

Entrepreneurship Vis-A-Vis Development in the Context of Mandar a Musical Instrument of Jharkhand

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Abstract

Entrepreneurship is typically seen as a force for progress, innovation, and change. New and improved items are introduced to the market by entrepreneurs, who also use arbitrage to increase allocative efficiency and reinvest their gains. Entrepreneurship is defined as the process of identifying opportunities to develop a new good, service, or method and locating the resources required to take advantage of the opportunity and enhance people's quality of life. Either an individual or a team can do this. Sometimes, it also promotes local products and skills by encouraging local entrepreneurs to come up in the society and market. In any country, entrepreneurship has a significant impact on economic growth. It is a means of enhancing people's quality of life, particularly for those who reside in rural locations where resources are either undeveloped or in raw form, and whose use is frequently highly difficult and complex. With the help of primary and secondary data this article aims to highlight a local musical instrument called Mandar as a new field of Village economy or Rural entrepreneurship in the context of Jharkhand. The entrepreneurial development programmes can be highly helpful in giving rural populations better opportunities to raise their levels of living. The objectives of this study are to study the importance of promoting entrepreneurship for classical instruments and to preserve the cultural identity and overall development through cultural materials.

Keywords

Entrepreneurs, market, opportunities, job creation, products, skills, resources

Research Methodology

This study is the relationship between entrepreneurship and development through the musical instrument Mandar. For the purpose of this study, both primary and secondary data sources were used. Ethnographic fieldwork has been used to gather primary data. The researcher also consulted a number of secondary sources in addition to these primary sources. This study considerably benefits from secondary sources for its theoretical components. But the research has also consulted reliable sources like books, newspaper, articles, journals etc. on the topic to have a better understanding the problem.

Introduction

Self-sufficient India is known as Atmanirbhar Bharat. Our Honorable Prime Minister Narendra Modi unveiled the "Atmanirbhar Bharat Abhiyan," commonly known as the mission for a self-reliant India. This mission aims to achieve self-reliance or self-sufficiency. To create Atmanirbhar Bharat, we should stop buying imported items, start producing our own products to sell domestically, such as bath soaps, t-shirts, jewellery, candles, copy and note books, and traditional handicrafts. Slowly the gradual boycott of all imported commodities will make it simple for individuals to become "Self-Reliant." we could make the goods if they are being produced to be sold, in order for our nation to become "Atmanirbhar Bharat," or Self-reliant, and never depend on another. The goal of the central government's signature "Make in India" and "Atma Nirbhar" campaigns is to reduce reliance on imports, increase domestic production of high-value goods, and to facilitate investment, foster innovation, enhance skill development, protect intellectual property, and construct world-class manufacturing infrastructure.

The next popular catchphrase to emerge is "Vocal for Local." However, the Swadeshi movement, which Mahatma Gandhi supported and popularized in 1905 during the Indian independence war, is where the idea for this movement originated. It was viewed as a means of instilling in Indians a sense of nationalism and nationalistic pride. Vocal for Local's motto is to support regional entrepreneurships and encourage consumers to buy locally wherever feasible so that domestic entrepreneurs can eventually grow and become self-sufficient thanks to the long-term impacts of increased demand. This will facilitate production ramping up and eventually turn India into a global hub for manufacturing (drishtias, 2022).

The word "entrepreneur," which has been in use since the 12th century, literally translates to "go-between" in French. Marco Polo, who endeavored to build trade channels to the Far East, is one of the earliest examples of an entrepreneur acting as a go-between. In order to operate as a middleman, Marco Polo would enter into a common contract with a capital provider (capitalist) to sell his commodities. This agreement gave the merchant-adventurer with a loan at a high interest rate, as well as insurance. Both the merchant and the capitalist, who carries risk in a passive capacity, are involved in the exchange of goods. Following the entire sale of the product, the earnings were split between the two parties, with the capitalist receiving roughly 70–75 percent and the merchant–adventurer receiving the remaining 25–30 percent.

J. B. Say, an entrepreneur and French economist, is a person who shifts economic resources out of an area of lower productivity into an area of higher productivity and greater yield.

The term "entrepreneurship" refers to all of the tasks that must be completed by an individual in order to start and manage a business enterprise in light of the shifting social, political, and economic circumstances. Entrepreneurship, at its most basic level, refers to a person or a small group of partners who embark on a novel course to launch a new firm. An ambitious entrepreneur deliberately seeks out a certain business venture, and it is the entrepreneur who bears the bulk of the project's risk. As a result, if the idea is successful, this individual will also stand to gain the most.

Entrepreneur, a person with the capacity to spot business possibilities and take the necessary steps to take full advantage of them. An entrepreneur is someone who takes the initiative to start a business, takes on risks, and manages resources to build and run a company that can support itself.

Entrepreneurs have utilized the opportunities at their disposal to the fullest due to their innate knowledge, drive, and hard work. They have historically changed the trajectory of marketplaces, industries, and national economies. They have created new businesses, new organizations, and new technological innovations. They have compelled the transfer of resources from current consumers to new, more effective users. Numerous business innovations have changed the society in which we live and benefit from the results.

When innovation generates new demand, wealth is produced. From this perspective, it is possible to define the role of the entrepreneur as one in which different input factors are combined in an original way to produce value for the customer in the anticipation that this value will be greater than the cost of the input factors, leading to superior returns that lead to the creation of wealth.

An entrepreneur actually is Entrepreneur + Money = Products + Clients = Business.

Characteristics of Entrepreneur

1. Motivation

Entrepreneurs are driven people by nature. After all, people work hard to launch their businesses and spend a lot of money—sometimes their whole savings—to follow their goals. They take these actions despite the fact that it can be months or even years before they see the results of their labour. They are aware that, despite their best efforts, there is a potential that their entrepreneurial spirit and work may not be materially successful. However, they do not give in to their dread of failing. To persist in endeavours over the long term, one needs a strong sense of motivation in addition to a laser-like focus.

2. Passion

Another trait of entrepreneurs is passion. While the prospect of a huge paycheck at the end of the tunnel might be motivating, great businesspeople are typically more motivated by a love for what they are selling and a desire to change the world. Additionally, this enthusiasm or drive keeps businesses going during times when disappointment could otherwise show.

3. Vision

The most successful businesspeople have a clear understanding of what they want to accomplish, how to do so, and who they need on their team in order to do so. Their focused vision serves as a compass, guiding them to opportunities that perhaps no one else has discovered. They can also communicate their idea in a way that employees and investors can comprehend. Entrepreneurs can identify people to align with through networking opportunities.

4. Confidence

Entrepreneurs cannot possibly prosper if they lack self-assurance or belief. Both in themselves and the goods or services they sell, they must have confidence. If they have confidence in themselves, they will be able to persevere through obstacles and setbacks. get. Additionally, they have the courage to take chances because they are confident in their ability to succeed.

5. Decision Making

Quick decision-making is a crucial skill for business owners because it can mean the difference between success and failure. In addition to having sound decision-making abilities, successful entrepreneurs must also be able to act swiftly in order to seize opportunities. These demands making a decision right away after quickly weighing the evidence (Rojas, 2021).

Importance

1. Opportunities for employment are produced.

Entrepreneurs start new firms, which may result in more people finding jobs. People frequently have the opportunity to work for themselves, support other businesses, and expand their own when they launch a new venture. Entrepreneurs can choose to earn money for their own use or to employ others to work for them. Thus, entrepreneurship frequently results in the creation of new roles at all levels.

2. Creating fresh organizations

Entrepreneurship is essentially the act of one person owning a business. These enterprises may be run entirely by the entrepreneurs in the great majority of cases. They create and prepare their operational strategies that support other business endeavors. It's a market where someone might create a business concept that eventually grows into a large firm. In any economy, entrepreneurship frequently offers a wide range of activities that lead to the founding of new businesses.

3. Innovation

An entrepreneur needs to be innovative whether they are employed by a large company, a government agency, or a startup. It is the process that either creates brand-new resources capable of generating wealth or boosts the ability of already-existing resources to generate more money. It creates new product lines, improves ideas, technologies, markets, and product quality, and in most situations, makes life easier for both customers and business owners.

4. Enhances the standard of living

A higher total consumption of a variety of goods and services over time is referred to as standard of living. Usually, it is determined by the goods that are offered on the market. Entrepreneurship has the capacity to develop a wide range of items across many industries because of its inventive nature. An entrepreneur can provide goods and services that appeal to consumer demands even if they cater to a small market. They are capable of satisfying even the most specialised requests. Because entrepreneurship frequently leads to the establishment of new jobs and income streams for a family, it can increase your standard of living.

5. Encourages Research and Development

Prior to the introduction of a new product or service to the market, a thorough investigation and product testing are frequently necessary. An entrepreneur works with research organisations and institutes to support research and development. This frequently promotes study and creation, which might help with discoveries (Kritikos).

Promotion and Protection of Rich Rural Heritages

Rural business entrepreneurs have the ability to develop distinctive goods and services that represent indigenous ingenuity and address regional issues. These entrepreneurs have the opportunity to connect to global supply chains thanks to globalisation and technology,

bridging the gap between rural and urban areas. Rural entrepreneurship growth is a complicated issue that can affect social, political, and economic institutions. Rural business owners are essential to the nation's overall economic growth. The expansion and development of rural industries promotes independent work, leads to a wider distribution of economic and industrial activity, and aids in the best possible utilization of locally accessible labour and raw materials.

Rural industries aid in the efficient use of regional resources, such as labour and raw materials, for productive purposes and hence boost production. By putting forward successful company ideas that attract investment, they can also mobilise rural savings and assure private participation in the industrialization process. Savings are once more invested, multiplying the effect of wealth growth. A better possibility to grow the area is provided by establishing new enterprises and industrial facilities in both developed and underdeveloped areas. Improvements in infrastructure, including better roads and rail links, airports, dependable electricity and water supply, schools, hospitals, shopping malls, and other public and private services that would not otherwise be available, are brought about by the growth of industries and business in these areas. The significant income gaps between rural and urban residents can be closed via rural entrepreneurship. Infrastructure projects including new roads, bridges, and power plants will be developed or introduced by rural entrepreneurs. It can aid in limiting the movement of people in pursuit of employment and a higher quality of life from rural to urban regions.

The rich cultural history of rural India is preserved by preserving and developing arts and crafts. This promotion of rural products can also be called as an arts entrepreneurship as it presents different ideas and creativity of the retrograde people to the market. Being involved in the cultural and creative industries is a requirement for being entrepreneurial and innovative, whereas in the definition of entrepreneurship, one can be entrepreneurial and innovative in different contexts. This is the main distinction between the definitions of arts entrepreneurship and general entrepreneurship. The study of opportunity sources, procedures for leveraging opportunities, and risk-taking for all parties involved in assisting the cultural and creative sectors is at the heart of the area of arts entrepreneurship (Woronkowicz, 2021).

These local arts and crafts can have both intrinsic and extrinsic value, and frequently they do. An illustration of extrinsic value is the statement, "That Picasso picture is worth 10,000,000." This is a reference to the painting's purchase price. "That Picasso piece moves me to tears." This is intrinsic value—a sentiment, an encounter, or an image that is personal and unrelated to monetary value. It creates attachments to the product and also reveal the hard work, background or history related to the product. Extrinsic value can direct artists toward generating cash and, possibly, into long-lasting careers in the arts. The arts and crafts itself have intrinsic value, and it is hoped that this experience and reaction will be produced for individuals who view it.

With the intrinsic value we can get to know about the culture, traditions and values related to the product along with it, the product gets its original market place. With the extrinsic value the product and its makers will get the sufficient funds and face to the market place globally (Hart, 2019). There are several ideas for the promotion of rural cultures and heritages as an entrepreneurship idea including their arts, pottery, handicrafts, paintings, knitting, wood working and many more.

With the idea of wood working, there is a Local Musical instrument named Mandar which still is unknown by the global market even after being a representative of various cultures, customs and traditions also being a musical representative of an Indian state, Jharkhand. The northeastern region of India contains the state of Jharkhand. Bihar to the north, West

Bengal to the east, Odisha to the south, Chhattisgarh to the west, and Uttar Pradesh to the northwest are the states that border Jharkhand. Ranchi is its capital.

Typically, it is used as a supplementary instrument in musical performances, plays, dance, and ensembles. It has unique acoustic (sound) characteristics. The mandar is a magnificent melodic percussion instrument that meets all the requirements for a Solo instrument as a result of a sequence of developments that led to the perfection of the instrument's design, development, and playing techniques. In terms of design, resonance, and performance, it is remarkable. It can extract virtually all human emotions as well as natural vibrations (Musical Instrument of Jharkhand: Jharkhand History, 2021).

The MANDAR Instrument gave its name to the MANDAR Block in the Ranchi District of Jharkhand.

The Munda people once resided in the Murma area of Mandar Block in the Ranchi region of Jharkhand, according to a widely accepted tale. Around 1530 and 1540, when the Oraon people arrived from the Rohtasgarh region, there was conflict between the two groups. There was no fighting or bloodshed, though. According to folklore, the conflict was settled through a seven-day, seven-night music and dance combat. The competition was won by the Oraons. Their unique musical instrument, the Mandar, which the Mundas did not possess, was associated with their triumph. As a result, the Mundas left this region, and the Oraons moved in. The dharma khunta, a petrified sal tree that was once located at Murma, still serves as a point of honour for the Oraon Munda fraternity. The location was renamed Mandar to honour the musical instrument that enabled them to win, and may be the only location in the world to do so.

Mandar

In the eastern region of India, percussion instruments called mandar are played. It is well-liked by the tribal members and is comparable to the mridangam and the dhol. In Jharkhand, West Bengal, and the border region, this is frequently used.

A percussion instrument called a mandar is created from parchment, leather, and rice paste. Jharkhand is the home of this traditional instrument. This bifacial drum is primarily used to provide rhythmic support for group singing. covered with a vibrant fabric. a dual-toned drum. Parchment is used on both sides, and the ends are connected with leather straps that pass-through leather hoops. black paste loaded on the right side. While rice paste is used to treat the left side. The leather straps completely encircle the shell. played with both hands while being slung horizontally around the neck by a leather string. used as a rhythmic accompaniment in group singing. covered with a vibrant fabric.

It is wrapped in a rope made of rice straw for added durability and impact protection. Drumheads are formed by adding leather diaphragms to the sides and tightening them with leather strips called badhi. The badhi circles the two sides fourteen or sixteen times. The correct sound is produced by tension. Putting the badhi and achieving the proper tension can take up to half a day.

Kinds of mandar:

- Jashpuria Mandar
- Khadiya Mandar
- Oraon Mandar
- Kortha Mandar
- Kurmali Mandar
- Panchpargania Mandar

- Santal Mandar
- Ho Mandar
- Asami Mandar
- Dooars Mandar

Many different communities were familiar with this musical instrument for performances. These residents are from the state. In many other groups throughout Jharkhand, such as the SATNAMI COMMUNITY, the YADAV COMMUNITY, and many more, Mandar is highly revered and important.

The Yadav community performs the raut dance as part of Deepawali. The Raut do this dance in the streets of the hamlet while holding sticks in their hands and wearing distinctive outfits. Drum, Dhol, and Mandaar are the main musical instruments used in cultural activities. It is a successful seven-day Deepawali celebration and a well-liked style of entertainment called Raut Nacha. It tells a variety of battle tales from the Mahabharata period.

The Jhumar songs and dances are mostly performed by the Santhal and Nagpuri groups of Jharkhand. Women in the Jharkhand region execute the traditional Jenana Jhumur dance, which is primarily performed during the rainy season. After harvest, men from the Nagpuri community and other Southern cultures perform the Mardani Jhumur dance. Mandar, Shenai, and dhol are some of the musical accompaniments. Although women made up the majority of the companies at Janani Jhumar, men also took part. Men participate in dance occasionally and play many musical instruments, such as the Dhol and Mandar.

The Ho, Mundadri, Oraon, Santhali, and Nagpuri tribes are among the many tribal communities that participate in the agrarian event known as Karma Festival. This is the largest natural event in the state of Jharkhand. The tribes of Jharkhand execute the Karma dance, sometimes referred to as Karma Naach. On Karma, Jharkhand's residents sing and dance to the beat of the dhol and the Mandar while the sisters pray for their brothers' safety.

Along with the deities, domestic animals like the cow, bull, buffalo, and kara are also honoured during the five-day Sohrai festival. In this festival, there is no distinction between the rich and the poor. Everyone dances to the beat of the Mandar with mutual love. For five days, the Santhal tribe celebrates the Sohrai festival.

Its Special

The Mandar counts as a musical instrument. There are at least three harmonics in the sounds. The fundamental mode of vibration, which lacks any internal nodal lines, is the gravest mode of the Mandar. By striking the membrane's centre with the flat of the palm, this can be triggered. It produces a deep, overtone-free hum-tone. The membrane as a whole vibrates together. There are no nodes in between.

Along its diameter, the second tone has one node. It can be stimulated by lightly pressing one finger along a diameter near the margin and striking with the other hand's finger on the diameter that is perpendicular. The first harmonic, which is a higher-pitched, prolonged tone, is produced. Faster than the fundamental, this sound decays.

One must gently contact the membrane with two fingers at two spots close to each other at the edge of the syahi and then strike with a finger at a point 90 degrees away in order to activate the third tone or the second harmonic. It produces a loud ringing tone that quickly goes away.

When the tones are excited one after the other, the harmonic link between them is easily discernible. The fundamental is equivalent to the entire drumhead vibrating. The second

harmonic is the vibration that occurs when two equal components are spaced apart by a nodal diameter. The drumhead splits into three sections that are divided by two parallel nodal lines during the third harmonic, which corresponds to this mode of vibration (Bhattacharyya, 2021).

Entertainment is not always a factor when it comes to mandar music. Most frequently, they are associated with significant cultural and social values. Sometimes they recall specific tribal events that were significant to the tribe, and other times they make public remarks.

In actuality, music has played a crucial role in politics and acted as a voice in protest against oppression. However, religious themes predominate and a selection of fairy tales serve as the representational subject matter most of the time.

Importance

We can see that, like string instruments, the Mandar is a device capable of producing sounds with a basic frequency and its harmonics. This device has been in use for ages. It is essential to Indian music because of its distinctive design and acoustics. It creates not only a beat but also harmonic notes, enabling a single performer and a small ensemble to create high-caliber music (Bhattacharyya, 2021). It's interesting to note that this method of drum-making is unique to the area. Unfortunately, the mandar's history appears to have been lost to antiquity. The Mandar's design may benefit from efforts to scientifically comprehend how it operates. It is crucial to protect this distinctive cultural treasure that the Mandar envisioned for future generations.

These Mandar artisans are primarily from rural, disadvantaged areas. One of the most common and accurate ways to determine a population's socioeconomic position is to look at the literacy rate.

Concern should be expressed about the level of education held by these instrument producers' employees. I discovered that the majority of the population had not improved their educational status in the majority of survey details. People in these locations have relatively low literacy rates, and women's situation in terms of literacy is particularly precarious. Because of this low literacy rate, which is one of the major reasons of unemployment and poverty, the instrument is also not receiving much attention from the public despite being such a cultural icon. Some parents would prefer that their girls stay at home and participate in the fundamental family choirs than to send them to an educational institution together. Another obstacle to the advancement of education in this region is teacher dissatisfaction with the demands of teaching in remote locations. One of the causes of education backwardness is parental knowledge of education.

Their socioeconomic well-being has been significantly impacted by deforestation, fast urbanization, and harsh environmental exploitation, which has pushed them to look outside of their typical conventional economy for employment. Due to adverse government legislation and environmental problems, their manufacturing method has diminished. Workers at Mandar are having a difficult time keeping up with the rapidly evolving fashion trends. They are taken advantage of based on the cost of their instrument. They are not aware of the going rate, and the intermediary profits from this. They purchase the instruments at a discount and resell them on the open market for a greater price. The instrument and its producers' demise are a result of all these factors and situations. Therefore, it is imperative to support these individuals through the start of a small business to bring them to the public, which results in the preservation of the state's cultural legacy.

Futuristic Perspective

In every hamlet, forest, and street in Jharkhand, you can still hear the songs from Mandar ki Thap pe Jeevan, but it's a sad fact that folklore is no longer as prevalent in contemporary culture. They are currently not very well-liked by regular people. The need to conserve them grew as the threat of their extinction began to loom. The litterateurs of today are on high alert to preserve the ancestors' oral literature. It has been saved in a laudable effort by numerous tribal organizations. Folktales that convey important messages and teachings in a straightforward manner are, in fact, highly popular right now (Mati, 2022). In such a scenario, I believe it is necessary to give these initiatives more of a boost. It is necessary to gain more popularity among regular people.

The state currently lists 32 identified groups that meet the constitutional requirements for scheduled tribes. Each of these groups possesses something that is "special" and not found in other societies. These "special unique/s" are significant from the perspective of conservation because they represent the "true heritage component" that needs to be safeguarded. They are essential for preserving the state's identity and, to a certain extent, for the community's survival. Although science and technology have evolved, we neglected to maintain our tradition, beliefs, and identity. Jharkhand has a rich cultural legacy that encompasses folk instruments, folk art, folklore, folk dance, folk music, folk songs, and other traditional cultures and customs. These folk arts, folklore, and songs vary from place to location and season to season. Songs and languages need to be conserved because they are both susceptible to dominant culture. The preservation and spread of cultural elements are significantly aided by the gathering and archiving of the songs and instruments in their native habitat.

Culture is never static nor unchanging; rather, it is always in a state of flux, influencing and being influenced by a variety of circumstances that can have both positive and negative effects on it and its carriers, the people. If we look at the drawbacks, losing cultural characteristics frequently causes identity loss, alienation from society, and even conflict. This is particularly true for traditional civilizations and communities who are subjected to quick changes based on outside models that haven't been adjusted for their local environment. In such a context, it becomes imperative to adopt a thorough strategy for combining the advantages of globalisation with safeguarding the uniqueness of the local intrinsic culture. Preservation of cultural heritage from an anthropological perspective, relying on the potential of local resources, knowledge, skills, and materials, will undoubtedly lead to recognition and respect for cultural diversity, creating the conditions for communication and peace, and ultimately paving the way for encouraging creativity, sustainable development, and the existence of autonomy for the people of the state in particular and of the nation in general.

Conclusion

Mandar, a musical instrument from Jharkhand, is regarded as the essence of songs. The delight of Jharkhandi music would be lacking without them. Generally, when people perform, the playing musical instruments controls the performers dance positions. Jharkhand music doesn't always contribute to the fun. Most frequently, they are associated with significant cultural and social values. Sometimes they recall specific tribal events that were significant to the tribe, and other times they make public remarks. The mandar's origins can be found in ancient Indian mythology, when it was thought that the sound it produced mirrored and symbolized the Gods' dances and movements. Thus, in order to preserve the history and cultural legacy we have to come forward and participate in the promotion of this symbolic drum.

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