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RESEARCH ARTICLE

MARKETING STRATEGY BY MISSION SHAKTI OF ODISHA: A JOURNEY FROM SELF HELP GROUPS (SHG_s) TO SMALL AND MEDIUM-ENTERPRISES (SME_s)

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Abstract

Empowerment of women playing a significant role in society. When women will empower with financially at that time her family income level increase. Mission Shakti gives the power to increase his financial stability. In layman language we can say the women is "Samarthy" to run her family. Indian constitution provides the women equal freedom and opportunity, so they can empower by them self. Both literate and illiterate women have rights to empower by themselves. So Government of Odisha plays a significant role to empower women through Mission Shakti Department. This department has deep reach to women, nearly about 70 lakh women through 6 lakh groups. The groups are self empower by them self selves through the help of the Mission Shakti. This Paper is mainly focused how the group is converted SHGs to SMEs with the help of Mission Shakti. What types of Marketing Strategy they followed to reach her goal from SHGs to SMEs. Marketing tactics used by cluster members to sell the manufactured goods, as well as the intensity of empowerment among members of women, SHGs to SMEs in Sustainable Livelihood actions. Data were obtained from the districts of Angul and Khordha using a standardized questionnaire written in the local language. Around 180 members of various women SHGs were chosen for the study. The SPSS software was used to analyze the data. The data was analyzed using "one-way Anova, multiple regression, and Pearson correlation." most crucial components such as Sustainable Livelihood, Women Entrepreneurship, and Women Empowerment, all of which have a significant impact on the performance of Marketing Strategies used by SHG members in rural Odisha. It was also bring into being that the number of SHG members and the time-span of years the SHG group has been founded had a substantial impact convert SHGs to SMEs.

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Introduction:-

Poverty-relief measures had taken on critical importance in post-independence India. Self-employment, wage employment, food security, and social security programs are the four types of poverty reduction programs. The present is about a self-employment scheme (Kalpana, 2011). Deficiency in a growing country like India is caused by

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the interdependence of several causes. For example, a lack of sufficient revenue prevents rural residents from investing in their children's education. Children are unable to compete for jobs because of a lack of improved educational facilities, forcing them to settle for low-wage jobs. With such a limited salary, they find it challenging to manage their family. They are unable to offer a better education and food for their children. As a result, they remain vulnerable. As a result, in hostility poverty (in India), anti-poverty programs should (i) provide a wide range of services, and (ii) encourage association among various organizations to provide complementary services (Bradshaw, 2007).

Self-Help Groups (SHGs) bring together rural women and encourage alternative forms of income. It generates job opportunities and hence contributes to the abolition of rural poverty. SHG members help to grow agricultural, aquaculture, and allied businesses (Gandhi & Udayakumari, 2013). It is an important strategy for lowering unemployment in rural areas by expanding employment opportunities. "Women Self-Help Groups" (SHGs) are normally composed of 10 to 20 women from similar backgrounds who have agreed to save small amounts on a regular basis in order to progressively begin their livelihood with collective consent and settle their conflicts and difficulties. During difficult times, these groups collect and offer money and moral assistance to group members (Lau et al., 2010).

Journey towards Self Help Groups (SHGs) To Small and Medium-Enterprises (SMEs)

Women's empowerment is one of the important development projects listed by the Odisha government. Women's economic empowerment is generally acknowledged to contribute greatly to their social empowerment. As a result, in 2001, the 'Mission Shakti' initiative adopted the development of Women's Self-Help Groups (WSHGs) as a fundamental method for promoting women's empowerment. "Mission Shakti" is a self-help work for empowering women through the development of "Women Self Help Groups" (WSHGs) to engage in different socioeconomic activities, which was inaugurated throughout the state on International Women's Day, March 8, 2001 (Report, 2022).

Mission Shakti's overarching goal is to empower women through productive enterprises by providing loans and market access. Women's empowerment through WSHGs is a government flagship programme under Mission Shakti. It is envisioned that over time, more and more women will join a SHGs. So far, about "70 lakh" women have been organised into "6 lakh" groups across the state's blocks and urban local bodies. Stable handholding and monitoring are carried out throughout the year to boost the operations of current WSHGs and generate momentum for the development of new WSHGs. A special Mission Shakti Department was established in 2021 for this purpose. Special provision was given in budget 2023-24 to convert the SHGs to SMEs. Mission Shakti now has "70 lakh" women members and "6 lakh" Women SHGs after 22 years. The Odisha women's empowerment paradigm focuses on women's identity, providing platforms and public spaces for women's views to be heard, and involving women as partners in governance at all levels (Report, 2022).

Marketing Strategies for Women Empowerment

SHGs members produce a variety of items, and they frequently compete with branded products. As a result, appropriate marketing strategies for SHG members' products should be devised. Products should be manufactured in response to market demand. Apart from the physical goods, a product includes elements such as "quality, features, options, services, warranties, and brand name" (Kinnucan & Wessells, 1997).

With the assistance of self-help groups, a great number of women in the country are acquiring self-reliance. Self-help groups are a novel method to 'Financial Inclusion' in India. Self-help organizations. Microfinance operations benefit the poor and women by instilling in them the habits of 'saving, credit, and investing in micro insurance and money transfer services'. Self-help group members participate in and enhance access to microcredit management, marketing skills, and capacity building in order to promote financial inclusion and empowerment (Rajasekaran & Sindhu, 2013).

Market linkage links manufacturers to the final end user (Markelova et al., 2009). Members of women SHGs are vulnerable populations who need institutional assistance in selling their product. As a result, market linkage is a vital component in marketing the commodities or services. Women SHG members involved in aquaculture operations may create alliances with hotels, restaurants, and hospitals. Supermarkets and chain stores may be preferred options for groups interested in aqua-based products. Members of SHGs should undergo comprehensive product marketing training (Balasubramanian & Science, 2015).

Justification Of The Research

Economic Empowerment:

Self-Help Groups (SHGs) are often organised to meet their members' financial and social concerns, with a focus on women's empowerment, poverty reduction, and income generation. The project intends to open up new pathways for economic empowerment by investigating how SHGs might be integrated with or support SMEs. This could result in higher income levels, improved financial stability, and higher living standards for individuals and families connected to both SHGs and SMEs (Roy & Tisdell, 2002).

Gender Equality and Women Empowerment:

Many SHGs work to empower women by giving them economic opportunities and a say in decision-making. Connecting SHGs with SMEs can increase the impact of women's empowerment efforts by allowing more women to work in SMEs as owners, managers, or employees (Ashraf, 2021).

Objective Of The Study:-

1. To study the Marketing strategies of Mission Shakti for the success of Sustainable Livelihood of the 'Women SHGs'.
2. To analyze the influence of women entrepreneurship through 'Self Help Groups' (SHGs) to Small and Medium-Enterprises (SMEs)

Literature Review:-

The field of "Marketing Strategy" has grown substantially during the last 20 years. When the term "social entrepreneurship" is used broadly, it refers to a wide range of efforts that combine business techniques with social purposes. This study focuses on "SHGs and their Marketing Issues." Women make up about half of India's rural population and play an important role in the rural economy. It has been emphasised that programmes specifically designed for women are required. The "Integrated Rural Development Programme (IRDP), Training of Rural Youth for Self-employment (TRYSEM), and Development of Women and Children in Rural Areas (DWCRA)", have all been launched as a result of the poverty alleviation scheme. (Pererva & Myronova, 2023)

"Women Self-Help Group Marketing Strategies", Self-help groups (SHGs) are presently conducting business. They lack in marketing because they are starting a business for the first time. If they are appropriately schooled in marketing, they have the potential to thrive and propel our economy to the forefront of globalisation (Azimpour et al., 2015). "Marketing Strategies for Self-Help Group Products, SHGs have become an important factor in bringing rural masses into the mainstream of national life." It helps to alleviate poverty. The micro-enterprises of Self Help Groups lack market growth plans, and they face substantial hurdles in positioning their products in the market in relation to other competing products and markets (Alexander et al., 2011).

SHG marketing initiatives fall far short of the new globalisation criteria. They solely do direct marketing. They solely sell their items locally. They do not consider mass production and worldwide marketing. The packaging of finished items does not appeal to the masses in the same way that other manufactured products do. The SHGs do not even advertise their products. They dislike marketing their stuff to strangers. They only sell to people they know, relatives, and other 'SHG' members. They do not try to advertise their products in surrounding stores. They don't even have stalls in local shandy joints. Some SHG women also engage in door-to-door selling of their products (Gandhi & Udayakumari, 2013).

A study investigated the impact of marketing mix variables on customer satisfaction in the handicraft business. Customer satisfaction levels were found to be highly influenced by product quality, price strategies, distribution routes, and promotional activities. This study emphasises the relevance of each marketing mix component in moulding customer happiness in the context of handcrafted items, which can be directly tied to SHG home-based products (Megha, 2019).

It indicated that most women felt better appreciated in their own families and the public in general after participating in SHGs. Their involvement to the family is recognised, and the family encourages them to participate in activities like these. Women had never previously participated in political conducts. They now have a chance to win municipal or Panchayat elections. Their financial inclusion in the regular banking and financial system was made possible by their access to credit with flexibility (Tripathy, 2015).

It was discovered that in order to comprehend the root cause of a marketing problem, it is required to first understand the marketing approach employed by SHGs. With this in mind, the current study was conducted to investigate the marketing technique utilised by SHGs in the Ranapur block of Odisha. The bulk of responders (80.5%) were discovered to be selling their product in local retailers. In terms of controlling competition, the majority (89.8%) of respondents prioritised product quality. In terms of product packaging, the majority of respondents (79.9%) were packing their goods and most (89.5%) used polythene bags for packing (Sucharita & Bishnoi, 2019).

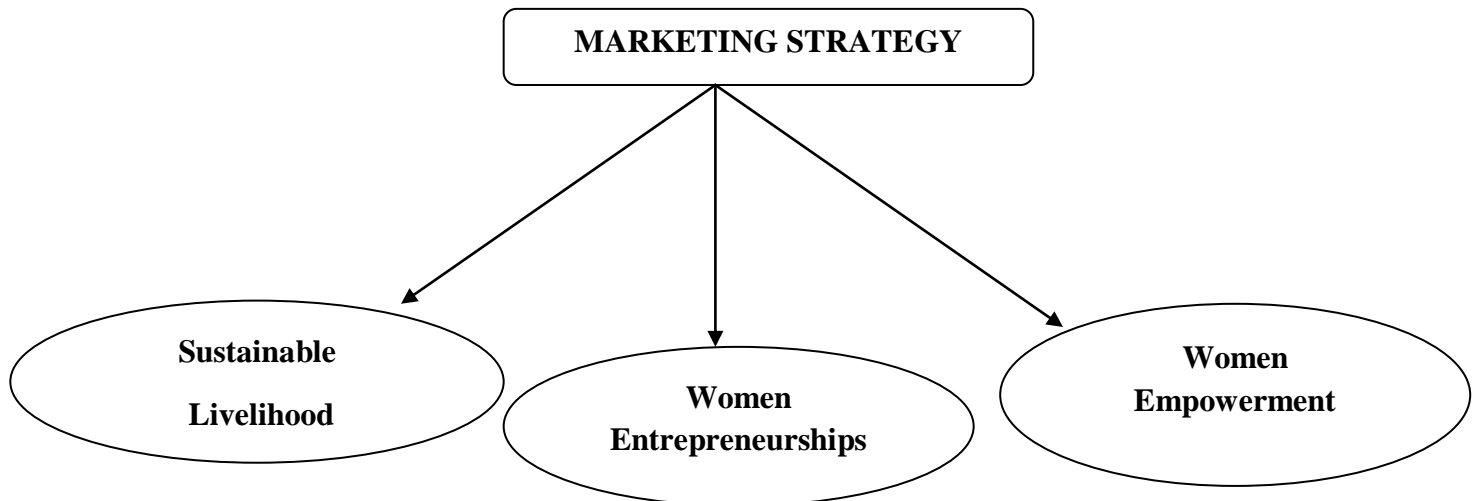
It was also observed that the majority of respondents did not brand or label their goods, nor did they utilise any type of promotion to market it, because all of these added extra costs to the product. The marketing strategy score was calculated and the SHGs were graded from excellent to poor. The majority of SHGs (47%), followed by good (26.4%) and poor (20.6%), had an average marketing strategy. Only 6% of SHGs have an effective marketing strategy. This means that the SHGs' marketing strategy has to be refined (Sucharita & Bishnoi, 2019).

The peculiarities of the creative approach to the formulation of the company's marketing strategy were explored. Researchers in demonstrated a positive association between the inventiveness of the marketing strategy and the efficacy of the organization's plan implementation. As previously said, various scientists are concerned with the issues of incorporating creative marketing into company activities; specifically, the work considers the role of creative marketing in the strategic marketing system (Azimpour et al., 2015).

A substantial number of research works are devoted to the topic of developing and implementing creative marketing strategies that are tailored to client-oriented firms in various economic sectors (Ang et al., 2014). Many facets of the role of innovative strategies are discussed in the literature. The principle of creativity is most frequently explored in the context of advertising. highlighted the special importance of employing the principle of creativity during the formulation and implementation of an advertising strategy. The study looks at the role of creativity in using social media to impact customers. Today, the importance of leveraging digital tools in marketing efforts is especially underlined, since they allow for greater creativity and innovation (Pererva & Myronova, 2023).

Conceptual Framework

The intend of the study is to investigate the relationship between the Marketing Strategy of SHGs to SMEs with Sustainable Livelihood, Women Entrepreneurships, Women Empowerment.



Hypotheses

H₀1: "There is no significant relationship between Marketing Strategy with i) Sustainable Livelihood ii) Women Entrepreneurships iii) Women Empowerment".

H₀2: "There is no significant impact of i) Sustainable Livelihood ii) Women Entrepreneurships iii) Women Empowerment on Marketing Strategy".

H₀3: "There is no significant influence on the number of group members formed in Women SHGs with respect to. i) Sustainable Livelihood ii) Women Entrepreneurships iii) Women Empowerment, iv) Marketing Strategies".

H₀4: "There is no significant influence on the number of years the Women SHGs have been formed with respect to i) Sustainable Livelihood, ii) Women Entrepreneurships iii) Women Empowerment iv)) Marketing Strategies".

Research Methodology:-

In research, methodology is a crucial part of the study. So in this paper 'Descriptive Research Design' chosen for this study. A survey was conducted among the members of "women SHGs" in the Angul and Khordha districts of Odisha. In the present study, a 'simple random sampling' method was adopted by the researcher, since it allows "wide coverage, greater flexibility, and convenience" with inputs from related population. The primary data was collected with the help of a well-structured questionnaire, while the secondary data were collected from journals, renowned articles and reports from different institutions etc. In this analysis "Dichotomous and Likert Scale" with five point rating ranging from 1 (Strongly Disagree) to 5 (Strongly Agree) was used in the questionnaire. Collectively, 180 samples in total were collected from different Women Self Help Groups. The variables taken for the study are Sustainable Livelihood, Women Entrepreneurships, and Women Empowerment which influence the Marketing Strategy of the Women SHG members. The data collected through the questionnaire is analyzed through "one-way ANOVA, Correlation, and Regression" to derive meaningful conclusions.

Reliability Test

The study's reliability was analysed, and the value **0.913** from Table 1 reflects the entire Cronbach's Alpha value of the study. As a result, it demonstrates reliability and allows for future investigation.

Table 1:- Reliability Statistics.

Cronbach's Alpha	No of Items
0.913	4

Results And Discussion:-

Descriptive Analysis

The majority of study participants (66.6%) are aged 31 to 40. The majority of respondents had finished the 10th grade in terms of educational attainment. Out of 180 respondents, 92% are married women who actively participate in SHGs, with nuclear families accounting for 61.3%. Furthermore, 80% of respondents claimed to earn more than Rs.6000 per month, with 88% claiming to spend their monthly earnings on household requirements. According to the study, 56% of respondents claimed that their number of "SHG members" was 20 or more, 32% belong to groups with 15 to 20 members, and just 12% belong to groups with 10 to 15 members. Regarding the number of existence since the "SHGs" was created, 66.7% responded that their group has been in existence for more than 5 years, 18% stated 3 to 5 years, 10% indicated 1 to 3 years, and just 5.3% stated less than 1 year.

Statistical Analysis

SPSS was used to calculate the mean and standard deviation from the survey respondents' replies to both independent and dependent variables. Furthermore, Pearson correlation and linear regression were used to assess whether independent factors have a significant effect on the dependent variable. Duncan's post hoc test is used to analyse the significant differences in the number of members in a group created as well as the length of years the group has been formed with respect to all variables. The outcomes are described further below.

H₀1: "There is no significant relationship between Marketing Strategy with i) Sustainable Livelihood ii) Women Entrepreneurships iii) Women Empowerment".

Table 2:- Pearson Correlation Coefficient.

Independent variables	Sustainable Livelihood		Women Entrepreneurships		Women Empowerment	
	r-value	p-value	r-value	p-value	r-value	p-value
Dependent Variable						
Marketing Strategies	0.975**	0.000	0.979**	0.000	0.983**	0.000

**. Correlation is significant at 1% (2-tailed).

Table 2 reveals that the Correlation Coefficient between Marketing strategies and Sustainable livelihood is **0.975**, indicating a **95.1%** positive link between Sustainable livelihood and Marketing strategies (**0.9752=0.951**), indicating that **H₀1(i) is rejected** at the 1% significant level. Similarly, the Correlation Coefficients between Marketing

Strategies and Women Entrepreneurships and Women Empowerment are **0.979** and **0.983**, respectively, indicating a **95.8%** and **96.6%** positive relationship between Marketing Strategies and Women Entrepreneurships and Women Empowerment, respectively, and thus **H01(ii)** and **H01(iii)** are **rejected at the 1%** significant level. As a result, it can be deduced that it essential for Marketing Strategies to help women SHG members with Sustainable Livelihood, Women Entrepreneurship, and Women Empowerment.

H₀2: “There is no significant impact of i) Sustainable Livelihood ii) Women Entrepreneurships iii) Women Empowerment on Marketing Strategy”.

Table 3.1:- Model Summary.

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	F
1	.987 ^a	0.973	0.973	0.988	1.767E3
Marketing Strategies: (Constant), Sustainable Livelihood, Women Entrepreneurships, Women Empowerment					

Table 3.2:- Coefficients.

Variables	Unstandardized co-efficient (B)	SE of B	Standardized co-efficient (Beta)	t-value	p-value	Significance
Constant	1.616	0.329	-	4.918	0.000	-
Sustainable Livelihood	0.394	0.064	0.386	6.155	0.000**	Sig
Women Entrepreneurships	0.435	0.132	0.367	3.29	0.001**	Sig
Women Empowerment	0.273	0.165	0.239	1.654	0.103	Not sig
** 1% level of Significance						

Table 3.2 shows that Sustainable Livelihood and Women Entrepreneurships have a significant impact on Marketing Strategies, except for Women Empowerment, which does not, so **H02(i), H02(ii), and H02(iii)** are rejected at the 1% significant level, while **H02(iii)** is accepted (because p-value **0.103 > 0.05**). Thus, it can be deduced from the above tables 3.1 and 3.2 of Multiple Regression analysis that Sustainable Livelihood is the best predictor of Marketing Strategies, with a beta value of **0.386**, followed by Women Entrepreneurships, with a beta value of **0.367**. The R value is **0.987**, and the Adjusted R² Value is **0.973**, indicating that the independent variables such as Sustainable Livelihood and Women Entrepreneurships influence **97.3%** of the Marketing Strategies; however, the variation in adjusted R² Value was due to the other variable in the regression model. As a result, the Multiple Regression equation is as follows:

$$\text{“Marketing Strategies (Y) = 1.616 + 0.394 X}_1 \text{ (Sustainable Livelihood) + 0.435 X}_2 \text{ (Women Entrepreneurships)”}$$

Here, **0.394** indicates coefficient of **X₁** & **0.435** indicates coefficient of **X₂** showing the partial effect of Sustainable Livelihood as well as Women Entrepreneurships on Marketing Strategies, holding the other variables as constant. “Such effect is positive as it is indicated with estimated positive sign highlighting the fact that Marketing Strategies would increase by **0.394** & **0.435** respectively for every unit increase in Sustainable Livelihood and Women Entrepreneurships and these coefficient values are significant at a 1% level”.

H₀3: “There is no significant influence on the number of group members formed in Women SHGs with respect to. i) Sustainable Livelihood ii) Women Entrepreneurships iii) Women Empowerment, iv) Marketing Strategies”.

Table 4:- One way ANOVA.

Influence on Number of group members formed with respect to all variables								
Variables	No of group members						F value	p-value
	10 to 15		16 to 20		20 above			
	Mean	S.D	Mean	S.D	Mean	S.D		

Sustainable Livelihood	25.00	0.000	23.38	1.123	15.36	5.277	81.111	0.000**
Women Entrepreneurships	25.00	0.000	21.75	2.302	15.50	4.559	76.234	0.000**
Women Empowerment	25.00	0.000	21.75	1.804	15.64	4.651	73.416	0.000**
Marketing Strategies	29.78	0.428	26.12	1.709	18.62	5.298	84.684	0.000**
** 1% level of Significance								

According to table 4, the F value of the Number of group members formed in relation to Sustainable Livelihood is **81.111**, in relation to Women Entrepreneurships is **76.234**, in relation to Women Empowerment is **73.416**, and in relation to Marketing Strategies is **84.684**. As a result, it can be stated that there is a significant influence on the number of group members formed in “SHG” in terms of Sustainable Livelihood, Women Entrepreneurship, Women Empowerment, and Marketing Strategies, and thus **H03 (i), H03 (ii), H03 (iii), and H03 (iv)** are rejected at the 1% significant level because the p-value for all variables is less than **0.05**.

H₀₄: “There is no significant influence on the number of years the Women SHGs have been formed with respect to i) Sustainable Livelihood, ii) Women Entrepreneurships iii) Women Empowerment iv) Marketing Strategies”.

Table 5:- One way ANOVA.

Influence on the number of years the Women SHGs have formed with respect to all variables										
Variables	Number of years the Women SHGs have formed								F value	p-value
	Less than 1yrs		1 to 3 yrs		3 to 5 yrs		5yrs above			
	Mean	S.D	Mean	S.D	Mean	S.D	Mean	S.D		
Sustainable Livelihood	25.00	0.000	24.67	0.488	24.00	0.000	16.44	5.457	34.606	0.000**
Women Entrepreneurships	25.00	0.000	25.00	0.000	22.19	2.338	16.22	4.491	42.208	0.000**
Women Empowerment	25.00	0.000	24.67	0.488	22.37	1.621	16.34	4.551	40.642	0.000**
Marketing Strategies	30.00	0.000	29.40	0.507	26.70	1.031	19.52	5.279	44.065	0.000**
** 1% level of Significance										

According to Table 5, the F value for the number of years the “Women SHGs” have been founded in terms of marketing strategies is **34.606**; for institutional aid, it is **42.208**; for women empowerment, it is **40.642**; and for sustainable livelihood, it is **44.065**. “As a result of the significant influence on the number of years the Women SHGs have formed in terms of marketing strategies, institutional aid, women empowerment, and sustainable livelihood, **H04 (i), H04 (ii), H04 (iii), and H04 (iv)** are rejected at the 1% significant level because the p-value for all variables is less than 0.05”.

Conclusion:-

The current study shed light on the most crucial components such as ‘Sustainable Livelihood’, ‘Women Entrepreneurship’ and ‘Women Empowerment’, all of which have a significant impact on the performance of Marketing Strategies used by SHG members in rural Odisha. According to the findings of the study, women SHG members begin marketing but are unable to sustain it for an extended period of time. Most women thought that their engagement in SHGs increased their respect in their own families and in society as a whole. Their involvement to the family is recognised, and the family encourages them to participate in activities like these. The lack of Sustainable Livelihood, Women Entrepreneurship, and Women Empowerment among women is the cause. Women SHGs can be highly successful if they use the right marketing tactics to attract clients, get the right institutional help in terms of training and market connection, and recognise their inner confidence among themselves, which can show the way to success.

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