



Prospects and Challenges of Tribal entrepreneurship in Jharkhand

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Abstract: - Entrepreneurship development is currently considered an important paradigm of economic development. Jharkhand is a backward state of India where tribal populations reside on a large scale. Tribal entrepreneurship has wide possibilities in the state of Jharkhand because, on the one hand, there is a majority tribal population, and on the other hand, the state of Jharkhand is also known for its abundance of natural resources. The nature-based culture of Jharkhand provides the basis for many specialized economic activities. This article provides an insight into tribal entrepreneurship, its potential, and its challenges in Jharkhand from the perspective of the characteristics of tribal communities, their culture, and their economic activity.

Keywords : Entrepreneurship, Tribal Entrepreneurship, Economic Development, Jharkhand

Introduction:- Entrepreneurship refers to the process of identifying and creating new business opportunities, taking the initiative to start a new venture, and assuming the associated risks in the hope of achieving financial success and personal fulfillment. Tribal entrepreneurship is a new trends which refers to the entrepreneurial activities undertaken by members of indigenous or tribal communities. These entrepreneurs originate from marginalized and often remote communities that have distinct cultural, social, and economic characteristics. Tribal entrepreneurship is unique as it involves individuals or groups within these communities initiating and managing business ventures that align with their cultural values, traditional practices, and local resources. The prospects of tribal entrepreneurship in Jharkhand are promising due to the state's rich cultural heritage and abundant natural resources. By leveraging traditional knowledge and practices, tribal entrepreneurs have the potential to offer unique and authentic products and services, attracting niche markets and promoting sustainable business practices. Moreover, supportive government policies and initiatives aimed at empowering indigenous communities can further bolster the growth and success of tribal entrepreneurship in the region. Despite the possibilities of development of Jharkhand tribal entrepreneurship, not much success has been achieved, there are many reasons behind this.

Understanding the possibilities of Jharkhand tribal entrepreneurship development and the challenges or problems before it is a matter of great value and importance.

Prospects of Tribal entrepreneurship in Jharkhand:- According to the 2011 Census of India, the tribal population of Jharkhand was approximately 8,607,673, which accounted for about 26.2% of the state's total population at that time (Census of India, 2011). Tribal entrepreneurship in Jharkhand holds immense promise as a means of fostering economic growth, promoting cultural heritage, and empowering marginalized communities. Jharkhand, with its rich tribal diversity, offers a unique blend of traditional knowledge, artistic skills, and abundant natural resources that can be harnessed to create sustainable business ventures. This essay explores the prospects of tribal entrepreneurship in Jharkhand, highlighting the opportunities it presents for inclusive development and the preservation of indigenous culture.

Abundance of Traditional Knowledge and Cultural Heritage- Jharkhand is home to numerous tribal communities, each with its distinctive cultural heritage and traditional knowledge. Tribal entrepreneurs can tap into this vast repository of indigenous wisdom and artistic skills to develop innovative products and services. Artisanal crafts, traditional medicines, tribal cuisine, and eco-friendly practices are some examples of the potential areas for entrepreneurship rooted in tribal culture. By preserving and promoting these aspects, tribal entrepreneurship can contribute to the preservation of the region's rich cultural heritage.

Natural Resources and Sustainable Practices- Jharkhand is endowed with abundant natural resources, including minerals, forests, and fertile land. Tribal entrepreneurs have the opportunity to capitalize on these resources in a sustainable manner, leveraging eco-friendly practices and responsible business models. Initiatives such as agro-based enterprises, organic farming, and eco-tourism can not only generate employment but also foster a sense of environmental stewardship among tribal communities.

Market for Authentic and Ethical Products- In recent years, there has been a growing global demand for authentic and ethically sourced products. Tribal entrepreneurship in Jharkhand can cater to this niche market by offering unique handicrafts, organic products, and eco-tourism experiences. The allure of genuine tribal artistry and sustainable practices can attract socially conscious consumers who appreciate the value of preserving traditional culture and supporting ethical businesses.

Government Support and Policy Initiatives - The Government of Jharkhand has recognized the potential of tribal entrepreneurship in driving inclusive growth and has introduced several policy initiatives to support and promote such ventures. The Chief Minister Employment Generation Programme (CMEGP) and other schemes offer financial assistance, training, and mentorship to aspiring tribal entrepreneurs. Additionally, the establishment of business incubators and skill development centers has further facilitated the growth of tribal-led enterprises. The Chief Minister Employment Generation Programme (CMEGP) is a flagship initiative of the Government of Jharkhand aimed at promoting entrepreneurship and creating sustainable self-employment

opportunities for the state's youth and unemployed individuals. Launched under the Ministry of Industries, the CMEGP seeks to boost economic growth, reduce unemployment, and encourage entrepreneurship among the educated and skilled youth of Jharkhand (outlook-spotlight/entrepreneurship, 2022).

The Chief Minister of Jharkhand Mr. Hemant Soren has launched Phulo Jhano Ashirwad Yojana. Under this scheme, such women of rural areas will be identified who are associated with the manufacture and sale of Hadiya Daru. After selecting all these women, they will be linked to a respectable livelihood. Under this scheme, more than 15000 women associated with the manufacture and sale of Hadiya Daru have been selected by the Jharkhand government under the survey mission Navjivan. Counseling of the selected women will be done, after which women will be linked to a respectable livelihood by providing employment or self-employment options. Through this scheme, women will get respectable employment or means of livelihood, so that they will not have to sell bone liquor. This scheme will improve the social living standard of women in rural areas, and women will be able to lead a respectable life. Government initiatives empowering tribal men/women has led to creation of numerous self-sustainable enterprises. a large number of tribal entrepreneurs are changing the face of tribal India

Empowerment and Socio-Economic Development- Tribal entrepreneurship has the potential to empower marginalized communities by providing them with avenues for self-employment and economic independence. When tribal individuals become entrepreneurs, they not only create job opportunities for themselves but also for other community members. The economic growth resulting from tribal entrepreneurship can uplift entire regions, leading to improved living standards and enhanced access to education and healthcare. Without empowering women it would be difficult to uplift socio-economic profile of the tribal populations. A Cooperative for economic enterprise governed by tribal women in Jharkhand is a model to establish that women have all the potential (Bhaskar, Prem & Kaushik, Madhulika, 2022).

Preservation of Traditional Practices and Knowledge- Tribal entrepreneurship can act as a catalyst for preserving traditional practices and knowledge that are at risk of fading away due to urbanization and modernization. By integrating these practices into business models, tribal entrepreneurs can ensure that age-old customs and art forms are passed down to future generations. This preservation of cultural heritage contributes to the uniqueness and identity of Jharkhand's tribal communities.

Tribal entrepreneurship in Jharkhand-focused areas - Tribal entrepreneurship in Jharkhand should focus on sectors and areas that leverage the unique strengths and cultural heritage of tribal communities. These sectors should align with the region's resources, traditional knowledge, and market demand. Jharkhand is known for its exquisite tribal art and handicrafts, such as Paitkar paintings, woodwork, metal crafts, and bamboo products. Tribal entrepreneurs can explore these creative industries and market their unique products to a wider audience, both domestically and

internationally. Agriculture is a significant source of livelihood for tribal communities in Jharkhand. Tribal entrepreneurs can venture into agro-based enterprises, including organic farming, horticulture, and value-added products like processed food items, spices, and medicinal herbs.

Jharkhand's diverse landscape, forests, and tribal culture offer immense potential for eco-tourism. Tribal entrepreneurs can develop eco-friendly resorts, community-based tourism initiatives, and guided tours that showcase their culture and heritage while promoting responsible tourism. Tribal communities possess valuable traditional knowledge of herbal medicines and wellness practices. Tribal entrepreneurs can explore the wellness sector by creating herbal products, Ayurvedic treatments, and wellness centers that cater to health-conscious consumers. Jharkhand's tribal communities have a rich tradition of handloom weaving and textile craftsmanship. Entrepreneurs can promote sustainable and eco-friendly textiles made from indigenous fibers, showcasing tribal weaving techniques to a wider market. Jharkhand's forests offer a wide range of natural resources. Tribal entrepreneurs can explore forest-based industries such as non-timber forest products, eco-friendly paper-making, and organic incense production. Tribal entrepreneurs can organize cultural festivals and events that celebrate the diversity of tribal cultures in Jharkhand. Cultural tourism initiatives that allow visitors to immerse themselves in tribal customs and traditions can be developed. Traditional tribal cuisine, with its unique flavors and ingredients, can be popularized through food processing units, tribal-themed restaurants, and packaged food products. Tribal communities often craft exquisite jewelry and accessories using natural materials like seeds, beads, and metals. Tribal entrepreneurs can explore this sector, catering to the growing demand for eco-friendly and ethically sourced jewelry.

Entrepreneurship-focused education and skill development programs can empower tribal youth to start and manage their businesses effectively. Initiatives to enhance vocational skills and business management can be established. Tribal entrepreneurship can contribute to sustainable development by promoting renewable energy solutions like solar-powered devices and biogas units. Innovations in technology that cater to the needs of tribal communities, such as mobile apps for agriculture, healthcare, and education, can also be explored.

Key Challenges:- While the prospects of tribal entrepreneurship in Jharkhand are promising, several challenges must be addressed to realize its full potential. For Example- Lack of access to formal financial institutions and credit facilities can hinder the growth of tribal enterprises. Providing easier access to finance and micro-credit schemes tailored to the needs of tribal entrepreneurs is crucial. Inadequate infrastructure, particularly in remote tribal areas, can pose logistical challenges for business operations. Improving transportation, electricity, and communication networks is essential for enabling entrepreneurial activities. Connecting tribal entrepreneurs with larger markets, both domestically and internationally, can be challenging. Strengthening market linkages and promoting tribal products through exhibitions and e-commerce platforms is necessary. Many tribal entrepreneurs may lack business management skills and marketing know-how. Capacity-building

programs and entrepreneurship training can equip them with the necessary knowledge to run successful ventures. While promoting tribal entrepreneurship, it is vital to maintain cultural sensitivity and ensure that commercialization does not dilute or exploit tribal traditions.

Conclusion:- Tribal entrepreneurship in Jharkhand presents a unique opportunity to blend economic development with cultural preservation and environmental sustainability. By harnessing the abundance of traditional knowledge, artistic skills, and natural resources, tribal entrepreneurs can create businesses that are not only economically viable but also socially and environmentally responsible. With supportive government policies, financial assistance, and efforts to overcome challenges, tribal entrepreneurship can drive inclusive growth and empowerment, transforming the lives of tribal communities while preserving the rich heritage of Jharkhand. Government should focused on promoting entrepreneurship sectors that align with their traditional knowledge, artistic skills, and natural resources, tribal entrepreneurs can create businesses that are socially, culturally, and environmentally sustainable. Collaborative efforts between the government, private sector, and non-governmental organizations can provide the necessary support and resources to nurture and promote tribal entrepreneurship, leading to inclusive and sustainable development in the state.

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