

Business Cycle and Startups

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Abstract - This paper shows that business cycle and startups is strongly influenced by aggregate macroeconomic factor at the time of their entry into business. Employment fluctuations are cyclical in nature, they persist into later years, and different level employment variations are largely driven by differences in firm size in the industry, rather than the number of firms in the industry. An estimated general equilibrium firm dynamics model reveals the scale of any one business firm is indeterminate or oligopoly in nature, but the demand conditions determine the scale of the industry and the demand by the industry for inputs. In an economy and business with many goods and many factors, the general equilibrium of production requires that the marginal rate of technical substitution between any pair of factors is the same for all goods and all producers using the same nature of factors with identical. The firm's role is purely passive, and no meaningful boundaries between firms are established. variation by affecting the share of startups with high growth potential. In the aggregate, changes in Startup conditions result in large, slow-moving fluctuations in employment. This paper made attempt to analyse how startups will react to different faces of business cycle.

Index Terms - Business cycle, Startup, production, employment, innovation, Macroeconomics entrepreneur.

INTRODUCTION

The Business product life cycle is the length of time from when a product from introduction to maturity of business. This cycle can be broken up into different stages, including that is development, introduction, growth, maturity, saturation, and decline. The life cycle of a business product is typically used to determine when it's appropriate to increase advertising, adjust pricing, explore new markets, redesign packaging and even adjust entrepreneur messaging which will facilitate new business startups. Any business starts with an idea especially in the name of a Startup. So, we need to imagine the time to of our business in detail. What will we do? Whom shall we

serve? Why will these people need our product or service in their lives? The next step after general theorizing is to determine business target audience. To survive, business entrepreneur should understand business buyers, as result the possibility of sustenance of business can be established. Business Startup process discovery is defined as a set of techniques that build a representation of an organization's current business processes, market condition, scope for the product, and potential customer in which include their workflows, structures, and elements. Whether we refining entrepreneur business idea, filing for permits and licenses, drafting entrepreneur business plan, or looking for funding, we have the tools entrepreneur need to do it right and get it done. If entrepreneur 're ready to start entrepreneur business but need a helping hand, why not take the challenge. The Startup business capturing task-level details, it helps locate bottlenecks, deviations, and exceptions in the day-to-day process workflows of the business. Making quick adjustments, improving user experience, pivoting, and more. These common buzzwords in the Startup landscape are surely there for a reason. For a Startup to thrive through the stages of its life cycle, it has to establish great relationships with its customers and build its various strategies based on their feedback. In the early stage when it's unclear if the ship will rocket to the moon or pop like a sad firework Startup teams need to manage sales, marketing, HR, management, and customer success. All while hunting for the next vital round of funding. But, as a Startup that's launching after so many others have seen dizzying success or crushing failure, entrepreneur have a wealth of knowledge to tap into that will improve entrepreneur chances of survival.

STATEMENT OF PROBLEM

In the process of business to Startup it is very important to address the life span of a business product

the issues and challenges for startups, the first question raised in this study is for what purpose is the Startup are functioning? In the process of effective functioning of ideal asset management and product management in minority based startups need to be taken care. When business units' function through the different stages of Startup can interact among all stakeholders this will enhances the quality of goods, easy to reach and they can also increase efficiently and effectively with different types of the business products. Thus, the objective of this research is to explore the good business environment for Startups in the process of creation of employment and better services to society by understanding its product life cycle. The main purpose of this research is to expand on existing research literature and create greater scope for further research, this study also explores the relationship between the effects of new products and the customer at different segment level according to their local income and occupation at their localities.

RESEARCH QUESTIONS

1. Which are the most important causes for business cycle and startups?

2. Why business cycle is more important for startups?

Research methodology

The present study is designed to study the issues and challenges and role of business cycle for startups. Exploratory method of research adapted. Further, it is planned to understand the various components of the macroeconomic factors, inflation and rate of interest, their relative contribution to the growth of industry and employment generation. Keeping in view the overall objective of improving their operational efficiency of startups. The following specific objectives were designed to understand business cycle for startups.

OBJECTIVES OF THE STUDY

1. To analyse the role of business cycle for startups.
2. To study the issues and challengers of business cycle in-startups.

Nature and source of data

The secondary data on several aspects of the activities of the role in startups were collected different sources. In the present study is focused through Interpretative

phenomenological analysis (IPA) of qualitative research methodology has been used in this research. The study was conducted among the different aged people, who have involved in Startup business in state of Karnataka, India Only few selected are selected, Semi-structured in-depth interviews were conducted to understand the business cycle and Startup business.

An analysis role of different phases of business cycle and Startup

Business aims, strategies and objectives are not set in stone. It has to change as entrepreneur business and the surrounding market change. Being aware of what stage of the business life cycle entrepreneur 're at can help with anticipating what's coming around the bend. In the Startup stage a business man has to spend his time meeting people, coming up with new ways to sell his products or services and consistently implementing new ideas. At this point, entrepreneur won't have many processes and entrepreneur should be tweaking entrepreneur business model to get a sense of the market and how to turn a profit in terms green field into brown field. According to the various reports, an estimated 90% of those startups that fail do so primarily due to self-destruction. Understanding entrepreneur position in the business lifecycle just might help entrepreneur stay a bit ahead of the game. anticipate the potential challenges and obstacles that are upon entrepreneur or are on the way depending on what phase entrepreneur are in or about to transition to in the process of business cycle. The different stages of business analysed, Seed and Development is the very beginning of the business lifecycle, before entrepreneur Startup is even officially in existence. This will involve a great deal of market and economic research to establish the project feasibility. It very important to Create a business plan. It is always important to analyse and firmly establish the strengths, weaknesses, opportunities and threats entrepreneur business may encounter in the market entrepreneur intend to enter. This is when entrepreneur brilliant idea is merely just a thought and will require a round of testing in its initial stage. In testing entrepreneur business idea, entrepreneur may conduct research regarding the industry, gather feedbacks from entrepreneur friends, family, colleagues, or other industry specialists. This is when entrepreneur is determining whether the business idea that entrepreneur had is worth pursuing and if so, it will be

the birth of entrepreneur new business. The financial foundation of entrepreneur launch will be a large factor in the success of entrepreneur business, Garner advice and opinion from professionals Experienced industry specialists and entrepreneur s entrepreneur may have access to, as well as business associates, friends and colleagues who are competent in this regard, can provide valuable insight and opinions on the potential of entrepreneur business idea. Consider the market and entrepreneur role in it. the market is ready to accept entrepreneur business and if entrepreneur concept, product, service or idea can fill an existing need in the market. How can entrepreneur idea soothe the pain points of entrepreneur prospective customers? The business idea and are ready to take the plunge. But first entrepreneur must assess just how viable entrepreneur Startup. Startup stage, businessman should garner advice and opinion from different sources friends, family, colleagues, business associates, industry specialists and other sources entrepreneur may have access too. Ultimately it is depended on business will come down with different factors that is including entrepreneur own abilities, the readiness of the market entrepreneur wishes to enter and, of course, the financial foundation in place. In the Startup is Once entrepreneur have thoroughly canvassed and tested entrepreneur business idea and are satisfied that it is ready to go, it's time to make it official and launch Startup business. The Startup stage is usually marked with Adapting entrepreneur business model to the changing perspectives of the market and the feedback of entrepreneur first customers, learning how to turn a profit, Outlining entrepreneur strategy and work processes. Due to so many changes and alterations, entrepreneur may feel a sense of confusion at this stage. Resist the urge to dwell on it, trust the process and power entrepreneur way through: difficulties are natural at this stage and the path will be much clearer soon enough. It is been experienced the stage of the entire lifecycle at risky one. In fact, it is believed that mistakes made at this stage impact the company years down the line. Growth And Establishment is the stage, entrepreneur business should now be generating a consistent source of income and regularly taking on new customers. Cash flow should start to improve as recurring revenues help to cover ongoing expenses, and entrepreneur should be looking forward to seeing entrepreneur profits improve slowly and steadily. At the growth

stage of the business life cycle, entrepreneur enterprise begins to solidify its place in the market. Entrepreneur business strategy begins to settle and entrepreneur clients are able to explain entrepreneur business model to other prospects. It is essential that entrepreneur start to come into entrepreneur role as head of the company in this stage. It is very important to note that looking all macro-economic factors like inflation, population growth, rate of interest, and capital market conditions. At this stage tend to have Customers. Strong cash flow and profits, Low turnover. This is the path toward making most of entrepreneur business potential to the prospective customers as business grow into the role of entrepreneur market leader, a competent team of highly qualified individuals should take over a number of big responsibilities to facilitate decision making. In the process of business expanding and highly qualified team is going to be taking over a great deal of the responsibilities that were previously tightly under entrepreneur control. In the entrepreneur control Expansion stage entrepreneur might feel there is almost a routine-like feel to running entrepreneur business. Staff is in place to handle the areas that entrepreneur no longer have the time to manage (nor should entrepreneur be managing), and entrepreneur business has now firmly established its presence within the industry. In order to start capitalizing on the success of entrepreneur business, entrepreneur will need to capture a larger market share and find new revenue. Therefore, entrepreneur business will experience a rapid growth in revenue and cash flow. The rapid growth stage takes advantage from the proven sales model, marketing model, and operations model set forth from entrepreneur growth/survival stage. Businesses in this stage often see rapid growth in both revenue and cash flow as the blueprint has now been established but be warned about getting too comfortable. In business, if entrepreneur is not moving forward entrepreneur are moving backwards, and without a constant, almost nervous itch or desire to expand, complacency can set in, and entrepreneur might get caught off guard. There are, of course, two sides to this coin, with the other involving a risk of expanding too carelessly. Business has to be realistic about the effort and cost and potential returns, and always keep an expert eye on how expansion might impact the current quality of service entrepreneur provide entrepreneur existing customers. In the process of making effort, a successful business model

behind entrepreneur is undoubtedly an advantage, it is not a guarantee that it will work elsewhere within other markets, or that new offerings will result in the same success. The business graveyard is littered with organizations that took on too much and failed. Entrepreneur task is indeed to take on new challenges as entrepreneur look to constantly expand, but measure entrepreneur risk and do entrepreneur best to secure the company for all eventualities. In the Maturity and Possible Exit is having navigated the expansion stage of the business lifecycle successfully, entrepreneur company should now be seeing stable profits year-on-year. While some companies continue to grow the top line at a decent pace, others struggle to enjoy those same high growth rates. It could be said that entrepreneurs here are faced with two choices: push for further expansion or exit the business. The main characteristics of a business at the maturity stage are Annual growth of around becoming stagnant. Tenured employees are time bond nature. Expanding business in Branches or subsidiaries. This is the period of the biggest level of security entrepreneur as a business manager may feel since starting out. This security stems from professional management running a daily business, stable annual profits and relative predictability of the overall business situation. This, alongside a strong cash position, makes entrepreneur business attractive for acquisitions and mergers. As a decision-maker, this may leave entrepreneur with two choices that is to reinvest in entrepreneur company and its sustainability, or to exit and cash out to begin new ventures this is the point where actual new startups are expected to happen. If entrepreneur decide to expand further, entrepreneur will need to ask entrepreneur self the same questions entrepreneur did at the expansion stage, many at this stage also look to move on through a sale. After a period of stability and success, a business may start to decline in revenue, Dis economies of scale, Economies of scale, profits, internal structure and external brand reputation. A sure sign of any company's decline is when leaders and owners no longer show an inclination toward investing in people or technology, but instead look at what they can take from the business as they plan their withdrawal. However, renewal efforts should really begin before the decline phase sets in – good business leaders should be able to anticipate the change in business and market beforehand. This could be a partial or full sale, and of course depending on the

company type, the negotiation may be a whole new journey in itself. Navigating The Business Lifecycle is businesses will not experience every stage of the business lifecycle, and those that do may not necessarily experience them in chronological order. In some of the businesses may see astronomical growth right after Startup, and the founders may decide to cash out right away, jumping straight to that exit stage. For many companies, though, there will be some sort of resemblance to the stages defined above, and awareness may help entrepreneur anticipate what is coming next and how entrepreneur can best prepare entrepreneur self and entrepreneur team to maximize entrepreneur chance of success. Making the right decisions at each stage is another thing altogether, however, and that will require entrepreneur usual mix of gut instinct and practical business sense in the up and down of the business activity.

ISSUES AND CHALLENGES

A business goes through various stages of development, facing different cycles throughout the life of the business. What business has to focus on today may not be what's important tomorrow, and business challenges will change and require different approaches to be successful of the business in the future course of action. In the process of business development, the growth of a small business, a company will go through the stages of the business life cycle and encounter different challenges that require different financing sources. When the prices are penetrating business has to look out different strategies. As the business matures, operations and priorities will change therefore requiring business financing source will also change. Entrepreneur need to be able to anticipate upcoming challenges and financing sources entrepreneur will need to succeed at each stage of the business lifecycle. The seed stage of entrepreneur business lifecycle is when entrepreneur business is just a thought or an idea. Most seed-stage companies will have to overcome the challenge of market acceptance and pursue one niche opportunity. A business will go through the stages of a business lifecycle similar to a tree's lifecycle. As a seedling that sprouts and matures, the tree will require different amounts of resources through the stages of its lifecycle. Understanding the different stages of the business lifecycle will help entrepreneur prepare for

the obstacles that entrepreneur business will needs to conquer in order to succeed. Do not spread money and time resources too thin. At this stage of the business the focus is on matching the business opportunity with entrepreneur skills, experience, and passions. Other focal points include deciding on a business ownership structure, finding professional advisors, and business planning. Early in the business life cycle, with no proven market or customers, the business will rely on cash from owners, friends, and family. Other potential sources include suppliers, customers, and government grants. business now exists in legal terms. Products or services are in production, and entrepreneur have entrepreneur first customers. If business is in the start-up lifecycle stage, it is likely entrepreneur have overestimated money needs and the time to market. The main challenge is not to burn through what little cash entrepreneur have. Entrepreneur need to learn what profitable needs entrepreneur clients have and do a reality check to see if entrepreneur business is on the right track. Start-ups require establishing a customer base and market presence along with tracking and conserving cash flow. Owner, friends, family, suppliers, customers, or grants. Revenues and customers are increasing with many new opportunities and issues. Profits are strong, but the competition is surfacing. The biggest challenge growth companies face is dealing with the constant range of issues bidding for more time and money. Effective management is required, as is a possible new business plan. The biggest challenge for entrepreneur s in the development and growth stage is dividing time between a whole new range of demands requiring entrepreneur attention– managing increasing levels of revenue, attending to customers, dealing with the competition, accommodating an expanding workforce. Hiring smart people with complementary skillsets is necessary to make the most of entrepreneur company’s potential during this phase, and so any good founder will be spending a lot of time directly involved in the recruitment process. Learn how to train and delegate to conquer this stage of development. Businesses in the growth life cycle are focused on running the business in a more formal fashion to deal with increased sales and customers. Better accounting and management systems will have to be set up. New employees will have to be hired to deal with the influx of business. Banks, profits, partnerships, grants, and leasing options. Entrepreneur business has now

matured into a thriving company with a place in the market and loyal customers. Sales growth is not explosive but manageable. Business life has become more routine. It is far too easy to rest on entrepreneur laurels during this business life stage, the marketplace is relentless and competitive. Stay focused on the bigger picture. Issues like the economy, competitors, or changing customer tastes can quickly end all entrepreneur have worked for. An established life cycle company will be focused on improvement and productivity. To compete in an established market, entrepreneur will require better business practices along with automation and outsourcing to improve productivity. Profits, banks, investors, and government. This life cycle stage is characterized by a new period of growth into new markets and distribution channels. This stage is often the choice of the small business owner to gain a larger market share and find new revenue and profit channels. Activities Changes in the economy, society, or market conditions can decrease sales and profits. It may quickly end many small companies. Businesses in the decline stage of the life cycle will be challenged by dropping sales, profits, and negative cash flow. The biggest issue is how long the business can support negative cash flow. Consider if it may be time to move on to the final lifecycle stage of exit. Search for new opportunities and business ventures. Cutting costs and finding ways to sustain cash flow is vital for the declining stage. Suppliers, customers, owners. It is a big opportunity for entrepreneur business to cash out on all the effort and years of hard work. Or it can mean shutting down the business. Selling a business requires a realistic valuation. It may have been years of hard work to build the company, but think about the real value in the current marketplace. If entrepreneur decide to close business, the challenge is to deal with the financial and psychological aspects of a business loss. Get a proper valuation of entrepreneur company. Look at entrepreneur business operations, management, and competitive barriers to make the company worth more to the buyer. Setup legal buy-sell agreements along with a business transition plan. Find a business valuation partner. Consult with entrepreneur accountant and financial advisers for the best tax strategy for selling or closing out the business. Each stage of the business lifecycle may not occur in chronological order. Some businesses will be quickly going from Startup to exit this is case need

observation. Others will choose to avoid expansion and stay in the established stage. Whether entrepreneur business is a glowing success or a dismal failure depends on entrepreneur ability to adapt to its changing life cycles. What entrepreneur focus on and overcome today will change in the future. Understanding where entrepreneur business fits in the lifecycle will help entrepreneur foresee upcoming challenges and make the best business decisions.

FINDINGS OF THE STUDY

In the process of successful business development some of the important element, integrity is essential for the individual and the organization. It's especially important for top-level executives are most important in the case to understand accordance of business fluctuations entrepreneur who are charting the organization's course and making countless other significant decisions. In the seminal work, Stock and Watson (2003) state that the cyclical component of real GDP is a suitable proxy for the overall business cycle, due to the fluctuations in aggregate output which is at the core of the business cycle. However, decision-makers for economic policy need to consider this kind of business cycle indicator at a high frequency, which is usually not available at the desired frequency of the GDP series. Moreover, growth rates in the indices of industries based on service actively move in the same direction as business cycles (e.g. Marczak & Gómez, 2017). Despite these efforts in understanding the activity of the business cycle in determining economic behaviour, in the above literature real GDP typically served as a basis for constructing a business cycle indicator, but one which was only available at lower frequencies. Learning agility is the ability to know what to do when entrepreneur don't know what to do. If entrepreneur 're a "quick study" or are able to excel in unfamiliar circumstances which will enable the way forward to good qualities of women entrepreneur. When they are taking a risk, a bit of research and a gut reaction is all entrepreneur really need to make a good decision. Wading in a swamp of pros and cons will only activate fear. The more entrepreneur goes into an analytical mode, the more entrepreneur activates the part of the brain that makes entrepreneur fearful and demotivated. Empathy is correlated with job performance and is a critical part of emotional intelligence and leadership

effectiveness. If entrepreneur show more inclusive leadership and empathetic behaviours towards entrepreneur direct reports, our research shows entrepreneur 're more likely to be viewed as a better performer. It can be hard to speak up at work, whether entrepreneur want to voice a new idea, provide feedback to a direct report, or flag a concern for someone above entrepreneur. That's part of the reason courage is a key skill for good leaders. Rather than avoiding problems or allowing conflicts to fester, courage enables leaders to step up and move things in the right direction. Another important quality of an entrepreneur it is to be noted that, if an entrepreneur is able to accomplish essential tasks whether he is feeling up to it or not), then he will be able to achieve higher success. Self-discipline basically means to master the inner self and inner emotions to generate a sense of responsibility of getting the job done, which fosters self-direction. Treating people with respect on a daily basis is one of the most important things a leader can do. It will ease tensions and conflict, create trust, and improve effectiveness. Respect is more than the absence of disrespect, and it can be shown in many different ways. In contrast, the framework proposed in the present paper takes on board the contribution of high frequency over an extended period to account for most of the fluctuation in the economies under consideration The advantage of adopting the industrial production series frequency is that the business cycle can be formulated in terms of higher frequency instead of lower. In the business cycle literature, it is well acknowledged that short-term cycles of industrial production and GDP are closely aligned with each other (Burns & Mitchell, 1946). Such a decomposition technique is particularly useful in studying cyclical movement because it tends to model fat tails data using a driven parameter through the Kalman filter (Durbin & Koopman, 2012; Harvey & Trimbur, 2003). Put differently, this model estimates the cycle frequency by estimating an unobserved component model (UCM) using the maximum likelihood method. The frequency and variance of the model-based filters are significantly can be estimated. The notation emerging here is that the cycle is centred on low-frequency components. So, in this study we understood that fluctuations in economic activities will be causing the growth of startups.

CONCLUSION

Macro-Economic factors like inflation, Rate of interest, GDP will influence in different ways. it is certainly sad to consider the astronomically high failure rate for most startups, there is a lot to be learned from their trials and tribulations. Knowing the challenges ahead of time can provide a roadmap and game plan to overcoming the obstacles and successfully moving through each phase of the Startup life cycle. But entrepreneur won't be doing it alone. Working with experienced consultants, venture capitalists, the right service provider, and other important partners is the real key to success at different stages. The Business cycles are intervals of expansion followed by recession in economic activity. Typically, business cycles are measured by applying a band pass filter to a broad economic indicator such as Real Gross Domestic Production, Inflation and expansion of economic activity. Here important problems may arise with a commonly used filter called the growth of new ones, in the name of startups.

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