

**Migration, and Entrepreneurship:  
A Sociological Study of Kashmiris in Candolim, North Goa**

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### **DECLARATION BY STUDENT**

I hereby declare that the data presented in this Dissertation entitled, “Migration and Entrepreneurship: A sociological study of Kashmiris in Candolim, North Goa” is based on results of investigation carried out by me in the Sociology programme at D.D. Kosambi School of Social Sciences and Behavioral Studies, Goa University under the supervision of Ms. Sangeeta R. Tate and the same has not been submitted elsewhere for the award of a degree or diploma by me. Further, I understand that Goa University or its authorities will not be responsible for the correctness of observations/experimental or other findings given the dissertation.

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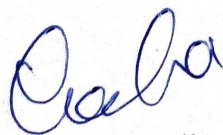
## COMPLETION CERTIFICATE

This is to certify that the dissertation "Migration and Entrepreneurship: A sociological study of Kashmiris in Candolim, North Goa" is a bonafide work carried out by Ms. Simran Kumar under my supervision in partial fulfilment of the requirements for the award of the Master's degree in the Discipline of Sociology at D.D. Kosambi School of Social Sciences and Behavioral Studies, Goa University.

  
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## **Preface**

Migration as a phenomenon has existed since time immemorial. Different facets of migration persuade an individual to migrate, such as the push and the pull factors. In order to achieve great success in one's life, migration can be considered as an important indicator to improve standards of living. Similarly, we can see many entrepreneurial communities such as Marwari, Gujarati, Kashmiri, and so on who have been migrating to establish their networks. The study explores one such community, Kashmiris, who have been migrating to Goa to explore and expand their trading network.

The study undertaken by me has explored the migratory process of Kashmiris to Goa particularly in Candolim which is a village in North Goa. I have tried to seek answers to various questions in the form of objectives which has generated data about their process of migration, and the challenges and difficulties encountered while establishing their trading network. Moreover, the study has come up with new findings that is 'reverse migration' which I have urged the future researchers to understand and take it up as new research finding.

## **Acknowledgment**

I extend my sincere gratitude to all the people who have encouraged me in my research study. I praise Almighty for being my strength and helping me throughout the research process. I thank my guide, Ms. Sangeeta Tate, for encouraging and motivating me to conduct my study. The research was successful with the guidance of my guide who helped me and provided me with insights. I also owe my sincere gratitude to Prof. Ganesha Somayaji, Dean of DDKSSSBS, who encouraged and helped me with my topic under study.

I couldn't thank enough my parents and friends who played a major role in completing my research study. I am very grateful to my father, who, despite his busy schedule, accompanied me in interacting with the respondents. I also thank my friend Kshitij for always accompanying me while conducting the interviews. I am truly thankful to my respondents, who, despite their busy schedules, were able to give me their responses and for being patient throughout the interview process. Thanks to all my well-wishers, this was possible through everyone's prayers.

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## **CHAPTER I: INTRODUCTION**

Chapter I is an introductory chapter where the concept of migration as a phenomenon has been discussed. It has also thrown light upon various literatures pertaining to the topic under study. This section also includes the objectives, which the researcher, through her data analysis, has discussed the findings. This chapter also outlines the description of the study area along with the limitations, scope, and relevance of the study.

### **1.1. AN OVERVIEW OF MIGRATION**

Migration is not a new phenomenon and has existed since the dawn of mankind. Migration is the movement of individuals from their place of origin to a completely different location for various reasons such as war, genocide, better employment prospects, etc. Migration occurs within and outside nations' geographical limits (Nilofer, 2022). According to the Oxford Dictionary, "the movement of a person or people from one country, locality, place of residence, etc., to settle in another is called migration." Migration is the third element influencing population change, along with birth and death rates. Migration has a different effect on population size than birth and death rates. Migration, like birth and death rates, is not a biological phenomenon but is impacted by social, economic, cultural, and political factors.

The study of migration is critical since the birth rate, death rate, and migration rate influence population size, population growth rate, and, hence, population structure (Divisha S, 2017). Furthermore, migration significantly impacts the country's demographic distribution and labour supply. Thus, research in migration can help governments, economists, sociologists, planners, legislators, and demographers to develop economic and other policies.

Various theoretical viewpoints or perspectives contribute to our understanding of migration-related issues. From a sociological perspective, the structural-functional approach is the most significant. It emphasizes migration as one of the interconnected social processes and an essential component of the more extensive social system. It is the society that creates a social framework for migration and socially conditions the migratory process. Socio-structural and cultural factors influence migration and, in turn, are influenced by migration. Thus, population mobility becomes an institutionally or culturally determined process. Its incidence is contingent on institutional appropriateness. Another sociological perspective, social evolution, offers a different perspective on migration and social development. The theory claims that society is fundamentally unstable in its homogenous form and drives it in a linear evolutionary trajectory of social development.

For the past so many years, we have seen the global displacement of people due to various situations, for example, Rohingya refugees and Kashmiri Pandits due to the genocide that occurred in the 1980s. Such a kind of migration can be termed as forced or involuntary migration. In contrast, some people migrate to seek better economic opportunities or to expand their businesses, such migrants are termed as voluntary migrants. Migration is based on push and pull factors, where on one hand it pushes people out from their geographical region to an entirely new environment owing to conflicts and persecution, while on the other side, it pulls people in.

We find migration tendencies in Indian society, both worldwide and interstate, both voluntary and involuntary. Regarding the Goan migration history, one can observe that during the Portuguese Inquisition, many local Goans fled across Indian states and boundaries due to persecution. Some Goans moved voluntarily to Gulf, Africa and British India for better employment prospects. Despite the movement, we can see that

Goans have preserved their identity in locations where they have gone, such as language, cuisine, culture, and so on. Migration in Goa is a multidimensional phenomenon. Da Silva Gracias (2000) distinguishes three types of migration from Goa; migration to surrounding kingdoms, migration to British India and Africa, and post-colonial migration to Gulf, the West, Australia and New Zealand. He also discusses about the final stage where Goans migrated to Middle East countries in search of Petro dollars. Post- liberalization, infrastructure construction was accelerated by rapid growth of the tourist sector. As Goans migrated to other nations, a void was formed in the lower levels of the Goan labour hierarchy. A third Goa evolved to assist infrastructural development, notably that of migrant labourers (Bailey, 2012).

Due to the construction boom and other developmental activities undertaken in the 1960s and 1970s, there was an increase in interstate migration to Goa. There was a labour shortage during this period for a variety of reasons, which allowed people from other states to migrate to Goa. During this period, migrants from neighbouring states, Maharashtra and Karnataka and, states in Northern part of India, that is, Uttar Pradesh, and Bihar took advantage of the job opportunities. Most importantly, the migration during this phase was economic in nature. These migrants now come to Goa seasonally; some have made it their permanent home (Sharma, 2004). Bailey in 2012, conducted a case study on why people from Karnataka migrated to Goa. According to him, the low wages and unemployment in Karnataka were the push factors for migrating to Goa. The pull factors to migrate to Goa was the easy availability of job opportunities at construction sites and other sectors. They found the living condition in Goa much better than that in Karnataka as they could now support their families.

Tourism which emerged 1960s after liberation form Portuguese administration also provided an opportunity to traders and businessman across Indian states like

Kashmir, Gujarat, Rajasthan, Punjab and so on to operate businesses. The handicraft sector comprising of Kashmiris made it a haven to trade in Goa. These merchants also provide an upper hand for the tourism industry to grow in Goa.

Since 1989 to 2003, Jammu and Kashmir (J&K) have been under the grip of violent movements mainly targeted against the Kashmiri pandits, making them refugees in their state. Approximately 300,000 Kashmiri pandits are believed to have left the region due to persecution from the Jammu Kashmir Liberation Front (JKLF) and other militant groups (Puri et al., 2023). The terrorist had entered the homes of the Kashmiri pandits and shot them dead, while many women were raped and murdered by the terrorists. This terror forced the pandits to leave their valley.

Many of the Kashmiri Muslims have also provided help to the pandits to flee out of the valley during the genocide. The displaced Kashmiri pandits were relocated to rehabilitation camps in Jammu and NCR camp in Delhi. However, despite being relocated, they lived inhumanely and lacked employment opportunities. The pandits have also migrated and have settled in nearby Indian states like Delhi, Pune, Goa. There are also associations formed representing the Kashmiri pandit Samaj which is in Pune. Even Kashmiri pandits in Goa have permanently settled and visit the valley during vacations.

In terms of the migrant population in Goa, there has been an increase in interstate migration as recorded by the census from 1991-2011, comprising 1,140,690.000 persons. Goa has also been a home to the Kashmiris to venture their businesses and are mostly found near the coastal stretches of the beaches in the north and south of Goa. There is an increase in the number of Kashmiri migrants in Goa who are involved in handicrafts and jewellery businesses near the coast. Many of them venture out businesses and are successful entrepreneurs based in Candolim, Calangute,

Baga. These migrants over the years have either permanently settled or are seasonally migrating for business purposes. But the journey has never sailed smoothly and the so-called term 'migrants' has posed serious problems among Kashmiris in Goa which goes uncovered.

## 1.2. REVIEW OF LITERATURE

Goa is well known for its attraction for the tourists. Hence, tourism is the backbone of the Goan economy. Tourism can also be one of the factors for migration because it generates employment opportunities. Migrants from Indian states are seen in the coastal areas engaged in various entrepreneurial activities related to tourism. For example, the Gujarati, Rajasthani, and Kashmiris, sell their handmade crafts, which attract most tourists

The primary goal of the literature review is to offer context for prior migration research and to examine some of the existing publications on this topic. As a result, an attempt has been made here to review some of the most notable works on this research topic.

Everett Lee's 'Push and Pull Theory' (1966), depicts potential migration between origin and destination, with positive and negative indications representing push and pull forces. Flows occur between two points; however, their spatial motions are hampered by intervening impediments. Although these hurdles are depicted as mountain formations, bear in mind that they do not have to be actual barriers. Restrictive immigration regulations, for example, might be a significant impediment to potential migrants. It is worth noting that both the origin and destination contain pushes and pulls representing the reality that each migrant must weigh both the benefits of remaining and the disadvantages of migrating, as well as their inverses. The idea of the

push and pull theory is that if the benefits of staying at the origin outweigh the benefits of moving, migration is likely to occur.

Douglas Steven Massey, in his work 'International Migration and Economic Development in Comparative Perspective, Population and Development Review' (1988), states that migration networks are sets of relationships that link migrants, former migrants, and non-migrants in origin and destination areas through bonds of familial ties, close friendships and shared cultures.

Research conducted by G.S. Gosal entitled 'Internal Migration in India- a Regional Analysis' (1961), discusses the growth of urbanization, industrialization, various development plans, expansion of irrigation, and so on has played a role in making India's population more mobile. Urban cities attract more migrants, and there is an inverse relationship between migratory distance and the number of in-migrants. According to him, short-term migration is the most prevalent in the country, with internal movement expected to rise in future owing to the clear diversification of economic activity.

Using census data, Zachariah conducted research entitled 'A Historical Study of Internal Migration in the Indian sub-continent 1901-1931' (1964) investigated the trend of internal migration in the Indian sub-continent from 1901-1931. He has built his study on state-level place of birth data to predict the demographic parameters of internal migration. He believes that the magnitude of population redistribution induced by internal migration in India during 1901-31 was minor in comparison to the experiences of several Western nations.

Majumdar, N., Piplai, T. in his work 'Internal Migration in India: Some socio-economic Implications' (1969), discusses the push factor as a cause of internal

migration, and more excellent work prospects draw migrants and frequently achieve a higher quality of life in the states they migrated. They determined that pull factors are more successful than push factors in attracting people to live in big cities. They have highlighted the pull factors as industrially developed states like Maharashtra and West Bengal and undeveloped states like Uttar Pradesh and Bihar as push factors.

Fayaz Ahamad, and Effat Yasmin conducted research on 'Impact of Turmoil on the Handicraft Sector of Jammu and Kashmir: An Economic Analysis' (2012), have highlighted how the exports of handicrafts comprising of shawls, Namdas, Wooden art-ware, Papier-mâché, Crewel embroidery is deteriorated due to instable political conditions and turmoil in the state. The handicraft industry holds an important position in the economy of J&K by providing employment to the residence. The researchers have explicated how the other economic sectors namely horticultural, medium and small-scale industrial units, tourism are affected due to the turmoil in the state. They have also highlighted how the exports of handicraft sector have weakened due to the impact of turmoil on the state from 1980 to 2011. The researchers have suggested ways to promote handicraft sector by promoting tourism in the state, since the buyers of these handicraft goods are tourists from different parts of the world.

Kalotra (2010) conducted extensive research in Punjab that supports sex-selective migration. Using district-level census data, he depicts the geographical trend of the sex ratio among migrants in Punjab. According to him, migration is an important element that determines population change. Males are more transitory due to employment and work. He has shown the occupational pattern of in-migrants from other states to Punjab. He demonstrates that the sex ratio of migrants is greater than that of the state-local population. Due to marriage, female migrants are more prevalent in districts that share borders with other states.

Deepak k. Mishra in his work, 'Seasonal Migration from Odisha: A View from the Field' (2016), analyses how poverty, lack of employment and livelihood, and seasonal migration play an essential role in aiding these problems. With industrialization and the expansion of communication networks, there has been a demand for casual labourers in urban areas. Seasonal migration over the years has increased, particularly labourers from low-income areas. The author has examined how labour migration to urban cities in India has opened opportunities for the rural poor.

Ravi Sharma (2004), puts forward how developments in Goa have attracted migrants from different states. It emphasized that the native Goans are worried about the influx of these migrant workers as these people will take up the job opportunities and are slowly taking up Goan identity, which the native Goans see as a threat. The Goans have titled the migrants '*Bhaile*' (Outsiders) and are responsible for paedophilia cases on Goan beaches. He also talks about how the in-migration and out-migration phases started in Goa. Out-migration mainly came from people living in coastal areas who desired to seek a better life. On the other hand, in-migration in Goa was caused by various developments and construction boom in the 1960s and 70s. He has also provided data about how unemployment rates are falling in Goa due to increased interstate migrants who have taken native Goans jobs such as fisheries, agriculture, and tourism, which are all seasonal activities.

P.S. Devi and P.K. Sudarshan in their work, 'Determinants of Migration to Goa, India: a gravity model analysis' (2021), have provided data about interstate and intrastate migration. In terms of Goa, it is found that there is a proportionate increase in interstate migration in Goa. They have analysed the reasons and causes that influence migrants from other states to Goa. With the help of the gravity model, they have used literacy, density of population, per capita NSDP, and motivations that push or pull

people to migrate. They found out that density of population affects out migration whereas per capita, NSDP have a negative effect. On the other hand, economic and social factors dominate push and pull elements.

Prabhakar Timble, in the blog 'Migrants Role in Goans Development' (2013), has highlighted why Goa is attracting migrants from all over the world. According to him, developed infrastructures, favourable climate, lower prices, higher wages, and so on were the main reasons the migrants were attracted to Goa.

H. Pekin (1989) assessed the 'Effect of Migration on Family Structure'. According to the report, migrants live apart from their families to earn a living salary and have suitable accommodation. As a result, the Government should make it easier for each migrant to find work to solve their family concerns.

Martin Ruef and Michael Lounsbury carried out research entitled 'The Sociology of Entrepreneurship' (2007). They have explained how sociology of entrepreneurship though being a flourishing subject of study, is criticized by scholars for its lack of coherence and conceptual remoteness from the sociological mainstream. In this study, they have critically explored the field's theoretical presuppositions, traced its historical origins, and has attempted to contextualise sociology of entrepreneurship within the sociological mainstream. The researchers have emphasised Max Weber's contribution, whose early work serves as a blueprint for a holistic approach to comprehend the environment, process, and results of entrepreneurial action. This research illustrates how sociological imagination emphasises the importance of a richly complex, multilayered view of entrepreneurship.

DR. Nisha Ashokan in her work entitled 'A Historical Perspective on Entrepreneurship Among Migrant Population in India' (2020), has elucidated how the

migrant population plays an important role in the urban workforce. She has emphasised on 'migrant entrepreneurship' as an alternative to sustainable employment. These migrants take up businesses, which further helps a country to generate economy by running small to medium scale enterprises.

Research carried out by Fara Azmat and Yuka Fujimoto entitled 'Family embeddedness and entrepreneurship experience: a study of Indian migrant women entrepreneurs in Australia' (2016), has tried to encapsulate Indian migrant women entrepreneurs (MWEs) experience in Australia. The researchers have discussed that there is less focus on migrant women entrepreneurs. Based on their findings, they have shown how entrepreneurship among Indian MWEs is influenced by being an Indian, an Australian, and a woman which in turn impacts their household dynamics and entrepreneurial experiences. Being an Indian and woman is interconnected as the former relates to ethnic influence and later relates to gender. Indian culture has defined gender roles and MWEs face a lot of challenges due to their gender.

Research carried out by Sarah L. Jack, and Alistair R. Anderson entitled, 'The effects of embeddedness on the entrepreneurial process' (2002), have discussed about how embeddedness plays an important role in maintaining and forming a business. The researchers have used Giddens's theory of structuration to understand how entrepreneurship is embedded in socio-economic activity. The theory of structuration is used to examine the relationship between the entrepreneur, who is considered as an actor, and context as structure. Giddens's structuration theory help us understand how societal structures impact entrepreneurship while also promoting business activity especially in situations when resources are limited. Seven entrepreneurs were interviewed who had their ventures in rural setting. Based on the findings, the entrepreneurs used mechanisms like following the rules of local environment, gaining

locals knowledge, reliability, and resources. The entrepreneurs gained access to personal knowledge, contacts, resources, advice, information, and assistance through their social connections. Embeddedness made it easier to detect and comprehend requirements and available resources.

Wigren-Kristoferon et al, (2022) have analysed 198 articles to understand how embeddedness as a concept is used in entrepreneurship. While entrepreneurs can be embedded in various contexts, embeddedness can be comprehended at different levels. The researchers state that embeddedness and contexts should not be used interchangeably. Also, the review has shown how embeddedness plays different roles in different entrepreneurial setups.

Research carried by Wigren-Kristoferon, entitled 'Entrepreneurship and embeddedness: dynamic, processual and multilayered perspectives' (2019), have discussed the importance of embeddedness in entrepreneurship, emphasizing the dynamic, processual, and multi-layered perspectives. It calls for studies that problematizes embeddedness and the interaction between entrepreneur and setting. The paper encourages investigation of contradictions of embeddedness and understand how entrepreneurs become immersed in the process throughout the time.

A study conducted by Judith Stirmlinger entitled 'The impact of social network embeddedness and risk propensity on the entrepreneurial intention of women' (2023) has highlighted how women have little representation in entrepreneurship, resulting in low levels of Entrepreneurial Intention (EI). Social ties profoundly influence women's entrepreneurship and the development of EI. Yet, studies on EI and social network have included male participants only and does not account for women's social ties. The study has explored how embedded social network affects women's EI. The study being a qualitative, has evaluated how structural and relational embeddedness affects women's

EI. Based on the findings, it shows that diverse networks had a favourable impact on women's EI. Bonding relations which indicate structural embeddedness, did not correlate with entrepreneurial intention of women. Finally, the risk tendency did not have any effect on the postulated correlations and had no meaningful impact on entrepreneurial intention.

Victor Silva Correa et al (2019), have explored the concept of embeddedness and its impact on entrepreneurial research. Using Granovetter's ideas on embeddedness, the article highlights on redistributions and reciprocity frameworks. The scholars in the article have argued that entrepreneurship and embeddedness is based on the entrepreneurs as network creators, driven by the means of their rooted structures. The research has also highlighted the potential impact of reciprocity and redistribution which are an additional form of social embeddedness. They have also come up with ideas to explore research on embeddedness such as using theoretical frameworks.

Research carried out by Meita Indah Setyaputri et al, entitled 'Social embeddedness among furniture entrepreneurs in Kalijambe district of Sragen- Central Java' (2023), aims to examine the presence of furniture businesses in Pilangsari-Hamlet as well as how furniture entrepreneurs shape their businesses and roles. The researchers have used phenomenological perspectives and conducted in dept interviews. The study found that furniture merchants are motivated by the family, organisations, and their surroundings when beginning a business. The research has shown how relational and social ties help build a venture and concludes saying that social embeddedness is important in economic activity.

Hamizah Abd Hamid et al, in a research paper entitled 'Conforming to the host country versus being distinct to our home countries' (2019), have tried to elucidate how

ethnic migrant entrepreneurs (EMEs) use identity work to gain legitimacy in their host nation. They have taken their sample from three different countries like Indonesia, Pakistan, and South Korea. Legitimacy is obtained by balancing compliance and distinctiveness according to optimum distinctiveness theory (ODT). This research has applied ODT to the context of ethnic migrant entrepreneurship to investigate how EMEs fit in (conformance) while still maintaining individuality (distinctiveness). The findings indicated that EMEs identification work includes both blurring and strengthening of host-home country borders. According to their findings in each of the countries, the entrepreneurs were motivated due to opportunities in host country and most of their customers were predominantly from host country. The authors also proposed a model of identity work and three propositions for establishing legitimacy via identity in ethnic migrant business.

Research by Vishnu A. Patankar and Nikhil K. Mehta entitled 'Indian Entrepreneurial Communities: The People Who Set-up Their Businesses' (2018), has attempted to investigate key aspects of diverse Indian entrepreneurial communities and their cultures. They have discussed the historical evolution of entrepreneurship in India, particularly focusing on entrepreneurial communities like Gujarati, Marwari, Punjabi, Sindhi, Chettiars, and Jain. It has been found that the cultures of Jain, Gujarati, Marwari, and Parsis place a higher priority on entrepreneurship. Jain, in particular, adopted business culture for ceremonial reasons, since only commerce could enable them practice *ahimsa* and avoid from harming living creatures. Sindhis and Punjabis were forcibly displaced as a result of India-Pakistan Partition. Marwaris and Shettys migrated for major social and demographic reasons as well. The researchers have shown through their findings how Indian entrepreneurial societies effectively built an entrepreneurial culture and contribute to the country's economic prosperity. The

researchers are making efforts to reach an argument on how a new type of entrepreneurship, often founded in community culture, may be integrated and inextricably linked to economic considerations of natural and social capital for changing the community into an entrepreneurial and enterprising one.

A news article by Newton Siqueira entitled ‘On the Train Home, Goa’s Kashmiris Stare at A Bleak Future’ (2020) talks about the conditions of the Kashmiris in Goa during the COVID-19 lockdown. He has done a case study on a Kashmiri migrant from Candolim who has a handicraft and jewellery store in Candolim. Siqueira has highlighted how the Kashmiri migrants have faced difficulties in business as tourism was stagnant during the pandemic, leading to a loss of livelihood among these migrants. The migrants too couldn’t stay back in Goa as they had already paid their rents for fixed months and had no sufficient income to survive. Also, migrants coming from the valley and Srinagar survive on tourism and other businesses in migrating states as nothing sustains them in their home state.

Peerzada Ashiq in a news article ‘Kashmiri Trader’s Get “Stranger Roll” I-cards in Goa’ (2012), has highlighted on how the Kashmiri traders in Goa operating businesses in coastal areas are facing discrimination due to the Stranger Roll ID card. He has interviewed some of the Kashmiris and found out that due to the ID card it has been difficult for the traders while dealing with foreign customers. He further talked about the issues and formalities the Kashmiri traders had to undergo while setting up a business in Goa.

### 1.3. RESEARCH PROBLEM AND RESEARCH QUESTIONS

Various authors and scholars have tried to understand the conflict-induced migration of Kashmiris to other states. However, only a few studies have analysed the migration of

Kashmiris to different states due to economic factors. Further, Kashmiris can also be traced in Goa, where they work and earn their livelihood in North and South Goa, especially on the coastal stretches. There are Kashmiri families who have settled in Goa. Through her study, the researcher tries to find out the various facets of migration of the Kashmiri population to Goa.

So, the questions that arise here are:

1. What were the push and pull factors that led Kashmiris to migrate to Goa?
2. How has the entrepreneurial journey to Goa been, and what problems were encountered during their course of trading?
3. What was the locals' and other business operators' response to the businesses ventured by them?

#### 1.4. OBJECTIVES

The study delves into understanding the process of migration of Kashmiris in Goa. Following objectives were framed to achieve the required data.

The study is based on the following objectives:

1. to understand the historical background of migration of Kashmiris to Goa,
2. to find out the socio-economic profile of migrant Kashmiris in Goa,
3. to discern the experiences of Kashmiri entrepreneurs in Candolim and;
4. to highlight the relationship between host-society and Kashmiri migrants

#### 1.5. METHODOLOGY AND METHODS

The aim of conducting research is to understand and know about the topic under study and to seek answers to previously unanswered questions. Thus, it is essential to follow and incorporate relevant methods and methodology to conduct the research.

The study aims to understand the process of migration of Kashmiris in Goa. This study is based on descriptive methodology wherein data was collected to provide an account of the phenomenon under study. The study primarily employs a qualitative approach. Ethnography was used as a research method to gather field data. In order to document the data accurately, primary and secondary data were collected. Primary data was generated by using interview method, narratives, oral history, and participant observation. The interview schedule and interview guide, and participant observation as a research tool were utilised to gather data. The researcher used Narratives and oral history to understand the history and factors of migration and to know about their living and working conditions. The researcher used Purposive and snowball sampling methods to select the respondents.

Whereas secondary data was generated from books, journals, blogs, newspapers, documentaries, movies etc.

## 1.6. BRIEF DESCRIPTION OF THE STUDY AREA

Candolim is a village in the North Goa region, around 15 km from Panaji, which is the state capital. Although the town's precise history is uncertain, it is thought to have been founded before the 16<sup>th</sup> century. Historical evidence shows that Candolim was the first village to be completely converted to Christianity. It is endowed with natural scenic beauty and has attracted travellers and merchants around the world (Louzado, 1990). Candolim is derived from its original name '*Khand Mulli*' (Onion village) which has deep origins in the ancient past and varied civilizations. About 25 percent of Candolim is agricultural land and the villagers who are known as '*Candolkars*' were traditionally fishermen and tillers of the land.

Candolim is now a quiet and tranquil coastal village frequented by vacationers seeking to escape their hectic city lives. The town is being frequented by international as well as Indian tourists. The town is known for its longest beach which is less crowded than other beaches in North Goa. There has been an increase in tourism-related businesses being operated by the Kashmiris, Gujarati, Russians and so on. The natives of this village are making a living with the booming tourism that has hit Candolim in recent times where many are operating hotels and transport businesses. Many merchants and entrepreneurs have made their way to Candolim especially Kashmiris with their alluring handicrafts and art have attracted many foreign and Indian tourists. They have been operating their business along the coast that meets Sinquerim which is a ward in Candolim.

Candolim comprises of eleven wards; Aarady, Bamon, Confrari Muddo, Dando, Murrod, Orda, Pintos Vaddo, Saipem, Vaddy, Ximer, including Sinquerim which is known for its fort Aguada, the beach, and the lighthouse. A lot of tourists frequent these stretches for its attractiveness and peace. Also, both Candolim and Sinquerim have undergone change and various developments, hotels, spas, guest rooms, handicrafts shops, and so on have come along. A lot of Kashmiris are too found operating their businesses along the coast.

Due to availability, the researcher has selected her respondents from a village of North Goa; Candolim, and Sinquerim which comprises of its ward. Many Kashmiris are found to be operating businesses in these areas and are also renting near the village. The researcher selected the respondents based on purposive sampling and snowballing sampling methods. Altogether, nine Kashmiris, along with two locals and two Lamani entrepreneurs, were interviewed.

### 1.7. SCOPE AND RELEVANCE OF THE STUDY

The aim of this study is to understand the purpose of Migration and Entrepreneurial experiences among Kashmiris in Candolim, North Goa. As migration plays an important role in today's society, understanding the different aspects of the migratory process is very much relevant from a sociological point of view. Though migration occurs both within and outside international borders, this study has focused on handicraft merchants from Jammu and Kashmir who had different reasons to migrate to Goa, such as the militancy that had disrupted the tourist flow in the valley and the economic aspect has also played an important role in their migratory process.

The research undertaken will further help future researchers learn more about the migration process of Kashmiris to Goa, as few researchers have discussed the same. The study, being micro, has only focused on respondents from a village of North Goa, Candolim. If conducted on a larger scale, macro, it will further enhance our understanding of various facets of migration of these Kashmiris. The study has also attempted to show how migration has led them become successful entrepreneurs during their course of trading. The researcher in this study has identified the existing research gap which is economic factors along with the insurgency that compelled them to migrate. After constant interaction with the Kashmiris, 'Reverse Migration' is a new factor that has come into light as many of the merchants are now migrating back to their hometown due to the loss of international tourism that Goa today is suffering. This particular aspect could be further studied in great depth taking help from the proposed study.

## 1.8. LIMITATIONS OF THE STUDY

With time constraints and traveling being an obstacle, the particular study undertaken has only focused on Kashmiris from a village of North Goa, Candolim. While some Kashmiris were approachable, some were hesitant and were afraid to give their responses due to language barrier and time as many were busy with their customers. Few of the uneducated Kashmiris denied to be a part of my study as they thought to give more attention to the customers. It would take hours to search and approach the Kashmiris as many were not available and were busy with their guests. As the research only focuses on the respondents from a village of North Goa, Candolim, I was not able to interact with desired number of respondents. Lack of data or research on the topic under study was also a limitation as I was not able to find studies which addressed such phenomenon. Many of the Kashmiris have already left to visit their hometown therefore I had to limit the number of respondents. Though few, the data gathered is much rich and insightful. After interacting with my respondents, I though faced some challenges, but it was a great experience as I learned about how the art was introduced to them, the different arts done by them and so on.

## 1.9. CHAPTERISATION SCHEME

Since the study is based on the migration and experiences of entrepreneurship among Kashmiris in Candolim, the objectives of the proposed study have been outlined in the following Chapters.

Chapter I: Introduction is an introductory chapter of the proposed study. It starts with a general idea of migration, the different facets, and types. The later sections elaborate on the area being studied, with different reviews of literature and theoretical understanding. After reading the desired amount of literature, the research gap was

identified, and four objectives were framed to achieve the study's aim and findings. It further consists of research problem, objectives, methodology, description of the study area, scope and relevance of the study and limitations.

Chapter II - History of Migration of Kashmiris to Goa: This chapter further throws light upon the different facets of migration that is the push and the pull factors.

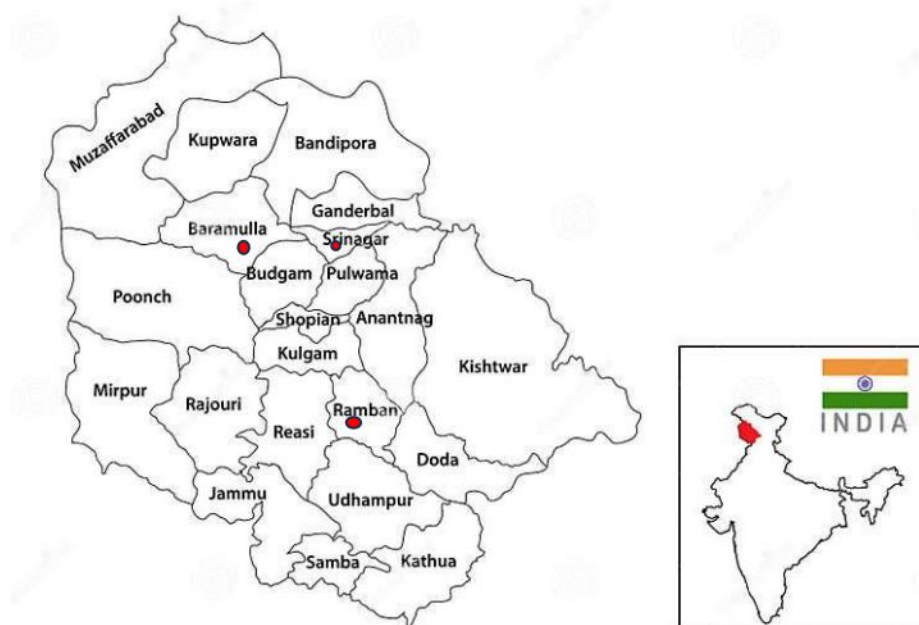
Chapter III - Socio-Economic Profile of Kashmiris in Goa: It has highlighted educational background of the Kashmiris, the kind of business operated by them, income per month, economic challenges encountered, influence of Goan culture, luxurious items possessed by them, whether renting or having a purchased flat.

Chapter IV- Entrepreneurship and Experiences of the Kashmiris: it emphasizes on their journey to Goa. This chapter elucidates the economic reasons for the migration of Kashmiris in Goa, particularly in Candolim, and to know about their entrepreneurial experiences.

Chapter V- The Host- society, and Kashmiri entrepreneurs: discusses the relationship of Kashmiris with locals and other entrepreneurs, the challenges and problems faced by the locals or other entrepreneurs, and also provides a reflection on migration and future plans.

Chapter VI – Conclusion: It sums up the findings of the study and also, reflects on the new finding that is reverse migration and calls for future research on it.

## JAMMU & KASHMIR



**Map 01: Map of Jammu and Kashmir**

(Red dots indicate the respondents hometown)

Source: <https://www.dreamstime.com/jammu-kashmir-map-district-map-jammu-kashmir-district-map-jammu-kashmir-color-jammu-kashmir-map-image218776135>



**Map 02: Map of Candolim, North Goa**

**(Red dots indicate study area)**

Source: <https://maps.app.goo.l/D3SxnMehr9aDagZL7>

## **CHAPTER II: HISTORY OF MIGRATION OF KASHMIRIS TO GOA**

Chapter II provides the historical background of the migration of Kashmiris to Goa, particularly in Candolim. It further discusses the push and pull factors of migration with the application of Everett Lee's push-pull theory.

### **2.1. A BRIEF HISTORY OF JAMMU AND KASHMIR**

Located to the extreme North of the Indian states, Jammu and Kashmir covers an area of 16,309 which is 101,387 square kilometres (*Planning Development & Monitoring Department, 2020*). The entire state encompassed Gilgit, Ladakh, Hunza, Punial, Nagar, and Yasin. The state of Jammu and Kashmir was declared as a union territory on October 31<sup>st</sup> 2019. After declaring the state as a union territory, Ladakh which was a part of J&K was split into a separate union territory. Jammu and Kashmir is the 12<sup>th</sup> largest among the 37 states and UTs. According to the 2011 census, the union territory of J&K is divided into two different regions: Kashmir and Jammu, which include 20 districts with 6,431 villages (*Planning Development & Monitoring Department, 2020*).

As per the 2020 census, the total population of J&K was 13471.21, wherein 69.82 percent consisted of males and 63.24 percent females, respectively. The region is ethnically, linguistically, and culturally diverse. About 2/3 of the population practice Islam and the remaining portion consists of the Hindus, Sikhs, and Buddhists. Urdu, Kashmiri, Dogri, Hindi, and English are widely spoken languages. The Kashmiri language, influenced by Sanskrit, is one of the Dardic branches of Indo-Aryan languages (Kirk & Akhtar, 2024). The economy of Jammu and Kashmir thrives on agriculture, resources such as minerals and fossil fuels, handicrafts and tourism.

During the second half of the nineteenth century, Maharaja Gulab Singh Ji, who was the founder of the Dogra Hindu dynasty in Kashmir worked tirelessly to build the state

into what it is today. The Etymology of the word 'Kashmir' when literally translated means a land desiccated from water; 'Ka' (the water) and 'Shimeera' (to desiccate/dried out). According to mythology, Kashmir was originally a lake that the great saint of ancient India, *Kashyap* who drained it. It has been said that Kashmir was a part of Ashoka Maurya's empire and has been credited for developing Srinagar around 250 BC (JKTDC, 2017). According to S.R. Bakshi (1997), Kashmir had a lake named *Satisar*. *Sati* (Parvati) is said to be the daughter of Himalaya. Perhaps the notion is that, the glacial era that followed covered the mountains with glaciers that slid via ravines in to the valley and created this lake.

The state of Kashmir was ruled by Hindu, Muslim, as well as the Dogra dynasty. The climatic conditions, mountains, rivers, lakes, several kinds of fruits, the flora and fauna captivated the attention of tourists from all over the world. The tourists find it attractive due to its rich history. Some of the major attraction sites in Kashmir include the monuments, temples, mosques, which were built several years ago; carpets, shawls, handicrafts, fruits and dried fruits attract the interest of exporters all over the world. These exports provide millions of rupees in revenue (Bakshi, 1997).

An important figure who brought positive changes in Kashmir was *Mir Sayyid Ali Hamadani*; a Sufi Muslim saint from Iran, who introduced Islam in Kashmir. The Kashmiris owe a huge debt of gratitude to *Mir Sayyid Ali Hamadani*, for teaching them the art of making shawls, carpets and various other handicrafts. The Kashmiri entrepreneurs have provided the historical account of how the art was introduced to them. They said that the Sufi saint who had come around 600 years back, along with 700 professionals, hailing from Iraq, and Turkey, who knew different forms of arts, trained the Kashmiris, who then took it up as their occupation. The artisans in Kashmir

use their spare time and creativity to create magnificent artifacts despite the harsh winter weather (Akhter, 2017).

According to Shafat Geelani (2021), *Mir Sayyid Ali Hamadani* worked hard to encourage education in the valley and bring native Kashmiris back to the correct path. He clearly transformed Kashmiri culture, civilization, religion, and society. With his relentless work, Islam permeated firmly into the lives of Kashmiris and developed a strong foothold.

Since the militancy in Kashmir had a major impact on the traditional handicraft sector and the economy as a whole, a large number of Kashmiris started to migrate to distant places in order to earn a living. While many Kashmiris decided to migrate to areas or regions where tourism persisted, this chapter intends to understand the historical background of the migration of Kashmiris to Goa, which is known for its tourism.

## 2.2. TOURISM SECTOR OF GOA

Tourism drives economic growth in developed and underdeveloped nations. Tourism as an industry generates foreign exchange, produces employment, builds up infrastructure, and also alleviates poverty (T, 2021). Tourism may contribute to social development by creating temporary jobs, redistributing revenue, and alleviating poverty (Lourenço, 2009). Goa with its live culture, art, and history began attracting the tourists from the rest of the world to find peace while enjoying the nature with its various art and culture. While a handful of tourists were visiting the state, it was only in 1960s that a large number of tourists started to arrive in Goa.

Tourism and the Environment: Issues of Concern in the Coastal Zone of Goa (Sawkar, 2014), investigated how mass tourism affected the coastal environment of

Goa. This research focuses on the nature and growth of tourism in Goa particularly on five coastal talukas. With a major focus on beach tourism, this study categorises tourists as domestic or foreign, based on their needs. The expansion of beach tourism has been quick and unregulated. Tourism being seasonal has had a significant impact on income and job security, particularly in the small and unskilled sectors. The study examined how tourism affects the environment, society, and economy. The social element includes changes in demographics and conventional occupations, as well as their influence on Goan society was examined. Tourism has led to a significant increase in migration from Karnataka, Rajasthan, and Kashmir among the native population. Tourism has led to a shift away from traditional professions in several coastal settlements. Prior to tourism, these settlements were mostly focused on fishing and agriculture. Tourism has boosted land values and prompted people to sell their property, leading to competition for land in tourism zone. The researchers contends that tourism has led to collapse of agriculture by allowing residents to move investment capital, land, labour to other industries.

Tourism in Goa is seasonal, peaking between October and March due to favourable weather conditions for enjoying the sun, sand, and sea (Lourenco, 2009). Tourism became a key aspect for the state's growth after its liberation and inclusion in the Indian union. Goa's tourists' sector had three distinct stages throughout its history. The initial phase begins with the arrival of Hippies in 1960s and 1970s. The second phase began in the 1980s with the rise of charter tourism. The advent of the 1990s saw the explosive expansion of domestic tourism (Mendes, 2019).

Before tourism hit Goa, residents ran home-based enterprises along the shore. Prior to the 1960s and 1970s, locals, particularly fishermen and small shopkeepers, provided shelter for the hippies by sharing food and showing them different places that

existed in Goa. Tourists began to visit Goa in small numbers in 1960s after realising that they could escape their city lives. The number gradually rose in the 1970s and 1980s, resulting in commercialisation and the establishment of new enterprises by other stakeholders (Fern et al., 2016).

### 2.3. MIGRATION FROM KASHMIR TO OTHER STATES AND GOA

Since 1989, Jammu and Kashmir have experienced violent movements due to militancy, which had a negative impact on Kashmir's tourism. Before 1989, tourism in Kashmir flourished, wherein the merchants could earn a living by promoting their art while also exporting handicrafts, which earned them a good amount. The militancy disrupted tourism in Kashmir, leading to the migration of Kashmiris to other states such as Kolkata, Delhi, Maharashtra, Kerala, and Goa. The respondents said that due to this hindrance, they were not able to earn a living, which also posed a threat to their art.

Prior to the militancy, the Kashmiris were promoting their art to other states as well as globally. The Kashmiris were attending various exhibitions held on arts and crafts in Delhi to promote its art while also taking part in several events hosted by the state. The respondents said that prior to the militancy, the Kashmiris were migrating to places where tourism flourished; the sole motive was to promote their art while earning an income was secondary. Before militancy, the state was economically, culturally, politically, and socially stable. The young Kashmiris were learning the art in order to venture into business to promote the state's tourism as well as to earn a livelihood.

The tourism boom in Goa gave Kashmiris a ray of hope to venture their businesses while leading a peaceful life there. It was not only militancy that had compelled the Kashmiris to migrate; several other factors, which can be called the Push-Pull factors, played an important role in their migration process. Before understanding

the push and pull factors that persuaded the Kashmiris to migrate, a theoretical understanding of the push-pull theory is necessary.

Table 2.1: Volume of migration from other states to Goa

<b>Census</b>	<b>Number</b>	<b>Percent of Total Population</b>
1971	105269	13.2
1981	157481	15.6
1991	155576	13.3
2001	228869	17.0
2011	269689	18.5

Source: P.S. Devi, “A study on the economic impact of migration to Goa”

Table 2.1 shows the magnitude of migration to Goa from other states. With the help of the above table, it can be said that the volume of migration increased from 105269 in 1971 to 269689 in 2011.

### 2.3.1. Theoretical Understanding of Everett Lee’s Push-Pull Theory

Everett Lee, in the year 1966, proposed the Push-Pull theory on migration, which analyses various facets of migration: factors associated with place of origin, place of destination, intervening obstacles, and personal factors. He states that these factors play an important role in the migration process. According to Lee, each location has good and bad characteristics. Positive aspects keep individuals inside it or attract people from other places, whilst negative factors tend to repel. In addition, there are elements that remain neutral, to which individuals are largely indifferent. Although some of these elements broadly impact the community, others have varying effects.

Migration in any region is the consequence of the interaction of several forces. Lee contends that as a result of their extended affiliation, migrants have a near-perfect

appraisal of conditions in their homeland. However, this is not always the case in the destination location. There is usually some degree of ignorance and uncertainty concerning the acceptance of migrants in the new region. In terms of perceived differences between origin and destination, an individual's long-term association may lead to an overestimation of positive aspects and negative factors in the area of origin. On the other hand, perceived challenges may result in incorrect assessment of good and negative elements in the destination place. The final choice to relocate is not just based on the positive and negative aspects at the point of origin and destination. The balance in Favor of action must be sufficient to overcome the intrinsic motion and intervening obstacles. Apart from the other factors associated with the point of origin and destination, other personal elements promote or hinder migration. While some are more or less consistent, others tend to change depending on the life cycle stages.

### 2.3.2. Push Factors

Following are the push factors responsible for the migration of Kashmiris in Goa.

a. Economic Factors: Migration is inexorable because people travel from one location to another in quest of a better life. Migration is entirely dependent on demand, and it grows in tandem with it. Today, Goa is experiencing a similar predicament, with people moving from other states for a number of reasons. Some come here to start enterprises and employ locals, while some come for vacation and establish a second home. Goa's initial population of 1.5 million has grown to approximately 2.5 million as a result of mass migration (Reporter, 2020). Migration refers to individuals moving from one location to another to establish permanent or temporary habitation. Individuals can migrate willingly or involuntarily, depending on their circumstances. Internal migration in India is mostly driven by economic crises, environmental factors, and political

instability for males, whereas marriage is a major motivation for women to relocate (Walking the Tightrope- Exploitation of Migrant Children in Tourism in Goa, 2016).

The conditions in Kashmir deteriorated as a result of the Kashmiris, who had family businesses of handicrafts and other items, were not able to venture into business, which led to economic downfall. There were no means that they could employ to support their families. Due to the rising unemployment and unstable conditions, some Kashmiris decided to move in order to generate revenue that could support their families. After completing their degrees, the young Kashmiris decided to migrate in search of employment. The Kashmiris being educated gave them the upper hand to venture into businesses, even in remote areas. Many of the respondents said that the initial reason to migrate though was for economic reasons, they were grateful that they decided to venture their business in Goa.

b. Unemployment: For several years, violence, political turmoil, and uncertainty have impacted the lives of young Kashmiris. The militancy has deteriorated the lives of young people, frequently depriving them of chances and stability. Because of the region's lack of economic growth, there are few work prospects for the Kashmiris. Due to a lack of adequate work opportunities, many well-educated Kashmiris are compelled to choose unskilled and low-wage professions. In addition to this, such conditions not only interrupt their professional routes, but also has a severe impact on their economic well-being. The turmoil being an obstacle, many Kashmiris decided to migrate in order to earn a living while also preserving its occupation.

c. Lack of Educational Opportunities: Having access to quality education is a basic human right, but for many Kashmiris it was an unattainable objective (Sajad, 2023). During the turmoil in the region, many Kashmiris were not able to get themselves educated due to curfews, halts, and conflicts; interrupting the academic year,

compelling young Kashmiris to miss their lectures and examinations. While interviewing the Kashmiri migrants, some said that they are not able to read and write which further disrupts their business as they are not able to converse fluently. The lives of Kashmiris depend upon the international tourists who earn them a good return. Very few of the respondents were not educated but are still quite ahead in their business. The reason behind this is because Goa gave them the opportunity due to its low-cost maintenance and stay. Through constant interactions with their customers, the Kashmiris have learned the languages and are functioning well.

### 2.3.3. Pull Factors

Following are the pull factors that attracted the Kashmiris to venture their business.

a. Plausible Factor: In a research paper titled, 'How Housing Rent Affect Migrant's Consumption and Social Integration? – Evidence From China Migrants Dynamic Survey (Yang et al., 2022), the researchers have examined how rising housing rent affects migrant's household spending and social integration. By using the China Migrants Dynamic Survey 2011-2014, they discovered that increase in rent diminishes migrant's non-housing consumption, resulting in poor social integration. Multiple evaluations show that the increase in rent have a greater effect on male migrants, older persons with high school diplomas or more, and those working in service sector. The study has also shown how increase in rent further segregates migrants and local inhabitants. After careful analysis, the researchers have provided strategies that might assist migrants adjust to urban life. To address high housing prices that hinder migrant's social integration, the government should enhance public rental housing while avoiding large scale urban rebuilding. Also, to solve the issue of insufficient consumption among migrant, the authorities should improve social security in areas such as education,

medical care, pensions, and housing. This will ensure that migrant workers who contribute to the city's development have access to high-quality public services.

While interacting with the Kashmiri entrepreneurs, the major pull factor that attracted them to migrate to Goa was reasonable accommodation. The Kashmiris said that during the 1990s, it was even possible to buy a house because of the low prices that Goa offered them. Many of the Kashmiris who were migrating in search of employment due to the militancy that had affected the economy and tourism of Kashmir found out about Goa through their friends and relatives working in some other states such as Delhi, Kerala, Maharashtra, as well as Goa. Many of the Kashmiris, before migrating to Goa, had their businesses operating in Mumbai, Kerala, Kolkata, Ladakh, and Delhi. Since the rent of the shops and houses in places like Mumbai intensified, the Kashmiris had no choice but migrate to an area which was more affordable. After constant interaction with the friends and relatives venturing business in Goa, the Kashmiris mainly came down to the coastal stretches, especially on the beaches of North Goa; Baga, Calangute, where tourism was at peak in these regions.

b. Tourism as a Major Driving Force: The Kashmiris have mainly migrated after 1989 due to the militancy, but there are some who have migrated before the conditions in Kashmir were stable. It can be said that although the militancy was a major cause of migration; the freedom and individual choices are also to be taken into account because some Kashmiris had just come to Savor life. The moment they learned that the conditions in Kashmir will worsen their conditions and lives, they decided to venture business in Goa due to the increasing tourism in those days.

Tourism serves as a major driving force for the purpose of venturing business, which further enhances the state as well as individuals' monetary needs. The Kashmiris learned that several international tourists visit Goa, especially on the coasts.

*“Pehle Goa Mein Zyada Kashmiri Nahi The, Kuch tees Saal Pehle Humare Paas Dukan Nahi Thi Tab Hum Zameen Par Kaaleen Bichake Samaan Bechte The.”*

The Kashmiris previously had no stores; instead, they sold their carpets, souvenirs, precious stones, and other materials by placing down a carpet and selling what they had.

c. Freedom and Peace: Another factor that attracted the Kashmiris to trade in Goa was the freedom and peace. While the state of Jammu and Kashmir was under instability due to the militancy, many Kashmiris were not allowed to move out of their house or even operate their business. The Kashmiris, when found, were tortured and targeted for being terrorists; in some cases, many of these Kashmiris lost their lives. Due to these pertaining issues, the Kashmiris were not able to move out, leading to economic downfall. The respondents said that the Kashmiris were always targeted for being terrorists because of their identity as Muslims.

While there was no life for Kashmiris in their homeland, they decided to move to some nearby states to earn a living and support their families. Prior to the militancy, many Kashmiris were moving to other parts of the Indian state to explore while also spreading about their unique occupation. Through constant interaction with their friends and relatives, the Kashmiris learned about Goa where tourism was just booming. The Kashmiris took it as an opportunity and succeeded. Apart from the economic welfare, Goa provided them a sense of freedom and peace of mind which influenced them more to stay for a longer period.

## 2.4. CONCLUDING REMARKS OF THE CHAPTER

Since 1989, Jammu and Kashmir has seen violent movements owing to militancy, which had a significant influence on Kashmir tourism. Prior to 1989, tourism in Kashmir flourished, allowing merchants to make a livelihood by promoting the region's

art and selling handicrafts, which benefitted them. The insurgency hindered tourism in Kashmir, prompting Kashmiris to migrate to neighbouring states. The respondents stated that because of this impediment, they were unable to earn a livelihood, which jeopardised their work.

As can be seen from the preceding discussion, the push and the pull factors have played a very important role in the lives of Kashmiris, resulting in migration. It can be contended that states mainly situated in the coastal areas served as an important factor in attracting Kashmiris to venture into their business. Despite its petite stature, Goa has been able to entice Kashmiris to start businesses while relishing the freedom and tranquilly it provides. The Historical account of migration of Kashmiris to Goa show that reasonable living conditions, employment opportunities, sense of freedom, and tourism have been the key incentives for Kashmiris to venture their business.

## **CHAPTER III: SOCIO-ECONOMIC PROFILE OF**

### **KASHMIRIS IN GOA**

Chapter III highlights the socio-economic conditions of the Kashmiris. In this chapter, an attempt is made to understand their living conditions and the economic challenges encountered.

#### **3.1. INTRODUCTION**

Social and economic factors help us determine how various environmental conditions like social support, income, housing, employment help migrant entrepreneurs to set up their business. The Kashmiri entrepreneurs after establishing network in Goa found the major coastal stretches such as Calangute, Baga, and Candolim to be a source of employment as many international tourists visited these stretches.

After interacting with the locals, the Kashmiris learned that the period of tourism in Goa starts from October and goes up to the new year period. Taking advantage of this, the Kashmiris decided to migrate seasonally as with the arrival of international guests they would incur higher amount for the authentic handicrafts made by them.

Since the period of stay in Goa goes up to four to five months, the Kashmiris decided to stay in rented rooms which initially were shared among their mates. The Kashmiris over the years have had gained enough experiences and established well defined contacts with the international guests. This section has tried to throw light upon the living and working conditions of the Kashmiris, as the major driving force for their migration was for economic purpose and the insurgency which compelled them to

move. Having a wider view of how they have evolved over the years will help us understand their experiences and their progress.

## 3.2. ECONOMIC STATUS

### 3.2.1. Occupation and Work Profile

The Oxford Dictionary of Public Health 2018 defines occupation as “the work that people do; the activity that fills most waking hours, and, for those who work for a financial or equivalent reward, a description of the nature of this activity. Occupation is a sociological criterion interrelated to the position of individuals in society and an important determinant of income and health. The Kashmiris, though, are known for their renowned handicrafts; many of the Kashmiris specialise in different art forms. Some of the major art forms include carpet making, paper mâché, wood carvings, jewellery dealers, pashmina shawls, fabric dealers, and so on. After interacting with the respondents, many had taken up the art form, which was family-oriented.

The interviews were conducted from a village of North Goa, Candolim where different handicraft merchants were found. The respondents from Candolim were mostly dealers in jewellery, wood carvings, and pashmina shawls. Some of the Kashmiris in Sinquerim were dealers in fabrics, tailoring, jewellery, carpet making, and garment sellers. The Kashmiris also provided accounts about other source of income earned apart from the tourism business in Goa. Four out of five respondents had their networks in states like Ladakh, Kerala, Kashmir (Dal Lake), and Delhi. The Kashmiris have leased out their shops on rent in places like Kerala, Delhi to their own Kashmiri mates. One of the respondents from Candolim had a taxi business in Dal Lake which he operated along with his brother. Some of the Kashmiris said that they do not want to expand their network and wants to keep a major focus on Goa. while some Kashmiris

during the off seasons in Goa would go back to their native place gather the materials for the season and simultaneously operate their business in Kashmir.



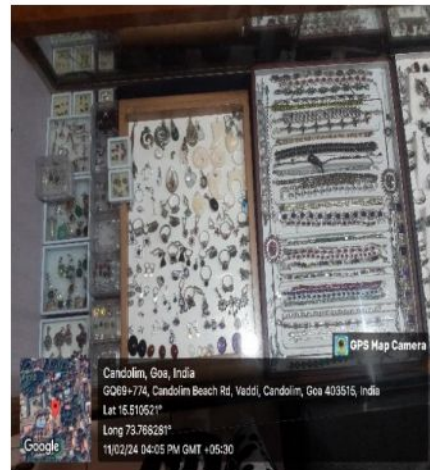
Photograph 3.1: Kashmiri Shop in Candolim



Photograph 3.2. Handmade Items



Photograph 3.3. Silver Jewellery



Photograph 3.4. Silver Rings and Anklets

Source: Researcher

Table 3.1: Types of Handicrafts sold by Kashmiri respondents.

<b>List of Handicrafts</b>	<b>No. of Items Made by Merchants</b>
Handmade items	9
Carpet making	2
Wooden-craft	1
Fabric dealers	1

Source: Researcher

### 3.2.2. Income

The Kashmiris in Candolim and Sinquerim said that prior to the COVID-19 pandemic, the revenue earned was quite beneficial. However, the pandemic and the war between Israel-Palestine and Ukraine-Russia have decreased the tourist flow to Goa, which has further impacted their revenue returns. Also, due to a major influx of domestic tourists, the Kashmiris are not able to earn enough as compared with the international tourists. The Kashmiris said that the income earned per month comes to around twenty-thirty thousand. The Kashmiris are also renting in the local flat in Candolim, which costs them up to ten to twelve thousand per month. The shops operated by the Kashmiris also belong to the locals with an agreement of eleven months, which costs them up to two lakhs, which is twenty thousand per month.

The six respondents from Candolim and Sinquerim provided details about their period of venturing business in Goa. One of the respondents from Candolim had been venturing his business for about twenty-five years, the other respondent had been operating his venture for about twenty years, and another respondent had been venturing his business for the past twenty-three years. The respondents in Sinquerim had been operating their business for the past thirty to forty years.

Table 3.2: Income of the Respondents.

<b>Income Per Month</b>	<b>Number of Respondents</b>
20,000-30,000	5
30,000 and above	4

Source: Researcher

### 3.2.3 Housing Conditions

Due to their shops located in Candolim, the Kashmiris were residing in the village itself in the flats of the locals. Since the Kashmiris migrated seasonally for about five to six months, they decided to rent in the local flats, which they further shared with their mates. Of the many respondents, only one Kashmiri had a flat owned by his family, who lived in Goa. Another respondent from Candolim had been living in Goa for about twenty-three years but was not able to purchase a flat due to high-cost maintenance in Candolim.

Earlier, many of the Kashmiris came down to Candolim for about five to six months due to tourism, which provided them with good revenue. Today, due to the Pandemic and influx of domestic tourist, the Kashmiris are not able to earn enough to pay their shop and flat rents. The Kashmiris today are venturing their business for about nine to eleven months, which has further increased their rent.

Table 3.3: Types of houses owned by the Kashmiris.

<b>Types of Houses</b>	<b>No. of Respondents</b>
Owned	1
Rented	8

Source: Researcher

#### 3.2.4. Possessions of Luxurious Items

Luxurious items refer to the goods possessed irrespective of the income earned. Although having luxurious items are not a necessity, it is given more importance as it sustains way of living. The Kashmiris who have been used to the cooler climate in Kashmir had suddenly have to experience the summers of Goa which they find it difficult to live. With the amount earned while venturing the tourism business, the Kashmiris purchased air conditioners. The Kashmiris have air conditioners in their shops as well as in their flats. Three of the respondents did not feel the need to buy the air conditioners as they ventured business for few months and it won't be easy for them to pay the extra bills.

The Kashmiris had the basic luxurious items like refrigerators, bike/car, washing machines, and televisions. After interacting with the respondents, they stated that the Kashmiris who come for about few months to operate business in Goa do not own televisions as the busy work schedule does not permit them for leisure time.

#### 3.2.5. Education

Education is considered as a weapon in today's developing nation. Education plays an important role in helping individuals grow in their career life. Without education, one feel extremely helpless and worried about their life. In a globalised economy, without education one might fail to set up his/her stand in the market. Examining the educational background will provide a better understanding of how the Kashmiris have been successfully venturing their business.

Of all the Kashmiri respondents, one of the Kashmiri was uneducated but was able to venture his business despite his educational background. The other respondents were graduated and had their S.S.S. passed qualification. It can be said that the

Kashmiris are well qualified despite the insurgency in the valley which posed serious challenges of not continuing their education. The Kashmiris can communicate fluently in languages like English, Hindi, Urdu, Kashmiri. Some Kashmiris have even learned and understand Konkani but few find it difficult to speak. The Kashmiris have even grasped some of the Languages of their international customers like German, Russian, Swedish, Norwegian, Danish, and Finnish. Since the customers of the Kashmiris are mostly from Scandinavian countries, Australia, U.S.A., England, Austria, Germany they try to learn some of their words in order to build networks to sell their handicraft items.

Table 3.4: Educational Qualification of the respondents.

<b>Educational Qualification</b>	<b>No. of Respondents</b>
SSC	8
HSSC	6
Graduation/ Post Graduation	2

Source: Researcher

### 3.3. CONCLUDING REMARKS OF THE CHAPTER

The chapter has highlighted the various socio-economic conditions of the Kashmiris. The results show that the Kashmiris were able to live a good life prior to the pandemic with no financial constraints. The conditions after the Pandemic worsened leading to less flow of international tourists which are the main customers of the Kashmiris. With the decline of the tourist flow, a lot of handicraft items like carpets and shawls have lost their market value with no revenue earned. Many of the Kashmiris wanting to purchase flats in Goa were not able to buy any due to no financial constraints and growing expenses in Goa.

## **CHAPTER IV: ENTREPRENEURSHIP AND**

### **EXPERIENCES OF KASHMIRIS**

The Kashmiris are found globally venturing businesses. As a handicraft merchant, setting up nationwide networks has posed challenges and difficulties. The primary objective of this chapter is to understand the challenges encountered by the entrepreneurial community and to know about their entrepreneurial experiences in Goa.

#### **4.1. ENTREPRENEURSHIP AND MIGRATION**

Entrepreneurship is the driving force behind global economic and social progress (Audretsch et al., 2004). Entrepreneurship promotes development by creating jobs, spreading information, stimulating competition, and driving lasting change (Brunow et al, 2015). There are several definitions of entrepreneurship, but common characteristics include a quest for new possibilities, willingness to take risk, effective use of scarce assets in a highly competitive marketplace, and creative innovation (Brunow et al., 2015).

Richard Cantillon, a French economist, established entrepreneurship as a key idea in economics. Cantillon's '*Essai sur la nature du commerce en general*', which was published following his death in 1755, defined an entrepreneur as someone who pays certain price for the good and resells it at a precarious price. This involves decisions about acquiring and utilising resources, as well as accepting the risk of the business. In his *Wealth of Nations* (1776), Adam Smith defined entrepreneur as a person who formed a business organisation. He therefore assigned the entrepreneur the duty of industrialist, however he also saw the entrepreneur as someone with remarkable vision who could recognise prospective demand for goods and services. According to Smith, entrepreneurs responded to economic shift, becoming the economic actor that

converted demand into supply. As can be seen from the above definition, one could possibly state that economic factor is the driving force for many entrepreneurs to set up their businesses as well as to migrate. Though migration takes place for varied reasons, economic migration is the major driving force that has encouraged various entrepreneurial communities in India such as Marwari, Gujarati, Kashmiri, Sindhi to venture business. According to Yadav et al (2023), micro, small, and medium-sized firms (handicraft sectors) employ more than two-thirds of the Indian workforce.

Indian migration can be seen globally as well as internally. Due to various factors; unemployment, education, poverty, and so on persuade an individual to migrate. In recent times migration for economic purpose is another element that has attracted various entrepreneurial communities to migrate across the state to venture business. Economic migration depends on how the destination country will benefit them. This includes the plausible factors, demand for the product, better living condition to quote few. Tourism is another driving force that has drawn the attention of many entrepreneurs to set up their ventures.

#### 4.1.1. Kashmiri Handicrafts: Preservation and Promotion of Art

The handicraft industry has created high-paying jobs for rural and indigenous communities, even though informal employment. Handicraft products are often produced by unskilled or semi-skilled craftspeople. Today, many craft enterprises receive training and are now predominantly skilled artisans. India's handicraft sector dates back to the medieval era, with a long heritage of employing handcrafted objects in daily life (Yadav et al., 2023). Handicrafts are a significant source of employment in India and other underdeveloped and emerging nation, making it a key allied industry in agriculture (Bhat et al, 2017). Handicrafts are prominent in several Indian states, including Rajasthan, Manipur, Gujarat, Tripura, Tamil Nadu, Maharashtra, Kerala, and

Kashmir. Every state presents a range of handicrafts with its own uniqueness and symbol (Sheikh, 2012).

The Kashmiri handicrafts are known for its originality and magnificence. Despite modernization and mechanization, the handmade products from Jammu and Kashmir are highly regarded globally (Dar, 2020). The definition of handicraft by UNESCO and International Trade Centre (ITC), states that “products that are produced by artisans, either completely by hand or with the help of hand-tools or even mechanical means, as long as the direct manual contribution of the artisan remains the most substantial component of the finish product. The uniqueness of handcrafted items stems from their distinguishing characteristics, which can be practical, aesthetic, artistic, creative, culturally important, ornamental, useful, traditional, spiritually and socially meaningful and significant.”

Though the Kashmiri handicrafts have achieved worldwide prominence for its unique art and has even attracted tourists from the worldwide, the militancy that had occurred during 1989 disrupted the tourist flow which led to decline of export as well as unemployment in the state. With the major downfall, many Kashmiris decided to migrate in search for a livelihood and to sustain their art. The militancy served as an opportunity to the merchants to explore, trade, and finally being successful entrepreneurs. While initially, it was difficult to set up enterprises without prior knowledge, the willingness to take risks acted as a driving force for the Kashmiri entrepreneurs to venture into businesses.

#### 4.2. GRANOVETTER’S WEAK AND STRONG TIE THEORY

According to Hanna et al. (2023), the weak tie theory is a sociological idea that describes how lesser social relationships (weak ties) facilitate communication and

information transmission. Mark Granovetter argued in his 1973 paper, “The Strength of Weak Ties,” that while strong ties (close relations with friends and family) are important for emotional assistance, weak ties (more distant relations) are far more beneficial when it comes to giving access to new information and possibilities. Individuals tend to have close bonds with people who share similar demographic status, beliefs, and interests. They tend to share similar data and resources; therefore, they are unlikely to be sources of new information. On the contrary, weak ties are often made up of people who are less similar to us and have access to various social groups and networks. Therefore, they are likely to provide unique and diverse knowledge, which can be very useful for people looking out for employment or exploring new options. How do we apply this theory in entrepreneurial setting? An agency within a firm may be seen as a group with strong links. Weak tie theory suggests that increasing intergroup contact as well as cooperation can lead to increased idea dissemination, creativity, and growth. Making additional links with employees improves the flow of idea, especially for staff who have no obvious need to communicate. Promoting the formation of weak relationships may result in revenue-generating possibilities, cost-cutting measures, suggestions for productivity increase, and advances in developing goods, among many other benefits. As the Kashmiris were trying to build connection, they sought help from people whom they met while attending exhibitions in states like Delhi. After building connections with the other entrepreneurs, the Kashmiris decided to venture businesses. Making additional links, the Kashmiris came to know about states like Kerala, Goa, Delhi, where large number of tourists frequented these states. Since the militancy had disrupted tourism in the valley, the Kashmiris knew that their art attracted the international tourists. Taking advantage of this, the Kashmiris migrated to Goa during 1980s and 1990s as tourism was booming in these eras.

#### 4.2.1. An Overview

A Research carried out by Tanan et al. (2023), 'Family-led Learning Through Parenting in Family Business,' uses the family-led learning approach, this paper aims to break the third-generation curse in the family business. Family businesses are often limited to the third generation. The family business is predicted to account for over 40% of the world's top organizations. Achieving this goal by 2025 requires family leaders to study and model effective parenting for future generations. In Indonesia, family firms account for around 95% of all enterprises while contributing 80% to the GDP. Understanding the parental method for succession is key to preserve family businesses in Indonesia. This investigation used grounded theory to create the "Parenting to Equip" category in the Parenting-Harmonizing-Collaborating (PHC) theory. Interviews were conducted with 28 participants from four public-listed family corporations with plans to expand beyond the third generation. This research used the Community of Inquiry (CoI) theory to the "Parenting to Equip" component, resulting in a rich and meaningful learning process. This leads to the Family-Led Learning in Family Business (FLLFB) theory that enables effective parenting to prepare the future generation. This innovative discovery suggests that parents of family enterprises should include entrepreneurial training into their parental practices through informal learning to prepare future successors.

Naude et al, (2017) in research entitled, 'Migration, Entrepreneurship and Development: Critical Questions', examined how migration and entrepreneurship impact economic growth. In doing so, the researchers demonstrate that traditional policy responses to migrants and migrant entrepreneurs are based on misunderstanding migrant entrepreneurs. The researchers have asked several questions: (i) Are immigrants more entrepreneurial than natives? (ii) Do the remittances support

entrepreneurs in their native countries? (iii) Do return migrants tend to be more entrepreneurial than non-migrants? Depending on the responses, the researchers concluded that migrants should not be viewed as super-entrepreneurs and that their good influence on development comes through other avenues. Eliminating discrimination against migrants and entrepreneurs in labour, consumer, and financial markets can boost growth in both sending and receiving nations.

David H. Holt's book "Entrepreneurship- New Venture Creation" (2003), provides an outstanding account of the exponential growth of U.S.A. Entrepreneurs played a crucial role in establishing the United States as a global economic force. Holt identified key elements that contribute to entrepreneurial success across all service sectors. Unlike product-based companies, service ventures demand great human resource capabilities. He makes an intriguing point that a strong service idea may be readily imitated. As rivals swarm to a burgeoning industry, having devoted personnel can make the difference between achievement and failure.

Dilip Kumar carried out research on Problems of Entrepreneurship in India (2006), identified challenges for entrepreneurial women, including financial constraints, male domination, restricted mobility, lack of educational facilities, maternal responsibilities, and lack of ambition to succeed.

Mambula, C. (2002), examined the primary constraints encountered by businesses. 32 sample of small company entrepreneurs was collected. Data analysis show that most entrepreneurs struggle with financing and infrastructural issues when running their firm. The researcher suggested that small company owners must work together to address common challenges. A collaboration between the government, research centres, and financial sector is necessary to provide effective training for small

enterprises. These initiatives will significantly boost the expansion of the small-scale industry.

### 4.3. ENTREPRENEURIAL JOURNEY TO GOA

Goa, known for its tourism industry, is home to vacationists and several entrepreneurial communities such as Gujarati, Marwari, Kashmiri, and so on. With the arrival of international tourists, Goa started to generate revenue, and a large number of locals took advantage of it. Gradually, as tourism started to evolve, stakeholders and industrialists decided to establish their firms. Various entrepreneurs skilled in the handicrafts sector also decided to venture into businesses. One such entrepreneurial community is the Kashmiris, which are known for their various arts and crafts. The Kashmiris learned that a lot of international tourists frequent the stretches of Goa. These tourists are attracted to handmade products, allowing them to venture into their businesses. While the 1970s to 1980s served as a great revenue generator for the Kashmiris, the latter years, with the advent of domestic tourists, were seen as a backlash to these entrepreneurs.

The militancy had disrupted the tourist flow in Kashmir, resulting in loss of tourism and unemployment among the locals. While the Kashmiris made their living by selling their handcrafted items in Kashmir, the insurgency created havoc wherein a large number of Kashmiris were not able to support their families. The occupation being a family oriented, the young entrepreneurs wanting to thrive and support their art were in constant findings of employment. The urge to support its family while also promoting the art, the Kashmiris decided to migrate. But the decision to migrate was not an easy task because many merchants were not aware of the places where their art could survive. Since there was an economic downfall in Kashmir, the Kashmiris had saved

some amount in order to migrate and set up their business. The Kashmiris were moving to distant parts like Ladakh, Delhi, to promote and establish networks. By interacting with the other entrepreneurs, the Kashmiris learned about Goa and the emerging tourism in those days.

#### 4.3.1. Coastal Stretches: A Major Attraction

Goa is located on the western coastal belt and covers an area of 3,702 km<sup>2</sup>. The state is bordered by Maharashtra to the North and Karnataka to the East and South. The growth of the tourism industry has its roots in the coastal stretches of North Goa, particularly in Calangute, Anjuna, and Baga. The exploration phase began in the 1960s with the arrival of Hippies, particularly on the northern coastal belt of Goa, Calangute, Anjuna, and Baga. The arrival of the tourists increased demands for local services such as food, housing, medical, and music. New opportunities arose for farmers, fishermen, and to the locals. The participation of the locals in the tourist activities was inevitable. With the arrival of tourists, Calangute was developed with various infrastructure, government services, and increased interest from industrial enterprises, hotels and investors (Kamat, 2020).

Calangute was a major destination for Hippies and several backpackers. With the ongoing demand, Calangute grew into a major tourist hub with various infrastructures like hotels, restaurants, and resorts. Similarly, Baga and Anjuna also started to develop with the ongoing tourist flow. Since tourism was booming on the coastal stretches, a large number of Kashmiris decided to venture their businesses in these coastal stretches. While interacting with the respondents, they said that before establishing their business in Candolim, they first started in Calangute and other beaches in the northern part of Goa. They did not have any shops but laid a carpet and sat to sell their products. The tourists who enjoyed their day at the beach would come

to the shops or roads where these merchants and other shopkeepers would sit to sell their items. The tourists fond of the handcrafted materials would purchase it from the merchants. They also connected with some tourists as their 'fixed customers' whenever they visited Goa. Once the Kashmiris gained enough experience, they then moved to Candolim and started to venture into the business.

#### 4.4. CHALLENGES AND DIFFICULTIES FACED

Marlow and Patton (2005) found that entrepreneurs encounter significant financial constraints when seeking finance and capital for investment possibilities. The research titled 'Entrepreneurship challenges: the case of Jordanian start-ups' (Alawamleh et al. 2023) examined obstacles faced by Jordanian entrepreneurs, identified specific concerns for SMEs, and proposed ways to improve their situations. This study gathered primary data from interviews with entrepreneurs in four start-up enterprises specialise in fields such as IT, e-marketing, consulting, and training. The researchers identified key challenges for Jordanian entrepreneurs, including financial, gaining operational experience, logistical assistance, spreading work, commercial contacts, and networking opportunities. The study also found that women experience more hurdles in accessing funding and investing opportunities. The research suggests that the Jordanian Department of Digital Economy and Entrepreneurship must invest in test projects to improve commercial settings. This will further enhance technical knowledge in private firms.

##### 4.4.1. Financial Barrier

Starting a firm in a foreign nation requires acquiring capital (Paulson et al., 2006). The Kashmiris initially did not face any financial issues as Goa during 1980s and 1990s offered cheap stays. The young Kashmiris had bought along some savings earned while

venturing business in Kashmir along with the materials to start a venture in Goa. Also, the tourism which Goa had in those days was quite benefitting wherein they could earn enough money to pay all their rents. The Kashmiris narrated how they were able to overcome the economic challenges. They said that while setting up a business in Goa, the family and close relatives provided financial support along with raw materials. Since many Kashmiris had a family business in their native place, items such as carpets, shawls, were given to these young Kashmiris to venture their business in distant place.

As the years passed, especially during the Covid 19 outbreak the Kashmiris stated that they faced enough loss during this period as there was closure of international borders. With no flow of tourists, the Kashmiris were not able to pay their rents. Later as the pandemic got better, there was a major flow of domestic tourists to Goa which as stated by the Kashmiris was not benefitting them. The handicraft merchants depended more on international guests than the domestics or local. The Russian Ukrainian war, and the Israel Palestinian war is another reason for disruption of tourists flow to Goa.

The Kashmiris had made bookings with the clients which was cancelled due to the war. This worsened their condition especially for those who did not set up networks. The inflation is a major factor for the Kashmiris while venturing business in Goa as with the loss of international guests, they have to survive on few international tourists and domestic as well as locals to earn a living. The respondents state that Goa today is much expensive than it was back than 15 years. The Kashmiris earlier ventured business in Goa for five to six months as they could earn enough revenue even for a short period. Today these Kashmiris are not migrating seasonally but are living here for more than 9 months in order to earn a living. With this the shop rents and, the flat rentals have gone up making it difficult for the Kashmiris to venture their business.

#### 4.4.2. Language Barrier

Entrepreneurship includes both; firm ownership and being self-employed. It promotes more socioeconomic freedom, confidence, and overall satisfaction (Wei et al., 2018). India is well-known for its diverse language, cultures, and traditions. The phrase that ‘languages in India changes in every twenty miles’ reflects the country’s diversity. Thus, starting a business where a language is different might be challenging for entrepreneurs (Maharana et al, 2017).

The Kashmiri entrepreneurs initially found it difficult to venture their business due to language. They were not able to communicate with the locals in their native language which further made a problem to ask for rented rooms. Along with this what disturbed them more was the alcohol consumption by the natives who would drink all night and disturb these entrepreneurs. They experienced culture shock, as being a Muslim, they do not consume alcohol which is considered as sin.

Communication is a key to not only venturing business, but to also establish contacts with the customers/clients. As they realized that language is a barrier to them, they started to learn from their customers as well as with the locals through constant interactions. Majority of the Kashmiri respondents were able to understand and speak in Konkani by now, only few could understand or communicate with. Since many of the customers were international tourists, the Kashmiris picked up some words of their clients so that they could establish contacts while also to sell their products. Hence it can be said that having the skill to communicate not only enhances effective functioning of business but it also creates a sense of belongingness.

#### 4.4.3. Increase In Competition

Business competition reduces an individual's share of the market and the possible client base. More competitions can lead to improved efficiency of markets. But it may lead to illicit conduct by sellers seeking to reduce loss. This danger could be higher in good marketplaces, where customers struggle to identify the worth of items or services (Ahmadi, 2023). The Kashmiris said that there is an increase in competition in Goa particularly in Candolim as a lot of firms such as restaurants, hotels, and other outlets have come in and a lot of tourists are attracted to these firms paying no attention to their shops. While interviewing the respondents stated that back in 1990s, Candolim had 8 shops of Kashmiris with few outlets. Today there are around more than 80 outlets such as Taj, Clubs, Sinq, Holiday Inn, and so on.

Since there are other entrepreneurs such as Lamani, they have been competing with the Kashmiris by offering more rent pays of the shops. The respondent narrates one incidence wherein he was thrown out of the shop as the Lamanis were willing to pay more than the Kashmiris. The Kashmiris state that today Goans have changed and are become greedier and have forgotten the good relations. The Lamanis have now started to produce handicraft items emulating the Kashmiris which has disrupted the cliental base for the Kashmiris.

#### 4.4.4. Globalisation And Its Impact on Handicrafts

Indian communities produce different kinds of handicrafts such as pottery, wood craft, paper craft, embroidery, weaving, silver and gold jewellery, and so on. Various handicraft communities earn a living out of it. These handcrafted items are either produced by the craftsmen in their homes, organisations, or for a larger marketing firm (Sudhamathi, 2016). The handicraft industry in India has the ability to generate employment and revenue, supporting both; existing artisans, and fresh competitors. The

handicraft industry is spread all over the rural and urban sectors. This industry holds the second position after agriculture in Indian economy (Rai, 2017).

With the increasing globalisation and competition from other market firms, the Kashmiris are losing its clients due to machine made items. The respondents said that '*Gone are the days when an old lady would sit on a Charkha, spinning the yarn for Pashmina shawl*'. The respondents said that the machine-made products take away the originality and essence of the item. Also, the machine-made items surpass the labour-intensive work done by these merchants demeaning their art and affecting economically.

#### 4.4.5. Decrease In Demand

As can be seen from the above discussion, with globalisation to be blamed, a lot of handicraft items such as carpets have lost its value. The respondents state that handmade carpets have always been in demand no matter if its international or Indian tourists. Today due to various factors like the pandemic, war, and decrease of international tourists, the carpets have lost the value and often go in waste. The amount of time and labour spent to prepare a carpet goes in vain and is a major loss to this Kashmiris.

With the increasing globalisation particularly the machine-made items, it can be argued that a majority of Indians depending on this sector would go unemployed due to a shift in its making. Also, one can conclude that the art of making carpets would be lost in near future if it is replaced by machine-made technology. Since Kashmiris were initially moving to spread and preserve their art, the technological innovations though have made the work easier and less time consuming, it has even led to unemployment and less preference for the handcrafted items.

#### 4.5. CONCLUDING REMARKS OF THE CHAPTER

The preceding discussion throws light upon the entrepreneurial experiences of Kashmiris to Goa while also understanding the challenges and problems encountered in setting up their firms. The journey though has not been smooth, today the Kashmiris have made an effort to overcome all the barriers and conduct their enterprises. As the discussion emphasises the various factors which acted as a barrier to trade in Goa, these merchants took it as a challenge and are functioning well. Though the journey was and is not sailing smooth, the potential to keep going is what keeps them successful in their business.

Since globalisation is major factor that has posed challenge to their art, government should take up some initiatives to promote the handmade crafts as its one of the people's identities. A lot of Kashmiris are known for its art, the government should come up with initiatives so that the machine-made items may not overtake the art of these merchants.

Overall, the entrepreneurial experiences of the Kashmiris have been good as Goa provided them safety and cheaper rates while setting up their firms. Today as due to various factors the economy of Goa has gone up with increased rents and stays, a lot of Kashmiris are finding it difficult to cope with ongoing inflation with no tourist flow. The situation being unpredictable with the pandemic and ongoing wars, the locals too have to earn a living by increasing the rentals. The interaction with Kashmiris shows that they are quite understanding with the ongoing situation and do not blame the locals entirely for the loss they are undergoing.

## **CHAPTER V: THE HOST-SOCIETY AND KASHMIRI**

### **ENTREPRENEURS**

Chapter V examines the Kashmiri entrepreneurs' relations with the locals as well as other entrepreneurs. It also throws light upon the locals view on the Kashmiris venturing business in Candolim.

#### **5.1. INTRODUCTION**

When starting a business in a totally different setting, there are several obstacles in terms of location, language, client acquisition, and other factors. Because the entrepreneurs are new to the place, developing relationships with the host society not only fosters excellent interactions, but also aids in the growth of one's business. Similarly, small and medium-sized firms contribute to the state's economy by offering job possibilities. Entrepreneurs also promote tourism in the state through their businesses, which helps to maintain the tourist flow and stable economy.

As can be seen from the discussions in previous chapters, the environmental factor has played an important role in migration of Kashmiris. The insurgency had disrupted the tourist flow with a hinderance on their business. With no opportunities within its state, the Kashmiris decided to migrate to support its family while also promoting and sustaining its art. (Sheykhi, 2021) emphasized that from a sociological viewpoint, the environment and migration has two-way interaction. The volume and speed of migration affects the environment with increased urbanization which has led to loss of green spaces. The researcher further contends that such conditions were first seen in Europe with industrial revolution being the major cause. This particular aspect has also been followed in the developing nations as well.

## 5.2. RELATIONSHIPS WITH THE OTHER ENTREPRENEURS

Entrepreneurs are not self-made. The environment and relations with the society altogether helps one to be a successful entrepreneur. Being an entrepreneur requires you to have good network relations as the people around helps the entrepreneurs by introducing him/her to new opportunities, knowing about the region, and so on.

As the interviews were conducted in the village Candolim, many of the Kashmiris had a good relation with the locals as well as other entrepreneurs such as Lamani's. The Kashmiris said that from the time they have been venturing their business they haven't encountered any of the clashes and conflicts with the other entrepreneurs as the Kashmiris were always business oriented and never engaged in any conflicts with the Lamani's as the sole motive of Kashmiris was to earn a good return peacefully. While initially, tourism in Candolim started in 1980s, the Kashmiris were the only entrepreneurs who along with the locals would operate their businesses.

Gradually, Candolim gained enough attention and various outlets coming in to being, the Lamanis, Gujaratis, and other entrepreneurs decided to venture their business as well. Though with the tremendous change in Candolim, the Kashmiris till today continues to maintain a good relation with the other entrepreneurs. In some cases, some Kashmiris have no complete relation with the Lamanis or other entrepreneurs and are very much focused on their job. One of the Kashmiri respondents who has been living in Candolim for the past twenty-three years said that he is not in favour of the Lamanis operating business in Candolim or in Goa. He further contends that the Lamanis are today the vote banks of the Government and are not a good sign for Goa.

### 5.3. RELATIONSHIPS WITH THE HOST SOCIETY

Migrants contribute to the host society by being involved in numerous economic activities such as taking up the job of labour, which further enhances the productivity of the particular sector. Migrants as entrepreneurs also foster economic growth by their entrepreneurial network, their course of stay in the host region which further helps the locals generate the rents.

Anja Rudiger and Sarah Spencer in a conference organized by the European Commission and the OECD, presented a paper on ‘The Economic and Social Aspects of Migration’ (2003), and have tried to come up with policies to combat migrant discrimination. The paper has highlighted how integration of migrants is important in receiving countries. It has shown how the migrants can be differentiated based on their language in the receiving country which might not allow them to avail health facilities. To avoid such conditions, inclusion of languages other than European languages in the health centre will allow migrants to avail the facilities which they might lack due to language barrier.

The UN Migration agency in a blog on ‘Seeking Social Cohesion Between Host Communities and Migrants’ (2019), have provided insights on how social cohesion and inclusion plays an important role for migrants in host environment. Social cohesion gives a sense of belongingness among its members. The world migration report of 2020 has identified how globalization and increased migration has posed problems of maintaining cohesion in destination environment due to various reasons like discrimination, negative image of migrants, racism and so on. Such circumstances can impair the physical and mental wellbeing of the migrants which will further affect host communities as they depend on migrants for their benefits. The UN report states some

solutions to avoid such conditions like social inclusion of the migrants in host environment to avoid the potential discriminations, tensions, and inequalities.

Research entitled ‘Local-Migrant Interaction in Everyday Life in an Ancient Tourism Town’ (2019), have highlighted how daily interaction among the host and migrants facilitates community building while also encouraging tourism. The study findings show that cultural origins, group attitudes and networks, have a significant impact on both groups; locals and migrants interaction purpose. Thus, expanding factual communication is an important strategy to enhance interaction and integration among the groups.

The above literatures have shown that migrant and host relations play an important role in promoting each other’s ventures while also enhancing community building. The Kashmiris in Candolim had good relations with the locals as compared to the other entrepreneurs. The locals when asked about their view on Kashmiris venturing their business in Candolim said that the Kashmiris are quite hospitable unlike the Lamanis. One of the Kashmiri narrates an incident of being treated differently by the locals:

“I was renting a shop in Candolim whose owner was a catholic woman. Since the Lamanis have now captured Goa, they offered her an amount of two lakhs saying that they are ready to pay more than the Kashmiri”.

Despite such incident the respondent did not let it hurt himself and considered the woman’s age as she was in her sixties.

The locals are happy with the Kashmiris venturing their business. But they sense a major threat from the migrants like Lamanis and people from Karnataka who with the help of MLA’s are grabbing opportunities which are meant for the locals. The locals feel pressurized as there is growing competition in Candolim and many migrants have frequented the village leaving no opportunities for them. The locals said that since they

are involved in the bike/car business, the Lamanis are sometimes involved in illegal businesses like giving private bikes for rent at cheaper rates, which affects the locals who have their businesses. Also, with the help of ministers who solely get them for the purpose of votes help the Lamanis to start a firm whereas the locals have to go through many difficulties to start a venture. With these conflicts and problems faced by the locals, they said that there should be some limits set for migrants in Goa as it also affects the locals who are involved in tourism business by grabbing their opportunities.

#### 5.4. CONCLUDING REMARKS OF THE CHAPTER

The chapter has outlined how migrant and host relations foster community building and trade relations. The migrant host relations help the migrant entrepreneurs venture into their business in remote areas by establishing local connections. The locals in turn earn by providing shelter to these migrants. The Kashmiris overall had a good relationship with the locals and continue to keep it nurturing. With exceptional cases mentioned in the above discussion, the Kashmiris don't regard it as an obstacle or prior assumption about the locals for being greedy. With the growing competition and inflation, the locals, too, need to survive. So, the Kashmiris are quite empathetic of the situation that today Goa and, particularly, Candolim are going through. In regard to this, one of the respondents said that:

*“Jaise economy badegi, waise hi Kharcha badega. Toh Jayazh hai ki Goa ke log kiraya badayenge. Isme unki galti nahi hai, ye toh survival hai”.*

The chapter has also outlined how the Goan entrepreneurs involved in tourism business face difficulties due to the rise in migrants from Karnataka and Lamanis who are competing with locals through illegal activities. The locals have projected their view, saying that there should be some limit set for migrants venturing business in Goa as many are grabbing the opportunities of the locals.

## **CHAPTER VI: CONCLUSION**

The preceding discussions have shown that how the migration of Kashmiris has led them to become successful entrepreneurs, as well as the various facets that compelled them to migrate. It can be said that though migration helped them set up networks in different states of India like Maharashtra, Delhi, Kerala, Goa, the journey has never sailed smooth. Challenges and difficulties are a part of any venture that one wants to start up. The Kashmiris being professional handicrafts, decided to spot tourist destination states where they could attract international customers as major attraction for the handicrafts came from international guest. The Kashmiris were able to earn quite well in the initial phases where tourism was booming in Goa particularly in 1960s and 1970s. They first started to sell their items on the coastal stretches of Calangute which was the tourist hub in those times. Gradually, as Goa started to develop and many of the coastal stretches such as Candolim, Anjuna, Baga, and some of the beaches in south Goa, became a major attraction of international as well as domestic tourists.

As the Kashmiris established their network in Goa, they brought along their family members especially male youngsters who then learned from their elders to establish connections with the international guests to sell their handicraft items. Some Kashmiris with the help of their families were able to set up their business in Goa. The families of the entrepreneur provided materials like carpets, shawls, handicrafts items to sell in their shops in Goa. Today many Kashmiris have been found in Goa permanently settling and those who have been venturing their business for more than twenty-five years.

Candolim, which became a tourist hotspot in 1980s attracted not only the merchants but also other entrepreneurs like Lamanis, Gujaratis, to establish their

venture. Various outlets and restaurants came into being and gradually the locals too started to venture tourism related business such as rent a bike/car. As the years passed, especially during the COVID-19 outbreak, the handicraft community suffered a setback due to closure of borders leading to loss of international tourists. The Kashmiris depend more on the international guest as the revenue is high as compared to the domestic tourists. With the pandemic being a major difficulty, the Kashmiris lost their international guests and many had to return home with no savings. The insurgency along with economic conditions were the main reason for their migration. As market competition increased in Candolim, the Kashmiris felt that venturing a business would not benefit them as it used to do earlier. With the inflation being a major cause, the Kashmiris find it difficult to venture their business along with the rents which has increased over time.

The loss of international tourist has made the Kashmiris to return back to their hometown. The tourism in Kashmir today is getting better and many Kashmiris are now returning home as they could make enough profit with no travel cost. The Kashmiris are very happy with the locals but with the loss of tourism, they find it difficult to stay in Goa. The Kashmiris earlier came to venture their business in Goa during the month of October for a period of five months. Today with the loss of international tourists, the Kashmiris are venturing business for more than ten months to earn some money. But due to high-cost maintenance they are not able to stabilize their family and decided to rather re-migrate to their hometown.

The phenomenon of reverse migration is an ongoing trend which the study has identified through constant interaction with the Kashmiris. Though migration has helped the Kashmiris to deal with economic and employment crisis, various conditions like growing market competition, high-cost of living, loss of tourism are a major driving

force that has made them to migrate back to their hometown. The process of reverse migration is clearly evident now as the interaction with Kashmiris gave enough insights for the cause of the same. Many Kashmiris have already left to their hometown with no tourist flow in Goa.

The reverse migration brings with it its own set of limitations. In some cases, it may benefit the entrepreneurs to spend more time with their family as they don't have to stay far away from their loved ones. Also, with the tourism getting better in Kashmir, the entrepreneurs are firm that they will be able to earn the same amount as they did in Goa and wouldn't need to spend their money on rents. Now, how will it affect the Goan economy especially the locals in Candolim? Since many Kashmiris are now returning back home, the locals will suffer a setback as they mostly depend on these entrepreneurs who pay shop and flat rents. With no Kashmiris wanting to venture into their business, the locals will only have to depend on domestic tourists for car/bike renting. Also, the locals have good relations with Kashmiris as compared with other entrepreneurs. With the growing arrival of Lamanis in Candolim, the locals would suffer a great loss of unity as many feels threatened that the Lamanis would take the local's opportunity.

The condition of reverse migration, though, has started recently since the outbreak of the COVID-19 pandemic; there has been rapid movement of Kashmiris. Therefore, the researcher had to limit her respondents to less than ten. The decision to migrate always remains in the hands of an individual. He/she will migrate only if it benefits him/her. If there is enough profit, there are high chances of migration. The Kashmiris, too, are thinking about their profit and family, and as a result, they are now moving back to their hometown. There has been recent news about the revival of art in Kashmir especially women's who are now emerging as entrepreneurs. With the G20 summit and Geographic Indication (GI), the demand for handicrafts in J&K has

increased according to the news report on Deccan Herald (Majid, 2023). Such growth indicates a rise in tourism in Kashmir which makes the Kashmiri entrepreneurs to return back to their hometown.

Goa today is suffering an obstruction due to the loss of international tourism, which further drives away the entrepreneurs who have been working for more than twenty-five years. There has been no upliftment done from the Government's side to help the Kashmiris to deal with the ongoing inflation due to which the reverse migration has been on rise. The Government instead helped the Lamanis, who were actually taking over Goa with illegal trade, as complained by the locals. Due to political matters, the state has failed to provide help for these Kashmiris as well as locals in venturing their firms. With this dissertation, the researcher has tried to throw light upon the difficulties encountered by the Kashmiris, which has led them to migrate back to their hometown and has tried to spread awareness so that the Government could help them with the inflation that further affects their business. It is advised to avail the necessary policies meant for the migrants and spread the news of the benefits meant for them. Many of the migrant Kashmiris are not aware of the policies which further makes them vulnerable to exploitation and no excess to essential services.

In a workshop organised by Caritas-Goa on 'State of Migrant Workers in Goa: The Road Ahead' in the 2023, put forth some policies for the upliftment of the migrants. Some of the policies include on improving the living situation of the migrants and protection of their rights which includes collaboratively working with locals for smooth functioning. Further recommendations were made to improve the existing labour laws in Goa, have a database of migrant workers, certain incentives to improve their business and so on. Such policies will promote the state's economy and upliftment of the state as a whole.

Article 19 of the Indian Constitution ensures the protection of certain rights of an individual, of which includes free movement of an individual throughout the territory of India. Though the Article gives an individual the right to move, it is evident that the migrants still face problems and discriminations in terms of no equal rights and are always ill-treated by the host populace. The interstate migrant workmen act which was passed in 1979 states for regulating the employment of interstate migrants, as well as their working conditions and other related issues. Similarly, the laws ineffectiveness stems from government's unwillingness to look into its proper functioning. Instead of only maintaining the records of interstate workers; conditions such as housing, health care, and other expenses should also be taken into account to maintain equality. Since India has both internal and international migrant flows, it is essential to address the rights of the migrants. The basic rights of migrants include their right to healthcare, education, fair working opportunities, and protection from discrimination. Due to various factors like better economic opportunities, there is an increase in the flow of migrants from rural to urban. In the context of Kashmiris, with tourism being a major driving force, Goa was the destination that previously led them to earn enough money. with regard to migrant policies and laws, there is no awareness among these migrants which further leads to discrimination and exploitation in the labour market. Also, the various government policies related to migrants vary across the states leading to unequal treatment of the migrants. The migrant policy in Goa has been non effective due to no proper implementation which lacks in addressing the needs and challenges faced by the migrants. Furthermore, the absence of precise data and monitoring processes makes it impossible to determine the real consequences of migration in the state. The researcher through her study suggests to thoroughly review the existing

migrant policies and ensure that awareness is spread among all migrants to avail their benefits as migrants.

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## Appendix I

### Interview Schedule

*Dear respondents,*

*This interview Schedule is a part of my Dissertation titled “**Migration, and Entrepreneurship: A Sociological Study of Kashmiris in Candolim, North Goa**”. I am collecting the information in relation to my research, so I humbly request you to kindly cooperate. Your valuable response will be kept confidential and will be used only for research purpose. Thank you for your time, cooperation, and valuable input.*

**-Simran Kumar**

**Student MA-II in Sociology Programme,  
DDKSSBS, Goa University**

#### Section 1: Socio-demographic information

- |                            |                         |
|----------------------------|-------------------------|
| 1. Name: _____             | 2. Age: _____           |
| 3. Sex/Gender: _____       | 4. Qualification: _____ |
| 5. Type of Business: _____ | 6. Income (p.m.): _____ |
| 7. Marital Status: _____   | 8. Religion: _____      |

9. Do you have your family living in Goa?
10. Where do you stay in Kashmir? (your native place)

### **Section 2:**

#### **Historical Background of Kashmiri Migrants in Goa**

1. Where and when did you first migrate?
  - What are the initial reasons for the migration?
2. Where and when did you migrate to Goa?
  - How did you find out about Goa?
  - How did you migrate? (mode of travel)
3. For how many years have you been operating your business in Goa?
4. How did you come to know about Candolim/Sinquerim?
5. Did you migrate alone or had any companion?
6. What were the causes and conditions that made you to migrate (push and pull Factors)?
  - Was it forced or voluntary?
7. Were you the only one to migrate in your family or any other family members?
8. Do you have business operating in any other states except Goa?
9. Is your migration or your business benefiting you?
10. What is your native language? And how many languages do you speak?
11. Have you learned Konkani or understand it?
12. In which language do you communicate with your customers?
13. Who are your customers?
14. For how many months do you operate business in Goa?
15. In which month of the year do you come to Goa for venturing business and for how long?

### **Section 3:**

#### **Socio-Economic Profile of Kashmiri Migrants in Goa**

1. What were the challenges you faced while establishing your business?
2. Apart from this business, is there any other source of income in Goa or in Kashmir?  
If yes, what kind of business or work?
3. How did you overcome the economic challenges encountered?
4. What type of house you stay in? owned or rented

5. Whether this house close by to where business is operated or somewhere else (kindly provide details)
6. Do you possess any of these luxurious items?
  - Bike/Car
  - Television
  - Refrigerator
  - Air Conditioner
  - Washing Machine and other appliances
7. Is your shop or business space owned/rented/leased?
8. Is there any agreement signed by you and the owner?
  - What is the period of the agreement
9. How much rent do you pay for your shops in Candolim/ Sinquerim?
10. What efforts are made by your society to preserve cultural practices in this alien land?
11. Are there any challenges faced in maintaining cultural identity?
12. What is the influence of Goan culture on Kashmiris in Goa?
13. Has the Goan culture influenced you?
14. How have Kashmiri migrants adopted the Goan culture?
15. Do you participate in the cultural activities or events hosted by Goan society?
16. What is your contribution to the cultural diversity of the region?

#### **Section 4:**

#### **Entrepreneurial Experiences in Goa**

1. How has been your entrepreneurial journey to Goa?
2. What kind of challenges and difficulties did you encounter while trading?

#### **Section 5:**

#### **Relationship with host-society and other entrepreneurs**

##### **5.1. Perceived integration**

1. Are there any other entrepreneurs you know operating businesses near your shops?
2. How do you engage with the other entrepreneurs in your locality?
  - Are there any clashes or conflicts?
  - Is there any instances of cultural exchange or shared activities?
3. How do you engage with the local or Goan entrepreneurs?
  - Are there any clashes or conflicts?
  - Are you involved in local entrepreneurial networks or associations?
4. Do you have any Collaborative ventures with other entrepreneurs in Goa?

### **5.2 Challenges and Opportunities**

1. What are the challenges faced in establishing connections with other entrepreneurs?
2. Is there any support from the entrepreneurs?
3. What were efforts made by you to build trust with the other entrepreneurs?
4. What were the opportunities identified through networking in Goa?

### **5.3 Relationship with Host Society**

1. What is the relationship with the Goans? Are they welcoming?
  - Can you share how was your interaction with the local Goan community upon arrival?
  - What are your views on interaction with the host society?
2. Is there any such incidence where you are negatively treated by the natives and other business entrepreneurs?
  - Do you feel you are discriminated against being a migrant?
3. Is Candolim/Sinquerim or Goa a safe place for you?
4. Is your family happy that you are operating a business here?

### **5.4 Contribution to Local Economy**

1. Has the income earned through your business made you and your family stable?
2. Is the venturing business in Gao more beneficial than at your native place?
3. As being an entrepreneur, what are your perceived contributions to the local economy?
4. Are there any changes in the socio-economic landscape due to migration?

### **5.5 Other Information**

1. What kinds of jobs/work are done in Kashmir during the off-season in Goa?

## **Section 6:**

### **Reflections on Migration and Future Plans**

1. Can you share your personal experiences of the migration process?
2. Do you think there is any change in your identity and perspective due to migration?

3. Have you ever thought about having a house in Goa and settling with your Family?
4. For how many years do you plan to work in Goa?
5. What are the strategies, according to you,
6. to overcome potential stereotypes and prejudices?
7. Do you prefer to suggest to your friends and families in Kashmir to visit Goa or venturing business?

## Appendix II

### Interview Guide

*Dear respondents,*

*This interview Guide is a part of my Dissertation titled “**Migration, and Entrepreneurship: A Sociological Study of Kashmiris in Candolim, North Goa**”. I am collecting the information in relation to my research, so I request you to kindly cooperate. Your valuable response will be kept confidential and will be used only for research purpose. Thank you for your time, cooperation, and valuable input.*

**Simran Kumar**

**Student, DDKSSBS, Goa University**

#### General information of a Respondents

- |                          |                         |
|--------------------------|-------------------------|
| 1. Name: _____           | 2. Age: _____           |
| 3. Sex/Gender: _____     | 4. Qualification: _____ |
| 5. Occupation: _____     | 6. Income (p.m.): _____ |
| 7. Marital Status: _____ | 8. Religion: _____      |

1. What were the conditions in Kashmir that made you to migrate to Goa?
2. When did you start your business in Goa?
3. How much rent do you pay to stay in rented houses?
4. Do you have fixed customers?
5. Are you liking Goan food? What kind of food do you eat on daily basis?
6. Do you take something in return from Goa while returning Kashmir?
7. What sells the most in your shop?

8. Are you open throughout the week?
9. Are you living in shared rooms?
10. For how many months do you operate your business in Goa?
11. Are there any employment opportunities in Kashmir?
12. What kind of items do you sell in your shops?
13. Do you personally make them?
14. What is your educational background?
15. Who are your customers?
16. What advice would you give to your mates who want to set up business in Goa?
17. How do you manage your stocks?
18. How are your goods produced? (do you make them or buy from someone else)

