

CHAPTER – IV

MICRO-CREDIT WOMEN ENTREPRENEURUS – AN OVERVIEW

Introduction

Women are 50 per cent of the world's population, do the two-thirds of the world's work hours, receive 10 percent of world's income and own less than 1 percent of world property. All because of an accident of birth. As regards India, women constitute 60 percent of the rural unemployed, and 56 percent of the total unemployed. The latter figure is likely to be an underestimate, because of the large number of qualified women who do not enter the employment market due to socio-cultural reasons. In short, women form the largest disadvantaged group of the country.

In the above background, it is necessary that women entrepreneurship is to be developed. In fact, in the history of our nation, there have been several queens who have successfully reigned over their kingdoms. In modern times, there have been several women leaders like Mrs.Sarojini Naidu, Miss.Padmaja Naidu, Mr.Sucheta Kriplani, Mrs. Durgabai Deshmukh, who could equal their men counter-parts if not excel them in intellectual capabilities and statesmanship. Presently, the two great democracies in the world, India and the U.K., are under the able leadership of Mrs.Indira Gandhi and Mrs. Margaret Thatcher. All these would only prove that women are in no way inferior to men in any walk of life and they can be as good entrepreneurs as men.¹

Having realized the importance of the role to be played by women in the nation's development, in the Sixth Five year Plan, a special chapter on women's development has been included and it details the plan of action for "Integration of women in development." The new Industrial Policy of Government of India has specially highlighted the need for conducting special entrepreneurship programmes for women, which would be in the nature of product/process oriented courses meant for women entrepreneurs to enable them to start small scale industries. It further adds that the objective of this course is to give representation to women in the field of small industry development with a view to uplifting their status in the economic and social fields.

Due to the aforesaid fillip, growth of industrialization and urbanization, education and democratic system in the country, the tradition-bound Indian society is now undergoing a change and women are now seeking gainful employment in several fields in increasing numbers. Still, it cannot be said that the women entrepreneurship movement has taken off the ground and it is felt that the movement is still in a transition period. It is only during the last 5-10 years women have started becoming entrepreneurs and started industries and businesses and they are yet to go a long way to be on par with men. The situation is quite understandable as women have to play a dual role as a housewife and also as an income earner² thus, arises a role conflict in many women, which prevents them from taking a prompt decision in entering the business. Despite the modernization and other factors

mentioned above, the weight of tradition and the responsibilities the women have to discharge to their children as mothers slows down this movement.

Further, occupational backgrounds of the families and the educational attainment of the husbands have a direct bearing in the development of women entrepreneurship. The development of kindergartens, day nurseries and crèches and limiting the size of the family help the women entrepreneur to some extent to enable them to enter business in such a manner that their husbands' prestige is not affected in any manner.

It is believed that entrepreneurs are born and not made. However, some recent researches on promoting entrepreneurs seem to show that this view is not really correct. Entrepreneurship can be planned and developed and the need for providing appropriate environment to promote entrepreneurship is of vital importance in the case of prospective women entrepreneurs. The spirit of entrepreneurship can be nurtured to some extent by an appropriate pattern of education and training programme. Such education should impart knowledge of facts on the one hand and motivation on the other. In this context, the curriculum design for women's education needs re-orientation and the philosophy of "Good enough for women" should be given a go-by. For instance, the present emphasis in any women's polytechnic is on stitching, embroidery, house decoration, etc., which are the women's traditional roles rather than aiming at imparting new skills which would help them to become entrepreneurs by starting small scale industries or setting up business establishments.

Some recent researches conducted indicate that several women are now willing to become entrepreneurs due to various factors. These factors can be broadly classified under two headings, namely, “pull factors” and “Push factors.” Under the first category, the women entrepreneurs choose a profession as a challenge and adventure with an urge to do something new and to have an independent occupation.

The other category of women takes up business enterprises to get over financial difficulties and responsibility is thrust on them due to family circumstances. However, the latter category forms a negligible percentage of the total women entrepreneurs. In sum, the problem of entrepreneurship among women is a question of the family outlook on the role to be played by the women, and the estimation of capabilities by women themselves. Much depends upon the courage and determination of women to become entrepreneurs and with the various facilities offered by Government, banks and financial institutions to women, they should now start setting up business ventures in large numbers.³

Centre of Economic Activity

An entrepreneur stands at the centre of economic activity and his role as the organizer of human and material resources is most important and pivotal in ensuring the progress of civilization. The Informal Service Sector (IFS) serves as an important springboard for the development of the enterprise. It provides enough training to enter the formal sector. So, the IFS has been referred to as a breeding ground of entrepreneurship.

Table 4.1 : Estimation of Entrepreneurs in Tamil Nadu, 2010-11

| | Informal sector | Formal sector | Total |
|-------|------------------------|----------------------|--------------|
| Rural | 18,92,965 | 75,110 | 19,68,075 |
| Urban | 13,41,032 | 1,75,124 | 15,16,156 |
| Total | 32,33,997 | 2,50,234 | 34,84,231 |

Source: Department of Economics & Statistics, Statistical hand book, 2010-11, Government of Tamil Nadu..

The government has recognized the role of entrepreneurship in solving the problems of urban poverty and unemployment and has formulated a number of employment generation programmes. So, an estimate of the entrepreneurs will help in the formulation and implementation of the poverty alleviation programmes.

To make available important data pertaining to the informal non-agricultural sector, an attempt was made for the first time in 1977 by way of undertaking the first economic census. The Economic Census (1990) which is undertaken as prelude to 1991 Population Census made a study on various economic details required for planning and policy-making purposes.

Therefore, the share of the non-agricultural IFS entrepreneurs to total entrepreneurs constitutes 83 percent. Since the magnitude is huge, the authorities concerned, can draw up suitable training programmes to increase their competency. This will in turn boost their standard of living.⁴

Selection of Micro-credit Business by Women Entrepreneurs

The nature of industry/business to be set up by women entrepreneurs depends upon the following factors:

- i) Family background,
- ii) Education,
- iii) Attitude, and
- iv) Special training, if any, she had received.

The other factors, such as availability of raw materials, power, labour, finance, marketing and profitability are common for all the entrepreneurs. Women who have been students of engineering, medicine, law, architecture, catering, agriculture and so on, can start self-employment units with the assistance of banks under their self-employment scheme for professionals.

The other women who have not had specialized education above should have some experience before starting their ventures. Broadly speaking, there are two ways by which the training could be obtained;

- i) On-the-job training, and
- ii) Undergoing Entrepreneurship Development Programmes conducted by banks and other organisations.

If a women entrepreneur decides about a particular line of business, it is desirable that she undergoes training in a similar industry already functioning and learns all aspects to that particular business. This could be arranged by institutions like Federation of Chambers of Commerce and

Industry through their members. Assistance of service organizations like Rotary, Lion, etc., can all be enlisted so that on-the-job training may be made available to women entrepreneurs through their members who are running similar industries. There are other social organisations throughout the country who conduct special training programmes in different crafts and the prospective women entrepreneurs can take advantage of this facility.

Nowadays, the banks are conducting special programmes for development of entrepreneurial skills and persuade participants to set up independent business ventures. State Bank of India has so far conducted 81 entrepreneurial development programmes in the country. A unique effort was made by the Bank by conducting an entrepreneurial development programme exclusively for women entrepreneurs in collaboration with M/s. U.P. Industrial Consultants Limited, Kanpur. The programme was held in Kanpur and 36 women entrepreneurs were trained.⁵

The period of these programmes is generally four weeks. In the first phase, class room training is given on preliminaries and achievement motivation. Subsequently, arrangements are made for visits to various small scale industries for acquainting the participants with different aspects of running an industry. The last phase of the training programme is devoted to the preparation of the project reports on the industries proposed to be started by them. The technical staff of the Bank renders assistance in the conduct of these programmes and also scrutinizes the project reports prepared by the participants and offer individual counseling. No tuition fee is charged and boarding and lodging and material cost is also borne by the

Bank. For scheduled caste and scheduled tribe candidates, travelling expenses also are met, besides giving them a stipend of Rs.250 per month during the duration of the training. A loan of Rs.1000 is sanctioned if a candidate requires financial assistance for the preliminary investigation before starting the project. The Bank also pursues the matter with the trainees till they set up their individual units. For this purpose, short duration follow-up programmes are also conducted besides meeting the individual participants from time to time.

Apart from conducting training programmes, the Bank also arranges for imparting vocational training. State Bank of India has recently arranged for the following special programmes to impart special training for women:

1) Andhra Mahila Sabha, Hyderabad

Blind women have been imparted training in handloom weaving, etc.

2) Kanchangauri Mangaldas Anahkany'ashram, Ahmedabad;

Blind girls were given vocational training in handloom weaving.

3) Kalakshetra, Madras:

Women entrepreneurs have been provided vocational training in Kalamkari art. Marketing arrangements are being looked after by Kalakshetra.

4) Tagore Society, Jamshedpur.

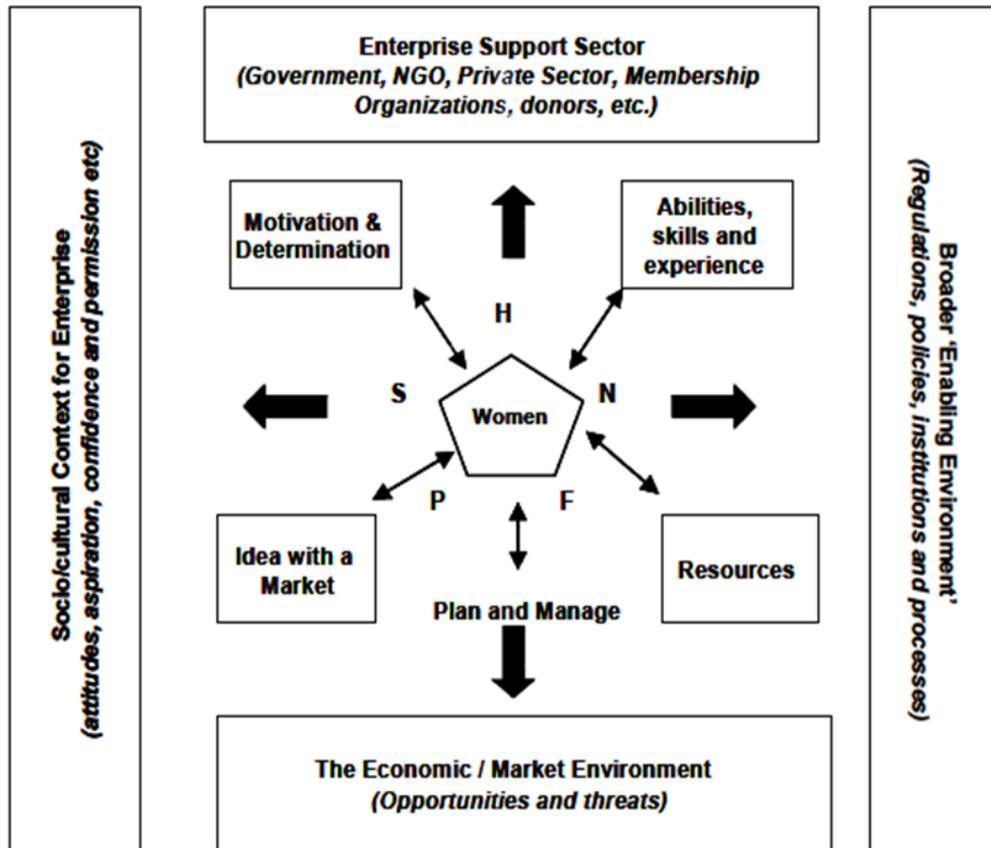
Women have been provided vocational training in the manufacture of ceramics.⁶

Total amount spent on these four projects comes to about Rs.9 lakhs.

The Bank's Research and Development Fund guidelines have been amended to provide vocational training to the unemployed and the Bank's Circle authorities have specifically been requested to arrange for imparting vocational training to women entrepreneurs.

Chart 4.1

Elements impacting successful micro and small enterprise development



Note: H – Human Assets N – Natural Assets F – Financial Assets
 P – Physical Assets S – Social Assets

Type of Micro-Credit Business that could be Established by Women Entrepreneurs

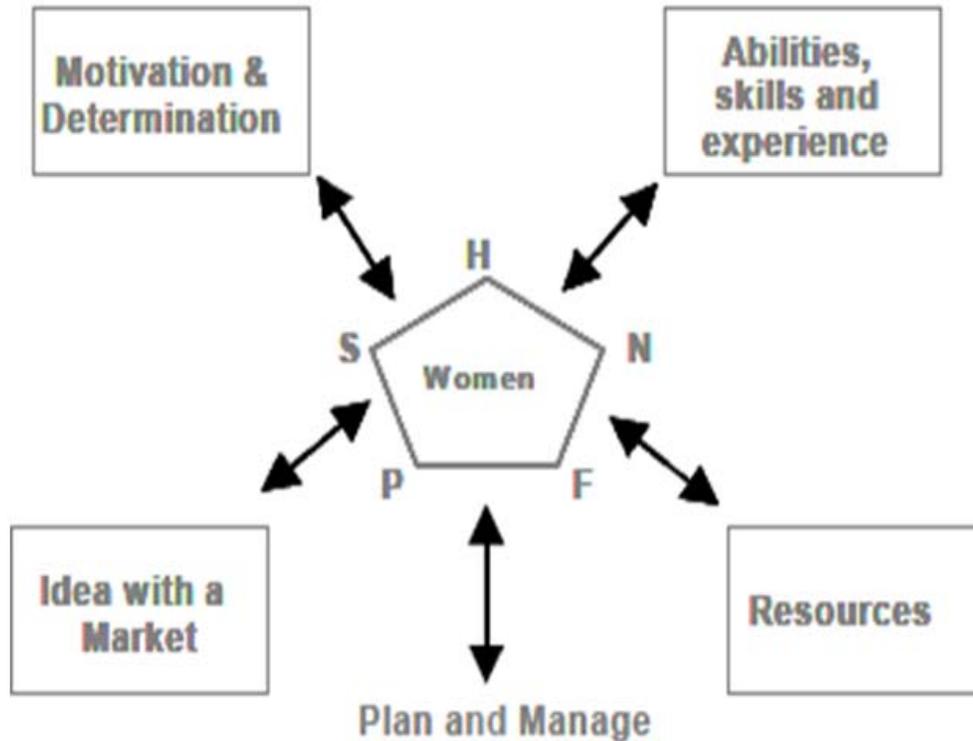
The type of industry to be started in any particular State depends very much on the local conditions. The factors such as availability of raw materials, skilled and semi-skilled labour power and ready demand for the goods produced are of vital importance. For the industries to be started by women entrepreneurs, the additional factor, namely, the suitability of the industry for women as such should also be taken into account. It is, therefore, very difficult to say offhand what industries could be started by women entrepreneurs. In this connection, it is very relevant to mention that the State Bank of India has financed a study conducted by Small Industry Service Institute, Indore, for selection of industries that could be started by women entrepreneurs in M.P. and preparation of profiles on these. The cost of publication of the study in the form of manuals was also met by the Bank. In the author's view, the following are some of the industries which could be started by women entrepreneurs:

- 1) Agarbathi manufacturing,
- 2) Papad making,
- 3) Special bedspreads making,
- 4) Embroidery,
- 5) Handicrafts for exports,
- 6) Batik paintings,
- 7) Apparels manufacturing,
- 8) Catering service,

- 9) Running restaurants, snack bars, sweetmeat stalls, soft drink stalls, etc.
- 10) Retail shops—textiles, readymade garments, grocery, drug stores, etc.
- 11) Running crèches,
- 12) Running tutorial classes, typewriting / shorthand institutes,
- 13) Florist shops and dry cleaning,
- 14) Pickle manufacturing,
- 15) Urban dairies,
- 16) Taking up contract job for maintenance of office, etc.,
- 17) Milk distribution,
- 18) Starting service centres, like plumping, electrical repairs, fridge repairing, radio / T.V. / video repairing, etc.,
- 19) Stationery manufacturing unit,
- 20) Packaging materials manufacturing units,
- 21) Women engineers can start small scale industries,
- 22) Chemistry / bio-chemistry students can start pathological clinics,
- 23) Travel agencies and advertising agencies,
- 24) Xeroxing firms,
- 25) Photographic studios,
- 26) Running working women's hostels.
- 27) Toy making
- 28) Jam and Jelly
- 29) Computer Training
- 30) Beauty Parlor

Chart – 4.2

Women and their assets for business



The State Bank of India's Assistance for Micro-Credit Women Entrepreneurs

The State Bank of India being premier bank in the country has again taken lead in assisting micro-credit women in their productive ventures. The State Bank of India has formulated a number of schemes for financing micro-credit women and provided loans totaling Rs.10 crores covering 1.2 lakh micro-credit women for productive purposes.⁷

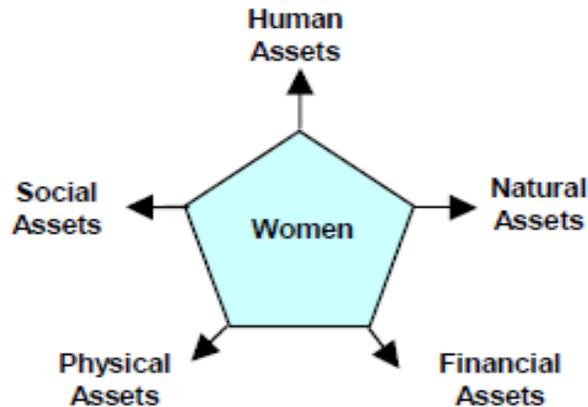
Entrepreneurship Development Among Women

Indian economy is presently passing through the take off period. Hence it is paramount importance that modern science and technology be harnessed for economic development of the country. It is the crying need of the hour that the human capital accumulated in the country in the field of science and technology should be put to productive use. It is thorough knowledge based industries that our country can achieve economic self-reliance.

The growth of knowledge in entrepreneurship development is the greatest source of economic growth in the long run. Generally speaking human resources, both men and women, of working age constitute the main strength of economic development of a nation. Women form an important segment of the labour force and the economic role played by them cannot be isolated from the frame work of development as the role and degree of integration of women in economic development is always an indicator of women's economic independence and social status.⁸ The government is therefore making planned efforts to inculcate the spirit of enterprise among women through many incentives and developmental programmes.

Chart – 4.3

Women and their assets for business



However, these efforts are expected to spin good results with many more women taking to entrepreneurship. To promote entrepreneurship among women, access to modern machines, skills, training in the areas of potentially and economically viable projects should be made easy. Hence, adequate arrangements have to be made for the supply of credit facility for women entrepreneurs in view of their growing needs.

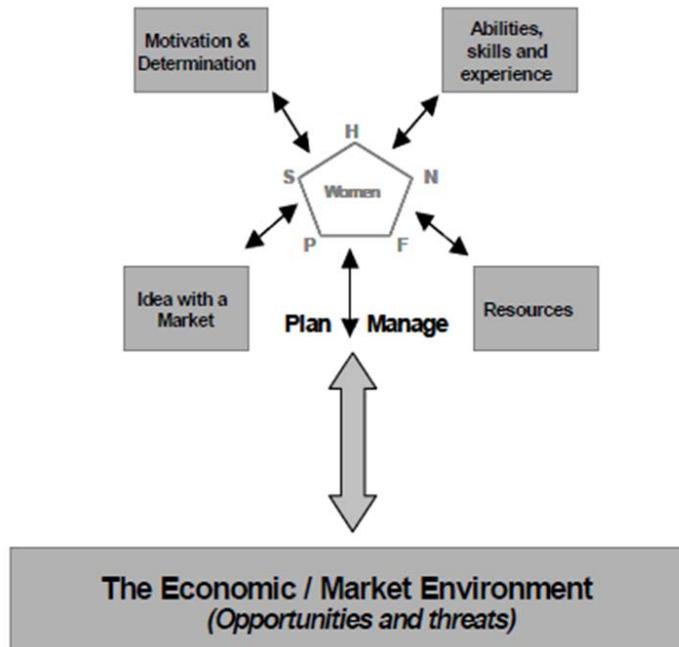
Women constitute nearly half of the population of our country. Although a large number of women have taken up selected jobs especially at metropolitan centres, yet number of women engaged in different types of enterprises as compared to men is very less. Women certainly do not lack management of entrepreneurial skills but major handicaps in venturing out on their own and setting up of independent business enterprises are lack of awareness about various avenues open to them, knowledge about procedures involved in setting up of enterprises and lack of confidence to operate them.

Devadas reveal that women's contribution to national development is crucial. The process of development would be incomplete and lopsided, unless women are fully involved in it. Emancipation of women is an essential pre-requisite for economic development and social progress of the nation. Women must be recognized as a power in development of nation.

Mechanization and automation of many production processes have decreased the importance of man's physical ability over woman for performing a physical job. Further, it has not been scientifically proved that a woman is incomparable to a man either in skill or mental abilities. This has enabled women to take advantage of the industrialization process.⁹

Figure – 4.4

Ingredients for a successful business



Note: H – Human Assets N – Natural Assets F – Financial Assets
P – Physical Assets S – Social Assets

Entrepreneurship seems to be ideal for women seeking participation in the country's economic development because of certain factors. Emergence of entrepreneurship is considered to be closely linked to social, cultural, religious and psychological variables and these changes seem to have become acceptable norms in the context of women at work in the Indian situation today with more and more women participating in the economic development. Women also find micro enterprise attractive because of low barriers to entry and the flexible nature of the work which makes it easy to combine gainful employment with domestic responsibilities.

An entrepreneur is a person who has an enterprising quality with an eye on opportunities and an uncanny vision, commercial acumen and above all, a person who is willing to take risks because of the adventurous spirit within. They have long stories of trails and hardships; their task has been full of challenges. They have even encountered public prejudice and criticism. Family opposition and social constraints had to be overcome before establishing themselves as independent entrepreneurs.¹⁰

Like men, women too are endowed with psychological qualities and managerial abilities that matter in successful entrepreneurship. The entrepreneurial qualities can be acquired and developed in individuals through proper training. Hence entrepreneurship development among women is not only possible but is of vital importance. If proper facilities and environment are provided and women are exposed to new skills, with their

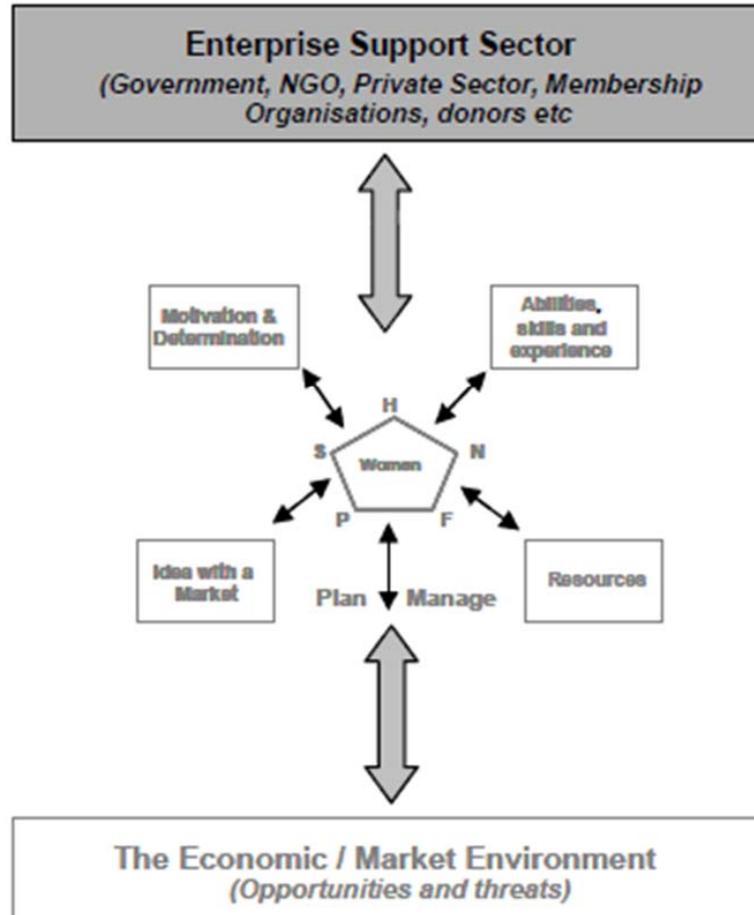
natural instinct and aptitude they will do much better than men in entrepreneurial activities.¹¹

Entrepreneurship development among may be looked at from two angles. One is to create the environment needed for healthy and sound entrepreneurship and the other is to have more and more rational campaigns. The emergence of entrepreneurs in a society depends to a great extent on the economic, social, religious, cultural and psychological factors prevailing in the society. Therefore, there is an urgent need to nurture and create entrepreneurial climate. Such climate should be conducive to developing positive attitudes about women's entrepreneurship, creating new needs, increasing the level of aspirations, helping people to see the possibilities of alternative and remunerative avocations, preparing people for accepting changes in the economic and social spheres and building up the requisite physical and socio-economic infrastructure.¹²

Entrepreneurship and Economic Development are found to go hand in hand. The sportive growth in the economy of the developed countries like the United States of America, United Kingdom and Canada reflect the significant role played by entrepreneurial ventures in a Nations Economy. The impetus for entrepreneurial ventures had come from industrialization in Western Countries. The business tycoons in these countries have

demonstrated the efficacy of setting up large scale technologically sophisticated industries investing huge capital.

Chart – 4.5
Accessing Business Support



Note: H – Human Assets N – Natural Assets F – Financial Assets
P – Physical Assets S – Social Assets

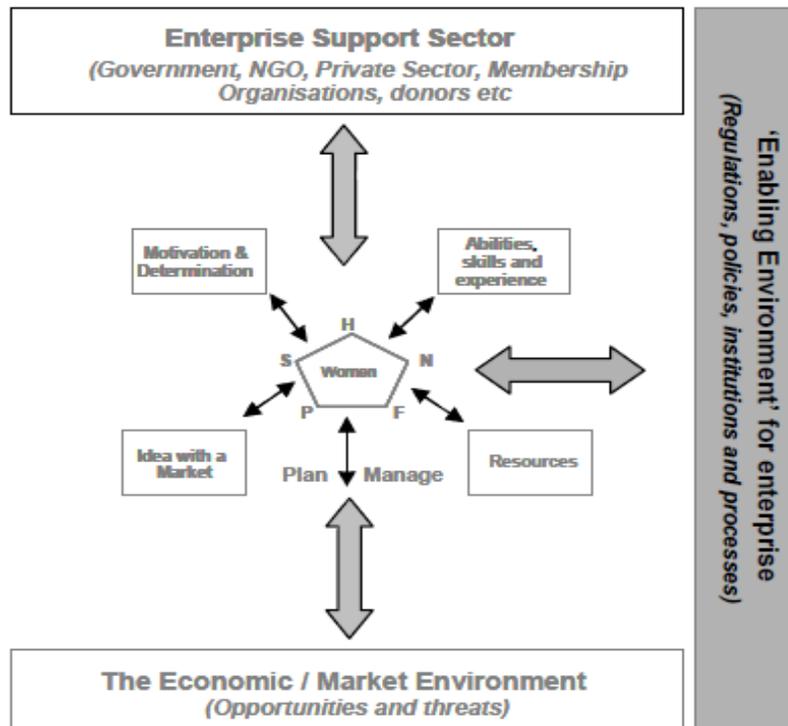
Ramala⁶ viewed that over the past decade, there has been a major shift in policy among western development agencies regarding the kind of technology suited for the development of the third world, small-scale technology has been advocated as a panacea for the economic problems to

the third world. At the same time, the usual double standards of the west continue to operate, as it dumps its discarded technology and machinery on the third world, through long term loans and other measures.¹³

In the developing economy an entrepreneur as an institution is a specially talented person who has the capacity to assume risk, the ability to innovate and to imitate and the capacity to marshal resources. He is a person who tries to create something new, organizes production and who undertakes risk and handles economic uncertainty. Similarly, the entrepreneurship is the function of creating something new, organizing and co-ordinating and undertaking risk and handling uncertainty.¹⁴

Chart – 4.6

The enabling environment for women’s entrepreneurship



Note: H – Human Assets N – Natural Assets F – Financial Assets
P – Physical Assets S – Social Assets

For promoting entrepreneurship among women specially in developing regions, vigorous efforts should be made to formulate and launch special entrepreneurial development programmes. The programme has to be developed keeping in view of the low profile of women in Indian Society. The economic status of women is now accepted as an indicator of a development society. Differential approach has to be adopted for women entrepreneurs in developed and developing regions, for which various agencies can contribute in many ways.

Push-Pull factors and Women in Micro-credit business activities

Women in business are a recent phenomenon in India. By and large they had confide themselves to petty business and tiny cottage industries. Women entrepreneurs engaged in business due to push and pull factors which encourage women to have an independent occupation and stands on their own legs. A sense towards independent decision-making on their life and career is the motivational factor behind this urge. Saddled with household chores and domestic responsibilities women want to get independence. Under the influence of these factors the women entrepreneurs choose a profession as a challenge and as an urge to do something new. Such situation is described as pull factors. While in push factors women engaged in business activities due to family compulsion and the responsibility is thrust upon them.¹⁵

Problems of Women Entrepreneurs in India

Women in India are faced many problems to get ahead their life in business. A few problems can be detailed as;

1. The greatest deterrent to women entrepreneurs is that they are women. A kind of patriarchal – male dominant social order is the building block to them in their way towards business success. Male members think it a big risk financing the ventures run by women.
2. The financial institutions are skeptical about the entrepreneurial abilities of women. The bankers consider women loonies as higher risk than men loonies. The bankers put unrealistic and unreasonable securities to get loan to women entrepreneurs. According to a report by the United Nations Industrial Development Organization (UNIDO), "despite evidence that women's loan repayment rates are higher than men's, women still face more difficulties in obtaining credit," often due to discriminatory attitudes of banks and informal lending groups (UNIDO, 1995b).
3. Entrepreneurs usually require financial assistance of some kind to launch their ventures - be it a formal bank loan or money from a savings account. Women in developing nations have little access to funds, due to the fact that they are concentrated in

poor rural communities with few opportunities to borrow money (Starcher, 1996; UNIDO, 1995a). The women entrepreneurs are suffering from inadequate financial resources and working capital. The women entrepreneurs lack access to external funds due to their inability to provide tangible security. Very few women have the tangible property in hand.

4. Women's family obligations also bar them from becoming successful entrepreneurs in both developed and developing nations. "Having primary responsibility for children, home and older dependent family members, few women can devote all their time and energies to their business" (Starcher, 1996, p. 8). The financial institutions discourage women entrepreneurs on the belief that they can at any time leave their business and become housewives again. The result is that they are forced to rely on their own savings, and loan from relatives and family friends.
5. Indian women give more emphasis to family ties and relationships. Married women have to make a fine balance between business and home. More over the business success is depends on the support the family members extended to women in the business process and management. The interest of the

family members is a determinant factor in the realization of women folk business aspirations.

6. Another argument is that women entrepreneurs have low-level management skills. They have to depend on office staffs and intermediaries, to get things done, especially, the marketing and sales side of business. Here there is more probability for business fallacies like the intermediaries take major part of the surplus or profit. Marketing means mobility and confidence in dealing with the external world, both of which women have been discouraged from developing by social conditioning. Even when they are otherwise in control of an enterprise, they often depend on males of the family in this area.
7. The male - female competition is another factor, which develop hurdles to women entrepreneurs in the business management process. Despite the fact that women entrepreneurs are good in keeping their service prompt and delivery in time, due to lack of organizational skills compared to male entrepreneurs women have to face constraints from competition. The confidence to travel across day and night and even different regions and states are less found in women compared to male entrepreneurs. This shows the low level freedom of expression and freedom of mobility of the women entrepreneurs.

8. Knowledge of alternative source of raw materials availability and high negotiation skills are the basic requirement to run a business. Getting the raw materials from different source with discount prices is the factor that determines the profit margin. Lack of knowledge of availability of the raw materials and low-level negotiation and bargaining skills are the factors, which affect women entrepreneur's business adventures.

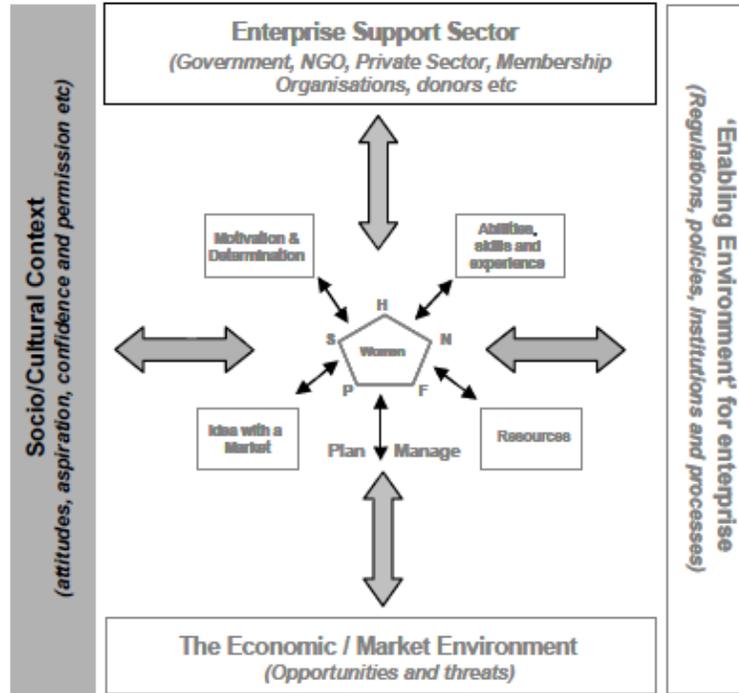
9. Knowledge of latest technological changes, know how, and education level of the person are significant factor that affect business. The literacy rate of women in India is found at low level compared to male population. Many women in developing nations lack the education needed to spur successful entrepreneurship. They are ignorant of new technologies or unskilled in their use, and often unable to do research and gain the necessary training (UNIDO, 1995b, p.1). Although great advances are being made in technology, many women's illiteracy, structural difficulties, and lack of access to technical training prevent the technology from being beneficial or even available to females ("Women Entrepreneurs in Poorest Countries," 2001). According to The Economist, this lack of knowledge and the continuing treatment of women as second-class citizens keeps them in a pervasive cycle of poverty ("The Female Poverty Trap," 2001). The studies indicates that

uneducated women do not have the knowledge of measurement and basic accounting.

10. Low-level risk taking attitude is another factor affecting women folk decision to get into business. Low-level education provides low-level self-confidence and self-reliance to the women folk to engage in business, which is continuous risk taking and strategic decision making profession. Investing money, maintaining the operations and ploughing back money for surplus generation requires high risk taking attitude, courage and confidence. Though the risk tolerance ability of the women folk in day-to-day life is high compared to male members, while in business it is found opposite to that.
11. Achievement motivation of the women folk found less compared to male members. The low level of education and confidence leads to low level achievement and advancement motivation among women folk to engage in business operations and running a business concern.
12. Finally high production cost of some business operations adversely affects the development of women entrepreneurs. The installation of new machineries during expansion of the productive capacity and like similar factors dissuades the women entrepreneurs from venturing into new areas.¹⁶

Chart – 4.7

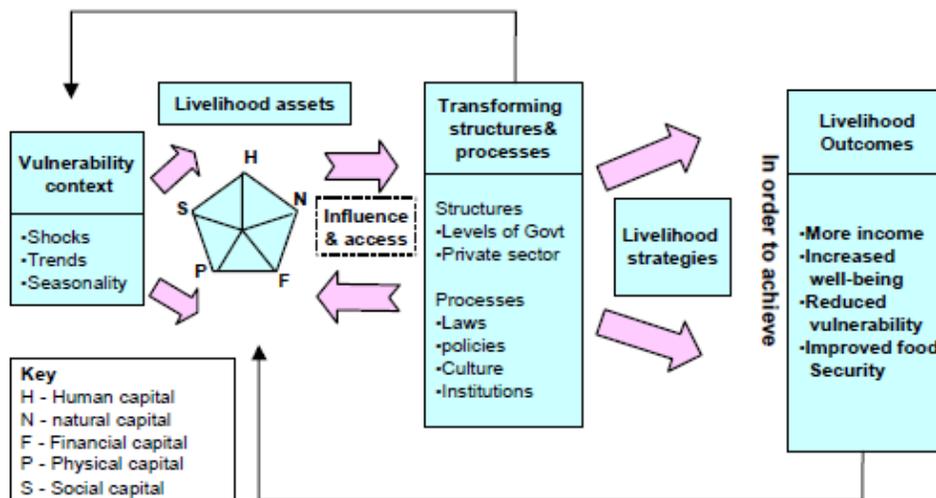
The socio / cultural and economic context



Note: H – Human Assets N – Natural Assets F – Financial Assets
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Chart – 4.8

The Sustainable Livelihood Framework



How to Develop Micro-credit Women Entrepreneurs?

Right efforts on from all areas are required in the development of women entrepreneurs and their greater participation in the entrepreneurial activities. Following efforts can be taken into account for effective development of women entrepreneurs.

1. Consider women as specific target group for all developmental programmes.
2. Better educational facilities and schemes should be extended to women folk from government part.
3. Adequate training programme on management skills to be provided to women community.
4. Encourage women's participation in decision-making.
5. Vocational training to be extended to women community that enables them to understand the production process and production management.
6. Skill development to be done in women's polytechnics and industrial training institutes. Skills are put to work in training-cum-production workshops.
7. Training on professional competence and leadership skill to be extended to women entrepreneurs.
8. Training and counselling on a large scale of existing women entrepreneurs to remove psychological causes like lack of self-confidence and fear of success.

9. Counselling through the aid of committed NGOs, psychologists, managerial experts and technical personnel should be provided to existing and emerging women entrepreneurs.
10. Continuous monitoring and improvement of training programmes.
11. Activities in which women are trained should focus on their marketability and profitability.
12. Making provision of marketing and sales assistance from government part.
13. To encourage more passive women entrepreneurs, the women training programme should be organized that are taught to recognize her own psychological needs and express them.
14. State finance corporations and financing institutions should permit by statute to extend purely trade related finance to women entrepreneurs.
15. Women's development corporations have to gain access to open-ended financing.
16. The financial institutions should provide more working capital assistance both for small scale venture and large scale ventures.
17. Making provision of micro credit system and enterprise credit system to the women entrepreneurs at local level.

18. Repeated gender sensitization programmes should be held to train financiers to treat women with dignity and respect as persons in their own right.
19. Infrastructure, in the form of industrial plots and sheds, to set up industries is to be provided by state run agencies.
20. Industrial estates could also provide marketing outlets for the display and sale of products made by women.
21. A Women Entrepreneur's Guidance Cell set up to handle the various problems of women entrepreneurs all over the state.
22. District Industries Centres and Single Window Agencies should make use of assisting women in their trade and business guidance.
23. Programmes for encouraging entrepreneurship among women are to be extended at local level.
24. Training in entrepreneurial attitudes should start at the high school level through well-designed courses, which build confidence through behavioral games.
25. More governmental schemes to motivate women entrepreneurs to engage in small scale and large-scale business ventures.
26. Involvement of Non Governmental Organisations in women entrepreneurial training programmes and counselling.¹⁷

Institutions Involved in Entrepreneurship Development

Entrepreneurship Development Programme is essential to motivate the potential entrepreneurs enable them to prepare economically viable and technically feasible project and enhance their skills in enterprise building. To promote better employment avenues for women to make them economically independent and self-reliant, government has set-up women's development corporation in all the states and Union Territories in 1986-1987. The process is to identify women entrepreneurs, to facilitate the availability through banks and other financial institutions, promote women's corporations and to arrange training through existing institutions such as women's polytechnics and industrial training institutes.¹⁸

Chart – 4.9

Various kinds of assets for the promotion of entrepreneurial activities of the respondents in the study area

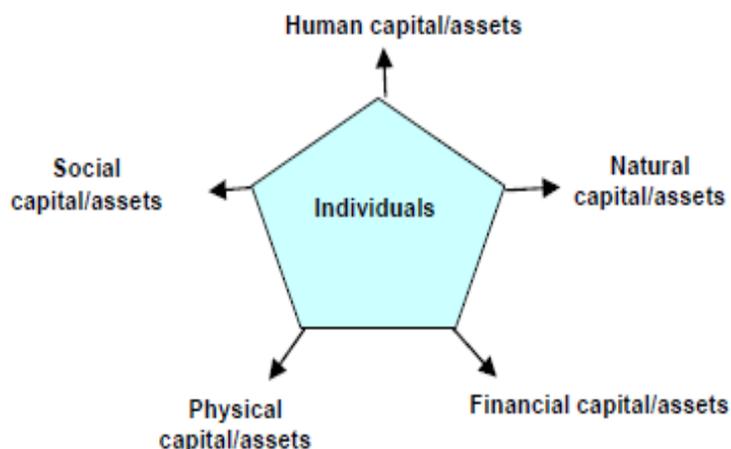
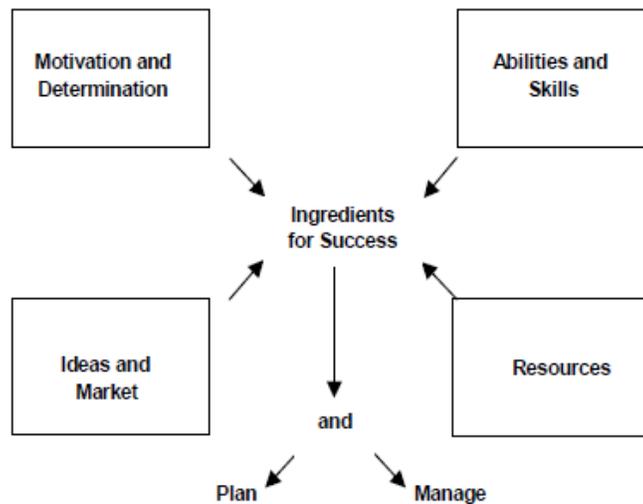


Chart – 4.10

Essential entrepreneurial skills for the respondents



Training Institutions Involved in Entrepreneurship Development

The entrepreneurs get plenty of support from number of government departments / institutions and other support organisations. The most helpful of such organisations are;

District Level

District Industries Centre (DIC)

The Central and State Government in the past have taken various scheme for the development of small and village industries. The scheme for establishment of District Industries Centre (DIC) was introduced on 1st May 1978 with the intention that under a single roof, an entrepreneur should be able to get necessary benefits and guidance about all related matters of industries.¹⁹

As on 1984, about 400 DICs have been set up through out the country. The metropolitan cities of Delhi, Mumbai, Calcutta and Chennai have been kept outside the purview of the DIC programme.

District Rural Development Agency (DRDA)

In 1980 the Integrated Rural Development Programme was extended to all the development blocks of the country. The targets set for IRDP was to assist on an average 600 families in a block from the identified target group, in a year and to assist at least 3,000 families during the Sixth Plan period. Following this, it was decided that there should be a single agency which will be responsible for implementation of all programmes, viz., IRD, DPAP, DDP, TRYSEM, Special Livestock Production Programme and Programmes for women and children, etc., so as to minimize administrative expenditure and result in better utilization of inputs including the personnel. This agency established at the district level named as the District Rural Development Agency (DRDA) / Society.²⁰

State Level

Industrial and Technical Consultancy Organization of Tamil Nadu (ITCOT)

ITCOT was established in 1979 with a paid up capital of Rs. 10 lakhs. It was sponsored by ICICI. ITCOT plays a lead role in entrepreneurship development. Its services to entrepreneurs include the preparation of project reports, providing consultancy services, conducting pre-investments studies,

marketing potential surveys and EDPs to the new and established entrepreneurs.²¹

Directorate of Industries of the State Governments

The small-scale industries is a State subject and therefore, the development and implementation of the scheme of assistance to SSIs is the primary responsibility of the State Government. Directorate of Industries in each state do the work relating to the development of Industries in general and small scale industries in particular.²²

State Small Industries Corporations (SSIC)

Many State Governments have set up Small Industries Corporations in order to undertake a number of commercial activities. The most important activities are distribution of scarce raw materials, supply of machinery on hire-purchase basis, constitutions and management of individual states, procurement of orders from Government Departments, assistance in export marketing and in certain cases provision of financial, technical and managerial assistance to small enterprise.²³

Small Industries Service Institutes (SISIs)

Established in 1956 this institute is one in each state has been rendering very useful service to small scale industries. The assistance rendered by the institute and its extension centres in Tamil Nadu may be listed as follows:

1. Technical Consultancy and Advisory Service

This relates to selection of profitable small enterprises, choice of appropriate machinery and equipment, appraisal of the technique of manufacture, processing of raw materials, adoption of recognized standards of testing, quality performance of the small industry products and encouraging small units to participate in Government stores purchase programme. The institute explores the possibility of setting up small scale units to supply parts / components to large scale industries.

2. Common Facility Service

This includes supply of design and drawings and provision of workshop facilities for the manufacture of dies, tools, jigs and fixtures and components.

3. Training Facilities

Training in various aspects of industrial and business management is also provided for the benefit of small industrialists. A training course in small industries entrepreneurship and management to young engineers with emphasis on the practical aspects of small industries management is conducted. This has been instrumental in creating a new class of qualified entrepreneurs.

4. Testing Facilities

Basic testing facilities (both physical and chemical) are provided in the laboratories and workshops attached to this institute at concessional rates.

5. Marketing Assistance

Economic Information on the nature and extent of the market for specific products is collected and furnished to small industrialists at their request. The institute offers export promotion service by counseling on export procedures and trends in foreign markets.²⁴

Centre for Entrepreneurs Development (CED)

CEDs which attained an independent status in 1979 has been pioneer in the country in development of entrepreneurship in a systematic manner. The CED's activities have attained a status of 'movement' in the field of entrepreneurship.

With so much talk and development taking place in the field of entrepreneurship in the state, the fair sex has preferred to remain within the four walls of their homes through many of the crafts famous all over the world are the creations of women. Recognizing the need for creating entrepreneurship among women, CED initiated EDP for women in 1980, nearly a decade ago. In this one decade, the centre received overwhelming response from women.²⁵

Association of Women Entrepreneurs of Small Scale Industries (AWESSI)

Association of Women Entrepreneurs of Small Scale Industries was found in Ambattur in Chennai in 1984. Its goal is to promote, protect and encourage women entrepreneurs and their interests in South India. To seek

work and cooperate with the Central and State Government services and other government agencies and to promote for the furtherance and protection of small scale industries is the primary aim of the organization.²⁶

Tamil Nadu Small Industries Development Corporation (SIDCO)

In Tamil Nadu SIDCO is the State Small Industries Corporation. It plays a lead role in developing small scale sector. It provides the following facilities to small scale units:

- a. Provision of Constructed sheds / plots in Industrial Estates.
- b. Assistance in procuring some scarce key raw materials like iron and steel, paraffin wax, potassium chlorate, fatty acids, etc., through its various distribution centres.
- c. Financial assistance in the form of subsidies to industrial units in backward areas like Central Investment Subsidy, State Capital Subsidy, Interest Free Sales Tax Loans, Power Tariff Subsidy and Margin Money Assistance for the Rehabilitation of the sick Small Scale Industries.
- d. Marketing Assistance to small entrepreneurs.²⁷

National Level

Entrepreneurship Development Institute of India (EDII)

EDII is a national organization sponsored by all-India financial institutions and the Government of Gujarat. It has emerged from the Centre for Entrepreneurship Development of the Gujarat Industrial and Technical

consultancy organization.²⁸ It conducts research, training and institution building activities for encouraging the participation of backward regions and special target groups in entrepreneurship. Its entrepreneurship development programme consists of:

- i) Selecting potential entrepreneurs.
- ii) Achievement motivation training
- iii) Product selection and project report preparation.
- iv) Business Management training.
- v) Practical training and work experience.
- vi) Post training support and follow up²⁹

Technical Consultancy Organization (TCOs)

Access to high quality consultancy services improves the operational efficiency of entrepreneurs. All India financial institutions have set up 17 TCOs to provide industrial consultancy and training to entrepreneurs.³⁰ These organisations provide a comprehensive package of services to small entrepreneurs. The main functions of TCOs are as follows:

- a. Identification of industrial potential,
- b. Conduct pre-investment studies and prepare project report and feasibility studies,
- c. Undertake techno-economic survey,
- d. Undertake market research and
- e. Identify potential entrepreneurs and provide them with technical and managerial assistance.³¹

The National Institute for Entrepreneurship and Small Business Development (NIESBUD)

NIESBUS was established in 1983 by the Ministry of Industry, Government of India. It is an apex body for co-ordinating and over seeing the activities of various institutions / agencies engaged in entrepreneurship development particularly in the area of small scale industry.³² It started functioning from July 6, 1983.

Small Industries Development Organization (SIDO)

SIDO is a policy-making, coordinating and monitoring agency for the development of small scale entrepreneurs. It maintains a close liaison with government, financial institutions and other agencies which are involved in the promotion and development of small scale units. It provides a comprehensive range of consultancy services and technical, managerial, economic and marketing assistance to SSI units. It has a network of 25 Small Industries Service Institute, 20 branch SISIs, 41 Extension Centres, four Regional Testing Centres, one Product and Process Development Centre, three Footwear Training Centres and five Production Centres.³³

Indian Investment Centre (IIC)

The IIC is an autonomous, non-profit service organization financed and supported by the Government of India. It is concerned with the important task of promoting mutually rewarding joint ventures between Indian and foreign entrepreneurs.

The centre acts as a clearing house for information on economic conditions, laws, procedures, government regulations and specific opportunities for investment in India. It offers objective advice on investment conditions in the light of industrial priorities and policies of the Government of India and on locating suitable Indian partners for prospective foreign investors. It functions as a link between Indian and foreign parties and assists them in coming together for fruitful collaborations and formulating the terms of joint ventures participation. Its services are tailored to the needs of industrial corporations and furnished on entirely confidential basis.³⁴

National Alliance of Young Entrepreneurship (NAYE)

National Alliance of Young Entrepreneurs (NAYE) sponsored an Entrepreneurial Development Scheme with Bank of India in August 1972 on pilot basis. This scheme, known as BINEDS, is operative in the States of Punjab, Rajasthan, Himachal Pradesh, Jammu and Kashmir and Union Territories of Chandigarh and Delhi.³⁵ NAYE entered into similar arrangements with a few other banks are described below:

1. Dena Bank – NAYE: For promoting ancillary units and small scale enterprises in Chennai.
2. Union Bank of India – NAYE: Entrepreneurship Development Programme inaugurated in June 1975 in Tamil Nadu with an intention to adopt 200 entrepreneurs.

The main objectives of the scheme is to help young entrepreneurs in identifying investment and self-employment opportunities; securing proper

arrangements for their training including development of their manufacturing capabilities; providing necessary financial assistance on the basis of properly prepared reports; securing package of consultancy services on appropriate terms and arranging for all possible assistance, facilities and incentives being extended to young entrepreneurs by Government and other institutions.³⁶

National Productivity Council (NPC)

Recently National Productivity Council has started a Package Consultancy Service to Small Industries. This services is in three stages.

- a. Train young and prospective entrepreneurs;
- b. Undertaken market surveys in the State/areas for identifying investment opportunities and consumption patterns for the prospective entrepreneurs; develop data bank for providing information in respect of investment opportunities and financial resources required, facilities available for obtaining loans; selection/modernization of processes and equipment; product development; availability of raw materials and market opportunities, sales promotion and marketing and to undertake techno-economic feasibility studies either on behalf of prospective or existing entrepreneurs or on behalf of financial institutions.³⁷
- c. Post-investment service consultancy and follow-up in the following form.

Entrepreneurship Development Institute (EDI)

The Entrepreneurship Development Institute of India (EDI) is the first of its kind in Asia and was set-up in May, 1983, by All India Financial Institutions, Industrial Development Bank of India, Industrial Credit and Investment Corporation of India, Industrial Finance Corporation of India and the State Bank of India. The Institute conducts result oriented Entrepreneurs Development programmes, particularly in enterprises lacking regions, in a systematic and methodical manner, adjusting the same to suit the intellectual level and socio-economic background of target groups. EDI is well established to promote small scale industries in industrially backward and rural areas and for developing local and human resources. It strengthens motivation and sharpens awareness enabling one to use one's skill more professionally and profitably. Special EDPs are conducted for target group, science and technology graduates, women for rural self-employment and existing entrepreneurs.

Khadi and Village Industries Commission (KVIC)

The KVIC established by an Act of Parliament is mainly a service organization engaged in the promotion and development of Khadi and village industries in rural areas. The main objectives of the KVIC includes providing employment in rural areas, skill improvement, transfer of technology, promoting self-reliance among the people and building up strong rural community base/spirit and rural industrialization. The development programme of KVIC are implemented through 30 State/Union Territory,

Khadi and village Industries Boards which are statutory organisations, 4,777 institutions and 30,080 co-operative societies. It also assists individual artisans/entrepreneurs through State/Union Territory KVI Boards.³⁸

Small Industry Extension Training Institute (SIETI)

The Small Industry Extension Training Institute (SIETI), Hyderabad, was set up as an autonomous body in 1962 and was registered under the societies Registration Act. It is engaged mainly in training Central and State Government officers who are entrusted with the responsibility of implementing the small industry development programmes. The Institute conducts courses in industrial management and area development techniques. It also conducts intensive courses in certain aspects of industrial management in production management, financial management, cost accounting etc. The Institute undertakes research in fields which are related to development of small industries.³⁹

National Small Industries Corporation Limited (NSIC)

The National Small Industries Corporation Limited (NSIC) was established in February 1995, as a Government of India undertaking. Its objectives are to aid, counsel, assist, finance, protect and promote the interest of the small industries in the country.

Financial Institutions and Entrepreneurs Development

Financial support is of great importance for setting up and smooth running of any enterprise. The role of financial institutions in project development since India's independence has been quite encouraging. They

have played a decisive role in strengthening India's economy. An integrated network of more than 60 institutions functioning at the all India level as also at state levels has been set up not only to finance the projects. In addition to there are several foreign financial institutions which are providing funds to finance projects in developing as well as developed countries. The agencies offering financial help are listed below:

i. National Financial Institutions

The structure of financial institutions operating at the national level is as follows:

1. Industrial Financial Corporation of India Ltd (IFCI)

The IFCI set up in 1948 as a public corporation was restructured into a company in July 1993 provides medium and long term finance to industries.

2. Industrial Credit and Investment Corporation of India Ltd. (ICICI)

The ICICI was set up as a company in 1955 with support from the government and active participation of the World Bank.¹² It has the primary objectives of meeting the foreign exchange requirements of industrial concerns and for promoting medium and large industries in the private sector.

3. Industrial Development Bank of India (IDBI)

Established in July 1964, the IDBI co-ordinates the activities of other financial institutions, supplements their resources to plan and promote the medium and the large industries.

4. Industrial Reconstruction Bank of India (IRBI)

The IRBI established in 1985 on reconstitution of erstwhile Industrial Reconstruction Corporation of India (1971) functions both as a lending and a reconstruction agency and provides finance in term loans, in the form of term loans underwriting guarantees.

5. Small Industries Development Bank of India (SIDBI)

A wholly owned subsidiary of the IDBI (since 2 April, 1990), the SIDBI is the main institution for developing and financing small scale industries.

6. Shipping Credit and Investment Company of India Ltd. (SCICI)

Established in December 1986, the SCICI provides assistance in the form of rupee and foreign currency loans, underwriting guarantees, deterred credit to shipping companies and related industries.

7. Life Insurance Corporation of India (LIC)

LIC was set up in 1956 as a public corporation. By law the LIC is required to invest not less than 75 percent of its funds in Central and State Government securities, the government guaranteed marketable securities and in the socially-oriented sectors.¹³ It provides large financial support to industry and plays an important role in capital market.

8. Unit Trust of India (UTI)

The UTI was set up in 1964 with the principal objectives of mobilizing public savings and channeling them into productive corporate investments.

Since April 1986, UTI has started extending assistance to corporate sector in the form of term loans, equipment leasing, hire-purchase facilities and bill rediscounting.

9. General Insurance Corporation of India (GIC)

The GIC was founded when the management of general insurance business was taken over by the government in 1971 and subsequently nationalized in 1973. Besides investing in social-oriented sectors, GIC provides substantial assistance to industrial projects by way of term loans, subscription to equity capital and debentures and underwriting of securities.

ii. Specialised Institutions

Besides investment institutions (LIC, UTI and GIC), there are three specialized institutions.

1. Risk Capital and Technology Finance Corporation Ltd. (RCTC)

Established in January 1988, the RCTC provides risk capital and technology finance for project envisaging promotion, transfer and adaptation of new technologies.

2. Technological Development and Information Company of India Ltd. (TDICI)

The TDICI was set up jointly with the ICICI and UTI in July 1988 to provide assistance in the form of project loan to small and medium industries conceived by technocrat entrepreneurs.

3. Tourism Finance Corporation of India Ltd. (TFCI)

TFCI started functioning from February 1989, provides assistance (in the form of rupee loans, underwriting securities, equipment leasing) for developing tourism industry including holiday resorts, hotels, amusement parks and entertainment complexes.⁴⁰

iii. State-Level Financial Institutions

State-level financial institutions may be grouped under two categories.

1. State Financial Corporations (SFCs)

The State Financial Corporations have been set up under the State Financial Corporation Act, 1951 in order to provide assistance to medium and small scale industries in their respective states.

2. State Industries Development Corporation (SIDCs)

The SIDCs have been set up under the Companies Act as wholly owned state undertaken to serve as catalysts agents in the industrialization process of their respective states. Presently there are 28 SIDCs in the country which provides assistance in the form of term loans, underwriting securities and direct subscription.¹⁵

iv. International Financial Institutions

Besides national and state-level financial institutions, there are several international-level financial institutions which provide financial

assistance for funding projects of great magnitude. Among them, important ones are:

1. World Bank (International Bank for Reconstruction and Development)
2. International Finance Corporation
3. International Monetary Fund
4. Asian Development Bank
5. Overseas Economic Cooperation Fund

Overseas Economic Cooperation Fund (OECD), for example, is a development finance institutions of the Japanese government providing long-term, low-interest loans to assist developing countries.

Besides these, there are international institutions such as United Nations Development Programme (UNDP), United Nations Industrial Development Organization (UNIDO), UNESCO, World Health Organization, International Labour Organization, World Trade Organization and other family members of the United nations provide finance, technical know-how, equipments and manpower assistance in setting up development projects to reduce development needs in developing countries.

Commercial Banks and Entrepreneurial Development

Commercial banks have not confined themselves to mere extension of finance to small entrepreneurs but have slow genuine concern for their progress and development. They have now entered the challenging field of promoting new small scale entrepreneurs through entrepreneurship

development programmes. Commercial Banks provide term finance and working capital advances. These are classified under cash credit, over drafts, demand loans, bills purchased / discounted / advanced against trade debts.

State Bank of India (SBI)

In order to accelerate the development of identifying backward areas by monitoring potential entrepreneurs to take up risky new ventures, the SBI launched EDPs, in 1978. Bank's EDP consists of three phases. Initiation phase for creating awareness about entrepreneurial opportunities. Development phases through training programmes in development motivation and managerial skills. Support phase counseling, encouragement and infra-structural support for establishing and running an enterprise.⁴¹

Indian Bank-Entrepreneurial Services Cell

The bank provides consultancy services to persons who are graduated from colleges and institutions of engineering, technology and unemployed engineers, diploma holders and other graduates or business executives. The consultancy service right from identification of a project to its implementation and marketing is provided through the personnel of the bank and panels of expert specialists.

United Commercial Bank

The Bank has a cell in its head office at Calcutta to provide technical assistance/ guidance to self-employed persons about feasibility of their

projects. It also renders them advice in regard to source about availability of raw materials and marketing of their products.

Indian Overseas Bank-Bank's Small Business Aid Agency

It offers consultancy to professionals, like doctors, engineers, lawyers to enable them to start their practice.²²

The operations of this agency are presently restricted to Chennai city and Madurai, through the bank plans to establish similar agencies in other centres in due course.

To conclude, an integrated approach is necessary for making the movement micro credit women entrepreneurship a success. For this purpose, both the Government and non-Government agencies have to play a vital role. In order to achieve the desired goal, there should be re-orientation of educational system for women. There should be a curriculum change along with proper career guidance in women's polytechnics, which will shape the students to become capable entrepreneurs in future. There should also be some reservation for admission of women in disciplines like engineering, medicine, law, agriculture and architecture, with some concessions in regard to the qualification marks. It will be worthwhile to consider institution of special scholarship schemes for meritorious women students. As far as the State and Central Governments are concerned, a scheme could be evolved for extending additional concessions for women entrepreneurs for setting up industrial units. As in the case of weaker

sections of society, the financial institutions and banks may also consider feasibility of waiving collateral security, because the labour not possess any land or other property. Although the rate of interest now charged by banks on loans extended to women entrepreneurs is slightly lower than that charged on the normal loans, effecting further reduction may be examined by the Reserve Bank of India. In order to ensure that there is adequate credit-flow to women entrepreneurs, a sub-coal may be fixed under the priority sector advances by sections and the banks as is being done presently for advances to weaker other special sectors.⁴²

In order to ensure that the development of women entrepreneurship takes place as fast as possible, there is a case for setting up apex bodies at the State capital level and organisations at District levels which could be affiliated to the apex body. Such an integrated effort would serve as an effective machinery to render necessary assistance to the prospective and existing women entrepreneurs and secure special help for them whenever needed from Government, banks, financial institutions and others.⁴³

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