

# A Study on Sustainability of Tibetan Entrepreneurship in Modern Business Environment – With Special Emphasis on Tibetan Business in India

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**Abstract**— The study is basically conducted to measure the performance of the Tibetan entrepreneurs in India and their sustainability. The studies' geographical coverage is three major Tibetan settlements (Byllakuppe, Dharamsala and Mundgod) in India and also considering cities like Bangalore and Delhi. The study will give information on the major problems faced by the Tibetan entrepreneurs in selected areas. With that, it also suggests few possible measures in the development of Tibetan entrepreneur's performance.

**Key words:** Tibetan Entrepreneurship, Modern Business Environment, Tibetan Business

## I. BACKGROUND OF THE STUDY

Tibet is a country of great resources to peaceful and greenery nature. Hardly any network with the outside world before 1949. Commonly described as "Roof of the world" since then for 10 long years of struggle and fight for the freedom, unfortunately Tibet got brutally captured by China in 1959. With this His Holiness the 14<sup>th</sup> Dalia Lama, Tibet's very honorable spiritual leader and 100 thousands of Tibetan followers are forced to leave the country into exile in India. In a totally new environment, exile as a challenge Tibetan refugee have experienced different facets of difficulties for the struggle with resettlements. Which was nothing less than an ultimate test of a sudden adaptability. That time the Indian Government under Prime Minister Nehru Ji had been so kind of providing the land and financial assistance to Tibetan refugees arrived in India. Each and every day they are extremely thankful to India. Like that they have started all over again. And because of His Holiness the Dalia Lama being compassionate and committed towards non-violence had won universal recognition and His arrival generates a wave of sympathy for the Tibetan cause in India and all across the world.

- Before 70s: Tibetan livelihood is depending more upon agricultural related activities.
- In 70s: the sweater selling business occurred and the popularity spread all over in a very short period of time. Followed by increased in the establishment of other business activities as hospitality and manufacturing business.
- Today main sources of livelihood are depending on agricultural activities, Tibetan Government services/ NGOs, Job in Indian corporate, Handicraft, Sweater selling and many younger generations are involved into business and entrepreneurship sector.
- With all these situations faced, Tibetan makes a remarkable achievement like transformation of a theocracy into democracy. Now Tibetan refugees in India have been a success story of displacement and rehabilitation. Still the struggle for the country's freedom is going on with full faith and effort.

## II. INTRODUCTION

As exile life prolonged for more than 55 years now, but Tibetan can't lose the hope. The responsibilities also build up for the preservation of Tibetan culture and traditions with the sustainability of Tibetan settlements in India. On that population of Tibetans in exile increases that they need to find a way to live a better life for themselves and their family, so that they can keep the struggle for their country's freedom. Among various livelihood of Tibetans into exile, they have been witnessing a great improvement in entrepreneurship sectors. Not only the increase in number of entrepreneurs, even seeing a great development in their performances.

Especially the younger generations showing interest in this sector by pursuing education relating to the field. Entrepreneurship can be a major force of economic growth and Tibetans seeing great scope in the field of business, which can be a solution to the country's economic growth and unemployment problems. They always have a great support from the exile Tibetan government into encouraging the entrepreneurship sector by providing capital and necessary trainings and workshops. Therefore, entrepreneurship is indeed a good development where the future looks better and they will have great improvement in coming future if Tibetan keeps the struggle.

## III. METHODS

For collecting the data for the study, both primary data collection methods and secondary data collection methods are used.

- Primary data collection includes interview and questionnaire method
- Secondary data collection comprises of Journals and Internet; where wide knowledge about different areas is easily available.

### A. Sample Size

Study is conducted on 100 Tibetan entrepreneurs residing in three major Tibetan settlements and including two cities (Delhi and Bangalore) in four different categories such as manufacturing business, service oriented, retail/trading and sweater selling business. Respondents are selected from the study area, who is doing the business of any kind except the agricultural business.

## IV. SUMMARY

Tibetan business is more of small scale business and sole proprietorship. They are stereotypical in nature. Which is creating more competitions within the settlement that can affect the sales and demand. It happens, especially in settlement due to out migration. In cities, restaurant is having

good scope where the cities are the most happening places and local people are preferring Tibetan food pretty much. Therefore, in the Tibetan community, people are more into service oriented business followed by manufacturing, retail/trading and seasonal business.

With various barriers like lack of human resources, difficulties in getting the place/location for businesses, legal problems, finance and education. Tibetan entrepreneurs are struggling with their day to day businesses. Though more of Tibetan entrepreneur are educated, but due to lack of business knowledge and modern education, they are facing problem of legal issues like documentation, registration and licensing, technology problem where they can't reach to the level due to lack of finance and marketing problem where Tibetan entrepreneurs are using an advertising method like online social media or either banner/poster which are not very effective and out of reach for many people on that it is a costly affair.

#### V. RECOMMENDATION

- Business people should come together and share the knowledge to bring out the best in one another.
- Need of more effective entrepreneurship development forums in Tibetan society which can help to provide a global network for the Tibetan entrepreneurs to build business relations and links.
- Educating and providing training is very important also. So that they can able to identify the opportunity and right ideas in bringing improvement in the business.
- Bringing diversity will create more scope for the business.
- I suggest an effective word of mouth as a solution to the marketing problem where the good quality business can do well in the long run.
- Tibetan entrepreneurs need to carefully examine present situation, people's choice and preferences.
- And lastly unity and corporation between the government and the public is very important that every individual is responsible for.

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