

Tribal Women Entrepreneurs' Problems and Prospects in Nilgiri District of Tamil Nadu

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Abstract

In most underdeveloped countries, women are supposed to work only if it is necessary for the survival of her family. The greater the circle of relatives' poverty, the more their reliance on the incomes of women. Efforts to increase employment possibilities can be critical in allowing underprivileged women to make a living.

A number of projects and programmes have been created to encourage women to work for themselves. In this scenario, marketing of women business among educated or illiterate women is a severe lack of time. A number of national and central government organisations, as well as nongovernmental organisations, are working to promote female entrepreneurship. Entrepreneurial development programmes organised by governmental organisations, as well as the actions of various grassroots organisations, have provided a tremendous boost to women's entrepreneurial development.

Women-owned enterprises are growing rapidly in practically every country's economy. Women in advanced countries are recognised and prominent in business. However, Tamil Nadu women entrepreneurs face significant challenges in areas such as socio-personal, marketing, finance, and manufacturing. Furthermore, the issues of tribal women entrepreneurs become worse as time passes. These additional issues include a lack of information and experience, insufficient mobility, and liquidity and financial issues. Low education, lack of risk-taking capacity, shyness, lack of ambition, family involvements, financial constraints, and so on.

Choosing the correct business opportunity for a venture might pay out handsomely in the long run. Women in Tamil Nadu generate business chances among tribal regions and develop socioeconomic settings in tribal communities. My current research is an attempt to look into the issue of tribal women's entrepreneurial development in Tamil Nadu and to suggest some remedial ways to enhance the existing country of tribal issues, as well as the country's current policy framework.

Keywords: Tribal Women Entrepreneurs, Difficulties, Challenges, Job Opportunities, Rural and Economic Development, And Work-Life Quality

Introduction

Because entrepreneurship is a challenging undertaking, the topic's theme is relatively difficult. Especially when it comes to indigenous populations, and especially tribal women. The tribal society has been exploited by landlords and money lenders. They are hidden in every state's most isolated nooks. Their traditional methods of subsistence were forest collecting and hunting. Regardless of their sub-castes or the local dialects they speak, all

of the tribes live in extreme poverty with few resources to fall back on.

Some corrective steps are being implemented to enhance the socioeconomic status of the tribal population, but much more remains to be done. My current investigation is an attempt to delve into the issue of tribal women's entrepreneurship development in Tamil Nadu and to propose a few corrective measures to

improve the current state of tribal affairs, as well as the country's existing policy framework [1].

Women entrepreneurs are defined as women or groups of women who start, organise, and run a business. Women are expected to invent, initiate or embrace an economic activity to be considered women entrepreneurs. The government of India has been defining women entrepreneur as an enterprise owned and operated by a woman having maximum financial interest of fifty one percent of the employment produced in the enterprise to women. Modern Indian women, particularly those in the diet, are exposed to education and training. This has enabled urban Indian women to perform all tasks that were previously considered men's domain. Over time, educated women have become more ambitious, gaining experience, basic skills proficiency, and self-assurance [2].

Involvement and engagement in the development process is critical for women's fulfilment and raising their position in society; pay paid work and self-employment are two potential sources for human resource deployment. Because employment prospects are scarce, self-employment is the most viable option. Starting a self-owned firm is referred to as self-employment. It is the role of connecting job seekers with entrepreneurs and, on occasion, job givers. A number of projects and programmes have been created to encourage women to work for themselves. In this scenario, encouraging women entrepreneurs, whether educated or illiterate, is an urgent requirement.

A variety of state and federal government institutions, as well as voluntary organisations, are working to promote female entrepreneurship. Entrepreneurship development programmes organised by governmental organisations, as well as the actions of other agencies at the grass roots level, have generated significant momentum in the development of entrepreneurship among women.

Status of Women in India

Economic conditions influence freedom more than political conditions. If a woman is not economically independent and self-sufficient, she will have to rely on her spouse or someone else, and dependencies are never free. These were the beliefs of scholar Jawaharlal Nehru, India's first prime minister, who individually highlighted the necessity of women's economic freedom; these views are quite excellent and were represented in our constituency as well.

The Indian constitution was established in the year 1950. It not only stated that men and women are equal, but it also forbade any form of discrimination against women. But, in reality, the impediments to women's emancipation that women have faced have not yet been overcome. Women have faced issues for numerous centuries [3].

Tribal Population

According to the 2011 Census, the population is 72,147,030 people. There are 7,94,697 Scheduled Tribes (STs) among them. The Scheduled Castes and Scheduled Tribes Order (Amendment) Act, 1976, notified thirty-six (36) STs in Tamil Nadu. Six of the STs have been notified of a proximity restriction.

Malayali, Kurumbas, Kanikaran, Kammara, Kota, and Toda are among them. Malayali had been notified in the districts of

Dharmapuri, Vellore, Tiruvannamalai, Pudukkottai, Salem, Namakkal, Villupuram, Cuddalore, Tiruchirappalli, Karur, and Perambalur, as well as Kurumbas in Nilgiri, Kanikaran in Kanniyakumari, and Shencottah in Tirunelveli. Salem, Tiruvannamalai, Viluppuram, Vellore, Dharmapuri, and Namakkal are the most important ST-populated districts in the country, accounting for 64 percent of the state's ST population [4].

Rural Economic Development

Rural Economic Development and Tribal Women Rural Economic Development and Tribal Women the Indian constitution now not only guarantees women's equality, but also enables the country to adopt discriminatory actions against certain females in order to mitigate the accumulated socioeconomic, educational, and political risks they confront [5].

To maintain the constitutional mandate, the country has enacted a variety of legislative measures aimed at ensuring equal rights, combating social discrimination and other forms of violence and atrocities, and providing assistance to working women. In India, there are approximately 16 special enactments to protect and promote the interests of women. In most underdeveloped nations, women are expected to work only when absolutely essential to support their families.

The poorer the household, the higher its reliance on women's earnings. Increased employment options will be critical in enabling impoverished women to create income. Women can develop their own jobs or make their current occupations more productive and remunerative if they have better access to resources, education, and technology. This will enable greater engagement of women in the nation's economic growth process. As a result, initiatives to promote female entrepreneurship are vital, because even modest efforts will boost women's social standing [6].

Review of literature

Madhusudan Trivedi (1991)¹ shares his thoughts on tribal entrepreneurship. He studied the case of bhils in Rajasthan. According to him, entrepreneurship is forbidden for tribals. Following development, they will include new crops, commercialization, and mechanisation into their agricultural practises. The tribals' economic development today has led them to a capitalist economy. Capitalism has resulted in tribal class stratification. This book examines the rise of capitalism among tribal peoples and the social ramifications for class development.

Buddudeb Chaudhauri's (ed.)² 'Tribal Transformation in India in Five Volumes' is a collaborative effort by Indian scholars to capture the changing tribal scenario as well as a wide range of issues related to tribal economy, agronomy, politics, ethnicity, ecology, education, technology transfer, social political movements, religions, faiths, and rituals in an indigenized, yet more articulate framework, with both diagnostic and remedial models. The writers take a fresh look at the micro and macro level dynamics of the tribal predicament in India using the most recent concepts and research tools in anthropology and allied fields.

According to Md. Omar Ali and M. Abul Kashem (1996)³, rural women may encounter a variety of difficulties when utilising technology. Understanding the problem confronting of rural women working in groups may be useful for the formulation

and implementation of extension programmes aimed at assisting rural women in adopting improved practical solutions.

Rakesh Dashura et al., (2003)⁴ discovered in their study "Tribal Women Entrepreneurs" that tribal women had gone a long way, breaking free from tribal communal restraints and engaging in activities other than agriculture. They have accepted entrepreneurship as a way of life. Through business, tribal women's economic conditions have improved. More indigenous women have become entrepreneurs and have improved their business skills. They achieve success if their challenges, which are unique to them, are resolved.

Objectives

- Encourage women's business in tribal territories of Nilagiri districts.
- Lower the rate of unemployment in tribal areas by incorporating women into economic activity.
- Examine the situation (labour and training of women of working age in rural tribes regions of Nilagiri districts.
- Establish a virtual network of tribal women entrepreneurs aiming at creating jobs for tribal members in tribal areas.
- Organise a development programme to improve women's professional qualifications in rural areas.
- Encourage entrepreneurship and the consolidation of business projects for women in tribal territories, as well as the development of networks of entrepreneurs and business women as a crucial economic revival tool in tribal areas.
- Provide knowledge and tools to rural women in order to improve the establishment and retention of jobs.

Tribal Women Entrepreneurs' Role and Play

A woman must take on numerous duties. Occasionally she needs to play the role of either wife or mother, or she has to adorn the role of parents and daughter at the same time in the social environment. While playing these roles, women occasionally drowned her own self role and her own actual. Distribution of indigenous women entrepreneurs by age when it comes to beginning a business, age does matter. Many successful entrepreneurs started their careers at a young age and gained experience as they progressed. Some people start their businesses later, when they have accumulated some money to invest [7].

Assumption

The above figures divide the overall number of tribal women entrepreneurs into five age groups: 20 to 30 years, 31 to 40 years, 41 to 50 years, 51 to 60 years, and over 61 years. The frequency distribution of selected tribal women entrepreneurs in terms of age at firm start-up was depicted in the charts [8].

Women Entrepreneurs' Issues in Nilagiri Tribal Regions Women-owned businesses are on the rise in almost every country's economy. The hidden entrepreneurial potentials of women have continuously changed with the increased attention to the role and economic prominence of women in society. Despite the fact that girls make up the majority of the population in India, the entrepreneurial world is still dominated by men. Women in sophisticated international locations are recognised and influential in business [9].

However, Tamil Nadu women entrepreneurs face significant challenges in areas such as socio-personal, marketing, finance, and manufacturing. Furthermore, the issues of tribal women entrepreneurs become worse as time passes. Additional issues include a lack of information and expertise, bad transportation, a lack of liquidity and financing, a lack of education, a lack of risk-taking capacity, shyness, a lack of ambition, family involvements, and financial constraints, among others [10].

Assumption

According to the preceding figures, 12% of the respondents agree, 10% strongly agree, 13% are indifferent, 7% disagree, and 8% disagree.

Prospects and Plans Women Entrepreneurs'

Many aspiring entrepreneurs are perplexed as to which employer to establish. It even lulls some of them into a state of inactivity at times. Identification of a single or a couple of project ideas is critical for transforming the entrepreneurial impulse into a recognisable shape. The search for ideas is a starting point, an ice breaker; it is the first stage in the process.

The bedrocks of a new endeavour are business possibilities and the entrepreneur's response to them. The construction may collapse or require major repair and support operations if the foundation is not properly aligned and hence weak. As a result of the time and effort expended in laying a solid foundation. Choosing the correct business opportunity for a venture might pay out handsomely in the long run. The ladies generate business chances among tribal regions in Tamil Nadu's Nilagiri districts and develop socioeconomic settings in tribal places. Fellow is provided the following business opportunities.

- Forest collecting processing and branding
- Fishing and marketing
- Aurvedic medicine
- Fruits and vegetables refrigeration and transformation
- Bamboo products
- Medicine from bamboo
- Mushroom cultivations
- Leaf plate and cup manufacture
- Flower markets etc.

Research Methodology

Because the current study is about women entrepreneurs with a special focus on tribal areas, the research is limited to tribal areas only. The study is also limited to the districts in Tamil Nadu with the highest prevalence of tribal population, notably Nilagiri.

The primary goal of the study was to identify the important concerns and problems confronting female entrepreneurs. Non-probability sampling approaches chosen by researchers to acquire information from individual respondent non-probability samples that are unrestricted are known as convenience samples [11].

Data collection

Primary and secondary data are used to obtain information. When women entrepreneurs use questionnaires, telephone surveys, personal interviews, observations, and experiments to examine a specific topic, primary data is generated.

Secondary data, on the other hand, are those that were acquired for a previous research project and are relevant to the study that the researcher is currently conducting. It is concerned with the total strength of more than 100 tribal women entrepreneurs. The sample consists of 50 women entrepreneurs chosen as sampled respondents from the Nilagiri district in Tamil Nadu.

Suggestion

- Training, coaching, or consulting aimed solely or mostly at female entrepreneurs.
- Start-up programmes for women, particularly those returning to the labour force.
- Special emphasis on girls in well-known efforts to strengthen phases of entrepreneurship.
- Policies aimed at equalising access to services for men and women.
- Networking with other businesses is required to generate business and gain access.
- Supporting and encouraging suitable business support programmes.

Conclusion

This study leads us to the conclusion that whatever governmental support for tribal women is stated on paper is insufficient to meet the needs of the tribal community. Populations of tribal women entrepreneurs were chosen for the study in the Tamil Nadu district of Nilagiri. Following an in-depth examination of the situation and an analysis of the data, it was discovered that the selected tribal women entrepreneurs face several challenges [12, 13].

However, it has also been demonstrated that they have endless opportunities to embark into creative activities that require minimal cash, provided that they are strongly backed by the government and NGOs. The research has also considered various remedies to these difficulties that she believes are appropriate for the selected groups with restricted resources [14, 15].

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