

Hema Singhal (2026). *Need Of Proper Data Analysis in A Msme for Sustainable Development*. International Journal of Multidisciplinary Research & Reviews. 5(4). 172-196.



INTERNATIONAL JOURNAL OF
MULTIDISCIPLINARY RESEARCH & REVIEWS

journal homepage: www.ijmrr.online/index.php/home

NEED OF PROPER DATA ANALYSIS IN A MSME FOR
SUSTAINABLE DEVELOPMENT

Hema Singhal

City: Bhilai (District - Durg)

State: Chhattisgarh

Institute: Bhilai Institute of Technology, Durg

How to Cite the Article: Hema Singhal (2026). *Need Of Proper Data Analysis in A Msme for Sustainable Development*. International Journal of Multidisciplinary Research & Reviews. 5(4). 172-196.



<https://doi.org/10.56815/ijmrr.v5i4.2026.172-196>

Keywords

Data Analytics; Msmes;
Sustainable
Development; Decision-
Making; Economic
Growth; Resource
Optimization; India.

Abstract

Data analytics is a vital component of every high-quality research procedure. Data analytics focuses on data tabulation, data use, and data interpretation for the purpose of making predictions. Data analytics tools facilitate research by allowing for the extraction of actionable insights from company data. The goal of data analytics is to help people make better choices by cleaning, analyzing, interpreting, and visualizing data. The use of data analytics is crucial to the growth and success of micro, small, and medium-sized enterprises (MSME's). Micro, small, and medium-sized businesses (MSMBs) play an important role in India's economy. They help to create jobs, have lower startup costs than large companies, and support the growth of industries in economically disadvantaged areas. MSMBs also promise to reduce regional inequality and make the country's income and wealth more evenly distributed. Micro, small, and medium-sized businesses (MSMBs) may prove to be an



[The work is licensed under a Creative Commons Attribution
Non Commercial 4.0 International License](https://creativecommons.org/licenses/by-nc/4.0/)

Hema Singhal (2026). *Need Of Proper Data Analysis in A Msme for Sustainable Development*. International Journal of Multidisciplinary Research & Reviews. 5(4). 172-196.

	economic windfall for India in the years to come, according to studies. A potent instrument for harnessing India's natural riches, micro, small, and medium-sized businesses (MSMBs) also deliver steady social progress. Especially when established in economically depressed areas, MSMEs may help level the playing field.
--	--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

INTRODUCTION

The companions may not analyze as much as 55 percent of the material they acquire from primary and secondary sources. Businesses overlook that crucial detail. The goal of data analysis is to draw conclusions from the data and put them to use in different ways.

Data analytics is the study of drawing conclusions from raw data via analysis. Data analytics relies heavily on mechanical processes and algorithms that operate on raw data, automating many of the approaches and procedures utilized in the field.

Micro, small, and medium-sized enterprises (MSME) have become an economic superpower in India throughout the last fifty years. This sector is crucial to the nation's economic and social development since it promotes entrepreneurship and generates a large number of jobs, and it has the second-lowest capital-cost industry in the country, after agriculture. The country's inclusive industrial development relies on small and medium-sized businesses (SME), which are auxiliary units that support bigger firms. As they branch out into new economic domains, small and medium-sized businesses (SMEs) are producing a diverse array of products and services to delight consumers both domestically and internationally.

SYNOPSIS OF WORKING OF MSME MINISTRY FOR DATA COLLECTION AND FASTTRACK RESOLUTION OF ISSUES, FUND REQUIREMENTS AND TRAINING AT ALL LEVEL

DATC & DBT Wing

In order to make decisions based on evidence; this part examines statistics and data that are pertinent to the MSME sector and offers technical contributions. Developing and maintaining MSME databases in a coordinated and technical manner with all relevant parties; among its other significant functions, it ensures that the Ministry's Direct Benefit Transfer (DBT) programs fully comply with all regulations, promotes digital payments inside the Ministry, and oversees the IT Cell.

Udyam Registration

Including IME on UAP, 4, 15, 04,899 MSME have been registered as of 31.03.2024. A total of 1, 48, 84,175 businesses are listed in the service sector, 80, 12,542 in the manufacturing category, and 1, 86, 08,182 in the trading area.



Hema Singhal (2026). *Need Of Proper Data Analysis in A Msme for Sustainable Development*. International Journal of Multidisciplinary Research & Reviews. 5(4). 172-196.

The food product, textile, apparel, fabricated metal product, and machinery and equipment industries account for the majority of registrations.

Mini-Small and Medium Enterprise Revival and Rehabilitation Framework

The government's document titled "Framework for Revival and Rehabilitation of Micro, Small and Medium Enterprises" was released. In addition, the Reserve Bank of India has issued guidelines to assist financial institutions in completing their strategies to revitalize and restore MSMEs.

MSME Data Bank

In its data bank, which it maintains at www.msmedatabank.in, the Central Government requests that all MSMEs submit information about their businesses online.

Champions Portal

The CHAMPIONS portal, which was unveiled by the Humble Prime Minister on June 1, 2020, is a system that uses information and communication technology to assist and guide smaller units to become larger ones. In addition to assisting MSMEs in the here and now, the site is directing them toward future business potential.

Structure of Champion Desk

The Ministry of Small and Medium Enterprises (MSME) in New Delhi acts as the central node in a network of control rooms that is structured as a hub and spoke model. The various state-level agencies and institutions throughout the nation are the nodes in the spokes. Micro, small, and medium-sized enterprises (MSMEs) receive extensive local support in various areas, such as financing, market access, technology advancement, skill development, and more, through a centralized control room in New Delhi and 68 state-level control rooms.

Skill Training Eco-system of Ministry of MSME

The Ministry of Micro, Small & Medium Enterprises (MSME) has set up a robust skilling ecosystem to educate people for both new and old sectors as part of its objective to back the country's booming business sector. Those in the micro, small and medium business sectors will find this useful. Among the several institutions that make up the Ministry's network of skill training programs are the Khadi & Village Industry Commission (KVIC), the Coir Board, the National Small Industries Corporation Ltd. (NSIC), the National Institutes for MSME (ni-msme), and MSME Technologies Centers (TCs).

The Hon'ble Prime Minister supported and outreached to micro, small, and medium-sized enterprises (MSME) on November 2, 2018, by making twelve key announcements. The twelve major announcements will alleviate many issues faced by micro, small, and medium-sized businesses (MSMEs), such as access to capital, expansion into new markets, advancements in technology, ease of doing business, and employee social security.



Hema Singhal (2026). *Need Of Proper Data Analysis in A Msme for Sustainable Development*. International Journal of Multidisciplinary Research & Reviews. 5(4). 172-196.

An impressive amount of effort has been accomplished by the Ministry and its organizations in the battle against COVID-19:

The ECLGS is an emergency credit line guarantee program.

Micro, small, and medium-sized businesses (MSMEs) numbering 45 lakh would benefit from the government's new collateral-free financing program, which has a budget of 3,00,000 crore rupees. Its purpose is to assist MSME by urging MLIs to increase the supply of low-interest loans, which MSME may use to cover operational costs and get back on their feet.

Online Marketplace for Government Sales:

Encouragement to join the GeM Portal is coming straight from the Ministry of Small and Medium Enterprises (MSME). The UAM Database has been authorized to access the GeM in order to enable the automatic and temporary onboarding of all MSMEs on the platform.

As of March 31, 2024, MSE accounts for 49.22% of the order value on the GEM platform.

THE MINISTRY OF SMALL AND MEDIUM ENTERPRISES (MSME) IS DOING STATISTICAL EXPLORATORY DATA ANALYSIS IN COLLABORATION WITH THE GOVERNMENT OF INDIA (GOI).

Role of MSMEs in Indian Economy

SHARE OF GROSS VALUE ADDED (GVA) OF MSME IN ALL INDIA GDP						
FIGURES IN RS. CRORES ADJUSTED FOR FISIM AT CURRENT PRICES						
YEAR	TOTAL MSME GVA	GROWTH (%)	TOTAL GVA	SHARE OF MSME IN GVA (%)	ALL INDIA GDP	SHARE OF MSME IN ALL INDIA GDP (%)
2014-15	3658196	--	11504279	31.80	12467959	29.34
2015-16	4059660	10.97	12574499	32.28	13771874	29.48
2016-17	4502129	10.90	13965200	32.24	15391669	29.25
2017-18	5086493	12.98	15513122	32.79	17098304	29.75



Hema Singhal (2026). *Need Of Proper Data Analysis in A Msme for Sustainable Development*. International Journal of Multidisciplinary Research & Reviews. 5(4). 172-196.

2018-19	5741765	12.88	17139962	33.50	18971237	30.27
----------------	---------	-------	----------	-------	----------	-------

➤ SOURCE MSME ANNUAL REPORT 2020 – 21 BY MINISTRY OF MSME, GOI

ACTIVE CATEGORY	ESTIMATED NUMBER OF ENTERPRISES (IN LAKHS) ACTIVITY WISE			SHARE (%)
	RURAL	URBAN	TOTAL	
(1)	(2)	(3)	(4)	(5)
MANUFACTURING	114.14	82.50	196.65	31
ELECTRICITY	0.03	0.01	0.03	0
TRADE	108.71	121.64	230.35	36
OTHER SERVICES	102.00	206.85	206.85	33
ALL	324.88	309.00	633.88	100

➤ SOURCE MSME ANNUAL REPORT 2023 – 24 BY MINISTRY OF MSME, GOI

DISTRIBUTION OF ENTERPRISES (RURAL AND URBAN AREA WISE (NUMBERS IN LAKH)					
SECTOR	MICRO	SMALL	MEDIUM	TOTAL	SHARE (%)
(1)	(2)	(3)	(4)	(5)	(6)
RURAL	324.09	0.78	0.01	324.88	51
URBAN	306.43	2.53	0.04	309.00	49
ALL	630.52	3.31	0.05	633.88	100



Hema Singhal (2026). *Need Of Proper Data Analysis in A Msme for Sustainable Development*. International Journal of Multidisciplinary Research & Reviews. 5(4). 172-196.

➤ SOURCE MSME ANNUAL REPORT 2023 – 24 BY MINISTRY OF MSME, GOI

PERCENTAGE DISTRIBUTION OF ENTERPRISES IN RURAL AND URBAN AREAS (MALE / FEMALE OWNERSHIP)

SECTOR	MALE	FEMALE	ALL
RURAL	77.76	22.24	100
URBAN	81.58	18.42	100
ALL	79.63	20.37	100

➤ SOURCE MSME ANNUAL REPORT 2023 – 24 BY MINISTRY OF MSME, GOI

PERCENTAGE DISTRIBUTION OF ENTERPRISES OWNED BY MALE / FEMALE ENTREPRENEURS (CATEGORY WISE)

CATEGORY	MALE	FEMALE	ALL
MICRO	79.56	20.44	100
SMALL	94.74	5.26	100
MEDIUM	97.33	2.67	100
ALL	79.63	20.37	100

➤ SOURCE MSME ANNUAL REPORT 2023 – 24 BY MINISTRY OF MSME, GOI

ESTIMATED EMPLOYMENT IN THE MSME SECTOR (ACTIVITY WISE)

BROAD ACTIVE	EMPLOYMENT (IN LAKHS)	SHARE
--------------	-----------------------	-------



Hema Singhal (2026). *Need Of Proper Data Analysis in A Msme for Sustainable Development*. International Journal of Multidisciplinary Research & Reviews. 5(4). 172-196.

CATEGORY	RURAL	URBAN	TOTAL	(%)
(1)	(2)	(3)	(4)	(5)
MANUFACTURING	186.56	173.86	360.41	32
ELECTRICITY	0.06	0.02	0.07	0
TRADE	160.64	226.54	387.18	35
OTHER SERVICES	150.53	211.69	362.22	33
ALL	497.78	612.10	1109.89	100

➤ SOURCE MSME ANNUAL REPORT 2023 – 24 BY MINISTRY OF MSME, GOI

DISTRIBUTION OF EMPLOYMENT BY TYPE OF ENTERPRISES IN RURAL AND URBAN AREAS (IN LAKHS)					
SECTOR	MICRO	SMALL	MEDIUM	TOTAL	SHARE (%)
RURAL	489.30	7.88	0.60	497.78	45
URBAN	586.88	24.06	1.16	612.10	55
ALL	1076.19	31.95	1.75	1109.89	100

➤ SOURCE MSME ANNUAL REPORT 2023 – 24 BY MINISTRY OF MSME, GOI

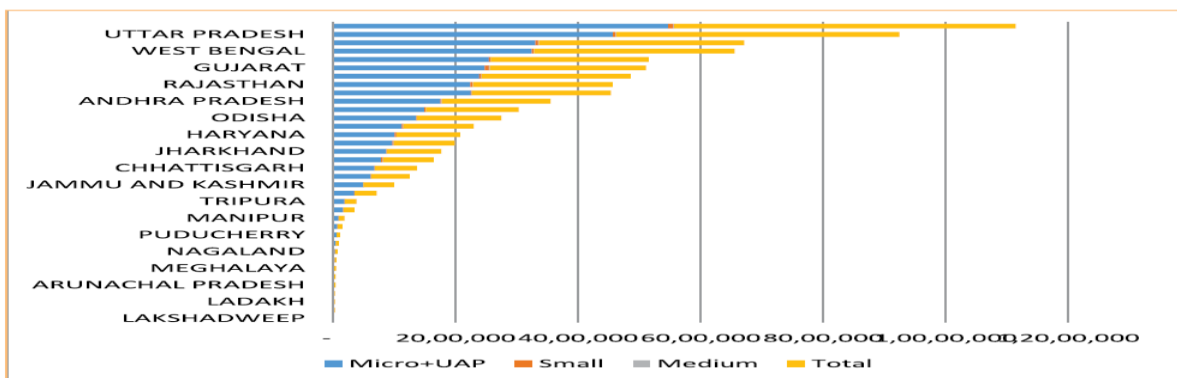


Hema Singhal (2026). *Need Of Proper Data Analysis in A Msme for Sustainable Development*. International Journal of Multidisciplinary Research & Reviews. 5(4). 172-196.

State-wise Distribution of enterprises

Sl. No.	State/UT	Estimate Number of MSME	
		Number (in lakh)	Share (in %)
1	Uttar Pradesh	89.99	14
2	West Bengal	88.67	14
3	Tamil Nadu	49.48	8
4	Maharashtra	47.78	8
5	Karnataka	38.34	6
6	Bihar	34.46	5
7	Andhra Pradesh	33.87	5
8	Gujarat	33.16	5
9	Rajasthan	26.87	4
10	Madhya Pradesh	26.74	4
11	Total of above ten States	469.36	74
12	Other State/UTs	164.52	26
13	All	633.88	100

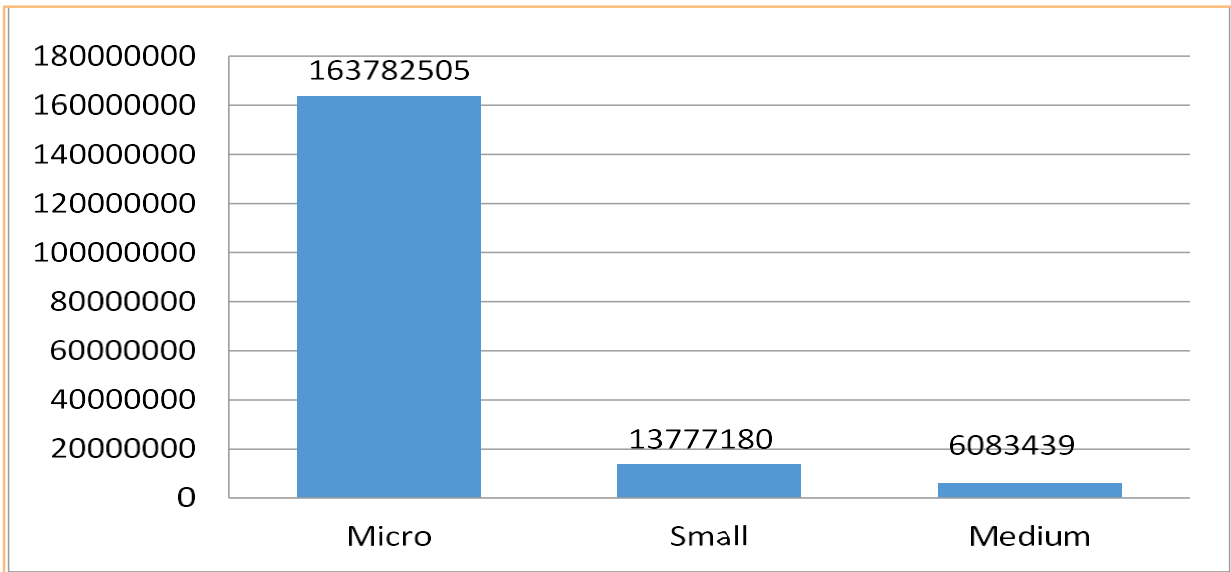
Figure 2.13: State-wise Distribution of Udyam Registration including Informal Micro Enterprises on UAP as on 31st March, 2024



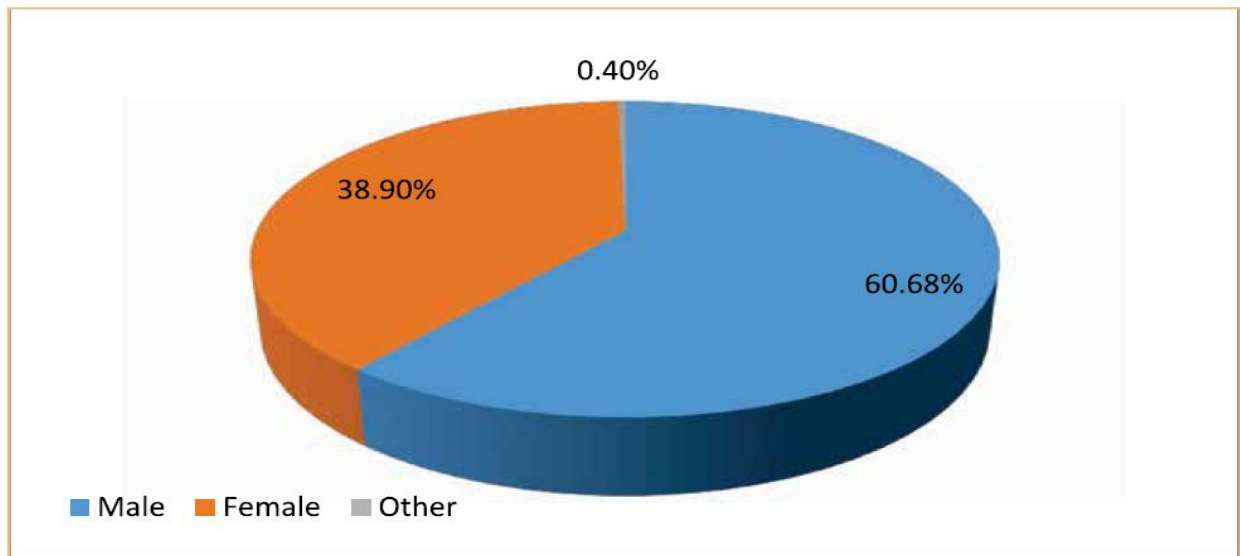
Job distribution as of March 31, 2024, from micro, small, and medium-sized businesses



Hema Singhal (2026). *Need Of Proper Data Analysis in A Msme for Sustainable Development*. International Journal of Multidisciplinary Research & Reviews. 5(4). 172-196.

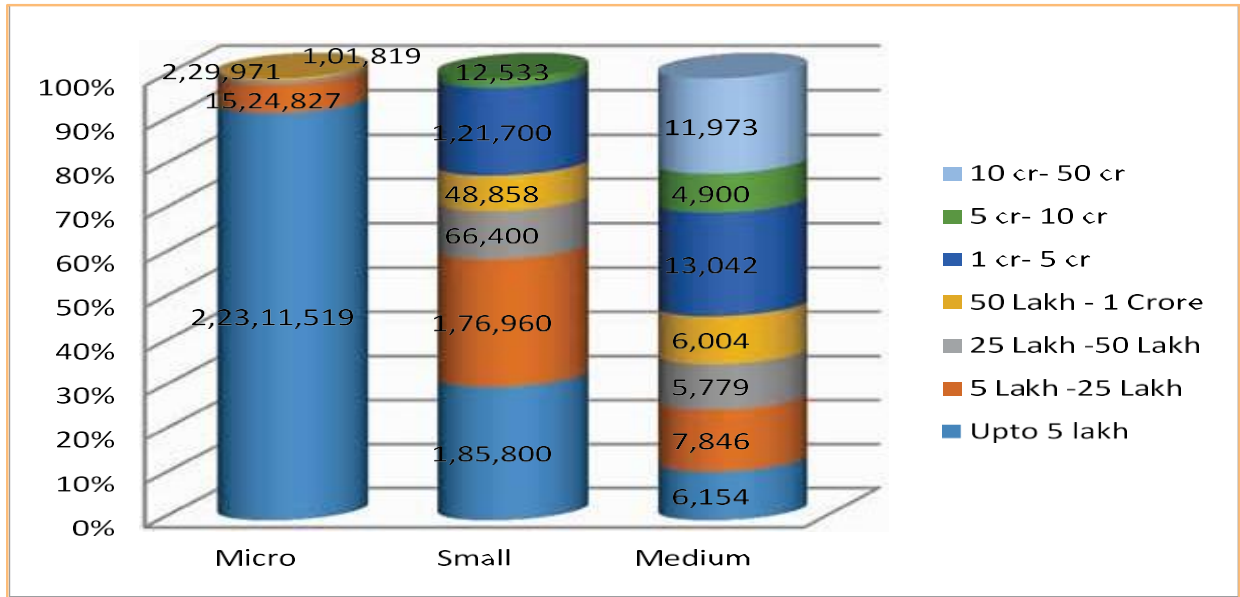


As of March 31, 2024, the proportion of Udyam registrations by gender

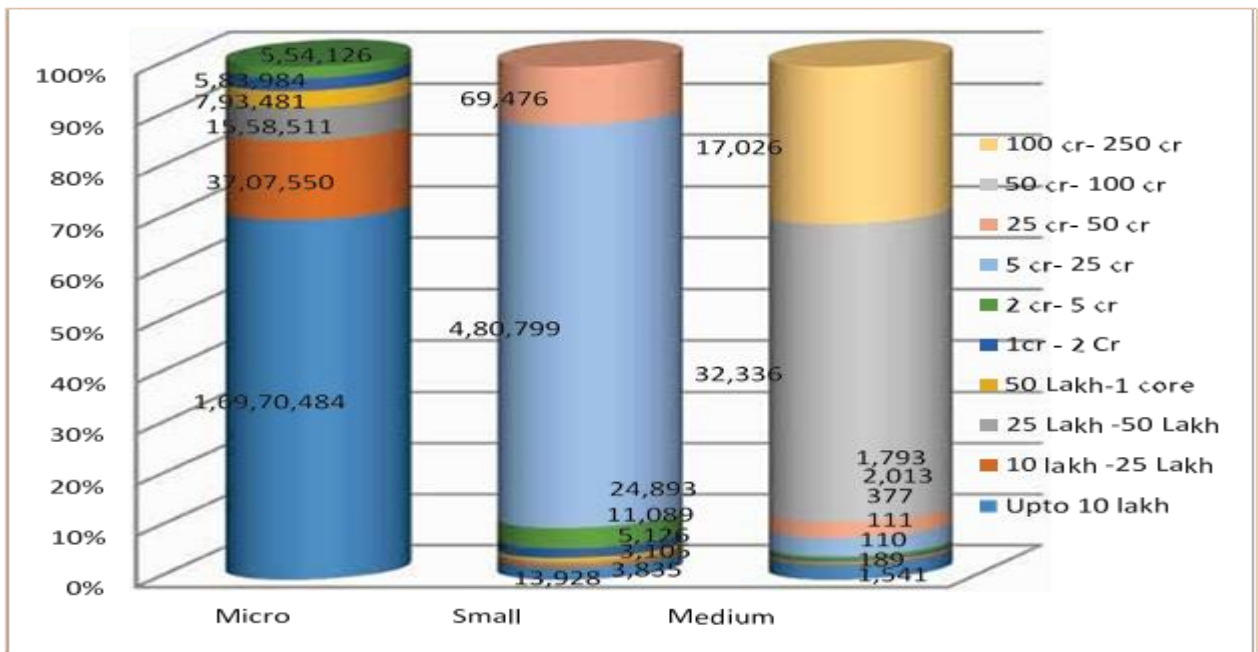


Investment criteria for micro, small, and medium-sized enterprises (MSME) as of March 31, 2024

Hema Singhal (2026). *Need Of Proper Data Analysis in A Msme for Sustainable Development.* International Journal of Multidisciplinary Research & Reviews. 5(4). 172-196.



Range of revenues for micro, small, and medium-sized enterprises (MSME) as of March 31, 2024, according to the current MSME definition



Hema Singhal (2026). *Need Of Proper Data Analysis in A Msme for Sustainable Development*. International Journal of Multidisciplinary Research & Reviews. 5(4). 172-196.

STATUTARY BODIES AND OTHER ATTACHED OFFICES UNDER THE MINISTRY OF MICRO SMALL AND MEDIUM ENTERPRISES
KHADI AND VILLAGE INDUSTRIES COMMISSION [KVIC]
TECHNOLOGY CENTRES [TCs]
COIR BOARD [CB]
NATIONAL SMALL INDUSTRIES CORPORATION LIMITED [NSIC]
MAHATMA GANDHI INSTITUTE FOR RURAL INDUSTRIALISATION [MGIRI]
NATIONAL INSTITUTE FOR MICRO, SMALL AND MEDIUM ENTERPRISES [NI – MSME]

KHADI AND VILLAGE INDUSTRIES COMMISSION [KVIC]

KHADI SECTOR PRODUCTION AND SALES (Rs in Crores)		
YEAR	PRODUCTION	SALES
2016-17 @	1520.83	2146.60
2017-18 #	1626.66	2510.21
2018 - 19 #	1963.30	3215.13
2019 - 20 #	2324.24	4211.26
2020 – 21 #	1904.49	3527.71
2021 – 22 #	2558.31	5051.72
2022 - 23 #	2915.83	5942.93
2023 - 24 #	3206.00	6496.00

➤ SOURCE MSME ANNUAL REPORT 2023 – 24 BY MINISTRY OF MSME, GOI



Hema Singhal (2026). *Need Of Proper Data Analysis in A Msme for Sustainable Development*. International Journal of Multidisciplinary Research & Reviews. 5(4). 172-196.

KHADI SECTOR EMPLOYMENT DURING LAST FOUR YEARS ARTISANS IN LAKHS	
YEAR	EMPLOYMENT
2016-17 @	4.56
2017-18 #	4.65
2018-19 #	4.96
2019-20 #	4.97
2020-21 #	4.97
2021-22 #	4.97
2022 - 23#	4.98
2023 - 24 #	4.98
➤ SOURCE MSME ANNUAL REPORT 2023 – 24 BY MINISTRY OF MSME, GOI	

VILLAGE INDUSTRIES PRODUCTION AND SALES (Rs in Crores)		
YEAR	PRODUCTION	SALES
2016-17 @	4110.26	49991.61
2017-18 #	46454.75	56672.22
2018 - 19	56167.04	71076.96
2019 - 20	65343.07	84664.28



Hema Singhal (2026). *Need Of Proper Data Analysis in A Msme for Sustainable Development*. International Journal of Multidisciplinary Research & Reviews. 5(4). 172-196.

2020 - 21	70330.66	92213.65
2021 - 22	81731.62	110363.51
2022 – 23	93040.84	128686.56
2023 - 24	105091.68	149177.12
➤ SOURCE MSME ANNUAL REPORT 2023 – 24 BY MINISTRY OF MSME, GOI		

VILLAGE INDUSTRIES EMPLOYMENT DURING LAST FOUR YEARS ARTISANS IN LAKHS	
YEAR	EMPLOYMENT
2016-17 @	131.84
2017-18 #	135.71
2018 - 19	142.03
2019 - 20	147.76
2020 - 21	154.09
2021 - 22	162.64
2022 – 23	172.14
2023 - 24	182.31
➤ SOURCE MSME ANNUAL REPORT 2023 – 24 BY MINISTRY OF MSME, GOI	

Comparative **Performance of Khadi & Village Industries** (Rs. in crore and Employment in lakh persons)



Hema Singhal (2026). *Need Of Proper Data Analysis in A Msme for Sustainable Development*. International Journal of Multidisciplinary Research & Reviews. 5(4). 172-196.

Sl. No.	Particulars	2019 - 20	2022 - 23	2023 – 24 (Provisional)
I	PRODUCTION			
A.	Khadi	2058.53	2503.31	2559.20
B.	Polyvastra	258.94	405.42	639.80
C.	Solarvastra	6.77	7.10	7.00
	Total Khadi, Polyvastra & Solarvastra	2324.24	2915.83	3206.00
D	Village Industries including micro units set up under PMEGP	65343.07	93040.84	105091.68
	Total KVI Production	67667.31	95956.67	108297.68
II	SALES			
A.	Khadi	3634.41	5110.92	5255.28
B.	Polyvastra	570.92	824.05	1232.72
C.	Solarvastra	5.93	7.96	8.00
	Total Khadi, Polyvastra & Solarvastra	4211.26	5942.93	6496.00
D.	Village Industries including micro units set up under PMEGP	84664.28	128686.56	149177.12
	TOTAL KVI SALES	88875.54	134629.49	155673.12
III	EMPLOYMENT			
A.	Khadi	4.61	4.62	4.62
B.	Polyvastra	0.30	0.30	0.30
C.	Solarvastra	0.06	0.06	0.06



Hema Singhal (2026). *Need Of Proper Data Analysis in A Msme for Sustainable Development*. International Journal of Multidisciplinary Research & Reviews. 5(4). 172-196.

Total : Khadi, Polyvastra & Solarvastra		4.97	4.98	4.98
D.	Village Industries including micro units set up under PMEGP	147.76	172.14	182.31
Total KVI Employment		152.73	177.12	187.29

➤ SOURCE MSME ANNUAL REPORT 2023 – 24 BY MINISTRY OF MSME, GOI
 BUDGETARY SUPPORT TO KVIC (Rs. in Crore)

YEAR	REVISED ESTIMATE (RE)		FUND RECEIVED FROM MINISTRY	
	KGVY & Other Grant	Khadi Grant (Adm.)	KGVY & Other Grant	Khadi Grant (Adm.)
	2016 – 17	1647.4	285.35	1591.08
2017 – 18	2395.08		2130.57	
2018 – 19	3085.78		3200.65	
2019 - 20	3461.70		3453.78	
2022 - 23	3083.72	335.00	3077.39	332.80
2023-24	3481.16	287.57	3479.84	287.56

➤ SOURCE MSME ANNUAL REPORT 2023 – 24 BY MINISTRY OF MSME, GOI



Hema Singhal (2026). *Need Of Proper Data Analysis in A Msme for Sustainable Development*. International Journal of Multidisciplinary Research & Reviews. 5(4). 172-196.

"TCs" (formerly "Tool Rooms & Technical Development Centres") are places where technological advancements are made

More than 2 lakh jobless youth and industry workers get actual skill development training each year from the Technology Centers established by the Ministry of MSME. The 18 Technology Centers that were established nationwide in 2019–20 were able to teach 2,73,437 individuals, assist 43,563 units, and generate Rs 350.96 Crore in income. The Ministry has established these TCs as autonomous bodies, and they are financially independent. Three TCs were established with the help of Denmark, while four TCs were established as a result of bilateral cooperation between the German and Danish governments.

Ten of the eighteen Technology Centers (TCs) provide technical assistance to businesses by developing and producing tools, precision components, molds, dies, and the like. Industry also benefits from the trained workforce that these TCs provide, particularly in the tool engineering and manufacturing fields. The TCs listed here are all very good at what they do.

Supporting micro, small, and medium-sized enterprises (MSMEs) in their respective sectors, eight Technology Centres provide training and technical services in areas such as electronics, fragrance and flavor, glass, footwear and sports goods, forging and foundry, and electrical measuring instruments. Some TCs have helped the country's important sectors, such as defense and aerospace, with their research and development needs, in addition to providing design, development, and manufacturing assistance to micro, small, and medium-sized enterprises (MSMEs) for complicated tools, parts, and components.

The focus of these TCs is the integrated growth of connected industry sectors via the provision of high-quality tools, skilled workers, and consulting services in tooling and related fields.

AMIDST THE COVID-19 CRISES, TECHNOLOGY CENTERS WERE IMPORTANT IN MEETING CRITICAL NEEDS VIA PRODUCTION AND DISTRIBUTION.

The "Establishment of new Technology Centres / Extension Centres" program, which has a budget of Rs 6,000 Cr, is presently being carried out by the Indian government. We want to expand the reach of the Technology Centres and Extension Centres (TCs) around the country, which are part of the Ministry of Micro, Small and Medium Enterprises. Along with the 18 TCs that are already in operation and the 15 that are being created as part of the Technology Centre Systems Programme (TCSP) with the help of the World Bank, this will round out the network.

IMPORT SUBSTITUTION IS THE MAJOR AREA OF STRESS OF THESE TCs

COIR BOARD

More than 80% of the world's coir fiber output comes from India, making it the biggest producer in the world. About 7.37 lakh people are employed by the coir sector; most of them are from rural



Hema Singhal (2026). *Need Of Proper Data Analysis in A Msme for Sustainable Development*. International Journal of Multidisciplinary Research & Reviews. 5(4). 172-196.

regions and come from economically disadvantaged backgrounds. In the coir fiber extraction and spinning industries, women make up over 80% of the workforce.

In Kochi, Kerala, at Coir House on M.G. Road is where you can find the Board's headquarters. There are 47 different institutions that the Board is responsible for administering throughout India. This includes 29 showrooms and sales depots. The Board oversees a workforce of 259 individuals. "As of 31.12.2020"

The coir industry is a long-established agro-based sector that spread from its home state of Kerala to other states that grow coconuts, such as Andhra Pradesh, Orissa, West Bengal, Maharashtra, Assam, Tripura, etc. It has the ability to increase exports and is thus an export-oriented sector.

Exports of Coir during Last 5 Years and current financial year (Volume and Value)

Year	Quantity (MT)	Value (Rs. In Lakhs)
2015-16	752020	190142.52
2016-17	957045	228164.82
2017-18	1016564	253227.84
2018-19	964,046	272804.59
2019-20	988,996	275790.13
2020-21	1163213	377897.91
2021-22	1234855	434005.00
2022-23	1264784	399217.92
2023-24	1179396	338805.09

➤ SOURCE MSME ANNUAL REPORT 2023 – 24 BY MINISTRY OF MSME, GOI



Hema Singhal (2026). *Need Of Proper Data Analysis in A Msme for Sustainable Development*. International Journal of Multidisciplinary Research & Reviews. 5(4). 172-196.

TOP 5 COIR IMPORTING COUNTRIES FROM INDIA YEAR 2023-24

Sl. No	Country	Quantity (Tonnes)	Percentage (%)	Value (Rs. in Lakhs)	Percentage (%)
1	USA	136786	11.59	85182	21.90
2	Republic of China	498403	42.25	77374	19.90
3	Netherlands	87712	7.43	23544	6.05
4	UK	42720	3.62	17526	4.5
5	Spain	54402	4.61	14557	3.74

➤ SOURCE MSME ANNUAL REPORT 2023 – 24 BY MINISTRY OF MSME, GOI

Production of coir and coir products

Item	2020-21 (Qty in MT)	2021-22 (Qty in MT)	2022-23 (Qty in MT)	2023-24 (Qty in MT)
Coir fibre	758000	767000	791000	796300
Coir yarn	456000	461500	474600	477780
Coir products	300800	304500	313236	315335
Coir Rope	91200	92300	94920	95556
Curled Coir	90800	92000	94920	95556
Rubberized coir	110400	111800	118650	119445

➤ SOURCE MSME ANNUAL REPORT 2023 – 24 BY MINISTRY OF MSME, GOI



Hema Singhal (2026). *Need Of Proper Data Analysis in A Msme for Sustainable Development*. International Journal of Multidisciplinary Research & Reviews. 5(4). 172-196.

The National Small Industries Corporation (NSIC) Limited

To promote and assist micro, small, and medium firms, NSIC provides comprehensive support services covering marketing, finance, technology, and more.

One of NSIC's stated goals is "To be premier organization fostering the growth of Micro, Small and Medium Enterprises in the country." Thus, the acronym "MSME."

MAJOR WORKS OF NSIC

➤ **Raw Material Distribution**

Micro, small, and medium-sized businesses (MSMEs) rely on NSIC to meet their raw material needs on time and in sufficient quantity at the most competitive pricing, which is a key factor in their development. In addition to boosting their skill, this helps MSMEs increase their business volumes.

➤ **Consortia and Tender Marketing**

➤ **Credit support:**

➤ **Single Point Registration Scheme (SPRS)**

NSIC Technical Services Centres

Eight "NSIC Technical Services Centres" (NTSCs) are used by NSIC to provide technical assistance to micro, small, and medium-sized enterprises (MSMEs) in India: Okha (New Delhi), Hyderabad (Telangana), Howrah (West Bengal), Rajkot (Gujarat), Chennai (Tamil Nadu), Rajpura (Punjab), Aligarh (Uttar Pradesh), and Neemka (Haryana).

Mahatma Gandhi Institute for Rural Industrialisation (MGIRI)

According to their M.O.A., the institution primarily seeks to accomplish the following:

1. Recruiting specialists and professionals to work for Gram Swaraj;
2. Promoting rural industry that doesn't hurt village economies;
3. Honor traditions and long-standing artisans
4. Collaborate on initiatives and conduct field testing to encourage innovation.
5. Utilizing regional assets for innovation in alternative technologies

Six divisions, each led by a Senior Scientist or Technologist, make up MGIRI and carry out its mission.

- Industries dealing with chemicals;
- Textiles and Khadi;
- Herbs and bioprocessing
- Energy and infrastructure in rural areas.
- Administration or systems;
- Rural engineering and crafts.



Hema Singhal (2026). *Need Of Proper Data Analysis in A Msme for Sustainable Development*. International Journal of Multidisciplinary Research & Reviews. 5(4). 172-196.

Budgetary support to MGIRI

Year	Budget allocation (RE)	Funds released (lakhs)
2019-20	1000.00	1000.00
2020-21	1100.00	618.60
2021-22	1041.06	1041.06
2022-23	1106.61	1106.61
2023-24	1427.00	1275.72

➤ SOURCE MSME ANNUAL REPORT 2023 – 24 BY MINISTRY OF MSME, GOI

National Institute for Micro, Small and Medium Enterprises, (NI-MSME)

The main goal of NI-MSME was to serve as a model for other organizations to follow.

Achieving excellence in the following areas is NI-MSME's ultimate goal:

- Education on emerging areas of IT
- Exposure to current concerns via various forms of professional development such as conferences and seminars
- Priority should be given to programs that address specific needs.
- A focus should be on client-driven approaches and novel interventions.
- Programs should be evaluated.
- Research papers should take center stage.

LITERATURE SURVEY

1. *“An Analysis of Growth of MSMEs in India and Their contribution in Employment and GDP of the Country by Vinai Kumar (Professor J & K)”*

The author acknowledges that small and medium-sized enterprises (SMEs) in India have more bank accounts than their counterparts in other nations and that their development during the liberalization phase has been even more rapid since then (the government should keep pouring money, technology, and assistance into the market).



Hema Singhal (2026). *Need Of Proper Data Analysis in A Msme for Sustainable Development*. International Journal of Multidisciplinary Research & Reviews. 5(4). 172-196.

REGARDLESS OF WHAT THE GOVERNMENT DOES, ENTREPRENEURS MUST CONTINUE TO RISE TO THE CHALLENGE.

Considering that rural areas contribute disproportionately to micro, small, and medium-sized enterprises (MSME), the government should enact measures to entice entrepreneurs to set up shop there. Government programs may help the service sector keep up with the manufacturing sector, which is growing at a faster rate, by addressing issues such as a shortage of training and technical programs and competition from multinational corporations.

2. *“Growth and Prospect of MSMEs in Odisha :An Analytical Approach by Suratha Kumar Das”*

The author contends that the government of Orissa—a state known for its abundant agricultural output—should do more to bolster MSME in order to provide employment opportunities and stimulate economic growth. When it comes to assisting Odisha's MSME, auxiliary, and downstream sectors, the author asserts that the Directorate of sectors is the place to be.

When it comes to rural finance, small and medium-sized businesses (SMEs) are making a big splash, helping the state's unbanked poor improve their socioeconomic status. When it comes to industrial production and exports, SMEs are kings, and they're also the ones responsible for the fastest employment growth rates.

AS A RESULT, MICRO, SMALL, AND MEDIUM-SIZED ENTERPRISE (MSME) GROWTH IN ODISHA STATE ALLOWS FOR A 20% DECREASE IN POVERTY.

3. *Growth and Elasticity of output of MSMEs in India by Setaka Palaka and Sandhya Rani Das*

In order to alleviate poverty, the author emphasizes that the government must implement a concerted approach to increase industrial jobs. There is a discrepancy between the output elasticity of employment and the output elasticity of exports relative to growth in the manufacturing sector. Employment growth has slowed down with every percentage point increase in production. The worldwide tendency of falling production growth rates relative to labor absorption capacity is not unique to India. When compared to other sectors, the MSME sector has shown the highest job absorption potential, according to the empirical data. Therefore, for the sake of the state's and its citizens' long-term prosperity, state governments should support micro, small, and medium-sized enterprises (MSME) more substantially.

PROCESS OF DATA ANALYTICS:-

4. Ascertaining the data demand or data grouping is the first stage. Gender, age, income, and demographics are some ways data may be separated.



Hema Singhal (2026). *Need Of Proper Data Analysis in A Msme for Sustainable Development*. International Journal of Multidisciplinary Research & Reviews. 5(4). 172-196.

5. The next thing to do is gather it all. “Primary sources include things like surveys and questionnaires, whereas secondary sources include things like periodicals, computers, and the internet”.
6. Data organization is required for analysis after collection.
7. Cleaning up the data is the last step before analysis.

TYPES OF DATA ANALYTICS

1. The events that have transpired within a certain time frame may be characterized using descriptive analytics.
2. The diagnosis process is primarily concerned with determining the cause of an event. More varied data inputs and some speculation are required for this, for example, to determine if an extra product feature affects sales.
3. Forecasting: How will the next season pan out? For instance, if air conditioning sales were up last summer, they could be up again this year.
4. Decisions may be guided by prescriptive analytics. For instance, during the summer, offering more varieties of ice cream might increase sales.

IMPORTANCE OF DATA ANALYSIS IN BUISNESS:-

Using data analysis, businesses may enhance their products and services in many ways, which in turn boosts their brand's reputation and consumer satisfaction. Here are a few key advantages of examined data:-

- Describes the client's requirements and the areas that need attention.
- In order to create better product strategies, it gives reliable evidence.

SIGNIFICNCE OF DATA ANALYTICS IN MSME’S:-

Micro, small, and medium-sized businesses rely heavily on data analysis for their future success.

- Use data analysis and key performance indicators to track the progress and future possibilities of MSME.
- It aids individuals in maximizing their performance.
- Improvements in decision-making and the ability to assess consumer trends and satisfaction may pave the way for the development of superior new offerings.
- By revealing less wasteful methods of doing things, it may aid in cost reduction.



Hema Singhal (2026). *Need Of Proper Data Analysis in A Msme for Sustainable Development*. International Journal of Multidisciplinary Research & Reviews. 5(4). 172-196.

THERE HAS TO BE AN OVERT AND EXPLICIT EFFORT TO NURTURE THE UNIQUENESS OF MSMES IF THEIR CONTRIBUTION OF MORE EMPLOYMENT PER UNIT IS TO BE SUSTAINED.

ROLE OF DATA ANALYSIS IN MSME'S

Data analytics is gathering, preparing, and analyzing data in order to draw conclusions that are helpful for taking appropriate action.

DATA ANALYSIS CAN BE UTILIZED BY MSME FOR

- **IMPROVED DECISION MAKING** # Improved decision making help the MSME to make strategic decisions by analysing the market trends and consumer preferences
- **CUSTOMER INSIGHTS** # Data analysis can be used to understand the preferences and behaviour of customers. This can help in improving customer relationships
- **OPERATIONAL EFFICIENCY** # Analysis of supply chain data helps in inventory management, logistics optimization and cost reduction
- **RISK MANAGEMENT** # Data analysis helps to identify and minimize business risks including financial instability
- **FINANCIAL FORECASTING** # Data analytics enables projections of financial projects, cash flow management and budgeting
- **MARKET TREND ANALYSIS** # Provides an insight to competition in market and adapting according to the needs of the consumer

BENEFITS FOR MSME'S

- **ENHANCED PRODUCTIVITY** # Proper use of data analytics tool improves efficiency by 33 % and reducing costs by 25 %.
- **COST OPTIMIZATION** # Reducing the inefficiencies help in better allocation of resources and reduced operational costs.
- **MARKET EXPANSION** # Data Analytics help to identify new market opportunities which help in market expansion and diversification
- **CUSTOMER RETENTION** # Personalized attention help in retaining the customers According to Mc-kinsey Study "Data driven businesses are 23 times more likely to acquire customers
- **INNOVATION AND GROWTH** # An insight to emerging trends, technological advancements and customer demands helps in innovation and growth



Hema Singhal (2026). *Need Of Proper Data Analysis in A Msme for Sustainable Development*. International Journal of Multidisciplinary Research & Reviews. 5(4). 172-196.

CHALLENGES IN IMPLEMENTING DATA ANALYTICS IN MSME'S

1. Limited financial resources and innovative capabilities
2. Limited business intelligence and adoption of digital technology
3. Endogenous barriers like lack of strategy, skills and organizational culture
4. Inability to collect meaningful data, visualize data and improve data quality
5. Limitations to select the right analytics tool
6. Non availability of skilled analysts
7. Non-availability and inability to create a data-driven culture (provide training of generative ai models)

Micro, small, and medium-sized enterprises (msme) are vital to global economies, but they confront formidable obstacles when trying to compete in today's complex markets. Efficient data management is the key to helping msme become more competitive, and with the right policies in place, msme can harness the power of big data to their advantage and thrive in today's ever-changing markets.

AUTHOR(S) CONTRIBUTION

The writers affirm that they have no connections to, or engagement with, any group or body that provides financial or non-financial assistance for the topics or resources covered in this manuscript.

CONFLICTS OF INTEREST

The authors declared no potential conflicts of interest with respect to the research, authorship, and/or publication of this article.

PLAGIARISM POLICY

All authors declare that any kind of violation of plagiarism, copyright and ethical matters will take care by all authors. Journal and editors are not liable for aforesaid matters.

SOURCES OF FUNDING

The authors received no financial aid to support for the research.

REFERENCES

- [MSME annual report by ministry of MSME, GOI 2020 - 21 , 23 -24](#)
- [All tabulated data source is annual report 2020 – 21, 23 – 24 by ministry of MSME, GOI](#)
- [Website - monkeylearn.com](#) & [website - investopedia.com](#)
- [MSME information by IBEF \[www.ibef.org\]\(indian brand equity foundation – may 2021\)](#)



Hema Singhal (2026). *Need Of Proper Data Analysis in A Msme for Sustainable Development*. International Journal of Multidisciplinary Research & Reviews. 5(4). 172-196.

- An analysis of growth of MSMES in india and their contribution in employment and gdp of the country by Vinai Kumar(professor j & k)
- Growth and prospect of MSMES in Odisha : an analytical approach by suratha kumar das
- Growth and elasticity of output of MSMES in India by Setaka Palaka and Sandhyarani Das



[The work is licensed under a Creative Commons Attribution
Non Commercia 4.0 International License](https://creativecommons.org/licenses/by-nc/4.0/)