

## **Linking the poor to the Opportunity: Micro-Enterprise Development Potential for NTFPs Collectors under Forest Development Agency Project in Madhya Pradesh.**

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One of the most important factors affecting the sustainability of a micro enterprise would be the identification of right product ideas. Micro enterprises promoted by SHGs face several constraints such as the inability to invest heavily and low skill sets available. The study suggests the importance of forming an umbrella marketing organization. It also emphasizes on the need for ensuring the quality in production. By their very nature, production under micro enterprises could be happening in different homes and ensuring uniformity and standards is a major problem. The work force has to be trained on the importance of quality standards and they have to be made aware that they are competing very often with organized players and only quality will ensure the very survival of the enterprise. The study concludes that only by undertaking a detailed study of a) the market factors competition, customer, b) the production factors-costs and quality and c) profitability, one can safely arrive at a decision as to consider a product idea for a micro enterprise or not. The Sarpanch is the best information provider in the forest fringe areas, because of their close relationship with the local people. However, due to political role reliability of school teachers found to be highest. Teacher is the best way for carrying out information on micro enterprise development and quality control by providing them training. The socio-economic status of households and the success of micro enterprises have found close relationship. Entrepreneurs with higher SES score are having more success rate than with low SES score. This helps us to conclude that traditional social structures in the study areas are prevalent. In any revised policy, involvement of these actors is important as in some cases they are responsible to work against any community based entrepreneurial activities