ISSN: 2349-8269
Dimapur Government College Journal • Vol. II • Issue No. 3 • 2022
An Annual Peer-Reviewed Journal

Local Entrepreneurship in Nagaland: Problems and Challenges with Special Reference to Dimapur

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Abstract

An entrepreneur is someone who has the ability and desire to establish, administer and succeed in a start-up venture along with risk entitled to it in order to make profits. In Nagaland, though the growth of local (Naga) entrepreneurship has started late, many forms of enterprises owned by Naga people have come up at a quick pace in the last decade. In the present study, some variables of business problems and challenges were identified for analysis. A study of comparative effects between male and female local entrepreneurs were taken into consideration. Also, the factors responsible for the rise of local entrepreneurship were taken alongside the problems and challenges faced by them. The study concluded with mixed results in concurrence with the given hypotheses.

Keywords: Entrepreneur, local, challenges, Nagaland, problems, business, male, female.

Introduction

In any community, the entrepreneur plays a vital role in the growth and progress of the economy. An entrepreneur is a person who accepts challenging roles to meet his/her personal needs and become economically independent (Cooper and Dunkelberg, 1986). An entrepreneur can also be defined as a person who devises, sets up and runs a new business or businesses. The best example of entrepreneurship is the starting of a new business venture. Entrepreneurs set the example of turning dreams into reality.

Becoming an entrepreneur might seem risky and scary but this unpredictable venture cannot be side-lined for any society to grow. In Nagaland, one of the main reasons for the surging growth in entrepreneurial ventures by the Naga people is the change in the mind-sets of the young population who are bringing the change in the society, breaking the barriers and making a niche for themselves in the paths of business ventures. It is observed that there is growth of enterprises owned by local population in Nagaland alongside the non-local people though the number of latter are still comparatively much larger.

In Dimapur, the business has been shaped by the non-locals and that they hold the greater share of the enterprises with only a small number of local participation. But with the passage of time, number of local people engaging in entrepreneurial activities is increasing.

Problems and Challenges of Entrepreneurs

Every business enterprise has its own unique set of problems and challenges that collectively influence its profitability and

competition in the market. However, by problem, it meant those constraints which are exogenous to the enterprise. In other words, problems are generally the external forces that are beyond the control of an entrepreneur. On the other hand, challenges are those constraints which are endogenous to the enterprise that threatens to hinder or derail a business' pursuit of success. Challenges are within the control of an entrepreneur which can be overcome by sheer commitment and dedication.

Significance of the Study

The field of entrepreneurship still remains untapped in many aspects in Nagaland. It is pertinent to understand the causes of rapidly rising entrepreneurs and look into the problems and challenges that act as roadblocks or a hindrance and suggest corrective measures. This study attempted to analyse the various variables of problems and challenges of entrepreneurship which are local specific to match the context of Nagaland state. Thus, it will help the enthusiastic entrepreneurs to understand the situation and the prevailing trends in the field of entrepreneurship in Nagaland.

Literature Review

There are numerous discourses of entrepreneurship and diverse studies with regard to the examination of the problems and challenges of entrepreneurs in other parts of the world. In Bulgaria, the key institutional agents such as lawmakers, tax collection agencies and regional authorities issuing various business permits and licenses whose very functions are unpredictable, corrupt and hostile, are all detrimental to the growth of private entrepreneurial firms (Manolova and Yan, 2002). In the United States the experiences of white women entrepreneurs reveals that problems with balancing work

and home obligations appeared most often among women with children and women without children, both straight and lesbian, typically reported a shared balance of home responsibilities with their partners (Gill and Ganesh, 2007). Also, examining the participation of women as entrepreneurs in SMEs in Asian developing countries, Tambunan (2009), opined that when women are better educated and better paid employment opportunities increase for women, the participation of women as entrepreneurs in SMEs may decline. In another study on developing countries, Panda and Dash (2014) revealed that financial constraints and constraints due to the business, economic and political environment emerged as major obstacles from an entrepreneur's perspective. While infrastructural constraints emerge as a vital constraint from the policy maker's perspective.

In Pakistan, most MBA graduating students actually plan to launch their own business, but unfriendly policies of the government and country's business environment refrain them from entering into the entrepreneurial field (Hasnu and Aslam, 2016). Similarly in Ethiopia, unfavourable government policies like limited access to finance, limited access to information and infrastructure and lack of social support were the major constraints of youth entrepreneurs (Ahmed and Ahmed, 2021).

In India, new entrepreneurs who do not belong to traditional business communities have begun to emerge in large numbers. However, researchers like Nayar and Kiran (2012) argued that despite the presence of certain business communities, the culture of India continues to remain risk averse and the tag of a big company continues to be the middle class aspiration. In a similar study, Goel and Farooque (2014) pointed out that an unstructured business environment and a high level

of bureaucracy often discourage potential entrepreneurs from taking risks and building innovative enterprises in India.

On women entrepreneurs in India, the major problems faced are family obligations, gender inequality, problem of finance and low-level risk taking attitude (Siddiqui, 2012). Limited access to key resources like land and credit, legal and socio-cultural environment also act as serious impediments for women entrepreneurs in India (Malyadri, 2014).

At the state level, Jamir and Natarajan (2014) had identified that for the traditional sector entrepreneurs, lack of information to access markets including exports, lack of adequate trained workers and obsolete technology are some of the major barriers to the growth of traditional small sector industries in Nagaland. In a similar study conducted by Sinha (2017), has revealed that entrepreneurship in Nagaland is very promising but faces problems like capital inadequacy, lack of experience and lack of publicities. For women entrepreneurship in Nagaland, requiring the approval of the head of the family puts a break in the growth of women enterprises (Goowalla and Kumar, 2016).

From the above review, it is noticed that most of the studies have been conducted on national level and less number of studies is on state or local levels. Further, the researchers found that little attention has been devoted to the problems and challenges faced by local entrepreneurs. The central issue addressed in this study is thus, local specific to match the context of Nagaland state.

Area of Study

Dimapur being the gateway of Nagaland has made it into a business hub with people coming from all over the country mainly for business purposes. For the in-depth and

comprehensive coverage of the study area, the study has selected seven main market areas under Dimapur municipal where local entrepreneurs are mostly concentrated, namely: supermarket, Midland, Oriental Colony, Duncan Bosti, Church Road, DC Court and Signal Angami area.

Objectives

1. To understand the causes of rapidly rising local entrepreneurs in Dimapur.
2. To look into the problems and challenges faced by local (Naga) entrepreneurs in Dimapur.
3. To identify the thrust areas in which local entrepreneurs feel the most to make improvements to compete with non-local businessmen.

Hypothesis

H1. Lack of government jobs has been the major cause of rising local entrepreneurship in Nagaland.

H2. The main hindrance for the growth of business in Dimapur is multiple taxation.

H3. The problems and challenges faced by both male and female entrepreneurs in Dimapur is the same.

Data and Methodology

The study had used both primary and secondary data. Primary data are collected through interviews and questionnaires. The sample size consisted of 70 entrepreneurs, 10 from each market area which includes small to large business enterprises. Secondary sources include referred journals, books, newspapers and various other publications of the Government of India and Government of Nagaland and official record of

trade licenses issued and renewed to local entrepreneurs by the Dimapur Municipal Council (DMC) over the past few years. Tables, averages and percentages are the tools used for the present study.

Results and Discussions

In order to assure the rising local entrepreneurs in Dimapur, data on trade licenses issued and renewed to local entrepreneurs had been collected from the Dimapur Municipal Council (DMC) for the year 2015-2021. Accordingly, it is found that the trade license issued to the local people has been continuously increasing as shown in Table-1.

Table 1: Trade Licences Issued by DMC to Local Entrepreneurs

Year	No. of License Issued	% Change
2015	3500	-
2016	2885	-17.57
2017	3656	+26.72
2018	4235	+15.84
2019	5130	+21.13
2020	2364	-53.91
2021	3563	+50.72

Source: Dimapur Municipal Council (DMC) 2021

Though there are many cases where a trade license is issued in the name of local people but the actual business is run and manned by non-local people, general observation and physical verification also shows an increasing number of local people engaging in entrepreneurial activities in Dimapur. Over the years, the number of local entrepreneurs have steadily increased from the year 2016 onwards but a drastic reduction by 54% in 2020 was due to pandemic and lockdowns which has adversely affected the business activities. However, by 2021 the number has increased by more than 50% than the previous year, though still lesser than the pre-pandemic and

pre-lockdown periods in absolute terms. With the pandemic situation gradually coming to normalcy the number of local entrepreneurs is expected to increase in the coming years.

Profile of Local Entrepreneurs in Dimapur

The study reveals a significant fact that more women are taking up entrepreneurial activities in Dimapur. It is revealed that the majority of the local entrepreneurs in Dimapur are female i.e., about 60 per cent as compared to male which is 40 per cent (Table 2.1).

Table 2.1: Gender Profile of Local Entrepreneurs in Dimapur

Gender	Frequency	Percentage
Male	28	40
Female	42	60
Total	70	100

Source: Field Survey, 2020

Table 2.2: Age and Educational Level of Local Entrepreneurs in Dimapur

Age and Edu.		Male		Female		Total	
		Frequency	%	Frequency	%	Frequency	%
Age	18 – 25	2	7.14	3	7.14	5	7.14
	26 – 35	11	39.29	5	11.91	16	22.86
	36 – 45	8	28.57	15	35.71	23	32.86
	Above 45	7	25	19	45.24	26	37.14
	Total	**28**	**100**	**42**	**100**	**70**	**100**
Edu	Illiterate	0	0	0	0	0	0
	Under Matric	3	10.72	11	26.19	14	20
	Matricu-late	4	14.28	15	37.71	19	27.14
	Graduate	12	42.86	10	23.82	22	31.43
	Post Graduate	6	21.43	3	7.14	9	12.86
	Other Tech. Skills	3	10.72	3	7.14	6	8.57
	Total	**28**	**100**	**42**	**100**	**70**	**100**

Source: Field Survey, 2020

It is found that the largest age group of male entrepreneurs fall in between 26-35 years followed by the age group 36-45 years (Table 2.2), whereas the largest age group of female entrepreneurs is above 45 years followed by the age group 36-45 years. Majority of the male entrepreneurs falling in between the age group 25-45 years depicts that local entrepreneurship in Dimapur has started late. On the other hand, the majority of female entrepreneurs found above 36 years of age are due to the fact that most of the women take up entrepreneurial activities after reaching a certain level of reduced family responsibilities.

The largest number of local entrepreneurs is a graduate (combined 31.43%) followed by matriculate (combined 27.14%) and there is no illiterate local entrepreneur.

Sources of Fund

The study reveals that the largest source of funds comes from own savings, 51.43 % of male entrepreneurs and 46.87 % of female entrepreneurs combining 49.15% (Table 3). Assistance from the bank comes in second position at combined 30.52 % followed by borrowing from others and sale of landed property at combined 11.86% and 8.47 % respectively.

Table 3: Sources of Fund (in percentage)

Source	Male	Female	Total
Own saving	51.43	46.87	49.15
Bank loan	22.39	38.65	30.52
Borrowed from others	15.45	8.27	11.86
Sale of landed property	10.73	6.21	8.47
Total	**100**	**100**	**100**

Source: Field Survey, 2020

Factors Responsible for Rise in Local Entrepreneurship in Dimapur

There are many factors responsible for the rise in entrepreneurial ventures by the Naga people. Out of the several factors analysed, the study reveals that 'Self-dependent' is the major reason behind rise in local entrepreneurship in Dimapur (Table 4).

Table 4: Factors Responsible for Rise in Local Entrepreneurship in Dimapur (in percentages)

Sl. No.	Factors	Male	Female	Total
1	Lack of educational qualifications	7.14	12.90	10.02
2	Lack of job opportunities	17.86	9.68	13.76
3	Due to migration	25	9.68	17.34
4	Rise of business consciousness	10.42	16.13	13.43
5	Self-dependent	28.57	25.40	27.19
6	Lack of government jobs	7.14	9.68	8.41
7	Economic reason (as a source of livelihood)	3.57	16.13	9.85
8	Any other/s	0.30	0.40	0.35
	Total	**100**	**100**	**100**

Source: Field Survey, 2020

According to the study, factors responsible for the rise in local entrepreneurship in Dimapur can be ranked as follows: (i) Self-dependent (ii) Migration (iii) Lack of job opportunities (iv) Rise of business consciousness (v) Lack of educational qualifications (vi) Economic reasons (vii) Lack of government jobs (viii) Others (Table 4).

Analyzing the various factors responsible for the rise in local entrepreneurship and ranking the 8 (eight) factors, it is observed that the factor of lack of government jobs, comes in seventh position. Hence, our first hypothesis, i.e., 'Lack of government jobs has been the major cause of rising local entrepreneurship in Nagaland', is proven to be wrong.

Nature of Business

The study reveals that businesses involving food items (including bakery, grocery, restaurants) and garments (all types of clothing) are the most common types of business with 32.20% and 25.42% comprising both male and female entrepreneurs (Table 5).

Table 5: Nature of Businesses Owned by Local Entrepreneurs in Dimapur (in percentages)

Types	Male	Female	Combined
Garments	12.17	38.67	25.42
Food items	39.95	24.45	32.20
Mechanics	8.57	2.37	5.47
Hardware	13.38	3.56	8.47
Electronics	8.78	4.78	6.78
Skill related services	4.18	12.76	8.47
Press & media services	1.1	8.34	4.72
Others	11.87	5.07	8.47
Total	**100**	**100**	**100**

Source: Field Survey, 2021

The study also reveals that more female entrepreneurs are engaged in garments whereas more male entrepreneurs are engaged in food items (Table 5).

Problems of Local Entrepreneurs in Dimapur

The study reveals contrasting results on the effects of various identified problems on male and female entrepreneurs as reflected in table 6.

Multiple taxations

Imposition and collection of multiple taxations on the business community in Nagaland in the form of both legal and illegal taxes has been one of the greatest problems plaguing the economy of the state. Refusing to comply with such illegal

tax imposition will not only risk the fate of business enterprise but even the very lives of the owners. In such a situation, many business owners were even hesitant to disclose that they are severely affected by such impositions. However, a high majority (54%) of male entrepreneurs revealed that multiple taxations are the greatest problems of business in Dimapur (Table 6). The data shows that 20% of female entrepreneurs and a combined 37% opined that multiple taxations is the greatest problem hampering their business in terms of profitability and growth (Table 6).

Poor roads and transportation

Road conditions and transportation facilities in and around the plains of Dimapur may not represent the actual condition of roads and transportation in Nagaland. As such, a much lower percentage, i.e. 11% only of local entrepreneurs in Dimapur feels that road conditions and transportation pose a serious business problem (Table 6).

Table 6: Gender wise Comparative Effects of Business Problems in Dimapur (in percentages)

Variables	Male	Female	Total
Multiple taxation	54	20	37
Lack of transportation	13	9	11
Lack of finance	27	45	36
Lack of business training	6	26	16
Total	**100**	**100**	**100**

Source: Field Survey, 2020

Lack of Finance

Lack of developed financial markets and institutions poses a severe obstacle for the business to grow in Nagaland. As such, our study reveals that a comparatively higher percentage, i.e., nearly half of the female entrepreneurs (45%) in Dimapur considers lack of finance as a serious and grave problem for

their business. On the contrary, a much lower percentage of male entrepreneurs (27%) consider lack of finance as a serious and grave problem for their business (Table 6).

Lack of business training

Business training gives a greater understanding of the responsibility and builds confidence, increased productivity and encourages creativity and innovation. However, the study reveals that a very low percentage (6%) of male entrepreneurs consider lack of business training as a serious and grave problem for their business, On the other hand, a reasonably high percentage (26%) of female entrepreneurs take lack of business training as a serious problem hampering their business growth (Table 6). Comparatively more female entrepreneurs feeling the need for business training is an indication of development of strong entrepreneurial spirit amongst women having growth potentials.

On ranking the 4 (four) identified variables and analysis, the problem of multiple taxation comes in the first rank. Hence, the second hypothesis, i.e., 'The main hindrance for the growth of business in Dimapur is multiple taxation', is proven to be correct.

Challenges of Local Entrepreneurs in Dimapur

The study reveals the following challenges faced by the local entrepreneurs in Dimapur (Table 7).

Anti-entrepreneurial attitude

Though there has been a change in attitude on local entrepreneurship in Nagaland in recent years, there is a long way to go. The data reveals that for male entrepreneurs (32%), the anti-entrepreneurial attitude of the people still

Table 7: Gender wise Comparative Effects of Business Challenges in Dimapur (in percentages)

Variables	Male	Female	Total
Anti-entrepreneurial attitude	32	10	21
Hiring employees	42	48	45
Marketing strategy	8	15	11.5
Lack of family support	18	27	22.5
Total	100	100	100

Source: Field Survey, 2020

stands as the second most challenging obstacle they feel they have to overcome. There is a contrasting result in the case of female entrepreneurs as the least percentage (only 10%) of female entrepreneurs consider anti-entrepreneurial attitude of the people as the challenging obstacle for their business. The success of entrepreneurs and the examples they set are probably the best way to create a drastic change in the attitude of people towards local entrepreneurship.

Employees

Despite high unemployment in Nagaland, many entrepreneurs struggle to find the right talent with the right skills for their business. The study reveals that for 42% male and 48% female entrepreneurs, finding the right staff is the most difficult challenge for their business (Table 7).

Marketing Strategy

The data reveals that only 8% of male entrepreneurs consider framing marketing strategy a difficult challenge. Comparatively, for a much higher percentage, 15% of female entrepreneurs consider the challenge of facing the unknown best way to market their products and services as a difficult challenge (Table 7). The combined lowest 11.5% only of local entrepreneurs considering the function of marketing a difficult

challenge could be due to ignorance of business's game plan or traditional ideas are still quite dominant. It could also be due to the fact that they ignore marketing strategies entirely and hope that word of mouth will be sufficient to run their business.

Lack of family support

Family is the best supporting system for anyone, and it is more so for the business owners. Since the majority (55.72%) of the local entrepreneurs fall in the age group between 25-45 years (Table 2.2) it is pertinent to assess the strength of family support in entrepreneurial ventures. Convincing family to opt for business over government job is still not an easy task for any Naga youth. On this count, the study reveals a very encouraging result in the case of male entrepreneurs because family support is somehow strong for male entrepreneurs as hardly 18% of them consider lack of family support as a challenge. However, for female entrepreneurs family support is not strong because 27% of them still consider lack of family support as a challenge. The overall result however, reveals that family support poses the second greatest challenge for the local entrepreneurs next to hiring employees (Table 7). The result shows that there is still a never-ending family pressure for job security through traditional means or there are still some myths like not being able to find a good matrimonial alliance if one doesn't hold a government job.

From the above findings, it is clear that except the challenge factor – 'hiring employees' in which the study reveals more or less the same result for both male and female local entrepreneurs, all other factors analyses give contrasting results. Hence, the Third hypothesis – 'The problems and challenges faced by both male and female entrepreneurs in Dimapur are the same' has been proven wrong.

Competition with Non-Locals

Assessing the thrust areas in which local entrepreneurs feel they need to make improvements to compete with non-local businessmen, the study have obtained varied results from male and female local entrepreneurs (Table 8).

Table 8: Gender wise Comparative Thrust Areas to Compete with Non-Locals in Dimapur (in percentages)

Areas	Male	Female	Total
1. Bringing innovative ideas	13.74	9.98	11.86
2. Patience and determination	4.56	22.56	13.56
3. Improve salesmanship	29.76	14.32	22.04
4. Better quality of products	20.47	13.43	16.95
5. Basic money management	14.34	26.34	20.34
6. Punctuality	13.56	6.78	10.17
7. Self-motivation/ Discipline	3.57	6.59	5.08
Total	**100**	**100**	**100**

Source: Field Survey, 2020

For the male entrepreneurs, the first three thrust areas where they feel need improvement are: salesmanship, produce or procure better quality products and money management. On the other hand, for the female entrepreneurs, the first three thrust areas are: money management, patience and determination and salesmanship (Table 8). It is thus found that the two most pressing areas where local entrepreneurs need to make improvements in their business pursuit are salesmanship and basic money management.

Conclusion

The study reveals that while there is a continuous rise in local entrepreneurship in Dimapur, which got affected due to pandemic and lockdown for the last two years, female entrepreneurs are more than male entrepreneurs. The study also shows that the majority of the local entrepreneurs fall in the

age group 25-45 and nearly half of the local entrepreneurs are graduates and above. The most common types of businesses involved are food items and garments. The data also reveals that more female entrepreneurs are engaged in garments whereas more male entrepreneurs are engaged in food items.

On the analysis of factors responsible for the rise of local entrepreneurship, the study have obtained mixed results in concurrence with the given hypothesis. Among the given variables of business problems the analysis shows that multiple taxations have the most adverse effects on local entrepreneurship. In the analysis of the variables of challenges of business, the study reveals that hiring employees is the most difficult challenge for both male and female entrepreneurs. To compete with non-local businessmen, the study found that the two most pressing areas are improvement in salesmanship and basic money management.

Suggestions

From the above findings the following are suggested to address the problems and challenges of entrepreneurs in Nagaland:

- The menace of multiple taxations plaguing the growth of business should be tackled firmly with supportive legislation and create an enabling environment for the business community as it does not only affect the businesses but it also equally affects the consumers.
- Organize competitive Fairs and Melas at regular intervals to stimulate young people's creativity and showcase their innovative business ideas.
- Authorities should give priority to the development of professional financial markets and institutions to provide adequate financial assistance and support for the growth of business in the state.

- Professional training on business management should be organized at regular intervals outsourcing resource persons from outside the state.
- Imparting entrepreneurship education at secondary and college level is the need of the hour in the state.
- There should be an upgrade in the road conditions and transport facilities as it will make a remarkable difference in easing the plight of the business community in the state.

Limitations and Need for further Research

Dealing with fast changing environment such as Dimapur, the commercial capital of Nagaland, the present study suffers from the following limitations which entail further research:

- The market areas covered are limited to 7 (seven) main market areas only and the sample size drawn at random from each area is limited to 10 (ten) making the total sample size of 70 only. The result obtained from covering more market areas and larger sample size will better represent the situation.
- The variables under business problems and challenges analysed were limited to 4 (four) each respectively. Also, the analysed factors responsible for the rise of local entrepreneurship and the thrust areas of competition with non-locals were limited to 7 (seven) each respectively. Analysis of more and other contextual variables and factors will give a better picture of the actual condition confronting the local entrepreneurs in Nagaland.
- Studies also need to be conducted on how the rapidly increasing online business is affecting the local entrepreneurs in Nagaland.
- A comprehensive research on the quantum of losses suffered by the business community due to pandemic and lockdown is also of paramount importance at hand.

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