

EXPLORING THE SCIENTIFIC RESEARCH

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DR. NURUL ISLAM

and

DR. MD JAHIRUL HOQUE

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Editors

Dr. Nurul Islam

Editor in Chief of the 'Emerging Trends in Scientific Research' International
Edited Book of Multidisciplinary Studies & Former Research Scholar,
Department of Sanskrit, Assam University, Silchar, Assam, India

Dr. Md Jahirul Hoque

Teacher, Orator, Motivational Speaker & Former Research Scholar,
Department of Arabic, Assam University, Silchar, Assam, India

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Chapter - 7

Differently Abled Tribal Entrepreneurs of Manipur: A Case Study

¹Abel Ariina and ²Dr. G. Albin Joseph

¹Ph.D. Scholar, Department of Social Work, Assam University, Silchar, Assam, India

²Assistant Professor, Department of Social Work, Assam University, Silchar, Assam, India

Abstract

This paper fundamentally present three case studies of differently abled tribal entrepreneurs who are into the field of entrepreneurship establishing their own enterprises. Entrepreneurship in simple term is a process of starting a business involving lots of innovation, creativity, hard-work and dedication. In entrepreneurship risk plays an important role in order to succeed at the end.

The purpose of this paper is to study how the differently abled persons are capable in fighting the problems of life due to their disability and run their enterprises successfully in the society. For the purpose of the research, literature review and three in-depth case studies are employed. The respondents are Naga Tribal entrepreneurs selected from Senapati-a hill district of Manipur State. The research paper consists of the introduction of the topic, overall review of literature, methodology, main findings (case studies), suggestions and conclusion. The case studies reveal the socio-economic condition, life style, problems faced in the entrepreneurship due to disability, and SWOT analysis of their enterprises of differently abled tribal entrepreneurs.

In the present days, it is observed that very few people who are working, supporting and talking about people with disability who wishes to become successful entrepreneurs as any individual in the society. This category of people should be appreciated, guided and trained properly with some skills in order to excel in their enterprises and become a successful people. They are productive resource to the society and not a burden to the society.

Keywords: Entrepreneurship, differently abled, tribal

Introduction

Disability is a reality for many people around the world and the World Health Organization says that it is a major challenge face by every country and states. There are two primary reasons, an ageing population and the increasing rate of chronic disease around the world. (Alex Martix) This paper seek to find out and explore how the entrepreneurship would change by increasing the disability employment in every sector and encourage them in joining the main stream of life with the other people in the community.

There are people with disabilities in every communities and societies. They do not have equal access to health care, education and employment opportunities as normal people. They have not seeing or received any disability related services or schemes that they require and most of them experience exclusion from everyday life activities of others.

The history of Entrepreneur is interesting, as it appears first appeared in the 16th century when the term was used for bold planners and adventures Frenchmen who organized and led military expedition during those times. The word entrepreneur has come from the France word "entreprendre" which means to undertake, to pursue opportunities, to fulfill needs and wants through innovation, to undertake business. Entrepreneur is a person who undertakes the risk of new enterprise. Most of the people accept that an entrepreneur is a person who creates a business and assume the risk of doing it for the purpose of gaining some profit. An entrepreneur also need to have various skills such attributes like self-confidence, risk-taking ability, skill-use deployment, decision-making, planning and organizing abilities, moreover, the ability to be innovative.

Manipur State can be divided into two parts according to the geographical nature and its settlement. The first is the Valley area and the other is the Hill area. In the Hills it is mostly settled by the tribal communities who are mostly into the agriculture as their main means of economy. The development in the Hills is not as per with the Valleys in every work of life. As in the Valleys it is more developed due to lot of commercial activities besides agriculture are practice in the Valleys.

When we study the employment sector in Manipur it is mainly provided by the state government, central government, Para-military forces, army, hospitals and education in both public and private sector have played important roles in generation of income and employment. Trading and transport have also played important roles in the overall economy of the state. (S. K. Singh).

Tribal have some common characteristics, like culture, language, sense of wee feeling and common life style. When we look at the tribal communities in India many are still living in deep forests areas, economically poor, backward, socially avoided. Tribal people depend for their livelihood on forests products and agriculture.

Dr. M.S. Swaminathan spoke on the tribal entrepreneurship during the Global tribal entrepreneurship meet at Dandewada Chhattisgarh on the 14 November 2017, how tribal entrepreneurship is an important component of human entrepreneurship and how tribal women contribute extensively in conserving India's biodiversity. He said "It is high time we respect tribal wisdom and bring tribal into mainstream development. Their invaluable knowledge will help us with innovative ideas to improve our livelihood and environment security".

In today's world, it is notice that only a hand full of people are working, supporting and talking about people with disability who wishes to become successful entrepreneurs as any individual in the society. This category of people should be appreciated, guided and trained properly with some skills in order to excel in their enterprises and become a successful people. Everyone should respect and treat them as normal people as a resource and not a burden to the society.

Review of Literature

Conducting literature review is a vital component of the research process. Familiarity with the previous research and theory in the area of the study would help in conceptualizing the problem conducted on the study and interpreting the findings.

Throughout centuries, the disabled have been oppressed marginalized and stigmatized in almost all societies. They constitute a section of the population, which is most backward least served and grossly neglected. Person with disability are the poorest of the poor and weakest of the weak, who have been socially, educationally and economically disadvantaged; thus having customarily denied their right to self-assertion, identity and development. (Prashant Srivastav).

Professor Stephen W Hawking said "Disability need not be an obstacle to success. It is very clear that the majority of people with disabilities in the world have an extremely difficult time with everyday survival, let alone productive employment and personal fulfillment. In fact, we have a moral duty to remove the barriers to participation and to invest sufficient funding and expertise to unlock the vast potential of people with disabilities".

Disability is difficult to succinctly characterize as impairment may vary from types, duration stability and severity.

In Manipur the sense of insecurity felt by outsiders mainly on account of negative media reports and misinformation, the state remains unattractive for investment. Then, I was convinced that there was no option other than grooming local entrepreneurs. How do we groom local youths for entrepreneurship and encourage investment in the state? Answer to the first part of the question is not easy. We have to adopt a multi-pronged approach to overcome the challenge. (S. K. Singh).

It is reported that during the 2011 census, 104.2 million persons which is 8.6 percent of the total population were belonging to Scheduled Tribes. Tribes live in the exclusive remote places such as hills and forests. The Scheduled Tribes are socially backward community due to their geographical place. Most of the tribes lived much far away from other social group. They are illiterates and gender variation is also there, women are very low in literacy levels when compared to men, still it is continuing after this much of development of our country. So, it shows that they require programs and campaigns regarding literacy in their places are very essential. (Suresh).

There is lots of scope in the rural areas of Manipur it has a long way to go and to become a flourishing area the rural areas although rich in many natural resources but it is unable to make use due to unskilled and untrained. Therefore it is high time the government make such a policy to boost up the rural areas of Manipur by establishing more training facilities at the village level especially the youth and create more awareness of various programmes and facilities at the rural setup. (Abel Ariina).

Government always gives importance on education and economic status of the tribal people. But still there are many problems other than education also. So, the government should pay attention on each and every aspect above stated problems. The government should be very keen in implementation of these plans without any corruption. So, the benefit will be enjoyed by the tribal people. (Sobha Rani).

Some banks have not ventured out to serve rural customers because banks are expensive to be reached by rural customers and once reached are often too poor to afford bank products. Poor people often have insufficient established forms of collateral (such as physical assets) to offer, so they are often excluded from traditional financial market. The government is providing subsidies to rural areas but due to the high cost of finance, these subsidies are not giving fruitful results. Major sources of finance in rural

areas are loans from regional rural banks or from Zamindars but their rate of interest are usually very high. The government has various institutions for this purpose but the results are not up to the level as expected (Brijesh Patel).

There are many who have excellent ideas for business or are keen in displaying their creativity and ability. Such men or women should definitely be given the chance to come to the forefront and start on their business venture. This will also ensure the effective utilization of human resources. When an entrepreneur starts up their venture, he or she not only ensures self-employment but also generates employment for the people of that society or say locality. This further helps in raising the income level of the families. When the income level of the family increases, the standard of living of the families develops. (Dasgupta).

The biggest challenge that the entrepreneurs in Manipur face when starting a business from scratch is raising needed capital. Competition is the next challenge an entrepreneur face when starting a business. There is cut throat competition in business and market. New entrepreneurs get sucked with market credit policy and price war among business rivalries'. Entrepreneurs in Manipur face many more typical unexpected challenges as compare to their counterparts elsewhere. Disturbing in the State Law and Order. Attitudes of state players and non-state players towards businessman (S. K. Singh).

Methodology

A suitable methodology was chosen to have a fruitful study for the purpose of the case study. The descriptive research design was followed for the study. Both primary and secondary are used as a source of information. The paper is a multiple case study as there are three case studies in the paper.

The Embedded case study was followed as only few aspects of their activity like the economic and the business activity was touch upon as it is connected with the enterprise. For the purpose of this paper the sampling method used is a non-probability was used with convenience technique sampling method as there is no official record of any differently disable record found in the tribal areas of Manipur.

Main Findings (Case Studies)

Case 1: Mr. Loli is 27 years old tribal entrepreneurs who run a grocery shop in the village. He was a college student doing his B.A 2nd year on that fateful day when their bus fill with the college students going for their winter vocation felt into the river where three of his friends died on the spot. He

was seriously and bedridden for three months, ever since then both the leg could not move anymore. It took quite a long time in accepting his reality. With the support of all his friends and well wishers he manages to gain strength and got on a wheel chair and now he is able to move with his wheel chair.

He was a shy guy and never thought of doing any type of business. But it was his Mom who gave him the idea of running a small shop in the village so as to divert his mind and to keep him busy. The thought of his mother gave a light to his life. So, fighting all his shyness and all odds of life he starts running a small shop in his relative's house which they gave the house happily without any rent. He started the business with a sum of Rs 5000/- which he had saved when friends, relatives and well wishers gave him when they visited him during my hard times. A man gave him Rs. 10,000/- to start his business. The shop was built by his sister who is a teacher in private school.

At present the annual income in his business is not less than 70,000. He had never applied for any government schemes or any other as he is not aware of its availability. Whenever he needs money he borrows from Self Help Group (SHG) who gives him with 2% only. There are lots of difficulties in running the enterprise as there are other shops who run some business activities.

With all the profit he manages to expand his small shop into a grocery shop and he also extended his shop and bought a computer and a printer for small paper work as he wanted to prove to the people that even if he is disabled due to his leg but he can do wonderful work. The whole village people knew his fate therefore they all respect him and help him when he is in need and took good care of him. He said "I want others to treat me as a normal person. I don't want others to have extra eyes on me, or extra gifts or anything that goes beyond than normal. I feel more sick and weak been treated in these way".

With all the saving he manages to purchase a three-wheeler (Auto) for the purpose of extra earning besides his shop. He wishes to continue to support his younger sibling for further studies as there is no other to support his younger sisters. He has started to invest his little earning in the SHGs.

Case 2: Mr. H.K Dominic 41 years old married man having four children. He is class ten passed Student. He is physically handicapped from childhood a deformity in his leg as he cannot walk without the help of a stick.

He started to work in spite of his leg deformity with his elder brother in the year 2004. After working for 14 years with his brother he opens his own wheel repair workshop. His income is about 10,000 and 15,000 per month. His repair workshop is only for wheel of any vehicle and per wheel he collects 50 rupees for small car and 100 for the trucks depending on the damages.

The investment has brought him lots of benefits to his family as he is able to support his four children for education. He is able to buy even the rent house where he is running his workshop. He also builds the workshop in a more convenience way and more rooms are build in order to accommodate more Motor Mechanic facilities for others whom he rent the rooms with 1000 per month.

He says that in spite of his disability he is able to run well his workshop and he employs three youths in his workshop. The spot he chooses was on a busy National Highway and also adjacent to a state highway therefore lots of customer comes in his shop. There is no nearby repair shop that makes his business flourish helping him to run his family well. While asking about the financial support he says he never approach anyone but work hard on his own with his brother and the saving has help him to this stage. He says on the government "I never trust the government as he has been trying and waiting for scheme and help but it never reaches him, therefore. I gave up and manage my own"

On asking his future plan he says that now as he is manually doing all the repair work he want to invest and start using machinery as there are many customer and his is not able to finish the job as it takes lots of time. After purchasing the machinery, he wishes to open a spare parts shop too.

Case 3: Mrs Kate a 50 years old lady is a small marginalised entrepreneur from a tribal village who was born with a physical deformity. But this disability made her stronger as she grew up building her business. She is mother having a son who is graduating soon. Her main business is supplying vegetable to Kohima the capital of Nagaland which is 30km from her village.

She is from an economically very poor family. Pressure by the poverty she wanted to do something different that is to use her disability and make it ability and show people that she can be independent earning for herself. She goes to Kohima to her business place on a daily bases and it has been more than 20 years since she is into the trade. And her income per day is not less than 1000 per day. She says that "there are lot of competition from others

business counterpart but it's always a God grace that customer preferred her vegetables over others". Thus she is able to make a good sell most of the time resulting to the financial stability for her family.

She is saving all the income for her own family expense and for her treatment. Her future plan is to invest some money to purchase a small car for the transportation of her goods. Thus she will be able to give one more employment to the unemployed youth as well as generating her own income.

SWOT Analysis

Swot analysis helps in assessing the internal and external factor which is very important for the growth and evaluation of any enterprise. Therefore, SWOT analysis is important to make the entrepreneur understand in a better way their weakness and the strength to continue running their business and excel in their business.

SWOT analysis of the above case studies on their enterprise.

Internal Factor	
Strengths	Weakness
1. Few business enterprise	1. Lack of capital fund
2. Good spot for business	2. Not trained in the field
3. Good customer relation	3. Difficulties in competing with others
4. Cater the need of customer	4. Disadvantage for expansion of business
5. Able to give employment	5. Marketing problem
6. People support	6. High cost of connectivity
External Factor	
Opportunities	Threats
1. Scope of new openings	1. Health problem
2. Family support	2. Competitiveness of market
3. Provision of other traits	3. Credit problem
4. Arrival of new technologies	4. Shifting of customer taste
5. Loyal customer	5. Investment fear
6. Entrepreneurial culture	6. Inadequate stock.

Suggestions

There should be more programmed of awareness be conducted in the tribal areas as they are often neglected. The people should be made conscious that disability is not their choice and they should be respected like any other normal people in the community. There should be provision for disable person to avail various training facilities so that they can participate

in the economic building of the society. There should be financial assistance especially accessible to the disable persons who wish to start their enterprise as it is the key for any business enterprise.

In order to expand the market for the goods and services produced in Manipur, there is need for improvement of logistics especially a right environment like a series of workshop. Especially for the disable tribal so that they come to know their rights and the benefits they are suppose to enjoy. A good infrastructure is needed as the goods should be able to transport easily to the state. Many of the transportation and investors refuse to entre Manipur due to the media that have created lots of rumors scaring everyone.

The people should be made to realize that disability doesn't mean a burden for the society but it should be treated as a resource. Everyone should encourage and support the disable people who are into the entrepreneurship so that they can be dependent themselves.

Conclusion

If the number of entrepreneurs increased, the country will become a developed country from developing country, because it will increase economic growth, reduce unemployment, poverty. From the above few case studies it is reveal that this so called disable person are able to come out of their disability and prove to the people that they have the ability to excel like any other normal people.

The government should create awareness and interest on schemes, policies among tribal people and make them to be benefit holders of those schemes. The government should develop a direct channel to utilize schemes by the tribal people, this leads to develop the tribes in all aspects without any deviations. The continuous follow up also should be there by the government. (Sobha Rani).

There are so many reservations for the disable that is not seen anywhere in the employment sector too. The basic facilities for the disable is never seen in most of the public places therefore, not only the disable person but the common people should help them in order to excess the services they are supposed to enjoy. We need to hold their hands and lead them from disability to accessibility. Thus everyone should encourage those and respect them and help them in their business so that they become a successful person in society. We also need to support any organization or individuals who are working for the differently abled persons.

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