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## **Functions, Role, Development, and Sustainability of MSMEs in the Context of Entrepreneurial Development**

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### **ABSTRACT:**

Micro, small, and medium-sized businesses (MSME's) have unquestionably become a significant and dynamic sector of the Indian economy. In addition, this industry is extremely crucial to India's economic growth because it employs more people than the agriculture industry. The industry also generates one-third of all export earnings, accounts for around 8% of GDP, and aids in a number of other goals, like promoting exports, increasing employment output, encouraging entrepreneurship chances, etc. The main benefit and function of this sector is the possibility of low-cost employment. MSME's sector does, however, face a number of difficulties, such as high raw material costs, collateral requirements, rising fuel prices, competition from both domestic and foreign markets, a lack of credit facilities from financial institutions, etc. Every day, 79 MSME's fall ill due to financial issues; although the government has taken numerous measures to help this sector, the issue still exists. Without unemployment growth and environmental concerns, India may not be able to fulfill its sustainable development target. MSMEs are a crucial component of maintaining sustainable development since they increase economic growth, create jobs, combat poverty, and lessen inequality. Sustainable development is possible through inclusive growth that upholds prosperity and human dignity. The study's goal is to evaluate MSMEs' performance and their contribution to India's continued sustainable growth. The survey also emphasizes MSMEs' usage of sustainable practices. The current article looks into MSME performance metrics, their potential economic impact, and other initiatives different parties have done to support MSME development in India.

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**Keywords:** Micro Small and Medium Enterprises, Entrepreneurship, Economic Development, Employment Potential, Exports Revenue

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### **Introduction:**

MSME's undoubtedly make up a significant portion of the Indian industrial sector. Less capital investment and high labor absorption are the defining characteristics of micro, small, and medium-sized firms, which have unquestionably given this sector a level of significance never before seen. However, the sector is crucial for reducing poverty, promoting sustainable growth, and ensuring an equal distribution of income in India. MSME's do play a significant role in effectively distributing the large labor supply and finite capital by employing labor-intensive industrial methods. By swiftly adapting to shifting conditions in the market's supply and demand, MSME encourages private ownership and fosters entrepreneurial abilities. National economies are aware of the value of small and medium-sized businesses in addition to their importance. More than half to two thirds of all enterprises worldwide are MSMEs, and in certain places this percentage is significantly greater. MSMEs can generate employment with the least amount of capital and in a variety of places, which naturally attracts policymakers. Micro, small, and medium-sized firms are crucial to a nation's social and economic sectors. The importance of this sector is well organized around the world due to its significant contributions in achieving various socio-economic objectives like employment generation, contribution to national outputs and exports, fostering new entrepreneurship, and also to provide depth to the industrial base of the economy. In addition, MSME's play a very important role in the growth and development of any economy. It can undoubtedly aid in achieving a more equitable distribution of the advantages of economic growth and, in doing so, aid in resolving some of the main issues brought on by unequal income distribution. A focus of measures aiming at generating growth and employment in many developing nations, MSMEs were once thought of as the last of the conventional sectors. MSME's are crucial to the economic and social sectors, and their participation makes sense in the current environment. Once more, promotional agencies unquestionably play a significant role in India's entrepreneurship development. There is a need for these promotional firms right from the beginning when identifying potential business possibilities. MSMEs in developing nations have therefore evolved in industries ranging from high-tech to small businesses using rural skills and typically producing for both domestic and foreign markets. There are several nations that could possibly meet the requirements for one or two aspects, but none of them do so for all four. It is impossible for a nation to attain sustainable development unless all four dimensions are addressed. Thus, establishing sustainable development may seem like an impossible goal. The expense of a large ecological footprint is typically linked to the high level of human development. Although the ecological footprint is small in

underdeveloped nations, it is associated with low HDI (health, education, safety has to be improved). The link between HDI (human development index) and Ecological Footprint, two sustainability metrics, highlights the enormous challenge facing the advancement of human society at the present moment without endangering the planet's ability to support life as we know it. Rich countries have high HDI values but have exceeded ecosystem carrying capacity; many poor countries have not yet exceeded ecological support limits but have fallen short of human development goals. These factors lead to the chart below, which shows that no state on any continent has achieved sustainable development, which is the ultimate goal.

#### Definition of Micro, medium and small enterprises:

In accordance with the major provision of micro, small and medium enterprises act 2006 has classified MSME's into two categories:

- a) Manufacturing enterprises: Refers to those enterprises engaged in the manufacture or production of goods relating to any industry specified in the first schedule to industries (According to development and regulation act, 1951)
- b) Service enterprises: These enterprises are engaged in providing or rendering of services in terms of investment in equipments

MSME units producing goods and rendering services will be defined in terms of annual turnover, as mentioned under:

- Micro enterprises will be defined as a unit where the annual turnover does not exceed Rs.5 crore
- A small enterprise will be defined as a unit where the annual turnover is more than Rs. 5 crore but it does not exceed Rs. 75 crore
- A medium enterprise will be defined as a unit where the annual turnover is more than 75 crore but does not exceed Rs. 250 crore
- Additionally, central government may by notification vary turnover limits, which shall not exceed thrice the limits specified in section 7 of the MSME Act

#### Manufacturing Sector

Enterprises	Investment in Plant and Machinery
Micro Enterprises	Less than 25 lakh
Small Enterprises	More than 25 lakh but does not exceed 5 crore
Medium Enterprises	More than 5 crore but does not exceed 10 crore

#### Service Sector

Enterprises	Investment in Equipments
Micro Enterprises	Less than 10 lakh
Small Enterprises	More than 10 lakh but does not exceed 2 crore
Medium Enterprises	More than 2 crore but does not exceed 5 crore

#### Growth of MSME's in India:

Today, micro, small, and medium-sized enterprises (MSME) contribute close to 8% of the nation's total GDP. They are widely scattered throughout the nation and generate a wide variety of goods and services to satisfy the demands of domestic and international value chains as well as local and global markets. Additionally, 68.21% of the businesses in the MSME sector are engaged in service units, compared to 31.79% of businesses that are engaged in manufacturing.

Some of the key MSME statistics is mentioned below as follows:

- Number of MSME's in India: It is estimated that India has 42.50 million MSME's, including both registered and unregistered MSME's, which together account for a stunning 95% of all industrial units in the nation.
- MSME and employment opportunities: It employs around 106 million people, 40% of whom are from within India, second only to the agricultural sector in terms of employment.
- MSME products include: More than 6000 goods are produced there.
- Currently, it makes up around 6.11% of industrial GDP and 24.63% of service sector GDP.
- Production from MSME: 45% of all manufacturing production in India.
- 40% of all exports are MSME exports.
- MSME's account for over 16% of bank loans, according to the rate of lending
- Currently, the value of fixed assets is INR 1,47,1,912.94 Crore.
- MSME Growth Rate: It has consistently kept a growth rate that is greater than 10%.

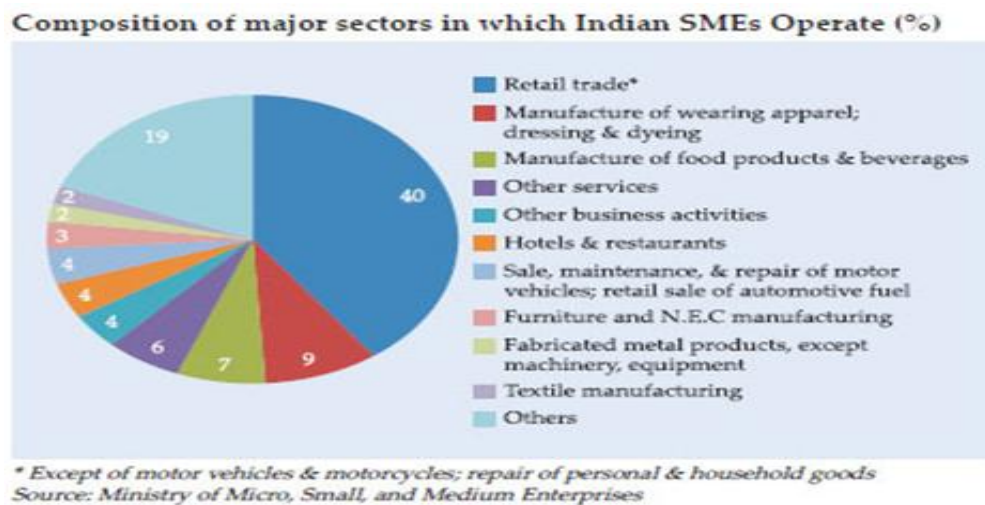
#### Major government initiatives to boost and enhance MSME sector in India:

- Micro and small businesses are covered by the Credit Guarantee Fund Trust (CGTMSE): The main goal of this program is to provide new and current Micro and Small Businesses with collateral-free loan facilities up to a maximum of E.S. 100 lakh per unit. Additionally, according to performance indices for the 2016–17 period, 3,142 MSME units profited, costing a total of Rs. 203.76 crore. Around 22, 380

units have benefited from this program since it began, at a cost of Rs. 1349.63 crore.

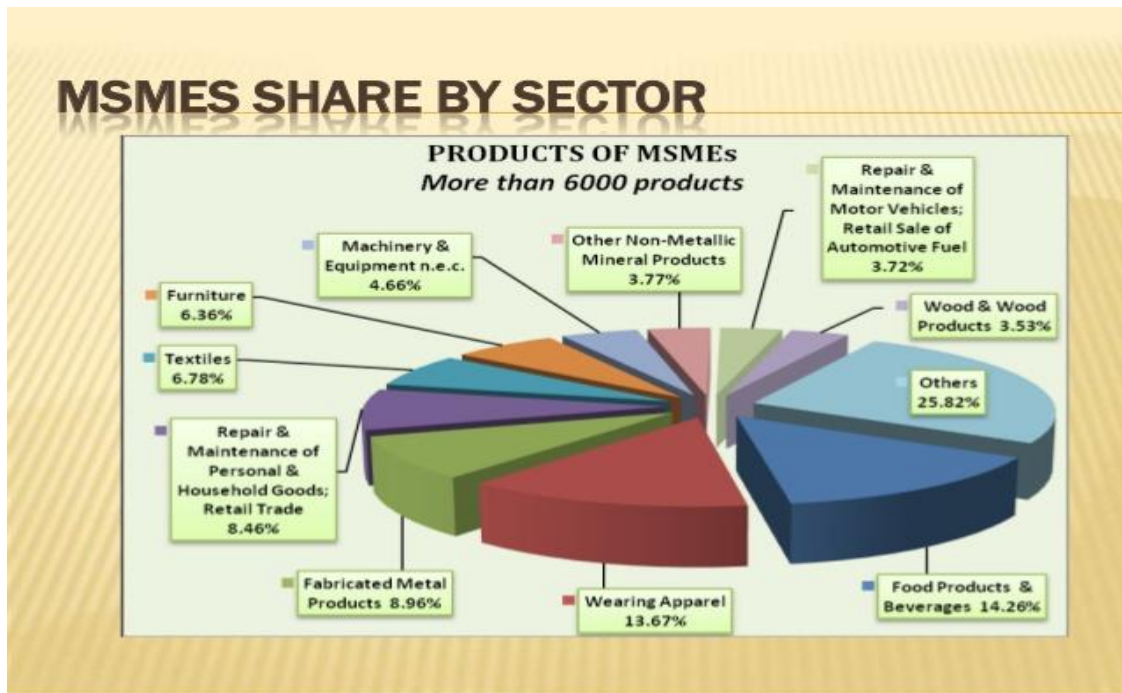
- Lean Manufacturing (National Manufacturing Competitiveness Programme): The main goal is to increase the manufacturing competitiveness of MSMEs by making various Lean manufacturing techniques available to them. The performance indices for 2016–17 show that 670 units, costing Rs. 11.26 crore, benefited from the program. According to performance since beginning, 3041 units have benefited at a cost of Rs. 45.26 crore.
- Intellectual Property Rights: The main goal of this project is to raise competitiveness through raising IPR awareness. According to performance indicators for 2016–17, an estimated 26 awareness activities, 05 workshops, and three IPR felicitation centers were given for an overall cost of Rs. 1.73 crore.
- The main goal of the Marketing Development Assistance (MDA) Scheme is to support and motivate MSMEs in expanding their international markets. Since its commencement, performance indicates that 1476 units have received MDA assistance, with a total expenditure of about Rs. 28.76 crore.
- There will be connections between the Udyam, e-Shram, National Career Service (NCS), and Aatmanirbhar Skilled Employee Employer Mapping (ASEEM) portals. In order to deliver G2C, B2C, and B2B services related to credit facilitation, skilling, and recruitment, they will now function as portals with live, organic databases.
- More than 130 lakh MSMEs have received additional credit thanks to the Emergency Credit Line Guarantee Scheme (ECLGS). The ECLGS will be extended through March 2023, doubling the guarantee cover to INR 5 lakh crore and adding INR 50,000 crore to it.
- The Financing Guarantee Trust for Micro and Small Enterprises will facilitate an additional INR 2 lakh crore in credit for these businesses (CGTMSE).
- With a budget of Rs 6,000 crore, the Raising and Accelerating MSME Performance (RAMP) initiative would be implemented.

Below figure showing the Composition of major sectors in which Indian SME's operate (Percentage wise)



#### Major challenges faced by Indian SME's:

Many SME's are hesitant to expand, which lowers production. Others fully believe in the idea of keeping small and cozy while attempting to dodge regulatory and taxation-related obstacles. SME's that decide to expand have a unique set of challenges, starting primarily with financing. High interest rates across over 15000 listed and unlisted businesses in a variety of industries, including textile, agricultural, electricity, IT, and ITES, revealed a consistent downward trend in SME exposure to bank loans. Bank credit repayment schedules are a significant additional deterrent. While it is common knowledge that the majority of large corporations who buy from SMEs have an interest-free repayment period of 120 days, SMEs only have 60 days to return their interest-bearing bank loans. This is one of the main causes for which the majority of SME's have recently decided to lessen their exposure to bank financing. Additionally, each industry does confront its unique difficulties. For instance, the real estate market has slowed down recently following a decade of expansion. Additionally, exports have decreased quarter over quarter as a result of weakening demand in several European nations and unrest in Western Asian nations, which has also turned the tide against SME's. The companies have little leverage in a price war because they are not market leaders in their respective niches. They struggle to maintain quality while they adjust to shrinking profit margins. SME's that aren't prepared to grab the bull by the horns and forge their own route for growth can be suffocated by supply chain inefficiencies, local and international competition, and a lack of trained labor.



Above image showing MSME's share sector wise

#### Exploring financing opportunities for SME's in India:

Making sure that SME's don't run out of financing options is one of the most important things you can do to ensure their survival. Here are a few recent or alternative finance possibilities for SME's:

- Foreign banks: Most people, especially customers, can benefit from healthy competition. However, in this instance, removing limits on foreign banks' ability to open more branches may benefit SME's, who would subsequently notice an influx of local banks vying for their business. Currently, international banks can open only 12 branches per year, however increasing this number to 100 could help SME's.
- Debt financing: For SME's, moving away from well-known banks and looking into new debt funding solutions may be beneficial. Additionally, the government has developed programs like collateral-free loans up to Rs. 1 crore depending on parameters like business size, age, etc.
- Equity finance: This sort of funding has generally been successful for startups, especially if one intends to hire senior executives who can dramatically increase revenue and market share in a short amount of time.
- Mezzanine debt finance is a combination of equity and debt financing that is now provided by both domestic and international investors.
- LIBOR for exports: LIBOR-based regimes that provide extremely competitive interest rates allow exporters to access pre- and post-shipment credits.
- There are currently just a few NBFCs that provide debt-loaded PE capital for small and medium-sized businesses (SME).
- Grants: India has established bilateral trade relationships with other nations where trade/finance groups provide grants to established sectors to capitalize on their expansion.

*Ease of Doing Business for MSMEs:* In the previous five years, recipients of the Micro Skillpreneurship Development Programme (MSDP) of Ahmedabad's Entrepreneurship Development Institute of India (EDII) have founded around 21,900 businesses. Over 32,900 beneficiaries were taught by the institute as part of the Skills to Succeed 2020 Goal across the states of Tamil Nadu, Kerala, Karnataka, Andhra Pradesh, Telangana, Maharashtra, Madhya Pradesh, Goa, Uttarakhand, Assam, and Pondicherry between 2015–16 and 2019–20.

#### Review of literature:

Review of Existing studies both at the national and international level are as below:

##### Worldwide Studies

**Mohammed et al. (2012)** observed a strong rationale for innovative practices in the MSMEs sector contributing to GDP. This study concluded that the performance of MSMEs in Nigeria is likely to improve as they increase the way with which they mirror large companies by taking advantage of opportunities provided by the government for their growth. Also, MSMEs have proven to be more likely to report their entrance into new markets,

increased market share and providing improved flexibility of production and service of innovation.

**Gorzeń-Mitka (2013)** study aimed to identify risk identification tools in Polish MSMEs. The study showed that the risk identification techniques are previous experience, documentation review and brainstorming. The researcher suggested that MSMEs have a problem with this issue. It may be the result of poor knowledge about it, usefulness or possibilities of use. Pandya (2013) focused on sustainability as an important aspect for small businesses. According to the study, it offers a genuine competitive advantage to private organisations and green credentials to others. The consequences of not considering sustainability as part of strategy and operations in any SME have been discussed. It also outlines various potential benefits of adopting sustainability measures for SMEs.

**Enno (2006)** raises the question that after adopting the sustainable environmental measures, why some businesses are slow while others become fast. The researcher found that to improve the working condition fast-growing enterprises invest in environmental measures, which most probably improves their employees' motivation and performance. This explanation connects 'planet' and 'people' with each other, and does not exclude 'profit', which completes the traditional sustainability circle. The study concludes that the attitude of SMEs to sustainability should be investigated in a different way than has been done so far. The environment should (also) be incorporated as an indirect factor and not just as a direct factor.

### Indian Studies

**Bharadi (2014)** studied the development of the rural sector and the sustainability of MSMEs in India. The research concluded that SMEs are the base for entrepreneurship that creates the innovative skill. It is counted as an underdeveloped and unorganized sector in the country's rural economy.

**Joshi and Kurulkar (2004)** emphasised sustainable industrial development and stated that the nature of chemical and chemical products group industries in the region is highly polluting. The paper critically discusses the role of various stakeholders as of now and its socio-economic and environmental consequences for the region and the economy of Gujarat. Based on the conclusions the policy implications for the greening of these industrial estates and the 'Golden Corridor' are being suggested.

**Rana and Dhruves (2013)** attempted that the empirically assess which factors are most critical in the ERP implementation process from the perspective of the Indian MSMEs. Researchers found that the critical problems of implementation of ERP systems, which can induce the suggestions of improvement strategies for the industries as well. It is believed that if organisations take suitable improvement actions the effectiveness and quality of service of ERP systems can be raised. The study provided that the partial support for the explanation of failure while implementing Enterprise Information System.

**Sonia and Rajeev (2014)** revealed that small industries have played an important role for adequately export, promotion, resources utilisation, employment and investment in Punjab state and it contributes to improvements in GDP ratio of a country. It was the increasing GDP depends upon the development, productivity and performance of small – scale sector. The researcher founded that it was bright picture ahead in the future but have a low rate of employment opportunity and suggests to the government and policies makers will be accordingly to push up growth in small– scale sector.

### SMEs & Technology:

SMEs have been accused of living in an obsolete era in terms of technology. Access to internet, resources, virtual skilled workers and client opportunities can help them grow by leaps and bounds. They are now waking up to the fact that technology and culture of innovation can be high potential growth drivers. In a recent global study with Oxford Economics over 2300 SME executives, over 60% agreed that tech can be a key differentiator for their SME and over one third agreed that creating a culture of innovation is a top priority in their strategic growth plan.

Tech can be used in multiple spheres. It can make SMEs agile, improve innovation, fortify customer relationships and help explore new markets while reducing the cost of expansion. Specifically speaking, Big Data Analytics and MobiTech were named as the two biggest drivers of change.

- ✚ **MobiTech:** World over, as businesses move from being product-centric to customer-centric, it has become increasingly important for SMEs to focus on enterprise mobility as a key driver of innovation. Using mobile tech efficiently, helps to drive better customer experiences, especially for B2C SMEs in retail. For example, mobile apps can change the way SMEs do business. They can enable streamlining order flow, forecasting warehouse inventory & allow for better communication processes.
- ✚ **Cloud Computing:** Using the Cloud to handle a substantial chunk of their IT related aspects can be a great way for SMEs to save on IT costs, and instead use these savings to drive product innovation. This would allow SMEs to scale and gain expertise from any part in the world without having to invest in infrastructure and offices. It helps streamlining sales, inventory and financials especially for SMEs without huge capital reserves.
- ✚ **Big Data & SMEs:** Analytics can be a great way to know more about your customers, and will allow you to gain insights on what your customers are buying, how they're buying it (or not) and where exactly in the sales funnel are they dropping off. All this information can

help in creating a better customer experiences and nurture leads to close sales.

- ✚ **Exclusive Telecom for SMEs:** In recent years, many telecom technologies like VoIP, WiFi and other Compression Technologies have become affordable for SMEs. Telecom companies did take a bit of time understand the price-sensitive SME market, and have started offering technology which can implemented relatively quickly and can be upgraded on demand. One such example is a network service between branch offices which will enable SMEs to save on call costs.
- ✚ **Tech Improvements for the SME Support Systems:** It's not just SMEs that need a boost in technology, but also those who offer their services to them. Banks, for example, charge lesser for electronic/ branchless transactions vs. those transactions which are conducted within branch premises.

#### *Success factors for SME technology startups:*

The success factors for SME technology startups are similar to those for other startups. For early-stage investment opportunities, the team comes right after the market size. Since the problems faced by SMEs are very different from the challenges faced by large enterprises or consumers, the right founding team should have deep knowledge about the SMEs' pain points in the targeting industry and solid experience in communicating with the SMEs. Specifically, since most of the technology solutions for SMEs are not new deep technologies but applications tailored for SMEs, experience in user growth in the SME space will be very important.

1. Team with solid experience in the relevant industry
2. Team with an understanding of the respective market dynamics
3. Team with strong business development experience working with SMEs
4. Team with strong product development experience
5. Team with quick go-to-market capabilities
6. Validated and clear product value proposition and high product scalability
7. The product that is easy to deploy
8. The business model that is sensible for the market and potential customer persona
9. Low customer acquisition cost



#### *Sustainability and MSME's:*

Indeed sustainability is a globally accepted development centre stage at both national and international levels. In order to boost MSME's government of India has made several commitments. With the new initiative undertaken by government of India "Make in India" (Zero defect and zero effect). All the sectors of the Indian economy need to make a collective effort for a better economy. In the current scenario, the manufacturing sector has a significant contribution to sustainable economic growth. MSMEs sector has the potential to create jobs opportunities to a huge number of peoples but adopting the sustainable business policies it goes along and contributes to the Indian economy. MSMEs plays an important role directly or indirectly to achieve

sustainable goals through ITC support.

- Reduction in Poverty
- Zero Hunger
- Job creation
- Gender Equality
- Reduction in Inequality
- Innovation and Infrastructure
- Decent Environment for Work
- Promote Production

However, in terms of corporate sustainability, Epstein (2008) mentions nine principles of sustainability to be observed and followed by the corporates. These principles are mentioned below

- ✓ **Ethics:** A Company always tries to promote, observe and preserve the moral values and practices while businesses with stakeholders.
- ✓ **Governance:** A firm or Company runs all its capitals diligently and effectively. It attracts the interest of all stakeholders through the efficient work of managers and corporate boards.
- ✓ **Transparency:** A company always discloses the information of product and service within a fixed time.
- ✓ **Business Relationships:** A company works for the best trading practices with partners, distributors and suppliers.
- ✓ **Financial Return:** Company compensates providers of capital with a competitive return on investment and the protection of company assets.
- ✓ **Economic Development:** Company fosters a mutually beneficial relationship between the corporation and community in which it is sensitive to the culture, context and the needs of the community.
- ✓ **Value of Production and Services:** A firm or company always tried to give the best product and services to its customers within their needs and choices.
- ✓ **Employment Practices:** A firm or a company always do human resource management practices which develop the employee personal and professional life.
- ✓ **Protection of Environment:** A firm endeavours to safeguard and renovate the environment and endorse sustainable development in product and service.

Thus, it is clear that to pursue sustainability a corporate needs to take care of the interests of all the stakeholders.

#### **Government's Role in Promoting SMEs**

A handful of the government of India's recent efforts has helped SMEs. The Government has provided 20,000 Cr to this sector through the Micro Units Development Refinance Agency Bank in an effort to directly raise the GDP share of SMEs (MUDRA). Similar to this, the government has established a performance and credit rating system for SMEs called the ZED rating in an effort to promote "Zero-Defect" production that has "Zero-Effect" on the environment. The categories for SMEs are bronze, silver, gold, diamond, and platinum. The goal is to assist SMEs in expanding, achieving economies of scale, and raising the caliber of their output. Here are a few more well-known programs for SMEs in India.

- **Credit Guarantee Fund Scheme:** This program offers Indian MSMEs collateral-free credit and is applicable to both new and existing businesses. The trust that makes it possible for borrowing units to receive working capital loans of up to Rs. 100 lakh has been established by the government in collaboration with SIDBI.
- **Credit Linked Capital Subsidy Scheme for Technology Upgradation (CLCSS):** The Ministry of Small Scale Industries (MSSI) developed the Credit Linked Capital Subsidy Scheme for Technology Upgrading (CLCSS), which offers upfront capital subsidies of 15% (maximum 15 Lakh) to SSI firms that may be used for modernizing plant and machinery.
- **Financial Assistance on International Participation:** This program provides cash to SMEs so they can attend international trade shows and exhibitions. It also encourages industry groups to do sector-specific market research. Additionally, it offers reimbursement of 75% of yearly costs (recurring) and 75% of the one-time registration fee paid to GSI by SMEs for the first three years of barcode use. Additionally, it makes it easier to upgrade technology, form joint ventures, and collaborate internationally.
- **Technology & Quality Upgradation Support to SMEs:** This program assists SMEs in utilizing energy-efficient manufacturing techniques and technology to minimize their carbon footprint. They receive 75% of the cost to purchase such devices.

- *Mini Tools Room & Training Center Scheme*: The government offers a grant or help equal to the cost of the machinery or equipment (up to \$9 Cr.) to build a new micro tool room and 75% of the cost to upgrade an existing room under the Mini Tools Room & Training Center Scheme. The program intends to develop a trained workforce that will eventually be advantageous to the area.

The budget 2019–20 presented by India's Finance Minister, Nirmala Sitharaman, includes numerous new programs and provisions aimed at promoting MSMEs across the nation. She increased the corporate tax rate to 25% for businesses with revenue of up to Rs 400 crore per year, and under the Interest Subvention Scheme, she allocated Rs 350 crore for the 2019–20 fiscal year. The Start-up/Stand-Up India scheme was unveiled by the Indian Prime Minister in August 2015 with the goal of promoting bank financing for new businesses and other new measures to encourage entrepreneurship and job creation. This effort aims to transform India from a job-seeking nation to one that creates jobs. Small and medium-sized enterprises (SMEs) have the potential to take India to new heights due to their minimal capital requirements, operational flexibility, and ability to create the necessary indigenous technology. Imagine an India where SMEs are given the freedom to maximize their growth momentum, which significantly accelerates India's overall growth. According to the current trends, it appears that India may someday surpass China in terms of the volume of SME's. But it's critical for India's SMEs to improve the standard of their product line and pass benefits on to the final customer. Today, establishing a business is easier than it ever was. There are resources like incubators, investors, mentors, and accelerators that can help a firm succeed. To improve the economy, all segments of the Indian economy must work together. The manufacturing industry currently makes a substantial contribution to long-term economic growth. The MSMEs sector has the ability to provide a great deal of people with employment possibilities, but by using sustainable business practices, it advances and boosts the Indian economy. Through ITC support, MSMEs play a significant direct or indirect role in achieving sustainable goals. The global and rural markets have never been more accessible thanks to the ever-increasing internet and cellphone usage. While there are many obstacles in the environment, there are also many opportunities. The moment has come for our country to plant the seeds and provide the infrastructure necessary for our SMEs to flourish.

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## Conclusion:

India's villages can grow if entrepreneurship is promoted in rural areas. Micro businesses are crucial in creating work options for young people as well as in encouraging self-employment and entrepreneurship among them. In light of this, the Indian government is giving rural industrialization a high priority in order to increase employment and make the best possible use of the country's resources. In reality, rural entrepreneurship is essential if rural development is to be maintained. Rural entrepreneurs may greatly contribute to the formulation of appropriate policies for encouraging and expanding rural entrepreneurship by understanding the fundamental characteristics of rural areas and removing the inherent limitations. Compared to their larger counterparts, micro and small businesses are far better able to serve the country. If these rural businesses had more available money, they could perform miracles. The goal of MUDRA has been to reduce the financing constraints encountered by rural micro entrepreneurs and provide them with much more funding so they may expand their businesses and help India thrive. Through this program, micro entrepreneurs can support Mr. Modi's Make in India initiative by turning India into a manufacturing powerhouse for millions of tiny goods and selling them to a wider audience. However, without the involvement of the populace, government policies are useless. The literature and data that are now available demonstrate that this industry is continually expanding throughout time and fostering job opportunities for young people. The Indian government has launched numerous new programs and created policies to promote MSMEs in a sustainable manner. Technology has advanced, and small businesses have been upgraded with the future of the Indian economy in mind. The anticipated expansion of rural microenterprises will be greatly aided by the combined efforts of the government, families, and people at the grassroots level.

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