

# Opportunities for Tribal Entrepreneurship Development in Jharkhand to Combat Post COVID -19 Challenges

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## Abstract

The COVID -19 pandemic affected almost all the dimensions of our ecosystem and the worst affected one is the economical aspect. The complete shut-down of many economic activities forced the migrant laborers to be back to their home state/town/village and look for the local livelihood options. The present article with a help of primary and secondary sources is an attempt to analyze the situation of entrepreneurship development among the tribals of Jharkhand. The paper present the case studies to show that entrepreneurial education and focused area approach with proper government policy is the need of the hour for more and more local job creation for the tribal community of Jharkhand.

**Keywords:** Tribal Entrepreneurship, Entrepreneurial Development, Tribals of Jharkhand

## 1. INTRODUCTION

The pandemic 2020 of COVID -19 has severely impacted the world economy. For reducing the spread of disease Government of India has also opted for 'lockdown' to maintain the distance between people. This lockdown process which started with closing of non - essential economic activities has badly impacted the Indian economy (The

Economic Times, 2020). The migrant workers, daily wage earners and labor force of unorganized sectors are the worst affected ones. This also started the return migration within India. If one side it resulted into the shortage of labor for industries and agricultural activities and impacted the production process on another side it became a crucial concern for government

to provide livelihood options to the people specially the returned migrants. The state of Jharkhand is among one of those states in India who witnessed the heavy inflow of returned migrants. It is important to note that Jharkhand state government was the first in the country who took initiative to bring migrants. On 1<sup>st</sup> May 2020 first train from Telangana came to Jharkhand with migrant workers also Jharkhand government was the first to take initiative of airlifting the migrants from Ladakh region (Barik, 2020; Indian Railways, 2020).

The state of Jharkhand formed in the year 2000. The state is known for its rich flora-fauna and mineral resources and at the same time it is also one of the EAG (Empowered Action Group) state. On one side 40% of Indian mineral resources are found in Jharkhand and another side 39.1% of Jharkhand population is living below the poverty line (UNDP, 2011). According to census 2011, Jharkhand has a total 8,645,042 ST (Scheduled Tribe) population which is approximately 26% of the Jharkhand total population and 8.29% of Indian total tribal population. There are total 32 Scheduled Tribes in Jharkhand out of these 9 are Particularly Vulnerable Tribal Groups (PVTGs). However more than 90% of tribal population resides in rural areas in Jharkhand where 24.05% of Jharkhand total population lives in cities and rest 75.95% in rural area as per census 2011. The RBI (Reserve Bank of India) Handbook of Statistics on Indian Economy and Economic

Survey of India 2010-11 reported that the contribution of Industry to the NSDP (Net State Domestic Product) of Jharkhand in 2009-10 is more than double of agricultural contribution. In year 2009-10, the agriculture contributes 16.68% to the NSDP and industry contributes to the 35.82% while the contribution of service sector is highest with 47.50% (RBI, 2011). Although the state of Jharkhand has such a huge reserve of resources but the situation of employment for labor force is very poor as revealed in the Jharkhand Economic Survey 2016-17. Report pointed out that the ratio of main workers to total workforce in Jharkhand is 52.05% against the national average of 75.23% in year 2011. This ratio witnessed a sharp decline as in 2001 it was 63.77% in Jharkhand. It is clearly mentioned in the report that the reason behind the sharp decline of more than 10% is related to the availability of employment opportunities in the state. The report further stated that regular employment opportunities are insufficient in Jharkhand and the available workforce is also not capable to grab the available additional employment opportunities in the state (GoJ, 2017). However government of Jharkhand along with the central government launched many schemes for skill enhancement like Model Career Centre, Pradhan Mantri Kaushal Vikas Yojna (PMKVY), Deen Dayal Upadhyay Grameen Kaushalya Yojana (DDU-GKY), Saksham Jharkhand Kaushal Vikas Yojna (SJKVY), Craftsman Training Scheme and Skill Development

Mission. Most of these schemes have creation of wage employment as focus area and in year 2013 there are approximately 93000 MSME (Micro, Small and Medium Enterprises) units in Jharkhand providing employment to more than 3 lakhs people. However 95% of MSME units are concentrated in only 6 sectors. These sectors are Food Processing, Textile/Hosiery, Wood, Mechanical, Glass and Ceramics and Metallurgy. It has been observed that the skill development alone is bringing the regional wide disparity in the state in terms of rural versus urban as well as among districts and blocks. For example approximately 85% of the skill development institutes are concentrated in 8 districts of the State resulted into disparity in training capacities between districts. Infrastructure related to vocational training is also unevenly spread over in the state. The 92% of training has been directed towards only 3 trades – Electrician, Fitter and Mechanic (Diesel) (NSDC, 2013) Recognizing the significant contribution of MSME business units in employment generation, government of Jharkhand has also started focusing on entrepreneurship development in the state. The vision and action plan 2021 document set the target of establishment of incubation centers across all 24 districts under 'Stand Up India' and 'Start Up India' initiatives. Jharkhand state government has also planned for Entrepreneurship Hub establishment in the state (GoJ, 2018). It is also remarkable that Jharkhand jumped from 7<sup>th</sup> position

in 2017 to 4<sup>th</sup> position in 2018 on 'Ease of Doing Business Index' prepared by Department of Industrial Policy and Promotion, Government of India and World Bank (GoI, 2018). The importance of MSMEs is also recognized in the 'Atmanirbhar Bharat' mission as it is included in the first phase of the mission (National Portal of India, 2020). The Atmanirbhar Bharat mission is the step taken by Government of India after announcement of un-lockdown phase – I with a vision of making India self – reliant and mitigating the threats posed by COVID-19 pandemic on Indian economy.

## 2. LITERATURE REVIEW

Economic development is the most desired indicator by any group, community, or country affecting the industrial growth in the region. Entrepreneur is visualized as one of the key figure and entrepreneurship as an innovative activity (Schumpeter, 1934), as one of the necessary conditions (Parsons and Smelser, 1956), as dynamic forces (Sayigh, 1952) for desired economic development due to its multitasking role. Entrepreneurs are considered as critical contributors towards the economic growth of a country (Kuratko and Hodgetts, 2004). It is important to note that there is no definition of "entrepreneur" which is uniformly universally accepted among the researchers as well as in the literature (Carlock, 1994; Grant & Perren, 2002). Different perspectives have been adopted by different schools

of thought to define entrepreneurship and entrepreneur (Kruger, 2004). There are two clusters of thought which have been identified on entrepreneurship theoretical framework. One cluster focused the meaning of entrepreneurship based on the characteristics of entrepreneurship like uniqueness, growth and innovation, while other group based their approach on the outcomes of entrepreneurship like the value creation (Sharma and Chrisman, 1999).

Entrepreneurship has been defined by the National Knowledge Commission of India (2008) as the “professional application of knowledge, skills and competencies and/or of monetizing a new idea, by an individual or a set of people by launching an enterprise de novo or diversifying from an existing one (distinct from seeking self employment as in a profession or trade), thus to pursue growth while generating wealth, employment and social good” (Goswami, 2008). However Entrepreneurship definition is always associated with the capability of entrepreneurs to discover, evaluate and exploit the opportunities in order to introduce new goods and services, their ways of organizing, production process and marketing strategies that earlier had not existed in the economic market (Venkataraman, 1997; Shane & Venkataraman, 2000).

The role played by entrepreneur is an important dimension in defining the type of entrepreneurship and the emerging benefit from them.

An entrepreneur can be a leader, manager or just a coordinator (Kruger, 2004). The blend of social, cultural, economical, psychological, political as well as environmental characteristics makes the entrepreneurship concept multidisciplinary in nature. The common behaviors and traits expected from entrepreneurs are: Locating a business opportunity, able to accumulate resources, knowledge of marketing products and services, skills for producing the product, leader and managerial quality to build an organisation, and quick in responding to the environment (government and society) (Gartner, 1985). This very nature of entrepreneurship concept opens it to various conceptual framework approaches. Many scholars of various disciplines gave theories to define and categorization of entrepreneurs and entrepreneurship development.

Multiple factors have been responsible for evolution and development of entrepreneurship. It is better to take an integrated or holistic approach to analyze the entrepreneurship for a target group specially the disadvantageous groups like rural areas, tribal societies. Economic backwardness, mass poverty with low literacy, unemployment, inadequate infrastructural and administrative facilities forces the tribal community for having a low level of living standard. Traditional Tribal community is having 03 major occupational sector as agriculture, forestry and handicrafts and similar to barter economy which

must be supported to convert into a market economy with the help of the process of entrepreneurship. The increasing population size, poor skilled population is resulting into disguised employment in agriculture sector. The pressure on available land is increasing day by day, in tribal area limited arable land aggravate this situation. The development of major dams, mining activities are also alienating the tribal community from the land. Hence, it is imperative to think of new income sources and ways of livelihood to reduce the incidence of poverty in tribal dominated regions. Study shows that Canadian Aboriginal communities adopted and successfully implemented the strategies of promoting the forest and their uses along with entrepreneurship development to enhance their socio - economic condition (Anderson and Giberson 2004; Anderson et al. 2005; Wyatt 2008). Self-employment is described as the only feasible way through which people belonging to indigenous tribes and lower caste groups in India can be found jobs. The ownership of small enterprises can effectively empower these marginal people (Harper, 1991). The role of local community is very significant for entrepreneurial environment development (Morky, 1988). For example, close relatives can help in locating and accumulating of resources for entrepreneurs (GnYawali & Fogel, 1994). It has been noted down that projecting the stories of successful tribal entrepreneurs and treating them as role model is very efficacious

in development of entrepreneurial environment in tribal regions. The Factors affecting the establishment, development and expansion of business activities in tribal economy includes 'need for motive', resources availability, entrepreneur's skills, social - political support system (Rao, 1975). Self-employment has proven as a way out to get rid of quasi - permanent state of poverty as well as unemployment situation. Development of self - employment - oriented entrepreneurship is the need for achieving the balanced regional sustainable development and for economic power decentralization.

### 3. RESEARCH GAP

Since independence Government of India has launched various schemes for industrial development in the country. On 12<sup>th</sup> May 2020, Prime Minister Narendra Modi launched the mission of 'Atmanirbhar Bharat' during the announcement of economic package related to Covid -19 pandemic. Various sectors have been identified with special focus on providing job options to returned migrants. In the state of Jharkhand Chief Minister Hemant Soren already announced 03 schemes in the 1<sup>st</sup> week of May 2020 for reviving rural economy and providing livelihood options to the locals. But will this be sufficient enough in providing employment to the 6 Lakhs returned migrant workers (Till June 2020) of Jharkhand (Mukesh, 2020)? What will happen to the youths of Jharkhand who

are in the queue to get a job? Here private industries can play a role up to some extent in providing job opportunities to the locals. But what are the available options to the tribal youths who want to take a risk to get into a business, who want to be an entrepreneur? What are the opportunities for the tribal youths of Jharkhand in the identified sectors under 'Atmanirbhar Bharat' mission? This paper is an attempt to search for the solution for these unanswered questions of tribal entrepreneurs.

#### 4. RESEARCH OBJECTIVES

- ❖ To examine the linkage between tribal economy and industrial development in Jharkhand.
- ❖ To analyze the available entrepreneurship options for tribal youths in Jharkhand.
- ❖ To know the current situation of employment options available to Jharkhand returned migrants in COVID -19 pandemic.
- ❖ To explore various sectors for development of tribal entrepreneurship in post COVID -19 era in Jharkhand

#### 5. RESEARCH METHODOLOGY

This paper is developed during COVID -19 pandemic time period by using the primary as well as secondary data sources. Telephonic interview is used for primary data collection and content analysis has been done for analyzing the case study from secondary data sources. Various articles

on entrepreneurship, tribal economy, industries of Jharkhand are used to gather the relevant information. Secondary sources also includes reports of different agencies like Indian central ministries and state ministries reports on skill development, their policies related to entrepreneurship, tribal and small scale industries development, articles from reputed national and international journals, web pages etc.

#### 6. ANALYSIS & DISCUSSION

The vision of 'Atmanirbhar Bharat' mission targets the development of 05 major areas known as 'five pillars': Economy, Infrastructure, System, Vibrant Demography and Demand. The developments in these segments are targeted through five phases of Atmanirbhar Bharat. The very first phase started with the focus on 'Businesses including MSMEs'. The second phase has 'Poor, including migrants and farmers' as prime focus and Agriculture in 3<sup>rd</sup> phase (National Portal of India, 2020). The Women Self - Help Groups (SHGs) are encouraged for economic activities under the Pradhan Mantri Garib Kalyan Package (o2) by increasing the limit of collateral free lending to Rs. 20 lakhs from Rs. 10 lakhs (GoI, 2020). This is a very good opportunity for a state like Jharkhand which has a sizeable tribal population of more than 26% as per census 2011. Traditionally forest produce, agriculture and livestock are 03 major economic activities for a tribal household along with some crafting techniques. Various

studies pointed out the impact of forestry on tribal household economy and role of women in it (Yadma & et al. 1997). However the low knowledge level of mainstream economic market system and limited access and control of traditional resources excluded the tribal women and hampered the overall development of tribal community (Panda, 2017). Nowadays with various schemes and policies government and Non – Governmental Organizations (NGOs) are putting effort in developing the small businesses among the tribal women especially with the help of SHGs. Some examples of successful enterprises run by SHGs in Jharkhand are as follows:

#### **Case 1: Lac based Livelihood model of Udyogini:**

Many NGOs worked towards the livelihood promotion for non – timber forest products (NTFP) among the tribal women through SHGs. The Lac based project was started by Udyogini in partnership with Poorest Areas Civil Society (PACS) Programme in Gumla district of Jharkhand. The project became very successful due to its inclusive strategy and adopted by many NGOs. It comprises of five components. It starts from introducing scientific practices for lac cultivation to the producers. After supporting the producers with proper technology and training the project also have a separate component which focuses on Lac Business Development Service Providers (LacBDSPs) for training and monitoring of Package of Scientific

Cultivation of Lac (PSCL) applications. The next step includes the Brood Farm promotion and then the crucial part of establishing the Village Level Service Centers (VSLCs). These centers empower women in marketing and work for the capability enhancement of the women. The project last step is to institutionalization of lac production through Cooperatives (Goud, 2016). This model proves that by focusing on a single product with proper training and guidance a hamlet can become a production hub and tribal can get additional income from NTFPs.

The phase – 1 report of Atmanirbhar Bharat already pointed out that due to COVID -19 marketing and liquidity are the major problems for MSMEs. The presentation suggested for the promotion of e-market linkages as trade fairs and exhibitions are completely shut due to COVID situation (Covid-19 Inter ministerial notification). It has also been recommended by researchers that for the diversification of their business government should provide entrepreneurial education to the youths (Khakhalary, 2017).

The agriculture (including livestock farming, horticulture and sericulture) along with forestry and handicraft skills are traditional income sources or livelihood options for tribal community in Jharkhand. Apart from these, dense forest as wild animal's habitat, variety of flora and fauna, mountains, falls, rivers make Jharkhand a rich bio – diversity state. The eco –tourism, healthy organic food production and herbal medicine

are some of the sectors associated with Jharkhand historical heritage and traditional knowledge base. These sectors can be good ventures for tribal entrepreneurs with skill enhancement training. The various products based on the usage of Mahua has already proven as a significant livelihood option for the tribal people and forest dwellers in Jharkhand (Kumar & et al 2018).

**Case 2: Chandra Mani Kunkal (A Lorry Woman):** The owner of Kunkal Enterprises

Chandra Mani Kunkal born in 1967 as a daughter of a crane operator father in Jamshedpur and get a chance to have quality education. After completing her post – graduation she did not get a job as per her qualification. For almost one decade worked she worked as a school teacher and part –time insurance agent. She get associated with an NGO who worked for tribal rights. The group is a strong supporter for the affirmative policies compliance for natural resource dependent sectors like mining. Tata Group has wholeheartedly implemented this and many tribal entrepreneurs became vendor of Tata Group starting from labor supplier in construction work to transportation of coal and other materials. In November 2011, Chandra Mani Kunkal became the transportation vendor of Tata Group and in financial year 2018-19 her company Kunkal Enterprises registered a turnover of 15 crores. She made her way out in a male dominated transportation sector owning more than 50 large trucks and giving

employment to more than 300 persons (Dalit Enterprise, 2019). She is a perfect example where a tribal woman started from scratch and with proper policy support became a successful job giver.

Jharkhand is known for its rich coal and mineral resources. The above mentioned case study can be taken as a role model for upgrading the employment and compensation policy in Jharkhand mining industry. The local tribals should given priority not only into jobs but also in string up the small enterprises associated with the allied sectors of mining industry like transportation and construction works.

**Case 3: Didi Café:**

Poonam a resident of Kutte village of Nagri Block of Ranchi district owns Didi Café in the Jagganathpur area . The café which had a business of just Rs. 145 at first day, now doing a business of Rs. 15,000 on a daily basis. The Didi café idea was supported by Jharkhand State Livelihood Promotion Society (JSLPS) by giving loan to the SHG. JSLPS make sure to check the market viability for the idea proposed by SHG in their respective business area or villages or panchayats. It reduces the risk for entrepreneurs (Kislaya, 2019).

This case is the role model for the women entrepreneurs and also for the agency looking for successful model for tribal entrepreneurship development in a particular region. It shows that a proper feasibility study of business idea, enterprise location and market situation helps in reducing the level

of risk for the entrepreneurs. The capital support and monitoring from government can turn new ventures into successful sustainable enterprises.

A geographical region may become isolated due to poor infrastructure development and it reduces the economic activities opportunities in the area. Studies have shown that tribal dominated area one side having the poor infrastructure and tribal entrepreneurs often failed due to financial challenges like Start-up and working capital problem, difficulty in borrowing fund etc. (Pravesh, 2016).

**Case 4: Nirja Nikki:** She is the shining example of first generation tribal entrepreneur. She belongs to a very well educated family. Her father was an engineer and mother was a school teacher. She received a high quality education in English medium. She worked for more than 10 years in apparel industry in Delhi and moved back to her roots i.e. in Ranchi. She became an entrepreneur along with her husband and currently owning 'White Blossom Bridal Wear'. She perfectly used her educational qualification and experience of Apparel industry in making her business successful. Apart from full time employees she also outsources many of her work orders (Dalit Enterprise, 2019).

This case study put forward an example of impact of quality education on the empowerment of tribals which enable them to take risk and be a successful entrepreneur.

#### **Case 5: Santosh Hembram:**

The founder of 'AMICI Tech Solution', Santosh Hembram is the living example for many tribal entrepreneurs who want to venture into emerging industrial sector. Santosh was born in year 1986 at "Kitajhor" of Jamtara District of Jharkhand. His family was displaced for Damodar Valley Corporation (DVC) project and fortunately his father invested part of the received compensatory amount towards the education of their children. But the saved amount was not sufficient enough to provide quality education to 02 sons of the family. Santosh elder brother sacrificed his higher education for him. He completed his graduation in computer technology but did not get job satisfaction. So he decided to be an entrepreneur, and founded the company 'AMICI Tech Solution' with two other partners. Due to sudden death of one of the partner, the company was unable to complete orders on time and but with support of his wife he able to reestablish the company in the market. His wife is working with United Bank of India and always supported him. (Dalit Enterprise, 2019) The success journey of Santosh shows that with little bit patience and family support a knowledgeable tribal person can be entrepreneur in emerging economic sectors also.

We are living in the era of knowledge society filled up with the modernization thoughts and digital technology. So it is very significant that government should modify and upgrade their

policy and programs which will be helpful for tribal entrepreneurs in venturing into the '2E' market i.e. being E-preneur ('E' for Electronic platform i.e. e-commerce) and Eco-preneur (Environmental friendly products and services) (Khakhalary, 2017).

### **Case 6: Doman Tudu:**

Taking forward the tribal heritage of knowledge with proper integration of modern techniques and market oriented steps can define only a part of the empire established by Mr. Tudu. Rusicaa's a well known brand, has been the fruit of Mr. Tudu's hard work after leaving his job as a Quality Control Manager in a big brand company over an quality dispute. He is an alumnus of National Institute of Fashion Technology, Bangalore. Mr. Tudu is also the president at Dalit Indian Chamber of Commerce and Industry. His efforts are appreciated by US ambassador to India as well and many big names have been the partner to his brand. His brand Rusica Trends Pvt. Ltd. started in year 2013 and gets recognized by Govt. of Jharkhand (GoJ) also and special support for infrastructural development has been announced by the GoJ. He is also the mentor for more than 100 entrepreneurs under the start up India mission. (From Primary Sources)

## **7. RESEARCH FINDINGS**

The data gathered from the secondary sources shows that MSMEs sector have given positive result from tribal entrepreneurship point of view. The

selected case studies represented into the analysis and discussion section strengthen the idea of having a supporting policy developed on considering the tribal knowledge base and regular government monitoring system could be helpful in having more number of tribal entrepreneurs in the state.

The focus of entrepreneurship development should be based on the local available resources, the rich bio-diversity of Jharkhand and on the location benefit. For example in dense forest and hilly area eco-tourism should be given priority. For this government can provide training related to hospitality industry to the local youths. Similarly in mining sector MSME of mining allied sector should be promoted by the government as well as by the private companies (Case 2). The entrepreneurial education and capital support is always helpful in risk reduction and motivating the youths to start up their business (Case 1 and Case 3). The knowledge of the selected sector and market linkage is helpful in handling the ups and down in the business and making the enterprises sustainable in long run (Case 4, Case 5 and case 6).

## **8. CONCLUSION**

The COVID -19 pandemic has severely impacted the economy. The more number of job creation especially on local area basis is among the prime priorities area for government. Jharkhand state with a sizeable 26%

of tribal population needs to stimulate the tribal entrepreneurship in the state to have more number of job givers. Researchers have pointed out the problem of poor infrastructure, low level of credit linkage accessibility and difficult position of tribal entrepreneurs due to low exposure to technical knowhow. MSMEs in agriculture (including the horticulture and sericulture), NTFP, mining, eco-tourism based allied sectors should be encouraged and supported by the government of Jharkhand. The entrepreneurial education is also one of the most required dimensions for tribal entrepreneurship development in the state.

#### 9. RECOMMENDATIONS

- Entrepreneurial educational institutions and skill training institutes should be located in different regions in order to make it accessible for the youths and to motivate them for starting up new businesses. It will also be helpful in reducing the regional disparity in the state.
- Awareness program with the help of successful tribal entrepreneurs as role model should be carried out to reduce the social stigma towards taking up new businesses in the tribal community.
- Capital support and market linkage should be regularly given and monitored by the government.

- Agriculture, forestry and mining based allied sectors should be promoted for entrepreneurial activities in order to have optimum utilization of available rich bio - diversity in the state.

#### 10. SCOPE FOR FUTURE RESEARCH

The main focus area of this paper is to analyze the situation of tribal entrepreneurship in the state of Jharkhand. Therefore it further opens up the area to do the similar studies in other states of India. This paper also contribute towards building the basic information platform for various entrepreneurship opportunities available to the tribal youths which can help the other researchers in doing the in-depth study of tribal economy and its changing scenario in the post COVID -19 pandemic period. It also opens up new areas of study related to the employment of returned migrants in Jharkhand.

#### 11. LIMITATIONS

The analysis done in this paper is purely based on the secondary data sources which put a question on the reliability of mentioned data. This limits the effectiveness probability of the given recommendations. The mentioned areas of entrepreneurship development also demand the feasibility study before any action.

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