An Opportunities and Challenges of Women Entrepreneurs - A Type of Gypsy Community: A Case Method of Study

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***Abstract*—The study attempts to know the status and to identify the problem faced by the women entrepreneurs of Narikkuṟava community whos' use to migrated for the livelihood of their life but formerly they or we are permanent place of life in Indian mountains and Hills but due to civilization they are in the position to start up the of the business to make continuous earnings. However, the enrolment is very low and slow refining them and guiding them into the conventional society is very important for assisting them to lead a dignified life. Because of language and educational challenges of their occupation, rights are denied. Steady progress is being made in educating Narikuravas and assimilating them into society.**

***Index Terms*—Women Entrepreneur, Gypsies, Challenges & Opportunities, Economic status, Migration.**

I. INTRODUCTION

The Narikkuṟava are an indigenous group from the Indian state of Tamil Nadu. During British rule in India, they were placed under the Criminal Tribes Act of 1871, and hence stigmatized for a long time, including after Independence. They were denotified in 1952, though the stigma continues. The Narikuravas speak the unclassified Indo-Aryan language called Vaagri Booli. Due to this reason, they are also known as Vagris or Vagrivalas. Almost all Narikuravas are well-versed in Tamil. However, most of the Narikurava liturgical hymns and folk songs are in Vagriboli.

The study attempts to know the status and to identify the problem faced by the women entrepreneurs who started a jewel shop in the name of Vaagrikai Jewellery Shop in Sriperumbudur main bus stand. The shop was started in the year 2023 with help and support from the district collector and the shop consists of 30 members of women from the same community. The researcher is mainly focused on knowing the influencing factor of the women entrepreneurs to start the Vaagrikai Jewellery Shop.

Generally, the community faces major issues such as poverty, illiteracy, diseases, and discrimination. There has been discrimination of Narikuravas since ancient times. Due to their consumption of animals, birds, and other habits, they are considered untouchable and are excluded from streets inhabited by upper castes.

High crime rates and unemployment are other problems that afflict the Narikurava community. The proscription of fox-hunting as well as killing endangered species of birds and wildlife has depleted the Narikuravas of their traditional sources of livelihood. As a result, unemployed Narikurava youth are taking to crime and illegal activities. There have also been instances when Narikurava has been arrested for the possession of unregistered firearms as country rifles which are banned according to Indian laws.

In 1996, a social welfare organization named Narikurava Seva Sangam was formed to educate Narikurava children and facilitate them to lead a settled life. Other social welfare organizations, too, have poured in their efforts to improve the lives of the Narikuravas. In May 2008, the creation of a Welfare Board for the Narikuravas headed by the Backward Classes Minister was authorized by the State Government. Steady progress is being made in educating Narikuravas and assimilating them into society. The demand to remove them from the

Backward Class list and include them in Scheduled Tribes was accepted by the government of Tamil Nadu. To uplift the Narikoravar community, the state government authorized a welfare board in May 2008, headed by the minister for backward classes and minority welfare. However, the enrolment is very low and slow refining them and guiding them into the conventional society is very important for assisting them to lead a dignified life. The need for the hour is the awareness of the demand for welfare boards and including these communities in to scheduled tribe category rather than the backward class. Then The Narikuravas were recognized as scheduled tribes in 2023 by the central government of India.

II. OBJECTIVE OF THE STUDY

1. To know the socio demographic profile of the women Entrepreneurs of the Vaagrikai Jewellery Shop.
2. To identify the factors influencing special women Entrepreneurs of the business.
3. To identify the challenges and opportunities of the women entrepreneurs in the study area.

III. RESEARCH METHODOLOGY

The researcher exclusively selected the members of the Vaagrikai Jewellery Shop for the study. The researcher adopted a descriptive and case research method for the present study. The members comprise of 30. The population size is very small, so the researcher adopted the census method of sampling, the researcher constructed self-structure questions, and adopted an interview schedule as the tool for data collection. Analysis of the data was done by appropriate statistical methods.

Limitations Of The Study

1. The time period of study and collection of data is limit
2. Data may biased for other area of study.

IV. REVIEW OF LITERATURE

T.H. Lalrokhawma (2020) Mizoram University, Mizoram, India Problems Faced By Rural Women Entrepreneurs: A Study of Lunglei District Mizoram, India

Rural women entrepreneurs play an important role in the development of Indian economy although they face a serious of problems and challenges. They are an important factor for the development of rural areas. They also help in checking the rate of migration by rural people to urban communities, thereby decreasing the problem of over-population. However, in the practical world, the condition of rural women entrepreneurs is still very backward. So, this study is conducted in an attempt to find out the various problems faced by these women.

Senthilkumar (2004) conducted a study on “Living and working conditions of gypsy community at himmampalayampudur, Karamadai Block” in Coimbatore District. Nearly 70 percent (68.33%) of the respondents earn their living by making and selling fancy items. Above half (56.67%) of the respondents are satisfied with their current occupation. Slightly more than half (51.67%) of the respondents live in nuclear families. A majority (71.67%) of the respondents have concrete houses. Nearly 70 percent (68.33%) of the respondents also felt that they had accepted their social function. Nearly 70 percent (63.33%) of the respondents get help from society during the incidence of various problems.

Iyyappan (1992) conducted a study on “Socio-economic conditions of Narikuravans” in Madras. The major findings of this study were that all the respondents’ economic and social conditions were very poor. A vast majority of the respondents (87.6%) were engaged in both business and hunting. A good number (50%) of the respondents know the Gujarati language. While living in a joint family system, 39.33 percent of respondents used guns for hunting and 70 percent of the respondents came from the Gujarati community.

V. ANALYSIS AND INTERPRETATION

Table 1 -Age Wise Respondents

Age	Frequency	Percentage
Below 18	-	0
19-29	2	7%
30-35	22	73%
above 35	6	20%
Total	30	100%

Chart 1- Age Wise Respondents

The Age-wise distribution of the respondents, the purpose of setting this question is to know the children and youngsters involved in the business. It is visible that the majority of the respondents i.e., 22 (73 %) belong to the age group between 30 to 35. It shows the youngster of the community has an idea of starting the shop compared to the elders. This paves the way for the next generation of the community to go next level in their life.

Table 2 - Annual Income

Income	Frequency	Percentage
below Rs.50,000	26	87%
Rs.50,000 – Rs.1,00,000	4	13%
more than Rs.1,00,000	0	0
Total	30	100%

Chart 2 - Annual Income

The Annual income of the respondent, the purpose of setting this question is to know if the shop is increasing the income level of the members. It depicts that the majority of the respondents i.e., 87 % say that individual income is not increasing since it is a new start but the government supports the members by providing a Rent-free shop, and the income of the shop is shared among the members.

Table 3 - Challenges Faced by the Members

Challenges	Frequency	Percentage
No obstacles	0	0
Financial issues	21	70%
Family support	5	16%
other business	4	13%
Total	30	100%

Chart 3- Challenges Faced by The Members

The challenges faced by the members; it reveals that the majority of the respondents i.e., 70% agree that they are facing financial issues. Since it is a newly started shop, No one gives huge money for debt due to trust issues. Some respondent says that family members are not supportive, since it is an entrepreneurship there might be chances for disputes among the members.

Table 4 - Financial Assistance

Financial assistance	Frequency	Percentage
Banks	2	7%
SHG	13	43%
Private	12	40%
Own	3	10%
Total	30	100%

Chart 4 - Financial Assistance

The table and figure stated that the financial assistance of the members it reveals that members are getting financial assistance from various sources but majorly the members are assisted financially by SHG i,e 43%. Some of the respondents get finance from private sources (i.e.) 40% which is mainly to pay SHG monthly installments. This happens when the profit is not sufficient to pay SHG, those times the members approach the private financiers to pay SHG on the due date. But the members are struggling a lot financially.

Table 5 - Influencing Factor to Start Up the Business

Influencing factor	Frequency	Percentage
Passion	3	10%
Culture	10	33%
Uniqueness	2	7%
Support of the Government	15	50%
Total	30	100%

Chart 5 - Influencing Factor To Start Up The Business

The factors influencing the members to start the business. The aim of the respondent to set up the question is to identify the influencing factor of the members to start up the business. It denotes that support of the government influences a lot to start up the business. Culture stands second in that 33 % of the respondents agree that modern culture also influences the members to start a business.

VI. FINDING AND SUGGESTION

1. It is visible that the majority of the respondents i.e., 22 (73 %) belong to the age group between 30 to 35. It shows the youngster of the community has an idea of starting the shop compared to the elders.
2. It depicts that the majority of the respondents i.e., 87 % say that individual income is not increasing since it is a new start but the government supports the members by providing a Rent-free shop, and the income of the shop is shared among the members.
3. It reveals that the majority of the respondents i.e., 70% agree that they are facing financial issues. Since it is a newly started shop, No one gives huge money for debt due to trust issues.
4. Majorly the members are assisted financially by SHG i,e 43%. Some of the respondents get finance from a private source (i.e.) 40% to settle the SHG loan.
5. It denotes that support of the government influences a lot to start up the business. Culture stands second in that 33 % of the respondents agree that modern culture influences setting up the shop in the structured room. Moreover, customers visit and purchase products in the shop rather than the street and bus stand.

VII. SUGGESTIONS

1. Family members must be taught to accept the changing role of women entrepreneurs at home and to extend their support in handling multiple responsibilities.
2. Women entrepreneurs require thorough training in soft skills, technical skills, marketing, and managerial skills.
3. Production and marketing being the key issues, women entrepreneurs should be provided with adequate training programs so that they will be able to withstand the challenges posed by big and organized sectors.

4. The government should provide them with adequate and updated information about technological changes and changes in government policies, programs, schemes, and concessions so that they can avail these facilities.
5. The financial institutions and banks that provide finances to entrepreneurs must create special cells for providing easy and fast finance to women entrepreneurs.

VIII. CONCLUSION

The researcher concludes from the study that the Narikoravar people's culture and tradition are changed but their way of dress, talk, and occupation depict they are Narikoravar. Women entrepreneurs undergo many problems and hardships in their ventures for running their enterprises. It is time they receive societal backup and acceptance along with moral support as they are important catalysts of the economic development of the community. The major support should come from the Government as they are the ones who frame policies and regulations along with giving subsidies and other benefits. The rise and development of women's entrepreneurship can bring a new era in the entrepreneurship environment and will also bring social and economic development in rural areas of the country.

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