



CHALLENGES AND OPPORTUNITIES FOR TRIBAL ENTREPRENEURSHIP DEVELOPMENT IN INDIA: AN ANALYTICAL STUDY

Minal Bhosale¹ & Deepak Pawade²

¹Dr. D. Y. Patil Arts, Commerce and Science College, Akurdi, Pune 44

²Rajmata Jijau Shikshan Prasarak Mandals Arts, Commerce & Science College, Bhosari,
Pune 39

Corresponding Author: Minal Bhosale

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ABSTRACT:

The entrepreneurial development leads to industrial development consequently economic development by insuring employment generation, availability of more goods and services, growth in GDP, and growth in the frequency of investment etc. The entrepreneurship provides magical tools to economic development. Now the entrepreneurship has become panacea for development global economy as well as developing country like India. So the development of entrepreneurial competencies and promotion of entrepreneurship is need of the hours. Entrepreneurship is work as an employment creator in the economy. In the most of the developed country entrepreneurship contribute more than 60 % of employment. It is facilitating in improving the quality of life of the people in country. It can be use as a instrument to break the migration of rural people to industrial city by making them entrepreneur so they can produce employment in some extent. Now the Tribal entrepreneurship posses' good potential for investment and employment. The Tribal entrepreneur is facing the problems of infrastructure. The infrastructure is major challenges to Tribal entrepreneur in India. Their technical knowhow knowledge is limited. They are until away from marketing and distribution capability. So the necessary amenities for Tribal entrepreneurship are major challenge to Tribal entrepreneurship development in India. In this research paper an attempt is make to and out the challenge and opportunities of Tribal entrepreneurship. researcher are try to reveal the level of understanding of Tribal environment in which Tribal are interested to work and nature of business in which they have opportunity and want to engage. It is also focus on the existing problems of Tribal entrepreneur like product marketing, requirements, lack of investor attention and infrastructure problem i.e. Electricity, transportation, water supply and other required amenities.

INTRODUCTION:

The developed nation of the the globe are revealing that

entrepreneurship was driver of their development and it provide the roadmap for developing country. It is

experimented that this roadmap will be applicable in the journey of development of economically backward country as well as society of the developing country. Tribes constitute the poorest section of population in rural areas of India but they are smart in their profession. They generally depend on forest, traditional work and agriculture for livelihood. There is an increasing body of literature which questions the validity of existing intervention of entrepreneurship. The available studies are contributing to highlight the socio-economic, cultural, political and societal aspects of Tribal entrepreneurship. It is imperative to understand the various components of Tribal entrepreneurial variations so that the society creates a large number of Tribal entrepreneurs across the regions of the country. In the present context, Tribal entrepreneurship needs special attention. The need for comparing and developing entrepreneurship among the Tribal of different regions is essential and eventually, to make Tribal society economically in order to better living of standard, decent realization of economic power and sustainable development.

TRIBAL ENTREPRENEURSHIP:

“The procedure of utilization of utility of traditional knowledge, expertise by utilizing available,

supportive resources and infrastructure in new or different way to generate wealth, employment and welfare by Tribal is known as Tribal entrepreneurship” Tribal entrepreneurship must be considered as the employment generator in Tribal economy. Tribal entrepreneurial activity is positively related to Tribal economic development. The country which are now developed, all witnessing the role of entrepreneurship in their economic and global development. Now every economy has a problem that a huge number of unemployment therefore extension of entrepreneurial program and activity became the need of global vision for economic and social development. If the India has the vision to lead globally then contribution of every section of the society in that is very compulsory without that it is not possible because a huge number of populations are not contributing anything in the process of economic development. After independence to present government is continue for their development and time to time drafting, implementing and organizing so many entrepreneurial development programs. After doing all effort by the government situation of Tribal economic development is not satisfactory. So it a time for recognizing a new way that will be assists the Tribal economic development. The promotion of Tribal entrepreneurship is directly related to the socio-economic development of the

poor Tribal population of the country. Therefore Tribal Entrepreneurship must be considered as tactical development interference to speed up the process of economic development of the country. The major business of Tribal are deals in the art, craft, painting, honey, spices, medicines, agricultural products including rice, maize, vegetables, spices, minor forest products and furniture made of bamboo and wood. The frequency of transaction of goods within the Tribal is very less. There are and a wide range prevalence of Tribal to non-Tribal transaction. In present time Tribal depend on non-Tribal for provisions and other food materials. As per record 93% workforce is engaged in agriculture and small infant businesses, and the self-employed sectors. There are a highly need for the formation of Tribal entrepreneurs across the country that is necessary for more inclusive and sustainable economic growth of them. The government is playing a vital role in the development of Tribal entrepreneurship through various community development programs, agricultural Development programs, Self-employment generation programs like Training of Rural Youth for self employment and Entrepreneurship Development scheme have imparted training to several tribe's below 35 years in the field of art, craft, tool and furniture and so on. The various NGO

and microfinance companies have also jump in the field of weaker section development programs.

CHALLENGES OF TRIBAL ENTREPRENEURSHIP:

1. Financial Challenges:

Finance is life blood of enterprise so Tribal enterprise facing the life blood problem. The Tribal has no source of investment. They can only invest their labor and skills. The other government and nongovernment sources of fund which are formed for Tribal economic welfare are not working in such manner. Most of the Tribal are not knowing about how can rise the finance by government sources. If somebody knows, then they are facing complexities of rules & regulation of borrowing of fund. The Tribal entrepreneurs are very poor but having good risk taking ability. They totally depended upon government funding or outside investor. If any how they start any enterprise by arranging startup fund then they facing problem of working capital. There is no any arrangement for working capital for Tribal entrepreneur. If any how they arrange working capital by private medium, their enterprise will be acquired by private lender. Tribal entrepreneurs facing -

- a. Start-up capital problem.
- b. Working capital problem.
- c. Difficulty in borrowing fund.

2. Policy Changes:

Continuous change in the policy by change in the government is not easy to understand by less educated Tribal entrepreneur. There is no any suitable media to directly communicate them about changes and existing style of awakening them about policy changes now remain ineffective. There is no any special and stable policy for Tribal entrepreneur and the implementation and execution of Tribal development policy is until result less or you can say that not satisfactory. It is centralized to only rich Tribal entrepreneur means out of reach to poor Tribal entrepreneur there is no any discrimination on economic basis. Therefore policy is not focusing poor Tribal entrepreneur which are needy instead of rich Tribal entrepreneur.

3. Lack of technical knows how:

The Tribal entrepreneur is away from technical education. They possess the own skill for produce the product but they don't know which technology will use in their enterprise. Their indigenous style of production is very costly. They produce Alcohol and Medicine by traditional method.

4. Low motivation level:

The Tribal entrepreneur has very low motivation because of less educational training and Confidence. They have good skill for running enterprise but they are not courageous for their enterprise development and

taking risk. Most of them don't know monetary value of their traditional skill.

5. Marketing of Product:

The Tribal entrepreneur produce the goods but they don't know how market them. So the marketing capacity of Tribal product is very low that's lead to revenue generation and reinvestment. Tribal entrepreneur until don't know basic concepts of marketing and not using the modern techniques of marketing. They sell their product in neighbour market. They totally unlinked with online marketing. They are not using any promotional, advertising and branding technique for their product. The language problem is also hinder the sale of product because most of Tribal entrepreneur communicating with customer by local dialects they don't know English and not efficient in Hindi. The sale of the product of Tribal entrepreneur is totally depending upon middlemen who pocket more money than entrepreneur. Warehousing and transport is also challenges of Tribal entrepreneur. Lack of specific distribution channel for Tribal product is also a challenge of Tribal entrepreneur. In absence of specific distribution channel they go to distribute their product by traditional marketing method that occur more cost. They don't know segmenting and positioning strategy of marketing. Product pricing strategies play a vital role to survive in the competitive market but they are not use this for their

product then survival is difficult in the market.

6. Lack of infrastructure:

The availability of infrastructure for Tribal entrepreneur is very poor. The Tribal entrepreneurs are always facing the challenges of infrastructure. Anyhow it has improved to some extent but not satisfactory. Until the internet facilities for Tribal entrepreneur is not available so by offline transaction it is impossible to increase market share and market coverage. The transport facilities in Tribal region are not fast and connected to railway except some extent so their distribution is not fast.

7. Developing the Vision and Business idea:

The development of vision and new business idea from existing way of business is a challenge to Tribal entrepreneur. Most of the Tribal entrepreneurs are comfortable with present style of doing business activity. They are not envisioning and forecasting the future because they are not able to do this. They are not ahead of his time so that their relevance is poor in the market. They are unable to think that how can bring the solution of other people's problems

8. Dealing with competition:

The Tribal entrepreneurs using traditional method of production and they are also economically weak so the dealing with mainstream entrepreneur is not easy task for them. By using traditional method of production make

more cost so price of product is high as compare to substitute product. They don't know pricing technique and other competition dealing method.

9. Other challenges:

The Tribal entrepreneur facing so many other challenges which are following

1. Capacity utilization.
2. Overestimating success.
3. Traditional organization structure.
3. Lack of support.
4. Instability stress.
5. Negative mindset.
6. Lack of update skills.
7. Assembling business team
8. Finding right business location.
9. Finding good employee.
10. Fear of taxes.
11. Inadequate stock or inventory.
12. Consistent with industrial change and trends.
13. Maintaining ecological balance.
14. Obsolescence of indigenous technology.
15. Assembling of raw material etc.

OPPORTUNITY OF TRIBAL ENTREPRENEURSHIP:**1. Herbal Product:**

The major availability of raw material of herbal products assures the cheapest production of the product. Tribal of this area are also expert in produce such type of product. So there are a bright opportunities to establish herbal manufacturing

units. The Indian herbal domestic market can be broadly classified into two categories. The first one is market of raw material required for manufacturing unit and second is market of niche goods like medicines, health supplements etc. according to report of ASSOCHAM the Indian herbal industry is likely to be twice from 7,500 crore to 15,00 crore by 2015. It is expected to have a compound growth rate of 20%. The herbal product comprises Amla, Sargol, Senna, Ashwagandha, Alo-vera, has strong demand which account for 75% of raw material used in manufacturing of Ayurvedic product.

2. Handicraft Product:

The handicraft sector playing a vital role in employment generation and export in Indian economy it is fragmented in 7 million of regional artisans and approximately 67,000 exporters are engaged to promote domestic and global market. During the 2014-15 it has reached to US\$ 4.5 billion by 15.4% increase over the previous year. The most developed countries of the world like US, UK, The UAE, Germany, France, Latin America, Italy, Netherlands, Canada, and Australia are the destinations of Indian handicraft export. The US accounts for 26.1% in 2014-2015 of handicraft export and it is just followed by EU accounting for 24.7 percentages. The government of India set up Export Promotion Council for Handicraft under the control of Ministry of Textiles Government of India. The art

of produce art and craft products is the genetic capability of Tribal so they are obviously expert in that and the ingredients of these products also found in Tribal area so there are major opportunities to utilization and cash of these Tribal art.

3. Agriculture:

Agriculture is the main base of livelihood of Tribal. Maximum of Tribal are engaged in agriculture but they do not know about the Agrirunership. Therefore major opportunities are of Agrirunership in tribal area.

4. Tourism Business:

So many temples and other public gathering places are situated in the Tribal area. There is a high need to develop them as a tourist spot. Now days the tourism business accounts for 10% of world trade and 20% of total service sector of the world. The tourism business in India is growing significantly. According to world travel & tourism council it is generating 8.31% Lakh crore or it is contributing 6.3% of total GDP by 2015 in India. The tourism industry has a good contribution in employment generation. It is accounted for 8.7% of total employment by generating 37.315 million jobs. It is expected to grow at the rate of 7.5% by 2025. India ranked 52 out of 141 countries by travel & tourism competitiveness report 2015.

5. Minor Forest Product Business:

The unorganized minor forest product market in India, witness

the less utilization of such type of resources. There is an opportunity to explore them in an organized form. Beside above explained some other opportunities of Tribal entrepreneurship is following.

1. Participation in Make in India program.
2. Participation in startup India program.
3. Free entry into world trade.
4. Dairy business
5. Mineral mining.
6. Horticulture.
7. Beverage & Alcohols
8. Warehousing, cold storages, packaging units.
9. Education sector.
10. Encouragement of innovation and inventions.
11. Update policy and program for Tribal development.
12. Social and cultural development.
13. Benefit of specialization in indigenous production.
14. R & D centre for Tribal production.

CONCLUSION:

The Tribal entrepreneurs facing several challenges to survive or being exist in the market of competitions. They have not infrastructural facilities to liquid their business idea or expand existing enterprise. They are facing financing challenges to initiate or circulate their production process. The

Tribal entrepreneurs have traditional skill and expertise that should be updated by new innovative techniques of production. They continuously are facing marketing & management challenges. To market their production and manage for traditional organization structure uses own principle but for expansion of enterprise they have to know modern tools & techniques of marketing and management. Now the Aadhar linked plan of financing could be helpful to financing Tribal entrepreneurs because prior to this plan they were facing complexities of formalities by financing institution to avail the financing assistance for initiating or continuing their enterprise. Tribal entrepreneurs have to train internet marketing and internet promotional techniques of their enterprise because internet is currently has been chief and worldwide source of marketing and promotion. So there is need to create the right environment for success of Tribal entrepreneurs. The government should insure that Tribal entrepreneurs have access to updated entrepreneurial skills. The access of smart capital for Tribal entrepreneurs is also compulsory. A networking and exchange system should be promoted by government or Tribal entrepreneurs for exchanging their services and consultancies among them. Both the Central and state government will take more interest for promotion

and development of Tribal entrepreneurship. A separate Tribal chamber of commerce should be established by government or Tribal entrepreneurs in the country.

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