

# From Training To Empowerment Analyzing The Impact Of Training Types On Helem Tea Estate Women Workers Entrepreneurs' Knowledge And Attitude

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## Highlights

1. The training programs showed a strong positive correlation with knowledge ( $r = 0.847$ ) and attitude ( $r = 0.795$ ), indicating significant improvements in these areas.
2. Younger, educated women responded best to the training, showing greater potential for entrepreneurship.
3. Although 55% of participants reported high levels of entrepreneurial practice, the correlation with the type of training was not fully explored, highlighting an area for further study

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## Abstract

*This study examines the relationship between the type of training that is conducted and its influence on knowledge, attitude, and practice. The study employed a correlational research design to analyse data from respondents who participated in a variety of training programs, evaluating the impact on their knowledge, attitude, and practice. The findings demonstrated a robust positive correlation between the type of training and knowledge ( $r = 0.847$ ,  $p < 0.01$ ), suggesting that respondents' knowledge is considerably improved by various training methods. In the same vein, a substantial positive correlation was observed between the type of training and attitude ( $r = 0.795$ ,  $p < 0.01$ ), indicating that attitudes are positively influenced by a variety of training methodologies. The study's capacity to evaluate its impact on practical application is restricted by the absence of data regarding the correlation between training categories and practice. The results underscore the substantial positive impact of training categories on knowledge and attitude, emphasising the necessity of customised training programs.*

**Keywords:** Knowledge, Attitude, Practice, Tribal Women, Entrepreneurship, Helem Tea estate.

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## INTRODUCTION

Global development projects have focused economic empowerment of women, especially marginalised and tribal women (Pal et al., 2022, Sedai et al., 2022 and Al-Qahtani et al., 2020). Targeted initiatives to empower tribal women in India are becoming more necessary as they face geographic, social, and economic isolation (Bharti, 2021). Assam tribal women are unique among marginalised groups due to their poverty, low literacy, and limited economic possibilities (Samineni, 2023). Historically, these women have worked in subsistence farming, handicrafts, and domestic labour, which yield little income and keep them in financial reliance (Khannum et al., 2022). Assam has several indigenous populations with their own culture, language, and customs (Kalarivayil et al., 2024; Das, 2022; Gupta, 2022). Tribal women in these communities have great potential in traditional crafts including hand embroidery, bamboo work, and jewellery making (Wolf, 2022). Despite their strengths, these women lack money, education, and business knowledge to turn their talents into viable ventures or expand into other sectors. Economic issues for tribal women in Assam are driven by potential vs opportunity (Rajbangshi, 2022). Sociocultural variables complicate female economic empowerment. Tribal women in rural areas rarely get formal education (Dey et al., 2020). This hinders their ability to interact with modern economic systems like banking and marketing and their understanding of business opportunities. Since women are supposed to

prioritise household duties over economic engagement, cultural norms may also contribute to gender disparity (Deka, 2021). Tribal women are largely excluded from the official economy due to these constraints (Borgohain, 2021) (Hazarika, 2022). Self-employment and entrepreneurship can help indigenous women break free from traditional economic positions. Entrepreneurship, especially in tribal crafts and trades, offers a unique chance to build sustainable livelihoods (Swargiary, 2022). Tribal women can improve their finances and help their families and communities by supporting entrepreneurship. 2022 (Nath et al.) Entrepreneurship training, especially for indigenous women, has several benefits (Boarah, 2022). Entrepreneurship training for tribal women is crucial. These programs allow excluded women to enter the formal economy. Tribal women can boost their communities' economies and become self-sufficient by learning to manage funds, interact with customers, and run a small business. Entrepreneurship gives these women, who have been disadvantaged in economic and social areas, self-worth and agency (Gogoi, 2020). This study highlights the transforming power of self-entrepreneurship training for tribal women in Assam. The study examines these treatments' effects on participants' entrepreneurial knowledge, attitudes, and actions to assess their efficacy. It also shows how empowering women through entrepreneurship boosts social mobility, living standards, and household income.

### **Statement of Problems**

Assam's tribal regions have great economic potential, however tribal women are under-represented in entrepreneurship. These women often cannot fully participate in the economy due to low literacy, inadequate support, and limited financial means. Traditional jobs generate minimal income, keeping many families below the poverty line. Without targeted interventions, tribal women will continue to face barriers to economic independence and well-being. This study addresses the lack of training and assistance for tribal women in Assam to become self-entrepreneurs. These women have natural talents, especially in traditional crafts, but they lack the market understanding, business skills, and finances to turn them into lucrative businesses. Age, education, and family structure may affect their entrepreneurship, thus the study also examines them.

### **Scope of the Study**

This study focusses on indigenous women in Assam who have taken self-entrepreneurship classes in several trades. The study examines training programs, participants' socioeconomic settings, and the treatments' economic benefits. Only women with formal bamboo, hand embroidery, and jewellery making training are investigated. It also assesses the technical, administrative, and marketing guidance provided to help these women's businesses start. The study only covers rural tribal Assam, home to many indigenous people with rich cultural traditions. The study considers participants' age, education, family background, and training time and type when assessing these programs' success. It also examines the social and economic effects of empowering indigenous women through entrepreneurship.

### **Objectives of the Study**

- To analyze the socio-demographic characteristics of tribal women
- To assess the effectiveness of self-entrepreneurship training programs provided to tribal women.
- To evaluate the impact of these training programs on the women's entrepreneurial KAP
- To investigate the role of guidance (technical, managerial, and marketing) among tribal women.

### **METHODOLOGY**

This study evaluates self-entrepreneurship training programs for tribal women labourers in Assam's Helem Tea Estate using mixed approaches. Quantitative and qualitative data are used to evaluate results in this method. Purposive sampling was used to choose 100 tribal women workers aged 18 or older who had worked at the tea plantation for at least two years and were willing to engage in the training program. Pre- and post-tests were used in the study. The pre-training survey collected socio-economic, employment, and skill data. Entrepreneurial knowledge, attitudes, and economic situations were assessed using the post-training survey and qualitative interviews. The four-week training programme taught business management, market linkage, bamboo craft, hand embroidery, and jewellery creation. Pre- and post-training surveys used structured questionnaires, and 20 participants were interviewed semi-structured to provide qualitative insights. Quantitative data was analysed using descriptive statistics, ANOVA, and

correlation analysis, while qualitative data was analysed using thematic analysis to discover market access, financial independence, and empowerment themes. The strict ethical guidelines, including informed agreement from all participants, ensured anonymity and voluntary involvement. This comprehensive method allows for a thorough evaluation of the training program's impact on tribal women in Assam's entrepreneurial and economic prospects.

### Findings of the study

The investigator has initially endeavoured to comprehend the socio-demographic data of the selected tribal women labourers at the Assam Helem Tea Estate. The subsequent summary contains the outcome.

### Socio-demographic Variables

Statement	Frequency (Percentage)
Age (In Years)	
20 – 30	28 (28.0)
31 – 40	31 (31.0)
41 – 50	25 (25.0)
Above 50	16 (16.0)
Education	
Illiterate	34 (34.0)
School	12 (12.0)
College/Diploma	54 (54.0)
Marital Status	
Married	49 (49.0)
Unmarried	32 (32.0)
Widow	7 (7.0)
Divorce/Separated	12 (12.0)
Family Type	
Joint	19 (19.0)
Nuclear	49 (49.0)
Extended	32 (32.0)
Family Size	
Small	48 (48.0)
Medium	35 (35.0)
large	17 (17.0)

The majority of participants are 31-40 years old (31.0%), followed by 20-30 (28.0%), implying they are in their peak working years. This matters because younger and middle-aged women are more willing and energetic to start new businesses. Bora and Mech (2020) showed that tribal women in Assam are more flexible to learning new skills and technologies, hence they are more likely to take up new jobs, including entrepreneurship, than older women. Many of the sample (54.0%) had a college diploma or above, whereas 34.0% were illiterate. Education is essential for entrepreneurial understanding and practice. Das and Hazarika (2019) found that literacy and education considerably affect tribal women in Assam's economic chances. About 49.0% of women were married, which is typical of rural and tribal societies where early marriage is widespread. 32.0% were single, suggesting that many women in our group are in a transitional phase, presumably pursuing financial independence before marriage. Unmarried women are more likely to start businesses since they have fewer home duties, according to Baruah (2017). Family structure can affect a woman's business potential. The most prevalent family type among respondents was nuclear (49.0%), followed by extended (32.0%) and joint (19.0%). Nuclear families are growing in rural India due to migration and modernisation. Kaur and Mahajan (2018) propose that nuclear family forms may give women more control over household resources and decision-making, allowing them to pursue

self-employment. In contrast, women in joint households may encounter conventional barriers to entrepreneurship. About half of respondents lived in small households (48.0%), followed by medium (35.0%) and big (17.0%). Pathak and Dutta (2021) found that women from smaller families in rural Assam were more likely to be entrepreneurs because they had fewer home chores and more time for skill development. The socio-demographic analysis shows that tribal women from the Helem Tea Estate can succeed in self-entrepreneurship, depending on age, education, marital status, family type, and family size. Previous study has shown that younger, educated, unmarried women, especially from nuclear households, are more likely to start businesses. Understanding these socio-demographic variables allows the study to personalise entrepreneurship training programs to indigenous women's requirements, empowering them economically. Secondly the training details provided for the sample group is been provided in the table 2.

### Training Details

Statement	Frequency (Percentage)
Type of Training	
Jewelry Making	37 (37.0)
Hand Embroidery	31 (31.0)
Bamboo Craft	32 (32.0)
Duration of Training	
1 – 2 week	17 (17.0)
3 – 4 week	19 (19.0)
1 month	64 (64.0)
Guidance available	
Marketing	16 (16.0)
General	21 (21.0)
Technical	39 (39.0)
Managerial	24 (24.0)
Reason for choosing training	
Family Background	17 (17.0)
To earn money	36 (36.0)
Self-interest	34 (34.0)
Others	13 (13.0)

The training data of the respondents give crucial information on their training, duration, guidance, and reasons for choosing it. Jewellery making (37.0%), hand embroidery (31.0%), and bamboo craft (32.0%) imply that the training programs concentrated on culturally and commercially significant skills in Assam. Bamboo craft, especially, is employed for both utilitarian and decorative purposes by Assam's tribal groups. The hand embroidery and jewellery making course follows traditional skills and targets the regional and local market. Das and Hazarika (2019) found that tribal women's handicrafts in Assam are popular with entrepreneurs due to their deep cultural roots and local market demand. Mostly one month (64.0%), the training required a lot of time. 1-2 weeks (17.0%) and 3-4 weeks (19.0%) were less common, presumably due to the difficulty of the skills being taught, especially for bamboo work and jewellery creation. Mastering these skills requires more hands-on practice and in-depth skill acquisition over longer training durations. During the course, 39.0% of participants received technical coaching, followed by managerial (24.0%), general (21.0%), and marketing (16.0%). Technical guidance is essential for giving women the practical skills they need for their craft. However, the smaller percentage of women receiving marketing counsel suggests a training gap. Participants chose the course for economic and personal reasons. Many (36.0%) picked the training to make money, showing that financial incentives were the main motive. Another large percentage (34.0%) joined the program for personal and professional growth,

citing self-interest. Good intrinsic motivation is linked to long-term entrepreneurial success. Some families have a craft-making tradition, hence 17.0% of participants picked the training. Only 13.0% of participants indicated "other reasons" for joining the training, such as peer influence or resource availability. These external reasons were less important than economic necessities and personal interest, highlighting the program's economic empowerment focus. Bora and Mech (2020) found that financial independence was the main reason women joined entrepreneurship training programs.

Table 3 shows how the training program affected the current investigation.

#### Impact of Training

Statement	Low	Medium	High
Entrepreneurial Knowledge	11 (11.0)	39 (39.0)	50 (50.0)
Entrepreneurial Attitude	10 (10.0)	42 (42.0)	48 (48.0)
Entrepreneurial Practice	13 (13.0)	32 (32.0)	55 (55.0)

Table (4) shows participant feedback on the training program. The training program at Assam's Helem Tea Estate significantly impacted the entrepreneurial knowledge, attitude, and practice of tribal women workers. Around 50% of participants reported strong knowledge gains, with 39% indicating medium gains, suggesting effective skill development in areas like financial management, product development, and market awareness. Although 11% noted minimal knowledge gain, the overall content was well-structured and accessible. Regarding entrepreneurial mindset, 48% saw a high positive shift, while 42% experienced a medium shift, indicating increased self-confidence and motivation for business. This aligns with findings by Bora and Mech (2020), which emphasize the role of formal training in enhancing women's entrepreneurial outlook. In terms of practice, 55% of participants actively applied their new skills, while 32% were beginning to do so, though some faced challenges like market access and financial constraints. The overall impact of the training was positive, with most women empowered to engage in entrepreneurship. However, the slightly lower levels of entrepreneurial practice suggest that external barriers still hinder some participants from fully implementing their skills.

#### Feedback of the training programme

Statements	Rating				
	SA	A	N	D	SD
It as anticipated, practical and relevant.	33 (33.0)	31 (31.0)	12 (12.0)	15 (15.0)	9 (9.0)
Requirements and interests were taken into account during the training	42 (42.0)	24 924.0)	13 (13.0)	16 916.0)	5 (5.0)
The subject-matter expertise of the resource person is enhanced	41 (41.0)	26 926.0)	11 (11.0)	14 (14.0)	8 (8.0)
The trainers' communication skills were outstanding.	55 (55.0)	21 (21.0)	9 (9.0)	8 (8.0)	7 (7.0)
Enough time was given for queries, conversations, and doubt-clearing.	53 (53.0)	23 (23.0)	11 (11.0)	6 (6.0)	7 (7.0)
The specified session times were sufficient.	54 (54.0)	24 (24.0)	12 (12.0)	7 (7.0)	3 (3..0)

Table 5 shows a correlation between investigator training and respondent age. Regarding the practicality and relevance of the training, 64.0% of participants (33.0% strongly agreed, 31.0% agreed) found it aligned with their expectations and applicable to real-life situations, suggesting that the curriculum effectively targeted culturally significant skills like jewelry making, hand embroidery, and bamboo crafts. However, 24.0% (15.0% disagreed, 9.0% strongly disagreed) felt the training did not meet their expectations, likely due to varying skill levels or personal goals. Most participants (66.0%) believed the program met their needs, with 42.0% strongly agreeing and 24.0% agreeing that their requirements and interests were considered. This indicates the training was responsive, though there remains room for greater customization. Similarly, 67.0% (41.0% strongly agreed, 26.0% agreed) found the trainers

knowledgeable, though 22.0% felt the trainers lacked depth in some areas. Trainer communication was highly rated, with 76.0% of participants (55.0% strongly agreed, 21.0% agreed) praising it as a key factor in the program's success. Interaction during sessions was also well-received, with 76.0% (53.0% strongly agreed, 23.0% agreed) satisfied with the time allocated for questions and discussions. Lastly, 78.0% of participants (54.0% strongly agreed, 24.0% agreed) were satisfied with the session durations, indicating they were well-balanced for effective learning. While some participants had challenges, overall, the training was considered practical, relevant, and well-delivered.

#### Association between Type of Training and Age of the Respondent

Statement	Mean	SD	SE	F-value	.Sig
20 – 30 years	1.79	.70	.19	3.546	.012*
31 – 40 years	1.93	.85	.15		
41 – 50 years	1.59	.75	.14		
More than 50 years	1.46	.64	.12		

\* = Significant at 5% level

The study on indigenous women at Assam's Helem Tea Estate reveals a significant relationship between age and training preferences (F-value = 3.546,  $p = 0.012$ ). Younger women (20-30 years) had a mean score of 1.79 (SD = 0.70), showing a preference for hands-on, skill-based training like jewelry making or bamboo crafts, aligning with their adaptability and interest in creative endeavors. Women aged 31-40 had a slightly higher mean score of 1.93 (SD = 0.85), indicating a strong interest in marketable skills to supplement income, reflecting their financial responsibilities. The mean score drops to 1.59 (SD = 0.75) for women aged 41-50, suggesting less enthusiasm for training due to factors like lower education, domestic duties, or health issues. The lowest mean score, 1.46 (SD = 0.64), was among women over 50, indicating minimal engagement with the training, likely due to physical limitations, reluctance to learn new skills, or entrenched socio-cultural norms. The findings highlight that younger women benefit more from training programs, underscoring the need for age-specific modules to address the diverse needs of women across age groups.

Statement	Mean	SD	SE	F-value	.Sig
Family Background	1.50	.62	.15	4.546	.003**
To earn Money	1.73	.75	.12		
Self Interest	1.69	.86	.15		
Others	1.90	.74	.23		

\*\* = Significant at 1% level

The relationship between training type and the motives behind participation at Assam's Helem Tea Estate shows a significant link (F-value = 4.546,  $p = 0.003$ ). This indicates that factors like family background, financial necessity, and personal interest strongly influence women's training choices. Women motivated by family background had a mean score of 1.50 (SD = 0.62), often opting for traditional crafts like bamboo work and hand embroidery, reflecting a more conservative approach rooted in family traditions. Those driven by financial necessity had a higher mean score of 1.73 (SD = 0.75), choosing marketable skills like jewelry making, which offer better financial returns. This group is more flexible and market-savvy. Participants motivated by self-interest had a mean score of 1.69 (SD = 0.86), indicating a preference for training that aligns with personal interests, even if the financial returns are lower. Meanwhile, those who selected training for other reasons—such as peer pressure or community norms had the highest mean score of 1.90 (SD = 0.74), suggesting they chose training based on convenience or availability. Training programs should be adapted to participants' motivations to promote performance and long-term involvement, according to Kaur and Mahajan (2018). The study underscores the importance of

understanding participant motivations, as these strongly influence training preferences and outcomes. Tailoring programs to these motivations can enhance engagement and long-term success. The ensuing debate evaluated the relationship between respondents' training type and life impact.

**Correlation between Type of Training undertaken by the respondent and its impact**

Control Variables			Knowledge	Attitude	Practice
Type of Training	Knowledge	Correlation	1.000	.847	.799
		Significance (2-tailed)	.	.000	.000
		df	0	97	97
	Attitude	Correlation		1.000	.795
		Significance (2-tailed)		.	.000
		df		0	97
	Practice	Correlation			1.000
		Significance (2-tailed)			.
		df			0

The relationship between training style and knowledge, attitude, and practice is profound. The substantial positive connection between training type and knowledge (0.847) suggests that different types of training improve respondents' knowledge. This significant association shows that respondent knowledge rises proportionally with training type. Diverse training methods improve participants' knowledge depth and breadth. The considerable positive correlation of 0.795 between training type and attitude shows that training affects individuals' attitudes. This suggests that different training approaches improve responders' views of their field. A more positive attitude after training may boost motivation, engagement, and ability to apply new abilities. Although knowledge and attitude are closely correlated, the lack of data on the sort of training and practice hinders the capacity to measure training's entire impact. Without this knowledge, it is unclear how training type affects real-world application and behaviour. The lack of practice data suggests more research to better understand how training affects theoretical knowledge, attitudes, and practices and behaviours. The findings imply that training type positively affects knowledge and attitude, highlighting the significance of specialised training programs. However, addressing the practice-related data gap would provide a more full view of training effectiveness and its practical implications. To properly understand how training affects individuals, future studies should include this.

## CONCLUSION

The study shows that targeted training programs improve indigenous women's business knowledge and attitudes at Assam's Helem Tea Estate. The study found that instruction in traditional crafts like jewellery making, hand embroidery, and bamboo work significantly affects participants' knowledge and attitudes. Younger and middle-aged women, especially those with formal education, benefit more from these initiatives. The study also found that while the training programs increase knowledge and attitudes, there is no data on how they affect real-world applications or entrepreneurial activities. This gap suggests more research on how training affects participants' entrepreneurial actions. The findings emphasise the need for culturally appropriate training programs to economically empower tribal women. These programs can boost business success and enhance Assam tribal tribes' socioeconomic conditions by addressing knowledge and attitudinal improvements. To sustain economic empowerment, future initiatives should focus on understanding and improving skill application.

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