

Research Paper



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TRIBAL ENTREPRENEURSHIP: A CASE STUDY ON DHABA BUSINESS IN RAJAPARA LOCALITY OF KAMRUP DISTRICT

Bhairab Khakhalary¹
¹UGC Junior Research Fellow, Department of Commerce, Gauhati University, Guwahati, Assam, India

ABSTRACT

The concept of entrepreneurship is not new but it has been the public attention and interest for the development of the present picture of the country. For improving the skills and development of the youth, appropriate policies and practices by the government can play a very significant role. We provide training to our youth in a manner that they become capable to manage and run their business smoothly and also able to manage natural resources in their areas and become entrepreneur and subsequently offer jobs to others instead of seeking jobs. This necessity is very much important and appropriate in tribal area which suffers from intense poverty in spite of having vast amount of natural resources. This paper attempts to envisage the motivational factors which have an effect in entrepreneurial activities in the Rajapara area and the different ancillary industries/shops which have come up because of the development of Dhaba business.

KEY WORDS: Dhaba business, Rajapara locality, ancillary industries/shops.

INTRODUCTION

Assam, which is one of the 8th States in the North Eastern Region of the country, possessing vast amount of valuable natural resources. These are like coal, natural gas, limestone, etc. forest resources, water resources which have great potential to be used as input for further production and utilization. Yet in terms of economic development the State has not been able to generate much more earnings through proper utilisation of these resources. The main feature of this State is that, despite of having vast amount of resources, it is industrially backward. Therefore, appropriate policies and practices for skill development to entrepreneurs currently occupy a dominant place in development discourage which substantially offers jobs instead of seeking jobs. This need is perhaps is more important and appropriate in the tribal areas which are regarded as economically backward areas in spite of having rich and varied natural resources.

The term 'entrepreneur' and 'entrepreneurship' are used synonymously. Entrepreneurship refers to the series of action in which entrepreneurs undertakes to establish and run his own venture.

In the word of J. Schumpeter "Entrepreneurship is based on purposeful and systematic innovation. It included not only the independent business but also company director and managers who automatically carry out innovative functions."

The National Knowledge Commission of India (2008) defined entrepreneurship as the " professional application of knowledge, skills and competencies and/ or of monetizing a new idea, by an individual or a set of people by launching an enterprise de novo or diversifying from an existing one (distinct from seeking self employment as in a profession or trade), thus to pursue growth while generating wealth, employment and social good."



The word 'tribe' is generally used for a "Socially cohesive unit, associated with a territory, the members of which regard them as politically autonomous..." (Mitchell, 1997:232). The tribe is also known by various name as 'primitive', 'tribal', 'indigenous', 'aboriginal', 'native', and so on. A 'tribe' is ideally characterised as a ethno cultural social group, having cultural homogeneity, non hierarchical and non differentiated or un stratified unit. India has the highest concentration of tribal population for any single country among non tribal majority countries (Chattopadhyaya K, Tribalism in India). In the Indian context, the Commissioner for Schedule Castes and Schedule Tribes in his report for the year 1952 had listed some common features. These are that the tribes:

- i) Live away from the civilised world in the inaccessible parts lying in the forest hills,
- ii) They belong to either one of the three stocks- Negrito, Australoid or Mongoloid,
- iii) They profess 'primitive' religion known as 'Animism' in which the worship of ghosts and spirits is the most important element,
- iv) They follow 'primitive' occupations such as gleaning, hunting and gathering of forest products; and
- v) They are largely meat eaters
- vi) The list also includes their love for food and drink.

Tribal entrepreneur is essentially one who graduates and belong to the ordinary membership of the tribal community, utilises the resources for their own need for tribal commodities, to also catering for other members of the tribal community, on some form of commercial or semi-commercial basis.

Tribal entrepreneurship in its purest form is the series of action undertaken by the tribals for promoting and sustaining the identity and value of the tribals alongside entrepreneurial activity. Commercial considerations, in most of the cases are treated as secondary for the need for the need to promote the tribe and champion their concerns.

The main reasons for the success of tribal entrepreneurship is that because of their track record as members of tribal community- confer authenticity and legitimacy on their products. The products and services which they offer are relatively perceived as genuine quality of tribal identity and members of the tribe will eschew more mainstream products in favour of these tribal produced alternative that are higher in symbolic/ tribal capital.

The restaurant situated in roadside is known as 'Dhaba'. They are generally situated on highways and provide the services of cuisine, and also serve as truck stops. Dhabas were characterised by mud structures and cots to sit upon (called charpai) while eating. In roadside Dhaba, where truck drivers, families from different places, tourist etc. can get cheap yet tasty homemade food fast.

REVIEW OF LITERATURE

Goswami N (2006) conducted study on "Entrepreneurship development in Assam- A case study of the influencing factors. The study examines the pattern of entrepreneurship growth and the factors that influenced for the spatical growth of entrepreneurship. The study also tried to identify the economic and non economic causes for the success of entrepreneurship. The study reveals that inadequate infrastructure, corruption, lengthy official producers, frequent bandhs were some of the common problems confronting entrepreneurs.

OBJECTIVES OF THE STUDY

The study was carried out to meet up the following objectives:

1. To explore the various factors that has motivated them to undertake the Dhaba business;
2. To know the extent of employability in the business of Dhaba;
3. To analyse the various ancillary industries/ shops that has crept up due to establishment of Dhaba in the locality.

RESEARCH METHODOLOGY

The study was based on primary source of data. There were altogether 16 numbers of Dhaba in the Rajapara locality which were run and managed by tribal owner. For collection and interpretation of data the researcher had applied Census Survey method. The researcher had collected information with prepared interview schedule from the proprietors of all these 16 Dhabas.

LIMITATIONS OF THE STUDY

Following were the main limitations of the study:

1. It was found that Dhaba owner did not maintain proper record relating to their income and workers employed in their business. Hence, accurate information relating to income and employability could not be found out.
2. While collecting data, in most cases, in respect of expenditure, the Dhaba owner exaggerate their expenditure and understate their total monthly income.

ANALYSIS AND INTERPRETATION OF DATA

After collecting the primary data, those are analysed and interpreted in the following ways:

Table 1: Positive Reasons for taking up the present venture:

Sl. No.	Factors	No. of Respondents	Percentage (%)	Rank
1	To be self Reliant	07	44	1
2	Earning Profit	05	31	2
3	Implying ideas and skills	02	12	3
4	Way of living	02	12	4

From the table number 1, positive reasons for taking up the present venture were found to be to become self reliant (44%) and to earn profit (31%). While

only 12% of the Dhaba owner have respond for implying their ideas and skills, and as a way of living ranked 3rd and 4th respectively.

Table 2: Factors facilitating for taking up the present venture:

Sl. No.	Reasons	No. of Respondents	Percentage (%)	Rank
1	Knowledge of Success Stories	12	75	1
2	Previous job experience	2	13	2
3	Relevant education and training	1	6	3
4	Cheap credit facility	1	6	4

Table 2 represent the main facilitating factors which has motivated them to become an entrepreneur. The main facilitating reason for taking up of the present venture was found to be Knowledge of Success Stories of others. 75 % of the total respondents have responds

as the main facilitating factors and occupy the rank 1. While the other reasons like previous job experience (13%), relevant education and training (6%) and cheap credit facility (6%) occupy the rank 1, 2 and 3 respectively.

Table 3: Total monthly income after meeting all expenditure:

Income	No. of Respondents	Average Income In rupees
Below Rs. 20000	02	18500
Rs.20000-Rs.30000	05	27800
Above Rs.30000	09	37100
Total	16	31869

So far the total monthly income after meeting all expenditure of the tribal Dhaba owners are concern, table 3 clearly reveal the total average income of the total 16 numbers of Dhaba in the Rajapara locality. It

was found as Rs. 31869 per month. Majority of the Dhaba owners (9 respondents) earn more than Rs. 30000 per month.

Table 4: Total numbers of employees/Workers engaged:

Frequency	Absolute number	Average expenditure (in rupees)
0-9	2	4000
10-14	6	4500
15 and above	8	6000

Table 4 shows the No. of employees/workers engaged in the Dhaba business by the Dhaba owners. It was found that size of the Dhaba determines the No. of employees/workers to be engaged in their

establishment. From the above table it is clear that larger the No. of employees/workers engaged, larger the amount of salaries/wages paid by the Dhaba owners.

Table 5: Ancillary shops/ industries:

Sl. No.	Ancillary shops/Industries	Absolute Numbers	Percentage (%)	Average monthly Income (in rupees)
1	Pan shop	35	39	7500
2	Local fruit store	17	19	3200
3	Rice mill	2	2	14700
4	Grocery store	8	9	7200
5	Meat store	5	5	9000
6	Stationery store	5	5	6520
7	Photostat shop	4	4	4560
8	Vegetable store	11	12	3500
9	Pharmacy	3	3	9020
Total		90	100	562200

From the above table no. 5, it was seen that the percentage of the ancillary industries/shops that has been crept up due to the establishment of the Dhabas in the Rajapara locality were quite high in case of the pan shop, fruit store and vegetable store i.e. 39%, 19% and 12% respectively. However different ancillary industries/shops were crept up in more or less numbers like grocery store, rice mill, stationery shop, pharmacy meat store etc.

FINDINGS

The major findings of the study were as follows:

1. Majority of the respondent's main reasons for setting up of their Dhaba business were found to be to become self reliant and to earn profits and hold the rank 1 and rank 2 respectively.
2. When the researcher ranked the factors which facilitated them for establishing their Dhaba venture were found to be knowledge of success stories (ranked1), previous job experienced (ranked2), relevant education and training (ranked3) and cheap credit facility (ranked4).
3. The average income of all the 16 numbers of Dhaba owners after meeting all the expenditure in the Dhaba business were found to be Rs.31869.
4. It was found that with the large size of Dhaba owner could able to engage more numbers of employees and workers with higher payment of salaries and wages than the small size of Dhaba owners.

5. So far the various ancillary industries/shops were concern; different industries/shops were come up because of the establishment of Dhabas in the locality. The highest numbers of ancillary industries/shops were found to be pan shop (35 numbers) and local fruit store (17 numbers).

CONCLUSION

Entrepreneurial activity among the tribal people is regarded as the key indicator for the economic development of the country. It not only provides earnings to the owners but also provide employment opportunities to others. Different industries/shops were come up because of the establishment of Dhabas in the locality. Government should provide training to the educational youth regarding entrepreneurial education which can teach them for diversification of their business.

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