

AN ANALYTICAL PERSPECTIVE ON THE ROLE OF NGOS IN PROMOTION OF RURAL MICRO ENTERPRISES – KANDHAMAL – A FIT CASE FOR REFLECTION

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ABSTRACT

Non-governmental organizations (ngos) or voluntary organizations (vos) are engaged with the upliftment of the poor. The study covers rational and philosophy of ngo involvement, context and significance of ngo involvement, micro enterprise promotion in odisha, existing micro enterprise perspective in kandhamal, issues and bottlenecks. there are challenges to ngo intending to promote micro enterprise may not be in a position to provide all the necessary financial & non financial assistance required for smooth running of microenterprises. Therefore it is pertinent that the ngos should partner with other professional agencies for providing both forward and backward linkages for micro enterprise promotion.

KEYBOARD: NGOs, micro, enterprise, role, promotion, challenges.

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