



THE ROLE OF SOCIAL CAPITAL IN DEVELOPING SUSTAINABLE MICRO-ENTREPRENEURSHIP AMONG RURAL WOMEN IN INDIA: A THEORETICAL FRAMEWORK

O PAPEL DO CAPITAL SOCIAL NO DESENVOLVIMENTO DE MICROEMPREENHIMENTO SUSTENTÁVEL ENTRE MULHERES RURAIS NA ÍNDIA: UM REFERENCIAL TEÓRICO

EL PAPEL DEL CAPITAL SOCIAL EN EL DESARROLLO DEL MICROEMPREDIMIENTO SOSTENIBLE ENTRE LAS MUJERES RURALES EN LA INDIA: UN MARCO TEÓRICO

 **Jogeswar Mahato**¹
 **Manish Kumar Jha**²
 **Saurabh Verma**³

Cite as – American Psychological Association (APA)

Mahato, J., Jha, M. K., & Verma, S. (2022, July). The role of social capital in developing sustainable micro-entrepreneurship among rural women in India: a theoretical framework. *International Journal of Innovation - IJI*, São Paulo, 10(Special issue), 504-526. <https://doi.org/10.5585/iji.v10i3.21771>.

Abstract

Objective of the Study: To analyze the role of social capital in developing sustainable micro-entrepreneurship among rural women. In addition, it also interprets the conceptual understanding of social capital, micro-entrepreneurship development, and the determinants that promote micro-entrepreneurship have been discussed.

Relevance/Originality: There are numerous ways to achieve entrepreneurship, but social capital is one way to develop entrepreneurship. Social capital consists of mutual trust, understanding, reciprocity, social relation, collective actions, etc., among its group members.

Methodology/Approach: This article presents a conceptual, theoretical framework by scrutinizing the archive literature to comprehend social capital's role in developing sustainable micro-entrepreneurship. Three forms of social capital, namely Self Help Group, SHG federation, and NGO, have been considered for this study. These social capitals then correlate with each of the indicators of micro-entrepreneurship identified and examined the role of social capital in developing sustainable micro-entrepreneurship among rural women.

Main Results: Three forms of social capital such as SHG, SHG federation, and NGO that have been taken for this study, contributes to sustainable micro-entrepreneurship in various ways, i.e. SHG and SHG federation help in achieving social factors and financial inclusion, whereas NGOs provide entrepreneurial training and suitable business network for the women-owned enterprises.

Theoretical/Methodological contributions: This study contributes to developing a theoretical framework by analyzing the pieces of literature that contribute to sustainable micro-entrepreneurship development through social capital.

¹PhD Scholar in Management, Department of Humanities, Social Science & Management. National Institute of Technology Jamshedpur. Jamshedpur, Jharkhand – India. jogeswar.dkl7@gmail.com

²PhD (Management), Department of Humanities, Social Science & Management. National Institute of Technology Jamshedpur. Jamshedpur, Jharkhand – India. jhamanish2007@gmail.com

³PhD (Management), Department of Management Studies. National Institute of Technology Silchar. Silchar, Assam – India. saurabhverma@mba.nits.ac.in

Social/management contributions: Social capital promotes sustainable micro-entrepreneurship, which leads to the employment generation, generates regular sources of income, addresses multiple social and economic issues, and promotes a better means of livelihood for rural women.

Keywords: Micro entrepreneurship. Social capital. Self help group. NGO. Sustainable.

Resumo

Objetivo do estudo: Analisar o papel do capital social no desenvolvimento do microempreendedorismo sustentável entre as mulheres rurais. Além disso, também interpreta a compreensão conceitual de capital social, o desenvolvimento do microempreendedorismo e os determinantes que promovem o microempreendedorismo foram discutidos.

Relevância/originalidade: Existem inúmeras maneiras de alcançar o empreendedorismo, mas uma forma de desenvolver o empreendedorismo é através do capital social. O capital social consiste na confiança mútua, compreensão, reciprocidade, relação social, ações coletivas, etc., entre os membros de seu grupo.

Metodologia/abordagem: Este artigo apresenta um arcabouço conceitual e teórico através do escrutínio da literatura de arquivo para compreender o papel do capital social no desenvolvimento do microempreendedorismo sustentável. Três formas de capital social, a saber, Self Help Group, SHG federation e ONG, foram consideradas para este estudo. Esses capitais sociais então se correlacionam com cada um dos indicadores de microempreendedorismo identificados e examinados o papel do capital social no desenvolvimento de microempreendedorismo sustentável entre as mulheres rurais.

Principais resultados: Três formas de capital social como SHG, SHG federação e ONG que foram tomadas para este estudo contribuem para o micro empreendedorismo sustentável de várias maneiras, como SHG, SHG federação ajuda a alcançar fatores sociais, inclusão financeira enquanto as ONGs fornecem treinamento empreendedor e negócios adequados rede para as empresas de propriedade de mulheres.

Contribuições teóricas/metodológicas: Este estudo contribui para o desenvolvimento do referencial teórico ao analisar as literaturas que contribuem para o desenvolvimento sustentável do microempreendedorismo por meio do capital social.

Contribuições sociais/para a gestão: O capital social promove o microempreendedorismo sustentável que leva à geração de emprego, gera fontes regulares de renda, aborda múltiplas questões sociais e econômicas e promove melhores meios de subsistência para as mulheres rurais.

Palavras-chave: Microempreendedorismo. Capital social. Grupo de autoajuda. ONG. Sustentável.

Resumen

Objetivo del estudio: Analizar el papel del capital social en el desarrollo de microempresas sostenibles entre las mujeres rurales. Además, también se interpreta la comprensión conceptual del capital social, el desarrollo del micro emprendimiento y se han discutido los determinantes que promueven el micro emprendimiento.

Originalidad/Relevancia: Existen numerosas formas de lograr el espíritu empresarial, pero una forma de desarrollar el espíritu empresarial es a través del capital social. El capital social consiste en la confianza mutua, el entendimiento, la reciprocidad, la relación social, las acciones colectivas, etc., entre los miembros de su grupo.

Metodología/enfoque: Este artículo presenta un marco teórico conceptual mediante el examen de la literatura de archivo para comprender el papel del capital social en el desarrollo de microempresas sostenibles. Para este estudio se han considerado tres formas de capital social, a saber, grupo de autoayuda, federación SHG y ONG. Estos capitales sociales luego se correlacionan con cada uno de los indicadores de micro emprendimiento identificados y examinan el papel del capital social en el desarrollo de micro emprendimiento sostenible entre las mujeres rurales.

Principales resultados: Las tres formas de capital social, como SHG, la federación SHG y las ONG, que se han tomado para este estudio contribuyen al micro emprendimiento sostenible de varias maneras, como SHG, la federación SHG ayuda a lograr factores sociales, inclusión financiera, mientras que las ONG brindan capacitación empresarial y negocios adecuados. red para las empresas propiedad de mujeres.

Aportes teóricos/metodológicos: Este estudio contribuye al desarrollo del marco teórico mediante el análisis de la literatura que contribuye al desarrollo sostenible de microempresarios a través del capital social.

Contribuciones sociales/gestión: El capital social promueve el micro emprendimiento sostenible que conduce a la generación de empleo, genera fuentes regulares de ingresos, aborda múltiples problemas sociales y económicos y promueve mejores medios de vida para las mujeres rurales.

Palabras clave: Micro emprendimiento. Capital social. Grupo de autoayuda. ONG. Sostenible.

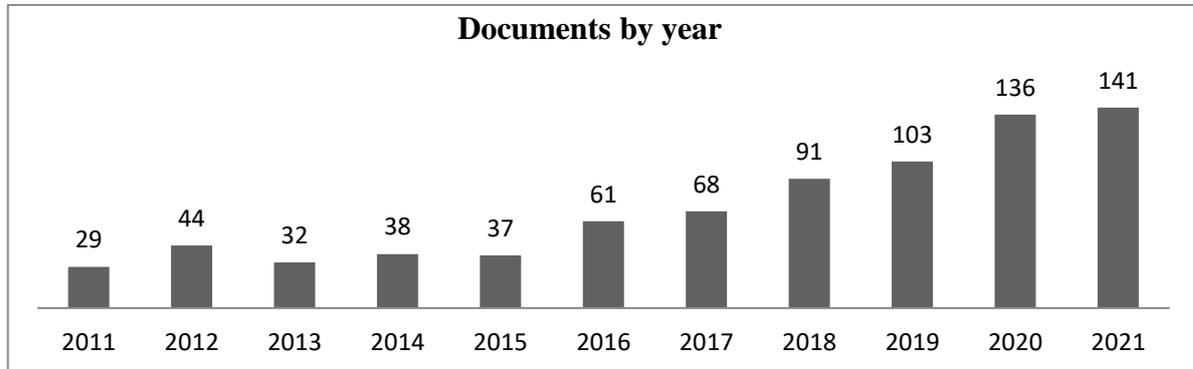
1 Introduction

The first goal of the Sustainable Development Goals set by the United Nations is *No Poverty*, i.e., ending poverty in all its forms by 2030. In other words, Economic growth must be inclusive of providing sustainable jobs and promoting equality. Poverty alleviation in India can be possible by developing micro-entrepreneurship among rural women as it creates jobs, advances self-employment, income sources and provides a composed means of livelihood. However, the dream of poverty alleviation will not be successful if women don't be a part of the process of entrepreneurship development; this is because the women population in the country is 48.5% of the total population (Census of India 2011) and 49.58% of the world population (UN World Population Prospects 2019), i.e. constitutes half of the population. According to the Annual Report 2021 of the Ministry of Micro, Small, and Medium Enterprises, merely 20% of the six crore MSMEs in India are led by women entrepreneurs. Despite being equal in the population, very few women have engaged themselves in micro or small-level enterprise development. The primary reason behind this gender disparity is that women face challenges in accessing the capital to run a business, as banks and financial institutions assume that financing women's enterprises will lead to default loan repayment. In rural households, women do not have collateral against their loans as landholding belongs to the head of the family, who is mainly a man. So this restricts them from accessing loans or capital from financial institutions that hinder the growth of their enterprises. Other reasons include failure in building a business network, lack of support from family, and lack of trade and managerial skills.

To promote micro-level entrepreneurship among the rural women, the government of India has been encouraging women entrepreneurs through various programs, namely the National Rural Livelihood Mission under the Ministry of Rural Development; Coir Vikas Yojana, Assistance to Training Institutions, National SC/ST Hub, Capacity Building under the Ministry of MSMEs. There are 780 documents available in the Scopus database on the keyword "*Women Entrepreneurship*" published in the last decade which shows that researchers have increased their interest in women's entrepreneurship development (figure 1).

Figure 1

Documents published in the last decades on Women's entrepreneurship



Source: Scopus database, 2022.

The present study has reviewed the theoretical and empirical works of literature on micro-entrepreneurship development or entrepreneurship development among rural women and published in different areas and disciplines to develop a theoretical framework that helps identify the process of sustainable micro-entrepreneurship through social capital. Literature that supports the concept of social capital and micro-entrepreneurship development has also been delineated. In addition, indicators that promote micro-entrepreneurship have also been described. There is much literature on developing a micro-entrepreneurship through different forms of social capital. But the present study has examined three types of social capital, namely Self Help Group, SHG federation and NGO; and how these social capitals altogether and in what ways help develop a sustainable micro-level enterprise for the rural women in different stages of entrepreneurship development. This has been done by correlating these social capitals with the indicators of micro-entrepreneurship identified and simultaneously developing a theoretical framework. The method used in the present study is Hermeneutics, i.e. used in the interpretation, especially the interpretation of biblical texts, pieces of literature, and philosophical texts. It is an unconventional method of interpretation of archived studies. The paper has been divided into five sections starting with the article's introduction, followed by the conceptual review on micro-entrepreneurship development by women in the second section. The third section of the report described the various aspects of the framework, followed by discussion sections that synthesize the roles of social capitals involved in the study towards achieving the indicators of entrepreneurship development and promoting a sustainable form of entrepreneurship in the long run.

2 Micro-entrepreneurship development by rural women – an overview

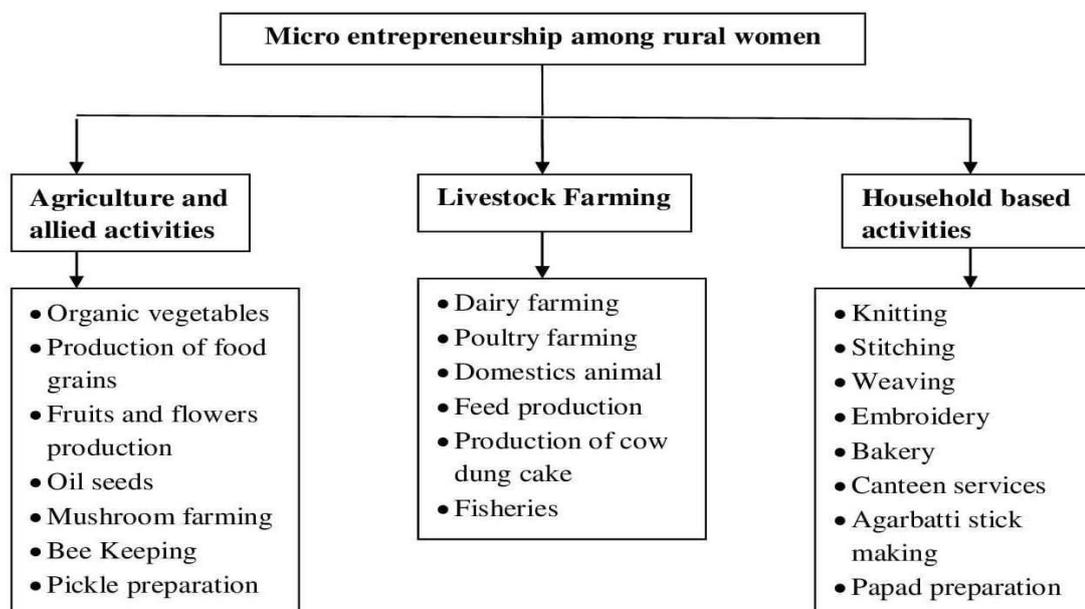
Microenterprises consist of very few people; in most cases, the business has no employees except the owner or owners. Owners of these small businesses are micro-entrepreneurs. Initially, micro-entrepreneurs don't look for profit but instead generate a regular income that fulfils their daily needs

(Jayachandran, 2021). According to the MSME Act, 2006, Micro-enterprises should have an investment that doesn't exceed one crore rupees in plant and machinery, and overall turnover does not exceed five crore rupees. In other words, below one crore investment is considered a micro-enterprise (Annual Report 2021-22, MSME). Micro-entrepreneurship development is acquiring knowledge, skills, business prospects, social network, and fund management that advance sources of income, self-employment, job creation, rural infrastructure development, and economic growth of the country. In the rural areas, entrepreneurship arises in the field of agriculture and related areas. People possess knowledge and awareness about agricultural activities since their childhood in the rural areas, so they prefer to develop their enterprises in the related areas.

Women micro-entrepreneurs initiate and think of an enterprise and operate it by undertaking risk and economic uncertainty involved in running the business for a better lifestyle and sustained economic conditions. They are illiterate and financially weak, which limits them from thinking beyond their primary activities, so they prefer to work in unorganized sectors like agriculture, horticulture, dairy farming, poultry farming, fisheries, and forest products. These activities have been categorized into three main categories: agriculture and allied activities, livestock management activities, and household-based operations represented below (*see figure 2*) (Sharma, 2013 & Geetha, 2014).

Figure 2

Opportunities available for women entrepreneurs in rural areas



Source: Sharma, 2013 & Geetha, 2014.

An entrepreneur must have a complete understanding of the basic principles governing the industry or trade, the ability to evaluate the available information and materials and a sense of social and economic responsibility, courage to carry out plans, continuing insistence on innovation and adaptability, and ability to judge values by comparison with persons, time and energy. Microfinance programs provide financial capital to women entrepreneurs, which is the initial requirement for starting any enterprise (Suprabha, 2014). Based on their skills, capacity, and social support, they bring transformative changes at both individual and community levels (Mathur & Agarwal, 2017). Social support received through information channels, family, and informal networks of personal provides valuable information and mental support. It facilitates self-confidence and venture creation. Awareness creations on entrepreneurship help understand the opportunities and outcomes and motivate rural women to take up entrepreneurship (Lenka & Agarwal, 2017). Social network within the institutions and the social connection of the entrepreneur together generates positive dominance for the enterprise (Justo et al., 2008).

3 Theoretical framework of micro-entrepreneurship development through social capital

3.1 Understanding social capital

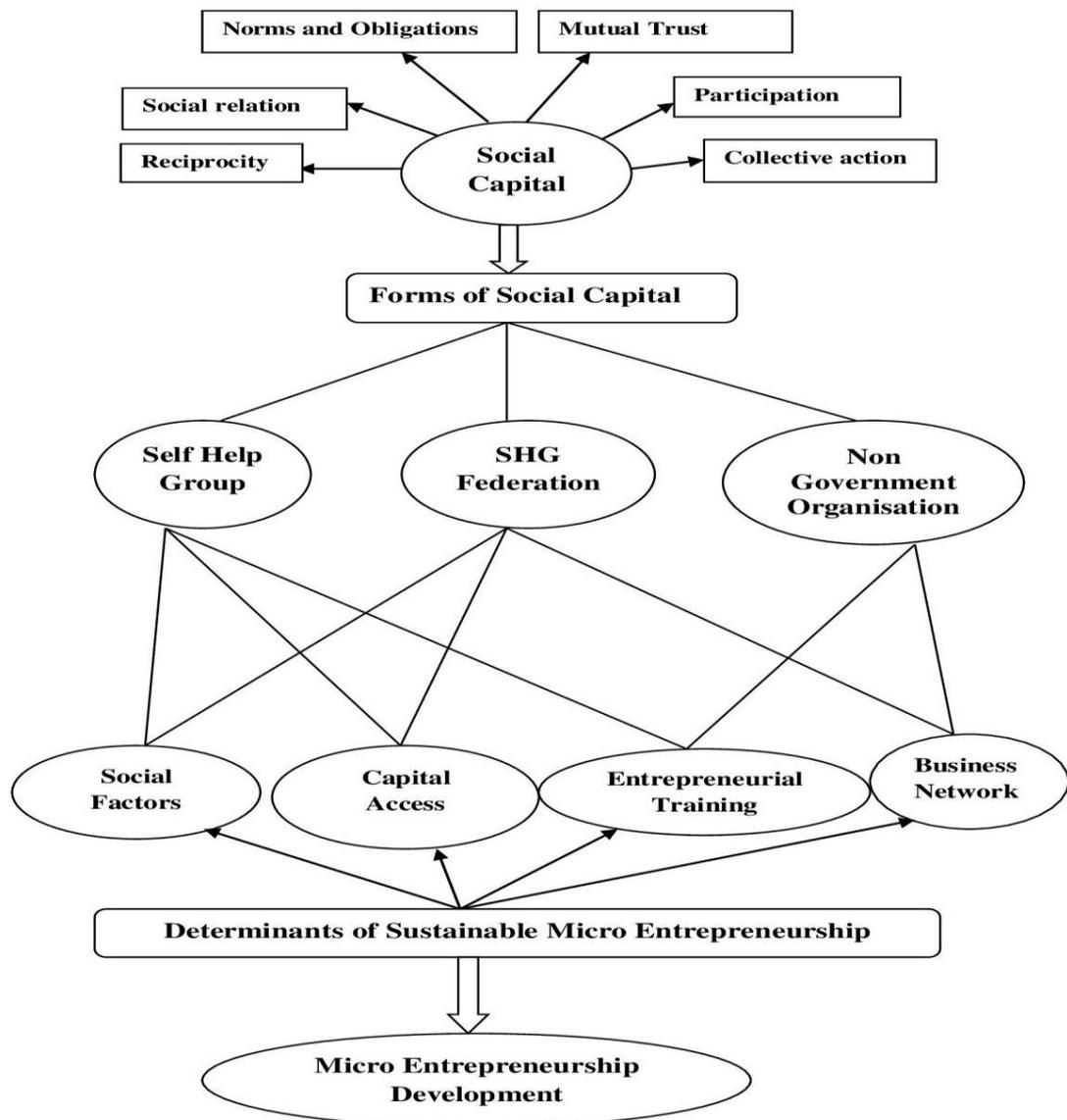
Researchers have presented various views on the concept of social capital. It includes one's family, friends, relatives, associations, social networks, and business influencers that can be called upon to provide a support system for personal gain or collective gain during difficult situations (Woolcock, 2001; Sharma, 2014). According to Grootaert & van Bastelaer (2001); social capital can be structural and cognitive. The first can be understood in terms of knowledge transfer, participatory gesture, and commitment to determination, whereas the latter adds collective standards, principles, beliefs, behaviours, and hopefulness to its bracket. Anderson et al., (2007) represented social capital as unseen resources that can be invested by the entrepreneurs at any point in time while building the foundation of an enterprise. An individual can only benefit from the social capital outcomes by simply being part of that network throughout the investment period. Social capital works as a facilitator in accessing the market platform for the new enterprises, helping in production growth through various skill-based training, access to necessary information, and financial access through bank linkages (Fornoni et al., 2012).

Social capital has different meaning as identified by reviewing the literatures such as; social ties that leads to the emergence of social resources (Portes, 2014); by product of prior human action (Coleman, 1988); strength of ties among individuals (Granovetter, 1973); process of institutional innovation within the society (Higgins, 1961); web of cooperative relationships, social norms between citizens and reciprocity of civic engagement and interpersonal trust (Coleman, 1988 & Putnam, 1993); structure of relations, extensive trustworthiness and extent of obligations, norm constitutes strength of a social capital (Coleman, 2000); reciprocity and explicitly to social norms (Putnam, 1993 & Coleman,

1988); develops in communities with a strong sense of internal identity and boundary (Onyx and Bullen, 2000); trust, reciprocity and mutuality that builds social relationships (Carroll, 2001); cooperation for mutual benefit (Cattell, 2001); obligations and expectations of support, social relations and civic engagement (Putnam et al., 1993). In analyzing and identifying the different kinds of literature on social capital described above, the author has summed these various aspects of social capital into six categories: reciprocity, social relation, norms and obligations, mutual trust, participation, and collective action. A practical micro-entrepreneurship should consider the characteristics of social capital as one of the building blocks to maintain the durability of relationships within a group (Roxas & Azmat, 2014).

Figure 3

Theoretical framework of developing sustainable micro-entrepreneurship through social capital



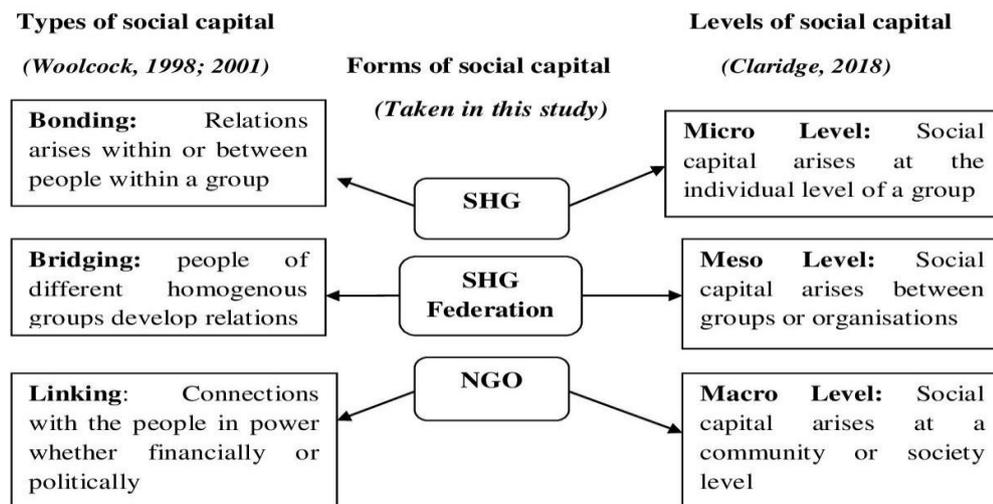
Source: Author.

3.2 Forms of Social Capital

There are separate views of social capital in different works, but Claridge (2018) located social capital at three levels, namely micro-level (arises between the individuals within a group or family); meso level (occurs between the different homogeneous social groups at the groups or community level) and macro-level that arises among community or social class. Social capital has been classified into three primary forms in terms of relationships among individuals, groups, and communities at different levels. Bonding social capital arises between individual levels, within the members of a group or family; bridging social capital represents relationships between or within social groups which are homogeneous, whereas linking social capital refers to building relations between the people of different hierarchies. In other words, relationships occur among people or groups of low status and high status. It is connected vertically to the financial and social situation (Woolcock, 1998; 2001).

Figure 4

Forms of Social Capital



Source: Author.

SHGs, SHG federation, and NGOs have satisfied the various characteristics, and types of social capital described by (Woolcock, 1998; 2001) and (Claridge, 2018) in their studies and thus become forms of social capital at various levels as described below. It is observed that SHG meets the characteristics of bonding social capital and belongs to the micro-level of relationships. Self Help Group is a form of relationship among the individuals within a group. Members within the group develop different characteristics of social capital such as strong networks, mutual understanding, social ties, and collective action that qualify SHG as a bonding form of social capital that occurs at the micro-level.

SHG federation refers to the relationships among the different homogeneous groups, i.e. a combination of varying SHG groups under similar societal nature, which applies to bridging social capital and occurs at the meso level of social capital. Similarly, an NGO is a not for profit organization at the local, national or international level that addresses the problems of underprivileged people. It carries strong relationships at different hierarchical levels to address the issues of the poor and works at the macro level or has a wide range of relationships with the various institutions, society or communities. These three forms of social capital taken in this study have been represented in a structured way for a clear understanding.

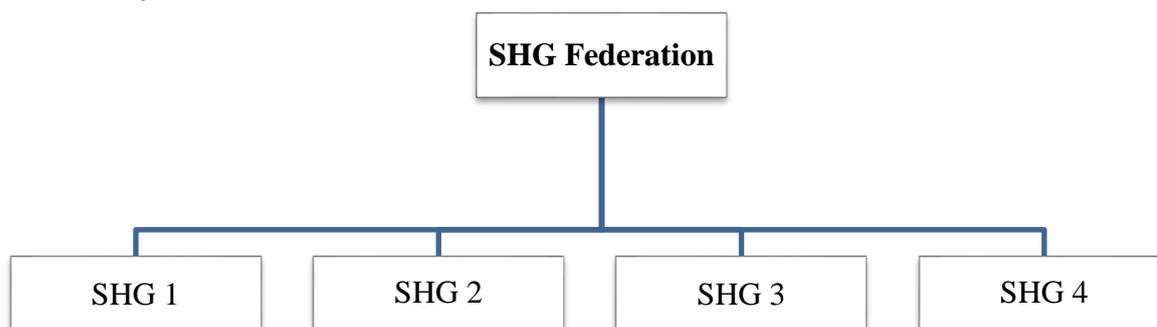
3.2.1 Self Help Group (SHG)

The concept of Self Help Group was initiated by NABARD on a pilot basis in 1992 for the rural poor women through the SHG Bank linkage program. The objective of this program was to provide collateral-free loans to the women SHG groups and inclusion in the country's financial system. SHG groups consist of 10–20 women members of similar socio-economic backgrounds, primarily illiterate and uneducated, forming a group of their interest. They develop mutual trust and collective action and conduct weekly meetings, bookkeeping regularly, and subsequently avail themselves the banking services by linking their groups with a financial institution (Swain & Varghese, 2011).

3.2.2 SHG federation

Figure 5

Structure of SHG Federation



Source: NRLM, 2016.

SHG federation formed when two or more SHG groups united together for a higher level of purpose. When they become socio-economically strong, it is established into a local level federation or Village Organisation as per the NRLM scheme; it advances unity and economics of scale in group activities and facilitates developmental activities on a larger scale. It brings all SHGs together in a

locality and creates a more significant space for members to contribute to socio-economic development and the empowerment process. SHG federation represents all the SHG groups associated with the federation on more powerful platforms such as at the block level, district level, or the national level (NRLM, 2016).

3.2.3 Non-Government Organisation (NGO)

According to the UN Department of Global Communications, an NGO is a not-for-profit organization organized at the local, national or international level that addresses the problems of underprivileged people. These organizations are committed to the root causes of the problems and improving the quality of life, especially for the poor, the oppressed, and the marginalized in urban and rural areas. An NGO or a Non-Governmental Organization is an association that functions to benefit 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, NGOs operate on a non-profit basis, similar to a charity. Most NGOs are funded by grants given by a specific foundation or entity. This means that any funds generated by the organization are re-absorbed to further the initiative's aims. Other common names used to refer to NGOs include non-profit organizations, independent sectors, and civil society organizations (Singh, 2015). These organizations receive funds from various societies; they trust and invest in them for social causes. NGOs conduct field visits at the grass-root level and create direct connections with the needy people (Jamilmiya, 2018).

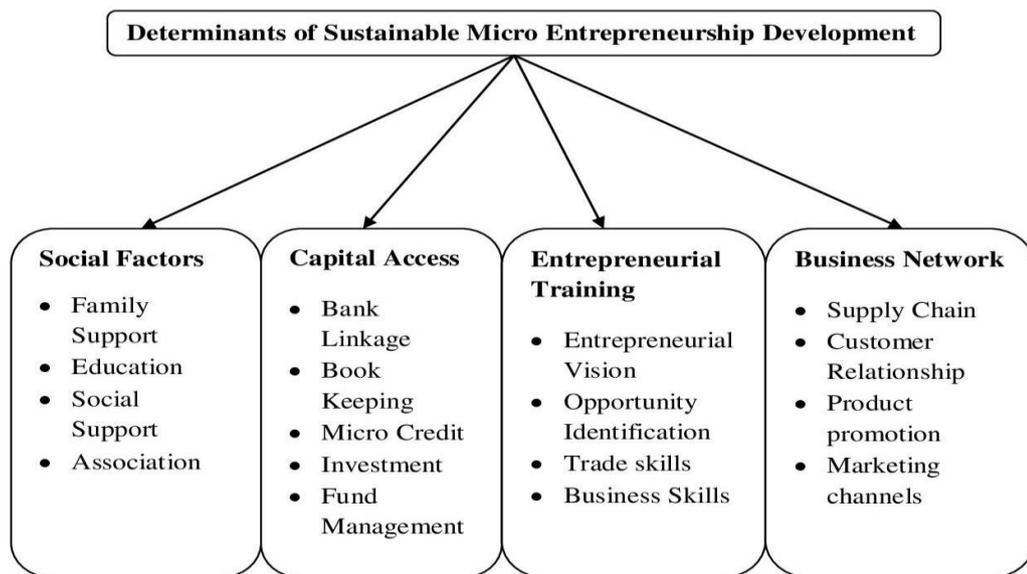
3.3 Determinants of sustainable micro-entrepreneurship development

This section identifies various determinants that help a micro-enterprise to be successful and sustainable for an extended period. An enterprise does not sustain on its own as it considers so many factors essential for its growth and development. These determinants are discussed differently by the various researchers. The author has combined these determinants into four categories for a clear study presentation. According to Organisation for Economic Co-operation and Development, the following five conditions need to be satisfied for an enterprise to sustain itself in the long term. It should hold favourable business conditions or the right location, training for the entrepreneurs, availability of resources, appropriate regulations, and personalized experiences (Lunati et al., 2010). Most self-reliant entrepreneurs contain miscellaneous socio-economical expertise but are deficient in potent decision making, ideas, and practices and lack in risk management. It makes their enterprises less successful in capital gain and profit as more risks lead to more profits (Cho et al., 2016). Entrepreneurs are accountable for job creation to the collectives of a community. However, the more significant number of entrepreneurial activities is sometimes incapable of developing a positive influence within the social network because they lack inappropriate training. Sometimes, access to capital also creates problems

(Fortunato & Alter, 2015). An entrepreneur learns through observation, social participation, success, and failure from past experiences. Entrepreneurial learning develops social, personal, and commercial entrepreneurial competencies. The performance of an enterprise depends on the following parameters: employment, wealth creation, innovation, customer satisfaction, economic growth, and financial performance. NGOs, Self Help Groups, Community Based Organizations, and several government agencies work collectively to bring social platforms and developmental programs for women entrepreneurs (Lenka & Agarwal, 2017).

Figure 6

Determinants that drive the growth of a micro-entrepreneurship development



Source: Author.

Like any other business where general management, human resources, and finance are the common factors, micro-entrepreneurs also consider personality traits and soft skills along with these resources as significant determinants of developing any slight form of enterprise. For women entrepreneurs, social factors like family support, their education, background, and motivation level are the major factors that influence the perforation of the enterprise (Ahmad, 2016). Expertise in business and management and better education can promote modern business execution and growth-driven management practices. In addition, potent organizational circumstances can also facilitate growth (Gherhes et al., 2016). Capacity building and entrepreneurial skills promote the better performance of women-owned micro-enterprises. Moreover, basic knowledge and indigenous skills also contribute the growth (Hazarika & Goswami, 2018).

Meressa (2020) identified fourteen regularly used driving forces that advance the growth of micro and small-scale enterprises. These are the enterprise's location, access to physical resources, business expertise, gender, motivation, capital access, modern technology, market channels, ownership structure, investment, collective engagement, record-keeping, and fund management skills. Sahai et al. (2020) acknowledged that microcredit, market information, infrastructure, demand analysis, financial management, training, entrepreneurial vision, education, value chain, investment, a cluster, or geographical location together constitute the growth of the micro-enterprises developed under microfinance schemes whose primary clients are women.

4 Discussion

4.1 Role of social capital in developing the social factors of women entrepreneurs

Social capital facilitates women entrepreneurs to interact with innovative ideas, mechanisms, processes, strategies, and market access that are essential determinants to improving the growth and development of an enterprise (Osei & Zhuang, 2020). The National Rural Livelihood Programme (NRLM), implemented under the Ministry of Rural Development, Govt. of India, is a flagship program in entrepreneurship development in various nonfarm areas for the rural women through a self-help group program (Dey, 2018). Community gives strength to young entrepreneurs' social networks. Association is essential for a community to develop an enterprise. SHGs are voluntary groups of 10 to 20 members, and being of a similar background, they develop social ties within the group. During the initial days, they perform regular meetings, enhance leadership skills and social relations, and participate in social activities. SHG group, or an association of women, provides a social platform for the rural women where they develop social relationships and enhance their knowledge, personality traits, and soft skills through regular participation in the group activities (Swain & Varghese, 2011; Fortunato & Alter, 2015). SHGs are a successful contributor to promoting a sustainable microenterprise. It also positively influences the employment scenario and the lifestyle of group members (Suprabha, 2014).

Education is the crucial parameter for entrepreneurship. During the initial stage, it promotes women groups to understand the motives, technical terms, its process, and awareness of potential employment opportunities related to their entrepreneurial ventures. It also minimizes the entry barriers in developing nonfarm-based entrepreneurship. There are various other social factors the SHG groups facilitate, such as collective action, regular participation, innovations, decision-making capacity, and risk-taking ability are also responsible for the growth of an enterprise. Personal factors such as awareness, business expertise, literacy, family support, interpersonal relations, and business influencers; and social factors such as support from the government, support, financial institutions, and community impact the progress of women-based enterprises. Success in entrepreneurship promotes social inclusion and economic empowerment and strengthens financial status, personal development, and achievement (Lenka & Agarwal, 2017). In addition, collective action, participation, motivation, innovations,

decision-making capability, risk orientation, and credit orientation have a positive and relative impact on running a business by the women entrepreneurs (Siddeswari & Gopal, 2021). Membership in the SHG group facilitates its members through various activities, promotes collective action and regular participation, enhances the knowledge base to make them self-confident and motivated and makes them eligible to understand different aspects of entrepreneurship. In addition, prior experience and the self-learned skills of the entrepreneurs have influenced the performance of SMEs positively (Gichuki et al., 2014). Principles include a cooperative approach, confidence, and inspiration for entrepreneurial activities developed due to the collective efforts of committed individuals within a community to promote self-employment (Parwez, 2017). Women-based enterprises are flourishing at a higher rate than the aggregation of economic growth in many OECD countries, allowing capitalization of the skills of educated and trained women. The enlarged flexibility in owning one's business permits women to support their families in monetary benefits (OECD, 1997). Udyamsakhi, a generic platform launched for women to encourage them to take up entrepreneurship as a livelihood activity, generates entrepreneurship-based models that support and resolve their problems (MSME, 2020).

Community-based tourism entrepreneurship is a strong example of collective action of the community that contributes to rural entrepreneurship development. Tourism rural entrepreneurship benefits the community and extends economic benefits to the local populations due to the large footfall in the destination (Meera & Vinodan, 2019). Kulgo Uttari Aajeevika Mahila Gram Sangathan, an SHG federation established under the Jharkhand State Livelihood Promotion Society in 2015, includes 32 women-based SHGs. It promotes some empowering activities in the health sector, food, and nutrition sector by mobilizing locals to deliver hygienic services to children, pregnant women, and lactating mothers; and encouraging enterprise activities like the stitching of uniforms for school children (NRLM, 2018).

4.2 Role of social capital facilitating financial capital and related services to the women entrepreneurs

Women face more significant problems than men in establishing an enterprise due to the male-dominant society; women are suppressed and lack knowledge and awareness (Chatterjee, Gupta & Upadhyay, 2018). Variables such as availability of sufficient amount of fund, lack of collateral for the loan, money lending process, and self-confidence restricts women from raising their funds from banks. Rural women don't possess that amount of confidence to influence the banking officials. Banks sometimes demand collateral from the SHG members against the loan, but women cannot submit collateral to the banks due to poverty, which makes them incapable of raising funds for their enterprises (Bhattacharya & Londhe, 2014; Sharad, 2006). In addition, other problems women face are illiteracy, being restricted in understanding the entrepreneurship scenario and lack of sufficient training and motivation. Most common is the lack of access to adequate micro-credit for business development (Ajani and Igbokwe, 2014). Membership in SHG groups helps them advance their self-confidence, build

capacity, and develop communication and leadership skills. Within six months of forming a self-help group, members perform many financial activities such as bookkeeping, internal lending, saving habits, management of collected funds, and lending among group members in their time of need. Regular financial management practice within the group qualified them to link their SHG group with financial institutions; it could be a bank or a microfinance institution (Ahmad & Hoffman, 2017).

Self-help groups can be formed either by the involvement of private banks or MFIs that usually charges a higher rate of interest on its loan. But when an SHG group is created through a government agency, for example, under National Rural Livelihood Mission (NRLM), it charges significantly lower interest rates than the loan provided by the private banks and microfinance institutions. Loan amount and lending rate vary according to the rules and regulations of the agencies. Private agencies sometimes demand collateral from the SHG members for their big loans as banks don't want it to be a default in the future. In India, in maximum cases, a man holds the ownership of all properties of a house that restrict women from providing collateral to the bank to lend money for their enterprise. As discussed above, lending from private agencies such as banks, microfinance institutions, and small savings banks charge a high rate to interest rates and demands collateral that costs a much higher amount than the government agencies. This restricts the growth of the enterprise as small entrepreneurs are not capable of repaying the loan, and lending is the only option left with the SHG members as these women belong to low-income families. But under the NRLM scheme, banks neither demand any collateral nor higher interest rate that motivates SHG group members to take up entrepreneurship as a long-term livelihood activity (NRLM, 2016).

SHG groups also promote their enterprises on a larger platform such as a district or state level or national level by forming an SHG federation, an association of two or more SHG groups. Banks provide a large number of loans to the SHG federation. SHG groups associated with the federation; are mature, have well-developed socio-economic backgrounds, and possess a higher vision for their enterprises. Under the NRLM scheme, the SHG federation solves all the financial constraints associated SHGs groups as the federation creates a bridge between the district authorities and the village level authorities that makes it easy for its associated group's members to avail the allotted fund (Swain & Varghese, 2011; NRLM, 2016). The program alleviates poverty by facilitating the supporting instruments such as access to finance, skill-based training, and motivation in developing entrepreneurship at the village level (Dey, 2018).

4.3 Role of social capital in facilitating entrepreneurial training for women entrepreneurs

SHG groups facilitate financial inclusion and improve skills with the support of Self Help Group Promoting Institution (SHPI), i.e. NGOs or government agencies. Training has a positive impact on assets. The quantity of internships in weeks does not make any difference in either outcome. Good village infrastructure helps training's effectiveness in asset accumulation. Skill-based business training

shows better results than financial-based training in promoting entrepreneurship among women (Yoonyoung & Maddalena, 2013). Biz Sakhi, are community-based mentors, being promoted under the UNDP Disha project to train and mentor women entrepreneurs. A Biz Sakhi is a woman who is previously associated with any entrepreneurial work or being involved in any entrepreneurial activity. She shares her journey of ups and downs in entrepreneurship that helps the community avoid possible future risks and creates economically self-sufficient women through facilitating employment-generating training and entrepreneurial skill development (UNDP, 2019).

NGOs promote the capacity building of women and support various small and medium enterprises run by them to encourage self-employment and self-identity. Psychosocial support enhances self-esteem and self-confidence. Women Entrepreneurship Development by NGOs is nowadays gaining importance as it has an enormous impact on stimulating and nurturing the culture of entrepreneurship among women and enhancing their economic empowerment. The role of NGOs in sustainable women's entrepreneurship development is an essential aspect in a developing country. NGOs mobilize the social and physical resources, prepare the appropriate entrepreneurial environment and generate new opportunities for women entrepreneurs (Lenka & Agarwal, 2017). A registered NGO, Bhartiya Gramyotthan Sanathan, based in Tehri, Gharwal, has promoted rural women's entrepreneurship for the last 25 years in the handicraft and handloom sector by producing wool, cotton, jute, natural fibre etc. by providing technical and business assistance to SHG members. Similarly, Jnana Prabodhini organizes activities towards literacy level, research & development, and awareness of small-scale industries (Kirve & Kanitkar, 1993). The asset base of rural individuals is the most worthwhile cause in creating self-developed ventures. Entrepreneurship-based training programs such as Development of Women and Children in Rural Areas for the rural poor have become institutionalized at the grassroots level through skill advancement, technology acquisition, improvement, and effective resource management (Nair et al., 1996). It facilitates awareness, motivation, positive attitudes toward entrepreneurship, and better livelihood women rural women (Saha & Bahal, 2014).

In India, many NGOs are functioning toward the development of micro-level rural enterprises for women. Federation of Indian Micro and Small & Medium Enterprises (FISME), Association of Women Entrepreneurs of Karnataka (AWAKE), and Self Employed Women's Association (SEWA) are a few of them that are actively working for the purpose. FISME, an Indian NGO previously established as the National Alliance of Young Entrepreneurs, was restructured in 1995 to promote entrepreneurship in the areas of MSMEs and to create a competitive entrepreneurial environment in the country. AWAKE provides a helping hand to aspiring rural women for entrepreneurship development irrespective of their background. It offers various entrepreneurship development training and conducts multiple lectures on entrepreneurship and its outcomes to motivate rural women to take up entrepreneurship as a long-term profession. RUDSET Institute provides more than 50 types of entrepreneurial training categorized into three categories: Rural EDP, Women EDP, and Self-employment training programs (Preethi, 2016).

NGOs connected to the grassroots level have successfully contributed to the inspiring initiatives for women entrepreneurs through increased self-esteem and knowledge by looking into their concerns (Mohapatra & Sahoo, 2016). NGOs help develop potential and aptitude related to entrepreneurship outside the traditional Triple Helix constellations, assigned as a suitable platform for enhancing knowledge on various factors such as women-based entrepreneurship, single venturing, rural entrepreneurship, and small-scale service production (Lindberg & Lindgren, 2010). NGO's skill-based training has a positive impact on asset creation, and it helps in performing income-based activities in the area of agriculture, livestock, art & crafts, and handloom business that is most of the time provided to SHGs which are already credit linked with financial institutions (Swain & Varghese, 2011). SHGs are affiliated with different income-generating activities such as textiles business, i.e. trading of handmade products, horticulture business; paddy selling, and making forest-based products that help uplift their standard of living (Sharma et al., 2012). This allows them to manage income uncertainty and provide sustainable growth and development. It increases the employment base by moving from low productive employment such as agriculture to a highly effective career such as entrepreneurship development in the rural economy, promoting sustainable livelihood in the long term (World Bank, 2019). Entrepreneurship development towards livestock farming has substantial opportunities in getting profitable monetary outcomes for the rural women during non-agriculture seasons that made agriculture activities challenging to survive (Jothilakshmi et al., 2009).

4.4 Role of social capital in facilitating business network for the women entrepreneurs

Lack of interest in starting a new enterprise arises due to marketing and distribution constraints of produced goods. SHGs based produced goods don't possess established market access, leading to difficulty finding the target buyers and sellers (Chatterjee et al., 2018). Typically, SHG groups reside in areas having high poverty, scarcity of resources, basic amenities, and underdeveloped infrastructure that restrict entrepreneurs from promoting their enterprises. Policymakers should develop the infrastructure; promote a suitable marketplace for the SHG-owned enterprises through market creation and market penetration strategies (Purushotham, 2004). Profits procured by SHGs owned by the price policy influence enterprises, whereas variations in promotional activities influence the business's profitability. Appropriate and suitable marketing strategies for their products can enhance the sustainability of their enterprises and could facilitate a regular income and employability. As in the era of globalization, an enterprise needs to sustain itself in the long term, and it should strategies its marketing policies, distribution channels as well as pricing strategies (Dhiman & Rani, 2014).

SHG members sell their products in the local markets by maintaining the quality of the products, but these groups usually develop a small-scale enterprise, making it difficult to compete with national and international brands. Most of the products don't contain any form of branding or labelling their product and don't promote their products due to extra cost. The marketing strategy is also not advanced

that needs to be improved. In most cases, SHGs sell their products through an intermediary that cuts their profits due to unstructured marketing channels. NGOs conduct trade fairs at district levels and promote their products on a larger scale. These trade fairs and promotion activities can be conducted state-wide and nationwide by collaborating with the other state and nation NGOs (Sucharita and Bishnoi, 2019). It is observed that the market demand for the products is created by improving the quality of the product and access to quality training for improvement.

Along with this, there would be a channel that would advance the procurement process of raw materials and transportation of finished goods. Profits of the local enterprises get increased when it receives bulk orders. As there are no such market strategies or pricing strategies for the local enterprises, they fix their prices based on guidance and consultations of the NGOs (Dhar & Sarkar, 2013). SHG groups create various products through their enterprises, such as toys, handicrafts, agarbati, candles, dry papad, soaps, etc. In addition, they also produce goods in agriculture, sericulture, horticulture and fisheries. However, they cannot sell their products or find a potential customer for their business due to a lack of marketing channels and market information (Mahato & Jha, 2021). They usually sell their products door to door or in the local market, which leads to less profit. The NGOs tie up with the SHG groups and arrange a platform for marketing their products. For instance, an NGO named Palmyra has its own market space where it promotes and sells all products of its associated SHG groups (Gandhi & Udayakumari, 2013).

5 Conclusion

This paper comprehends the role of social capital in developing sustainable micro-entrepreneurship through a conceptual, theoretical framework for analyzing past studies. This study represents the conceptual understanding of social capital and sustainable micro-entrepreneurship development among rural women. SHG, SHG federation, and NGOs qualified the quality and characteristics of social capital and, hence, considered social capital in this study. In addition, four determinants of micro-enterprise development have been discussed. Social capital simultaneously correlates with determinants of sustainable micro-entrepreneurship, and hence their role has been elucidated. Through their micro-enterprises, women under SHG programs produced a diverse range of products in the agriculture, horticulture, and household sectors. Still, it is observed that developing women-owned micro-enterprises holds issues related to capital access, potent skill training, and setting up suitable marketing and pricing strategies for their products. The different types of social capitals present in their locality would resolve these issues and difficulties in developing women-owned enterprises. This study explains how these issues have been resolved with the support of SHG, SHG federations, and NGOs.

Associated with SHG groups and SHG federations' promotes rural women to achieve their social and financial factors of micro-entrepreneurship development such as advancing self-confidence,

capacity building, enhancing communication skills, leadership skills, and financial factors including bookkeeping, bank linkage of the group, micro-credit facility, fund management, and investment knowledge. SHG federation solves all the finance-related issues of its associated SHG groups. The federation creates a bridge between the district and village level authorities, making it easy for its associated groups' members to avail the allotted fund. NGO's skill-based training has a positive impact on asset creation that helps perform income-based activities in agriculture, livestock, art & crafts, and handloom business that is most of the time provided to SHGs which are already credit linked with financial institutions. NGOs mobilize the social and physical resources, prepare the appropriate entrepreneurial environment and generate new opportunities for women entrepreneurs. NGOs tie-up with the SHG groups and arranges a platform for marketing their products. It conducts trade fairs at district levels to promote the products of women-owned micro-entrepreneurs on a larger scale. These trade fairs and promotion activities can be conducted state-wide and nationwide by collaborating with the other NGOs working in the state and nation, respectively.

6 Contributions and limitations

This study contributes to developing a theoretical framework by analyzing the literature that contributes to sustainable micro-entrepreneurship development through social capital. Three forms of social capital, such as SHG, SHG federation, and NGO that have been taken for this study contribute to sustainable micro-entrepreneurship in various ways as SHGs; SHG federation helps achieve social factors, financial inclusion. In contrast, NGOs provide entrepreneurial training and a suitable business network for women-owned enterprises. Social capital promotes sustainable micro-entrepreneurship, which leads to the employment generation, generates regular sources of income, addresses multiple social and economic issues, and promotes a better means of livelihood for the rural women.

This paper is based on the theoretical review of recent literature on social capital, which promotes micro-entrepreneurship development among rural women. In this study, the role of only three forms of social capital, such as SHG, SHG federation, and NGO, has been analyzed to develop sustainable micro-entrepreneurship. The limitations of this study are; that there are many other types of social capital available in different parts of the rural areas contributing to the same purpose. In addition, the role of social capital in other aspects, such as women empowerment, livelihood development, etc., needs to be analyzed. The role of social capital in promoting sustainable micro-entrepreneurship development can also be done through a field survey with suitable methodologies.

Authors' contribution

Contribution	Mahato, J.	Jha, M. K.	Verma, S.
Contextualization	X	X	----
Methodology	X	X	----
Software	-----	-----	----
Validation	X	X	X
Formal analysis	X	X	----
Investigation	X	X	----
Resources	X	-----	----
Data curation	X	-----	-----
Original	X	X	X
Revision and editing	X	X	X
Viewing	X	X	X
Supervision	-----	X	----
Project management	X	-----	----
Obtaining funding	-----	-----	----

References

- Ahmad, M. U. (2016). A Factor Analysis Based Study on Microenterprises. *Amity Journal of Entrepreneurship 1(1)*, (62-70). <https://amity.edu/UserFiles/admaa/222Paper%204.pdf>
- Ahmad, N., and Hoffman, A. (2017). A Framework for Addressing and Measuring Entrepreneurship. *Entrepreneurship Indicators Steering Group*. OECD Paris. <https://www.oecd.org/sdd/business-stats/39629644.pdf>
- Ajani, E. N., and Igbokwe, E. M. (2014). Constraints to Livelihood Diversification among Rural Women in Anambra State, Nigeria. *Journal of Agricultural Extension*. Vol.18 (2). <https://doi.org/10.4314/jae.v18i2.4>
- Anderson, A., Park, J., & Jack, S. (2007). Entrepreneurial Social Capital: Conceptualizing Social Capital in New High-tech Firms. *International Small Business Journal*, 25(3), 245–272. <https://doi.org/10.1177/0266242607076526>
- Annual Report (2021). Ministry of Micro, Small and Medium Enterprises, Govt of India. <https://msme.gov.in/sites/default/files/MSME-ANNUAL-REPORT-ENGLISH%202020-21.pdf>
- Bhattacharya, S., & Londhe, B. R. (2014). Micro Entrepreneurship: Sources of Finance & Related Constraints. *Procedia Economics and Finance*, 11, 775–783. [https://doi.org/10.1016/s2212-5671\(14\)00241-x](https://doi.org/10.1016/s2212-5671(14)00241-x)
- Carroll, T. F. (2001). Social capital, local capacity building, and poverty reduction (No. 3). Asian Development Bank. <https://www.adb.org/sites/default/files/publication/30322/social-capital-socdevpaper3.pdf>
- Cattell, V. (2001). Poor people, poor places, and poor health: the mediating role of social networks and social capital. *Social science & medicine*, 52(10), 1501-1516. [https://doi.org/10.1016/s0277-9536\(00\)00259-8](https://doi.org/10.1016/s0277-9536(00)00259-8)

- Chatterjee, S., Gupta, S., D., & Upadhyay, P. (2018). Empowering women and stimulating development at bottom of pyramid through micro-entrepreneurship. *Management Decision*, 56(1), 160–174. <https://doi.org/10.1108/md-04-2017-0296>
- Cho, Y., Robalino, D., & Watson, S. (2016). Supporting self-employment and small-scale entrepreneurship: potential programs to improve livelihoods for vulnerable workers. *IZA Journal of Labor Policy*, 5(1). <https://doi.org/10.1186/s40173-016-0060-2>
- Claridge, T. (2018). Explanation of the different levels of social capital: individual or collective. *Social Capital Research*, Institute for Social Capital. <https://www.socialcapitalresearch.com/levels-of-social-capital/>
- Claridge, T. (2018). Functions of social capital—bonding, bridging, linking. *Social capital research*, 20, 1-7. <https://www.socialcapitalresearch.com/wp-content/uploads/2018/11/Functions-of-Social-Capital.pdf>
- Coleman, James S. (1988). Social Capital in the Creation of Human Capital. *American Journal of Sociology*, 94(), S95–S120. <https://doi.org/10.1086/228943>
- Coleman, S. (2000). Access to Capital and Terms of Credit: A Comparison of Men and Women-Owned Small Businesses. *Journal of Small Business Management*, 38, 37-52. https://www.researchgate.net/publication/280017695_Access_to_capital_and_terms_of_credit_A_comparison_of_men-_and_women-owned_small_businesses
- Dey, S. (2018). The Role of Employment Diversification in Reducing Vulnerability to Poverty among Marginal and Small-holder Agricultural Households in India. *Margin-The Journal of Applied Economic Research*. 12: 1, 88–112. <https://doi.org/10.1177/0973801017740661>
- Dhar, S. N., & Sarkar, S. (2013). Ensuring Sustainability of Self-Help Groups through Effective Marketing Strategies: An Empirical Study. *International Journal of Marketing & Business Communication*, 2(1), 39.
- Dhiman, P. K & Rani, A. (2014). A study on marketing strategies of self-help groups in Punjab: challenges and constraints. *International Journal of Sales & Marketing Management Research and Development (IJSMMRD)* ISSN (P): 2249-6939; ISSN (E): 2249-8044 Vol. 4, Issue 3, Jun 2014, 1-10. http://www.tjprc.org/publishpapers/2-33-1399387360-Sales_-_IJSMMRD_-_A_STUDY_ON_MARKETING_STRATEGIES_-_Amita_Rani.pdf
- Fornoni, M., Arribas, I., & Vila, J. E. (2012). An entrepreneur’s social capital and performance: The role of access to information in the Argentinean case. *Discussion Papers on Economic Behaviour*. The Estructura de Recerca Interdisciplinar Comportament Economic - Social (ERI-CES). <https://ideas.repec.org/p/dbe/wpaper/0712.html>
- Gandhi, K., & Udayakumari, N. (2013). Marketing Strategies of Women Self Help Groups. *International Journal of Current Research and Academic Review*, 1(2), 117-122. <https://doi.org/10.26703/JCT.v15i2-5>
- Geetha, N. (2014). Rural Women empowerment through micro-entrepreneurship development: Issues and prospects-A Review. *IOSR J. of Econ. and Fin.*, 3(2), 18-20.
- Gherhes, C., Williams, N., Vorley, T., & Vasconcelos, A. C. (2016). Distinguishing micro-businesses from SMEs: A systematic review of growth constraints. *Journal of Small Business and Enterprise Development*. <https://doi.org/10.1108/JSBED-05-2016-0075>

- Gichuki, C. N., Mulu-Mutuku, M., & Kinuthia, L. N. (2014). Performance of women owned enterprises accessing credit from village credit and savings associations in Kenya. *Journal of Global Entrepreneurship Research*, 4(1). <https://doi.org/10.1186/s40497-014-0016-1>
- Granovetter, M. S (1973). The Strength of Weak Ties. *American Journal of Sociology*, Vol. 78, No. 6, pp. 1360-1380. <https://snap.stanford.edu/class/cs224w-readings/granovetter73weakties.pdf>
- Grootaert, C., & van Bastelaer, T. (2001). Understanding and Measuring Social Capital: A Synthesis of Findings and Recommendations From the Social Capital Initiative. *Social Capital Initiative*, Working Paper No. 24, World Bank. https://www.casede.org/CapitalSocial/World_Bank_Understanding_social%20capital.pdf
- Hazarika, B., & Goswami, K. (2018). Micro-entrepreneurship development in the handloom industry: an empirical analysis among the tribal women in Assam. *International Journal of Rural Management*, 14(1), 22-38. <https://doi.org/10.1177/0973005218754437>
- Higgins, A., C. (1961). SOCIAL BEHAVIOR: ITS ELEMENTARY FORMS. By George Caspar Homans. New York: Harcourt, Brace and World, Inc., 1961. 404 pp. \$5.50, *Social Forces*, Volume 40, Issue 2, December 1961, Pages 180–181, <https://doi.org/10.2307/2574301c>
- Jamilmiya, K. K. (2018). Role of NGOs in Rural Entrepreneurship. *International Journal of Scientific Engineering and Technology*, 7(7), 59-61. <https://www.ijset.com/publication/v7/013.pdf>
- Jayachandran S. (2021) Microentrepreneurship in Developing Countries. In: Zimmermann K.F. (eds) Handbook of Labor, Human Resources and Population Economics. Springer, Cham. https://doi.org/10.1007/978-3-319-57365-6_174-1
- Jothilakshmi, M., Krishnaraj, R., & Sudeepkumar, N. K. (2009). Empowering the Members of Women SHGs in Livestock Farming through Need-Based Trainings. *Asia-Pacific Journal of Rural Development*, 19(2), 17–30. <https://doi.org/10.1177/1018529120090202>
- Justo, R., Castro, J. O. D., & Olivares, A. M. (2008). Indicators of entrepreneurship activity: some methodological contributions. *International Journal of Entrepreneurship and Small Business*, 6(4), 604. <https://doi.org/10.1504/ijesb.2008.019504>
- Kirve, H., & Kanitkar, A. (1993). Entrepreneurship at the Grass- roots: Developing the Income-generating Capabilities of Rural Women. *The Journal of Entrepreneurship*, 2(2), 177–197. <https://doi.org/10.1177/097135579300200203>
- Lenka, U., & Agarwal, S. (2017). Role of women entrepreneurs and NGOs in promoting entrepreneurship: case studies from Uttarakhand, India. *Journal of Asia Business Studies*, 11(4), 451–465. <https://doi.org/10.1108/jabs-07-2015-0088>
- Lunati, M., Zu Schlochtern, J. M., & Sargsyan, G. (2010). Measuring Entrepreneurship The OECD-Eurostat Entrepreneurship Indicators Programme. *OCED Statistic Brief*. OECD Paris. <https://www.oecd.org/sdd/business-stats/39629644.pdf>
- Mathur, P., & Agarwal, P. (2017). Self-help groups: a seed for intrinsic empowerment of Indian rural women", Equality, Diversity and Inclusion: An International Journal, Vol. 36 Issue: 2, pp.182-196. <http://dx.doi.org/10.1108/EDI-05-2016-0039>
- Meera, S., & Vinodan, A. (2019). Exploring the Potential for Rural Entrepreneurship through Integrated Community-based Intervention Strategies. *Vision: The Journal of Business Perspective*, 23(1), 70–79. <https://doi.org/10.1177/0972262918822165>

- Meressa, H. A. (2020). Growth of micro and small scale enterprises and its driving factors: empirical evidence from entrepreneurs in emerging region of Ethiopia. *Journal of Innovation and Entrepreneurship*, 9(1), 1-22. <https://doi.org/10.1186/s13731-020-00121-9>
- Mohapatra, S., & Sahoo, B. K. (2016). Determinants of participation in Self Help Groups (SHG) and its impact on women empowerment. *Indian Growth and Development Review*, 9(1), 53–78. <https://doi.org/10.1108/igdr-04-2015-0016>
- Mahato, J., & Jha, M. K. (2021). Social Capital and Micro Enterprise Development towards Occupational Diversification in Rural Context. In S.M. Akhtar (Ed.), *Architecture & Planning for Villages* (pp. 344-348). Published by Wellworth Books International (ISBN No. 978-81-953960-0-9). Available at https://www.researchgate.net/publication/356108444_Architecture_Planning_for_Villages
- NRLM (2016). Model Community Operational Manual (COM). National Rural Livelihood Mission, Government of India. https://aajeevika.gov.in/sites/default/files/nrlp_repository/COM.pdf
- NRLM (2018). An Introduction to Best Performing Village Organizations under DAY-NRLM, National Rural Livelihood Mission, Government of India. <https://aajeevika.gov.in/en/content/introduction-best-performing-village-organizations-under-day-nrlm>
- Onyx, J., & Bullen, P. (2000). Measuring social capital in five communities. *The journal of applied behavioral science*, 36(1), 23-42. <https://doi.org/10.1177/0021886300361002>
- Osei, C. D., & Zhuang, J. (2020). Rural Poverty Alleviation Strategies and Social Capital Link: The Mediation Role of Women Entrepreneurship and Social Innovation. *SAGE Open*, 10(2), 215824402092550. <https://doi.org/10.1177/2158244020925504>
- Portes, A. (2014). The downside of social capital. *Proceedings of the National Academy of Sciences*, 111 (52). <https://doi.org/10.1073/pnas.1421888112>
- Preethi, K. A. (2017). Role of NGOs in Women Entrepreneurship Development: A Grass-Root Level Experience, *Amity Journal of Entrepreneurship* 1(2), (44-58). <https://amity.edu/UserFiles/admaa/32710055%20Paper%204.pdf>
- Purushotam, P (2009). Marketing support to the SHGs. In Verma S B & Pawar Y T (eds.) *Rural Empowerment through Self Help Groups (SHGs), Non-Government Organizations (NGOs) and Panchayat Raj Institutions (PRIs)* (pp.3-14), New Delhi: Deep & Deep Publications Pvt. Ltd.
- Putnam, R. D. (1993). What makes democracy work? 82(2), 101–107. <https://doi.org/10.1002/ncr.4100820204>
- Putnam, R., Leonardi, R., & Nanetti, R. (1993). Making democracy work Princeton. NJ: Princeton University Press. <https://press.princeton.edu/books/paperback/9780691037387/making-democracy-work>
- Roxas, H. B., & Azmat, F. (2014). Community social capital and entrepreneurship: Analyzing the links. *Community Development*, 45(2), 135-150. <http://dx.doi.org/10.1080/15575330.2014.880495>

- Saha, B., & Bahal, R. (2014). Factors Leading to Success in Diversified Occupation: A Livelihood Analysis in India. *The Journal of Agricultural Education and Extension*.
<https://doi.org/10.1080/1389224X.2014.927372>
- Sahai, S., Ray, R. S., & Tapasvi, S. K. (2020). Determinants of growth for the informal sector micro-enterprises: an empirical study in India. *Enterprise Development & Microfinance*, 31(2), 76-91. <https://doi.org/10.3362/1755-1986.19-00005>
- Sharma, P. (2013). Women entrepreneurship development in India. *Global Journal of Management and Business Studies*, 3(4), 371-376. http://ripublication.com/gjmbs_spl/gjmbsv3n4_05.pdf
- Singh, V. K. (2015). The Role of NGOs in Promoting Women Entrepreneurship. *Indian Journal of Society and Politics*, 2(2), 25-28.
<https://amity.edu/UserFiles/admaa/32710055%20Paper%204.pdf>
- Sucharita, S. & Bishnoi, I. (2019). A study on marketing strategy of the SHGs in Ranapur block of Odisha. *Indian Journal of Social Research*. Vol. 60 (3). [http://academic-and-law-serials.com/images/pdf/Article9-ISR-60\(3\).pdf](http://academic-and-law-serials.com/images/pdf/Article9-ISR-60(3).pdf)
- Suprabha, K. R. (2014). Empowerment of Self Help Groups (SHGs) towards Microenterprise Development. *Procedia Economics and Finance*, 11, 410–422. [https://doi.org/10.1016/s2212-5671\(14\)00208-1](https://doi.org/10.1016/s2212-5671(14)00208-1)
- Swain, R. B., & Varghese, A. (2011). Delivery Mechanisms and Impact Of Microfinance Training In Indian Self-Help Groups. *Journal of International Development*, 25(1), 11–21. <https://doi.org/10.1002/jid.1817>
- UNDP (2019). Certificate Course Curriculum and Training Manuals for Biz-Sakhi: Community-based mentors for Women Entrepreneurship promotion and Empowerment. *UNDP India*, New Delhi.
https://www.in.undp.org/content/india/en/home/library/poverty/Biz_Sakhi_curriculum.html
- Woolcock, M. (1998). Social Capital and Economic Development: Toward a Theoretical Synthesis and Policy Framework. *Theory and Society*, 27(2), 151–208. <https://doi.org/10.2307/657866>
- Woolcock, M. (2001). The Place of Social Capital in Understanding Social and Economic Outcomes. *ISUMA Canadian Journal of Policy Research* 2 (1):11-17.
<https://www.oecd.org/education/innovation-education/1824913.pdf>
- World Bank (2019). Economic Diversification: Lessons from Practice, Aid for Trade at Glance 2019: Economic Diversification and Empowerment. World Bank Group.
https://www.wto.org/english/res_e/booksp_e/aid4trade19_chap5_e.pdf