

AN OVERVIEW OF SMALL INDUSTRIES PRODUCT PROMOTION ORGANISATION (SIPPO)

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ABSTRACT

In this article an overview of the functioning and the performance by the Small Industries Product Promotion Organisation (SIPPO) is discussed. The programmes offered by them and the other highlights of the institute is also discussed. A questionnaire is distributed among the participants of a training programme and the demographic conditions and the perception of the participants were analysed and the suitable recommendations were given in the conclusion

Key words: SIPPO, Small Industries, Organisation, Product Promotion

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1. INTRODUCTION

Entrepreneurship being highlighted as a key tool for the nation's development it is necessary to have focus on the institutes which provide Entrepreneurship Development Training. One such attempt is initiated in this article to identify the performance of the EDP training institute SIPPO (Small Industries Product Promotion Organisation), Madurai. The institute is providing various training programmes under different categories.

The details of the participants were collected and compiled to identify the difference in the socio economic pattern of the participants attending the Entrepreneurship Development

Programme. It is necessary to sport such difference so that it helps to focus on the downtrodden and the leftout communities in the society. On identifying those necessary measures are to be taken to uplift the lifestyle of such people by providing Entrepreneurship Training through various reputed organisations all over the nation.

2. PROFILE OF SMALL INDUSTRIES PRODUCT PROMOTION ORGANISATION (SIPPO)

Small Industries Products Promotion Organisation (SIPPO) was established at Madurai in the year 1991. Small Industries Product Promotion Organisation (SIPPO), a joint venture of National Small Industries Corporation (NSIC, a Govt. of India Enterprise), Tamil Nadu Small Industries Development Corporation (TANSIDCO, a Tamil Nadu Govt. Undertaking). Its main objective is to promote Micro, Small, Medium, Village and Rural Industries.

SIPPO has promoted many Entrepreneurs in various fields like Handicrafts, Floriculture, Essential Oils, Cosmetic Industries, Granite Industry, Pharmaceuticals, Medical and Aromatic Industries, Food Industries, Food Processing Industries etc. through various Training Programmes, Seminars, Workshops & Exhibitions.

SIPPO is the Nodal Agency for the Khadi and Village Industries Commission (KVIC) to promote beneficiaries under their PMEGP Scheme and Technical Agency for their SFRUTI Scheme.

SIPPO is the Cluster Development Agency for Office of the Development Commissioner (Handicrafts), Ministry of Textiles, Government of India & NABARD. SIPPO Service has been utilized by different Ministries like Ministry of Food Processing, Ministry of Textiles, Ministry of MSME, Ministry of Science & Technology, Ministry of Commerce, Ministry of Rural Industries etc.,

As a Promotional measures it has conducted several Skill Training Programmes, Seminars, Workshops, Exhibitions and Entrepreneurship Development Programmes (EDPs). Many entrepreneurs have been benefited out of these programmes. SIPPO has expertise in organising various programmes & has a panel of experts within and outside the organization and has also been associated with various Government Departments and other Research Institutions.

The institute also provides variety of Entrepreneurship Development Programme such as General EDPs, Product / Service specific EDPs, Vocational / Skill Development Training (SDPs), Entrepreneurship Skill Development Programmes (ESDPs), Management Development Programmes, Handholding services and Consultancy Services. The Organisation is working in a place with 600 square feet with 5 fully furnished classrooms for Training Programmes. It also has Electronic equipments such as LCD, Computer facility, Workshop and Demonstration Equipments for practical sessions. They provide accommodation facility for the participants if they needed. The funds for the Training Programme were received from Central and State Governments. The institute proudly says that the number of potential entrepreneurs trained is increasing 35% every year, Increase in the number of people trained for wage employment is 25%, Improvement in the employment scenario and Modernization of Infrastructure is 30%, Quality of service and training programme is 60%, Improvement in the geographical coverage for conducting the programme is 60%, Increase in the number of subject areas covered is 50% and Improvement in the quality of training is 50%.

3. TRAINING PROGRAMMES OFFERED BY SIPPO

Table 1

Jute Based Products	Instant Masala
Fur Doll Making,	Varieties of Pickles Manufacturing
Tailoring	Soft Drinks Manufacturing
Jewellery Designing	Pappad Manufacturing
Artificial Jewelry / Imitation Jewelry making	Fast Food items
Pot Painting	Bakery
Readymade Garments	Sweets & Snacks
Palm Products	Homemade Chocolates
Candle Making	Fruits Juices / Squashes / Jam
Wire Products	Synthetic Syrups
Screen Printing	Ready to service items
Artificial Flower Bouquet	Soft Toys
Value Added Milk Products	Hand Embroidery
Vegetable Cultivation	Canteen Management

4. HIGHLIGHTS OF THE INSTITUTE

4.1. Craft Bazaar

Craft Bazaars – where display and Sales of Handicrafts items was conducted by SIPPO for Eleven times at Madurai, one time each at Chennai, Bangalore and Coimbatore. Three Pongal Utsavs and Four Gandhi Shilp Bazaar Exhibitions were also conducted at Madurai & One at Coimbatore. Twenty Nine smaller Exhibitions were also conducted viz. One each at Bangalore, Salem, Hyderabad, Mysore, Erode, Neyveli, and two times at Chennai, Coimbatore, Madurai and Five times at Trichy and Four Times at Pondicherry, Around Two Thousand artisans from all over the country participated in the Craft Bazaars and Exhibitions. All these exhibitions were appreciated by the artisans. So for we have organized 45 Exhibitions in all over South India.

4.2. SIPPO Jute Service Centre

The institute has been allotted a Jute Service Centre at Madurai by National Jute Board, Ministry of Textiles, Government of India through which we are imparting training programmes in Jute products manufacturing for the past 3 years. After training we are providing marketing platforms to the beneficiaries to market their products and make them as entrepreneurs. Many of them running their own units successfully. We are running a Jute Raw Material Bank also wherein the entrepreneurs are buying their requirements easily at affordable price.

4.3. Entrepreneurship Development Programme

The institute have organized 48 Entrepreneurship Development Programme in Food Processing Industries sponsored by Ministry of Food Processing Industries, Govt. of India at the following Places: In Madurai–8 programmes were conducted, followed by Nagercoil-2, Pondicherry-4 Karaikal-4, Pudukottai-2, Salem-2, Erode-2, Ramanathapuram--2, Karaikudi-1, Tirunelveli-2, Ottanchatram-1, Virudhunagar -2, Villupuram -1, Tuticorin -1, Tanjore-1, Theni-2, Nagapattinam-1, Kanyakumari -1, Thiruvavur-1, Dindigul-2, Sivagangai -2, Trichy-1, Karur -1, Dharmapuri -1, Coonoor-1. Totally 1172 Participants have been benefited out of these Programmes.

4.4. Strength of the Training Programme

The beneficiaries provide the following points as the strength of their training programme.

- The Institute provides excellent Training both theoretically and practically.
- The Methodology they adopt is very convenient for learning things and acquiring knowledge.
- The Faculty for the Training Programme are really excellent in teaching skills.
- Field visit is the highlight of the Training Programme, which provide practical knowledge and understanding.
- They provide contacts regarding Government Organisations, as it is the valuable information to setup a new Enterprise or a Business.

5. RESEARCH METHODOLOGY

The data for the study is collected from the participants of the EDP training provided by the institute. The training programme is of jute product manufacturing. A structured questionnaire was distributed among the participants of the training and the data has been collected.

6. RESULTS AND DISCUSSIONS

6.1. Demographic details of the Participants

Table 2

AGE					
26-30	31-35	36-40	41-45	46-50	Total
8	12	7	5	4	36
22%	33%	20%	14%	11%	100%
GENDER					
MALE		FEMALE		TOTAL	
15		21		36	
42%		58%		100%	
EDUCATION QUALIFICATION					
HSC	SSLC	Diploma	Under Graduate	Post Graduate	Total
8	6	4	10	8	36
22%	17%	11 &	28%	22 %	100%
MARITAL STATUS					
MARRIED		UNMARRIED		TOTAL	
25		11		35	
69%		31%		100%	
NO OF MEMBERS IN A FAMILY					
3	4	5	6	7	TOTAL
10	12	7	4	3	36
28%	33%	19%	11%	9%	100%
FAMILY SUPPORT					
YES		NO		TOTAL	
35		0		36	
100%		0		100%	
INDUSTRIAL / WORK EXPERIENCE					
YES		NO		TOTAL	
12		24		36	
33%		67%		100%	
SOURCE OF INFOEMATION					
AUDIO	PRINT	FRIENDS	RELATIVES	GOVERNMENT OFFICIALS	TOTAL
3	26	3	0	4	36
8%	72%	8%	0	12%	100%

Age of the participants are divided in five categories of which 22% and 33% of them falls under 26 -30 & 31 – 35 category of age which states that nearly 50% of the respondents belongs to this group as the people of this age category are shouldering the responsibilities in majority of their family.

Gender is commonly classified as male and female. Of 36 participants 21 are female which contributes 58% of the total. This highlights that female are showing better response as they are having some leisure time at home when compared to men in the family.

Education qualification is categorised into five different stages. Of which 10 out of 36 participants completed their undergraduate degree which is a maximum of 28%. 8 participants each are representing HSC and postgraduate degree.

Nearly 68% which is 25 of the participants are married. The reason probably is that the age of the respondents starts from 26 years as it might be the appropriate age to get married in Indian families. With regard to the support from the family members it is bit surprising that all 36 participants are having their full support from their family. This helps the participants to concentrate more on the training and to plan for establishing their own enterprise in the future.

With regard to the industrial or work experience only 12 participants which is only 33% of them are having such experience. This shows that majority are not having such industrial or work experience as they must focus much on the training. Regarding the source of information about the training majority of 72% are known through the print media of advertisement. The institute should focus on other means of promotion to attract much participants.

6.2. Perception of Participants towards SIPPO

Table 3

TOOLS & EQUIPMENTS		
YES	NO	TOTAL
28	8	36
78%	22%	100%
TRAINING METHODOLOGY		
YES	NO	TOTAL
36	0	36
100%	0	100%
OTHER FACILITIES		
YES	NO	TOTAL
33	3	
92%	8%	100%
AFTER TRAINING		
Wage Employment	Starting up a New Business	TOTAL
0	36	
0	100%	100%
HOSTEL FACILITY		
YES	NO	TOTAL
0	36	
0	100%	100%
FEES FOR TRAINING		
YES	NO	TOTAL
0	36	
0	100%	100%
STIPEND / SCHOLARSHIP		

YES	NO	TOTAL
0	36	
0	100%	100%

The table above reflects the perception about the institute providing Entrepreneurship Development Programme. With regard to the tools and equipment available for the training nearly 28 participants which is 78% out of 100% are satisfied with such facilities available in the institute.

Training Methodology adopted for the programme and the personnel handling the training sessions are satisfied to all 36 participants which stood at 100%. Nearly 92% which is 33 of the participants are satisfied about the basic facilities such as drinking water, toilet, common space, infrastructure and the entire infrastructure of the institute.

All the 36 participants are willing to start their own enterprise rather to go for wage employment after training. This shows that the attitude of the participants are high and they are really focused and interested in attending the training programme.

As the institute is not providing the hostel facility for the participants it is really tough for the persons from long distance to attend the training programme though they are keenly interested in attending the programme. At the same time the institute is not charging any fees for the training programme offered by them. This will have a huge significance in the number of participants attending the programme as many of them are from rural towns and villages. The institute is not providing any scholarship or stipend to the participants. If they provide any minimum amount to the participants as stipend it will help them to meet out their daily expenses such as bus tickets, lunch and other petty expenses.

7. CONCLUSION

The Small Industries Products Promotion Organisation (SIPPO) is rendering a valuable service to the society, by providing Quality and Concrete Training to the Beneficiaries, which make an immense change in their Life. The participants were highly satisfied with the Training they provide and the Methodology they adopt. They make sure that they will start an Enterprise or a Business in future and Survive in the Competitive World. There are many Entrepreneurs who start their own Enterprise and successfully doing their Business. The institute also provides Handholding services at any time they needed. Thus the Organisation will reach New Heights in the near future.

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