



THE PROBLEM OF RURAL STARTUP FOR WOMEN WEAVERS OF CHURACHANDPUR DISTRICT, MANIPUR.

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ABSTRACT The present paper attempts to study the problems that are faced by new startups of women weavers in Churachandpur District of Manipur. The study used 28 weavers from the Churachandpur district. Survey method was used as the methodology of the present study. In this study, a self-designed questionnaire was employed with the weightage of '1' for 'Yes' and '0' for 'No' respectively. From the study, it came to attention that all the startups did not get any credit linked by the banks and 27 out of 28 of the participant did not receive any training and support from the Central/State/RSETI for their startups.

KEYWORDS : Startups, Weaver, Women, Banks.

INTRODUCTION

Entrepreneurship is the creation of value but more than that it is the opportunity to have one's own talent be utilized to create something new. Man learns new things every day but also increasing his problems. As such entrepreneurship becomes a means to change and adapt by innovating new ideas to solve the problems of our society. One such change is that it opens doors to new ventures and creates employment which is desperately needed in our society and especially in the rural sectors. As time goes on the living expenses of people keeps on increasing and more and more women are getting involved in work outside of their homes alongside the men in earning the bread for their family. Therefore entrepreneurship provides such a platform that not only help the individual family but also helps develop the society by providing jobs, contributing and utilizing its wealth and talent.

Statement of the Problem

The problem of rural startup for women weavers of Churachandpur District, Manipur.

OBJECTIVES OF THE STUDY

- 1 To find out the status of credit link of weavers of the Churachandpur District.
- 2 To find out the status of Training support to the weavers.
- 3 To find out the status of market support to the weavers.
- 4 To find out the coverage of weavers under Government sponsored schemes of the Churachandpur District.

Sample

The present study used 28 weaver startups in Churachandpur District through random sampling method.

METHODOLOGY

Descriptive – survey method has been employed as the methodology of the present study.

Tools

Using self-designed questionnaire as the tool for this study with weightage of 1 as “Yes” and 0 as “No”.

Analysis and Interpretation

Table 1:

Status of Credit Link

Question	Yes	No
1	0	28
Total	0	28

Table 1 shows 28 are in the negative response in regards to the credit links to the Bank. Therefore none received any credit links from the Bank.

Table 2:

Status of Training Support

Question	Yes	No
1	1	27
Total	1	27

Table 2 shows that 1 is in the positive and 27 in the negative response regarding the status of training support. Only one participant received training from Central/State/RSETI.

Table 3:

Status of Market Support

Question	Yes	No
1	1	27
Total	1	27

Table 3 shows that 1 is in the positive and 27 in the negative response regarding the status of market support. Only 1 participant received market support in the form of Trade Fair from Central/State/RSETI.

Table 4:

Coverage of Government Sponsored Scheme

Question	Yes	No
1	0	28
Total	0	28

Table 4 shows that 28 are in the negative response regarding the coverage of Government sponsored scheme. Therefore none received any Government sponsored scheme like MUDRA, PMEGP, Credit Linked subsidiary, Start Up Manipur, etc.

CONCLUSION

- 1) The entrepreneur/weaver require financial support for their startup ranging from 5 to 30 lakhs but are unable to get loans from the bank/financial institution.
- 2) There are no proper training facility for the entrepreneur/weaver which can form the basis of an enterprise.
- 3) The weavers are unable to access institutions for certification to be recognized as legitimate small scale entrepreneurs.
- 4) Since they do not have proper training/skill and certificate they are unable to qualify for the government sponsored scheme.

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