

WOMEN ENTREPRENEURS OF MISING COMMUNITY: A CASE STUDY OF JORHAT DISTRICT

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By
Jyotika Medok

Department of Commerce

Dibrugarh University

Dibrugarh - 786004

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CHAPTER -V

FINDINGS, SUGGESTIONS AND CONCLUSION

This chapter presents the findings of the study, suggestions and conclusion.

5.1 Findings of the study:

- 1) The majority of the sample women entrepreneur i.e 35 percent of respondents belonged to the age group of 30 years to 40 years who were not only energetic but also matured.
- 2) 62 percent of the sample women entrepreneurs were married and 38 percent were un-married. Hence, it is seen that majority of the sample women entrepreneurs of the study area are married which reflects that marriage is not a barrier for development of women in this community.
- 3) The educational status of 5 percent of the sample women entrepreneurs were from V to X standard, 26 percent were H.S.L.C. passed, 41 percent were H.S. passed and 28 percent were graduates.
- 4) The majority of the sample women entrepreneurs belong to Hindu religion i.e 75 percent, followed by Christianity i.e 25 percent.
- 5) 57 percent of the sample women entrepreneurs were dealing with handloom business, 25 percent of the sample women entrepreneurs were dealing with handicraft business, again, 10 percent of them were dealing with piggeries and 8 percent of them were dealing with poultries. Hence, it has been found that the majority of the sample women entrepreneurs were dealing with handloom business.

- 6) 57 percent of the respondents selected entrepreneurship as profession to earn money, 24 percent selected to be self-dependent, while 17 percent selected entrepreneurship due to the inspiration of family members and 2 percent of them selected to utilise the quality. Hence, it has been found that majority of the respondents selected entrepreneurship as profession to earn money. This was because they had to go for second option in earning livelihood, as regular occurrence in flood, etc in areas like Majuli Teok etc often ruins their agricultural activities.
- 7) The source of finance of 7 percent of the sample women entrepreneurs were own savings, 81 percent of them were from institutional source and the source of finance of 12 percent women were from non-institutional source. Hence, it has been found that the major source of finance of the sample women entrepreneurs is institutional source. This was because the respondents had no sufficient money as savings with them to start a business and they trusted the institutional sources more than the other sources.
- 8) 42 percent of the sample women entrepreneurs have undergone training and 58 percent has not undergone any training. Hence, it is found that majority of the sample women entrepreneurs of the study area didn't received training and the reason was due to lack of time or lack of awareness of the benefits of a good training programme.
- 9) Out of 148 respondents who has undergone training, 14 percent has undergone training in Fishery, 6 percent has undergone training in

Poultry, 25 percent has undergone training in Piggery, 39 Percent has undergone training in Handloom and 16 percent sample women entrepreneurs has undergone training in Handicraft. Hence, the majority of the sample women entrepreneurs have undergone training in Handloom. It was also found that the respondents who were related in making of handicraft items such as purse, flower vase, basket, etc.; most of the respondents learned to make handicraft items after going through a training course.

- 10) 3 percent of the sample women entrepreneurs started their business with a capital below Rs 10000, 34 percent started with a capital between Rs 10000 to Rs 20000, while 54 percent started with a capital between Rs 20000 to Rs 50000 and 9 percent of them started their business with a capital above Rs 50000. Hence, it has been found that the majority of the respondents started their business with a capital between Rs 20000 and Rs 50000.
- 11) The income received by 19 percent of the sample women entrepreneurs is less than Rs 3000, 27 percent is between Rs 3000 and Rs 5000, 39 percent is between Rs 5000 and Rs 10000 and 15 percent received income of about Rs 10000 and above. Hence, it has been found that majority of the respondents received an income between Rs 5000 and Rs 10000.
- 12) 28 percent of sample women entrepreneurs has monthly savings between Rs 500 to Rs 1000, 47 percent has a savings between Rs 1000

to Rs 1500, while 20 percent has a savings between 1500 and Rs 2000 and 5 percent has a savings of Rs 2000 and above. Hence, it has been found that majority of the respondents has savings between Rs 1000 to Rs 1500 which indicates that they were earning profit..

- 13) The premises used by majority of the sample women entrepreneurs was their own premises, i.e 89 percent of them used their own premises to carry out the business activities.
- 14) The availability of trained and skilled personnel was 31 percent and 69 percent were not skilled or trained. Hence, majority of the respondents did not availed trained and skilled personnel because the small entrepreneurs could not afford to pay the high skilled and highly trained personnel.
- 15) The technology adopted for business by 4 percent of respondents is latest technology. 29 percent adopted partially updated technology, while 26 percent adopted an adequate one and 7 percent respondent's technology was not updated and 34 percent of them used traditional technology. Hence, it has been found that majority of the technology adopted for the business was traditional one. It was seen that most of them were sticking to the traditional technology. In handloom sector, new fly shuttle loom , wrapping drums, etc has been introduced in the market, but mostly due to lack of finance the sample women entrepreneurs couldn't afford to apply the new technologies in their respective business.

- 16) The mode of marketing used by 55 percent of sample women entrepreneurs is direct marketing. 5 percent of them used advertisement through media as mode of marketing. 35 percent of the respondents used to market their products through dealers and distributors. 3 percent of the respondents used to market their product through marketing programmes arranged by Government agencies and 2 percent used the entire above mode to market their products. Hence, it has been found that majority of the respondent used direct marketing as a mode to market their product because they were not exposed to other selling techniques and found it rather a difficult process. In Jorhat district, the sample women entrepreneur's dealing with handloom products mostly received direct orders from the client and hence sells it directly to the customers.
- 17) 24 percent respondents approached Government agencies support for marketing products whereas 76 percent respondents didn't approached. Hence, it has been found that majority of the respondents didn't approached the Government agencies because they were either un-aware of it or found it a laborious process to do so.
- 18) 15 percent of the respondent said that the marketing support extended by Government agencies was good. 30 percent said it fair and 55 percent said that the marketing support extended needs for improvement. Hence, majority of the respondents opined that the marketing support extended by Government agencies needs for improvement.

- 19) 57 percent of the sample women entrepreneurs said that the large scale business activities highly affected their business. 29 percent said that their business was affected moderately and 14 percent said that their business was not affected. Hence, majority of the respondent said that the large scale industries highly affected their business activities. The large scale industries with their high skilled personalities and moderated technologies were far superior then the small entrepreneurs. This affected the business of the sample women entrepreneurs to a great extent.
- 20) 29 percent of the respondent got support of Government agencies or N.G.O's support and 71 percent of the respondent didn't opt for Government's and N.G.O's support. Hence, it has been found that majority of the respondent didn't receive support of Government agencies and N.G.O's support because they didn't contact with them either, or didn't have good response from them inspite of contacting.
- 21) The aid received from Government agencies or N.G.O's support was 47 percent of respondent received financial aid, 22 percent received marketing aid, 12 percent of them received technological aid and 19 percent received infrastructural aid. Hence, it has been found that the majority of the respondent received financial support because it was their major necessity than the others.
- 22) 7 percent of the respondents said they didn't require any kind of aid. 34 percent said the process of receiving aid was too complicated. 42

percent said they got no proper guidance for receiving aid and 17 percent said they were not aware of receiving aid from Government or N.G.O's. Hence it has been found that majority of the respondent got no proper guidance for receiving aid from the Government or N.G.O. agencies. This was because they either didn't attend the development programmes, etc to acknowledge own self or the remained out of reach from the Government initiatives.

- 23) 47 percent of the respondents were aware of the development programmes and 53 percent of them were not aware of the development programme. Hence, it has been found that the majority of the respondents were not aware of the development programmes mainly because the Government failed to target them.
- 24) 5 percent of the respondents attended the Management Development Programme, 20 percent of them attended the seminar and workshop, 11 percent of the respondent attended the Entrepreneurship Development Programme and 64 percent of them attended the Skill Development Programme. Hence, it has been found that majority of the respondent attended the Skill Development Programme because they found it productive. The respondents from New Sonowal and Gondhia gaon said that after going through the Skill development programme some of them started the business of handcraft items such as wooden and bamboo crafts, flower vase, crockery, etc.

- 25) 46 percent of the respondent said that the Government policies mostly affected their business, 29 percent of them said that the Government policies moderately affected their business and 25 percent of them said there was no change in their business due to the Government policies. Hence, it has been found that the Government policies mostly affected the majority of the respondent's business. The government policies like taxation, change in prices of commodities, trade policies, various developmental and promotional schemes mostly affected the business of the sample women entrepreneurs in both positive and negative ways.
- 26) Poverty was the problem for 37 percent of the respondent, 36 percent of the respondent faced lack of self-confidence as problem, while 13 percent of the respondent faced lack of education as a hinder to their entrepreneurship. Again, lack of medical facilities was also cited as a problem by 5 percent of the respondents and 9 percent of the respondent said transportation and communication was a problem. Hence, it has been found that poverty was the main problem for the entrepreneurs. This was because the Mising people lived in the flood prone areas which highly affected their agricultural activities. The respondents from areas like Majuli, Jhanjimuh etc suffers from flood seasonally leading to their economic crisis. In certain cases the women entrepreneurs of such areas had to stop their business activities for certain period and restart it again.

- 27) Also there is a requirement of frequent check up system for those entrepreneurs who are dealing with animal husbandry, so that the dangerous diseases cannot affect their animals, as after flood both human and animals suffer with many diseases. Thus the veterinary health facilities should be expanded properly to utilize modern technologies in their farms.
- 28) 89 percent of the sample women entrepreneurs prepare Numsing at home and 11 percent of them said that they do not prepare Numsing at home due to lack of time. Hence, it has been found from the study that majority of the sample women entrepreneurs prepare Numsing at home.
- 29) 33 percent of the sample women entrepreneurs prepare Numsing sometimes for selling purpose, 3 percent of them prepare Numsing always for selling purpose and 64 percent of the sample women entrepreneurs, though they prepare Numsing but have never sold Numsing. Hence, it has been found that majority of the sample women entrepreneurs do not sell Numsing.
- 30) 14 percent of the respondents earned less than Rs 100 by selling Numsing, 22 percent of them earned Rs 100 to Rs 200 by selling Numsing, again, 22 percent of the respondents earned Rs 200 to Rs 300 and 46 percent of them earned Rs 300 and above by selling Numsing. Hence, it has been found that majority of the respondents earned a high income by selling Numsing and this indicates that the trading of Numsing could be a profitable business for the women of Mising community.

- 31) 32 percent of the sample women entrepreneurs prepare Apong sometimes for selling purpose, 13 percent of them prepare Apong always for selling purpose and 55 percent of the sample women entrepreneurs said that, though they prepare Apong but have never sold it. Hence, it has been found that majority of the sample women entrepreneurs do not sell Apong.
- 32) The income earned by the respondents by selling Apong is 15 percent of the respondents earned less than Rs 200, 19 percent of the respondents earned Rs 200 to Rs 400, 30 percent of them earned Rs 400 to Rs 600 and 92 percent of them earned Rs 600 and above. Hence, majority of the respondents earned high income by selling Apong and this indicates that the trading of Apong could be a profitable business for the women of Mising community.
- 33) It has been found that majority of the sample women entrepreneurs i.e about 95 percent of them were experienced in household decision making process. This signifies that the women of Mising community played a major role in the family.
- 34) 20 percent of the respondent had experience in participating in local bodies and 80 percent of them didn't have experience. Hence, it has been found that the majority of the respondent didn't have experience in participating in local bodies and also majority of them did not had membership in political parties.

- 35) 57 percent of the respondents were aware about the RTI Act and 43 percent were not. Hence, it has been found that majority of the respondent were aware about the RTI Act.
- 36) It has been found that 100 percent of the sample women entrepreneurs were aware of the need of girl's education.
- 37) 28 percent of the respondents were aware about the Women Entrepreneurship Scheme and 72 percent were not aware. Hence, it has been found that majority of the respondents were not aware of the scheme due to lack of guidance and knowledge about the developmental or promotional schemes provided by the Government.
- 38) It has been found that 100 percent of the sample women entrepreneurs had accounts in banks or post-offices.
- 39) During the study no illiterate sample women entrepreneur in the study area has been found; which shows positive aspects in the Mising community. But it is also true that the level of education of the entrepreneurs is not up to the mark.
- 40) It has been observed that majority of the respondent's family's living standards and quality of lives is not that sound, which has been reflected by their house types, number of durable goods, sources of income etc. But a good amount of respondents told that they want to be self dependent in life and so, they have selected their profession of entrepreneurship as best means to attain self employment.

- 41) It has been found that none of the sample women entrepreneurs went through domestic violence till date. And according to their opinion the cases of domestic violence in Mising community is almost neutral.
- 42) It also has been found during the study that some of the aspects of the sample women entrepreneurs like personal grooming, recreational activities like holidays, outdoor meals, etc has been increased according to their opinion due to rise in income and rise in standard of living.
- 43) It has been found that the social empowerment of the sample women entrepreneurs has duly increased after their success in business.
- 44) The sample women entrepreneurs also opined that they are able to provide better educational facilities to their children after they became self-dependent.
- 45) It has been found that there is a lacking of adequate supply of institutional credit from the sources like, Commercial Banks, Cooperative Societies, Regional Rural Banks and assistance from Mising Autonomous Council for the Mising women. In this regard the sample women entrepreneurs have expressed that they need the regular supply of credit facilities.
- 46) It also has been found that those sample women, who have not got any training, are running their activities based on some eye-view and some idea from experienced people. Those entire sample women entrepreneurs who are left without training have strongly realized that they need training
- 47) The sample women entrepreneurs extends the view that, after entering in this field they started to think about life in a different form, that means they

identified their creativity and realised that if it is utilized properly they can be successful in many ways.

- 48) It has been also found that some sample women entrepreneurs hired labour to help them in different works. Thus, resulting in generation of employment opportunities.
- 49) Some of the sample women entrepreneurs told that from their income they are contributing some amount for the developmental activities like, construction of Namghar, celebration of social functions like, Bihu, Puja, Rasshlila etc.
- 50) It has been found that the successful sample women entrepreneurs are influencing many poor women. Most of the Mising women are showing their interest for starting up business.
- 51) It also has been found that the successful sample women entrepreneurs are personally encouraging their friends to come forward in this field.
- 52) It has been found that self confidence among the sample women entrepreneurs of Mising community has been developed. Most of them said that they have self- confidence to live and to function at multi- level, achieving goals and ambitions of development and poverty elimination.
- 53) It has been found that the sample women entrepreneurs have a strong commitment and dedication for the community for development.
- 54) It has been found that the various entrepreneurial traits like self-confidence, resourcefulness, decision –making ability, managerial ability, etc in the sample women entrepreneurs was not satisfactory. They have to

increase the ability of these traits in them to compete with the cut-throat competition in today's market.

- 55) It also has been found that some of the entrepreneurial traits like innovativeness, competition spirit, high aspiration, etc in the sample women entrepreneurs were quite high. This will act as a fuel in achieving their long term goals.

5.2 Suggestions:

On the basis of the findings of the study, the researcher puts forward the following suggestions to overcome the drawbacks:

- 1) The study reveals that majority of the sample women entrepreneurs falls under the age group of 30 years to 40 years. The level of maturity and dedication of entrepreneurs belonging to this age group is comparatively higher than the others. So, the Government and other promotional agencies must take steps to motivate such entrepreneurs. They could be encouraged by giving both monetary and non monetary benefits such as credit facilities, availability of raw materials at cheaper rate, marketing facilities, recognition in society, promotion through various media, etc
- 2) It has been found from the study that majority of the sample women entrepreneurs are married. Therefore, in order to maintain a good balance between the marital life and working life, the Government or other promotional agencies of entrepreneurship must introduce schemes for the

education of the children of the women entrepreneurs, health schemes for the elderly members of the women entrepreneurs, and other fringe benefits, etc.

- 3) As majority of the sample women entrepreneurs occupational status is agriculture, so benefits relating to agriculture such as adequate water supply, insecticides, pesticides, etc should be made easily available to the sample women entrepreneurs by the Government so that the sample women entrepreneurs could run their business uninterruptedly. This will also help in strengthening them financially.
- 4) Majority of the sample women entrepreneurs were related with handloom business, so they should be trained and educated with all the latest updates and techniques. They should be introduced to new technologies such as wrapping drums, flying shuttle looms, etc. They must be educated with the latest trends and fashions in market so that they produce their products accordingly. Other businesses such as handicrafts, poultries, piggeries, etc should also be encouraged simultaneously.
- 5) As it is seen that majority of the sample women entrepreneurs selected entrepreneurship as a profession in order to earn money so the women of the Mising community must be educated by the Government agencies or N.G.O and financial institutions on the importance of savings and investment so that they could expand their business in future and earn more and promote entrepreneurship by setting examples.

- 6) The banks and other financial institutions should take initiatives for financial help to the entrepreneurs. They should provide credit facilities in minimum time and effort.
- 7) Awareness in training and development programmes must be made so that the women of Mising community receive training in their respective areas of profession which will greatly help in enhancing their business skills. In order to increase the number of participants in training or development programmes certain benefits like travelling allowance, support from financial agencies to start- up new enterprise, free raw- materials, or raw- materials at lower cost, etc must be given to the participants to motivate them.
- 8) Short term courses, seminars, workshops, etc must be conducted in order to acknowledge the women of Mising community with management skills, maintenance of books of accounts, savings and investments and income and expenditure pattern so that it will not only help them in business but their day to day affairs also.
- 9) The government must acquaint the women entrepreneurs of Mising community with the latest modes of marketing like social media marketing, digital marketing, email marketing, content marketing, etc and its benefits. If the entrepreneurs show interest in marketing through government agencies, then quick and favourable action must be taken by the government so that there is no room for dissatisfaction left.

- 10) As it has been found that the women of Mising community are born with certain skills like skill of weaving, skill of brewing, skill of co-management of family, etc so more and more skill development programmes must be organized to nurture the present skill among the women of the Mising community so that they make productive use of it.
- 11) As poverty is the main hindrance for the women of Mising community in the path of entrepreneurship, so the Government should take measures not only to introduce new schemes for removal of poverty but also to implement various poverty alleviation programmes. The government could also introduce special schemes for women.
- 12) The women entrepreneurs should be encouraged to perform certain banking functions, specially, functions like deposits and loans; on their own rather than taking help of their counter parts. This will not only enhance their knowledge, but also boost their self- confidence.
- 13) The socio- economic status of the women entrepreneurs of Mising community must be strengthen by providing them quality education, good health care, encouraging them to participate in local body elections, providing membership in political parties, etc.
- 14) On spot training could be provided by the government, N.G.O or other promotional agencies to the women entrepreneurs engaged with weaving or other handloom activities. Demonstration of new looms,

wrapping drums etc must be given on the spot which will generate interest towards the moderated technologies.

- 15) Personality development programmes could be conducted by the promotional agencies for the women entrepreneurs of Mising community which will help in developing their knowledge, confidence, self-esteem, and leadership qualities. This will ultimately help them to compete with the outer world.
- 16) The potential women in Mising villages or areas populated with Mising people must be widely explored by the entrepreneurship development or promotional agencies in order to motivate them to undertake business activities and supervise them to make them viable and competent.
- 17) Providing raw materials in concessional rates, distributing necessary equipments or machineries for free in the training or development programmes, financial assistance in flood affected areas, etc by Government will motivate the prospective entrepreneurs.
- 18) Regular supply of power, concession at electricity bill, special transport vehicles or goods carriage vehicles, free sim card distribution, free wi-fi distribution, etc, to women entrepreneurs of Mising community could be provided.
- 19) The women entrepreneurs of Mising community must be encouraged to participate in exhibitions, trade fairs, fairs organised by public sector corporations, etc in order to display and promote their products.

- 20) Government must take steps to set up Vocational training institutes.
- 21) The minimum education of the rural women must be made free by the Government.
- 22) The communication gap between the authority and the common women or common people is always a major issue. So, the gap should be minimized in order to win the trust of the mass.
- 23) The local people such as un-employed graduates may be appointed as Government agents in order to motivate and give proper guidance to the women entrepreneurs of Mising community to take active role in the development programmes.
- 24) Patriarchal mindset, exploitation of women, biased nature of society, etc must be first of all reduced by the voluntary organizations or Government in order to create an environment favouring women entrepreneurship in Mising community.
- 25) The Mising autonomous Council, students organisations like TMPK, MMK, etc should come forward voluntarily to help in development of the Mising society and economy.
- 26) Self – help Groups are an integral part of the economic development of women. So, it is an important duty of the Rural Development department to promote the SHG's.
- 27) The bank officials must give field visits in order to build a friendly relation with the women entrepreneurs so that the women entrepreneurs feels free to approach banks for loans or other financial issues.

- 28) The rural women must be acknowledged with the prospective aspects of sericulture, household industries, food processing industries etc.
- 29) Political parties can also influence the women entrepreneurs of the Mising community to a greater extent. So, while political campaigning light must be thrown over women entrepreneurship.
- 30) In order to motivate and encourage women entrepreneurs of Mising community, along with providing amenities, due importance must be given in identification of the problems faced by the women entrepreneurs and eliminated keeping in view their seriousness.
- 31) Both the male and female entrepreneurs must be provided with similar opportunities so that there is encouragement in balance participation of both men and women for the overall development of the economy.
- 32) It is seen that the respondents who sell Numsing and Apong has a high income in return. Therefore, trading of these two products could be a profit generating business. The Government and other promotional agencies should take steps to study and identify about the prospects of these products. Market analysis must be conducted by the Research and Development department. This will help in determining the demand for the products, scope of market, knowledge about the competitors and customers as well.
- 33) The Mising women should be encouraged their productive working in a co-operative way which will be more fruitful in turn.

- 34) The curriculum of the present education system plays a key role in developing an entrepreneurial mindset. So it should be designed accordingly. Special faculties should be appointed for the new skill-development courses.
- 35) The Research and Development Department must take initiative to tap the available material and human resources. Thorough research must be undertaken to sort out the available area of entrepreneurship potential and then to inspire and guide the emerging women among Mising population to undertake such employment generating mission.
- 36) The needs of the women of the Mising community must be firstly identified by the Rural Development Department and the development programmes must be framed accordingly. This will attract the women folk and hence resulting in increase participation of the folk.
- 37) In the areas like Majuli, Jhajimukh, etc which are highly affected by flood, Government should take flood control measures and provide special financial assistance to the women entrepreneurs of those areas.
- 38) The government could provide special marketing facilities for the women entrepreneurs of the flood affected area. Free promotions of their business in media could be offered to them. Transportation cost could be reduced by the Government for the entrepreneurs of such areas.
- 39) Adequate marketing facilities should be provided to the women entrepreneurs for marketing their products. Agents could be appointed

by the Government who would act as a mediator between the Government and the women entrepreneurs. This will help the women entrepreneurs feel connected with the Government.

- 40) In the case of handloom products, the demands of the market should be taken into account before producing. The designs and colours of the clothes prepared by the women of Mising community should meet the demands of the present society. Other than the traditional dresses, the women should be given free and proper training in textile and weaving by the concerned government.
- 41) Not only the entrepreneurs but also the local Government should take necessary steps to increase the sales of certain products, such as sericulture, handicraft etc which may increase the income of the entrepreneurs. Rather than importing such products, promotion of local products must be made.
- 42) Certain traditional foods or liquors like Numsing or Apong should be exposed in the market. The therapeutic value of such products must be promoted.
- 43) It is seen that the Government of Assam often imports dried fish from other states. Instead of doing that, local dried fish products such as Numsing or Hukoti should be promoted.
- 44) Apong which is a traditional rice beer should be commercialised. Government must take the necessary steps for its commercialisation.

- 45) Apong could be packed in bottles of 250 ml or 500 ml and made available in the wine shops. Licence should be provided to sell apong in trade fairs and exhibitions for its promotion in the external market.
- 46) As the women folk, rather than the men of Mising community are related in brewing of Apong, so the women should be made aware of the prospect of Apong as a business profession.
- 47) The women of Mising community should try to draw the attention of Government and other promotional agencies about the prospect of Numsing and Apong in food processing industry.
- 48) Frequent trainings, but for short term is more preferable for the rural women. Hence, the training programmes must be designed accordingly.
- 49) The success stories of successful Mising women entrepreneurs must be promoted and recognition by the Government must be given to them in order to influence the society and encourage women entrepreneurship in the Mising society.
- 50) Further scope of research: Based on the results and findings, the researcher is of the view that further research studies on women entrepreneurship on Mising community must be undertaken in future for the welfare and sustainable development of the Mising community.

The researcher identifies the following areas for further research:

- Similar studies with samples selected from other specific areas can be done.

- Comparative studies of women entrepreneurs of Mising community from different districts can be made.
- Studies may be conducted on the specific needs of the women entrepreneurs of Mising community
- Similar studies on the other aspects of management can be undertaken.

5.3 Conclusion:

India has a population of about 10 crore tribal groups, out of which a major part is confined to the North-East India. The tribal people are found always close to nature and follow sustainable practices of livelihood. However due to negligence and lack of accessibility, the standard of living among the tribal communities are very poor and under-developed. But under the wave of entrepreneurship, it is seen that the tribal population is learning to turn the problems into opportunities. They have wisely learn to connect the agriculture forest produce with markets by adopting latest technologies and thereby creating sustainable livelihood and generating employment opportunities among youths. A large number of tribal women entrepreneurs have successfully empowered women and helped in development of their community. Among them, the women of Mising community of Assam are a remarkable one. The women of Mising community plays a vital role in all spheres of life i.e, social, religious, economic, political and other socio-cultural activities. In fact its worth mentioning that the women of Mising community are comparatively

more involved in productive activities than men. They have successfully carved out a way in entrepreneurship profession also. From the study it has been found that despite of numerous problems, the women of Mising community have productively used their natural skills and other available resources. They have made the best possible uses of their skill and available natural resources by engaging themselves with various entrepreneurial activities. The women folk of Mising community have adopted the entrepreneurship profession to earn a sustainable livelihood instead of depending upon the service sector.

Hence, in conclusion it can be said that the creative urge in women and the ideology of being self-dependent are encouraging women to take up entrepreneurship as a career, rather than engaging themselves in a Government or private job where they get very less opportunity to showcase their creativity. This self-establishment ultimately is resulting into the self-empowerment among the women. The rural women, who are naturally endowed with resources and skills, could make better utilisation of available resources and their skill through entrepreneurship. The Government and non-government agencies are taking active part in promoting and mobilising the women entrepreneurs through various programmes and policies. If the society co-operates with the women and respect their creativity then the numbers of women entrepreneurs will gradually increase, bringing a huge wave in the growth and development of the economy.