



Vidhyayana - ISSN 2454-8596

An International Multidisciplinary Peer-Reviewed E-Journal

www.vidhyayanaejournal.org

Indexed in: Crossref, ROAD & Google Scholar

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**GREATER SOCIAL MOBILITY OF TRIBAL WOMEN IN RURAL
JHARKHAND: ENTREPRENEURSHIP IN TRIBAL WOMEN: A CASE
STUDY FROM JHARKHAND**

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Abstract:

Entrepreneurship is multi-dimensional; it involves analyzing people and their actions and how they interact with their environments, be these social, economic, or political, and the institutional, policy, and legal frameworks that help define and legitimize human activities. Despite men and women gliding through the same entrepreneurial process, women face distinct dimensions and intense challenges in realizing their potential. That is why the field of women's entrepreneurship has attracted considerable attention from academicians, practitioners, and policymakers. This work attempts to explore Entrepreneurship in tribal



women in Jharkhand and analyze the main factors affecting and know the obstacles faced by them.

Introduction:

An entrepreneur learns by observation, socialization, and through action and reflection of past experiences. Entrepreneurial learning helps develop personal, social, managerial, and entrepreneurial competencies. These competencies are essential for the performance of an enterprise.

Entrepreneurship is the ability and readiness to develop, organize and run a business enterprise, along with any of its uncertainties to make a profit. The most prominent example of entrepreneurship is the starting of new businesses. In economics, entrepreneurship connected with land, labor, natural resources, and capital can generate a profit. The entrepreneurial vision is defined by discovery and risk-taking and is an indispensable part of a nation's capacity to succeed in an ever-changing and more competitive global marketplace.

Entrepreneurship is multi-dimensional; it involves analyzing people and their actions and how they interact with their environments, be these social, economic, or political, and the institutional, policy, and legal frameworks that help define and legitimize human activities. Entrepreneurship involves a range of activities and levels of analysis that no single definition is definitive. It is complex, chaotic, and lacks any notion of linearity. As educators, we have the responsibility to develop our students' discovery, reasoning, and implementation skills so they may excel in highly uncertain environments.

The entrepreneur is defined as someone who has the ability and desires to establish, administer and succeed in a startup venture along with risk entitled to it, to make profits. The best example of entrepreneurship is the starting of a new business venture. Entrepreneurs are often known as a source of new ideas or innovators and bring new ideas to the market by replacing old ones with new invention. It can be classified into small or home businesses to multinational companies. In economics, the profits that an entrepreneur makes is with a combination of land, natural resources, labour and capital. In a nutshell, anyone who has the will and determination to start a new company and deals with all the risks that go with it can become an entrepreneur.



The word “entrepreneur” originates from a thirteenth-century French verb, *entreprendre*, meaning “to do something” or “to undertake.” By the sixteenth century, the noun form, *entrepreneur*, was being used to refer to someone who undertakes a business venture. The first academic use of the word by an economist was likely in 1730 by Richard Cantillon, who identified the willingness to bear the personal financial risk of a business venture as the defining characteristic of an entrepreneur. In the early 1800s, economists Jean-Baptiste Say and John Stuart Mill further popularized the academic usage of the word “entrepreneur.” Say stressed the role of the entrepreneur in creating value by moving resources out of less productive areas and into more productive ones. Mill used the term “entrepreneur” in his popular 1848 book, *Principles of Political Economy*, to refer to a person who assumes both the risk and the management of a business. In this manner, Mill provided a clearer distinction than Cantillon between an entrepreneur and other business owners (such as shareholders of a corporation) who assume financial risk but do not actively participate in the day-to-day operations or management of the firm.

Entrepreneurship in Women

Despite men and women gliding through the same entrepreneurial process, women face distinct dimensions and intense challenges in realizing their potential. These barriers were found to vary differently based on various researches (Mehtap et al., 2019; Nsengimana et al., 2017; Ogundana et al., 2021; Prashar et al., 2018; Rattanawiboonsom & Ali, 2016; Solanki, 2019; Tanusia et al., 2016). Additionally, the researchers opened a unique avenue of investigation (Rattanawiboonsom & Ali, 2016; Veljkovic et al., 2019; Welsh et al., 2018), which found differences in the entrepreneurs on their family background and involvement in the business.

The Government of India defines women entrepreneurship as "an enterprise owned and controlled by a woman having a minimum financial interest of 51% of the capital and giving at least 51% of the employment generated in the enterprise to women". However, an additionally functional definition comes from (Prashar et al., 2018): a practice where females systematize various production elements, are willing to take risks and be responsible for employing other people.



The social status of Jharkhand women like any other community of India is realized on the traditional patriarchal form which since ages has succeeded in having a control over different areas of women's lives. Their role is exclusively defined in terms of household management and matrimonial duties. They are subjected to expectation that they replenish the race by bearing children. For majority of them, life itself has been a long hurdle race, both within and outside the family. Women in Jharkhand are not very different from women elsewhere in the country in terms of discrimination and disadvantages. (Jharkhand Economic Survey, 2020-21)

That is why the field of women's entrepreneurship has attracted considerable attention of academicians, practitioners and policymakers (Brush et al., 2009; Minniti et al., 2005). Although this movement has been gaining ground worldwide, India is catching up with the trend. Efforts are made to harness entrepreneurial ability of Indian women, who have approximately 50 percent representation in the population (Women and Men in India, 2013).

'Women entrepreneur' is a women or group of women who initiate, organize and runs an economic activity with the motive of profit. Government of India has defined Women Entrepreneurs based on women participation in equity and employment of a business enterprise owned and controlled by a woman having a minimum financial interest of 51% of the capital and giving at least 51% of the employment generated in the enterprise to women. In addition to the general problem faced by women worldwide, Indian women entrepreneur's issues are attributed to social and cultural factors. Cultural and social traditions play a significant role in determining who becomes an entrepreneur and often inhibit women from starting their own enterprise. Though, there are many obstacles in the way of women entrepreneurship, the percent of women entrepreneurship has increased over period, from 7.19 % in 1992-93 to 10 % in 2000-01 and in 2010-11 it reached to 13.72 % in spite of their near stagnation in work force participation i.e. 22.3% in 1992-93, 25.7% in 2000-01 and in 2010-11 is 25.5%. Jharkhand is a naturally rich state but has low economic development with a high degree of poverty (49%). Since its inception, job creation in the government sector is not taking place due to socio-political reasons. Private jobs have their own limitation. Although state GDP (12.1%) is more than the national GDP (7.6%), the PCI of Jharkhand is only 62.92 % of national PCI in 2015-16. Women entrepreneur development in the state is



required as it plays a vital role in economic growth. The number of women entrepreneurs in the state in 2001 was only 3.71%. Jharkhand has enormous opportunities for increasing women's entrepreneurship which would add to and enhance the rate of socio-economic development in the state.

Objective:

The main objective of this study tends to highlight the status of entrepreneurship in tribals of Jharkhand. Choices of business and ideas and the opportunities and obstacles they face.

- To explore Entrepreneurship in tribal women in Jharkhand
- Analyze the main factors affecting and know the obstacles faced by them.
- And to highlight the government programs favoring entrepreneurship in tribal women.

Methodology:

The research approach used is the case study method to generate an in-depth, multi-faceted understanding of a complex issue in its real-life context. It is an established research design that is used extensively in a wide variety of disciplines, particularly in the social sciences.

This would include qualitative analysis that involves careful and complete observation and deals with the processes and their interrelationship.

Background:

The state of Jharkhand was formed in the year 2000. The state is known for its rich flora-fauna and mineral resources, and at the same time, it is also one of the EAG (Empowered Action Group) states. On one side, 40% of Indian mineral resources are found in Jharkhand, and on another side, 39.1% of the Jharkhand population is living below the poverty line (UNDP, 2011). According to the census of 2011, Jharkhand has a total 8,645,042 ST (Scheduled Tribe) population, which is approximately 26% of the Jharkhand total population and 8.29% of the Indian total tribal population. There is a total of 32 Scheduled Tribes in Jharkhand out of these, 9 are Particularly Vulnerable Tribal Groups (PVTGs). However, more than 90% of the tribal population resides in rural areas in Jharkhand, where 24.05% of Jharkhand's total population lives in cities and the rest 75.95% in rural areas as per census



2011). The RBI (Reserve Bank of India) Handbook of Statistics on Indian Economy and Economic Survey of India 2010-11 reported that the contribution of Industry to the NSDP (Net State Domestic Product) of Jharkhand in 2009-10 is more than double of agricultural assistance. In years 2009-10, agriculture contributed 16.68% to the NSDP and industry contributed 35.82%, while the gift of the service sector was the highest with 47.50% (RBI, 2011).

Although the state of Jharkhand has such a huge reserve of resources, but the situation of employment for the labor force is deplorable, as revealed in the Jharkhand Economic Survey 2016 -17. The report pointed out that the ratio of primary workers to the total workforce in Jharkhand is 52.05%, against the national average of 75.23% in 2011. This ratio witnessed a sharp decline as in 2001, it was 63.77% in Jharkhand. It is mentioned in the report that the reason behind the sharp decline of more than 10% is related to the availability of employment opportunities in the state. The report further stated that regular employment opportunities are insufficient in Jharkhand, and the available workforce is also incapable of grabbing the available additional employment opportunities in the state (GoJ, 2017). However, the government of Jharkhand, along with the central government, launched many schemes for skill enhancement like Model Career Centre, Pradhan Mantri Kaushal Vikas Yojna (PMKVY), Deen Dayal Upadhyay Grameen Kaushalya Yojana (DDUGKY), Saksham Jharkhand Kaushal Vikas Yojna (SJKVY), Craftsman Training Scheme and Skill Development Mission.

The state of Jharkhand has proposed to provide training to women, they are encouraged to participate in small-scale industries by using locally available resources so that the women can become self-dependents. The need of the hour is to promote this concept and assist for it to percolate down to the community at large and to strengthen the women further and promote forward linkages. The study focused on status of women entrepreneurs in Jharkhand (Jharkhand Economic Survey 2020-21).

The government and NGOs are encouraging the promotion and development of women's entrepreneurship. Therefore, successful women entrepreneurs can be nurtured through appropriate intervention programs.



NITI Aayog organized India's first Global tribal Entrepreneurship Summit in Dantewada, Chhattisgarh, on 14th November 2017, to motivate and support these tribal entrepreneurs and to address the problems of tribal and rural areas. The main aim of this summit was to inspire and promote the enthusiasm of young entrepreneurs to address low literacy, poor health, poverty, and malnutrition using the power of enterprise and technology.

TEDP

The Tribal Entrepreneurship Development Program (TEDP) is aimed at improving the lives of the tribal community of India. The program is focused at providing a platform to tribal artists that can help them reach the international market. This is another step towards 'Atmanirbhar Bharat'. With technology taking over the business sector, TEDP will train a large number tribal artists and help them market their products in the current market. The Ministry of Tribal Affairs and ASSOCHAM have collectively joined hands in making this policy a success story for the upliftment of the tribal community.

TRIFID

It was established in August 1987 under the Multi-State Cooperative Societies Act, 1984 by the Government of India as a National level Cooperative body under the administrative control of the then Ministry of Welfare of India, with the basic mandate of bringing about socio-economic development of tribals of the country by institutionalizing the trade of Minor Forest Produce (MFP) & Surplus Agricultural Produce (SAP) collected/ cultivated by them. As a market developer and service provider, the objective of TRIFED is socio-economic development of tribal people in the country by way of marketing development of the tribal products on which the lives of tribals depends heavily as they spend most of their time and derive a major portion of their income.

The philosophy behind this approach is to empower tribal people with knowledge, tools and pool of information so that they can undertake their operations in a more systematic and scientific manner. The approach involves capacity building of the tribal people through sensitization, formation of Self-Help Groups (SHGs) and imparting training to them for undertaking a particular activity, exploring marketing possibilities in national as well as international markets, creating opportunities for marketing tribal products on a sustainable



basis and creating a brand. TRIFED's MSP for MFP & VanDhan program is in line with the "The Scheduled Tribes and Other Traditional Forest Dwellers (Forest Rights Act, 2006)", a key forest legislation passed for securing protection & livelihood of poor tribals and concerns with the rights of forest-dwelling communities to land and other natural resources.

Case Studies:

Case Study 1: Meet Aruna Tirkey, who is bringing back the tribal cuisine of Jharkhand with her restaurant 'Ajam Emba'! Keeping the Adivasi food culture alive, Aruna Tirkey is here to serve you some authentic, and traditional recipes from different tribal cuisines at her restaurant 'Ajam Emba' in Ranchi.

Before opening up of its kind restaurants at Kanke Road in Ranchi, Aruna Tirkey was working with the UN for the implementation of the Forest Rights Act. Tirkey holds a PG Diploma in Rural Development and has experience of over 15 years working for the Adivasi communities of Jharkhand and Madhya Pradesh. In 2016, after winning the first prize for the tribal cuisine in a cooking competition, organized to celebrate International Indigenous Day, she was motivated to revive tribal cuisine and started Ajam Emba, which translates to delicious food in Kurukh language, spoken by nearly two million Oraon and Kisan tribal people.

“My parents were connoisseurs of the traditional food too, and they have been a big influence on me when it comes to traditional food. My father would collect leafy vegetables like Chakod, and Katai Saag by his hands and would harvest them. He would encourage me to eat them as they are very nutritious. My mom was also very fond of river fish. So, food was always in my mind, and it was an inspiration when I got the idea of putting this concept into a restaurant.”, says Aruna Tirkey.

Tirkey had made a Santhali dish, Jheelpeetha in that competition and won the first prize. It was the turning point when she decided to protect the Adivasi cuisine.

Besides running Ajam Emba, Aruna is also very active in educating people about Adivasi food.” I am training girls and women in my locality. Also, I take online sessions and workshops on traditional food. I have done one for Kolkata university recently, and I have even spoken in Japan about the same.”, she mentioned.



Ajam Emba is not your typical restaurant. It has done a remarkable job and has brought a genuine change in the mindset of people. The ingredients that were earlier not eaten popularly have now become people's favorite." There is this one type of millet Gondhli, which we use in one of our desserts. The people of the tribe Monda were using it as fodder. I used to buy Gondhli from them, and they would question where I would use it?"

They had a myth that eating Gondhli means you are poor. So, they don't eat it keisekhavege to hamareGhar me KuchthiknahiHoga. So, after I started sourcing it for Ajam Emba from these farmers, the production of the millet gradually increased. People have started eating it too. Also, the same situation was with Maar Jhor, also called the food of the poor, but now they have it.", she said.

Case Study 2: Manisha Oraon

State Focal Point, Jharkhand State, Indigenous Youth Network of India

Life-time Member, Jharkhand State, Akhil Bhartiye Adivasi Vikas Parishad

President, Paroksha Foundation (Jharkhand, Ladakh, Assam)

General Secretary, JITPA (Jharkhand Indigenous and Tribal People for Action)

Founder, Paroksha Dental Care, Jharkhand

Founder, The Open Field Farms – A venture to promote and empower tribal livelihood through Agro-tourism. Open Field Farms has been studied for the concept of Sustainable Farming and livelihood by University of Bologna, Italy.

President – Business Network India, Celebrities Chapter – Ranchi

Former Director –Adventure and Tourism, UpEventlyXotira, Delhi

Former Associate Dentist – Medwell Venture Private Ltd (2015-2016)

Former Dental Surgeon – Hosmat Hospital, Bangalore (2016-2018)

Former Dental Surgeon – Mobident, Doux Dentistry, Bangalore (2017-2019)



Case Study 3: How This Tribal Woman from Jharkhand Became an Entrepreneur by Making Bamboo Handicrafts

The COVID-19 pandemic has been a blow to many entrepreneurs, particularly those involved in small businesses. Many of them have shut down, or are on the brink of closing down due to the financial difficulties inflicted by subsequent lockdowns.

There are also others, who keep on fighting and are exploring more avenues when one door gets shut. 33-year-old Mira Devi, a native of Kelo, a tribal village in Khunti district Jharkhand, is one such enterprising woman who is refusing to give up. Mira, who belongs to the Santhali tribe, had been a regular attendee in handicraft fairs across Jharkhand is now planning to open her own handicrafts shop in Khunti as regular craft exhibitions have come to a halt due to the pandemic.

Over some time, she had become more confident than she was three years ago - when her life was confined to the village surrounded by forest. Like most of the community, Mira and her family too depended on nontimber forest produce collections from the forest like Lac, Chironji, Mahua, bamboo, etc. to earn a living. The only other income the family had was what her husband Birsa Manji earned in occasional masonry work, which was around Rs 7,000-8,000/- per month.

Like other women, she is responsible for domestic household chores and rearing children as a housewife. Still, they faced difficulties as one person's income was insufficient for the household to meet their requirements due to irregular masonry work in the locality. That is when an opportunity came knocking on her doors in the form of skill development training.

The life-changing moment came from training in bamboo handicrafts by a local NGO called Torpa Rural Development Society for Women (TRDSW) and EdelGive Foundation. Like most tribal women in her village, Devi too had the basic knowledge on working with bamboo, but nothing beyond it. In February 2018, when Mira participated in the one-month bamboo handicraft training and she learned how to enhance her skills and turn the bamboo into pieces of handicrafts.



Determined to make the most out of what she learned, Devi took the initiative and followed it up with more training, where she learned some decorative and creative antique design-making with bamboo. The mother of two's confidence in herself and her bamboo art increased. Using local bamboo, she prepared antique bamboo handicraft designs such as an assortment of globes, pen stands, boxes, lanterns, etc. to compete with market products. In the same year, Mira got her first break, when she was allowed to participate in SARAS MELA 2018 in Ranchi by TRDSW to showcase her handicrafts.

By the following year, Mira became a regular attendee in such fairs and her bamboo handicrafts became a hit wherever she went. This has had a positive impact on the family's fortunes as well.

Case Study 4: How this tribal woman from Jharkhand is supporting her family by running a micro-business.

Cristina Herenj, a 25-year-old from Khunti, Jharkhand, is now running a small vegetable business and is the main breadwinner of her family.

In Jharkhand, there is a quaint little village called Patrayur, situated about 13 kilometers away from Torpa block, Khunti district. About 230 families live in the hamlet who mainly rely on agriculture for their livelihood. While Hindi is one of the main languages of the populace, they also speak Sadri, a language native to Jharkhand, Bihar, Chhattisgarh, and Odisha, as well as Mundari, which is specific to the Munda and Bhumij tribes native to Jharkhand, Odisha, and West Bengal. The villages surrounding Patrayur flourish with agricultural activities and are known for growing quality produce, including cauliflower, cabbage, pumpkin, green beans, etc. But while agriculture is one of the main sources of livelihood, some women are also engaged in small and micro-businesses to meet their household requirements. Among them is 25-year-old Cristina Herenj, a woman of the Munda tribe who lives in a joint family of 10 with her children and her husband, Deepak Topno. While caring for the children, she also had to find another source of income to make ends meet.



Case Study 5: Jharkhand tribal woman improved her family's income; now mobilises others to better their lives.

Jharkhand-based tribal woman SushanaGuriya talks about how she increased her income from Rs 25,000 a year to over Rs 3 lakh from her lac harvest.

SushanaGuriya is a tribal woman from Jharkhand's Khunti district. Despite receiving above-average rainfall in the monsoon, and a vast network of rivers and streams, the families with small landholdings struggle to make ends meet and earn a livelihood off their farms. Lack of information on how to develop the land, poor infrastructure, and limited market access have made the situation worse. Many have left their villages in search of jobs in the city. Sushana's family of seven, including her two children, were entirely dependent on the income that the 27-year-old and her husband would make from cultivating the land for three months in a year and as daily wage laborers. Her land lay fallow for the rest of the year. The family struggled to make ends meet on Rs 25,000 a year.

In 2017, the family's fortunes changed when Sushana joined 21 other tribals and went for a one-week lac processing training at the Indian Institute of Natural Resins and Gums (IINRG), Ranchi, with the support of Torpa Rural Development Society for Women (TRDSW) and Edelgive. Lac is a type of natural resin secreted by *Kerria lacca* or Kerr. This tiny insect is intentionally reared on the barks of indigenous trees like palas, kusum, and ber. These insects secrete a sap that encrusts the branches of the trees. This resin is later scraped off and used in the production of shellac found in dyes, resins, wax, cosmetics, and pharmaceuticals.

Conclusion:

- In rural areas, selections of work and occupation and even business tend to follow the hereditary adoption, caste system, and religious and sex differentials, which affect the ideology and capacities of the individuals.
- All relevant agencies need to formulate suitable and separate policies for encouraging and promoting entrepreneurship skills among tribal women in Jharkhand.
- The study also indicated that loans accessibility from various funding agencies and awareness and clicheprograms were an essential tool to increase their business skill and potentialities.



Vidhyayana - ISSN 2454-8596

An International Multidisciplinary Peer-Reviewed E-Journal

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- Entrepreneurial educational institutions and skill training institutes should be located in different regions to make them accessible for the youths and to motivate them to start up new businesses. It will also help reduce the regional disparity in the state.
- Awareness programs with the help of successful tribal entrepreneurs as role models should be implemented to reduce the social stigma towards taking up new businesses in the tribal community.
- Capital support and market linkage should be regularly given and monitored by the government.
- Agriculture, forestry and mining-based allied sectors should be promoted for entrepreneurial activities to have optimum utilization of available rich biodiversity in the state.



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