

# **Linking the Poor to the Opportunity: The Micro-enterprise Development Potential for NTFPs Collector 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 is 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 recommends 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 produced 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 survival of the enterprise. The study concluded that, 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, so as to consider a product idea for a micro enterprise. 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 of Sarpanch, reliability of school teachers was found to be highest. Teachers are the best way for providing information on micro enterprise development and quality control by providing them training. There is close relationship between the socio-economic status of households and the success of micro enterprises. Entrepreneurs with higher SES score are having higher success rates than those with low SES scores. In any revised policy, involvement of all actors is important as in some cases they may work against any community based entrepreneurial activities.