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A STUDY ON ENTREPRENEURIAL DEVELOPMENT AMONG THODA TRIBE IN NILGIRIS DISTRICT**MYTHILI.L****ASST. PROFESSOR****SRI RAMAKRISHNA COLLEGE OF ARTS & SCIENCE FOR WOMEN
COIMBATORE****DR. C. BEULAH VIJAYARANI****HEAD****DEPARTMENT OF COMMERCE
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COONOOR****ABSTRACT**

The 21st century brought a new era of development in the life of tribes through entrepreneurial activities. Indian Tribes are increasingly asserting control over their land, resources and governance of their communities. Tribes are involved in a wide range of economic activities from tourism, agriculture, collecting non timber forest products and manufacturing various ethnic products. In many parts of the country, Tribes are becoming regional economic and political power houses. The Nilgiris tribes are making and using number of ethnic product which gives business opportunities and helps them to improve their economy.

KEYWORDS

Thoda tribes, entrepreneurial activities, ethnic product.

INTRODUCTION

Entrepreneurship as an economic activity emerges and functions in sociological and cultural environment. It could be conceived as an individual's free choice activity or a social group's occupation or profession. The entrepreneurs perform important function in economic development of a nation. They have been referred to as the human agents needed to mobilize capital, to exploit natural resources, too often develop innovative products or Concepts, to create markets and to carry on business. It may be construed that the entrepreneurial contribution spells the difference between prosperity and poverty among nations. Small enterprises have made considerable contribution in the socio-economic development of almost all countries including India. Our country is famous for its small scale industries since ages as it was the only means of livelihood for the weaker section of the population, whether it is the handloom weaver, handicraft workers, and rural women spinning at home, the rural artisans or the urban craftsmen. In fact, for a developing and a big country like India, the small scale entrepreneurship is most suited because it provides high employment opportunities at lower capital investment.

Thoda tribes are one of the six primitive tribes in Nilgiris district. Initially Thoda tribes were occupied in dairy farming and agriculture. Presently, few Toda tribes were working in the government sectors, and some of them have a tie up with the government agencies through which they receive loans for shawl embroidery works and sell them through these agencies. They were also engaged in small-scale farming and produce vegetables and sell them in the nearby markets. Registrar of Geographical Indication gave GI status for this unique embroidery, a practice which has been passed on to generations. The status ensures uniform pricing for Toda embroidery products and provides protection against low-quality duplication of the art.

REVIEW OF LITERATURE

Priyanka Srivastava, Pramod Pathak, S. Singh have mentioned in their article that the motivational drives are significant enough among the entrepreneurs of Jharkhand region for entrepreneurship development. It can also be mentioned that there is the influence of motivational drives for entrepreneurial development and until and unless an individual of a particular region is not highly motivated he cannot take up an entrepreneurial venture as a career option as it involves high risk and there is lots of uncertainty and probability for the survival and subsistence is very unpredictable.

Dr. V. Paradesi Naidu mentioned in his article that There are several benefits being bestowed by the different activities under the SHG scheme. According to the study, the women respondents are receiving both the employment opportunities and the income under the scheme in the study the vegetable marketing activity, kirana business activity and dairy activity under this scheme are providing more employment opportunities and incomes to the tribal women in the study area. ultimately indicate that micro finance is playing very vital role in the upbringing of the living conditions of tribal women. The findings of this study ultimately suggests that, in view of fast changing scenario in tribal areas, a vision for self-reliance and urge for development has to be inculcated in tribal societies especially in the women folk.

OBJECTIVE

To analyse the entrepreneurial activities of Thoda tribes.

HYPOTHESIS

- i) H_0 = there is a significant relationship between the gender and entrepreneurial activities among the thoda tribes.
- ii) H_1 = there is no significant relationship between the age of the respondents and the entrepreneurial activities of thoda tribes.

METHODOLOGY**PRIMARY DATA**

The primary data was collected with the help of a structured questionnaire which was administered for this purpose. The questionnaire was pre- pared after pre- testing with a pilot survey through preliminary interviews with about 20 respondents, and was further critically analysed. The finally redrafted questionnaire was administered among Thoda tribes.

SECONDARY DATA

The secondary data was collected from various published and unpublished research reports, text books, magazines, journals and dailies, internet web resources, other published and unpublished sources of information.

IMPORTANCE OF THE RESEARCH

The research studied that the business opportunities provide employment opportunities which improves the life of the Thoda tribes in Nilgiris District.

RESEARCH DESIGN

For our study work we chose the entrepreneurial activities available for the Thoda tribe and the ethnic product produced by them. Data has been collected from the Thoda tribe in Nilgiris District of Tamilnadu.

TOOLS OF ANALYSIS

For this study percentage analysis and chi-square –test was used to analyse and interpret the data.

SAMPLE SIZE

60 thoda tribes has been taken for the study which includes both male and female respondents.

RESULTS AND DISCUSSION

The socio-economic details of the selected sample respondents are given below. There were more male respondents (61.66%) compared to female respondents (38.33%). Majority of the respondents were in the age group of 31-40 years (45%), majority of the respondents are married (80%).

H_0 : there is a significant relationship between the gender and entrepreneurial activities. Hence, we can reject the hypothesis.

TABLE 1

Gender	Level of Awareness	Total	Result	
	Disagree	Neutral	Agree	
Male	14	4	19	37
	63.6%	66.66%	59.37%	61.66%
Female	8	2	13	23
	36.4%	33.33%	40.63%	38.33%
Total	22	6	32	60
	100%	100%	100%	100%

$\chi^2 = 15.97$ DF= 2 TV=5.991

1.	Level of significance	5%
2.	Critical value	5.991
3.	Calculated value	15.97

The table value is calculated from $\chi^2 ((c-1)(r-1) \text{ d.f } (3-1)(3-1))$ d.f 2 the 5% level of significance the table value is 5.991. Since the calculated value is more than the table value, hence the null hypothesis is rejected. There is significant relationship between gender and the entrepreneurial activities of the tribes.

H_1 : there is no significant relationship between the age of the respondents and the entrepreneurial activities of Thoda tribes

TABLE 2

Age	Level of Awareness			Total	Result
	Dis Agree	Neutral	Agree		
20-30	10	5	6	21	$\chi^2 = 1.91$ DF= 2 TV=5.991
	45.45%	33.33%	26.09%	35%	
31-40	8	7	12	27	
	36.36%	46.67%	52.17%	45%	
Above 41	4	3	5	12	
	18.18%	20%	21.74%	20%	
	100%	100%	100%	100%	

There is no significant relationship between the age of the respondents and the entrepreneurial activities of Thoda tribes. Hence we can accept the hypothesis.

1.	Level of significance	5%
2.	Critical value	5.991
3.	Calculated value	1.91

The table value is calculated from $\chi^2 ((c-1)(r-1) \text{ d.f } (3-1)(3-1))$ d.f 2 the 5% level of significance the table value is 5.991. Since the calculated value is less than the table value, the null hypothesis is accepted. There is no significant relationship between the age and entrepreneurial activities of the tribes.

FINDINGS AND CONCLUSION

It is found from the analysis that the Thoda tribes are highly involved with entrepreneurial activities. And there is no relationship with the gender and age group on entrepreneurial activities of the Thoda tribes. The people are making their traditional textile embroidery products and making the product which is being marketable in the local market as well as in the outside and even these products can also be exported. The entrepreneurial activity gives them economic stability.

LIMITATIONS OF THE STUDY

The sample for the present study comprised of 60 Thoda tribes. This sample is only a very small proportion of the entire population of the total tribal population. Therefore, research studies with much larger sample size would be required to ensure appropriate generalization of the findings of the study.

SCOPE OF FURTHER STUDIES

This study focused on entrepreneurial activities of the Thoda tribes at micro level. Future research exploring entrepreneurial activities with economic development can be focused at macro level.

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