

**ABSTRACT**

Micro and small firms consist largest job provider sector of any industry. Just like any other industry printing industry also have large number of micro and small firms. MUDRA scheme was launched in 2015 envisaging that this scheme will prove as game changer. Under this scheme loan in three categories i.e. Shishu, Tarun and Kishore was provided to individuals and firms without any collateral security or third party guarantee. This scheme attracted attention of different section of society. This scheme was launched to promote entrepreneurship. This survey work is carried out to understand the impact of MUDRA scheme on micro and small printing firms.

**KEYWORDS:** MUDRA, Micro & Small Firm, Technology Up-gradation, Capacity Building.

**I. INTRODUCTION**

Printing industry consist of small and large printing units, on the one hand large units are managed by big corporate houses who have sufficient funds while on the other hand small units (Screen printer, binder, sheet fed offset printer, envelope making machine, desktop publishing ) are run by individual or partnership firms who have limited sources funds. This is a major constraint faced by them which creates a big hindrance in their growth and expansion. MUDRA scheme was prepared keeping in view these micro and small units to provide them sufficient fund for their present and future business needs. Under this scheme borrower can take loan upto Rs. 10 lakhs without any collateral security and third party guarantee. The entrepreneur can establish or expand his business using this facility. This scheme helped the small printing and allied industry a lot by enabling them to procure small and medium size machineries which create synergy effect in their production capacity [1],[2],[3].

**II. RESEARCH OBJECTIVES**

MUDRA scheme is a dream project of Indian Govt. to promote the entrepreneurship among the Indian youth so that they can become the job creator instead of job seeker. To accomplish this objective Indian Govt. allotted a huge corpus of twenty thousand crores and this survey was conducted to understand the impact of this scheme on micro and small printing firms.

The objective of this survey is:-

- To understand the impact of MUDRA scheme on micro and small printing firms situated in a semi urban area.

**III. RESEARCH METHODOLOGY**

The method use to carry out the research was survey based. A set of suitable questions was prepared which are relevant with this work (Appendix-1). This questionnaire was provided to owner of 100 printing firms and they were asked to respond. We selected only micro and small printing units near Hisar region. Data was collected and analysed using suitable techniques like bar graphs and pie charts. The result and discussion of this work will help to reader to understand the impact of this scheme on micro and small printing units.

#### IV. DATA COLLECTION AND ANALYSIS

##### Do you know about MUDRA scheme

This result shows about awareness of scheme. In the survey it is indicated that 89% of the printer was well aware about the scheme but there were nearly 11% printer who were unaware about the scheme as shown in Fig.1.

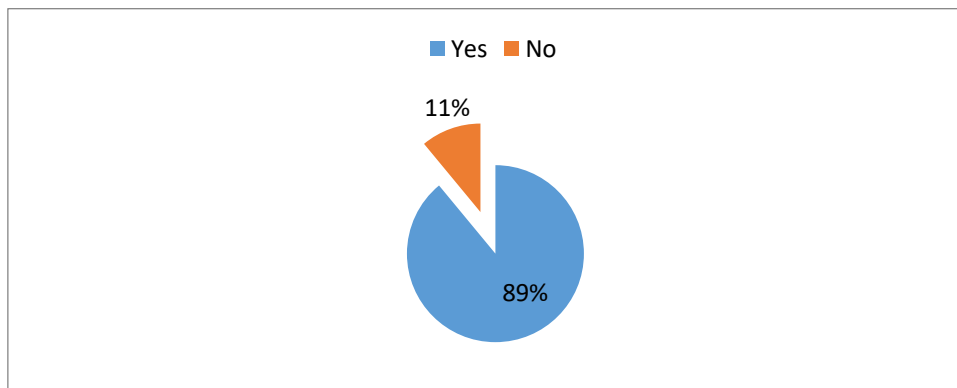


Fig.1.Awareness about MUDRA Scheme

##### Did you avail loan under this scheme

From the survey it was found that high no of printer i.e nearly 58% avail loan under this scheme and 16% have applied and their loan application is under consideration of bank. While 26% respondent informed that they did not avail loan under this scheme as shown in fig.2.

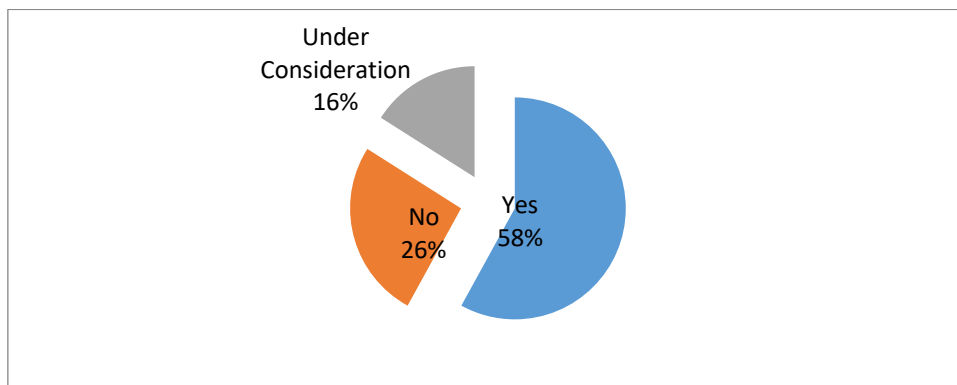


Fig.2. Avilment of Loan by Printers

##### Under which category of MUDRA Printers avail loan

This section of survey depicted that 65% of printer who avail loan under this scheme availed loan between 5-10 lac i.e Kishore scheme and 23% availed loan under Tarun scheme. Very few printer also availed loan under scheme Shishu i.e. upto 50 thousand as shown in Fig.3.

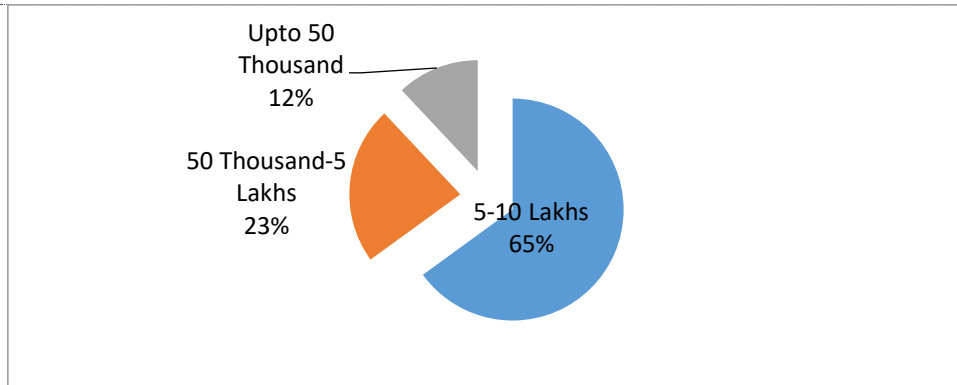


Fig.3. Category of MUDRA Printers avail loan

**Did you face any difficulty to take loan**

In survey 70% printer revealed that they got loan very easily without any hassle. While 30% have to face some difficulty to complete paper demanded by bank official as shown in fig.4.

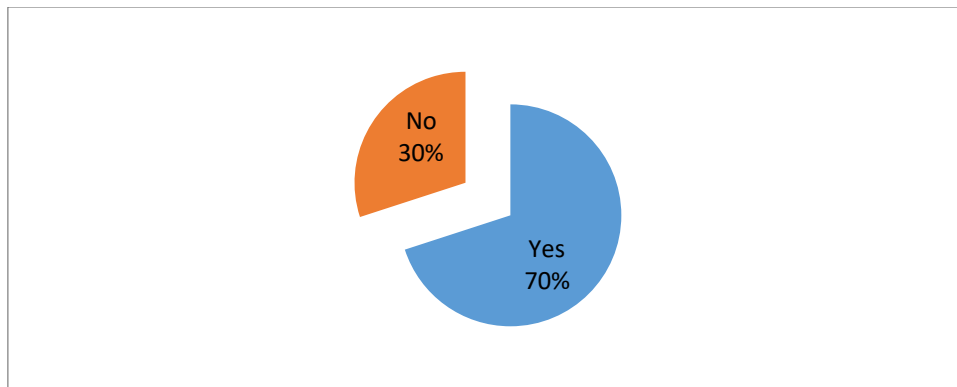


Fig.4. Difficulty faced by Printers

**How did you utilize the loan amount**

During survey printer inform that they utilise the loan amount for various activity. 40% printer informed that they upgraded their machine with the help of MUDRA loan. While 36% used loan amount for addition in line activity. 23% printer used MUDRA scheme for their working capital and some printer also used loan for improvement of premises as shown in fig.5.

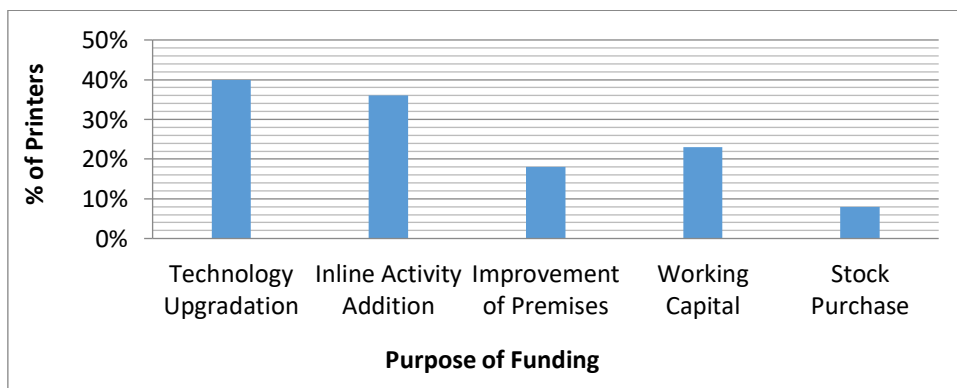


Fig.5. Utilization of Loan Amount

#### What machinery did you purchase by using funds taken under MUDRA scheme

54% printer informed that they purchase gluing and cutting and 42% purchased varnishing and coating machine 18% of the printer add another machine in their unit while only 12% purchased binding units some printer also prepare plate exposing and developing section but their no is only 6%.

#### What impact do you feel on your business after availing loan

Survey shows that 35% printer think that their production capacity increased tremendously. 48% respondent informed that now they have better financial security as compared to earlier. 22% printer revealed that their profit were increased while 17% printer feels that the quality of their product were improved. 10% printer informed that they have better risk bearing capacity by availing this loan (Fig.6.).

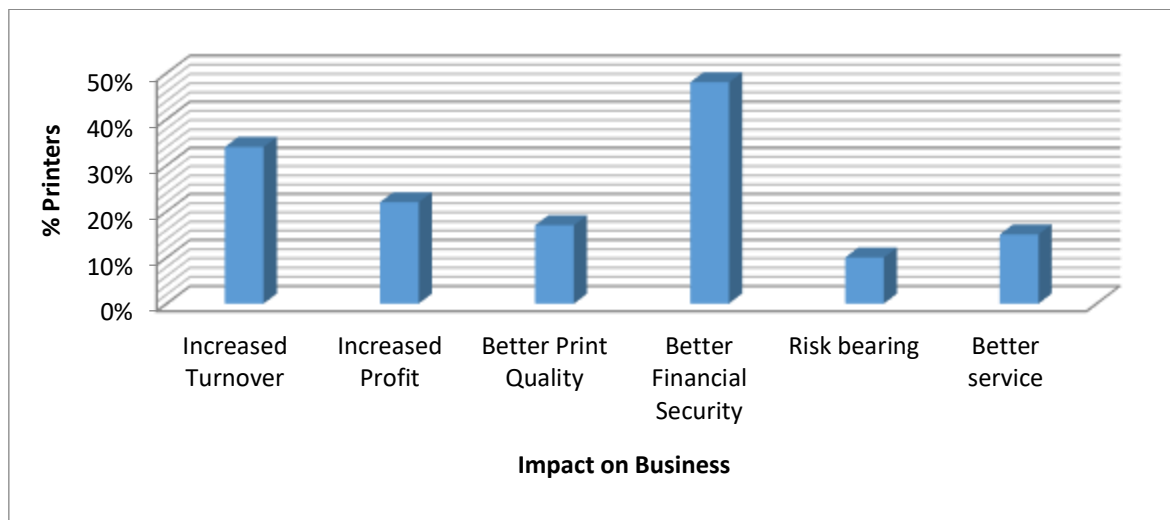


Fig.6. Impact printers feel on business after availing MUDRA loan

#### Suggestion for improvement to Govt.

In survey 48% printer informed that the loan amount should be increased under the scheme and 29% suggested that CGTMSE fees should be less. Nearly 21% feels that proper guidance should be provided by organising camps. There were some printer i.e 6% who suggested bank should give rejection reason so that they can apply a fresh application to avail loan.

## V. RESULT AND DISCUSSION

The data was collected to understand that what changes this MUDRA scheme brought to micro and small printers, how they utilized the funds and did this effect their business. The survey revealed that printers utilized the funds they got from the financial institution to upgrade their machines. Some printer also utilize funds to add in line activity to their production chain. This helped these small printers to complete the whole job work on their own. Sample questionnaire is presented for easy understanding of readers in appendix-I.

## VI. CONCLUSION

Several important findings came out of this survey based research among the micro and small printing units and following conclusion can be drawn:

1. 40% printer upgraded their machinery by purchasing high end model with the help of funds obtained under MUDRA scheme.
2. 36% of micro and small printer utilized this money to add in line activity as a result they are capable of completing the whole process of job work.
3. MUDRA scheme gave sense of financial security to 23% printer by providing funds for their daily need in the form of working capital.
4. Survey also revealed that 48% printer are of the opinion that the ceiling amount under the scheme should be raised to benefit more printers.

