

## ROLE OF DISTRICT INDUSTRIES CENTRE (DIC) IN FACILITATING MSMEs FOR AVAILING BANK LOANS IN VELLORE DISTRICT

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### ABSTRACT

Number of MSMEs in India is increasing at a rapid pace. MSMEs contribute significantly to the generation of employment and GDP of our economy. District Industries Centre (DIC) all over India play a vital role in assisting new entrepreneurs to start enterprise in the MSME sector. Therefore, it is crucial to study the role of DIC in facilitating MSMEs especially in the process of availing bank loans by MSMEs. This paper aims to determine the demographic aspects of the MSMEs and their borrowing practice and to measure the perception of MSMEs on role of DIC's support service in Vellore District. Findings depict that married male graduates are the likely persons to avail bank loans through DIC's support. Chi-square analysis revealed that there is no significant association between gender and type of organization. Respondents are highly satisfied with regard to simple procedural formalities adhered by DIC. Few suggestions are given for enhancing the functioning of DIC based on the findings of this paper.

**KEYWORDS:** MSME, District Industrial Centre, SSI, DIC