

Factors Motivating Sustainable Entrepreneurial Practices among Rural Scheduled Tribe Entrepreneurs: An Empirical Analysis in Sonitpur District of Assam

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Abstract: *Entrepreneurs are increasingly becoming role model for others to follow in a business environment all over the world. Entrepreneurship may be conceived as an individual's free choice of activities leading to a sustainable life and living. Even though we call nature as mother, in the present environment of consumerism, we need a role reversal and start to have motherly attitude towards nature. This is where sustainable entrepreneurs come in the pursuit for a sustainable growth story. Since, Entrepreneurs are the main stay of an economy of a developing country; hence, their role should be a testimony to their significance in sustainable development. Sustainable entrepreneurs are always motivated by their desire to see the next generations excel on the path of sustainable economic development with harmonious social system and ecology. In this paper it is being tried to find out which can be a factor of motivation and what is the impact of various motivational factors like educational qualification, achievement need, locational factors etc, for the growth of sustainable entrepreneurship among the indigenous Scheduled Tribe people of the second largest district of Assam i.e. Sonitpur District. It has been observed that these Scheduled Tribe people actively engage themselves in the different fields of entrepreneurship that enhance the sustainable development of this rural area. This particular study attempts to provide evidence on how different dimensions of motivations can affect the performance of the entrepreneurs, which at the same time enhances the economic growth with sustainable development.*

Keywords: Sustainable Entrepreneurship, Sustainable Development, Rural Development, Economic growth, Scheduled Tribe, Motivational Factors.

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Introduction

History says, in human society, Entrepreneurship is one of the oldest established processes. It has been a driving force from the first human to start or to create the development of their own community to specialize labours, and the role and importance of entrepreneurship grows as the centuries pass. (Cerland,1997). Nowadays many countries are experiencing or recovering from economic crisis, high unemployment rate and lack of jobs. In this situation starting one's business is becoming some people's choice. This is something that has brought success to many individuals and also created many employment possibilities for others. Entrepreneurship lies in positive social changes. It drives innovation, technical change and converts new knowledge into products and services. Entrepreneurship has a great contribution to social wealth by creating new products, new technology, new markets, new industries, new jobs, new institutional forms and so on. Entrepreneurs do not work only to solve problems, but they also work hard to approach more creative and innovative way to solve problems efficiently. Without the never-ending creation of new business and social changes, our economy would stop. (Thomas & Zimmerer 1996) Additionally, some of the entrepreneurs are focusing on innovative and sustainable development to make positive social changes.

People in today's society are increasingly aware of the need for actions that foster entrepreneurship while ensuring environmental sustainability. There is growing realization that global sustainability challenges, such as climate change, and environmental, biodiversity and ecosystem degradation, require radical sustainability technologies and innovations beyond the capacity of incremental solutions (Cohen & Winn, 2007; Dean & McMullen, 2007; ECA, 2016a, 2016b; Hall, Daneke, & Lenox, 2010; Hart & Milstein, 1999; Hockerts & Wustenhagen, 2010; Poverty Environment Partnership, 2012; UNCTAD, 2012; UNEP, 2011; World Bank, 2012). Environmental, biodiversity and ecosystem degradation due to market imperfections create entrepreneurial opportunities that can be exploited by individuals and firms through the creation of innovative technologies and business models to combat the degradation (Cohen & Winn, 2007; Dean & McMullen, 2007). Sustainable entrepreneurship consists of entrepreneurial actions to improve the environment and advance social wellbeing, but also generate profits. Accordingly, the goal is to initiate actions and processes that develop profitable opportunities and contribute to sustainable development. Sustainable entrepreneurship can thereby catalyze structural socioeconomic transformations and to bring those transformations some motivational factors are needed which work behind the success of every sustainable enterprise.

Entrepreneurial Motivation & Sustainable Entrepreneurship

The contemporary discourse on sustainable entrepreneurship has increasingly emphasized the integration of economic, environmental, and social objectives within entrepreneurial activities. Recent scholarship suggests that sustainable entrepreneurship serves as a critical mechanism for addressing global sustainability challenges while simultaneously generating economic opportunities. Sustainable entrepreneurs are increasingly recognized as change agents who transform environmental and social challenges into innovative business opportunities, thereby contributing to sustainable development and community resilience (Abbas & Bulut, 2024; Reuther et al., 2023). Reuther et al. (2023) found that sustainable entrepreneurs are driven not only by financial aspirations but also by environmental values, social responsibility, personal fulfilment, and long-term societal impact. Their findings indicate that intrinsic motivations, particularly ecological concern and community welfare, significantly influence entrepreneurial decision-making and business sustainability. Similarly, Islam and Mehdi (2024) proposed that climate awareness and sustainability values significantly shape sustainable entrepreneurial

intentions through behavioural attitudes and perceived entrepreneurial opportunities. These findings highlight the growing importance of sustainability-oriented motivation in entrepreneurial activities.

The relationship between entrepreneurship and sustainability has also been explored from the perspective of innovation and value creation. Contemporary literature suggests that sustainable entrepreneurship contributes to the achievement of Sustainable Development Goals (SDGs) through innovative solutions that address environmental degradation, resource scarcity, and social inequalities. Scholars argue that entrepreneurial ventures are increasingly expected to create shared value by balancing profitability with social and environmental responsibilities (Abbas & Bulut, 2024). Research on indigenous and tribal entrepreneurship has gained prominence in recent years. Indigenous entrepreneurship is increasingly viewed as a pathway for community empowerment, cultural preservation, and sustainable regional development. Studies emphasize that indigenous entrepreneurs often combine traditional knowledge systems with modern business practices, creating enterprises that are economically viable and culturally embedded. Indigenous entrepreneurial activities contribute significantly to sustainable livelihoods, environmental stewardship, and local economic development (Taylor & Francis Special Issue, 2025).

The term, "Motivation" has come from the Latin word 'movere' the meaning of the same is "to move". That means to move from present situation to better situation. Motivation is the set of forces that causes people to engage in one behaviour rather than some alternative behaviour. Motivational factors are those factors which drive an inner behaviour of a person to achieve goal. Motivation is the willingness to do something, and is conditioned by this action's ability to satisfy some need for the individual. The common man thinks that people go for business to earn money, but it is not always true. Motivation is related to human behaviour. It is a complex phenomenon. In general, motivation is a psychological phenomenon as it is related to those factors operating within the individual employee which compel him to act or not to act in a certain way. Sustainable development has been defined by World Commission on Environment and Development that meets the needs of the present without compromising the ability of future generations to meet their own needs. The sustainable development concept is based on the notion that natural systems have limits and are vulnerable to human activity, hence they should be utilized sustainably (Ambec & Lanoie, 2008; Hall et al., 2010) to ensure intergenerational equity between the present and future generations (Belz & Binder, 2015; Thompson et al., 2011). An increasingly globalised world has brought new challenges and opportunities for the environment and for development. The increasing importance of sustainable development in driving economic development creates both risks and opportunities for businesses (Hockerts & Wüstenhagen, 2010). Entrepreneurial activities are expected to significantly contribute to transformation in the consumption of natural resources through sustainable production, purchasing, marketing processes and sustainable products and services (Cohen & Winn, 2007; Hall et al., 2010; Pujari et al., 2003). Sustainable entrepreneurship provides opportunities for entrepreneurs to achieve their entrepreneurial economic objectives while simultaneously contributing to social and environmental goals and conditions (Ambec & Lanoie, 2008; Cohen & Winn, 2007; Hall et al., 2010; Parrish, 2010).

Scheduled Tribe rural entrepreneurs & Sustainable Entrepreneurship

Entrepreneurship is important for national growth and social development. One of the most important solutions for sustainable development of an area is rural entrepreneurship. Sustainable entrepreneurship can be considered as a strategy of growth & prosperity of society through which spontaneous development of all communities can be brought into action. India is a country of mixed communities, where it is found that there are classifications among

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communities in an Indian society. The 'Scheduled Tribes' are considered as an economically, educationally, and socially weaker section of the society. Therefore, they are treated as "lower caste" in the Indian society. The population of STs in India stood at 10.42 crore as per the 2011 Census. Though there is a vast scope to enhance sustainable entrepreneurship in different parts of the country, yet without the participation of all human beings, irrespective of all castes, total development of a state or country cannot be achieved. Entrepreneurship is the only way to show the innovativeness and talent of those ST rural people through which they can resolve many challenges of their life.

Assam is considered as the gateway of North-East with abandoned natural and mineral resources. This state is a resident of many indigenous communities having different cultures and traditions. Sonitpur district of Assam is considered as the second largest district of the state which is also very rich in natural resources, which increase its biodiversity. But it is very unfortunate that this area has not been focused yet. It is interesting to note that many rural indigenous people belonging to ST community like Boro, Kachari, Deori, Hojai, Miri, Miching, Rabha, Brahma, Mech, Borokachari, Sonowal etc have been observed to take the initiative to bring sustainable development to the district through various entrepreneurial activities like agriculture activities, Eco-tourism sectors, Various Traditional Food processing industries, Advancement of Cultural heritage, Organic Tea manufacturing, Organic fertilizer producing, Aquarium manufacturing etc. Therefore, through this paper it is being tried to know the various motivational factors which have actually motivated the rural entrepreneurs towards initiating these activities and adopting them as a strategy to promote sustainable livelihood. It is definite that there must be some factors or reasons, which work as a motivation for those ST people. Without motivation success cannot be achieved in a work. Hence it is an attempt by the researcher to study those motivational factors which ultimately pushed those ST people to find out the potential of sustainable entrepreneurship in the study area.

Theoretical Framework

Sustainable entrepreneurship research integrates sustainable management and entrepreneurship (Belz & Binder, 2015). The simultaneous achievement of the economic, social and ecological or environmental benefits/goals refers to the triple bottom line (Belz & Binder, 2015; Cohen, Smith, & Mitchell, 2008; Parrish, 2010) that sustainable entrepreneurship seeks to achieve. Furthermore, sustainable entrepreneurship presents opportunities for contributing to the global goal of achieving a sustainable development path (Belz, 2013; Cohen & Winn, 2007; Hart & Milstein, 1999; Schaltegger & Wagner, 2011). The growing interest in driving the world economy towards a sustainable development trajectory presents entrepreneurial opportunities that can be exploited at different spatial and temporal scales, as individual countries and regions adopt the sustainability initiatives. The global sustainability challenge facilitates Schumpeter's creative destruction concept and presents enormous sustainable business opportunities (Hart & Milstein, 1999; Hockerts & Wüstenhagen, 2010; Shepherd & Patzelt, 2011).

The concept of motivation dates back to Freud's work on instincts (Freud, 1900, 1924), Maslow's work on human motivation (Maslow, 1943) and McClelland's Theory of Achievement Motivation (McClelland, 1961, 1965a, 1965c). Motivation theories can be categorised into drive and incentive theories (Carsrud & Brännback, 2011). Drive theories focus on the internal stimuli leading to human behaviour, and incentive theories focus on goals that pull individuals towards behaving in a particular way, for example, entrepreneurial achievement motivation (Ach) (McClelland, 1965) driving an entrepreneur towards performance (Carsrud & Brännback, 2011). Within this categorisation, drive motivation theories are dominated by push factors, while pull factors dominate in incentive theories (Carsrud & Brännback, 2011). From these theories, entrepreneurial motivation translates into

entrepreneurial behaviour in entrepreneurs which they exercise through creating enterprise ventures. According to S. Gunapala and M.A.C Salfiya Ummah (2016) there are some influencers of Push factors like Unemployment, Job Security, Sudden fall of family income, permanent inadequacy of income, job dissatisfaction of previous management, No other Alternatives. On the other hand, the influencers of Pull factors are Achievement, Recognition, Independence, personal development, personal wealth, Flexible life style.

Dimensions of Motivation

Several dimensions of entrepreneurial motivation are identified in literature and range from the need for achievement, independence and control; improved social status, contribution to community welfare; personal development; economic gain; emulation of role models; the opportunity to innovate and create new products (Carsrud & Brännback, 2011; Cassar, 2007; Jayawarna et al., 2013). A review of evidence from 51 published empirical studies focusing on entrepreneurial motivation between 2008 and 2013 by Stephan, Hart and Drews (2015) identified seven dimensions of entrepreneurial motivation: autonomy; challenge and learning; achievement; income security; financial success; family security; recognition or status; and community or social motivations and dissatisfaction.

Motivational Factors

R. A. Sharma (1980) classified the factors motivating the persons into two types as Internal factors and External factors. Desire to do something new, educational background and Occupational background or experience are considered as internal factors. On the other hand, Government assistance and support, Availability of labour and raw-material, Encouragement from big business houses, Promising demand for the product are considered as external factors of motivation.

While studying entrepreneurial motivation, Murthy et.al studied and classified the motivating factors on different basis. According to them, entrepreneurs are motivated to start business enterprises due to three types of factors like Ambitious factors, compelling factors and Facilitating factors.

Motivations for starting enterprise ventures have been traditionally economic (Baumol, 1968; Schumpeter, 1934); however, recent growth in social, environmental and sustainable entrepreneurship shows that entrepreneurial motivations that drive individuals are beyond economic reasons (Benz & Frey, 2008a; Block & Koellinger, 2009; Carsrud & Brännback, 2011; Jayawarna et al., 2013; Stephan Hart, & Drews, 2015; Vik & McElwee, 2011). For example, social entrepreneurial individuals have dominant social and economic objectives driving them to establish new enterprises, whereas sustainable entrepreneurs are driven by social, economic and environmental objectives (Belz & Binder, 2015). Overall, entrepreneurial motivation research by Benz & Frey, (2008a, 2008b); Block & Koellinger, (2009) has shown that non-economic motivations are also most important drivers of entrepreneurial behaviour. This implies that the unpacking of entrepreneurial motivations driving sustainable entrepreneurship beyond economic motivations is necessary for discovering areas that can be targeted to strengthen entrepreneurial behaviour and performance of enterprises that exploit sustainable opportunities.

Objectives of the study

- (1) To examine the motivational factors which motivate the rural ST entrepreneurs to opt sustainable entrepreneurship;
- (2) To study the impact of the motivational factors on the performance of sustainable enterprises.

Materials and Methods

This study is descriptive in nature which is based on both Primary and Secondary data. For the purpose of the study, Sonitpur district of Assam has been chosen as the area of the study, covering its seven developmental blocks i.e. Gabharu, Balipara, Naduar, Rangapara, Bihaguri, Dhekiajuli and Borchola. From those areas 80 Scheduled Tribe entrepreneurs has been selected as the sample of the study by applying simple random sampling technique. For collecting primary data, questionnaires have been distributed among the entrepreneurs. Analysis of primary data has been done by framing hypothesis and tabular method has been used for presentation. Moreover, for the purpose of secondary data, an in-depth study of the review of literature has been done and analyzed, studies of earlier researchers have been reviewed from various journals, published books and articles.

Table 1: Various sample activities

Activities	Numbers of entrepreneurs
Agricultural	19
Tourism	06
Handloom	22
Handicraft	13
Food Processing	09
Others	11
Total	80

Source: Field Study

Research Hypotheses

(i) **Null Hypothesis (H₀):** There is no statistically significant correlation between number of motivational forces and earnings of the entrepreneur after starting the unit.

Alternative Hypothesis (H₁): There is statistically significant correlation between number of motivational forces and earnings of the entrepreneur after starting the unit.

(ii) **Null Hypothesis (H₀):** There is no significant difference between earnings before and after starting the unit.

Alternative Hypothesis (H₁): There is significant difference between earnings before and after starting the unit.

Analytical Framework: Analysis & Interpretation of primary and secondary data

An analysis has been done based on the data collected from the field survey by interacting with 80 Scheduled Tribe entrepreneurs of Sonitpur district who engaged in different sustainable entrepreneurial activities and contributing significantly to the economy of the state. In the survey, the researcher has studied the detailed profiles of the entrepreneurs but here it is being

tried to focus mainly on the motivational factors, which influenced them to start those activities and the impact of those motivational factors on the performance of the enterprises.

Table 2: Educational Qualification

Education	Number of Respondents	Percentage
Illiterate	9	11.25
Under Matriculate	13	16.25
Matriculate	24	30.0
Higher Secondary	21	26.25
Graduate	8	10.0
Post Graduate	5	6.25
Total	80	100.0

Source: Field Survey

Education is such a factor that builds confidence in the mind of an individual. From the above table it can be said that majority (30%) of the entrepreneurs were matriculate, followed by 26.25 percent who were HS passed, 16.25 percent entrepreneurs who were under matriculate, 11.25 percent were illiterate, 10.0 percent were graduate and only 6.25 percent were found to be a post graduate degree holder.

Table 3: Family Background of entrepreneurs

Family Background	Number of Respondents	Percent
Agriculture	25	31.25
Business	21	26.25
Wage worker	19	23.75
Service	11	13.75
No occupation	4	5.0
Total	80	100.0

Source: Field Survey

Many at times it can be observed that family background is an influential factor in business. The above table shows that majority (31.25%) were from agricultural family backgrounds, 26.25 percent were from business background, similarly 23.75 percent belonged to wage worker families, 13.75 percent had service background and remaining 5 percent had no occupation.

Table 4: Previous Occupation of Entrepreneurs

Previous Occupation	Number of Respondents	Percent
No occupation	32	40.0
Agriculture	19	23.75
Business	13	16.25
Wage worker	7	8.75
Services	9	11.25
Total	80	100.0

Source: Field Survey

Previous occupation mostly enhances experience of an individual but here it can be observed from that majority (40%) had no occupation, 23.75 percent engaged in agricultural activities, 16.25 percent were small businessmen, 11.25 percent involved in different service activities.

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Table 5: Motivational forces for entrepreneurs

Motivational Forces	Number of Respondents
Family	32
Friends	22
Govt Schemes	18
Own Interest	40
No Government jobs	25
Total	137

Source: Field Survey

Note: Respondents had more than one choice

Motivational forces are the main factors, which work towards pushing an individual towards adopting a career. The above table reveals that majority entrepreneurs responded that their own interest for the activities was the main motivational force for them. Secondly, not getting any government job was also a force for them to start the entrepreneurial activity. Moreover, Family, Friends, and Government Schemes were also some motivational forces for many entrepreneurs.

Table 6: Earnings of the respondents before & after starting the enterprise

Earnings (Rupee)	Frequency (Before)	Frequency (After)
0-5000	35 (43.75%)	03 (3.75%)
5001-10000	28 (35%)	08 (10%)
10001- 15000	09 (11.25%)	12 (15%)
15001-20000	06 (7.5%)	19 (23.75%)
20000 & above	02 (2.5%)	38 (47.50%)
Total	80	80

Source: Field Survey

Earning of income itself is a motivational factor for an entrepreneur that brings a psychological satisfaction as well as a financial security to the entrepreneur. The above table shows the earnings of the respondents before entering into entrepreneurship and after starting entrepreneurship. It reveals that before starting the business, the earning of majority (43.75%) respondents was within Rs 5000 and few respondents earned Rs 20,000 or more than that. On the other hand, after starting entrepreneurship majority (47.5%) respondents have earned Rs 20,000 or more. Therefore, it can be concluded that a huge difference in earnings of the entrepreneurs can be seen through entrepreneurship.

Table 7: Changes after starting unit

Variables	Number of Respondents
Encourage for further business	25
Support in all aspects	22
Help in domestic work	33
Any other else	18
Total	88

Source: Field Survey

Note: Respondents had more than one choice

Changes are the reality that can be seen or felt by the entrepreneur himself which motivates him to continue his work more efficiently. The above table shows the various changes which the respondents observed after they had started their entrepreneurship activities. 33 respondents

opined that after initiating the activities the entrepreneur was able to help in different domestic work with the income gained from those activities, which automatically motivate them to continue their activities with new spirit. Similarly, from the current income generation activities the entrepreneurs got encouragement for further business and they had become able to support all other aspects like family support, financial support etc. Moreover, the entrepreneurs had observed other changes like stable mental health, physical health, improvement in environment etc.

Table 8: Reason for selecting business Frequencies

		Responses		Percent of Cases
		N	Percent	
Reason_for_selecting_bu siness^a	Easy to start	21	21.6%	38.2%
	High demand	19	19.6%	34.5%
	Lesser competition	14	14.4%	25.5%
	New nature of products	26	26.8%	47.3%
	Others	17	17.5%	30.9%
Total		97	100.0%	176.4%

a. Dichotomy group tabulated at value 1.

Source: Field Survey

Note: Respondents had more than one choice

The above table shows various reasons for selecting the business by the entrepreneurs. Majority (47.3%) viewed that since the business is of new nature they adopted it. 21 respondents opined that this type of business is easy to start, another 19 entrepreneurs stated that high demand is a reason for selecting the business, 17 respondents viewed some other reasons like availability of labours, scope to bring innovation etc and remaining 14 entrepreneurs expressed that there is lesser competition which is also a factor for initiating the activity.

Table 9: Reason for selecting location Frequencies

		Responses		Percent of Cases
		N	Percent	
Reason for selecting location^a	Availability of resources	31	28.7%	51.7%
	Availability of labour	23	21.3%	38.3%
	Good transport communication	28	25.9%	46.7%
	None existence of similar business	17	15.7%	28.3%
	Other reasons	9	8.3%	15.0%
Total		108	100.0%	180.0%

a. Dichotomy group tabulated at value 1.

Source: Field Survey

Note: Respondents had more than one choice

The above table shows that majority entrepreneurs (28.7%) motivated towards establishing the business in the particular study area because of availability of resources. 28 respondents opined that good transport and communication was a reason for starting the business in that location.

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Moreover, availability of labour was another reason stated by 23 entrepreneurs, 17 respondents expressed that non-existence of similar business in the area is another reason for starting business and 9 respondents stated some other reasons like having own plot of land, it was unable for some of them to stay away from their families etc. To analyze the relationship between these variables, two reasons from both the variables having highest frequency has been selected by the researcher and a crosstabulation has been done as follows:

Table 10: Availability of resources* New nature of products Crosstabulation

		New nature of products		Total	
		no	yes		
Availability of resources	No	Count	32	17	49
		% within availability of resources	65.3%	34.7%	
		% within new nature of products	59.3%	65.4%	
		% of Total	40.0%	21.3%	61.3%
	yes	Count	22	9	31
		% within availability of resources	71.0%	29.0%	
		% within new nature of products	40.7%	34.6%	
		% of Total	27.5%	11.3%	38.8%
Total		Count	54	26	80
		% of Total	67.5%	32.5%	100.0%

Note: Percentages and totals are based on respondents.

Source: Field Survey

The crosstabulation shows that there were 32 respondents who said 'NO' to availability of resources and 'NO' to new nature of products. Similarly, 22 respondents said 'YES' to availability of resources and 'NO' to new nature of products. Likewise, 17 respondents said 'NO' to availability of resources but 'YES' to new nature of producers and there were only 9 respondents who said 'YES' to both the reasons. So, it can be observed that there were majority 61.3 percent (total) whose opinion for selection of business and location did not depend on each other. On the other hand, 38.8 percent showed positive response to both the reasons.

Table 11: Attending Training Programmes by Entrepreneurs

Training Programmes	Number of Entrepreneurs
Agricultural	3
Technical	11
EDP	26
Any other	7
Untrained	33
Total	80

Source: Field Survey

Note: Respondents had more than one choice

Training is another motivational factor, which makes an individual skilled and provides in-depth knowledge of the work. The above table shows the different training attended by the entrepreneurs that motivate them to engage themselves in those entrepreneurial activities. Majority 33 respondents were untrained, 26 respondents had taken different entrepreneurship development programme, 11 respondents had technical training, 7 respondents had taken other trainings like handloom & handicraft, cutting & embroidery etc. and 3 respondents had agricultural training.

Table 12: Annual Sales of the unit

Sales (Rupees)	Frequency
0-100000	08 (10%)
100001-200000	10 (12.5%)
200001-300000	12 (15%)
300001-400000	28 (35%)
400000 & above	22 (27.5%)
Total	80

Source: Field Survey

Sales is the significant motivational factor which determines the sustainability of the business. The above table shows the annual sales of the units run by sustainable entrepreneurs. This shows that the sales of majority (35%) units were in between Rs 3,00,001 – 4,00,000 followed by 27.5 percent units whose annual sales was in between Rs 4,00,000 & above. It has been found that few units (10%) had annual sales within Rs 10,000.

Testing of Hypotheses

1. Relationship between numbers of motivational forces and earnings of the entrepreneurs.

(a) **Null Hypothesis (H₀):** There is no statistically significant correlation between number of motivational forces and earnings of the entrepreneur after starting the unit.

Alternative Hypothesis (H₁): There is statistically significant correlation between number of motivational forces and earnings of the entrepreneur after starting the unit.

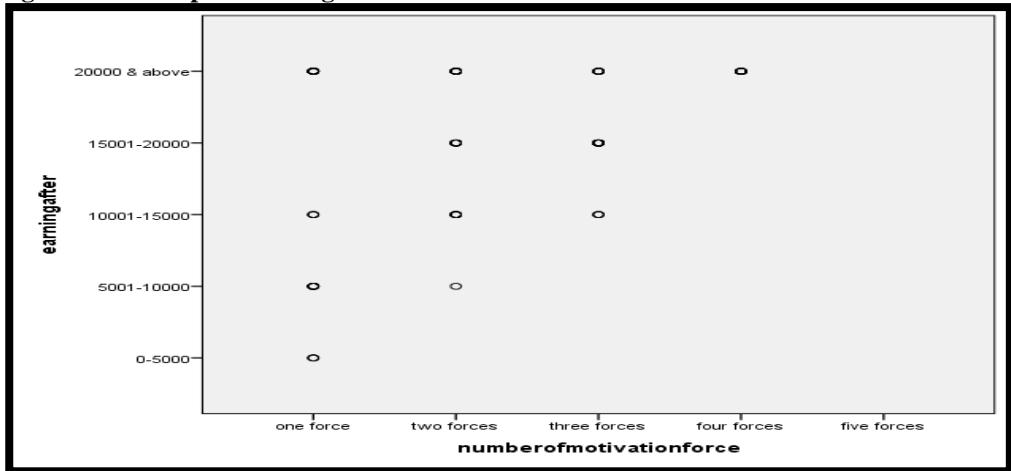
Table 13: Correlations

		Number of motivation force	Earning after
Number of motivation force	Pearson Correlation	1	.450**
	Sig. (2-tailed)		.001
	N	80	80
Earning after	Pearson Correlation	.450**	1
	Sig. (2-tailed)	.001	
	N	80	80

** Correlation is significant at the 0.01 level (2-tailed).

Source: Field Survey

Figure 1: Scatterplot showing the correlation



Here, correlation coefficient is 0.450, which means that there is positive correlation between numbers of motivational forces and earnings after starting the business. Regarding the strength of the relationship, this is relatively a weaker correlation because it is less than 0.3, which is the arbitrary boundary of relationship in correlation. The scatterplot shows that the dots are scattered all around therefore visually it is not a strong relationship. The value of significance (2 tailed) i.e. P value is 0.001 which is lower than the α value i.e. 0.05 ($P \leq 0.05$). Hence the null hypothesis will be rejected and can be concluded that there is statistically significant correlation between numbers of motivational forces and earnings after starting business.

(b)

(c) **Null Hypothesis (H_0):** There is no supported relationship between number of motivational forces and earnings after starting business.

Alternative Hypothesis (H_1): There is supported relationship between number of motivational forces and earnings after starting business.

Table 14: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.450 ^a	.203	.193	1.055

a. Predictors: (Constant), number of motivation force

Table 15: ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	22.119	1	22.119	19.861	.001 ^b
	Residual	86.869	78	1.114		
	Total	108.987	79			

a. Dependent Variable: earning after

b. Predictors: (Constant), number of motivation force

Table 16: Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.855	.285		10.008	.002
	Number of motivational force	.506	.114	.450	4.457	.001

a. Dependent Variable: earning after

Source: Field Survey

It can be seen that R coefficient square is 0.203 which means that numbers of motivational accounts for 20.3 percent (in %) variation in earnings. Moreover, the intercept a= 2.855 i.e. when number of motivational forces is 0, the earnings is 2.855, where 0.506 is the slope for each unit of motivational forces increase meant for each unit of increase in earnings. Here the value of significance is .001 ($P \leq 0.05$) which is same as the significance value of ANOVA, hence the null hypothesis will be rejected and the alternative hypothesis will be accepted.

Regression equation regarding the null hypothesis

H₀: There is no supported relationship between number of motivational forces and earnings after starting business.

Y=a + b × x

Y= 2.855+0.506 × Motivational forces

This regression equation will answer question like-

What will be the earning of an entrepreneur who had 2 motivational forces/3 motivational forces/4 motivational forces etc.

Y=2.855+0.506×2 (for 2 forces)
=3.867

Y=2.855+0.506×3 (for 3 forces)
=4.373

The earning of an entrepreneur having 2 motivational forces is predicted to be about 3.87.

2. Difference between income before starting and after starting the unit

Null Hypothesis (H₀): There is no significant difference between earning before and earning after starting the unit.

Alternative Hypothesis (H₁): There is significant difference between earning before and earning after starting the unit.

Table 17: Earning before * Earning after Crosstabulation

		Earning after					Total
		0-5000	5001-10000	10001-15000	15001-20000	20000 & above	
Earnings before	0-5000	3	8	12	10	2	35
	5001-10000	0	0	0	9	19	28
	10001-15000	0	0	0	0	9	9

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15001- 20000	0	0	0	0	6	6
20000 & above	0	0	0	0	2	2
Total	3	8	12	19	38	80

Table 18: Chi-Square Tests

	Value	df	Asymptotic Significance (2- sided)
Pearson Chi-Square	59.955^a	16	.001
Likelihood Ratio	77.564	16	.001
Linear-by-Linear Association	32.809	1	.002
N of Valid Cases	80		

a. 20 cells (80.0%) have expected count less than 5. The minimum expected count is .08.

Source: Field Survey

It is seen from the above chi-square test (Pearson Chi-square & Likelihood ratio), it has been found that the probability value at asymptotic significant is equal to .002, which is less than the table value of 0.05 at level of significance. Hence the null hypothesis can be rejected and can be concluded that the monthly income earned by the entrepreneurs before starting the enterprise and after starting are significantly different.

Impact of other Motivational Factors on enterprises' performance

McClelland argued the need for achievement motivation to be related to successful entrepreneurial performance (McClelland, 1961, 1965c). The nAch motivation of entrepreneurship has continued to be investigated as one of the important drivers of entrepreneurial behaviour (Barba-Sánchez & Atienza- Sahuquillo, 2012; Edelman, Brush, Manolova, & Greene, 2010; Jayawarna et al., 2013; Machmud & Sidharta, 2016; Stefanovic et al., 2010). The studies show significant and positive relationships between achievement motivation and enterprise performance. Combinations of entrepreneurial motivations, such as achievement and financial success versus achievement and social motivations, can result in different enterprise performance outcomes (Stephan, Hart, & Drews, 2015). Buttner and Moore (1997) examined self-reported entrepreneurial motivations of 129 women who were former executives and professionals and became entrepreneurs after leaving their jobs. The study found that entrepreneurs were mainly motivated by challenge, had higher self-determination, and were motivated to balance family and work responsibilities. Self-fulfillment and achievement of set goals were identified as the main measures of success reported by the women. Robichaud et al. (2001) used correlation analysis to test the relationship between entrepreneurial motivations and enterprise performance variables (sales, profit and funds drawn from the business). The results showed that extrinsic motivations were directly and significantly correlated with increase in sales and funds drawn from the business.

Findings from the study

From the primary data collected from the field survey it has been seen that the low educated people of ST community mostly engaged in the business and majority belonged to the agricultural background. Their own interest for the particular business was a major motivating force. Moreover, a significant growth can be seen in the earnings of the entrepreneurs. It has also been observed that majority respondents were untrained entrepreneurs.

Literatures taken for this study; it is found that the sustainable entrepreneurship presents opportunities for contributing to achieve the aim of developing the path of sustainable development. Gradually the interests of the citizens to make a country sustainably developed are rising which also provides immense scope for entrepreneurship development. Moreover, there are various motivational factors from different dimensions which have been observed by various researchers in their earlier research. Need for achievement, self-determination, financial success etc were found to be one of the largest motivational forces for entrepreneurship development. Besides, fulfilling the only economic aim, the entrepreneurs also have some social and environmental objectives which motivate the entrepreneurs to start their business. Apart from all these, from various literatures, the impact of these motivational factors on the performance of the enterprise has also been observed that have a positive impact on the performance of the enterprises.

Recommendations:

- It is observed that mostly the low educated people from the ST community engaged in the business. Though there is no eligibility criterion of education to be an entrepreneur, yet people that are more educated can join entrepreneurship. Because grasping job should not be the ultimate objective of education. They can open the scope for employment generation by reducing the biggest problem of unemployment of this country.
- Training brings perfection in an individual. If the percentage of untrained entrepreneurs can be reduced and can be provided proper training by arranging workshops or design thinking camps, then this will bring more efficiency into the business.
- It is good that majority respondents joined entrepreneurship for their own interest but there are many schemes or policies which is especially designed for ST entrepreneurs. But in the survey, it was found that a few respondents were aware about the govt schemes. Hence it can be recommended to arrange more awareness programmes by the government in rural areas.

Conclusion

In the last few decades, the attitudes of people have changed and entrepreneurs are considered very significant in economic development and wealth creation. Sustainable entrepreneurship is the only strategy through which both economic and environmental sustainability can be achieved. In this study, it has been tried by the researcher to focus on different motivational factors which actually pushed the individuals belonging to a weaker section of the society like Scheduled Tribe, to become an entrepreneur. As without motivation the whole project will be of no success. In this study various forces of motivation, their financial success, changes in family and the relationship among different factors has been tried to analyze through various statistical tools. It is well understood that Sonitpur district has immense scope to bring growth in sustainable entrepreneurship because there are few districts in Assam which is both naturally and culturally advanced, Sonitpur is one of them. The Scheduled Tribe entrepreneurs of Sonitpur district are performing well, but still there are ample opportunities which are yet to be utilized fully. If the government will take steps to focus on the opportunities and can motivate the youths of this indigenous community through different schemes, trainings or awareness

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programmes, then definitely the problem of unemployment can be solved to a great extent and more economic development can be achieved for India in general and Assam in particular.

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