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## **SWOC Analysis of Entrepreneur Availability of Tribal Women in Chhattisgarh**

**ORIGINAL ARTICLE**



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### **Abstract**

In India, women make up half of the population. For female entrepreneurs, starting a business is not an easy task. It is tough for women entrepreneurs to succeed despite the Government's efforts to raise awareness and educate the public. Rural and urban areas are distinct in Chhattisgarh. Urban women are better educated, technically trained, aware of their rights, and self-assured than their rural counterparts, who are less free to make decisions, lack technical soundness and education, aren't aware of Government programmes or their rights and aren't financially self-supportive. So, the current study intends to investigate the concerns, obstacles, and favourable and motivating aspects of tribal women entrepreneurs in Chhattisgarh settings. SWOC analysis was employed on tribal women entrepreneurs in Chhattisgarh.

### **Keywords**

**Entrepreneur, Chhattisgarh, Tribal women, Swoc.**

### **Introduction**

According to the GEM 2013 Global Report, women entrepreneurs are those who are actively engaged in industrial activity, own and manage the functions of the business enterprise, invest their own (or borrowed) capital resources, even if in a smaller proportion (in the case of micro-enterprises in the informal sector), identify opportunity and bear the risk to organise and mobilise the factors of production of the enterprise, either as a sole proprietor or in a partnership. Women entrepreneurship is defined by the Government of India (1991) as an enterprise owned and controlled by a woman with a minimum financial interest of 51 per cent of the capital and giving at least 51 per cent of the enterprise's employment to women. Women-owned businesses are increasing in number around the world. Similarly, while women's participation in entrepreneurial activities in India has increased over time, it is still insufficient to transform the country into a vibrant entrepreneurial powerhouse. According to the Ministry

of Statistics and Programme Implementation's publication of the Sixth Economic Census of India, 2012-13, women entrepreneurs in India confront significant hurdles. According to the report, women make up 13.76 per cent of all entrepreneurs (8.05 million out of the 58.5 million entrepreneurs). There are 13.45 million individuals employed by them. Agriculture employs 2.76 million people (34.3 per cent of all entrepreneurs), while non-agricultural occupations employ 5.29 million persons (65.7 per cent). Cattle are the most important part of agriculture, accounting for 31.6 per cent of all agricultural activity. Non-agricultural activities held by women entrepreneurs are dominated by manufacturing and retail commerce, which account for 29.8% and 17.8% of the total. According to the survey, 79 per cent of women-owned and run enterprises are self-funded, with only 4.4 per cent relying on bank loans or Government assistance. (Dutta 2018)

### **Tribal Scenario of Chhattisgarh**

According to the 2001 census, the state has a population of 66.17 lakh people, accounting for 31.76 per cent of the total population, with 94.7 per cent of the population living in rural areas. It is better for men to have 1012 girls in ST for every 1000 males. The State ranks 6th in the country in terms of ST population, with 7.85 per cent of the population being ST. There are 42 tribal groups, including five Primitive Tribe Groups (PTGs) with around 12 lakh tribal families. The Gonds are the most common ST tribe in the state's south, while the Kanwar tribe is more common in the north. About 33% of the state's population is expected to be living below the poverty line (BPL), with STs accounting for the majority of this. According to the 1997 BPL survey, 5.89 lakh tribal families are poor. The primitive tribe has 1.11 lakh members, the bulk of whom are below the poverty line. The central belt, which contains 11 districts and a section of the state's sub-plan region, accounts for more than a third of the state's total area. The northern and southern belts are made up of the districts of Bastar, Dantewada, and Koriya, Surguja, and Jashpur in the south and Jashpur, Koriya, and Surguja in the north. Scheduled Tribes in the state have a literacy rate of 52.10 percent, which is more than double the national average of 47.10 percent, which was 26.70 percent in 1991. The country's literacy rates are greater than the national norms, with 65.00 percent male literacy and 39.30 percent female literacy. The WPR of the Chhattisgarh Scheduled Tribes population is 53.40 percent lower than that of the general population, compared to the national average of 49.10 per cent. The WPR of the female tribal population is 56.70 per cent, while the WPR of the male tribal population is 50.20 per cent. Agricultural labourers constitute up 32.70 per cent of the state's Scheduled Tribe Scheduled population, while cultivators make up 56.60 per cent. 44.7 per cent of workers are classified as "cultivators," while 32.7 per cent are classified as "agricultural labourers" across the country. "Other Workers" account for about 9.70 per cent of the State's WPR, while "Household Industry (HHI)" accounts for about 1.20 per cent. (Dubey 2016)

### **Women Entrepreneurship**

Wage work and self-employment are two options for deploying human resources, and both are important for women's fulfilment and social advancement. Self-employment is the greatest option due to a lack of employment options. Self-employment refers to starting a business on one's own. Connecting job seekers with potential employers, and in some situations, the other way around, is a responsibility. A number of organisations and programmes have aimed to encourage women to work for themselves. In this context, increasing women's entrepreneurship, regardless of education level, is a vital issue. A number of state and federal Government agencies, as well as non-profit organisations, are focusing on women's entrepreneurship. (M. Suryakumar 2018)

### **Problems faced by the Tribal Women Entrepreneurs**

The destitute indigenous women have a strong desire to participate in income-generating activities through their own products. On the other hand, tribal women entrepreneurs face and overcome a host

of challenges in their society. In order to increase the overall success of female-owned businesses, the following are some of the most significant difficulties that female tribal entrepreneurs face. (T. Sobha Rani 2020)

## **Review Literature**

(M.Suryakumar 2018) In most underdeveloped nations, women are expected to work only if it is absolutely necessary to support their families. The more a family's income is dependent on its female members, the poorer it is. Increased employment opportunities for low-income women can be crucial. To encourage women to work for themselves, a number of schemes and tactics have been developed. In this environment, selling women's self-employment to educated or uneducated women is critical. A number of Government and non-Governmental organisations are attempting to encourage women to start enterprises. Government-sponsored programmes and grass-roots actions by various organisations have aided women's business development. In almost every country's economy, the number of women-owned businesses is increasing. In industrialised countries, women are well-known and prominent in the corporate world. on the other hand, confront a number of significant challenges, including socio-personal, marketing, financial, and production concerns. Furthermore, as time passes, the challenges faced by tribal women entrepreneurs become more onerous. Lack of expertise and experience, poor transportation, a lack of liquidity and financial resources, a lack of education, a lack of readiness to take chances, a lack of confidence, a lack of ambition to succeed, and other factors are among the other obstacles.

(Anjan A Kaikini 2019) Enhancing tribal women's socioeconomic independence, which in turn promotes economic prosperity in our country, is referred to as tribal women's empowerment. Women's entrepreneurship is the process through which a woman starts a business, takes risks, overcomes barriers, hires others, and operates it on her own. Because they face a range of obstacles at home and in the community at large, tribal women play an essential role in their communities. Tribal women entrepreneurs in chhatisgarh, according to this study, Indigenous women play an important part in their communities' progress. Ultimately, the researchers hope that this study will help them better understand what drives tribal women entrepreneurs, the effects of their families' financial situations, and the societal shifts that come from their efforts.

(Sowjanya S. Shetty 2019) The housewife has progressed from low-paying menial jobs to self-employment and small-scale enterprises, to unconventional industries, and finally to owning businesses. When it comes to "entrepreneurship" and "leadership," today's Indian women are defying decades of tradition by pursuing these goals as well. In the face of new prospects and possibilities, more liberal ideas and policies for the promotion of women's education and employment have made it important for them to act as owners of their resources and work with confidence and tenacity rather than subservience. Despite this, almost all of India's women-owned businesses are micro-businesses. Men own more than two-thirds of start-ups in Bengaluru, India's technology powerhouse city. As a result, in this period of demographic shifts and rapid networking, we must consider both natural and cultural hurdles to women's entrepreneurship. This article discusses the change from 'women in development' to 'women-led development,' as well as the socioeconomic conditions and barriers that women face.

(ANBUOLI 2019) When it comes to achieving financial independence, women entrepreneurs are viewed as individuals who take on a difficult position in order to meet their personal needs while also making the required changes in their family and social lives. Women entrepreneurs and women-owned enterprises are good for the growth of the family and the economy. The purpose of this study is to look into women's entrepreneurship. This study, which looked at numerous aspects of female entrepreneurship, used descriptive research. The demographics of women entrepreneurs, their

understanding of various possibilities, the benefits of small-scale women entrepreneurs, and the issues they encounter were all examined in this study.

(T. Sobha Rani 2020) According to Pandit Jawaharlal Lal Nehru, as women advance, so does the family, the hamlet, and finally the nation. It's hard to discuss entrepreneurship without considering the nation's human resource or the need for indigenous women to be empowered. For this study, researchers looked into the experiences of tribal women business owners. In India, an increasing number of women are assuming leadership roles in business and contributing to the country's economy. In India, female self-employed employees account for only 7.2 percent of the entire self-employed population. For the most part, agricultural, handicrafts, handlooms, and cottage-based businesses are their principal sources of income. Tribals and non-tribals have different socioeconomic characteristics. Traditional entrepreneurship does, nevertheless, exist, as seen by simple technology that blends in with their environment. They aren't really enterprising in the true sense of the word. Tribal people have not yet been absorbed into the modern economy due to a lack of education, inaccessible dwelling, and lack of awareness.

### **Research Methodology**

Due to the large quantity of studies and literature on women entrepreneurs and SWOC analysis, I decided to limit my research to a reasonable amount of material. The primary focus of this research is on the SWOC Analysis of tribal female entrepreneurs in Chhattisgarh. This method collects secondary data from a range of sources, including newspapers, journals, and numerous websites.

### **Objectives of the Study**

- To examine the general situation of women entrepreneurs in the state of Chhattisgarh.
- To examine the SWOC Analysis of women entrepreneurs in Chhattisgarh.

### **SWOC Analysis**

Researching external and internal elements that have an impact on a company's success and growth is done through SWOC analysis.

#### **Strength**

- Economic progress in recent years has been driven by women entrepreneurs, who had previously been mostly overlooked.
- The Government of India's Ministry of Micro, Small and Medium Enterprises in New Delhi honoured the exceptional achievements of Chhattisgarh's Kondagaon tribal women in the food processing industry.
- Women Entrepreneurs are recognising the demanding task to meet their personal requirements and become economically independent.
- Women want to work from home, but they also have a hard time finding occupations that are both safe and suited for them.
- Compared to the old times, today's families are more supportive of female entrepreneurs.

#### **Weakness**

- Entrepreneurial activity among women is not just lower than among men, but they also tend to create and run businesses in a wider range of industries than males typically do.
- Women's motivation for success was shown to be lower than that of men.
- Women's commitments to their families are also a barrier to achieving their goal as a female entrepreneur. As a result, it will have a significant impact on the nation's economy.

- The greatest obstacle to female entrepreneurs is the fact that they are female. They do not have the right to engage in commercial activity. Many women's morale is lowered by the mentality of those close to them, thus they've opted to give up their commercial endeavours.
- Today, a majority of female workforce in Chhattisgarh is unskilled.

### **Opportunities**

- Women are drawn to the entrepreneurial spirit and have a high level of involvement in business.
- The embroidery industry in Chhattisgarh has greater potential for expansion as well.
- A wide range of fields, including as education, the arts and humanities, business, the sports and entertainment industries and the political sphere are all actively participated in by women from tribal communities.

### **Challenges**

- Among the most pressing issues facing tribal women are those of extreme poverty, debt, illiteracy, unemployment, child marriage, disease, and the stigma of being a woman who is weak, subjugated, and dominated by men in society.
- There are fewer industries that support women.
- One of the primary obstacles faced by women entrepreneurs in the Chhattisgarh is a lack of mentorship from the business community.
- It's common for women to find themselves in conflict with their family responsibilities while running a business, which makes them feel bad about prioritising their career.
- There are still negative misconceptions about women being unsuited for leadership positions that must be dispelled.
- Fear of the organization's growth and a lack of technological resources.

### **CONCLUSION**

In general, rural families are seen to have a more liberal view of cooperation and participation than urban families. However, it was discovered that urban families' attitudes toward business and entrepreneurship were more favourable when tribal women had to provide mutual support and participation. Women are well-known for their role in our lives. Gender sensitive development is required. Women's skill development strategies are no less important than men's. Women who start businesses are known as female entrepreneurs. an enterprise's concept, kick-start it, and put everything. The things that will help it succeed Women are the future of county, their development is essential, the only need is to understand their potential and give them platform and opportunities to perform well, to give them wings to fly by ensuring protection and safety measures to make earth better place to live.

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