

Chapter 18

Business, Government, and Society Synergy for Sustainable Livelihood: A Case Study of Sabars from Jharkhand

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ABSTRACT

In the post globalization era, synergy of Business, Government, and Society (BGS) forces is paving the way for development. This chapter gives an example of a case where BGS forces work together for development. The chapter discusses livelihood issues of Sabars, a tribal group from Jharkhand, located in Eastern India. A local NGO was working for upliftment of tribal people.. The Sabars were given training in making handicrafts under a project under Government of India. The focus of the training programme was on creating marketable handicrafts based on tribal's inherent art and culture. Problems were faced in marketing the products. Students from MBA College were roped in to provide solutions for marketing. The chapter discussed how social issues can be tackled collaboratively by all sectors of society. This chapter is based on primary data and is primarily qualitative in nature.

INTRODUCTION

Globalization, liberalization and Privatization forces have brought about paradigm shifts in society. The role of the three sectors, Business, Government and Society has changed considerably in the post globalization era. Changing paradigms in society has ushered an era where the government is no longer a key player. Earlier, the onus of development was on government. The role of government is now of a regulator. It is instrumental in implementing changes in society through public policy and regulation. The government assists society in which businesses operate through economic and social policies.

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Changing global political and economic structures have paved the way for civil society development. An important aspect of civil society development is the growth of large number of Non-Governmental Organizations – NGOs. The civil society referred to as the third sector is today a sizeable force in society. The third sector has today assumed the role of a watchdog and is also playing an important role in development aspects in context of receding role of state.

Businesses have tremendous power to change society. They affected society by changing ideas, institutions and materials things. Post globalization, the receding role of state has accorded it higher power than earlier. Many corporations may be larger than small governments. Steiner and Steiner (2012) go on to explain that given the magnitude of power the businesses command in society, the onus of development is now falling on business. In India, The Company's Act 2013 is now made it mandatory for large companies to work and spend compulsorily on developmental activities under the mandate of Corporate Social Responsibility.

The three elements or spheres of society, the Business, the Government and Civil Society have different roles and functions. Each one has its distinctive strengths and weaknesses. All sectors have realized the strengths and weaknesses of each other and are combining together to get the best results. The work of Lawrence and Weber (2012) shows the strength and weaknesses of each sector. It is the synergy of forces of Business, Government and Society (BGS), which is paving the way for development.

This case study highlights how forces of Business, Government and Society joined hands for upliftment of Sabar tribes, in Jharkhand, in the state of Eastern India. Sabar tribes are classified as, primitive tribal group (PTG) now renamed as particularly vulnerable tribal group (PVTG). The Sabar tribes in Jharkhand were given training in making handicrafts under, IAP, a project under Planning Commission of India in the district of Saraikela Kharsawan. The project was executed by the state Government of Jharkhand. The major focus of the training programme aims at creating marketable handicrafts based on tribal's' inherent art and culture. These handicrafts, if adapted to modern designs, have huge perceived value and utility. The training is given in making goods based using "Kansi Grass" (an indigenous grass) and "Bamboo" as raw material which is found in abundance in this region. However, training continued for 8 months and goods were made. Problems were being faced in marketing these products.

To find solutions to these marketing problems, students from MBA College were roped in the project. The Government of Jharkhand also joined hands with an NGO Ambalika for the cause of tribal community. As a result, efforts were made to market the products. The management students also advocated the cause of continuation of training programme. The students also suggested how digitization tools could be used for marketing the products, their areas of operation and the lacunae they can fill in promotion of these handicrafts.

This chapter is based on primary data. Observations, Questionnaires and interviews were used to collect data. The study is exploratory in nature. The author's own experiences are the major source of data collection. After discussing Business, Government and Society relationships, the paper discusses the issues of tribal community and their life style. It then discusses the role played by each of 3 sectors in working for the cause of tribes. The last section concludes the paper.

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