. The study covers a period from 1975 to 2006-07. Four parameters namely No. of units, production, employment and export have been used for performance analysis of small scale industries during pre and post globalization period. The main objective of the present study is to analyse the impact of globalization on the performance of small scale industries.

### **5. LIMITATION OF THE STUDY**

All the indicators related to the growth of small scale industries has been computed from 1973 to 2007, in this 1973- 74 to 1989-90 (17 years) are taken under pre- globalization period and 1990-91 to 2006-07 (17 years) are comes under post- globalization period. Means 17 - 17 years of performance of pre and post globalization has been compared.

### **6. REVIEW OF LITERATURE**

Various studies have been conducted from time to time in different states of India on different aspects of small-scale industries. The most of the studies are related to financial aspect, growth of small scale industries, entrepreneurship in SSIs, WTO regime and small scale industries and also related to small industry and globalization. A review of imported studies is presented below:

Dhar & Lydace ( 1961), Sandes are (1954) in their work found that small scale industries are generating less employment as compared to large scale industries. In the modern time SSI had become more capital intensive rather than labour intensive.

Biswanath (1988) in his study found that SSI's have low labour productivity while capital productivity is very high and overall factor productivity is less.

Ramsingha (1987) has founded that value added by a rupee worth of fixed investments in small factories is at least 3 times as large as for a large factory.

Rajy lakshmi, N. (2004) reviewed the productivity awareness among SSI units in Visakhapatnam district of Andhra Pradesh at micro level and explored small- scale entrepreneurs, how they measured productivity in their units. The study based on primary data collected by using structured schedule through personal interviews. A sample of 200 SSI units has been selected for the study. The study found that Chemical units were more capital intensive and it was low in food and agro units.

Subrahmanyabala, M.H. (2004) highlighted the impact of globalization and domestic reforms on small-scale industries sector. The study stated that small industry had suffered in terms of growth of units, employment, output and exports. Researcher highlighted that the policy changes had also thrown open new opportunities and markets for the small-scale industries sector. The author suggested that the focus must be turned to technology development and strengthening of financial infrastructure in order to make Indian small industry internationally competitive and contribute to national income and employment.

Sudan, F. K. (2005) described the challenges in Micro and Small Scale Enterprises Development and policy issues by arising different questions related to Micro and Small Enterprises. The study explained the meaning, advantages, problems and policy options of MSE sector. The study concluded that all the policies which were opted by GOI were the efforts to form a dynamic MSE sector and a diversified economy providing expanded employment opportunities to absorb all new labour force and offer exciting career opportunities.

Rakesh basant, Sebastain. Morris (2006) found out that major problems faced by small scale industries is to deal with government requirement is of simplifying the laws and regulations ranging from Labor Compensation Act to Unionization Act which are required to be merged.

Rathod, C. B. (2007) described the importance of small scale industrial sector and also the contribution of Indian small scale entrepreneurs in world economy. The main objective of the study was to study the growth and pattern of the SSI sector and identify the reasons for success/ failures, to evaluate the impact of globalization on SSIs and export opportunity, to identify the barriers and constraints that SSIs were facing to cope with globalization. The study analysed that SSI sector in India has been exhibiting a striking export performance; export had grown upto double digit from the last ten years.

A study by Shetty M.C(2008) covering a selected sample of household manufacturing units in small towns and villages of Maharashtra reveals that lack of capital resources, mainly working capital, poses the biggest constraint on there efficiency.

Narayanan(2008) in this study, discusses the financial problems faced by industries in general and recommends the settings up of an industrial developments and the state level for mitigating problems.

A study undertaken by Ghanshyam Panda(2008) covers the problem of raising working capital. The utilization of bank credit by small industries and their industries in backward areas and priority sectors, forms a special part of the study.

A study done by Kalchetty Eresi(2008) throws light on the various source of long term and short term finance and the problems faced by the 27 units is raising such funds. He also enquires into policies procedures and practices of small units in managing their finance.

#### 7. GROWTH OF SMALL SCALE INDUSTRIES IN INDIA: PRE AND POST GLOBALIZATION

The small scale industries play a significant role in boosting the overall economic growth of an economy. The small scale industries set-up by the entrepreneurs in different states and Union Territories of India have contributed to the increased shares in overall production, fixed investment, exports, Employment and capacity Utilization of SSI Units, etc. The importance of SSI sector in providing large scale employment is of paramount importance. The policy framework right from the first plan has highlighted the need for the development of SSI sector keeping in view its strategic importance in the overall economic development of India. The impact of Industrial globalisation and deregulatory policies on the growth of small scale industries has been captured by computing and subsequently comparing the growth rates between pre and post globalization period. In this section, the overall performance of SSI sector has been examined in depth on the basis of the different parameters such as number of units, production, employment and exports.

#### 8. NUMBER OF SSI UNITS

The working number of units in small scale sector in Pre and Post Globalization Period in India is show in the following table:

Table no -1 (Units = Million Nos.)

Year	Units	% increase to prev. year	Years	Units	% increase to prev. year
1973-74	0.42	-	1990-91	6.79	273.08
1974-75	0.50	19.05	1991-92	7.06	3.98
1975-76	0.55	10.00	1992-93	7.35	4.11
1976-77	0.59	7.27	1993-94	7.65	4.08
1977-78	0.67	13.56	1994-95	7.96	4.05
1978-79	0.73	8.96	1995-96	8.28	4.02
1979-80	0.81	10.96	1996-97	8.62	4.11
1980-81	0.87	7.41	1997-98	8.97	4.06
1981-82	0.96	10.34	1998-99	9.34	4.12
1982-83	1.06	10.42	1999-00	9.72	4.07
1983-84	1.16	9.43	2000-01	10.11	4.01
1984-85	1.24	6.90	2001-02	10.52	4.06
1985-86	1.35	8.87	2002-03	10.95	4.09
1986-87	1.46	8.15	2003-04	11.40	4.11
1987-88	1.58	8.22	2004-05	11.86	4.04
1988-89	1.71	8.23	2005-06	12.34	4.05
1989-90	1.82	6.43	2006-07	12.84	4.05
AAGR	9.36		AAGR	4.07	

Source: Ministry of Micro, Small and Medium Enterprises, GOI.

AAGR= Annual Average Growth Rate or Exponential Growth Rate.

### Analysis

It is cleared from the above table that the Annual Average Growth Rate of number of units in the pre-globalised period, from 1973-74 to 1989-90 was 9.36 percent and in post- globalisation it was 4.07 percent. In pre- globalisation period, the yearly growth rate was higher than average growth rate in the initial years and from 1984-85 to 1989-90; the yearly growth rate was less than average growth rate. In 1989-90, the yearly growth rate was least in the pre- globalised period. In the post globalisation period, in 1990-91 it was very high and after that it was fluctuate between 3.98 per cent and 4.12 percent. Most of the time, the yearly growth rate was less than average growth rate. In 1999-00 the yearly growth rate and average growth rate was same. The numbers of units were increasing in the study period but the average and yearly growth rate was higher in pre-globalised period than post globalised period.

### Production

Table no. 2 provides the information about the growth of Small Scale Sector on production front during the period of 1973-74 to 2006.

Table No. 2

(Production= Cores)

year	Production (Current prices)	% Increase to prev. year	Year	Production (Current Prices)	% Increase to prev. year
1973-74	7200	-	1990-91	78802	-40.44
1974-75	9200	27.78	1991-92	80615	2.30
1975-76	11000	19.57	1992-93	84413	4.71
1976-77	12400	12.73	1993-94	98796	17.04
1977-78	14300	15.32	1994-95	122154	23.64
1978-79	15800	10.49	1995-96	147712	20.92
1979-80	21600	36.71	1996-97	167805	13.60
1980-81	28100	30.09	1997-98	187217	11.57
1981-82	32600	16.01	1998-99	210454	12.41
1982-83	35000	7.36	1999-00	233760	11.07
1983-84	41600	18.86	2000-01	261297	11.78
1984-85	50500	21.39	2001-02	282270	8.03
1985-86	61200	21.19	2002-03	314850	11.54
1986-87	72300	18.14	2003-04	364547	15.78
1987-88	87300	20.75	2004-05	429796	17.90
1988-89	106400	21.88	2005-06	497842	15.83
1989-90	132300	24.34	2006-07	58511	17.53
AAGR	19.45		AAGR	13.57	

Source: Ministry of Micro, Small and Medium Enterprises, GOI.

AAGR= Annual Average Growth Rate or Exponential Growth Rate. Since 2001-02, Production figures are at 2001-02 prices.

### **Analysis**

It is cleared from the above table that the Annual Average Growth Rate of production in the pre-globalisation period, from 1973-74 to 1989-90 was 19.45 percent and in post- globalisation it was 13.57 percent. In pre-globalised period, the yearly growth rate was decreasing in the initial years and from 1973-74 to 1978-79; the yearly growth rate was fluctuating from 1980-81 to 1983-84, after that it was shown increasing trend except in 1986-87. In the post- globalisation period, in 1990-91 the yearly growth rate was very low, it was negative and after that it was showed increasing trend from 1991-92 to 1994-95. The yearly growth rate was showing decreasing trend from 1995-96 to 2002-03 except in 1998-99 and 2001-02. Most of the time, the yearly growth rate was less than average growth rate. The production was increasing in the study period but the average and yearly growth rate was higher in pre- liberalised period than post liberalised period.

### **Employment**

In India, the major argument for promoting small scale sector is that the small enterprises provide avenues for gainful employment. The performance of small scale sector in creating employment opportunities is really a matter of great interest. The following table provides the information of small scale sector on the growth of employment:

**Table No. 3** (Employment= Million Nos.)

<b>Yea</b>	<b>Employment</b>	<b>% Increase to prev. year</b>	<b>Year</b>	<b>Employment</b>	<b>% Increase to prev. year</b>
1973-74	3.97	-	1990-91	15.83	32.36
1974-75	4.04	1.76	1991-92	16.60	4.86
1975-76	4.59	13.61	1992-93	17.48	5.30
1976-77	4.98	8.50	1993-94	18.26	4.46
1977-78	5.40	8.43	1994-95	19.14	4.82
1978-79	6.38	18.15	1995-96	19.79	3.40
1979-80	6.70	5.02	1996-97	20.59	4.04
1980-81	7.10	5.97	1997-98	21.32	3.55
1981-82	7.50	5.63	1998-99	22.06	3.47
1982-83	7.90	5.33	1999-00	22.91	3.85
1983-84	8.42	6.58	2000-01	24.09	5.15
1984-85	9.00	6.89	2001-02	25.23	4.73
1985-86	9.60	6.67	2002-03	26.37	4.52
1986-87	10.14	5.63	2003-04	27.53	4.40
1987-88	10.70	5.52	2004-05	28.76	4.47
1988-89	11.30	5.61	2005-06	29.99	4.28
1989-90	11.96	5.84	2006-07	31.25	4.20
<b>AAGR</b>	<b>7.25</b>		<b>AAGR</b>	<b>4.26</b>	

Source: Ministry of Micro, Small and Medium Enterprises, GOI.

AAGR= Annual Average Growth Rate or Exponential Growth Rate.

### Analysis

It is cleared from the above table that the Annual Average Growth Rate of employment in the pre-globalisation period, from 1973-74 to 1989-90 was 7.25 percent and in post- globalisation it was 4.26 percent. In pre-liberalised period, the yearly growth rate was more than average growth rate in the initial years and from 1973-74 to 1978-79; after that the yearly growth rate was too much decreased from 1978-79 to 1989-90, it was fluctuate between 5.02 percent and 6.89 per cent. In the post-globalisation period, in 1990-91 the yearly growth rate was very high than average growth rate. After that the yearly growth rate was fluctuated from 1991-92 to 2003-04. Most of the time, the yearly growth rate was less than average growth rate. In the last seven years, the annual growth rate was decreasing. The employment was increasing during the study period but the average and yearly growth rate was higher in pre-liberalised period than post liberalised period.

### Exports

In the context of liberalization and globalization of Indian economy, the performance of small scale sector in the field of exports needs a closer look. The exports from small scale sector found to be higher from the total export. The exports of small scale sector are:

Table No. 4 (Exports= Million Nos.)

Year	Exports	% Increase to prev. year	Year	Exports	% Increase to prev. Year
1973-74	400	-	1990-91	9664	27.16
1974-75	500	25.00	1991-92	13883	43.66
1975-76	500	0	1992-93	17784	28.10
1976-77	800	60.00	1993-94	25307	42.30
1977-78	800	0	1994-95	29068	14.86
1978-79	1100	37.50	1995-96	36470	25.46
1979-80	1200	9.09	1996-97	39248	7.62
1980-81	1600	33.33	1997-98	44442	13.23
1981-82	2100	31.25	1998-99	48979	10.21
1982-83	2000	-4.76	1999-00	54200	10.66
1983-84	2200	10.00	2000-01	69797	28.78
1984-85	2500	13.64	2001-02	71244	2.07
1985-86	2800	12.00	2002-03	86013	20.73
1986-87	3600	28.57	2003-04	97644	13.52
1987-88	4400	22.22	2004-05	124417	27.42
1988-89	5500	25.00	2005-06	150242	20.76
1989-90	7600	38.18	2006-07	-	
AAGR	18.66		AAGR	17.56	

Source: Ministry of Micro, Small and Medium Enterprises, GOI.

AAGR= Annual Average Growth Rate or Exponential Growth Rate.

Note: Exports information of 2006-07 is not available.



### Analysis

It is cleared from the above table that the Annual Average Growth Rate of exports in the pre-globalisation period, from 1973-74 to 1989-90 was 18.66 percent and in post-globalisation it was 17.56 percent. In pre-liberalised period, the yearly growth rate was too much fluctuating; it was sometimes very high than average growth rate. In 1976-77, the yearly growth rate was 60 percent. It was highest during the pre-globalisation. 1978-79 to 1984-85 the AAGR was yearly increasing or decreasing, in 1982-83 it was on the lowest peak and showed negative trend. After this from 1985-86 to 1989-90, the yearly growth rate was increasing and reached at 38.18 percent. In the post-globalisation period, from 1990-91 the yearly growth rate was changed its trend yearly, in one year its trend was increasing and than next subsequent year the trend was decreasing. It was least in 2001-02 and highest in 1991-92. The exports were increasing during the study period but the average and yearly growth rate was higher in pre-liberalised period than post globalised period. Fourth census 2006-07 reports firmly stated the role of SSI in employment productions and exports. The results were in increasing trends. In case of per unit employment the registered SSI sectors was 5.93 whereas in manufacturing and service sectors it was 7.71 and 2.36 respectively. Per unit employment has gone up from 4.48 in 3rd Census to 5.93 in 4th Census of registered SSI. About 92.04 lakh persons were reported to have been employed in the registered working SSI, comprising 86.75 percent in manufacturing sector and 13.25 percent in service sectors. The employment per one rupee lakh fixed investment was 0.184 whereas in manufacturing and service sectors it was 0.81 persons and 0.202 persons respectively. Sania and Kansal (2006) had mentioned in their papers globalization and its impact on small scale industries. The some highlights of their study mentioned in following tables:

Table 5: Examined Average Annual Growth Rate of SSI in Pre and Post globalization Period

SSI	Pre globalisation	Post globalisation
Elements	Period	Period
Growth Rate	4.07	9.36
Productions	19.45	13.57
Employment	7.25	4.26

Source: Sania and Kansal (2006)

### 9. RECOMMENDATIONS

Based on this study's analysis and results, the following recommendations may contribute to increasing the role of development of SSI in the Indian economy.

1. Establishing government centres in all districts in India to provide the needed services and facilities to SSI in order to increase their role in the economic development of the Indian economy.
2. Establishing strong relations between small and large firms. One of the major objectives of this scheme would be, to provide reliable information by large-scale industries to the small scale industries about new methods of marketing and how to participate in the international market.
3. The financial infrastructure is needs and an adequate inflow of credit to the sector should be ensured, taking into consideration the growing investment demands including the requirements of technological transformation.

4. Limiting the establishment of small scale industries to designated industrial areas for better monitoring and periodic surveys, enabling the Ministry of Industry to make policy corrections from time to time.
5. Establishing strong relations between small and large firms. One of the major objectives of this scheme would be to provide reliable information by large-scale industries to the small scale industries about new methods of marketing and how to participate in the international market.
6. Increasing exports of small-scale industries with government aid by exhibiting their productions in International Exhibitions.
7. To reap the benefits of SSI Indian policy and decision makers have to enact and enforce the employment of Indian workers in the SSI.
8. It is highly recommended that Indian policy and decision makers to work in cooperation with other interest groups to train and encourage SSI to employ more Indian women. It is obvious that a large portion of unemployed in India among women.

#### **10. CONCLUSION**

The findings of the study indicate that small manufacturers are affected in the globalization era and facing lot of problems to run their businesses. It has been observed that units from all surveyed industries irrespective of age and turnover believed that liberalization has resulted into more competition, increased quality consciousness, difficulty in marketing, dumping of cheaper goods by other countries, reduction in profit margin and high level of customer satisfaction. But units from food products and beverages and leather and leather products believed that new opportunities have come up after globalization. Units relating to higher turnover group also opined that liberalization have opened new opportunities for them. The main reasons of these problems are lack of infrastructural and operational facilities in comparison with large, medium and foreign companies. Small units are not using latest machinery to manufacturer quality product with latest design as per international standards.

There is absence of clear policies relating to marketing and human resource management. Most of the units do not have separate marketing and human resource departments. Small manufacturers are unable to attract the professionals because of their financial limitations. Units operating at small level are lacking behind in obtaining relevant international quality certification which is restricting their entry into foreign markets. Small entrepreneurs are not advertising there products through electronic and print media which further limits their market coverage. Another problem of the small units is that there is lack of cluster association for the small industry. The operational cluster associations are ineffective and not helping much to the industry. Though in India, there are government organizations to promote and to assist the industry but still these manufacturers are facing financial and other operational difficulties due to time consuming lengthy procedural methods of these agencies. Industry is no longer enjoying the protection from the government as very few items are reserved exclusively for production by small manufacturers. Due to these reasons the industry is finding difficult in shift of capital and labour. This is resulting in closure of small units which is not healthy sign for the Indian manufacturing sector as the small scale sector is the largest employer after agriculture in India. The domestic and foreign markets have become highly competitive due to the process of liberalization and

globalization. The consumers are becoming more and more quality conscious as well as demanding for different product categories. The small industry should realize the need of modification and diversification of their production as per international standards. Therefore, manufacturers need to improve the existing products and develop new products as per market trends. The small manufacturing units must obtain relevant quality certification as per international standards which would be beneficial to operate in foreign markets. Small entrepreneurs also have to explore the possibilities of collaborative manufacturing and marketing with other foreign units of their size and nature.

In the modern business scenario, it is the technology which makes the industry competitive. There is urgent need to update the technology by the small manufacturers as the machinery they have been using is slow and outdated. This ultimately is affecting the quality of the product and delayed production schedule. Installation of new computerized machines, skilled supervisors to operate these machines is the need of the hour for more productivity in the SSIs. It is also important that small manufacturers should understand the importance and relevance of innovative and creative ideas right from manufacturing to sale of their products.

Small scale industry should also understand that if liberalization has created competition then it has also opened new markets and business opportunities for them in the long run. It is also important that Government of India must focus on policies for infrastructure development such as power, roads, railways and modern technology upgradation for the growth and survival of the small scale sector. The small entrepreneurs have to be more innovative and aggressive in identify their competitive advantage. The usage of latest technology and modern management techniques would help them to compete in the market and also to face the impact of new challenges in future.

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