

AATMA NIRBHAR BHARAT ABIYAN: SELF RELIANT INDIA



Editors

**Dr. S. Theenathayalan
Dr. V. Sriman Narayanan**

AATMA NIRBHAR BHARAT ABIYAN: SELF RELIANT INDIA

MAHATAMA KAMISHI V. JO

FOREWORD

Edited by

Dr. S. THEENATHAYALAN

Dr. V. SRIMAN NARAYANAN

Published by

L ORDINE NUOVO PUBLICATION

academicbookpublication@gmail.com

www.nuovopublication.com

Book Title : **AATMA NIRBHAR BHARAT ABIYAN: SELF RELIANT INDIA**

Editors : **Dr. S. THEENATHAYALAN**
Associate Professor & Head
Department of Economics and Centre for Research in Economics
The Madura College (Autonomous) Madurai, Tamil Nadu

Dr. V. SRIMAN NARAYANAN
Associate Professor
Department of Economics and Centre for Research in Economics
The Madura College (Autonomous), Madurai, Tamil Nadu

Book Subject : **Economics**

Book Category : **Chapter Edited Volume**

Copy Right : **Editors**

First Edition : **July 2023**

Book Size : **B5**

Paper : **21 kg, Maplitho NS**

Price : **Rs.900/-**

Published by : **L ORDINE NUOVO PUBLICATION**
E-mail: academicbookpublication@gmail.com
www.nuovopublication.com
Mobile:99442 12131.

ISBN Supported by
Raja Ram Mohan Roy National Agency for ISBN, New Delhi – 110066 (India)

ISBN: 978-93-92995-65-1



Disclaimer: *The Publisher and editors cannot be held responsible for errors or any consequences arising from the use of information in this Book; the views and opinions expressed herein are of the authors and do not necessarily reflect those of the publisher and editors.*

CONTENTS

S.No	Title	Page No.
1	Performance Analysis of Digital Transactions in India Dr. S. Theenathayalan & Dr. S. Murugan	1
2	Digitalization and its Impact on Environment T. Kalaiselvi & Dr. S. Ganesan	7
3	A Study on Rural Women Entrepreneurs in Vadipatti Taluk, Madurai District, Tamilnadu Dr. M. Regina Mary	12
4	Digitalisation and its Impact on Indian Economy Dr. P. Kannan & Dr. R. Gopi	24
5	Perceived Factors which Induce The use of New Technology in (Digital India) E-Banking Services Dr. A. Marimuthu & S. Hemanath	27
6	An Empirical Analysis of Atma Nirbhar Bharat Abhiyan Dr. S. Meenakshi	35
7	Atma Nirbhar Bharat Abiyan: Make in India – An Outlook Dr. S. Karthikeyan & Dr. P. Gnanasoundari	41
8	Atma Nirbhar Bharat Abhiyaan – A Pride of India Dr. V. Sriman Narayanan & Dr. J. Premkumar	46
9	G-20 Conference: A Pride of India Dr. M. Subramanian, Dr. D. Abraham Pradeep & Dr. R. Sivajothi	52
10	புதிய பாரத எழுத்தறிவுத் திட்டம் 2022-23 முனைவர் பெ.குப்புசாமி	57
11	Implementation of Government Sponsored Employment (SGSY) Schemes in Sivaganga District Dr. S. Chidambaranathan	65
12	Women Empowerment through Self Help Groups in Theni District, Tamil Nadu Dr. S. Karthikeyan & Dr. S. Senthilkumar	69
13	Impact of Make in India on Tourism and Hospitality Dr. C. Sahaya Mary Sophia & Dr. R. Suji Karthika	75
14	Digitalization and its Impact in India Dr. M. Yesurajan & Dr. T. Indra	81
15	Prospects and Challenges Ahead in Indian Industries: An Optimistic Approach S.T. Siddharthan	87
16	Atma Nirbhar Bharat Abiyan Make in India: A Step Towards Making India Self-Dependent Dr. S. Karthikeyan & Dr. P. Mohammed Hither Ali	95

17	Make in India Versus Make for India Dr. S. Karthikeyan & Dr. M. Satheesh Pandian	106
18	Digital India Innovation in Agricultural Sector Some Reflection Dr. B. Sasikumar	112
19	Effective Utilization of Intellectual Property Potentially Enhances the Role Played by MSMEs S. Seethalakshmi & Dr. K.S. Alakumarimuthu	120
20	Role of Micro, Small and Medium Enterprises in Indian Economy A. Rajeswari & Dr. S. Karthikeyan	124
21	Digital Transaction in India: An Analysis Dr. V. Kannan & Dr. P. Senthilkumar	130
22	A Proactive Support to Empower Entrepreneurs by the Dint of Startup India Scheme Dr. P. Anita	135
23	E-Governance in India - Successes and Challenges: The Way Forward Dr. K.S. Alakumarimuthu & K. Pandi	140
24	Efficiency and Problems Faced by the Micro, Small and Medium Enterprises (MSMEs) in Madurai District R. Dilipan & Dr. S. Theenathayalan	143
25	Role of Micro Small & Medium Enterprises in India Dr. M. Gnanamani	148
26	A Study on Startup and its Impact on MSME in Tamilnadu with Special Reference to Vellore District Dr. S. Jaber Asan	156
27	Digital Payment Ecosystem in India K. Satheeshkumar & Dr. R. Kalirajan	161
28	Impact of Make in India on Indian Economy: Evidences of Secondary Data Dr. A. Kannan & V. Thamaraiselvi	166
29	Micro, Small and Medium Enterprises of India and Economic Growth Dr. M. Manjula	171
30	Self Reliant India with Special Reference to One Nation One Ration Card Dr. G. Angala Eswari	178
31	Role of Ministry of Micro, Small and Medium Enterprises (MSME) of Coir Industry in Pollachi Taluk, Coimbatore District Dr. M. Mehar Banu & Mrs. Divyabharathi R	183
32	A Study on Performances and Prospects of MSME in India Angel D	190
33	Trend Analysis of Revenue Collection from Goods and Service Taxes in India Dr. R. Premalatha	194

EFFICIENCY AND PROBLEMS FACED BY THE MICRO, SMALL AND MEDIUM ENTERPRISES (MSMEs) IN MADURAI DISTRICT

R. Dilipan

*Ph.D., Full-time Research Scholar,
Department of Economics & Centre for Research Economics,
The Madura College, Madurai*

Dr.S. Theenathayalan

*Associate Professor & Head,
Department of Economics & Centre for Research Economics,
The Madura College, Madurai.*

Abstract

In this paper an attempt is made to study that the India is the second largest populated country in the world. The percentage of Entrepreneurs is too low in India though there are many natural and human resources available.

Introduction

In this paper an attempt is made to study that there are two heads namely the efficiency of MSMEs it consists of the technical efficiency and economic viability of MSMEs in terms of productivity of capital, profitability and capital intensity of workers. These are analysed for high, medium and low level of growth units for MSMEs groups and the growth of an MSMEs is invariably linked with the problems faced by it. The problems differ from place to place and between one MSME to another. The problems ultimately affect the overall performance of MSMEs.

Measurement of Variables

This section discusses the variables used for analyzing technical efficiency and economic viability of micro, small and medium enterprises. The data are obtained from the balance sheets of the selected micro, small and medium enterprises in Madurai district for the year 2019-20.

Results and Discussion

In this section to discusses the problems faced by the MSMEs relating to their sales, finance, worker, power and technical guidance. Further they are asked to pinpoint the nature of any particular problem. For example, if the problem is related to finance, then they are asked to clearly specify whether it is a problem of shortage of working capital, shortage of fixed capital, high rate of interest or something related to the finance. The same technical is adopted to analyse other problems as well.

ABOUT THE EDITORS



Dr. S. THEENATHAYALAN is presently serving as Associate Professor and Head, Department of Economics and Centre for Research in Economics of The Madura College (Autonomous), Madurai, Formerly Member – Syndicate (Governor's Nominee) and Member - Convener Committee, Madurai Kamaraj University. At present he is a Member in Academic Council, Madurai Kamaraj University and Member- Planning Board (Governor's Nominee), Manonmaniam Sundaranar University, Tirunelveli. He has credibly maintained consistent academic records in his post graduate studies with a University Rank. He started his teaching career in July 1991 with a passion for teaching for more than 3 decades. He has guided 15 Ph.Ds, 32 M.Phil., published 22 books and good number of students completed their PG Projects.

He was also the organizing secretary of 10 National Seminars, 1 National Conference and 3 International Conferences. In addition, he has delivered 80 plus invited lectures at the UGC-HRDC and keynote addresses in Economics in National, International conferences and radio talks. His research contributions are also outstanding. At present, 4 Ph.D. Scholars and one Post-Doctoral fellow are working under him. He is the domain expert and one of the authors of Plus One and Plus Two Economics Text Books of Government of Tamil Nadu.

He has published 40 research papers in national and international journals of repute. His academic contributions involve membership and Chairmanship of Board of Studies of various colleges and universities. He was also a recipient of "Best Teacher Award", "Best NSS Programme Officers Award", "Senior Economists Award", "Eminent Academician Award" and "Distinguished Resource Person Award". Besides, he served as NAAC Coordinator, IQAC Coordinator and Dean of Academics and Research at the College. He was invited to deliver a keynote address in the International Multidisciplinary Conference held at Malaysia.



Dr. V. SRIMAN NARAYANAN, M.A., M.Phil., Ph.D. SET, is presently working as Associate Professor PG Department of Economics and Centre for Research in Economics, The Madura College (Autonomous), Madurai since 1998. He obtained his Ph.D. in Economics from the Madurai Kamaraj University in 2008. To his credit, he has participated and presented many papers in the International, National and State Level Seminars/Conferences and Workshops. He has also published few articles in the refereed and UGC-Care Listed journals and edited books. He has produced a Ph.D., 15 M.Phil. scholars and many PG Projects. He has rich experience in administration as Member Secretary in the Academic Council, Placement Officer, Deputy Controller of Examinations and Controller of Examinations in The Madura College. Recently, he visited Malaysia for an International Conference as Chairperson. Besides, he received the Best NSS Programme Officer award from the Madurai Kamaraj University.



Published by
L ORDINE NUOVO PUBLICATION
academicbookpublication@gmail.com
www.nuovopublication.com

ISBN 939299565-2



9 789392 995651