INDUSTRIAL DEVELOPMENT IN HIMACHAL PRADESH: A CASE STUDY OF BADDI-BAROTIWALA-NALAGARH REGION

The study has focused on the industrial development in the Baddi-Barotiwala-Nalagarh (BBN) Region of Himachal Pradesh. It has examined the efforts of the State Government and the role of Baddi Barotiwala Nalagarh Development Authority (BBNDA) to promote industries in the Region. By obtaining the responses from the managers and employees, working in the industries, the study has bridged the critical research gap in this area.

The research work has used both analytical and descriptive research design. Both primary as well as secondary data was collected.

The primary data was collected through an interview schedule administered to 573 personnel from the selected 107 industries in the BBN Region. Another interview schedule was administered to nineteen officials of the BBNDA. The total sample size for the study was thus 592.

The statistical analysis was carried out using IBM SPSS (Statistical Package for Social Sciences) statistical version 20.

The study found that: (i) Industrial Policies of the Government have facilitated industrial development in the State; (ii) There has been rapid industrial development in BBN Region of Himachal Pradesh after the introduction of special packages for industries; (iii) BBNDA has played its effective role in the industrial development of the Region; and (iv) Industries in BBN Region face many challenges relating to lack of trained manpower, poor quality of infrastructure including road connectivity and its quality, inadequate transportation and housing facilities, high cost of living, high rate of attrition, improper educational facilities, etc.

Towards the end suggestions for improving the industrial development of BBN Region have been given.