

Challenges and Opportunities of Tribal Entrepreneurship: A Study on Tribal People of Bilaspur, Chhattisgarh

Chandni Sharma¹, Pranav Tiwari², Siddarth Satpathi³

¹PhD Scholar, Department of Commerce, V.Y.T. PG College, Hemchand Yadav Vishwavidyalaya, Durg (CG)

²PhD Scholar, Govt Engineering College, Bilaspur, Chhattisgarh, 465001

³Assistant Professor, J K College of Science, Arts and Commerce, Bilaspur, Chhattisgarh, 465001

Corresponding Author: Chandni Sharma

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ABSTRACT

Tribal entrepreneurship is an economic developmental programme, in which the government and non-governmental organisations provide the skill to the tribal people in order to be self-employed in their own businesses. Chhattisgarh is a newly formed state and have around 30% of its total population recorded as tribal population. Since these people aren't actively involved in different economic development programmes including Tribal entrepreneurship. They face number of challenges while accepting this domain of government. Thus, in the present study the challenges and opportunities for the tribal entrepreneurs of Bilaspur Chhattisgarh are investigated. A pretested and validated questionnaire was used. The major challenges which the tribal entrepreneurs are facing were; financial problems, policy change in less time, lack of technical expertise, low level of motivation, marketing of the product, inadequate infrastructure, creating the business idea and vision, and managing competition. The opportunities which the tribal entrepreneurs of Bilaspur Chhattisgarh have were; agriculture, herbal products, tourism opportunity, handicraft business, and forest product entrepreneurship. The state government should focus on the challenges which the tribal entrepreneurs are facing in Bilaspur Chhattisgarh. Proper initiatives should be taken and schemes should be launched to overcome the reported challenges which tribal people is facing in Bilaspur District. If these challenges are fixed

properly then the tribal people will involve actively in the tribal entrepreneurship programmes in Bilaspur Chhattisgarh.

Keywords: Tribal entrepreneurship, Challenges, Opportunities, Bilaspur

INTRODUCTION

Entrepreneurship plays an essential role in boosting the economy, creating jobs, eradicating poverty, and utilising natural resources for the economic growth of a country (Tehubijuluw, et.al., 2021). It is commonly known that a region's degree of entrepreneurial activity directly affects the region's economic growth to a considerable extent. The myth that entrepreneurs are born no longer holds true; instead, it is now widely accepted that entrepreneurs can be created and nurtured through appropriate interventions in the form of entrepreneurship development programmes, which the government will occasionally organise for tribal development in tribal areas (Srivastav and Syngkon, 2008). The government has changed its concept from a job provider to the facilitator of job creation with the emergence of the Liberalisation, Privatization, and Globalization (LPG) idea (Goyal and Singh, 2016). As a result, more and more young people are drawn to engage in entrepreneurial activities for their own employment and for employment of others. For industrial growth and the eradication of

poverty via self-employment and employment for others, entrepreneurial traits and abilities are crucial (Magasi, 2022). Through institutional networks and policy initiatives, the Central and State governments are making every effort to encourage entrepreneurship across the country among peoples of different castes and tribes.

The tribal people of the India are a major resource for the economic development programmes. Since this section of the populace in India is the most backward and underdeveloped (Singh, et.al., 2019). The Government is providing time to time initiatives and schemes for including these people in the economic development programmes. One of the major economic development programmes in India is tribal entrepreneurship. Chhattisgarh is a newly formed state with majority of its population is tribal (approx. 10 million). The government reports show that a total of 30.62% of the total population in

Chhattisgarh is schedule tribe (Ram and Jadhav, 2018). The total number of primitive tribes in Chhattisgarh is 146423, which accounts 2.03% of total tribal population. There are about 42 tribal communities reported in Chhattisgarh. The table-1 shows the detail of district wise number of primitive tribal families in Chhattisgarh. It was found that the tribe Baiga was the major tribe reported from Bilaspur District of Chhattisgarh. The total tribal population of Bilaspur District is 44550. Out of total tribal population 22340 are male and 22210 are female. A total of 3009 families of Baiga tribe were identified in Bilaspur District. Since the tribal population in India lives in backward areas, thus these areas are underdeveloped. In order to make these tribal people developed, they need to be included in the economic developmental programmes. One of these economic developmental programmes for tribal people is the tribal entrepreneurship.

Table-1: Shows the detail of district wise number of primitive tribal families in Chhattisgarh

S.NO	District	Number of Tribal Families					Total
		Kamar	Baiga	Hill Korwa	Abhujhmaria	Birhor	
01	Raipur	3369	---	---	---	---	3369
02	Dhamtari	1378	---	---	---	---	1378
03	Mahasumand	671	---	---	---	---	671
04	Kanker	67	---	---	---	---	67
05	Baster	---	---	---	3895	---	3895
06	Narayanpur	---	---	---		---	
07	Bijapur	---	---	---		---	
08	Dantewarda	---	---	---		---	
09	Kawardha	---	7340	---	---	---	7340
10	Bilaspur	---	3009	---	---	---	3095
11	Korba	---	---	514	---	86	867
12	Jashpur	---	---	2987	---	353	3084
13	Raigarh	---	---	---	---	97	153
14	Sarguja	---	---	4864	---	153	4864
15	Koria	---	4445	---	---	---	4445
16	Rajnandgaon	---	975	---	---	---	975
Total		5485	15769	8365	3895	689	34203

The entrepreneurship is regarded as an occupational enterprise, which is taken into account on personal level (Henderson and Robertson, 2000). It entails risk, hasty decision-making, inventive adaptability, ongoing investment, and, most all, a disposition for growth and profit (Holbeche, 2023). Its roots are in capitalism, but it also serves as a tool to open up new opportunities for the less developed parts of

society. In their capacity as development agents, the government and non-profit organisations play a critical role in guiding the indigenous people down the path of entrepreneurship. Even while community development initiatives contribute to agricultural development, changing agricultural practices only comes about via improved entrepreneurship. Numerous tribal people under 35 years old have received

training through self-employment generating schemes including the training of tribal youth for self-employment and entrepreneurship development scheme. Then these tribal youth start their own businesses, which increase their economic growth. Since all the tribal people aren't involved in different tribal entrepreneurship programmes, as these people face some challenges which accepting this programme. Before involving the tribal people in tribal entrepreneurship programmes its essential to report the challenges which they face and opportunities which are present in their areas. Thus in the present study we will report the challenges which the tribal people face while accepting tribal entrepreneurship programmes and the entrepreneurship opportunities which are present for the tribal people of Bilaspur Chhattisgarh.

RESEARCH METHODOLOGY

The following research methods were adopted to conduct this study;

Study Area

The present study was conducted in Bilaspur Chhattisgarh. The purpose of this study is to know the Challenges and opportunities for the tribal entrepreneurship in Bilaspur Chhattisgarh. Chhattisgarh is considered an underdeveloped state due to the large scheduled tribe population and based on per capita income. The target population for the present study was the tribal people of different ages, genders and occupations. The overall sample size selected for the present study were 100 respondents (n=100). The sample size for the present study was calculated by the following formula;

$$n = N \times \frac{Z^2 \times p \times (1 - p)}{e^2} \div \left[N - 1 + \frac{Z^2 \times p \times (1 - p)}{e^2} \right]$$

Where,

n = Sample size

N = Population size,

Z = Critical value of the normal distribution at the required confidence level,

p = Sample proportion,

e = Margin of error

The present study employs a descriptive approach. Since, the tribal entrepreneurs face a number of challenges and on other hand they have a number of opportunities in Bilaspur Chhattisgarh. Therefore, the descriptive approach is more suitable to help in collecting data from large size of samples. Furthermore, the in the study we have collected both quantitative and qualitative data by applying both closed-end-questions and open-end questions in a self-structured questionnaire. A pilot study was conducted and then a self-structured questionnaire was developed. An expert validity of the questionnaire was done then the questionnaire was tested with the help of pre-testing techniques (Cronbach's Alpha= 0.7553). The data was collected from the respondents through a face to face pre-tested and validated interview questionnaire. Once the responses of the respondents were collected from the survey, then the challenges which are faced by the tribal entrepreneurs of Bilaspur Chhattisgarh are facing were reported. In addition to this also the opportunities which the tribal entrepreneurs of Bilaspur Chhattisgarh were also reported in this study.

RESULTS

A. PERSONAL INFORMATION OF TRIBAL ENTREPRENEURS

Table-2 shows the personal information of the tribal entrepreneurs of Bilaspur Chhattisgarh. From the surveyed tribal entrepreneurs 71 were male and 29 were female. It was reported that 03 tribal entrepreneurs were below 20years in age, 69 tribal entrepreneurs were 20 to 40 years in age, 21 were 41-60years in age, and 07 tribal entrepreneurs were above 60 years in age. While discussing the qualification of the tribal entrepreneurs in Bilaspur District, it was found that around 60% of the tribal entrepreneurs were qualified up to 12th class. And the remaining tribal entrepreneurs were holding graduate, diploma and other qualifications (Table-2). The occupation of the tribal people can

determine the skill which they have. It was observed that 33 % tribal entrepreneurs were involved in agriculture activities, 41% of the tribal people were involved in their own business, 12% of the tribal people were

salaried employs and 14% of the tribal people were involved in other activities. The table-2 shows that 53% tribal entrepreneurs were married and only 47% of the tribal entrepreneurs were unmarried.

Table-2. Personal information of the tribal entrepreneurs of Bilaspur Chhattisgarh (n=100)

Items	Demographic	Frequency	Percentage (%)	Mean±SD
Gender	Male	71	71%	1.04±0.45
	Female	29	29%	
Age	Upto 20yr	3	3%	2.35±1.09
	21-40Yr	69	69%	
	41-60Yr	21	21%	
	above 60Yr	7	7%	
Education	Upto 10 th	24	24%	2.19±0.98
	Upto 12 th	37	37%	
	Diploma	5	5%	
	UG	19	19%	
	Other	15	15%	
Occupation	Agriculture	33	33%	2.22±1.17
	Business	41	41%	
	Salaried Employ	12	12%	
	Other	14	14%	
Marital Status	Yes	53	53%	1.87±1.06
	No	47	47%	

B. CHALLENGES FACED BY TRIBAL ENTREPRENEURS OF BILASPUR CHHATTISGARH.

It was observed that many tribal people in Bilaspur Chhattisgarh were involved in different self-employment programmes. But still maximum tribal population was unemployed. The tribal people were interviewed about their involvement in different entrepreneurship programmes which were supported by the government and non-government organisations. Maximum of the tribal entrepreneur's report that they have to face number of challenges while being involved in the tribal entrepreneurship programmes. The major challenges which the tribal entrepreneurs face is reported as following;

1. Financial Problems

Business is fuelled by finance. The majority of Tribal Entrepreneurs are unaware of how to increase financial support from government sources. If someone is aware, they have to deal with complicated norms and regulations of money borrowing. Despite having very little funding, tribal entrepreneurs are good in taking risks. They are entirely dependent on government assistance. If somebody starts a business by

securing startup money, they will have an issue with working capital. For tribal entrepreneurs, there is no working capital arrangement at all. If they use a private medium to arrange working cash in any way, a private lender will buy their business.

2. Policy Change in less Time

Constant policy change brought on by a change in the administration is difficult for less educated tribal entrepreneurs to comprehend. No appropriate media exists to directly inform people about policy changes. There is no economic discrimination because it is centralized to only wealthy tribal entrepreneurs and hence out of the reach of poor tribal entrepreneurs. As a result, policy does not priorities wealthy tribal entrepreneurs above poor and needy tribal entrepreneurs.

3. Lack of technical expertise

The tribal businessman remains away from technical knowledge. They have the ability to make the goods on their own, but they are unsure about the technology that will be used in their business. Their native production method is quite expensive. They use a traditional process to create alcohol and medicine.

4. Low level of motivation

Due to their lack of formal education, tribal entrepreneurs lack of motivation. They are competent at managing businesses, but they lack the confidence to grow their businesses and take risks. The majority of them are unaware of the market worth of their traditional expertise.

5. Marketing of the product

The tribal entrepreneur makes the products, but they are unable to sell them since they lack knowledge of contemporary marketing strategies. They promote their goods in the nearby market. They had no connection to online marketing at all. They don't use any marketing, advertising, or promotion strategies for their goods. Because most tribal entrepreneurs communicate with customers in local languages and are inefficient in Hindi and English, linguistic barriers are also impeding the selling of products. The selling of a tribal entrepreneur's product is entirely dependent on intermediaries, who make more money than the entrepreneur.

6. Inadequate infrastructure

Poor infrastructure is readily available for tribal entrepreneurs. Infrastructure difficulties are something that tribal business owners constantly deal with. In any case, there has been some improvement, but not enough. It is impossible to expand market share and market coverage through online transactions unless tribal entrepreneurs have access to internet services.

7. Creating the Business Idea and Vision

A problem for tribal entrepreneurs is undoubtedly creating a new company concept from an old one. The majority of tribal businesspeople feel at ease with how things are done now. They are unable to envisage and predict the future, hence they are not doing so. They are not ahead of their time, which makes them less relevant in the market. They are unable to consider how they may contribute to solving the issues of others.

8. Managing competition

Due to their traditional methods of production and poor financial standing, working with mainstream businesses is not an easy task for tribal entrepreneurs. Utilising conventional methods of production results in higher costs, which raises the price of the product relative to alternatives. They lack knowledge of pricing strategies and other ways to deal with competition.

9. Other difficulties

The tribal entrepreneur is confronting a number of different difficulties, including the following

- ✚ Utilising capacity;
- ✚ Overestimating success;
- ✚ Structures of conventional organisations.
- ✚ Lack of assistance and updated knowledge,
- ✚ instability stress, and a pessimistic outlook
- ✚ Putting together a company team;
- ✚ locating the ideal site for the firm;
- ✚ Tax anxiety.
- ✚ Insufficient stock or stock that is in line with current industrial trends
- ✚ Preserving ecological harmony
- ✚ Local technology's obsolescence
- ✚ Raw material assembling

C. OPPORTUNITIES FOR TRIBAL ENTREPRENEURSHIPS

The tribal people of Bilaspur, Chhattisgarh are facing number of problems for their livelihood. With the increasing urban sprawl, the tribal people prefer to move towards the nearby urban areas. But these people are unaware about the potential of tribal entrepreneurship in Bilaspur Chhattisgarh. If the tribal people of Chhattisgarh will enter into the tribal entrepreneurship, they will be independent economically. In order to be successfully involved in the tribal entrepreneurship its essential to know about the potential of the tribal entrepreneurship in Bilaspur Chhattisgarh. In the present study the following opportunities of tribal entrepreneurship were identified in Bilaspur Chhattisgarh.

1. Agriculture

The primary source of income for tribal people is agriculture. The majority of tribal members work in agriculture, yet they are unaware of agri-entrepreneurship. Therefore, agricultural entrepreneurship has significant prospects in the indigenous areas (tribal areas) of Bilaspur Chhattisgarh.

2. Herbal Products

The most affordable manufacture of the product is guaranteed by the significant availability of raw materials for herbal products. The tribal people of Bilaspur Chhattisgarh are experts in producing this kind of herbal products. Therefore, there are many prospects to set up herbal manufacturing businesses. The demand for the herbal product, is high and accounts for the raw materials needed to make Ayurvedic products.

3. Tourism Opportunity

In the tribal areas of Bilaspur Chhattisgarh, there are several temples and other public gathering places. The need to establish them as a tourist destination is great. The tourist industry now holds the top spot in the global services industry. India's tourist industry is expanding tremendously. The creation of jobs is significantly aided by the tourist sector. By producing 37.315 million jobs, it accounts for 8.7% of all employment. Thus, in Bilaspur tribal sector the religious places, natural scenic places, waterfalls, dams, forest patches etc could be included in the tourism sector and developed accordingly. This could add new dimensions to the tribal entrepreneurship in Bilaspur Chhattisgarh.

4. Handicraft business

The handicraft industry is a significant contributor to employment creation and export in the Indian economy. It is composed more than 10 million local craftspeople and around 67,000 exporters who work to expand domestic and international markets. The Export Promotion Council for Handicraft was established by the Indian government and is overseen by the textile ministry. Tribal people have the genetic aptitude to produce crafts, and these can only be found in tribal areas. Likewise, the tribal people of

Bilaspur Chhattisgarh have the same potential. As a result, there is a larger chance that these tribal artworks will be sold for higher prices. Thus, the tribal handicraft entrepreneurship could act as a boon in the economical upliftment of tribal people of Bilaspur Chhattisgarh.

5. Forest product Entrepreneurship

Since forests of the world are providing elite regulatory services to human beings. With these regulatory services these forests also provide the productive services. Apart from the major forest produce (managed by the governments), the forest of the world are providing a number of other forest products which are extracted by the tribal people. Since these people are provided the rights and concessions to collect these products from the forests, thus they start small businesses of these forest products. Similar is the case in Bilaspur Chhattisgarh. But, in Bilaspur Chhattisgarh these minor forest products are underutilized. Thus the tribal people of Bilaspur have a high potential for forest product entrepreneurship.

6. Other Entrepreneurship opportunities in Tribal areas of Bilaspur Chhattisgarh.

In addition to the opportunities already mentioned above, there are number of other tribal Entrepreneurship opportunities in Bilaspur Chhattisgarh. They include;

- Involvement in the Make in India programme.
- Being a part of the Startup India programme
- Unrestricted access to global trade.
- Dairy industry and mineral mining. Horticulture.
- Liquor & Alcohol
- Warehousing,
- Cold storage,
- Packaging,
- Education,
- Encouragement of innovation,
- Policy and programme updates for tribal development,
- Social and cultural development,
- Benefits of specialising in indigenous manufacturing, and
- A centre for research and development for tribal production.

CONCLUSION

Entrepreneurship plays an essential role in boosting the economy, creating jobs, eradicating poverty, and utilising natural resources for the economic growth of a country. The tribal people of the India are a major resource for the economic development programmes. Since this section of the populace in India is the most backward and underdeveloped. The Government is providing time to time initiatives and schemes for including these people in the economic development programmes. Before involving the tribal people in tribal entrepreneurship programmes its essential to report the challenges which they face and opportunities which are present in their areas. Thus, in the present study we will report the challenges which the tribal people face while accepting tribal entrepreneurship programmes and the entrepreneurship opportunities which are present for the tribal people of Bilaspur Chhattisgarh. The major challenges which the tribal entrepreneurs are facing were; financial problems, policy change in less time, lack of technical expertise, low level of motivation, marketing of the product, inadequate infrastructure, creating the business idea and vision, and managing competition. The opportunities which the tribal entrepreneurs of Bilaspur Chhattisgarh have were; agriculture, herbal products, tourism opportunity, handicraft business, and forest product entrepreneurship.

Declaration by Authors

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