

Growth and Productivity Analysis of Small Scale Leather and Leather Products Industry in Punjab

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Abstract: Leather and Leather Products Industry in Punjab has a long history of development. Before partition of country (India), it was highly developed industry in Punjab. But after partition LLP passed through difficult times and started exporting only raw material. This paper examines the performance and prospects of small scale leather and leather products industry in Punjab. This paper finds that the performance of small scale leather and leather products industry in Punjab has remained dismal during last 24 years especially after liberalization in India.

Keywords: Leather and Leather Products Industry, Growth and Productivity Analysis.

1. INTRODUCTION

Economic development and industrialization are synonymous. Economic development refers to the all-round development of the country, which is possible only through industrialization. There is no escape from Industrialization if an economy is to develop. Industrialization is an unavoidable indicator of development.

Industrialization plays a critical role in the process of economic development. It is industrialization which has divided the nations into developed and under developed category. In other words, we can say that industrial development is a yardstick for measuring economic development. The UN Committee (1963) for Industrial development recognized the industrialization as “a process of economic development in which a growing part of the national resources is mobilized to develop a technically up-to-date, diversified domestic economic structure characterized by a dynamic manufacturing sector having and producing means of production of consumer goods and capable of assuring a high rate of growth for the economy as a whole and for achieving economic and social progress.”

Industrialization is regarded as the key for reconstructing the economy as it changes the sectoral composition of output and employment. Industrial development is more inter-complementary and has more forward and backward linkages. It leads to production of larger range of goods and increases flexibility in the economy. Industrial development is generally much faster than agricultural development which suffers from natural handicaps. Thus, the high level of income cannot be reached without industrialization.

Industrialization provides a wide range of consumer choice, increases productivity and standard of living, creates industrial skills, promotes innovation and technological development, promotes capital formation through higher wages, absorbs the unemployed growth and supports agriculture and government for economic stability and balanced growth. In other words, for the overall development of the nations, Industrialization is the pre-condition.

An economy can grow if it creates the right conditions for development. Development means higher income and employment, which can be translated into higher standard of living. The industrial sector with its forward and backward

linkages and high employment potential, holds the key to the economic development of the country. It is mainly through the growth of the industrial sector that real wealth is created and with the rapid industrialization, a country can solve the problem of efficient use of human and natural resources because labour productivity in Industrial sector is much higher.

Punjab State has recorded spectacular progress in agricultural sector since the introduction of new farm technology in the mid-sixties. But Punjab is not an important State as far as industrial development is concerned. Two factors are mainly responsible for this absence of basic minerals in the State and partition of the country because at the time of partition, economically developed areas were left with Pakistan.

Another cause of the industrial backwardness of the Punjab is the reorganization of Punjab. Punjab was reorganized on language basis on 1st November, 1966, and two separate States-Haryana and Punjab came into existence. Then the Hindi speaking mountainous areas of the Punjab were merged with Himachal Pradesh. After this reorganization Punjab received that area which was deficient in mineral resources.

But the industrial development is necessary in order to absorb the unemployed youth and for the high per capita income of the State. Keeping in line with the national policy, the Punjab government has provided the needed impetus to the industrial development by establishing various financial and promotional institutions.

Punjab government has established following institutions:-

1. Punjab Financial Corporation (PFC)- 1953
2. Punjab State Electronic Development and Production Corporation Ltd.-1976.
3. Goindwal Industrial and Investment Corporation of Punjab – 1981
4. Punjab State Leather Development Corporation Ltd. -1981 (LEATHERA)
5. Punjab State Handloom and Textile Development Corporation Ltd.- 1976.
6. Punjab State Hosiery and Knitwear Development Corporation. – 1977
7. Punjab Small Industries and Export Corporation Ltd. (PSIEC) – 1962.

As for as leather industry is concerned, it occupies a place of prominence in Punjab economy, in view of its enormous potential for employment, growth and production. The leather industry in Punjab, with its various advantages-such as rich raw material base, cheap labour and trained professionals, is poised for a leap ahead. In the last five decades, this industry has undergone a complete change and today is on the forefront of net foreign exchange earners for the country. This industry provides employment to a large number of people.

If we look at the history of the Leather and Leather Products (LLP) industry, before partition of the country it was highly developed industry in Punjab. Dera Ghazi Khan, Batala and Hoshiarpur were main producers of highly finished and artistic articles. But after partition, LLP industry passed through difficult times and started exporting only raw material.

In 1981, Punjab State Leather Development Corporation Ltd. was established with the aim of providing technical assistance for setting up units in joint ownership. After this Leather and Leather Products industry has shown spectacular changes.

The leather industry is organized into tanning, footwear and footwear components, leather garments, leather goods, saddler and harness articles. Starting from footwear, today leather is used to make bags, handbags, trunks, suit-cases, sports and industrial products, including luxury items.

The LLP industry is a fast growing sector in Punjab with tremendous export-potential due to closing down of tanning factories in developed countries for reasons of environmental pollution.

From the time of establishment of Punjab State Leather Development Corporation Ltd (1980), the leather industry in Punjab has shown the increase in Prod; Emp; N/U, F/I and O/L and O/K. But during the reform era (Liberalization Period) the growth of small scale LLP industry has slowed down. The growth rate of other industries in Punjab has also shown deceleration during the same period.

But if we look at the prospects of leather industry, the future of leather industry seems to be promising. But the government support is not satisfactory. The government of Punjab has even closed the LEATHERA (Punjab State Leather Development Corporation Ltd.) in 1999.

OBJECTIVES OF THE STUDY:

The present study is being conducted keeping in mind the following objectives:-

To examine the growth of Small Scale Leather and leather Products Industry of Punjab.

To ascertain the productivity trends of Small scale Leather and Leather Products Industry in Punjab.

To examine the Prospects of Small Scale Leather and leather Products Industry in Punjab.

2. DATA BASE AND METHODOLOGY

Present study is based on secondary data only. The required data has been collected (culled) from the following sources :-

1. The Directorate of Industries – Punjab.
2. Five Year and Annual Plans – Punjab.
3. Economic Survey – Punjab (Various Issues).
4. Industrial Policy Draft of Punjab.

The study period starts from 1980 as the Punjab State Leather Development Corporation Ltd. was set up in 1981.

In order to examine the growth of LLP Industry, Compound Annual Growth Rate and the Partial Productivities of labour and capital are calculated.

Partial productivities of capital and labour are calculated as :-

$$\text{Labour Productivity} = \frac{\text{Production}}{\text{Employment (In Numbers)}}$$

$$\text{Capital Productivity} = \frac{\text{Production}}{\text{Fixed Investment}}$$

In order to make a comparison, the compound Annual Growth Rates have been calculated after dividing the study period into sub-parts. The sub-parts are 1980-81 to 1991-92, 1991-92 to 2013-14 and 1980-81 to 2013-14. In order to calculate CAGRs the statistical package (SPSS version 7.5) is used.

As far as prospects of small scale LLP Industry of Punjab is concerned, Punjab Government’s Policy regarding this industry has also been analyzed.

3. GROWTH AND PRODUCTIVITY ANALYSIS

To meet the competitive challenges faced in a liberalized trade environment, the industry should identify areas to improve production and productivity levels. In light of this observation, the present paper attempts to analyze the growth of small scale Leather and Leather Products industry in Punjab.

The present study uses the data obtained from Directorate of industries, Punjab for computing the labour and capital productivities and Compound Annual Growth Rates for small scale LLP for total period and two sub periods:-

1. 1980-81 to 1991-92 (Pre Reform Era)
2. 1991-92 to 2013-14 (Reform Era)
3. 1980-81 to 2013-14 (Total Period)

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The growth pattern observed by the variables (indicators) production, employment, number of units, fixed investment, labour productivity and capital productivity has been furnished as under:-

Growth of Production, Employment, Number of Units, Fixed Investment, Labour Productivity and Capital Productivity of Small Scale Leather and Leather Products Industry in Punjab						
Production, Employment, Number of Units, Fixed Investment, Labour Productivity and Capital Productivity						
Year	Production. (Rs. Cr)	Employment (in Number)	Number of Units	Fixed Investment (Rs. Cr)	Labour ¹ Productivity (Rs. Cr. Per worker)	Capital ² Productivity
1980-1981	48	8349	2478	4.08	0.0057	11.7647
1981-1982	61.33	11146	4110	6.25	0.0055	9.8128
1982-1983	66.37	14747	5734	7.51	0.0045	8.8375
1983-1984	73.06	18306	7220	9.37	0.0039	7.7972
1984-1985	83.61	21771	8499	11.29	0.0038	7.4056
1985-1986	87.67	24088	9516	13.28	0.0036	6.6016
1986-1987	101.07	26046	10355	16.74	0.0038	6.0376
1987-1988	105.36	28249	11060	20.32	0.0037	5.185
1988-1989	109.5	29797	11817	22.46	0.0036	4.8753
1989-1990	112.41	30950	12446	24.21	0.0036	4.6431
1990-1991	118.33	31844	13114	26.94	0.0037	4.3923
1991-1992	122.79	33362	14077	30.52	0.0036	4.0232
1992-1993	131.13	33748	14218	31.13	0.0038	4.2123
1993-1994	162.07	34050	14282	32.49	0.0047	4.9883
1994-1995	217.65	34456	14329	34.61	0.0063	6.2886
1995-1996	177.09	34726	14395	38.06	0.0051	4.6529
1996-1997	198.03	34961	14423	43.03	0.0056	4.6021
1997-1998	211.65	35122	14454	45.65	0.006	4.6363
1998-1999	228.93	35265	14468	47.23	0.0064	4.8471
1999-2000	242.88	35426	14482	51.42	0.0068	4.7234
2000-2001	265.74	35829	14506	54.75	0.0074	4.8536
2001-2002	276.2	35942	14518	56.26	0.0076	4.9093
2002-2003	364.26	39338	14798	87.37	0.0092	4.1691
2003-2004	398.27	39739	14810	94.45	0.01	4.2167
2004-2005	411.78	42789	14818	97.21	0.0096	4.2359
2005-2006	426.63	42816	14800	97.84	0.0099	4.3604
2006-2007	479.04	41445	12836	100.25	0.0116	4.7784
2007-2008	439.39	40817	9194	88.21	0.0107	4.9811
2008-2009	416.16	35343	8690	79.5	0.0117	5.2347
2009-2010	451.76	36187	8664	82.99	0.0124	5.4435
2010-2011	452.27	33610	7546	122.49	0.0134	3.3623
2011-2012	491.03	33835	7493	137.27	0.0145	3.5771
2012-2013	528.76	34124	7511	144.64	0.0154	3.6556
2013-2114	555.57	34160	7515	145	0.0162	3.8315
CAGRs :-						
Pre Reform Era	8.14	12.24	15.58	18.26	-3.322	-8.56
Reform Era	6.78	0.06	-2.86	7.24	6.81	-0.043
Total Period	7.47	4.23	3.32	11.07	3.12	-3.25

Source : Directorate of Industries, Punjab.

Note: Productivities are calculated on the basis of data supplied by Directorate of Industries, Punjab.

1. Partial Productivity of labour (O/L): It is the total Production per employee.
2. Partial Productivity of Capital (O/K): It is the ratio of total production to fixed capital.

The table reveals the growth of the variable prod, emp., N/U, F/I, O/L, O/K of LLP (SSI). A glance table highlights that the CAGR of the variable production has achieved a growth 8.14 per cent in the pre reform era and further accelerated to 6.78 per cent in reform era. During the overall period of study the variable production grew annually at the rate of 7.47 per cent. The CAGR of the variable employment was 12.24 per cent in the pre reform era but decelerated to 0.06 per cent in the reform era. In case of the entire period of study the CAGR of the variable employment increased at the rate of 4.23 per cent. The CAGR of the variable N/U was 15.58 per cent in the pre reform era but showed a steep the deceleration to - 2.86 per cent in reform era . The overall CAGR of the variable N/U was 3.32 per cent

A glance of table highlights that the CAGR of the variable F/I was 18.26 per cent in the pre reform era but it plunged to 7.24 per cent in reform era. In case of overall period the CAGR of the variable F/I was 11.07 per cent .The CAGR of the variable of O/L was negative during pre reform era, it was -3.322 per cent, it turned positive from negative and increased annually at the rate of 6.81 per cent during reform era. For the entire study period the CAGR of the variable O/L was 3.12 per cent. The productivity of capital(O/K) of LLP experienced negative CAGR i.e. -8.56 per cent prior to the liberalization policy(i.e. pre reform era).Under the impact of liberalization (i.e. during reform era) CAGR grew annually at the compound rate of -0.43 per cent. For the entire period of study CAGR of O/K has shown negative growth i.e. -3.25 per cent.

The conclusion emerges from table that the rate of growth of the variables number of units, employment, fixed investment, labour and capital productivity have showed deceleration during reform era in comparison with the pre reform era. It is only in the case of production the reform era has shown a positive impact i.e. the rate of growth of production has depicted acceleration during reform era in comparison with pre reform era.

4. PROSPECTS OF LEATHER AND LEATHER PRODUCTS INDUSTRY

One of the objectives of this paper is to examine the prospects of small scale LLP in Punjab.As we know, LLP is labour intensive industry and the development of LLP is conducive for absorbing the unemployed youth. What will be its future? This can be examined by examining the industrial policy of State government towards LLP Industry.

Industrial Policy of the Punjab Government towards Leather and Leather Products Industry:

The degree intensity of State intervention has occupied a significant place in the discussion of success or failure in industrial clusters. So an attempt is made to examine the industrial policy of Punjab government towards small scale LLP industry.

Economic growth depends upon the transformation from the agriculture sector to that of an industrial sector. For a sustained growth of the State's economy, it is imperative that the industrial sector should be developed side by side. Although Punjab is primarily an agrarian state, the future lies in the development of industries.

Industrial policy is a comprehensive package of policy measures which covers various issues connected with different enterprises of the country. The industrial policy is essential for devising various procedures, principles, rules and regulations for controlling such industrial enterprises of the country. The industrial policy also incorporates fiscal policy, monetary policy, the tariff policy, labour policy and the government attitude towards public and private sector of the country.

In Punjab, the industry is mainly concentrated in the small scale sector. The promotion of small scale industries has been regarded as an important element of the development strategy. Many programmes and policies have been formulated overtime to protect and promote small scale industry in the State.

Punjab State is industrially backward. The main cause was reorganization of Punjab. After the reorganization, Punjab government has set up so many financial and other promotional activities for the development of industries (i.e. after 1966).

In the present study, the data have been considered from the year 1980-81 because Punjab government established the Punjab State Leather Development Corporation Ltd. (LEATHERA) in 1981.

But the industrial sector in Punjab has experienced spectacular changes due to introduction of liberalization at the national level. Now, we shall discuss the industrial policies and special projects of Punjab government for industrial development during the reform era. With a view to attract fresh industrial investment in the State, the Governor of Punjab is pleased to announce, "Package of Incentives 1992", for new industrial units set up on the State on or after 1st October, 1992.

Investment Incentives:

1. New industrial units that are set up in the 'A' (Border Districts) Category Areas shall be eligible for investment incentives @ 30% of their Fixed Capital Investment (FCI), subject to a maximum of Rs. 50 lacs.
2. In the 'B' Category Areas, the new industrial units except the items included in the Negative List, shall be eligible for investment incentives @ 20% of their Fixed Capital Investment (FCI), subject to maximum of Rs. 30 lacs. ('B' category is the rest of the state, except areas under category 'A' and 'C').
3. Self-financed units will be ineligible for investment incentive, provided that new units which are funded by mobilisation of funds from the Capital Market through issuance of shares, debentures, bonds etc. shall be eligible for the investment incentive.
4. Investment incentives shall be disbursed only after the new industrial unit goes into commercial production.

Exemption From Sales Tax:

5. New Industrial Units that are set up on 'A' Category (Border Area) would be fully exempt from the payment of Sales Tax for a period of 10 years, subject to the conditions that the total sales tax exemption shall not be more than 300% of their Fixed Capital Investment (FCI).
6. New Industrial Units in the 'B' Category Areas shall ('B' Category is the rest of the state, except area under category 'A' and 'C') be fully exempt from the payment of sales tax for a period of 7 years, subject to the condition that the total sales tax exemption shall not exceed 150% of their Fixed Capital Investment (FCI).
7. Except for the units set up on 'A' Category areas, Sales Tax exemption shall not be admissible to the items included in the Negative List.

Package of incentives was announced by the Punjab government in September, 1992, which was implemented with effect from 1.10.92. These incentives sought to fulfill the following objectives:-

1. Attracting fresh investment to further boost the growth of industry in the State.
2. Avoiding multiplicity of incentives so that they are easy to interpret and administer.
3. Off-setting the locational disadvantages of the state
4. Creating more job opportunities for the Youth in the Border Districts through increased investment in the industrial sector.

The State government would like not only to sustain the level of growth but also to accelerate it. Besides, the Government is keen to provide employment opportunities to its unemployed youth through rapid industrialization of the State.

The state has good infrastructure. The skilled and disciplined manpower available in the state is another favourable factor. The productivity levels of industrial labour are amongst the highest in the country. The state has an enviable track record of peaceful industrial relations.

In the Industrial Policy 1996, Punjab government has paid special attention for the development of large scale industry. No doubt Punjab's industrial scenario has so far been dominated by the small scale sector. However, in order to sustain the small scale units and to increase employment potential, it is necessary to attract large scale units. The state has a lot of factors conducive to industrial investment after the return of normalcy and peace. These include a responsive Government, availability of power, a highly skilled manpower, peaceful industrial relations, network of rail and roads,

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highly developed urban infrastructure, educational and health care facilities. The State government would provide all facilities to large industrial houses having plans to invest in Punjab, specially in large units which can trigger further growth.

In the industrial policy-1996, Special attention was also paid for the growth of existing industries. Besides attracting new investment, the State would strive for consolidation and expansion of existing industries.

Industrial policy-1996 also paid attention for promotion of foreign investment and Investment by NRI's. The State government shall endeavour attract foreign investment and Punjab has the basic facilities for attracting foreign investment, such as adequate and quality power supply, abundance of water, well-knit system, skilled manpower, peaceful and cordial industrial relations and an investor-friendly administrative culture.

In order to attract NRI's (Non-Resident Indians) Punjab Government has offered certain special facilities as under:

- a) Setting up of an exclusive Focal Point in Mohali for NRI entrepreneurs.
- b) Reservation of Industrial plots for allotment in all Focal Points and industrial Estates in the State.
- c) Preference of NRI entrepreneurs by State industrial Development and other promotional Corporations, while finalizing proposals for joint ventures/assisted sector projects.
- d) A special cell in the Udyog Sahayak, Directorate of Industries, to provide Single Window Facility and to ensure time-bound clearance to all investment proposals received from NRIs.

If we look at the performance of small scale LLP, this industry has shown deceleration. The CAGRs for some variables (under study), even becomes negative or negligible. The main reason that the industry is feeling pressure of the liberalized economic regime.

In the year 1996-1997, 2497 new industrial units with investment of Rs. 854.47 crore, were set up in the State. But the number came down to 1187, with investment of Rs. 622.41 crore, during the year 2001-2002. The average growth rate of the secondary sector (comprising of manufacturing), which was 11.78% in the year 1998-1999, declined to 5.90 and 5.73 in the year 1999-2000 and 2000-2001, respectively.

This has also resulted in industrial sickness in the State. As per data compiled by the Reserve Bank of India. Out of 1,06,329 SSI units financed by the banks in Punjab, 6304 units, with investment of Rs. 233.57 crore have gone sick as on 31st March 2002.

Liberalization is both a threat and an opportunity and the industrial policy needs to deal with both these aspects. To grab the opportunities, New Industrial Policy- 2003 comes into existence with the following main objectives:-

- To create a conducive investment climate through infrastructure creation, reduced regulations and general facilitation.
- To rejuvenate and make competitive existing industry, particularly in the small scale sector through improved technology, product quality and marketing.
- To create a special thrust in the areas where Punjab has an edge in terms of cost and competitiveness.

The main objectives of the New Industrial Policy 2003 are:-

- Hassle Free dealing with government.
- Power Sector Reforms.
- One Time Settlement Scheme.
- Industry and Business Friendly Tax Administration.
- Enhancement of competitiveness of the existing industry.
- Revival of Sick Small Scale Industrial Units.
- Redefining role of PSIDC, PFC and PSIEC.

- Industrial Infrastructure Development.
- Measures for attracting new investments.

If we look at the above discussion, the industrial policy of Punjab State is paid special attention for industrial development. Government policy towards the small scale LLP industry has been guided by the imperatives of two primary aspects : the first aspect is based on the premise that this is a traditional industry providing employment to a large number of people who constitute the bottom of the economic and social hierarchy; The second aspect is based on the fact that small scale LLP industry has always been a large foreign exchange earner. As we know investment is essential for the development of any industry, so the industrial policy- 2003 (Punjab government's policy) provides special incentives to attract NRI's investment by showing various distinct advantages of the investment in Punjab. The distinct advantages for investment in LLP industry are as follows:-

1. Dynamic and Productive People with over-whelming zest for hand-labour. Highly and professional workforce with abundance of skilled workers.
2. High Purchasing Power, Punjab has highest per capita income in India.
3. Availability of abundant, stable and cheap water supply.
4. Conducive and harmonious industrial relations.
5. Strong infrastructure including transformation and tele communication and international linking.
6. Strong agricultural and well developed small/medium scale industrial base.
7. Fully developed export base.
8. Well developed financial services-banks, financial institutions and stock exchange.
9. Excellent quality of life, perhaps the best in India.
10. Peaceful environment, international airport and well placed communication network.

The annual plan 2008-09 of the Punjab government has encouraged private sector participation in the development, funding and operation of infrastructure oriented projects through the Punjab Infrastructure Development Board (PIDB).

Although small scale LLP is also based on highly imported and modern technology, yet it is also based on labour intensive techniques. The other words if this industry develops, then employment will increase which is the necessity of the time.

In spite of this, small scale LLP also produces products for sports and other industries, there is a scope for setting up more units in the State. In addition leather colouring and tanneries units should also be established close to the slaughter houses for processing the raw hides and skins. In short, LLP industry has massive potential for employment, growth and exports. Future of LLP industry in Punjab is bright.

5. SUGGESTIONS

Keeping in view results of the present study, an attempt has been made to offer a few suggestions for the development of small scale LLP industry. These suggestion are :-

1. A separate wing for marketing for the product of LLP industry should be opened.
2. Development of Footwear and leather goods industry.
3. Development of Sports Goods industry (Leather based).
4. Regional training institute for Tanning, Footwear and Leather good should be setup. This new institute may set up and it should provide training in various fields such as:-
 - a) Diploma courses in leather technology.

- b) Short terms artisan training courses in footwear, leather goods, sports and industrial leather.
- 5. Setting up of Leather Development Corporation in Punjab with the following objectives :-
 - a) To promote industries in small scale sector.
 - b) To help the small units in matters of production and finances.
- 6. Modernization of the industry is also required in order to improve the productivity and the competitive power of small scale units.

6. WEAKNESSES

The results of the present study also indicate the weakness of leather and leather products industry in Punjab. These weaknesses are :-

1. Lack of development of New types of Leather auxiliaries.
2. Lack of professional Management.
3. Lack of market intelligence.
4. Adverse effects of liberalization.
5. Lack of proper government policy.
6. Lack of commercial intelligence.
7. Inadequate government incentives and interests etc.

7. OPPORTUNITIES

The results of the present study indicate the opportunities to the LLP industry in Punjab. These opportunities are :-

1. Growing fashion consciousness globally.
2. Rising potential in domestic market.
3. Expanding old markets.

In short, Leather and Leather Products Industry in Punjab has the enormous potential for future growth(both for domestic as well as exports).The Leather and Leather Products Industry in Punjab has massive potential for employment, growth and exports. Demand for this industry is also increasing, so its future will be prosperous.

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APPENDIX - A
LIST OF ABBREVIATIONS USED IN THE STUDY:

Sr. No.	Abbreviations	Full Meaning
1	LLP	Leather and Leather Products Industry
2	N/U	Number of Units
3	Emp.	Employment (In No.)
4	F/I	Fixed Investment (In Rs. Cr.)
5	Prod	Production (In Rs. Cr.)
6	SSI	Small Scale Industry
7	CAGR'S	Compound Annual Growth Rates
8	O/K	Partial Productivity of Capital
9	O/L	Partial Productivity of Labour (Rs. Cr. Per worker)
10	PIDB	Punjab Industrial Development Board
11	NRI	Non Resident Indians
12	Govt.	Government
13	PSIDC	Punjab State Industrial Development Corporation
14	PFC	Punjab Financial Corporation
15	PSIEC	Punjab State Industries and Export Corporation Ltd.
16	SPSS	Statistical Package of Social Sciences
17	SEZ	Special Economic Zones
18	EDP	Entrepreneur Development Program
19	INLD	Indian National Leather Development
20	No.	Number

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