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**Poverty Alleviation through Micro-  
entrepreneurship**

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## **Introductory Remarks:**

To most, microfinance means providing small loans to very poor families with a view to help them to engage in productive activities or grow their very small businesses. Like many poor people need and use financial services all the time. They save and borrow, invest in home repairs and improvements and meet occasional and domestic expenses such as food and school fees. However, there are some 500 million low income entrepreneurs in the world and about only 5% have access to financial services. Indeed, the financial services available to the poor often have serious limitations in terms of cost, risk and convenience. As a result, over time, micro-finance has come to include a broader range of services like credit, savings, insurance, etc. as the industry has come to realize that the poor and the very poor that lack access to traditional formal financial institutions require a variety of financial products.

## **Need for Promotion of Micro-Enterprises**

Looking at the poverty, unemployment and labour market scenario, India could not be able to engage the existing 49 million unemployed work force along with 140 million casual labours who have no regular source of work or income totalling to a whopping 189 million besides 12.8 million work force entering into the labour market for the first time, only through wage employment. Moreover, it is evident that the country is already facing almost a stagnated employment growth in the industrial sector and declined employment growth in the agricultural sector. The service sector has increased its share of employment marginally but not adequate to employ the large percentage of unemployed or under-employed.

On the contrary, the micro and small enterprises (MSEs) largely belongs to the unorganized sector has created the bulk of employment in the country next to agriculture. MSEs are recognized as an important constituent of the national economies, contributing significantly to employment expansion and poverty alleviation. The small scale industries in India, including the tiny or micro industries and service/business entities, collectively referred as micro and small enterprises (MSEs), have a long history of promoting inclusive, spatially widespread and employment-oriented economic growth. In terms of employment generation, this segment is next only to agriculture. It is also evident that the share of the self-employed workers in the Indian workforce has increased tremendously of which a large percentage are economically poor.

## **Promotion of Micro-Enterprise through Skills Development**

Even though micro enterprises are recognized as an important constituent of the national economies, contributing significantly to employment expansion and poverty alleviation by the government, however, due to several bottlenecks these enterprises find it difficult to expand or grow as expected. The most pressing challenge faced by these micro-enterprises to raise capital for their business due to lack of sound academic qualification, skills, financial background and proper

residential or identity proof. As a result, their loan application for start-up business and/ or its expansion is rejected by banks and financial institutions.

According to the Economic Census 2008, banks and financial institutions directly financed only 2.8% of enterprises, while 1.9% had received finance linked to poverty alleviation programmes. Thus a total of only 4.7 % of all enterprises, rural and urban received any form of formal finance. As per the Nayak Committee, the tiny sector received only 2.7% of its working capital requirements from formal institutions. Obviously, the proportion of the micro/ informal sector would be even smaller, since 'tiny' itself was defined as having investments up to one million rupees, which is far large than most informal urban enterprises.

### **Pro-active measures for Micro-enterprises**

Even though Government of India has formulated several schemes under Ministry of MSME and other enabling policies to extend support to the micro-enterprises however, the impact of such schemes and policies has not yet yielded desired results. Therefore, it is indeed necessary for the government to take more-pro active measures in effective implementation of policies and schemes. Looking at the ground realities and the socio-economic profile of the large scale micro-entrepreneurs, the government may develop an enabling policy in financing the micro-entrepreneurs for a start-up and business expansion through banks and financial institutions. The MFIs can play a pivotal role in promoting micro-enterprises by going beyond promotion of subsistence livelihoods in partnerships with banks and financial institutions.

The other important parameter for creating self-employment and micro-entrepreneurship development is by way of skills development. For any country, skills and knowledge are the driving forces for socio-economic development, and promoting equity and inclusive growth. Countries with better levels of skills are well equipped to address the opportunities in the world of work and potentially capable of addressing the ever growing challenges of technological innovations, and meeting requirements of modern high-tech industries and services sectors.

### **Micro-Enterprise Development and Inclusive Employability**

In order to promote inclusive employability, unique online employability exchange viz. [www.rojgaar.in](http://www.rojgaar.in) was created by 'We The People' through its subsidiary private limited company called Tech-people Management Services Pvt. Ltd. to cater to the needs of unskilled and semi-skilled labour force with regard to wage-and-self employment, micro-entrepreneurships and skills development. The objective of this innovative venture is to promote micro-entrepreneurships by providing seed capital, mentoring and other technical support services to the start-up micro-entrepreneurs essentially the under-privileged youths who have business ideas with required skills and key attributes to become an entrepreneur.

Generally the interested youth visits the Micro-Enterprise Xchange in the home page to register online by providing minimum necessary details about their existing business or business ideas. The

online application form is scrutinized by a team of experts from various fields based on the assessment of the application form and the potential candidates are invited for initial discussions with the committee members followed by site verification, cash flow analysis and technical evaluation. Based on the consolidated report, the committee calls the candidate for final discussion followed by approval of the proposal. Upon approval, the committee proposes a mentor to the selected entrepreneur to help her/him in developing the business plan as per the requirements of the banks, financial institutions or MFIs for on-lending activities.

In order to address the issue of seed capital for start-up micro-entrepreneurs or for them to undergo skills training and it has created 'One Million Employment' by raising the capital through social investors. The objective of this Fund is to provide seed capital to start-up micro-enterprise along with mentoring and handholding support. Even though it is a newly-launched venture but the response has been quite significant both from social investors as well as start-up micro-entrepreneurs. Similarly, the skill change has also been created in rojgaar.in to support the interested skill aspirants to undergo multi-skills training to acquire employable skills by way of financing for skills development, counseling and assisting these candidates to choose the right institution for skills development.

This platform is trying to bridge the information gap related to employment for jobseekers and employers as well as catering to the requirements of households and corporate users with regard to housekeeping, repair and maintenance, security and many more value added services, thereby enabling the self-employed to get better wage and job contracts.

India has enormous challenges for addressing the issues of poverty, unemployment and inclusive growth but at the same time the country is a land of million opportunities. Therefore, there is a need for the government, banks/ financial institutions, corporate sector, MFIs and other civil society institutions to join hands to promote micro-enterprise to enable the jobseekers to become job creators.

### **Microfinance Approach to Micro-enterprises**

That the poor are bankable and successful initiatives in micro finance demonstrate that there need not be a tradeoff between reaching the poor and profitability. Indeed, micro finance constitutes a statement that the borrowers are not 'weaker sections' in need of charity, but can be treated as responsible people on business terms for mutual profit. Similarly, that almost all poor households need to save, have the inherent capacity to save small amounts regularly and are willing to save provided they are motivated and facilitated to do so. Finally, easy access to credit though more important than cheap subsidized credit which involves lengthy bureaucratic procedures - some important, but lending to groups or SHGs at higher, may prevent the groups from enjoying a sufficient margin and rapidly accumulating their own funds. However, members continue to borrow at these high rates, even those who can borrow individually from banks.

## **Transition from Microfinance to Micro-enterprises**

The typical microfinance clients are low-income persons that do not have access to formal financial institutions. Their "micro enterprises" represent an estimated 80% of the total enterprises in the world, 50% of urban enterprises and 20% of the GNP of their countries. Microfinance clients are typically self-employed, often household based entrepreneurs. In rural areas, they are usually small farmers and others who are engaged in small income-generating activities such as food processing and petty trade. In urban areas, microfinance activities are more diverse and include shopkeepers, service providers, artisans, street vendors, etc. Microfinance clients are poor and vulnerable non-poor who have a relatively stable source of income.

Access to conventional formal financial institutions, for many reasons, it is inversely related to income: the poorer you are the less likely that you have access. The poor often obtain financial services from informal financial relationships credit can be available from commercial and non-commercial lenders, but often at very high interest rates; saving services can be available through savings clubs, credit associations and the like. As a result, the chances are that, the poorer you are, the more expensive or onerous informal financial arrangements. Moreover, informal arrangements may not suitably meet certain financial service needs or may exclude you anyway. Individuals in this excluded and under-served market segment are the clients of microfinance.

Microfinance generally targets poor women because they have proven to be reliable credit risks and when they have the financial means, they invest that money back into their families, resulting in better health and education, and stronger local economy. By providing access to financial services - loans and responsibility for repayment, maintaining savings accounts, providing insurance - microfinance programs send a strong message to households and communities. Studies have shown that women become more assertive and confident, have increased mobility, are more visible in their communities and play stronger roles in decision making.

As the definition of the types of services microfinance encompasses broadens, the potential market of microfinance clients also expands. For instance, microcredit might have a far more limited market scope than say a more diversified range of financial services which includes various types of savings products, payment and remittance services, and various insurance products. For example, many very poor farmers may not really wish to borrow, but rather, would like a safer place to save the products from their harvest as these are consumed over several months by the requirements of daily living.

## **Microfinance helps to promote Micro-enterprises**

Microfinance brings the power of credit to the grassroots by way of loans to the poor, without requirement of collateral or previous credit record. Experience shows that microfinance help the poor to increase income, build viable businesses, and reduce their vulnerability to external shocks. It can also be a powerful instrument for self-empowerment by enabling the poor, especially women, to become economic agents of change.

Poverty is multi-dimensional, and by providing access to financial services, microfinance plays an important role to fight against the many aspects of poverty. Access to credit allows poor people to take advantage of economic opportunities for their homes, their domestic environments and their communities. For instance, income generation from a business helps not only the business activity expand but also contributes to household income and its attendant benefits on food security, children's education, etc. Moreover, for women who, in many contexts, are secluded from public space, transacting with formal institutions can also build confidence and empowerment.

Recent research has revealed that the extent to which individuals around the poverty line are vulnerable to shocks such as illness of a wage earner, weather theft, or other such events. These shocks produce a huge claim on the limited financial resources of the family unit and absent effective financial services, can drive a family so much deeper into poverty that it can take years to recover.

### **Women can make Micro-credit a success:**

India has to understand that micro-finance is workable and sustainable any where there is poverty and to make it successful, it needs to emphasize and mobilize the role of women in each rural and poor household, The Grameen Bank and the work it accomplish, is not something extraordinary and neither is it a model. It is a rather simple way of solving the complex problems of poverty. Bangladesh is very close to achieving the UN millennium development goal of eradicating poverty and they have been able to successfully reach 80 percent poor households. India has a long way to go, but it can come out with excellent results only if it catches the pace.

### **Women's Micro-enterprises:**

Considering the entrepreneurial environment, women's activities are very interesting as they offer a great source of knowledge and innovation. For example: there is no single type of female micro-entrepreneur, they differ in social background, educational level, experience and age.

Another interesting factor is their strong social coherence that allows them to maintain strong communications channels at all levels.

One important element, and perhaps the only characteristic that men will never have, is the possibility to transfer "motherhood skills" to job. These include fostering of other people's development through guiding, monitoring, and sharing information. Women are experienced in balancing claims, in organizing and pacing, and in handling difficulties.

In general terms, female led micro enterprises tend to be associated with activities that provide part time employment. They are small in size and have loose, informal structures, require very little startup capital, and little or no formal education. On the other hand, many women entrepreneurs in the developing world remain illiterate and live in poor rural communities.

Both men and women, face difficulties in establishing an additional enterprise, women have barriers to overcome. Among them are negative socio cultural attitudes, legal barriers, and practical external barriers, lack of education and personal difficulties. In spite of this, for women and especially for poor women, micro-enterprise ownership has emerged as a strategy for economical survival. One of the most essential factors contributing to success in micro entrepreneurship is access to capital and financial services. For various reasons, women have had less access to these services than men. In this context, credit for micro-enterprise development has been a crucial issue over the past two decades. Research has shown that investing in women offers the most effective means to improve health, nutrition, hygiene, and educational standards for families and consequently for the whole of society. Thus, a special support for women in both financial and non-financial services is necessary. Regarding limited-access to financial services, women depend largely on their own limited cash resources or in some cases, loans from extended family members for investment capital. Smaller amounts of investment capital effectively limit women to a narrow range of low-return activities which require minimum capital outlays, few tools and equipment and rely on farm produce or inexpensive raw materials. In general, women need access to small loans especially for working capital, innovative forms of collateral, frequent repayment schedules more appropriate to the cash flows of their enterprises, simpler application procedures and improved access to saving accounts.

Further, the governments should explore ways of developing innovative credit programmes using intermediary channels or institutions closer to the target groups such as co-operatives, women's group associations and other grassroots organizations. Savings and credit programmes should be designed in a way not to exclude women from participating. Additionally, there is a need

to examine the impact of structural adjustment policies on men and women at the family level as well as within various sub sectors of the labour market and within the small enterprise sector itself.

In this perspective, we may observe that SHGs have contributed substantially to the economic growth of their members in all the four southern states of India. The members' incomes have increased to manage their domestic expenses effectively as well as enable them to make a surplus to increase the scale of operations of activities undertaken by their SHGs. Though most of the members are aware that without large scale marketing of their products, their ongoing occupation would be in danger, yet few groups are fortunate to link their business with the available marketing channel. Due to low level of output and lack of brand support, even their long standing market connection often dismantled because of demand fluctuation as well as due to disruption in supply channel.

In this scenario and as an exception, the SHGs in several blocks in the district of Coimbatore have evolved a new technique called **Self-Help Marketing (SHM)** strategy to dispose their products by first catering to the needs of their group members and federations. By giving first priority and preference to the demands of their co-members, the urgent need of selling their products for earning a minimum base level of income has been mitigated to a great extent. Moreover, the needs for marketing the products through engagement of salesperson have also been reduced to a great extent as co - SHG members do not require any description or explanation about the nature and quality of the products. Presently, there are several products which are marketed through this SHG strategy. Around a dozen of those products are discussed below, giving a fair idea about the concept of SHM.

**1. Manure from domestic waste** using effective micro-organism technology is produced by several SHGs in the Periyakottai Panchayat of Udumalpet Block. By using this technology, the members are capable of filtering organic material separately from ordinary domestic wastes. Twenty five members of two SHGs are engaged in this activity and are able to produce more than ten tons of natural manure per day. Initially, the products were not sold quickly and the stocks were piled up for more than a fortnight. Subsequently, the group members approached other SHGs members who are engaged in vegetable gardening, horticulture, paddy cultivation etc. and requires substantial amount of manure for their fields. Observing the quality of natural manure and educated by the local extension officials about the uses of natural manure to protect their land from ill-effects of chemical fertilizer, the adjoining groups came forward to lift the manure from these two groups, who are actively engaged in this activity. Within a few days, a stage finally arrived wherein these two groups were unable to supply manure and cater to the ever growing demands for natural manure of several groups in the district. In turn, the existing groups had welcome many others groups to join this activity and produce sufficient manure to meet the ever growing demands of the other SHGs group members in particular and the farming community of the district in general.



2. Three SHGs in Udumalpet Block are involved in production of **‘I CARE’ local brand Electronic Stabilizers**. Few days of professional training to these group members has helped to enter in this high - tech electronic industry. Though most members in the local federation possess TV and refrigerators in their houses, in turn it is very difficult on their part to purchase costly branded electronic stabilizers to protect their electronic gadgets from electronic supply fluctuations. This local ‘I CARE’ brand has created a small revolution as costs of these products are too low and there is a warranty for a long period of around three years. Through SHM strategy, some rebates are invariably provided to these SHG members and the brand has emerged as a highly competitive product due to intensive marketing support by the DRDA functioning in the district. The members of Annai Therasa SHG and Malligai SHGs of Udumalpet Bank have escalated their level of operations for making these stabilizers and each member now earns at least more than Rs. 2000/- per month by putting only part - time effort.

3. About forty self - help groups are involved in the **fast food services** in the district, which require around Rs. 40,000/ of investment per canteen. As the members are trained to prepare food in hygienic manner, there is an upsurge in demand of their tiffin business by the local inhabitants in their respective areas. Needless to add, much marketing effort is not required for mobile canteen except the members have to adhere to their scheduled operating schedule and maintain the quality of food material sold to the general public.

The members of all these forty mobile canteens in the district are happily engaged in selling their products to the locals who constitute majority of members from other SHGs operating in this operational area. Each member of these forty SHG now able to earn more than Rs. 100/- per day by dedicating only half - a - day of labour for the group activity.

4. Nineteen SHGs run quarries in the District of Coimbatore. Running a **store quarry** is indeed a bold decision taken by these SHGs and they have proved that this is the most right decision. After linking the supply of chips for construction of concrete roof houses under Indira Awas Yojana, the groups are hard pressed to meet the demands of several beneficiaries helped under these low cost housing schemes meant for people living at the grass root level.

Mostly the members worked in the morning hours up to 10 a.m. and left to their homes to complete their household chores. Despite putting part-time labour, the group members able to earn more than Rs.3,000/- per month as the cost of stone chips have increased upward recently due to overall increase in construction work. The inter-linking of supply through SHM strategy have benefited the members most as they have no idle days and often required to work in the evening hours to meet the demands of other SHG group members.

**5. Community bio gas plants** are the most creative business constructed and maintained by number of groups. It not only help in un-interrupted supply of bio-gas for cooking purposes', but also reduces the expenses incurred towards acquiring fuels like kerosene oil, firewood and ordinary coal for cooking purposes. Now-a-days, due to depletion of forest area as a whole, it is very difficult for the local tribal as well as other people under BPL to arrange fuel for their cooking activities. As most of these people keep cattle for farming activities and sell milk in the local market, providing a small quantity of cow dung to the general pool for running a bio-gas plant is not a problem for them. Hence, effort to run a community bio-gas plant by these groups is itself a commendable job for getting un-interrupted fuel supply for cooking purpose. The beneficiaries have nothing to lose except just to supply a small quantity of cow-dung to the bio-gas plant for getting the gas. Moreover, alternatively there is a provision that if a person does not maintain cattle, then a nominal amount is required to be paid in the month end.

The groups running diary plants usually have more supply of gas and they are marketing these extra gases to other communities and villages located adjacent to their own community. This has not only augmented extra income for these SHG members, but also provided self- sufficiency and hassle - free supply to meet their domestic fuel consumption.

**6. Tailoring** is a usual and normal activity which is being pursued by many SHGs. But making tailoring a most profitable activity, depend upon the quantum of dress materials ordered by external agencies.

There are several textile mills operating in the district headquarters of Coimbatore. Every day these factories throw several tons of cotton wastages in their backyards. The group members collect these materials, sort them, clean them and coloured them to prepare dress materials for the workers of these cotton mills. The refinement and designs they make while preparing these dress materials, is praiseworthy. No one can imagine that quality dresses for workers, usually shirts and trousers are made from these wastages just lying in the backyard of these cotton mills.

Most of the dress materials are not required to be marketed in far-off areas. Even local populace consisting of BPL residents of slum areas and other group members are regular customers of these local materials sold cheaply throughout the year. The concept of SHM is truly imbibed by these group members.

**7.** A single machine can provide sustainable livelihood to more than six SHGs consisting of more than eighty individual members in the district of Coimbatore. This has been proved that providing infrastructure facility is one of the appropriate steps to augment the income of the people remaining

under BPL. The **mango-pulp making machine** is not only handy but easy-to-operate type machine which has given sustainable livelihood to the members for more than six Self-help Groups. The soft drinks are made hygienically and stored in local made bottles, which are not only tasty but also quite cheaper as compared to other similar brand products like fruity or maaza bottles available in the market.

Earlier the sales were low and it was discouraging the group members as they were not able to get the right price for their products. Subsequently, they decided to adopt the strategy of SHM and supply the products to other group members even at a break-even price to keep their units running. This has paid-off and now other group members are purchasing these delicious drinks, which are available very cheap compared to similar products in the market, especially for distribution in their social functions and village meetings,

To maintain continues sales, these groups have also diversified their activities and started producing guava, pine apple and straw berry juices during off seasons when the supply of mango is reduced. All these units are running at a profit as there is a matching demand for these products at the local markets.

**8. Masonry training for construction work** is not a field where women have tried their luck in the past. But, with sincere effort of government functionaries and similar support from officials of some NGOs, women members of some SHGs have gone through a month long masonry training to construct standard latrines in the villages. As 50% subsidy is available to the family which wants to own latrines in their backyard under 'Nirmal Gram Puraskar' scheme, many villagers are interested to avail this benefit as provided under the subsidy scheme. Now there is a huge demand for masonry work including hallow-block and pan making to make the scheme a grand success throughout the country.

These women members, after undergoing the necessary training, are first taking up the activities for constriction of latrines in the houses of other group members and members enrolled in their federation. This activity not only keeps them busy for a long time but also provides good income beyond their expectations. Supporting income on supplying pans and hollow-blocks also helping these members to engage in this activity for longer period and presently this activity has tremendous scope to be picked up by most of the Self-help Groups. In few months, there is bright scope for more groups to join in this activity.

**9. Paper up manufacturing** is easy and can be made by not-so-educated group members. The local demand for paper cups have increased tremendously both during marriage and festival seasons as well as during summer seasons for meeting the demand of local ice-cream companies.

The groups operating in the Udmalpet Block have roped in and supplying different sizes of cups to **Aavin**, an ice-cream company operating in Coimbatore with networks in other districts and towns of Tamil Nadu. The paper cups machine is capable of producing different sizes of cups with different thickness. It can satisfy the needs of different types of customers. Thus, it directly benefits the members to cater to the needs of all type of clients.

But the group members still interested to meet the needs of their local group members first by satisfying their requirements of paper cups for distribution of tea in district federation meetings as well as paper cups for providing water during innumerable social functions. The groups have also planned to make paper plates for eating snacks which have huge demand in the city of Coimbatore. The demand has outreached the supply to such an extent that members have to often work overtime to meet the supply targets fixed by the ice-cream company and the local traders.

**10. Brick making** is a time consuming activity. During the whole process, the group members requires to sustains themselves by borrowing money for consumption purposes from their group funds,

However, it is a highly rewarding activity. The cost of bricks has increased three hold during the last five years because of booming construction work. The members received substantial amount at the end of this activity, especially after disposing quality bricks to high class contractors.

Recently, they have exposed the avenue of self-help marketing by approaching the BPL members of various groups who are undertaking constriction of their houses under Indira Awas Yojana (IAY). It appears, the demand level is so high, that the present eight groups who are engaged in brick making may not able to meet the demand for few years to come. Hence, it is advisable that more groups are encouraged to take up brick making activity in a large scale, at least to meet the major chunk of the local demand.

**11. Fish processing** has a bright future, not because of the fact that long coast of Tamilnadu produce a robust supply of marine fish, but encouragement of many banks on providing loans for pisciculture and encouraging taking up this activity as one of the major profession. Now, it is not possible to dispose all the fish caught, either in the local market or at far-off markets because extra money and energy required for faster movement of fish, which is a perishable product.

It is a better idea to process the collected fish and preserve it through canning for a longer period. Moreover, canned fish is more in demand by the foreigners who visit the country, as they

are comfortable with this type of preserved food. A country like Japan stored around 35% of its fish through effective processing technique for future uses.

However, the SHGs are very new to the processing techniques, but this activity is not prohibitive from any angle. The groups in Coimbatore purchase fish from local market procure and canned through preservative as well as try to dispose as much as possible in the local market. Though initially not very successful, subsequently the group members tried to convince the federation to process the fish produced by other groups and share the benefits by disposing the final products in major towns. The federation has now supported the idea and helped the groups even to supply un-tinned processed fish among other group members who want to purchase this item available locally. It appears the activity has a fair chance to grow rapidly and leave a good surplus in the hands of the members.

12. Few **tractors are operated** by the SHGs in agricultural activities in the Udumalpet Block of Coimbatore district. Initially, the group members able to acquire a tractor through bank loan by paying the margin money to the bank. With their dedicated efforts and by making the tractor available for hire in their own village as well as in nearby villages for transport and ploughing activities, the members were able to repay the loans within three years and managed to purchase another new tractor to carry out their activities at a higher scale.

The requirement of the tractor to meet the local demand is so high that hardly any idle hours lapsed during the last two years. Obviously the members charge slightly lower than their competitors possessing tractors in these villages, yet other group members prefer to avail this facility because of affinity towards the federation and the group members. The tractor activity is again a bold decision for these BPL members, and the way they are meeting the demand in the local villages, it appears that it is one of the most profitable business proposition for these BPL members.

### **Concluding Remarks**

In order to facilitate the participation of women in micro and small enterprises, donors should encourage microenterprise programmes to develop specific strategies for recruiting women as clients from within their existing target groups. Similarly, women should be encouraged for microenterprise programmes to expand their target groups to include the sizes and types of enterprise activities in which women engage or experiment with assistance strategies, business and technical assistance needs of these types of enterprises. Moreover, women should consider expanding support to a broader range of organizations, especially poverty focused organizations active in rural areas. Support for these organizations should include technical assistance and training in programme planning, management and in developing teams of female staff to assist clients in business planning and management.

Finally, effort should be made to promote credit policies that are open to both small scale enterprise activities and enterprises operating in trade, commerce and other small enterprise sectors where women have higher participation rates. Technical assistance for micro enterprise development should focus more on basic training in product marketing and design concepts and on transmitting skills to increase and diversify production. Governments can also directly facilitate through increasing the market for micro enterprise products by improving both rural and urban infrastructure.

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