

ORGANIZATIONAL STRUCTURE OF DIC : AN INTRODUCTION

Prakash Gangadharrao Kadrekar

Associate Professor , H.O.D & Vice Principal , Degloor College , Degloor ,
Dist - Nanded (MS)

Abstract:

One of the basic programmes of assistance required by small entrepreneurs in developing countries is a programme providing industrial extension service to transmit knowledge and skill to persons engaged in industrial activities. Such assistance is required in four main areas.viz economic, technical, management development and product improvement.

Economic assistance starts with the counseling required for pre investment appraisal, for example, assessing the prospects of particular industries, selection a location and estimating capital requirements and potential markets. After an enterprise is started, small entrepreneurs will continue to require assistance regarding credit, raw material, labour, factory space, marketing etc. Existing firms also need such counseling to diversify their products and to improve their efficiency.

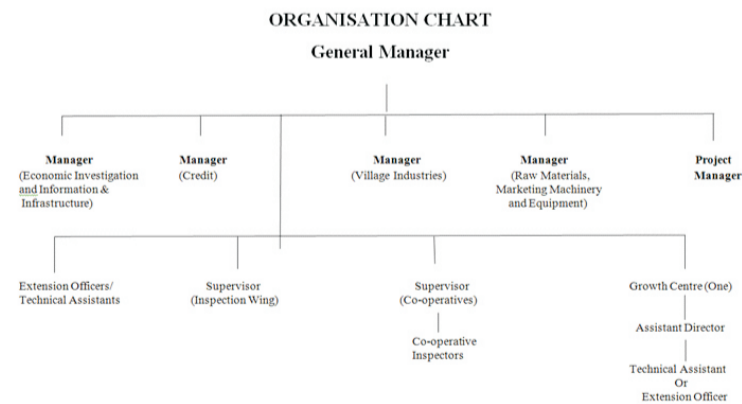
KEYWORD:

Organizational Structure, investment appraisal, particular industries

INTRODUCTION

In order to industrialize the country, the Central as well as the State Governments have been taking a series of measures from time to time in a planned manner. The DIC is a step in this direction. scenario of the state. It would be in the fitness of things to examine in detail the organizational structure of DICs,
The Organizational Structure of DICs can be observed with the help of organizational chart-

Organizational Chart of DICs



Please cite this Article as :Prakash Gangadharrao Kadrekar , “ORGANIZATIONAL STRUCTURE OF DIC : AN INTRODUCTION” : Tactful Management Research Journal (April; 2013)

ORGANIZATIONAL STRUCTURE OF DIC : AN INTRODUCTION

Technical assistance covers, principally, guidance in choice of raw materials, machinery and tools, and their productive utilisation. It includes advice on installation of machinery, on plant lay out and on techniques of production, maintenance, repairs and testing. Management development covers all aspects of business, such as obtaining finance, production planning and control, marketing of products, etc. It includes advice on sources of credits, tools, costing, book keeping, advertising, publicity, repairs and testing.

GENERAL MANAGER

Each DIC is headed by a General Manager who is responsible for the overall coordination and development of SSI including village industries in the district and ensure the implementation of action plans drawn up for promoting and developing small scale, cottage and village industries in the district. General Manager is the kingpin of the DIC programmed. He has to provide leadership to the team operating under him. He should be an effective instrument in initiating the massive programmed of rural industrialization and identification of growth centers in the district.

Manager Economic Investigation, Information & Infrastructure (EII&I)

Functions and duties

- To conduct the survey of industrial potential of the district with a view to make fuller and better utilization of the available raw materials and skills and creation of maximum employment opportunities.
- To prepare action plans for future development of the district.
- To coordinate with the existing medium and large scale industries.
- Disbursing various incentives and subsidies to eligible units.
- Collection, storage and dissemination of vital information relating to the industrial activities in the district.

OBSERVATIONS

Thus an examination of the functions of EII&I Manager brings out the following observations:

- The manager EII&I is burdened with too many functions and responsibilities to be discharged.
- Most of the time, manager is engaged in compilation and filling up of elaborate statistical returns and preparation of progress reports.
- Very often action plans are not implemented properly and timely.
- The EII&I manager is not vested with enough power, to provide power, water, factory accommodation etc. His power is limited in recommending and pleading with the departments concerned.
- The people appointed as managers (EII&I) are mostly promoted from the department of industries having no personal zeal or motivation to do good work. They lack the necessary technical expertise and carry on their activities as matter of routine that defeat the very purpose.

RECOMMENDATIONS

- The manager EII&I should be assigned the responsibilities of only economic investigation and entrepreneurial guidance and be relieved of other responsibilities.
- Scientific techniques and methodology are to be developed and vigorously followed for preparing industrial potential surveys, action plans, bankable projects etc.
- Enough powers should be delegated from various departments like MSEB, Municipality, and Water Supply Department etc. to the General Manager of DIC.
- Proper facilities and enough number of assistants should be kept at the disposal of the manager (EII&I) for proper documentation and upkeep of records in the DIC.

MANAGER RAW MATERIAL AND MARKETING (RM&M)

Functions and duties

- To prepare the resources data and all statistics pertaining to raw materials, marketing machinery and equipment.
- To identify the availability of raw materials within the district and also the neighboring areas of the district.
- To establish close liaison with managers of EH&I and credit.
- To establish close liaison with SIDCO, NSIC, SISI and other agencies.
- To assess and monitor the smooth and equitable distribution of scarce and imported raw materials to all SSI and rural industrial units.
- The manager (RM&M) should arrange for the establishment of at least one raw material depot by SIDCO in the district and watch their proper utilization.
- He should conduct market intelligence surveys and identify the products for which the demand exists in the district.

ORGANIZATIONAL STRUCTURE OF DIC : AN INTRODUCTION

- To devise appropriate marketing strategies for selling small industry products manufactured in the district.

MANAGER Village Industries & Training (VI&T)

Manager (VI & T) is specially designed to look after the needs of cottage and village industries. He is supposed to look after the activities dealt with by organizations of handlooms, handicrafts etc.

FUNCTIONS AND DUTIES

- To prepare block level surveys on artisan activities, focusing on the problems faced by individual artisans, trades and crafts man, type of assistance needed, scope for up gradation of technologies. Tools and equipments needed and opportunities for diversification and enlargement of markets served by them.
- The Manager (VI & T) assists the beneficiaries by processing their applications for assistance and forwards them to the appropriate agencies like KVIB, Directorate of Handlooms and SC/ST Corporations etc.

OBSERVATIONS

Some of the artisan beneficiaries have complained that there was proliferation of too many institutions like DRDA, KVIB, SC/ST and Backward Community Corporations, DIC, etc. As a consequence they were confused as to which agency they have to approach for assistance. Another lacunae observed during the research Survey is that Manager (VI&T) have not conducted any survey at the village level to identify village craftsmen and artisans for assistance. But assistance was rendered only to those who approach DIC. But Extension Officers (EOs) explained that the intensive campaigns undertaken by them at the village level to bring the artisans at a common place and inform them about the assistance available from DIC and other agencies was a failure due to poor response.

- Insufficient co-ordination existed between DIC and agencies like DRDA, KVIB, SC/ST/BC Corporation.
- The Manager (V I & T) failed in preparing any innovative schemes of assistance and assistance was concentrated in traditional industries and products.
- Existence of too many agencies to assist village industries, artisans and socially depressed classes added confusion.
- The tools supplied to the beneficiaries are outdated and are not suitable for product diversification.
- The subsidy provided to the trainees is too meagre and training at faraway places dislocated their regular work.

REFERENCES:

1. Industrial policy statement, 1977 as quoted in T. Venkateshwara Rao ,development of small scale industries, Role of DIC's, Anmol publications, New Delhi 1955, P.P. 12.
2. Shelat S.C. as quoted in T. Venkateshwara Rao OP, cit P.P. 12.
3. T. Venkateshwara Rao, OP, cit P.P, 50.
4. Ibid P.P. 55&56
5. Ibid P.P. 61&62
6. Ibid P.P. 67
7. Ibid P.P. 70
8. Ibid P.P. 71