

Role of District Industries Centre in the Development of Micro, Small and Medium Scale Industries in Chandigarh

Dr. Surinder Kaur
Assistant Professor
PG Dept. of Commerce
PG Govt. College, Sector 46
Chandigarh.

Abstract

The main thrust of the Industrial Policy presented to the Parliament in the year 1977 was on the effective development of cottage and small industries widely dispersed in rural areas and small towns in the country. One of the major steps taken to implement the new policy was the introduction of “DISTRICT INDUSTRIES CENTRES” (DICs) programme to cover the whole country in a phased manner and District Industries Centre was to provide under a single roof all the services and support at pre-investment, investment and post-investment stages to small and cottage units. The present research work on, Role of District Industries Centre in the development of Micro, Small and Medium Scale Industries in Chandigarh is undertaken under the minor research project financed by the University Grants Commission under the XI Plan.

Key Words: *MSME, DIC, Industrial Policy, Investment, Project Report*

INTRODUCTION

Indian economy is an agro-based economy. Maximum population of the country lives in rural areas and depends on agriculture for its livelihood. Rural Industrialization is necessary for reducing the population burden on agriculture and to strengthen the village economies. The economic, cultural and social prosperity of India depends on the development of its rural economy. Therefore, industrial development is essential along with agriculture development for the economic, cultural and social prosperity. Since independence, the Government has been organizing several new encouraging

programmes and adopting new viewpoints for the development of industries in both rural and urban areas. The main thrust of the Industrial Policy 1977, was on effective development of cottage and small industries widely dispersed in rural areas and small towns in the country. One of the major steps taken for effective development of cottage and small industries was the introduction of “District Industries Centres” (DICs) programme to provide under a single roof all the services and support at pre-investment, investment and post-investment stages to small and cottage units. Development of SSI units both in urban and rural areas of the country which creates larger employment opportunities is the mission statement of DICs.

HISTORICAL REVIEW OF ESTABLISHMENT OF DISTRICT INDUSTRIES CENTRES IN INDIA

The implementation of the District Industries Scheme was initiated on May 1, 1978. The District Industries Centre programme was a centrally sponsored scheme implemented through the State/Union Territories Governments as per the guidelines issued by the Central Government from time to time. During 1978-79, 180 District Industries Centre would be established in the country. In 1978-79, 346 District Industries Centres covering 356 districts were sanctioned.

District Industries Centre were established to undertake economic investigation of the potentials for the total development of the district including raw materials, demands, skills and other resources, identification of entrepreneurs, selection of suitable items of production, registration of units, preparation of project profiles, assistance in procurement of machinery, equipment, raw materials and infrastructural facilities, making effective arrangement for credit facilities, quality control, research, extension and entrepreneurial training and rendering marketing assistance.

Each District Industries Centre is managed by a General Manager and seven Functional Managers with supporting staff. The training programmes are conducted for the managers in which courses on economic investigation, machinery & equipment, research extension & training, raw materials, credit, marketing and cottage industries are taken up. These

training programmes are conducted by reputed professional institutions. The first phase of the training programme was started during July, 1978. During the first phase, 152 General Managers and 538 Functional Managers had been trained.

SIGNIFICANCE OF DISTRICT INDUSTRIES CENTRE

The contribution of industries in economic development of the country has been considered of utmost importance during the first Industrial Policy Resolution which was passed in 1948. Since then many new resolutions have been made and new policies were passed. Under five year plans emphasis was laid on the industrial development.

Though, the awareness of the importance and necessity of industries, spread considerably in India yet, the establishment of industry was not an easy task in India. There was a great need of a sound organisation or centre which could provide all facilities under single roof.

The main aim of the Industrial Policy 1977 was the effective development of cottage and small industries widely dispersed in rural areas and small towns in the country. The major steps taken to implement the new policy was the introduction of District Industries Centres Programme to cover the whole country in a phased manner and help in effective development of small, tiny and cottage industries all over the country including rural and backward areas.

The District Industries Centres provide under a single roof all the services and support at pre-investment, investment and post-investment stages to small and cottage units. District Industries Centres provide requisite service and support assistance to the entrepreneur in the form of technical support, project reports and help in getting the credit and other essential inputs.

The District Industries Centre are established under the department of Industries and Commerce. The primary objective of the District Industries Centre is to generate employment by promoting Micro, Small and Medium Enterprises, Cottage and Handicrafts Industries. To achieve the objective of employment generation, District Industries Centres implement a variety of programmes. These Programmes are

implemented for development and modernisation of industries, up gradation of technology and quality control.

All the schemes of the Department of Industries and Commerce, specially MSMED Act 2006, MSMI Policy 2008, Single Window clearances, Subsidy schemes etc. are implemented through DIC. District Industries Centre plays a very important role in the development of micro, small and medium industries. MSMEs have played a vital role in the fulfilment of socio-economic objectives.

District Industries Centres play a very important role in economic development by making possible the speedy development of industries. District Industries Centre undertakes economic investigation of the potentials for the total development of the district including raw materials, demands, skills and other resources, identification of entrepreneurs, selection of suitable items of production, registration of units, preparation of project profiles, assistance in procurement of machinery, equipment, raw materials and infrastructural facilities, making effective arrangement for credit facilities, quality control, research, extension and entrepreneurial training and rendering marketing assistance.

OBJECTIVES OF DISTRICT INDUSTRIES CENTRE

The objectives behind setting up of District Industries Centre are given below:

1. Establishment of Small Scale and tiny industries in small towns and villages, especially at the sub-divisional level and tapping up of manpower and available resources to the optimum limit, in order to encourage industrial development.
2. Encouragement to both, new and traditional industries by providing every possible technical help and guidance and thus bringing about their expansion and modernisation.
3. Preparation of an Annual Work Plan deciding the target establishment of industries for the overall industrial development of all areas of the district and try to reach the target in the stipulated time.

4. Making available all required services and other help like information about the district, raw materials and other resources, arrangements for machinery and equipment, credit facilities, marketing, quality control etc under one roof to the industrialists.
5. Establishment of such factories in the rural areas and towns which could provide maximum employment opportunities to the people of that region.
6. Provision of appropriate and inexpensive consultancy to small and new entrepreneurs is a pre-requisite for achieving wider geographical dispersal of small and medium enterprises all over the country. And the object of District Industries Centre is to provide all these facilities under one single roof.

DISTRICT INDUSTRIES CENTRE, CHANDIGARH

The Industrial sector has contributed to the economic development of Chandigarh. The Industrial Area in Chandigarh has been located on the south-east periphery because it is near to the Railway Station and Ambala-Kalka Road which connects Industrial Area to the rest of India for supply of raw material and transport of finished goods. Moreover, the wind direction is generally from north-east to south-west so, no industrial smell or effluents travel towards the city.

The Industrial Area in Chandigarh has been given the name of Chandigarh Industrial Business Park. The industrial sector in Chandigarh needs to be developed side by side for a sustained growth of Chandigarh economy, generation of employment opportunities to surplus agricultural labour, development of the skills, attitude and discipline and meeting the ever increasing demand for agricultural inputs like fertilizers, improved agricultural implements and other sophisticated machinery.

Rapid industrial growth in Punjab, Haryana and Himachal Pradesh which are adjacent to the Chandigarh has affected the industrial sector in Chandigarh. Most of the enterprises have their Corporate houses in the Union Territory. The industrial growth of Chandigarh and growth in adjacent areas has highly attracted the banks and financial institutions. Most of the nationalized banks, large number of private banks and multinational banks

have branches in Chandigarh. The Technology Park in Chandigarh has led to the strengthening of the board based economy of Chandigarh.

The Industries Department of Chandigarh looks after the all-round industrial and commercial development of the Union Territory. The Industries Department of Chandigarh provides direct assistance, regulation and coordination of industry-promoting activities. The Directorate of Industries is the main agency operating under this department but there are also several specialised agencies.

Several laws including the Industrial Development (Regulation) Act, 1956, Electrical Wires, Cables, Appliances and Accessories (Quality Control) Order, 1993, The Cement (Quality Control) Order, 1995, and the Oils and Greases (Processing, Supply and Distribution Regulation) Order, 1987 etc. govern the functioning of Industries Department of Chandigarh.

Chandigarh is not an industry led city and growth of industry has been limited because of the limited space for industrial development. Land availability for industries is a major constraint and there is hardly any scope for further expansion of industry, apart from the existing Industrial Area Phase-I and Phase-II. This is because, Chandigarh Administration is focusing on promotion of Information Technology (IT) industry which requires lesser space and is also non polluting. To promote software development and its export NODE has been provided at Punjab Engineering College (PEC), Chandigarh through the Software Technology Parks of India – STPI. STPI has set up an earth station at Mohali for the proposed Software Technology Park / Complex being set up by the Punjab Government. About 10000 sq.ft. of space has been earmarked in the Punjab Engineering College campus for being rented out to the desirous entrepreneurs at fixed rates.

FUNCTIONING OF THE DEPARTMENT OF INDUSTRIES, UT, CHANDIGARH

Chandigarh Administration earmarked 1475 acres of land for Industrial Area Phase-I & II in 1970. The Administration has also developed Industrial Area, Phase-III in Mauli

Jagran for which an area of 152 acres of land has been earmarked. District Industries Centre is also playing a very important role in the development of Micro, Small and Medium Scale Enterprises. Micro, Small and Medium Enterprises in Chandigarh are dealing in different types of products like chemicals, food products, wooden furniture, paper and paper products, rubber, plastic, petroleum and coal products, leather etc.

ABOUT THE STUDY

1. Objectives of Study

1. To study the objective behind setting District Industries Centre in Chandigarh.
2. To study the functions, management and administrative pattern, facilities provided and various schemes of District Industries Centre, Chandigarh.
3. To study the establishment, capital, marketing, transport and managerial problems faced in the establishment of MSMEs and steps taken by entrepreneurs and District Industries Centre Chandigarh to solve these problems.
4. As a whole the main objective of this study is to find out how far Chandigarh District Industries Centres have been successful in attaining their objectives and helping in the industrial development of Micro, Small and Medium scale industries.
5. To offer suggestions for improvement of DICs working for better growth of MSMEs in Chandigarh.

2. Research Methodology

For the better understanding study of the topic, information regarding the establishment and working of Chandigarh District Industries Centre has been collected from the Centre and at the same time information is collected from the industrialists (MSMEs) who have been facilitated by District Industries Centres. The required information has been collected by two methods.

(1) The primary data has been collected by preparing questionnaire. The questionnaire has been circulated among 150 entrepreneurs who have established their industrial units under the area of Chandigarh District Industries Centre.

(2) The secondary data has been collected from the Centre as well as Centre for Entrepreneurship Development, through Annual Development Reports, Periodicals, bulletins and guidance manual etc. published by them. Likewise other relevant information has been collected through websites of Ministry of Micro, Small and Medium Scale Enterprises and Institute for Entrepreneurship Development etc.

The collected data has been analysed and interpreted by using appropriate tools and techniques by taking into consideration the objectives of the study.

THE ANALYSIS

The responses of the respondents were recorded which are presented in Response Sheet given below in Table-3 and Table-4.

Table-3: Responses Regarding Facilities Provided by DIC

S.No	Parameter	Assistance Got from DIC but expects more services (Level of Satisfaction Moderate)	Not Satisfied	No Response
2	Allotment of Land/Shed	90%	5%	5%
3	Water Connection	88%	8%	4%
4	Power Connection	88%	7%	5%
5	Raw material channelizing	85%	10%	5%
6	Capital Formation	79%	15%	6%
7	Marketing of the product	77%	18%	5%

8	Transportation	89%	6%	5%
9	Preparation of project Report	4%	92%	4%
10	Solution of Industrial Problems	77%	21%	1%

Table-3: Responses Regarding Behaviour and Working of Dealing Officials in DIC

S.No	Parameter	Fair	Bad
1	Relationship Building	92%	8%
2	Timely Completion of Tasks	86%	14%
3	Preparation of Files	86%	14%
4	Behaviour with clients	45%	55%
5	Accessibility to clients	72%	28%
6	Redressal of complaints	66%	34%
7	Clarification of queries	67%	33%
8	Explanation of schemes	46%	54%

The response sheet shows that most of the respondents took the services from DIC. Though they have got their work done but still they expect more. The satisfaction level is moderate not the complete one. In case of assistance in project preparation 92% of the respondents were not satisfied with the services of DIC. Regarding the behaviour and working of DIC Officials, the response is generally fair but in case of behaviour of officials with clients and explanation of schemes to clients, 55% and 54% of the respondents said that the officials do not deal well with clients respectively.

FINDINGS AND SUGGESTIONS

Mixed response is received from the entrepreneurs through questionnaire regarding the various facilities that they are availing through the District Industries Centre and their problems in establishment with regard to allotment of land/shed ,connection of water and electricity meter connection, procurement of finance from the market, transportation of goods and services,raw material channelising etc as well as in running the enterprise. In the last two parts of the questionnaire the entrepreneurs were asked to express their views as what else they expect from District Industries Centre, Chandigarh and give suggestions if any for further improving the effectiveness in its working.

A. Expectations of MSMEs from DIC in Chhandigarh

The entrepreneurs operating from the industrial areas of Chandigarh are expecting some of the facilities from the Industrial Department as follows:

1. Although land for industrial development is scarce, but allotment of Industrial Sheds in Phase 3 allocated for establishment of industrial units is expected by the entrepreneurs. It shows that more entrepreneurs are willing to establish their industrial units which will be helpful in providing employment opportunities to the unemployed youth.
2. Assistance from District Industries Centre in procurement of funds, long term as well as working capital is desired by the entrepreneurs. It has been stated earlier that DIC is supposed to provide all the facilities under one single roof whereby the cases of entrepreneurs are required to be recommended to the respective departments. The entrepreneurs want that they must be assisted in procurement of finance at cheap rate and on easy repayment schedules.
3. Assistance for the establishment of units must be provided to genuine entrepreneurs. By genuine they mean that the facilities must be provided to those prospective entrepreneurs who do not have any other source of income and are really willing to run the industrial unit.

4. Sometimes for expansion of the existing unit further space is required, so the entrepreneurs want that there must be a further Provision of Industrial plot. This will be again helpful in expansion of employment opportunities.
5. Formalities for registration of units must be minimised. This expectation on the part of the entrepreneurs shows that time lag between submitting an application and getting the unit registered is long.
6. Large scale production brings economies in the scale of production as those units are in a position to buy raw material in bulk at a discount. Industrial units operating in Chandigarh are not into the business of carrying out the production activity on a large scale so they desire assistance from District Industries Centre in buying raw material at reasonable rates.
7. Provision of free hold land is desired by the entrepreneurs. This shows that entrepreneurs want to free themselves from the cumbersome formalities required from time to time.
8. Further improvement in single window set up to assist the prospective entrepreneurs is desired. As stated earlier the basic objective behind setting up of District Industries Centres is to provide all the facilities for the establishment of the industrial units under one single roof. If the entrepreneurs want further improvement in single window system it means they are not satisfied with its working at present.
9. District Industries Centre must be authorised to order banks to provide loan facility to all SSIs without collateral security as per the guidelines of RBI For the prospective entrepreneurs sometimes it is very difficult to arrange the collateral security for procurement of funds from the banks and financial institutions.
10. Different activities and functions to be performed by District Industries Centre must be made clear. Sometimes the entrepreneurs are not even aware of the various schemes and facilities that they can avail from the District Industries Centre.

11. Entrepreneurs want provision of finance must be made by the industrial department for expansion of units. There is a provision for providing assistance in procurement of finance for establishment of industrial units whereas the entrepreneurs want that the same facility must be extended to the expansion plans also.
12. Provision of space for expansion of industrial unit to be made available. Just like finance, as stated above, further space is also desired by the entrepreneurs for expansion of industrial units. This shows that they are getting good market for their products. The space occupied by the sick units, if any, must be provided to them for the expansion of their plants.
13. Permission for sale outlet in front portion of industrial plot is desired by the entrepreneurs. Even the residents of Chandigarh are not aware about the nature of business carried out by the industrial plants in the area and if the units are permitted to exhibit their products in the front portion of plot, it will help in marketing and provision of goods at reasonable rates for the local people.
14. Provision of electricity and water at cheaper rate is also expected. Although the commercial rate for the consumption of electricity and water is high, the entrepreneurs want that at the initial stage they must be charged at a cheap rate. At the initial stage they are surviving to remain and establish in the market.
15. 20% covered area to be permitted for residential purpose. Suppose there is an order in bulk and then throughout night the work is required to be carried out and workers are engaged in overnight shifts and if a little covered area is permitted for residential purpose it will be convenient for the owner as well as for the workers.
16. Industrial shed to be provided on rent. Some of the entrepreneurs are expecting a provision of industrial sheds on rent to minimise their effort in the formalities for getting the allotment of land/shed.

17. Proper cleanliness in the industrial areas is desirable by most of the entrepreneurs. Lack of proper road, parking area, drainage system gives shabby image of the industrial area to the visitors and during rainy season the condition is more pathetic.
18. Safety measures in the industrial areas are expected by the entrepreneurs. Theft is a common problem in the area and the entrepreneurs want that the entry and exit point to the area must be properly planned and checked.
19. Assistance to industrial units in the marketing of their products and services. Although the industrial department organizes fairs and exhibitions to assist in the marketing of goods and services but still some entrepreneurs have stated that they want assistance in marketing it shows that further improvement in the effort of the industrial department is desirable.
20. Create awareness about the functioning and various schemes implemented through the District Industries Centre as most of the entrepreneurs are not even aware of the different schemes of the department.
21. Co-operation from the officials of District Industries Centre. Some of the entrepreneurs were of the opinion that their complaints and problems are not properly attended to by the officials of the District Industries Centre. So they seek co-operation from the officials.

SUGGESTIONS

On the basis of the responses and general observations following suggestions have been given:

1. Functioning of District Industries Centre must be transparent so that the entrepreneurs will be aware of the various schemes and the way their matters are handled.
2. Advertisements on T.V, radio regarding new schemes to be given frequently. Most of the time even the existing entrepreneurs were not aware of the latest

schemes announced by the industrial department and they are deprived from the benefit that they could have availed.

3. Modernization of the Office of District Industries Centre and its working. Entrepreneurs feel that in this global environment the functioning of District Industries Centre is still stereo type of the old Government departments.
4. Facility of on-line tracing of units must be provided so that the entrepreneurs can get the necessary inputs from within the industrial area.
5. On-line linkage should be initiated. This will assist in the fast handling of cases and the time gap between applying for the facility and actually receiving it will be drastically reduced.
6. More and more trade exhibitions required to be arranged to spread awareness about the goods and services available in the region so as to increase marketability.
7. Provision of on-line information of functions and role of various departments must be provided so that in case of need the concerned official or department can be contacted directly.
8. As the basic requirement for registration is rent deed, which many entrepreneurs do not have, so change in policy is desired by most of them.
9. Information of Schemes implemented through DIC must be provided on-line. There is a need for keeping the site up dated.
10. District Industries Centre must be made high tech at par with the private corporate houses.
11. Steps to be taken for time bound working. Entrepreneurs feel that for getting the simple task done, they are required to visit the office for so many days.

12. Industrial tours must be intimated to all the units registered with District Industries Centre. This will be helping the entrepreneurs in procurement of production orders.
13. DIC must acquaint itself from time to time regarding various needs of the entrepreneurs and assist them accordingly.
14. Meeting with entrepreneurs must be conducted more frequently (with emphasis on one to one meeting). In the meetings the entrepreneurs will get an opportunity to discuss their problems.
15. DIC Officials must be friendly with entrepreneurs. The friendly approach creates an atmosphere where an entrepreneur can freely express their views.
16. Any change, if there, in the policy or issuance of new guidelines must be intimated to the entrepreneurs. The latest guidelines may be helpful in expanding sales or other benefits which is declared by the department.
17. Meetings for the sake of proper co-ordination must be held from time to time. These meetings must be conducted among the officials and also with the representatives of the entrepreneurs for the smooth functioning of all the activities.
18. The formalities of registration must be made easier. The main thrust of the Industrial Policy 1977 was to promote small scale and cottage industries by providing all the facilities required for establishment of industrial units under one single roof through the District Industries Centre. Still if the entrepreneurs are giving suggestion like this, it means steps are required to be taken for the improvement in the functioning of the department
19. Implement MSME Development Act.
20. To organize seminars and exhibitions for demonstration of goods manufactured. Entrepreneurs want that the exhibitions must be conducted more frequently.

21. Organize training workshops in different areas of management like planning, controlling, organizing, directing, leadership, motivation, human resource management so as to make them well versed in the general management. As most of the time person willing to establish business and have sufficient resources but incapable to become a successful entrepreneur.
22. Follow the principle of “Honesty is the Best Policy”.
23. Training programmes on Behavioural Science should be conducted for the officials of District Industries Centre. This type of suggestion coming from the side of entrepreneurs in the questionnaire shows that there are some complaints regarding the behaviour of the officials in the department.
24. Organize get-togethers. Get-togethers are actually a form of informal meetings between the officials and the entrepreneur and will assist in sorting out differences.
25. Organize buyer-seller meet from time to time to enhance the marketability of products in the local as well as national and international market.

CONCLUSION

Development of SSI units both in urban and rural areas of the country which creates larger employment opportunities is thrust area of industrial policies. DICs are constituted to provide under single roof, all the services and the support required for small and village entrepreneurs at pre-investment, investment and post-investment stages. The Industries Department of Chandigarh looks after the all-round industrial and commercial development of the Union Territory. The Industries Department of Chandigarh has set up various centres and launches various schemes for the development of MSMEs. The contribution of various industries to production and employment is commendable. Though, Chandigarh is not industry led city, yet, the contribution of industrial sector to its social, cultural and economic growth cannot be ignored.

Although the District Industries Centre, Chandigarh is also playing a important role in the development of Micro, Small and medium Scale Enterprises, the growing demand among the entrepreneurs for the introduction of MSMED Act in Chandigarh is required to be taken care of by the officials so as to invite more and more prospective entrepreneurs for the establishment of industrial units. There is a dire need to modernise the functioning of District Industries Centre and make it high tech so that the existing and prospective entrepreneurs will be in a position to acquaint themselves about the latest schemes and facilities available at District Industries Centre. The suggestions given by the entrepreneurs will be very helpful in making the department's functioning more effective.

Training programmes and workshops as desired by most of the entrepreneurs are required to be taken up more seriously by the department. For the prospective entrepreneurs also it must be made compulsory so as to minimise the percentage of failure in the future. Besides providing various facilities of self employment, employment opportunities are expanded in the region and it leads to economic development. Suggestions from the entrepreneurs that the officials of the District Industries Centre are to be provided training on Behavioural Sciences draws attention to the need for creating harmonious relationship between the department and the entrepreneurs. This will create a healthy environment and invite more investment in this region for further growth and development.

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