

PROJECT REPORT ON
A BRIEF STUDY ON THE ENTREPRENEURSHIP
ECOSYSTEM IN NAGALAND

*Project report submitted to Nagaland University in partial fulfilment
for the award of the degree of Bachelor of Commerce*

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DECLARATION

I declare that the project work entitled “A BRIEF STUDY ON THE ENTREPRENEURSHIP ECOSYSTEM IN NAGALAND” submitted by me for the award of the degree of **Bachelor of Commerce** of Nagaland University is my own work. The project report has not been submitted for any other degree of this University or any other university.

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CERTIFICATE

We recommend that this project work be placed before the examiners for evaluation.

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I am making this project not only for marks but to also increase my knowledge

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CHAPTER 1 - INTRODUCTION

1.1 Introduction

With the rapid development of our society, entrepreneurship has become one of the most dynamic forces in the economy. In the earlier years, people mostly depend on getting a government job, but with the increase in the number of graduates, Nagaland has witnessed a surging growth in entrepreneurship over the year. The growth rate of entrepreneurs in Nagaland has also increased.

Today's promising market conditions have been very encouraging to many young graduates who strongly believe that they have the technical knowledge and skills to attract new customers.

Entrepreneurs Associates (EA) CEO Neichute Duolo today said that the biggest hurdle to economic development is not capital or infrastructure but the attitude of the people.

Today with the covid-19 pandemic and lockdowns, India registered 23% negative growth rate, he said adding that only agriculture sector showed 3% positive growth rate. "So, for the economy to spring back, the country needs entrepreneurs and mass entrepreneurship" he said adding that "Nagaland need to push entrepreneurship more than ever, with or without banks."

1.2 Review of literature

1.2.1 Infrastructure of Entrepreneurship in Nagaland

Many districts in Nagaland lack the basic physical infrastructure and basic services that discourage entrepreneurs. Entrepreneurs cannot survive without networking and it is pivotal for the entrepreneurs to learn from another entrepreneur. Strategies should be equipped to bring business together to inspire and mentor one another. Access to roads and electricity are essential for all business, but new entrepreneurs and particularly dependent upon local infrastructure. Small and young enterprises are much more dependent on local physical infrastructure than large established firms. Improved education in a local area increases the supply of entrepreneurs and increases

the talent available to entrepreneurs for staffing their companies. Poor infrastructure is the biggest barrier to entrepreneurship. Demand for cheap capital will invariably exceed its supply, so the key is to ensure that these resources are deployed where they are needed most and can achieve affective and sustainable results.

1.2.2 Gender Perspectives of Entrepreneurship in Nagaland

Though the Naga women enjoy certain benefits over other women in India, yet it is incomparable to the amount of rights adorned to men in the Naga society. Naga women face challenges due to traditional customs and traditions owing to the patriarchal society that they belong to. Women of Nagaland was always a part of economy building, markets across Nagaland have women vendors at majority, the mother/sister/daughter cultivate their home products and sell it at the market closest to them, weave clothes and resell finished products to make a livelihood. The argument on why Naga women entrepreneurs comparably under-perform their male counterparts could also be attributed by the fact that women are risk-averse by nature, nature of their business- which is more of reselling of clothes, food items and representation of services sector like beauty salons, schools, colleges etc. It is a rare event to encounter women representing technically equipped industries, high-end distribution network, farming on a large scale, manufacturing etc.

As women empowerment became more pronounced around the world, initiatives are taken from the exhilaration of women in social, commercial and political arena.

In an initiative taken at state level. 'Youth Net' in collaboration with Godrej launched the 'Salon-I Fellowship' which aim at equipping micro-entrepreneurs in the space of beauty with up-Skilling and help them grow and develop sustainable business model(Eastern Mirror Nagaland,2018).

1.3 Objectives of the study

1. To study the ecosystem of entrepreneurship in Nagaland.
2. To study is aimed to help reduce the unemployment problem and boost competition and growth of business.

1.4 Research Question

The research is done to answer the questions:

1. What are the challenges and prospects of entrepreneurs in Nagaland?
2. What are the significant barriers for an entrepreneur in Nagaland?

1.5 Research Method

The study is based on primary and secondary data. Primary data has been collected through personal interviews and questionnaires. Discussion with entrepreneurs and other stakeholders have been conducted. The secondary data are collected from various books and net sources/websites.

CHAPTER 2 – DATA ANALYSIS AND INTERPRETATION

2.1 Entrepreneurs Associates: A Case Study

Entrepreneurs Associates (EA), an organization of successful First Generation Entrepreneurs (FGEs) passionately promotes entrepreneurship by imparting Basic business skills, Capital and Market in launching other fresh Entrepreneurs Formed in September 2000, has positively impacted entrepreneurship development, creation of jobs and promoted social justice and harmony through increased participation of the local people in the economic activities.

EA have trained and channelized enterprise credit to over 4000 educated unemployed youth who otherwise have no access to formal credit from banks in taking up entrepreneurship since the year 2000. They have also trained and provided micro sustainable livelihoods throughout Nagaland.

EA is passionately working to promote entrepreneurship and develop sustainable livelihoods in Nagaland and other North Eastern states of India for economic development and increased participation of local people in the economic activities of the states for social equity and harmony.

2.2 Major Dimensions of Activities

- a) Finance: EA gives loans through Non-Banking Financial Companies (NBFCs) and through credit linkage schemes with banks. So far, EA had supported 9,495 entrepreneurs financially in different districts of Nagaland and Manipur.

District	State	No. of entrepreneur supported	No. of entrepreneur	% of successful entrepreneur
Phek	Nagaland	1900	570	30.00
Mokokchung	Nagaland	1700	490	28.82
Dimapur	Nagaland	780	240	30.77
Kohima	Nagaland	4500	1340	29.78
Peren	Nagaland	250	81	32.40
Wokha	Nagaland	100	32	32.00
Tuensang	Nagaland	66	20	30.30
Longleng	Nagaland	64	17	26.56
Mon	Nagaland	20	7	35.00
Kiphire	Nagaland	15	4	26.67
Ukhrul	Manipur	10	4	40.00
Sanapati	Manipur	80	23	28.75
Imphal	Manipur	10	3	30.00
Total		9495	2831	29.16

Sources: EA Report

Table 1: number of entrepreneurs supported by EA till 2016

Out of the total entrepreneurs supported 2831 entrepreneurs were successful in setting up their enterprises.

- b) Training: EA has been giving trainings since 2003. However, it was only by 2007 that it had given trainings on a regular basis. In many cases, financial support is given to trainees to start/upgrade their enterprise. Continuous mentoring is also provide to all the trainees. EA provides different types of Intensive training to entrepreneurs such as Basic Entrepreneurial Skills Training (BEST), Business Growth Training (BGT) and Affirmative Customer Experience (ACE). 617 trainees have been trained under BEST, while 218 and so have been trained under BGT and ACE respectively.

State	Intensive training			workshop/motivation training	
	Basic entrepreneurs skill training	Business growth training	Affirmative customer experience	Youth	Framers
Nagaland	617	180	30	20,000	12000
Manipur	—	38	20	800	300
Total	617	218	50	20,800	12,300

Source: EA report

Table 2: No. and type of training under EA since 2006-2016

CHAPTER 3 - CONCLUSION

3.1 Suggestions

Building up self confidence must generate from within, female entrepreneurs need to remove the perception to perceive other more deserving than themselves, elimination of inner uncertainty of their own capabilities and a mental shift to an equality mentality may be instilled in them. Every entrepreneurs need to understand that self-doubt is a necessary trait, it is important to remember that they are not the first one to struggle with it, a good support system in the form of loved ones who understand their goals may be entailed and seek advisors and mentors help.

3.2 Conclusion

Most of the best qualified and eligible youths are unemployed not because they lack qualifications but because the system is deformed politically, economically and socio culturally. Entrepreneurship came as a rescue to most of the educated unemployed whose faith in government to secure employment never saw the light of the daylight.

Collaboration of government and non-government should be bought about to create a balanced ecosystem with a better climate for starting business and support the minds of aspiring Naga Entrepreneurs.

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