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Women in Management of Micro-enterprises: Problems and Prospect

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KEY WORDS Gender; capital; technology; consumer goods; NGO

ABSTRACT Women constitute two third of the population below poverty line in our Country. Small and cottage industries with low capital investment significantly contribute to the development and growth of rural economy. These tiny industries meet a substantial part of the increased demand for consumer goods and simple producer or capital goods. These small enterprises provide women friendly specific technologies and infrastructure that enhance work productivity and work environment. This paper is based on a study conducted in 3 districts of Orissa namely Phulbani, Sambalpur, and Cuttack following a stratified multistage random sample survey. It is found that out of 34280 small Scale Industrial Units set up in Orissa during 1990-91 to 2001-02 only 2341 have been set up by women entrepreneurs. It is suggested that

- NGOS can contribute to provide technical know how, marketing support and process of entrepreneurship development among women.
- The Governmental agencies need to increase and expand their support and service in a proactive and liberal manner as in the rural areas.
- vigorous drive to enlist more socially backward and SC and ST women to take to such micro-enterprises by the development catalyst in Govt. and Non-Govt. Sector.
- Simultaneous programme of TRYSEM should be at work to ensure a higher rate of success of women in management of micro- enterprises.

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