

THE ROLE OF NGO'S IN PROMOTING WOMEN ENTERPRENEURSHIP

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ABSTRACT

Entrepreneurship is emerging as an important avenue in gaining economic independence for women. In last two decades (in post-liberalisation era), the economic reforms coupled with loosening of social restrictions has further provided an impetus to women to become entrepreneurs. According to the current trends most of the emerging women entrepreneurs are in small and micro enterprises. A cursory look at their situation highlights a number of major challenges faced by them. These challenges can be broadly classified as: lack of awareness, lack of information, difficulty in accessibility of finance, lack of easy access of entrepreneurial training and post training support, lack of market and network support, lack of self-confidence and managerial skills etc

KEYWORDS: NGO, Women, Entrepreneurship, India

An NGO or a Non Governmental Organization is an association that functions for the benefit of civil society. These groups belong to the civic or community sector as they do not represent any form of government or private institution. Unlike business companies, NGO's operate on a non-profit basis similar to a charity. Most NGO's are funded by grants given by a specific foundation or entity. This means than any funds generated by the organization are re-absorbed to further the aims of the initiative. Other common names used to refer to NGO's include non-profit organization, independent sector and civil society organization.

NGO's address humanitarian issues through careful utilization of their grants. They focus on development projects to support and assist people in society. NGOs are consequently active in a broad range of areas. They can be community specific or international Many international NGOs are involved in major humanitarian concerns such as campaigning against human rights abuses like Amnesty International, or providing medical supplies and services like Medicine Sans Frontiers. In this way, the objectives of NGOs may differ

dependent on the type of work they do. For example, an NGO may be geared towards, research, relief, service provision, advocacy or participation oriented programs. These projects are managed and implemented to aid and advance local people. They promote awareness, educate and inform. Regardless of the type of field an NGO may be in, they share a common purpose to do good in the world.

LIST OF SOME FEMALE ENTERPRENEURS OF INDIA

1. **MeenaBindra**, Founder of India's largest readymade ethnic-wear brand Biba,
2. **Manju Bhatia**, Founder of loan recovery company Vasuli, was born in a business family in Indore.
3. **RajniBector**, Founder of food empire Cremica, was born in Karachi and then moved to Delhi with her family.
4. **NirmalaKandalgaonkar** Founder of vermi-composting tool provider VivamAgroTech, grew up in small-town Maharashtra and decided to launch a rural venture after her children reached school age.

5. **Ranjana Naik**, Founder of Swan Suites, grew up in a family of engineers, doctors and teachers,
6. **Leela Bordia**, Founder of pottery art firm Neerja International, grew up in Calcutta in a family which strongly supported social work.
7. **Han Qui Hua** founded label accessories firm Guangzhou Guanyi Garments in China. Even as a teenager she would ride her bike to sell cakes in villages,
8. **Premlata Agarwal** from Jamshedpur became a mountaineer and climbed Mt. Everest at the age of 48 – the oldest Indian woman to have achieved this feat.
9. **Paru Jaykrishna**, Founder of chemical giant Asahi Song won, grew up in a Jain family in Ahmedabad.
10. **Patricia Narayan** got into a love marriage at the age of 19, but her husband turned out to be an abusive alcoholic.
11. **Sudeshma Banerjee** began her career as a teacher in Calcutta but one day discovered that her husband was having an affair with her own friend
12. **Jasu Shilpi**, one of the few women sculptors in India, grew up in an entrepreneurial family in Ahmedabad, and had an artistic flair right from school. One day,
13. **Dipali Sikand**, Founder of Les Concierges, grew up in Calcutta. She was active in politics,
14. **Binapani Talukdar**, Founder of Assam handicraft trader Pansy Exports, grew up in Assam. She herself began to make decorative handicrafts,
15. **Ela Bhatt**, Founder of SEWA which now has 1.7 million self-employed women, grew up in Surat and joined the Textile Labour Association (TLA). She married a textile worker's son, which her family initially opposed.
16. **Shona McDonald**, Founder of wheelchair company Shonaquip, grew up in South Africa.

In these prominent ladies only Ela Bhatt related to an NGO Sewa This shows that NGO is important for Indian ladies but has less important in itself. Sewa which is now has 1.7 millions self-employed women, grew up in Surat and joined the Textiles Labour Association (TLA). She organized networks

for self-employed women in the informal sector, and was inspired by the international dimension of these labour issues after overseas visits. She turned adversity into opportunity when political controversy over Dalit reservation led SEWA to leave TLA. SEWA regrouped and set up cooperatives and microfinance support. Ela Bhatt went on to win the Magsaysay Award, Padma Shri and Padma Bhushan.

The NGOs emerge as a viable and important medium to support and promote women entrepreneurs, but only few number of NGOs in India are trying to help women entrepreneurs at various levels. To name a few, the AWAKE, the ICECD and the FIWE etc. These three prominent NGOs in this field providing services to women entrepreneurs for more than 15 years.

As mentioned above he associated with few leading NGO centre's during his networking in the professional life and rendered very useful services in rural & remote areas. Assisting and working with needy and underprivileged is one of its high interest and passionate area; as he feels that the services rendered to such people and making their life beautiful and happy is something like God's work and he gets delighted when he sees the happiness among those to whom he helped. He has acquired excellent skills in training, demonstrating, implementing, empowering and imparting skills at grass root level with full impact and he is known and recognized among NGO centers for such passionate and high quality works. Some of the NGO's with whom he associated are as below,

AWAKE

AWAKE is a not-for profit, Non-Governmental Organization, established in 1983, with the mission of 'Empowering Women through Entrepreneurship for Economic Development'. It is an ISO 9001-2008 accredited organization, totally devoted to Entrepreneurship Development among women both in rural and urban areas of India. AWAKE has a unique approach of 'Entrepreneur guiding Entrepreneur' through

voluntary efforts of successful women entrepreneurs by counseling, training, business incubation, mentoring and peer group support. AWAKE is a registered society and exempt from Income Tax under Sections 12A and 80G of the Income Tax Act, India. AWAKE is a recognized body in the Policy Advocacy forums of Government of Karnataka and Government of India. AWAKE is a proud recipient of both National and International awards.

Mr. Chetan L. Hanchate was retainer consultant for the organization on all their food processing activities to activate and crystallize entrepreneurship in food processing sector among women entrepreneurs from both urban and rural areas. During his association he offered various kinds of services required for making entrepreneurs among underprivileged. He also extensively worked in all the training programs like skill development, empowerment, EDPs and seminars, workshops and training sessions in among rural ladies and crystallized several home and cottage scale food industries of varied kinds like Ready to eat, ready to cook, ready to prepare foods in wet, dry, baked and fried formats from spices, condiments, cereals, pulses, fruits, vegetables, milk, based products and other raw materials which are available in their region. CPF is instrumental for setting up of a innovative yet unique food processing incubator facility housing pilot level various food processing machines at Awake which is furnished with all the pre requisites of food industry standards and licenses which facilitates aspiring women entrepreneurs to establish their products and brands producing through this incubator and then launch their own food industry of appropriate size with full administrative and technical support of CPF / Awake. The said concept was recognized worldwide and was adopted & replicated in many countries including in India. The whole concept was coined by CPF and today Awake is been awarded on national and international levels many times to house, manage; promote such innovative food business incubator.

INITIATIVES FOR DEVELOPMENT FOUNDATION – BANGALORE

IDF is a non-profit, secular trust established in 2001, by development professionals with domain expertise in sustainable agriculture, rural banking, social mobilization, entrepreneurship promotion and management in service sector. The learning's and insights of working as a grassroots organization is disseminated by functioning as a resource organization in research, mentoring, training to institutions in rural development, micro finance, banking, livelihoods and governmental departments. Networking with knowledge organizations in the developmental sector, it is contributing to advocacy on issues for the welfare of the common people, sustainable agriculture, climate change and natural resource management. IDF is working with rural and urban poor, small, marginal and oral lessee farmers, laborers, women, youth and Dalit's. In its quest for 'Empowerment of Under-privileged', IDF is partnering with similar Civil Society Organizations, Community based organizations (CBOs), Governments, Banks, Public and Private Corporates, Foundations, and Networks at local, national and international level. The Executive Board which consists of mature and enthusiastic project executives implements the policies and programmers. Specific interdisciplinary teams are constituted for specific projects and programmers. IDF net work: It is an internal network of organizations supplementing and complementing IDF. IDF Financial Services Pvt Ltd is the Poor community-owned microfinance organization providing primary financial services to financially excluded women and farmers, building their credit history and facilitating their direct linkage to the banks. Gramya TS Pvt Ltd is the dedicated marketing organization for providing marketing support to products of SHGs and the small producers. Synergy to Solutions (S-2-S) provides services to NGOs and CBOs on management development and mentoring. Cumulatively IDF and its linked organizations have a workforce of about 700. Institutions of poor: IDF

has promoted and is mentoring five Women SHG Federations,

UNNATI

UNNATI was formed by Shri. C. Mohammed a retired State Civil Service Officer of A&N Islands in 2000 which is working in the field of Rural Development, Social Welfare and self employment in partnership with Rajiv Gandhi Foundation, New Delhi, UNICEF, RashtriyaMahilaKosh, New Delhi, NABARD, AWAKE, Care India, Centre for Processed Foods, Food and Extension Unit, Ministry of HRD, Agriculture Technical Management Agency (ATMA), Departments of Social Welfare, Rural Development, Industries, Animal Husbandry, Agriculture etc. of A&N Administration and carried out various promotional, awareness programs. The main achievements of UNNATI are as under:- All round development of children in partnership with UNICEF and Social Welfare Department and reduced the mal-nutrition status from 47% to 27%. Which was a record achievement appreciated by UNICEF. The capacity and skill of all anganwadi teachers of Andaman and Nicobar Islands (561) were improved by arranging quality training. Organized 27 motivational programs for self-employment, 261 Self Help Groups were formed and were given training for capacity building in partnership with RashtriyaMahilaKosh, New Delhi and NABARD. 27 Self Help Groups were arranged loan from different financial institutions. 14 training programme for capacity building and skill-up-gradation in food processing was organized in partnership with Rajiv Gandhi Foundation, New Delhi. 30 Farmers Interest Groups were also formed in partnership with ATMA and they were assisted to undertake income generation activities besides training in food processing. Unemployed youth cooperative societies were also formed by UNNATI in association with A & N State Cooperative Union and they were assisted to get work from Govt. Departments. Working for the welfare of tribal youth in association with Nicobari Youth Tribal Council and organised 5 workshops in Nancowry

group of islands for implementation of NREGA and advocacy for tobacco control. Organized 30 NREGA workshops in different Panchayats for general awareness of NREGA in association with DRDA and District Administration. 18 training programmes were conducted in Animal Husbandry, Dairy Farming and fisheries related activities in association with A & N Administration. Organized following health related meetings/awareness programs in association with health depart & PRI

CONCLUSION

The article focuses on elementary and important issues of entrepreneurship of the women in any economy, but it is found that very limited number of NGOs works for the promotion and help of women entrepreneurship in India. Presently NGOs facing limitation while performing their activities. In future it is hope they would be very helpful, professional and interesting in the field of women entrepreneurship.

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