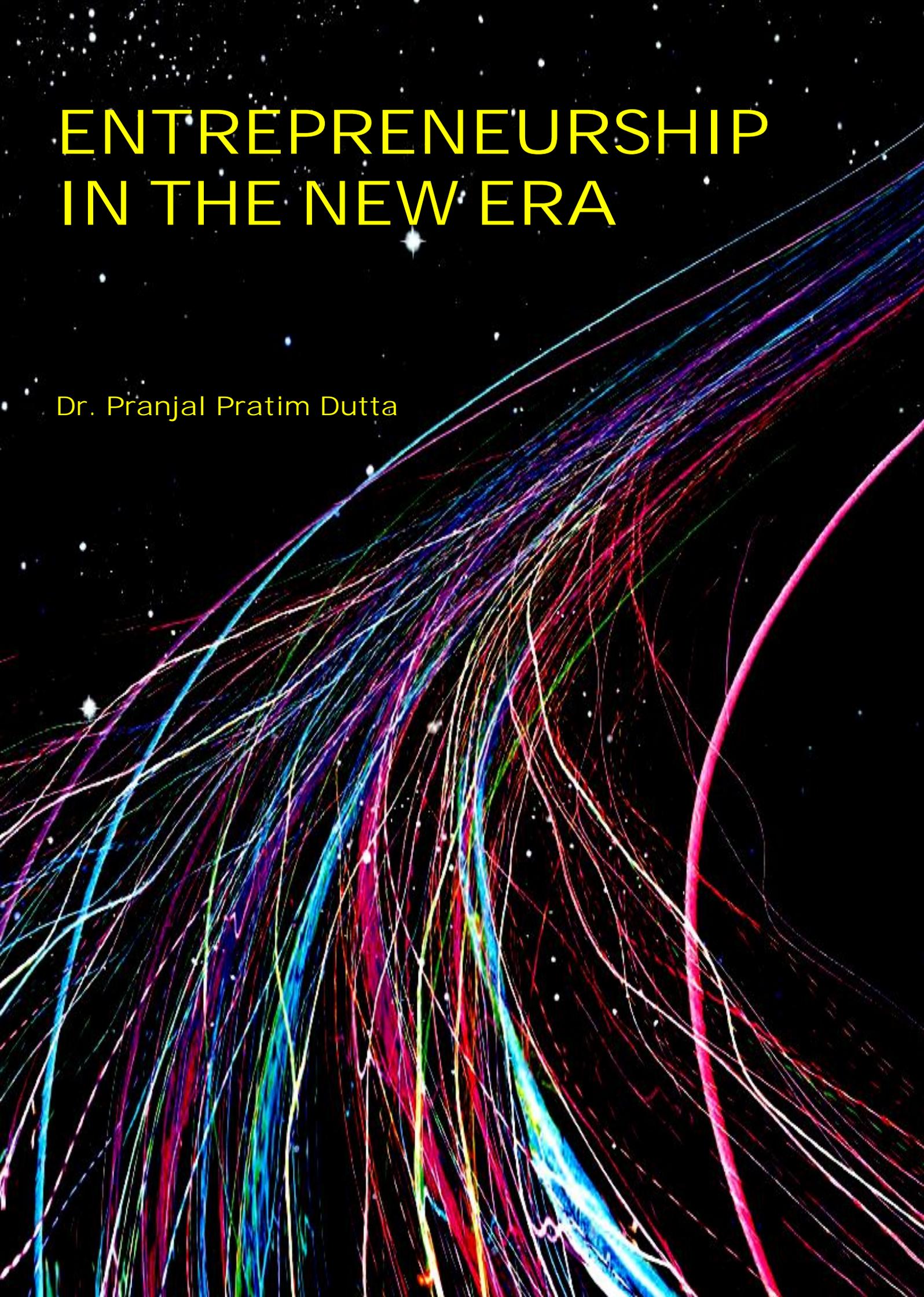


ENTREPRENEURSHIP IN THE NEW ERA

Dr. Pranjal Pratim Dutta



Entrepreneurship in the New Era



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Entrepreneurship in the New Era

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Preface

With the improvement of technology and science and easy access to resources, the field of entrepreneurship has curved over a new turn. This has shaped a vast number of prospects for inventive observances across various fields. Young generation is the most inspiring because they have the will to take big paths towards their dreams. It's their enthusiasm to succeed in the entrepreneurship era. Entrepreneurship education is one of the most important tools contributing to the present and future of entrepreneurship. For this, the curriculum of the program teaching young minds about entrepreneurship must focus on experiential learning. In order to encourage entrepreneurship, Government of India has come up with various initiatives like Make in India, Skill India-a multi –skill development programme with a mission for job creation and entrepreneurship for all socio-economic classes. It attempts to establish an international equivalent of the Indian framework on skill development.

Entrepreneurship serves as a backbone to the growth of Industry and economic development as well. After the situation caused by COVID -19, the Prime Minister of India gave a call for Atma Nirbhar Bharat or self-reliant India which shall stand on the five pillars of Economy, Infrastructure, Technology, Demand, and a Vibrant Demography. It provides a unique opportunity for Indian start-ups to produce innovative and affordable products. It is also looking to strengthening local manufacturing, building local supply chains, and converting local products into global brands.

Through this book, the researchers have tried to give the insight into various entrepreneurial developments, their prospects such as Agripreneurship, Trade between India and ASEAN, Assam tea and its Global Introduction, Bamboo-based Entrepreneurship, Women Entrepreneurship, Social Media Entrepreneurship, Entrepreneurial Approach to Rural Tourism.

I am sure this book will give its readers a clear insight on the various aspects of Entrepreneurship in the New Era.

Acknowledgements

I feel privileged for having the opportunity to bring out this edited volume “Entrepreneurship in the New Era.”

This book is the result of valuable support received from different academicians. I express my gratefulness to all of them.

The contributors of papers have been deserve special thanks as without their hard work and cooperation it would not have been possible to bring this book out.

Last but not least I express thanks and gratitude to Empyreal Publishing House for publishing this book.

Dr. Pranjal Pratim Dutta

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Agripreneurship: An Insight into the Present Scenario and Scope of Organic farming and Animal Husbandry in Assam

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Abstract

India is primarily an agricultural country where the majority population is dependent on agriculture for livelihood but its contribution to Gross Domestic Product (GDP) is less than the Service and Manufacturing sector. So, converging entrepreneurship with agriculture paves the way for enhancing production and profitability in the agricultural sector of the National economy. A farmer shall no longer be viewed only as someone holding plough and cows and working in the farmland but as an entrepreneur who innovates, takes risks, and drives change in the rural economy. There is a wide scope in Agripreneurship in an agrarian country like India. However, the present paper focuses on Organic farming and Animal Husbandry as a means of Agripreneurship to promote rural economic development. The study is a descriptive one and is based on secondary data. The land resource of the study area Assam, a North Eastern State, is already organic in default but organic farming is not much popular here due to various reasons such as unawareness. However, there is a wider scope to do large scale organic farming on a commercial basis. Animal husbandry is also a popular venture for Agripreneurship but more awareness and Government intervention is required to promote it on a large scale.

Keywords- Agripreneurship, Organic farming, Animal husbandry, Sustainable development, Untapped opportunities

INTRODUCTION

India is an agrarian economy where about 58% of the population is dependent on agriculture for livelihood. But only 14% to 15% is contributed to the Gross Domestic Product (GDP). There has been an increased investment in the agriculture sector such as infrastructure which includes irrigation facilities, warehousing, cold storage, etc and as such, it is expected to double the farm's income by 2022. As well as agriculture-exports is likely to reach USD 60 billion by 2020. Immense opportunities have been created to take agriculture seriously and become an entrepreneur in this sector. A farmer shall no longer be viewed only as someone holding plough and cows and working in the farmland. Importance needs to be given on the sustainable development of agriculture and allied industries for the benefit of the majority of the population and the self-sustainability of food production. Thus, Agripreneurship needs to be promoted on a wider scale. An agripreneur is an innovator who takes risks, undertakes innovation, and drives change in the rural economy. He adopts new methods, processes and techniques in agriculture and allied activities and contributes to better production and economic earnings.

The North-eastern state of Assam's economy is a land of untapped opportunities. Agriculture is the main source of earnings for the people of Assam. This sector is continuously supporting more than 75% of the state population directly or indirectly and more than 50% are employed in the agriculture sector. However, of late, people are turning its back to agriculture and have been moving to urban areas in search of more sophisticated jobs, thereby, overburdening the

cities. Due to the increasing population, the unemployment level is increasing day by day and recently, the COVID19 pandemic has magnified the number of unemployed. The world has lost nearly 400 million full-time jobs in the year's second quarter (April-June 2020) due to the novel Coronavirus pandemic (International Labour Organization (ILO)). The pandemic has impacted the lives of more than 555 million workers, as per the government data in India, and the unemployment rate reached 27.1% in early May, as nearly 122 million Indians lost their jobs between March and April 2020 (Centre for Monitoring the Indian Economy). Assam is also not excluded from this situation. Lakhs of people have lost their job in Assam due to COVID19 and thousands of migrant employees returned home. So, in this crisis, the agricultural sector can be the ray of hope for the people of Assam. Entrepreneurship in the agriculture sector is the best option in this crisis because it is possible to become an entrepreneur in the agricultural sector with a low investment which can fetch huge returns. It is also the best solution for reducing the unemployment problem in the rural areas and saving urban areas from overpopulation. There are various opportunities in Agripreneurship of which organic production of crops and animal husbandry are the two major sectors where there is a high potential to become an Agripreneur, particularly in Assam. Organic farming is becoming increasingly important in the agriculture sector at a national and global level. Organic agriculture is productive and sustainable and can improve food security by diversifying on-farm crop and livestock operations, which diversifies income sources and improves variety in diets (Wani et al., 2013). Along with organic farming, animal husbandry is also one of the most potential sectors in Assam. Animal Husbandry sector has a significant impact on employment generation in the State and plays a vital role in income generation in both the rural and semi-urban economy. Due to the high demand for its products, this sector has a great prospect to reduce the unemployment level but technology involvement is must require in this particular sector for more productivity efficiently. Animal husbandry is not only the source of income for the people who are involved in agriculture but also the source of income for many landless people. But due to their conventional method of production, their earnings are very limited. So to become more economically viable and having its great potential in the region, one needs to become an entrepreneur in this sector first. The present paper aims at highlighting the scope of organic farming and livestock business in Assam and also discussed the current status and its possible opportunities after the COVID19 pandemic in Assam.

Literature Review

Amarjit Singh Nanda and Toshihiko Nakao(2003) in their research on, "Role of buffalo in the social-economic development of rural Asia: current status and future prospectus" stated that buffalo has been an integral part of livestock agriculture in Asia for over 5000 years producing draft power, milk, and hides. Buffalo is declining all over the world. The present review highlighted the importance of buffalo to the economic and social fabric especially to the small and landless rural poor of several countries because more than 840 million people on earth are suffering from malnutrition so the role of buffalo in overall rural development in Asia is very important.

Narayana (2005) is of the opinion that the "green revolution" that fulfilled the aspirations of Indians by changing India from a food importing to a food exporting country was at the expense of ecology and environment and to the detriment of the well-being of the people. So an alternative method was required which would prove to be more sustainable without harming the environment and Organic farming was the answer to it. Sir Albert Howard's magnum opus "An Agricultural Testament" has significance to India as it is based on the environment-friendly farming practiced in the country for centuries. Organic farming is

recognized as the best alternative to conventional farming as it functions in a friendly ecosystem while sustaining and increasing crop productivity.

Sangeeta Upadhaya and C.P Desai (2011) in their research paper, "Participation of farm women in animal husbandry in Anand district of Gujarat" stated that animal husbandry provides employment and economic support to rural families and many important tasks in animal husbandry are performed by women besides their responsibilities as homemakers but their role does not recognize as an economic contribution and they remain as unpaid labour. Women's. Less participation was observed in the economic aspects of animal husbandry occupation. Low participation of farm women was observed in decision making about economic aspects where execution is carried out by them. So there is needed to make them aware of financial regulation, loans, and insurance of animals and marketing structure. Farm women should be encouraged regarding clean milk production and preparation of value-added products so that the productivity of milk and their income can be enhanced.

Uplaonkar and Biradar (2015) have made a study on the development of entrepreneurship through agripreneurs in India where a sincere attempt has been made to study the need and scope of Agripreneurship and its role in the national economy. Entrepreneurship in agriculture is very important for creating employment opportunities for the rural youth, controlling migration from rural to urban areas while cutting down pressure on urban cities, increasing national income, and so on. The possible areas of Agripreneurship development can be processing units, manufacturing units, inputs manufacturing units, commercial vermicomposting units, organic farming, bamboo plantation, and so on. Even though Agripreneurship development is not only an opportunity but a necessity, the achievement rate is extremely low in India due to various reasons such as lack of capital, poor technology, and market connectivity, lack of awareness of the farmers, presence of several legal restrictions, and lack of initiative by the Government, etc.

Wani et.al (2017) in their review paper on status, scope, and prospects of organic farming in Northern India are of the opinion that the scope of marketing of organic food in India is vast but unexplored to its full potential. Maximum organic products are produced in India with the intention to export but with the increasing popularity of domestic consumption of organic food, many stores are mushrooming in India. However, with the ever-increasing food demand of population and meager availability of organic resources and other constraints, it is not possible to turn into "Pure organic farming" but some areas can be diverted to organic farming for export of high-quality organic products.

Research Methodology

The present study is a descriptive one that includes fact-finding inquiries about organic farming and animal husbandry. A sincere attempt has been made to describe the present scenario of the contribution of organic farming and animal husbandry to entrepreneurship development. The study is mostly based on secondary data published by the websites of the Government of India and the Government of Assam such as the Ministry of Commerce and Industry, Ministry of Fisheries, Animal Husbandry and Dairying, Department of Agriculture and Horticulture, Animal Husbandry and Veterinary. Different journals, articles, newspaper and books have also been considered for collecting in-depth information to serve the purpose of the study. Moreover, some agripreneurs have also been consulted for a better understanding of the subject area.

Objectives of the study

1. To review the present scenario and scope of Agripreneurship in organic farming in Assam.

2. To examine the scope and opportunities of Animal Husbandry business in Assam.

Agripreneurship in Organic farming

The farming method used to cultivate the land and raise crops by use of organic wastes and other biological materials for sustainable production in an eco-friendly pollution-free environment is known as organic farming. Such farming allows the use of naturally occurring substances and limits or prohibits the use of synthetic substances such as fertilizers and pesticides. Protecting animal and human health without destructing natural resources like water, air and soil is the main objective of organic farming. Organic farming is emerging as a prospective opportunity for entrepreneurs in agriculture. Agripreneurs have shifted the opinion towards a conventional farmer holding a plough and cows to a modern-day farmer who owns and manages his farmland like any other skilled professional. There are various practices that an agripreneur can use to do organic farming such as crop rotation, composting, vermicomposting, weed management, livestock, and so on. There are various economic benefits of organic farming as they are labour intensive, more participation of women labour, cost-effective for developing countries due to use of local resources such as green manure, cow dung, etc.

Organic farming in India

India is an agricultural country with about 58% of the population pursuing it as a means of livelihood. However, people are now opting out of farming in search of more sophisticated jobs. Despite being an agricultural country, the attitude of people towards taking up a career as a farmer or an agriculturist is still conventional. They still perceive the basic idea of a farmer as someone who works hard on the field with ploughs and cows and having minimum or no education. People, especially, the younger generation prefer to migrate to urban areas in search of non-agricultural jobs which has led to the overburden of the cities. However, with increasing chronic diseases especially from the consumption of foods and recently the outbreak of the Covid19 pandemic with a drastic impact on the social and economic lives, people are reconsidering their idea of farming. Also, there has been a gradual shift in eating healthy food. These phenomenons have led to an increase in the scope for people moving towards Organic farming. In India, also, people are becoming more health-conscious and attracted towards the consumption of organic food. Post COVID pandemic this health consciousness will be even more. Moreover, unavailability and loss of jobs in urban areas have forced many educated and talented people to go back to their roots and start something on their own. The scope has been created for entrepreneurs in the field of agriculture and its allied activities.

History of organic farming in India

Organic farming had evolved in India on the basic theoretical exposition of Sir Albert Howard in the 1940s. (Narayan, S). His publication, “An Agricultural Testament” which has a special significance to Indians as it is based on the environment-friendly farming practiced in the country for centuries, has been regarded as the keystone of the organic movement. But in comparison to other countries, India lags behind in the practice of organic farming, even though, Indians have been the worst sufferers of the conventional farming system. However, according to the World of Organic Agriculture Report 2018, India has over more than 30% of the world’s organic producers. However, according to this report, India covers only 2.59% of the total area under certified organic cultivation.

Organic farming is the best alternative to conventional agricultural practice. It has been one of the several approaches found to satisfy the objective of sustainable agriculture. Organic farming prohibits the use of almost all synthetic inputs and giving topmost priority to the health of the soil. According to the “Food and Agriculture Organization(FAO)”, the objective of sustainable agriculture is to manage the resources for agriculture which shall satisfy changing human needs

while maintaining or enhancing the quality of the environment and conserving natural resources. Various techniques of organic farming like inter-cropping, mulching, and integration of crops and livestock are already followed for centuries in India.

Status of Organic Farming in Assam

Assam is a State of nature, agriculture, and “untapped opportunities”. Every year three national festivals i.e Bohag Bihu, Kati Bihu, and Magh Bihu are celebrated in the State and all three festivals are based on nature and agriculture. Assam is predominantly a rural state where only 1.23% of the total geographical area is under an urban area. Hence, its economy is primarily agrarian where almost 70% of the population is directly dependent on agriculture and 15% of the populations are engaged in allied activities. Therefore, the development of the State is linked with the development of agriculture in the State. With the recent announcement of the Central Government of “Atma Nirbhar Bharat”, agriculture forms the solid base for self-reliance of the Assamese community.

Assam is naturally “organic by default” because most of the areas have not been touched by chemical fertilizers. Farmers in these regions often use organic manure available on their farms or their locality. On average, Assam uses 56 kg of chemical fertilizer per hectare as against the all-India average of 106 kg and 40.46 grams of chemical pesticides per hectare as against 0.448 kg of all-India average. According to the data estimates available with the Agricultural and Processed Food Products Export Development Authority (APEDA), as of 2017-18, nearly, 9,883 hectares of land in Assam is already under organic cultivation and around 18,129 hectares of land is in the process of conversion to organic cultivation which normally takes three years. Thus, the State has a huge potential to turn organic on a large scale basis. In 2017, Prime Minister Narendra Modi declared the North Eastern State, Sikkim, to be India’s first fully organic State and Meghalaya is in the process of turning completely to organic production.

Organic Cultivation in North East India, 2017-18:

State	Area(in hectares)	Conversion(in hectares)
Sikkim	74094	1982
Meghalaya	2580	37756
Assam	9883	18129
Nagaland	3526	5314
Arunachal Pradesh	51	6129
Manipur	158	5240
Tripura	204	2048
Mizoram	0	999
Total	90496	77597

Source: Agriculture and Processed Food Products Export Development Authority (APEDA)

Challenges faced in organic farming

In some places of Assam, farmers extensively practice conventional farming and use a large amount of chemical fertilizers and pesticides in their agricultural land. As a result of which the growth of the agricultural products is fast and thereby sales too. This leads the other farmers who were primarily engaged in organic farming to resort to chemical farming. However, extensive and continuous use of chemicals in the lands leads to its destruction of soil because of the killing of the microorganisms by the chemicals. So, the better alternative is to use organic inputs because they do not affect the microorganisms present in the land.

With the increase in demand and degrading land resources, it is not affordable to resort to complete organic farming. Economically, organic farming still lags behind conventional

farming because, on average, about 5 kg to 10 kg of chemical fertilizer is required on 14,400 square feet of land against 80 kg of organic composed cow manure. Additionally, subsidized rates are available for buying fertilizers like urea, and purchasing of cow manure becomes expensive than chemical inputs because more quantity is required. Again, if someone keeps cows or poultry at home, the manure is required to be kept for at least three months to convert it into compost. Even though Government has banned the use of many chemical pesticides, but still it is being used without the knowledge of the authorities. Also, organic farming will be more economical in those areas where land resources are superior and the people are ready to give premium prices for the products. So, consumer awareness is very important for the promotion of organic production.

Again, Organic products are expensive than regular agricultural products because of high accreditation costs, high farming cost that includes longer storage time, use of expensive bio-fertilizers, greater chances of spoilage and destruction by pests and mismatch between demand and supply. So, it is mostly popular among the affluent population.

Moreover, people need to change the mentality regarding taking farming as a career opportunity. People prefer to migrate to the cities to do jobs rather than being a farmer. Organic farming requires skilled and educated entrepreneurs who are ready to take risks and innovate but our society is such that the educated prefers not to be a cultivator and rather opt for other jobs.

Export of organic products

Since 2001, the Ministry of Commerce and Industry of India has been implementing the National Programme for Organic Production(NPOP) for exports under the Foreign Trade Development Regulation Act. The organic products of India have been able to make a mark in the global market. In the year 2017-18, as per records from APEDA, the total volume of export was 4.58 lakh Metric Ton(MT) that realized an amount around INR 3453.48 crores(515.44 Million USD). The major exporting countries of organic products are the USA, European Union, Canada, Switzerland, Australia, Israel, South Korea, Vietnam, New Zealand, Japan, etc. Oilseeds lead among the exported products followed by Cereals and Millets, Tea, Coffee, Dry fruits, Cardamom, Spices, and others. On the other hand, in the year 2017-18, under NPOP, Assam has exported 11.812 MT of organic products realizing value of INR 41.20 lakh (0.061 Million USD). This proves that the export of organic products from Assam is very less compared to other states. However, the land resource of Assam and other North-Eastern states are richer than any other State. But it is still untapped. Various unique agricultural products including fruits, vegetables, flowers, spices, nut crops, medicinal plants, different kinds of mushrooms, bamboo, etc can be found in the State which has a lot of potentials to be traded since these are high in nutritional benefits. For instance, organically produced Pineapple cubes are exported to Germany, South Africa, and Kuwait, organic bananas, locally called Bhimkol, is popular all over the world for its health benefits, organic tea is exported to different parts of the world and the list continues. Assam is blessed with an agro-climatic and bio diversified advantage besides being the Gateway to North East and close proximity to southeast Asian nations which paves the way for more exports in the future. However, Government intervention is of utmost importance for promoting organic products of Assam in the World market besides people's awareness of organic farming.

Government intervention

The government has a very significant role to play in promoting organic farming. Especially, in the North-Eastern region, where the soil already has the required quality for organic production, Government intervention through plans and policies is of utmost importance for promoting organic farming. It is evident that the Government has realized the harm created by

conventional farming on the environment through the extensive use of chemical fertilizers and pesticides. The Ministry of Commerce and Industry India has implemented the National Programme for Organic Production which involves the accreditation programme for certification Bodies, standards for organic production, promotion of organic farming, etc. The Government has passed various schemes for organic production all over the country. The most prominent ones are National Project in Organic Farming, National Horticulture Mission, and Horticulture Mission for North East and the Himalayan States and so on. In the North-Eastern States, one prominent Central Sector Scheme has been launched which is named as Mission Organic Value Chain Development for North Eastern Region (MOVCD) during the 12th Plan period. The potential of organic farming in the North Eastern region was realized by the Government and thus this scheme was launched with the aim of developing certified organic production in a value chain mode and bridging the gap between farmers and consumers and sustainable development of the entire value chain. As of 2018, 50,000 farmers have been covered under the scheme. For the purpose of this scheme, Assam has already identified ten clusters or areas where organic farming is feasible with the target to attain 500 hectares of the area in each along with the crops to be grown.

Table showing the Clusters wise details of location of scheme implementation along with the selected crops:

District	Location	Area(Ha)	Selected Crops
Dhemaji	Butikor areas	500	Red rice
Majuli	Pokajora areas	500	Red rice
Golaghat	Padumpather, Bokakhat	500,500	Ginger/Turmeric/Red rice
Kamrup	Sonapur	500	Ginger/Turmeric
Sonitpur	Bihaguri	500	Okra, Ridge gourd, Ginger
Nalbari	Balitara	500	Pumpkin
Kokrajhar	Titagiri	500	Ginger/ Turmeric
Chirang	Panbari	500	Ginger/ Turmeric
Cachar	Lakhipur	500	Pineapple

Source: Directorate of Horticulture and Food Processing, Government of Assam.

In addition to MOVCD schemes, two more organic schemes of Central have been implemented, namely, Paramparagat Krishi Vikash Yojana(PKVY) and Rastriya Krishi Vikash Yojana-Organic(RKVY-Organic).

Animal Husbandry

Animal husbandry is one of the most significant economic activities in the rural areas of the country contributing significantly to the national economy. It is the branch of agriculture where animals are being nursed, bred, and raised for eggs, milk, meats, fibers, and different food products. Animals are nursed commercially to meet the high demand for food. Animal husbandry relates to livestock raising and selective breeding. It is the management and care of animals within which the genetic qualities and behavior of animals are further developed for earning. An outsized range of farmers rely on animal husbandry for their sustenance. It is one of the most important income sources for rural folks next after agriculture. Animal husbandry plays a crucial role in the socio-economic development of rural people in India and particularly in Assam. In this Agri-based economy, the role of animal husbandry is tremendous and there is a great scope of animal husbandry in Assam. Due to the Covid19 pandemic many people have lost their job, many migrant workers came back home so at this crisis there is a great scope for unemployed people to involve in animal husbandry business scientifically. There are three major types of animal husbandry practiced in Assam (i) Dairy Farming: Dairy farming is the

agricultural procedure pertained with the long term production of milk which is then processed to obtain dairy products such as ghee, curd, cheese, butter, cream, etc. It includes the management of dairy animals such as cows, buffaloes, sheep, goats, etc. (ii) Poultry Farming: Poultry farming is concerned with raising and breeding of birds for commercial purposes. Birds like ducks, chickens, geese, pigeons, turkeys, etc. are domesticated for eggs and meat. (iii) Fish Farming: Fish farming is the process of raising fish in closed tanks or ponds for commercial purposes.

SCOPE AND OPPORTUNITIES OF ANIMAL HUSBANDRY

Since domestic demands of animal husbandry products in Assam is very large so there have a great scope and opportunities for its every sector of animal husbandry. It not only provides an income source to households who are involved in agriculture but also provides an income source to landless people because there is a huge demand in animal husbandry products such as meats, milk, eggs, etc in Assam as well as in other parts of the country. People can nurse various species of animals for meat such as pig, goat, sheep, buffalo, etc, and poultry birds such as fowl, duck, turkeys, pigeons, and other poultry birds. There is great potential for fish farming in the region also.

Despite being a large meat consuming region, the entire north-eastern region including Assam imports more meat than it produces. Around 1.9 kg of meat per person is available for consumption in Assam, whereas 5.5 kg of meat per head is available for consumption in India. Therefore, the state of Assam has to import the surplus from outside so there is a great scope in this particular sector to meet the domestic needs. As per data provided by the state Animal Husbandry and Veterinary Department, 150 MT of meat was produced in Assam between 2018 and 2019 as against the market demand of 375 MT of meat during the same period. Similarly, the state produced only 49 MT of meat in 2016-17, whereas the demand during that period was 263 MT.

Among the livestock species, pig and goat play an important role in the development of the livestock sector. According to Integrated Sample Survey Report 2016-17, the share of meat production from the pig was 18,730 tonnes (39.96%) against the total meat production of 46,870 tonnes in Assam during the period 2016-2017. The state of Assam accounts for the highest number of the total pig population in India.

Pig population, 2012 & 2019 in major states.

S.NO.	States	Population (in millions) 2012	Population (in millions) 2019	% Change
1	Assam	1.64	2.10	28.30
2	Jharkhand	0.96	1.28	32.69
3	Meghalaya	0.54	0.71	29.99
4	West Bengal	0.65	0.54	-16.63
5	Chhattisgarh	0.44	0.53	20.01

Source: 20th livestock census report, Ministry of Fisheries, Animal husbandry & Dairying.

Poultry farming is also growing promptly in Assam. Assam has the highest percentage of the growth of the poultry population in India.

Poultry population, 2012 & 2019 of major states:

S.NO	States	Population (in millions) 2012	Population (in millions) 2019	% Change
1	Assam	27.2	46.7	71.63

2	Andhra Pradesh	80.6	107.9	33.85
3	Telangana	80.8	80.0	-0.93
4	West Bengal	52.8	77.3	46.34
5	Maharashtra	77.8	74.3	-4.49
6	Karnataka	53.4	59.5	11.33
7	Tamil Nadu	117.3	120.8	2.92

Source: 20th livestock census report, Ministry of Fisheries, Animal husbandry & Dairying.

Assam currently imports 32 lakh eggs every day from other Indian states mainly from Andhra Pradesh and Maharashtra. At present, the state produces 27 lakh eggs every day, but it is not sufficient to meet the domestic demand so there have a great scope and opportunities for producing eggs in Assam.

Assam imports fish mostly from other states like Andhra Pradesh, Uttar Pradesh, and West Bengal. The state has 9.01% fishermen population as a percentage of the total fishermen population of India (National Statistical Office, Ministry of Statistics and Programme Implementation, Government of India). Though the state has huge potential for fish farming in water resources such as ponds, tanks, beel, oxbow lake, wetlands, low lying (areas) and reservoirs, still Assam brought nearly 11,450 MT of fish from Andhra Pradesh, Uttar Pradesh, West Bengal, Bihar and other states of India during 2017-18. Everyday Assam brings around 34.12 MT of fish from these states. The fishery sector has witnessed a massive growth in Assam compared to the past few years but still, the state is far away from becoming self-reliant on fish production. The state has to bring a huge quantity of fish from other states to meet domestic needs. So there is a great scope for fish farming in Assam. Apart from meeting the domestic demand, Assam can export fish to other parts of India and its neighbouring countries. To accelerate the growth further, the fishery sector needs to adopt new strategies with time, situation, and context. Foreseeing the high potential in the fishery sector, the Central government called for Blue-Revolution with the vision of creating an enabling environment for integrated development of the full potential of fisheries of the country, along with substantial improvement in the income status of fishers and fish farmers. Under the blue revolution, the central government allocated 1200 lakh rupees for Assam during 2019-2020. Most numbers of people of Assam cultivate fish by using the traditional method that requires a large area. Since this particular sector attracting a large number of youths so biofloc fish farming would be a great method of fish farming. It is a new concept of growing fish in a controlled atmosphere. Biofloc fish farming technology can solve the unemployment problem in Assam also. It is an Israel based technology, without digging pond one can harvest fish farming. Biofloc technology is a technique of upgrading water quality in aquafarming through balancing carbon and nitrogen in the system. So this method would be a great scope for the landless people.

Assam has a high demand for milk and other dairy products but the production of milk in Assam is largely carried out in an unorganized manner. As per a study conducted by the International Livestock Research Institute (ILRI) and Assam Agricultural University (AAU), 97% of milk in Assam comes from the unorganized sector. The state produced 8,72,000 tonnes of milk in 2018. The state produced 8,61,000 tonnes of milk in 2017 and 8,43,000 tonnes in 2016. Therefore there has a great opportunity in producing milk in an organized manner for producing a large quantity of milk that will not only meet the domestic demand but also fulfill the demand of companies those which are producing a value-based product of milk. Since the production of milk is largely dependent on the growth of cattle. The state has witnessed the positive growth of cattle from the last few years. The population of cattle in Assam is 10.9 million in 2019 as against the 10.3 million in 2012 census (as per 20th and 19th livestock census).

People can start animal husbandry with a minimum investment which can give high returns. So small households, landless people, poor people, unemployed youth, anyone can start animal husbandry business. And apart from this, there is various government schemes are there for animal husbandry business. Women can also play a huge role in the animal husbandry business. Many researchers found that women's participation in animal husbandry is immense. People can start raising various species of poultry at their home also such as ducks, hens, pigeons both for eggs and meat that will be extra earning sources for many people. People can also do integrated farming that is growing crops along with animal husbandry which can make people more economically viable so animal husbandry has a great scope and potential in Assam.

Conclusion

The present study indicates that entrepreneurship in agriculture is the best possible way for self-reliance in a State like Assam which is an agrarian State with the majority population depending on agriculture for livelihood. Agripreneurship can make agriculture an attractive and profitable venture to the new generation. Agripreneurship is not only a self-reliant opportunity but also essential for enhancing the production and profitability of the agricultural sector of the National as well as State economy. The present paper has specifically studied the present scenario and scope and opportunities of organic farming and animal husbandry as a means of Agripreneurship in Assam. Due to its favorable geographical location and climatic condition, there is a huge potential for Agripreneurship in the State but it is untapped. The land resource of Assam is already organic by default because of no or minimal use of chemicals for farming which makes it viable for organic farming. The scope of profitable organic farming in Assam is very huge but customer awareness about organic products and its benefits and more intervention of the Government is required to make organic farming attractive to the Agripreneurs. There is a need to promote organic farming through awareness programs conducted by various Government and Non-government organizations. The prospects of animal husbandry business are also high but its contribution to the State economy is negligible. There is a huge scope for dairy farming, poultry farming, and fish farming in the region because of the high demand for domestic consumption of animal husbandry products. But every year a large number of products such as meat, fish, and eggs are imported because of insufficient production in the State. Though the new and modern technology is available for improving the production of animal husbandry, its applicability is very less in rural areas of Assam. So, awareness among the producers and intervention of the Government shall play a pivotal role in widening the scope for animal husbandry in the State.

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**Economic and Regional Cooperation between ASEAN Economies and India
with special reference to ASEAN – India Free Trade Agreement (AIFTA) –
A study on impact of AIFTA on trade between India and ASEAN**

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ABSTRACT

ASEAN is one of the most economically dynamic regions in the world today and therefore economic cooperation with ASEAN is one of the key priorities of India's Act East policy. There is immense potential for diversification of India's exports to ASEAN economies and thereby enhancing trade in goods, services and investments. This can happen through continuous review of the trade agreement, harmonizing and simplifying the customs procedures, encouraging private sector engagement, providing access to financial services especially for MSMEs which would strengthen the bilateral economic relations between India and ASEAN. ASEAN – India Free Trade Agreement (AIFTA) emerged from a common interest of both parties to expand their economic ties in the Asia-Pacific region. The paper is an attempt to study the impact of AIFTA on trade with ASEAN countries and to highlight export of coffee, tea, mate and spices (product label 9) by India to ASEAN. The paper is based on secondary data and sourced from journals, reports, news articles, professional research papers and government websites.

Keywords: economy, cooperation, free-trade, ASEAN, AIFTA

INTRODUCTION

Over the years, bilateral and multilateral trade arrangements have become one of the important strategies of various countries across the globe. India has been actively partaking in regional and bilateral trade agreements and negotiations with a view to diversify and expand the markets for boosting exports with a view to guaranteeing access to the required raw materials, intermediates and capital goods for promoting value added domestic production.

ASEAN and India have been holding summits on annual basis since 2002 to boost the economic, security and socio-cultural ties. In 2010, the ASEAN- India Free Trade Agreement (AIFTA) came into force under which the ASEAN member countries and India agreed to open the markets by gradually reducing and eliminating tariffs and custom duties.

The ASEAN-India Free Trade Agreement (AIFTA), since its inception in 2010, has led to significant rise in trade among India and other Southeast Asian nations. ASEAN's population size is less than half of India but the global economic trade is more than five times. The cooperation between ASEAN and India has been extending to diverse fields.

AIFTA emerged from a common interest of India and ASEAN to develop their economic outreach in the Asia-Pacific region. India's Look East policy was introduced by such common interests of most of the ASEAN nations to expand their outreach towards the west. Both India and ASEAN have made significant progress in the lowering of tariffs between them by introducing Common Effective Preferential Tariff (CEPT) Scheme under AIFTA. More than 99% of the products are under CEPT Inclusion List (IL) whereby the tariffs have been brought down to 0-5% by of Brunei, Indonesia, Malaysia, Philippines, Singapore and Thailand. India has excluded 489 tariff lines from the list of tariff concessions and 590 tariff lines in sectors such as agriculture, textiles, automobiles, petrochemicals, crude and refined palm oil, coffee, tea, pepper, etc.

OBJECTIVES

- a. To study the impact of AIFTA on trade with ASEAN countries.
- b. To highlight export of coffee, tea, mate and spices (product label 9) by India to ASEAN.

METHODOLOGY

The study evaluates the trade agreement between ASEAN and India on the basis of secondary data and empirical observations available from different research papers and articles along with a brief account of literature review. The paper is divided into two sections which addresses the objectives, the first section deals with the impact of AIFTA on India's trade with ASEAN countries and prospects of trade and the second section deals with the trade of coffee, tea, mate and spices (product label 9) between India and ASEAN countries for a period of 10 years from 2010-11 to 2019-20.

LITERATURE REVIEW

Madaan (2004) in his study found that trade relation between India and ASEAN have strengthened since 1991 mainly because India's visionary 'Look East Policy' which complements India's economic structure with ASEAN thereby providing substantial mutual gains. The study found that India's trade dependence on ASEAN countries has increased over the period between 1995-2003 which was mainly with ASEAN's member nations of Singapore, Malaysia, and Indonesia whereas Myanmar, Malaysia, Indonesia and Singapore were more dependent on India during the same period. The study highlighted that India's quantum of import with ASEAN was much higher than that of its export. Among the ten ASEAN countries, India's trade with Myanmar, Malaysia, Singapore and Indonesia were at desirable level within the said period.

Pal and Dasgupta (2009) did an impact study of India-ASEAN trade agreement on India's plantation sector, marine products and light manufacturing sector. They concluded that plantation sectors which included tea, spices, coffee and rubber would be adversely affected. Moreover, marine products, textiles, garments and auto components industries would face stiff competition in short term. They opined that the overall gain would significantly depend on the redistributive policies or measures adopted the Government of India.

Veeramani and Saini (2010) conducted a quantitative assessment of the impact of AIFTA on commodities viz. coffee, tea and pepper in India. They suggested that AIFTA would increase imports by India but leading merely to trade creation but not trade diversion. The assessment showed that Government of India may incur significant losses in tariff revenue due reductions in the proposed tariff under AIFTA. But, since there will an increase in the consumer surplus it would compensate the loss of tariff revenue which would ultimately lead to a net welfare gain.

Sarin et al. (2014) studied the trade prospects to improve Indo-ASEAN trade relations and the possibility of trading prospective commodities to ASEAN countries. The study found that there is a vast potential of trade between India and ASEAN which is still available and thus recommended a list of commodities which have not been traded but have good trade prospects. The identified tradable commodities between India and ASEAN which could be exported from India were tools, tapestry, tobacco and substitutes, implements, cutlery of base metal, special woven or tufted fabric, lace, manmade staple fibres, vegetables plaiting materials, vegetables products, etc.

Nandal (2018) studied the trends in India's trade after agreement of AIFTA was made and the future prospects of India and ASEAN relations. The study found that there was an upward trend in India – ASEAN trade after AIFTA came into the scenario but at the same time there has been decline in the trade for the past few years which was mainly due to rise in China's international

trade activities. He suggested that India's Act East policy can be very vital and can act as a catalyst to boost the trade relations between India and ASEAN.

Obero (2019) made a study on the performance of trade and quantum of trade between India and ASEAN members before and after AIFTA. It was found from the study that for the majority of distinctive industry level, India has experienced an improvement in its trade specialization after AIFTA came into action. He suggested that firstly, India should try to address issues relating to technology in use, the scale of production, quality superiority, reliability etc. at the industry level, which are regarded as limitations to export creation. Secondly, India should give importance on those commodity groups that are of utmost significance to ASEAN economies. Lastly, India should invest more in R&D in order to have better access to technology and thereby bring innovative methods to attain cost advantage and quality superiority.

ASEAN's tariff reduction Framework for India

Under AIFTA, India and ASEAN have decided to lower down the tariffs for the 6 categories of commodities. In case of Normal Track 1 commodities, India had reduced tariffs down to 0% in 2013 with Cambodia, Myanmar, Laos and Vietnam (CMLV) whereas CMLV had reduced to 0% in 2018, India and Philippines both lowered tariffs to 0% in 2018 and with Singapore, Brunei, Indonesia, Malaysia and Thailand to 0% in 2013.

In case of Normal Track 2 commodities, India had reduced tariffs down to 0% in 2016 with Cambodia, Myanmar, Laos and Vietnam (CMLV) whereas CMLV has planned to reduce tariffs to 0% by 2021, India and Philippines both lowered tariffs to 0% in 2019 and with Singapore, Brunei, Indonesia, Malaysia and Thailand to 0% in 2016.

In case of Sensitive Track commodities, India had reduced tariffs down to 5% in 2016 with Cambodia, Myanmar, Laos. India and Philippines both lowered tariffs to 5% in 2019 and with Singapore, Brunei, Indonesia, Malaysia and Thailand to 5% in 2016.

In case of Highly Sensitive Track commodities, India has planned to reduce tariffs to 25% - 50% by 31st December, 2024 for Cambodia and Vietnam. In case of Philippines the tariff reduction is planned to be reduced to 25% - 50% by 31st December, 2022 and for Indonesia, Malaysia and Thailand the tariffs have been reduced to 25% - 50% up till 31st December, 2019.

In case of Special Products commodities, India has reduced tariffs to 37.5% for crude palm oil, 50% for pepper and 45% for the remaining commodities for Cambodia and Vietnam, Philippines, Indonesia, Malaysia and Thailand up till 31st December, 2019.

In case of Exclusion List commodities which includes meat, trout, yellowfin and longfin tuna, cod, sardines, mackerel, ribbon fish, pomfret etc., shrimps and prawns, whole and condensed milk, butter and ghee, vegetables, fruits, coffee, tea, spices, mate etc. The tariffs of the commodities under this category depends upon the market access strategy and subject to annual tariff review.

Benefits to Indian exporters under AIFTA

The Preferential tariff access for Indian products is applicable to throughout 10 member countries of the ASEAN. The elimination of tariffs of importing countries have resulted in the gradual reduction in price of products throughout ASEAN thereby having a cost advantage in exports to India. AIFTA has also helped Indian products to gain access in the ASEAN region which has also helped the ASEAN consumers to avail benefits of getting goods at cheaper prices due to lower tariffs of raw materials used by region's producers. AIFTA has also helped many processing factories of ASEAN to import raw materials at a cheaper price from India due to the tariff elimination and ultimately reduction in their production costs. AIFTA has also

helped Indian exporters to by integrating ASEAN into a single market which is an important point since the market has now become larger and diverse thereby generating high demand and large buyer base. This has paved a way for the export and investment sectors to generate higher potential in the long term as it is seen that since the AIFTA agreement in 2010 India's export are higher with the ASEAN countries compared to other regions.

India's trade with ASEAN:

YEAR	EXPORTS (in billion USD)	% Growth	IMPORTS (i n billion USD)	% Growth	TRADE BALANCE (in billion USD)
2010-11	22.96	21.8	29.64	19.13	-6.68
2011-12	34.50	33.45	40.33	26.51	-5.83
2012-13	33.01	-10.17	42.87	1.68	-9.86
2013-14	33.13	0.38	41.28	-3.71	-8.14
2014-15	31.81	-3.99	44.71	8.33	-12.9
2015-16	25.15	-20.8	39.91	-10.9	-14.75
2016-17	30.96	23.09	40.61	0.88	-9.65
2017-18	34.20	10.46	47.13	16.04	-12.93
2018-19	37.47	9.56	59.32	25.86	-21.85

Source: Foreign Trade (ASEAN), Ministry of Commerce and Industries & Trade Map Database.

The AIFTA have had a positive impact as there has been a gradual increase in the quantum of exports since 2010 the year in which AIFTA was introduced, the exports from India to ASEAN has increased from 22.96 billion USD in 2010 to 37.47 billion USD in 2019 which is about 63 % growth. Likewise, the imports have also seen a tremendous uplift since 2010 with 29.64 billion USD to 59.32 billion USD in 2019 which is double the growth in imports since 2010.

POTENTIAL EXPORT COMMODITIES FROM INDIA TO ASEAN:

- ASEAN - Manmade staple fibres, tools and implements, cutlery, etc. of base metal, special woven or tufted fabric, lace, tapestry etc., tobacco and manufactured tobacco substitutes, vegetables plaiting materials, vegetables products
- Brunei - Silk, cotton, residues, wastes of food industry, animal fodder, optical, photo, technical, medical apparatus etc., special woven or tufted fabric, lace, tapestry, etc., tobacco and manufactured tobacco substitutes, explosive, pyrotechnics, matches, etc., tools and implements, cutlery, etc.
- Cambodia - Salt, Sulphur, earth, stone, plaster, lime and cement, stone, plaster, cement, asbestos, mica, etc., special woven or tufted fabric, lace, tapestry, etc., mineral fuels, oils, distillation products, etc., sugar and sugar confectionery, tobacco and manufactured tobacco substitutes.
- Indonesia - Vegetables textile fibres, paper yarn, woven fabric, residues, wastes of food industry, animal fodder, manmade filaments, stone, plaster, cement, asbestos, mica, etc. Articles, tanning, dyeing extracts, pigments, etc., sugars and sugar confectionary, tobacco and manufactured tobacco substitutes, explosive, pyrotechnics, matches, etc., tools, implements, cutlery etc.
- Malaysia - Vegetables, plaiting materials, vegetables products, residues, wastes of food industry, animal fodder, tanning, dyeing extract. Pigments etc., oil seed, fruit, grain, tools and implements, cutlery, animal, vegetables fats and oils, cleavage products, etc.

- Philippines - Manmade, Special Woven or Tufted Fabric, Lace, Tapestry etc.
- Singapore - Vegetables, plaiting materials, vegetables products, article of leather, animal gut, harness, travel goods, stone, plaster, cement, asbestos, mica, etc., tobacco and manufactured tobacco substitutes.
- Thailand - Lac, gums, resins, vegetables, saps and extracts, vegetables, plaiting materials, vegetables products, optical, photo, technical, medical, etc. apparatus, stone, plaster, cement, asbestos, mica, etc. articles, special woven or tufted fabric, lace, tapestry etc.
- Vietnam - Silk, cotton, tanning, dyeing extracts, pigments, etc., special woven or tufted fabrics, lace, tapestry etc., iron and steel.

AIFTA IMPACT ON INDIA'S EXPORTS OF COFFEE, TEA, MATE AND SPICES - PRODUCT 9 TO THE ASEAN COUNTRIES:

WORLDWIDE IMPORTS BY ASEAN FOR COFFEE, TEA, MATE AND SPICES FROM 2010-11 to 2019-20

Importers	Imported value in 2010	Imported value in 2011	Imported value in 2012	Imported value in 2013	Imported value in 2014	Imported value in 2015	Imported value in 2016	Imported value in 2017	Imported value in 2018	Imported value in 2019
(ASEAN) Aggregation	939,769	1,752,386	1,572,235	1,410,626	1,632,139	1,672,444	1,717,081	1,816,593	1,996,063	2,352,309
Vietnam	94,536	112,281	168,697	177,036	167,536	279,518	196,583	213,728	231,332	620,672
Malaysia	392,193	473,967	435,805	467,842	552,400	496,612	510,105	523,119	548,528	618,379
Thailand	84,968	171,778	146,843	168,581	213,247	256,921	321,686	386,651	377,354	395,716
Indonesia	85,394	482,480	326,119	129,140	170,614	128,349	228,426	253,958	392,513	262,211
Singapore	216,148	424,921	374,239	372,248	462,879	429,800	320,541	321,859	290,082	234,334
Philippines	56,594	74,123	91,372	78,151	46,207	64,799	121,332	89,802	125,881	120,562
Myanmar	3,217	3,828	19,756	6,967	8,261	7,399	7,647	14,917	17,284	82,618
Brunei	6,182	7,063	6,511	8,390	8,947	7,225	6,866	6,599	6,521	9,138
Cambodia	299	1,586	2,807	2,076	1,905	1,627	3,102	4,659	5,223	5,661
Laos	238	359	86	195	143	194	793	1,301	1,345	3,018

Sources: ITC calculations based on UN COMTRADE and ITC statistics, compiled from trademap.org

Amount in *in USD '000*

It can be seen that worldwide imports for coffee, tea, mate and spices by ASEAN countries is on a rise since 2010 which was 939,769,000 USD and 2,352,309,000 USD in 2019. Since 2010 there has been 150% growth up till 2019. Countries such as Vietnam, Malaysia, Thailand are one of the biggest importers of these commodities.

EXPORTS BY INDIA FOR COFFEE, TEA, MATE AND SPICES TO ASEAN COUNTRIES FROM 2010-11 to 2019-20

Importers	Exported value in 2010	Exported value in 2011	Exported value in 2012	Exported value in 2013	Exported value in 2014	Exported value in 2015	Exported value in 2016	Exported value in 2017	Exported value in 2018	Exported value in 2019
(ASEAN) Aggregation	197797	297977	362806	443740	480780	490278	586813	731613	614208	375510
Vietnam	19229	41665	123641	188798	219284	208154	278557	411061	330977	44888
Indonesia	19447	31287	25727	30129	31482	37477	57293	57548	59615	71203

Singapore	12727	36852	15950	18423	18429	21531	17586	14927	16381	15428
Thailand	8637	37105	55408	75494	96137	99448	107519	138503	101172	129678
Malaysia	133831	144310	134640	121493	108897	115294	116857	98295	94396	94600
Laos	0	14	3	0	0	0	0	1	33	0
Myanmar	754	1883	2725	5186	1544	2079	1856	4968	5833	12513
Cambodia	0	18	1	6	50	20	20	18	9	45
Philippines	2994	4625	4546	4060	4743	6017	6917	6111	5557	6868
Brunei	178	218	165	151	214	258	208	181	235	287

Sources: ITC calculations based on UN COMTRADE and ITC statistics, compiled from trademap.org

Amount in *in USD '000*

India's exports of coffee, tea, mate and spices to ASEAN countries since 2010 has also seen gradual increase with 197,797,000 USD worth exports in 2010 and 375,510,000 USD exports in 2019. The overall growth rate since 2010 being 89.8% up till 2019, but at the same time it worth noting that overall exports has been declining since 2018.

CONCLUSION

The AIFTA have had a positive impact as there has been a gradual increase in the quantum of exports since 2010 the year in which AIFTA was introduced, the exports from India to ASEAN has increased from 22.96 billion USD in 2010 to 37.47 billion USD in 2019 which is about 63 % growth. Likewise, the imports have also seen a tremendous uplift since 2010 with 29.64 billion USD to 59.32 billion USD in 2019 which is double the growth in imports since 2010. It can be seen that worldwide imports for coffee, tea, mate and spices by ASEAN countries is on a rise since 2010 which was 939,769,000 USD and 2,352,309,000 USD in 2019. Since 2010 there has been 150% growth up till 2019. Countries such as Vietnam, Malaysia, Thailand are one of the biggest importers of these commodities. India's exports of coffee, tea, mate and spices to ASEAN countries since 2010 has also seen gradual increase with 197,797,000 USD worth exports in 2010 and 375,510,000 USD exports in 2019. The overall growth rate since 2010 being 89.8% up till 2019, but at the same time it worth noting that overall exports has been declining since 2018.

The elimination of tariffs of importing countries have resulted in the gradual reduction in price of products throughout ASEAN thereby having a cost advantage in exports to India. AIFTA has also helped Indian products to gain access in the ASEAN region which has also helped the ASEAN consumers to avail benefits of getting goods at cheaper prices due to lower tariffs of raw materials used by region's producers. AIFTA has also helped many processing factories of ASEAN to import raw materials at a cheaper price from India due to the tariff elimination and ultimately reduction in their production costs.

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Assam Tea and its Global Introduction: A brief look at the colonial initiatives in the 19th and early 20th century

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Abstract

*Today after air and water the thing that human consumes most is tea. But till the 17th century it was confined only to China, Japan and Korea. The Dutch and the Portuguese merchants introduced tea in Europe and within a short period of time it became the national drink of England. However till the 19th century only the Chinese variety of tea (*Camellia Sinensis*) was known to the tea drinking world. With the introduction of British rule in Assam, the colonial masters explored the new variety of tea in the wild tracts of Assam and it led to the global introduction of Assam Tea (which was different from the tea produced in China). Due to its distinct flavour and colour and the colonial enterprise tea produced in Assam gradually hold its footprints in the world tea markets. From the last decade of the 19th century tea produced in Assam and Darjeeling outnumbered the export of Chinese tea. Tea gave Assam an unique identity to the world which still remains intact. The tea seeds procured from the tea gardens of Assam were distributed by the colonial authorities to the several British colonies across the globe.*

Keywords: Assam, China, England, market, seeds, Tea

Introduction

Today after air and water the thing that human consumes most is tea. Whether 'Hot Tea', 'Ice Tea', 'Green Tea' or 'Black Tea' tea fascinates the people around the world. According to the Chinese legends tea was originated in China. Actually tea belongs to the *Camellia* genus which has two varieties on the basis of their origin. The Chinese variety of tea is known as '*Camellia sinensis*', a native plant of South western China from where it spread to Central China, Japan and Korea 1200-2000 years ago. However there is another variety of tea (known as *Camellia Sinesis var Assamica*) which is quite different from the Chinese tea and the genuine tea plant was indigenous to Upper Assam. It is an interesting fact that though tea was used by China from ancient times but the tea that China and the rest of the world used till 19th century was different from the tea that was used as fermented drink (Only the Singpho community had the idea of dry tea.) by the tribal people of North East India. The tea that was grown as a wild plant in the jungles of Assam before the British Came was not known to the tea drinking world. Robert Bruce and Alexander Bruce was first introduced to the wild tea leaves of Assam by the Singphoo Chiefs which led to the global introduction of Assam tea. The British explorers not also discovered the distinctiveness of 'Assam tea' from the Chinese version but also made it globally popular. When the Charter Act of 1833 ended the monopoly of British East Company over tea trade with China, the colonial author of India was looking for an alternative of Chinese tea and the discovery of tea tracts in Assam had provided them the global opportunity. So the circumstances led to the commercial plantation of tea in India specially in Assam as an urgent national need for Britain. Within 100 years, tea from Assam captured the tea markets of world. Assam tea became an ideal for commercial plantation in different parts of Africa and Asia continent. In this paper an attempt has been made to understand the early stage of tea plantation in Assam under the initiative of the British East India Company. It tries to highlight the role played by the colonial masters in introducing Assam tea to the drinking world. This paper also tries to examine the colonial enterprise that made Assam the progenitor of African and

Ceylonese tea industry. The approach of this study is historical and exploratory in nature. To serve the purpose of the topic, both conventional and analytical methods of investigation are followed.

Review of Literature

Tea is one of the most discussed beverages in the academic world. Numerous books are written on the history and agro-economy of this Asian leaf. '*A tale of Tea: Comprehensive History of Tea from pre historic Times to the Modern Day*' by **George L. van Driem**, '*The Book of Tea*' by Okakura Kakuzō, Tea: The Drink that Changed the World by Laura C. Martin are some of the well documented history book about tea. But most of the writings mainly confined to the Chinese version of tea. However books like '*Empire of Tea: The Asian Leaf that Conquered the World*' written by **Matthew and Coulton Mugar**, '*All About Tea*' by William Ukers tries to provide a compressive history of tea produced in Assam and China. Again, books like '*The Tea Industry*' by **Nick Hall**, '*A Thirst for Empire*' by **Erika Rappaport** provide ample information regarding the early colonial enterprise in the growth of tea industry in Assam, Darjeeling and Neelgiri Hills. But most of the books only deals with the growth of plantation economy and its agricultural production in colonial India. Only a few sketchy lines throw light on the role of tea seeds produced in Assam in the inauguration of tea industry in the soil of Sri Lanka and Africa. Though books like '*Tales of the Tea Trade: The secret to sourcing and enjoying the world's Favourite Drink*' by Michelle Comins and Rob Comins provide some important information regarding the British policy in making tea seeds of Assam a global brand in world of commerce but till now the factors behind the global popularity of Assam tea is still remain an unexplored area.

British Propaganda and Growing popularity of Assam Tea in the world tea market

From 1836-37, commercial plantation of tea was started in Darjeeling and Assam. Newly grown tea of Assam was sent to London in 1838 where it was sold in very high prices than the usual price of Chinese Tea. As a result, first British tea company (Assam Tea Company) was set up in London in 1839 and within a very short period time Assam tea company (comprising both Bengal Tea Association and London based Tea company) became the first joint stock company of entire India. Till 1860, several tea companies were formed under the government assistance. By 1862, there were 160 tea gardens in Assam, run by public and private companies. Soon, the production of tea in Assam left behind that of China and within a short period of time, tea from Assam became the essential breakfast drink for the people of England. However it was not easy for the tea from Assam and Darjeeling to capture the market of London. In spite of its high quality, Chinese teas were considered superior than Assam tea in terms of flavour and scent. Therefore in its initial stage Assamese version was used by mixing it with the teas came from China. It took more than 20years to prove the superiority of Assam variety (simply known as *Assam Jat*) over the Chinese counterpart and by late 1880s Assam Tea completely replaced the Chinese seeds in the tea estates of Assam. Till 1870s, the quality of Assam Tea was considered inadequate by the consumers of England. Though the Assam tea was not considered smooth yet it able to capture the market of Ireland and another surrounding British island of Great Britain. However, soon *Camellia Assamica* proved itself as the most suitable variety to make a perfect Black Tea, favourite drink of the Britishers. Assamese teas were bold and colourful due the environmental conditions, especially soil and climate which gave Assamese tea a new brand, a new taste that was different from the Chinese tea. Again, its manufacturing techniques (the teas of Assam have three flushes: first, second and autumnal) also gave them a unique taste. In 1851, tea produced in the tea gardens of Assam was presented in the 'Great Exhibition', world's first international trade fair held in London. The Britishers presented the new variety of tea procured from Assam with pride and honour because it symbolized that they could produce a good

quality of tea without taking help from China. This event thus known as 'Tea Pride' in tea history. From 1880s onwards the tea produced in Assam gradually became popular which clear from the fact that in 1884 the import of teas from India and Ceylon (present Sri Lanka) was greater than the Chinese tea. The Adulterated tea from China that was imported from China was one of the factors for the shift of the British consumers from *Camellia Sinensis* to *Camellia Assamica* as a moral outrage during the Victorian age. From 18th century several reports confirmed about the adulterations of imported teas from China. During the Victorian age, especially from the first half of the 19th century, an assumption based on racial prejudice became prominent in projecting the Chinese as dishonest people to explain the adulteration of Chinese Tea. Though adulteration and food smuggling became quite common in world trade market from the last two decades of the 18th century but the British propaganda against the Chinese Black or Green Tea helped in the slow penetration of Indian tea in the British colonies and later on in England. From the third decade of 19th century the Anglo -American propaganda created panic among the public by highlighting how Chinese Green Tea degraded the Physical and mental condition of the western consumers. The allegations of tea adulteration against China was presented in an exaggerated and bias ways in English media to convince the tea consumers of England that the Chinese tea was nothing but a mixture of dust and the alternative was the so called British tea that was cultivated in Assam and Darjeeling from 1830s. News periodicals like 'Times' continuously tried to convince the English consumers the similarity between soil and teas of China and Assam. As a result of the British propaganda, people motivated by patriotism, bought the tea produced in Assam at 21 -38 Shillings a pound in 1838 which was 20 times higher than the usual price of Chinese Tea. So the concept of foreign tea (Chinese tea) and Imperial of National tea (British or Indian tea) played a dominant role in diverting the taste of the Britishers from Chinese tea to Indian teas. While the tea produced in Assam and Darjeeling was considered as 'British' due to the fact that the tea plantation was done by the British capitalist under the supervision of the British authority in a British colony. Such belongingness and the flavour of Indian black tea made in Assam played a vital role in shifting the attraction of the consumers from Chinese tea to the teas of Assam and Darjeeling which was less expensive also in comparison to the Chinese tea.

Global Introduction of Assam Tea

During colonial rule, tea plantation industry proved one of the most profitable businesses in Assam. Tea and Assam became the two faces of a same coin due to its high popularity all over the world. Assam Tea proved itself as the dominant variety and in some cases progenitor of African tea industry due to the fact that *Camellia Assamica* were suited in the soils of several countries located in the hotter tropical belts of Africa. Natal (province of South Africa) was the first region where imported tea plants from Assam (both Assam Hybrid and Indigenous seeds of Assam Tea) were planted for commercial purpose by the private tea planters on commercial basis, after the decline of coffee industry at Natal in 1877 . However tea was introduced to Natal in 1850, where experimental tea plantation was done with the seeds sent from Kew Botanical garden (Kew collected them from India). Within a very short period of time the soil and climate of Natal province proved suitable for tea cultivation. The planters became so optimistic about the prospects of tea in South Africa that the Planter's association gave memorandum to the British authorities to send tea seeds from Assam to Natal. As a response to that, both the Hybrid and indigenous variety of Assam tea was imported to Stagner Tea Estate of Natal in 1877. Till 1880, 10000 tea plants from Assam were planted in 5-acre tea tracts which were increased to 600 acres in 1886. In 1888-89 Natal Tea, originated from Assam tea produced 57000 pounds and it marked the beginning of tea industry in African region. After Natal, tea plantation was started on experimental basis in Blantyre tea estate of Malawi, (a landlocked country of Southeastern Africa) procured from Natal in the 1870s.

Uganda: Though tea cultivation was experimentally stated in 1900 A.D, the tea industry of Uganda showed upward growth with the import of Assam tea in 1909 .Five thousand maunds of tea seeds from Assam was sent to Uganda by noted tea planter Lipton in 1909. Out of which two thousand tea plants were raised by the government of Uganda which was a British protectorate at that time. However due to the restrictions on tea plantation the govt of British Uganda sold these tea seedlings to Mabira Forest Rubber Company who planted them at Mabungo Tea Estate. Till 1924 Mabungo Tea Estate was the only tea Estate in Uganda. In 1931, three new cultivars named ‘Dangri Manipuri’, ‘Betjan Assam’, ‘Rajghur Assam Manipuri’ was imported to Uganda and five pounds of each seed was planted at the botanical garden at Entebbe and out of these the Bejtan and Rajghur seeds of Assam Tea showed promising growth in Uganda. After the successful trial, these tea seeds were also sent to Toro, Bunnyoro and Mubende districts in 1917. In 1932 and 1936, tea batches from Assam (Dahootea, Dujajan, Rajgarh, Dhonjan and Betjan) also sent to Uganda which encouraged the local and European planters to concentrate on tea plantation in Uganda. From 1930s onwards tea seeds from Kenya (which itself originated from the cultivars imported from Assam) were used in the tea gardens of Uganda extensively which helps in softening the Ugandan Tea In this way Assam Tea became the progenitor of ‘Uganda tea’. These imported seeds formed the basis of Uganda’s tea economy up to 1944-45.

Kenya: At present Kenya is one of the finest quality tea producers in the world which was also indebted to Assam. Kenya produces the Purple Tea that was originated from Yuhan (located in China) and Assam. The colonial masters took the tea seeds from Assam to the African colony of Britain i.e. Kenya. The ‘Caine Brothers’ specially G.W.L. Caine imported some hybrid quality of Manipuri hybrid variety (originated from Assam) and started tea experiments at Limuru, a small town in central Kenya near Nairobi in 1904. The growing success encouraged them to import second consignment of tea cultivars from Assam in 1905. It was the beginning of Kenyan tea plantation. The Purple tea for which Kenya is known today was also originated from Assam. In a recent study it is found that in early period purple tea was not considered useful for manufacturing by the tea planter’s of colonial Assam and it might be sent to Kenya with other Assam *jat* tea cultivars.

During the early half of the 20th century, tea plantation was stated by the German settlers on experimental basis in Tanzania, a major region of Eastern Africa. Tea seeds were imported from Assam and plantation was started on experimental basis at Derema, Amani (located in the east of Ushambara mountain, south of the border with Kenya), in the Tanganyika territory of Tanzania . Major Wells started tea plantation at Musekera in the Rungwe district of Southern Tanganyika. In 1925 tea seeds from Ceylon and Assam were imported to Tanzania and several tea companies started tea plantation in the different tea estates of Kericho and Limuru districts. In While in Tunisia (earlier Abyssinia) tea was introduced by Mr. George Howland. In 1928, Howland brought 8 cases of Assam Tea to Bonga and started tea nursery in Tunisia. In 1923-24, for the first time tea seeds from Assam was imported to Cameron for experimental plantation which showed good results in the lowlands areas. 1926, Three varieties (Betjan, Dhonjan and Rajghur) of *Assam Jat* tea seeds (200 seeds of each) was imported to Cameron was planted at the nursery beds of Tanah Rata, which marked the beginning of Cameron tea.

Ceylon Tea: Tea was introduced in the nurseries of Ceylon (Present Sri Lanka) in the fourth decade of the 19th century on experimental basis. H. K. Thwaites, the curator of the Kandy (Peradeniya) Botanical Gardens, started tea planting in a limited scale from 1839 by importing tea seeds from Assam and China and such plants were sent from Calcutta. Later on, in 1842, Dr Wallich the curator of the Botanical Gardens at Calcutta, sent some tea seeds procured from Assam to Mr. Normansell, superintendent of the Peradeniya Botanical Garden. The over

production of Coffee and crisis in the export market had shifted many coffee planters' mind towards tea. Again the Rust Fungus (*Hameileia vasterix*) diseases seen in the coffee plants in 1869 stroked the coffee industry of Ceylon badly which compelled many coffee planters to start tea plantation. Many individual attempts had been taken by them to start commercial plantation of tea at Ceylon. W. M. Leake, proprietors of Loolcondera Coffee Plantation (located in the Hewaheta mountain range, South of Kandy) instructed his Scottish manager James Taylor to collect tea seeds from Peradeniya Botanical Gardens to plant them there. Though initially both Chinese and Assamese version of tea seeds were used for the experimental purpose, but later on tea seeds from Assam were used in huge numbers in the tea gardens of Sri Lanka. It was Thwaites who gave James Taylor (the father of tea industry in Sri Lanka) the first tea seeds of the Assam variety and encouraged him to plant them due to the superior quality of *Camellia Assamica* over *camellia Sinensis*. In 1866, W. M. Leake convinced the British Government of Ceylon to send Arthur Maurice, an influential and experienced coffee planter of Ceylon, to Assam where he had to inspect the tea tracts of Assam and to provide them a full documented report about Assam Tea. The demand for tea seeds from Assam can be understood from the fact that Maurice reported that Ceylon should concentrate on using seeds of the Assam Hybrid variety. Maurice's report encouraged the planters to start tea business on commercial basis. Leake, ordered Keir Dundas & Company, to send a consignment of Assam Hybrid tea seeds in 1866. In this way the first commercial tea plantations was started in 1867 under the supervision of Leake's Scottish manager James Taylor who planted both Assamese and Chinese varieties of tea at Loolcondera estate, which marked the birth of the iconic Ceylon tea. Francis Jenkins, who had enormous knowledge about Assam tea helped Taylor in his cultivation. In 1868, about 270 plants propagated from Assam seeds were spreading well in Hakgala Garden. In 1869, again Hybrid Assam variety seeds were imported to Ceylon. The Assam seeds showed a promising start and in 1871-72, tea produced at Loolcondera estate from Assam Hybrid variety was sold for the first time in Kandy. In 1872, for the first time 23 lbs(11Kg) of tea from Sri Lanka (known as Ceylon Tea) was exported to London where it was sold for Rs. 58. With that tea plantation was established as a commercial industry in Ceylon by 1875. With the arrival of British Business group Lipton in 1880s the Sri Lankan Tea became popular worldwide.

CONCLUSION

During the 16th century tea was known to the Portuguese Jesuits and the merchants from Portugal and Holland(modern Nederland) who introduced it to the European people. However till 19th century, only the Chinese variety of tea was known to the tea drinking world. It was the 'Global Colonialism' of the Europeans that ultimately led to the 'Global Introduction of Tea'. The discovery of tea in Assam and its plantation at Darjeeling and Upper Assam symbolizes that the British could produce their own national drink i.e. tea and they did not have to depend upon China whom they thought to be the best producer of black and green tea. Thus a wild plant grown in the jungles of Assam, known to a very limited tribal people, got introduced to rest of the world by the Colonial masters of India. Assam since time immemorial followed a seclusion policy for which very little was known about this North Eastern region of India. But the tea industry and oil industry had made Assam world famous. The Englishmen not only explored the Assam originated wild tea, but also initiated the tea plantation in different British colonies of Asia and Africa with the help of tea seeds procured from the tea gardens of Assam. At present India, Kenya and Sri Lanka produce 70% of total tea production and in the world. But till the second half of the 19th century tea industry was unknown to both Kenya and Sri Lanka. Coffee for which Sri Lanka was famous till 19th century was replaced by tea seeds imported from Assam. Assam, that is unknown to the African nation like Uganda and Kenya (6,564 km away from Assam) became the progenitor of Kenyan and Ugandan Tea. Through tea industry these African nations have achieved a new identity in the field of trade and commerce. Today Assam,

Kenya or Sri Lanka become a brand mostly because of its vast tea industry from where tea packets are exported to different parts of the six continents. So the 'Global colonialism of the British Empire' ultimately gave these finest tea producing region a 'Global identity' through tea.

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Prospects and Problems of Bamboo-based Entrepreneurship Development in North-East India

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Abstract

Entrepreneurship is considered as a possible approach for empowering the people economically which results in the tremendous economic growth of the whole nation. The north-east India is blessed with abundant natural resources such as dense forest, oils, minerals, rivers etc. Amongst different natural resources, bamboo is one of the highly renewable resources, which provides immense opportunities to the NE people for establishing different enterprises and thus bring the changes the rural environment. The paper highlighted the areas of prospective growth of entrepreneurship based on bamboo and also the main problems faced by the prospective and existing entrepreneur.

The findings revealed that there is huge scope for development of bamboo-based entrepreneurship as bamboo can be used as an industrial input in Cottage industries, Pulp and paper industries, Handicraft industry, Medicinal product, Textile industry, Food items along with its sustainability use. In India, various schemes and measures are adopted by the government for encouraging people towards bamboo based entrepreneurship.

Keyword: Entrepreneurship, north-east, bamboo, sustainability, scheme.

Introduction

The emergence of entrepreneurship in India makes a tremendous growth of the economy of the country. The north eastern region of the country is rich in diverse natural resources and provides the large opportunity for developing the entrepreneurship in the region. Though abundant natural resources in north-eastern region, the region is still economically backward due to lack of proper utilisation of available resources, paucity of finance, lack of improved technology etc. People can utilize those available natural resources and can establish new enterprises. This will result in achieving the economic independence of the people of the region and transform specially the rural environment into an economically improved one.

Bamboo is one of the highly renewable and eco-friendly resources. Since the time immemorial, bamboo is popular particularly in the rural areas for its multi-usage nature. Bamboo is used for variety of reasons like house construction, bridges construction, handicrafts, different household products, musical instruments and food products etc. India is the second in terms of generation of bamboo next to china. The north-eastern region of India is the highest contributor in case of bamboo production. Since bamboo can be used for multi-purpose, it provides immense opportunities to the people for indulging themselves in establishing enterprises based on bamboos. Different entrepreneurial activities based on bamboo have been grown up in the region but due to some problems existed in the region the development activities are not upto the mark.

Review of Literature

1. *Mohammed Alamgir and et.al. (2007)* evaluated socio-economic status of the household engaged in bamboo based cottage industry in Chittagong district. The study revealed that more than half of the people directly engaged in the bamboo based cottage industry and the majority of engaged people are female. They opined that bamboo based industry provides employment opportunity to all age of people.

2. **Tripathi Y.C. (2008)** highlighted in his study that India is the second largest in terms of bamboo production in the world. Besides the day to day household purposes. Bamboo is also used for the development of different enterprises which bring transformation to rural lives. The multi-purpose usages nature of bamboo makes it industrial raw material for different products.
3. **Saha Dr. Gaur Krishna (2014)** made a study on women entrepreneurship in north-east India. The available resources of the region offer a huge potential of development of different industries. The handloom and handicrafts products of north-east have occupied an excellent position in the whole country. Different organizations take various initiatives for the promotion of entrepreneurial activities like schemes Scheme for NE Handloom and Handicrafts. There are other organizations which are focussing on promoting science and technology entrepreneur, entrepreneurship in non-conventional energy sector etc.
4. **Borah Uditya Kr. (2015)** stated that the availability of bamboo in NER will lead to the north east economy to prosperity through developing industrialisation and providing employment opportunity. It is also highlighted in the paper that bamboo products have high domestic as well as global demand. She also gave focus on the sustainability uses of bamboo as bamboo can be used in number of non-conventional activities like activated carbon electricity, bio fuel etc.
5. **Datta Jayasree and et.al. (2016)** conducted a study on entrepreneurial behaviour of rural women in Tripura. They found that more than half of rural women belong to medium entrepreneurial behaviour category. A less number of rural women belong to high entrepreneurial behaviour as they have medium innovativeness, achievement motivation, coordinating ability, low risk taking ability, self confidence etc. It is also found that investment on enterprise, credit orientation, annual income, mass media participation have positive relationship with entrepreneurial behaviour.

Objective of the Study

The study is conducted keeping in mind the following objectives:

- i. To access the reasons which make bamboo entrepreneurship favourable in north-east India.
- ii. To examine the extent of bamboo and cane based industries' role in the development of entrepreneurship in north-east India.
- iii. To find out the hindrances in the way of development of entrepreneurship in north-east India through bamboo and cane based industries and also to provide some suggestion to minimize those problems.
- iv. To analyse future prospective of bamboo-based entrepreneurship development in north eastern states.

Rational of the study

Keeping in mind the above mentioned objectives, the study highlighted the present scenario of entrepreneurship in north eastern states of India along with the various areas in which entrepreneurship is based on with the special emphasis on bamboo and cane based industries. The study also examines how bamboo and cane opens up the way for north eastern people to become economically independent and also the factors which make favourable for the development of bamboo and cane based industries in north east India. Various problems of entrepreneurship development based on bamboo and cane industries are also discussed along with the suggestion to combat those problems.

Methodology of the study

- i. **Methods of data collection:** The concerned study is basically secondary data based study as all the data are collected from different government reports, official websites, books and journals. The study is analytical in nature.
- ii. **Area of investigation:** The north eastern region comprising eight states viz., Assam, Meghalaya, Manipur, Mizoram, Tripura, Nagaland, and Arunachal Pradesh, Sikkim is the pivot of the study.

Limitation of the study

Since the study is based on only secondary data, therefore it becomes difficult to make the in-depth study about the future prospective and problems faced by the entrepreneur in the practical field of life.

Role of bamboo in the development of bamboo-based entrepreneurship in north-east region of India

Bamboo, earlier which was considered as the 'poor man's timer', is referred as 'Green Gold' in 21st century. Bamboo is one of most highly renewable and versatile resources. In north-eastern (NE) region, there is a huge untapped reserve of bamboo which can be utilized for various productive works. The bamboo and cane acts as a backbone in the lives of the rural people of the region. In every sphere of the rural life, people have made the use of bamboo and gradually it becomes the source of livelihood of rural people. The traditional use of bamboo ranges from house construction to various household products, food to musical instruments, bridges to transport, medical purpose etc. bamboo is in high demand for traditional and low cost housing. Bamboo replaces the wood as structural material in the construction of doors and windows, furniture, fence poles, rafts, ladders etc. Bamboo can be used a bio fuel crop to substitute fossil fuels and bamboo charcoal was also used as fuel. There is continuous effort in using bamboo as fuel in generating electricity through power plants. With the passage of time, people started to make the use of bamboo in most ingeniously and innovative way. With the technological advancement and continuous research bamboo could act as 'Timber of the future'. The rapid industrialisation along with the easy availability and versatile nature of the bamboo makes bamboo important not only for cottage industries but also as industrial raw material for various industries.

Bamboo as an industrial input

- a. **Cottage industries:** The bamboo is important natural resources which provides base for a range of rural cottage industry. The oldest traditional cottage industry in India is Bamboo based industry. Bamboos are used in different types of cottage industry like bedspreads, agarbatti, pencils, match box, jewellery and kites etc.
- b. **Pulp and paper industries:** Pulp and paper industry uses bamboo as raw material. The general consumption pattern of bamboo in India indicates that 35% of bamboo is being consumed by pulp and paper industries (Borah Uditya Kr.).
- c. **Handicraft industry:** Bamboo based handicraft industry occupies dominant position in Indian handicrafts. The whole part of the bamboo plant can be utilised in many ways which makes bamboo highest economically potential plant of the region. Different bamboo handicrafts are bamboo bucket, bamboo wall decor., bamboo water bottle, bamboo pencil stand, bamboo jug, bamboo cloche, bamboo bags etc.
- d. **Medicinal product:** Bamboo is also used as a source of medicine. Bamboo leaves have antioxidant properties regular consumption of bamboo based products may reduce the risk of age related chronic diseases including cardiovascular diseases, Alzheimer's disease,

cancer, diabetes. One of the main substances from bamboo used in Ayurvedic and Tibetan medicine is Tabasheer. Bamboo is used for asthma, coughs and gallbladder disorders.

- e. **Textile industry:** One of the newest things is the conversion of bamboo into a fibre which is like a cross between cashmere and silk. This fabric is eco-friendly, antibacterial and even cooler than cotton in warm weather. Bamboo fabric products include all types of clothing like mats, blankets, bath-suits, towels, nappies etc.
- f. **Food items:** This category includes bamboo shoots which provide entrepreneurial opportunities to the communities. Bamboo shoots are the young Culm of a bamboo that could be hygienically processed and packaged for a good value addition.

Sustainability of bamboo

- a. Bamboo biomass energy has great potential to be an alternative for fossil fuel. Bamboo can be used as a source in generating renewable energy by converting it into solid, liquid and gaseous fuels. Bio fuels helps in solving the problem of the non-renewable fuel.
- b. Bamboo is the source of biomass for generating electricity. Electricity is produced through gasification i.e., process of burning biomass for small scale energy production and conventional combustion for large scale energy production.
- c. The conversion of bamboo waste into energy supplements rural energy needs. Bamboo charcoal fuel, used for cooking purpose, does not produce carbon dioxide and hence does not pollute environment. Even charcoal can be used for fertilizing soil. Bamboo charcoal
- d. Bamboo produces 35% more oxygen than equivalent stands of trees.
- e. Bamboo is considered as a substitute of wood. The global demand for bamboo is high due to its ability to act as a substitute for virtually any timber product. It is used as a substitute of wood and timber because of some the properties of bamboo like fast harvesting, flexibility, hardness and more sustainable etc. This substitution is an effective strategy for afforestation because of fast growing nature of bamboo.
- f. It is an excellent soil erosion inhibitor. It helps in preventing soil erosion due to extensive net like root systems and rhizomes which bind soil together.
- g. Bamboos' production into fibres has lower environmental impact than other forms of fibre, especially synthetic ones.

Reasons which make bamboo based entrepreneurship favourable in north-east India

The total bamboo bearing area of the country is estimated to 15.69 million hectares (FSI Report 2017). About 125 indigenous and 11 exotic species of bamboo from 23 genera are found in India. The north eastern region comprises of eight states represents 8% of the total geographical area covering an area of 262179 km². Following are the main reasons of bamboo based entrepreneurship favourable in north-east India:

1. **Favourable climate:** climate condition plays a significant role in the success of bamboo plantation. Bamboos are fastest growing plants found in the tropical, sub-tropical and mild temperate regions of the world. Large natural bamboo forests are found in tropical Asian countries between 15^o and 25^o north latitudes. Since north-eastern region enjoys the humid sub-tropical climate therefore this regions paves the way for the growth of abundant bamboos. Bamboos are found in abundance in the deciduous and semi-evergreen forests of the north-eastern region of the country.

1.1 Area wise distribution of Bamboo in north- eastern region:

The north-eastern is reportedly about two third of the bamboo resources of the country spreading over an area about 3.10 million hectares.

Table 1.1: State wise distribution of bamboo area in recorded forest area

States	Bamboo bearing area 2011 (In sq.km.)	Bamboo bearing area 2019 (In sq.km.)
Assam	7238	10,525
Arunachal Pradesh	16083	14981
Manipur	9303	9903
Meghalaya	4793	5410
Mizoram	9245	3476
Nagaland	4902	4284
Sikkim	1181	1176
Tripura	3246	3783
NER	55991	53538
All India	139577	1,60,037

Source: India State of Forest report (Annexure I and Annexure II)

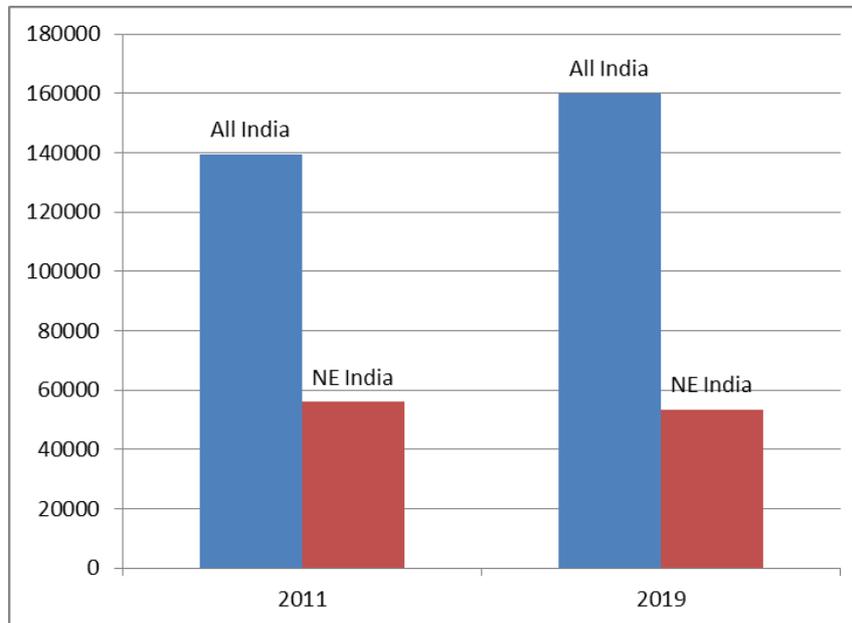


Diagram 1.1: Bamboo bearing area of India and North-east India

From the above table and diagram, it is seen that total bamboo bearing land in India in 2019 is higher than that of in 2011 i.e. in 2011 it was 139577 sq km whereas in 2019 it was 160037 sq km. But there is a decrease of 2453 sq km of bamboo bearing land in north-eastern region from 2011 to 2019. Amongst the eight states of the region, the four states viz., Arunachal Pradesh, Mizoram, Nagaland and Sikkim has contributed towards the decline of total land bearing area of the region.

1.2 Some valuable bamboo species found in NER:

The north-eastern region of India harbours nearly 90 species of bamboos, 41 of which are endemic to that region.

Table 1.2: Different species available in north-eastern region (state-wise distribution)

States	No. of species	Important species of bamboo (scientific name)
Assam	42	Bambusa balcooa (Bhaluka bamboo); Bambusa tulda (Jati bamboo); Malocanna baccifera (Muli bamboo); Dendrocalamus hamiltonii (Koko bamboo); Dendrocalamus giganteus (Mokalm bamboo); Bamboosa masrtersei etc. [Source: asmervis.nic.in]
Arunachal Pradesh	45	Dendrocalamus giganteus, Dendrocalamus hamiltonii, Dendrocalamus hookerii, Melocanna baccifera, Phyllostachys bambusoides; bambusa tulda; bambusa nutans etc. [source: sfri.nic.in]
Manipur	35	Bambusa nutan (Saneibi), Bambusa tulda (watang); Bambusa bambos (ching saneibi); bambusa balcooa (barua); Dendrocalamus latiflorus (Maribob); dendrocalamus hookeri (watangkhoi); thysostachys oliveri (kabo-wa) etc. [source: nbm.nic.in]
Mizoram	20	Malocanna baccifera (Mautak); Dendrocalamus hamiltonii (phulrua); Dendrocalamus hookerii (Rawlak); Bambusa tulda Roxb (Rawthing) etc. [source: forest.mizoram.gov.in]
Tripura	21	Malocanna baccifera (Muli bamboo); Bambusa tulda (Mritinga); Schizostachys dullooa; Thysostachys oliveri (Kanak kaich) etc. [source: thenortheastwindow.com.tripura]
Nagaland	46	Dendrocalamus hamiltonii, Teinostachyum dullooa, bambusa tulda, Bambusa bamboo and Melocana bamboo soides etc. [source: thenortheastwindow.com.nagaland]
Sikkim	26	Bambusa tulda roxb (karanti bans), Dendrocalamus hookerii Munro (Tile bans); bambusa pallid munro (kalinga); bambusa nutans wall (mala bans); Dendrocalamus hamiltonii etc. [source: sikkimforest.gov.in]

- Minimal investment:** For plantation of bamboo minimal investment is required. Since the cost of bamboo as a raw material is low, the establishment of enterprises of bamboo based products does not require heavy investment.
- Fastest growth:** The bamboos plants are growing fast and are abundance in its availability in the region, the entrepreneurs will not face any problem of shortage of bamboo as a raw material.
- Availability of workforce:** There are number skilled and unskilled labours available in this region. Unemployment is one of the major economic problems of our country. That is why the educated youths come out and started their own businesses. Since bamboo and bamboo products are in high demand in this region, they can take that advantage and establish themselves as an entrepreneur.
- Potential Market:** There is huge potential market of bamboo and bamboo products. Bamboo has not only domestic demand but also foreign demands due to manifold uses of bamboo and low cost of producing bamboo based products. So the people must indulge themselves in establishing the bamboo based entrepreneurship.

Scope for development of Bamboo based entrepreneurship in north-eastern region:

Bamboo has significantly contributed towards the socio-economic development as well ecological development of the region. The North-eastern states and West Bengal account for more than 50% of the bamboo resources of the country (ISFR, 2019). It contributes to subsistence needs of people of the region. It plays significant role in providing livelihoods to the tribal, forest dwellers and other communities. The demand for bamboo is increasing day by day because of its versatile nature in making variety products by entrepreneurs without heavy initial investment. Its physical attributes and environmental properties are gradually recognised all over the world with the help of the efforts of the rural communities of the region. This makes bamboo an exceptional economic resource for a wide range of uses. It has significantly contributed towards the poverty alleviation programme of the country. Bamboo provides base for a range of rural and semi-urban cottage industries that provide livelihood for rural poor. That is why bamboo is known as poor man's timber. Bamboo accompanies a man from cradle to grave.

Domestic and Global demand for bamboo

National Mission on Bamboo Technology and Trade Development (NMBTTD), 2003 says that there is huge gap between the present and potential yield. The raw stock of bamboo in the region is conservatively valued at Rs. 5000 crores. Even with a modest target of two-fold value addition to the stock through suitable methodologies, an annual turnover of approximately Rs. 10,000 crores can easily be generated in the region (Borah Uditya, 2015).

India has 30% of the World's bamboo resources but today only one tenth of its bamboo potential contributing to a 4% share of the global market for bamboo products (worldbamboo.net). Amongst the largest importers of Chinese bamboo and rattan products, India also becomes an importer importing bamboo and rattan products valued 73024 USD thousand from China (International Bamboo and Rattan Organisation Report 2018).

In the year 2019-2020 (April-January) India has exported bamboo worth of 88.34 USD million. The figure shows the grant potential for Indian exporters of bamboo to increase their participation in global trading (source: connect2india.com).

Table: 2.1: The top countries which imported the highest dollar value worth of bamboo from India in 2019-2020 (April-January)

Countries	Value USD million
USA	40.03
Netherlands	16.07
Germany	4.07
France	3.85
United Kingdom (UK)	3.18
Spain	2.19
Canada	2.04
Nepal	1.46
United Arab Emirates	1.44
Australia	1.3

Source: connect2india.com

The table 2.1 shows the top countries which imported bamboo from India. India exported 40.03 USD million to USA which is the highest amongst the other import countries. India exported to Netherlands value worth of which is 16.07 USD million. India even exported to Germany, France, UK, Canada, Australia etc.

Table: 2.2 Main Exporter of Bamboo and Rattan products to India:

Partner	2016	2017
China	21418	29623
Vietnam	10986	1863
Indonesia	1701	80
EU	891	1187
Singapore	292	197
Malaysia	158	321
Myanmar	62	176
Japan	-	169
Sri Lanka	42	-
Philippines	36	22
Russia	29	-
USA	-	98
Total	35678	33801

Source: INBAR Report

In the table 2.2, the statistical data provided by INBAR shows that there is a decrease in the total amount of bamboo and rattan goods imported from main exporters to India by 1877 USD Thousand. China exported the highest bamboo and rattan products to India in both 2016 and 2017. In 2017, the bamboo and rattan products were not imported to India from Sri Lanka and Russia, though India imported bamboo and rattan products from Japan and USA in 2017.

Table: 2.3- Some of the bamboo products which are exported from India and imported by India

Bamboo Product	Exports USD thousand		Imports USD thousand	
	2016	2017	2016	2017
Bamboo raw material	-	255	29116	28683
Bamboo flooring	315	352	-	-
Bamboo plywood	-	-	2185	-

Source: Extracted from INBAR report 2016 and 2017

From the above table, it is found that in 2016 India exported no bamboo raw material but India imported a huge amount worth 29116 USD thousand. In 2017 India exported bamboo raw material value worth 255 USD thousand whereas India imports 28683 USD thousand bamboo raw material in 2017 which is less than that of 2016. In case of bamboo flooring, India did not import both in 2016 and 2017, but there is an increase in export of bamboo flooring from 2016 to 2017 by 37 USD thousand. A different scenario is seen in case of bamboo plywood where India did not export in 2016 and 2017 but imported bamboo plywood in 2016 but not in 2017.

Government measures for the promotion of bamboo cultivation and bamboo-based industries

- The Government of India has promulgated the **Indian Forest (Amendment) Ordinance, 2017** to promote the cultivation of bamboo in non-forest areas with the twin objective of increasing the income of farmers and also increasing green coverage of the country.
- The government of India launched the **National Bamboo Mission (NBM)** was in October 2006 on the basis of the National Mission on Bamboo Technology and Trade Development Report, 2003 emphasizing on propagation and cultivation of bamboo. The key elements of the mission is the holistic growth of bamboo sector focussing on the four major areas of bamboo development viz., research and development, plantation development, handicrafts

development and marketing. NBM was restructured in April 2018 with an outlay of Rs.1290 crores for two years i.e. till the end of 14th Finance Commission. The NBM is a sub scheme of National Mission on Sustainable Agriculture (NMSA) under the umbrella scheme Krishonnati Yojana. The restructured mission will ensure holistic development of bamboo sector by addressing complete value chain and produce effective linkage of producers and industry.

- The Ministry of Micro, small and Medium Enterprise (MSME) have been running various schemes to support and provide assistance in the growth of rural entrepreneurship in traditional industry like bamboo, cane, khadi etc. the government of India focus on cluster development of bamboo realising the potential of bamboo as a 'Green Gold'. Following are some of the schemes discussed below:
 - **The Scheme of Fund for Regeneration of Traditional Industries (SFURTI)** aims to organise traditional industries and artisans into cluster to make them competitive. The schemes provide support for their long term sustainability, enhanced marketability of products and sustained employment
 - **A Scheme for Promoting Innovation, Rural Industry & Entrepreneurship (ASPIRE):** ASPIRE aims at creating job opportunities through promoting entrepreneurship culture in India. This scheme aims at facilitating innovating business solution for unmet social needs and promotes innovation to further strengthen the competitiveness of MSME sector.
 - **Credit Guarantee scheme for Micro and Small enterprises (CGTMSE):** this scheme facilitates credit to MSME units through collateral free credit facility extended by eligible lending institution to new and existing micro and small enterprises.
 - **Prime minister's Employment Generation Programme:** The scheme was a credit linked subsidy programme started in 2008 aiming to generate self employment opportunities through establishment of micro-enterprises in non-farm sector which helps traditional and unemployed youth.
 - **Credit Linked Capital subsidy Scheme:** The scheme aims to facilitate technology upgradation in Micro and Small Enterprises (MSEs) by providing 15% upfront capital.

Problems in the development of bamboo based entrepreneurship

- i. **Land Ceiling Act:** According to new Land Ceiling Policy 1972, bamboo was not exempted from the act as it was done with coffee, tea, cocoa and cardamom plantation. So land under the bamboo plantation was considered as the surplus land which was later distributed to landless farmers.
- ii. **Problems in marketing bamboo based products:** There are several problems in marketing the bamboo based products like frequent fluctuation of prices of products, no guarantee of the bamboo crafts and products, lack of information of marketing channels, lack of institutionalisation etc.
- iii. **Lack of proper marketing strategy:** There is no proper marketing strategy in case of bamboo based enterprises. There is a need to form the proper marketing strategy to achieve the targeted market. Proper marketing strategy is based on proper marketing research as research helps to gather the up-to-date market information and changing needs of the customers.
- iv. **Lack of education on entrepreneurship and proper training:** Bamboos are mainly cultivated by the rural people of the region Education is instrumental in accelerating

entrepreneurship on bamboo based products since education helps the people to acquaint with cognitive skill to better understand, evaluate and exploit entrepreneurial opportunities, increases the level of self-confidence to face the risk.

- v. **Absence of digital marketplace:** There is no focussed bamboo digital marketplace to connect the buyer and seller of bamboo and bamboo products.
- vi. **Paucity of finance:** The north-eastern region is economically backward and most of the rural people are poor. They do not have the adequate amount of capital to start even a small business. There are some remote areas where even now the financial institutions don not reach the mass. In some areas, people hesitate to take the financial assistant form the financial institutions.
- vii. **Absence of improved technology:** The north-eastern region is not only economically backward but also backward in terms of technological developments compared to other regions of the country. People of this region follow the rigid and traditional methods of cultivation and production which results in wastage of time and excessive costs.
- viii. **Geographical constraint:** The existing as well as the prospective entrepreneurs experience problems due to lack of proper connectivity with the rest of the areas of the country though the various projects on road and railway line constructions are going on. In hilly areas of the region, businesses of this region are badly affected to the weather inclement and land slide problem.
- ix. **Insurgency:** The north-eastern region is lagging behind than the other states mainly due to the problem of insurgency. The insurgency problem exists specially in the state of Tripura, Manipur, Mizoram, Meghalaya, Nagaland and Assam and Manipur is the worst affected by insurgency. Entrepreneurs and investors hesitate to start business since insurgency rises to agitation and violence.
- x. **Lack of awareness regarding different government sponsored schemes for establishing enterprises:** Most of the people of the region lives in rural areas and are engaged in to the agriculture for their livelihood. People are not interested to start new businesses because most of them are illiterate and are not aware of various schemes of the government for establishing new enterprises.

Findings

- India is the second next to China in terms of bamboo production.
- India has the bamboo bearing area of 15.69 million hectare. Out of Which north east region spreads over an area of 3.10 million hectare.
- It is found that total bamboo bearing land in India in 2019 is higher than that of in 2011 i.e. in 2011 it was 139577 sq km whereas in 2019 it was 160037 sq km. But there is a decrease of 2453 sq km of bamboo bearing land in north-eastern region from 2011 to 2019. Amongst the eight states of the region, the four states viz., Arunachal Pradesh, Mizoram, Nagaland and Sikkim has contributed towards the decline of total land bearing area of the region.
- There are 125 indigenious and 11 exotic species from 23 genera are found in India. Out of which 90 species of bamboo, 41 of which are endemic to that region, are found in north east region of the country.
- It is found that there is a decrease in the total import of bamboo and rattan products to India from 2016 to 2017 by 1877 USD thousand. Though India did not import from Sri Lanka

and Russia in 2017 yet the two others countries viz., Japan and USA exported to India in 2017.

- In the year 2019-2020 (April-January) India has exported bamboo worth of 88.34 USD million. India exported 40.03 USD million to USA which is the highest amongst the other import countries.
- It is found that in 2016 India exported no bamboo raw material but India imported a huge amount worth 29116 USD thousand. In 2017 India exported bamboo raw material value worth 255 USD thousand whereas India imports 28683 USD thousand bamboo raw material in 2017 which is less than that of 2016. In case of bamboo flooring, India did not import both in 2016 and 2017, but there is an increase in export of bamboo flooring from 2016 to 2017 by 37 USD thousand. A different scenario is seen in case of bamboo plywood where India did not export in 2016 and 2017 but imported bamboo plywood in 2016 but not in 2017.
- Besides the National Bamboo Mission initiated by the government of India, other various schemes are also introduced to support and provide the assistance in the growth of rural entrepreneurship based on bamboo and other available resources. The schemes are SFURTI, ASPIRE, CGIMSE etc.
- There are various problems which are hindering the growth of bamboo based entrepreneurship like lack of proper education, training, marketing strategy, land ceiling act, paucity of finance, absence of digital market, geographical constraint etc.

Interpretation

On the basis of the findings, it can be interpreted that India occupies a crucial role in the export of bamboo and bamboo products throughout the world. But India too imported different bamboo products from different countries. This highlights that India cannot meet the domestic demand out of the available bamboo resources of the country. India has the bamboo bearing area of 15.69 million hectare which harbours 125 indigenous and 11 exotic species from 23 genera. There is a question arises regarding why India is in need to import from other countries despite of having favourable climate condition for different species of bamboo available in the country. The north eastern region of the country has contributed a considerable amount in the bamboo production in the country from the time immemorial providing the subsistence needs of the region. But there is a gradual decrease in the bamboo bearing area of the region. Though Government of India has introduced various schemes yet they do not give the expected result. The various root problems of the region like lack of proper education and training, digitalisation of market for bamboo products, absence of improved technology etc. must be solved as soon as possible.

Suggestion

Following are the suggestion for accelerating the pace of entrepreneurship in the region:

1. The farmers and producers of bamboo products should be made aware regarding the prevailing market price, the existing competition and also the available marketing channels.
2. For successful establishment of enterprises, there is a need to understand the demand and changing preferences of the customers. This would be possible only through the market research and proper marketing strategies.
3. The entrepreneurs should be given the proper education and training so that they can grab all the opportunities available to them.

4. The Land Ceiling Act should exempt the bamboo cultivated land, so that the bamboo farmers feel secured and can channelize their all efforts towards bamboo cultivation.
5. The government should take all the necessary steps to bring all the villages and remote areas of the region under the umbrella of financial inclusion. The people of the region should be made aware of the different assistants provided by the government as well as different financial institutions so they would not suffer due to inadequate finance.
6. The government should focus on encouraging the bamboo based entrepreneurs because bamboos are highly renewable and most versatile in nature.
7. In north-eastern region there are some areas which are not well connected with the other states of the country. Government must ensure well connectivity with the regions only then the abundant bamboo resources can be utilised for expanding the entrepreneurship in the region.
8. The region will be well developed in all aspects only when the problem of insurgency is solved. The fully removal of insurgency from the region will boost the entrepreneurship. The investors as well as prospective entrepreneurs will feel encouraged to invest in establishing the enterprises.

Conclusion

The earlier concept of Poor Man's Timber of bamboo has transformed into the new concept of Green Gold of 21st century. The use of bamboo as a substitute for wood makes the demand for bamboo high not only in the region but also in the domestic and global market. The contribution of bamboo towards the sustainable development is another notable point. Bamboo not only provides the subsistence needs of the people of the region but also contributes towards the economic development of the nation. It provides the employment opportunities to the people which ultimate helps in poverty alleviation in the country. Since the bamboo is available in abundance in the north-eastern region, the government must introduced additional schemes to make the efficient use of available resources and also for the promotion of entrepreneurship based on bamboo. All the problems in the generation and marketing of bamboo should be addressed to give the desired momentum to the sector. The focus should be given on utilisation of bamboo to open up the way for north eastern region to the international market.

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Changing Dynamics of Women Entrepreneurship in India: Its Problems and Prospects

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Abstract

Over the decades, women in India have crossed unpteen numbers of stones for the renaissance of their potentials. But in contemporary times, women are coming out of their shell and the wind of change is observed as they have come a long way from being just a home-maker to entrepreneurs. Entrepreneurship being an essential driver of growth and prosperity not only for the individual but the society and nation at large, its promotion and development is quintessential in a developing country like India, especially for the empowerment of women. From Kiran Mazumdar Shaw of Biocon Biochemicals to Radhika Ghai Aggarwal of Shopclues, women entrepreneurs in India have been striving vehemently to pave their way by guarding off the glass ceiling. There has been a remarkable change in the demographics of Indian business scenario with the presence of women entrepreneurs, who are not only encouraging others but also contributing to the country's economy. But however, women entrepreneurs encounters unique set of problems and being epitomized as the prime care giver of the Indian households, the shackles of domestic commitment continue to handicap the spirits of many women. Further the lack of self censorship and lower hubris housed by women continue to pose serious concern. This study aims to bring to light the problems that women entrepreneurs continue to face and also highlights the silver linings that have been pushing their entrepreneurial spirits.

Keywords: Entrepreneurship, Women Entrepreneurs, Problems and Prospects

I. INTRODUCTION

The late Prime Minister of India, Pt. Jawaharlal Nehru had once remarked, “*You can tell the condition of a nation by looking at the status of its women*”, thus emphasizing the need for empowerment of women, who since centuries have been saddled with household responsibilities within the realms of patriarchy. With entrepreneurship emerging as the sine qua non for accelerating the development of any nation, the participation of women in this field becomes imperative (**Baumol & Schramm, 2007**). Defined as “*any attempt at new venture or new business creation, such as self-employment, a new business organization or the expansion of an existing business, by an individual, a team of individuals, or an established business*” (**P.D., Hay, & Camp, 1999**), entrepreneurship is crucial even for the attainment of the United Nation's Sustainable Development Goals (SDGs) (UN General Assembly, 2015). The Government of India has put forwarded the definition of woman entrepreneur as “*an enterprise owned and controlled by women having a minimum financial interest of 51% of capital and giving at least 51% of employment generated in the enterprise to women*” (**Government of India, 2012**).

With the social fabric experiencing changes for good in the modern India, women with their resilience have been taking robust steps to give wings to their entrepreneurial spirits to achieve economic independence and uplift their social position. Though the support from the various Government policies, improved literacy and their strong determination and zeal, have led women to occupy a significant position in the Indian entrepreneurship ecosystem, their

entrepreneurial battle is yet far from wins. The prevalence of gender disparities in entrepreneurship continues to maintain its footing in India as women constitute only a meagre 14% of the total entrepreneurial base in the nation (Sixth Economic Census, 2013-14). Nevertheless, the women entrepreneurs continue to rise against all odds unleashing their potentials with their indomitable spirits.

CHANGING DYNAMICS OF WOMEN ENTREPRENEURSHIP IN INDIA

With the limited range of opportunities available at the disposal of women for employment in India, sustained by hardwired cultural expectations and patriarchy, women entrepreneurship has evolved over the years as a harbinger of financial independence and social upliftment. Contesting the evils of society that had saddled the women inside the four walls of their houses since ancient times, many women have lifted the veils of patriarchy to follow their entrepreneurial spirits and challenge their status quo in the male dominated society. The rise of women entrepreneurial base in the country from 14% to 20% is reason enough to believe that India is gradually moving towards progressive egalitarianism (**Shrivastava, 2019**).

With the change in perception of entrepreneurship, increased literacy rate, technological advancement and positive changes in society, the number of women entrepreneurs are on the rise. The fact that women entrepreneurs of India own 10% of the formal enterprises of the nation proves that the concept of entrepreneurship is not obscure anymore (**Goel, 2019**). The various Government aided policies and micro-finance programmes have added to the momentum to the rise of women entrepreneurs. Despite these silver linings, the women entrepreneurs of the 21st century owing to the dearth of financial literacy and gender biases continue to face impediments in the path of starting their ventures.

II. BRIEF REVIEW OF LITERATURE

Jean-Baptiste Say, the French Economist, who coined the term “**Entrepreneur**” had put forwarded the definition that “*The entrepreneur shifts the economic resources out of an area of lower and into an area of higher productivity and greater yield*”.

The concept of entrepreneurship that dates back to the late 17th century has seen rapid strides in its development and importance for the global economy. With the women creating ripples in the entrepreneurial race, a male dominated field, myriad studies have been undertaken by researchers to define women entrepreneurs and their problems and prospects.

Deshpande and Sethi (2009) while acknowledging the growth of women entrepreneurs in their study, highlight the fact that this has been possible owing to the change in the social fabric, increased government support and renewed confidence of women upon themselves. Their study further suggests that increased financial and skill education can create awareness among the women to strive for the expansion of their industry thereby contributing to the national economy.

Goyal and Prakash (2011) in their study have mentioned the shattering of the glass ceilings and evolution of women entrepreneurs from the 3Ps of Pickle, Pappad and Powder to the 3Es of Energy, Electronics and Engineering, thereby depicting the expansion and development of the women entrepreneurial skills and their adaptive capacity.

Kumar (2014) while stressing on the necessity of women entrepreneurs for the development of the economy has highlighted the differences prevalent on the grounds of emotional intelligence and predisposition between the male and female entrepreneurs in the nation, which act as roadblocks in the path of development of women entrepreneurs.

Chinthanawala et al. (2015) while appreciating the role of Government for creating opportunities in the field of entrepreneurship and skill development for the women have stressed on the need of the stakeholders, other than the Government, for sharing and shouldering this responsibility. They study further throws light in the need of an understanding society for the women to excel in their work.

Dhekale (2016) in his study has emphasized on the role played by Self Help Groups especially in the rural areas of India for the development of women entrepreneurship. The study further concludes that the Self Help Groups have further aided in the social-economic well being of the entrepreneurs and lifted them from their abysmal positions.

Swarnalatha and R.K. (2016) have concluded that continuous encouragement and motivation along with awareness for improved skills, training and education by the Government and society will help in the growth and expansion of women entrepreneurs. The study also found that among all, the social hurdles are the main impediments in the path of women entrepreneurs.

Anand (2017) highlighted in his study that the status of women is intimately connected with their socio-economic contribution, which depends on opportunities for participation in economic activities. However, in the modern society the engagement of women in various economic activities is a barometer that the society is advancing and that they are gaining economic independence. The researcher further highlighted the problems and remedies of women entrepreneurs in India.

Tiwari (2017) in her study while acknowledging the various gender specific and gender neutral bias faced by women entrepreneurs has appealed for an urgent call to decode the policy imperatives and interventions for boosting participation of women in entrepreneurial ventures.

Samantroy and Tomar (2018) have highlighted the urgency of addressing the needs of women entrepreneurs for their overall empowerment to meet the global commitment of achieving the United Nations' Sustainable Development Goals (SDGs) by 2030. The study further stresses the need of an inclusive and sustainable industrial development plan to harness the potentials of women entrepreneurs in India.

III. SIGNIFICANCE OF THE STUDY

Women Entrepreneurship is vital not only to improve the status of women in the society but also for the economic growth of the country. The gap in male-female literacy rate, which was 12.30% in 1951, is now at 16.68% (**Census 2011 India, 2016**) indicating the gap that continues to remain unabridged. The fact that equal participation of women in the economy has the potential to add \$2.9 trillion to the GDP of India (**McKinsey's Report, 2016**) by 2025, harnessing the full potential of women entrepreneurial skills has become the need of the hour. However, the ladder of gender disparities that starts from home stretches to the venture capitalists as reportedly the lion's share of the funding for startups goes to the male entrepreneurs. With India ranking 52nd among 58th countries in the MasterCard Index of Women Entrepreneurs (MIWE), the dearth of an enabling environment for women entrepreneurs in India is vividly portrayed (**Mastercard Index of Women Entrepreneurs, 2019**). This study will be helpful to the present and prospective women entrepreneurs, the organizations who are working for upliftment of women entrepreneurs and also to the research scholars.

IV. OBJECTIVES OF THE STUDY

The main objectives of the study are

- i. To examine the factors that encourage a woman to become an entrepreneur;
- ii. To study the challenges faced by women entrepreneurs in their business venture; and

iii. To analyze the ways to develop women entrepreneurship.

V. RESEARCH METHODOLOGY

Research Design: The research design is Descriptive in nature as it addresses ‘what’ questions - ‘what’ factors encourage women to become entrepreneurs and ‘what’ are the challenges encountered by them during their entrepreneurial journey and also ‘what’ are the ways to develop women entrepreneurship.

Population: The population of the study comprises of all the women entrepreneurs of Guwahati who are engaged in Designer Clothing and Tailoring, Confectionary and Bakery, Beauty Salon and Traditional Jewellery.

Sampling Technique(s): Virtual Snowball sampling technique has been adopted for the study. The research participants assisted the researchers in identifying the other potential subjects.

Sample Size: The sample size consists of 52 respondents.

Data Collection: Primary data was collected through a structured questionnaire (Google Forms) which was distributed in digital platforms. Secondary data were collected from journal, books and research articles.

Data Analysis: The demographic data are analysed by using Percentage Analysis Method and to measure the degree of agreeableness the Composite/Mean Score and Standard Deviation are calculated. To give ranking to the variables regarding the challenges faced by the women entrepreneurs Rank function has been calculated by using Microsoft Excel.

VI. DATA ANALYSIS AND INTERPRETATION:

i. Table 1: Showing the demographic profile of the respondents

Variable	No.	%
AGE:		
Below 25 years	02	4%
25-35	03	6%
36-45	21	40%
46-55	19	37%
55 & Above	07	13%
MARITAL STATUS:		
Married	36	69%
Unmarried	08	15%
Widow	05	10%
Divorcee	03	6%
CHILDREN:		
Yes	38	73%
No	14	27%
EDUCATION:		
Under Matriculation	Nil	
Under Graduate	39	75%
Post Graduate	08	15%
Others	05	10%
WORK EXPERIENCE:		
Yes	33	63%

No	19	37%
FAMILY TYPE:		
Nuclear family	37	71%
Joint family	15	29%
CATEGORY OF BUSINESS:		
First Generation Entrepreneurs	40	77%
Parents as Entrepreneurs	05	10%
In-Laws as Entrepreneurs	07	13%
LOCATION OF PLACE OF BUSINESS:		
Within Home premises	29	56%
Separate office/factory/outlet	23	44%
WORK TIMINGS:		
Upto 5 hours	06	12%
From 5 – 8 Hours	32	62%
From 8 – 12 hours	13	25%
More than 12 hours	01	01%

Source: Field Survey, July 2020

Interpretation: Out of the 52 respondents taken for the study 40% belong to the age –group of 36-45 years. Regarding the marital status 69% are married and 73% have children. 75% have completed their studies up to graduation and 63% have the work experience. Regarding the family type 71% have nuclear families and 77% women entrepreneurs are first generation entrepreneurs, 56% have their business premises as a part of their house. 62% women spend 5-8 hours in their business.

ii. **Table 2: Showing the sources of funds:**

Sources of Funds	No.	%
Own Funds	34	65%
Borrowed from family & friends	11	21%
Loans from Banks	07	14%
TOTAL	52	100

Source: Field Survey, July 2020

Interpretation: 65% have used their own funds to start the business while 21% have borrowed from family and friends. The loans from banks remain the least accessed, accounting for only 14%.

iii. **Table 3: Showing the type of enterprise:**

Type	No.	%
Designer Clothing & Tailoring	16	31%
Confectionary & Bakery	11	21%
Traditional Jewellery	07	13%
Beauty Salon	18	35%
TOTAL	52	100

Source: Field Survey, July 2020

Interpretation: 35% own Beauty Salon and 31% engage in Designer clothing and tailoring followed by Confectionary and Bakery which constitutes 21%.

iv. Table 4: Showing the factors responsible for women to become Entrepreneur

Sl. No.	Statement	SA	MA	N	MD	SD	Mean Score $\frac{\sum fx}{\sum f}$	SD $\sigma =$ $\sqrt{\frac{1}{N} \sum fx^2 - (Ms)^2}$
1.	To attain self-identity	33	18	01	0	0	4.62	0.53
2.	To be financially independent	47	05	0	0	0	4.90	0.31
3.	Explore innovativeness and creativity	31	19	02	0	0	4.56	0.57
4.	To attain a social status	51	01	0	0	0	4.98	0.14
5.	Encouragement from friends and family	25	19	06	02	0	4.29	0.82
6.	Motivation from success stories	16	28	05	03	0	4.09	0.79
7.	To avail the benefit of Government incentives and subsidies	23	17	08	01	03	4.08	1.08
8.	To earn additional income	48	04	0	0	0	4.92	0.27
9.	Availability of infrastructure	11	19	13	07	02	3.58	1.07
10.	Use of idle funds	05	09	18	17	03	2.92	1.05

Source: Field Survey, July 2020

Interpretation: 10 attributes have been identified that influence women to become an entrepreneur. It has been observed that the Mean score of the Statement 4 i.e. 'To attain a social status' is highest 4.98, followed by Statement 8 'To earn additional income' which accounts for 4.92. Standard deviation has also been calculated in order to observe the degree of agreeableness with different statements and the result shows that Statement 4 reveals the lowest degree of variability among the respondents, accounting for 0.14 which is followed by Statement 8, where the standard deviation is 0.27

v. Table 5: Showing the challenges of women entrepreneurs

Sl. No.	Variables	Responses	
		Rank	%
1	Stiff competition	1	15
2	Family Restrictions	2	12

3	Role Conflict	3	11
4	Difficulty in maintaining work life balance	4	11
5	Lack of Entrepreneurial ability	5	10
6	Lack of Information regarding government incentives and subsidies	6	10
7	Lack of finance	7	08
8	Limited Mobility	8	07
9	Lack of self-confidence	9	05
10	Problem of marketing	10	03
11	Socio-cultural barriers	11	02
12	Lack of Achievement motivation	12	02
13	Absence of risk bearing capacity	12	02
14	Problem of skilled manpower	13	01
15	Emotional Instability	14	01
	TOTAL		100

Source: Field Survey, July 2020

Interpretation: The study illustrates that 15% of the respondents' rated 'Stiff competition' as the key challenge for the women entrepreneurs. It was followed by 'Family Restrictions' which accounts for 12% and 'Role Conflict' which ranks third bottleneck accounting for 11% responses.

vi. Table 6: Showing the ways to develop women entrepreneurship

**SD= Standard Deviation SA= Strongly Agree, MA=Mildly Agree, N= Neither Agree nor Disagree, MD= Mildly Disagree, SD= Strongly Disagree

Sl. No.	Statement	SA	MA	N	MD	SD	Mean Score $\frac{\sum fx}{\sum f}$	SD $\sigma =$ $\sqrt{\frac{1}{N} \sum fx^2 - (M_s)^2}$
1.	Vocational and technical Education is necessary.	38	14	0	0	0	4.73	0.44
2.	Availability of easy information regarding Government incentives and subsidies.	32	19	01	0	0	4.60	0.49
3.	Providing latest equipments and machineries.	35	17	0	0	0	4.67	0.47
4.	Participating in entrepreneurial training programmes.	28	21	2	1	0	4.46	0.66

5.	Attending and interacting in seminars, conferences of successful women entrepreneurs.	16	12	08	14	02	3.50	1.28
6.	Marketing in Social Media.	19	28	03	02	0	4.23	0.72

Source: Field Survey, July 2020

Interpretation: It has been observed that the Mean score of the Statement 1 i.e. ‘Vocational and technical Education is necessary’ is highest 4.73, followed by Statement 3 ‘Providing latest equipments and machineries’ which accounts for 4.67. Standard deviation has also been calculated in order to observe the degree of agreeableness with different statements and the result shows that Statement 1 reveals the lowest degree of variability among the respondents, accounting for 0.44 which is followed by Statement 3, where the standard deviation is 0.47

VII. FINDINGS

On the basis of Objective i

1. Innovative thinking encourages women entrepreneurs to explore the entire possible arena and which gives them the satisfaction to show their creativity.
2. Women aspires self-identity through their work in this patriarchal society and they thrived to create one for them through their own venture.
3. Success stories have given them the inspiration to try their luck in achieving their dream through their business.
4. The need for additional income also encourages them to plunge into their own business so that they can financially help their spouse and family.
5. Constant encouragement from family and friends also help them in building their confidence to start up their own venture.
6. Availability of attractive government incentives and subsidies to women entrepreneur is yet another encouraging factor to many women.
7. Utilization of funds lying idle also persuades women to set up their business venture.

On the basis of objective ii

8. Stiff competition acts as a major hindrance for the women entrepreneurs in marketing their products and services in the organized sector which is primarily dominated by their male counterparts.
9. They fail to get full support from their family which adds up to their problems in their entrepreneurial journey.
10. Playing different roles at the same time is yet another limitation which adversely reflects in their functioning as an entrepreneur.
11. The major challenge of women entrepreneur is maintaining their work life balance. In most of the instances it is found that they are unable to maintain a balance between work and personal life, resulting into stress and conflict.

12. Most of them though educated lack entrepreneurial knowledge and acumen like marketing skills, technological expertise, production knowledge, maintaining accounts etc. which act as roadblocks in their growth and expansion.
13. Banks and financial institutions are cynical in providing loans to women entrepreneurs as they consider them more risky than the male borrowers.

On the basis of Objective iii

14. Providing vocational and technical education is necessary to girls and the curriculum should be structured in such a way that it covers the various facets of commerce which can inspire girls to start their own business.
15. The information regarding various Government schemes, subsidies, loan facilities, programmes etc should be made easily available. The NGO's and various concerned government machineries should take up the necessary responsibilities for making the women aware regarding various incentives.
16. Women entrepreneurs should be provided with latest technology equipment and machineries so that they can produce good quality products at cheaper prices. They should also polish their skills and update their information in order to better penetrate into the market.
17. A series of training programmes must be initiated at a regular basis providing training on skill development, marketing techniques, strategic planning, techniques of production and process methods etc.
18. In order to inspire and motivate women various conferences, seminars, workshops and trade fairs should be conducted with successful women entrepreneurs.
19. Enabling their access to latest technology and use of social media in marketing their products and services will broaden their customer base.

VIII. Suggestions And Conclusion

India has come a long way in increasing women's participation in education and economy. Recent years have witnessed a gratifying paradigm shift of demographics in the Indian corporate backdrop. There has been a gradual transition in the Indian business scenario and the existence of gender stereotyping has taken a huge turn where women are seen in the entrepreneurial dome walking shoulder to shoulder with their male counterparts. Even though it is a delightful sight but women entrepreneurs have their own challenges in addition to the common struggles which are acting as a bottleneck for them to blossom. More exposure should be given to women to break the conventional barrier and outperform in the male-dominated entrepreneurial environment. Women do not realize their potential but if molded properly with entrepreneurial traits and skills they will outshine males to meet the changes in trends, challenges in global markets and also be competent enough to sustain and strive for excellence in the entrepreneurial arena.

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A critical observation of Entrepreneurship Development Programmes (EDP) and Employment generation programmes introduced by various Organizations in context of Assam

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ABSTRACT

Entrepreneurship Development Programme (EDP) basically refers to the arrangement where an individual is provided with a training or motivation to become an entrepreneur. EDPs are training programmes as well as technique helps to increase the working capacity and knowledge of the entrepreneurs. Entrepreneurship plays an important role in providing sustainable solution to economic development. This paper has been basically prepared in order to give insight knowledge regarding the importance of EDPs. In this paper discussion has been also made regarding the institutions which provide EDPs as well the schemes initiated by the Government of Assam for providing employment opportunities. This is a descriptive study based on the secondary data collected from the various websites, journals, etc.

Keywords: Entrepreneur, Entrepreneurship development programme, IIE, Entrepreneurship development, Economic Growth

INTRODUCTION

Entrepreneur is a person who basically takes risk to start new venture with new idea. Entrepreneurship is the art of innovating, risk taking and implementing the idea. Entrepreneurship Development Programme (EDP) basically refers to the arrangement where an individual is provided with a training or motivation to become an entrepreneur. EDPs are training programmes as well as technique helps to increase the working capacity and knowledge of the entrepreneurs. Entrepreneurship plays an important role in providing sustainable solution to economic development. In the rural economy, it helps a lot. Individual's personality plays an important element in entrepreneurial performance. Entrepreneurial journey has continuous challenge in every step. To overcome this challenges, the encouragement from within is required. Personality of a person helps to face challenges tactfully. To become a successful entrepreneur the person must have the characteristics of ability to take risks, innovative ideas, knowledge regarding market functions, marketing skills, management skills, etc. Thus, EDPs are basically a systematic and well organized program designed to motivate and help a person to take entrepreneurship as a concern.

EDPs helps in acquiring knowledge, motivating, assisting, providing training, etc to build confidence among the individual to take entrepreneurial activities as the employment opportunities. It helps to provide self-employment opportunities. There are various organizations which provide EDPs in Assam. Some of them are Indian Institute of Entrepreneurship (IIE), North Eastern Council, Small Industries Service Institute (SISI), etc. In order to tackle the unemployment problem the Government of Assam also provides various kinds of employment generating activities for the rural as well as urban people.

REVIEW OF LITERATURE

Kalita P.C. (2019), the study has been conducted in order to know the effectiveness as well as the contribution of AGVB-RSETI in the entrepreneurship development of the study area. The paper also deals with the measures which are required for improving the performance of training programs of RSETI. Five development blocks of Bongaigaon district have been selected for the study. Trainees from these five development block has been considered as the population of the

study and multi-stage random sampling have been used to select the sample size. Primary data have been collected through the help of a semi-structured questionnaire. From the study it has been found that EDP helps in improving the performance of entrepreneurs. It has been also observed that as compare to the other training agencies, performance of AGVB-RSETI is better.

Sharma S. & Neog J.(2017),author tried to identify and assess the nature of activities of both working and non-working units of MSME in Sonitpur district. The author also tried to assess the range of investment, employment generation, and annual production capacity of working MSME in Sonitpur. The study is based on the secondary data and it has been collected from the District Industries and Commerce Centre, Sonitpur. After going through the study it has been found that metal based units are majority in the district. It has been seen that MSME provides employment opportunities and helps the people for taking entrepreneur as an earning source in the district. It also helps in the rural development through rural entrepreneurship in the Sonitpur district.

Hazarika S. (2018), the study aims to assess the performance, identify the problems and to suggest measure for the development of rural entrepreneurs. Data have been collected from the 60 micro enterprise units selected on random basis from the four development blocks of study area. From the study it has been found that the main reason of choosing entrepreneurial activities in study area is due to non-availability of Government Job and in majority cases due to non-availability of alternative source of income also. Proprietorship business is mostly chosen by the sample entrepreneur due to various reasons like low investment requirement, easy decision making and administration, etc. The study also reveals that majority of entrepreneur start their business from their own sources of fund, because approval of loan from the bank is very complicated and time consuming.

Y T Pawar (2016), various secondary data were collected from books, journals, websites, etc. to give insight knowledge about meaning, qualities, opportunities and challenges, faced by entrepreneur and role of government towards entrepreneurship development. For the concluding part it can be said that in the recent year's entrepreneurial activities helps in the growth and development in India. It helps to earn income as well as it provides self-employment opportunities to the people.

Jewlikar S.S. & Hladar O.P. (2014), study has been conducted in order to know the effectiveness of EDP organized by Maharashtra Centre for Entrepreneurship Development (MECD). Primary data has been used for the study and it is collected from MECD. From the study it has been found that MECD fails in certain cases not because of the strategy but because of its poor implementation. Effectiveness of EDPs has been measured around 26 percent. The study also reveals that around 10 percent of trainees are not able to set up their ventures because of the various reasons.

Kumar H.M. (2017), the main motive behind conducting this study is to know the role of EDP in growth of entrepreneurial activities in India. From the study it has been found that for any development or developing country EDP plays a pioneer role in economic development.

OBJECTIVES OF THE STUDY

The proposed study has been with the following objectives:

- a) To know the importance of the EDP
- b) To know the EDP curriculum provided by various organization in Assam as well as the employment programme available in Assam.

RESEARCH METHODOLOGY

The study is descriptive in nature. The study is basically based on the secondary data collected through the various websites, journals, books, etc. Official websites of IIE, MSME, etc. have also used to collect information related with the EDP.

IMPORTANCE OF EDP**The following are the some of the importance of EDP**

- a) **Creation of employment opportunities:** EDP helps an aspiring candidates to start their own venture; it provide them with the self-employment. Through the help of an entrepreneur others may also get employment opportunities. Various schemes have been also initiated by the government to provide employment opportunities like NREP, Nehru Rozgar Yojna, etc.
- b) **Utilization of local resources:** Local resources can be underutilized if there is no initiative to utilize them in the effective manner. EDP helps to the entrepreneur to effectively use the local resources by imparting guiding, knowledge and training.
- c) **Helps in capital formation:** Finance is the blood for every business organization. It means that adequate funds were needed to start any enterprise. Entrepreneurial activities involve mobilization of idle savings in the productive uses. There are various banks and financial institutions which provides financial support to the new entrepreneur.
- d) **Upgrading standard of living:** Through the help of EDP the new entrepreneurs are also able to use latest innovation and techniques in the production process. It helps them to utilize the resources in efficient manner and produce better quality product at lower cost. Thus it helps to improve the standard of living of the people.
- e) **Helps in improving managerial activities:** Various management, educational, training and orientation programs were conducted in order to impart managerial abilities within the new entrepreneur. With the help of these, the entrepreneur able to run their enterprises efficiently and effectively.
- f) **Helps as search engine:** EDP helps to explore and search various opportunities for the new entrepreneurs. It assists them and provides information relating to these opportunities.
- g) **Development of backward areas:** Through the help of EDP backward areas can be developed. A new entrepreneur can set up their small scale units with limited resources in the backward areas. Entrepreneurs also get various subsidies and relaxation from the state as well as central government for setting up their enterprises in the backward and remote areas.

ORGANISATION PROVIDING EDPs

In the North-East India, Assam is the first states which lays importance and make systematic efforts in entrepreneurship development. In the year 1973, a district level agencies has been set up in Assam know as Entrepreneurial Motivational Training Centers (EMTC) basically to provide training and all kind of support services to the prospective entrepreneurs and help them to set up and run their businesses. The following are the some of the important organization which provides EDP in Assam.

- 1) **Small Industries Service Institute (SISI), Guwahati:** This institute has been established to develop the Small Scale industries of North eastern region mainly Assam, Meghalaya and Arunachal Pradesh. This institute provides workshop for turning, drilling, welding, heat treatment, grinding and job services. It also provides skill development courses to the semi and unskilled workers as well as entrepreneurs who were interested towards

mechanical industries. Various awareness programs as well as entrepreneurship development training program were also conducted by the institute from time to time in order to motivate the person to take entrepreneurship as a carrier.

- 2) **Indian Institute of Entrepreneurship (IIE), Guwahati:** An autonomous organization namely IIE was established in the year 1993 by the Ministry of Industry, Government of India. In the year 2015 it has been transferred from Ministry of Industry to Ministry of Skill Development & Entrepreneurship. Providing training, research and consultancy activities in small and micro enterprises are the main motive of IIE with special focus on entrepreneurship development.

IIE basically functions to do research related with entrepreneurship and organizes various training programs for the target group. It provides consultancy services to the entrepreneurs. The following activities have been generally made by IIE.

- a) **Trainings:** IIE basically provides two kinds of trainings namely Assistance to Training Institutions training (ATI) and Non-ATI trainings.
 - b) **Research:** For the growth and development in the field of MSME across North East India; the IIE undertakes various research and studies. It also evaluates various schemes of central and state government organization.
 - c) **Consultancy:** It also act as a consultancy service providers to the entrepreneur related to various areas like enterprise planning, enterprise management, technology sourcing, management consultancy, etc.
 - d) **Projects:** It also takes various projects such as Regional Resource Centre (RRC), Rural Industries Programme (RIP), and Centre for Sustainable Livelihood Promotion (CSPL), etc.
 - e) Workshops and seminars were also organized by IIE from time to time in order to share experience on entrepreneurship and also to impart awareness.
- 3) **MSME-DI:** MSME-DI, Guwahati conducts various EDPs in urban and rural areas among the educated unemployed youths to encourage them to take entrepreneurial activities. These programs were basically conducted in order to motivate the youths to set up their own MSEs and become self-employed. It also provides information related to manufacturing process, product design, export opportunities, financial and financial institutions, marketing techniques, etc.
- 4) **Rural Self Employment Training Institutes (RSETIs):** These are the institutes which basically provide self-employment training to the BPL youth of rural areas in order to solve the unemployment problem. These institutes are mainly managed and supported by banks as well as state government and central government. This institute provides short term skill development programs (1 to 6 weeks). These programs includes- dress designing, agriculture activities, poultry, horticulture, incense sticks manufacturing, bakery products, leaf cup making, two wheeler repairs, electrical transformer repairs, beautician course, complete hardware and DTP, construction, skill development for women, etc. After successful completion of training program, certificates were issued by the RSETI which act as a document for granting loans from the banks by the trainees.

EMPLOYMENT GENERATING PROGRAMMES IN ASSAM:

- 1) **Assam Kalpataru Scheme:** This scheme has been initiated by the Government of Assam with the motive to provide financial assistance for the unemployed graduates of Assam.

This will help the rural youth in making self-employment in various sectors like agriculture, industry and service. It encourages entrepreneurial activities as well as self-employment opportunities among the people of rural areas. The objective of the scheme is to provide sustainable employment to the poor people through providing technical skills, entrepreneurial capabilities as well as financial support. Under this scheme the beneficiary will get a monthly financial assistance. Assistance was given for various activities like poultry, tailoring, saloon, piggery, micro enterprises, etc.

- 2) **Prime Minister's Employment Generation Programme:** Government of India has initiated a programme which mainly focuses on the providing employment opportunities to the people of rural and urban areas through establishing micro enterprises. Prime Minister's Rojgar Yojna (PMRY) and Rural Employment Generation Programme (REGP) has been merged in order to introduce a new programme namely Prime Minister's Employment Generation Programme (PMEGP). Ministry of Micro, Small and Medium Enterprises administer this central sector scheme.
- 3) **Chief Minister's Jeevan Jyoti Swaniyojan Yojna:** This scheme has been basically started for the educated unemployed youth by the Assam Government in the year 2005. Their main aim is to provide financial assistance to the educated unemployed youth in order to provide them with the self-employment generation capabilities. These schemes provides institutional credit subsidy in order to take productive income generation activities. It helps in entrepreneurship development through manpower and technical training.
- 4) **Boneej:** This scheme has been launched with the motive of providing special grant in order to set up rural enterprises in micro sector in the year 2016. This scheme benefits various rural industries like jute crafts, brass and bell, food products, masks making, agarbatti, etc. Grants were mainly granted in order to procure advanced tools and equipments.
- 5) **Sarothi:** In the year 2016-17 a new scheme namely "Sarothi" have been launched in order to provide financial assistance to the first generation entrepreneurs who are facing problem in acquiring financial support. This scheme basically benefits those entrepreneurs who face difficulties in acquiring resources from the banks and financial institutions.
- 6) **Swami Vivekananda Assam Youth Empowerment Programme (SVAYEM):** A credit linked subsidy scheme has been launched by the Government of Assam in the year 2017 in order to provide financial support for taking income generating activities among the youths of Assam in manufacturing, trade and service sector. This scheme helps to solve the employment problem in rural and urban areas of Assam.

DISCUSSION AND CONCLUSION

Assam is full of natural resources and human resources. The majority population lives in rural areas. It can be easily said that the largest employment potential sector in Assam is rural enterprises. It provides income for self-development as well as for the nation as well. Rural areas can be developed by encouraging entrepreneurial activities in villages of Assam. Despite of full of human resources and natural resources Assam is lacking in employment generation. Entrepreneurship development programme helps to encourage the individual to take the entrepreneurship as an employment opportunity. The Government of Assam also announces various funds for the development of rural areas in their annual budgets every year. The Government also initiated various schemes for employment generation. According to the report of WTO the GDP of India can be increase up to 3%-5% if they focus on the skill development and training. In the financial year 2020-21 the Assam Government has allotted Rs.3829 crore in their Annual Budget. Among these Rs.383 crore has been allotted for MGNREGA. In the year

2019-20 Rs.5093 crore has been announced in the Annual budget, out of these Rs. 756 crore has been allotted for combined rural development programme as well as for National rural employment guarantee scheme. In the year 2015-16, 2651 persons has been employed under PMEGP schemes and in the year 2014-15, 4457 persons were employed under the same schemes.

Thus from the above discussion it can be concluded that entrepreneurship is very much important for the economic development of a nation. By seeing the importance of entrepreneurship in the economic development and growth of a nation, Assam government also gives emphasis on the entrepreneurship by conducting various entrepreneurship development programmes and launching various employment generation schemes.

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An Effectiveness of Social Media Entrepreneurship (A Case Study of Aurangabad City)

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ABSTRACT OF THE PAPER

This research was done with the aim to investigate the effect of social media on tendency to entrepreneurship and business establishment. The Word of Social media is a new phenomenon that has changed how the business environment operates. Businesses are able to gain access to resources that were otherwise not available to them. It has also helped businesses to increase their worthiness, cultivate strategic partnerships and increase their contact with customers and suppliers. It has become important for business owners and marketers to understand how social media work as a communication and marketing tool and how they can significantly grow their businesses. The research was conducted to observe the difference between entrepreneur's growth who are using social media for the promotion of the products & services, and who are not using. This study used regression analysis to investigate the impact of social media on entrepreneurial growth. The study clearly concluded that the companies of Aurangabad who are on social media are more popular among the masses as compare to those who are not using internet for the advertising purpose.

Keywords: Social media, Innovation, Customer relationship management, Entrepreneur's business Growth, regression analysis.

INTRODUCTION

Tendency to entrepreneurship refers to a set of policies and practices that are the basis to get entrepreneurial decisions and activities in companies. For this reason, many researchers consider it as a strategic orientation for achieving competitive advantage in companies, in which companies achieve to it by designing, developing and implementing their goals and using their own strategies based on entrepreneurial principles. Also, the tendency toward entrepreneurship is a kind of management philosophy and total behavior of the company, which is associated with the nature of entrepreneurship. The tendency to entrepreneurship is consists of 5 key elements such as: innovation (creativity and knowledge development as producing new products and services, guidance of technology and using processes based on research and development; risk-taking (doing some activities boldly based on the lack of resources in new environments and even unknown); being active (being opportunism, identification and prediction of market demand in the future, and producing appropriate products and suitable services related to them); competitiveness (the intensity of the company's efforts compared to the competitors, and bold response to competitive threats); and independence (independent activity of leaders and entrepreneurs team in investing and applying strategies)

New phenomena come and go on a frequent basis. But every now and then something with potential to change the business environment comes to the forefront. The business world is not immune to any impact that may arise. Social media is one such phenomenon. Social media which is sometimes referred to as social networking and Web 2.0 refers to collaboratively produced and shared media content and to network communities. The users of social media have the ability of sharing their views and encounters. This assists in creativity, open communication and sharing of knowledge among users. Facebook, Skype and discussion forums are examples of social media tools (Tapscott and Williams, 2008).

Entrepreneurs are defined as person who can identify a situation, determine the prospects and use those opportunities after proper assessment. Entrepreneurs are known as separate identity that has started their own business, in assembling and manufacturing for the product. This study investigates and concludes the empirical literature on the influence of social media on the commercial growth of businesses run by individuals.

According to Kantar Media top ten French advertisers have been diverted their advertising towards internet rather on television or any other source. It means internet is getting importance on television nowadays. Currently Entrepreneurs are using social media for multipurpose, they are using it for not only selling but also as customer awareness and relationship managing tool.

Although there are a lot of benefits has been discussed about the internet and social media for the growth of the business for the entrepreneurs but still it has to prove its credibility for the benefits of the business and the individuals who are running that business (Miller, 2010; Sterne & Egger, 2001).

The purpose of this research to determine the importance of social media for the promotion of the products in the world of business Specifically, this paper tries to open the fact about the products and role of internet SME's of Aurangabad . This article will help to the policy maker of the small and medium enterprises to make the policies about their companies at national and international level. This study helps to take decision about the importance about the social media for the SME's as compare to large companies. However, the role of social media by small and medium enterprises is still need to be discovered. The need of businesses to develop meaningfully has become a reality, with the help of Web tools. Social networking is being credited for being a medium that has increased contacts, accelerated business operations, enhanced customer relationships with entrepreneurs, low or discounted prices, and hiring of competent intellectuals (Jagongo & Kinyua, 2013). The use of social media provides power to Small Medium Enterprises, because it has developed tools for creating and attaining a sustainable competitive advantage. This media is one of the many tools and therefore research is required to understand the impact that it has on the progress of SMEs. The use social media at global level has changed the whole scenario forcing many businesses to extend to where their customers/consumers are paying close attention. Currently, the core of customer activity is becoming virtual, located inside a social media or such networking site (Heller Baird & Parasnis, 2011).

The entrepreneurs rely on certain methods in business to meet the requirements of societies. Different researchers found that social media has been useful in many businesses and also given significant benefits and encouragement to entrepreneurs. (Hite & Hesterly, 2001) explored in their study that social media has helped in increasing profits from investments and also given growth to the businesses, especially for new companies. All these examples highlight the importance of vital role by factors such as social networks, can play in entrepreneurship.

Social media leads to create income, sell products and present services through the internet. Social media rely on customers' looking at the goods and purchasing products, with using marketing methods as other businesses. The key to success in business in the internet, is increasing visitors of the site. Site traffic is the backbone of internet marketing and there are nearly unlimited methods to achieve this goal. Many people in Europe and the United states manage their lives, relying on internet business and selling goods and services. So, while technology may have changed slightly, but its main principles remain still the same. In fact, the internet and social media have become an income creation method, a way to cooperate with customers and shareholders, and also to present products and services for many industrial companies. Using a successful social media, leads to achieve business goal that include new

sales, new customers, new markets, decreasing sales costs, increasing profits, increasing market share, increasing right of the owner with a brand name and other goals set by the company. For this reason, accepting social media by companies can be an important tool for them to solve industry related problems, because getting decision and running marketing in these companies cause to find the balance points in overcoming their problems. It should be noted that the success and deployment of the business is possible when marketing activities affect people and have effectiveness. The effectiveness of marketing depends on the organization to design a profitable strategy; and marketing programs do not create efficiency unless implementing effectively at different parts of the company. As the subject is important, the main question should be asked as:

- How much using social media does effect on tendency to entrepreneurship and business establishment?
- How much using social media does effect on tendency to entrepreneurship?
- How much using social media does effect on business establishment?
- How much using social media does effect on business establishment considering tendency to entrepreneurship?

OBJECTIVES OF THE STUDY

- To determine the effect of social media on the entrepreneurship growth.

LITERATURE REVIEW

There are many businesses of small and medium enterprises running by individuals now converting their advertising management on internet through face book and you tube etc. For the betterment of the business and their products promotion social media is considered very fruitful and helpful because it creates direct relation with the masses and they can leave their comments to make better product according to their requirement. Mark Zuckerberg founder of Facebook also in the favor of social media because of its fast growing information through shrinking world in to global village and advertise the product instantly. This is hour to realize for upcoming business men to utilize fastest internet technologies for the promotion of the product (Maymann & Rolsted, 2008).

It is considered that social media not only attracts to the existing customers but it also grabs the attention of the potential customers to develop their interest about their product(Mangold & Faulds, 2009).

Customer relationship management is very important tool for the progress of any business as it is considered as back bone of the business. Earlier customers were given privileged their choices by their liking and disliking of products, but now social media has made everything easy for taking decisions and making better products for their existing and potential customers (Samb et al., 2010). Social media has made life very convenient that existing and potential customers can give opinions and their customized wishes to help company mangers to make their product and services better (Evans, 2010). Now trend is changing a lot as companies are more focusing on hiring of those employees who can understand of using social media for the betterment of the products and services to make strong relationship with their products. The need of the hour is to provide latest technology, Internet to their employees that they can help their customers to meet their utility level at optimum (Evans, 2010). Social media has made life easier as employees can improved their products with help of comments of people but at the same time people can destroy the good will of the company's products and services to boost their rival's products and services through bad wording(Pantti, Wahl-Jorgensen, & Cottle, 2012).

Social media plays another important role by bringing innovation in their business and products. The use of social media gives new thoughts and ideas to discover new horizons of their product through new technologies and other experiments according to their customers demand (Evans, 2010).

According to the feedback of the costumers and consumers services and products can be improved and dreams can be transforming into reality which cause growth of the financial assets and growth of business as well. Vivid and clear results are shown in those businesses who are now transforming themselves towards Social media for the advertising of the products. Now a day's both companies and customers have transferred themselves to internet for the discussion forum on regular and fastest communication, as instant response received by companies are more fruitful to bring changes according to world's standard and demand. On spot response are appreciated and encouraged in business world for bringing innovations and fruitful results according to demand (Papasolomou & Melanthiou, 2012).

Today Social media is an evolution of internet which was initially created as a channel or medium to exchange information between the users (Kietzmann, Hermkens, McCarthy, & Silvestre, 2011). Networking dates back to 1980s with the name of Bulletin Board Systems (BBS). This BBS permitted the users the software and data that is shared and also allowed them to send messages from one individual to another (private) and messages that can be posted on public boards (Zarella, 2009).

Social media networking sites are World Wide Web based services that allow one person to make a profile that is public or it can be semipublic profile also within a system that is bounded (Valenzuela, Park, & Kee, 2009). Ancu and Cozma (2009) expresses it as group in which there are many other users and with them they share a connection, and view and go over their list of own connections and also go through the lists of others users that are in the same system. The idea and terminology of these connections differs from on site to another site.

The social networking sites that are utilized today are Facebook, Instagram, LinkedIn are among many others. Each site plays a special impact in their strategy. Through Facebook, publicity of the product is very cheap and easy to handle for the companies (Ellison, 2007). Another source of communication is checkmyhead.net. Companies can visit online social networks. On the other hand BLOGS are the source to write complete information about the product and services, people have equal chance to speak about the pros and cons of the product. Once the company has a "Fan" or "Friend" they try to attract their fans through different methods, for example special discount available on online shopping, and company uses YouTube as a channel to provide video tutorials to facilitate their customers at their door step. They also made videos about their product knowledge which become viral on internet and different social media (Brown, Broderick, & Lee, 2007). The company uses Twitter in two very different forms: in one side they monitor what people say about the company in social networks on the flip side they promoting all the other social tools. "Twitter is especially more convenient and easy to use, because there is no need for sending friend request first to write comment for the product or service of the particular company. The use of twitter and Face book things become viral on internet.

RESEARCH DESIGN AND METHODOLOGY

The target populations of this study will be SMEs in Aurangabad. The details aimed at selection are due to reduced costs, collection speed in speed from population. Random sampling is used. This pleases the law of numerical symmetry, which says that if a sample is chosen randomly, on average, it will have the same physiognomies and configuration of the populace (Rose et al., 2008). This ensures that all entity had the same chance of selection and thereby avoids a biased selection. A structured questionnaire was administered to 300 SME managers. The

questionnaire includes both closed questions to improve the issues of uniformity and open to ensure that the maximum data was collected. For the purpose of confirming factor analysis of the validity of the data was performed using the PCA technique while using the methodology of Varimax rotation. The results of this method are presented in Table 1, 2 and 3. I used two techniques one is KMO measure of adequate sample and the other is Bartlett's sphericity test to confirm if my data is quite reasonable to apply this analysis. KMO of techniques shows the level of force between variables while Bartlett technique refers to separate the information contained in the built data elements. These above techniques reduce the large data size for a reduced number of data.

Methodology of KMO said the legitimacy of the data for the application of factor analysis. Its values range from a minimum of 0 to a maximum of 1. The closer it is to zero the amount of dispersion is greater in data correlation and principal component analysis cannot be performed. The farm is one tells us that the correlation factor is compact. The basic rule is that the values down 0.5 or less are poor, 0.6 is acceptable and values above 0.6 or closer to it are better and wanted.

Bartlett test of Sphericity is done to verify the importance of the relationship between the elements of analysis in major construction components cannot be executed if there is no relationship between the data elements. Null hypothesis of no correlation is assumed. In this test values below 0.05 was considered as the best value for the correlation.

RESULT AND DISCUSSION

Table 1 contains Eigen values of all components and the total variance explained. Eigen values of all components are greater than 1. A component was extracted at a time of both components using the extraction method of the principal component analysis. Social media which consisted of 15 items showed 69.252% variance, entrepreneurship with 10 items showed 72.727% variance.

Table-1: Eigen values and Total Variance Explained

Constructs	Components	Total	Initial Eigen values	
			% of Variance Explained	Cumulative % of Variance Explained
Social Media	Comp1	6.225	69.252	69.252
Entrepreneurship	Comp1	7.936	72.727	72.727

Factor Loading/Component Loading

In order to load all the elements minimum value must be greater than 0.40 and in the case of transverse loading members maximum level can be 0.40. In the case of two components of the higher value will be the main component. Table No. 2 of the matrix component shows the values of both components with all elements load values. In the case of social media with 15 items, different load factors are presented in the table, ranging from 0.831, 0.864, 0.848, 0.887, 0.847, 0.852, 0.877, 0.813, 0.832, 0.818, .8.851, 0.907, 0.921, 0.783 .911.

In case of entrepreneurship with 10 items load factors vary from 0.723, 0.693, 0.607, 0.781, 0.657, 0.772, 0.594, 0.655, 0.661.627 and Social media factor loadings and entrepreneurship are presented in the following table. All load factor values of all components is greater than 0.40.

(Table 2)

Constructs	No. of Items	KMO Measure of Sample Adequacy	Bartlett's Test of Sphericity Chi-Square	Bartlett's Test of Sphericity Sig.
Social Media	15	.888	1005.157	.000
Entrepreneurship	10	.792	1128.97	.000

#	Social Media	SM
1	Social media sites that you use frequently.	.831
2	You able to get all the required knowledge of product/service.	.848
3	You have positive or negative perception about a product or service prior purchase?	.887
4	You look out for the information on social media before buying something.	.852
5	Social media has effect on you regarding any purchase?	.877
6	Social media advertisement influences you to buy new thing.	.813
7	Social media is a great medium to attract new or old customers.	.832
8	You depend on the data available on media if you have any uncertainty about shopping.	.818
9	Social media help you change initial purchase.	.851
10	You share comments with family or friends after making the purchase.	.907
11	Positive comments convince you purchase something?	.921
12	Social media's positive comment affect you purchasing behavior.	.783
13	Social media is a great forum for communication among peers.	.911
	Entrepreneurship	ENT
1	You use any social media website for business purpose.	.723
2	Social media is beneficial for your enterprise.	.693
3	I will use social media in future for my entrepreneurial purposes.	.607
4	Social media increased my product or service sale/demand.	.781
5	Your company has a presence on all of the popular social-media networks.	.657
6	You post new content regarding a product or service on social networks.	.772
7	You support social media to provide customer service.	.594
8	You think social-media followers can be converted into customers.	.655
9	The use of social media increased market share for your company.	.627
10	You think social media is a new paradigm for entrepreneurship growth.	.661

All the above tables prove the validity of data.

Table 3: Demographic Profile of Respondents:

Respondents Demographics	Frequency	%
Age		
o Under 18	18	6
o 18-21	18	6
o 22-25	44	14.7
o 26-30	74	24.7
o 30+	120	40
o 40+	14	4.7
o 50+	12	4

Gender	70	23.3
o Female	210	70
o Male	70	23.3
Qualification		
o Graduate	212	70.7
o Post Graduate Level	6	2
o Post Master Level and Above		
Income Level		
o Rs. 20,000/-	42	14
o Rs. 21,000 - 30,000/-	130	43.3
o Rs.31, 000 - 50,000/-	110	36.7
o Rs.51, 000 - 75,000/-	2	.7
o Rs. 75,000/- and Above	4	1.3
Missing	44	

Descriptive Statistics of Survey Items:

This study was based on survey of 2 items. The minimum and maximum values fall between 1 and 5.

Table 4 also shows the number of respondents on a particular item. Mean values in all components range from 3.59 to 4.52. Values of standard Deviation fall between .709 and 1.313.

Table 4 Descriptive Statistics

Items	N	Min	Max	Mean	Std Deviation
Social Media					
Social media sites that you use frequently?	288	1	5	4.45	.737
you able to get all the required knowledge of product/service?	300	1	5	4.43	.748
You have positive or negative perception about a product or service prior purchase?	294	1	5	4.27	.841
You look out for the information on social media before buying something?	288	1	5	3.92	1.034
Social media has effect on you regarding any purchase?	294	1	5	4.07	.967
Social media advertisement influences you to buy new thing.	272	1	5	3.77	.916
Social media is a great medium to attract new or old customers.	270	1	5	3.27	.916
You depend on the data available on media if you have any uncertainty about shopping.	299	1	5	3.93	.916
Social media help you change initial purchase.	281	1	5	4.16	.916
You share comments with family or friends after making the purchase.	283	1	5	3.53	.916
Positive comments convince you purchase something?	276	1	5	3.25	.916
Social media's positive comment affect you purchasing behavior.	271	1	5	4.21	.916
Social media is a great forum for communication among peers.	288	1	5	3.77	.987
Entrepreneurship					
You use any social media website for business purpose.	292	1	5	3.39	1.123
Social media is beneficial for your enterprise.	290	1	5	3.80	.966
I will use social media in future for my entrepreneurial purposes.	292	1	5	3.65	.932
Social media increased my product or service sale/demand.	292	1	5	3.49	1.123
Your company has a presence on all of the popular social-media networks.	292	1	5	3.60	.966
You post new content regarding a product or service on social networks.	296	1	5	3.62	.832
You support social media to provide customer service.	292	1	5	3.54	1.313
You think social-media followers can be converted into customers.	288	1	5	3.61	.946
The use of social media increased market share for your company.	290	1	5	3.34	.923
You think social media is a new paradigm for entrepreneurship growth.	294	1	5	3.71	.956

Table 5: Reliability Analysis

Constructs	N	Number of Items	Cronbach's Alpha
Social Media	294	15	.870
Entrepreneurship	294	10	.777

Reliability analysis is done to check the internal consistency of the measures. In table number 5 Cronbach's alpha values are varying from 0.777 to 0.870. If the value is closer to 1 than it's considered reliable. SM' Cronbach's alpha = 0.870, ENT's Cronbach's alpha=0.777.

Regression Analysis

Entrepreneurship Growth is a dependent variable

Regressor	Coefficient	Standard Error	t Ration
Constant	-0.005	0.037	-0.18
Social Media	0.69	0.023	23.09*

(Table # 6.1)

R2	Adjust R2	F Statistics	Prob of F Statistics
0.66	0.65	455.259	0.000

Significance of the coefficient is less than 1%. Results of Regression analysis in Table No.5 shows the effect of social media on entrepreneur's business growth. Analysis shows the effect of social media on entrepreneurship growth is 0.69. This effect is positive and significant at less than 1%. Valued of Adjusted R2 0.65 F test (F Statistics 455.259) and P value 0.000 reflects the effect of variable of social media is good. Overall findings support this theory. The finding of study is that most entrepreneurs are well aware of importance of social media and social networks for staying in contact with customers, suppliers to make their brand well aware around the globe.

It ultimately helps business owners to strive for the best and improve the quality of their products. Even the data analysis support that, there is positive relationship of social media and entrepreneurs as well. Social media is the source not only to generation of awareness of the product but they can also create a platform to get feedback of products instantly.

CONCLUSION & RECOMMENDATION

In this study, the role of social media in business establishment has been studied as the most important and fastest platform for the production and dissemination of information. Entrepreneurs can make their business effectively using social media to manage and disseminate information. The research proved that mostly entrepreneurs are not well aware about the importance of social media. They are still working on orthodox style. But those who are accepting and using modern ways of the world are gaining growth when it comes to their business sales or market share. This study supports that social media helps in removing boundaries and makes the product or service popular around whole world.

On the foundation of these findings it is recommended that such regulations and policies should be formulated that enables or support the culture of the use of social media more productive and easy. Social media should be free of all factors that make its use difficult, because in future the use of social media for business purposes will be a key of success.

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Policy Imperatives of India's Act East Policy: Economic and Strategic

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ABSTRACT

The end of Cold war and the sudden demise of the Soviet Union led to drastic shift in India's Foreign policy. Indian economy was dependent on the Soviet economy and during the final years of the Cold war, the Indian economy was going through difficult times and was on the brink of collapse. The need for diversifying the economy became important. Look East policy which began as an economic initiative was rephrased as Act east policy with incremental changes to the policy. The strategic dimension has become significant in India's Act East policy as China became an influential power in the Asia Pacific when the main motive of the policy was economic initiative to strengthen economic ties and transform Northeast India into a center for trade between India and Asia Pacific. Growing Chinese influence has security implications for India like encirclement and containment of India. The article seeks to study the policy imperatives of Act East Policy and what led to a gradual shift from economic priority to strategic priority.

Keywords: ASEAN, String of Pearls, RCEP, Belt and Road Initiative, Malacca Strait

INTRODUCTION

India's 'Act East' policy is a diplomatic initiative to promote economic, strategic and cultural relations with the vast Asia-Pacific region at different levels (Kesavan, 2020). The 'Act East' policy is an up gradation of the Look east policy which was first initiated by then Prime Minister Narashima Rao in 1991. The Look east policy was a shift in foreign policy of India which was to diversify economic ties with other countries in the Asia Pacific region especially the South East Asian countries. This initiative came in the backdrop of the end of Cold war in 1991 which led to shift in the economic and strategic policies of many countries in Asia who were compelled to make policy changes to cope with changing economic and security concerns because of unipolarity in the International system (Kesavan, 2020), economic crisis in India in 1991 fueled by the Gulf War of 1990-91 and collapse of the Soviet Union on which the Indian economy heavily depended. India began its engagements with the South East Asia by joining the Association of South East Asia Nations (ASEAN) in 1992. Initially, as a Sectoral partner and became a full-fledged member in 1994. It is also active in the ASEAN Regional Forum (ARF), the East Asian Summit (EAS), and the ASEAN Defense Minister Plus. The Look East policy was reconceptualized as Act East policy and was accelerated by Prime Minister Narendra Modi in 2014 to improve and strengthen relations on common concerns such as economic, strategic and security with all countries in the Asia Pacific. Initially, Look East Policy's main objective was to forge economic ties and to connect India and primarily Northeast India with Southeast Asia and to revive the region's old trade routes but with rising Chinese influence in the region the objectives have become strategic.

RESEARCH QUESTIONS

1. What are the policy imperatives of the Act East policy on Northeast India as well as for the whole country?
2. Will the Act east policy rejuvenate Northeast India which is an important part in the policy framework?
3. Is the Strategic dimension greater than other prospects of the Act East policy?

METHODOLOGY

The study will be primarily qualitative and descriptive in nature. This article will try to understand the policy imperatives of the Act East policy with the help of secondary sources such as scholarly articles published in journals, reports from international organizations, media reports etc. and author's own views have also been incorporated in this article.

POLICY IMPERATIVES

The 'Act East' policy which succeeded the Look East policy has been increasing its engagement with South East Asian and East Asian countries. According to Singh, the policy was conceived as an economic cooperation in trade and investment, cultural and strategic dimensions have also gained traction through continuous engagement at bilateral, regional, multilateral levels. ASEAN is the fourth largest trading partner of India. India has signed a Free trade agreement with ASEAN and Comprehensive Economic Partnership Agreements (CEPA) with Korea and Japan. India also has setup an Indian mission in Jakarta, the headquarters of ASEAN. Apart from that, India has bilateral agreements such as Bay of Bengal Initiative for Multi-Sectoral Technical and Economic Cooperation (BIMSTEC), Mekong-Ganga Cooperation (MGC). India and ASEAN has also been increasing strategic engagement and cooperation such as the 2004 ASEAN-India partnership for Peace, Progress and Shared prosperity which was signed in Laos. With this signing, both the partners will cooperate on political and security, economic, socio-cultural, connectivity and financial assistance on projects. This signing between India and ASEAN will focus cooperation on regional and international issues of mutual interest and concern including opposing the threat of weapons of mass destruction, promoting disarmament, strengthening regional security dialogue and cooperation, joint training programmes to counter terrorism, money laundering, drug trafficking, human trafficking, arms smuggling, cybercrime etc. Economic cooperation comprises promoting trade and investment in transport, infrastructure and energy, participation of private players in gas and energy exploration, highways, ports, railways etc. Cooperation in Science and technology especially information and technology, cooperation in rural development and poverty eradication, development of human resources such as student exchange programmes through scholarships, capacity building exercise, collaborations among universities, think tanks. Social and cultural cooperation involves commitment on common concerns such as poverty alleviation, gender equality and women empowerment, child development and intensifying cultural exchange through media, entertainment etc.

The ASEAN nations are of prime importance as Northeast India shares border and is in close proximity with Southeast Asia and therefore India intends to connect Northeast India with ASEAN. Northeast India is an important part of the policy framework to provide the region alternative trade routes and also to facilitate trade between India with Southeast Asia via Northeast India. The Government of India wants to make Northeast India a gateway for trade and investment and to seek cooperation for common concerns with ASEAN. Northeast India is the physical and cultural bridge between India, Southeast Asia and East Asia (Joshua, 2017). It is believed that that this policy of Act East will help in the economic development and overcome its isolation which has become a major determinant for the region. The engagement with Asia- Pacific countries and India is strong but the progress in Northeast India has been slow and negligible because the focus has been mainly on development of infrastructure in the region and also on people to people engagement. The indigenous people in northeast India have cultural and close affinities with indigenous people living in the northern Myanmar. When Burma (Myanmar) became independent in 1948, the indigenous people also got separated and today people of many tribes stay in both India and Myanmar. There is legal as well as illegal trade at the India-Myanmar border from Tamu in Myanmar to Moreh in Manipur. The

connectivity infrastructure is very poor because of the region was neglected for a long time and it is now after the Act East policy that there is renewed interest and efforts to revive the old trade routes. The British constructed Ledo Road which connected Northeast India to Kunming, Yunnan province in China via Myanmar and many such routes have disappeared. The India-Myanmar-Thailand trilateral highway is under construction which will later be extended till Laos and Cambodia is a major project towards connecting the region.

The Act East Policy will help rejuvenate Northeast India because development of infrastructure for connectivity will not only connect the region with mainland India but also provide alternative trade routes for the region. The development of connectivity like the Tri-Governmental highway will help the free flow of goods for both the countries and will also give India access to the vast Asia-Pacific nations. With increased trade and investment the Northeast region will no longer be isolated but will become a center for trade between India and Asia-Pacific. State Governments are also taking various initiatives such as creation of a department in Assam government solely to look at strengthening economic ties with ASEAN; Cultural festivals are held such as Hornbill Festival in Nagaland, Cherry Blossom Festival in Meghalaya, Sangai Festival by Manipur Tourism etc. Trade fair such as Assam International Trade and Industrial Fair, Introduction of Integrated check posts and opening customs stations for clearance of goods exported and imported by land between India and Myanmar. Bus service between Moreh in Myanmar to Mandalay in Myanmar has also been proposed. The Chief Minister of Assam has also proposed conducting Northeast Festivals in ASEAN and East Asian countries. The Manipur Government also conducts International Tourism Mart which is attended by International delegates in an effort to boost tourism. The Northeast Connectivity Summit held in Kohima was attended by delegates from different countries. There have also been efforts at making the region a hub for medical tourism for South East Asian countries and neighboring countries such as Bangladesh, Nepal and Bhutan. Direct Flights have begun from Guwahati in Assam to Bangkok, Thailand alongside existing direct flights to Bangladesh etc. Muga Silk, Assam Lemon etc are also being exported to Japan. Progress has been slow but steady. The main focus of the Government of India currently is to improve connectivity and infrastructure in the region such as roads and railways. The Japan International Cooperation Agency has signed an agreement with the central government to provide assistance in the form of soft loans for developing road connectivity in Northeast India. Setting up the 13th Japanese Industrial park in Assam is also in talks.

STRATEGIC IMPERATIVES

India's strategic concerns are driven by China's relationship with India's neighbors. A Growing and a modernized China which has become influential in the Asia Pacific region and in South Asian countries and declining influence of USA is stirring up the concern. The most recent example is the Philippines considering terminating the USA-Philippines Military Pact as the terms were coming to end but later postponed due to Chinese aggression in the South China Sea. There was always the threat from China because of how India-China relations have been in the past. Both the countries fought a war in 1962 and Nathu La and Cho La Clashes in 1967. Apart from that the relations has remain peaceful and efforts were made to improve economic ties by both sides. Suspicions against each other became fresh in 2017, when there was a military standoff between the armies of both the countries in Doklam. The relations reached a new low in the recent Galwan clash where the Indian side reported 20 deaths whereas the Chinese side accepted that there were casualties on their side as well but didn't released any numbers of casualties.

Under the Belt and Road Initiative, China offers loans to countries who have signed the Belt and Road initiative for infrastructure development. India's neighbors have all signed up for the Belt

and Road Initiative which India fears China will gradually gained influence in the Indian Ocean region through India's neighbors and encircle India. India calls this Chinese strategy to encircle India as String of Pearls. According to the theory, China is trying to build a network of economic and military hotspots from South China Sea to Indian Ocean. Through the Belt and Road initiative, it is building ports and airports in countries in the Indian Ocean region and South China Sea by giving loans and usually to poor countries and gradually takes control of the critical infrastructure when the host country is unable to pay back the loans. China argues that these developments are in no way to compete with anyone or to harm anyone but only for facilitating China's trade. String of Pearls strategy is symbolic of China's expansionism in Asia (Rehman, 2010). India believes China will use this to encircle and contain India from all sides and will pose direct threat to India's security and also maritime security in the Indian Ocean. Hambantota Port in Sri Lanka was given on lease to China for 99 years because the former was unable to pay back its loans.



Image: retrieved from Indiatimes.com

China owns islands in Maldives in the same way as Sri Lanka and many such critical infrastructures will soon be owned by China in many parts of the world. India fears that China will convert these ports and airports into military bases in situations of conflict. Sri Lanka has also declined from selling the Hambantota Airport which they were initially willing to sell. It is believed that they have declined because of Chinese pressure. Sri Lanka is also considering dropping the joint development of Colombo Port which was to be developed by India and Japan. China is proposing to build a canal like the Suez Canal cutting through Thailand called the Kra Canal which will connect Gulf of Thailand and Andaman Sea to reduce its dependence on the Malacca strait and to create another trade route like how it is doing in Pakistan through the China Pakistan economic Corridor (CPEC). Under the Belt and Road Initiative, Myanmar and China has signed 33 bilateral agreements which involves railway projects, oil and gas

pipeline, to reduce its dependence on Malacca straits for its oil and gas reliance which are currently being shipped through that strait. Construction of Special Economic Zone and a deep sea port in Madaya Island in Kyaukpadaung which will be connected by railways to Kunming in China. India believes that this sea port can be used by China to keep surveillance on India's naval bases and activities in the Bay of Bengal and Indian Ocean. Coco Islands which is north of Andaman and Nicobar Islands is an island of Myanmar but is believed to be leased to China and that China has setup radar stations and an Airstrip to keep check on Indian defense activities. Relations have also been recently deteriorated with Nepal which is also being believed due to Chinese influence.

Rising tensions with China and Chinese action at gaining influence in the Indian Ocean to encircle and contain India in its own vicinity is leading India to intensify relations with countries in the Asia Pacific. The Security concerns of India are growing because of China and because of which Strategic interests might overshadow economic engagement of Northeast India. Nonetheless there will be emphasis on economic engagement but the priority will be on strategic interests. India is creating its own string of pearls to counter China. India is upgrading and strengthening its own armed capabilities in the Andaman and Nicobar Islands. Recently, India launched the Chennai-Andaman submarine optical Fiber cable link which was laid down in the seawater by Bharat Sanchar Nigam Limited (BSNL) from Chennai to Andaman and Nicobar Islands to boost internet connectivity which will be beneficial for use in the military bases and also to boost tourism. India also signed an agreement with Seychelles to jointly develop naval base in Assumption Islands and such efforts are also ongoing in Mauritius. India has also gained access to French naval base in Reunion Islands. India has also invested in Sabang Port in Indonesia which is at the Northern tip of Sumatra which will help India to block access via the Malacca strait. India has also intensified relations with Myanmar with projects such as Kaladan Multi Modal Transit Transport Project which comprises a deep sea water port called the Sittwe Port. The Kaladan Multi Modal Transit Transport Project will connect the Indian state of Mizoram to Sittwe Port and which will be connected to seaport in Kolkata. Fear of falling under Chinese loans has also led to reluctance in Myanmar on accepting investments from China and there are renewed interests to fast track Indian investments in Myanmar.

Terrorism is a major concern for both India and Myanmar as secessionist forces are present in the Northeast region of India and Northern region of Myanmar. Recently, an arms and weapons consignment which was intercepted by Royal Thai Army are Chinese made which were headed towards the insurgents in Myanmar. Such consignments have been intercepted before too. India is asking detailed reports about the probe from the Thai and Myanmar authorities. These actions are threat to India's national security and projects in Myanmar. India has also declined signing the Regional Comprehensive Partnership (RCEP) stating reasons of concerns of dumping of manufactured goods from China and other member countries which will be detrimental to India's own domestic market and industry. India has also strengthened strategic ties with USA, Japan and Australia which have been termed as Quadrilateral Security Dialogue (QUAD) to counter Chinese influence. India has also improving ties with North Korea by sending a top diplomat as envoy and recently sending 1 million US dollars of medical assistance. India is also refreshing its ties with Taiwan by sending a new envoy to Taiwan which is indicative of policy shift.

CONCLUSION

India's Act East policy was an incremental policy of Look East policy with few changes of including new countries and strategic concerns gained traction as China's influence grew in Asia and concerns of encirclement. Northeast India which is an important part of the policy framework has been overshadowed by strategic interests and concerns because of which the

progress of engagement of Northeast India with Asia Pacific has been slow and moderate. Look East policy and Act East policy both increased engagement of India with Asia Pacific with increasing economic, political and strategic ties and has turn beneficial to Mainland India but has not been of much impact on Northeast India. Although Act East policy is slow, moderate and face multiple challenges but it can definitely rejuvenate Northeast India.

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Export Trend of Assam: A Comparative Study between Pre and Post Act East Policy

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Abstract

The Act East Policy has enlarged the opportunities to the North-Eastern Region for developing international trade and investments with the South East Asian countries. Assam is India's gateway to NER and also one of the largest state of the region. It shares international border with Bangladesh, Myanmar and kingdom of Bhutan. The present study tries to understand the impact of Act East Policy on the Export business in Assam. It also reveals how the export scenario of trade with the neighbouring of India has changed after the launching of Act East Policy. Different Charts and tables have been used to present the data of the study. It was found that, the policy till date has not much contributed to the growth of the economy. Though the export value has been increasing, its contribution in Country's total export is negligible. It is suggested that government must ensure proper execution of the policy and also efforts must be done to encourage youth to take up Export Entrepreneurship for the growth and development of the state.

Keywords: Growth, Export, International Trade, Economy, Act East Policy

Introduction

India Exported textiles in the 16th century and it was the core product in the export list of the country. India being traditionally rich in spices and cotton, these products also exported and was majorly imported by the Arab countries from Gujarat. However, during the British era, the country's export declined as the East India Company took over the global market. But, Comparing to other under developed countries, India was in far better position in terms of foreign trade in the 18th century. India's Trade Composition both imports and exports included manufactured goods as well as primary articles in export basket and the import basket were consists of metals and luxury products. But mass increase in the rate of import of manufactured goods devastated the balance of trade position. This was definitely the sign of prosperity. India's business was not sufficiently expanded in the huge market of Latin America, Africa and South Asian Countries. Items like cotton, textile, jute, tea were some of the major exported products of India during the British era. But due to some unavoidable circumstances, India had to shift its focus from the west with a view to upgrade the economy and consequently, in 1991, the Indian Government launched the Look East Policy. Before 1991, India's trade was restricted to be in the open market. All efforts were efficiently made to revive its trade relationship with the South East Asian countries as it appeared to be fruitful and bilateral trade agreements were entered into to serve the purpose. With a view to modify and to some extent amend the Look East Policy, in 2014, Government of India launched 'Act East Policy' which focused on making the NER region of India as the focal point.

North-East being geographically in advantageous position, it was declared as the trade hub of the country. For the fact that Export leads to economic development mainly for the developing countries, India has been leaving no stone unturned to boost its balance of trade. Policies, strategies and schemes are being continuously provided by the official, but the results are not upto the mark of expectation. Increase in exports helps the economy to reduce its poverty by increasing employment. India being a country with most geographical advantages and also being endowed with natural resources, it has the potentiality to grow eventually in the global

market. Developing infrastructure and road connectivity, the government is trying to fix the connectivity issue with its neighbouring countries. However, India's export is seen to be declining for last few years which may have some impact on the economy as a whole. This Paper tries to study the impact of export in the growth of the economy taking GDP as the proxy variable of measuring the economy. And also efforts has been made to present the prevailing export trend the country.

Review of Literature

- Brahma (2018) in his paper spoke about 3 c's of Act East Policy i.e. culture, connectivity and commerce that would develop relationship with ASEAN through North East Region. The study based on secondary data tried to understand the importance of NER in connecting with south east region and also have made an effort to underline the policies and plans of the Government for proper execution of the policies. It is made clear that if the implementation is transparent as the strategies, the act east policy will lead to prosperity and also mentioned that development of NER must also move in equal pace in order to accomplish successful launching of the Act East Policy.
- Panda, Bhagirathi (2017), carried out an empirical study where a SWOC analysis was performed to bring out a number of strengths and opportunities of the North East Region (NER) that can facilitate the economic integration with South East Asia. In the study, the researcher suggested ways to utilize the Act East Policy (AEP) as developmental strategy for the region. One of the way mentioned by the researcher is by encouraging social entrepreneurship to opt for innovations and creation and also talked about achieving calibrated convergence in the establishment phase. Most importantly, the study stated the importance of convergence between two of its regional development institutions i.e. DONER and NEC that would help in building an integrated economy avoid conflicts. The researcher concluded by declaring that adequate scope for economic integration between NER and Thailand exists under the AEP framework based on economic and cultural capital rationales.
- Chiru,(2017) has critically examined the impact of look east and act easily in the North Eastern Region of India. The researcher mentioned about growing rate illegal trade through the border points of the region and also emerging conflicts in the border points is giving rise to smuggling, drug market, etc in the country. Further, poor implementation of the policies by the government has been questioned in the paper. Though the Policies have made NER, the centre point of trade, but majority of the trade is being done through sea ports rather than the land borders providing easy access to the illegal traders. The study stated that despite of the efforts of the government, the region is still marginalised and measures must be taken for socio-economic development of the North-eastern Region of India.
- Dhaliwal, (2016), made an effort to study the role of Entrepreneurship in economic development. The researcher, through the study, found out that role of entrepreneurship in economic development varies from economy to economy depending upon its material resources, industrial climate and the responsiveness of the political system to the entrepreneurial function. The researcher concluded that if we understand the benefits and drawbacks, a balanced approach to nurturing entrepreneurship will definitely result in a positive impact on economy and society.
- Dana, et.al, (2016), have tested the influence of international entrepreneurs on the export performance of a unit by deriving five hypotheses from literature and collected information through questionnaire. Considering international entrepreneurship as multidimensional,

The researchers have selected wine making SMEs as sample and revealed the importance of background knowledge on internationalisation for the purpose of effecting the export performances positively using international entrepreneurship skills. Moreover, the paper talked about combining cognitive characteristic of such skills with strategic planning for enhancing export performance of the firm.

- Mukherji & Pandey (2014) have ascertained whether the growth is anyway impacted by the export rate of India. Vector Auto Regression (VAR) and Gregors Casualty Test and Impulse Response Function were being used to serve the purpose. The hypothesis of export led growth came out to be false as India mainly revolves around domestic firms and market and exporting contributes a minor portion of the GDP. It revealed that, the higher the GDP, the higher the export rate and the vice versa. Growth in the GDP rate would result in increase in more exporting as it helps the domestic firms to grow in size and increase productivity which would directly increase the export rate.

Statement of the Problem

Since, the NER of India has been made the focal point of trade in the Act East Policy 2015, it becomes important to study its impact on the export trend in the Post Act East Policy Period. Assam being one of the largest states of the region, growth and development of the state's economy is expected. Through the policy, the government has opened up the scope for Export Entrepreneurs in the region at large. To understand the prospects of Exporting business, it is necessary to know the growth in terms of Exporting from the state. The present study focuses on ascertaining the impact of Act East Policy in the state of Assam. Assam shares international border with Bangladesh, Bhutan, Nepal and Myanmar and trade of India through Assam to its neighbouring countries is a matter of study. Source:- Agricultural and Processed Food Products Export Development Authority

Objectives of the study

1. To study the Export habit of Assam during Pre and Post Act East Policy Period.
2. To highlight the export trend of Assam with the border countries.

Research Methodology

According to different Economists, Academicians, Activists and Researchers, Entrepreneurship is the gearing factor of an economy. The literature proved that Entrepreneurship leads to innovation and it again boosts the productivity that creates employments and increases the standard of living, etc. and thus helps in development of a state or country at large. According to Schumpeter, Entrepreneurship is the key to innovation and innovation is the key to economic development that involves labour, capital and land.

The present study is based on secondary data published by Directorate General of Foreign Trade and Ministry of Commerce and Industry, Department of Commerce, Government of India, World Bank report were studied in order to make an estimate on trading with foreign countries. Official website of Agricultural and Processed Food Products Export Development Authority (APEDA) is also used to collect data of export from Assam. Discussion with different researchers and academicians has also been done for better understanding of the area of study. World Bank's data warehouse has been the source for collecting data on annual GDP growth of India. Moreover, journals, articles, thesis and books have also been used to serve the purpose of the study.

A comparative study is conducted using export data of Assam Pre and Post Act East Policy. Data for 5 years for each phase has been considered for the purpose of analysing. Further, tables and charts have been used to depict the current scenario of exporting of the country.

Analysis and Interpretation

Assam's trade prior and post Act East Policy

India's trade trend changed drastically after launching the Look East Policy in 1991 in which the government emphasised on boosting trade relationship with the South East Asian countries. In the year 1985, India's total trade value stood at Rs. 30,553 crore [Source:- (Sethy)], while in 1992 the trade figure raised to Rs. 1,17,063 crore with an export value of Rs53,688 crore. Again, in the year 1998-99, export value stood at Rs 1,39,752 crore and it has been increasing year by year { source:- (Sethy)}.

In 2015, the Act East Policy was announced in which the North-Eastern Region of India was declared as the focal point of trade with the South East Asian and East Asian countries. Assam being one of the largest state in the region, it has enlarged the scope of economic development of the state. In Assam, there are 13 Land Custom Station (LCS) out of which only 3 are functional which includes Sutarkandi in Karimganj District, Karimganj steamer ghat in Karimganj District and Mankachar in Dhubri District. { source:- (Assam)}.

Table 1:- Showing Assam's Total Export in the Pre Act East Policy Period for the last 5yrs

Year	Assam's total Export (in lakhs)	India's total export (in lakh)	% of India's total Export
2010-11	68	1136,96,426.38	0.00006
2011-12	98	1465,95,939.96	0.00007
2012-13	271	1634,31,828.96	0.00017
2013-14	514	1905,01,108.36	0.00027
2014-15	202	1896,34,841.76	0.00011

Source:- Agricultural and Processed Food Products Export Development Authority

Interpretation

From the table it can be observe that in the Pre Act East Policy period, export trend of Assam was very negligible. It contributed only 0.00006 % to the India's total export value. Before declaring NER as the focal hub of international trade, government has not made any effort towards facilitating export from the state despite having geographical advantage. Also, it is noticed that, export value was increasing year by year but at a very minimal rate and reached 202 lakhs in the year 2014-15.

Table 2:- Showing Export Trend of Assam in the Post Act East Policy Period

Year	Assam's total export (in lakhs)	India's total export (in lakhs)	% of India's total export
2015-16	433	171638440.4	0.00025
2016-17	1694	1849,43,355.34	0.00092
2017-18	3438	1956,51,452.80	0.0018
2018-19	3472	2307,72,619.38	0.0015
2019-20	3945	2218,82,180.26	0.0018

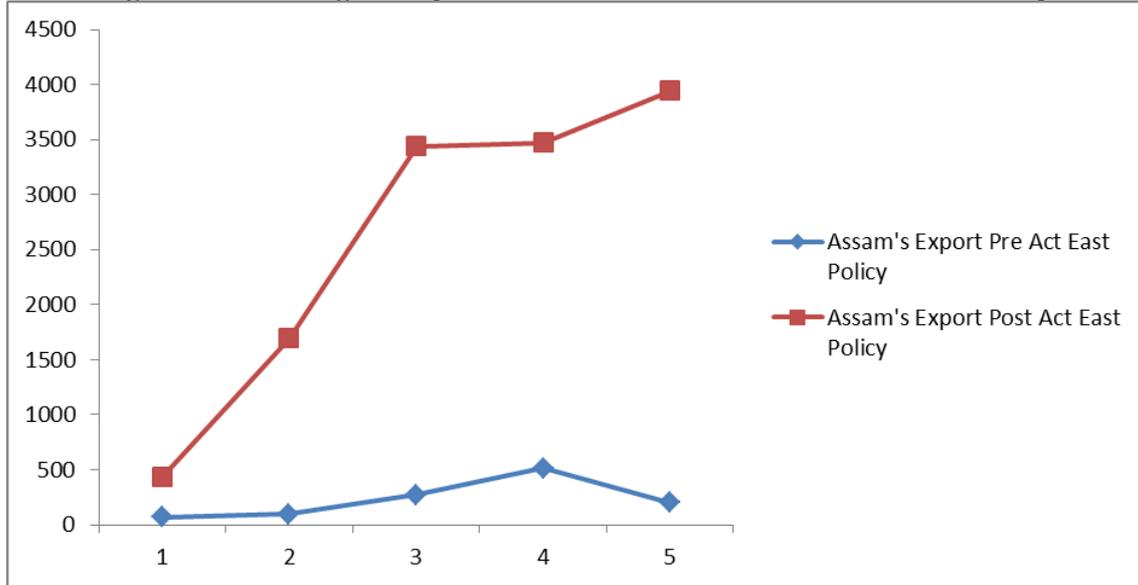
Source:- Agricultural and Processed Food Products Export Development Authority

Interpretation

It is evident from the table that, after the Act East Policy was launched, the export from the state started rising. After the year 2015-16, the export rate has been increasing at a higher rate year by year. In the year 2019-20, it is shown the highest value of export i.e Rs 3945 Lakhs. We can clearly declare that the policy has highly impacted the export scenario of the state. Assam also launched its first ever Export and Logistic Policy in the 2019 and it will further boost the

international trade. Export Entrepreneurs are coming forward to take over the export business and that will too contribute to the smooth functioning of exporting from the state.

Figure: 1:- Showing the export trend of Assam Pre and Post Act East Policy



Interpretation

The figure compares the export trend of Assam during Pre and Post Act East Policy. In the year 2011-12, growth of 30% was noticed and also it had a growth rate of 176% and in the last year gain it decreased by 60%. It has been clearly reflected that the policy has highly impacted the export trend of Assam. It has been shown that, from the 2016-17, the value of export has increased at tripling rate from the previous year. Again in the year 2018-19, the growth was minimum but value hasn't decreased. Further, in 2019-20, the export has increased by 13.62%.

Trade of Assam with the Border countries

It was found that, though Assam shares international borders with some of the neighbouring countries of India, it only trade with Bangladesh and Bhutan Only. However, Trade with Nepal was seen to be traded with a value of Rs 10.09 lakhs in the year 2011-12. Also, Assam has a record a trading with Bhutan worth Rs260.05 lakhs in the year 2018-19 and Rs 1242.47 lakhs in the year 2019-20. Before, 2018, no record of trading with Bhutan was found by the Researcher.

Table-3: Showing Export trend of Assam with Bangladesh in the Pre Act East Policy Period

Year	Total Export to Bangladesh (in lakhs)	India's total Export to Bangladesh (in lakhs)	% of India's total Export to Banglaesh (in lakhs)
2010-11	68.07	1475247.50	0.0046
2011-12	68.07	1835669.09	0.0037
2012-13	271.06	2798257.77	0.009
2013-14	514.73	3741126.05	0.0138
2014-15	202.58	3944038.17	0.0051

Source:- Agricultural and Processed Food Products Export Development Authority

Interpretation

From the table, it is witnessed that, in the pre Act East policy period, Assam was not much exposed to the global market. Though it shares an International border, the trade did not flow smoothly. In the year 2010-11, only 0.0046% of India's export to Bangladesh was done through Assam's border despite of the fact that the state shares the largest cross border with the country. In 2012-13 and 2013-14, though there has been rise in the export value but the share in the India's export to Bangladesh negligible.

Table:3:- Showing Export trend of Assam with Bangladesh in the Post Act East Policy Period

Year	Total Export to Bangladesh (in lakhs)	India's total export to Bangladesh	% of India's total Export to Bangladesh
2015-16	433.37	3952725.87	0.011
2016-17	939.17	4574043.70	0.021
2017-18	3250.33	5553699.44	0.058
2018-19	3206.61	6439152.25	0.049
2019-20	2702.25	5809,217.64	0.047

Source:- Agricultural and Processed Food Products Export Development Authority

Interpretation

In the Post Act East policy period, the scenario was that of similar with the pre phase. Though the value of export has been increasing year by year, but its share in India's total Export value to Bangladesh is still negligible. In this phase, 2017-18 has shown the highest export value of Rs 3250.33 lakhs but it contributes only 0.058% of India's total export to Bangladesh.

Conclusion

Based on the study, it is found that, though the Act East Policy has come up with opportunities of international trade to Assam and NER at large, but the result till date is not encouraging. The Researcher has compared the export trajectory of Assam Pre and Post Act East Policy Period to understand its impact. The exporting from the state is in negligible value despite sharing international borders with the South East Asian countries. Since, export is the driving factor of an economy, government must supervise the execution of the policy. It was revealed that Assam ha 10 LCS (Land Custom Stations) out of which only 3 is functional and also the processing of work at the border point takes 30hrs to complete its procedure. Government should encourage youth to take up Export Entrepreneurship for boosting export business and should provide necessary incentives or benefits for smooth conducting of business. Seminars, workshops and conferences must be held to discuss and understand different benefits available for the Export Entrepreneurs of the country or the state. Local products must be given importance and steps must be taken to promote local products that would increase productivity and also will generate employment. Assam being rich in both natural and human resources, has the opportunity to market its own products and capture the Global market.

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Entrepreneurial Approach to Rural Tourism- An Analysis Aroud Kaziranga National Park in Assam

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Abstract

Entrepreneurial approach is a better or unique way of creation of something. Entrepreneurship simply represents identifying, recognising or developing an innovative idea and implementation of this innovative idea into reality. Presently the tourism industry occupies a place of importance in the world's economy as it is one of the fastest growing sectors. However, most often tourist destinations especially rural areas, which could be sites with potential tourist attractions, are weakly promoted and thereby depriving the local economy from potential gain. Although the Kaziranga National park, a UNESCO world heritage site happens to be a major attraction for both domestic as well as foreign tourists, the adjoining villages also have immense potential and can emerge as tourist destinations. Therefore, the present study explores the role of entrepreneurship in the development of rural tourism nearby villages of Kaziranga National park and suggests an entrepreneurial approach to promote the villages as tourism destinations. The study is a conceptual study and is based on existing literature as well as on observations. Villages adjoining the Kaziranga National Park, numbering about 50 are considered in this study. The tribes prominent in the villages are Ahoms, Adivasi (tea garden labour), Karbi and Mishing.

Keywords: Entrepreneurship; Entrepreneurial approach; Rural tourism; Destination marketing; Kaziranga National Park.

Introduction

Entrepreneurship simply represents identifying, recognising or developing an innovative idea and implementation of this innovative idea into reality. It is a better or unique way of creation of something. The entrepreneurship is an opportunity for revitalization of rural areas in terms of business and employment growth, improving standard of living, reducing migration and depicting the strength of their own culture and natural resources. The support of tourism development in nearby rural villages around Kaziranga National park demands entrepreneurial skills to come with a viable solution for economic development. The entrepreneurship provides various supports to local, regional and national economics through its development. Individual can contribute their entrepreneurial skill in the field of their own business, trade and industry, agriculture, tourism and other areas.

Every village has some specialty in terms of their culture, tradition, natural beauty, destination etc. The fact is that most of the villages have not adopted the concept of rural tourism or even they do not properly understand the concept. Among all the villages in Assam, only few villages are known as tourism destination. The potentiality of other villages is yet to be explored.

Agriculture is the primary activities in most of the villages in Assam. Apart from agriculture they are doing some other activities as there secondary source of income. The rural people hardly spent 2-3 hours in a day for their secondary activities. People are coming from different places but local people do not understand why other people are coming to their village. Infact, the rural people are not able to identify the specialty of their village.

Kaziranga National Park, a UNESCO world heritage site, is famous for its wildlife resources. This is a prestigious national park in India situated in north eastern part of the country in the district of Golaghat and Nagaon in the state of Assam.

Review of literature

(Hall, 1998) In the study entitled “Rural Diversification in Albania” in his paper examines the prospects for Albanian rural diversification with particular reference to rural tourism. In the early 1990s, tourism was identified by the Albanian government and Western development consultants as a likely vehicle for an appropriate and sustainable development strategy, given the relative wealth generated by international tourism in neighbouring Greece, Italy and Croatia. Pressure has been exerted by commercial developers for mass coastal tourism and permission for around 40 new tourist developments has been granted. But Albania embraces a considerable wealth of natural and cultural heritage, which provides opportunities for the development of small scale rural tourism carefully integrated into the local economy with respect to organic farming, quality wine production and sustainable development.

(Maria, 1999) In their study entitled “Andalusian women and their participation in rural tourist trade” finds that Andalusian women actively involved in the rural tourist trade. They differ from women involved in the same activity in the Spanish North and East, but also from Andalusian women working in other production sector. The study has explored that these women have a better cultural background, they are self-sufficient and capable to take independent decisions regardless of their husband’s view and that they are actively managing their own business.

(Azizan, 2010) In the paper entitled “Tourism development in Malaysia- A review of federal govt. policies” shows diversity in national economy, tourism industry become as the second most growing sector after petroleum. The objective of the study is to explore the progress of tourism development in Malaysia from the period of the First Malaysian Plan (1966-1970) until the Ninth Malaysian Plan (2006-2010). This paper is also discussed several approaches related to tourism administration and policy taken by the federal government as stated in the New Economic Policy (1970) and the National Tourism Master Plan (1975).

Objectives of the study

The study is carried out with the following objectives-

1. To examine the tourism prospects of rural villages nearby Kaziranga National Park as a potential tourism destinations.
2. To design an entrepreneurial approach for promoting rural villages nearby Kaziranga National Park as a rural tourism destination throughout the year.

Research Methodology

According to locals, the number of village boarding in Kaziranga National park is around 50 and the approximate population is around 31,250 covering 6250 households. The tribes prominent in the villages are Ahoms, Adivasi (tea garden labour), Karbi and Mishing. Three villages nearby Kaziranga National Park i.e Mohpora village (Kohora), Bahikhowa village (Bagori) and Kaziranga Lukharakhonia Dowgaon village have been considered as sampling unit for the study and data are collected from secondary sources and observation.

1. Type of Research: Conceptual framework
2. Sampling frame: Kaziranga National Park
3. Sampling Unit: Three villages nearby Kaziranga National Park
 - i. Mohpora village (Kohora)

- ii. Bahikhowa village (Bagori)
 - iii. Kaziranga Lukharakhonia Dowgaon village
4. Data Collection: Data are extracted from secondary sources and observation.

Findings

In another part of the Kaziranga National park some rural villages are there. Three parts of the villages is boarded by human settlement and tea plantation. According to local population, the number of village boarding in Kaziranga National park is around 50 and the approximate population is around 31,250 covering 6250 households. The tribes prominent in the villages are Ahoms, Adivasi (tea garden labour), Karbi and Mishing. People in these villages are basically related to agriculture and some villagers involved tourism related activities as a secondary source of their income. The local culture, tradition and arts are the major attraction of these villages.

(a) *Mohpora village (Kohora)*

The main tourist attraction of this village is Kaziranga beel. Different migratory birds like spot bill ducks; black neck stroke, open bill stroke etc. can be seen in this beel. Apart from the view of migratory birds, if boating and fishing facility can be provided, it will attract more and more tourist to the village. There are some traditional huts nearby the beel. As there are no shopping mall or movie theatre in the area of Kaziranga national park, visitors can spent time in traditional local huts of the village. Tourist staying facility should be available in the village so that tourist can enjoy the scenic beauty of the beel as well as come across their tradition or culture.

(b) *Bahikhowa village (Bagori)*

In this village the boarding tribes are basically Mishing. The main tourist attraction of the village is 'Chang Ghar' - a house builds of wood and bamboo in which the mishing people used to live. The visitors are very much excited in making an experience of living in these Chang Ghars. Ali-I-Ligong is the main festival of mishing people which is celebrated in the month of February. This festival is a great platform for the villagers to promote their area as tourist destination.

(c) *Kaziranga Lukharakhonia Dowgaon village*

This village is famous for wooden handicraft. Traditional items belonging to Ahom community are available in this village like bartop, mekhela chaddar, dula etc. Visitors basically the foreigner is very much interested in these traditional things. They are ready to pay premium price for these traditional items. The Assamese bear prepared from rice is also very famous in this village.

Entrepreneurial Approach

- I. Rural people can apply the concept of place or destination marketing for promoting their villages as a tourist destination. They should have clear description to why a particular business is located in their village. Why their village is considered to be unique selling place? A marketing communication message, covering all aspect of specificity of their place needs to be developed. But the promotional activities for communicating the message should not confined only distributing leaflets, brochures and other tangible support mechanisms. They should try to create personal relation with the visitors. When they use personal relation as a tool for promotion, it will not only attract potential visitors but also positive impact of visit will make.

- II. Rural tourism can be developed locally with the involvement of self-help group, small and medium size companies, NGOs etc. The tourist service and local agriculture product can be promoted through the company's product or services. Rural people have the opportunity to attract visitors by means of depicting their culture, historic, ethnic and geographic roots. But every tourist destination has some seasonal character. Normally visitors' visit hardly lasts for three to four months in a year. During the month of November to January generally the number of visitor is more and the rest of the year the tourist spot become normal. Therefore, effort should be made to extend the period of such visits so that they can earn profit throughout the year.
- III. Previous studies highlight that in some country, women are actively engaged in farm tourism. By doing so women are found to be self-sufficient and reliant. They come out of the four boundaries of their home. They put their own ideas in farm based activities and make their own decisions. They have taken the challenge of investing for investing farm based activities. Local women can start the business of handicraft, gardening, or other micro scale entrepreneurial activities by joining some self help group or cooperative societies. They can also engage in family tourism activities like providing visitor's proper accommodation facility, acting as a local tourist guide etc. They can also engage in ecotourism activities.
- IV. Rural tourism can be considered as a means of revitalization of the rural areas. Rural people have common perception that if they migrate to urban areas they will get better employment opportunity. The ultimate result come from rural to urban migration is lower level of satisfaction in terms of monetary as well as other benefit. By joining a private organization in urban area whatever they earn by spending nine to ten hours in a day, double income they can earn by running local business in their own village. Migration of rural people to urban area is ultimately leads to loss of skill among rural people. They can try to promote local craft skills and regional culture. They can also build museum and can conduct workshop where large number of rural people can be employed.

Conclusion

The findings of the study reveal that people in these villages are basically related to agriculture and some villagers are involved in tourism related activities as a secondary source of their income. Rural tourism entrepreneurship is the mechanism which can bring specificity of the villages nearby Kaziranga National park. It will provide wider scope for small business and entrepreneurs. For developing the villages as a tourism destination, the local people need to include tourism activities as a part of their living. They can promote their villages by integrating cultural and natural resources which ultimately lead to socio-economic benefits of the community. Entrepreneurial approach in rural tourism can provide new source of income and have the employment opportunity for women also. It will break down social isolation and will create new social and cultural relationship among the rural people. Development of entrepreneurship in rural tourism will be more fruitful when there is active participation of local people, training of human resources, creating public awareness about the potentiality of rural villages, favourable support from government and private sector.

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Role of Entrepreneur in Economic Development in India

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Abstract

Everything you need to know about the role of entrepreneurs in economic development. Economic development essentially means a process of upward change whereby the real per capita income of a country increases over a period of time. Entrepreneur plays a vital role in economic development. Entrepreneurs serve as the catalysts in the process of industrialization and economic growth. Technical progress alone cannot lead to economic development, unless technological breakthroughs are put to economic use by entrepreneurs.

Keynotes: industrialization, Entrepreneurs, Economic development, Per Capita Income

Introduction

Economic development essentially means a process of upward change whereby the real per capita income of a country increases over a period of time. Entrepreneur plays a vital role in economic development. Entrepreneurs serve as the catalysts in the process of industrialization and economic growth. Technical progress alone cannot lead to economic development, unless technological breakthroughs are put to economic use by entrepreneurs. It is the entrepreneur who organizes and puts to use capital, labour and technology. Accordingly, "development does not occur spontaneously as a natural consequence when economic conditions in some sense are right. A catalyst is needed and this requires entrepreneurial activity to a considerable extent, the diversity of activities that characterizes rich countries can be attributed to the supply of entrepreneurs." The entrepreneur is the key to the creation of new enterprises that energize the economy and rejuvenate the established enterprises that make up the economic structure.

Entrepreneurs initiate and sustain the process of economic development in the following ways:

1. Capital Formation

Entrepreneurs mobilize the idle savings of the public through the issues of industrial securities. Investment of public savings in industry results in productive utilization of national resources. Rate of capital formation increases which is essential for rapid economic growth. Thus, an entrepreneur is the creator of wealth.

2. Improvement in Per Capita Income

Entrepreneurs locate and exploit opportunities. They convert the latent and idle resources like land, labour and capital into national income and wealth in the form of goods and services. They help to increase net national product and per capita income in the country, which are important yardsticks for measuring economic growth.

3. Generation of Employment

Entrepreneurs generate employment both directly and indirectly. Directly, self-employment as an entrepreneur offers the best way for independent and honorable life. Indirectly, by setting up large and small scale business units they offer jobs to millions. Thus, entrepreneurship helps to reduce the unemployment problem in the country.

4. Balanced Regional Development

Entrepreneurs in the public and private sectors help to remove regional disparities in economic development. They set up industries in backward areas to avail various concessions and subsidies offered by the central and state governments.

Public sector steel plants and private sector industries by Modis, Tatas, Birlas and others have put the hitherto unknown places on the international map.

5. Improvement in Living Standards

Entrepreneurs set up industries which remove scarcity of essential commodities and introduce new products. Production of goods on mass scale and manufacture of handicrafts, etc., in the small scale sector help to improve the standards of life of a common man. These offer goods at lower costs and increase variety in consumption.

6. Economic Independence

Entrepreneurship is essential for national self-reliance. Industrialists help to manufacture indigenous substitutes of hitherto imported products thereby reducing dependence on foreign countries. Businessmen also export goods and services on a large scale and thereby earn the scarce foreign exchange for the country. Such import substitution and export promotion help to ensure the economic independence of the country without which political independence has little meaning.

7. Backward and Forward Linkages

An entrepreneur initiates change which has a chain reaction. Setting up of an enterprise has several backward and forward linkages. For example- the establishment of a steel plant generates several ancillary units and expands the demand for iron ore, coal, etc. These are backward linkages. By increasing the supply of steel, the plant facilitates the growth of machine building, tube making, utensil manufacturing and such other units. Entrepreneurs create an atmosphere of enthusiasm and convey a sense of purpose. They give an organization its momentum. Entrepreneurial behaviour is critical to the long term vitality of every economy. The practice of entrepreneurship is as important to established firms as it is to new ones.

Role of Entrepreneurs in Economic Development

Entrepreneurs create organizations that offer employment to millions of people. They convert resources into useful products and services. They create goods and services and improve the living standards of people in a country. They are, in fact, creators of wealth. Through constant innovations, they try to cut down costs, improve quality and create demand.

They are able to put local resources and talent to the best use. Rural entrepreneurship, if handled well by the government through encouraging policies, can radically transform the lives of people living in underdeveloped areas of a country. This way they can be instrumental in preventing the concentration of economic power. Entrepreneurship also helps in increasing productivity and capital formation of a nation. When they are able to achieve success and are able to expand their operations, they would be laying a solid foundation for the steady growth of a nation.

Entrepreneurs- What sets them apart?

1. Exploit opportunities- They observe an opportunity and convert it into a rewarding venture.
2. Create profitable businesses- They create goods and services that satisfy wants.
3. Innovate and deliver value- They improve existing products through constant innovations.

4. Offer choice to consumers- Entrepreneurs provide choice; in fact they bombard the consumer with a bewildering variety of products and services.
5. Offer quality products at affordable prices- They offer quality at an affordable price. Put resources to best use. This way they are able to put scarce resources to best use.
6. Offer novel solutions to problems- They design different approaches to familiar problems. Their capacity to come out with approaches that have not been put to test is amazing and this is what makes entrepreneurship a fascinating subject.
7. Create jobs- Entrepreneurs provide jobs. Millions of people all over the globe earn their living because of successful entrepreneurs.
8. They consume resources, thus providing jobs in the industries that supply those resources.
9. Help an economy to grow- Entrepreneurs help the economy grow steadily and continually. If they taste success, they are able to inspire many more to join the ranks and take the business further.

Role of Entrepreneurs in Economic Development in India

1. Entrepreneurs can help reduce unemployment

Unemployment Rate in India averaged 7.32 percent from 1983 until 2013, reaching an all-time high of 9.40 percent in 2009 and a record low of 4.90 percent in 2013. Entrepreneurs are expected to provide employment opportunities to the unemployed. The rural entrepreneurs and women entrepreneurs can play a very significant role.

2. Entrepreneurial initiatives can contribute to higher gross national product and per capita income

Gross National Product in India was Rs 56738.60 Billion in 2014. Entrepreneurial initiatives and activities can enhance the level of gross national product as well as per capita income of the people in a country leading to the economic development of the economy.

3. Entrepreneurs can contribute towards capital formation

The gross capital formation in India for the year of 2009-10 was 36.5% of the GDP and 35.12% of GDP 2012-13. Indian entrepreneurs can promote capital formation in the economy. Entrepreneurs can increase the avenues for fruitful investments.

4. Entrepreneurial activities can significantly influence the standard of living

According to the Human Development Index of 2015, India is ranked at 130th position among 188 countries. Entrepreneurs can play a vital role in enhancing the standard of living of the people by adopting latest innovations in the production of wide variety of goods and services. They can make available the best quality products and services in possible cheapest cost.

5. Entrepreneurs endeavour to promote balanced regional development

The growth of industries and business in backward areas would lead to a large number of benefits for the public like road transport, health, education, etc. The entrepreneurs can contribute to balanced regional development. The Corporate Social Responsibilities (CSR) of the established entrepreneurs can improve the backward regions. The CSR activities have been made mandatory for the companies that come under the categories recognized under Companies Act of 2013.

6. Entrepreneurial activities would lead to wealth creation and distribution

Entrepreneurial activities guided by national interest would lead to generation of greater wealth as well as its distribution.

7. Entrepreneurial initiatives can help in skill development

The Indian entrepreneurs can play a vital role in skill development and thereby contribute to the process of job creation and development of the economy. The entrepreneurs should take the initiative of improving the skill of the semiskilled or unskilled labour force.

8. Entrepreneurs can improve India's global competitiveness

In the Global Competitiveness report 2015-2016, published by World Economic Forum, India is ranked at 55th position among the 140 countries enlisted in the report. The entrepreneurial class has to take up the challenge and contribute towards improving the competitiveness of Indian economy.

9. Entrepreneurs can increase the country's share in global export trade

India's share in Global Merchandise exports is very low. The entrepreneurs have to track the avenues for export and concentrate to improve the share of Indian economy in global export trade.

10. Entrepreneurs ensure overall development of an economy

The activities of the entrepreneurs can influence all the sections of the economy. They can reduce the negativity and pessimism of a society. Their activities generate enthusiasm among the followers. A new level of development is dreamt by the entire economy and the Indian entrepreneurial class can contribute a lot in ensuring overall development of the country.

The significant contribution that entrepreneurship makes to economic development can be studied under the following six sub-heads

1. National Production

The basic problem in any economy results from shortage of goods and services. Shortage of goods reflects lack of adequate production. As a result, the society would be forced to meet the requirements of its people by importing goods and services, which is a drain on the vital foreign exchange reserves.

The entire issue stems from a limited number of people being involved in production process due to lack of industries or enterprises. In other words, few people have the courage and the entrepreneurial skills to set up their own production units and bridge the demand supply gap.

Thus, at the root of limited production lies the absence of entrepreneurial qualities and skills among people who are unwilling to undertake business risks. In the long run, it is seen that it is entrepreneurship and development that stimulate the economy with enhanced production of goods that not only meet the domestic demands but also cater to exports.

2. Balanced Regional Development

A big problem in most developing countries today is unbalanced or uneven regional development. This breeds unrest and has led to various armed and unarmed agitations and movements in various parts of the country and even in the world for separate states to reinforce petty regional identities.

Many such struggles could be successfully addressed if there is equitable development in all parts of a nation state. If even development is there among all the regions, people in every region will get equal opportunities, finally leading to balanced development. This is possible on a large scale only when people in every region are equipped with entrepreneurial skills that would enable their active participation in the economic development of their regions. That is the potential of entrepreneurship which can help eliminate uneven development.

3. Dispersal of Economic Power

Concentration of economic power is among the dangerous consequences of economic development that most economies are facing today. Concentration of economic power is nothing but concentration of economic wealth in the hands of few. In other words, economic opportunities are denied to the vast majority, which is forced to depend on a minuscule section for job opportunities.

This trend can prove dangerous to a developing nation. Against this backdrop, entrepreneurship development helps provide economic opportunities for setting up enterprises which in turn become economic generation entities.

It means that if majority of people become entrepreneurs, then the economic wealth will get dispersed among the entire population. Dispersal of economic power is one of the positive signs of a progressive society. Entrepreneurship, thus, helps a society develop on a positive note.

4. Reinvestments of Profits

Investment or capital needed for setting up any entity is the single most significant resource of which there is great shortage in most developing societies. This situation often compels decision makers and those in the government to invite businessmen—domestic and foreign including multinational companies—from outside to set up industries on their soil.

The profits earned by the private sector as a result are likely to be taken back to places where the investors belong. This results in outward flight of the capital from the region where the industry was set up, yet it is a necessary evil. If local entrepreneurs were to emerge in such underdeveloped areas, whatever the profits that are earned by them will naturally get invested in the same region directly or indirectly and result in further development of that region.

5. Employment Generation

The burning problem of most countries today is unemployment. Creating employment opportunities are generally perceived as government responsibility. However, it is impossible for a government to provide employment opportunities to a fast growing population, howsoever sincere it may be.

If people are entrepreneurial by nature, they can undertake various self-employment programmes and start their own enterprises, resulting in more employment opportunities. This means, self-employment is the best employment and entrepreneurship the most exciting profession.

6. Harnessing Youth Vigour

A sizeable part of India's population is youth. If the country is able to channelize the youth vigour and direct the same towards the economic development, it can prosper at a much greater pace. If not, their power could get misdirected and they could veer towards extremist and terrorist activities.

Glaring examples of such cases can be seen all over the world. If the youth are oriented towards entrepreneurial activities at the right time, a nation can benefit immensely with their constructive participation in the development process. It, thus, becomes incumbent on every society to develop and train its youth in entrepreneurial skills to make the most of them.

Conclusion

Paradoxically, a significantly high number of entrepreneurs may lead to fierce competition and loss of career choices for individuals. With too many entrepreneurs, levels of aspirations usually rise. Owing to the variability of success in entrepreneurial ventures, the scenario of having too many entrepreneurs may also lead to income inequalities, making citizens more – not less –

unhappy. However the interesting interaction of entrepreneurship and economic development has vital inputs and inferences for policy makers, development institutes, business owners, change agents and charitable donors. If we understand the benefits and drawbacks, a balanced approach to nurturing entrepreneurship will definitely result in a positive impact on economy and society. Entrepreneurship puts new business ideas into practice. In doing so, it creates jobs that facilitate personal development. With their innovative and disruptive ideas, entrepreneurs can tackle social problems too. It's a worthy pursuit to consider, but if it's not for you, see how to pass down its principles to the next generation and enrol in How to encourage and Teach Our Children Thus, it is clear that entrepreneurship serves as a catalyst of economic development. On the whole, the role of entrepreneurship in economic development of a country can best be put as "an economy is the effect for which entrepreneurship is the cause".

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The Pros and Challenges of Islamic Ethical Principles in Entrepreneurial Activities in the Modern Era with Special Reference to Trade and Commerce

Nazreen Parveen Ali

ABSTRACT

In the present society which is constantly driving at a fast pace towards unethical conduct in corporate at stake of public interest, it becomes very essential to curb the practice by making the leaders of commercial activities aware of the benefits of taking up age old ethical principles preached by successful entrepreneurs of past which has ever been successful in luring customers and gain the benefits of their studied loyalty at the same time by serving their best interest. One such popular set of codes emerges out form the Islamic Ethics laid down for its followers while engaging in trade and commercial activities.

These codes has benefitted both the parties i.e. sellers and buyers by enabling the former to serve loyal customers honestly and thereby retaining them by maintaining cordial relationship and the latter to gain the benefits of good trade without fear of exploitation.

The present study is an attempt to identify the pros and challenges in implementing or merging these set of ethical codes with the existing conduct of trade and commerce while undertaking new start-ups in modern society for creating a cordial and honest commercial environment and hence promote sustainable existance. For this the researcher had an extensive review of literature on the same. Personal interviews with buyers and sellers (irrespective of their caste, creed or religion) are also conducted to gain an insight into the feasibility and acceptability of the same in the modern society.

Keywords: *Islamic ethics, Sunnah, Halal business, Murabahah System, Riba*

I. INTRODUCTION

The study is a sincere attempt to aware the readers to the various Islamic ethical codes and principles which are utilized in modern Islamic trade and commerce activities to offer Shariah compliant solutions for smooth conduct of such business. Islamic Ethics is the amalgamation of two sources, The Qur'an (Holy Book of Islam) and Sunnah, the popular sayings and actions of Prophet Muhammad(PBUH). These codes provide best guidelines for success in corporate world without compromising with ethical issues by laying down practical sets of examples. The paper is a thorough analysis into the various contracts of buying and selling of goods which have been permitted under Shariah along with an analysis on the contemporary practices which make use of these Shariah compliant contracts a superior set of codes for an honest and sincere trade. Though concise, yet analysis of this paper is highly informative to readers keen on improving their understanding on the Islamic perspectives on trading and selling of goods. In particular, the paper may prove to be useful to the academic community, regulators, and other various individuals keen to develop a sound understanding for practical application of the Islamic principles of trading and how these can be utilised for achieving an ethical environment in trade and commerce industry.

Ethics and Islamic ethical codes

Ethics is a moral philosophy that lays down the foundations of moral behaviour, grounds for defense against moral dilemmas and recommendations for following what is right and what is wrong. *Making intellectual and strategic decisions can positively or negatively influence financially, but at the same time being ethical has numerous added benefits which include*

eschewing from evil acts and sins, fulfilling one's duties towards humanity, avoiding suspicion, developing mutual trusts which go a long way in establishing a good image.

The Qur'an (holy books of Islam) reads "Indeed, Allah loves those who are just". The verse indicates that's followers who are acting upon with justice and integrity in conduct of fair transactions are getting the mercy of Almighty. In fact "Good Conduct" is the basic foundation of Islamic faith. The Islamic ethical codes and principles in trading and commerce aim at ensuring that transactions are to be effected with a sincere intention, the object of the transaction should be to earn a lawful livelihood and satisfy the basic needs and thus to place oneself in a better position to seek mercy of Allah and to shun the worship of materialistic wealth.

A Muslim who is involved in business activity must be aware of some basic tenets in Islam, which are as follows:

1. Public interest should be given preference over individual interest.
2. Fellow human beings should be treated with a feeling of respect and universal brotherhood.
3. Transactions should be free from any trace of inequality, injustice, exploitation or oppression.
4. The primary aim of transactions is to fulfil the basic needs of livelihood and serving social interest.

II. RESEARCH OBJECTIVES

1. To review the underlying concept of Islamic ethics and understand its application in trade and commerce and associated benefits.
2. To identify the challenges in practicing Islamic ethics in trade and commerce
3. To understand the perception of individuals on understanding and practicing Islamic codes of conducting trade and commerce

III. RESEARCH QUESTIONS

1. What are the Islamic codes and principles of trading popular among the traders and customers?
2. To what extent the traders comply with the ethical codes?
3. What is the level of customer satisfaction from such conduct?

IV. REVIEW OF LITERATURE

Islam encourages its followers to engage in honest and mutually beneficial trade where the benefits to both parties are equally weighed out. Contracts in written, witness and mortgage are suggested as safeguards in transactions. Speculative activities and charging of interest on loan are strictly forbidden activities.

Compromising with ethical and moral values in sales promotion activities has become a common practice in Malaysia and many other notable countries of the world. But it has been an evidence that Prophet Mohammad (PBUH) one of the most successful and respected businessman of his times carried out his business activities with justice to both sides of trading, buyer and seller and preached the same. Such a practice recommended by him if welcomed with open arms will be a success to establish social justice between buyers and sellers as it is a lesson that codes of ethics strictly followed in business activities guarantees success to the businessman while serving his valuable customers. (Rahman et al, 2014)

The practice of e commerce is encouraged under Islamic laws but there are certain issues which needs to e addressed. The four pillars of Islamic trading should be adhered to. There should not be any element of deception in the offer and acceptance process. There should be clear conformity of good trade from both the parties on conclusion and continuity in communication should be maintained throughout and even after conclusion of the transaction to avoid dissatisfaction of trade. The Murabahah system* is also suggested as an alternative to credit card payments. (Zainul et al. (2004),.

The Islamic sources of ethics fail to correspond with the domain of western ethical theories except for the divine command theory which draws its standing from what is commanded and forbidden by god. Islamic ethical principles are not guidelines but the only sources to identify what is right and what is wrong covering every aspects of life. (Aidaros et al, 2013)

The Islamic principles not only correspond with the ten principles of UN Global impact but spread its scope wider by supporting maintenance of transparency in events and clearly defining between what is ethical and unethical under its principles. But it is also noticed often what is preached is not fully practiced as evident in many Islamic countries. Also manifestations of certain CSR habits in Muslim regions are are cultural traits rather than Islamic (Zinkin & Williams, 2008)

*a system under which Islamic banks can purchase the product from the seller on behalf of the customer and offer it to the customer under instalment payments

Marketing in Islam is not only a means of income, but it is also encouraged as a means of strengthening social bonds and serving members of the society. Competition is justified only to improve the quality of the products to mankind. Sometimes charging high prices are justified to compensate risk involved. However religion shall never be used as a marketing tool to enhance sales. Monopoly, hoarding and disguise are not at all permitted under Islamic marketing ethics. (Ali, 2012)

Islamic ethics incorporating the principles of sincerity honesty truthfulness fair conduct, friendliness provide a benchmark for fair trading behaviour. Religious teachers may play a prominent role in clearing the existing doubts regarding fair and unfair trading to implement these into practical practice. (Assiamah. 2014)

V. RESEARCH METHODOLOGY

The study is an exploratory study which involves extensive review of religious literature on Islamic ethical principles has been used as base to gain better insights into the Islamic principles of trading and conducting miscellaneous business. It employs purposive sampling to select 15 respondents of Islamic faith from the local fruit market in New Market of Dibrugarh Town. It involves one to one in depth interview with the participants which include 8 Islamic traders, 5 regular customers of the traders and 2 religious leaders. This method of data collection offered the researcher additional opportunity have face to face interaction with the respondents for detailed and clear responses from the participants .The interview sessions were conducted through a well-designed interview guide and follow up questions that emerged during the proceedings. It is worth mentioning here that the Qur'an and Hadiths are used as original and primary source of data for the respective theme and concept. Further an extensive review of literature on Islamic ethics has been used as base to gain better insights.

VI. FINDINGS

The study was conducted through a thorough one to one interview and discussion with the traders in the local fruit market of Dibrugarh Town situated in the New Market. The collected data suggests that all the traders under study have been engaged in trading of fruits since at least

last 20-30 years, some succeeding the business of their wards. Thus it is believed that respondents could provide sufficient data to achieve the objectives of this research. All the traders under study belonged to Islamic background which further facilitates the study. 5 regular customers of the above mentioned traders were also interviewed irrespective of their religious faith to understand their level of satisfaction under the existing trading behaviour of the traders. Further two religious leaders were consulted for clarity on the myths associated with Shariah trading.

1. What are the Islamic codes and principles of trading popular among the traders and customers?

Contemplating upon the first research question, the traders were asked to share their understanding of the codes of conducting an honest and sincere trade. All of them answered in affirmative expressing their knowledge on the above and stating honesty, fairness, social brotherhood, friendliness, refrain from cheating and deception etc. as the roots of their ethical awareness. Some crucial findings emphasised for an elaborate knowledge on Islamic ethics as identified from the discussion are as follows:

1. Fruits, vegetables and other such consumable items are to be sold before they are almost ripe to avoid the risk of these getting spoilt before they are consumed.
2. The buyers are to be given fair opportunity of inspection of the items they desire to pay for before actually buying these. The same is applicable in case of barter where both the parties should be given a fair chance of inspection and to examine the quality and quantity of items being considered for exchange.
3. Even balance should be used and measurement should be done with accuracy
4. Food items should not be distributed randomly. The quantity offered against the price should be measured properly.
5. Selling of fruits or vegetables in trees in advance is prohibited
6. Simultaneous lending and selling against the same money to the same person is against ethical conduct
7. Selling of items before taking actual possession of the same is not allowed under Islamic ethical conduct
8. Hoarding of goods with the aim of price hike at time of shortage is strictly prohibited.
9. Leniency in trade and genuine customer friendly behaviour is appreciated as it strengthen mutual trust and emotional bond.
10. Frauds like supply of poor goods instead of high quality goods, selling non-standard products, adulterating goods with unwanted elements, and the use of false marks, hiding the known defects of product from customer's amounts to deception in trade which is against halal business activities.
11. As all are equal in eyes of God, discrimination while serving customers is prohibited.

The religious leaders opined affirmatively on almost the same ethical codes prescribed under the religious faith. They also clarified some associated myths by underlining the life of Prophet Muhammad who preached the prohibition of the concept of bribery, discrimination and injustice on the base of race, gender and ethnicity etc. His lifelong success in business activities removes the misconception of loss if they play fairly in the market. He set an ideal example of fair and polite business dealing by reporting high profit although in the presence of much more

competitors. Cheating and deception are prohibited activities which tarnish the image of a business and damage its potential of flourishing into a successful venture by creating an unhealthy relationship with customer who then prefer to shift to superior dealings and offers. Thus it is more profitable to stick to ethical ideals to earn the loyalty and trust of customers which are the most vital elements for success of any business activity.

2. To what extent the traders comply with the ethical codes?

Traders themselves answered positively that they sincerely follow almost all the codes as prescribed under their religious faith. Two traders admit that they do deal in buying trees before fruits actually appear in them which clarifies that even after knowing its ethical prohibition, they do practice such risks in hope of better profits. But to verify the same, the customers reveal that they sometimes find the prices charged comparatively higher than other places though no trader try to cheat in measurement. No doubt traders are very polite but due to suspicion which prevails in minds of customers, the bond of mutual trust still becomes a hurdle in way of customer relationship management. Thus it is observed that even one minor defect in dealings is not excused which ruin the entire effort and image of ethical conduct.

Another important aspect the researcher came to know was that the traders operating in this fruit market strive to take benevolent steps for the poor in nearby areas whatever comes within their capacity. Especially during Ramadan, feasts (Iftars) are organised to feed the poor. The act of distributing Zakats during the holy month is a common phenomenon followed by almost all the traders here.

What is the level of customer satisfaction from such conduct?

Coming to the third research question, the regular customers were the principle respondents. The customers were quite satisfied with the dealings as they were given fair opportunity to examine the items they wish to buy. Further the measurements and quality they are served with is also satisfactory. The behaviour and conduct of the sellers is also requires a token of appreciation as they are always polite and ready to help the customers for best transactions. But apart from these the customers also believe that sellers sometimes charged variant prices (when negotiated) from different customers as evident from the customers' mutual social discussions. But charging discriminatory prices is not a big issue for most customers as they believe it depends upon their bargaining skills and those who make efforts to haggle reap the benefits.

VII. ANALYSIS AND DISCUSSIONS

The above findings throw light upon the prevalent ethical codes in the Modern business society. The pillars of Islamic ethics as identified from the above findings are discussed below:

1. Unity and Brotherhood

From discussion with the religious leaders the researcher comes to know that the greatest preacher of Islam, Prophet Mohammad (PBUH) himself was a great and successful businessman of his times who strictly observed the Islamic codes of ethics. He believed that trading is not only an economic activity but also a way of social interaction that encourages the feeling of universal brotherhood and thereby promotes unity among masses. Such feeling of unity refrain one from discrimination in dealings and at the same time keeps one way from negativity emerging out of greed.

2. Equity

A trader should charge a fair and just price based on market price mechanism from all his customers without any discrimination. Price discrimination above the reasonable price amounts to fraud and cheating which is against the Islamic codes of ethics.

3. Free consent

A trader should not try to convince or lure a customer beyond the line to increase his sales. Coercion or forceful selling against the customer's desire to buy is unethical. The contract of selling and buying should be a mutual agreement at consent of both the parties which is also in par with the Indian Contract Act 2013.

4. Responsibility

Both the trader and customer have equal responsibility to examine the goods to be sold or bought. Customers should be given full freedom in inspecting the goods they intend to buy and buy it only when they are fully satisfied. Moreover seller has to fulfil his part of responsibility by thorough inspection of goods he sells and not hiding any defects in the goods he intend to sell.

5. Benevolence and Charity

Benevolence is an essential part of Islamic ethics to be incorporated as part of any halal business activity. Some benevolent acts associated with Islamic ethics are as follows:

- a) Distribute away a certain percentage of profits as zakat and alms to the poor
- b) Give time for dispensation to a debtor and lessen the debt if necessary without charging "Riba" (interest on liability amount)
- c) Accept return of products
- d) Try to pay debts before due date
- e) Honest in business transaction process like fair measurement



Fig: Islamic pillars of Ethical Transaction

VIII. SUGGESTIONS AND CONCLUSION

From the above discussion, it comes to light that Islamic ethics appear to be the best code of conduct which not only encourage fair trading and business policy but goes a long way in establishing strong customer relationship by polishing the ethical aspects of marketing. These set of ethical guidelines which care equally for social benefits along with earning economic livelihood while serving customers is also a superior strategy to achieve success in business in a profitable manner while not compromising with one's image and ethical ideals. Overall customers are very much satisfied with the behaviour and dealings of the traders following Islamic ethical conduct.

The analysis reveals that it is not much a herculean task to merge the Islamic ethics with the general ethical codes of conduct in trade or to adopt these voluntarily in one's trading and commercial activities as they are mostly in par with law. Some measures are suggested as follows:

- Developing a good understanding and removing misconceptions of the rules of transactions by educating those who are keen to follow these conducts in the subject and then abide by them.
- Consult the religious leaders whenever questions are raised in transactions that require Islamic ruling or guidance.
- Ensuring purification of earnings through charity, seeking Allah's forgiveness and repentance.

Thus it can be concluded that Islamic set of ethics requires the sellers to abide by certain benevolent laws which not only fulfills their economic needs but also carves for them an ethical path for successful business in the long run by establishing a good image and earn customer's loyalty. Moreover the benevolent and honest conduct laid down by Islamic set of ethics are very much acceptable to customers and also beneficial for serving customers economically without sacrificing social responsibility towards them.

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