Entrepreneurship: An Emerging Dimension of Livelihood in Mishmi Hills

Rinkiolu Chai (1), Nuri Lego (2)
Assistant Professor (1), Assistant Professor (2)

Department of Geography, J T Government Model Degree College, Roing, Arunachal Pradesh (1)
Binni Yanga Government Women's College Lekhi, Naharlagun, Arunachal Pradesh (2)
Contact Details: (M) 9862272969, 8731982062
E-mail Id: chairinkiolu@yahoo.in, nurilego@gmail.com

Abstract

Livelihood of every tribal society depends solely on agriculture. Out of total population, small section of population do manage to get absorb in service sector and make their livelihood secure. Same is in the tribal society of Mishmi Hills where the livelihood of about 80% of local population solely depends on agriculture. They are mostly individual farmers and produce for the sustenance of family. And rest 20% of population works under public and private sectors for their livelihood.

In the recent past, emergence of new dimension of livelihood has been noticed in the Mishmi Hills and that is the dimension of Entrepreneurship. Entrepreneurship simply is a means of livelihood especially to persons who do not have a job. It gives an opportunity to be your own boss, to fulfill your creative drive, to introduce something new in the market and also to create job opportunities for the jobless.

This paper talks about the emergence of that new dimension of livelihood in Mishmi Hills by highlighting the role of government and the society in its addition bringing positive change in the society.

Key words: Entrepreneurship, Livelihood, Mishmi Hills, Agriculture, Population, Dimension

Introduction:

Traditionally the livelihoods of the people of Mishmi Hills were totally dependent on agriculture or as food gatherers. With time government and private services emerged bringing change in the livelihood of traditional tribal society. And in the recent past approximately about 5-7 years back a new dimension of livelihood have emerged in the tribal society of Mishmi Hills which the paper talks about is 'Entrepreneurship'. Entrepreneurship simply is a means of livelihood for the person with no source of income, ultimately bringing avenues of opportunities to make one selves self reliant which the new India call Aatmanirbhar. For any society especially tribal society such major change in the livelihood dependency brings enormous challenges along the way. Same happened in the tribal society of Mishmi Hills. For the emergence of new dimension of livelihood, the society had to go through uncountable challenges. One of the major challenges was the connectivity. And with the support of state and central government even the remotest villages under Mishmi Hills are connected with rest of the country, making the region more inclined towards the entrepreneurship. Through the present paper the researcher has tried to highlight entrepreneurship as an emerging dimension of livelihood in the Mishmi Hills.

Entrepreneurship in Mishmi Hills

Since last 5-7 years a new dimension of livelihood has emerged in the Mishmi Hills which is bringing major change in the traditional tribal society. With the support of local, state and central government, numbers of youths have established or setting up new ventures of livelihood. Entrepreneurship has took a u-turn in the mindset of the locals who traditionally were after the government service only for the livelihood but with the emergence of new dimension of livelihood people of Mishmi Hills started accepting entrepreneurship as an avenue bringing possibilities of opportunities. With the opportunities it is also taking the region to the heights of development by introducing numerous new concepts like tourism, eco-tourism, adventure tourism, hospitality & recreation, marketing and many more.

Mishmi Hills falls under the easternmost parts of state covering districts of Lohit, Anjaw, Lower Dibang Valley and Dibang Valley under it. All the districts under Mishmi Hills have the impact of emergence of new dimension of livelihood in a good way. Youths of all four districts have started accepting the emergence of new dimension of livelihood and started setting up different ventures as per their choices, preferences and available resources. Even the government

ISSN NO: 0022-1945

of India has introduced this new dimension to empower youths towards Aatmanirbhar Bharat. Wherein the government provides financial support under different government schemes in providing loans to the budding entrepreneurs to set up their ventures. Numbers of resorts, cafes, home stays, restaurants, agencies of eco-tourism/tourism/adventure tourism have already set their mark in the region. With the emergence of entrepreneurship and with the rising avenues, the source of livelihood too is increasing. Each entrepreneur became the centre of job provider which ultimately became the source of livelihood for many. Hence it can be say that the new dimension has brought permanent solution to the ever increasing problem of job scarcity in the region.

The major shift in the livelihood of traditional tribal society can also be seen in the agriculture sector. In the traditional tribal society the agricultural production was primarily for the local consumption but with the emergence of this new dimension of livelihood even the individual farmer started the concept of marketing and selling their products in the markets. With these many orchards and gardens have also started emerging more in numbers than before indirectly boosting the economy of the region.

Avenues of livelihood in Mishmi Hills:

With time numbers of avenues have also increased. Below are the names of some functioning enterprises in Mishmi Hills which indirectly are the livelihood of huge chunk of local population.

- 1. Digaru Eco Resort Lohit
- 2. Golden Masheer Resort Lohit
- 3. Aarujang Resort Lohit
- 4. WANS Lohit
- 5. Century Bars & Restro Tezu
- 6. 1MB Bar & Restro Tezu
- 7. 2 MB Café Tezu
- 8. Naga Kitchen Tezu
- 9. AB Bakery Tezu
- 10. NING33 Café Restro Tezu
- 11. JUNG Café Restro Tezu
- 12. Aama Restro Tezu

- 13. KK Restro cum Café Tezu/Roing
- 14. AR 16 Roing
- 15. Mishmi Hill Camp Roing
- 16. Emra Resort Roing
- 17. Siwundi Winds Yatri Niwas Resort Roing
- 18. Mito Hotel Home Stay Roing
- 19. Miringo Home Stay Anini
- 20. Mishmi Hill Resort Anini
- 21. Emudu Trekkers Anini
- 22. Dong Resort Walong
- 23. Dong Adventure Tourism Team

From the above table it can be clearly seen that each enterprise provides livelihood to numbers of staffs which ultimately proves the fact that entrepreneurship is actually a job provider and has emerged as a new dimension of livelihood in the Mishmi Hills.

Conclusion

Entrepreneurship a new dimension of livelihood has definitely streamlined the tribal economy within a short period of span. Instead of running after government jobs, youths of the Mishmi Hills are happily becoming job providers. The economy of society are much stable than before. Boost in the economy of agriculture and horticulture sectors has also been recorded. Numbers of SHGs and NGOs are coming together in making the Mishmi Hills self reliant. Mushroom farming and home bakers are the recent addition in the economy which along with the SHGs and NGOs, individual locals have also started their mark on.

Therefore, it can be concluded that entrepreneurship has a long way to go in Mishmi Hills and has a great scope in future as well. And can be consider as a paradigm shift from traditional tribal livelihood to new dimension of livelihood in the Mishmi Hills where majority of the population have already became self reliant.

References:

- 1. Hisrich, R.D., Peters, M.P., & Shepherd, D.A. (2020) Entrepreneurship (11th ed.) MsGraw-Hill Education. Covers entrepreneurial process, innovation, and venture creation. Widely used in universities.
- 2. Kurato, D.F. (2018). Entrepreneurship: Theory, Process, and Practice (10th ed.) Cengage Learning. Offers a balance of theory and real world application. Excellent for academic and practical use.
- Schumpeter, J.A. (1934). The Theory of Economic Development Harvard University Press. Classical economic perspective on entrepreneurship as a driver of innovation and economic change.
- 4. Gartner, W.B. (1988). Who is an Entrepreneur? Is the Wrong Question. American Journal of Small Business, 12 (4), 11-32. Influential paper challenging fixed definitions of entrepreneurship.
- Bygrave, W.D., & Zacharakis, A. (2021). The Portable MBA in Entrepreneurship (5th ed.) Wiley. Offers insights from top business schools, practical case studies and management approaches.
- 6. Ries, E. (2011). The Lean Startup Crown Business. Focuses on innovation, startup methodology, and agile development.
- 7. Drucker, P.F. (1985). Innovation and Entrepreneurship Harper & Row. A classic text linking innovation with entrepreneurial action and management.
- 8. Shane, S. (2003). A General Theory of Entrepreneurship: The Individual-Opportunity Nexus Edward Elgar Publishing. Scholarly work combining opportunity recognition with individual behavior.
- 9. Bruton, G.D., Ketchen Jr., D.J., & Ireland, R.D. (2013). Entrepreneurship as a solution to poverty" Journal of Business Venturing, 28(6), 683-689.
- 10. Desai, V. (2009). Dynamics of Entrepreneurial Development and Management Himalaya Publishing House.
- 11. Personal interview with the proprietor.
- 12. Personal interviews with the locals.