

**ROLE OF SICOP IN THE ECONOMIC DEVELOPMENT OF  
J&K WITH SPECIAL REFERENCE TO SOPORE  
INDUSTRIAL ESTATE**

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**ABSTRACT**

SICOP undertakes the above activities to aid, assist, promotes the SSI sector of the State. In furtherance of achieving the significant and social compulsion of promoting harmonious growth of SSI sector on sustained basis, each activity is commented upon individually having regard both to its individual viability and also its essence in the form of developmental nature supply, water supply, roads and drains etc. Therefore this paper is an attempt to study about Sicop and its contribution towards economic development in J&K. This paper is divided into two parts. Part one represents introduction, research methodology and objectives of the study. Part two consists of analysis, findings and conclusion. The analysis in this paper is qualitative as well as quantitative. This study is based on information obtained from primary sources of selected cities of Kashmir. These are Sopore, Baramulla and Kupwara.

**KEY WORDS:** *sicop, economic development, growth.*

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## **INTRODUCTION**

The SICOP undertakes the above activities to aid, assist, promote the SSI sector of the State. In furtherance of achieving the significant and social compulsion of promoting harmonious growth of SSI sector on sustained basis, each activity is commented upon individually having regard both to its individual viability and also its essence in the form of developmental nature supply, water supply, roads and drains etc. These estates are located at Zainakote, Zakura & Bijbehara in Kashmir Division and Gangyal, Birpur, Kathua and Udhampur in Jammu Division. The Industrial Estates have provided an opportunity to 881 number of SSI units to establish their industry in these estates. The estates have an approximate investment of Rs. 9.75 crore. A full fledged engineering wing exists in the Corporation to exclusively look after the affairs of these estates. To optimally utilize the man power resources of the Engineering wing, the SICOP undertakes the execution of deposit works of other state and GOI Departments and over a passage of time and with successful implementation of several projects, the SICOP has been able to build an excellent reputation in executing the works. Some of the major departments which have associated SICOP for getting their works programme executed include the Food Corporation of India, Directorate of I&C Department, Hon'ble Chief Minister's residence, Forest Department, Education Department, Handicrafts, Information Technology Department, Technical Education etc. With the continued impetus upon having more and more civil deposit works, the Corporation has been able to convert its engineering wing into a profitable venture.

## **DEVELOPMENT OF INDUSTRIAL ESTATES**

This is the core activity of the Corporation. The SICOP has contributed significantly in creating the basic infrastructure for the SSI units. The Corporation has developed seven industrial estates spread over an area of 3626 kanal which have been provided with facilities like power

## **PROVIDING MARKETING SUPPORT TO SSI UNITS**

This is another key activity pursued by the Corporation. It envisages assisting small units in marketing their end-products. To enable the SSI sector to sustain, the State Government, as a

matter of policy, have from time to time announced several measures to safeguard it. The marketing support is evenly extended to all including the units located in far flung areas like Leh, Kargil, Kupwara, Doda and Poonch. Thus this activity is effectively contributing to the harmonious development of units all over the State. The marketing activity yields to the Corporation a service charge up to 4% which is reckoned as an income to it. To achieve the twin objective of providing enhanced marketing support to the SSI sector and also to yield higher income levels by way of service charges, it is a continuous effort to enhance the marketing turnover by way of securing maximum orders from the buyer

#### **MARKETING ASSISTANCE TO SSI UNITS:**

The Marketing of end products of SSI units is major activity being perused by the Corporation to ensure uniform and sustained growth of SSI sector in the State. The Govt. of J&K under its Industrial Policy allowed number of incentives to the SSI units which among others includes reservation of some items for exclusive purchase from local SSI units through SICOP by the Govt. Departments. In addition to the above product range, the Corporation also provides marketing cover to SSI units who produce items not included in the reserved list. In order to streamline the marketing procedure and bring more and more entrepreneurs within the ambit of marketing scheme, the management has taken several measures which includes standardization and codification of products so as to bring them at par with BIS Standards. The marketing facility is extended to those units who opt to register with the Corporation under Marketing Assistance Scheme. The procedure for registration has been simplified and registration fee of Rs. 300/- is charged from the units. The Registration granted by the Corporation remains valid for 2 years after which the same is required to be renewed. The registration is granted only after physical inspection of the unit for verification of the available infrastructure & ascertaining its capacity, functionality and existence. In order to promote the products manufacture by the SSI units of the State, the Corporation besides organizing exhibitions for the benefit of entrepreneurs, is actively participating in Trade Fairs. Industrial Exhibitions, Expos and Buyer- Seller Meets both within and outside the State. Sicop District Offices co-ordinates marketing activities as well. We commit to guide the aspiring entrepreneurs who approach for information regarding incentives available

to the Industry and the services rendered by the Corporation. We will aim at upgrading current computerized operations for speedy and effective service to the SSI units.

### **OBJECTIVES OF THE STUDY**

To analyze the marketing assistance provided by SICOP to small scale industries.  
To analyze the need of importance for the SSI units of industrial estate Sopore.

### **RESEARCH METHODOLOGY**

Success or failure of any project entirely depends upon methodology adopted by the researcher. Methodologies basically use different methods of research systematically and scientifically. Objective of the study, its research design, its sampling design, coding and editing methods, presentations and analyses of the data together with interpretation of the data are essential part of research methodology.

### **RESEARCH DESIGN**

Fundamental to any marketing research project is a sound research design. A good research design has certain characteristics viz. problem definition, specific method of data collection and analysis etc; a research design is purely and simply the framework or plan for a study that guides the collection and analysis of data. In this research Explorative and Descriptive Research method was adopted.

### **DATA COLLECTION**

Data collection is an essential part of every project. Success or failure of any project entirely depends on the method of collection of data. The data can be collected by the following two ways. In this project, primary data is collected from information that was collected from the respondents through structured questionnaire. The information brochures of the bank and articles in newspapers have been consulted as a secondary source of information. Secondary data has also been collected through the various websites on the Internet. The respondents were contacted personally and a structured questionnaire were administered to them.

### SAMPLING PLAN

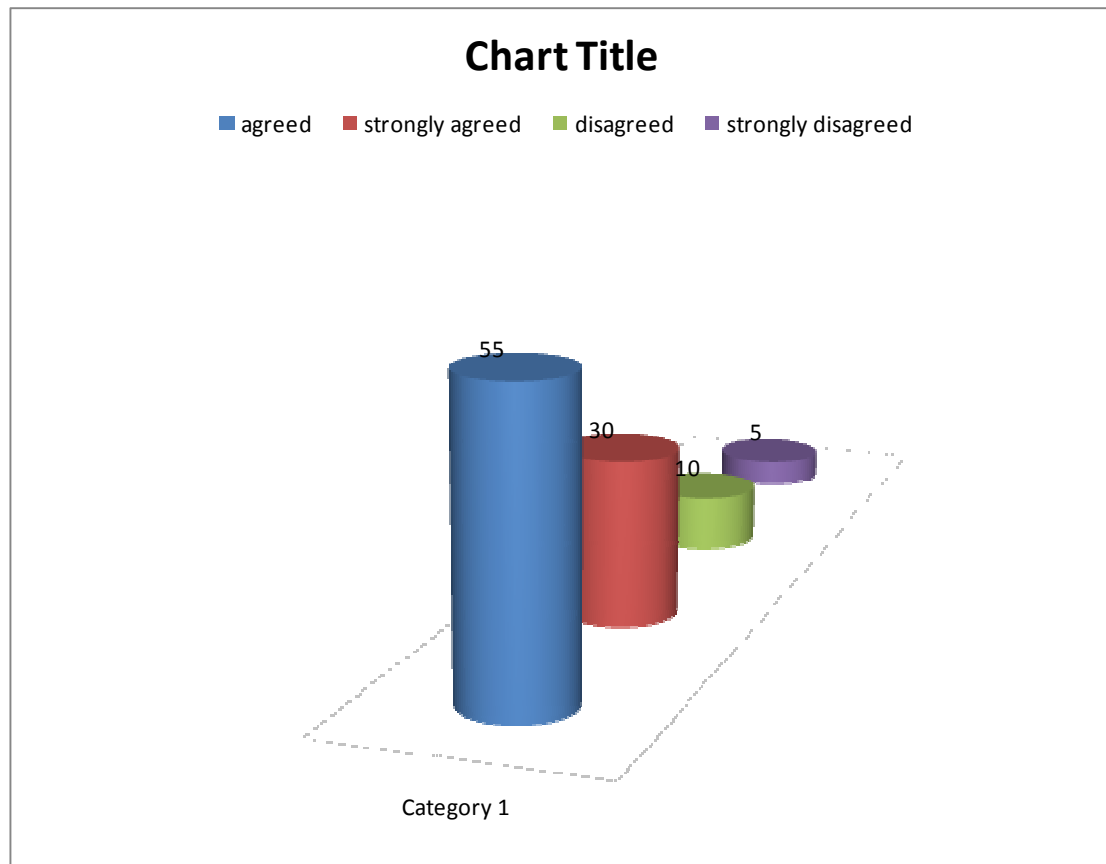
**POPULATION** – SSI unit holders of industrial estate sopore

**SAMPLE UNIT**-Any unit holder of industrial estate sopore

**SAMPLE SIZE**-50

**SAMPLING PROCEDURE**- Convenience Sampling.

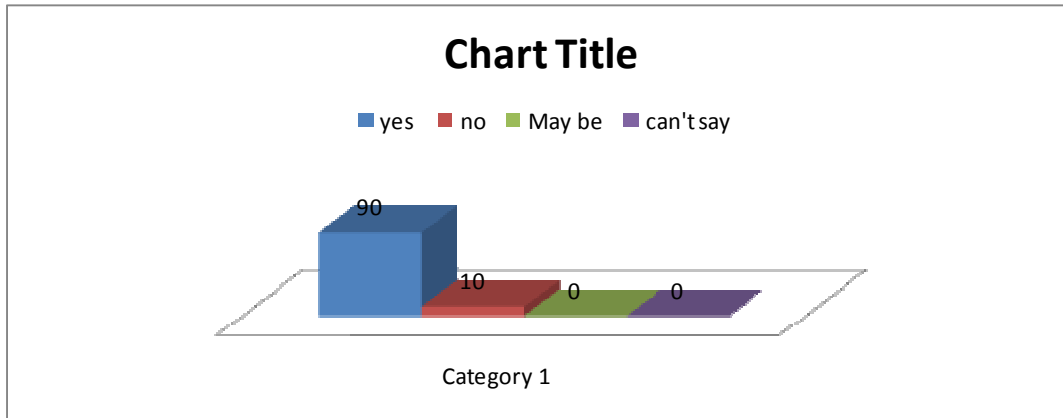
#### Marketing assistance of sicop towards SSI units



#### Interpretation

It can be interpreted that most of the respondent's agree or strongly agree for the marketing support provided by sicop and few don not feel the same.

**Need of improvement for the unit holders of industrial estate sopore**



**Interpretation**

It can be interpreted that the 90 respondents feel the need of improvement while as 10 respondents do not feel any need of industrial estate spoor

**Availability of brand promotion facilities for SSI units**



**Interpretation**

It can be interpreted that there is no availability of brand promotion facilities for ssi unit holders to advertise your products

### **FINDINGS**

- It can be found that most of the respondents think that small scale industries are being provided with good marketing assistance by SICOP.
- It can be found that there is lot of scope of improvement for unit holders of industrial estate Sopore.
- It can be found that there are no brand promotion facilities for SSI units to advertise their products.

### **CONCLUSIONS**

- Raw materials used by various SSI units are not of a standard quality which in turn creates problem for their dealers to sell the product in the market.
- The package of incentives are not being distributed properly so it results in the various conflicts between the unit holders and their DIC'S so the package of incentives are rated poor by the SSI units.
- Most number of unit holders of industrial estate Sopore think that the number of factories should increase. So that there will be a good completion in the market.
- Machinery used by various ssi units is not of standard quality which results in the less quality of their manufacturing products.

### **RECOMMENDATIONS**

- It is recommended that their should be a proper monitoring process from top authorities of SICOP to lower authorities of SICOP as the funds, package of incentives are not being distributed properly.
- It is recommended that SICOP should give equal importance to the unit holders of Kashmir as compared to unit holders of Jammu and Kashmir.

- It is recommended that the small scale units should install the machines of present technology so that they will be able to meet the market requirements.

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