



## Bank Micro Finance to Support Creative Entrepreneurship in an Emerging Economy: A Case Study on Bangladesh NGO Foundation (BNF)

**Muhammad Mahboob Ali\***

*<sup>a</sup>Dhaka School of Economics, Constituent Institution of University of Dhaka, Dhaka, Bangladesh  
E-mail: pipulbd@gmail.com*

### Abstract

*The research has been undertaken to study micro finance received by rural folks as to that is to adding in their personal incomes through creative micro and small enterprises. Besides, this study also seeks to develop an alternative approach. The study discovered that the business process, particularly in grameen (rural) areas, has strategic impacts on the growth of businesses, assisting entrepreneurs. As a result, the author suggests raising more money to support and promote creative entrepreneurship so that the underprivileged and destitute might develop successful firms. The author also makes the argument that social networking can be used to convert micro savings into micro investments. The author also recommends setting up of community banking at the grass root level social networking and financial empowerment of people.*

**Key Words:** *Community Banking, Creative Entrepreneurs, Social Networking, Micro Savings, Personal Income, Micro Finance, Micro and Small Enterprises, Empowerment of People.*

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## **1. MICROFINANCE SUPPORT BY GOVERNMENT**

Governmental microfinance may serve as a facilitator but sometimes may create bottlenecks, depending on political interference, misappropriation of funds, higher interest rate and lack of monitoring. In the financial market, a clear sharing of responsibilities among the state and the profit and non-profit private sectors could certainly enhance the efficiency of the financial system. The state must foster a conducive environment (Lapenu, 2009). Khan (2008), but the relationship between NGOs and the government of Bangladesh is often beset with uncertainty and confusion. But nowadays under public-private partnership, the government and NGOs are working in various fields as complementary to each other in Bangladesh. He also says that, by allowing NGOs to become partners, the government may actually be questioning the basis of its own legitimacy. Alamgir (2009) said that the Bangladeshi government took on multiple roles, including resource provider, micro credit programme implementer via various agencies, facilitator, and regulator. Bangladesh's successive administrations have made eradicating poverty a key priority by fostering economic expansion, job creation, the advancement of education, the enhancement of human potential, and the provision of various social services and infrastructure. Matsebula and Sheefeni (2022) described that macroeconomic policy maker can use financial inclusion as a tool to retain macroeconomic stability. The macroeconomic environment's stability and modest rural infrastructure development have also contributed to the expansion of the rural economy.

In Bangladesh, Palli Karma-Sahayak Foundation (PKSF), an apex development organization, was recognized by the Government of Bangladesh (GoB) in May 1990, for sustainable poverty decrease through employment generation. Established in 2000 as an autonomous and 'not-for-profit' organization by the Government of Bangladesh, the Social Development Foundation (SDF) has grown to become a useful organization devoted to poverty mitigation. The largest service-oriented institutional system of the GOB, the Bangladesh Rural Development Board (BRDB) is directly involved in rural development and poverty alleviation efforts in Bangladesh. It is a division of the Ministry of Local Government, Rural Development, and Cooperatives (LGRD & C). Since its founding in 1982, the BRDB has been successful in organising 5.3 million people into informal groupings and cooperative societies. It invented the two-tier cooperative structure and is still successfully using it to reduce rural poverty in Bangladesh (BRDB, 2017). The Small & Medium Enterprise Foundation, commonly referred to as SME Foundation, is a limited corporation that has been granted a not-for-profit organisation licence by the Ministry of Commerce and registered under the Companies Act (Act XXVIII) of 1994. It operates in accordance with the rules outlined in the memorandum and articles of association. The SME Foundation is a leading institution for SME growth in the nation and was founded by the government of Bangladesh under the Ministry of Industries (SME Foundation, 2017).

Culturally-based entrepreneurship for creative purposes creates a link between cultural activities and entrepreneurship as a way for people or organisations to make money. For the poor, micro and small-scale activities offer opportunity to add value. It takes enthusiasm, community involvement, and awareness among the target groups to improve their living situations as well as incentive to produce benefits for society to foster creative entrepreneurship.

In Bangladesh, a modest sum of money can make a difference in a poor family's ability to escape the low level equilibrium trap. The poor and marginalised people can battle poverty and enhance their standard of living by utilising creative innovation on a micro and small scale.

By partnerships with other organisations, the Bangladesh NGO Foundation (BNF) was established as a government entity in 2004 and began operating in 2005 with the goal of assisting those in need. There are 1120 partner groups in total, 14% of which work in the field of creative micro and small businesses to provide improved living conditions and social welfare. Rural areas' creative entrepreneurship may have a spillover effect.

Palli Sanchay Bank (Rural Savings Bank), a specialised financial organisation founded to encourage rural residents' savings and investments, has opened 100 locations nationwide. On June 22, 2016, the prime minister, Sheikh Hasina, launched 100 Bank branches via video conference from her Gonobhaban home. The primary goal of the Bank was to free the impoverished from the shackles of so-called "micro credit," which will never assist a person escape the cycle of poverty. She hoped that the Bank would encourage individuals to save and invest money in order to reduce poverty and strengthen the rural economy. The "One Home, One Farm Project" (Ekti Bari EktiKhamar), which was started by the Department of Rural Development and Cooperative in 2009 for five years, aims to turn every rural house into an agricultural farm by utilising the nation's rich biodiversity and ecosystem. Palli Sanchay Bank was established in conjunction with this initiative. (Bangladesh Awami league, 2017)

## **2. MILESTONES OF BNF**

- a) Year of engagement of partner organizations with BNF: 2005
- b) Total grants distribution (including special projects) €123,737,470 (cumulative figure) since 2005 to till now.
- c) Total beneficiaries (including special projects of cumulative) 9.32 Million (Women 5.83 million, Men 3.49 million).
- d) Of 1,120 partner organisations, 158 of them are BNF partners and engage in creative entrepreneurship.

## **3. BNF'S ACTIVITIES ON CREATIVE ENTREPRENEURSHIP**

By sending funds to the people it supports through its partner organisations, BNF aims to allow them to better their standard of living, promote social justice, and lessen income disparity. The BNF encourages rural residents to engage in creative business through 158 Partner groups. Partner organisations include NGOs involved in dance, folk singing, handicrafts, sewing instruction, multimedia and creativity, etc.

It believes that culture and innovation have positive impact on creative and artistic entrepreneurship along with innovation processes. As such the study intends to see whether BNF's grant has generated any sort of income and raised productivity in rural areas, especially for those who are in miserable conditions. Though there are many government and autonomous organizations working, but we consider our study mainly on BNF. On the basis of above discussion, the research question of the study is whether grants of government organization through its partner organizations among rural poor income group can help raise their income

levels through creative nano and micro enterprises as an alternative to bank supported microfinance? Also, can we develop an alternative approach for downtrodden people of Bangladesh so that micro savings can be transformed to micro investment through social networking and thereby expedite the process of setting up of community banking at the grass root level.

#### **4. LITERATURE REVIEW**

##### **I. Existing Thought on Microfinance**

De Bruin (2005) outlined the establishment of the promotion of the creative industries in New Zealand within the larger national context of the Growth and Innovation Framework of the government. It's an intriguing case to look at in the film industry as a result of *The Lord of the Rings: The Return of the King's* Oscar victory and other critical praise. The topic proceeds within an integrated multi-level entrepreneurship framework after defining the nature of entrepreneurship in the creative industry. According to the Rabobobank (2005), the financial industry may significantly contribute to the reduction of poverty in developing nations by improving the impoverished sectors of society's access to financial services. Small and medium-sized firms (SMEs), as well as farmers, should be prioritised in order to create sustained economic growth in these areas. United Nations (2006) argued that institutions, policies and practices that work well in one country may not work at all in another. Strategies for building inclusive financial sectors have to be creative, flexible, and appropriate to the national situation and nationally owned. While necessarily designed at the national level, such strategies should nevertheless build on the lessons learned in other Country contexts and the resulting considerations of good practices. According to the United Nations (2006), institutions, policies, and practises that are effective in one nation might not be effective at all in another. The development of inclusive financial sectors requires innovative, adaptable, suitable for the national context, and domestically owned strategies. Such initiatives should build on the lessons discovered in other Nation contexts and the ensuing considerations of good practises, even though they must unavoidably be designed at the national level. The following issues with microcredit were compiled by Karnani (2007) from various studies: Microcredit tends to cause more harm than good to the poorest; microcredit is insufficient for the enterprises it is intended to assist. Microloans are more advantageous to borrowers living above the poverty line than to borrowers living below it. According to Dollinger (2008), marketing helps entrepreneurs succeed in two ways: first, it specifies how the firm's resource advantages will be identified and communicated, and second, it plays a significant role in developing a lasting competitive advantage. The rise of designated creative locations in recent years, according to Foord (2008), is evidence of policy practitioners' conviction that, despite local conditions, they can also mobilize creativity to alter their economies and communities. Kochanek (2009) observed that while Bangladesh may be a long way from becoming an Asian tiger it does offer substantial potential of economic growth and development provided it can maintain some semblance of political stability.

According to Phillips (2010), self-employment and contract work may exaggerate the oversupply of artists, but they do not explain why oversupply has been a structural characteristic of artistic

cultures for such a long time. He added that it's undeniable that the growth of the Internet has made it possible for more artists to support themselves through their work because their audience is potentially lot wider. According to Teece (2010), the core of a business model is how an organisation provides value to customers, persuades them to pay for that value, and turns those payments into profit. This definition of a business model reflects management's assumptions about what customers want, how they want it, and how an organisation can be structured to best meet those needs, be compensated for doing so, and make a profit. According to Chambers and Vejle (2011), a business incubator essentially comprises of a development programme and a variety of business development services. They essentially take the shape of counsel, and thus might qualify as a "virtual incubator." But, a fully bloomed incubator also provides a physical space and a geographic centre for networking, collegiate proximity, and targeted region coverage. According to Müller et al. (2011), there are two distinct areas within the craft and trade sector that are involved in the culture and creative industries that stand out in key ways: enterprises that specialise in contemporary fields of activity (such as arts and crafts/applied arts, the built environment, design, and creative services) and enterprises whose activities centre on historical buildings and objects, and frequently help preserve traditional cultures. According to Scherdinand Zander (2011), the study of creativity, innovation, and the process of transformation, where the new aims to take the place of the old and traditional, may be done effectively and successfully through the study of art and the artistic process. According to Arvidsson and Niessen (2015), a key subject in social research has been how to become productive within consumer society. The relationship between consumer culture and new kinds of immaterial production has been characterised as "creativity" in neoliberal discourse. Bangkok's fashion markets, according to authors, represent a form of creativity where innovation is highly socialised rather than focused on the idea of individual genius and individual intellectual property; where participation is widespread rather than elite-based; and where the Western notions of creativity's ambiguous relationship between creation and commercial success is replaced by an acceptance of markets and commerce as vehicles for self-expression.

According to Marinova and Borza (2015), the cultural and creative industries are a significant source of original ideas, which helps an economy's capacity for innovation and the creation of new goods and services. According to Ahmed (2016), entrepreneurship is the process or act of seeing market opportunities and assembling the resources needed to seize them in order to generate long-term profit. More specifically, it is the process of starting a business, providing value, investing the necessary time and effort, accepting risks of uncertainty, and holding on to rewards like financial and personal independence. According to Jahan and Ullah (2016), social entrepreneurship is both a developing area of hybrid action and a catalyst for more extensive reevaluations of the functions and limitations of the market, the state, and civil society. According to Coeckelbergs (2020), greater awareness is necessary since it will increase support for partnerships by educating people about microlending. According to Bharti and Malik (2022), the effectiveness of micro financial institutions increases in a number of categories when social output is taken into account.

## **II. Alternative Thought on Microfinance**

Social networking is the practice of increasing the number of one's commercial and/or social connections by cultivating relationships with disparate individuals, frequently using social media in addition to social capital, social business, and social investment. The best candidates to bring about that innovation are social entrepreneurs (Leadbeater, 1997). This is a social structure made up of individuals or groups of individuals who are connected to one another, for instance, through relationships. A "social network service" is usually used to describe these networks when they are described in a database and with a web interface. Yet, social media and web interfaces are not present in the traditional system; instead, social capital, social business, and social investment coexist there. Alliances can be viewed from a social network perspective, and the descriptive and normative conclusions can be very insightful for sociological, organisational, and strategic management theories. Our understanding of the alliance behaviour of enterprises will be more accurate if we take social network variables into consideration. This will also have significant consequences for managerial practise, many of which have not yet been fully investigated (Gulat, 1998). According to Acemoglu and Ozdaglar (2009), a social and economic network is a collection of individuals or groups of individuals who have a consistent pattern of connections or interactions with one another: Facebook, friendship networks, corporate partnerships, inter-family marriages, and job markets. As a result of the accessibility of computers and computer networks, which enable us to collect and analyse massive amounts of data, network research has undergone a significant transformation in recent years, moving from the analysis of single small graphs (10–100 nodes) to the statistical properties of large scale networks (million–billion nodes). According to Gangopadhyay and Dhar (2014), sharing sensitive information online and the evolving notion of "social networking" in the internet era make social networking and online privacy critical issues. According to Riggio (2014), social intelligence (SI) is primarily learned in the ways that are listed below. SI develops through interaction with others and from observing successes and failures in social contexts. The terms "tact," "common sense," and "street smarts" are more frequently used to describe it. According to Lake and Huckfeldt (1998), politically relevant social capital is created in personal networks as a byproduct of social contacts among citizens, and higher levels of this social capital increase a citizen's propensity to participate in politics. Also, the degree of political expertise present in a person's network of contacts, the regularity with which political interactions occur there, and the size or breadth of the network all influence the generation of politically relevant social capital. The benefits of either human capital or organisational engagement do not easily account for the results of social interactions inside networks. In actuality, social interactions are crucial. Social networking thus benefits from social intelligence and social entrepreneurship. Teenagers' development of social intelligence should include social interaction. It makes the case that parents may have a significant impact because older generations' social circles are still mostly restricted to individuals from other backgrounds, ethnicities, and upbringings. (Source: <http://movingonmagazine.co.uk/has-too-much-social-networking-stunted-your-social-intelligence/> (viewed on 1st January,2017). A new business's potential to succeed frequently rests on the entrepreneur's capacity to build a network of helpful connections.

According to Leadbeater (1997), social entrepreneurs should take the lead in developing self-help programmes, particularly by encouraging local, national, and international twinning relationships across projects to exchange resources including staff, contracts, and ideas. According to liberal feminists, the ideal level of gender arrangement is one that enables people to pursue a way of life that suits them and is also respected or accepted by society as a whole (Ritzer, 2001). Liberal feminists, on the other hand, are largely opposed to structural change. However, some liberal feminists believe that since individual women are powerless to effect change, government intervention is necessary. According to Bar et al. (2002), senior executives' social networks account for 11-22% of the variation in how much a corporation engages in alliances. Moreover, findings indicate that various networking features are favourably correlated with the frequency of interfirm relationships (propensity to network, strength of ties, and network prestige). Only a small percentage of women who received credit had the ability to manage their loans, according to Hunt and Kasynathan (2002). Several women took out loans in their own names and gave their husbands, sons, or son-in-law the full sum of those debts. Swain (2006) examined the possible effects of a microfinance organisation called the Self Help Group in rural India using an experimental research approach (SHG). The process through which women defy prevailing norms and culture to significantly increase their well-being is described as the concept of women's empowerment. Williams and Durrance (2008) discovered that, in numerous examples of community technology, both the usage of technology and the use of social networks had a direct impact on one another. Perron (2011) looked at each individual technique taken by businesses, government agencies, philanthropic organisations, and institutional and private investors to provide the capital needed to sustain growth, as well as their availability and unique legal capabilities and restrictions. The struggle against poverty and income inequality requires such measures more than ever. According to Bhattacharya et al. (2014), social networking has had an impact on the marketing process, and modern marketing operations are heavily reliant on this phenomenal social networking process. The impact of social networking on market signalling has also received attention, which lowers the likelihood of asymmetric information inside a market and lowers the likelihood of market failure for a specific product. According to Riggio (2014), networking or speaking groups are effective at fostering the development of fundamental communication skills. Focus on improving your listening skills by practising "active listening," which involves reflecting on what you think the speaker said in order to be sure you understood what they said. Study social circumstances and your own actions most of all. Study your social triumphs and mistakes to improve. According to Yang et al. (2014), social intelligence and technology examine the roles of information, the Internet, and mobile technology in enhancing our knowledge of human behaviours and social interaction in human society at the individual, interpersonal, and community levels—building a sustainable social environment, developing social intelligence, and having practical applications with significant impacts on resolving societal problems like health, security, and energy. Ali et al. (2016) proposed the creation of an integration fund to promote creative entrepreneurship so that underprivileged individuals can develop creative business models through the process of financial inclusion, thereby eradicating poverty. He continued by saying that teenagers' social intelligence development should include social interaction. Parents, it was argued, may have a significant impact on children's development

because older generations' social circles tend to be less tolerant of people from diverse backgrounds, ethnicities, and upbringings. According to Ali et al. (2016), more thorough and practical policies should be developed for the growth of social companies, especially for entrepreneurs who are self-driven. According to their research findings, the rural poor are organised and cooperating in self-reliant community-based organisations that guarantee social welfare and Pareto optimality. Public-private and foreign strategic alliances can serve useful purposes in the small and medium enterprise sector with a special emphasis on micro enterprises of the country. Not only small and medium enterprises but also micro enterprises should get special priority and inclusion through financial organisations for developing proper pathways to poverty alleviation.

### **3. RESEARCH GAP**

Most of the aforesaid studies provide existing thoughts on microfinance from their respective authors' own perspectives. Bangladesh is playing a vital role to reduce poverty by various governmental and non-governmental micro financial institutions. But, we choose BNF, which provides smaller amounts with transparency, accountability and fairness and also it does not lend money rather gives grant through partner organizations. As such the study intends to see whether the BNF model works or not as an alternative to bank sponsored microfinance. Further, the study tries to develop an alternative approach based on the discussion on alternative thought on microfinance in literature review part on social networking and empowerment of people.

### **4. OBJECTIVES OF THE STUDY**

Following objectives have been set:

- a) To evaluate the effects of nano and microcredit on the target populations involved in the process of innovation and creativity;
- b) To investigate the use of nano and micro organisations by creative entrepreneurs in rural areas to produce income and sustainability at the local level;
- c) To examine alternative to bank supported microfinance
- d) To provide an alternative approach so that micro savings can be transformed to micro investment through social networking and, thereby, expedite the process of community banking.

### **5. METHODOLOGY OF THE STUDY**

In Bangladesh, a lot of governmental agencies are working with microfinance. But we choose only BNF. It has facilitated the research work. The BNF partners who work with creative entrepreneurship utilising BNF funds were used to select the sample. Data from both primary and secondary sources have been examined. Also, two Organizations were investigated, and 40 surveys were given out. 33 replies were usable as a result. Chi-square test was performed using this data. Two case studies on the aforesaid NGOs namely i.e. Mallika Mhila Unnayan Sangstha (MMUs) and Trinamool Unnayan Sangsthawere studied through field investigations. Both quantitative and qualitative analyses have been conducted. Time period of the study was from 1<sup>st</sup> January to 15<sup>th</sup> May, 2016.



**6. HYPOTHESIS TESTING**

**Ho1:** BNF grant fund does not have an impact on business process through the creative micro and small enterprises through right form of training.

**Ha1:** BNF grant fund has an impact on business process through the creative micro and small enterprises through tight form of training.

**Ho2:** BNF does not give proper amount of grant through installments.

**Ha2:** BNF gives proper amount of grant through installments.

**Ho3:** BNF does not help increase social networking for marketing purposes or arranging programs through partner organizations.

**Ha3:** BNF helps increase social networking for marketing purposes or arranging programs through partner organizations.

**7. QUANTITATIVE RESULTS (CHI-SQUARE RESULTS)**

**Table: 1(a) Relation between Discovery & Productivity with Right Training**

Do your NGO Play Role for Discovery & Productivity	Do your Organization give right Training for Creative Entrepreneurship		Total
	Agree	Strongly Agree	
Agree	5	4	9
Strongly agree	5	19	24
Total	10	23	33
	X <sup>2</sup> =3.736		
	P=0.068		

From Table: 1 (a) At a level of confidence  $p=0.068$ , it has been observed that there was widespread agreement that NGOs played a useful role in innovation, productivity, and providing the appropriate skills for engaging in creative entrepreneurship. This shows that our alternative hypothesis – that the BNF fund has an impact on business processes through inventive micro and small firms and the appropriate kind of training, is accepted.

**Table: 1(b) Relation among getting Fund Amount of Installment with BNF Give Proper Amount of Donation**

Amounts Received	Does BNF Provide Agreed Amount Grant		Total
	Agree	Strongly Agree	
0	2	1	3
200,000-275,000	2	16	18
276,000-450,000	3	0	3
610,000-1,000,000	1	2	3
Above 1,000,000	2	4	6



Total	10	23	33
	X <sup>2</sup> =12.588on		
	P=0.028		

From Table: 1(b), it is seen that there is agreement that there is significant association between receipt of the agreed amounts at .05 level of confidence (p=0.028). This indicates that our alternative hypothesis is agreed i.e. BNF gives agreed amount of grants through installments.

**Table: 1(c) Relation among BNF assistance to marketing purposes or arranging programs and BNF assistance for social networking**

BNF Assistance for Marketing Purposes or Arranging Programs	Whether BNF helped for Social Networking		Total
	Agree	Strongly Agree	
Yes	2	11	13
No	7	13	20
Total	9	24	33
	X <sup>2</sup> =1.528		
	P=0.204		

(Source: Author's calculation)

From Table: 1(c) we observe that there is disagreement that association between assistance for marketing purposes or arranging programs and assistance for social networking (p=0.204). So we accept the null hypothesis i.e. BNF does not help create social networking.

## 8. RESULTS OF THE FIELD INVESTIGATIONS (QUALITATIVE ANALYSIS)

The study on two NGOs and their beneficiaries has generated the following results:

Grants were given to Mallika Mhila Unnayan Sangstha (MMUS), a partner NGO of BNF, for the implementation of programmes on employment creation for underprivileged and distressed women through training on the development of handicrafts like block and boutique print, art made from jute and sackcloth, embroidery, tailoring, art made from bamboo stalks, etc.

The women who were chosen were among the impoverished, troubled, defenceless, widowed, crippled, and jobless. They received materials for free and assisted in raising awareness about a variety of social issues, including polygamy, child marriage, domestic violence, ending dowry, treating women with cruelty, stopping the trafficking of women and children, and stopping terrorism caused by drug abuse and acid throwing.

A large number of beneficiaries have been able to use the skills they have learned through training to produce and market very high-quality handicrafts in the local markets thanks to the MMUS programme, "Handicrafts development and generation of self-employment," which has been funded by BNF since 2009 until the current financial year. Their products are so well-known that they supply a variety of items for the showrooms of numerous Dhaka-based businesses.

In the district of Mymensingh, Trinamool Unnayan Sangstha (TUS) has been active. It received funding for initiatives aimed at reducing poverty and enhancing the skills of women and teenage girls. Thirty young girls received the tools they needed to get started producing and selling

shopping bags. Another 30 adolescent girls received training in tailoring and block boutique after which eight of them were chosen through a competitive examination and each received a sewing machine, sewing supplies, and materials for creating artistic works on fabrics. Comparable instruction in tailoring was provided to 40 teenage females throughout the third and fourth phases for a total of five months, following which each of them received a sewing machine. With the help of these machines, each beneficiary is now able to make both their own clothes and garments in response to customer requests.

Fatema Akhter (Muna), a recipient of this Trinamool Unnayan Sangstha (TUS) initiative, has long resided in the slum beneath the recently built foot over bridge in ward No.16 of Mymensingh town close to the railway station at Natakghar Lane (Spanning Natakghar lane to Shibbari turning). She began dating Rafiqul Islam (Chanu), who once resided in the railway quarters at Natakghar Lane, when she was residing here. Chanu and she later got married as a result of this connection. A daughter kid was born to her a year after the wedding. Chanu began acting quite harshly towards his wife after the birth of this child, and she later learned that he was a heroin addict. Chanu suddenly beat her up one day and vanished, leaving her at her mother's house. She thereafter began living in terrible hardship.

Fatema enrolled in the TUS training programme for the development of sewing and tailoring skills for teenage girls and women in extreme poverty as a part of their development programme. Fatema finished the course by receiving instruction for two to three hours every day without having to pay a fee. She received a two-month follow-up training three months after the initial programme, at the conclusion of which she and the other nine beneficiaries each received a sewing machine. Fatema is currently producing garments and shopping bags in her own shop with the use of this machine, earning EUR 2/day. She supports her daughter's free education in a neighbourhood kindergarten while funding the welding training of her younger brother. She received assistance for this from a nearby older citizen. Her current only goal is to use her earnings from tailoring and other jobs to educate her kid and raise her to be a responsible adult. She is hopeful that BNF would provide instruction on sewing and tailoring machines for many more young girls who are extremely destitute and who have been abandoned by their husbands like she was. When speaking with the author, she shared her hope that TUS training will enable more women to start their own businesses sewing gowns from the comfort of their own homes, raise families, and become financially independent.

## **9. OBSERVATIONS**

The study found through its fieldwork at Mallika Mhila Unnayan Sangstha that innovation and entrepreneurship benefit rural communities. This can not only teach individuals how to provide for their basic necessities but also raise awareness and social awareness among rural residents. Actually, BNF grants give participants the chance to develop their independence. The removal of social vices and escaping the poverty trap are further benefits of this. Rural residents become aware of and abstain from immoral behaviour as a result of lobbying efforts.

Fatema's life was full of struggle, but thanks to the help she received, the study's field observations at Trinamool Unnayan Sangstha revealed that she is currently doing well. Artistic advancements led to changes in lifestyle and opportunities for self-employment. So, there is a

distinction between the advantages of nano-credit and the establishment of nano and micro creative companies. The recipients' long-term incomes have increased as a result; in the latter scenario, they are no longer living hand to mouth. Self-employment, self-esteem, and self-dignity can actually be gained with a little stipend. For those who are on a low income, this is encouraging.

#### **10. ANALYSIS OF THE FINDINGS**

It is clear that the innovative nano- and micro-enterprise process, particularly in grameen (rural) areas, has a strategic impact and business proliferation not only for individual welfare but also for social welfare.

The recipients also work to spread the word about doing good deeds and abstaining from bad ones. Drama and folk music are also used in social campaigns since they are entertaining as well as raising awareness of social issues. The ability of artists to make money is crucial. Hence, creative entrepreneurship can be used to promote self-esteem, self-dignity, self-development, and self-reliance in rural areas. And donations from BNF delivered through their partner organisations can start this.

According to Chambers and Vejle (2011), business incubators generally provide development programmes and a variety of business development services that are absent in the nation's rural areas. As a result, creative entrepreneurs in Bangladesh lack access to effective company development services and struggle with poor supply chain management. Our research has led us to the conclusion that low income creative entrepreneurs generally require business incubators as well as both domestic and international ties. BNF might step forward to establish business incubators and build connections for creative entrepreneurs on the domestic and international levels.

According to the study, poor people's creative entrepreneurial ideas have given items a new dimension and variety that are consistent with sustainability.

Social media does not now encourage creative and artistic entrepreneurship in a favourable way. Social media users who are journalists or volunteers should take the initiative to support cultural enterprises online. Also, there needs to be action taken because in rural areas, persons who engage in independent creative entrepreneurship do not receive any support or compensation from the public or private sectors.

The creative entrepreneurs are usually motivated by the country's cultural heritage and history. Moreover, creative entrepreneurship can be used as a campaign against militancy and terrorism.

Arvidsson and Niessen (2015) make the accurate observation that the embrace of markets and trade as means of self-expression replaces creativity. We have also seen this in our analysis.

All of this is only possible when inventive businesspeople outperform their rivals and successfully implement their business ideas and strategies.

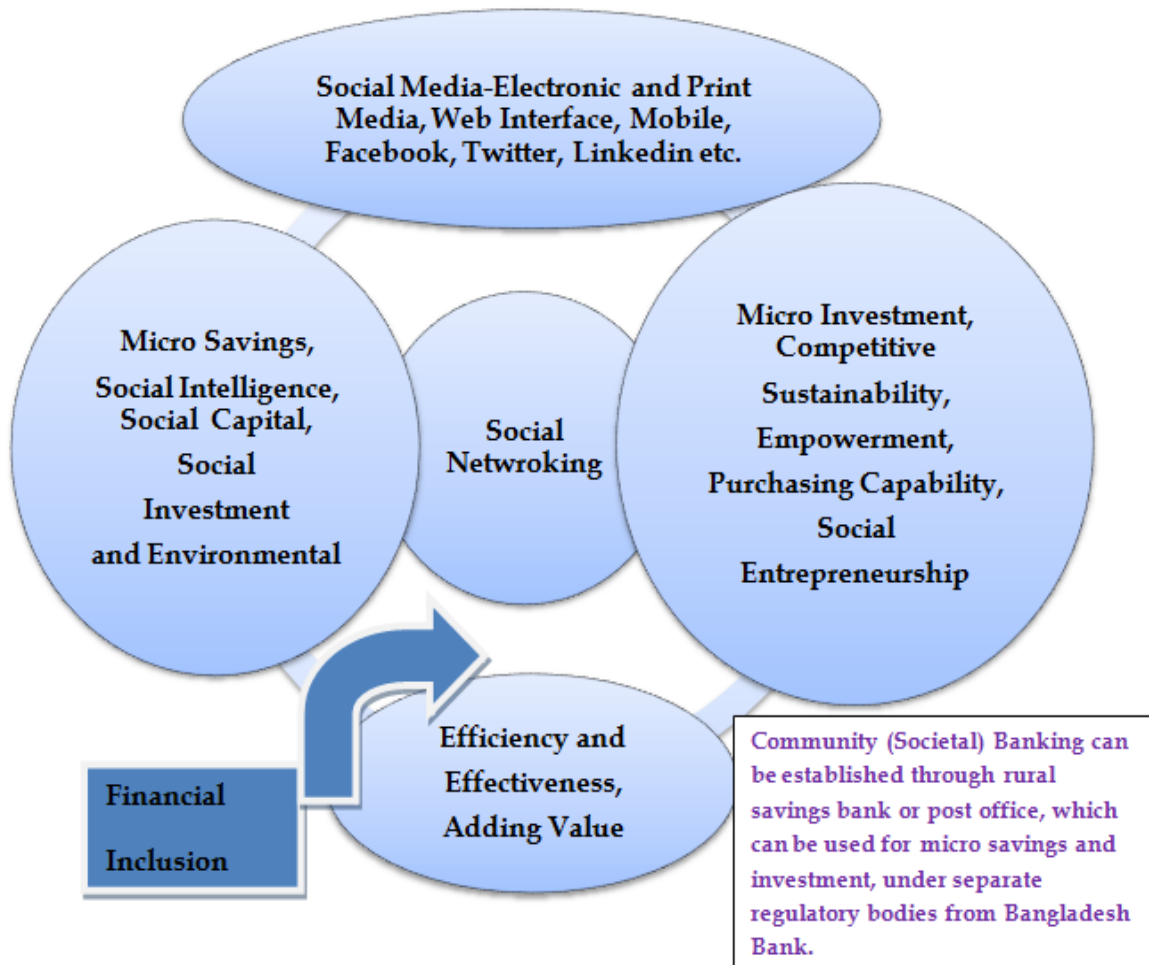
#### **11. DIFFERENT FRAMEWORK OF MICROFINANCE**

This alternative paradigm aims to create a perspective on how social networking encourages empowerment. Throughout the study, various aspects of empowerment are discussed, such as social networking, social capital, business and social investment, social and emotional intelligence, social enterprises, and micro savings that are converted into micro investments. The

role of social media in the twenty-first century has increased, and it is crucial for interpersonal interaction. Environmental scanning is essential for conducting business, particularly to simplify the business process and boost local economies. When people have the opportunity to make decisions and purchase things, their sense of empowerment increases.

Technology, innovation saving and investment are key concepts. Community banking can help expedite the process of social networking and ultimately empowerment of people.

In Figure:1 This strategy is based on the conversation that was just had in this section about social networking and people's empowerment through the conversion of micro savings into micro investments with the aid of community(societal) banking.



(Source: Concept of a Model built by Muhammad Mahboob Ali, 2016)

Figure: 1 Social Networking and empowerment of people through transformation of Micro savings to micro investment with the help of community banking.

## **12. SUGGESTIONS**

- a) Organizations that are public, autonomous, or private who are aiming to reduce poverty by promoting non-farm activities may establish business incubators that can coordinate education, guidance, and financial assistance for aspiring entrepreneurs in the performing arts and creative sectors.
- b) More money needs to be raised to assist entrepreneurship that is encouraged and inventive so that the underprivileged can participate in cutting-edge commercial operations.
- c) NGOs should support creative businesses, and customers/audiences should pay a reasonable price.
- d) Public-private-foreign cooperation can offer valuable proposals to consumers of artistic goods in both domestic and international markets, and BNF can enlist the aid of mosques, temples, and churches to encourage more rural residents to adopt cutting-edge economic practises and escape poverty.
- e) Bangladeshi expatriates can donate directly to the BNF's bank account; this should be made easy for them. This fund might strengthen BNF's innovative efforts to aid the underprivileged.
- f) Through encouraging creative entrepreneurship, products, services, and event developments might grow.
- g) Even in rural areas, persons engaged in the artistic entrepreneurship process must consider a business plan that includes cost effectiveness and operational efficiency. No one can start a business of any kind without marketing and profit margins that are realistic.
- h) The BNF may want to function as a catalyst in advancing strategic business plans and the implementation of innovative specialty activities in the artistic and creative industries.
- i) Joint ventures on a national and international scale can create visibility, networks, and opportunities for promotion, enabling creative entrepreneurs to operate with more zeal, enthusiasm, aptitude, and competence.
- j) In order to give students actual experience in business management, marketing, finance, economics, leadership and organisational development, tourism and hospitality management, etc., relevant business labs should be incorporated in business studies.
- k) The development of community banking may be aided by taking the proper steps to convert micro savings into micro investments through social networking and other channels.
- l) The government must act to build community banking among low-income groups in order to promote financial inclusion and the conversion of micro savings into micro investments, where social networking can play a crucial role.
- m) Post offices may be utilised to conduct local banking around the nation at minimal cost so that individuals with low incomes can benefit more.

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