

## **MSMES IN JAMMU AND KASHMIR - AN EXPLORATORY STUDY**

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### **ABSTRACT**

In every developing economy Micro, Small and Medium Enterprises (MSMEs) play a significant role. A growing economy has to be backed by strong MSMEs which not only helps in generating employment and exports but also act as nursery of entrepreneurship and innovation. This paper is an attempt to study the contribution of MSMEs towards the economy in India and in particular the state of Jammu and Kashmir (J&K). The paper further provides an insight about the condition of this sector and the efforts made to promote the industrial units in J&K. A SWOT analysis has been carried out to present a brief picture of the present scenario, future scope and the problems faced by MSMEs. Finally an attempt has