

Chapter Eight

Suggestions and Scope of Social Work Intervention

The forgoing analysis reveals that in our sample, overwhelming proportion of women entrepreneurs are from Illiterate group of women entrepreneurs. There is a need to improvise the education system at the state level and make all the people to cover under the system. State Government has to take up a challenging role in this regard. There is also a need to introduce business related course curriculum in all the institutes to improve their skill in business field. With the spread of technical education in the country and in the states, suitable incentives should be provided to technically and professionally qualified women. Institutions of higher learning should be established in the state so that, female participation in higher education may be increased. Spread of education in the state will help changing the mindset of the people and problem relating to women participation in business will be increased to a large extent. Efforts should be made to provide information on various business opportunities available to potential women entrepreneurs. Under new regime, women entrepreneurs are entering in trading and service sector. It shows that service sector has made considerable growth during post-reform period.

The role of different agencies in motivating women to enter in business line has been found to be negligible or can be said nil in this particular market where study has been taken. Moreover, maximum proportion of women entrepreneurs in our study comes from illiterate group of societies. Educational institutions should play important role in this direction. EDP (Entrepreneurship Development Programs) should be organized at colleges and universities level so that mindset of students may be changed during their study period time. These efforts will be beneficial to generate gainful employment opportunities in the economy and dependence on formal sector of the economy for employment

generation will also decline. Similarly, majority of women entrepreneurs are achievement oriented. Institutions should provide various types of assistance in a liberalised manner to these women entrepreneurs. There is also a need to provide consultancy and guidance through various agencies in this direction.

Individual and family wealth constitutes major sources of finance among women entrepreneurs. The role of institutional finance in financing enterprises in the Ima market has remained low. Awareness of various sources of finance has been percolated down the level in the real sense. There is a need to intensify the efforts to increase the level of awareness of various sources of finance available to women entrepreneurs. Modern communication media should be utilized more effectively to enhance the level of awareness among women entrepreneurs. It will help reducing dependence on informal sources of finance and cost of credit will reduce further. Women entrepreneurs will be able to increase the level of investment in their business. EDP programmes should be conducted for existing and potential entrepreneurs to increase their knowledge and awareness of various sources of finance and business opportunities available to them.

To survive in the free markets women entrepreneurs must have comprehensive understanding of various concepts of business and recent trends prevailing in the market. This information can be provided only through training. Study reveals that none of the respondents have received any training so far. It may be due to the lack of desire from the entrepreneur's side or lack of Government policies and initiatives. Institutes providing training in specialized areas should be further strengthened and short-term courses should be conducted for those desires of taking training in these areas.

Women entrepreneurs of Ima market have shared to the researcher during the course of research work that, they are willing to market their products outside the state. They said, if certain arrangement can be made, they would be very happy, and can expand their business. Problem relating to various marketing

related aspects can be solved by organizing various conferences for existing women entrepreneurs, by formulating various strategies for micro and small enterprises. Various NGOs and women organization should conduct seminar periodically at different cities. Industrial organizations should conduct various market surveys on the future demand on the product of these enterprises and information should be provided to existing SMEs. Short-term courses relating to marketing of the product and upgradation of quality of the products should be organized for existing women entrepreneurs. It will help them in understanding the trends and challenges faced by their enterprises. Training in general and specific areas should be made compulsory for women entrepreneurs who want to avail loans from financial institutions. It will also reduce the problem of industrial sickness which seems to be more in case of small and micro-level enterprises. Due to dual role performed by women existing rules and regulations regarding the operation of business at home or near home can also be formulated. The problem relating to shortage of working capital can be solved by providing loans against different assets. Different schemes, scale of finance can be formulated with respect to the business can also be formulated by this financial institutions. Financial institutions should increase the awareness of their schemes among small and micro level enterprises. Increase in awareness of these schemes can be more useful to these enterprises to avail various benefits. Schemes of various financial institutions should be published in local newspapers. Women entrepreneurs also face the problem of lack of availability of skilled labour. Government should lay more emphasis on vocational education to improve the skill and human capital base of population. It will help in increasing supply of better quality of labour in the market, which is need of the free market economies.

Women are becoming more career-oriented and few of them are facing much problem of other family-related issues, success stories of women entrepreneurs should be published in local and national newspapers. It will help

in changing the mindset of people and women can get more cooperation from their families. Factor analysis clubbed the various variables discussed earlier, i.e. business and family related issues and institutional-related one. Policy formulated keeping in view business and institutional-related issues can be more successful for the growth of entrepreneurship among women.

Scope of Social Work Intervention

Any discussion on the basic concepts of social work creates some questions in mind. One of those important questions is identifying the areas where social work should intervene. This question includes many questions in it, such as:

1. In which are social work should intervene? It is difficult to ascertain because almost all the people from all the walks of life need some help occasionally or continuously.
2. Should the help be available at the door step or should the client have to ask for it?
3. Should social work be used in smallest quantity or should it be a natural part of the social structure and social system? Should social work develop and grow along with the social needs.
4. What is the specific role of social work profession when in every area help is provided to the needy by various categories of the professionals such as teachers, doctors, advocates, nurses, bus conductors, bankers, army personnel and priests? Amidst all of them what special role do social workers play in the social system?

No thinking on the above mentioned issues would start unless we fully understand what social work is and what its role is.

It is difficult to define as to what social work is, but it is much more difficult to understand what social work is not. The nature of social work is

ambiguous. Therefore, it is difficult to be defined and to ascertain scope of social work is also equally difficult. But for knowing boundaries of social work we should try to develop a clear concept of the nature and scope of social work in order to understand rationale of the areas of social work practice.

According to Baer and Federico “Social work is a profession concerned with the relationship between people and their environments that affect the ability of people to accomplish life task, realise aspiration and values and alleviate distress.”

Social work intervention includes remediating that is eliminating existing personal or social problems; restoration that is rehabilitating those whose social functioning has been impaired; prevention that is planning, organizing and providing services before problems develop, thus enhancing the prospects of social wellbeing. (Barker, 1987)

Features of Social Work Intervention:

Now let us see, what are those distinct features which make social work intervention a unique type of assistance aiming towards enhancing social functioning and how it can be related with this present study:

- The most common distinct feature is the approach of self-help and mutual help. Social work professional can intervene here with the motive of counselling the women entrepreneurs to overcome their anxiety, fear, etc related to their success to continue the activity. Awareness programme can be arranged for them to unite together and to fight for their rights.
- Social work professionals can play an important role while providing information in regard to promotion of people’s participation through dissemination of authentic and timely information which is very important for the success of all the women entrepreneurs in the Ima Market.

- Social work professionals with its own initiative or with the help of other agencies, Government of Non-Government organizations can conduct seminars, workshops to raise their awareness level by bringing behavioural change.
 - With regard to training needs of the women entrepreneurs, social work professionals has a major scope of intervening here by organizing different training programmes or workshop on entrepreneurial development programs.
 - In marketing of the produce aspects, social work professional can intervene with the introduction of online shopping facilities in collaboration with some firm or company. As for example, as we all know, Manipur handloom products has a huge demand in the outside state, online shopping facility can be a boon to the tourists where they can purchased the products in a click.
 - A social work professional can be an educator and educate the women entrepreneurs of Ima Market by providing necessary skills and knowledge in accounting, marketing, enhancement of the quality of the products etc.
 - Social work professionals can play a role as change agents but their ability to affect change rest on entrepreneur's independence and mindset, representative structures and willingness to spend time in awareness – raising dialogues.
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