

Social Investment in the Development of Local-based Industries

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Abstract

The development of local-based industry has always been the focus of community work. While social enterprises are attracting more and more attention nowadays, many NGOs follow and delve in this trend as well.

The development of local-based industry is restricted very often because of its small scale, limited resources and lack of management capabilities. Based on a review of 40 local-based industries, this study generalizes the factors, which hinder the development of the industries, into three categories. Moreover, addressing to the three hindrance factors, effective strategies are proposed in this study, following the guidance of sustainable livelihood orientation.

Among all the community resources, usually natural, physical and financial capitals are restricted most. Therefore, this study recommends investing more on human and social capitals strategically as leverage.

Keywords: local-based industry, human capital, social capital, social investment, sustainable livelihood orientation