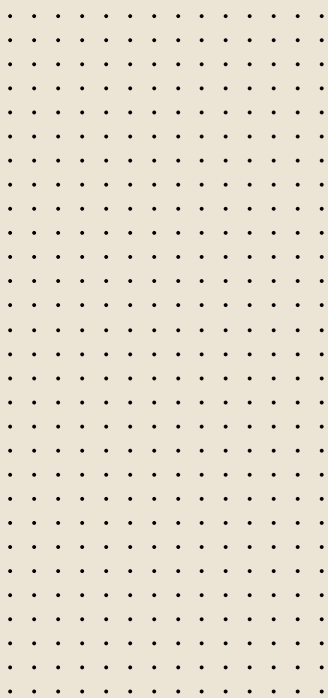


# Unlocking the Potential of Women Entrepreneurship in Nagaland

A POLICY BRIEF





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July 2022, Kohima





# Foreword

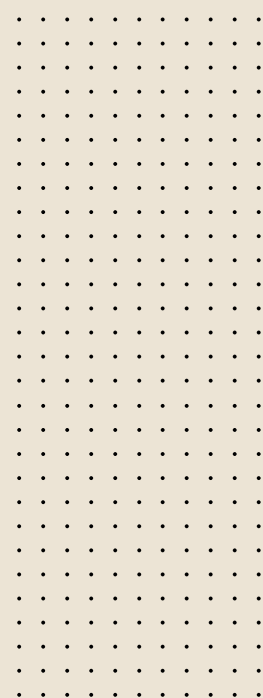
**Mr. J. Alam, IAS**  
**Chief Secretary**  
**Government of Nagaland**

It gives me immense pleasure to be a part of a dialogue which takes a serious look towards enabling a robust Women Entrepreneurship Ecosystem in Nagaland.

The policy brief on “Women Entrepreneurship in Nagaland” has been prepared after intense research, series of consultations with various stakeholders and by capturing inputs received from the relevant departments of the State Government policies, programmes, and schemes available for women entrepreneurs in Nagaland.

It has also highlighted the priority list areas of concern and puts forth cogent recommendations to promote women entrepreneurship in the State.

I commend the efforts of Shri Alemtemshi Jamir, CEO, IDAN; Ms. Julia Karst, Head of Project - Her&Now, GIZ and Shri Anirban Gupta, Co-Founder – Dhriiti - The Courage Within, for bringing together this Policy Brief. I am sure this brief will benefit all stakeholders and serve to aid the Government of Nagaland in considering women centric policies for a more inclusive growth in the future.





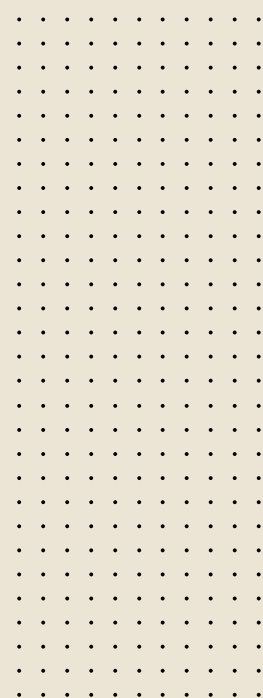
# Foreword

**Mr. Alemtemshi Jamir, IAS**  
**Chief Executive Officer**  
**Investment and Development Authority of Nagaland**

Women entrepreneurship is not a new phenomenon to the Naga people. Women have always been held in high esteem and played an important role in the economy. In a family, no economic activity, be it cultivation, plantation, food, clothing, and even traditional festivity, could be undertaken unless the women of the family were taken into confidence. This inclusive nature of social existence empowered the women, and they were enterprising enough to create surpluses for barter and trade by the menfolk.

Modernisation had, however, made hazy, the entire social fabric, especially the standing of the women in society. Money, economy, and the means to earn seemed to have pushed the women to the background. Education, however, seems to be levelling the playing field and women are on the rise again. The employment percentage of women in Government seems to indicate their growing role. There is, however, yet a lot to do. One such issue is a change from the tribal customary and traditional right to inheritance or ownership of immovable property.

It makes me very happy to be a part of an extensive stakeholder consultation process which was undertaken by the GIZ along with IDAN, Dhriiti, and NuSocia for developing an enabling environment for women entrepreneurship in Nagaland, which resulted in this policy brief. I hope this leads to more and more women entrepreneurs in Nagaland leading to a more vibrant and richer society.







# Foreword

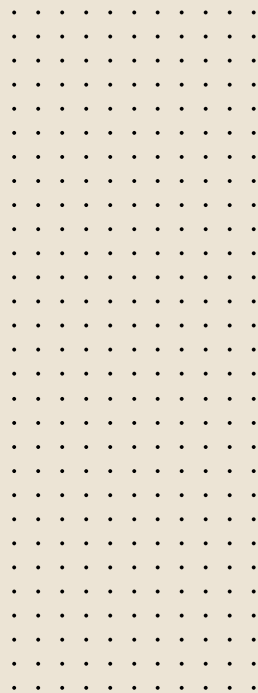
**Ms. Julia Karst**  
**Head of Project**

**Economic Empowerment of Women Entrepreneurs and Start-ups by Women**  
**Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH**

Nagaland has been witnessing significant growth in entrepreneurship in recent years, fuelled by a young population starting their own businesses and an increasing awareness about Nagaland's rich cultural heritage and natural resources which create unique opportunities for products and services for entrepreneurs. With a female labour force participation rate of 44.7%, Nagaland has one of the highest economic participation of women in the country. Moreover, women own 21.6% of enterprises in Nagaland, which is comparable to the national average in India, most of them with self-employed and informal micro businesses. We believe that entrepreneurship in Nagaland is at a tipping point, and with an enabling business ecosystem, entrepreneurship in the state can really take off. Women entrepreneurs can benefit from this emerging trend if the right support is provided to them.

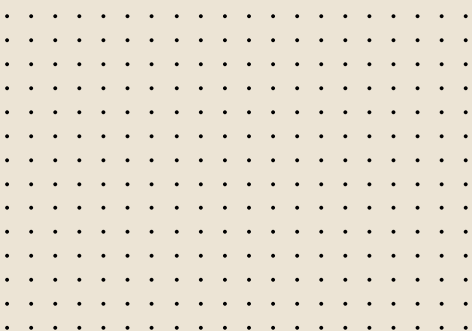
Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH is implementing the project 'Economic Empowerment of Women Entrepreneurs and Start-ups by Women' also referred to as Her&Now, since 2018, on behalf of the German Federal Ministry for Economic Cooperation and Development (BMZ) and in partnership with the Ministry of Skill Development and Entrepreneurship (MSDE), Government of India. The project aims to contribute to a more enabling environment for women-led enterprises in India. Her&Now has been supporting women entrepreneurs from the North Eastern Region, including from Nagaland since 2019, by offering support programmes for women to start and scale up their businesses.

Our vision is to catalyse women entrepreneurship in Nagaland by supporting the Government of Nagaland to create a supportive ecosystem for women entrepreneurs. This policy brief sets out recommendations on how to turn this vision into reality.



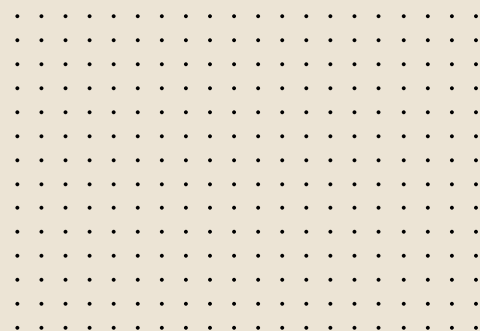
# Abbreviations & Acronyms

AMC	Annual Maintenance Contract
BAN	Business Association of Nagas
BIRD	Bankers Institute for Rural Development
BMZ	German Federal Ministry for Economic Cooperation and Development
CSC	Common Service Centre
CSR	Corporate Social Responsibility
DIC	Directorate Of Industries and Commerce
DoNER	North East Rural Livelihood Project
DPIIT	Department for Promotion of Industry and Internal Trade
EDL	Entrepreneurship Development Loan
EDP	Entrepreneurship Development Programme
EMC	Entrepreneurship mindset curriculum
FC	Farmers' Clubs
GDP	Gross Domestic Product
GIZ	Deutsche Gesellschaft für Internationale Zusammenarbeit GmbH
HNI	High net-worth individuals
IDAN	Investment and Development Authority of Nagaland
IIT	Indian Institute of Technology
IPR	Intellectual Property Rights
IRV	Individual Rural Volunteers
KPI	Key Performance Indicator
LEDP	Livelihood and Enterprise Development Programmes
MEDP	Micro-Enterprise Development Programme
MeiTY	Ministry of Electronics and Information technology
MFI	Micro-Finance Institutions



# Abbreviations & Acronyms

MoMSME	Ministry of Micro, Small and Medium Enterprises
MOU	Memorandum of Understanding
MVN	Mahila Vikas Nidhi
MSDE	Ministry of Skill Development and Entrepreneurship
NABARD	National Bank For Agriculture And Rural Development
NBFC	Non-Banking Financial Company
NEDFi	North Eastern Development Finance Corporation Ltd
NEHHDC	North Eastern Handicrafts and Handloom Development Corporation
NESFB	North East Small Finance bank
NGO	Non-Government Organisation
NRLM	National Rural Livelihood Mission
NSRLM	Nagaland State Rural Livelihood Mission
NSS	National Sample Survey
OFPO	Of Farm Producer Companies
ONDC	Open Network for Digital Commerce
PMMY	Pradhan Mantri MUDRA Yojana
PRIME	Promotion and Incubation of Market-driven Enterprises
R&D	Research and Development
RRB	Railway Recruitment Board
R-SETIS	Rural Self Employment Training Institutes
SEWA	Self-Employed Women
SBI	The State Bank of India
SHG	Self-Help Group
SIDBI	Small Industries Development Bank of India
TRIFED	Tribal Welfare Department and Tribal Cooperative Marketing Development Federation of India Limited





# Table of Contents

<b>Executive Summary</b> .....	15
<b>Introduction</b> .....	18
Women entrepreneurship in India	18
Entrepreneurship in Nagaland	19
Women in workforce and entrepreneurship in Nagaland	20
Stakeholder consultation process and conclave	22
Objective of this note	23
<b>Problem Statement</b> .....	25
<b>Policies and Programmes</b> .....	27
Section A: Government schemes and programmes	27
Section B: Business support ecosystem	33
Section C: Banking and finance	37
<b>Suggested Actions and Policy Recommendations</b> .....	42
Institutional support	42
Fostering Innovation and Entrepreneurship	44
Access to Markets	45
Access to Funding	48
Incubation Support	49
Mentorship support	51
Capacity Building for Enablers	51
<b>Bibliography</b> .....	54
<b>Annexure: Details of Government Schemes and Programmes for Women Entrepreneurs</b> .....	56
<b>About the Authors/Reviewers</b> .....	59



# Executive Summary

Leave no one behind is the pledge of the 2030 Agenda for Sustainable Development Goals (SDGs). Women cannot and should not be left behind if the purpose is to achieve the principles of inclusiveness and integration. The SDG 5 of achieving gender equality and empowering all women and girls cannot be realised without the active participation of women in economic activities and a rise in women entrepreneurship. Enabling women entrepreneurship doesn't just lead to women empowerment, but also leads to job creation and economic growth of a country. According to McKinsey (McKinsey 2015), "Advancing women's equality in India would boost its Gross Domestic Product (GDP) by USD 0.7 trillion by 2025".

Women in Nagaland, one of the farthest north eastern corners of the country, have been making significant contributions to the economy of the state by contributing to 44.7% of its workforce and owning 21% of its enterprises, but there is scope for further growth (Gender Statistics, 2019). Women entrepreneurs across India face several challenges to set up and operate enterprises that are social, cultural, economic, or regulatory in nature. Due to the geographical, social, and cultural diversity in Nagaland, the challenges faced by women entrepreneurs are similar and yet distinct from those faced by entrepreneurs in other regions of the country. They might be shouldering an inequitable care

burden and struggling to secure funding like women entrepreneurs elsewhere in India, but in addition, they also have unique challenges such as value chain and supply chain gaps due to a lack of adequate infrastructure and logistical facilities.

This policy brief identifies factors that limit the ability of women entrepreneurs in Nagaland to identify economic opportunities, invest additional capital, hire more employees, and grow their businesses and also provides recommendations to overcome these challenges. To mainstream women's participation in economic activities and create an enabling ecosystem for them, policies, schemes, and programmes must recognise the capabilities and limitations of women, which arise from gendered roles. In addition to the provisions in the Nagaland Startup Policy launched in 2019, the state can improve women's economic participation in entrepreneurship by providing them with opportunities by tweaking and utilising existing policies and programmes more effectively, as well as introducing certain new initiatives.

This document examines the existing ecosystem (policies, programmes, and schemes) available for women entrepreneurs in the state and captures inputs of various active stakeholders to make it stronger and more conducive.

Based on the feedback from women entrepreneurs, insights from stakeholders and enablers, and our own research, this document puts forth several recommendations on how the Government of Nagaland can promote women entrepreneurship. The following are the most urgent recommendations that may be implemented immediately



Creating a centralised platform for women entrepreneurs to access comprehensive information on initiatives and schemes, as well as on taxation and legal matters



Offering women entrepreneurs centric incubation support programmes



Launching a digital literacy and a financial literacy programme for women entrepreneurs



Establishing reservations for participation of Naga women entrepreneurs in business and trade events



Launching a seed/revolving fund exclusively for women entrepreneurs for affordable and collateral free funding





# Introduction

## Women Entrepreneurship in India

The Government of India regards the promotion of entrepreneurship as a key mechanism for achieving its goals of sustainable economic growth and employment generation, focusing particularly on supporting hitherto disadvantaged groups, especially women. This year Prime Minister Narendra Modi declared that January 16 will hence be celebrated as **National Startup Day**. The aim is to focus on the needs of startup founders.

*With equal participation of women in the economy, India's GDP can rise between 16-60% by 2025, which translates to USD 700 million-USD 2.9 trillion (McKinsey Global Institute, 2015). However, the participation of women in the economy of India is low compared to its economic development status*

*and is on a decreasing trend. India's female labour participation fell from 26% in 2005 to 20.3% in 2019 and further dipped to 19% in 2020 (World Bank, 2022)*

Within the larger group of entrepreneurs, women are a disadvantaged community. It is estimated that women own only (Bain & Company and Google, 2019). 13.5-15.7 million or 20% of all enterprises in India. Globally, India ranks a lowly 70 among 77 countries covered in the Female Entrepreneurship Index. It also has the third-highest gender gap in entrepreneurship across the world (International Finance Corporation, 2019).



There are approximately 63 million micro, small and medium enterprises (MSMEs) in India. Of these, 95% (60 million) are proprietary concerns and women-owned enterprises comprise 20.37% (Ministry of Micro, Small and Medium Enterprises, 2022). Also, 95% of all MSMEs in India are micro businesses, and for women, this percentage is even higher—98% of women-led MSMEs are in the micro category (International Finance Corporation, 2019).

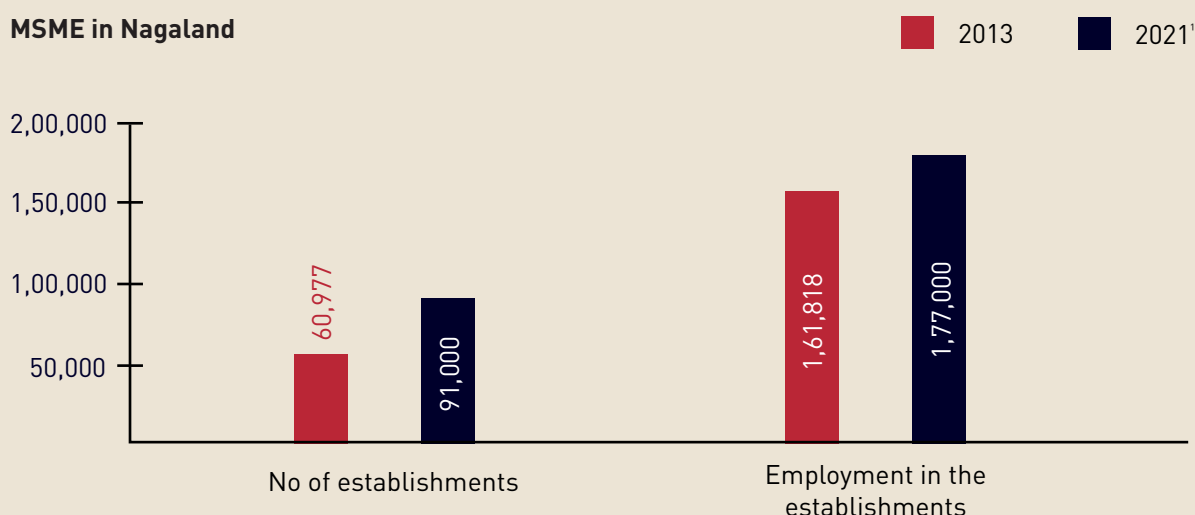
As per the World Economic Forum’s Global Gender Gap Report 2021, India ranked 140th among 156 countries. The index ranks countries based on four parameters—economic participation, political empowerment, educational attainment, and health and survival. The report outlines how India’s gender equality has been largely impacted by a decline in the first two indicators. There are various reasons for this, ranging from the burden of women to perform domestic duties to lack of exposure to opportunities and low levels of appropriate skills, and the longstanding socio-cultural trends in the country.

While the country’s economy is rebuilding from the global crisis caused by the COVID-19 pandemic, this presents a chance to create more avenues for women to join the workforce by supporting them to take up entrepreneurship, thus reaping the economic benefits of higher growth and employment creation.

### Entrepreneurship in Nagaland

Out of the 63 million registered establishments/businesses in India, 0.10% are in Nagaland. The State is witnessing growth in entrepreneurship over the years, especially in businesses like local food products, fashion, restaurants, and hotels. One of the main reasons for this development is the change in the mindset of the young population. They are now starting small businesses unlike in the earlier times when they looked forward to a government job or migrated to other parts of India in search of employment. Also, there is an increasing awareness among the youth about the state’s rich culture and natural resources.

### MSME in Nagaland



Source: Adapted from Annual Administrative Report 2020-21 of Economics & Statistics Department, Nagaland & Annual MSME Report 2020-21 by Government of India’s Ministry of MSME and Sixth Economic Census data

<sup>1</sup> The data for 2021 is no of MSME in the state.

**The Ease of Doing Business Index places Nagaland in the 'Aspirers Category', ranking it in the 28th position among the 36 participatory states. This ranking indicates a desire to reform and attract private investments.**

Nagaland is blessed with natural resources and cultural heritage that create unique opportunities for its products and services. The state has immense potential in specific sectors such as organic agriculture, horticulture, sericulture, handloom, and handicrafts where women entrepreneurs are active and can grow further.

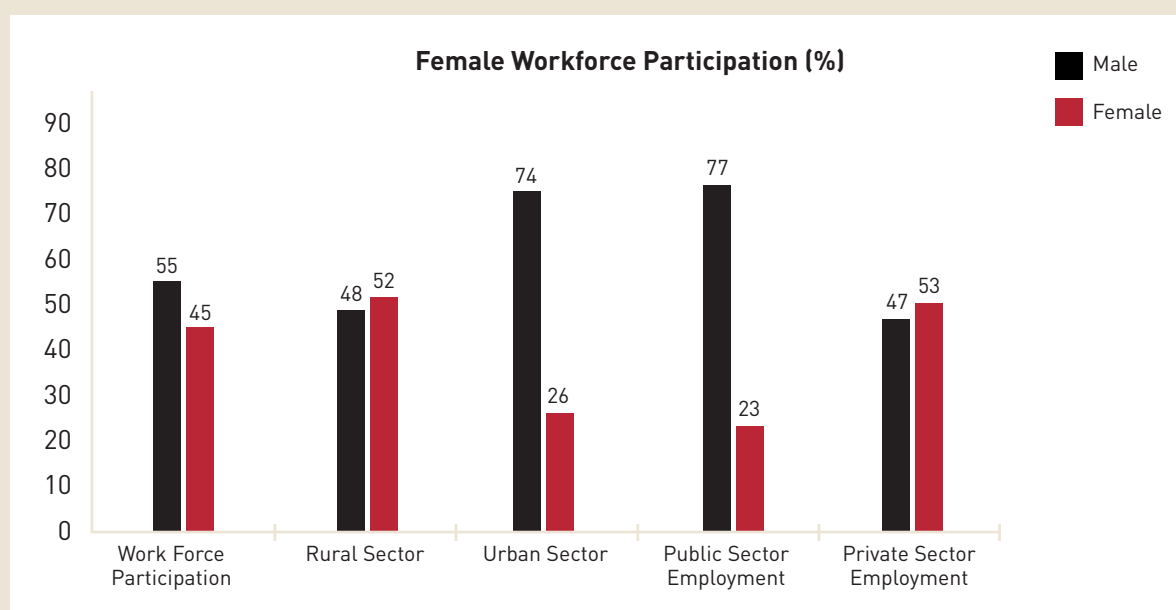
In Nagaland, the Startup India policy<sup>2</sup> gained momentum in 2019 with the appointment of the Department of Industries & Commerce as the nodal department to implement the Startup Policy and thus “accelerate and promote local entrepreneurs in the State of Nagaland”. “Startup India in Nagaland aims to transform Nagaland into one of the top startup destinations in India by providing the most enabling ecosystem to support and nurture startup entrepreneurship in the

State,” according to the portal. Under “Startup Nagaland”, several modern trades especially involving youth are promoted.

### Women in Workforce and Entrepreneurship in Nagaland

According to the available literature, women in the state traditionally worked in the farmlands, and this continued in modern times. With common lands or community lands getting acquired for commercial purposes, it impacted women’s traditional work on farms and they started to look for alternate means of livelihood like animal husbandry, weaving, and retailing. As a result, it can be observed that the overall workforce participation rate of women in Nagaland stands at 44.7%, against the country average of 25.5% (2011 census)<sup>3</sup>. The rural sector has a higher female workforce participation rate of 52.3% than the urban sector, where it stands at only 25.9%. During 2017-18, the percentage of female employment in the public sector constituted 23.36% of the total employment, whereas, in the private sector, it constituted 52.81% of total employment. (Gender Statistics Report, 2020)

### Workforce Participation-Nagaland



From Participation of Economy in Gender Statistics Report 2020 (<https://statistics.nagaland.gov.in/statistics/category/33>)

<sup>2</sup> The Startup India policy, a flagship initiative of the Government of India, is intended to build a robust ecosystem for nurturing innovation and startups

<sup>3</sup> India’s national FLPR is now at 20% (World Bank, 2022)

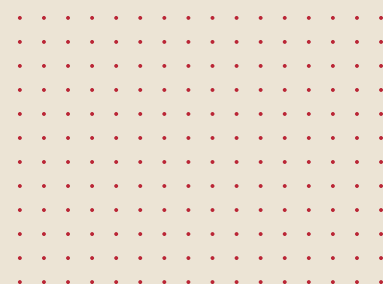
As per the Survey of Unincorporated Non-Agricultural Enterprises (excluding construction) conducted in the 73rd round of NSS (July 2015-June 2016), out of more than 42,000 enterprises across Nagaland, 50% were based in rural areas and 96 per cent were proprietorship enterprises. Women headed 21.6% of the proprietorship enterprises. While this number in absolute terms looks small, it is comparable to the national average of 20% of MSMEs owned by women at the national level. (National Sample

The Annual Administrative Report 2020-21 of the Department of Economics and Statistics of the Government of Nagaland, indicates that women in Nagaland are primarily involved in traditional agricultural practices and running micro and small scale enterprises.

Self-employment and informal micro entrepreneurship among women are common in the state. Most women entrepreneurs are engaged in trades such as selling readymade garments, second-hand goods, beauty parlours, retail stores, flower shops, and also into vegetable vending. Formal forms of entrepreneurship are a recent phenomenon. Most women entrepreneurs are active in traditional sectors. A sample study indicates that the total number of establishments under Naga women ownership by nature of operation accounts for 70.6% in the perennial sector, 22.5% in the seasonal sector, and 7% in the casual sector (Dutta, 2019).

Women entrepreneurs in Nagaland struggle in the entrepreneurial field because institutions and infrastructure in the state have not yet evolved to meet their specific needs. The deep-rooted social norms and customary laws limit their inheritance of land and ownership of immovable assets. Therefore, the lack of collateral like land, limits women entrepreneurs from taking loans from formal financial institutions. These challenges are in addition to lack of access to information, incubation/acceleration support, and market linkages. The data from the Sixth Economic Census indicates that approximately 79% of women-owned businesses in India were self-financed. For the same period, data for Nagaland showed that 93.99% of the women-run enterprises were self-financed.

If supported with skills, opportunities and resources to build their market confidence, Naga women entrepreneurs can emerge as economic actors by starting new enterprises or scaling their existing businesses. The social system is changing slowly, where a woman faces no restrictions in starting or managing a mainstream formal business. However, women still feel that the society does not have faith in them and does not believe that they can be good business leaders or entrepreneurs. A woman is seen as inexperienced and has to prove her competence every time at every level.



Therefore, enabling women entrepreneurs of Nagaland needs to be approached as a strategic intervention. One of the key initiatives towards women’s social and economic empowerment has been the formation of self-help groups and access to ‘micro credit’ as financial support to these groups. The number of SHGs in the state during 2018-19 was 2,449 (Directorate of Economics and Statistics, 2019). In the case of individual entrepreneurship, women are increasingly acknowledged as entrepreneurs, and more and more Naga women are being encouraged to start businesses. They however need to be encouraged and facilitated to start individual enterprises that can be scaled up creating numerous job opportunities for others as well.

### **Stakeholder Consultation Process and Conclave**

Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH has been implementing the project ‘Economic Empowerment of Women Entrepreneurs and Startups by Women’ more popularly known as Her&Now, on behalf of the Federal Ministry for Economic Cooperation and Development (BMZ) and in partnership with the Ministry of Skill Development and Entrepreneurship (MSDE), Government of India. Her&Now promotes aspiring and existing women entrepreneurs

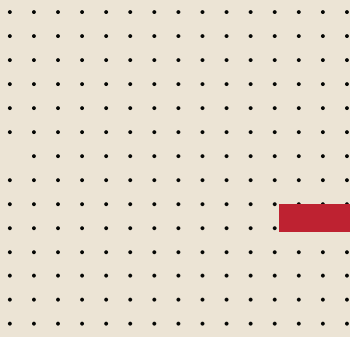
in India and aims to create a more enabling environment for women-led enterprises in the country. Since 2019, GIZ and its implementation partner organisation Dhriiti–The Courage Within, are providing support to women entrepreneurs from all the eight North Eastern states of India through structured incubation and acceleration programmes. So far, the project has supported more than 250 women entrepreneurs in the region by providing them with training in critical business concepts, customised support through mentorship, and facilitating access to market opportunities and linkages to financial institutions.

In September 2021, GIZ and Dhriiti signed a Memorandum of Understanding (MoU) with the Investment and Development Authority of Nagaland (IDAN), Government of Nagaland, to collaborate and work jointly to create an enabling environment for women entrepreneurship in Nagaland to thrive. In November 2021, the partners initiated research and organised an extensive evidence-based policy consultation on women entrepreneurship in Nagaland. The conclave was designed as a combination of virtual roundtables on 03-04 February 2022, followed by a physical multi-stakeholder meeting on 18 February 2022 in Kohima. Consultations were done with more than 90 stakeholders from across the state representing women entrepreneurs,

practitioners, and thought leaders from more than 32 government and non-government organisations, as well as private sector agencies supporting women entrepreneurship in Nagaland. The discussions identified various barriers that women entrepreneurs face in realising their business goals. The stakeholders also identified the existing policy gaps related to women entrepreneurship and suggested measures to tackle those.

### **Objective of this Note**

This policy brief aims to highlight the challenges faced by women entrepreneurs in the state of Nagaland, create awareness and sensitisation towards the same, and suggest action plans to fill the gaps. From policy level to funding or financing, access to technology, access to markets, capacity building, mentoring, and networking, the gaps were identified at various levels. The policy brief also outlines the current opportunities and initiatives in the ecosystem for women entrepreneurs. Furthermore, this policy brief proposes recommendations for building a supportive ecosystem for women entrepreneurs who wish to set up and grow their own businesses in the state.











# Policies And Programmes

This section examines the various initiatives in the form of policies, schemes, and programmes that are available for women entrepreneurs in the state. It also identifies the gaps and limitations in those programmes and has been divided into three parts covering the initiatives of various government departments; support from Business Ecosystem Players; and the landscape of credit availability through banking partners.

## Section A: Government Schemes and Programmes

This section analyses the various initiatives launched by the Government of Nagaland and Government of India to promote women entrepreneurship in Nagaland, and also identifies where women entrepreneurship has found a mention in such policies (See Table 1).

**Table 1: Government Policies and their Focus on Gender**

Policy	Gender Focus
<b>Nagaland Startup Policy 2019</b>	<ul style="list-style-type: none"><li>• Special efforts will be made to identify women entrepreneurs in rural and urban Nagaland.</li><li>• Special efforts will be made to create awareness among women entrepreneurs on various state-and centrally-sponsored schemes.</li><li>• 25% of funds will be dedicated to promoting startups by women entrepreneurs in the state.</li></ul>
<b>Nagaland State Industrial Policy 2000 (revised 2004)</b>	<ul style="list-style-type: none"><li>• There is no clause specific to women entrepreneurs in it. However, most economic activities by women in the state can be covered under its identified thrust areas like tourism, food processing, agriculture, sericulture, etc.</li></ul>
<b>Nagaland Bamboo Policy 2004</b>	<ul style="list-style-type: none"><li>• There is no clause specific to women entrepreneurs. However, there is mention of providing end-to-end support for entrepreneurs working with bamboo irrespective of gender. Due to the easy availability of raw materials, this can be a sunrise sector for women entrepreneurs.</li></ul>

Policy	Gender Focus
<p><b>Nagaland Water Policy 2016</b></p>	<ul style="list-style-type: none"> <li>● The policy mentions involving women in water resource management and conservation.</li> <li>● The special focus is on involving women in the decision-making processes.</li> <li>● Although not specific to women entrepreneurs, it mentions the development of fisheries and aquaculture which could be a promising sector where the state's women entrepreneurs can actively participate</li> </ul>
<p><b>Nagaland Tourism Policy 2001</b></p>	<ul style="list-style-type: none"> <li>● There are no specific inclusions for women entrepreneurs, but there are certain incentives that could benefit them, such as:               <ul style="list-style-type: none"> <li>- Support for travel agents/operators.</li> <li>- Development of fairs and festivals for tourists to highlight the state's culture, heritage, handicrafts, folk arts, etc.</li> </ul> </li> </ul>
<p><b>Nagaland IT Policy 2004</b></p>	<ul style="list-style-type: none"> <li>● There is no clause specific to women entrepreneurs but the focus on computer training in rural areas can benefit all, including women.</li> </ul>
<p><b>Nagaland Road Maintenance Policy 2017</b></p>	<ul style="list-style-type: none"> <li>● There is no direct link with women entrepreneurship. However, the policy would help entrepreneurs in easy transportation and safe commuting.</li> </ul>
<p><b>North East Rural Livelihood Project (DoNER)</b></p>	<ul style="list-style-type: none"> <li>● Objective: Improve rural livelihoods, especially that of women</li> </ul>

<b>Policy</b>	<b>Gender Focus</b>
<p><b>North East Rural Livelihood Project (DoNER) (contd.)</b></p>	<ul style="list-style-type: none"> <li>● Components: <ul style="list-style-type: none"> <li>- Social Empowerment</li> <li>- Economic Empowerment</li> <li>- Partnership Development—Partner with various service providers and resource institutions to bring resources such as finance, technology, and marketing</li> <li>- Project Management—Facilitate governance, implementation, coordination, learning, and quality enhancement efforts</li> </ul> </li> <li>● From the funds of the Village Development Boards, grants are earmarked for women.</li> </ul>
<p><b>Nagaland Women’s Commission Act 2006</b></p>	<ul style="list-style-type: none"> <li>● One of the objectives of the commission is to formulate policies for the socio-economic and educational advancement of women in Nagaland.</li> </ul>
<p><b>Nagaland Agriculture Vision 2025</b></p>	<ul style="list-style-type: none"> <li>● There are no specific clauses for women entrepreneurs. But to promote entrepreneurship and generate employment, it aims to promote horticultural crops, and commercial farming of cattle, poultry and fish.</li> </ul>
<p><b>20 years perspective plan for sustainable development of tourism in Nagaland, 2003</b></p>	<ul style="list-style-type: none"> <li>● Special efforts must be made to ensure the employment of women staff in the Tourism Projects.</li> <li>● Women entrepreneurs ought to be attracted to run various restaurants, handicraft centres, etc.</li> <li>● Liberal financial assistance to be offered through the banks and financial institutions.</li> <li>● Women Tourism Project (WTP) should be initiated by Nagaland Tourism. Naga women should be invited to prepare this.</li> </ul>

Source: Websites of All Departments of the Government of Nagaland

It is evident that most national and state-level departments and ministries have initiated schemes for entrepreneurs in general, but very few schemes define special assistance for women entrepreneurs.

Following are certain specific schemes and programmes where women entrepreneurs have been considered as direct beneficiaries (detailed list is provided in Annexure 1)

- **Department of Industries and Commerce:** The draft Nagaland Trade Investment and Industrial Policy 2021 recommends specific assistance to women entrepreneurs in the form of capital investment subsidy on plant and machinery, at the rate of 10% subject to a maximum ceiling of Rs 10 lakh. It also earmarks assistance for the establishment of small businesses and enterprises under the retail and service sector, where a soft loan at an interest rate of 6% per annum subject to a limit of 10 lakh, will be provided for the establishment of small, micro, retail and service enterprises. Of this, 25% of the targeted loan provision shall be reserved for women entrepreneurs.
- **Department of Skill Development and Entrepreneurship:** The department has set up the Entrepreneurship Development Institute in Kohima, which focuses on women entrepreneurs.
- **North Eastern Handicrafts and Handloom Development Corporation (NEHHDC):** NEHHDC, under the Ministry of Development of North Eastern Region (DoNER), has initiated programmes wherein 288 registered weavers and artisans from Nagaland are benefiting from the training programmes on entrepreneurial development and skill development activities such as digital literacy.
- **Tribal Welfare Department and Tribal Cooperative Marketing Development Federation (TRIFED) of India Limited:** TRIFED, under the Ministry of Tribal Affairs, has initiated the Van Dhan Vikas Yojana primarily aimed at livelihood generation of tribal gatherers by empowering them to be entrepreneurs. Under the yojana, SHGs have been formed to directly work with 300 women beneficiaries.
- **Nagaland State Rural Livelihood Mission:** The mission promotes around 1,000 women SHGs covering more than one lakh households across Nagaland.
- **Horticulture Department:** The department has initiated the 'Mission for Integrated Development Horticulture' where at least 30% of the budget will be reserved for women farmers.
- **Women Resource Development Department:** The department provides materials or funds to various women farmers (470 beneficiaries at present) under the Transforming Life Intervention Project. Under the Food Processing and Resource Centre, 100-150 women farmers or entrepreneurs are engaged. In addition, they organise training programmes in convergence with the Directorate of Skill Development and Entrepreneurship for women farmers. They also organise the famous MykiFest and Awards for Naga women.



## Analysis of Nagaland Startup Policy:

The Department of Industries & Commerce has been appointed as the nodal department to implement the Startups Policy for the state which aims to create an enabling environment for local level startups by providing them support. The Nagaland Startup Policy, in line with the Government of India's Startup India initiative, considers entities that are registered as a private limited company (as defined in the Company Act, 2013), or a registered partnership firm (as defined under the Sec 59 of The Partnership Act, 1932) or a limited liability partnership (under Limited Liability Partnership Act, 2002). Also, such an entity shall be considered as a 'startup' if:

- The date of its incorporation/registration is not prior to seven years. In case an entity is engaged in the biotech sector, the date of incorporation/registration should not be prior to ten years.
- Its annual turnover does not exceed Rs 25 crore, for any preceding financial year.
- It is working towards innovation, development, deployment or commercialisation of products, processes or services driven by technology or intellectual property. It is an entity that develops a business model based on some innovation and makes it scalable for achieving commercial success. It is registered in Nagaland or employs at least 60 per cent of its total qualified workforce from indigenous inhabitants of Nagaland.
- Such an entity should not be an extension of an existing family business; or formed by splitting up or reconstruction of a business already in existence.

With respect to women entrepreneurs, specific efforts are planned under the policy to identify them in rural and urban areas of Nagaland and create a knowledge sharing environment. Moreover, 25% of funds of the Startup Nagaland are planned to be allocated to promote startups by women entrepreneurs in the state. There are various programmes being initiated under Startup Nagaland such as the Youth Net Incubation Centre, and courses such as Entrepreneurship Development Curriculum and YouthNet Women Entrepreneurship Fellowship to support women entrepreneurs.

One of the main gaps in the Nagaland StartUp policy is the non-inclusion of social enterprises and non-profit organisations as startups, and therefore a significant number of social entrepreneurs are left out from the ambit of its support.

The policy is perceived to support specific sectors such as technology-based ventures, whereas most women-operated enterprises are non-technical and traditional.

The implementation of the various activities as mentioned in the policy is yet to begin. Therefore, women entrepreneurs have little information about the same.

As the nodal mission for entrepreneurial development, the Nagaland Startup policy also has to create avenues for marketing linkages and promotions.

### Gaps in Government Schemes and Programs

- There is a lack of awareness about the schemes available under different departments for women entrepreneurs and how to avail them.
- Entrepreneurs feel that opportunities to avail support from the government are less process-driven and more person-driven. Therefore, in some places, they received good support. In others, they did not. This inconsistency creates hesitancy in them to approach the departments.
- Applications for specific schemes and programmes are now available online. Women entrepreneurs, who are not digitally literate or cannot afford mobile phones or the internet, find it challenging to apply for such programmes/schemes. There is a gap in accessibility which has to be bridged through outreach programmes for rural women entrepreneurs.
- There is a common perception among women entrepreneurs that schemes and support are available for specific trades or types of enterprises (handloom, handicrafts in general and tech-related startups under Startups Nagaland), which limits entrepreneurs not from these sectors to explore other options.

It is evident that the existing policies generally support entrepreneurs as a broad category but do not take women entrepreneurs and the unique needs of Naga women entrepreneurs into consideration.

- There are several schemes of similar nature that are implemented by different departments, with no visible convergence. For instance, skill training of women artisans and especially those engaged in traditional handloom and handicrafts, is taken up by multiple entities such as the Ministry for Skill Development, the Department of Industries and Commerce, Nagaland Handloom and Handicraft Development Corporation, etc. More convergence between different departments would ensure that a higher number of women entrepreneurs are identified and can benefit from the schemes.
- Agriculture and traditional livelihood programmes and schemes are focused mainly on group enterprises, whereas individual women entrepreneurs who run tech-based enterprises or those in the area of science and technology, retail, and trading-based enterprises, do not find many schemes or programmes relevant to them. There is the need for a balanced approach to cater to different types of women entrepreneurs and build programmes and schemes accordingly.





## Section B: Business Support Ecosystem

There are for-profit and non-profit organisations, and educational institutions that promote women entrepreneurship in the state. They provide support in various ways like in incubation, capacity building, market

linkages, financial support, convergence with government schemes, and in bringing together women in groups or improving production practices. The initiatives, which were a part of this consultation process have been listed below:

**Table 2: Business Ecosystem Players in Nagaland**

### Antaran Project by Tata Trusts

- A comprehensive handloom programme addressing the interests of weavers, particularly the younger generations from the handloom sector, with an objective to create micro entrepreneurs across the value chain, i.e., from pre-loom, on-loom to post-loom. They currently work in 2 districts of Nagaland, i.e., Phek and Dimapur, covering about 30 villages. They provide training on designing and business development and promote natural hand-spinning practices and natural dyeing. In the Phek district, they are reviving natural Naga fibres and natural dyeing practices of the region.

### Youth Net

- Youth Net and Made in Nagaland Centre: Youth Net has been active for 16 years and has worked with entrepreneurs across Nagaland for close to 10 years. In partnership with the government, it implemented the “Impact 5000 by 18” campaign, building capacities of 5,000 people. The culmination of the programme led to the establishment of Made in Nagaland Centre with 180 entrepreneurs, of which 120 women retail their products at the centre and through the Made in Nagaland Centre website as well.
- Under Nagaland Startup Policy, three programmes are implemented: 1) Youth Net Incubation Centre, where 16 startups are incubated at the Youth Net Dimapur office, 56% of them are males, and 44% are females; 2) Entrepreneurship Development Curriculum in some selected schools; 3) Youth Net Women Entrepreneurship Fellowship.

- They partnered with Godrej Good and Green CSR to train over 800 women in the beauty and wellness sector. Of them, 30 young women had businesses in the beautypreneur project as well.
- The Ministry of Tribal Affairs, in partnership with TRIFED, works with 300 women by forming them into 15 self-help groups under the Van Dhan Project.
- The North East Entrepreneurship Fellowship, where all the entrepreneurs across the eight North Eastern states undergo a one-year fellowship programme, is implemented in partnership with North East Leaders Connect.

### Exotic Echo

- Exotic Echo promotes the revival of Naga traditional backstrap weaving or loin loom which has been recognised as a craft. It now has its cotton production, organic dyeing, spinning, weaving, design, and finishing facilities and has developed a whole ecosystem, from cultivation to finishing.

### North East Network

- North East Network is a women's rights organisation started in 1995. It has been working for 22 years now on traditional loin loom/backstrap loom weaving with women artisans in the Chezame area, which is in the Phek district of Nagaland. An organisation which started in the state with seven weavers, it now has a network of 700. They also support women engaged in other multi entrepreneurial activities (farming, food-related products), especially in rural areas.

### Educentre School of Business

- The school operates an incubator supported by Startup Nagaland that promotes tech-based enterprise with incubation opportunities, co-working space, conference rooms, and access to legal, finance, technology, and funding, among others.

- In addition, they provide basic training programmes to women who have lost their jobs by training them on business basics and building a model that can sustain them as individuals.
- They support women working in startup space, primarily from an engineering background, to code building prototypes and guide them in scaling their business.

## IIFT

- It has an export facilitation centre with IDAN in Kohima.

In addition, there are organisations like Business Association of Nagas (BAN) that specifically works towards promoting entrepreneurship in the state and engages in policy and advocacy at the state and national level. BAN actively engages with the MSME Ministry and provides information on MSME schemes. In addition, Her&Now, implemented by Dhriiti and GIZ India, has been an active player in the ecosystem providing incubation services along with networking and policy support specifically to women entrepreneurs.

This consultation highlights the fact that women entrepreneurs as a community are heterogeneous. Some enterprises are managed by a group whereas others are individual-driven enterprises. Likewise, some are necessity-driven, some passion-driven, and others are opportunity-driven. Several enterprises operate informally, while others are formally registered and seeking investment for growth. Therefore, the challenges faced by them also vary.

## Gaps in the business support ecosystem

### Capacity building and mentoring:

- Lack of digital and financial literacy inhibits them from participating in specific opportunities. Also, they need financial management lessons to manage finances and avoid debt situation.
- Women entrepreneurs do not have many avenues for training and capacity building—especially on things like IPR, compliances, financials, etc. Everyone is learning on their own.
- The number of incubators or support organisations are limited.
- More women entrepreneurs who wish to build a startup by choice need to be identified and nurtured.

### Marketing Support

- Women entrepreneurs want to expand the business to new markets statewide, nationally, and globally.
- Women entrepreneurs seek consistent marketing support instead of standalone events such as exhibitions.
- There is a need for a marketplace for women weavers and producers, especially those working with traditional and region-specific products.
- Women entrepreneurs want to learn new business models (franchising, etc.) to grow their business.

### Networks and Representation

- Due to lack of exposure, women entrepreneurs do not have the mindset to grow.
- As there is minimal representation of women in business associations, insights and perspectives of women entrepreneurs are not taken into account.
- Lack of a reliable platform for networking, hampers access to mentors and knowledge, market linkages, and support opportunities.

### Role Models

- In the absence of women entrepreneurs as relatable role models and mentors, women and girls do not develop the motivation to become entrepreneurs and the ambition to run successful businesses.
- The space for interaction between experienced entrepreneurs and early stage startups is limited.
- The lack of access to mentors limits the learning curve of women entrepreneurs

### Funding

- Micro entrepreneurs like street vendors lack the capital to grow their business.
- Women have limited access to finance due to lack of property rights and sufficient documentation.
- Criteria for availing schemes such as 25% funds under Nagaland Startup Policy need to be made clear and transparent.
- There is a need for more investors for women entrepreneurs and tailor-made financial products for them.

### Infrastructure

- Infrastructure (Roads, Transportation and Communication) is a limitation, especially for producers and traders, impacting the profitability of especially farm entrepreneurs, handloom, handicrafts.
- The infrastructure in the marketplace such as toilets and drinking water facilities for women vendors is limited.



## Section C: Banking and Finance

In Nagaland, 14 banks are operational through their 186 branches. However, most of these branches are active in urban locations. The

banking and finance sector, both public and private, has various programmes for women entrepreneurs. Below are some popular schemes promoted by financial institutions in India:

**Table 3: Schemes by Development Financial Institutions, Public and Private Commercial Banks, and State and Central Government**

Institution	Schemes
<p><b>National Bank for Agriculture and Rural Development (NABARD)</b></p>	<ul style="list-style-type: none"> <li>● Under the Promotional Grant Assistance from NABARD, Farmers' Clubs (FCs), SHG Federations and Individual Rural Volunteers (IRV) were encouraged to promote SHGs in the state. The bank also promotes FPOs as group enterprises for promoting entrepreneurship.</li> <li>● The bank's Micro-Enterprise Development Programme (MEDP) provides skill development and training in farm/off-farm sector activities for two weeks. Its Livelihood and Enterprise Development Programmes (LEDPs) are implemented on a project basis for one year, covering 15 to 30 SHGs in a cluster.</li> </ul>
<p><b>The Small Industries Development Bank (SIDBI)</b></p>	<ul style="list-style-type: none"> <li>● The Mahila Vikas Nidhi (MVN) programme provides developmental assistance to women entrepreneurs.</li> <li>● Mahila Udyam Nidhi Scheme has provisions to provide credit facilities and financial assistance to women entrepreneurs in production, manufacturing, and service-related industries.</li> <li>● Swavalamban Entrepreneurship Development Programme handholds women entrepreneurs in skill development and credit support under SIDBI.</li> </ul>

Institution	Schemes
<p><b>North Eastern Development Finance Corporation Ltd (NEDFi)</b></p>	<ul style="list-style-type: none"> <li>● NEDFi provides financial assistance to women entrepreneurs for the expansion, modernisation, and diversification of their business ventures. Women in the age group of 18-50 years can benefit from the Women Entrepreneurship Development Scheme. Under this scheme, 75% of the project cost is granted as term loan at the rate of interest of 8% per annum.</li> <li>● It implements microfinance schemes where loans in bulk are given to NGOs, MFI or NBFC, and also to self-help groups, joint liability groups, or individual borrowers. The primary beneficiary groups are women.</li> </ul>
<p><b>The State Bank of India (SBI)</b></p>	<ul style="list-style-type: none"> <li>● SBI has the Stree Shakti Package for women entrepreneurs who have a capital of not less than 51% and have taken part in the state agencies run Entrepreneurship Development Programme (EDP). In addition, they support women groups under the NSRLM programme.</li> </ul>
<p><b>Central Bank</b></p>	<ul style="list-style-type: none"> <li>● Central Bank's Cent Kalyani Scheme supports existing and new women entrepreneurs to start micro and small businesses in the manufacturing and service sector.</li> </ul>
<p><b>Nagaland Rural Bank</b></p>	<ul style="list-style-type: none"> <li>● The Nagaland Rural Bank mostly finances women entrepreneurs under the self-help groups sponsored by or promoted by NSRLM. There is financing available for MSMEs sector also. However, specific products for women entrepreneurs have not been launched yet.</li> </ul>
<p><b>Bandhan Bank</b></p>	<ul style="list-style-type: none"> <li>● The bank's priority sector lending is focussed on women entrepreneurs, starting from a small amount of Rs 20,000 to Rs 15 lakh, but there is no specific product for women.</li> </ul>

Institution	Schemes
<b>North East Small Finance Bank</b>	<p>North East Small Finance Bank has specific schemes for women entrepreneurs:</p> <ul style="list-style-type: none"> <li>● Microfinance loans for Joint Liability Groups and SHGs for small businesses and microentrepreneurs starts from Rs 25,000 and can go up to Rs 75,000.</li> <li>● Business loans for individual entrepreneurs and small entrepreneurs starts from Rs 30,000 and can go up to Rs 2 lakh.</li> <li>● Entrepreneurship Development Loan (EDL) from Small and Medium Entrepreneurs starts from Rs 1 lakh and can go up to Rs 25 lakh.</li> <li>● Agricultural loans and Agricultural Cash Credit for farmers and Agri Intermediaries and or piggery, poultry, fisheries, dairy starts from Rs 20,000 and can go up to Rs 10 lakh.</li> <li>● Business Banking Cash Credit and Working Capital Loans for Small and Medium Enterprises starts from Rs 5 lakh and can go up to Rs 2 crore.</li> <li>● Loans to SHGs under NRLM. For loans up to Rs 10 lakh, no collateral is required.</li> </ul>
<b>Punjab National Bank</b>	<ul style="list-style-type: none"> <li>● Mahila Udyam Nidhi Scheme</li> </ul>
<b>Punjab and Sind Bank</b>	<ul style="list-style-type: none"> <li>● Mahila Sashaktikaran Abhiyan</li> </ul>
<b>Dena Bank</b>	<ul style="list-style-type: none"> <li>● Dena Shakhi Scheme</li> </ul>

Institution	Schemes
<p><b>Pradhan Mantri MUDRA Yojana (PMMY)</b></p>	<ul style="list-style-type: none"> <li>Under the schemes, loans up to Rs 10 lakh are available to non-corporate, non-farm small/micro-enterprises. These loans are classified as MUDRA loans under PMMY and are given by Commercial Banks, RRBs, Small Finance Banks, MFIs and NBFCs. With respect to women entrepreneurs, group or cluster-based artisans are given priority before individual artisans. Thus, self-help groups formed by women qualify for the Mudra loans. Women entrepreneurs who have undergone training at the Rural Self Employment Training Institutes (R-SETIS) or any other prescribed institution are also given priority under the scheme.</li> </ul>

### Gaps in banking and finance

Inputs from bank representatives confirmed that the focus has been on supporting SHG groups even in the past. However, most banks are more active in towns or cities and have a limited presence in rural areas. Banks do not have the manpower and thus their bandwidth to handle the documentation process impacts their reach to a bigger number of women entrepreneurs. Therefore, banks prefer to work with women in groups aggregated by other organisations. They are also concerned about loan repayment and are thus looking for certain assurance from the government to support lending to women entrepreneurs. Banks are keen to strengthen women entrepreneurs' portfolios and also expand to rural areas. Banks like NABARD support capacity building and training of entrepreneurs or groups. CSR activities of banks also include activities such as capacity building and financial inclusion of women entrepreneurs.

- However, women entrepreneurs highlighted many challenges faced by them in availing funds/finances. They include:
  - Gender-specific data on the uptake of various schemes by women customers specific to the state is not available in the public domain today.
  - Women entrepreneurs have a continuous need for funds, both in the early stage or expansion stage of the business. Therefore, products and services should be available to meet such varying needs.
  - Most banks demand collateral from women entrepreneurs which is difficult for women, given their lack of land rights. Absence of collateral-free credit facilities and high interest rates on loans by commercial banks discourage women from starting businesses.
  - In the absence of any handholding to undertake the documentation process, each woman entrepreneur undergoes the learning curve individually and this discourages women entrepreneurs from taking up loans.
  - The procedure to apply for credit is long and complicated, which is a significant deterrence for women from approaching these institutions. The concern is aggravated as there are only a few financial institutions existing in rural areas.
  - There is a common assumption that "inside support" is necessary to avail these benefits which is demotivating women entrepreneurs to even approach and apply for financial support.





# Suggested Actions And Policy Recommendations

**Table 4: Critical Barriers, Policy Recommendations and Suggestions for Implementation**

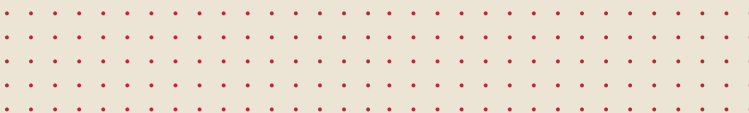
<b>Institutional Support</b>		
<b>Critical barriers</b>	<b>Recommendations</b>	<b>Anchor Department/s</b>
Lack of awareness and information on schemes and programmes	<p><b>Policy:</b></p> <ul style="list-style-type: none"> <li>- Mandate centralised platform for women entrepreneurs to access comprehensive information on all applicable initiatives and schemes</li> </ul> <p><b>Implementation:</b></p> <ul style="list-style-type: none"> <li>- Create a portal that provides information related to various schemes and programmes for women entrepreneurs, as well as, on taxation, legal matters, and intellectual property rights.</li> <li>- A mobile application may be developed for this portal.</li> <li>- All information to be made available in physical as well as digital formats and made accessible to urban and rural entrepreneurs through Common Service Centres at district level.</li> </ul>	<ul style="list-style-type: none"> <li>- Department of Information and Public Relations</li> <li>- Nagaland State Rural Livelihood Mission</li> </ul>

## Institutional Support (contd)

<b>Critical barriers</b>	<b>Recommendations</b>	<b>Anchor Department/s</b>
<p>Lack of special assistance for women entrepreneurs in government policies and schemes</p>	<p><b>Policy:</b></p> <ul style="list-style-type: none"> <li>- Develop women-centric entrepreneurship promotion policies</li> </ul> <p><b>Implementation:</b></p> <ul style="list-style-type: none"> <li>- Strengthen the existing Nagaland Startup Policy to include clear and defined measures for women entrepreneurs, including incubation, subsidies, market linkages, and funding.</li> <li>- Mandate participation of women entrepreneurs in policy consultations on entrepreneurship</li> </ul>	<ul style="list-style-type: none"> <li>- Department of Industries and Commerce</li> </ul>
<p>Insufficient data and studies on women entrepreneurship in the state</p>	<p><b>Policy:</b></p> <ul style="list-style-type: none"> <li>- Mandate gender disaggregated data collection and reporting on entrepreneurship in Nagaland</li> </ul> <p><b>Implementation:</b></p> <ul style="list-style-type: none"> <li>- Entrepreneurship promotion policies should include a monitoring system which is gender-disaggregated.</li> <li>- Conduct entrepreneurship studies at regular intervals</li> </ul>	<ul style="list-style-type: none"> <li>- Directorate of Economics and Statistics</li> </ul>

## Fostering Innovation and Entrepreneurship

<b>Critical barriers</b>	<b>Recommendations</b>	<b>Anchor Department/s</b>
<p>Insufficient representation of women leaders in business associations</p> <p>Insufficient celebration of relatable role models in mainstream media</p>	<p><b>Policy:</b></p> <ul style="list-style-type: none"> <li>- Improve representation by women entrepreneurs in leadership positions at business and industry bodies</li> <li>- Introduce measures for promoting and recognising urban as well as rural women entrepreneurs</li> </ul> <p><b>Implementation:</b></p> <ul style="list-style-type: none"> <li>- Encourage participation of women entrepreneurs in leadership positions in business and industry bodies</li> <li>- Celebrate relatable role models consistently via traditional and social media as part of the Beti Padhao Beti Badhao initiative</li> <li>- Institute women entrepreneurship awards for women entrepreneurs, especially in MSME categories, at district level and state level and made accessible to urban and rural entrepreneurs through Common Service Centres at district level.</li> </ul>	<ul style="list-style-type: none"> <li>-Department of Industries and Commerce</li> <li>- Directorate of Women Resource Development</li> </ul>



## Access to Markets

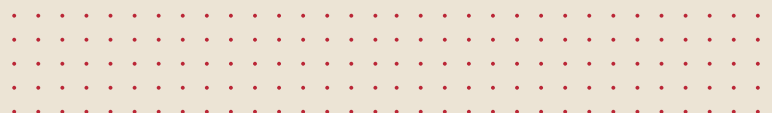
<b>Critical barriers</b>	<b>Recommendations</b>	<b>Anchor Department/s</b>
<p>Gaps in backward and forward linkages in supply and value chains</p>	<p><b>Policy:</b></p> <ul style="list-style-type: none"><li>- Develop a purchase preference policy in favour of Nagaland based women-led enterprises</li></ul> <p><b>Implementation:</b></p> <ul style="list-style-type: none"><li>- Secure reservation for participation of Nagaland based women entrepreneurs in business and trade events</li><li>- Organise training programmes on market identification and business promotion</li><li>- Develop the concept for a women entrepreneurship event on the side-lines of high-profile events such as the Hornbill Festival.</li><li>- Partner with platforms such as Google, Facebook, and Instagram to facilitate digital market access</li><li>- Partner with market aggregators and e-commerce marketplaces to onboard sellers and build their capacities</li><li>- Facilitate access to export-import facilitation centres</li><li>- Promote institutional procurement of products and services from women led businesses</li></ul>	<ul style="list-style-type: none"><li>- Ministry of Micro, Small and Medium Enterprises</li><li>- Department of Industries and Commerce</li><li>- Department of Tourism</li></ul>

## Access to Markets (Contd)

<b>Critical barriers</b>	<b>Recommendations</b>	<b>Anchor Department/s</b>
<p>Infrastructural challenges including communication and road connectivity, as well as logistical facilities</p>	<p><b>Policy:</b> Introduce measures to address infrastructural and logistical gaps</p> <p><b>Implementation:</b></p> <ul style="list-style-type: none"> <li>- Facilitate development of technology parks, testing laboratories, industrial food processing and manufacturing units that are subsidised for women-led businesses</li> <li>- Set up relevant infrastructure for IT innovation and research &amp; development partnerships with tier I educational institutions national centres of excellence to set up quality testing infrastructure in the state for food processing, handloom, crafts, etc.</li> <li>- Set up common hubs at district level where advanced packaging, processing and labelling services could be provided for women at subsidised rates</li> <li>- The scope of organisations such as Nagaland Tool Room and Training Centre can be expanded to include consulting support for women entrepreneurs to identify suitable technology, machines, equipment, etc.</li> </ul>	<ul style="list-style-type: none"> <li>- Ministry of Electronics and Information technology</li> <li>- Ministry of Micro, Small and Medium Enterprises</li> <li>- Department of Industries and Commerce</li> </ul>

## Access to Markets (contd)

<b>Critical barriers</b>	<b>Recommendations</b>	<b>Anchor Department/s</b>
<p>Infrastructural challenges including communication and road connectivity, as well as logistical facilities (contd.)</p>	<p><b>Policy:</b></p> <ul style="list-style-type: none"> <li>- Enable innovative logistical solutions</li> </ul> <p><b>Implementation:</b></p> <ul style="list-style-type: none"> <li>- Innovative solutions may be found for region specific challenges such as logistics and technology.</li> <li>- Financial inclusion by running grant challenges, Hackathons, etc.</li> </ul>	<ul style="list-style-type: none"> <li>- Department of Industries and Commerce</li> </ul>
<p>Ensuring safety and security of women entrepreneurs</p>	<p><b>Policy:</b></p> <ul style="list-style-type: none"> <li>- Measure the safety and security of workspaces as one of the criteria under the ease of doing business index at the state level</li> </ul> <p><b>Implementation:</b></p> <ul style="list-style-type: none"> <li>- Ensure safe and secure workspaces and marketplaces for women entrepreneurs</li> <li>- Offer workshops on cyber security to women entrepreneurs as a part of the proposed digital literacy programme</li> </ul>	<ul style="list-style-type: none"> <li>- Department of Industries and Commerce</li> <li>- Department of Information Technology</li> <li>- Directorate of Women Resource Development</li> </ul>



## Access to Funding

Critical barriers	Recommendations	Anchor Department/s
<p>Inadequate access to finance due to property rights constraints and collateral unavailability. Lack of transparency and ease in applying for funding</p>	<p><b>Policy:</b></p> <ul style="list-style-type: none"> <li>- Facilitate access to women focused financial institutions</li> <li>- Capacitate financial institutions and entrepreneurship support organisations to collaborate and expand credit access</li> <li>- Mandate transparency in processing loans and funding for entrepreneurs with clear, non-negotiable timelines</li> </ul> <p><b>Implementation:</b></p> <ul style="list-style-type: none"> <li>- Launch a seed/revolving fund exclusively for women entrepreneurs for affordable and collateral-free funding</li> <li>- Initiate compelling campaigns exclusively for women entrepreneurs on crowdfunding and micro lending platforms</li> <li>- Apply a gender lens to all relevant government programmes/schemes to ensure inclusion of women entrepreneurs</li> <li>- Invite micro credit funding institutions as well as small finance banks, to set up branches in Nagaland and lend to more women entrepreneurs</li> <li>- Ensure adequate support from financial institutions to women entrepreneurs in understanding and fulfilling compliance requirements</li> </ul>	<ul style="list-style-type: none"> <li>- Department of Industries and Commerce</li> <li>- Investment &amp; Development Authority of Nagaland</li> </ul>



## Incubation Support

Critical barriers	Recommendations	Anchor Department/s
<p>Insufficient incubation support or women entrepreneurs across different stages and scales</p>	<p><b>Policy:</b></p> <ul style="list-style-type: none"> <li>- Encourage entrepreneurship training in educational institutions and vocational skilling centres for women</li> <li>- Develop state supported women-centric incubation support programmes</li> <li>- Facilitate public -private partnerships to support women entrepreneurship development through CSR funding.</li> </ul> <p><b>Implementation:</b></p> <ul style="list-style-type: none"> <li>- Expand entrepreneurship development training for school and university students, similar to Entrepreneurship Mindset Curriculum (EMC) being implemented by the Delhi Government</li> <li>- Offer more women-centric business support through incubators in the state such as YouthNet and EduCentre School of Business, including pre-incubation, incubation, acceleration and scale-up programmes</li> <li>- Establish functioning women-centric entrepreneurship cells in educational institutions</li> <li>- Establish an incubator exclusively for women entrepreneurs, with presence across all districts to support nano and micro enterprises</li> </ul>	<ul style="list-style-type: none"> <li>- Department of Skill Development and Entrepreneurship</li> <li>- Department of Education</li> <li>- Department of Higher and Technical Education</li> <li>- Department of Industries and Commerce</li> <li>- Investment &amp; Development Authority of Nagaland</li> </ul>

## Incubation Support (contd)

<b>Critical barriers</b>	<b>Recommendations</b>	<b>Anchor Department/s</b>
<p>Very low digital literacy as well as financial literacy.</p>	<p><b>Policy:</b></p> <ul style="list-style-type: none"> <li>- Mandate a state-wide digital literacy programme which also includes digital financial literacy and inclusion</li> <li>- Encourage participation of more women enablers in the ecosystem</li> </ul> <p><b>Implementation:</b></p> <ul style="list-style-type: none"> <li>- Launch a digital literacy programme, also covering financial digital literacy implemented widely through public-private partnerships, including, ESOs, CSOs, CSR foundations, state and district level government departments, financial institutions</li> <li>- Establish business and digital support centres to facilitate business registrations and applications to schemes</li> </ul>	<ul style="list-style-type: none"> <li>- Department of Skill Development and Entrepreneurship</li> <li>- Department of Education</li> <li>- Department of Higher and Technical Education</li> <li>- Department of Industries and Commerce</li> </ul>



## Mentorship Support

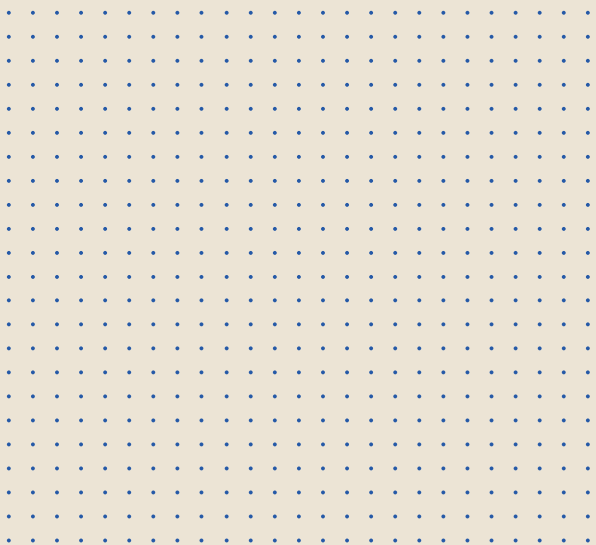
<b>Critical barriers</b>	<b>Recommendations</b>	<b>Anchor Department/s</b>
<p>Absence of a women entrepreneurs specific platform for networking and mentorship</p>	<p><b>Policy:</b></p> <ul style="list-style-type: none"> <li>- Encourage the establishment of a state-wide women entrepreneurs network</li> </ul> <p><b>Implementation:</b></p> <ul style="list-style-type: none"> <li>- Establish a platform for women entrepreneurs for peer engagement and mentorship</li> <li>- Introduce mentor connects through the Startup Nagaland portal</li> <li>- Exposure visits to other states or interactions with women entrepreneur cohorts from other states for cross learning and peer mentoring</li> </ul>	<ul style="list-style-type: none"> <li>- Department of Industries and Commerce</li> <li>- Investment &amp; Development Authority of Nagaland</li> </ul>

## Capacity Building for Enablers

<b>Critical barriers</b>	<b>Recommendations</b>	<b>Anchor Department/s</b>
<ul style="list-style-type: none"> <li>- Lack of gender sensitivity trainings for ecosystem stakeholders</li> <li>- Insufficient capacity building opportunities for enablers on women-centric incubation</li> </ul>	<p><b>Policy:</b></p> <ul style="list-style-type: none"> <li>- Introduce gender awareness and sensitivity training in government departments and entrepreneurship support organisations</li> </ul> <p><b>Implementation:</b></p> <ul style="list-style-type: none"> <li>- Offer training opportunities for enablers on gender-sensitive entrepreneurship support and programme design</li> </ul>	<ul style="list-style-type: none"> <li>- Department of Industries and Commerce</li> <li>- Women Resource Development Department</li> </ul>

Startup Nagaland has a significant role to play in creating awareness and making entrepreneurship easily accessible and affordable to women. Its role ranges from capacity building, promoting a spirit of formal entrepreneurship among youth at a very early stage, introducing and coordinating a wide range of support programmes from ideation to scale-up across sectors, developing mentor networks, promoting gender-sensitive policies for women entrepreneurs, and creating opportunities to recognise and celebrate women entrepreneurs. It can support in balancing the opportunities for group and individual enterprises as well as small and large enterprises across different thematic areas.

**A committee headed by the Chief Secretary or the Development commissioner of Nagaland may be set up to steer the direction and implementation of the above recommendations.**





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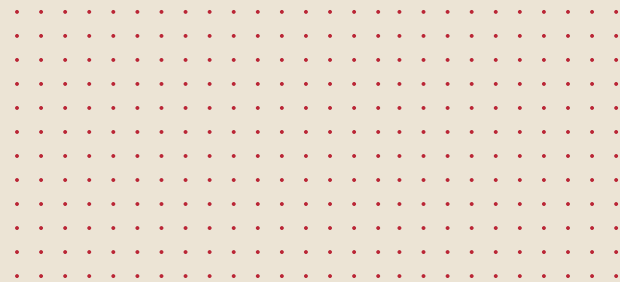
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- a. <https://www.reuters.com/world/india/indias-female-labour-participation-rate-falls-161-pandemic-hits-jobs-2021-08-03/>
- b. <https://www.businessinsider.in/india/news/the-number-of-working-women-in-india-has-been-steadily-declining-heres-why/articleshow/82823052.cms>



# Annexure: Details Of Government Schemes And Programmes For Women Entrepreneurs

## **1. Department of Industries and Commerce**

The draft Nagaland Trade Investment and Industrial Policy 2021 mentions specific assistance to women entrepreneurs in the form of capital investment subsidy on plant and machinery, at the rate of 10% subject to a maximum ceiling of Rs 10 lakh. It also earmarks assistance for establishment of small businesses and enterprises under retail and service sector, where a soft loan at an interest rate of 6% per annum subject to a limit of Rs 10 lakh, will be provided for establishment of small, micro, retail and service enterprises. Out of this, 25% of the targeted loan provision shall be reserved for women entrepreneurs.

In addition, the department is making special efforts to identify women entrepreneurs in rural and urban areas, and also create awareness about state or centrally-sponsored schemes among women. Various training programmes (weaving, textile designing beauty and wellness centre, tailoring, embroidery and traditional jewellery design) are conducted every year focusing on the skill development of the women in the state. Anyone who passes Class VIII is eligible for these trainings.

Under the One District, One Product initiative, food processing is a sector that has been identified for the formalisation of micro food processing enterprises. A seed capital of up to a maximum of Rs 40,000 is provided to women SHGs for setting up microprocessing units. For SHGs setting up micro food processing units, there is provision for 35% subsidy assistance, up to a maximum of Rs 10 lakh, where 10% is the promoter's contribution and the remaining is made available through a bank loan.

## **2. Department of Skill Development and Entrepreneurship**

This is the nodal department for entrepreneurship in the state, promoting and coordinating various entrepreneurial activities. It has set up the Entrepreneurship Development Institute in Kohima which will have a focus on women entrepreneurs. In 2021, the department collaborated with the Department of Women Development and Development of Under Developed Areas (DUDA) to implement specific training programmes for women. The plan is to launch specific training programmes for women under the Union Ministry of Skill Development and Entrepreneurship's Skill Acquisition and Knowledge Awareness for Livelihood Promotion ("SANKALP").

## **3. North Eastern Handicrafts and Handloom Development Corporation (NEHHDC)**

NEHHDC, under the Ministry of Development of North Eastern Region (DoNER), has initiated programmes, where 288 weavers and artisans from Nagaland are registered and are benefiting from the training programmes on entrepreneurial development and skill development activities such as digital literacy training.



#### **4. North East Region Textile Promotion Scheme (NERTPS)**

To strengthen the bamboo and wood-based handicraft products, the NERTPS is implementing cluster-based development in six clusters.

#### **5. Tribal Welfare Department and Tribal Cooperative Marketing Development Federation of India Limited (TRIFED)**

The Tribal Welfare Department and Tribal Cooperative Marketing Development Federation of India Limited (TRIFED), under the Ministry of Tribal Affairs, initiated the Van Dhan Vikas Yojana primarily aimed at livelihood generation of tribal gatherers by empowering them to be entrepreneurs.

Under the programme, SHGs have been created to directly work with 300 women. As a part of the programme, the tribal community owned clusters known as Van Dhan Vikas Kendra Clusters (VDVKCs) are set up. In Nagaland, there are 206 VDVKCs, 61,800 tribal entrepreneurs and 3,090 Van Dhan self-help groups under the programme. The programme is designed to identify buyers at the local, district, state, national and global levels for MFP value-added products, to arrange training programmes, and provide logistics and marketing support to the beneficiaries.

#### **6. Nagaland State Rural Livelihood Mission (NSRLM)**

The NSRLM promotes around 1,000 SHGs consisting exclusively of women covering more than one lakh households across Nagaland. Various capacity-building programmes are also conducted by NSRLM. A special fund named 'Community Investment Fund' has also been set up under NSRLM from where SHGs can avail aid in the form of loans (microcredit).

#### **7. Horticulture Department**

The Horticulture Department has initiated the 'Mission for Integrated Development Horticulture' as per the Government of India directives. The mission ensures that at least 30% of the budget should be reserved for women farmers.

#### **8. State Resource Centre for Women**

The State Resource Centre for Women in Nagaland is active since 2012 under the Department of Social Welfare and runs Mahila Shakti Kendra where they have centers in 11 districts. The district centres provide technical support to the state government for the Beti Padhao Beti Bachao Abhiyan. A 24/7 helpline number 181 has been started to provide emergency response to women affected by violence. The State Resource Centre initiated a microfinance scheme at 7% interest per annum for an amount of Rs 1 lakh. However, during the pandemic, as women who had previously borrowed money under this scheme have not yet been able to pay back, they have not been able to roll out more funds due to lack of budget. In the background of the Union Government's recent decision to create national, state and district hubs for empowerment of women, the Centre is planning to initiate Mission Shakti in collaboration with the Ministry of Women and Child. However, the programme has not put out any official directive for including assistance to women entrepreneurs and especially towards their economic empowerment.

#### **9. Women Resource Development Department**

The department provides materials or funds to various women farmers (470 beneficiaries at present) under the Transforming Life Intervention Project. Under the Food Processing and Resource Centre, 100-150 women farmers or entrepreneurs are engaged. In addition, they organised training programmes in convergence with the Directorate of Skill Development and Entrepreneurship for women farmers. They also organise the famous MykiFest and Awards for Naga women.

### **10. Sericulture Department**

The department is promoting local production of silk and explores new avenues and ventures in the sericulture industry for women. The department is keen to collaborate with other departments and agencies to support women entrepreneurs in Nagaland.

### **11. MSME Department**

The department is taking a cluster approach to uplift the development of all northeast industries. There are schemes under promotion of MSME where beneficiaries can avail up to Rs 1 crore as loans. There are several youth-run entrepreneurs in Dimapur and they showcase their businesses at exhibitions. Every entrepreneur is encouraged to register on the website. The Trade-related Entrepreneurship Assistance and Development (TREAD) Scheme of the Ministry of Medium, Micro and Small Enterprises bears up to 30 per cent of the project cost of non-government organisations which are promoting women entrepreneurship.

### **12. Entrepreneurship Mindset Curriculum (EMC) in Delhi Government School**

The Delhi state government introduced in 2019-2020 to create an “entrepreneurial mindset” in young people so that they go on to become “job creators” rather than “job seekers”. The classes are conducted for students in classes 9 to 12 and its flagship project has become the Business Blasters programme in which students work on business projects with seed money of Rs. 2000 provided to them by the government. The syllabus of EMC is divided into seven units and project work: Entrepreneurship... what, why and how? An entrepreneur – meaning & definition; entrepreneurial journey; entrepreneurship as innovation and problem solving; understanding the market; business arithmetic and revenue mobilisation.



## About the Authors / Reviewers

**Her&Now:** Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH is implementing project 'Her&Now' on behalf of the German Federal Ministry for Economic Cooperation and Development and in partnership with the Ministry of Skill Development and Entrepreneurship, Government of India, to contribute to a more enabling environment for women-led enterprises in India.

**IDAN:** The Investment Development Authority of Nagaland is an investment promotion agency to facilitate funding and investment opportunities for infrastructure and socio-economic development of Nagaland.

**Dhriiti:** The Courage Within: Dhriiti is a non-profit organisation working to promote and protect entrepreneurship in its different forms and to build and create a spirit of entrepreneurship amongst the next generation of Indians. ([www.dhriiti.com](http://www.dhriiti.com))

**NuSocia:** Founded in 2017, NuSocia is a social impact advisory working at the intersection of Practice, Research and Knowledge. NuSocia is the knowledge partner for the initiative.





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