

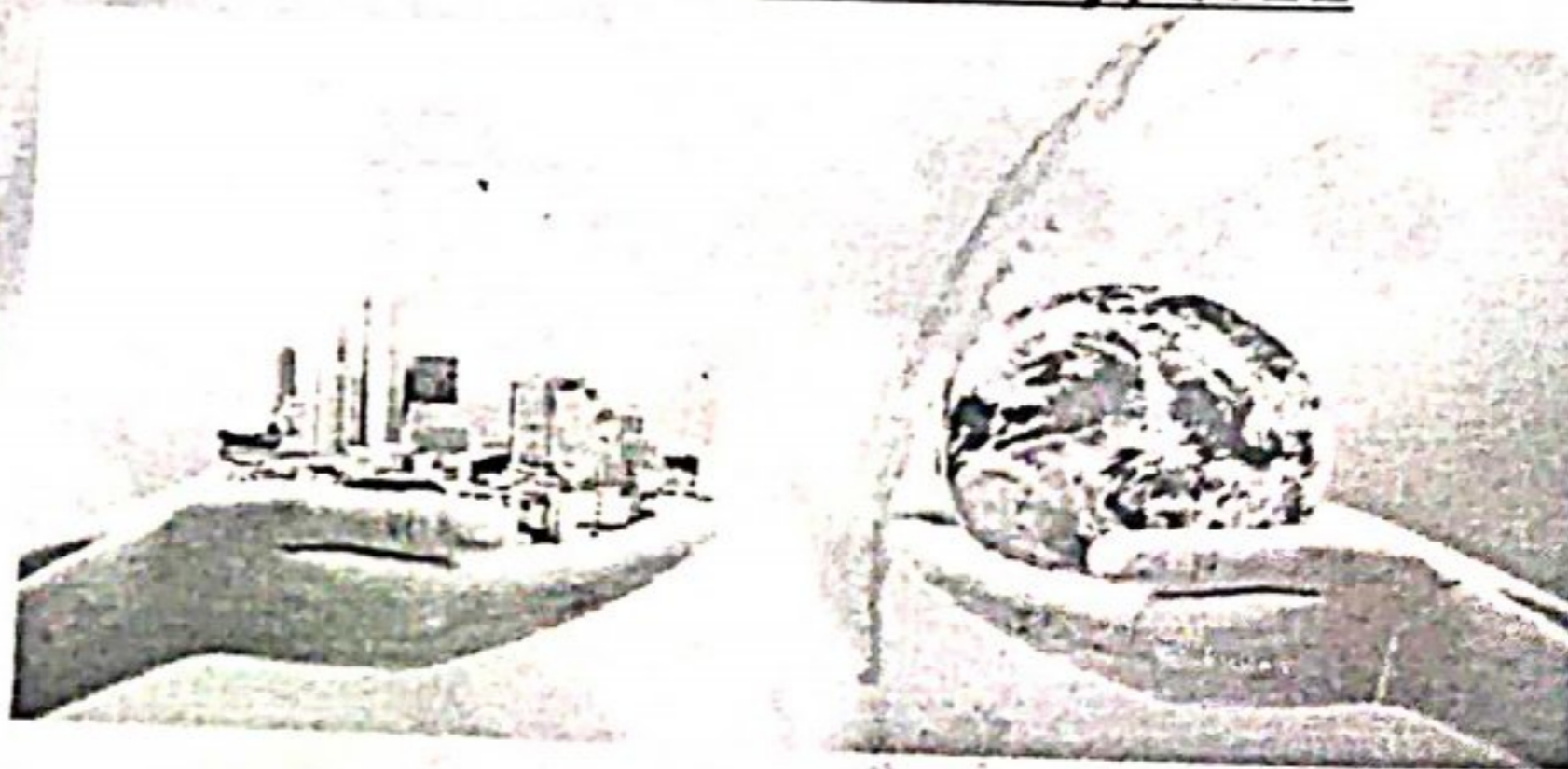


**ICSSR Sponsored Two-Day National Seminar**

On

**SOCIAL INNOVATION & ENTREPRENEURSHIP IN INDIA**  
(In collaboration with Krishna University, Machilipatnam)

**25<sup>th</sup> & 26<sup>th</sup> February, 2022**



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Organized by

**DEPARTMENT OF COMMERCE & MANAGEMENT**

**K. B. N. COLLEGE (AUTONOMOUS)**

ISO 9001:2015

NAAC "A" Grade (Cycle: 3)

Sponsored by: **S.K.P.V.V. Hindu High Schools' Committee**

Kothapeta, VIJAYAWADA – 520 001

A College with Potential for Excellence (UGC - CPE)

All India 92<sup>nd</sup> Rank in NIRF by MHRD (2017)

BAND PERFORMER IN ARIIA

**VOLUME - VI**



Principal  
**GOVT. DEGREE COLLEGE**  
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### ABOUT THE COLLEGE

Kakaraparti Bhavanaraya College is a vivacious outcome of a century old renowned charitable organization, S.K.P.V.V. Hindu High Schools Society with "Tejas- wina Vadheethamasthu" as its motto. Since its inception in 1965 it marked an epoch in innovative education, in an academically and economically impoverished area. The college with heightened social imagination and ardent zeal, shone like a lodestar led innumerable students towards the goal of an illustrious life.

The ever vibrant college grew by leaps and bounds and has evolved with times. It has been adorned with the Autonomous status by the UGC in the year 2010 and received "Best Laboratory", "Best Academic Achievement", "Best Library", "Best NSS Unit" awards. The College has never rested on its laurels and has been relentlessly raising the bar. It is Certified with ISO 9001-2015 which has been given for Quality Management Standard and accorded with CPE in 2016 by UGC. It has been reaccredited with "A" Grade by NAAC (Cycle 3) in 2019.

It was recognized A BAND PERFORMER IN ARIIA by MHRD. It has also Secured 92nd Rank in NIRF by MHRD (2017). We have over 6000 students acquiring Holistic Education through 16 UG and 6 PG Programmes.

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**SOCIAL INNOVATION & ENTREPRENEURSHIP IN INDIA MANUFACTURING - CHALLENGES AND OPPORTUNITIES**  
 Mrs T DEENA ELIZABETH, M.Com, M.Phil(Ph.D), Lecturer in Commerce  
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**INTRODUCTION**

Social Innovation refers to the design and implementation of new solutions that imply conceptual, process, product or organizational change which ultimately aim to improve the welfare and wellbeing of individuals and communities.

According to the president of MAN (manufacturers Association of Nigeria) in 2014. As a manufacturer you are an entrepreneur although one may be an entrepreneur without being a manufacturer. However the common denominator is that both entrepreneur and manufacturer refer to the people who can identify gaps in the environment and develop such gaps into opportunities through innovation, take risks and add value.

**SELF HELP GROUPS SHG BANK LINKAGE MODEL:-**

After the United Nations launched the International year on microfinance (2005), microfinance became popular. It got further impetus when Prof. Muhammad Yunus, the founder of Grameen Bank of Bangladesh (1976) and Pioneer in microcredit for women was awarded Noble Peace Prize. Yet this concept is not strange to India with the initiatives of NABARD and SIDBI e in early 1990s. This concept came to the limelight in India.

**SHG BANK LINKAGE MODEL:-**

The SBLP model has emerged as the dominant model in terms of number of borrowers and loans outstanding in terms of coverage this model is the largest micro finance program in the world.

- Self- help group (SHG) is a small voluntary association of poor people, preferably from the same socio-economic background. They come together for the purpose of solving their common problems through self-help and mutual help. The SHG promotes small savings among its

members. The savings are kept with a bank, and is in the name of SHG banks also issue yellow to the group after rating them based on their savings and internal credit behaviour. The SHG usually lend internally both before and after the linkage takes place. Usually the number of members in an SHG does not exceed twenty. The SHG bank linkage model is emerged as a micro finance business model in India. This model can be further classified into three groups.

1. SHG-Bank Linkage Model I: Banks themselves take up work of farming and nurturing the groups, their saving bank accounts and providing them bank loans.
2. SHG Bank Linkage Model II: SHG are formed by NGOs and formal agencies but are directly financed by banks.
3. SHG Bank linkage Model III: SHG are financed banks using NGOs and other agencies as financial intermediaries.

With a view to strengthen SHG movement, there is a tendency form SHG Federation. Typically about 15 to 50 SHGs make up a Cluster/Village (or Panchayat) with either one or two representatives for each SHG. Depending on geography several Clusters/Villages come together to



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from an apex body or an SHG Federation. A SHG Federation is a formal group of informal common interest groups. At a cluster and Federation level, there are inter-group borrowings, exchange of ideas, sharing of costs and discussion of common interests. There are typically various sub-committees including loan collections, accounting and social issues.

### FEATURES OF MICROFINANCE TO MANUFACTURERS IN INDIA:

Indian microfinance sector has been making rapid progress. Some of the features of microfinance to manufacturers like SHG in India are as follows.

- SHG - Bank linkage model is the major microfinance model in its geographical coverage. This model is started as a pilot project in NABARD. It has become a movement now. It brought name and fame to India in the world of microfinance. Its number increased from 30,000 in 1992 to 6.6 million in 2021 March.
- The number of poor families benefited through SHG increased from 24.3 million as on March 31, 2005 to over 32.9 million by March 31 2006. Out of three SHG Bank linkage models, Model II takes lion's share. Among financial institutions commercial banks have the highest share in linkage with SHGs followed by RRB and cooperatives.
- Southern region obtains better linkage and secured highest loans by Bihar is having 10 lakh SHGS and occupies first place in number.
- Among the states, Andhra Pradesh occupies first place in terms of linkage and credit disbursement.
- More than 19 million masks have been produced by some 20,000 SHGS across 27 Indian states.
- At the end of March 2008, 2.9 million were having outstanding bank loans of Rs. 12,366 crores.

#### A case study of manufacturers 'SARANGA' in the state of AP:-

Saranga is the one-stop for ethnic women wear collection that keeps you ahead of the trend without breaking your banks. Our name is noted among the best Ladies Suit Manufacturers in Delhi and we have ethnic women wear range available to suit your preferences. They provide high-end fashion, superior quality within your stipulated budget.

From Unstitched Churidar Material, Anarkali Suit, Chanderi Salwar Suit, Dabu Print Salwar Suit, Ikkat Salwar Suit, Handloom Salwar Suit, Kurti Pant Set, Kurti Palazzo Set, Kurti Sharara Set, Kurti Skirt Set, Muslin Kurti, Block Print Kurti, Ankle Length Pants, Stretchable Pants, to Palazzo, they have plenty of options available for one to choose. Being one of the paramount Ikkat Salwar Suit Retailers and Wholesaler, Saranga ensures you to deliver only the best.

#### **Ladies Suits Manufacturers In Andhra Pradesh**

Ethnic Fashion can blend the latest trends and raise your style quotient that can impress others. At Saranga, we are committed to design and deliver graceful suits that match tradition and trends. Counted among the best Ladies Suits Manufacturers in Andhra Pradesh, we deliver a designer range that can add life to your style and suit all the occasions. Our collection has been a part of traditional clothing and can go correctly with any occasion and celebration. From Designer Salwar Suits, Women Kurtis, Handblock Printed Kurta, Women Pants, Palazzo to Handwork Punjabi Salwar Kameez and Embroidered Dupatta, these can add beauty to your personality.

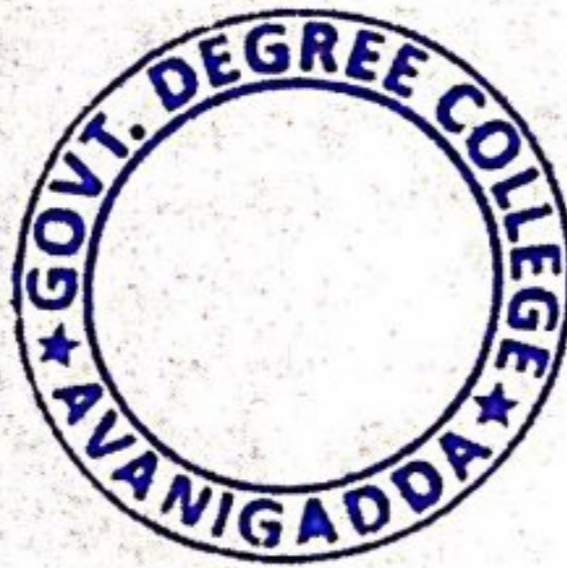
#### Conclusion:

Thus I came to the conclusion that SHG-Bank linkage model is a part of microfinance to the



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