

PROBLEMS AND PROSPECTS OF ZUANGTUI INDUSTRIAL ESTATE IN
MIZORAM

BY

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Submitted

In partial fulfilment of the requirement of the Degree of Master of Philosophy in
Commerce Department of Mizoram University, Aizawl.

CERTIFICATE

This is to certify that the dissertation entitled **“Problems and prospects of Zuangtui industrial estate in Mizoram”** submitted to Mizoram University for the award of Master of Philosophy in Commerce is a research work carried out by Ms. Lallawmzuali Chhakchhuak, Research Scholar, in the Department of Commerce, Mizoram University under my guidance.

She has fulfilled all the requirements in the M.Phil regulations of the Mizoram University. The dissertation is the result of her investigation into the subject. Neither the dissertation as a whole nor any part of it was ever submitted to any other University for any research degree.

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DECLARATION

I, LALLAWMZUALI CHHAKCHHUAK hereby declare that the dissertation or subject matter of dissertation entitled “Problems and prospects of Zuangtui industrial estate in Mizoram” is a record of work done by me; that the content of this dissertation did not form basis of the award of any previous degree to me or to the best of my knowledge, to anybody else, and that the dissertation has not been submitted by me for any research degree in any other University/Institute.

This is being submitted to the Mizoram University, Aizawl for the award of Master of philosophy in Commerce.

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LIST OF ABBREVIATIONS

AAC Block	= Autoclaved Aerated Concrete Block
ATM	= Automated Teller Machine
Covid19	= Coronavirus disease 2019
DIC	= District Industries Centre
FY	= Financial Year / Fiscal Year
Govt.	= Government
GSDP	= Gross State Domestic Product
GSVA	= Gross State Value Added
GVA	= Gross Value Added
HSLC	= High School Leaving Certificate
HSSLC	= Higher Secondary School Leaving Certificate
MSME	= Micro, Small and Medium Enterprises
NSVA	= Net State Value Added
PHE	= Public Health Engineering
SARS-Cov-2	= Severe Acute Respiratory Syndrome Coronavirus 2
SME	= Small and Medium Enterprises
SSI/SSIs	= Small Scale Industry/Small Scale Industries
UK	= United Kingdom
USA	= United States of America

CHAPTER 1

INTRODUCTION

1.1 Introduction

India is a developing country and is one of the fastest growing economies in the world. Manufacturing industries contributes a lot for the development of a country's economy. They increase the production, and makes a country self-reliant to some extent. Industries help in raising the standard of living by increasing the per capita income and at the same time improve balance of payment positions of a country as a whole. In a developing country like India, industrialisation helps in tackling employment problems as it creates employment for skilled as well as unskilled workers. Generally, as the production of a country increases, the economy of a country rises. A programme of setting up Industrial areas is adopted in many developing countries as a tool of industrial development.

One of the main problems of underdeveloped countries is that population is extremely high while techniques and capital investment is low. This in turn yields low level of per capita income and national income. Generally, the economy of underdeveloped countries highly depends on agriculture, while industrial sector is lag behind. Industrially backward countries are facing chronic problems of low economic growth and low levels of income. On the other hand, advanced and developed economies witnessed high growth in industrial sectors. Due to advancement in industries and production, developed economies dominate those underdeveloped in many ways.

Industrialisation is the process by which an economy moves form primarily agrarian production to mass-produced and technologically advanced goods and services. This phase is characterized by exponential leaps in productivity, shifts from rural to urban labour, and increased standard of living. By typical measurements, such as income per capita or labour productivity, industrialisation can be considered the most important economic development in human history (Investopedia, 2020).

It is vital for a country to grow towards industrialisation for achieving economic and social upliftment as industry is one of the main keys to development and growth. It is also recognised that rapid industrialisation can be the solution to the problems of unemployment, social backwardness and poverty. It is considered as a strong pillar for economic independence and self-reliance. Cherunilam (as cited in Satyanarayan& Kumari, 2011) stated that industrialisation is a process which accelerates economic growth, affects structural changes in the economy, particularly in respect of resource utilisation, production function, income generation, occupational pattern, population distribution, and foreign trade, and includes social change. Industrial sector plays a decisive role in a country's economy. In the FY 2019-20, it contributes close to 30% of total Gross Value Added (GVA) (Economic Survey 2019-2020).

Colney (1995) mentioned that the quick and lasting development strategy of the rural areas is sure to be 'industrialisation' and since the people are poor, Small Scale and Cottage industries would be appropriate for their upliftment. He also stated that there has been a growing emphasis on the rural industrial development as a means to tackling the problems of economic stagnation, poverty, unemployment and even under employments.

Although industrialisation is the key to economic development and progress, setting up industry is not easy even for interested persons the reasons of which are lack of land, funds, technical know-how, infrastructure etc. To promote industrialisation in the rural as well as urban and to help small entrepreneurs to set up industries by providing factory accommodation, land and common facilities required, a programme of industrial estate is introduced. It provides an organisational set up in which the industries flourish and develop and has even become an effective tool for rapid industrialisation. They are regarded as an effective technique for promotion, expansion, up-growth, and development of industrialisation.

William Bredo(as cited in Murthy, 2003) defines an industrial estate as a piece of land which is subdivided and developed according to a comprehensive plan for the use of the community of industrial enterprises. Industrial Estate is to provide the basic

infrastructure for the development of the area. It is a method of organising, housing and servicing industry for an orderly development. Setting up of industrial estate is an attempt to provide, on a rental basis, good accommodation and other basic common facilities to groups of small entrepreneurs who would otherwise find it difficult to receive these facilities at a reasonable price (CSV Murthy 2003). According to P.C Alexander (as cited in Patnaik& Acharya, 2006), “An industrial estate is a group of factories constructed on an economic scale in suitable sites with facilities of water, transport, electricity, steam, bank, post-office, canteen, watch and ward, first aid and provided with special arrangements for technical guidance and common service facilities”.

Patnaik & Acharya (2006) stated that the estates are expected to be located at such places where the factors of production and distribution are available. Thus, a region having power, raw materials, labour and transport facilities is considered suitable for establishment of the estate.

The programme of industrial estate started in 1986 when first industrial estate was established in the Trafford Park, Manchester, UK. The programme brought significant progress in industrial sector. The Trafford Park Industrial Estate even boasted the largest private system in the UK. The estate also had great contribution in producing war equipment and materials for the country for the Second World War. Other terms such as industrial parks, industrial zone, industrial area, industrial tracts etc. are also used to denote industrial estate.

The governments of underdeveloped countries assume that rapid industrial development is the only solution to the problems of raising the living standard of the people and maintaining the higher rate of economic growth. Industrial estates have been adopted as one among several effective devices for fostering new entrepreneurship and orderly industrial expansion. It is an effective institutional arrangement for encouraging and assisting the creation, expansion and modernisation of small-scale industries, because these estates not only provide good factory accommodation at suitable sites to

small industrialists with general facilities such as power, water, gas, transport, and communications, but also make special arrangements for technical guidance and common service facilities such as tool room electroplating, machine shop and so on (Bharti, 1978).

In India, the first industrial estate was established in Rajkot, Gujarat in the year, 1955. The industrial estates programme was started in 1955 to encourage and support creation, expansion and modernisation of small-scale industries through provision of factory accommodation, common service facilities and assistance and servicing throughout all the stages of their establishment and operation and also to develop sub-contracting relationship between the small- and large-scale industries and specialised manufacturing activities (Patnaik and Acharya, 2006).

India has the following objectives in establishing Industrial Estates: (Murthy 2003)

- 1) To encourage the growth of SSI.
- 2) To shift SSIs from congested areas to other better areas with the intention of productivity rise.
- 3) To consider decentralised development in small towns and big villages
- 4) To encourage growth of ancillary industries in towns, surrounding major industries (both public and private sectors).
- 5) To foster the development of industry as well as entrepreneurship by providing economies and incentives.

Jishnu & Kumar (2018) mentioned features of Industrial Estate as follows:

- 1) It is a planned clustering of industrial units.
- 2) It may be developed in urban, semi-urban and rural areas.
- 3) It may be large, medium or small.
- 4) It is tract of land subdivided into factory plots or sheds.

- 5) It provides several common infrastructural facilities such as water, power, roads, training, bank, repair and maintenance etc.

It may be set up by the government or by co-operatives or even by private agencies.

1.2 Significance and Scope of the Study:

Development of the economy of a country widely depends on the development of industrial sector. The contribution of industry to the GVA was 29.6% in 2018-19 (PRS India, 2019). Mizoram is considered as a backward state in India in regard to business and industries, so the state does not contribute much in the country's economy. There are hindrances to set up Large and Medium Sectors in the State due to geographical disadvantage, lack of capital, lack of technology etc. However, the importance of small enterprises and industrial units cannot be neglected. So, a need is felt to study the industrial areas so as to know their problems and prospects as well as to explore room for improvement. The present study will cover Industrial Estate, Zuangtui in Aizawl which has the highest number of industrial plots (237 plots) among the industrial areas in Mizoram

The study will also try to cover impacts of the curfew and lockdown in the country from 22nd March 2020 due to the outbreak of the contemporary pandemic called Covid 19.

1.3 Review of Literature:

The contributions of some researchers regarding the related area/topic are stated:

Colney (1995) in his study of industrial development in Mizoram mentioned that while poverty is prevailing, there is lack of capital, technical knowledge, etc., which

are the pillars of industrial establishments. Therefore, either large scale or medium scale industrial units cannot be expected at the private levels. Rather, the Small Scale and Cottage Industries are very much suited as they require less capital, less technical training, etc.

Meher & Sahoo (2008) stated that economic factors play a significant role in accelerating the pace of industrialisation in a region. Unless a society is able to generate economic surplus, wealth or capital cannot be accumulated, and without capital and its investment in modern machineries and factories, industrialisation cannot take place to achieve rapid economic growth.

Rocca et al. (2009) The growth of small and medium-sized firms, i.e., those most vulnerable to information and incentive problems, is often constrained by the lack of access to external finances.

Krishna(2009) mentioned that entrepreneurs face problem in pricing as the prices of any product are determined by its cost of production, demand, supply and competition. Hence, no firm can go beyond the ceiling and below the floor limits.

Morakar, Malumani&Jakati (2010) stated that the physiography plays an important role for the establishment of industrial estates. Location and spatial distribution of industrial estates are the result of geographical conditions.

Govindappa&Geetha (2011) revealed that in developing countries like India, the industrial units particularly the smaller ones encounter problems in respect of transport and communication, motive power and lighting, office space, gas, steam, water etc. The industrial estates provide a climate that is congenial for the growth of small and medium enterprises.

Lalhunthara (2012) in his study stated that Mizoram is one of the most industrially backward states in India. Development of industrial infrastructure in the hilly terrain is not an easy task. The government with its limited resources has

established certain industrial areas with basic infrastructure. The industrial areas though not fully provided with required infrastructure are expected to solve many of the problems of industrial units.

Selvakumar, Jayakumar & Chellakumar (2012) revealed from their study regarding problems and prospects of entrepreneurs that the problems range from mobilising various resources including the problem of capital, marketing, raw material, sales, labour, technology, problem of land/shed/water/power/taxes, lack of family support as well as lack of government support and the like.

Ekambaram & Sivasankar (2013) revealed that both educational background and prior knowledge of business and trade has helped the entrepreneurs in selecting their present line of operation.

Kalyani & Kumar (2013) mentioned that major problem faced by most of the SME respondents was in raising money for a business was the delay in getting loans.

Chanu & Sharma (2015) in their studies of marketing problems of micro enterprises of Papum Pare District concluded that though micro enterprises are engaged in different kind of business activities their marketing problems are common and not unique to the particular business type. These problems are sometimes internal and sometimes external, but posing hindrances to micro enterprises at all times.

Yildirim et al. (2015) SMEs cannot provide enough credits from financial institutions due to high interest rates, heavy guarantee requirements, short loan maturity and insufficient amount of credit. Since they are reluctant to take risks, banks sometimes demand guarantee much higher than credit.

Zotorvie (2017) concluded in his study that majority of SMEs did not keep proper accounting records pertaining to their business. The major reasons for the entities failure to maintain proper accounting records and prepare a complete set of financial

statement were high cost of hiring qualified accountants and lack of accounting knowledge on the part of some owner-managers.

Cheeroli& Kumar (2018) in their study concluded that industrial estate plays an important role in the development of micro enterprises.

Lalremruati&Fanai (2018) mentioned that the food and grocery shop owners of Mizoram do not go beyond basic products of banking services such as savings bank account, withdrawing and depositing cash, passbook, cheque book, ATM cards.

Ravi (2018) in his study concluded that the much better performance of the entrepreneurs is affected by so many problems.

Laha (2019) revealed while financial strength of the past generation stimulated the desire for entrepreneurship, the financial soundness of the present generation encourages the velocity of the entrepreneurship.

Rodrigue (2020) stated that when transport systems are efficient, they provide economic and social opportunities and benefits that result in positive multiplier effects such as better accessibility to markets, employment and additional investments.

1.4 Research Gap:

Though earlier researchers had conducted studies in related areas, a particular/in-depth study of the present area is not found. Industries play an important role in the economy, and in order to promote setting up of industry, a concerned department declared industrial areas and helping the entrepreneurs by providing land and infrastructures. As industrial estate located in Zuangtui is the estate in Mizoram having the highest number of industrial units, it is felt very necessary to study about it. From the pilot survey, it is found that entrepreneurs running industries in the estate are facing different problems. So, it is important to study about their different problems as well as prospects. This study is trying to fill this research gap and further bring improvement in the area.

1.5 Objectives:

- a) To study socio-economic background of the entrepreneurs in industrial estate, Zuangtui, Aizawl.
- b) To identify the problems relating to finance, production, labour, marketing infrastructure and family problems faced by the entrepreneurs in this estate.
- c) To identify the prospects of industries in industrial estate, Zuangtui.
- d) To highlight the impacts of Covid19 on the industries of industrial estate, Zuangtui.

1.6 Research Questions:

- a) What are the common infrastructural problems faced by entrepreneurs of Industrial Estate, Zuangtui, Aizawl?
- b) What are the impacts of Covid19 and lockdown to the units in Industrial Estate, Zuangtui, Aizawl?

1.7 Research Design/Methodology:

The study covers the diverse range of industries run in Industrial Estate, Zuangtui, Aizawl. However, many of the industrial units allotted in the estate are not functioning and some are closed down. Therefore, samples are taken only from the enterprises/units that are actually functioning. Primary data is collected from the entrepreneurs through personal interviews and structured questionnaires. The questionnaire is prepared in English and then translated into Mizo for better understanding and better response. The number of industrial units that are actively functioning is 50. As different industrial sectors such as handloom, food processing, wooden, plastic, oxygen cylinders, steel & metal, rubber & tyre retreads are run in the estate. Stratified Random Sampling method is used so as to cover and represent every industrial sector functioning in the estate and the distribution of sample is shown below. The sample size is 40.

No of population and sample size and of each industrial sector are as follows:

	Population	Sample
1. Handloom	29	24
2. Oxygen	1	1
3. Furniture	5	4
4. Food processing	4	3
5. Steel metal	3	3
6. Plastic	5	3
7. Rubber Tyre	3	2
Total	50	40

The study covered the socio-economic background of the entrepreneurs and problems relating to finance, production, labour, marketing infrastructure and family problems and also prospects. The impacts of the Covid19 pandemic and lockdown on the units of Zuangtui industrial estate is also covered. However, except the portion for impacts of Covid19, all other responses are based on normal performances prior to the outbreak of Covid19 pandemic.

Secondary is also collected through interaction with the personnel from the Department of Commerce and Industries, Govt of Mizoram and from relevant data available from books, thesis, and articles, published and unpublished documents of state and central government, internet sources etc

To analyse data, simple statistical tool such as percentage and ranking method are adopted. Tables are also prepared in order to make the data easily understandable.

1.8 Limitations of the study:

Due to Covid19 pandemic, lockdown restrictions and the need to follow standard operating procedures, it was difficult to cover all the area of the estate. Problem was also faced due to the fear of Covid19 infection among the entrepreneurs within the region. Hence, out of 50 active functioning units, 40 samples were collected. Data collected

depend on the response and cooperation of the entrepreneurs and may not be exact and fully accurate. However, utmost care has been taken to make the study not be objective but representable.

1.9 Tentative Chapters:

The tentative arrangement of the study is as follows:

Chapter 1	Introduction
Chapter 2	Industrial status of Mizoram with special reference to Industrial Estate, Zuangtui, Aizawl
Chapter 3	Socio economic background of the entrepreneurs in Industrial Estate, Zuangtui, Aizawl
Chapter 4	Problems and prospects of Industrial Estate, Zuangtui Aizawl and impacts of Covid19&lockdown
Chapter 5	Findings, Conclusion and Suggestions
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CHAPTER 2

INDUSTRIAL STATUS OF MIZORAM WITH SPECIAL REFERENCE TO INDUSTRIAL ESTATE, ZUANGTUI, AIZAWL

Mizoram is in the North Eastern states of India, with Aizawl as its capital city. It is a southernmost state of the Northeast India and shares inter-state borders with other northeast states of Assam (123 kms), Tripura (66 kms) and Manipur (95 kms). It also shares international borders with Myanmar (404kms) and Bangladesh (318 kms). The geographical area of Mizoram is 21,081 Sq. kms and as of 2021, the state has 11 districts namely Aizawl, Lunglei, Siaha, Champhai, Kolasib, Serchhip, Lawngtlai, Mamit, Khawzawl, Saitual and Hnahthial. National Highway No.54 running through Assam and Meghalaya connects the state with the rest of India.

Mizos are born agriculturist (Colney, 1995). The major occupation of Mizoram is Agriculture. Jhum system is the main pattern of cultivation. Rice and maize are the main food crops in Mizoram and its cash crops are sugarcane, ginger cotton etc. In the traditional Mizo villages, almost all the households are engaged in agriculture. There was hardly any occupation other than agriculture, one or two blacksmiths are found in a village to meet the requirement of the villagers. Handicrafts, handlooms, pottery etc. are carried out in their free times, rather than for a business. Barter system was practiced and people were not engaged into the real buying and selling of goods.

In the meantime, gradually, the people of Mizoram follow the line of economic development. Agriculture alone cannot serve the desire of the state government as well as the people. Jhum cultivation has now proved itself insufficient to meet the increasing population. Moreover, jhum cultivation causes the land more and more infertile, and further leads to low productivity. People of Mizoram and the state government look forward for other occupation besides agriculture. Colney (1995) stated that the disturbances of traditional economy and the low productivity of agriculture coincided resulting into the introduction of modern trade, commerce and businesses.

Compared to other states of the country, Mizoram does not contribute much in terms of industry and production. Although, industrialisation has reached the state, its development cannot grow fast. The state of Mizoram has been recognised as an industrially backward state. This is due to the fact that the geographical condition of the state is not ideal for setting up large industries. Almost the entire state is covered with hills and steep slopes. In addition to this, as the state is the southernmost part of the north east, transportation of raw material as well as finished products is not an easy task. At present, train/railway reached only Bairabi Railway Station in Kolasib District. Due to absence of other modes, road transportation is the major mode of transportation till now yet the road condition is not satisfying. Mizoram being a landlocked state, its transport infrastructure is essentially dependent on development of roadway network (Lalthangliana, 2005). These difficulties in transportation are one of the major reasons for slow growth of setting up industries in the state of Mizoram.

In spite of the North East states endowed with rich resource, it remains backward economically and industrially due to inadequacy of supply of entrepreneurs (Lalhunthara, 2012) One other reasons why the progress of manufacturing industries in the state cannot rise is lack of competent entrepreneurs. Majority of the people of Mizoram are not well aware of the entrepreneurship and the concept of setting up of industries. Those not engaged in agriculture are mostly engaged in government jobs and service sectors. Encouragement and promotion of industries and entrepreneurship is still required in addition to existing programmes and projects undertaken

The Industrial policy of Mizoram state was notified on 15.3.1989 to give direction to the strategy for Industrial development of the state. This policy laid stress on reducing shifting cultivation by encouraging a shift from primary to secondary sectors while protecting the socio-cultural and ethnic identity of the indigenous enterprise of Mizoram. (The Mizoram Industrial Policy, 2012). The first industrial policy of Mizoram came into effect from 1st April 1989. This policy gives priority to the Small Scale and Cottage industries while taking into concern all the industries of private, assisted joint,

state, public and co-operative sectors. Since then, there was improvement in the industrial sector of the state. However, due to technical knowhow, lack of skilled labour, limited facilities and poor of infrastructure facilities, the condition if the industrial sector of the state is poor and unsatisfactory.

As already stated, Mizoram is located in the southernmost part of the Northeastern region of India. The transportation facilities and road conditions are poor. Accessibility of Mizoram is immensely restricted by geographical factors, the most prominent is that majority of the land is covered with hills. Setting up of infrastructures like road and railways is challenging in the state of Mizoram. In relation to this, other facilities like power and transportation are difficult in a region like this. The fact that the state is geographically remote from other states of the country has certain disadvantages in the line of commerce, business and industries as it leads to high transportation charge, difficulty in procurement of raw materials, supply chain etc. Knowing all the drawbacks caused by the geographical condition, Mizoram is not desirable for setting up industries is not an easy task. Lalhunthara (2012) mentioned that the disadvantages due to topographical and geographical condition of the state coupled with underdeveloped infrastructure and transport bottlenecks are the main hurdles for the first-generation entrepreneurs of the state to move towards industrialisation.

The Mizoram Industrial Area (Management, Regulation and Control) Act, 2008 was published for general information on 23rd April, 2008. It is enacted by the Mizoram Legislative Assembly to provide for the proper management, regulation and control of industrial areas and for that purpose to make provision for declaration of industrial areas, allotment of industrial plots or sheds and to deal with matters connected there with. The act defines:

1. Establishment and Constitution of Industrial Area Advisory Committee and its functions.
2. Establishment and Constitution of Industrial Area Management Committee and their functions.

3. Declaration of Industrial Areas.
4. Allotment of Plot in Industrial Areas.
5. Cancellation of Allotment of Industrial plots or shed.
6. Payment of allotment fee and lease rent.
7. Restriction of unauthorized occupation.
8. Power of Inspection.
9. Power to make rules, etc

(The Mizoram Industrial Area (Management & Control) Act, 2008)

The provision of this Act is in addition to and not, save as otherwise, expressly provided of this Act, in derogation of any other Act for the time being in force, relating to control and management of industrial area. The Mizoram Industrial Estate Rules, 2002 is repealed from the date of commencement of this Act. Any action under those Rules prior to commencement of this Act and such actions which are not inconsistent with this Act is deemed to have been taken under this Act.

The contributions of manufacturing units of the state are not ideal. Gross and Net State Value Added by economic activity at Constant prices of the state Mizoram is shown in Table 1, this table shows the contribution and status of manufacturing industries as well as other sectors:

Table 1

S.N	Sector/ Particulars	Gross Value Added			Net Value Added		
		2017-18	2018-19 (P)	2019-20 (Pr)	2017-18	2018-19 (P)	2019-20 (Pr)
1	Agriculture, Forestry and Fishing	3,199.15	3,426.65	3,953.49	3,105.53	3,326.45	3,843.38

1.1	Crops	885.82	957.17	989.47	827.46	897.73	927.73
1.2	Livestock	529.62	705.82	796.31	519.66	693.06	781.32
1.3	Forestry and Logging	1,715.52	1,695.35	2,095.98	1,696.44	1,975.31	2,070.95
1.4	Fishing and aquaculture	68.20	68.31	71.73	61.98	60.35	63.38
2	Mining and quarrying	84.62	148.94	173.72	73.11	110.71	126.92
	Primary	3,283.77	3,575.59	4,127.21	3,178.64	3,437.16	3,970.30
3	Manufacturing	98.90	98.67	104.55	84.53	83.90	90.42
4	Electricity, gas, water supply & other utility services	1,872.62	2,521.72	3,168.32	1,872.62	2,521.72	3,358.51
5	Construction	1,803.28	2,091.40	2,361.65	1,720.35	1,973.17	2,224.90
	Secondary	3,774.80	4,711.79	5,634.52	3,677.50	4,578.79	5,673.83
6	Trade, repair, hotels and restaurants	1,876.25	2,192.29	2,549.66	1,834.38	2,145.51	2,496.81
6.1	Trade & repair services	1,844.25	2,156.58	2,511.51	1,803.74	2,111.31	2,460.29
6.2	Hotels & restaurants	32.00	35.72	38.15	30.64	34.21	36.52
7	Transport, storage, communication & service related	511.69	524.28	568.87	386.13	380.50	404.25

7.1	Railways	0.28	0.30	0.30	0.06	0.05	0.04
7.2	Road transport	310.97	332.51	354.17	248.09	257.02	270.44
7.3	Water transport	2.65	3.61	3.34	1.79	2.52	2.36
7.4	Air transport	17.25	8.54	11.55	14.18	6.37	9.95
7.5	Services in incidental to transport	0.00	0.00	0.00	-1.02	-1.53	-0.98
7.6	Storage	0.00	0.00	0.00	0.00	0.00	0.00
7.7	Communication & services related to broadcasting	180.55	179.33	195.51	123.04	116.08	122.44
8	Financial Services	264.38	283.13	297.43	258.75	276.64	290.31
9	Real estate, ownership of dwelling & professional services	475.92	491.72	503.83	378.64	392.03	400.64
10	Public administration	2,071.51	2,279.06	2,445.15	1,698.27	1,882.04	2,037.75
11	Other services	1,925.38	1,905.04	2,006.84	1,789.79	1,763.67	1,855.81
12	Tertiary	7,125.13	7,675.52	8,367.78	6,345.96	6,840.39	7,485.57
13	TOTAL GSVA/NSVA at basic prices	14,183.70	15,962.91	18,129.51	13,202.10	14,856.35	17,129.70
14	Taxes on Products	692.98	743.41	877.82	692.98	743.41	877.82

15	Subsidies on products	115.67	228.12	210.26	115.67	228.12	210.26
16	GSDP	14,761.01	16,478.20	18,797.07	13,779.41	15,371.64	17,797.26
17	Population ('00)	118	118.60	120	117.50	118.60	119.72
18	Per Capita GSDP/NSVA (Rs.)	1,256.26	1,389.39	1,570.15	1,172.72	1,296.09	1,486.63

Source: Statistical Handbook Mizoram, 2020

P = Provisional, Pr = Projected

Colney (2014) stated that the hilly and rugged topography which do not allow construction of good roads, Transmission lines and communication networks, lack of technical know-how, raw material deficiencies, remote geographical locations and limited market facilities are equally responsible for the industrial backwardness of the state. He also mentioned that the industrial sector remained neglected and unorganised in Mizoram even years after it attained the status of Union Territory in January 1972. It was only since September 1979 that a more or less proper and systematic development started with the mere functions of registration of Small Scale and Cottage Industries by the DIC, Aizawl.

Mizoram only experienced the growth of enterprise after obtaining state hood in 1987 even though the first step toward industrial development was taken in 1972 when directorate of industry was created. Even with the disadvantages of being under development infrastructural, geographical location, topographical, power, transport and water supply the number on small scale industrial unit has grown significantly since the first industrial policy was announced by the state government in 1989. Zoram Industrial Development Corporation Limited (ZIDCO) was set up in 1978, Mizoram Khadi and Village Industries Board (MKVI) was established in 1982, Mizoram Handloom and

Handicrafts Development Corporation Limited (ZOHANDCO) were set up in 1988, Mizoram Food and Allied Industries Corporation (MIFCO) was established in 1989 all of these were set up to improve the industrial growth, support, assist and aims to engineer rapid growth in the state by Industrialization of the state. With the state government developing New Economic Development Policy 2017 and Socio-Economic Development Policy (SEDP) 2019 focusing on increasing the Gross State Domestic Product (GSDP) will likely improve the future of industry in Mizoram.

The state of Mizoram is under the shadow of poverty, majority of the people are lack of capitals, infrastructures and facilities. In addition to this, the people of Mizoram are not much aware of industrialisation. The programme of industrial estate start creating awareness as well as support to the people towards entrepreneurship and industrialisation. Table 2 shows the number of MSME/SSI units and persons employed by type of industry as on 2019-2020 in respect of the state of Mizoram.

Table 2

S.No	Type of industry	No. of units	No of persons employed
<i>1</i>	<i>2</i>	<i>3</i>	<i>4</i>
1	Food Production	845	5659
2	Tobacco Production	6	36
3	Wood, Silk, Synthetic, Fibre Textile	206	1358
4	Hosiery and Garments	2016	12972
5	Wood Product	1213	6715
6	Paper product & Printing	506	3826
7	Leather Products	36	238
8	Rubber & Plastic Products	140	1003
9	Chemical and chemical Products	204	1251
10	Non-Metallic Mineral Product	0	0

11	Metal Product	1450	9747
12	Machinery and Parts Except Electrical	13	155
13	Electric Machinery and Apparatus	22	145
14	Miscellaneous Manufacturing Industries	257	2440
15	Water Works & Supply	36	259
16	Construction	8	148
17	Activities Allied to Construction	409	4843
18	Restaurants & Hotels	36	298
19	Education, Scientific & Research Services	40	277
20	Medical & Health Services	34	274
21	Personal Services	17	307
22	Repair Services	737	4647
23	Services not classified elsewhere	91	439
24	Others	451	3472
	Total	8773	60509

Source: Statistical handbook Mizoram, 2020

The Mizoram Industrial Area (Management, Regulation & Control) Act 2008 was implemented by the Govt. of Mizoram. Under this Act, there are 13 declared industrial areas in Mizoram which are shown in Table 3

Table 3

S. No.	Name of Industrial Area	District	Area in bighas/Sq.m	Allotted Areas in Sq.m	Functioning units	Main activities in the Industrial Area
1	Industrial Estate, Zuangtui	Aizawl	314.70/ 421168.30	295230	50	Handloom, Oxygen, Water Tanks, Flour Mill, Plastic Pipe, Steel Structure
2	Industrial Growth Centre, Luangmual	Aizawl	766.42/1025469.9 6	174203	15	Pavement block, Oxygen, Cemented Bricks, Biogas, Water Tanks, Steel Structure
3	Export Promotion Industrial Park, Lengte	Mamit	1390.22/1860519. 50	121740.75	5	Organic spices, Steel Structures, AAC block, Wood based, Rooftop
4	Bamboo Technology Park, Sairang	Aizawl	130.13/174153.50	80000	2	Bamboo related, Bamboo mat ply

5	Integrated Infrastructure Development Centre (IIDC) Pukpui	Lunglei	76.68/102577.10	2000	2	Steel Fabrication
6	Integrated Infrastructure Development Centre (IIDC), ChamphaiZote	Champhai	74.12/99158	45000	1	Handloom
7	Industrial Estate, Hmunhmeltha	Champhai	104.40/139724	-	-	-
8	Industrial Estate, Bairabi	Kolasib	26.20/13659	-	1	Ginger marketing
9	Industrial Area, Pangbalkawn	Kolasib	18.97/25396.5	-	-	Wood based (Saw Mill)
10	Industrial Estate, Meidum	Kolasib	9.97/13338	-	-	Wood based (Saw Mill)
11	Industrial Estate, Bilkhawthlir	Kolasib	4.66/6232.41	-	-	-
12	Industrial Estate, Sailiamkawn	Serchhip	72.52/97087.50	-	-	-
13	Industrial Estate, Lawngtlai	Lawngtlai	21.45/28695.89	12137	17	-

Source: Mizoram Industrial Area (Management & Control) Act, 2008

As shown in Table 3, Mizoram Industrial Estates' main activities consist of Handloom, Oxygen, Flour Mill, Plastic Pipe, Steel Structure, Cemented Bricks, Biogas, Organic spices, Steel Structures, AAC block, Wood based, Bamboo related, Steel Fabrication, Handloom, Ginger marketing etc. with a total area 4007179.66 square metre and allocated area of 730310.75 square metre with 93 unit.

Industrial Estate located at Zuangtui, Aizawl and Integrated Infrastructure Development Centre located at Pukpui, Lunglei, both declared as industrial area on 24th March 2009 are the first industrial areas in Mizoram. Among all the industrial areas of Mizoram, Industrial Estate Zuangtui, Aizawl is the largest in terms of number of industrial plots with total plot of 237 due to which it is selected for the present study. From the table, it can be seen that Industrial Estate, Zuangtui with allocated area of 295230 square metre and 50 units covers 40.43% of the total industrial area in the state and 53.76% of the units at present. The total land area is 314.70 bigha or 421168.30 Sq.ms. Zuangtui is located in the northeastern outskirts of Aizawl, the capital city of Mizoram. The largest number of enterprises in this industrial estate is handloom; other enterprises include food processing, wooden, plastic, oxygen cylinders, steel & metal, rubber & tyre retreads.

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CHAPTER 3

SOCIO ECONOMIC BACKGROUND OF THE ENTREPRENEURS IN INDUSTRIAL ESTATE, ZUANGTUI, AIZAWL

This chapter aims to study the socio-economic characteristics of entrepreneurs running industries in Zuangtui industrial estate, Aizawl, Mizoram. It will cover socio-economic details of entrepreneurs such as age, gender, marital status, educational qualification, annual income, year of establishment and so on.

Mizoram is located in the north-eastern region of India and is the southernmost part of Northeast India sharing inter-state border with Assam, Tripura and Manipur and international border with Myanmar and Bangladesh. The geographical area of the state is 21,081 Sq. kms. The state capital of Mizoram is Aizawl and in the north-eastern side of the city lies the area of Zuangtui where the present study is concentrated upon.

For the present study, 40 samples were taken to represent the entrepreneurs of Zuangtui industrial estate, Aizawl, Mizoram. The purpose of this study is to find out the socio-economic status of the entrepreneurs of Zuangtui industrial estate, Aizawl. Sample of 40 are of different industrial sectors in order to represent clearly every industrial sector found in the estate and are proportionately as far as possible. Handloom occupies the highest number in the sample as well as in the population, while only a single oxygen industrial is existing and then taken as a sample.

3.1 Age:

Age is one of the identifiers of human's perspectives and thoughts. Azoulay, Jones, Kim & Miranda (2018) stated that the opportunity for starting a business might increase with age because many entrepreneurial resources accumulate with age including human capital, financial capital, and social capital, all of which may promote both the decision to start a new firm and, conditional on entry, the success of the venture. In

entrepreneurship, youths are expected to be more energetic, adaptive to new technologies, capable of producing new ideas and less distracted by family responsibilities; on the other hand, older entrepreneurs are believed to have more patience, mature way of thinking, experience and larger access to human capital and financial capital. Various studies suggest that mean age for starting companies of all kinds (i.e., including restaurants, dry cleaners, retail shops, etc.) is in the late 30s or 40s (Azoulay et al., 2014). Entrepreneurs of the present study are classified according to their age groups as shown in Table 4.

Table 4

S. No	Age	No. of entrepreneurs									
		Handloom	Oxygen	Furniture	Food processing	Steel metal	Plastic	Rubber/Tyre	Total	Percent	Rank
1	Below 30yrs	1	0	0	0	0	0	0	1	2.5	4
2	31-40 yrs	7	0	0	1	1	0	0	9	22.5	2
3	41-50yrs	5	0	1	1	0	1	0	8	20	3
4	51-60 yrs	4	0	2	1	0	2	0	9	22.5	2
5	Above 60 yrs-	7	1	1	0	2		2	13	32.5	1
	Total	24	1	4	3	3	3	2	40	100	

Source: Field Survey

In the sector of Handloom, age group of 31-40 and age group of above 60 years have the highest number of entrepreneurs i.e., 7 each, followed by age group of 41-50 having 5 numbers of entrepreneurs. 4 entrepreneurs fall in the age group of 51-60. Out of 24 entrepreneurs, only 1 is below 30 years of age.

Only one unit of Oxygen producing industry is found in the whole estate and the owner is above 60 years of age.

A sample of 4 is taken for Furniture making industry, out of which 2 are owned and run by the age group of 51-60, and one each by the age group of 41-50 years and above 60 years. It can be seen that this industry is most probably run by entrepreneurs more than 40 years of age.

From the three (3) samples of Food Processing, the age group varies as they all fall in different age groups that are 31-40 years, 41-50years and 51-60 years.

Three (3) samples are taken from the Steel Metal industry, out of these, two (2) entrepreneurs are above 60years of age, the other entrepreneur is in the age group 31-40. Based on the table, it can be said that the majority of entrepreneurs in this sector are above 60 years.

In the sector of plastic goods industry, 3 samples are taken, out of which entrepreneurs of 2 units are from the age group 51-60 years and 1 is from the age group 41-50. The entrepreneurs of the 2 samples of rubber and tyre are both above 60 years of age. So, it can be said that more elder people are involved in this industry.

From the table comprising of samples of all industrial units, it can be seen that 13 of total 40 samples are above 60 years of age and is the highest in percentage i.e., 32.5%.

3.2 Gender:

Depending upon the type of industry/business, the involvement of male and female can vary. Larger project and those that require physical strength and capabilities are usually taken up by men, while industry such as garments and handloom are mostly run by women. Laha(2019) in his study of rural entrepreneurship concluded that female entrepreneurs though less in number were also equally competent with male entrepreneurs in regard to earnings.

In the state of Mizoram, the engagement of women in various kinds of entrepreneurship is quite high. Typically, Mizo women are not confined only to the four walls of their house and their status in the society is also fairly good. Mizo women are said to be tough, strong and hardworking; this may be due to the fact that since childhood a female child is engaged in many household activities and chores. The young girl is the one who does the work in the house in a Mizo family (Lalthangliana, 2005). It is believed that these activities and responsibilities from the family shape and mould women to have participation in income earning and even entrepreneurship. Many Mizo women support and supplement income of the family as far as they could, and in some cases, they even have more contribution the family's income over those of men. Lalhunthara(2012)has remarked that women entrepreneurship is of recent origin in Mizoram.

Table 5

GENDER											
S. No	Category	Handloom	Oxygen	Furniture	Food processing	Steel metal	Plastic	Rubber /Tyre	Total	Percent	Rank
1	Male	10	0	4	3	3	3	2	25	62.5	1
2	Female	14	1	0	0	0	0	0	15	37.5	2
	Total	24	1	4	3	3	3	2	40	100	

Source: Field Survey

Table 5 shows that out of 40 sample entrepreneurs, 37.5 per cent are female (15 out of 40) and the remaining 62.5 percent are male (25 out of 40). The contribution of women in this estate is fairly high. As of 2021, 34 per cent of small and medium sized enterprises in the UK are run by women (The Circular Board, 2021) and in the USA 40 percent of the businesses are women owned (Fundera, 2021). So, comparing with these two super power countries, it is clear that the number of women entrepreneurships in the Zuangtui Industrial Estate is not poor.

In the industrial sector of Handloom, women’s participation is high as can be seen from the data that 14 out of 40 entrepreneurs are female, while only the remaining 10 are male. The only oxygen producing unit is owned by female. Besides these 2 sectors, all other sectors such as furniture, food processing, Steel Metal, Plastic and Rubber/Tyre have cent percent male’s full domination and female ownership is nil.

3.3 Marital Status:

Besides all other environment, marital status also plays an important role in entrepreneurship. Running an industry is not an easy task, besides all the skills and physical task required; it also demands dedication and passion of the entrepreneur. There is a popular saying ‘Two is better than one’ which is used for explaining and supplementing different aspects and perspectives. The success and progress of entrepreneurship can also be affected by a partner of an entrepreneur. Entrepreneurs having an ideal partner who support in the business are believed to stand stronger in the business than those who do not have. On the other hand, a bachelor can also be more successful reason being he/she is not responsible in taking care of the partner and family and will have more time and dedication for the business.

The marital status of entrepreneurs of Zuangtui Industrial Estate, Aizawl is shown in Table 6

Table 6

MARITAL STATUS											
S.No	Category	Handloom	Oxygen	Furniture	Food processing	Steel metal	Plastic	Rubber /Tyre	Total	Percent	Rank
1	Single	3	1	1	1	0	0	0	6	15	2
2	Married	21	0	3	2	3	3	2	34	85	1
	Total	24	1	4	3	3	3	2	40	100	

Source: Field Survey

From the sample, 85 per cent (34 out of 40) of the entrepreneurs are married at the time of the study and is an overwhelming majority and the remaining 15 per cent (6 out of 40) are unmarried. Married entrepreneurs claimed that they get full support from their spouses and help them in uplifting their businesses. However, those whose families are in the stage of raising their children reported that their spouses (especially women) cannot be expected much in the business for the time due to loaded responsibilities and tasks in taking care of the family. Unmarried entrepreneurs also reported that they can have full concentration in the business as they are not bound with family responsibilities and some reported that they find it difficult to find a suitable partner as they spend most of their time and thoughts in the business and do not get enough time to find a partner.

3.4 Educational Qualification:

The educational level of a person depicts the behaviour to certain extent. Education is important in every walk of life that is even called all round development. Generally, a person's perspectives and attitude are influenced by the level of education attained. Meher and Sahoo (2008) stated that the communication skill, technological innovation, production efficiency and marketing capability of an entrepreneur mainly depend on his/her education level. The formal education not only helps in gaining the required knowledge for a job which demands non-traditional skills but also imparts knowledge about the different occupational opportunities (Lalhunthara, 2012). As a part of development, the people of Mizoram are now aware of the importance of formal education, most of the people of present generation try to attain at least elementary level of education. As of 2020, Mizoram holds third position in the country with a literacy rate of 91.3 per cent.

Table 7 is prepared to show the educational levels of entrepreneurs of Zuangtui Industrial estate, Aizawl. In this table illiterate means those who did not get any formal education. Category 'Below HSLC' are those who received some level of formal

education like elementary but did not clear matriculation. HSLC is for those who clear matriculation, HSSLC for those who cleared higher secondary and so on.

Table 7

EDUCATIONAL QUALIFICATION											
S.No	Qualification	Handloom	Oxygen	Furniture	Food processing	Steel metal	Plastic	Rubber/Tyre	Total	Percent	Rank
1	Illiterate	3	0	0	0	0	0	0	3	7.5	5
2	Below HSLC	9	0	1	0	1	0	0	11	27.5	2
3	HSLC	5	0	0	0	0	0	1	6	15	3
4	HSSLC	3	0	0	0	0	1	0	4	10	4
5	Graduate	3	1	1	3	1	2	1	12	30	1
6	Post Graduate & Above	1	0	2	0	1	0	0	4	10	4
	Total	24	1	4	3	3	3	2	40	100	

Source: Field Survey

Table 7 reveals that the highest number of entrepreneurs i.e., 30 per cent (12 out of 40) attained educational level of graduate and above. From the total number of 40 entrepreneurs, only 3 (7.5 per cent) are illiterate and are all from handloom industry. No other illiterate entrepreneurs are found in other sectors of industry. Only 4 out of 24 handloom entrepreneurs are graduate and above, but in all other industries, majorities of entrepreneurs attained graduation level and above.

3.5 Present Annual Income:

Family income is one of the most important factors to run a business successfully and smoothly as finance is the life-giving element of a business. In order to carry out any kind of business, money is prime important. An income of the entrepreneur reveals the

success and progress of the business. While financial strength of the past generation stimulated the desire for entrepreneurship, the financial soundness of the present generation encourages the velocity of the entrepreneurship (Laha, 2019) In order to know family incomes of the entrepreneurs of the present study, Table 8 is prepared where family annual incomes are categorised in six groups.

Table 8

PRESENT ANNUAL INCOME											
S.No	Category	Handloom	Oxygen	Furniture	Food processing	Steel metal	Plastic	Rubber/Tyre	Total	Percent	Rank
1	Upto Rs 1,00,000	6	0	1	0	0	0	0	7	17.5	2
2	Rs (1,00,000 - 2,00,000)	3	0	1	0	1	0	0	5	12.5	4
3	Rs (2,00,000 - 3,00,000)	5	0	1	0	0	0	0	6	15	3
4	Rs (3,00,000 - 4,00,000)	1	0	1	0	0	0	0	2	5	6
5	Rs (4,00,000 - 5,00,000)	1	0	0	1	0	1	1	4	10	5
6	Above Rs 5,00,000	8	1	0	2	2	2	1	16	40	1
	Total	24	1	4	3	3	3	2	40	100	

Source: Field Survey

From Table 8, it is observed that 40 per cent (16 out of 40) have family annual income of more than Rs 5,00,000 and gained the highest number of entrepreneurs. Other than furniture, all other industries have highest number of entrepreneurs in the category of income more than Rs 5,00,000. From the field study and discussion with the entrepreneurs, the reason of lesser income in the furniture is that the industry has lost its customers due to the competition faced from foreign and readymade furniture that has gained popularity in the market. Category of annual income between Rs 3,00,00 – Rs 4,00,000 have least number of entrepreneurs having only 5 per cent (2 out of 40). Other categories are fairly equally distributed ranging from 10 to 17.5 per cent.

3.6 Father's Occupation:

There are some people who are into the business as an inheritance from their parents or grandparents, while some people start the initiative and are called first generation entrepreneurs. The occupation of father and family background in business and entrepreneurship may have impact effect on the entrepreneurial behaviour and mindset of a person. Family background with entrepreneurial or small business experience is a more reliable and agreeable basis of support than families without entrepreneurial background (Ranwala, 2016). Laha (2019) also stated that the magnitude of entrepreneur's activity also depends on the father's economic status. Father's occupation of the present study is depicted in Table 9

Table 9

FATHERS OCCUPATION											
S.No	Category	Hand loom	Oxygen	Furniture	Food processing	Steel metal	Plastic	Rubber /Tyre	Total	Percent	Rank
1	Farmer/ Agriculturist	9	1	1	0	1	0	1	13	32.5	2
2	Government employee	4	0	2	1	0	1	0	8	20	3
3	Businessman	7		1	2	1	2	1	14	35	1
4	Serviceman	0	0	0	0	0	0	0	0	0	0
5	Private Service	4	0	0	0	1	0	0	5	12.5	4
	Total	24	1	4	3	3	3	2	40	100	

Source: Field Survey

Table 9 shows that 35 per cent (14 out of 40) of the entrepreneurs hailed from family of businessman and win the majority. Father of 32.5 per cent (13 out of 40) entrepreneurs are farmer/agriculturist. 20 per cent (8 out of 40) are from the family of government employee while fathers of the remaining 12.5 per cent (5 out of 40) are dealing in private service. As far as the sample is concerned, there is no one coming from the family of a serviceman.

3.7 Industry as a Family Business:

Running a business or industry requires lots of support and cooperation. An industry is believed to be more fruitful if effort is given jointly by the members of the family. However, the same cannot be applied for every family; there are some entrepreneurs whose spouse or other family members are engaged in other regular jobs like government service, private service etc. From the field study, industrial unit not of a

family business reported that they still receive full moral support and help from their members. So, depending upon the condition of the family, a business can be a family's undertaking or a personal project. The number of industrial units run as a family business can be seen in Table 10.

Table 10

WHETHER INDUSTRY A FAMILY BUSINESS OR NOT											
S.No	Category	Handloom	Oxygen	Furniture	Food processing	Steel metal	Plastic	Rubber /Tyre	Total	Percent	Rank
1	Yes	22	1	4	3	3	3	2	38	95	1
2	No	2	0	0	0	0	0		2	5	2
	Total	24	1	4	3	3	3	2	40	100	

Source: Field Survey

From Table 10, it is clear large majority (95 per cent) of the industries of the present study are a family business and the remaining 5 per cent (5 out of 40) are declared not a family business.

3.8 Year of Establishment:

The year of establishment of an industrial unit gives us an insight about how long the industry has been run and helps us in understanding what progress it has made. Zuangtui Industrial Estate is declared as an industrial area in March 2009; however, some industries were run before the time of commencement. Therefore, year of establishment is categorised into 7 groups, the first category being the period before 2009 i.e, the year of declaration as industrial area.

Table 11

YEAR OF ESTABLISHMENT											
S.No	Category	Handloom	Oxygen	Furniture	Food processing	Steel metal	Plastic	Rubber /Tyre	Total	Percent	Rank
1	Before 2009	8	0	0	1	2	0	2	13	32.5	1
2	2009-2010	7	0	3	1	1	0	0	12	30	2
3	2011-2012	5	0	0	1	0	2	0	8	20	3
4	2013-2014	2	1	0	0	0	0	0	3	7.5	4
5	2015-2016	1	0	0	0	0	1	0	2	5	5
6	2017-2018	1	0	1	0	0	0	0	2	5	5
7	2019-2020	0	0	0	0	0	0	0	0	0	6
	Total	24	1	4	3	3	3	2	40	100	

Source: Field Survey

Table 11 shows that the number of industrial units established before 2009 is the most which contributed 32.5 per cent (13 out of 40) and is followed by units established between 2009-2010 contributing 30 per cent (12 out of 40) and then followed by units established between 2011-2012 having 8 number which comprises 20 per cent (8 out of 40). In the period 2013-2014, 3 new units (7.5 per cent) were established and then the periods of both 2015-2016 and 2017-2018 have 2 (5 per cent) newly established units each. From the table, it is observed that the number of units established decline as time goes by, that the category 2019-2020 did not have a single new establishment.

3.9 Sources of Initial Capital:

Capital is the money used to start a business. Initial capital is one of the most important components of setting up an industry. Table 12 shows the details of initial capital of the sample entrepreneurs of the present study.

Table 12

SOURCES OF INITIAL CAPITAL											
S. No	Category	Handloom	Oxygen	Furniture	Food processing	Steel metal	Plastic	Rubber /Tyre	Total	Percent	Rank
1	Own fund	18	1	4	3	1	3	1	31	67.39	1
2	Assistance or grants from government agencies	4	0	1	0	1	0	2	8	17.39	2
3	Loan from banks and financial institutions	1	1	0	0	1	1	0	4	8.69	3
4	Borrowing from local money lenders	1	0	0	0	1	0	1	3	6.52	4
5	Borrowing from friends/ relatives	0	0	0	0	0	0	0	0	0	0
	Total	24	2	5	3	4	4	4	46	100	

Source: Field Survey

In Table 12, sources of initial capital are categorised into 5 groups. An industry can be in one or more groups depending upon the source they use, so the total also has become 46 while the total sample is 40. In the present study, Own fund is the most popular used initial capital having 67.39 percent followed by assistance or grants from government agencies having 17.39 per cent. Assistance and grants as said by the entrepreneurs are received from MKVIB (Mizoram Khadi and Village Industries Board) and other government agencies. Loan from banks and financial institutions constituting

8.69 per cent is the third and is followed by Borrowing from local lenders constitute 6.52 per cent. No report was received for the category Borrowing from friends/relatives.

3.10 Number of Workers:

Employees/ workers are important as the performance of the business largely depends on the efforts of the workers. Employees include all persons who work for the business for some amount of wages or having contract of employment with the unit. It is beneficial for an entrepreneur to employ suitable number of workers as employing more or less than of required can hamper the performance of the business. Table13 is prepared to show the number of people employed by the entrepreneurs of Zuangtui industrial estate, Aizawl.

Table 13

NO OF PEOPLE EMPLOYED											
S.No	Category	Handloom	Oxygen	Furniture	Food processing	Steel metal	Plastic	Rubber /Tyre	Total	Percent	Rank
1	Upto 5	9	0	4	0	2	0	1	16	40	1
2	6-10	5	1	0	1	0	1	0	8	20	3
3	11-15	3	0	0	0	1	2	1	7	17.5	4
4	16 &Above	7	0	0	2	0	0	0	9	22.5	2
	Total	24	1	4	3	3	3	2	40	100	

Source: Field Survey

In Table 13, 40 per cent (16 out of 40) of the industrial units employ upto 5 workers and 20 per cent (8 out of 40) employ 6-10 workers. This shows that a considerable number of entrepreneurs employ upto 5 workers. There are 22.5 per cent (9 out of 40) entrepreneurs who employ 16 and above workers, 17.5 per cent (7 out of 40) employ 11-15 workers and is the having the least frequency.

3.11 Conclusion:

This chapter reveals the different socio-economic background of the entrepreneurs of Zuangtui Industrial Estate. Age, gender, marital status, educational qualification, present annual income, father's occupation, year of establishment play significant role in shaping the entrepreneurship behaviour of the entrepreneurs. The study shows that the entrepreneurs are mature enough, since 97.5 per cent of the sample entrepreneurs are above 30 years of age. The contribution of women entrepreneurship is quite satisfactory as it contributes 37.5 per cent however, out of this 93.3 per cent is from the Handloom sector. Regarding the marital status, 85 per cent are married. The educational qualification of the present study is scattered since graduate entrepreneurs wins a majority by comprising only 30 per cent. Regarding the annual incomes of the entrepreneurs 40 per cent earned more than 4 lakh in a year. The greatest number (35 per cent) of the entrepreneurs of the present study comes from families of businessmen, so, it is believed that father's occupation too has influence in building the spirit of entrepreneurship in a person.

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CHAPTER 4

PROBLEMS AND PROSPECTS OF ZUANGTUI INDUSTRIAL ESTATE, AIZAWL AND IMPACTS OF COVID19 & LOCKDOWN

Introduction :

This chapter deals with various problems faced by the entrepreneurs of Zuangtui industrial estate in the course of starting and running their industries. It will cover different problems relating to production, marketing, finance, labour management etc. and will try to find out the prospects. It will also try to figure out the impacts of the outbreak of Covid19 pandemic to the industries of Zuangtui industrial estate. The study and analysis will be on the basis of the primary data collected from the sample entrepreneurs through questionnaire and personal interviews. Entrepreneurs of the present study face various problems which will be discussed in and represented with figures in this chapter.

Business and industries are set up with some amount of challenges, difficulties and risks. It is not unnatural for a business to face various kinds of problem whether big or small. While some problems are negligible, some other may hamper the growth and development and may become an obstacle for the progress of the business. These problems if not solved can eventually lead to winding up of the business. Lack of essential components such as financial resources, technological knowledge, skilled labour, limited facilities etc. can create huge difficulties for entrepreneurs. Moreover, in the state of Mizoram, the geographical condition creates problems for industries and businesses as it is remote from most of the other states of the country and as the lands are mostly covered with hills and slopes. An entrepreneur is required to have passion and diligence in order to fight against different odds and hardships; however, there are some situations that cannot be solved by entrepreneurs themselves as those require interventions of external party such as government, banks, etc. Colney (1995) expressed that in underdeveloped or third world countries where there cannot be any punctiform of

growth and development, the initiative of government and policies always play vital role in the lines of development.

Problems faced by an entrepreneur may vary with those faced by another. Problems can vary depending upon the type and size of business, geographical location and types of production etc. In order to run a business smoothly, it is important for an entrepreneur to know how to tackle difficulties, to make suitable decisions in a right time to have some level of competency. In fact, the efficiency of the entrepreneur is measured by his efficiency in handling the problems. (Lalhunthara, 2012)

4.1 Problems Relating to Finance:

Finance is the key components for running a business and is often said as lifeblood of business. In the real sense, it is a finance/money that enables an entrepreneur to bring together raw materials, land, machinery and human capital in order to have production. Lack of adequate financial support and credit has always been a major problem of Small-Scale Industrial units in India (Kalyani & Kumar, 2013) Lack or insufficiency of finance is a common problem especially for small businesses. Inadequacy of finance makes a business stand still; extension of business is not possible without sufficient financial resources. One of the most common reasons of shutting down of a business is lack of finance to continue the business. Loans given by banks and financial institutions are the safeguard for some units, anyhow there are some who are not making use of these institutions due to lack of security, ignorant about the financial resources available to them etc.

Table 14 shows the problems faced by entrepreneurs of Zuangtui industrial estate in raising money for business.

Table 14

Source: Field survey

PROBLEMS IN RAISING MONEY FOR BUSINESS							
S. No	Problems	Respondent's ranking					
		Rank 1	Rank 2	Rank 3	Weighted Score	Rating percent	Rank
1	Non availability of funds	17	1	0	53	49.53	1
2	Lack of security to avail loans	2	6	0	18	16.82	3
3	High rate of interest in loan	2	3	1	13	12.15	4
4	Delay in getting the loan amount	1	0	1	4	3.74	5
5	No subsidy/grant received	3	3	4	19	17.76	2
	Total	25	13	6	107	100	

Table 14 depicts the various problems faced by 25 sample entrepreneurs; the other 15 were excluded as they reported that problems is not faced in raising money for business. As seen in the table the biggest problem faced in this regard is non availability of funds (49.53 per cent of rating) followed by no subsidy/grant received (17.76 per cent of rating) and then lack of security to avail loans (16.82 per cent of rating). High rate of interest in loan is the fourth biggest problem (12.15 per cent) and then the least/fifth problem is delay in getting the loan amount (3.74 per cent).

Table15

Problems in raising money for business : Number One Problem															
S. No	Types of industry	Number one problem													
		Non availability of funds		Lack of security to avail loans		High rate of interest in loan		Delay in getting the loan amount		No subsidy/grant received		No of units facing problem	Units not facing problem		Total no. of units
		1	2	3	4	5	6	7	8	9	10	11	12	13	14
		No.	% from 11	No.	% from 11	No.	% from 11	No.	% from 11	No.	% from 11	No.	No.	% from 4	No.
1	Handloom	13	76.47	2	11.76	0	0	0	0	2	11.76	17	7	29.17	24
2	Oxygen	0	0.00	0	0	0	0	0	0	0	0.00	0	1	100.00	1
3	Furniture	1	25.00	0	0	2	50	0	0	1	25.00	4	0	0.00	4
4	Food	1	100.00	0	0	0	0	0	0	0	0.00	1	2	66.67	3
5	Steel Metal	1	50.00	0	0	0	0	1	50	0	0.00	2	1	33.33	3
6	Plastic	0	0.00	0	0	0	0	0	0	0	0.00	0	3	100.00	3
7	Rubber Tyre	1	100.00	0	0	0	0	0	0	0	0.00	1	1	50.00	2
	Total	17		2		2		1		3		25	15		40

Source: Field survey

From table 15, it is observed that none of the industrial units of Oxygen and Plastic face problem in raising money for business. 76.47 per cent (13 out of 17) handloom units of having problems mark non availability of funds as their number 1

problem, while lack of security to avail loans and no subsidy/grant received are marked as number 1 problem by 11.76 per cent each of the units having problems.

In the units of Furniture, 50 per cent (2 out of 4) of having problems claimed high rate of interest in loan as their number 1 problem, while 25 per cent each marked non-availability of funds and No subsidy/grant received as their problem number 1.

In Food processing units, 100 per cent (1 out of 1) claimed non availability of fund as number 1 problem.

50 per cent each (1 each) entrepreneurs of Steel Metal reported non-availability of funds and delay in getting loan amount as their problem number 1.

The only entrepreneur of Rubber Tyre having problem in this regard reported non-availability of fund as problem Number 1.

From the table, it is observed that 17 entrepreneurs (68 per cent of entrepreneurs having problems) declared non-availability of funds as their problem number 1.

Table 16

PROBLEMS IN REPAYING LOANS							
S. No	Problems	Respondent's ranking					
		Rank 1	Rank 2	Rank 3	Weighted Score	Rating percent	Rank
1	Lack of liquidity	4	2	0	16	44.44	1
2	Due to business loss	1	2	1	8	22.22	3
3	High rate of interest	3	1	1	12	33.33	2
4	Agency not serious about repayment	0	0	0	0	0.00	
	Total	8	5	2	36	100	

Source: Field Survey

Table 16 depicts the problems of entrepreneurs of Zuangtui industrial estate in terms of repaying loans. Out of 40 sample entrepreneurs, only 8 entrepreneurs reported that they face problem in repaying loans, the others do not avail loans due to several reasons such as lack of security etc. The most problem faced in repaying loan is lack of liquidity which is 44.44 per cent followed by high rate of interest (22.22 per cent) and then followed by business loss which is 22.22 per cent. From the table, it is observed that lack of liquidity problem in repaying loans is faced by 6 entrepreneurs.

Table 17 reveals the number one problems of entrepreneurs of each sector having problems in repaying loans.

Table 17

Problems in repaying loans: Number One Problem											
S. No	Types of industry	Number one problem									
		Lack of liquidity		Due to business loss		High rate of interest		No of units facing problems	Units not facing problem		Total no. of units
		1	2	3	4	5	6	7	8	9	10
		No.	% from 7	No.	% from 7	No.	% from 7		No.	%	
1	Handloom	4	66.67	1	16.67	1	16.67	6	18	75	24
2	Oxygen	0	0.00	0	0.00	0	0.00	0	1	100	1
3	Furniture	0	0.00	0	0.00	2	100.00	2	2	50	4
4	Food Processing	0	0.00	0	0.00	0	0.00	0	3	100	3
5	Steel Metal	0	0.00	0	0.00	0	0.00	0	3	100	3
6	Plastic	0	0.00	0	0.00	0	0.00	0	3	100	3
7	Rubber Tyre	0	0.00	0	0.00	0	0.00	0	2	100	2
	Total	4		1		3		8	32		40

Source: Field survey

From Table 17, it is seen that industries of Oxygen, Food Processing, Steel Metal, Plastic and Rubber&Tyre do not face problem in repaying loans. 6 entrepreneurs from handloom and 2 entrepreneurs are facing the problem. In Handloom industry, 66.67 percent of the entrepreneurs facing problems claimed lack of liquidity as their problem Number 1, while 16.67 each claimed Business loss and High rate of interest as their problem Number 1. 100 per cent of entrepreneurs of furniture industries having problem reported high rate of interest as their problem Number 1.

In today's business, products are sold in cash and on credit. Credit sales are taken into account in the accrual system of accounting. However, if debts are not recovered and if there are substantial amount of bad debts, and then huge problems arises for a business.

Table 18 is prepared to show problems number of entrepreneurs facing problems of credit sales.

Table 18

CREDIT SALES				
S.No	Particulars	No of response	Rating percent	Rank
1	Credit sales	19	47.50	2
2	No credit sales	21	52.50	1
	Total	40	100	

Source: Field survey

Out of 40 entrepreneurs, 19 (47.5%) faced a problem of credit sales. It means that their products are often sold through credit instead of cash, which they considered as an acute problem.

Table 19 shows the number of units suffering from poor debt recovery.

Table 19

POOR DEBT RECOVERY FROM CUSTOMERS				
S.No	Particulars	No of response	Rating percent	Rank
1	Poor debt recovery	7	17.50	2
2	Good recovery	33	82.50	1
	Total	40	100	

Source: Field survey

Out of 40 entrepreneurs, 7 (17.5%) face a problem of poor debt recovery from customers while the remaining 33 (82.5%) do not face problem of the same.

From the above tables, it is observed that the entrepreneurs of Zuangtui industrial estate faced certain level of problems relating to finance.

4.2 Problems Relating to Production:

There are two main types of production; they are intermittent production and continuous production. In intermittent production machinery is used for short duration of time for producing an item, and then changed to produce another item: while in continuous production, set-up of production is fixed and used to produce same item (Sharma & Banga, 2017). The industrial units of the present study are mostly of continuous production, while some few are of intermittent nature. However, it is not possible to make a clear cut, as in the case of some units, their way of functioning changes from time to time.

Production is the main purpose of manufacturing industries; meeting demand of the market in terms of quality and quantity with a reasonable cost is the one of the objectives of industries. While this is the case, many industries fail to achieve their objectives due to several reasons. There are various factors that disrupt the production process of manufacturing industries, which may be different depending upon the location of industries, raw material availabilities, types of production etc. Skills and technologies and availability of suitable human resource also contribute to the progress

of production of an industrial unit. On the other hand, lack of raw materials, lack of finance, lack of demand, inadequate supply of required labour and several other reasons can lead to under-utilisation of installed capacity and thus result in less production.

In order to have production, there have to be raw materials. Raw materials differ depending upon the types of production. As the present study is concerned with different types of production, raw materials required and their problems regarding raw materials may differ. Table 20 is prepared to show the problems faced by entrepreneurs in terms of raw materials.

Table 20

PROBLEMS OF RAW MATERIALS							
S. No	Problems	Respondent's ranking					
		Rank 1	Rank 2	Rank 3	Weighted Score	Rating percent	Rank
1	Scarcity of raw materials	5	5	1	26	26.80	2
2	Non availability of suppliers	0	0	1	1	1.03	6
3	Non availability of raw materials at local level	6	2	0	22	22.68	3
4	High price of raw materials	8	5	2	36	37.11	1
5	Poor quality of raw materials	1	0	1	4	4.12	5
6	High transportation cost of raw material	0	3	2	8	8.25	4
	Total	20	15	7	97	100	

Source: Field survey

Out of 40 sample entrepreneurs, 20 faced problems of raw materials and the other 20 reported as not facing problems in this regard. The biggest raw material problem faced is high price of raw material being 37.11 per cent followed by scarcity of

raw material having 26.80 per cent. The third problem is non availability of raw materials at local level comprising 22.68 per cent. Non availability of raw materials, poor quality of raw materials and high transportation cost of raw material are also the problems faced but are the least problems faced by entrepreneurs of the present study having 1.03 per cent, 4.12 per cent and 8.25 per cent respectively.

Table 21

Problems of raw materials: Number One Problem																
S. No	Types of industry	Number one problem														
		Scarcity of raw materials		Non availability of suppliers		Non availability of raw materials at local level		High price of raw materials		Poor quality of raw materials		High transportation cost of raw material	No of units facing problem		Units not facing problem	Total no. of units
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
		No	% from 12	No	% from 12	No	% from 12	No	% from 12	No	% from 12	No.		No.	%	
1	Handloom	3	30.00	0	0	2	20.00	5	50.00	0	0.00	0	10	14	58.33	24
2	Oxygen	0	0.00	0	0	0	0.00	0	0.00	0	0.00	0	0	1	100.00	1
3	Furniture	0	0.00	0	0	1	50.00	1	50.00	0	0.00	0	2	2	50.00	4
4	Food Processing	2	100.00	0	0	0	0.00	0	0.00	0	0.00	0	2	1	33.33	3
5	Steel Metal	0	0.00	0	0	1	50.00	0	0.00	1	50.00	0	2	1	33.33	3
6	Plastic	0	0.00	0	0	0	0.00	2	100.00	0	0.00	0	2	1	33.33	3
7	Rubber Tyre	0	0.00	0	0	2	100.00	0	0.00	0	0.00	0	2	0	0.00	2
	Total	5		0		6	0	8		1	50	0	20	20		40

Source: Field Survey

Table 21 shows that among the different types of industries in the present study, Oxygen industry has no problem of raw materials. In Handloom industry, 10 units face problem, among which 50 per cent (5 units) put high price of raw materials as their problem Number, while 30 per cent (3 units) claimed scarcity of raw material as problem Number 1 and the remaining 20 per cent (2 units) claimed non availability of raw materials at local level.

2 units (50 per cent) of Furniture industry reported that they face problems of raw material, out of these, 50 per cent (1 unit) marked Non availability of raw material as problem Number 1, while high price of raw material is problem Number 1 for the other.

In Food processing industry, 2 units out of 3 reported that they face the problem. Both of the units facing problems marked scarcity of raw material as their problem Number 1.

2 units out of 3 in Steel Metal industry faced problems in raw material. 50 per cent (1 unit) marked non availability of raw materials at local level as problem Number 1, while the other unit marked for poor quality of raw materials.

In Plastic industry, 2 out of 3 units faced problems of raw materials. The two (2) units having problems marked high Price of raw materials.

Both of the samples taken from Rubber industry faced problems of raw material, and both of them (100 per cent) marked non availability of raw materials at local level as their problem Number 1.

High transportation cost of Raw material is not marked problem Number 1 by any unit, while it is marked as problem Number 2 by 3 units, and Number 3 by 2 units. (as seen in Table 21).

As already stated, Mizoram is a landlocked state, procuring of raw materials is not easy for those industries that require raw material supply from other states and even

if they are available, they are priced a high rate. From personal discussions, entrepreneurs also stated that the location of the estate itself which is in the northeastern corner of Aizawl also creates problems in availability and cost of raw materials.

Table 22 is prepared to show whether entrepreneurs of the present study face problems of obsolete technology. As happened in other human lives, updating of technology is required also in the field of business and entrepreneurship. Obsolete technology leads to slow production; on the other hand, new technology may boost production with lesser cost and time. Technology is accelerating its ability to help businesses do more or less and provide better results (Wilburn & Wilburn, 2018)

Table 22

PROBLEM OF OBSOLETE TECHNOLOGY						
S.No	Types of industry	Total no of units	Yes	Percent	No	Percent
1	Rubber/Tyre	2	0	0.00	2	100.00
2	Plastic	3	1	33.33	2	66.67
3	Steel Metal	3	0	0.00	3	100.00
4	Food Processing	3	1	33.33	2	66.67
5	Furniture	4	0	0.00	4	100.00
6	Oxygen	1	0	0.00	1	100.00
7	Handloom	24	1	4.17	23	95.83
	Total	40	3	7.50	37	92.50

Source: Field survey

Out of the total sample of 40 entrepreneur, only 3 (7.50 per cent) face a problem of obsolete technology. 92.50 per cent (37 out of 40) claimed that they are using appropriate technology at present. One unit each from industries of Plastic, Food Processing Handloom face this problem. So, as a whole, it can be said that obsolete technology is not a big problem. In the personal interviews, those entrepreneurs having

obsolete technology problem said that they have financial problems to upgrade their technology.

Table 23 is shown below to reveal whether entrepreneurs were provided free/low-cost training for their undertakings/production of goods.

Table 23

ARE YOU PROVIDED FREE/LOW-COST TRAINING TO ACQUIRE SKILLS FOR APPROPRIATE TECHNOLOGY						
S.No	Types of industry	Total no of units	Yes	Percent	No	Percent
1	Rubber/Tyre	2	0	0.00	2	100.00
2	Plastic	3	0	0.00	3	100.00
3	Steel Metal	3	0	0.00	3	100.00
4	Food Processing	3	0	0.00	3	100.00
5	Furniture	4	1	25.00	3	75.00
6	Oxygen	1	0	0.00	1	100.00
7	Handloom	24	6	25.00	18	75.00
	Total	40	7	17.50	33	82.50

Source: Field survey

From the sample of 40, only 7 (17.5 per cent) were provided free/low-cost training to acquire required skills for appropriate technology. This does not mean that the remaining does not have the appropriate technology, but they acquire skills by themselves or through attending regular skill trainings in their own expenses. 25 per cent each of the entrepreneurs of Furniture and Handloom were provided free/low-cost training. Other than this, none of the respondents received free/low cost if training from any department or agency. Entrepreneur of furniture getting free training received training in Vocational Training Centre (Financed by Ministry of Tribal Affairs, Govt. of India) and all those handloom entrepreneurs receiving free training received from

training conducted by Industries Department, Govt of Mizoram. Those receiving training reported that their trainings were beneficial in running their business smoothly.

4.3 Problems Relating to Storage:

Improper storage leads to deterioration of goods, more spoilage and wastages (Kalyani & Kumar 2013). Proper and sufficient storage of goods is required for manufacturing industries. Go-downs and warehouses are required for storages. When an industry produces goods, they may not be supplied right away to the market, so a need for storage arises. And for some perishable goods like food processing, cold storage may also be required to avoid spoilage and wastage. Table 24 is prepared to show the storage problems faced by entrepreneurs of industrial estate.

Table 24

PROBLEMS OF STORAGE							
S. No	Problems	Respondent's ranking					
		Rank 1	Rank 2	Rank 3	Weighted Score	Rating percent	Rank
1	Lack of space	12	0	0	36	65.45	1
2	High cost of storage machinery	0	0	0	0	0.00	
3	High maintenance cost	0	0	0	0	0.00	
4	High supervision cost	0	0	0	0	0.00	
5	No subsidy received for building of godown/storage	1	8	0	19	34.55	2
	Total	13	8	0	55	100	

Source: Field survey

From the whole sample of 40, 13 industrial units have a problem in storage. Lack of space is the biggest problem of storage faced by industrial units in Zuangtui industrial estate having 65.45 per cent and the other problem faced in this regard is no subsidy received for building of storage which is 34.55 per cent. In the field survey, some entrepreneurs reported that the plot allotted to them were not big enough and as land only is provided to them it is in the hands of the entrepreneurs to build their factory as well as storage. Grant/ subsidy were not available and which is also considered as a big problem by the entrepreneurs.

Table 25

Problems in storage: Number One Problem																
S. No	Types of industry	Number one problem														
		Lack of space		High cost of storage machinery		High maintenance cost		High supervision cost		No subsidy received for building of godown/storage		No of units facing problem		Units not facing problem		Total no. of units
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	
		No.	% from 11	No.	% from 11	No.	% from 11	No.	% from 11	No.	% from 11			No.	%	
1	Handloom	9	100.00	0	0.00	0	0.00	0	0.00	0	0.00	9	15	62.50	24	
2	Oxygen	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	1	100.00	1	
3	Furniture	2	66.67	0	0.00	0	0.00	0	0.00	1	33.33	3	1	25.00	4	
4	Food	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	3	100.00	3	
5	Steel Metal	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	3	100.00	3	
6	Plastic	1	100.00	0	0.00	0	0.00	0	0.00	0	0.00	1	2	66.67	3	
7	Rubber Tyre	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	2	100.00	2	
	Total	12		0		0		0		1		13.00	27		40	

Source: Field survey

From the responses received, industrial units of Oxygen, Food Processing, Steel Metal and Rubber Tyre did not have problem relating to storage. From the handloom industry, out of 24, 9 units face a problem of storage, and lack of space is Number 1 problem for all of them. 3 units of Furniture industry face problem, out of which 2 units (66.67 per cent) claimed lack of space as problem Number 1, and for the remaining 1 unit (33 per cent), no subsidy received is problem Number 1. Out of 3 units, only 1 unit face a problem in storage and its problem Number 1 is lack of space.

4.4. Problems Relating to Labour:

Labour is an important component in the process of manufacturing as it is the work of human labour that makes all other elements functioning. Especially for MSMEs, setting up of big machines is a strenuous task, so are highly dependent on the performances of human labour. Production process cannot take place without the service of human labour. However, it is sometimes difficult to find efficient, skilled and sincere worker and finding such also may require time. Lalhunthara (2012) stated that the industrial and entrepreneurial development in Mizoram also suffered due to scarcity of skilled, experienced and trained manpower. As this is the case, finding appropriate manpower is for an entrepreneur. Through man-power planning, management strikes to have the right number and right kind of people at the right places at the right time, doing things which result in both the organisation and the individual receiving maximum long run benefits (Sharma & Banga, 2017). Table 26 shows the number of people employed categorised in 4 groups.

Table 26

NO OF PEOPLE EMPLOYED				
S.No	Particulars	No of response	Rating percent	Rank
1	Upto 5	16	40	1
2	6-10	8	20	3
3	11-15	7	17.5	4
4	16 &above	9	22.5	2
	Total	40	100	

Source: Field survey

Table 27 is prepared to show the problems faced by industrial units of Zuangtui industrial estate.

Table 27

PROBLEMS OF MANANGING LABOUR							
S. No	Problems	Respondent's ranking					
		Rank 1	Rank 2	Rank 3	Weighted Score	Rating percent	Rank
1	Indiscipline	0	0	1	1	1.92	6
2	Frequent Absenteeism	4	2	0	16	30.77	1
3	Negligence	2	1	1	9	17.31	3
4	High labour cost	5	0	0	15	28.85	2
5	Lack of communication	0	2	1	5	9.62	5
6	Frequent demand for higher wages and bonus	11	3	0	6	11.54	4
	Total	11	8	3	52	100	

Source: Field survey

In the present study, the total number of units having problem in managing labour is 11 out of 40 samples. From the problem facing units, the biggest problem faced is frequent absenteeism with a percentage of 30.77, followed by problem of high labour cost which is 28.85 per cent. The third biggest labour problem faced is negligence with a percentage of 17.31 and then followed by frequent demand for higher wages and bonus which is 11.54 per cent. The second least problem faced is lack of communication i.e., 9.62 percent while the least problem faced is indiscipline, 1.92 per cent.

Table 28 is shown below to reveal industry-wise Number 1 problem.

Table 28

Problems of managing labour: Number One Problem															
S. No	Types of industry	Number one problem													
		Indiscipline		Frequent Absenteeism		Negligence		High labour cost		Lack of communication	Frequent demand for higher wages and bonus	No of units facing problem	Units facing problem	not	Total no. of units
		1	2	3	4	5	6	7	8	9	10	11	12	13	14
		No.	% from 11	No.	% from 11	No.	% from 11	No.	% from 11		No.		No	%	
1	Handloom	0	0	4	50	2	25	2	25	0	0	8	15	65.22	23
2	Oxygen	0	0	0	0	0	0	0	0	0	0	0	1	100.00	1
3	Furniture	0	0	0	0	0	0	0	0	0	0	0	3	100.00	3
4	Food Processing	0	0	0	0	0	0	0	0	0	0	0	3	100.00	3
5	Steel Metal	0	0	0	0	0	0	1	100	0	0	1	2	66.67	3
6	Plastic	0	0	0	0	0	0	0	0	0	0	0	3	100.00	3
7	Rubber Tyre	0	0	0	0	0	0	2	100	0	0	2	0	0.00	2
	Total	0	0	4	50	2	25	5	225	0	0.00	11	27		38

Source: Field Survey

Table 28 shows that industries of Oxygen, Furniture, Food Processing, Plastic and Rubber Tyre did not face problem in managing labour, while 8 units from Handloom and 1 unit from Steel Metal have a problem of managing labour.

In Handloom industry, frequent absenteeism is problem Number 1 for 4 units (50 per cent) which is the most while negligence and high labour cost is problem Number 1 for 2 units (25 per cent each). The only problem facing unit in Steel Metal has high labour cost as its Number 1 problem.

3 entrepreneurs among those facing problem also stated that they also face minor problem of frequent shifting of their labourers to other units within the state as well as outside the state.

4.5 Problems Relating to Marketing:

Marketing is the combination of all activities involved in promoting and selling of goods and services. Businesses have adopted a suitable marketing strategy to promote their products. In the concept of industrial estate, entrepreneurs in the estate are usually provided platform for marketing their products. In the present study, as per the personal interview with the concerned department, it is known that Handloom industries are given marketing platform by organising events such as Handloom exhibition.

An attempt is made to know the problems faced by industrial units of Zuangtui industrial estate with regard to marketing.

Table 29 shows the marketing strategies adopted by the entrepreneurs of Zuangtui industrial estate.

Table 29

MARKETING STRATEGY							
S. No	Particulars	Respondent's ranking					
		Rank 1	Rank 2	Rank 3	Weighted Score	Rating percent	Rank
1	Direct marketing	17	4	1	60	40.82	1
2	Through wholesalers	8	6	0	36	24.49	3
3	Through retailers	15	3	0	51	34.69	2
	Total	40	13	1	147	100	

Source: Field survey

The most marketing strategy adopted by the entrepreneurs of the present study is direct Marketing (40.82 per cent) followed by marketing through retailers (34.69 per cent) and the least is marketing through wholesalers (24.49 per cent). It should be kept in mind that entrepreneurs adopted one or more strategy, so ranks are given accordingly.

Table 30 is prepared to show the problems of lack of demand of their respective products.

Table 30

PROBLEM OF LACK OF DEMAND						
S.No	Types of industry	Total no of units	Yes	Percent	No	Percent
1	Rubber/Tyre	2	0	0.00	2	100.00
2	Plastic	3	0	0.00	3	100.00
3	Steel Metal	3	1	33.33	2	66.67
4	Food Processing	3	0	0.00	3	100.00
5	Furniture	4	3	75.00	1	25.00
6	Oxygen	1	0	0.00	1	100.00
7	Handloom	24	10	41.67	14	58.33
	Total	40	14	35.00	26	65.00

Source: Field survey

65 per cent (26 out of 40) faced a problem of lack of demand, while 35 per cent (14 out of 40) do not face the same. In table 4.5.2, industrial units are group as per their type of industry and the percentage is taken from the total units in the respective industrial sectors. Industries of Rubber/Tyre, Plastic, Food Processing and Oxygen do not face the problem of lack of demand. In steel metal, 33.33 per cent (1 out of 3) face this problem. The percentage of units facing problem is highest in Furniture being 75 per cent (3 out of 4). According to the reports received from furniture entrepreneurs the main reason for lack of demand in furniture industry is due to competition faced with readymade furniture from foreign and other states with stunning designs. In the case of handloom industry, lack of demand is a problem for 41.67 per cent (10 out of 24) which is also relatively high. Handloom industry is the most abundant type of industry in the present study; this creates problems with demand for some units especially the weaker ones.

Thus, high competition hampers the growth of the business for some units as sales are affected. Although certain level of competition is hygienic for industries to

function actively and efficiently, too much competition can cause depression in business. Table 31 shows number of units of the present study suffering from heavy competition.

Table 31

PROBLEM OF HEAVY COMPETITON						
S.No	Types of industry	Total no of units	Yes	Percent	No	Percent
1	Rubber/Tyre	2	0	0.00	2	100.00
2	Plastic	3	1	33.33	2	66.67
3	Steel Metal	3	0	0.00	3	100.00
4	Food Processing	3	0	0.00	3	100.00
5	Furniture	4	3	75.00	1	25.00
6	Oxygen	1	0	0.00	1	100.00
7	Handloom	24	13	54.17	11	45.83
	Total	40	17	42.50	23	57.50

Source: Field survey

It is already stated that Furniture industry face a problem of heavy competition. Out of the total Furniture sample units, 75 per cent (3 out of 4) face a problem of heavy competition and is the highest industrial sector facing this problem. 54.17 per cent (13 out of 24) of the Handloom industry face a problem of heavy competition. The other affected industry is Plastic having 33.33 per cent (1 out of 3) suffering from heavy competition. Other industries like Rubber/Tyre, Steel Metal, Food Processing and Oxygen are free from the problem of heavy competition.

Table 32 is prepared to know whether entrepreneurs of the present study face problem in distribution channels.

Table 32

PROBLEM IN DISTRIBUTION CHANNELS						
S.No	Types of industry	Total no of units	Yes	Percent	No	Percent
1	Rubber/Tyre	2	0	0.00	2	100.00
2	Plastic	3	0	0.00	3	100.00
3	Steel Metal	3	0	0.00	3	100.00
4	Food Processing	3	0	0.00	3	100.00
5	Furniture	4	1	25.00	3	75.00
6	Oxygen	1	0	0.00	1	100.00
7	Handloom	24	2	8.33	22	91.67
	Total	40	3	7.50	37	92.50

Source: Field survey

Business usually involves with distribution channels. Manufacturers cooperate with intermediaries like wholesalers and retailers to bring their products to the market or consumers. The intermediary channels are considered as the permanent promoters of products and representative of business organisations outside of the organisational environment (Fayaz&Azizinia, 2016). From table 32, it can be seen that industries of Rubber/Tyre, Plastic, Steel Metal, Food Processing and Oxygen do not face problem in distribution channel. In Furniture industry, regarding distribution channels, problem facing industry is 25 per cent (1 out of 4) and in Handloom industry, it is 8.33 per cent (2 out of 24). The common distribution channel problems faced are lack of desirable marketing partner, channel partner not having adequate product knowledge, etc.

Whenever marketing is concerned, advertisement cannot be left out, it is one of the most important tools for sales promotion. There is no common advertisement facility/platform provided for the industries of Zuangtui industrial estate. From personal interviews, it is found out that majority of the entrepreneurs do not face problems in

advertising, while there are some who have problems in doing so. Apart from these, there are some who never advertise their products reason being the necessity not felt. Problems faced by entrepreneurs in advertisement are shown in Table 33.

Table 33

PROBLEMS IN ADVERTISEMENT							
S. No	Problems	Respondent's ranking					
		Rank 1	Rank 2	Rank 3	Weighted Score	Rating percent	Rank
1	High cost of advertisement	5	0	0	15	68.18	1
2	Advertisement not effective	1	2	0	7	31.82	2
	Total	6	2	0	22	100	

Source: Field survey

Out of 40 sample entrepreneurs, only 6 (15 per cent) faced problems in advertisement. High cost of advertisement is the major problem faced (68.18 per cent) and the other problem faced is Advertisement not effective (31.82 per cent).

Table 34 shows the industry wise problem Number 1 faced in advertisement

Table 34

Problems in advertisement: Number One Problem									
S. No	Types of industry	Number one problem							
		High cost of advertisement		Advertisement not effective		No of units facing problem	Units not facing problem		Total no. of units
		1	2	3	4		5	6	
		No.	% from 5	No.	% from 5	No.	%		
1	Handloom	4	80.00	1	20	5	19	79.16	24
2	Oxygen	0	0.00	0	0	0	1	100	1
3	Furniture	1	100.00	0	0	1	3	75	4
4	Food processing	0	0.00	0	0	0	3	100	3
5	Steel Metal	0	0.00	0	0	0	3	100	3
6	Plastic	0	0.00	0	0	0	3	100	3
7	Rubber Tyre	0	0.00	0	0	0	2	100	2
	Total	5	180	1	20	6	34		40

Source: Field survey

Among the 7 industrial sectors of Zuangtui industrial estate, only Handloom and Furniture have problem facing entrepreneurs in the field of advertisement. In Handloom industry, 80 per cent (4 units) of the problem facing entrepreneurs claimed high cost of advertisement as their problem Number 1, and Number 1 problem for the remaining 20 per cent (1 unit) is advertisement not effective. For furniture industry, high cost of advertisement is problem Number 1 for the problem facing unit. The total number of units having high cost of advertisement as problem Number 1 is 5.

4.6 Problems Relating to Common Facilities/Infrastructure:

Providing of certain common facilities is the main purpose of setting up of industries. In the words of Murthy (2003), an industrial estate is an attempt to provide, on a rental basis, good accommodation and other basic common facilities to groups of small entrepreneurs who would otherwise find it difficult to receive these facilities at a reasonable price. The purpose of setting up an industrial estate programme is to provide land/building and common basic facilities/infrastructures such as water, road, power supply, banks etc. for the small industrial units who would otherwise have lesser chance to survive and to promote industrialization as a whole. Bharti (1978) stated that several schemes of assistance, general facilities, common service facilities with special arrangements for technical advisory school and training centres, provided in the industrial estates, are aimed at improving the efficiency and productivity of small units.

An attempt is made to know the problems faced by industrial units functioning in Zuangtui industrial estate.

a) Factory building.

Table 35 is prepared to show the problems faced regarding factory building.

Table 35

PROBLEMS IN FACTORY BUILDING							
S. No	Problems	Respondent's ranking					
		Rank 1	Rank 2	Rank 3	Weighted Score	Rating percent	Rank
1	Building not provided by the Dept/Govt.	18	3	0	60	59.40	1
2	Grant/subsidy not received for building	5	13	0	41	40.59	2
3	Building is provided but unsatisfactory	0	0	0	0	0	
	Total	23	16	0	101	100	

Source: Field Survey

From the field survey, it is found out that industrial were provided a plot of land as lease, but not factory buildings; grant for building also is not available. It is found out that this is problematic for the entrepreneurs since all the expenses incurred for construction of buildings are to be borne by entrepreneurs themselves. So, entrepreneurs are asked to respond according to the level of difficulties faced. Some entrepreneurs said that construction of a building for their own does not cause problem, as they are already leased a plot and thus skip the options. Total unit of 23 out of 40 (57.5 per cent) face problem in factory building. 59.40 per cent of the total problem is the problem of building not provided by the department/Government while the other 40.59 is Grant/Subsidy not received.

According to the Mizoram Industrial Policy, 2012, for new MSME occupying the built-up factory sheds within the declared Industrial Area on monthly/annual rent basis for a period of 5 years from the commencement of production, Factory Rent Subsidy to be provided is 50 per cent of the duly assessed rent of factory shed subject to a ceiling of Rs 30,000/- per unit per year. However, this is not practiced for many of the cases.

b) Power Supply:

In today's world, electric power is required by everyone. Govindappa&Geetha (2011) wrote that power is also one of the important factors, which is indispensable for the smooth conduct of business irrespective of the fact whether it is a small-scale industry or a large-scale industry. Especially for business and industries the requirement of electricity is higher since most of the production process involves the use of machinery run with electric power. In the planning of industrial estates, the adequacy and dependability of the sources of supply and availability of services at reasonable rates must be carefully considered (Bharti, 1978)

Murthy (2003) stated that incentives and subsidies are considered as motivational factors that influence the entrepreneur to decide in favour of starting an

industry. According to the Mizoram Industrial policy 2012, New MSMEs are to be provided Power Subsidy for a period of 5 yrs from the date of commencement of production as follows:

- i) 60 per cent of total expenditure on power consumption in case of micro enterprises.
- ii) 50 per cent of the total expenditure on power consumption in case of small enterprises.
- iii) 30 per cent of the total expenditure on power consumption in case of medium enterprises.

However, as per reports received from the entrepreneurs of the present study, the process of claiming subsidy is complicated and is not properly undertaken as of now. Moreover, the subsidy is only for a period of 5 years from the commencement of the business. Therefore, in the real sense, this policy of subsidizing is not so practical/beneficial for most of the entrepreneurs of the present study.

Table 36 shows the problems faced in power supply.

Table 36

PROBLEMS IN POWER SUPPLY							
S. No	Problems	Respondent's ranking					
		Rank 1	Rank 2	Rank 3	Weighted Score	Rating percent	Rank
1	Irregular supply	17			51	64.56	1
2	High Cost	1	4	1	12	15.19	3
3	Subsidy not provided	1	5	3	16	20.25	2
	Total	19	9	4	79	100	

Source: Field survey

In the present study, 19 units out of 40 (47.5) face a problem of power supply. Among the problems faced, the biggest problem is irregular supply which accounts 64.56 percent followed by subsidy not provided which is 20.25 per cent and then followed by High Cost that is 20.25 per cent.

Table 37 is shown below to depict the problem Number 1 faced by entrepreneurs in industry wise.

Table 37

Problems in power supply: Number One Problem											
S. No	Types of industry	Number one problem									
		Irregular supply		High Cost		Subsidy not provided		No of units facing problem	Units not facing problem		Total no. of units
		1	2	3	4	5	6		7	8	
		No.	% from 7	No.	% from 7	No.	% from 7		No.	%	
1	Handloom	8	88.89	0	0.00	1	11.11	9	15	62.50	24
2	Oxygen	1	100.00	0	0.00	0	0.00	1	0	0.00	1
3	Furniture	1	100.00	0	0.00	0	0.00	1	3	75.00	4
4	Foodprocessing	2	66.67	1	33.33	0	0.00	3	0	0.00	3
5	Steel Metal	1	100.00	0	0.00	0	0.00	1	2	66.67	3
6	Plastic	2	100.00	0	0.00	0	0.00	2	1	33.33	3
7	Rubber Tyre	2	100.00	0	0.00	0	0.00	2	0	0.00	2
	Total	17		1		1		19	21		40

Source: Field survey

From Table 37, it is observed that all types of industry are affected with a problem of power supply. In the case of Oxygen, Food processing and Rubber Tyre, cent per cent of the sample units face problem related to power supply. Number 1 problem for 88.89 per cent of the problem facing units of Handloom is irregular supply and for the remaining 11.11 per cent, subsidy not provided to them is their problem Number 1. The only Oxygen industry in the estate put irregular supply as problem Number 1 and the same goes for furniture since the only problem facing unit claimed irregular supply as problem Number 1. In order to overcome the problem of irregular supply of power, some industries whose requirement of electricity are higher are into the system of installing generators in their factories.

c) Road and Transportation:

Road and transportation are one of the most important infrastructures that contribute in growth and development. When transport systems are efficient, they provide economic and social opportunities and benefits that result in positive multiplier effects such as better accessibility to markets, employment and additional investments (Rodrigue, 2020).

Table 38

TRANSPORTATION PROBLEM							
S. No	Problems	Respondent's ranking					
		Rank 1	Rank 2	Rank 3	Weighted Score	Rating percent	Rank
1	High transportation charge	8	6	1	37	39.36	2
2	Poor road condition	11	4	1	42	44.68	1
3	Scarcity of transportation vehicles	1	4	4	15	15.96	3
	Total	20	14	6	94	100	

Source: Field survey

Out of 40, 20 entrepreneurs faced problems in roads and transportation. From Table 38, it is observed that poor road condition is the biggest problem of the entrepreneurs of the present study with a percentage of 44.68, followed by high transportation charge with 39.36 per cent and the third problem is scarcity of transportation vehicle having 15.96 per cent. From field survey, it is confirmed that the road condition is poor, and it is believed that this is problematic for the industries.

d) Water Supply:

Every industry needs water for the functioning of industry; no human being can live without water. Some types of industry like food processing, oxygen etc. require more quantity of water than others. The study aims to know whether problems is faced relating to water, and hence Table 39 is prepared to show the conditions of industries in this concern.

Table 39

PROBLEMS OF WATER SUPPLY							
S. No	Problems	Respondent's ranking					
		Rank 1	Rank 2	Rank 3	Weighted Score	Rating percent	Rank
1	Service of PHE Dept does not reach the area	10	0	0	30	29.41	2
2	Inadequate supply of water from the Dept	17	1	0	53	51.96	1
3	No water subsidy received	0	4	2	10	9.80	3
4	Non availability of natural source of water in the area	0	4	1	9	8.82	4
	Total	27	9	3	102	100	

Source: Field survey

Table 39 shows that out of 40 sample units, 27 (67.50 per cent) face a problem of water. The main water problem faced by entrepreneurs of the present study is inadequate supply of water which is 51.96 per cent. This is followed by the problem arising due to not reaching out of operation by the PHE department which is 29.41 per cent. In the industrial estate, some remote plots are not covered yet with PHE connection, so the entrepreneurs have to purchase water from private sellers with higher cost. Problem of no subsidy received is the third problem constituting 9.80 percent, followed by the problem of non-availability of natural source of water in the area and is 8.82 per cent. During the field survey, entrepreneurs stress about the problems of water, especially during dry seasons scarcity of water immensely affect the functioning of their industries.

e) Wastage removal:

Wastage removal is not negligible in setting up of industries as well as industrial estates. Industries while producing goods for use also produce wastage to be disposed of. There is no separate arrangement for disposal of wastage in Zuangtui industrial estate. Table 40 is prepared to show units facing problem in wastage removal.

Table 40

PROBLEMS IN WASTAGE REMOVAL					
S.No	Particulars	No of response	Weighted Score	Rating percent	Rank
1	Yes	9	9	22.50	2
2	No	31	31	77.50	1
	Total	40	40	100	

Source: Field survey

9 respondents out of 40 (22.50 per cent) reported that they face problem in wastage removal while the bigger portion of 77.50 per cent (31 out of 40) reported as not facing problem. Garbage trucks/Dustbin Lorry is servicing in the locality of Zuangtui as in any other locality of Aizawl to collect garbage and wastages. These vehicles provide good services for majority of industrial units in the estate. However, similar to the case of water supply, some areas of the estate are not covered since the vehicle run only in the main road, therefore, those units not located in the main road suffered with the problem of wastage disposal.

f) Accidents and Emergencies:

Workers while working in a factory may face accidents and emergencies; in that case, it is important to have facilities to deal with such kinds of incidents. Table 41 is prepared to show problems faced in times of accidents and emergencies.

Table 41

PROBLEMS IN TIMES OF ACCIDENTS AND EMERGENCIES							
S. No	Problems	Respondent's ranking					
		Rank 1	Rank 2	Rank 3	Weighted Score	Rating percent	Rank
1	Health Centre not available in the estate	10	2	0	34	56.67	1
2	High cost of service in the Health Centre	0	0	0	0	0	
3	Non availability of medical personnel on duty inside the estate	4	7	0	26	43.33	2
4	Insufficient medical personnel in the Health Centre	0	0	0	0	0	
5	Improper functioning of the Health Centre	0	0	0	0	0	
	Total	14	9	1	60	100	

Source: Field survey

From Table 41, it is observed that 14 out of 40 entrepreneurs face problems in times of accidents and emergencies. Health centre not available for the industries in the estate is considered as the biggest problem faced with 56.67 per cent and the next problem is non-availability of medical personnel on duty inside the estate with a percentage of 43.33.

g) Banks and ATMs:

Finance is made available to entrepreneurs by the financial institutions, which have been built up by the Government as a network of special financial institutions with a fairly big capital base to provide financial assistance to all types of industries, including small scale industries (Murthy, 2003). Generally, banks and ATMs are set up within industrial estates to meet the financial requirements of the entrepreneurs. It creates easy access to their need with regard to deposition and withdrawal of money,

availing loans etc. Table 42 is prepared to show the problems faced by the entrepreneurs of Zuangtui industrial estates regarding banks and ATMs.

Table 42

PROBLEMS RELATING TO BANKS AND ATMs							
S. No	Problems	Respondent's ranking					
		Rank 1	Rank 2	Rank 3	Weighted Score	Rating percent	Rank
1	Non-availability of bank in the estate	12	6	0	48	49.48	1
2	Insufficient bank/branch in the estate	0	0	0	0	0	0
3	Non-availability of ATM in the estate	8	12	0	48	49.48	1
4	Insufficient ATM in the estate	0	0	0	0	0	
	Total	20	18	1	97	100	

Source: Field survey

From the table above, it can be seen that 20 out of 40 sample entrepreneurs faced problems relating to banks. Non-availability of bank and non-availability are the problems faced having 50 per cent each. While conducting field survey, it is found out that neither bank nor ATM is run inside the estate. 50 per cent (20 out of 40) reported this is a big problem for them as they are required to go out of their place whenever the need for bank/ATM arises.

4.7. Problems Relating to Family:

An attempt is also made to know the family problems faced by entrepreneurs in running their industries.

Table 43

FAMILY PROBLEMS							
S. No	Problems	Respondent's ranking					
		Rank 1	Rank 2	Rank 3	Weighted Score	Rating percent	Rank
1	Less child care	3	1	0	11	28.95	2
2	Spending less time with family	7	2	0	25	65.79	1
3	Poor attention to family matters	0	0	2	2	5.26	3
4	Support not received from other members of the family	0	0	0	0	0	
5	The Industrial Estate is too far from your residence	0	0	0	0	0	
	Total	10	3	2	38	100	

Source: Field survey

Only 10 out of 40 samples face a problem relating to family. The biggest problem faced by the entrepreneurs is they spend less time with their family which is 65.79 per cent. It is obvious that if one is passionate on his business, plenty of time and energies are consumed which makes them to spend time with family and friends. The second biggest problem faced by the entrepreneurs is less child care with 28.95 per cent followed by poor attention to family members with a percentage of 5.26.

4.8 Impact of Covid19:

First identified in China in December 2019, a type of coronavirus, later called Covid19 spread almost all over the world. Coronavirus disease (Covid-19) is an infectious disease caused by the SARS-Cov-2 virus. It is a newly identified virus that can cause pneumonia and other respiratory problems and even fatal. It is declared as a pandemic on 11th March 2020 by the World Health Organisation. For the preventive measure from this pandemic, the government of India announced Janata Curfew on 22nd March 2020 followed by Nationwide Lockdown for 21 days, and continually extended over and over again.

Due to this contagious virus, lockdown was declared worldwide that suspended flights, stopped trains, closed almost all activities and shut majority of industries and businesses. The impact of lockdown is quite severe on industrial activities in the country and the world as a whole.

The sector likely to be hardest hit in Mizoram due to Nationwide Lockdown are Trade, Hotel, Restaurants and Repairs Services, Transport & Communication, Construction and those in manufacturing (especially in garments), micro and small-scale industries and those engaged in the formal sector. Decrease of output in these sectors have direct repercussions in terms of loss of livelihoods and incomes for those engaged, who invariably happen to be the most vulnerable sections of the society (Planning & Programme Implementation Department, 2020).

Table 44 is prepared to show the impact of Covid19 and lockdown in production.

Table 44

IMPACT OF COVID19 AND LOCKDOWN IN PRODUCTION				
S.No	Decrease	Response	Percentage	Rank
1	Less than 20%	4	10	4
2	20% - 40%	13	32.5	1
3	41%-60%	6	15	3
4	61%-80%	6	15	3
5	81%-100%	8	20	2
6	No change	2	5	5
	Increase			
7	Less than 20%	0	0	
8	20% - 40%	0	0	
9	41%-60%	0	0	
10	61%-80%	1	2.5	6
11	81%-100%	0	0	
	Total	40	100	

Source: Field Survey

The spread of covid19 and the consequent lockdown affect the production of the industrial units of the present study. Except 1 unit having increased record and 2 units with no change, all other units experienced decrease in production. Production of 32.5 per cent of the respondents decrease by 20%-40% and 81-100% decrease is witnessed by 20 per cent. 41-60% and 61-80% decreases are experienced by 15 per cent each of the total units. 10 per cent of the total units have less than 20% decrease. There is no change in production for 5 per cent of the total units. Surprisingly, 1 unit (2.5 per cent) witnessed 81-100% increase in production.

Below table is to show the impact of Covid19 and lockdown in sales volume of the industries in Zuangtui industrial estate

Table 45

IMPACT OF COVID19 AND LOCKDOWN IN SALES VOLUME				
S.No	Decrease	Response	Percent	Rank
1	Less than 20%	4	10	4
2	20% - 40%	10	25	2
3	41%-60%	9	22.5	3
4	61%-80%	4	10	4
5	81%-100%	11	27.5	1
6	No change	2	5	5
	Total	40	100	

Source: Field survey

Table 45 reveals that sales volume of the highest number (27.5 per cent) of industrial units decrease by 80-100% due to Covid19 and lockdown. This is followed by 20-40% decrease that is evidenced by 25 per cent units and then followed by decrease of 41-60% experienced by 22.5 per cent units. 10 per cent each of the entrepreneurs experienced less than 20% decrease and 61-80% decrease. Almost all the market is closed due to lockdown, so a high number of sales fell down tremendously and is a big problem for the entrepreneurs who totally depend on their business, and it eventually become a crisis. However, 5 per cent of the entrepreneurs reported that their sales are not affected by the spread of Covid19 and Lockdown.

Table 46 is prepared to study the problem in storage due to Covid19 and lockdown.

Table 46

PROBLEM IN STORAGE DUE TO SPREAD OF COVID19							
S. No	Problems	Respondent's ranking					
		Rank 1	Rank 2	Rank 3	Weighted Score	Rating percent	Rank
1	Decaying of perishable goods	0	0	0	0	0	
2	Expiring of raw materials and finished products	0	0	0	0	0	
3	Insufficient storage of goods due to slow/no sales	11	0	0	33	100	1
	Total	11	0	0	33	100	

Source: Field survey

Out of 40 sample units, 11 units (33 per cent) face problem in storage due to spread of Covid19 and the particular problem faced is insufficient storage of goods due to slow/no sales. As some of the entrepreneurs could continue production during lockdown while the market is closed, their production level is not met by their sales. Problem of insufficient storage increased especially for those already having the problem even prior to lockdown. However, taking as a whole, Covid19 and Lockdown did not create much problem to the industrial units of the present study.

Table 47 is prepared to show the problems of procuring raw materials during lockdown.

Table 47

PROBLEMS OF PROCURING RAW MATERIALS DURING LOCKDOWN							
S. No	Problems	Respondent's ranking					
		Rank 1	Rank 2	Rank 3	Weighted Score	Rating percent	Rank
1	Non-availability of raw materials due to lockdown	15	0	0	45	35.43	1
2	Scarcity of raw materials	13	1	0	41	32.28	2
3	High rise in price of raw materials	0	10	4	24	18.90	3
4	High rise in transportation cost	0	7	3	17	13.39	4
	Total	28	18	7	127	100	

Source: Field survey

From Table 47, it is observed that 28 out of 40 units faced a problem of procuring raw materials during lockdown. Out of the problems faced, non-availability of raw materials is the biggest and is 35.43 per cent, followed by scarcity of raw materials with a percentage of 32.28 and then by high rise in price of raw materials with a percentage of 18.90. The fourth biggest problem faced is high rise in transportation cost which is 13.39 per cent. During lockdown, interstate transports are reduced to the maximum possible. This led to the scarcity of raw materials that are taken from other states. In addition to this, the price of the available ones also increased due to rise in demand.

4.9 Prospects:

1. Industrial policy of Govt of Mizoram provides several incentives and subsidies for newly established and existing industrial units and MSMEs on land, factory rent, manpower development, power line etc. These can be beneficial for the entrepreneurs.

2. The most popular industry found in the estate is Handloom industry. Mahatma Gandhi's use of Chakra (the spinning wheel) as a symbol of national regeneration marked an important event for the handloom weavers of India and has distinct position in the Indian economy. With the focus of immense value addition, upgrading of quality of products, and transformation with preferences of customers, the uniqueness and fineness of our handloom products have already been recognised globally. The identification of target segments of consumers, enhancing awareness related to handloom products and expanding the variety and designs of output will be beneficial in development.
3. Industry such as Oxygen production which is a global necessity especially during the Covid-19 pandemic is one of the most important production. Adoption of industrial oxygen in various industries especially in municipal solid waste gasification and metal working, are fueling the expansion of the business domain.
4. Industry like handloom formed a welfare/union within the estate which generates cooperation and coordination. Forming of welfare helps the entrepreneurs unite, stand strong and also lending help amongst themselves in terms of marketing, procurement of raw materials etc.
5. Entrepreneurs in the estate despite confining to the state solely are now enlarging their markets. Some of the handloom industries expand their market to the other states of the country and some even enter the foreign market. This encourages other entrepreneurs as well to enlarge their markets and boost their competition level.
6. The entrepreneurs are now focusing more on customer satisfaction, they start stressing more on the needs and desire of the customers. This will boost their growth in the present and future.

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CHAPTER 5

FINDINGS, CONCLUSION AND SUGGESTIONS

This chapter highlights the findings drawn from the analysis and interpretation of the data from the preceding chapters. It also presents the suggestions of the researcher that are based on the findings of the study.

5.1 Major Findings:

- Only 2.5% of the total respondents (40) are below the age of 30 years. The highest numbers of respondents i.e., 32.5% are above 60 years, 22.5% each respondent are of 31-40 years and 51-60 years. 20% of the respondents are in the age group of 41-50 years.
- The study showed that 62.5% of the respondents are male and 37.5% are female. A big majority 85% of the respondents are married and the remaining 15% are single.
- 30% of the respondents are graduates, 27.5% attained formal education below HSLC while 15% are matriculates (HSCL). 10% each of the respondents have education level of HSSLC and Post Graduate & above, while 7.5% of the respondents are illiterate. Level of education seemed not having much influence in entrepreneurship as half of the respondents attained only up to HSLC.
- 40% of the respondents have present annual income of above Rs 5,00,000/-. The present annual incomes of 17.5% of respondents are below Rs 1,00,000/- and 15% are Rs 2,00,000-3,00,000. 12.5% have an annual income of Rs 1,00,000-2,00,000 and 10% have Rs 4,00,000-5,0000 and the least, i.e., 5% have an annual income of Rs 3,00,000-4,00,000.
- The study observed that regarding father's occupation of the entrepreneurs, business is the most common being 35% followed by farming/agriculture at 32.5%. Fathers of 20% of the entrepreneurs are government employees and fathers of 12.5% are engaged in private service. It is observed that persons from

a family of businessman are more likely to engage in entrepreneurship and business.

- 95% of the industrial units are a family business, while 5% are not.
- The study showed that 32.5% of the units are established before the year 2009 and 30% in the years 2009 and 2010. Units established during 2011 and 2012 are 20% and in the years 2013 and 2014 it is 7.5%. 5% each of the units are established in the years 2015-2016 and 2017-2018. It is observed that the number of units established declined from time to time.
- Majority of the initial capital used for starting industries is own fund which is 67.39% followed by assistance or grants received from government agencies i.e., 17.39%. Initial capital of loans from banks and financial institutions is 8.69% and borrowing from local lenders is 6.52%.
- 40% of the respondents employ not more than 5 people while 22.5% employ 16 and above. 20% of the respondents have 6-10 employees and 17.5% have 11-15 employees.
- It is observed that 62.5% of the respondents face problems in raising money for business, non-availability of funds is the main problem faced and is 49.53% followed by non-availability of subsidy/grants being 17.76% and lack of security to avail loans being 16.82%.
- Only 20% of the respondents face problems in repaying loans. Main problem faced is lack of liquidity (44.44%) followed by high rate of interest (33.33%).
- The study revealed that 50% of the respondents face problems of raw materials. High price of raw materials is the most problem faced with a percentage of 37.11. Scarcity of raw materials (26.80%) and non-availability of raw materials at local levels (22.68%) are also the common problems faced.
- The study showed that only 7.5% of the industrial units face a problem of obsolete technology.
- Only 17.5% of the respondents are provided free/low-cost training to acquire skills for appropriate technology. Among those, 85.71% are handloom

entrepreneurs and received training from Industries Department, Govt of Mizoram.

- The study observed that 32.5% of the total respondents face problems in storage. The main problem of storage is lack of space which is 65.45% the remaining 34.55% is the problem of no subsidy/grant received for building of go-down/storage.
- 27.5% of the total respondents face problems of managing labour. Frequent absenteeism (30.77%) and high labour cost (28.85) are the main problems faced in this regard.
- It is observed that direct marketing is the most common marketing strategy adopted at 40.82%, followed by marketing through retailers which is 34.69% and then followed by marketing through wholesalers which is 24.49%.
- The study revealed that 35% of the respondents face problem of lack of demand. Among these, furniture industries are the ones which has highest percentage facing the problem. 75% of the total furniture industrial units face the said problem. On the other hand, rubber/tyre, plastic and oxygen industries are free from the said problem.
- Less than half (42.5%) of the respondents face a problem of heavy competition. Furniture industry is the most affected type of industry with 75% of the total units being affected. The study found out that this is due to the competition faced with readymade furniture with stunning designs easily available in local market. 54.17% of Handloom industry and 33.33% of Plastic industry also face the said problem.
- A small percentage of only 7.5% faced problem in distribution channels.
- The study also observed that 15% of the respondents faced problems in advertisement. High cost of advertisement problem is the main problem as it is 68.18% and the remaining 31.82% is the problem of ineffectiveness of advertisement.

- The study revealed that 57.5% of the respondents faced problems in factory building. The most problem faced is Building not provided by the Department/Government with 59.40%, followed by Grant/Subsidy not received for building construction with 40.59%.
- 47.5% of the entrepreneurs faced problems in power supply. Irregular supply is a comparatively high problem as it is 64.56%. Subsidy not received and high cost of power supply are the other problems with a percentage of 20.25 and 15.19 respectively. The most affected industries with a problem of power supply are Oxygen, Food processing and Rubber/Tyre since 100% of units under these industries are facing the problem.
- Out of the total respondents, 50% faced problems in transportation. Poor road condition is the highest-ranking problem with 44.68%.
- It is observed that a high percentage (67.5%) of the respondents face problems in water supply. Inadequate supply from PHE department is the biggest problem with a rating percentage of 51.96. The next highest problem is Service of PHE not reaching the area which is 29.41%.
- Only 22.5% of the respondents face problems of wastage removal.
- Health Centre is not therefor the industriesfor times of accidents and emergencies and no medical personnel is deployed to meet the requirements in times of accidents and emergencies.
- It is also found out that neither bank nor ATM is set up within the area of Zuangtui industrial estate or nearby.
- Main infrastructural problems faced by the entrepreneurs are problems relating to water supply (67.5), factory building (57.5%), road and transportation (50%), power supply (47.5%) and non-availability of bank and ATM.
- Only 25% of the respondents face family problems in relation to their businesses. Among the family problems faced, spending less time with their family is the highest problem faced with a rating percentage of 65.79, followed by less child care at 28.95%.

- The outspread of Covid19 pandemic and further lockdown affected the production of the entrepreneurs. A large number of entrepreneurs, i.e., 32.5% of the respondents claimed their production decreased by 20-40% and 20% of the respondents evidenced decrease of production by 81-100%. The production of 5% of the respondents remained unchanged. Ironically, one unit (2.5%) from Rubber/Tyre industry claimed their production increased by 61-80%.
- The study revealed that 27.50% of the industrial units witnessed 80-100% decrease in sales due to lockdown. 25% of the units evidenced a decrease by 20-40% and 41-60% decrease by 22.5% of the units.
- As a result of Covid19 and lockdown, 27.5% of the respondents faced problem of insufficient storage of goods due to slow/no sales.
- It is observed that 70% of the respondents faced problems of procuring raw materials during lockdown. Non availability of raw materials and scarcity of raw materials are the two highest with weighted percentage of 35.43 and 32.28 respectively.

5.2 Suggestions:

1. For the entrepreneurs:

- a) Despite the total number of 211 allotted plots (out of 237 plots), only 50 units are functioning actively. The allotted entrepreneurs should make use of the land provided to them in an efficient and productive way.
- b) Entrepreneur should try to improve and enlarge their business; they should boost their competency and diligence to capture the local market and outside as well. Moreover, in order to function smoothly, they should have certain level of independence with minimal support from the government.

2. For the state government and departments:

- a) While the estate has a total of 180 plots, only around 55 units are functioning actively. The remaining are using the land inefficiently due to negligence, lack of money, closure of units because of business loss etc. The industry department should have periodical investigation on the functioning of the units and lease of those not making proper use of the land should be terminated and then be made available for others who are interested.
- b) No subsidy/grant received is the 2nd highest problem of raising money for business with a weighted percentage of 17.76. It is suggested that the concerned department be more sincere and active in dealing with the possible grants and subsidies available for the entrepreneurs within the estate.
- c) 50% of the respondents face problems in procurement of raw materials. The state government should make arrangements in helping them procuring raw materials in an easier way with lower cost.
- d) Only 17.5% of the respondents are provided free/low-cost training to acquire skills for appropriate technology and out of these, 85.71% are handloom entrepreneurs. Exclusive free and low-cost trainings should be provided to the entrepreneurs of the estate.
- e) 47.5% of the respondents face problems in power supply, therefore, stable and regular supply is required. Separate Distribution Transformer must be installed the existing DT is not feasible for them to utilise.
- f) Problems of water supply is suffered a lot and stressed by the respondents. A high percentage of 67.50 of the respondents face problem in water supply. Inadequate supply from PHE department is the biggest problem with a rating percentage of 51.96. Some of the areas are not reach out by PHE dept, this problem weighted 29.41%. PHE dept should have access to each and every corner of the estate and effort should be given so as to supply adequate water for the industrial units so as to overcome the problems faced by the entrepreneurs.

3. For banks and financial institutions:

- g) Neither bank nor ATM is found within the estate, so there should be at least one bank and ATM in order to meet the requirements of the entrepreneurs and also to promote financial inclusion.
- h) Lack of security to avail loans and high interest of loans are the 3rd and 4th highest problem with percentage of 16.82 and 12.15 respectively. Banks and financial institutions need to be more liberal in giving loans to the small entrepreneurs. Security to avail loans should be minimized so as to promote small industries.

5.3 Conclusion:

Setting up of industrial estate for small and cottage industries is useful and beneficiary for the economic and for the entrepreneurs themselves. As already mentioned, Mizoram is industrially backward state, due to geographical disadvantages, poverty, lack of infrastructure etc. setting up of large and medium industries are difficult at present. Small industries in the industrial estates are expected to fill the gap of the need of industries. Zuangtui industrial estate though providing land and facilities to aid the units, there are certain rooms for improvement that are given as suggestions. Being having the highest number of plots, Zuangtui industrial estate will have great contribution in the state economy if further steps are taken from the side of the government as well as the entrepreneurs.

Appendices

Questionnaire for the entrepreneurs of Zuangtui Industrial Estate

A. Socio-economic characteristics of the entrepreneurs

1. Name of the Industry/Enterprise

2. Name and of the Owner

3. Plot No. _____

4. Age

Below 30yrs 31-40 yrs 41-50

51-60 yrs Above 60 yrs

5. Gender

Male Female

6. Marital Status

Single Married

7. Educational Qualification

Illiterate Below HSLC HSLC

HSSLC Graduate Post Graduate and Above

8. Present Annual Income

Upto Rs 1,00,000 Rs 1,00,000 - Rs 2,00,000

Rs 2,00,000 -Rs 3,00,000 Rs 3,00,000 – Rs 4,00,000

Rs 4,00,000 - Rs 5,00,000 Above Rs 5,00,000

9. Religion

Christian Hindu Muslim

Buddhist Other, please specify _____

10. Father's occupation

Farmer/ Agriculturist Government employee

Businessman Serviceman

Private Service Other, please specify _____

11. Is your industry family business?

Yes No

12. Year of establishment

2009-2010 2011-2012 2013-2014
2015-2016 2017-2018 2019-2020

13. Your industry falls under which category?

Handloom Plastic Steel & Metal
Food Processing Wooden Oxygen
Rubber & Tyre retreads

Any other, please Specify _____

B. Sources of fund and financial problems

14. Sources of fund

a) Own fund Rs _____

b) Assistance or grants from government agencies

Name of agencies	Amount (in Rs.)	Year
_____	_____	_____
_____	_____	_____
_____	_____	_____

c) Loan from banks and financial institutions

Name of banks/institutions	Amount (in Rs.)	Year
Duration		
_____	_____	_____
_____	_____	_____
_____	_____	_____

d) Borrowing from local money lenders

Amount (in Rs.)	Year	Duration
_____	_____	_____
_____	_____	_____
_____	_____	_____

e) Borrowing from friends/ relatives

Amount (in Rs.)	Year	Duration
_____	_____	_____
_____	_____	_____
_____	_____	_____

f) Any other sources (Please specify)

Sources	Amount (in Rs.)	Year
Duration		
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

15. Do you face problems in raising money for your business? Yes

No

If yes, give rank to the list given below:

Non availability of funds Lack of security to avail loans

High rate of interest in loan Delay in getting the loan amount

No subsidy/grant received

Any other, please specify

16. Are you able to repay loan? Yes No

Partially

If unable to repay fully on time, please rank the reasons given below:

Lack of liquidity Due to business loss

High rate of interest Agency not serious about repayment

Any other, please specify

C. Production

17. Do you face problem of raw materials? Yes No

If yes, give rank to the list given below:

Scarcity of raw materials Non availability of suppliers

Non availability of raw materials at local level

High price of raw materials

Poor quality of raw materials

High transportation cost of raw material

18. Do you have a problem of obsolete technology? Yes No

19. Are you provided free/low cost training to acquire skills for appropriate technology?

Yes No

If yes, please specify training received and from Department/Agency?

20. Do you face problem in storage? Yes No

If yes, give rank to the list given below:

Lack of space High cost of storage machinery

High maintenance cost High supervision cost

No subsidy received for building of godown/storage

Any other, please specify

D. Labour

21. How many people are employed in your industry?

Upto 5 6-10 11-15 16& Above

22. Any problem faced in managing labour? Yes No

If yes, give rank to the list given below:

Indiscipline Frequent Absenteeism

Negligence High labour cost

Lack of cooperation Lack of communication

Frequent demand for higher wages and bonus

Any other, please specify

E. Marketing

23. Are you able to meet market demand? Yes No

If not, state the main reason

24. Do you face a problem of lack of demand of the product? Yes No

25. How do you market your products?

Direct marketing Through wholesalers

Through retailers Other, Pl Specify _____

26. Do you face a problem of heavy competition? Yes No

27. Do you face problem in distribution channels? Yes No

If yes, please specify -

28. Do you face a problem of credit sales? Yes No

29. Do you face a problem of poor debt recovery from customers?

Yes No

30. Do you face problem in advertisement? Yes No
 If yes, give rank to the list given below:
 High cost of advertisement Advertisement not effective
 Any other, please specify _____

F. Infrastructure

31. What is the period of lease of your plot? _____
 32. In how many times of apply did you get the approval/deed for use of the plot? _____
 33. Do you face problem in factory building? Yes No
 If yes, please tick/give rank (if more than one) from the list given below:
 Building not provided by the Dept/Govt.
 Grant/subsidy not received for building construction
 Building is provided but unsatisfactory
 Any other, please specify _____

34. Is there any problem in power supply? Yes No
 If yes, give rank to the list given below:
 Irregular supply High Cost
 Subsidy not provided
 Any other, please specify _____

35. Do you face transportation problem? Yes No
 If yes, give rank to the list given below:
 High transportation charge Poor road condition
 Scarcity of transportation vehicles
 Others, please specify _____

36. Is there a problem of water supply in your area of operation?

Yes No

If yes, Please give rank to the list given below:

Service of PHE Dept does not reach the area

Inadequate supply of water from the Dept

No water subsidy received

Non availability of natural source of water in the area

Any other, please specify

37. Do you face problem in wastage removal in your area? Yes No

38. Do you face problem in times of accidents and health emergencies during working hours? Yes No

If yes, please tick or give rank (if more than one) from the list given below:

Health Centre not available in the estate

High cost of service in the Health Centre

Non availability of medical personnel on duty inside the estate

Insufficient medical personnel in the Health Centre

Improper functioning of the Health Centre

Any other, please

specify_____

39. Do you face problem with regard to availability of banks and ATMs in the estate?

Yes No

If yes, please give rank to the list given below:

Non-availability of bank in the estate

Insufficient bank/branch in the estate

Non-availability of ATM in the estate Insufficient ATM in the estate

G. Family problems

40. Which family problems are faced due to your business? Please give rank from the list given below:

- Less child care Spending less time with family
Poor attention to family matters
Support not received from other members of the family
The Industrial Estate is too far from your residence

41. Is there any other assistance/subsidy received from government agencies/NGOs for your business/industry that has not been mentioned?

Yes No

Assistance received

Received from

- Raw Material _____
Financial _____
Technological _____
Machinery _____
Marketing _____
Promotional _____

Any other, please specify

42. Any other problem that has not been mentioned

43. Your recommendation and suggestion for further improvement of your industry or the industrial estate or both

H. Impact of Covid19

44. Does the outbreak of covid-19 and lockdown of the country increase/decrease your production? Increase Decrease
No change

If there is an increase/decrease, by what percent it affects your production in a month:

- Less than 20% 20% - 40% 41%-60%
61%-80% 81%-100%

45. Does the outbreak of covid-19 and further lockdown of the country affect your sales volume? Decrease No change

If there is an increase/decrease, by what percent it affects your sales in a month:

- Less than 20% 20% - 40% 41%-60%
61%-80% 81%-100%

46. Do you face problem in storage due to the spread of Covid-19 and lockdown?

Yes No

If yes, please tick/ give ranks (if more than one) from the list given below:

- Decaying of perishable goods
Expiring of raw materials and finished products
Insufficient storage of goods due to slow/no sales

47. Does the spread of Covid-19 and lockdown create you a problem of procuring adequate amount of raw materials?

Yes No

If yes, please give ranks to the list given below:

- Non-availability of raw materials due to lockdown
Scarcity of raw materials
High rise in price of raw materials
High rise in transportation cost

Please mention any other impact of Covid19 and lockdown on your industry

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**PROBLEMS AND PROSPECTS OF ZUANGTUI INDUSTRIAL ESTATE
IN MIZORAM**

Abstract for the award of the degree of Master of Philosophy

Submitted by

Lallawmzuali Chhakchhuak
MZU/M.Phil./610 of 29.05.2020

Under the supervision of
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**DEPARTMENT OF COMMERCE
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Introduction:

India is a developing country and is one of the fastest growing economies in the world. Manufacturing industries contribute a lot for the development of a country's economy. They increase the production, and make a country self-reliant to some extent. Industries help in raising the standard of living by increasing the per capita income and at the same time improve balance of payment positions of a country as a whole. In a developing country like India, industrialisation helps in tackling employment problems as it creates employment for skilled as well as unskilled workers. Generally, as the production of a country increases, the economy of a country rises. A programme of setting up industrial areas is adopted in many developing countries as a tool of industrial development.

It is vital for a country to grow towards industrialisation for achieving economic and social upliftment as industry is one of the main keys to development and growth. It is also recognised that rapid industrialisation can be the solution to the problems of unemployment, social backwardness and poverty. It is considered as a strong pillar for economic independence and self-reliance. Cherunilam (as cited in Satyanarayan & Kumari, 2011) stated that industrialisation is a process which accelerates economic growth, affects structural changes in the economy, particularly in respect of resource utilisation, production function, income generation, occupational pattern, population distribution, and foreign trade, and includes social change. Industrial sector plays a decisive role in a country's economy.

Rualkhuma Colney (1995) mentioned that the quick and lasting development strategy of the rural areas is sure to be 'industrialisation' and since the people are poor, Small Scale and Cottage industries would be appropriate for their upliftment. He also stated that there has been a growing emphasis on the rural industrial development as a means to tackling the problems of economic stagnation, poverty, unemployment and even under employments.

Although industrialisation is the key to economic development and progress, setting up industry is not easy even for interested persons the reasons of which are lack of land, funds, infrastructure etc. To promote industrialisation in the rural as well as urban and to help small entrepreneurs to set up industries by providing factory

accommodation, land and common facilities required, a programme of industrial estate is introduced. It provides an organisational set up in which the industries flourish and develop and has even become an effective tool for rapid industrialisation. They are regarded as an effective technique for promotion, expansion, up-growth, and development of industrialisation.

Patnaik & Acharya (2006) stated that the estates are expected to be located at such places where the factors of production and distribution are available. Thus, a region having power, raw materials, labour and transport facilities is considered suitable for establishment of the estate.

The programme of industrial estate started in 1986 when first industrial estate was established in the Trafford Park, Manchester, UK. The programme brought significant progress in industrial sector. The Trafford Park Industrial Estate even boasted the largest private system in the UK. The estate also had great contribution in producing war equipment and materials for the country for the Second World War. Other terms such as industrial parks, industrial zone, industrial area, industrial tracts etc are also used to denote industrial estate.

In India, the first industrial estate was established in Rajkot, Gujarat in the year, 1955. The industrial estates programme was started in 1955 to encourage and support creation, expansion and modernisation of small-scale industries through provision of factory accommodation, common service facilities and assistance and servicing throughout all the stages of their establishment and operation and also to develop sub-contracting relationship between the small and large scale industries and specialised manufacturing activities (Patnaik and Acharya, 2006).

The Industrial policy of Mizoram state was notified on 15.3.1989 to give direction to the strategy for Industrial development of the state. This policy laid stress on reducing shifting cultivation by encouraging a shift from primary to secondary sectors while protecting the socio-cultural and ethnic identity of the indigenous enterprise of Mizoram. (The Mizoram Industrial Policy, 2012). The first industrial policy of Mizoram came into effect from 1st April 1989. This policy gives priority to the Small Scale and Cottage industries while taking into concern all the industries of

private, assisted joint, state, public and co-operative sectors. Since then, there was improvement in the industrial sector of the state. However, due to technical knowhow, lack of skilled labour, limited facilities and poor of infrastructure facilities, the condition if the industrial sectors of the state are poor and unsatisfactory.

The Mizoram Industrial Area (Management, Regulation & Control) Act 2008 was implemented by the Govt. of Mizoram. Under this Act, there are 13 declared industrial areas in Mizoram which are the following:

1. Industrial Estate, Zuangtui, Aizawl District.
2. Export Promotion Industrial Park, Lengte, Aizawl District.
3. Bamboo Technology Park, Sairang, Aizawl District.
4. Industrial Growth Centre, Luangmual, Aizawl District.
5. Integrated Infrastructure Development Centre, Zote, Champhai District.
6. Industrial Estate, Hmunhmeltha, Champhai District.
7. Industrial Estate, Pangbalkawn (for Saw Mill), Kolasib District.
8. Industrial Estate, Meidum, Bairabi Road (for Saw Mill), Kolasib District.
9. Industrial Estate, Bairabi, Kolasib District.
10. Industrial Estate, Bilkhawthlir, Kolasib District.
11. Integrated Infrastructure Development Centre, Pukpui, Lunglei District.
12. Industrial Estate, Sailiamkawn, Serchhip District.
13. Industrial Estate, Lawngtlai, Lawngtlai District.

Source: Mizoram Industrial Area (Management & Control) Act, 2008

Industrial Estate located at Zuangtui, Aizawl and Integrated Infrastructure Development Centre located at Pukpui, Lunglei, both declared as industrial area on 24th March 2009 are the first industrial areas in Mizoram. Among all the industrial areas of Mizoram, Industrial Estate Zuangtui, Aizawl is the largest in terms of number of industrial plots with total plot of 237 due to which it is selected for the present study. Industrial Estate, Zuangtui with allocated area of 295230 square metre and 50 units covers 40.43% of the total industrial area in the state and 53.76% of the units at present. The total land area is 314.70 bigha or 421168.30 Sq.ms. Zuangtui is located in the northeastern outskirts of Aizawl, the capital city of Mizoram. The largest number of

enterprises in this industrial estate is handloom; other enterprises include food processing, wooden, plastic, oxygen cylinders, steel & metal, rubber & tyre retreads.

Review of literature:

Colney (1995) in his study of industrial development in Mizoram mentioned that while poverty is prevailing, there is lack of capital, technical knowledge, etc., which are the pillars of industrial establishments. Therefore, either large scale or medium scale industrial units cannot be expected at the private levels. Rather, the Small Scale and Cottage Industries are very much suited as they require less capital, less technical training, etc.

Meher & Sahoo (2008) stated that economic factors play a significant role in accelerating the pace of industrialisation in a region. Unless a society is able to generate economic surplus, wealth or capital cannot be accumulated, and without capital and its investment in modern machineries and factories, industrialisation cannot take place to achieve rapid economic growth.

Rocca et al. (2009) The growth of small and medium-sized firms, i.e., those most vulnerable to information and incentive problems, is often constrained by the lack of access to external finances.

Krishna (2009) mentioned that entrepreneurs face problem in pricing as the prices of any product are determined by its cost of production, demand, supply and competition. Hence, no firm can go beyond the ceiling and below the floor limits.

Morakar, Malumani & Jakati (2010) stated that the physiography plays an important role for the establishment of industrial estates. Location and spatial distribution of industrial estates are the result of geographical conditions.

Govindappa & Geetha (2011) revealed that in developing countries like India, the industrial units particularly the smaller ones encounter problems in respect of transport and communication, motive power and lighting, office space, gas, steam, water etc. The industrial estates provide a climate that is congenial for the growth of small and medium enterprises.

Lalhunthara (2012) in his study stated that Mizoram is one of the most industrially backward states in India. Development of industrial infrastructure in the hilly terrain is not an easy task. The government with its limited resources has established certain industrial areas with basic infrastructure. The industrial areas though not fully provided with required infrastructure are expected to solve many of the problems of industrial units.

Selvakumar, Jayakumar & Chellakumar (2012) revealed from their study regarding problems and prospects of entrepreneurs that the problems range from mobilising various resources including the problem of capital, marketing, raw material, sales, labour, technology, problem of land/shed/water/power/taxes, lack of family support as well as lack of government support and the like.

Ekambaram & Sivasankar (2013) revealed that both educational background and prior knowledge of business and trade has helped the entrepreneurs in selecting their present line of operation.

Kalyani & Kumar (2013) mentioned that major problem faced by most of the SME respondents was in raising money for a business was the delay in getting loans.

Chanu & Sharma (2015) in their studies of marketing problems of micro enterprises of Papum Pare District concluded that though micro enterprises are engaged in different kind of business activities their marketing problems are common and not unique to the particular business type. These problems are sometimes internal and sometimes external, but posing hindrances to micro enterprises at all times.

Yildirim et al. (2015) SMEs cannot provide enough credits from financial institutions due to high interest rates, heavy guarantee requirements, short loan maturity and insufficient amount of credit. Since they are reluctant to take risks, banks sometimes demand guarantee much higher than credit.

Zotorvie (2017) concluded in his study that majority of SMEs did not keep proper accounting records pertaining to their business. The major reasons for the entities failure to maintain proper accounting records and prepare a complete set of

financial statement were high cost of hiring qualified accountants and lack of accounting knowledge on the part of some owner-managers.

Cheeroli & Kumar (2018) in their study concluded that industrial estate plays an important role in the development of micro enterprises.

Lalremruati & Fanai (2018) mentioned that the food and grocery shop owners of Mizoram do not go beyond basic products of banking services such as savings bank account, withdrawing and depositing cash, passbook, cheque book, ATM cards.

Ravi (2018) in his study concluded that the much better performance of the entrepreneurs is affected by so many problems.

Laha (2019) revealed while financial strength of the past generation stimulated the desire for entrepreneurship, the financial soundness of the present generation encourages the velocity of the entrepreneurship.

Rodrigue (2020) stated that when transport systems are efficient, they provide economic and social opportunities and benefits that result in positive multiplier effects such as better accessibility to markets, employment and additional investments.

Objectives of the study:

- a) To study socio-economic background of the entrepreneurs in industrial estate, Zuangtui, Aizawl.
- b) To identify the problems relating to finance, production, labour, marketing infrastructure and family problems faced by the entrepreneurs in this estate.
- c) To identify the prospects of industries in industrial estate, Zuangtui.
- d) To highlight the impacts of Covid19 on the industries of industrial estate, Zuangtui.

Research Questions:

- a) What are the common infrastructural problems faced by entrepreneurs of Industrial Estate, Zuangtui, Aizawl?
- b) What are the impacts of Covid19 and lockdown to the units in Industrial Estate, Zuangtui, Aizawl?

Research Methodology:***Data collection:***

The study covers the diverse range of industries run in Industrial Estate, Zuangtui, Aizawl. However, many of the industrial units allotted in the estate are not functioning and some are even closed down. Therefore, samples are taken only from the enterprises/units that are actually functioning. Primary data is collected from the entrepreneurs through personal interviews and structured questionnaires. The questionnaire is prepared in English and then translated into Mizo for better understanding and better response.

As the pandemic of Covid19 spread out and lockdown is imposed accordingly while the study is conducted, its impact to the industrial units of the present study is covered. Covid19 pandemic creates problem in collection of primary data. This is due to the fact that lockdown, whether total or partial is imposed in 2020 and 2021 and as per instructions of the government and medical authorities, social distancing has to be maintained as far as possible. Except the portion for impacts of Covid19, all other responses are based on normal performances prior to the outbreak of Covid19 pandemic.

Secondary is also collected through interaction with the personnel from the Department of Commerce and Industries, Govt of Mizoram and from relevant data available from books, thesis, and articles, published and unpublished documents of state and central government, internet sources etc.

To analyse data, simple statistical tool such as percentage and ranking method are adopted. Tables are also prepared in order to make the data easily understandable.

Sampling:

Due to Covid19 pandemic, lockdown restrictions and the need to follow standard operating procedures, it was difficult to cover all the area of the estate. Problem was also faced due to the fear of Covid19 infection among the entrepreneurs within the region. Hence, out of 50 active functioning units, 40 samples were collected. As different industrial sectors such as handloom, food processing, wooden, plastic, oxygen cylinders, steel & metal, rubber & tyre retreads are run in the estate, Stratified Random Sampling method is used so as to cover and represent every industrial sector functioning in the estate.

No of population and sample size and of each industrial sector are as follows:

	Population	Sample
1. Handloom	29	24
2. Oxygen	1	1
3. Furniture	5	4
4. Food processing	4	3
5. Steel metal	3	3
6. Plastic	5	3
7. Rubber Tyre	3	2
Total	50	40

Major Findings:

- Only 2.5% of the total respondents (40) are below the age of 30 years. The highest numbers of respondents i.e., 32.5% are above 60 years, 22.5% each respondent are of 31-40 years and 51-60 years. 20% of the respondents are in the age group of 41-50 years.

- The study showed that 62.5% of the respondents are male and 37.5% are female. A big majority 85% of the respondents are married and the remaining 15% are single.
- 30% of the respondents are graduates, 27.5% attained formal education below HSLC while 15% are matriculates (HSCL). 10% each of the respondents have education level of HSSLC and Post Graduate & above, while 7.5% of the respondents are illiterate. Level of education seemed not having much influence in entrepreneurship as half of the respondents attained only up to HSLC.
- 40% of the respondents have present annual income of above Rs 5,00,000/-. The present annual incomes of 17.5% of respondents are below Rs 1,00,000/- and 15% are Rs 2,00,000-3,00,000. 12.5% have an annual income of Rs 1,00,000-2,00,000 and 10% have Rs 4,00,000-5,0000 and the least, i.e., 5% have an annual income of Rs 3,00,000-4,00,000.
- The study observed that regarding father's occupation of the entrepreneurs, business is the most common being 35% followed by farming/agriculture at 32.5%. Fathers of 20% of the entrepreneurs are government employees and fathers of 12.5% are engaged in private service. It is observed that persons from a family of businessman are more likely to engage in entrepreneurship and business.
- 95% of the industrial units are a family business, while 5% are not.
- The study showed that 32.5% of the units are established before the year 2009 and 30% in the years 2009 and 2010. Units established during 2011 and 2012 are 20% and in the years 2013 and 2014 it is 7.5%. 5% each of the units are established in the years 2015-2016 and 2017-2018. It is observed that the number of units established declined from time to time.
- Majority of the initial capital used for starting industries is own fund which is 67.39% followed by assistance or grants received from government agencies i.e., 17.39%. Initial capital of loans from banks and financial institutions is 8.69% and borrowing from local lenders is 6.52%.

- 40% of the respondents employ not more than 5 people while 22.5% employ 16 and above. 20% of the respondents have 6-10 employees and 17.5% have 11-15 employees.
- It is observed that 62.5% of the respondents face problems in raising money for business, non-availability of funds is the main problem faced and is 49.53% followed by non-availability of subsidy/grants being 17.76% and lack of security to avail loans being 16.82%.
- Only 20% of the respondents face problems in repaying loans. Main problem faced is lack of liquidity (44.44%) followed by high rate of interest (33.33%).
- The study revealed that 50% of the respondents face problems of raw materials. High price of raw materials is the most problem faced with a percentage of 37.11. Scarcity of raw materials (26.80%) and non-availability of raw materials at local levels (22.68%) are also the common problems faced.
- The study showed that only 7.5% of the industrial units face a problem of obsolete technology.
- Only 17.5% of the respondents are provided free/low-cost training to acquire skills for appropriate technology. Among those, 85.71% are handloom entrepreneurs and received training from Industries Department, Govt of Mizoram.
- The study observed that 32.5% of the total respondents face problems in storage. The main problem of storage is lack of space which is 65.45% the remaining 34.55% is the problem of no subsidy/grant received for building of go-down/storage.
- 27.5% of the total respondents face problems of managing labour. Frequent absenteeism (30.77%) and high labour cost (28.85) are the main problems faced in this regard.
- It is observed that direct marketing is the most common marketing strategy adopted at 40.82%, followed by marketing through retailers which is 34.69% and then followed by marketing through wholesalers which is 24.49%.
- The study revealed that 35% of the respondents face problem of lack of demand. Among these, furniture industries are the ones which has highest

percentage facing the problem. 75% of the total furniture industrial units face the said problem. On the other hand, rubber/tyre, plastic and oxygen industries are free from the said problem.

- Less than half (42.5%) of the respondents face a problem of heavy competition. Furniture industry is the most affected type of industry with 75% of the total units being affected. The study found out that this is due to the competition faced with readymade furniture with stunning designs easily available in local market. 54.17% of Handloom industry and 33.33% of Plastic industry also face the said problem.
- A small percentage of only 7.5% faced problem in distribution channels.
- The study also observed that 15% of the respondents faced problems in advertisement. High cost of advertisement problem is the main problem as it is 68.18% and the remaining 31.82% is the problem of ineffectiveness of advertisement.
- The study revealed that 57.5% of the respondents faced problems in factory building. The most problem faced is Building not provided by the Department/Government with 59.40%, followed by Grant/Subsidy not received for building construction with 40.59%.
- 47.5% of the entrepreneurs faced problems in power supply. Irregular supply is a comparatively high problem as it is 64.56%. Subsidy not received and high cost of power supply are the other problems with a percentage of 20.25 and 15.19 respectively. The most affected industries with a problem of power supply are Oxygen, Food processing and Rubber/Tyre since 100% of units under these industries are facing the problem.
- Out of the total respondents, 50% faced problems in transportation. Poor road condition is the highest-ranking problem with 44.68%.
- It is observed that a high percentage (67.5%) of the respondents face problems in water supply. Inadequate supply from PHE department is the biggest problem with a rating percentage of 51.96. The next highest problem is Service of PHE not reaching the area which is 29.41%.
- Only 22.5% of the respondents face problems of wastage removal.

- Health Centre is not there for the industries for times of accidents and emergencies and no medical personnel is deployed to meet the requirements in times of accidents and emergencies.
- It is also found out that neither bank nor ATM is set up within the area of Zuangtui industrial estate or nearby.
- Main infrastructural problems faced by the entrepreneurs are problems relating to water supply (67.5), factory building (57.5%), road and transportation (50%), power supply (47.5%) and non-availability of bank and ATM.
- Only 25% of the respondents face family problems in relation to their businesses. Among the family problems faced, spending less time with their family is the highest problem faced with a rating percentage of 65.79, followed by less child care at 28.95%.
- The outspread of Covid19 pandemic and further lockdown affected the production of the entrepreneurs. A large number of entrepreneurs, i.e., 32.5% of the respondents claimed their production decreased by 20-40% and 20% of the respondents evidenced decrease of production by 81-100%. The production of 5% of the respondents remained unchanged. Ironically, one unit (2.5%) from Rubber/Tyre industry claimed their production increased by 61-80%.
- The study revealed that 27.50% of the industrial units witnessed 80-100% decrease in sales due to lockdown. 25% of the units evidenced a decrease by 20-40% and 41-60% decrease by 22.5% of the units.
- As a result of Covid19 and lockdown, 27.5% of the respondents faced problem of insufficient storage of goods due to slow/no sales.
- It is observed that 70% of the respondents faced problems of procuring raw materials during lockdown. Non availability of raw materials and scarcity of raw materials are the two highest with weighted percentage of 35.43 and 32.28 respectively.

Prospects:

1. Industrial policy of Govt of Mizoram provides several incentives and subsidies for newly established and existing industrial units and MSMEs on land, factory rent, manpower development, power line etc. These can be beneficial for the entrepreneurs.
2. The most popular industry found in the estate is Handloom industry. Mahatma Gandhi's use of Chakra (the spinning wheel) as a symbol of national regeneration marked an important event for the handloom weavers of India and has distinct position in the Indian economy. With the focus of immense value addition, upgrading of quality of products, and transformation with preferences of customers, the uniqueness and fineness of our handloom products have already been recognised globally. The identification of target segments of consumers, enhancing awareness related to handloom products and expanding the variety and designs of output will be beneficial in development.
3. Industry such as Oxygen production which is a global necessity especially during the Covid-19 pandemic is one of the most important production. Adoption of industrial oxygen in various industries especially in municipal solid waste gasification and metal working, are fueling the expansion of the business domain.
4. Industry like handloom formed a welfare/union within the estate which generates cooperation and coordination. Forming of welfare helps the entrepreneurs unite, stand strong and also lending help amongst themselves in terms of marketing, procurement of raw materials etc.
5. Entrepreneurs in the estate despite confining to the state solely are now enlarging their markets. Some of the handloom industries expand their market to the other states of the country and some even enter the foreign market. This encourages other entrepreneurs as well to enlarge their markets and boost their competition level.
6. The entrepreneurs are now focusing more on customer satisfaction, they start stressing more on the needs and desire of the customers. This will boost their growth in the present and future.

Suggestions:

1. For the entrepreneurs:

- a) Despite the total number of 211 allotted plots (out of 237 plots), only 50 units are functioning actively. The allotted entrepreneurs should make use of the land provided to them in an efficient and productive way.
- b) Entrepreneur should try to improve and enlarge their business; they should boost their competency and diligence to capture the local market and outside as well. Moreover, in order to function smoothly, they should have certain level of independence with minimal support from the government.

2. For the state government and departments:

- a) While the estate has a total of 180 plots, only around 55 units are functioning actively. The remaining are using the land inefficiently due to negligence, lack of money, closure of units because of business loss etc. The industry department should have periodical investigation on the functioning of the units and lease of those not making proper use of the land should be terminated and then be made available for others who are interested.
- b) No subsidy/grant received is the 2nd highest problem of raising money for business with a weighted percentage of 17.76. It is suggested that the concerned department be more sincere and active in dealing with the possible grants and subsidies available for the entrepreneurs within the estate.
- c) 50% of the respondents face problems in procurement of raw materials. The state government should make arrangements in helping them procuring raw materials in an easier way with lower cost.
- d) Only 17.5% of the respondents are provided free/low-cost training to acquire skills for appropriate technology and out of these, 85.71% are handloom entrepreneurs. Exclusive free and low-cost trainings should be provided to the entrepreneurs of the estate.

- e) 47.5% of the respondents face problems in power supply, therefore, stable and regular supply is required. Separate Distribution Transformer must be installed the existing DT is not feasible for them to utilise.
- f) Problems of water supply is suffered a lot and stressed by the respondents. A high percentage of 67.50 of the respondents face problem in water supply. Inadequate supply from PHE department is the biggest problem with a rating percentage of 51.96. Some of the areas are not reach out by PHE dept, this problem weighted 29.41%. PHE dept should have access to each and every corner of the estate and effort should be given so as to supply adequate water for the industrial units so as to overcome the problems faced by the entrepreneurs.

3. For banks and financial institutions:

- g) Neither bank nor ATM is found within the estate, so there should be at least one bank and ATM in order to meet the requirements of the entrepreneurs and also to promote financial inclusion.
- h) Lack of security to avail loans and high interest of loans are the 3rd and 4th highest problem with percentage of 16.82 and 12.15 respectively. Banks and financial institutions need to be more liberal in giving loans to the small entrepreneurs. Security to avail loans should be minimized so as to promote small industries.

Conclusion:

Setting up of industrial estate for small and cottage industries is useful and beneficiary for the economic and for the entrepreneurs themselves. As already mentioned, Mizoram is industrially backward state, due to geographical disadvantages, poverty, lack of infrastructure etc. setting up of large and medium industries are difficult at present. Small industries in the industrial estates are expected to fill the gap of the need of industries. Zuangtui industrial estate though providing land and facilities to aid the units, there are certain rooms for improvement that are given as suggestions. Being having the highest number of plots, Zuangtui industrial estate will have great contribution in the state economy if further steps are taken from the side of the government as well as the entrepreneurs.

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