

**International Conference on**  
**NAVIGATING TECHNOLOGY FOR BUSINESS GROWTH IN**  
**GLOBAL PERSPECTIVES ICNDRGB-2025**

**DR. M. R. VANITHAMANI**



**Title:** International Conference on  
Navigating Technology for Business Growth in Global  
Perspectives ICNDRGB-2025

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**Published by:** Shanlax Publications,  
Vasanthanagar, Madurai - 625003,  
Tamil Nadu, India

**Publisher's Address:** 61, 66 T.P.K. Main Road,  
Vasanthanagar, Madurai - 625003,  
Tamil Nadu, India

**Printer's Details:** Shanlax Press, 66 T.P.K. Main Road,  
Vasanthanagar, Madurai - 625003,  
Tamil Nadu, India

**Edition Details (I,II,III):** I

**ISBN:**

**Month & Year:** June, 2025

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**Chief Editor:** Dr. M. R. Vanithamani

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**Pages:**

**Price:** ₹/-

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## **EMPLOYMENT GENERATION THROUGH RURAL-BASED MICRO AND SMALL ENTERPRISES IN INDIA**

### **Abstract**

*The employment in rural based Micro and Small Enterprises (MSE) depends on training & development, financial capital, output, export and number of firms. The current employment size of rural based Micro and Small Enterprises is approximately forty five percent of total employment size of total MSE of India. The employment of rural MSE is next to the agriculture sector. The rural Micro and Small Enterprises consists cottage & house hold industries, Khadi and Village Industry, Coir Industry and Non-KVI & Non-Coir tiny firm. It is evident that the rural industries have significant contribution in Indian economy in terms of wealth generation, size of employment, environment friendly production, export contribution and employment. Prior to the liberalisation of Indian economy, the performance of this sector was very poor, but after liberalisation, the level of performance has been improving in terms of employment, export and output. The paper is examining the conditions of employment in rural Micro and Small Enterprises of India. Basic statistical tools have been used to analyse secondary data.*

**Keywords:** *Agriculture & Rural Industries, Khadi & Village Industries, Coir Industries, Small & Medium Enterprises.*

### **Introduction**

It is evident that the rural industries have significant contribution in Indian economy in terms of wealth generation, size of employment, environment friendly production, export contribution and employment. Prior to liberalisation of Indian economy the performance of this sector was very poor, but after liberalisation the level of performance has been improving in terms of employment, export and output. The firms under Prime Minister Employment Generation Programme (erstwhile Rural Employment Generation Programme and Prime Minister Rojgar Yojana), National Programme for Rural Industrialization and Scheme of Fund for Regeneration of Traditional Industries are classified as Khadi and Village Industries and Coir Industry. Both the industries are second most important source of employment, wealth generation and wellbeing of rural people after agriculture. The employment in rural based Micro and Small Enterprises depends on training & development, financial assistance, capital investment, output, export and number of firms exists in rural India.

In this paper Rural Industries or Rural based Micro and Small Enterprises or KVI & Coir Industries are interchangeable. The rural Micro and Small Enterprises consists cottage & household industries, Khadi and Village Industry, Coir Industry and Non-KVI & Non-Coir Tiny firm. The Khadi and Village Industries and Coir Industry are hundred per cent rural based industries as per definition and nature. After Micro Small and Medium Enterprises Development (MSMED) Act 2006 all khadi and village industries, coir industry and rural tiny industry are known as rural micro enterprises and in April 2012 all cottage & household firms also merged with micro enterprises. The sector is growing rapidly since independence in aggregate size and increasingly contributing to rural income and employment. The growing trend of foreign trade and globalization present both opportunities and challenges for rural enterprises of Indian economy especially to khadi and village industries and coir industry. The sector has huge potential to grab the benefits of global opportunities for higher output & employment. The nomenclature of rural industries during the period 1948 and 2006 was classified into three sets of industries viz. the cottage & household industries (classified &