



Marketing of Badi in Keonjhar District of Odisha

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Abstract

The objectives of paper is to investigate factors affecting marketing of Badi and the demand as well as profit of Badi making activities in Keonjhar district of Odisha. The study is based on primary data collected from 200 Women Self Help Groups badi workers in five selected areas. ORMAS and Subhashree Badi Federation are providing good marketing network to the women Badi workers. They motivate women workers to participate in Pallishree Mela arranged by the Government of Odisha. The local traders of Badi are very active in the study area to purchase from the women Badi workers and sale to the retail shops and wholesalers. Even many local people purchase Phula Badi for their home consumption. Therefore, all 200 respondents sell their badi within a range of 0-1 km of distance from the selling point. Profit is the primary objective of badi making activity which motivates the women workers to take loan from bank and federation in the district and it is observed that there is variation in profit in five different study areas. The women badi workers both in SHG and Non-SHG and also in Federation linked SHG, the women give the shape of the badi manually and also in many occasion it is time consuming. So in order to save time, there should be a mechanized way of giving the shape and design to the badi.

Keywords: Badi, Entrepreneurs, Marketing, Women, Self Help Group.

I. Introduction

Badi is used as a secondary food made of Udad Dal and various types of spices which are mixed to increase the taste and quality. Badi making is an important productive activity in Keonjhar district of Odisha for the self-help groups working in the business. It is a specialized activity of women badi workers attached to SHG in the district. Women Badi workers are major players in Keonjhar

district of Odisha with respect to their major contribution to economic development in the district as well as in other states. The development of women badi workers is directly related to economic growth as well as revenue generation for the workers and also for the district. With the growing impact of women badi workers, they keep themselves self-employed. Marketing and availability of finance are essential requisite for successful entrepreneurship and profit maximization. This chapter aims to analyse the marketing of Badi and support provided by Odisha Rural Development and Marketing Society (ORMAS) and Subhashree Badi Federation in Keonjhar District of Odisha. Profit in Badi making activity largely depends on quality of product and location of sale. Marketing has evolved into an awfully vital practical space in management essentially thanks to the increasing offer over the year which is mainly through the competitive market intensity. Every firm wants to be in the apex in the market only when marketing competition will increase. Hence it will build the corporations to show a discrepancy than the newly entrants in business. Selling forms an awfully vital practical space for each firm irrespective of high competition. From the business perspective, selling creates the profits where area unit managed by monetary individuals as well as utilized by the productions in making good services to the product. To get the desired revenues from Badi making, it's very important to satisfy the customers by bringing out new challenges in the market in a much sociable as well as accountable manner. At the structural level, selling could be an important business operate that's necessary in every enterprise even though the organization operates either in profitable or not in profitable manner. To make a product more sellable in the market, promotion plays an important role. So, for this, sales advertisement, sales promotion, marketing and public relations form an important



aspect in promotion. In the 4 P's of marketing, promotion has become the most important identity in marketing.

Odisha Rural Development and Marketing Society (ORMAS) have been created by the Panchayat Raj & Water Resources Department, Govt. of Odisha on 14th January, 1991 to render services in promoting and selling the rural product in Odisha. To channelize in different aspects of marketing to strengthen the various selling channels for the development of small ventures and business enterprises, the rural producers of small and cottage industries adopt new rural way of technology, different style of diversification of development of the products, ultra-modern packaging with certification and branding of the rural products. So, for these reasons for the establishment of strong and effective marketing channels for rural products, ORMAS and DSMSs in each and every district have been successfully operating since last 25 years. For the effective state of Government affairs, various methods in the development program implemented as a capacity building method where all the civil societies and grass root institutions are involved in gaining transparency at various levels where ORMAS plays an apex body in knowledge creation and also in adapting and creating various socio-economic activities to the people. For the sustainability of new initiatives and to work with various agencies/ institutions, ORMAS has a much role of facilitator rather than implementer. In the involvement of ORMAS, moreover its role has not yet been changed while the role of its partners is changing with the tune of time. ORMAS is spreading its role on rural sector.

So keeping this in view, mainly ORMAS is a Knowledge Based Agency where it keeps field level interventions with the cottage industries workers in which Badi making business enterprise is a successful model in Keonjhar district which is taking its dimensions to the next level with partnership at all levels such as state, districts and grass root levels. Its Partnership at Keonjhar district level is with women badi workers affairs, their skill promotion, vocational training centers, district level training institutes, Women Badi workers Business Association, Traders Associations, federations, NGOs/ INGOs, Wholesale Input suppliers, Banks.

II. Objective of Study, Sources of Data and Methodology

The study has two objectives as stated below.

a) To investigate the marketing network of badi by Women SHG Badi workers

b) To study the demand as well as profit of Badi making activity in sample study areas of Keonjhar district of Odisha.

The present research study is based on Primary data which are collected through questionnaire method. The field study is conducted in Dhenkapur, Atopur, Old Town, Kashipur, Dimbo villages of Keonjhar district. The data are collected from 200 Women Badi workers of Keonjhar District. A printed questionnaire was prepared and a pilot survey was made from 15 badi workers. After some modifications the final questionnaire was prepared and data are collected on personal interview method by the researcher. Simple Random Sampling technique is being used in selecting households and Purposive Sampling technique is being used in selecting the areas. Statistical tools viz., Regression models using SPSS Software is used.

III. Review of Literature

The literature on Badi making by self help groups are very scanty. Lalit Kumar Sharma (2011) in the article "Self Help Group as an Effective Strategy and Feasible Approach to Empower Women in India" has highlighted the benefits of psychological, social and economical factors accrued by women participating in SHGs and to explore the merits of SHGs as strategy and approach to empower women in India. Empowerment is a process of awareness and capacity building leading to greater participation, greater decision making power and control and transformative action. The study concludes that women participation in SHG have created tremendous impact upon the life pattern and style of poor women especially in rural areas and empower them at various level not only as individual but also as member of family, community and society as whole. Madhulata Anand (2011) in the book "Women Empowerment" describes status and condition of women at the outset and then makes elaborate on legal and social approach to women empowerment, social problems of women, health and nutritional status of women, women labour and family structure, labours-wage policies concerning women, educational human rights of women, educational system and sexuality and ideology of women in the social context.

Dr.K.Someshwer Rao (2011) has highlighted the future challenges to be faced by women and problems of entrepreneurship in the article "Problems of Rural Women Entrepreneurship in India". The study has identified certain problems of rural women in business. The suggestion is that



the state and central governments have to initiate special programmes for the development of rural women entrepreneurs in India. Shaikh Shafeequr Rahmaan (2012) in paper “Empowerment of Women for Social development” had made an attempt to raise the standard of women and had found that the organization is responsible for empowering women by way of promoting self reliance, self confident, self dependant and educating them to realize their fundamental rights. Lijjat as a trust is a service organization engages in serving poor and destitute and to empower women for social development. The author had enlightened on Empowerment by his golden words i.e, “The women empowerment is not a onetime affair but a continuous process.” Jennings and Brush (2013) conducted a study to document the development of the body of work known as women’s entrepreneurship research. In this study through the broader entrepreneurship literature the contributions of this work was assessed and discussed how this broader literature poses challenges (both difficulties as well as opportunities) for scholarship on female entrepreneurs. It was found that this sub-area has come a long way in a very short period of time, surpassing many of the developmental milestones as the broader field of entrepreneurship despite its more recent origins. Sanchita (2013) analyzed the socio- economic profile of the woman entrepreneurs and interpreted the management problems of women entrepreneurs of small-scale sector in Haryana. The study was based on primary data which was collected by the researcher by conducting a survey of 210 women entrepreneurs of small-scale sector in Haryana (out of the list of 321 made available by the directorate of Industries Haryana, Chandigarh) by personal interview method by using a comprehensive interview schedule. It was recommended that to harness the potential and continued growth and development of women entrepreneurs and to formulate appropriate strategies for stimulating, supporting and sustaining their efforts to run smooth functioning of enterprises, we need to provide them level -playing- field for healthy competition. Nandini (2014) studied the profile of famous women entrepreneurs in India and analyzed the sectors preferred by women entrepreneurs in India. It further studied the promotional efforts of government for the growth of women entrepreneurship. It was suggested that empowering women with the entrepreneurial skills, information technology, micro and macro finance options will foster economic growth of the nation.

Sarmista Nandy etal (2014), women entrepreneurs have been making a significant blow

in all the segments of the economy which is more than 25% of all types of business. As per center for Women’s Business Research, 2009 women entrepreneur were growing twice as fast as the other business since 1997 to 2002. During the 2008 economic depression, 5% of high potential women and 4% of high potential men left their employment to establish their own business. Kauffman Foundation article (2015) ‘Challenges facing New Entrepreneurs in 2014’ identifies tax-related regulations to be specific government regulation posing greatest difficulty for about 41.49 per cent new entrepreneurs out of 617 respondents. Other general challenges faced by new entrepreneurs are unpredictability of business conditions and lack of access to credit. Junare and Singh (2016) in their work ‘An Analysis of Technological Practice among Women Entrepreneurs of different Entrepreneurial Avenues in Selected Cities of Gujarat’ on basis of survey conducted on 50 women entrepreneurs of Ahmedabad and Vadodara, cities of Gujarat tries to probe the entrepreneurial avenues they chose to practice their entrepreneurial skills. The result suggests that women are mostly into the business of manufacturing of customized clothing (22 per cent) followed by retail business (16 per cent) and engineering based and handicraft businesses (10 per cent each)

ROLE OF PRODUCT, PRICE, PLACE, AND PROMOTION IN MARKETING

Marketing 4 P’s (also known as the Marketing Mix Model) specifically carried out by marketers as a prerequisite for the strategy in marketing. In an attempt to create a common optimal goal, marketing managers use this method to find their business targets. Unit manageable variables with selling combine put the marketing mix model efficiently. To provide an atmosphere of selling dynamics and to fulfill the target cluster the selling combine is adjusted on a regular basis. This is an extremely revered selling tool accustomed analyse the marketplace for product by businesses and firms across the globe. Its inherent simplicity however means that it could be used as a basis for training of WSHGs Badi workers in how to approach the analysis of a potential business idea in a structured manner. Marketing is the very survival of any organization whether it is small, medium or large. Hence it is said that selling of Badi largely meets unmet wants to foster them through product services, marketing and ideas. In order to make right access as well as timely delivery of the product, marketing with right approach of communication to the customers is very important. Profit in Badi



making activity largely depends on quality of product and location of sale. Marketing has evolved into an awfully vital practical space in management essentially thanks to the increasing offer over the year which is mainly through the competitive market intensity. Every firm wants to be in the apex in the market only when marketing competition will increase. Hence it will build the corporations to show a discrepancy than the newly entrants in business. Selling forms an awfully vital practical space for each firm irrespective of high competition. From the business perspective, selling creates the profits where area unit managed by monetary individuals as well as utilized by the productions in making good services to the product. To get the desired revenues from Badi making, it's very important to satisfy the customers by bringing out new challenges in the market in a much sociable as well as accountable manner. At the structural level, selling could be an important business operate that's necessary in every enterprise even though the organization operates either in profitable or not in profitable manner. To make a product more sellable in the market, promotion plays an important role. So, for this, sales advertisement, sales promotion, marketing and public relations forms an important aspect in promotion. In the 4 P's of marketing, promotion has become the most important identity in marketing.

Women have got tremendous skill to be a successful entrepreneur. Even though women have talent, skill but they are being neglected due to gender discriminations. But, in the recent years, women are well organized in the society and become important to the need of the economy. A cooperative is a well set up formation of people and comes with systematic chained ventures. Cooperative can only be successful if it works for the good effect of its group and also which includes the advancement of the people living in society. Gender Equality refers to empowering women and making them economically and socially efficient to support their basic livelihood needs as well as to support their family members. India, being the male dominated society bringing gender equality is the need today. Women work in the informal sectors at a low remuneration in many developing countries. Women can get social-economic leverage by joining in the less developed cooperatives if they work sincerely. Women especially in less developed countries face a lot of constraints that block their active participation in cooperatives.

Many women SHG's have started small scale businesses of food items, weaving, making ornaments and jewellery and other items etc. with

the help of NGOs. One of the best examples of women empowerment in Keonjhar is Badi making which is a woman run co-operative business and has empowered SHG Women Badi workers by forming small groups in the district and by providing them with motivation, regular training on different activities. The Badis produced in Keonjhar District has become popular in India and in different countries of the world. Badi are exported to the foreign countries through exporters and middlemen. The women especially in the town of Keonjhar district prepare these Badis. These Badis are made of Udad Dal and various types of spices are mixed to increase the taste and quality. Some of the Badis are marketed by Orissa Rural Marketing Services (ORMAS) which motivates and facilitates in getting loan from banks to the women Badi workers. It is a part of their activity. Since last many years, the people of Keonjhar district are commercially preparing the Badis and making it which helps in their livelihood and promotional activities. More than 200 SHG groups are now engaged in Badi activities. Many parts of Keonjhar like Ghatagaon, Harichandanpur and Sadar blocks, the self-help groups are engaged in badi activity and they are even getting more money out of that Badi activity. Many types Badis are prepared by mixing Udad dal, pumpkin, almond, cauliflower and various other items and condiments. Badi added to enhance the taste of dishes and food. But flower shaped badi named as Phulla Badi, has gain a tremendous momentum not only in Keonjhar district but also in the country for its uniqueness. Badi is such a food item that tastes very good when it is fried with onion and garlic. It also tastes good if it is made with vegetables. The Badis are also used in the marriages and fasts. It is such a food item which can be eaten with rice even by roasting it in fire. The instruments used in the preparation of Badi making are grinder, dryer and packaging machine. The badi are prepared through rigorous process; first of all, the required black gram is to be put in the grinder for grinding purpose and then the ingredients like black gram, til, salt and some spices are mixed in equal proportion. After the paste is formed, the women badi workers put the barter of the ingredients mixture in a cloth having a hole where they make the shapes of flower shaped badi by handmade art keeping those flower shaped black gram dumplings in the dryer machine and after the badi gets dried up they are rolled in the packaging machine for getting covered in a packet under the name Kendujhari Phula Badi after which they are ready for sale in the markets as well as in the exhibition, local fairs through ORMAS. But it should be kept in mind that the federations which



are linked with ORMAS are being marketed and rest WSHG Badi workers sell their products through local market and other areas through SHG linked

shops, Bazaar on wheels and even the badi workers sell their products in their house itself.

Table -1 The buyers of Badi in sample study areas of Keonjhar District of Odisha

Particulars		Atopur	Dimbo	Dhenkapur	Old Town	Kashipur	Total
Types of Buyers	Local People	40	40	40	40	40	200
	Tourists	0	0	0	0	0	0
Total							200
Distance (km) from home to sell point	0-1	40	40	40	40	40	200
	1-2	0	0	0	0	0	0
	2 & Above	0	0	0	0	0	0
Total							200
Marketing of the Badi	Local Market	40	0	40	40	40	160
	Through Intermediaries	0	0	0	0	0	0
	Through Cooperatives	0	40	0	0	0	40
Total							200

Source: Primary Data

ORMAS and Subhashree Badi Federation are providing good marketing network to the women Badi workers. They motivate women workers to participate in Pallishree Mela arranged by the Government of Odisha. Table no.1 explains that out of 200 respondents, 40 respondents market their badi through cooperatives whereas 160 respondents market their badi through local market. Since, the cooperatives and federation have a fixed purchase price of Badi and delay in payment, the women Badi workers prefer to sale their Badi to the local people and traders. Out of 200 respondents, all respondents sell the badi to the local people. The local traders of Badi are very active in the study area to purchase from the women Badi workers and sale to the retail shops and wholesalers. Even many local people purchase Phula Badi for their home consumption. Therefore, all 200 respondents sell their badi within a range of 0-1 km of distance from the selling point.

Demand Analysis of Badi in sample study areas of Keonjhar district of Odisha

Demand Analysis of badi is conducted to find out the customer demand and to take business decision regarding price and production of badi. The present research work made an attempt to determine the factors influencing demand for badi in Keonjhar District. Linear, logarithmic and quadratic regression models are used to test the validity of demand theory. The purpose of using three models is to examine whether the results vary with change in functional forms of regression. It is observed that the results are similar in all three regression models. Further, different regression models are fitted to check the robustness of results. The results of three regression models are presented below Table-2.

Table-2 Showing the Model Summary and Parameter Estimates

Dependent Variable: Quantity

Equation	Model Summary					Parameter Estimates		
	R Square	F	df1	df2	Sig.	Constant	b1	b2
Linear	.462	170.195	1	198	.000	16.387	-.039	
Logarithmic	.524	218.217	1	198	.000	58.303	-9.395	
Quadratic	.611	155.014	2	197	.000	37.046	-.222	.000

The independent variable is Selling Price.

Source: Computed by Author



Table- 2 shows that there is negative relation between demand of badi and sale price. The estimates of regression coefficients in all three regression functions are statistically significant at 1 per cent level and consistent with the demand theory.

Profit Analysis of Badi making Activity in sample study areas of Keonjhar district of Odisha

Profit is the primary objective of badi making activity which motivates the women workers to take loan from bank and federation in the district and it is observed that there is variation in profit in five different study areas. Therefore, the monthly profit from Badi making activity of different workers is presented in Table-3.

Table- 3 showing Monthly Profits from badi making activity

Profit Range (Rs)	Atopur	Dimbo	Dhenkapur	Old Town	Kashipur	Total
10000-20000	35	40	13	14	35	137
20000-30000	5	0	27	26	5	63
30000 & Above	0	0	0	0	0	0
Total	40	40	40	40	40	200

Source- Compiled from primary data

In Atopur and Kashipur area, the profit of 35 women workers are in the range of Rs. 10000 – 200000 whereas 40 women workers in Dimbo area, only 13 and 14 in Dhenkapur and Old Town area belong to same profit range. Hence, it is found that

27 and 26 women workers in Dhenkapur and Old Town area earn monthly profit in between Rs.20000-30000. This is primarily because of higher sale price of Badi in these areas.

Table- 4 Profit per kilogram and Profit per day from Badi Making activity

Particulars	Profit Range (Rs)	Atopur	Dimbo	Dhenkapur	Old Town	Kashipur	Total
Profit earn per Kg (Rs)	0-100	37	40	16	22	37	152
	100-200	3	0	24	18	3	48
	200-300	0	0	0	0	0	0
Profit Earn per Day (RS)	0-500	26	0	0	40	26	92
	500-1000	14	40	40	0	14	108
	1000-1500	0	0	0	0	0	0

Source- Compiled from primary data

Table-4 represents a comparative picture of profit per kg of Badi and profit per day of women Badi workers. The profit per kg is in the range of Rs.100 -200 are 48 badi workers out of which 24 belong to Dhenkapur and 18 badi workers belong to Old Town area. 152 Women Badi workers earn profit within Rs.100 per kg. It is clearly visible from the table that profit per day of Badi workers are quite higher than the minimum wage rate fixed by the Government. 108 Badi workers earn profit per day in the range of Rs. 500-1000. So, Badi making is a lucrative occupation for the women in the study areas.

IV. Findings of the Study

The present research work is an area specific and product specific micro research study based on women only. Since this is an exhaustive study on badi making conducted for the first time in a tribal dominated district of Odisha, all findings are original in nature. Some of the key findings of the study are outlined below.

1. From all the 200 respondents, local people form the primary buyers for the women badi workers.
2. All the 200 respondents sell their produce in the range of 0-1 kms from home to selling point.
3. Out of 200 respondents, 160 respondents market their product in the local market whereas rest 40



respondents market their product through cooperatives.

4. There is negative relation between demand of badi and sale price. The estimates of regression coefficients in all three regression functions are statistically significant at 1 per cent level and consistent with the demand theory.

5. In Atopur and Kashipur area, the profit of 35 women workers are in the range of Rs. 10000 – 200000 whereas 40 women workers in Dimbo area, only 13 and 14 in Dhenkapur and Old Town area belong to same profit range. Hence, it is found that 27 and 26 women workers in Dhenkapur and Old Town area earn monthly profit in between Rs.20000- 30000. This is primarily because of higher sale price of Badi in these areas.

6. The profit per kg is in the range of Rs.100 -200 are 48 badi workers out of which 24 belong to Dhenkapur and 18 badi workers belong to Old Town area. 152 Women Badi workers earn profit within Rs.100 per kg. It is clearly visible from the table that profit per day of Badi workers are quite higher than the minimum wage rate fixed by the Government. 108 Badi workers earn profit per day in the range of Rs. 500-1000. So, Badi making is a lucrative occupation for the women in the study areas.

7. SHG Badi workers have better marketing facility than Non-SHG badi workers. ORMAS attached with SHG Badi workers to facilitate the marketing facility which Non-SHG badi workers don't have. Due to ORMAS, SHG Women badi workers sell their badi in nearby shops, grocery shops, hotels, stall and fairs inside and outside the district whereas the Non-SHG badi workers sell badi in their home only. Owing to this, it can be said that marketing and market orientation is a trait which is associated with market related implementation to manage their business SHG Women Badi workers had medium to high level of market orientation as the SHG Badi workers had taken up entrepreneurial activities, while in case of Non-SHG Badi workers they are not involved in entrepreneurial activities and thus low level of market orientation.

V. SUGGESTIONS

Since badi making is a profitable occupation and it leads to economic empowerment of women in Keonjhar district, there is an urgent need to promote this activity. It is important to create awareness about the various schemes of government for promoting entrepreneurship among women. After the field survey and analysis of socio economic status of women Badi workers, the suggestions are as follows-

1. Quality control is an important aspect in any business activity or in any enterprise, so when the badi workers are preparing the badi there should be a vigilant eye on the quality of the badi from preparation to final sell of it. The quality of Phula Badi depends on the ingredients used, the processing technique and the frame used in badi making. The composition of ingredients can be improved by adequate research to increase its durability and taste. Therefore it is suggested to establish a Research Centre for Phula Badi in Keonjhar district.

2. Government should take initiatives to provide training to the WSHG Badi workers regarding processing, sources of capital, marketing and techniques of export to foreign countries. To get benefits from micro credit schemes numerous training as well as literacy programmes are need of the hour for the women badi workers. To empower the women badi workers and in providing them with micro credit facility, training in rights to legal literacy and gender sensitization are very much essential.

3. It is suggested to establish a Badi Promotion Fund by the government which can provide timely soft loans and financial assistance to the women badi workers in the district.

4. The members ought to be necessarily intensified with accounts keeping and book keeping knowledge which will increase the working of the SHGs in the cluster.

5. WSHG involved in badi making should be more pro-active with enthusiasm and dynamism to channelize their savings in group activity. NGO's should come forward to act as a helping hand to the badi workers.

6. Banks should come forward to provide adequate credit to the Badi workers in accordance to their needs. The lending procedure should be simple and more flexible for the SHG badi workers.

7. District authority should organize more periodical exhibitions and trade fairs in the districts as well as block level where the badi can be displayed in the stalls. In order to develop badi workers strength in the group, frequent seminars and meetings should be organized.

8. Regarding the designing of the badi, training in new technology and marketing of the badi, simultaneous intervention by district authority, state professional bodies and voluntary organizations should be with the badi workers to make them successful entrepreneurs.

9. For the benefits of the badi workers in the long run, Government should make right approach of policy implications to decrease their poverty and



increase their aspirations to self-reliance and development in badi making business.

10. The women badi workers both in SHG and Non-SHG and also in Federation linked SHG, the women give the shape of the badi manually and also in many occasion it is time consuming. So in order to save time, there should be a mechanized way of giving the shape and design to the badi.

VI. Conclusion

The "Badi" making industry is one of the home-based processing units which have provided ample opportunities of employment to the women of low socio-economic status. In this study, an attempt is being made to access indigenous method of badi preparation of household level to motivate the women entrepreneurs for popularizing this traditional food. WSHG Badi workers prove to be a powerful tool for the socio-economic development of women and it provides a platform to the women to discuss their problem which enhances their skills and to improve their living standard. This study shows that the positive impact of financial gain on badi workers has been increased. It also brings changes in the decision-making power of the women. The communication skills of the Women Badi workers have been developed because they communicate freely with outsiders without any hesitations. Though SHG women badi workers are socially and economically developed and their living standard has improved still then they need support from their family members, society and government.

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