

Women Entrepreneurship in the North-Eastern State of Mizoram: The Pattern

Anuradha Gogoi

Research Scholar, Dibrugarh University

Abstract- *In the way of development at large, entrepreneurship has gained considerable importance over time. Indian economy has also come up a long way in the way of entrepreneurship development. Woman which is an important component of the economy also contributes a good number of entrepreneurs in the total entrepreneurs in the country. North eastern state of the country is also not left behind. They are also adding to the women entrepreneurship development process in the country to a quite good extent. But there are still to explore in this region of the country. Therefore, in this paper an attempt has been made to study the pattern of women entrepreneurship development in the North Eastern state of Mizoram and also to analyze the problems faced by the entrepreneurs so far.*

Keywords: *Entrepreneurs, Entrepreneurship, development, Mizoram.*

I. INTRODUCTION:

Entrepreneurship is a dynamic activity which helps the entrepreneur to bring a radical change in the production process, innovation concept, and new usage of raw materials and explorer of new market. It is termed to be a mental aspect to foresee the risks and uncertainties with a view to achieve certain strong motives. Women entrepreneurship is the process where women take, lead and organize a business or industry and provide employment opportunities to other. Women entrepreneurs are considered to be most important economic agents for economic augmentation of the country. The global evidences prove that women have been performing exceedingly well in different spheres of activities like academics, politics, administration, social work and so on. The hidden entrepreneurial potential of women has gradually been changing with the growing sensitivity to the role and economic status in the society. It means women have the potentials, skill, knowledge and adaptability to run a business successfully.

Women entrepreneurship thus refers to the activities related to managing and owning of business enterprise by a woman or group of woman. Government of India has defined women entrepreneurs as an enterprise owned and controlled by women having a minimum financial interest of 51% of the capital and giving at least 51% of employment generated in the enterprise to women.

In India though women have played a key role in the society, their entrepreneurial ability has not been properly tapped due to the lower status of women in the society. It is only from the Fifth Five Year plan that their role has been explicitly recognized with a marked shift in the approach

from women welfare to women development and empowerment. The development of women entrepreneurship has become an important aspect of our plan priorities. Several policies and programmes are being implemented for the development of women entrepreneurship. Under new economic regime the women participation in business has shown considerable improvement in India. Of course, women enterprises in India are mainly concerned in the Small Scale Industries (SSI). As per the 3rd SSI census, total number of women enterprises in the total SSI Sector was estimated at 10,63,721 (10.11%). The estimated number of enterprises actually managed by women was 9,95,141 (9.46%). In the states of Mizoram, Orissa, Karnataka, Goa, Lakshadweep, Kerala, Tamil Nadu, and Pondicherry, the share of women employment is significantly higher (more than 20%). However, there are several factors responsible for increasing the level of women entrepreneurship in India. These factors are motivation, empowerment, social conditions, economic conditions, literacy, education etc.

Now if we consider the North Eastern states of India, we will find that women of North-East in rural areas are still unemployed despite having a very high entrepreneurial ability due to various other factors like lack of opportunities, restricted mobility and less access to employment information. So in this paper an attempt has been made to study the pattern and constraints of women entrepreneurship development in the North-Eastern state of Mizoram.

II. OBJECTIVES:

1. To trace the pattern of women entrepreneurship development in Mizoram
2. To find out the problems faced by women entrepreneurs in Mizoram

III. DATA AND METHODOLOGY:

The study is based on secondary data collected from the respective DIC offices of the sample districts and verified by the department of industry of the state of Mizoram. Moreover, the paper is basically using data provided on a Project Report titled "Study on Women Entrepreneurs in Rural North East: The Case of Meghalaya, Mizoram and Nagaland" of National Institute of Rural Development and Panchyati Raj- North Eastern Regional Centre (NIRDPR-NERC).

The state of Mizoram is selected among all other North Eastern states because the number of women entrepreneurs is significantly higher in the state according to the 3rd SSI census. The study has taken the districts of Aizawl and Kolasibpurposely for the analysis as there is information available in the report of NIRDPR-NERC for the respective districts.

The entire analysis is descriptive in nature based on the available information. Because it is the most appropriate method for this kind of studies.

IV. ANALYSIS AND DISCUSSION:

Mizoram is performing far better than other North Eastern states in terms of entrepreneurship development as it has a share of more than 20 per cent in the total entrepreneurs. In

Mizoram, tailoring, readymade garments, steel fabrication, handloom knitting, cooperative society is the highest activities among all the women entrepreneurs. Mizoram is a state where only few women entrepreneurs are in big enterprises and most of them are mainly concentrated in the Small Scale Industries (SSI) sectors. In the SSI sectors, the participation of women may be classified into three types –women as the owner of the enterprise, women as manager of the enterprise and women as employees. As per latest NSSO data, Mizoram stands second with over 392 women owned MSMEs for every 1000 among the pack of top five states in the country with the highest number of women enterprises. The Table-1 reflects that entrepreneurs in the state of the sample districts have different types of activities, though they are all tribal women entrepreneurs.

Table-1: Type of Activities of the Entrepreneurs in the Sample Districts of Mizoram

Sl. No.	Type of Activities	Aizawl		Kolasib	
		No. of Entrepreneurs	%	No. of Entrepreneurs	%
1	Aluminum Works	2	0.18		
2	Auto Shed/Auto Engineering	22	2.03		
3	Bakery	0	0.00	3	5.88
4	Beauty Parlour	13	1.20	2	3.92
5	Candles Works	22	2.03		
6	Cane & Bamboo Unit	2	0.18	1	1.96
7	Cattle & Poultry feeds unit	2	0.18		
8	Cement Craft	3	0.28		
9	Chemical/Battery/Grocery/Bricks/Leather/Dinite/Hollow-wooden Block/ Chappal / Agro-based/ Archer/ Cottage/ Lime/ Jenim/ Allied/Socks Industry	26	2.40		
10	Chow making factory/Noodles	20	1.85		
11	Computer Training Centre	2	0.18		
12	Confectionary/Bakery unit	15	1.38		
13	Cotton Works	2	0.18		
14	Creation (Art)/Pine Art/Fine Art	5	0.46		
15	Cyber cool & PCO Centre	1	0.09		
16	Cycle & Petromax Workshop	1	0.09		
17	Detergent	1	0.09		
18	Electrical/Electronic Works	2	0.18		
19	Engineering cum servicing unit	2	0.18		
20	Enterprises	5	0.46		
21	Fashion Designing/Embroidery/Tailoring	38	3.51		
22	Fish seed Farm	1	0.09		
23	Flower unit/Flower pot industry/Floriculture	1	0.09		
24	Fruit Preservation	1	0.09		
25	Goldsmith	2	0.18		
26	Handloom & Handicraft	2	0.18		
27	Handloom Cooperative Society	154	14.21		
28	Handloom/Weaving/Knitting & Tailoring	111	10.24	6	11.76
29	Hollow Block Industry			1	1.96
30	Ice Plant	3	0.28	1	1.96
31	Ind. & Voc Training Centre	2	0.18		
32	Mech. Workshop/Motor Workshop	14			
33	Mineral water & beverage/Drink Centre/ Phino Beverage	2	0.18		
34	Motor Works			1	1.96
35	Optical House	2	0.18		

36	Photocopy Centre	1	0.09		
37	Pickle Industry	2	0.18		
38	Printing Press/Publisher	8	0.74		
39	Production Centre	1	0.09		
40	Rearing & Spinning Industry	1	0.09		
41	Refrigerate & Air Condition	1	0.09		
42	Rice/Atta & Oil Mill	1	0.09		
43	Rizai Siamna	4	0.37		
44	Steel Fabrication/Steel works	55	5.07	2	3.92
45	Stone Crusher unit	6	0.55	1	1.96
46	Tailoring	414	38.19	18	35.29
47	Tailoring & Readymade garments centre/dresses	58	5.35	7	13.73
48	Tailoring industry cum training	6	0.55	2	3.92
49	Tea Estate	1	0.09	5	9.80
50	Tiles unit/Flower Tiles Industry	1	0.09	1	1.96
51	Tyre Retarding unit	10	0.92		
52	Ultrasound centre/Colour Lab	2	0.18		
53	Variety Repairing & Frame Making	1	0.09		
54	Wooden Furniture/Mech. Furniture	29	2.68		
55	Zobon Factory	1	0.09		
	Total	1084	100	51	100

Source: DIC of the Respective Districts.

It is seen that, out of the two districts chosen from Mizoram (Aizawl and Kolasib), the Kolasib is open to Assam by road. Hence, they are more interested in consumer goods like readymade garments, tailoring and items required for grocery shops etc. Aizawl district being the capital, the entrepreneurs prefer Handloom or Weaving or Tailoring and Knitting in order to fulfill the high local demands. Further, the entrepreneurs of Kolasib district concentrate mainly on Small scale consumer enterprises, Piggery and Poultry farm, Handloom and Handicrafts etc. The entrepreneurs of Aizawl district are also seen to be engaged in other activities like, auto engineering, candles work, steel fabrication, bakery unit etc.

On the basis of the activities of the entrepreneurs, they can be categorized into three types of industry: Cottage, Tiny and Small Scale.

Table-2: Type of Industries Owned By the Entrepreneurs

Districts	Type of Industries		
	Cottage (%)	Tiny (%)	Small Scale (%)
Aizawl	50.00	33.33	54.55
Kolasib	50.00	66.67	45.45

Source: Project Report of NIRDPR-NERC

Table-3: Activities of the Women Entrepreneurs in the Respective Districts Of Mizoram

Sl. No.	Activities	Mizoram	
		Aizawl	Kolasib
1	Agro & food based	50.00	25.00

Table-2 above thus, reflects there are three types of industries owned by the women entrepreneurs of the sample districts of Mizoram under study. There are evenly distributed cottage industries in the state. Most of these entrepreneurs run their business on local demand basis, only a few of them try to sale their products in the distant markets. It is due to the fact that the state marketing cooperative societies of the state are not that effective. Entrepreneurs are equipped of producing low volume high value product but in the absence of marketing linkage, they are afraid of taking risk.

These entrepreneurs use different techniques like traditional, modern and both. There are different reasons of using these techniques which is depending on different factors. According to the data collected by NIRDPR-NERC for their study, the entrepreneurs of Aizawl district prefer modern technique but the Kolasib district entrepreneurs prefer both traditional and modern techniques. The raw material source of these entrepreneurs is mainly self-arranged as the government source is accessible by a negligible number of entrepreneurs.

In order to have a more clear idea about the pattern of women entrepreneurship in the state we have also looked into the activities of the entrepreneurs on the basis of Agro and Food based, Textile industry, Service industry, Forest based, Poultry farm, Charcoal business and Horticulture activities in the respective districts under study.

2	Textile industry	25.00	12.50
3	Service industry	0.00	62.50
4	Forest based	25.00	0.00
5	Poultry farm	0.00	0.00
6	Charcoal business	0.00	0.00
7	Floriculture	0.00	0.00

Source: Project Report of NIRDPR-NERC

The table above shows maximum number of women entrepreneurs under study is engaged in Agro and Food based activities of which Aizawl district contributes 50 per cent and Kolasib district contributes 25 per cent. So these can be regarded as the prime activities of the entrepreneurs in Mizoram. The next is the activities of Textile industry, where 25 per cent of Aizawl district and 12.50 per cent of Kolasib district among the women entrepreneurs are engaged. As regards service sector industry, Kolasib district represents the maximum (62.50 per cent). This indicates that service sector requirement in Mizoram is more which is a preferable activity of the women entrepreneurs. Moreover, the entire Mizoram is connected shortest way by road through Kolasib district only; and requirement of service sector is more here compared to other districts. Forest based activities are having some demand in Aizawl district about 25 per cent. Moreover, the data given do not show engagement of women entrepreneurs in any other activity in the state of Mizoram.

V. PROBLEMS OF THE WOMEN ENTREPRENEURS:

The prevalent studies and practical experience shows that most of the women entrepreneurs in NE enter into this

TABLE-4: TYPES OF CONSTRAINTS FACED BY WOMEN ENTREPRENEURS

State	Districts	Delay in securing funds		Power Interruption		Delay in Installing Machines		Delay in Securing the Sites		Lack of Technical Guidance		Procedural delay in Govt. Offices	
		Facing the problem	Not facing the problem	Facing the problem	Not facing the problem	Facing the problem	Not facing the problem	Facing the problem	Not facing the problem	Facing the problem	Not facing the problem	Facing the problem	Not facing the problem
Meghalaya	Aizawl	14.58	2.08	8.33	8.33	10.42	6.25	6.25	10.42	14.58	2.08	10.42	6.25
	Kolasib	2.08	14.58	12.50	4.17	2.08	14.58	0.00	16.67	6.25	10.42	4.17	12.50

Source: Project Report of NIRDPR-NERC

The table-4 shows the different types of constraints faced by the women entrepreneurs in the study. These constraints are delay in securing funds, power interruption, and delay in installation of machines, delay in securing of sites, lack of technical guidance and procedural delay in Govt. offices. The table shows that most of the women entrepreneurs facing some of the problems. It is also reflected that there are power interruptions prevailing in the state to a good extent. Moreover, technical guidance is also not available as and when required.

VI. CONCLUSION:

It is no denying the fact that in North- Eastern region there are more women involved in income generating activities than their counter part in other parts of the country. But the entrepreneurial activities taken up by the women in the study area on a very small scale and convergence towards service-based industries are also to a limited scale. Though they are mostly based on skills they have with the activities such as Tailoring, Embroidery, Readymade

Garments and Handloom and Handicrafts but they are yet to tread new vistas of economic participation. It has been observed that they are in need of support of various kinds like credit flow, technology support with adequate skill development training etc. if the women entrepreneurs are to be successful in true sense, the resource and support system as mentioned needs to be developed and accessible to the women entrepreneurs as they are totally dependent on such a support.

REFERENCES:

- [1]. Dhameja S.K., "Women Entrepreneurs- opportunities, performance, problems", Deep & Deep Publications Pvt. Ltd., New Delhi, 2008.
- [2]. Dutta, S. K., "Study on Women Entrepreneurs in Rural North East: The Case of Meghalaya, Mizoram and Nagaland", National Institute of Rural Development and Panchayati Raj- North Eastern Regional Centre, Guwahati, 2009.
- [3]. Gopalakrishnan, V., "Financial and Social Constraints of Rural Women Entrepreneurs, Rural Women Entrepreneurship", (edited by Maria John & others), 2010.
- [4]. Khanka, S.S., "Entrepreneurship in India- Perspectives and Practices", Akansha Publishing House, New Delhi, 2009.
- [5]. Limbu, S. L., & Bordoloi, N., "Women Entrepreneurship: Problems and Prospects in Rural Assam", International Journal of Interdisciplinary Research in Science Society and Culture (IJRSSC), 117-125, 2015.
- [6]. Padhi, P., & Padhy, A. (n.d.), "Women Entrepreneurship in India: Present Status, Problems and Prospects", International Journal of Scientific Research and Management Studies (IJSRMS), 72-79.
- [7]. Sinha, P., "Women Entrepreneurship Development in North East", IIE, Guwahati, 2000.