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**Performance Evaluation of Khadi and Village Industries Board
In Sindhudurg District**

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Introduction:

Khadi and Village Industry is a Gandhian approach of the development. This approach is based on vision of Mahatma Gandhi. Mahatma Gandhi imagined the concept of self sufficient village. After independence Government of India was thinking to implement the Gandhian approach of industrial development in India. This approach was based on renaissance of rural artisan based and local resource based industry. This approach was rural industrialization based on labour intensive technology, utilization of local resources and fulfillment of local needs.

With the beginning of 20th Century due to the disappearance of cottage industry rural artisans become unemployed. The problem of unemployment and under employment became very serious in India. As a part of Indian independence movement efforts were started to recognize the cottage industries.

With the inspiration and guidance of Mahatma Gandhi this reorganisation has started. Since 1922 Mahatma Gandhi encourages the production and use of the clothing. "Khadi or Khaddar means cloth weaved from handspun cotton, wool or silk yarn". To connect the relation of Khadi with the independence movement and political conflict in India, AISA has established. AISA means All India Spinners Association. AISA established in 1925 and all the development works related to Khadi was transferred AISA.

Then, All India Village Industries Association – AIVA was established in 1935 to encourage village industries other than Khadi. The edge of development through planning was started since 1950. The Planning Commission opined that, to eradicate rural unemployment and under employment emphasis should be given on Khadi and Village Industries. With the strong recommendation Planning Commission, Govt. of India has established All India Khadi and Village Industries Board in 1953. The Govt. given the statutory status to the board in 1957 and with this statutory status the name of this board as a All India Khadi and Village Industries Commission KVIC.

Objectives Of The Kvic :

- I. Formulation and implementation of development programmes of the Khadi and Village Industries under KVIC jurisdiction.
- II. For the implementation of development programmers, to make an arrangement of finance, supply of raw material, technical guidance, improved implements and tools and arrangement of marketing.
- III. For the development of Khadi and Village Industries, to establish co-ordination between Govt. agencies and registered societies.

- IV. To make an arrangement of training to the KVIC entrepreneurs.
- V. To encourage research and development for the Khadi and Village Industries.

Classification Of Kvic : Broadly 250 to 300 Khadi and Village Industries comes under KVIC are as follows –

- I. Mineral based industries.
- II. Forest based industries.
- III. Agro based industries.
- IV. Polymer and chemical based industries.
- V. Engineering and non-conventional energy based industries.
- VI. Textile industries.
- VII. Service Industries.

Establishment Of Kvib -

After getting statutory status to KVIC in 1957, KVIC decided to decentralization of the work to increase the efficiency, KVIC has given freedom to establish state level KVIB boards. According to this policy for the Maharashtra State KVIB established in 1962. With the passing a bill in Assembly, the KVIB is given statutory status with the KVIB Law 1962.

For the convenience of administration, the Ratnagiri district was sub-divided in Ratnagiri and Sindhudurg district in 1982. The Sindhudurg district is came into existence from 1st May, 1982. With the creation of Sindhudurg district, KVIB office came into existence in the Sindhudurg district.

Motto Of Kvib Maharashtra :

The main objective of the Board is to create gainful employment in rural area by taking up various village and cottage industries. These industries will be labour intensive, requiring low capital investment and zero gestation period. They will use locally available raw material and skills. They will use simple tools and machines. They will create employment at the door step or within the village itself. They will mostly implement through non-Government voluntary organisation.

The KVIB Maharashtra has set its objectives parallel to the KVIC, employment to the needy population in the rural area, stability to the traditional rural artisans based industries and Balutedars. Growth of self employment sector in wide proportion, to make available finance and subsidy to the Khadi and Village Industries, supply of raw material to make available simple tools, machines, and technology to the Khadi and Village Industries. To encourage and improve the technical skills of the rural artisans, to make an arrangement for the marketing of the finished products. To make an arrangement of the training to the rural artisans. To establish effective contact with the Government for the favourable policy. Main objective of the KVIB is social orientation through Khadi and Village Industries and to prepare rural artisans efficient economically viable and service oriented.

Statement Of The Research Problem :

Sindhudurg district is rich in various natural resources like agriculture, horticulture, forest, sea coast and beautiful natural special points and there is a great potential for the development of cottage and village industries. Hence, researcher is interested to study the working of the Khadi and Village Industries Board in the utilization of natural resources.

Research Methodology:

Primary as well as secondary data has used for this study. In order to collect primary data, the Researcher has visited the district level KVIB office and 8 taluka level KVIB offices. The researcher has selected talukawise beneficiaries for an interview. The equal weightage has been given to all talukas in sample design.

Various Schemes Of The Kvib :

- I. Margin Money Scheme.
- II. Rural Artisan Employment Guarantee Scheme.
- III. Subsidy on the Interest Scheme.
- IV. Sericulture Development Programme.
- V. Integrated Rural Training Programme.
- VI. Special Beneficiaries Scheme for SC & ST
- VII. Differential Rate of Interest Scheme.
- VIII. Special Scheme for Women & SC Beneficiaries.
- IX. Relaxation of KVIB Products from Sales Tax.
- X. Integrated Marketing of KVIB Products.
- XI. Mini Industrial Estate Scheme.

Problems Of Kvib Office, Sindhudurg :

- i) Lack of clear title mortgage.
- ii) Lack of entrepreneurship psychology.
- iii) Lack of marketing ability in distance market.
- iv) Realization of octroi.
- v) Imposition of VAT
- vi) Poor development in marketing.
- vii) Traditional crude technology of production.
- viii) Lack of scientific training of production and management.

Conclusion:

1. The central level KVIB implementing Margin Money Scheme through state level KVIB's. The maximum investment limit of individual entrepreneur is of Rs. 25 lakhs. The entrepreneurs are getting 25% subsidy for open category and 30% subsidy for reserve category.
2. The KVIB Maharashtra has taken care of weaker section of the society. The KVIB implementing Special Factor Scheme for them and giving maximum subsidy of Rs. 10000/- from central assistance to start an individual unit.
3. The KVIB of Maharashtra is implementing Rural Artisans Employment Guarantee Scheme through its district offices. The subsidy and loans are advanced to the rural artisans through their block level societies.
4. There are 115 village industries are indentified as a village industries by the Khadi & Village Industries Board of Maharashtra to giving benefits under their various schemes.

5. The state level KVIB conducts short duration training programmes for new entrepreneurs. In addition to this it has been arranged specialized and general training programmes.
6. Those industries which are harmful to society has kept in the negative list by the KVIB. e.g. tobacco and tobacco based products, wine and liquer, meat production processing and canning etc.
7. The KVIB Maharashtra made available subsidized finance and interest subsidy for the production of Khadi. There is not a single Khadi production unit in Sindhudurg district.
8. The KVIB of Maharashtra made the provision of training and material for honey industry. But there is very little individual for the bee keeping and honey production.
9. The margin money scheme has got the success in case of fund allotted and distributed, the overall average of three years is 71.67%. The success percentage was 92.20%.
10. Through KVIC Central Govt. has taken care of scheduled caste and Nav-Baudha by Special Factor Scheme under 20 point programme. Under this scheme subsidy upto Rs. 10,000/- is available to the beneficiaries, who is living below poverty linc.
11. Under Rural Artisans Employment Guarantee Scheme 7 Multipurpose Rural Artisana Co-operative Societies are established at block level. The total number of member of these societies was 10,294 during 2004-05. The total number of working units there is a dominance of forest based units, rural engineering and polymer and chemical based industries.
12. The performance of Rural Artisans Guarantee Scheme regarding the total production was of Rs. 1726.23 lacs in the financial year 2004-05.
13. The performance of rural artisans guarantee scheme regarding total scale, it was of Rs. 2251.59 lacs in the financial year 2004-05.
14. The performance of Rural Artisans Guarantee Scheme regarding employment generation, the total employment generated 8559 persons.
15. The performance of Rural Artisans Guarantee Scheme regarding payment of wage was of Rs. 959.29 lacs.
16. The percentage of closing units is higher in forest based category.
17. The total production of 2004-05 of Rs. 1717.32 lacs of three categories i.e. forest based, rural engineering and mineral based etc.
18. The total sale of 2004-05 of Rs. 2226.95 lacs.
19. The total employment generated during 2004-05 of 5,523 persons.

Suggestions:

1. There is wide scope to develop rural industry in Sindhudurg district on the background of natural and human resources. On the background of industrially backward district the financial target for Margin Money Scheme and provision for that by the Central Government should be increased.
2. The population under the section of weaker section is comparatively higher in Sindhudurg district. The Margin Money Scheme is highly beneficial to weaker section of the society.

3. The success ratio of Special Factor Scheme as per physical achievement criterion is quite appreciable. But the subsidy under this scheme is very less, it should be minimum of Rs. 50,000/-
4. Finance by District Central Co. Op. Bank, Sindhurg to block level co-operative societies of rural artisans should be increased.
5. There is a very high scope to increase the agro-based, rural engineering based and service industries under RAEG Scheme.
6. Under the KVIB list, there are 115 enterprises classified in seven categories, but this is should be open as per regional resource based. The Sindhurg district has the potential of marine based industries in inland fishery, aqua culture, pisci culture, tourism based units and horticulture based units.
7. The employment potentially should be increased in marine based industry, tourism based industry and horticulture based industry.
8. There is a gradual decline in the working units; it should be found out through pilot survey and research.
9. The total production of working units potentially of the remaining categories should be exploited.
10. The marketing strategy should be evolved to increase the sale of remaining four categories i.e. agro based, chemical textile and service.

Self Opinion:

The KVIB of Sindhurg place an important role in the local resource utilization, local technology utilization, employment generation, eradication of poverty and enrichment of the rural people through diversity of domestic goods and diversity of food culture.

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