



WOMEN BADI WORKERS AND THEIR LIVELIHOOD SUSTAINABILITY IN BADI MAKING BUSINESS IN KEONJHAR DISTRICT OF ODISHA

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Abstract: 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. In order to reduce poverty and to increase their standard of living and wellbeing of their family, these women badi workers makes a strong contribution in upliftment of the badi making business. To uplift the badi making business, various promotional measures as well as incentives are provided by the district authority from time to time. Today the role of women badi workers do not seem to be confined only as a mother/ homemaker but the role of women badi workers is much more than what it was previously.

Keywords: Badi, Keonjhar, SHG, Economic, Growth

JEL Classification: O

INTRODUCTION

Badi constitutes the ingredients like black gram with till seeds in the back side of badi. "Badi is fried or roasted and consumed as a side- dish with some primary dish." The 'phula badi (flower shaped badi)' prepared here is so famous that it is gaining popularity beyond the boarder as well. This particular black gram dumpling marked its beginning in the age-old days which is very popular in the tribal district. On the pious occasion of many

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festivals and especially on Makar Sankranti badi are offered in the Jagannath temple during worship in Keonjhar district. Many badi workers today sell badi in huge quantities and it is being sold in many shops and also at trade fairs. The entire Badi making business now has taken a long jump in commercial sense and many more women now interested in the Badi making. More interesting to hear is that badi's gaining its craze in countries like china and USA by middlemen. The demand for Keonjhar phula badi is very popular throughout the country. The phula badi business has gained the status of MSME's in the district. Local people of the district gives badi as a token of gift to the people who come as guest to their houses. "Phula Badi" is famous for its crispness and taste with fragile and delicate characteristics. More than 200 SHGs of Keonjhar are involved in this badi making activity. Because of its delicate and fragile nature, SHGs are unable to produce more quantity and hold these for a longer period. A pilot project was taken up by ORMAS in the year 2008-09 to mechanize the badi making system in order to provide more income to these producers. Under the initiative, infrastructural supports like production unit, manual dryer, packaging machine were provided by ORMAS at Dimbo village of sadar block in Keonjhar district. To make the unit more vibrant, 144 women member of 12 SHGs were imparted with basic orientation as well as skill training. A federation formed under Maa Mission Shakti program is now in operation to deal with this activity. SHG empower the women by promoting leadership in business and increasing their level of income. Keonjhar district has come up in providing a smooth income to many women through badi making. SHGs operating in Badi making business at Keonjhar district are Sri Maa Mission Shakti at Dimbo village, Bamana Raja SHG, Karma Thakurani SHG and Sri Chandi SHG at Atopur, Maa Tarini SHG at Kamaragada, Maa Durga SHG and Dibya Shakti SHG at Khuntapada, Maa Gouri SHG and Maa Santoshi SHG at Bistapal village, Maa Sidha Kali SHG at Old town, Maa Laxmi SHG at Kashipur and many more.

REVIEW OF LITERATURE

Tambunan Tulus¹ (1991) examines the role of small-scale Industries in Economic development of Indonesia. This survey as the macro – level leads us to a much less pessimistic view of the performance of SSI units in Indonesia though obviously imperfections in comparison with medium and large-scale Industries do exist. It also gives mention to a critical question of appropriate policies needed to support this sector.

Steel William and Webster Leila² (1991) investigate the hypothesis that small enterprises play an important and dynamic role in the structural

adjustment process and in Africa's Industrial development. It discusses the role of small enterprises in the industrial development and introduces the adjustment context, the evolution of large and small-scale Industry in Ghana, and the Economic recovery program and its impact.

A study conducted by Benjamin Solomon³ (1991) explores the small-scale industry that has grown and thrived in informally developed communities of rudimentary buildings and dirt roads surrounding the city of Delhi. It presents an overview of Delhi's informally developed suburbs, called unauthorized colonies, discusses their growth and regularization, and introduces the setting in which small-scale manufacturing exists within such colonies.

Dias Syrian⁴ (1991) examines the scale, nature and effects of current subcontracting linkages between small and large Industries in Sri-Lanka, In general weaker relationships exist between large and small industries, however strong links exhibit with respect to more organized few large firms. The reason for this weaker relationship is the immaturity of small Industries in meeting the requirements of large Industries in terms of technology, production cost and quality and delivery services.

Prem Kumar, Asit Ghosh⁵ (1991) in their study on management of small-scale industry explains the management practices and performance of small-scale Industries and their relationship with demographic features, production, planning and control of SSI, financial planning and control and Institutional structure for assistance of SSI and also the technology change for SSI.

Balla⁶ (1992) in his study discusses the centralized vs. decentralized policy towards small and medium enterprises, technological policy for small and medium enterprises in China.

Jamuar⁷ (1992) in his study discusses the development of small-scale and cottage Industry in India and the role of small-scale Industry in India, the present position and problems of small-scale Industry with special references to Industrial sickness, government policy and measures to develop small-scale and cottage Industry and new Industrial policy on small-scale and cottage Industry.

Rama Swamy⁸ (1993) in his study examines three hypothesis regarding small-scale manufacturing units namely: small firms use more labour per unit of capital, they produce more output per unit of capital and small firms use resources more efficiently than large firms in terms of total Factor Productivity. The analysis indicates that capital intensity and partial productivities are sensitive to alternative measures of firm size and total factor productivity are not found systematically related.

Ahmad Jaleel⁹ (1993) made an attempt to throw light on the question as to whether trade and industrial policies in developing countries discriminate

against the development of small and medium scale industry. This is done by a detailed examination of the structure of tariff and non-tariff Protection as well as industrial policy measure, such as foreign exchange allocation and licensing.

Venugopal¹⁰ (1993) observed that Governmental agencies set up for promoting village and cottage Industries are inactive and their performance is below the level of expectations. He argues that the survival of village and cottage industries depends on their ability to become competitive. Their efforts should be to reduce cost and improve quality through technological up gradation.

Ramabijoy¹¹ (1993) in his study analyses government support, capacity under utilization marketing and financing power and transport of small-scale Industries and also the entrepreneurship and management of sickness.

Pillai¹² (1994) in his study analyzed the future role of small-scale sector in the evolving economic setting and the challenges it may have to face to sustain its place as an important contributor to the development process.

Thomas .T. Thomas¹³ (1994) states that there is a need for extensive education of the small-scale industrial units promoters in general management and specifically in the fundamentals of marketing management.

Rao¹⁴ (1995) reported that the potential for investment related to technology requisition and transfer in small-scale and medium sector has assumed considerable significance in their interest to face the challenges of liberalization and globalization of markets.

Schmitz, Hebert¹⁵ (1995) in their study are concerned with the growth of small local industry in developing countries and explores one particular route for understanding and fostering such growth. It focuses on the clustering of firms and the competitive advantage, which they derive from local external economies and joint action, captured in the concept of collective efficiency.

The international prospective planning team¹⁶ (1995), which made an extensive study of India's small-scale industries, was of the opinion that Government; efforts for the promotion of this sector were largely scattered and dealt with only isolated segments of the problem.

Prasad and Kaushik¹⁷ (1997) have traced out locus of comprehensive policies and programmes of the small-scale sector during the 50 years of independence.

Salim¹⁸ (1998) in his study proves that in most categories of industries there is more number of high performing units followed by moderate performing units. High performing units have more market orientation

than low performing units. There is a strong positive correlation between market orientation and business performance.

Sindhu Hina¹⁹ (1998) in their study state that, employment generation has increased over a period of time. The other findings of the study are related to decline in employment in the household industries, and a decline in the contribution of the large-scale sector to employment generation.

A study conducted by Hayami, Yujiro, and others²⁰ (1998) reveal that marketing channels be established which connect small rural producers with large urban and / or foreign demand. This study investigates various forms of production and trade contracts being practiced at the grass root level in the metal craft manufacturing industry on the outskirts of Greater Manila in the Philippines.

Balasubrahmanya²¹ (1998) in his study describes the elements of India's small industry policy with specific reference to protective measures, and reviews its impact on the growth and efficiency of the sector.

Datey²² (1999) in his study titled practice manual to small-scale Industries discusses the importance of small-scale industries, clubbing of clearances of SSI and an overview of income tax, central sales tax, Finance to SSI and management of SSI units.

Mathew²³ (2000) reports that small Industry policy in India is ambivalent. Divergence of interests and their expression through lobbying is a characteristic of any democratic policy. It is also not correct to consider the government as a machinery to immune such influences.

Vasundhara Raje²⁴ (2000) states that credit is an essential input for the working of small-scale Industries. Any delay or inadequate supply of credit is detrimental to the growth of the SSI units. Therefore timely and adequate availability of credit is of crucial importance for setting up and for expanding the existing SSI units.

OBJECTIVES

1. To examine the socio-economic profile of women badi workers in study area.
2. To examine the demographic profile of Women Badi workers self help Groups in study areas.

DATA COLLECTION AND RESEARCH METHODOLOGY

The present paper of seminar is based on Primary data. The primary data is collected through choice based questionnaire method and the study is be conducted in Dhenkapur, Atopur, Old Town, Kashipur, Dimbo Village areas of Keonjhar district. The data is collected from 75 Women Badi workers of

keonjhar. Simple Random Sampling is used for selecting households and Purposive Sampling is used for selecting areas. This is analyzed by using different statistical tools like classification, tabulation, percentage, arithmetic mean, Bar charts with MS-Excel. For the pilot survey of the study area, primary data of some households is being collected among the women badi workers in Keonjhar district to put some light on their socio-economic profile.

TABULATION AND ANALYSIS

Table 1: Annual Income- Wise Distribution of the House Hold with Respect to Area Belongs to SHG

Income of The Household	Area				Total
	Area 1 (Atopur)	Area 2 (Dimbo)	Area 3 (Old Town)	Area 4 (Kashipur)	
Less than 30,000	0% (0)	0% (0)	0% (0)	0% (0)	0% (0)
30,000-50,000	25.71% (18)	34.28% (24)	20% (14)	20% (14)	93.33% (70)
50,000-1,00,000	40% (2)	20% (1)	20% (1)	20% (1)	6.67% (5)
More Than 1,00,000	0% (0)	0% (0)	0% (0)	0% (0)	0% (0)
Total	(20)	(25)	(15)	(15)	(75)

Source: Primary Data & By Survey and Interview Method

ANALYSIS

From surveying, table no.1 shows that, highest number of Badi workers of Dimbo village have their income between Rs.30, 000-Rs.50, 000 per annum as compared to other areas of SHG. 93.33%, that is total 70 Badi workers out of 75 falls in the annual income category of Rs.30, 000-Rs.50, 000 where a maximum of 34.28% of 24 Badi workers from Dimbo village out of 70 falls in the annual category of Rs. 30, 000- Rs.50, 000 as they maintain a reasonable standard of living which is revealed from the above table.

**Table 2
Caste Structure of the Badi Workers with Respect to Area Belongs to SHG**

Caste Structure of the Badi Workers (SHG)	Area				Total
	Area 1 (Atopur)	Area 2 (Dimbo)	Area 3 (Old Town)	Area 4 (Kashipur)	
General	25.37% (17)	32.83% (22)	20.89% (14)	20.89% (14)	89.33% (67)
SC	33.33% (1)	66.67% (2)	0% (0)	0% (0)	4% (3)
ST	66.67% (2)	33.33% (1)	0% (0)	0% (0)	4% (3)
OBC/SEBC	0% (0))	0% (0)	50% (1)	50% (1)	2.67% (2)
Total	(20)	(25)	(15)	(15)	(75)

Source: Primary Data & By Survey and Interview Method

However, 0% the Badi workers are not earning more than 1,00,000 rupees per annum from all the areas of SHG which implies that no workers belonging to high standard of living.

ANALYSIS

Table 2, shows that 89.33% i.e., (67 out of 75) Badi workers of four areas of SHG, where majority of the Badi workers belongs to General Caste out of which a maximum of 32.83% i.e., 22 workers of total (67 out of 75) belongs to Dimbo village. It is significant to note that in case of OBC/SEBC caste, the % of workers is very less. It is also found that SC/ST caste is nil from Old Town and Kashipur areas which implies that there is no representative of the Badi workers belonging to SC/ST category in Badi-making business.

Table 3
Age- Wise Distribution of the House Hold with Respect to Area Belongs to SHG

Age of the House Hold	Area				Total
	Area 1 (Atopur)	Area 2 (Dimbo)	Area 3 (Old Town)	Area 4 (Kashipur)	
18-24	0% (0)	0% (0)	0% (0)	0% (0)	0% (0)
25-30	0% (0)	0% (0)	0% (0)	0% (0)	0% (0)
31-36	33.33% (2)	16.67% (1)	33.33% (2)	16.67% (1)	8% (6)
37-42	13.63% (3)	63.63% (14)	13.63% (3)	9.09% (2)	29.33% (22)
Above 42	31.91% (15)	21.27% (10)	21.27% (10)	25.53% (12)	62.67% (47)
Total	(20)	(25)	(15)	(15)	(75)

Source: Primary Data & By Survey and Interview Method

ANALYSIS

Table 3 shows that 62.67% i.e., (47 out of 75) Badi workers belongs to the age category above 42 of four areas of SHG which signifies the Badi workers mainly are of mid-age where a maximum of 31.19% i.e., (15 out of 47) Badi workers are from Atopur belongs to the above age category. It is also evident from the above table that there is 0% of representation of workers from 18-24 and 25-30 age category from four areas of SHG.

Table 4
Educational Distribution of the House Hold With Respect to Area Belongs to SHG

Educational Distribution of the House Hold	Area				Total
	Area (Atopur)	Area 2 (Dimbo)	Area 3 (Old Town)	Area 4 (Kashipur)	
Illiterate	28.57% (6)	38.09% (8)	19.04% (4)	14.28% (3)	28% (21)
Under Primary	44.44% (8)	27.77% (5)	11.11% (2)	16.67% (3)	24% (18)

contd. table 4

Primary	21.05% (4)	26.31% (5)	15.78% (3)	36.84% (7)	25.33% (19)
Matriculation	9.09% (1)	45.45% (5)	27.27% (3)	18.18% (2)	14.67% (11)
Intermediate	16.67% (1)	33.33% (2)	50% (3)	0%(0)	8% (6)
Graduation	0%(0)	0%(0)	0%(0)	0% (0)	0% (0)
Total	20	25	15	15	75

Source: Primary Data & By Survey and Interview Method

ANALYSIS

Table 4 shows that 28% i.e., (21 out of 75) Badi workers from four SHG areas are illiterate which shows that majority of workers are less educated and it also shows that 0% of Badi workers are not graduates from four areas of SHG. It is evident from the table that 38.09% i.e., (8 out of 21) workers from Dimbo village are illiterate.

Table 5
Marital Status of the House Hold with Respect to Area Belongs to SHG

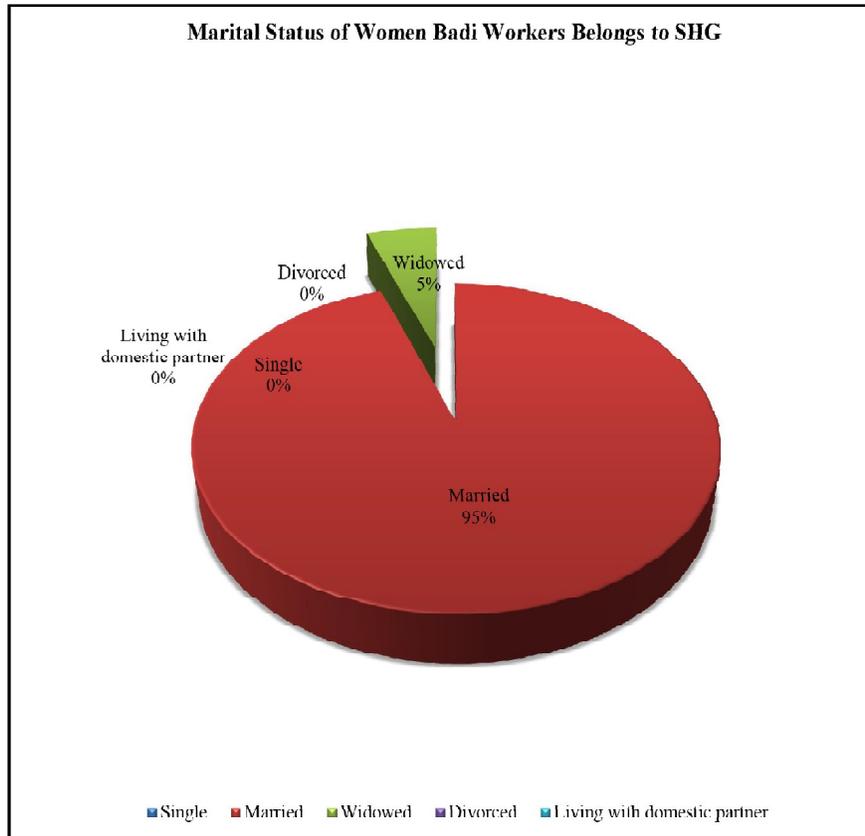
Marital Status Distribution of the House Hold	Area				
	Area 1 (Atopur)	Area 2 (Dimbo)	Area 3 (Old Town)	Area 4 (Kashipur)	Total
Single	0% (0)	0% (0)	0% (0)	0% (0)	0% (0)
Married	26.76% (19)	32.39% (23)	19.71% (14)	21.12% (15)	94.67% (71)
Widowed	25% (1)	50% (2)	25% (1)	0% (0)	5.33% (4)
Divorced	0% (0)	0%(0)	0%(0)	0%(0)	0%(0)
Living with Domestic Partner	0% (0)	0% (0)	0% (0)	0% (0)	0% (0)
Total	(20)	(25)	(15)	(15)	(75)

Source: Primary Data & By Survey and Interview Method

ANALYSIS

Table no.5 shows that 94.67% i.e., (71 out of 75) Badi workers from four SHG areas are married, where a maximum of 32.39% i.e., (23 out of 71) workers belongs to Dimbo village. This shows that the majority of Women Badi workers working in Badi-making industry are married. It is also seen that only a mere 5.33% i.e., (4 out of 75) workers from four areas of SHG are widowed. It is also evident from the above table that there is 0% representation of Badi workers from four areas of SHG fall in the category of single, divorced and living with domestic partner.

As is evident from the above pie chart that 71 out of 75 i.e. 95% of women Badi-makers are married and remaining 4 i.e. 5% are widows.



Pie Chart showing marital status of women badi workers belong to SHG Area

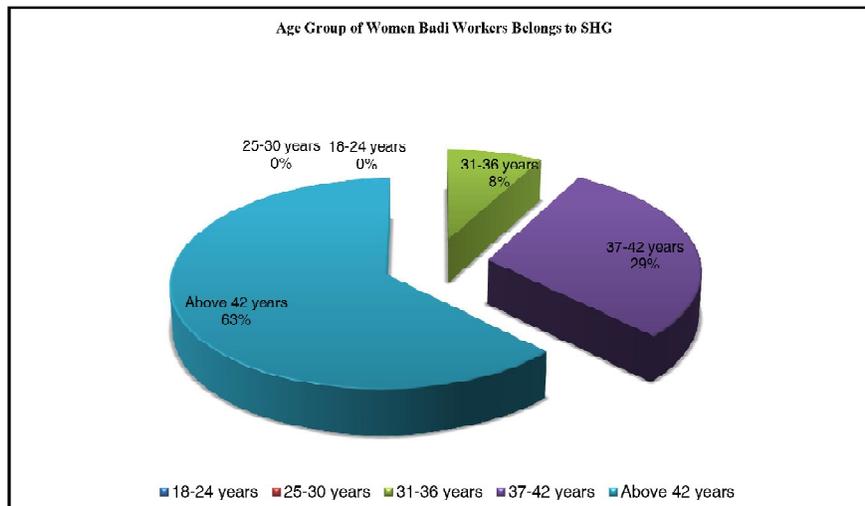
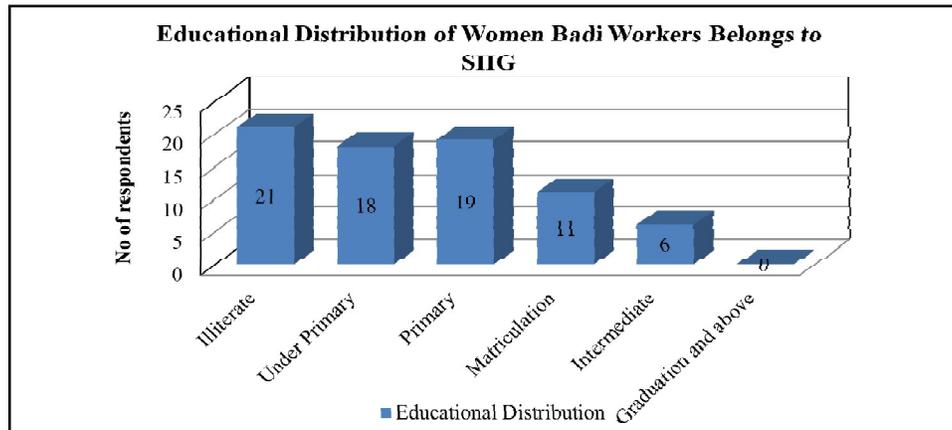


Chart showing age group of women badi workers belong to SHG Area

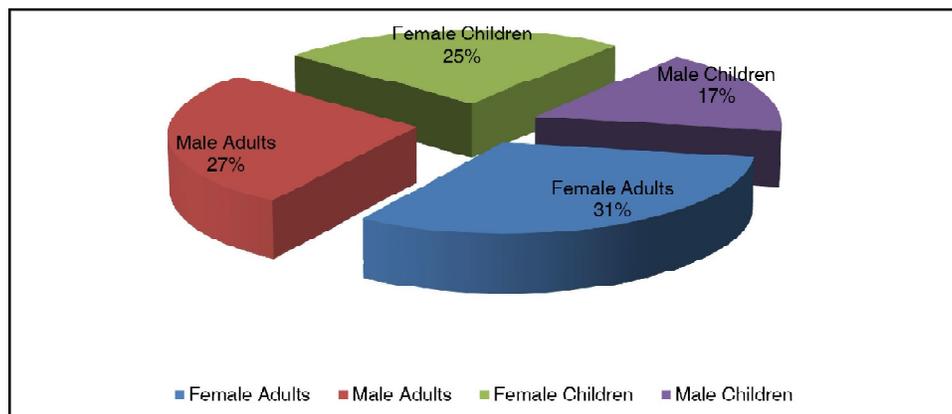
The above pie chart shows age group distribution of 75 women Badi-makers respondents from all four areas belonging to SHG. From the plot it is evident that most of the women Badi-makers i.e. 47 (63%) out of 75 respondents, age group are above 42 years. It is peculiar to note that most of the women Badi workers have entered into the business after 30 years only.

Educational Distribution of Women Badi Workers belongs to SHG

From the above column chart shows that 21 (28%) out of 75 respondents were illiterate. 19(25.33%) respondents have got primary education while 18 (24%) respondents were under primary educated. 11 (14.67%) were matriculated and 6 (8%) were having attended education upto intermediate level.

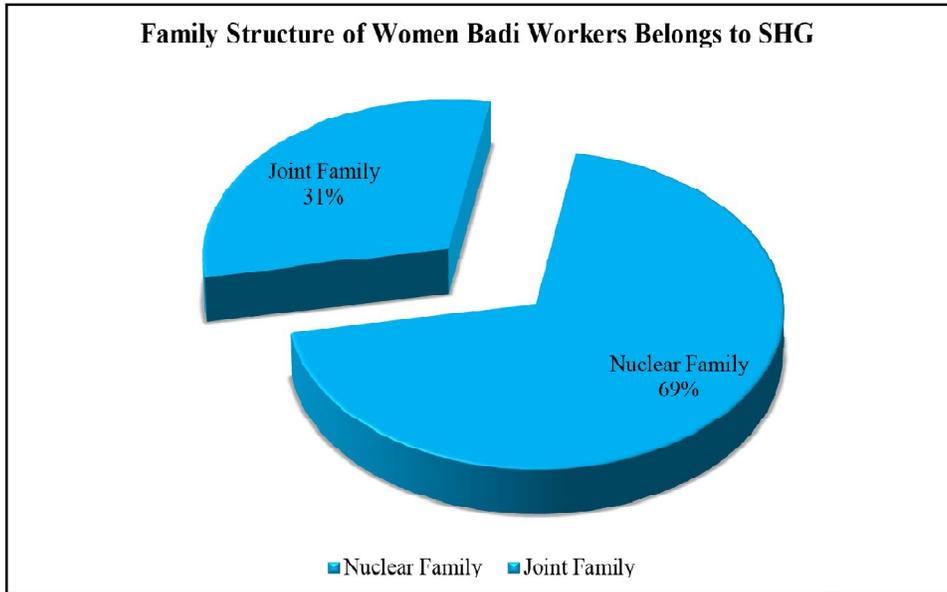


Number of family members of Women Badi Workers Belongs to SHG



Pie Chart showing number of family members of women badi workers belong to SHG Area

The above pie chart distribution shows gender distribution of all 75 respondents family members totaling to 392. Female adults population is 122 (31%) out of 392 family members and is more than the male adult population which is 107 i.e. 27%. However population of female children i.e. 96 (25%) is significantly higher than the male children population i.e. 67 (17%).



Piechart showing family structures of women badi workers belong to SHG Area

The above pie chart distribution shows family structure of all 75 respondents. It is evident that 52 (69%) out of 75 respondents were having nuclear family compared to the remaining 23 (31%) respondents who have joint family.

Table 6
Demographic Profile of Women Badi Workers Belongs to SHG Areas (Atopur, Dimbo, Old Town, Kashipur) - Statistical Tools

Particulars	Classification	Area				Total No's	Percentage	Arithmetic Mean
		Area 1 (Atopur)	Area 2 (Dimbo)	Area 3 (Old Town)	Area 4 (Kashipur)			
Age Group	18-24 years	0	0	0	0	0	0.00	0.000
	25-30 years	0	0	0	0	0	0.00	0.000
	31-36 years	2	1	2	1	6	8.00	1.500
	37-42 years	3	14	3	2	22	29.33	5.500
	Above 42 years	15	10	10	12	47	62.67	11.750
TOTAL						75		

contd. table 6

Particulars	Classification	Area				Total No's	Percentage	Arithmetic Mean
		Area 1 (Atopur)	Area 2 (Dimbo)	Area 3 (Old Town)	Area 4 (Kashipur)			
Marital Status	Single	0	0	0	0	0	0.00	0.000
	Married	19	23	14	15	71	94.67	17.750
	Widowed	1	2	1	0	4	5.33	1.000
	Divorced	0	0	0	0	0	0.00	0.000
	Living with domestic partner	0	0	0	0	0	0.00	0.000
	TOTAL					75		
Caste	General	17	22	14	14	67	89.33	16.75
	SC	1	2	0	0	3	4.00	0.75
	ST	2	1	0	0	3	4.00	0.75
	OBC/SEBC	0	0	1	1	2	2.67	0.5
	TOTAL					75		
Number of family members	Female Adults	35	42	23	22	122	31.12	30.5
	Male Adults	29	39	19	20	107	27.30	26.75
	Female Children	30	34	19	13	96	24.49	24
	Male Children	15	23	15	14	67	17.09	16.75
	TOTAL					392		
Family Structure	Nuclear Family	15	20	10	7	52	69.33	13
	Joint Family	5	5	5	8	23	30.67	5.75
	TOTAL					75		
Card Holders	BPL	18	20	14	13	65	86.67	16.25
	APL	2	5	1	2	10	13.33	2.5
	TOTAL					75		

ANALYSIS

Table no. 6 shows that majority of Women Badi-workers 47 (62.67%) out of 75 respondents in all four areas belonging to SHG were above 42 years of age followed by 22 (29.33%) respondents and 6 (8%) respondents in the age group 37 – 42 years and 31 – 36 years. It also shows that 47 out of 75 respondents, average age group is above 42 with a mean average of 11.750 of four areas of SHG.

Irrespective of the areas the marital status of all women Badi-makers were married. However among them 4 (5.33%) respondents out of 75 were widowed leaving 71 (94.67%) respondents still married. It also shows that 71 out of 75 respondents, average number of respondents are married with a mean average of 17.75 of four areas of SHG.

All women belonged to the Hindu community irrespective of the areas. However 67 (89.33%) respondents were of general caste followed by 3 (4%) respondents each for SC & ST and remaining 2 (2.67%) respondents as OBC/SEBC. It also shows that 67 out of 75 respondents, average number of

respondents belongs to General caste with an mean average of 16.75 of four areas of SHG.

Gender distributions of 392 family members of all 75 respondents showed that the female adults population i.e. 122 (31.12%) is slightly more than the male adults population i.e. 107 (27.30%). However the child female population 96 (24.49%) is quite in majority compared to the child male population i.e. 67 (17.09%). It also shows that 392 family members from all 75 respondents, average number of family members are of female adults with a mean average of 30.50 of four areas of SHG.

In all four areas of SHG nuclear family structure was the dominant type comprising of 52 (69.33%) respondents compared to the joint family structure which comprises of 23 (30.67%) respondents. It also shows that 52 out of 75 respondents, average number of family structure is of Nuclear type with a mean average of 13 from areas of SHG.

Of all 75 respondents 65 i.e. 86.67% were having BPL type of card holders and remaining 10 i.e. 13.33% were having APL type of card holders. It also shows that 65 out of 75 respondents, average number of card holders is of BPL category with a mean average of 16.25 from four areas of SHG.

FINDINGS OF THE STUDY

1. The present study illustrate that 94.67% Women 'Badi' workers belonging to SHG are married.
2. It is found that all the Women 'Badi' workers of SHG belongs to Hindu religion and it is also found that 89.33% of General Caste belongs to SHG.
3. It is found that 71.33% of SHG Badi workers are illiterate, under primary and primary.
4. It is found that 69.33% of SHG Badi workers live in nuclear family.
5. It is found that 93.33% of SHG Badi workers, annual income distribution is in between Rs.30000-Rs.50000.

SUGGESTIONS

1. The Government should come forward to provide minimum entrepreneurship program through District Industries Center. This may pave the way for practical and will technical training for the Badi workers in Keonjhar. This will develop self-confidence, self-esteem, courage and risk factor among them.
2. Training programmes should be designed in such manners that 'Badi' workers can benefit out of their strengths and overcome their weakness and should provide special assistance for selection of service so that

- 'Badi' workers can be in a position to perceive and respond to various profitable opportunities.
3. Government should organise micro-credit camps and credit-cum-recovery camps to facilitate early completion of the formalities required for sanction of loans and to avoid hardships to the Badi workers.
 4. Training in book-keeping, accounts, fund management and other financial matters related to the SHG's are essential to make the members competent enough to deal with the increasing volume of transaction.
 5. Proper marketing facilities and sales exhibition should be provided by the Government to the 'Badi' workers.

CONCLUSION

Women's empowerment is not a onetime but a continuous process. The development of "Badi" in Keonjhar should be taken in broader framework of women empowerment. The small scale and cottage industry in Keonjhar put efforts towards the all-round development of each and every section of women involved in Badi-making activity in Keonjhar. Badi-making industry in Keonjhar is responsible for empowering women by the way of promoting self-reliance, self-confident, self-independent and providing educational training and skill-based programmes conducted from time-to-time by Govt. and NGO's to realize their fundamental rights. Badi-making industry in Keonjhar has made women financially stable to such an extent that after taking their rightful share for their livelihood, they are contributing to societal cause. Hence, the women empowerment is the need of the hour in Badi-making industry.

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