

Chapter – 3 (Three)

Research Methodology

3.1 Introduction

The present part of the study is about the methodology that has been adopted in order to carry out the present study. Methodology acts as a guide in conducting research studies and hence, mentioning the methodology is required to know the research design on the basis of which the research study would be carried out. The present chapter begins with the identification research questions, delineates the objectives aimed to be achieved and the hypotheses to be tested. The chapter also presents the framework of the study and the research design adopted in order to derive at the result and inferences with regard to the “Marketing Practices of Women Entrepreneurs of Manipur with reference to select Marketing Mix”. The framework of the study delineates the step wise process through which the study has been conducted. The relevant research methods and tools which have been employed are also mentioned in this chapter. It is structured in such a way that it begins with the identification of the nature of present research study, then continues with the identification of the respective tools and techniques that can be used under the specific type of research, also the identification of the data that are required for the study and the procedure of collecting the required data; and next is the verification of the sources from which data are to be obtained involving identification of the population of the study and from it, obtaining the required sample size of the study, designing of the tool for obtaining data from the sources such as questionnaire and personal field interview, and finally ends with the framing of the design for analysis and interpretation of the collected data so as to enable to form a basis

for drawing conclusions and then making suggestions to the women entrepreneurs of Manipur for better performance and effectiveness in marketing their products.

3.2 Research Questions

The research issues and the research gap which lead the researcher in arising some research questions with regard to marketing practices of women entrepreneurs of Manipur are as follows:

- I. What is the educational status of women entrepreneurs of Manipur?
- II. What types of marketing practice are followed by women entrepreneurs of Manipur with regard to Product?
- III. What types of marketing practice are followed by women entrepreneurs of Manipur with regard to Price?
- IV. What types of marketing practice are followed by women entrepreneurs of Manipur with regard to Promotion?
- V. Does the nature of social system in Manipuri society influence in developing marketing practices among the women entrepreneurs of Manipur?
- VI. Whether educational status of women entrepreneurs of Manipur has influenced on their marketing practices or not?

3.3 Objectives of the Study

Based on the research questions, for the present study the objectives which have been developed are as follows:

General: To examine the educational qualification of women entrepreneurs of Manipur and to identify the marketing practices followed by them.

Specific:

- I. To identify the marketing practices of women entrepreneurs of Manipur with regard to Product.
- II. To identify the marketing practices of women entrepreneurs of Manipur with regard to Price.
- III. To identify the marketing practices of women entrepreneurs of Manipur with regard to Promotion.
- IV. To investigate how the marketing practices are developed among women entrepreneurs of Manipur.
- V. To offer suggestions, if any.

3.4 Hypotheses of the Study

The working hypotheses which have been developed for the study are presented as:

1. There is no significant difference between educational qualification of women entrepreneurs of Manipur and their marketing practices with regard to Branding and Labelling of the products.
2. There is no significant difference between the pricing method and the choice of business type by women entrepreneurs of Manipur.
3. There is no significant difference between educational qualification of women entrepreneurs of Manipur and using of modern marketing practices with regard to promotion of products.
4. There is no significance difference between the social system of Manipur and the development of different marketing practices with regard to three P(s) of marketing mix among the women entrepreneurs of Manipur.

3.5 Structure of the Study

The research study “Marketing Practices of Women Entrepreneurs of Manipur is carried out in a definite structure which is laid down in the figure 1.1.

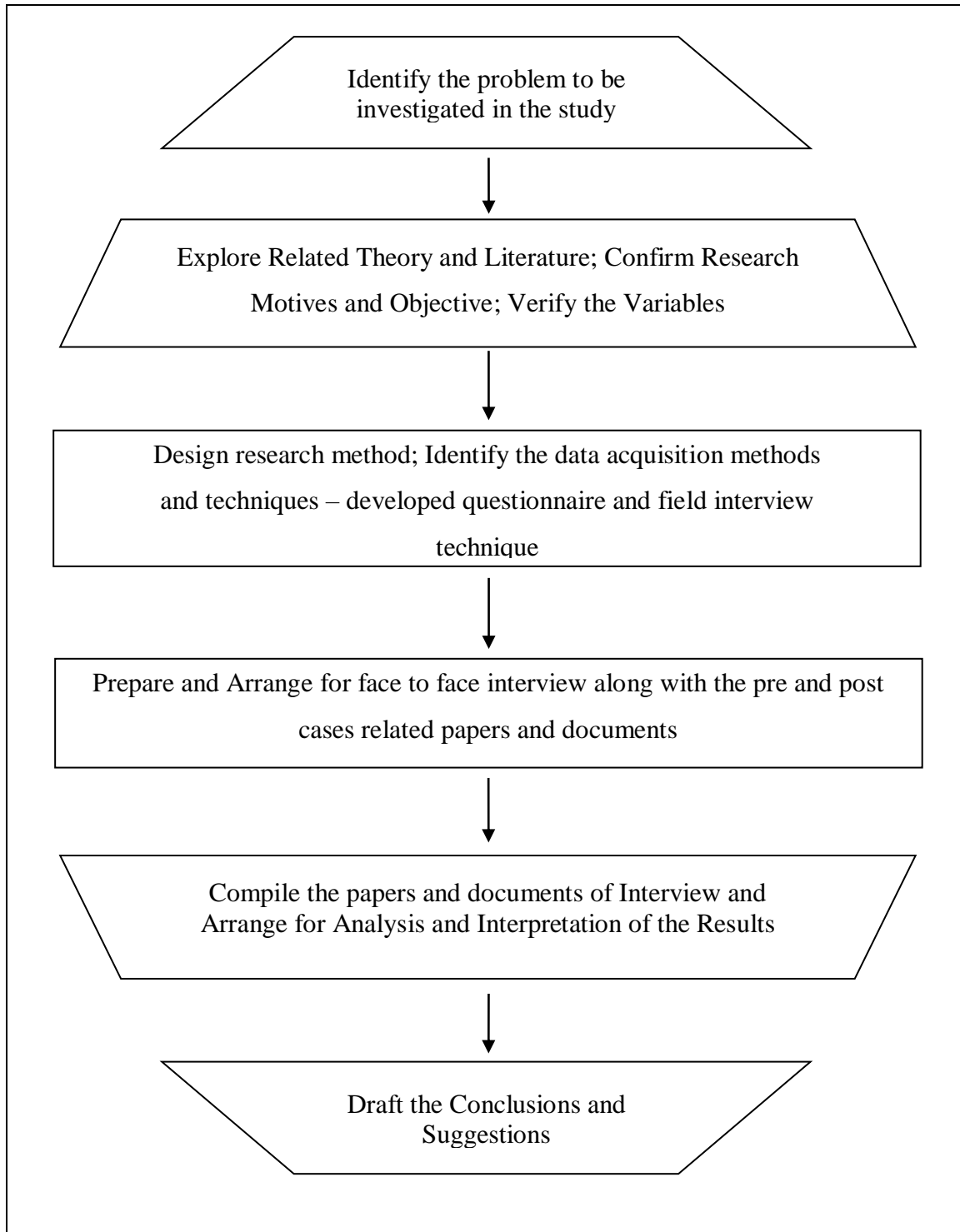


Figure 3.1: The structural process for carrying out the research study.

Source: Compiled by the researcher

3.6 Research Methodology

Research as identified by authors is basically classified into four types according to their nature, viz. – descriptive, analytical, exploratory, fundamental/pure and action research. Each of these types of research has different approaches or ways of carrying out. C.C Crawford defines research as a systematic and refined technique of thinking, employing specialised tools, instruments and procedures in order to obtain a more adequate solution for a problem than would be possible under ordinary means (Singh, 2006)¹. While, Kothari (2014)² has put forward the definition of research methods as those methods which are used by the researcher during the course of studying his research problem and research methodology as the science of studying the various steps that are generally adopted by a researcher in studying his research problem along with the logic behind them. From this definition, it can be known that research methodology acts as the guideline to researchers in carrying out different types of research. It provides the framework for carrying out the research of a particular nature by serving as a basis of logic and reasoning to the researchers in applying the various methods and tools/techniques available for carrying out a particular research study. For the purpose of conducting the present study ‘Marketing Practices of Women Entrepreneurs of Manipur with reference to select Marketing Mix’ the research methodology comprises of the steps laid down in an orderly manner:

1. Identification of the Nature of Research and the type of research design that would be employed in the study.

¹ Singh, Y. K. (2006). *Fundamental of Research Methodology and Statistics*. New Delhi: New Age International (P) Limited Publishers.

² Kothari, C. R. & Garg, G. (2014). *Research Methodology: Methods and Techniques*. Mumbai: New Age International (P) Limited Publishers.

2. Identification of the type of data required and the process of obtaining the required data.
3. Framing of the sampling design which would become the source of obtaining the required primary data.
4. Framing of the questionnaire design on the basis of the review of theories and literatures in lieu of the objectives and hypotheses of the study.
5. Identifying the scope of the study which involves delineating the aspects which would be covered under the present study.
6. Identifying the time period during which the present study would be conducted.
7. Identifying the geographical area where the present study would be carried out.
8. Framing of the analysis design that defines the type of statistical tools used in the study for analysis purposes and also for the purpose of drawing inferences/conclusions.
9. Framing of the chapter wise plan/scheme in which the study would be presented.

3.6.1 Nature of Research

Generally studies conducted on marketing research by business enterprises are exploratory in nature. Exploratory research is one which is conducted in new areas of inquiry, where the goals of research are: to scope out the magnitude or extent of a particular phenomenon, problem or behaviour; to generate some initial ideas about that phenomenon; and to test the feasibility of undertaking a more extensive study regarding

that phenomenon (Bhattacharjee, 2012)³. It involves formulation of hypotheses rather than testing it and requires inbuilt flexibility in order to carry out such research (Kothari, 2004)⁴. However, the present study “Marketing Practices of Women Entrepreneurs of Manipur with reference to select Marketing Mix” is concerned with finding out the facts related to marketing practices of women entrepreneurs of Manipur. In brief, the purpose of the research study is to report and describe the marketing phenomenon of women entrepreneurs of Manipur, that is, what are the marketing practices of women entrepreneurs of Manipur, how marketing practices have been developed among women entrepreneurs of Manipur, to provide an understanding as to why it is important to conduct such kind of study in the context of Manipur and finally to make suggestions/recommendations to women entrepreneurs of Manipur for improvement and modification in their practice with regard to marketing of their products. According to Singh (2006)⁵ “those researches whose objective is to find out facts or events are by nature descriptive. However, if the researches are dependent upon the experience or observation of phenomena and events and generation of a series of expected results or hypotheses and statistically analysing the variables under observation then such type of research is an empirical research”. Kothari (2004)⁶ has mentioned that in case of descriptive research, the researcher has no control over the variables; he can only report what has happened or what is happening. Nevertheless, descriptive research is not confined to fact gathering expedition only; rather it is the

³ Bhattacharjee, A. (2012). *Social Science Research: Principles, Methods and Practices*. USF Tampa Bay Open Access Textbooks Collection, Book 3.

⁴ Kothari, C. R. (2004). *Research Methodology: Methods and Techniques (Second Revised Edition)*. New Delhi: New Age International (P) Limited, Publishers.

⁵ Ibid (1).

⁶ Ibid (4).

glue of explanation and understanding, and also the framework of theory (Siu, 2000)⁷. Hence, the present research study has been identified as descriptive as well as empirical in nature and as such rigidly structured research design has been applied for conducting the study. Accordingly, the survey method of collecting data was employed, probability method of sampling design (proportionate sampling) was used and data was collected through personal interview to the women entrepreneurs with the help of structured questionnaire.

3.6.2 Data Requirement and Collection Design

For this study, both primary and secondary data have been used.

- (a) The secondary data comprises mainly from the unpublished reports collected from the Department of Nucleus Cell, Directorate of Commerce and Industries, Government of Manipur. Data were also obtained from published sources such as websites, journals, articles, books, reports published by government and non government agencies; and the unpublished reports and documents were also consulted for the study.
- (b) The primary data were collected through structured interview to the registered women entrepreneurs of Manipur.

3.6.3 Sampling Design

- (a) POPULATION SIZE: Since, the study is an attempt to identify the marketing practices of women entrepreneurs, in order to achieve this objective, the total

⁷ Sui, W. S. (2000). Marketing Practices of Chinese Small Firms: A Comparison among State-owned, Collective and Private Enterprises. Retrieved May 04, 2015 from <http://sbaer.uca.edu/research/icsb/2000/03.pdf>.

number of registered women enterprises obtained from the Nucleus Cell, Directorate of Commerce and Industries, Government of Manipur from 1st April, 1991 to 31st March, 2013 were taken into consideration. Therefore,

Universe of the study = Women entrepreneurs of Manipur

Population of the study = Registered women enterprises of Manipur

Population Size = 472 units.

(b) **SAMPLE SIZE:** Since the population of the study is finite the Krejcie and Morgan table for sample size determination for a given population (at 95% confidence level 5.0 margin of error) was adopted. Accordingly, the sample size for the study obtained was 210 units.

Hence,

Sample size = 210 units.

Sample Unit = Women Entrepreneurs

The 210 sample units were collected through convenient sampling method. For the purpose a specific procedure was adopted which is presented in a step wise manner:

Step 1 – Calculation of sample size from the population of the study by using K.M. Model.

Step 2 – Calculation of sample size separately for each district of the state in proportionate to the sample size of the study.

This is shown in figure 3.2.

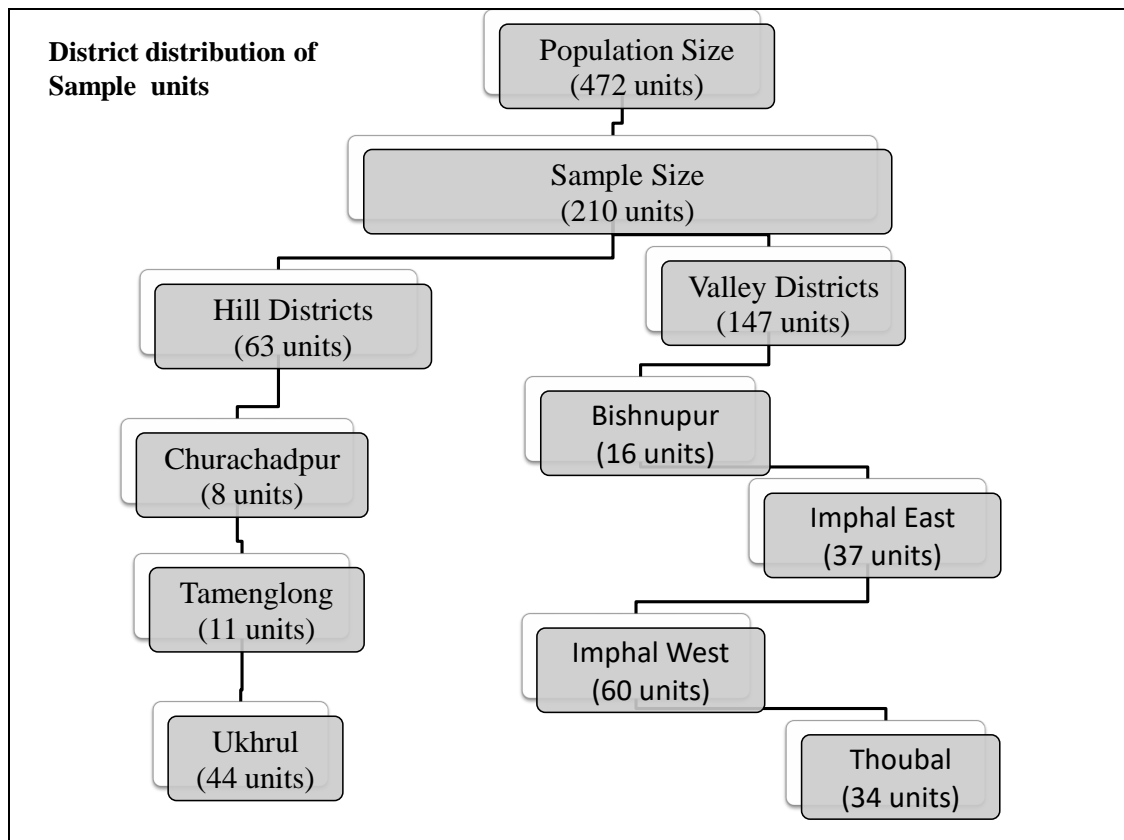


Figure 3.2: Sample Size Determination on the basis of Secondary Data obtained from Nucleus Cell, Directorate of Commerce and Industries, Government of Manipur.

Source: Nucleus Cell, Directorate of Commerce and Industries, Govt. of Manipur.

3.6.4 Questionnaire Design

On the basis of the objectives and hypotheses of the study, structured questionnaire with both open ended and closed ended questions was developed. The closed ended questions consisted of multiple choice type questions in nature while the open ended questions consisted of questions of such nature that allows free response and opinion. The questionnaire was developed with the help of the Parameters and Variables identified from the review of book literatures and existing studies on marketing practices of business enterprises. The questionnaires were administered to the respondents by the researcher herself.

A structured questionnaire consisting of four main parts was basically designed to cover the objectives and hypotheses of the study in such a manner:

- a) Part I of the questionnaire consisted of components such as the respondents' personal profile, respondents' profile related to their family traits, their enterprise's profile, and the product related details of the enterprise of women entrepreneurs of Manipur.
- b) Part II of the questionnaire covers questions on variables that fulfil the first objective of the study i.e. to identify the marketing practices of women entrepreneurs of Manipur with regard to Product as well as a part of the fourth objective of the study, i.e. how the marketing practices with regard to product has been developed among women entrepreneurs of Manipur. The questionnaire therefore provides information on the practices adopted by women entrepreneurs of Manipur in relation to the *Product* element of marketing mix viz. – Branding, Labelling, Packaging, Standardization, and Product related services provided by the enterprises.
- c) Part III of the questionnaire covers questions on variables that fulfil the second objective of the study i.e. to identify the marketing practices of women entrepreneurs of Manipur with regard to price as well as a part of the fourth objective of the study, i.e. how the marketing practices with regard to price has been developed among women entrepreneurs of Manipur, respectively. In this part of the questionnaire, questions framed consisted of information on the practices adopted by women entrepreneurs of Manipur in relation to the *Price* element of marketing mix like the different Pricing Methods and the Promotional Pricing Methods.

d) Part IV of the questionnaire covers questions on variables that fulfil the third objective of the study i.e. to identify the marketing practices of women entrepreneurs of Manipur with regard to Promotion as well as a part of the fourth objective of the study, i.e. how the marketing practices with regard to product has been developed among women entrepreneurs of Manipur, respectively. Hence, the questions contained in this part of the questionnaire were aimed to provide information on the practices adopted by women entrepreneurs of Manipur in relation to the *Promotion* element of marketing mix viz. – Personal Selling, Advertising, Sales Promotion, Public Relations, and Sales Forecasting.

Then, the responses of the sample units were recorded in a response model table which were designed and developed on the basis of the questionnaire of the study. The response model table is particularly meant for use by the researcher for better understanding and convenience in recording and processing the data.

The questionnaires which are specifically designed and develop for the purposes of the study were presented in Appendix II of the reference section of the study.

3.6.5 Scope of the Study

The study is about marketing practices of women entrepreneurs of Manipur. Therefore, women enterprises which have registration under the Department of Nucleus Cell, Directorate of Commerce and Industries, Government of Manipur were covered. For the purpose of the present study, only the manufacturing sector was considered and service sector was ignored from the purview of the study. Further, though there are four elements of marketing mix for manufacturing sector viz. Product, Price Place and

Promotion, the study is concentrated only on the Product, Price and Promotion elements of marketing mix.

3.6.6 Period of the Study

1. For the study women enterprises which have registration between two different periods i.e. from April 1991 to March 2013 were taken up.
2. Field study – The primary data of the study were collected through field survey and structured interview to the respondents during the month of April – October, 2015.

3.6.7 Geographical Area of the Study

The geographical area for the study covers all the nine districts of Manipur. However, while proportionately distributing the sample size to the respective nine districts, it was found that the percentage distribution for Chandel and Senapati district were nil i.e. 0.36 per cent only and hence, these districts were excluded from the study.

3.6.8 Analysis Design

The present study is based on data collected from 198 units engaged in manufacturing sector. For the purpose of analyses, interpretation and drawing inferences of the study both the descriptive as well as inferential statistical tools were used. The descriptive statistical tools were used particularly for processing, analysing and interpreting the raw data obtained and basically serves the purpose of justifying the objectives of the study while the inferential statistical tools were used particularly for drawing inferences of the study and basically serves the purpose of testing the hypotheses of the study.

Consequently, the 198 complete and returned questionnaires were processed and the data obtained were presented in a tabular manner using SPSS. For the purpose of analysing the primary data, relevant statistical tools that can be employed for the study has been identified as follows:

- (i) For Nominal data; Frequency, Percentage and Mode.
- (ii) For Ordinal data; Median and Percentile.
- (iii) For Interval data; Mean, Range, and Standard Deviation (S.D).
- (iv) For Ratio data; Geometric and Harmonic Mean.

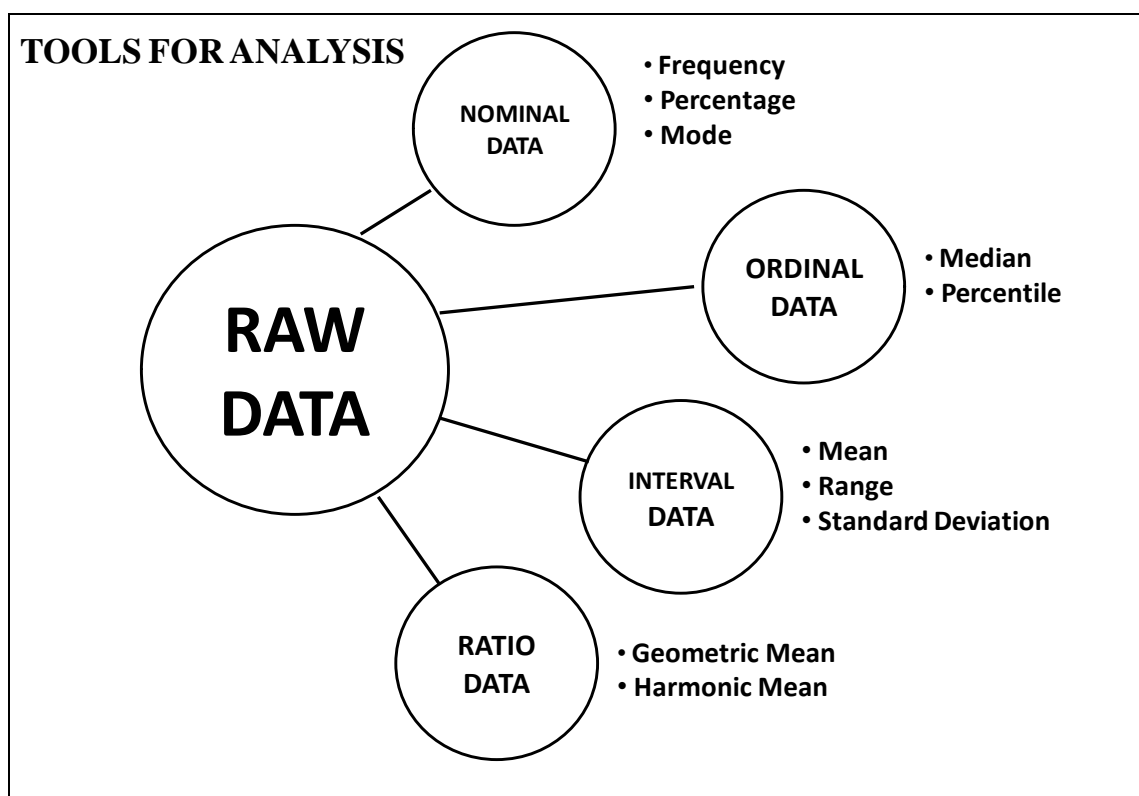


Figure 3.4: Identification of tools that can be used for analysing data of different nature
Source: Compiled By the Researcher

Then, the hypotheses of the study were tested with the help of a definite hypothesis testing criteria which were designed and developed for the purpose of the study. The Hypotheses Testing Criteria of the proposed study were structured in the following manner:

Phase 1: Classification of the data obtained on the variables of hypotheses according to measuring scale i.e. nominal, ordinal, interval and ratio.

Phase 2: Classification of the identified nominal, ordinal, interval and ratio data into normally distributed data and freely distributed data.

Phase 3: Application of the appropriate descriptive and inferential statistical tools. Generally, there are two kinds of descriptive and inferential statistical tools which are available and those are parametric and non-parametric statistical tools. Specifically, the following were noted while selecting the statistical tools –

- (i) Nominal, ordinal, Interval and Ratio scale data which are normally distributed are required to test hypotheses through parametric statistical tools.
- (ii) Nominal, ordinal, Interval and Ratio scale data which are freely distributed are required to test hypotheses through non-parametric statistical tools.

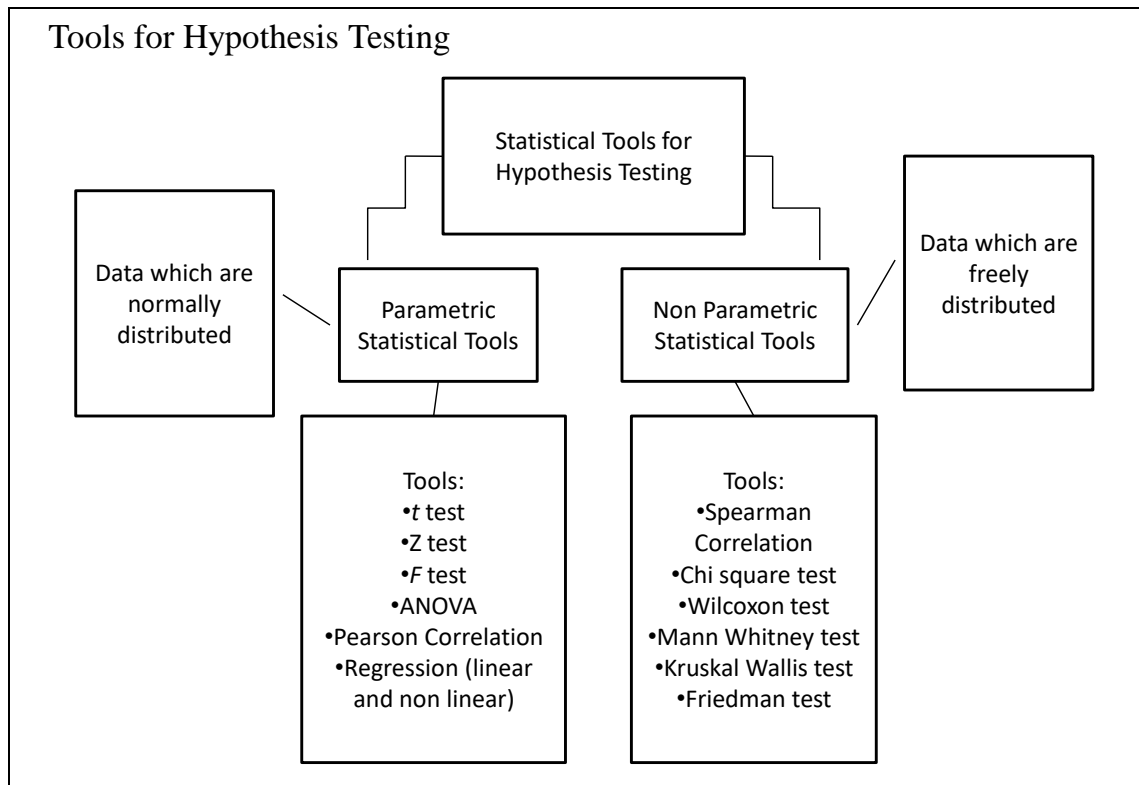


Figure 3.5: Identification of tools that can be used for testing the hypotheses of the study

Source: Compiled by the researcher.

With the help of the procedure mentioned which involve classification of primary data into measuring scales as well as into normally or freely distributed data, then identification of appropriate tools and finally assigning the appropriate statistical tool for hypotheses testing; the analysis, interpretation and testing of the hypotheses of the present study were made. Accordingly, the study has assigned the following tools:

- (i) The primary data of the study comprises of nominal and ordinal data and hence, the tools assigned for these types of data involve percentage and mode.
- (ii) The primary data of the study are freely distributed and therefore non parametric statistical tool, chi square test and symmetric measure has been used to test the hypotheses of the study.

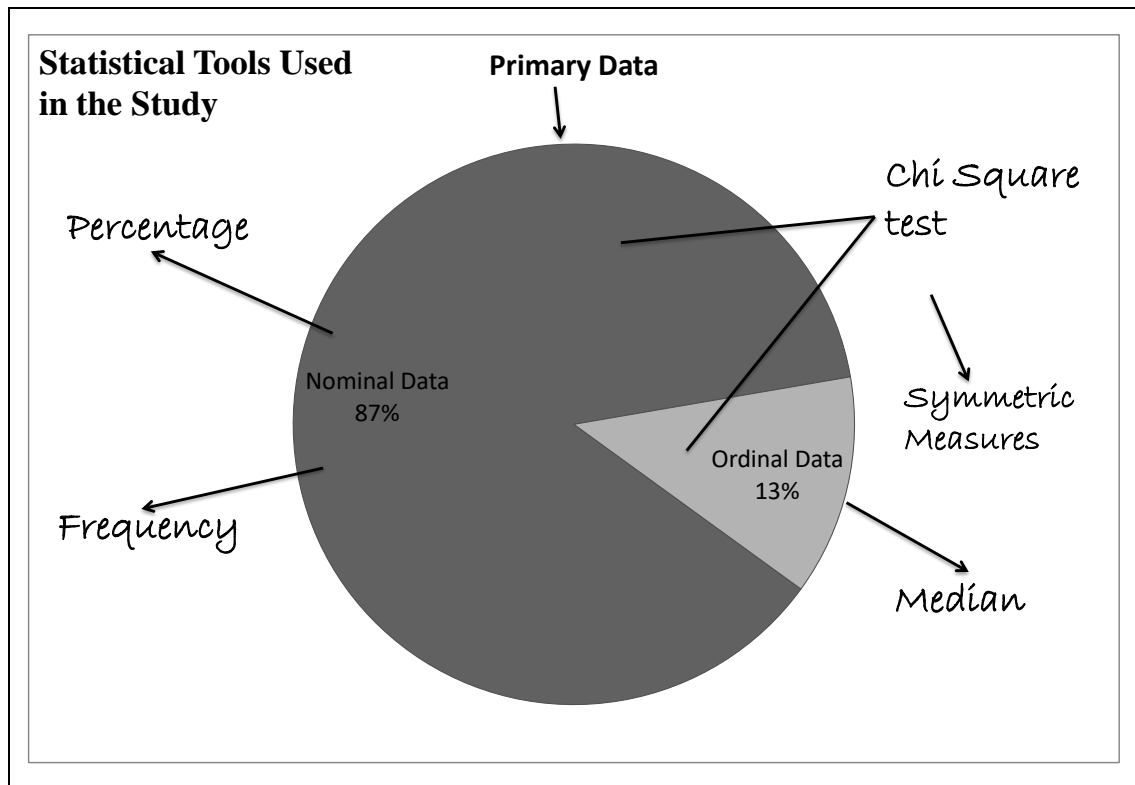


Figure 3.6: Statistical tools used in the study for analysing the data as well as testing the hypotheses of the study.

Source: Compiled by the researcher.

Further, the analyses of the data were also done with the help of cross tabulation method by using SPSS to give a clear picture of inter – relation between two or more variables (relationship between variables).

3.6.9 Chapter Scheme

The study “Marketing Practices of Women Entrepreneurs of Manipur with Reference to Select Marketing Mix” is divided into three main parts: Part 1, Part 2 and Part 3.

Part 1: Preliminary Section – The Preliminary Section comprises of the title page, certificate, declaration, acknowledgement, list of tables, list of figures and list of pictures.

Part 2: The Main Text – This part is divided into five main chapters.

Chapter 1: Introduction – This chapter covers the introductory theme, the concept of marketing and marketing practices, introduction to women entrepreneurs of India and Manipur and the theoretical framework of the study.

Chapter 2: Review of Literature – This chapter reveals about the objectives and hypotheses of the study, the structure of the present study and presents the review of the available literature and the gap in research.

Chapter 3: Research Methodology – In this chapter, the methods and procedures employed in the study were presented describing the type of data required, the sources of the data required for the study, the method of collecting the data and the design laying down the tools used for analysing the obtained data, etc. Also, an introduction to the Manipur state i.e. study area have been enunciated.

Chapter 4: Findings, Analyses and Interpretations – The findings of the primary data regarding the marketing practices of women entrepreneurs of Manipur with regard to product, price and promotion element of marketing mix are presented and along with it the critical analyses and interpretation of the various data obtained are also presented in this chapter.

Chapter 5: The limitations of the study and summary of the findings have been enunciated and the conclusions drawn and suggestions made have also been presented in this chapter.

Part 3: Reference Section – This is the last part of the thesis and it enunciates bibliography; appendices; and glossary covering the sample size determination table, questionnaire of the study, the normality test result, investigator's guide, list of seminars, workshops and conferences attended and publications made by the research scholar of the present study.

3.7 Operational Definitions

The key terminologies included in the present research study has been identified and defined in this part of the chapter.

1. Women Enterprise

As per the MSMED Act, 2006 “an enterprise (manufacturing or service) managed by one or more women entrepreneurs in proprietary concerns, or in which she/they individually or jointly have a share capital of not less than 51 per cent as partners/shareholders/Directors of Private Limited Company/Members of Cooperative Society is called a women enterprise”.

2. Women Entrepreneur

“As per government of India women entrepreneurs has defined women entrepreneurs based on women participation in equity and employment of a business enterprise. Accordingly, the government of India has defined a women entrepreneur as ‘an enterprise owned and controlled by a women having a minimum financial interest of fifty one (51) per cent of the capital and giving, at least fifty one (51) per cent of the employment generated in the enterprise to women’. Further, with a view of changing the outlook for the promotion of women entrepreneurs, this definition was revised by government of India in 1991, by omitting the condition of employing 51 per cent of women workers (Khanka, 2008)⁸”.

In lieu of the definition of women entrepreneur given by the Government of India, for the purpose of the present study the definition of women entrepreneur of Manipur has been developed and stated as:

⁸ op. cit. Khanka, 2008

Women Entrepreneurs are those women of Manipur who participate and engage themselves in setting up and running the enterprise.

According to MSMED Act, 2006 whether male or female enterprises are categorised into three types: (i) Micro, (ii) Small, and (ii) Medium Enterprises and they are defined on the basis of the investment in plant and machinery (for manufacturing enterprises) or in equipment (in case of enterprises providing/rendering of services):

(A) In case of enterprises engaged in manufacturing or producing of goods, enterprises are defined as:

- (i) a micro enterprise, if the investment in plant and machinery is more than twenty five lakh rupees;
- (ii) a small enterprise, if the investment in plant and machinery is more than twenty five lakh rupees but does not exceed five crore rupees; or
- (iii) a medium enterprise, if the investment in plant and machinery is more than five crore rupees but does not ten crore rupees.

(B) In case of enterprises engaged in providing or rendering of services, enterprises are defined as:

- (i) a micro enterprise, if the investment in equipment does not exceed ten lakh rupees;
- (ii) a small enterprise, if the investment in equipment is more than ten lakh rupees but does not exceed two crore rupees; or
- (iii) a medium enterprise, if the investment in equipment is more than two crore rupees but does not exceed five crore rupees.

3. Registered Enterprises

For the study registered enterprises have been defined as “all those enterprises which have registered with the State Directorate of Commerce and Industries, Manipur”.

4. Manufacturing Enterprises

According to MSMED Act 2006, the manufacturing enterprises within its ambit include the following activities:

- i. Manufacturing Wearing Apparel;
- ii. Manufacturing of grain mill products, starches and starch products, and prepared animal feeds;
- iii. Manufacturing of fabricated metal products;
- iv. Manufacturing of furniture;
- v. Spinning, weaving and finishing of textiles;
- vi. Manufacturing of non –metallic products;
- vii. Manufacturing of special purpose machinery;
- viii. Manufacturing of other textiles;
- ix. Manufacturing of other chemical products;
- x. Manufacturing of structural metal products, tanks, reservoirs and steam generators;
- xi. Production, processing and preservation of meat, fish, fruit, vegetables, oils and fats;
- xii. Manufacturing of jewellery, musical instruments, sports goods, toys, stationary, decorative articles, etc;
- xiii. Manufacturing of products of wood, cork, straw and painting materials;
- xiv. Manufacturing of footwear, etc.

5. Industry Group

The Ministry of Micro, Small and Medium Enterprises, Government of India has laid down the broad major Industry Group which covers within its ambit several type of businesses. These are:

1. Agro based food processing industry.
2. Rural Engineering and Bio-Tech industry
3. Forest based industry.
4. Hand-made paper and fibre industry
5. Mineral based industry.
6. Polymer and Chemical Based Industry
7. Textile based Industry

The textile based industry within its ambit includes the following:

- Ban making
- Embroidery
- Embroidery of fabrics
- Hosiery
- Kamble weaving
- Manufacture of silk sarees
- Mineral water
- Manufacturing of paints
- Tailoring and preparation of readymade garments
- Thread balls and woollen balling lacchi making
- Toys and doll making

Within the ambit of agro based food processing industry, rural engineering and Bio-Tech industry include the following business activities:

Agro Based Food Processing Industry	Rural Engineering and Bio-Tech industry
<ul style="list-style-type: none">• Bakery products• Bedana/Raisin Industry/Seeds	<ul style="list-style-type: none">• Carved wood and artistic furniture making

<p>Processing</p> <ul style="list-style-type: none"> • Cashew/Chironji processing (Dry Fruits) • Cattle Feed and Charolie making • Coconut and Areca nut products • Daliya making, Indian Sweet Making and Threshing units • Fruits and Vegetables Processing • Ghani Oil Industry • Groundnut Decorticator (Seeds/Oil Purpose) • Khava and Chakka Unit • Manufacture of Mahendi • Manufacture of Cane-Gur and Khandsari/Jaggery making • Manfuacture of Chips from Banana(raw)/Potato • Manufacturing of food industry • Manufacturing of Ice/Ice Candy • Masala, Milk products making and Noodles making, Papa making, and Supari Making unit • Mini rice Shelling unit/Rice Mill • Paddy Unit (PCPI) • Palmgur making and other palm products industry • Pepsi Unit/Cold/Soft drinks • Poha Making Unit/Popcorn • Power atta chakki/Flour Mill • Processing of Maize and Ragi • Production of Ice Box • Raswanti-Sugarcane Juice catering unit • Soda manufacturing product • Vermicelli (shyarige) Machine 	<ul style="list-style-type: none"> • Iron grill making • Iron works • Manufacture of musical instruments • Manufacture of handmade utensils out of brass • Manufacture of household aluminium utensils • Manufacture of rural transport vehicles such as hand carts • Manufacture of various material handling equipments • Manufacture of decorative bulbs • Manufacture of electronic clocks and alarm time pieces • Manufacture of handmade utensils out of copper • Manufacture of paper pins • Manufacture of engineering instruments (tube lights) • Manufacture of machinery spare parts/bearing, etc. • Manufacture of mixer grinder and other household goods. • Manufacturing of platform scales/dharamkanta • Manufacture of screw/ball bearing • Manufacture of storage batteries • Manufacture of steel grills • Manufacturing instant sambirani sticks packing material • Manufacturing of weighing machine • Manufacturing of barbed wires • Manufacturing of body cooler • Manufacturing of mirror/gift articles • Manufacturing of sewing machine parts, etc. • Manufacturing of shutter locks, etc. • Manufacturing of control panels • Production of bumper plant protector. • Production of radios
---	--

	<ul style="list-style-type: none"> • Production of cassette player whether or not fitted with radio • Production of voltage stabilizer • Production of stove wicks • Tin smithy • Trunk and peti manufacturing • Wire net making
--	--

Within its ambit the Hand Made Paper and Fibre industry and Mineral based industry includes the following works:

Hand Made Paper and Fibre Industry	Mineral Based Industry
<ul style="list-style-type: none"> • Coir work • Fibre items • Handmade Paper/Thermocol • Leaf cup making • Manufacture of Jute products (under Fibre Industry) • Manufacture of exercise book binding • Manufacture of paper cups • Mat making • Manufacture of legal cup-plates • Pith work 	<ul style="list-style-type: none"> • Black Board/Slate and Slate pencil/Chalk making • Blue Metal Jelly (excavation of stone quarries for crushing of blue metal jelly) • Brick Bhatta • Cement Blocking • Ceramic-Dental Teeth • Clay grinding • Cottage-Pottery Industry • Fuel briquetting • Gem cutting • Polishing of granite stone slabs/granite crushing • Silversmithy • Steam Coal Powder • Stone cutting • Utensil washing powder • Utility articles made out of stone

Within the ambit of polymer and chemical based industry, and textile based industry the following business activities are included:

Polymer and Chemical Based Industry	Forest Based Industry
<ul style="list-style-type: none"> • Candle • Chappal making/shoes making 	<ul style="list-style-type: none"> • Ayurvedic Medicine Manufacturing by forest produce/medicinal plant

<ul style="list-style-type: none"> • Chemical industry • Cottage match industry/manufacture of fire-works and agrbattis • Cottage soap industry • Detergents and washing powder making (non toxic) • Flaying • Leather works • Manufacture of bindi • Manufacture of essential oils • Manufacture of shampoos • Manufacture of packing items of plastics • Manufacture of hair oil • Manufacturing of poly bags, etc. • Manufacturing of PVC shoes • Manufacturing of Resin and Tarpoline oil • Menthol oil • Manufacture of mosquito killer, etc. • Manufacture of PVC pipe and other PVC items • Net making • Nylon rope making • PVC insulated wire and cables • Perfume making • Products out of Rexin PVC 	<ul style="list-style-type: none"> • Bamboo and cane work • Ban making unit • Basket making/Bag making • Bee keeping • Collection of forest plants and fruits for medicinal purpose • Kath manufacturing • Khus tattis and broom making • Manufacture of Gums and Resins • Manufacture of Katha • Manufacture of Shellac • Manufacturing Pharmaceutical products • Photo framing
--	--

6. Marketing Practices

For the purpose of the present study, the definition of marketing practices of women entrepreneurs of Manipur is:

“The marketing activities carried out by the women entrepreneurs in getting their products sold.

7. Social System

Encyclopedia Britannica has defined social system in two ways:

- (a) Matriarchy Social System, and
- (b) Patriarchy Social System.

Accordingly, the term Matriarchy Social System is understood as a hypothetical social system in which the mother or female elder has absolute authority over the family groups; by extension, one or more women (as in a council) exert a similar level of authority over the community as a whole. While, the term *Patriarchy Social System* is understood as a hypothetical social system in which the father or a male elder has absolute authority over the family group; by extension, one or more men (as in a council) exert absolute authority over the community as a whole.

Since, Manipuri society has the culture and tradition of accepting father as the head of the family who is assigned with full authority to exercise decision making power for the family as a whole; hence, the present study asserts that Manipuri society is a patriarchal society and the term “patriarchy social system” as defined in the Encyclopedia Britannica has been employed for the present study.

3.8 An Introduction to Manipur



Picture 3.1: Map of Manipur

Source: Google Map

Manipur is a hilly state situated in the North Eastern region of India. It is situated between 23.83⁰N to 25.68⁰N latitude and 93.03⁰E to 94.78⁰E longitude. It has an altitude of 790 metres above sea level at the valley with specific reference to the capital city of Imphal. It has an area of 22327 sq. km consisting of only 0.7 percent of the total land surface of the country. It has 352 kms. long international border with Myanmar. It is bounded on the north by Nagaland, on the west by Assam, on the east by Myanmar (international boundary) and on the south by Mizoram and Myanmar (international border). The state splits naturally into two regions. They are the hills and the valleys. It has nine revenue districts. Out of these four are in the valley and five are in the hilly regions. The districts which are located in the hilly regions are Churachanpur, Chandel, Tamenglong, Senapati and Ukhru, and the districts in the valley region are Bishnupur, Imphal East, Imphal West, and Thoubal respectively. The hilly region constitutes about 90 percent of the total land of the state.

Manipur is multi cultural pluralistic society. Indigenous people of Manipur belong linguistically to Tibeto-Burman family and racially to Mongolian stock. There are 33 schedule tribes and altogether 35 major communities in Manipur. The majority of the people are Meitei inhabitants of the valley and the hilly areas are inhabited by 33 tribes of Kuki-Naga stock. There are small communities such as Malwaris, Bengalis, Punjabis, Tamils, Nepalese, etc. who are living in the state. They are late comers to the state. All these communities constitute a pluralistic Manipuri society. As per the land system of Manipur, (MLR), Act the hill areas are reserved for tribal people. Hinduism, Christianity, Islam and Sanamahi are the major religions. Manipuri is the lingua-franca of all the people in Manipur. A clear picture of Manipur is shown in Table 3.1.

Table 3.1: Manipur at a glance.

Sl. No.	Items	Details
1.	State	MANIPUR
2.	Location	North Eastern region of India
3.	Capital	Imphal
4.	Area	22327 sq. km
5.	Districts	9 (Nine)
6.	State Language	Manipuri
7.	State Script	Meitei Mayek
8.	State Emblem	Kangla Sha (Nongsaba), i.e. half lion and half dragon.
9.	State Bird	Nongyeen
10.	State Animal	Sangai/Brow Antlered Deer (Cervus eldi eldi)
11.	State Flower	Siroy Lily (Lilium Mackline Sealy)
12.	State Game	Manipuri Polo
13.	State Anthem	Sana Leibak Manipur
14.	State Tree	Uning thou
15.	State Fish	Pengba

Source: DIPR, Manipur

Manipur became full-fledged state on January 21, 1972. On November 1, 1956, it became a union territory of India with a territorial council which was upgraded to a territorial Assembly in 1963. On October 15, 1949 Manipur was merged to India and till 31st October 1956, it was considered as Part C state (Chanu, 2005)⁹. Manipur became a part of British India in 1891 after the defeat of Manipur in the Anglo–Manipuri War in 1891. It is found in the history of Manipur that more than 40 kings have ruled in Manipur from 14th Century to the mid twentieth century.

Manipur is often described as a land of natural beauty and splendours. St. Clair Grimwood described Manipur as “A Pretty Place more beautiful than many show places of the world”, Pandit Jawaharlal Nehru as “Jewel of India”, and Lord Irwin as “Switzerland of India”. Apart from the natural beauty, Manipur is also famous for its rich art, tradition, culture, sports, and handloom and handicraft products.

⁹ Chanu, A. I. (2005). *Insurgency Movement in Manipur*. Omiokumar Das Institute of Social Change and Development, Working Paper.

Manipur is connected by both roadways and airways. There are three national highways which connects Imphal. They are NH 39 (Indo-Myanmar road), NH 53 (New Cachar Road) and NH 150 (Jessami-Tipaimukh Road). The Imphal Tulihal Airport which is located about 8 km from the heart of the city is the only airport of the state. Till now, the capital of the state, Imphal is not connected by Indian railways. Whereas, the rail services has been extended upto Jiribam a border town which is located at the south-western part of Manipur.

The river system in Manipur flows from north to south. There are four major river basins – the Barak river basin, the Manipur river basin, the Yu river basin and the Lanye river basin in the north (Chanchan, 2013)¹⁰. The Barak river basin drains in the western part of the state and join the Brahmaputra River in the north at the Cachar district of Assam. Its main tributaries are the Dzuko, the Leimatak, the Irang, the Makru and the Tuivai and they flow in a North East – North West orientation. In the central part of the state, the Manipur river basin drains which is joined by its tributaries which are the Imphal, the Iril, the Nambul, the Heirok, the Chakpi, the Thoubal, the Kongba, the Sekmai and the Khuga. The load of the Manipur river basins are mostly deposited in the Loktak Lake of the state however they also flow southward to join the Myittha River, a tributary of the Chindwin river of Myanmar. The Yu river basin which drains in the eastern part of the state includes the Chamu and Khunou. Besides, the Ithai river which drains in the south and joins the Iril river is also another important river in Manipur. . All these rivers play an important role in the irrigation in the state among which the largest water resources are the Barak and the Manipur River which “have been estimated to be around 1.8487 million hectare in the form of annual yield”

¹⁰ op. cit. Chanchan, 2013

(Drainage System, 2013)¹¹. According to Economic survey of Manipur 2013-14, Manipur has an average annual rainfall of 1639.1 mm. in 2013. And the rainy season is from May to October. In summer, the temperature ranges between 14°C to 32°C and in winter it ranges between 0°C to 25°C.

Table 3.2: The geographical information of Manipur:

Sl. No.	Parameters
1.	Elevation – (a) Hills = between 1500m and 1800m above sea level (b) Valleys = about 790m above sea level
2.	Districts – 9 (nine) (a) There are five hilly districts – Senapati, Tamenglong, Churanchandpur, Chandel, Ukhrul. (b) There are four valley districts - Imphal East, Imphal West, Bishnupur and Thoubal.
3.	Area – (a) The hill area covers 90 per cent of the state area i.e. 20089 sq. km (b) The valley area covers only 10 per cent of the state area i.e. 2238 sq. km.
4.	Borders – (a) National – Assam, Mizoram and Nagaland. (b) International – Myanmar.
5.	National Highways – 3 (three): 39 (Indo-Myanmar road), 53 (New Cachar Road) and 150 (Jessami-Tipaimukh Road).

Source: Compiled by the researcher

According to Census of India (2011)¹², the total population of Manipur is 2855794 which is 6.2 percent of the total population of North-eastern states which

¹¹ NIC Manipur, (2013, June). *Drainage System*. Retrieve June 18, 2015 from http://www.investinmanipur.nic.in/gp_drainage.html.

¹² Census of India (2011). *Provisional Population Totals: India Series 1*. New Delhi: Office of the Registrar General and Census Commissioner.

comprise of eight states and about 0.22 per cent of the total population of the country.

Manipur ranked first in terms of sex ratio among North-eastern states of India.

The demographic composition of Manipur is shown in Table 3.2.

Table 3.3: The demographic composition of Manipur

Sl. No.	Items	Details	
1.	Total Population	28,55,794	
		Male – 14,38,586	Female – 14,17,208
2.	Urban Population	8,34,154	
3.	Rural Population	20,21,640	
4.	Schedule Tribe	902740	
		Hill – 845627	Valley – 56913
5.	Schedule Caste	97042	
		Hill – 1967	Valley – 95075
6.	Percentage to the total population of India	0.22	
7.	Density of Population	128 per sq. km	
8.	Decadal Growth Rate (from 2001-2011)	24.50	
9.	Literacy Rate	79.21	
		Male – 86.06	Female – 72.37
10.	Sex Ratio	985 per 1000 male	
11.	Birth Rate	14.4	
		Rural – 14.2	Urban – 15.0
12.	Death Rate	4.1	
		Rural – 4.1	Urban – 4.2
13.	Infant Mortality Rate	11	
		Rural – 11	Urban – 12

Source: Census of India, 2011

Culture and Traditions of Manipur

Manipur is a mosaic of art, traditions and cultural patterns. Its own art-forms and cultural expressions and ramifications distinctly showcase Manipur to the World.

The culture and tradition of Manipur are best represented by the people of Manipur,

their food habit, the famous Manipuri dances and theatre, the festivals celebrated in the state and the indigenous games and sports of the state, etc. There are a number of games which are exclusive to the Manipuris and they are Sagol Kangjei (Manipuri Polo), Yubi Lakpi (Manipuri Rugby), Khong Kangjei (Manipuri Hockey), Hiyang Tanaba (Boat Race), Mukna (Manipuri Wrestling), Thang Ta and Sarit Sarat (Manipuri Martial Arts). Kang of the Naga tribes of Manipur is another important game of the state. Besides, there are also other common games which are played in the state as a part of their culture like Chenjong (long jump), Lamjel (foot race), Mangjong (broadjump), Uraobi (Manipuri Kabbadi), Seboti (aerobic game style), spear throwing, etc. It is widely believed that Polo was firstly started in Manipur (cited).

Economy of Manipur

Agriculture: Agriculture plays a predominant role in the economy of Manipur. According to the Economic Survey of Manipur (2013-14), there are 1159053 main and marginal workers out of which 111061 are agricultural labourers, 457891 are cultivators and 89495 are household industrial workers. This means that agriculture occupies the main source of employment of the people of Manipur. It employs about 57.04 percent of the total working population of Manipur. The agricultural area, method of cultivation, name of the major agricultural products of Manipur is shown in Table 3.3.

Table 3.4: Agricultural Profile of Manipur

Sl.No.	Items	Details
1.	Total Agricultural Area	45189 hectares
2.	Percentage share of the area cultivated by Manipur	About 9.41% of the area in the state.
3.	Methods of Cultivation: (a) Hill	(a) Terrace, Shifting or Jhuming

	(b) Valley	(b) Settled
4.	Crops	Cereals, Foodgrains, Pulses, Oilseeds, Fibres, Wheat, Maize, Sugarcane, Mustard, Potato, etc.
5.	Fruits	Pineapple, Orange, Lemon, Papaya, Arum, Banana, Passion fruit, Apples, Guava, Peaches, etc.
6.	Vegetables	Beans, Cabbage, Cauliflower, Peas, Potato, etc.
7.	Spices	Green Chilli, Ginger, Turmeric, Coriander seeds, Large Cardamom, etc.
8.	GSDP (agriculture including livestock) at current prices	Rs. 201233 lacs (Advance estimate, 2012-13)

Source: Economic Survey of Manipur, 2013-14

Forestry: According to the Forest Department of Manipur (2004-05)¹³, forest covers about 16,926 sq. km which is almost 75.81 per cent of the total geographical area of the state. Out of these, 5,710 sq. kms falls under dense forest while 11,216 sq. kms falls under open forest. There are nine forest divisions in the state and those are – Bishnnupur, Central, Eastern, Jiribam, Northern, Southern, Tengnoupal, Thoubal and Western forest division. The different types of forest which are found in the state are identified as coniferous and deciduous forest, wet forest and pine forest. The forests are home to a number of plants and trees having rich medical values. Some of the medicinal plants found in Manipur are Baunra, Chaning, Hansraj, Leibungou, Lashing (cotton), Langthrei, Leibakngou Manba, Mayur Pambi, Pakhamba Maton, Terapaibi, Thingthou, Te-Bam, etc. Besides, the state is also endowed with a variety of flora and fauna. There are as many as 1300 flora and 338 fauna in the state of which Sangai – ‘the Dancing Deer’ is the most unique flora while, ‘Siroy Lily’ (*Lilium Macklineae*) is the most

¹³ Forest Department, (2004-05). *Annual Administrative Report: 2004-05*. Manipur: Government of Manipur. Retrieve September 24, 2015 from <http://manipurforest.gov.in/AnnualAdmReports/AnnualAdmRept2004-05.doc>

unique fauna of all. Manipur lies in the range of north-eastern Himalayan region and this region happens to be the mega biodiversity ‘hotspots’ in India. The state has a number of proposed biosphere reserves including the Keibul Lamjao National Park which is the only floating park in the world and is also famous for its natural habitat of Sangai (bro – antlered deer). The forests of Manipur are also rich in orchids. There are around 500 varieties of orchids which grow in Manipur of which 472 have been identified among which the well known orchids are kwaklei, khongup lei, melei leishna, yerum lei, tengthou lei, khongumelei, senpak lei, engalei, shamji lei, nachom lei, kwaklei, takhel lei, lafoi lei, etc. The orchids of Manipur are abounding in their natural habitat and grow in soil or on trees and shrubs.

Table 3.5: Forestry of Manipur

Sl. No.	Items	Details
1.	Total Forest Area	16,990 sq. km
2.	Percentage Share of State Area	77.09%
3.	Forest Products	Timber, Firewood. Cane, Bamboo, Sand, Stone, Rubber, Earth, Charcoal, Smilax, Long peeper, Thatching grass, Agarwood, Broom, etc.
4.	GSDP (Forestry including logging) at current prices	Rs. 39565 lacs (Advance estimate, 2012-13)

Source: Forest Department of Manipur, 2004-05
Economic Survey of Manipur, 2013-14

Fishery: It is also an important area of generating employment and earning revenue by the people of the state. It is estimated that the total fish production and fish seed production of the state in the year 2007 is 15,450 tonnes and 115 millions (in units)

which is expected to be of value of Rs.9871 lakhs altogether and that a “total number of 34,064 persons are found engaging in fishing activities” (MSDR)¹⁴. However, the fish production in the state had increased up to 22.20 thousand tonnes in the year 2011-12. Though there is no marine fishery, there are a number of inland fishery resources in Manipur among which Loktak Lake occupies the major space (Economic Survey of Manipur, 2013-14). The fishery resources of Manipur are lakes, reservoirs, tanks, canals, water-logged marshy and swampy lands, beels, biomass, submerged crop land, rivers, streams, water-logged areas converted into agricultural lands, low lying paddy field, etc.

Industry: Manipur continues to remain industrially backward state. At present, there are no heavy and large industries in the state. However, there are number of Micro, Small and Medium enterprises in Manipur. According to the fourth all India census of MSME (2011)¹⁵, there are 5421 registered enterprises in the state which is engaged in either manufacturing activities or service activities which provide employment to 19,960 persons, and contribute to the gross output and export of the state of worth Rs. 199.8 crores and Rs.0.15 crores respectively. According to Economic Survey of Manipur (2013-14), there are 10264 industrial units operating in the state which is giving employment to 53719 persons. However, most of the enterprises are handloom and handicraft based units. There are few public sector undertakings in Manipur which is still found to be functioning. Some of them are: Manipur Handloom & Handicrafts

¹⁴ Planning Commission, Govt. of Manipur (2006, July). Manipur State Development Report. Retrieve June 18, 2015 from http://www.manipur.nic.in/planning/DraftMSDR/Default_DraftMSDR.html.

¹⁵ MSME, (2011, April). *Final Report: Fourth All India Census of Micro Small and Medium Enterprises*. New Delhi: Development Commissioner, MSME.

Development Corporation Ltd. (MHHDCCL), Manipur Electronic Development Corporation Ltd. (MANITRON) and Manipur Industrial Development Corporation Ltd. (MANIDCO).

Tourism: Because of its unique flora and fauna, rich tradition of art, culture, games and sports, the scenic beauty, the mystique physiographic features, etc. Manipur can be promoted as a perfect destination for tourist. The Tourism Department of Manipur has mentioned in its Annual Administrative Report (2010-11)¹⁶ that Manipur is a state with no mineral resources, hence, the importance of tourism in the state cannot be overemphasised and that there is an urgent need to tap the full potential of tourism in the State in view of the growing problems of unemployment, poverty and social unrest, for which tourism development may be the only answer. There are a number of tourist spots in the state and government has been taking up initiative in developing and promoting tourism in the state as recognition of the role that tourism plays in revenue earning and in bringing about economic transformation. Some of the tourist hotspots of the state are the Kangla Fort (Imphal West), the Loktak Lake and its isles (Bishnupur), the Siroy hill (Ukhrul), the Keibul Lamjao National Park (Bisnupur), the Ima Market and the Moreh town (Chandel). Besides, the state government organises festivals like the Sangai Festival, Orange Festival, etc. to promote tourism in the state. There are many tourist spots in different parts of manipur The major tourist spots of the different districts of the state (Manipur) include:

- (i) Bishnupur District – The Sendra Island, the Phubala, the Leikoipat Ecological Park and the INA Memorial.

¹⁶ Tourism Department, (2010-11). *Annual Administrative Report 2010-11*. Manipur: Government of Manipur. Retrieve 24 September, 2015 from <http://tourismmanipur.nic.in/downloads/2011.pdf>.

- (ii) Chandel District – The Tengmupal and the Moreh town.
- (iii) Imphal East – The Khuman Lampak Sports Complex, the Palace Compound, the Second World War Cemetery, the Mutua Museum, the Manipur Mountaineering and Trekking Association (MMTA), the Hanuman Thakur Temple, the Kaina and the Indian Army War Cemetery.
- (iv) Imphal West – The Manipur State Museum, the Zoological Garden, the Khonghampat Orchidarium, the Langthabal Old Palace and the Nupi Lal Complex.
- (v) Senapati District – The Yangkhullen village, the Makhel cave, the Sadu chiru waterfalls, the Dzuko valley and the Mao hill station.
- (vi) Thoubal District – The Khongjom Memorial, the Kakching trading centre and Pallel.
- (vii) Tamenglong District – The Zailand Lake, the Tharon Cave and the Barak Waterfalls.
- (viii) Ukhrul District – The Khangkhui Lime Cave, the Khayang Peak and the Hundung Mangva cave.

Market in Manipur:

Khwaramband Keithel which is located at the heart of Imphal is the main market of Manipur. There are small markets in different parts of the state where trading activities are taken place. The Ima Market (Mother's Market in Khwairamband Bazar of Imphal) the largest women market in the state where more than 3,000 women vendors from different part of the state involve in trading activities. The products produced by the local entrepreneurs are also brought here in order to get it disposed. The Ima market was established by King Paikhomba in 1614 A.D. at the heart of the Imphal city of

Manipur. The most notable feature of this market is that the vendors are exclusively female, and the products which sell in the market are ranging from vegetables, handloom items, ladies garments, goods of religious and ceremonial used, bedding items and many other day to day and long term durables and non durable consumer goods. Besides its economic significance, the Ima market is also considered as an important place for Manipuri society because of its historical significance as well as an eye catching spot for the tourist.



Picture 3.2: Ima Market (Mother's Market)

Source: Compiled by the researcher

Districts of Manipur

The 22,327 sq. km. wide territory of Manipur is divided among Nine districts under which division the Bishnupur district is the smallest district while Churachandpur district is the largest district. Imphal West district of Manipur occupies only 2.49 per cent of states geographical area however its percentage share in terms of population is very high and covers almost 18.1 per cent of the state's share. It is the most populated district of the state with 998 persons per sq. km. density of population. Further, the district occupies an important administrative and economic unit of the state. Again, though Tamenglong district occupies 19.66 per cent of the states geographical area which is a major portion of the states area however its share in terms of population is only 4.9 per cent. The district falls under the category of the lowest populated district of the state.

Table 3.6: The Demographic features of the districts of Manipur

Districts	Population		Popula- -tion Density	Sex Ratio (females per 1000 males)	Literacy Rate (%)		
	Total	% share			Total	Male	Female
Bishnupur	237399	8.3	479	999	75.85	85.11	66.68
Chandel	144182	5.0	44	933	71.11	77.78	63.96
Churachandpur	274143	9.6	60	975	82.78	86.97	78.50
Imphal East	456113	16.0	643	1017	81.95	88.77	75.32
Imphal West	517992	18.1	998	1031	86.08	92.24	80.17
Tamenglong	140651	4.9	32	943	70.05	76.09	68.07
Thoubal	422168	14.8	821	1002	74.47	85.00	64.09
Ukhrul	183998	6.5	40	943	81.35	85.25	76.95
Senapati	4,79,148	16.8	146	937	74.13	79.98	68.07
Manipur	2855794	100.0	128	985	79.21	86.06	72.37

Source: Census of India, 2011

Bishnupur District

The Bishnupur district of Manipur is also known as “the Land of Dancing Deer” and it is located 27 kms away from the Capital City ‘Imphal’ of the state. The district's headquarter is Bishnupur. Bishnupur was formed as a district of Manipur on May 25, 1983 and is the smallest district of the state with only 496 sq. km area. It is geographically extended between 24.18°N and 24.44° N latitudes and 93.43° E and 93.53° E longitudes at an altitude of 828.18 metre (above sea level). The district is surrounded by Thoubal district on the east, Imphal West district on the north and Churachandpur district on the south. The topography of the district includes a tiny plain, hill areas and marshy lands. Out of the total geographical area of the district, 4.23 per cent are forest covered. There are two main blocks in the district – the Bishnupur and the Moirang which is mainly inhabited by the Meiteis.

Special Attractions:

Bishnupur district holds importance because of its many historical places and the endemic specie ‘Sangai’ which is famous over the world as the dancing deer. Besides, the largest fresh water lake of India known as Loktak Lake is also located in the district. Another notable feature of the district is that the only power house of the state that is the Loktak Hydro Electric Power house is situated in the district from which the entire state’s electric supply is done.

Further, the important features of the district which distinguishes it from other valley and hill districts are:

- (i) The district is ideal for tourism industry as the district is situated with the famous Loktak Lake and the Keibul Lamjao National Park where the unique ‘Sangai’ resides.

- (ii) The mineral resource of the district contains good quality clay and stone deposits because of which the district has been famous for clay and stone products from early time and hence effort and initiative can be made to develop the area.
- (iii) The soil of the district is moderately fertile with clay and loam soil. Hence, horticultural crop occupies the main occupation of the people of the district. The major horticultural crops of the district involves vegetables such as cabbage, cauliflower, redish, brinjal, peas; fruits such as orange, lemon, guava, tree bean, peach, pineapple; and others like ginger, coriander, turmeric, mushroom, chillies, etc.
- (iv) The district has always been ideal for sericulture base, textile base, forest base and livestock base industry and will continue to have potential.

Chandel District

The Chandel district (formerly as Tengnoupal district) is one of the hilly districts of Manipur State. It was formed on May 13, 1974 with Chandel as the district's head quarter. It is located about 64 kms away from Imphal and lies between the 24°40'N latitude and 93°50'E longitude. It is the border district of Manipur and lies in the south – eastern part of the state. The district is therefore bordered with international boundary i.e. Myanmar (Burma) on the south, Ukhrul district of Manipur on the east, Churachandpur district on the south and west, and Thoubal district on the north. The district is sparsely inhabitant by a number of tribes almost around 20 groups among which prominent ones are Anal, Chothe, Kukis, Lamkang, Moyon, Monsang, Maring, Paite and Thadou. 90 per cent of the total area of the district is covered by hill ranges. The Moreh town, the only international trading centre of Manipur is located at the

district. Other potential features of the district which can contribute to economic and entrepreneurial activities are:

- (i) The soil type of the district is mostly coarser varying from fine loamy to lateral sandy loam which is basically reddish in colour and slightly acidic in nature, hence the soil type makes the district most favourable for horticultural crops like banana, cucumber, chilli-hybrid, french bean, brinjal, bhindi, etc.
- (ii) The district is abundant with forest products like the wood based products, bamboo shoots and bamboo based products, firewood, charcoal, etc.
- (iii) Though there is no water bodies in the district because of which fishery is not ideal, however the district is found with rich mineral resources most of which are in the nature of chromites deposits containing partly metallurgical grade, asbestos, nickel, copper and cobalt. Hence, the district has potential in terms of mineral base industries.

Churachandpur District

Churachandpur also known by the local people as 'Lamka' is located 60 kms away from Imphal and is one of the hilly districts of Manipur. The Churachandpur district was previously known as the Manipur South district and is the biggest district of the state. Churachandpur is the head quarter of Churachandpur district. The district is located in the south-western region of the state and lies between 230.55° to 240.30° N and 920.59° to 930.50° E. The district is bordered by Assam and Mizoram state of India in the west, Bishnupur district in the north, Chandel district in the east and by Myanmar (international border) in the south. The district is a bustling of tribal communities

however, the Kuki-Chin-Mizo are the dominant ones. The district is considered to be the fastest growing district and hill town among the hill districts of Manipur.

Special Attractions:

The important features of the district which could form the basis of influence to the people of the district in taking up entrepreneurial and economic activities are:

- (i) The district has “red, rocky and clay loamy laterite soil type” (Ministry of MSME, 2013)¹⁷ which is ideal for production of horticultural crops like ginger, potato, condiments, passion fruit, grape, pineapple, mushroom, etc.
- (ii) Since the district is hilly region there is not much computation of ground water resources however the available water resources are generally safe and suitable for all purposes and contains adequate pH value, EC value, and TDS value, and the iron and arsenic concentration is also within permissible limit.

Imphal East District

Covering a total area of 709 sq. km. the Imphal East District occupies the largest district among the valley districts of Manipur. The district came into existence on 18th June, 1987. The district is situated in two separate valleys of the state namely Central Valley and Jiribam Valley. The central valley of Imphal East district is a part of the main Imphal city with its head quarter at Porompat. The central valley is bounded by Senapati district in the north, Ukhrul district in the east, Thoubal district in the south and by Imphal West district in the west. Further, the district is divided into four major revenue sub divisions of which Jiribam sub division is the most distinct one. Though

¹⁷ Ministry of MSME, (2013). *Brief Industrial Profile of Churachandpur District (Manipur)*. Takyelpat, Imphal: MSME – Development Institute, Ministry of MSME, Government of India. Retrieve July 07, 2015 from http://dcmsme.gov.in/dips/ChurachandpurDistrict_man.pdf

Jiribam sub division is located in a separate valley on the western most boundary of the state adjoining the Cachar district of Assam, it is a municipal council in Imphal East district of Manipur. The major inhabitants of Imphal East district are the Meiteis, however, other social groups like Assamese, Bengalis, Meitei Pangan, Nagas, Kukis, Thadou, Kabui, Tangkhul, Hmar, etc. also form a part of the total population of the district. Like other regions of the state, the district has no rail network except for Jiribam Sub-Division which is found to have rail head from the Cachar District of Assam. The district is connected with the three national highways of the state and occupies an important administrative as well as economic unit of the state.

Special Attractions:

The major sericulture products and the plantation of tea and rubber are found in this district. Besides, the district is endowed with other resources that can play a pivotal role in the economic development of the state.

- (i) The most notable feature of the district is the Jiribam sub division of the district which is located in the extreme most western corner of the state. The Jiribam town also known as the western gate of Manipur was once a major trade centre during the time of King Churachand and still has the potential in import and export activity of the state on both the national as well as local products.
- (ii) The soil type of the district comprises of residual and transported soil, the residual soil are of laterised red soils which contains rich portion of nitrogen and phosphate, a medium amount of acidity and lesser amount of potash while the transported soil are of alluvial and organic which contains a fair portion of potash, phosphate, nitrogen and organic matter and are less acidic. The district cultivates around 20856 hectares of land which plays a major

role in providing employment to about 64 per cent of the total working force in the district. The primary agricultural product is rice followed by other horticultural crops like pineapple, cabbage, cauliflower, French bean, bhindi, potato, chillies, etc. Hence, introduction of agro – technique based industry could become a potential area for employment and income generation.

- (iii) The district is also found with mineral resources such as good quality clay which are favourable for brick making activities.
- (iv) Sand and stone deposits are also found mainly in Sanahal Lokchao and river beds of Sekmai village. This is another area of industrial potential for the district.
- (v) The district is also endowed with a number of tourist spots like the Khuman Lampak Sports Complex, Shree Shree Govindajee temple, Second World War cemetery, Indian Army War Cemetery, Hanuman Thakur temple, Mutua Museum, etc. which make the district favourable enough for taking up entrepreneurial activities like hotels and restaurants, tourism and hospitality, transportation, etc.

Imphal West District

The Imphal West district is the one of the capital districts of the state and occupies an important administrative and economic unit of the state. The district is a tiny plain at the centre of Manipur and lies between 24.30° - 25.00°N latitude and 93.45°-94.15°E longitude. Lamphelpat is the head quarter of the district. The district is surrounded by Senapati on the north, Thoubal and Bishnupur on the south, Imphal East on the east and by Senapati and Bishnupur on the west. It enjoys sub tropical humid type of climate because of which the district has relatively high humidity. The

physiographic of the district comprises of three units viz., the plain, the tiny hills and marshy land. It is the only district of Manipur which is connected with Air route. The major population of the district comprises of Meiteis, and is accompanied by other social groups such as Muslims, Bengalis, Biharis, Punjabis, Nepalis, etc. and other tribal communities.

Special Attractions:

The district is most suitable for taking up any kind of activity which can lead to income and employment generation as the district is the centre of trade, commerce and business. The district is facilitated with transport, communication, infrastructure and other elements which are most suitable for taking up not only micro, small and medium based industry but also large scale industry. Other important features of the district which could form the basis of influence to the people of the district in taking up the entrepreneurial and economic activities are:

- (i) The district has fertile land and is mainly made up of alluvial soil of recent origin. The district is favourable for paddy crops and other horticultural crops like pineapple, cabbage, cauliflower, pea, french bean, bhindi, tomato, chillies, etc.
- (ii) In comparison to other districts of the state, Imphal West is most advance in terms of micro, small and medium enterprises like handloom and handicrafts, cottage industry, jewellery, beauty services, food processing, iron and steel works, automobiles, etc. and these sectors have been able to create market place in the district. Hence, pursuing economic activities in line with the already existing type of businesses will not be a difficult task since market is already available.

- (iii) The district is also widely in practice of poultry farming, breeding, piggery, cattle rearing, fish farming, etc.
- (iv) Another notable feature of the district is the situation of the Ima Market or Women's Market which is known to be the largest women market of Asia and it occupies one of the important trade centres of the state which is giving livelihood to around 3000 women vendors of Manipur. The Ima Market has become a means of earning income not only of the vendors of the Ima Market but also of many other women of the state. Women from different parts of the state has find it the best and most appropriate market place to disposed off their manufactured products.
- (v) The district is also endowed with many tourist spot which holds historical, social and economic importance such as the Kangla Fort, the Ima Market, the Manipur State Museum, Saheed Minar, Zoological garden , Legislative Assembly, High Court, Khonghampat Orchidarium, Langthabal Old Palace, Paona and Khwairamband Bazar, Nupilal Complex, etc.

Tamenglong District

Tamenglong also called the Land of Hornbill is located along the western boundary of the state. The district is covered with hill ranges and narrow valley regions and is situated at a distance of 156 kms. away from the capital city Imphal. The district lies between 93° - 94.20° N latitude and 24.30° - 25.30° longitude and is surrounded by Churachandpur in the south, Senapati in the East and North, Nagaland state of India in the North and by Imphal West district and Assam state of India in the west. The district has been known as Manipur West district before 1972 and it is the farthest district from

the state capital, Imphal (NIC, 2014)¹⁸. Tamenglong is the head quarter of the district. The district is mostly hilly except some flat lands barely covering around 1000 hectare. The district is inhabitant mostly by the zeliangrong naga tribes comprising of rongmei, liangmei, zemei and pumei. Besides, other social groups like hmars, chirus and khasi are also found in the district.

Special Attractions:

The important features of the district which could form the basis of influence to the people of the district in taking up the entrepreneurial and economic activities are:

- (i) The Tamenglong district falls under the soil of hot humid agro-eco zone with hyper-thermal ecosystem and these soil are generally from moderate to strongly acidic, humus rich and have low base saturation. Because of the prevailing soil system, Tamenglong is most ideal for horticultural and other crops products which are most tolerant to acidity like orange, pineapple, lemon, pears, etc. As such the district has become the largest producer of orange in the state. And the Government of Manipur in recognition of the necessity to facilitate the socio – economic upliftment of the people of the district had initiated the orange festival as a means to promote tourism and provide an opportunity to the orange farmers of the district.
- (ii) The district is also primarily under forest cover and these forests can be grouped as tropical ever green forest, sub tropical forest and bamboo brakes. Hence, the forest of the district is abundant with varieties of cane, bamboo, thatch grass, medicinal plants mushrooms and murels which could lead to

¹⁸ NIC Tamenglong, (2014). *Brief Introduction and District Profile*. Retrieve September 24, 2015 from <http://www.tamenglong.nic.in/profile.html>.

another favourable condition for taking up activities related to handicraft activities and food processing activities like bamboo shoot products, mushroom and murels products, etc.

- (iii) Tourism industry can also be encourage in the district and can become one of the important tourist spot of the state because of its natural spots like the Barak waterfall, Buning, Kisha Khou, Zeilad lake and Tharon cave.

Thoubal District

Thoubal district is the largest district among the valley districts of Manipur and covers an area of 514 sq. km. The district came into existence on May, 1983 and Thoubal was made as the head quarter of the district. The district lies between 23.45°N – 24.45°N latitude and 93.45°E – 94.15°E longitude and is bounded on the north by Imphal district, on the east by Ukhrul and Chandel districts, on the south by Chandel and Churachandpur districts and on the west by the districts of Imphal and Bishnupur. Although Thoubal district is a valley district, the topography of Thoubal comprises of both the plains and the hills and is inhabitant mostly by the Meiteis. Thoubal district has emerged as one of the fastest growing town among the valley districts of Manipur.

The most notable feature of the district is that it forms a major unit for fish production. Besides, the district had been in practice for handloom and handicraft products since long and they are very artistic and creative in their approach because of which handloom and handicraft products of the district still continues to take strong root in the state. However, the district's major economic activity is agriculture and therefore, 27.15 per cent of the areas are cultivated from which the major production are the paddy and other horticultural crops like pineapple, sugarcane, oilseed, maize, potatoes, chillies, pea, cabbage, cauliflower, French bean, bhindi, pulses, etc. Further, the important

features of the district which could form the basis of influence to the people of the district in taking up entrepreneurial and economic activities are:

- (i) The Kakching station of the district is a major trading centre of variety of consumer items of which the main ones are the vegetables, rice, fishes as the town is easily accessible from different parts of the state through the national highway running across the district.
- (ii) The district is also endowed with mineral resources like brine springs which can be used for manufacturing salts, red clay which can be used for making pottery, and also iron ore of lower grade.
- (iii) The soil of Thoubal district is highly fertile which provides a wide and great scope for cultivation. And as such, around 70 per cent of the total population of the district are occupied directly and indirectly by agricultural activities. The major agricultural product is rice which covers around 90 per cent of the total cultivated area because of which the district is surplus in food grains and hence, the district is one of the prime sources of supplies to the yield requirements of the state.
- (iv) The district is the largest sugarcane producer of the state. Hence, sugar based industry or enterprises would be an area of potential of the district.
- (v) The district is also found with livestock which can be reared for milk and for motive power in cultivation. Such livestock are cattle, buffaloes, etc. Generation of employment and income through poultry farming, breeding and piggery are already in wide practice in the district.

- (vi) As per Ministry of MSME, Takyelpat (2013)¹⁹, the district is identified to have potential for development of micro, small and medium enterprises in areas like agro based, forest based, sericulture based, textile based, livestock based and engineering based industry, etc.

Ukhrul District

Ukhrul district is the highest hill station of the state and it came into existence on November, 1969. The district's head quarter is Ukhrul. The district is located at 24°N – 25.41° N latitude and 94°E – 94.47°E longitude and is surrounded by both the national and international boundaries. It is bordered with Myanmar (international border) on the east, on the north by the Nagaland (national boundary) and on the west and south by Senapati and Chandel district. The district has a temperate climate however winter is very chilli and at some times snow fall occurs. The district is the home of the Shiroy Lilies, the most unique and beautiful flora of the world. And, it is also the home of the colourful Tangkhul tribes which is the oldest and the major tribe of Manipur and as such the district is also known as the land of colourful Tangkhuls. The major inhabitants of the district are, therefore, the Tangkhuls; however, other social groups like Kukis, Nepalese and other non tribals also constitute the population share of the district in a small percentage.

Special Attractions:

Ukhrul district holds an important place for tourism industry in the state as the district is endowed with the prime tourist attraction spot 'Shiroy Hill' where Shiroy

¹⁹ Ministry of MSME, (2013). *Brief Industrial Profile of Thoubal District (Manipur)*. Takyelpat, Imphal: MSME – Development Institute, Ministry of MSME, Government of India. Retrieve June 07, 2015 from <http://www.msme-diimphal.gov.in/wp-content/uploads/2013/08/DIP-Thoubal.pdf>

Lilies grows. Besides, there are many other tourist spots in the district such as Khankhui Cave, Hundung Mangva Cave, Khayang Peak, etc. which makes the district one of the ideal place for tourism industry in the state. Further, the other features of the district which could influence people to take up entrepreneurial and other economic activities are:

- (i) The district has alluvial, lateritic black regur and red ferruginous type of soil. However, the district uses only 2.13 per cent of the total geographical area for agricultural purposes. The agricultural products of the district comprises of rice, maize, potato, pulse, cabbage, leafy vegetable, chillies, groundnuts, banana, sugarcane, and acidic fruits like lemon, orange, etc. Besides, sugarcane plantation is also found in the district.
- (ii) The district's most notable feature is the discovery of limestone and chromites deposits in the district.
- (iii) The district's forest area covers about 78 per cent of the total geographical area of the district hence, the district is gifted with rich flora and fauna and its main products like honey, hides, horns, bamboo, cane, timber, etc. serve as the main item of export from the district.
- (iv) Besides agro based, forest based, sericulture based, engineering based, textile based and livestock based industry; the district is also identified to have potential for development of enterprises in other industrial activities like packed drinking water, medical herbs plantation, cement and chromites based industry.

Senapati District

Senapati district is located at 65 kms. away from the capital and lies between 93.29° - 94.15°East longitude and 24.37° - 25.37°North latitude. Senapati is the head quarter of Senapati district. The total area of the district covers 3271 sq. km. out of which almost 36.16 per cent were forest cover. The district is the border district of the state and is surrounded by Imphal, Ukhrul and Tamenglong district on the south, east and west respectively and on the north by the Nagaland state of India. The district is at an elevation of 2500m and enjoys humid subtropical climate. The literacy rate of the district is high with 75 per cent of the population recorded to have attained formal education. The temperature of the district ranges from a minimum of 3.36°C to a maximum of 34.14°C and receives an annual rainfall which ranges from 671 mm to 1454 mm. Mao is the oldest hill station of Senapati district while Makhel hill station of Senapati district holds an important historical place of Naga dispersal and the legendary place of common origin of the Meiteis and Nagas (Gupta, 2016)²⁰. The major ethnic of the district comprises of Mao, Maram, Poumai, Thangal, Zemai, Liangmai, Rongmei, Tangkhul, Meitei, Kuki, Nepalese, Vaiphei, Chothe, Chiru, Maring, etc.

Special Attractions:

Further, the important features of the district which could form the basis of influence to the people of the district in taking up entrepreneurial and economic activities are:

- (i) Dzuko valley is the most distinct feature of the district and it is one of the hotspots for tourism. The Dzuko valley has the most pristine natural beauty and the valley blooms with the rarest species of Lilies. Besides, Maram

²⁰ Ibid (13).

Khullen, Yangkhullen, Mao, Liyai, Makhel Cave, Purul, etc. are other tourist places of the district. The Manipur's highest peak that is Mt. Iso is also located in the Dzuko valley of the district.

- (ii) A number of medical plants are found in the district which is useful for various purposes. Some of the medical plants has tremendous value and can be put to use in various kinds of sicknesses and diseases like coughs, colds, jaundice, haemoglobinuric bile, pneumonia, asthma, chest disease, diabetes, healing of wounds, intermittent fevers, diarrhoea, venereal disease, snake bites, sprains, contusions, stomach ulcers, dysentery, genitor-urinary tract, headache, etc.
- (iii) The soil of the district is moderately fertile with clay and loam soil which make it ideal for agricultural and horticultural crop like rice, cereals, passion fruit, pineapple, pea, french bean, tapioca, spices, chillies, ginger, etc.
- (iv) As per the record of Forest department of Manipur (2004-05), almost 72 per cent of the district's geographical area is covered by forest. The forest of the district provides firewood, charcoal, wood and many other resources like cane, bamboo, arundo donax (a variety of reed) which makes the district suitable for entrepreneurial activities like bamboo baskets, mats and other cane works, fishing nets, carpentry, furniture, bamboo shoot products, etc.
- (v) The Ministry of MSME (2013)²¹ has identified the district to possess the potentiality for development of enterprises in areas like piggery and poultry farms, medical and herbal extracts, handloom and handicraft, meat and food

²¹ Ministry of MSME, (2013). *Brief Industrial Profile of Senapati District (Manipur)*. Takyelpat, Imphal: MSME – Development Institute, Ministry of MSME, Government of India. Retrieved September 24, 2015 from http://dcmsme.gov.in/dips/SENAPATI_man.pdf.

processing, pottery, iron and steel industry, restaurants, motels,
transportation services, tourism based industry, etc.