CHAPTER 3

RESEARCH METHODOLOGY OF THE STUDY

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CHAPTER 3

RESEARCH METHODOLOGY OF THE STUDY

3.1 INTRODUCTION AND BASIC PROBLEMS:

In chapter 1, while explaining the introduction to entrepreneurship and entrepreneurs, an emphasis have been given therein on the women entrepreneurship and entrepreneurs concept its classification, characteristics along with overall conceptual framework of entrepreneurship and entrepreneurs, and in chapter 2 an endeavor is made to review the women entrepreneurship and entrepreneurs literature and related aspects for the period of 1947-2003 to find out the gap in study. In this chapter 3, an endeavor is made to portray the various aspects of the research methodology of this study. The Crèche, Poli-Bhaji Kendra and Beauty Parlour women entrepreneurs from Thane and Mumbai city were selected to investigate their role models, family support they get, and financial, personal and social problems they faced, as well as pattern of socio-economic profile. So the present study attempted to answer the following basic problems.

1. What is profile of Crèche, Poli-Bhaji Kendra and Beauty Parlour women entrepreneurs?

2. What are the financial problems faced by Crèche, Poli-Bhaji Kendra and Beauty Parlour women entrepreneurs?

3. What are the social problems faced by Crèche, Poli-Bhaji Kendra and Beauty Parlour women entrepreneurs?
4. What are the personal problems faced by Crèche, Poli-Bhaji Kendra and Beauty Parlour women entrepreneurs? and
5. Who are the role models of Crèche, Poli-Bhaji Kendra and Beauty Parlour women entrepreneurs?

3.2 NEED AND SIGNIFICANCE OF THE STUDY:

The Prime objective of the study is to make the assessment of the problems of Crèche, Poli-Bhaji Kendra and Beauty Parlour women entrepreneurs. The purpose behind is that a study of this nature would be useful to give an actual insight in the problems associated with emergence of Crèche, Poli-Bhaji Kendra and Beauty Parlour basic and related trade and commerce. This would also help in either revising the existing small scale industrial and economic policies or formulating a new specific schemes and programmes for the development of women entrepreneurship and other backed trade and commerce in India and all around the world.

Since all the women entrepreneurs in India are more or less marked with common problems regarding social, personal, environmental, political, cultural and financial or economic, the study may prove to be highly interesting to a variety of investors, entrepreneurs, planners, administrators, policy makers, and innovators in facilitating the formulation and implementation of programmes for promotion and development of similar natured entrepreneurship where women from middle and rich class as well as marginalized sections looking to start business. Not only in India, but also in any other Asian world, this study would be instrumental in framing the policy to arrest the actual financial
earning capacity of business. The study is the heuristic value and specifically significant to generate employment to solve the problem of unemployment and mass poverty. Unemployment is the crucial socio-economic problem in India. Educated unemployment is estimated at 40% in our country. The qualified and educated women unemployed accounted for 27%. Day by day this percentage is increasing with the increase of higher education. To solve this problem, self employment is the one of the solution. Therefore, to know the problems of self employed women such as Crèche Poli-Bhaji and Beauty Parlour entrepreneurs, will help to get insights, direction and proper guidelines to newcomers. As such in a nutshell, the study would enable women entrepreneurs and persons involved in banking and financial sectors to take the necessary measures for setting up necessary guidelines that may help to finance and promote women entrepreneurs and entrepreneurship. From the review of literature it is evident that studies on women entrepreneurs have been scarce but many studies are on working women. Further review show that especially on Crèche, Poli-Bhaji Kendra and Beauty Parlour women entrepreneurs studies are not available. There are many studies on small scale industries in general based on male entrepreneurs and entrepreneurship but very few studies on women entrepreneurs and entrepreneurship based. Further almost negligible literature is available on Crèche, Poli-Bhaji Kendra and Beauty Parlour. Few studies are there on Crèches but they are government based Crèches run by social workers and industrial concern with government support due to law. But studies on women entrepreneurs in private Crèche, Poli-Bhaji Kendra and Beauty Parlour
are very few. Thus review of literature on women entrepreneurs and entrepreneurship clearly shows that there exist gap in this area. The present study certainly helps to fill this gap to some extent. It is also hoped that this study will provide a direction for potential women entrepreneurs and guidelines for upcoming ones. It is proposed to make a detailed examination and than to analyze the problems faced by Crèche, Poli-Bhaji Kendra and Beauty Parlour women entrepreneurs while they are running and managing their business. There may be number of constraints to manage their business affairs. Some of the women entrepreneurs have to shoulder responsibility of a family in addition to their business enterprise. An attempt is made here to study the aspects of such women entrepreneurs.

3.3 OBJECTIVES OF THE STUDY:

The specific objectives of the present study are:

1. To study the profile of Crèche, Poli-Bhaji Kendra and Beauty Parlour women entrepreneurs,
2. to assess the financial problems faced by Crèche, Poli-Bhaji Kendra and Beauty Parlour women entrepreneurs,
3. to assess the social problems faced by Crèche, Poli-Bhaji Kendra and Beauty Parlour women entrepreneurs,
4. to examine and assess the personal problems faced by Crèche, Poli-Bhaji Kendra and Beauty Parlour women entrepreneurs, and
5. to know who are the role models of Crèche, Poli-Bhaji Kendra and Beauty Parlour women entrepreneurs,
3.4 ASSUMPTIONS OF THE STUDY:

It is assumed in this study that the women entrepreneurs even after 56 years of Independence and even after changing the industrial and trade policy, women entrepreneurs are facing environmental, political, social, personal, cultural, and economic/financial and religion problems. Out of these financial, social and personal problems are most important in the Indian context. Therefore the main assumption is that Crèche, Poli-Bhaji Kendra and Beauty Parlour women entrepreneurs are facing personal, social and financial problems.

3.5 RESEARCH DESIGNS AND SAMPLING DESIGNS:

Research simply means a ‘search’ for facts, answer to question and solutions to problems. It is a purposive investigation. It is an organized original inquiry. It seeks to find out explanation to unexplain phenomenon; to clarify the thoughtful facts and to correct the misconceived facts. Then what are methods of research. What approaches are available to search the real facts or to seek the answer to a question? What are research design exist to researcher and which are the sampling designs used by researcher to collect data. Therefore before selecting an approach or design it is essential to understand various research approaches or methods/designs which are in exist. This sub section first of all briefly explained various approaches/designs and then selects approach or method/design for present study. They are also called research study methods or approaches. Research designs and sampling designs are as follows.
3.5.1. Pure Research Study Design

3.5.2. Applied Research Study Design

3.5.3. Exploratory Research Study Design

3.5.4. Descriptive Study Design

3.5.5. Diagnostic Study Design

3.5.6. Experiential research Study Design

3.5.7. Survey research Study Design

3.5.8. Case Study Design

3.5.9. Sampling Study Design

The above research approaches or methods or designs are explained briefly as follows.

3.5.1. PURE RESEARCH STUDY DESIGN:

Pure research is undertaken for the sake of knowledge without any intention to apply it in practice. Pure research design is also known as basic or fundamental research design. It is undertaken out of individual curiosity. It is not necessarily problem oriented. It aims at acquiring and expanding knowledge. It may lead to either discovery of a new theory or to check validity of an existing theory.

3.5.2. APPLIED RESEARCH STUDY DESIGN:

Applied research design or approach is carried on to find out solution to a real life problem requiring an action or policy decision. It is thus problem oriented and action directed. It seeks practical result. For example marketing
research carried on for developing a new market or for studying the post-purchase experience of customers.

3.5.3. EXPLORATORY RESEARCH STUDY DESIGN:

Exploratory research design is characterized by several features. First it is assumed that the investigator has little or no knowledge about the problem or situation under investigation. General unfamiliarity with a particular group of people or other such research target does not provide the investigator with much opportunity to focus upon specific aspects of the social situation. Exploratory research design has as one of its chief merits the discovery of potentially significant factors that may be assessed in greater detail and depth at a later date and with a more sophisticated type of research design.

Exploratory research design is preliminary study of an unfamiliar problem about which the researcher has little or no knowledge it is similar to a doctors inference investigation of patient suffering. It's ill structure and much less focused on a pre determined objectives it usually takes the form of a pilot study.

3.5.4. DESCRIPTIVE RESEARCH STUDY DESIGN:

Much of the sociological literature is replete with descriptive studies of all types of social situations. A few examples of the diversity of social settings as object of descriptive studies include Andre Skis (1963) portrayal of military organization and society. McCormick’s (1960) description of managerial unionism in the coal industry. Mouledous (1963) description of the organization and goals of a prison social system. Whyte’s (1948-1949)
descriptions of the social structure of the restaurant industry. Findikya and Sells (1968) discussion of bureaucratic structure in school systems. Landy and Singer's (1961) study of the social organization and culture of a club for former mental patients, Flittie and Nelson (1968) description of the occupational role of truck drivers and Davis (1959) examination of the cab drivers and his fares.

It is the simple type of research. It is more specific than an exploratory study as it has focus on particular aspects or dimension and the problem studied at data collected by using an appropriate methods, observation, Interviewing and mail questionnaire. With exploratory studies, descriptive design is more specific. Here the direct attention to particular aspects or dimension of the research target is possible. The neurotic of descriptive studies must be considered a major contribution as well.

3.5.5. DIAGNOSTIC STUDY DESIGN:

It means critical examining the various problems related with a particular phenomenon as they influence independent and jointly the behaviour and performance of an event. Diagnostic research study is basically clinical and analytical in nature. It evaluate the specific influences, performance and happening in phenomenon. It is one of the important method in commerce research. This method is growing in terms of application and has been widely used in social sciences and in commerce and management.
3.5.6. EXPERIMENTAL RESEARCH STUDY DESIGN:

Designs with the objectives of experimentation implicitly include the control of variables. The researcher experiments by observing the effects of one or more variables upon others under controlled conditions.

3.5.7. THE SURVEY STUDY DESIGN:

Survey research has been defined simply as "gathering information about a large number of people by interviewing a few of these (Backstrom and Hursh, 1963). Hyman (1955) differentiates between descriptive and explanatory surveys, and although no formal definition of a survey design is apparent in his work, there does seem to be implicit in Hyman's work a general consistency in the meaning of survey research with that provided by Backstrom and Hursh, (1963)."

It should be noted that a survey design may serve many functions including exploration, description and experimentation. The general nature of a survey design is subject to little variation, however we would seek to modify the definition of Backstrom and Hursh by defining survey designs as specifications of procedures for gathering information about a large number of people by collecting information from a few of them. There are several data collection alternatives available to the survey researcher in addition to interviewing (e.g. questionnaire administration, personal observations, and the like).

Regardless of the objectives sought by the individual survey researcher, there are several standards to which he/she would like to adhere. These focus
primarily on the quality of the survey. The quality of a given survey, in turn, depends on

(1) The number of people one is able to obtain for the study,
(2) Their typicalness in relation to the population from which they are selected, and
(3) The reliability of the data collected from them.

The first two criteria of survey quality are directly related to the problem of sampling. Sampling means to select a few people from a larger collection of them. Since the researcher is most likely interested in generalizing the findings obtained from his/her sample to the population from which they were drawn, it is necessary that he/she should select his/her sample of persons according to certain rules of probability theory.

3.5.8. THE CASE STUDY DESIGN:

Although some researchers argue that case studies do not qualify as "designs" (e.g. Hagedorn and Labovitz, 1971, designate research designs in general as "the logical manner in which individuals are compared and analyzed"), case studies constitute one of the most popular types of research designs used by social scientists and by commerce and management scientists currently. Foreman (1948) provides one of the clearest definitions of a case study and situations to which the definitions may pertain. He says: a case study, basically, is a depiction either of a phase or the totality of relevant experience of some selected datum.
Although definitional variations exist among social and commerce and management scientists regarding case studies, most would tend to agree that primary distinctions between case studies and surveys would be the intensity and depth of the investigation. Case studies are usually characterized as thorough examinations of specific socio-economic settings or particular aspects of social settings, including in varying detail psychological descriptions of persons in those settings. Case studies are flexible with respect of data collection methods used. Interview, observation, questionnaires, and other data collection forms are possibilities for use in-depth analyses or specific socio-economic situations.

3.5.9. SAMPLING STUDY DESIGN:

Once the researcher has formulated the problem and developed a research design including the questionnaire, he/she has to decide whether information is to be collected from all the people comprising the population. In case the data is collected from each member of the population of interest, it is known as census survey. On the other hand, data is to be collected only from some members of the population, it is known as sample survey. Thus the researcher has to decide whether he/she will conduct a census or a sample survey to collect the data needed to his/her study. The following types of sample designs are worth noting.

1) Random Sampling

2) Systematic Sampling

3) Stratified Random Sampling
4) Disproportionate Stratified Sampling

5) Cluster Sampling

6) Multi-stage Sampling

7) Area Sampling

8) Multi-phase sampling

9) Quota-Sampling

A random sample gives every unit of the population a known and non-zero probability of being selected. Simple random sampling implies equal probability to every unit in the population, it is necessary that the selection of the sample must be free from human judgment. The process of randomness does not mean that it is haphazard as a layman may be inclined to think, what it means is that the ensure this there are two methods that are followed when drawing a random sample. These are the lottery method and the use of random numbers. In practice, systematic sampling is simpler than random sampling, first as sampling fraction is calculated and then sample will comprise numbers.

A stratified random sample is one where the population is divided into mutually exclusive and mutually exhaustive strata or subgroups and then a simple random sample is selected within each of the strata or subgroups. It may be noted that stratified random sample with a uniform sample fraction results in greater precision than a simple random sample. But this is possible only when the selection within strata is made on a random basis. When the population in some strata is more heterogeneous than in others it may be advisable to use variable sampling fractions. This is called disproportionate stratified sampling.
Whereas, cluster sampling implies that instead of selection individual units from the population entire groups of clusters are selected at random.

Multi stage sampling the name implies involves the selection of units in more than one stage. In such a sampling the population consists of a number of first state units called primer sampling units (PSUs). Each of these PSUs consists of a number of second state units. First a sample is taken of the PSUs then a sample is taken of the second stage units. This process continues until the selection of the final sampling unit. It may be noted that at each stage of sampling a sample can be selected with or without stratification. The number of stages in a multi-stage sampling varies depending on convenience and the availability of suitable sampling frame of different stages.

Area sampling is a form of multistage sampling in which maps rather than lists or registers are used as the sampling frame. In area sampling the overall area to be covered in a survey is divided into several smaller areas within which a random sample is selected.

A multi-phase sample should not be confused with a multistage sample. The former involves a design where some information is collected from the entire sample and additional information is collected from only a part of the original sample. The main point of distinction between a multi-stage and multi-phase sampling is that in the former each successive stage has a different unit of sample whereas in the latter the unit of sample remains unchanged though additional information is obtained from a sub-sample. Quota sampling is quite
frequently used in marketing research. It involves the fixation of certain quotas, which are to be fulfilled by the interviewers.

The main characteristic of judgment sampling is that units or elements in the population are purposively selected. It is because of this that judgment samples are also called purposive samples. Since the process of selection is not based on the random method a judgment sample is considered to be non-probability sampling.

Convenience sampling as the name implies, is based on the convenience of the researcher who is to select a sample. This type of sampling is also called accidental sampling as the respondents in the sample are included in it merely on account of their being available on the spot where the survey is in progress.

It may however be more suitable in exploratory research where the focus is on getting new ideas and insight into a given problem.

3.6 DESIGN OF THE PRESENT STUDY:

Research designs dictate boundaries of research activity and area and enable the investigator to channel his/her energies in specific directions. It enables the investigator to anticipate potential problems in the implementation of the study. Research designs are plans that specify how data should be collected and analyzed. Thus in spite of the diversity of possible topics and/or situations investigated, most contemporary commerce research is characterized by some type of study plan. This plan is conventionally labeled the research design.
The line of activity chosen by women entrepreneurs is related to many factors like skills, education, finances, convenience, etc. of the entrepreneurs. Depending on the activity the enterprise is engaged in, the different women entrepreneurs are classified into three basic groups that are manufacturing, trading and service. Generally women entrepreneurial activities are not confined to any particular line. This can be seen from the Table 3.1 (1)

**TABLE 3.1**

**LINE OF ACTIVITY OF WOMEN ENTREPRENEURS:**

<table>
<thead>
<tr>
<th>Item</th>
<th>Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>A) Manufacturing</strong></td>
<td></td>
</tr>
<tr>
<td>1. Engineering</td>
<td>23.33</td>
</tr>
<tr>
<td>2. Garment Manufacturing</td>
<td>20.00</td>
</tr>
<tr>
<td>3. Food Products</td>
<td>23.33</td>
</tr>
<tr>
<td>4. Fancy and others</td>
<td>23.33</td>
</tr>
<tr>
<td>5. Agriculture</td>
<td>10.00</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>100.00</strong></td>
</tr>
<tr>
<td><strong>B) Trading</strong></td>
<td></td>
</tr>
<tr>
<td>1. Wholesalers or Dealers</td>
<td>16.67</td>
</tr>
<tr>
<td>2. Fancy and General Stores</td>
<td>19.44</td>
</tr>
<tr>
<td>3. Cloth and Garments</td>
<td>16.67</td>
</tr>
<tr>
<td>4. Hardware and electricals</td>
<td>19.44</td>
</tr>
<tr>
<td>5. Ladies Accessories</td>
<td>16.67</td>
</tr>
<tr>
<td>6. Other</td>
<td>11.11</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>100.00</strong></td>
</tr>
<tr>
<td><strong>C) Service</strong></td>
<td></td>
</tr>
<tr>
<td>1. Nursing homes</td>
<td>17.65</td>
</tr>
<tr>
<td>2. Beauty Parlour</td>
<td>17.65</td>
</tr>
<tr>
<td>3. Schools</td>
<td>23.53</td>
</tr>
<tr>
<td>4. Training Institutes</td>
<td>17.65</td>
</tr>
<tr>
<td>5. Others</td>
<td>23.53</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>100.00</strong></td>
</tr>
</tbody>
</table>

**Source:** Lalita Rani, Women Entrepreneurs, A.P.H. Publishing corporation, New Delhi, 1996, P.46.
It is seen from table 3.1 that women are present in many types of activities like primary, secondary and tertiary. Their presence is not either confined to or predominant in any one of these sectors as well as entrepreneurship is concerned. In manufacturing women entrepreneurs participation is to the extent of engineering 23.33%, Garment manufacturing 20.0%, food products 23.33%, Fancy and others 23.33% and agriculture 10%. Women entrepreneurs participation in trading is to the extent of dealers or wholesalers 16.67%, Fancy and general stores 19.44%, cloth and garments 16.67%, hardware and electrical 19.44% and ladies accessories 16.67% out of trading (taking into account trading as 100%).

Whereas their participation in service sector indicates nursing homes 17.65%, schools 23.53%, training institutions 17.65% and Beauty Parlors 17.65% and others 23.53%. As compared to schools and nursing homes Beauty Parlour, Crèches and Poli-Bhaji business have increased more demand. The sample of entrepreneurs suggested a shift in the selection of enterprises from traditional kitchen activities and cottage industries to various other new lines (2). The entrepreneurs in the sample had not taken to regular listed items of various agencies for women entrepreneurs as was the case in studies in other developing countries(3). Service industry is growing very fast and generating employment as large extent. Further within service sector the variations in the line of activities are also seen to be distinct. It is ranged from contracting and computer firms to nursing homes, schools and beauty parlors. In nursing and school contract system is increased. Therefore return, is decreasing and day by
day women are shifting from these service sector to Beauty Parlour and other service sector who offer good return and freedom also. Poli-Bhaji and Crèche entrepreneurs are emerging along with beauty parlor. Moreover these enterprises can be started at minimum cost, space, skill and facilities and with convenience without any much technical knowledge.

As this study aims at finding out the problems faced by women entrepreneurs from service sector specially their financial, personal and social problems. Therefore Crèche, Poli-Bhaji and beauty parlors women entrepreneurs from service sector are selected for this study. This research was regarded as exploratory and diagnostic research, which was concerned with understanding the characteristics of a particular individual or group problem. The following is a diagrammatic frame work or design of the study.

**CHART-3.1**

**DIAGRAMMATIC DESIGN OF THE STUDY**

```
Women Entrepreneurs
  ↓
Non Home Based
  ↓
Mumbai City   Thane City
  ↓
Crèche    Poli-Bhaji Kendra  Beauty Parlour
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The problems, which are faced by above women entrepreneurs, have given an impetus to this study, especially in this Mumbai-a great metropolitan
and cosmopolitan city along with Thane city. The women entrepreneurs from this business coming forward to help working women in Mumbai and Thane by way of providing baby sitting, Poli-Bhaji Kendra and beauty parlor facilities. Thus Creche, Poli-Bhaji Kendra and beauty parlor women entrepreneurs are selected for this study purpose from Mumbai and Thane City and it is an exploratory and diagnostic research study.

3.7 THE LOCATION AND THE POPULATION OF THE STUDY:

The study relates to the women entrepreneurs carrying out their activities in Mumbai and Thane city. The women entrepreneurs are selected mainly from middle class families; those are running Creche, Poli-Bhaji Kendra and Beauty Parlour enterprise. They were selected from random basis and further the study is based on convenience and incidental sampling. The Mumbai city is divided into three bases like central Mumbai, Eastern suburb and western suburb whereas Thane city is treated as main corporation area only. Hence, the population of the study comprises middle class families in Mumbai city and Thane city. The sampling unit is taken as an individual. This is exploratory and diagnostic approach study based on convenience random sampling design.

3.8 COLLECTION OF DATA:

Basically data collection methodology is classified into two types:

1. Primary data collection and
2. Secondary data collection
Primary data collection is the original sources of data which the researcher seeks out, i.e. he/she collects the data that have not been previously collected. Thus, if a researcher e.g. collects his/her own information on certain variables like the relationship between role model and women entrepreneurs; it is considered primarily data for her/him. Whether the given sources is primary or secondary is relative to the researcher and his/her purpose i.e. one researcher’s primary data becomes secondary data for another. Data collected for one purpose is often used again for a second, similar or better purpose.

Both primary and secondary data sources are useful to the researcher. Which one he/she should prefer depends upon the research problem at hand, the nature of the problem, the researcher’s inclination, the availability of relevant data etc. Most researchers particularly in applied research areas like marketing use a combination of primary and secondary data sources.

The main types of data collection methods are through questionnaires, tests, interviews, observations, experimentation and the Delphi method. The methods and their sub clarifications are presented in following chart.
On the basis of above data collection methods, the present study is based on the primary as well as secondary data. The primary data was collected on the basis of a questionnaire. The survey, scheduling interviews and observation were base of primary data collection. A schedule was used to collect primary data for field investigation with the help of questionnaire in the present study. The data was collected from the sampled women entrepreneurs and entrepreneurship. The researcher approached to women business association,
social workers, members of chambers, for listing women entrepreneurs in Crèche, Poli-Bhaji Kendra and Beauty Parlour. Their names, addresses, telephone number, mobile numbers, type of business, size of business and location of business-office and operation place were collected. The main tool of data collection was the personal interviews scheduled with the questionnaire. Self-designed interview schedule was prepared and used specially for this study. On the other hand the secondary data was collected from newspapers, journals, books reports, and other published informations. Secondary data also collected from central and state Government publications.

3.9 SAMPLING TECHNIQUES:

Having limited resources and time the researcher used the convenient as well as incidental method of sampling from certain identified population units in the present study. The respondent accessible at ease at right time and place were selected. The researcher herself visited the different locations and the sampled units were selected on the basis of random sampling. The researcher had also made a sampling plan to contact the respondents from different locations so as to spread the sample over broad socio-economic income groups. The researcher also planned to contact respondents to cover a wide range of age, occupation, education and employment wise groups in order to ensure representativeness.

3.10 DETERMINATION OF THE SAMPLE SIZE:

In order to determine the sample size, information was collected from some individual women regarding their business at the time of collecting the
information. The importance was given to residential location and occupation of the women. The individuals were covered from greater Mumbai western suburb and central suburb and Thane city. Similarly they were covered from Crèches, Poli-Bhaji Kendra and Beauty parlor considering a working idea of a sample size and mean was calculated of the population. 62 women entrepreneurs, who are carrying on Crèches, Poli-Bhaji Kendra and Beauty Parlours constitute the sample, has been selected randomly from Mumbai and Thane. Apart from this the researcher had personal interviews and discussions on their field visit. An individual women entrepreneur, from Crèches, Poli-Bhaji Kendra and Beauty Parlours is a sample unit for the present study. The sample has been classified into three categories on the basis of income generation of entrepreneurs. The three categories are (1) High income group whose annual income is above Rs. 20,001 (2) middle income group whose annual income is between Rs 10,001 to 20,000 and (3) low income group whose annual income is less than Rs. 10,000/-. Thus the total sample consists of 62 women entrepreneurs from Crèches, Poli-Bhaji Kendra and Beauty Parlours business.

3.11 CLASSIFICATION AND TABULATION OF DATA:

The data collected was analyzed and tabulated with the help of Tata Institute of social science, Deonar, Mumbai. The data was coded with the instructions from personnel and then feeded with the computer software. The suitable programme was used for tabulation. Most suitable and useful tables were selected on the basis of their importance and study nature.
3.12 ANALYSIS AND INTERPRETATION OF DATA:

The data was tabulated in the appropriate form. It was interpreted with the help of statistical techniques such as mean, frequency distribution, percentage, graph, chart and a comparative approach was also used as analytical tool. With the help of data and its interpretation, logical conclusions were drawn and these presented in the respective chapters.

3.13 OPERATIONAL DEFINITIONS:

3.13.1 CRECHE AND CRECHE WOMEN ENTREPRENEURS:

Crèches build an atmosphere of warmth, happiness and security carefully nurtured by the organizers over the years. An environment of comfort, clean, caring and happy is created by Crèches. It reduces stress of working women and improves her efficiency as well as earning capacity. It gives status in society as an earner and entrepreneurs. It is beneficial to both, women entrepreneurs and working women. Hence Crèches needs and its significance is very great. In this regard Smt. Indira Gandhi, then Prime Minister of India, once said that (4) inspite of children are greatly loved, however, this does not assure them the care and concern which is their due. If we look at the child as an individual, he is delightful in his spontaneity, his trustfulness, his sense of wonder and fun. If we regard him as an economic entity he is vital to the development of human resources and to safeguard the country’s future. Even marginal investment in child welfare brings manifold returns. Child care must be the corner-stone of all our constructive activities.
Crèche was started essentially as a social commitment activity but after 1991-92 and particularly 2002, it has emerged as a private enterprise. It is shifted toward economic activity from social activity and toward profit making profession as well. It has a great potentiality of self-employment and employment to women entrepreneurs along with profitability. The primary goal of child care was to relieve the women from her multiple burdens and support her empowerment for attaining efficiency, but now establishing and running child care centre (Crèche) is become road map to women employment. Thus Crèche means establishing and running child care centre on commercial basis.

There are various models/forms of Crèche, which are existing in India (Chart 3.3.). This chart clearly shows that Crèches can be government or private. Basically home care and out of home care are two types of Crèches. This study is concerned with ‘Day care type Crèches’. Further it is concern with commercial base and private Crèches. Thus Crèche means to establish day nursery centre enterprise and run it on commercial base.

Crèche women entrepreneur is one who to plan, to organize, to command, to co-ordinate and to control Crèche business enterprise for earning profit. She is visualizer as well as copywriter who convert her business dream into reality. She is an individual or a group expected to innovate, imitate and adopt an economic activity to be called women entrepreneurs. Hence Crèche women entrepreneurs may be defined here as the women or a group of women who initiate, organize and operate a Crèche business enterprise on commercial basis.
3.13.2 POLI-BHAJI KENDRA AND POLI-BHAJI WOMEN ENTREPRENEURS:

The study on Poli-Bhaji Kendra has relevance today, not only because it helps Poli-Bhaji women entrepreneurs better fulfill their personal needs but, because of the economic contribution of the Poli-Bhaji Kendra; and increasing national income by creating new jobs. Poli-Bhaji Kendra acts as a positive force in economic growth by serving as the bridge between ‘Anna Purna Bramha’ as an innovation and the market place. Poli-Bhaji Kendra is an ‘Anna Purna Kendra’ where Athithi Devo Bhava approach is followed. It is an enterprise where a ready made food with good quality at fair/reasonable price is
served. Therefore to change the social and economic Indian structure and to
uplift the women of the society, greater emphasis has to be given to Poli-Bhaji
Kendra development. In India among many other problems unemployment is
one of its massive problems. This problem cannot be solved by the
Government through engaging people in Government services and in the
agricultural sector only. This problem perhaps may be solved by encouraging
more and more people particularly women to participate in the small scale
enterprise and Poli-Bhaji Kendra is one of the area available/open to women.
Therefore, Poli-Bhaji Women entrepreneurship must be promoted at faster rate
in India to solve the unemployment problem. So in the light of this background,
the Poli-Bhaji women entrepreneurs may be called here the women or a group
of women who initiate, organize, operate and control a Poli-Bhaji business
enterprise (Kendra) on commercial basis.

3.13.3 BEAUTY PARLOUR AND BEAUTY PARLOUR WOMEN
ENTREPRENEURS:

This is third segment included in the present study. Emergence of
Beauty Parlour women entrepreneurs in the economy is an indicator of
women’s economic independence and their improved social status. Beauty
Parlour women entrepreneurs are increasingly seeking Beauty Parlour women
entrepreneurship as an avenue for economic growth. With the government and
the semi-government organizations playing an important role in mobilizing
women to become Beauty Parlour entrepreneurs through different training
programmes. Due to this, the number of Beauty Parlour women entrepreneurs
is increasing and are expected to increase much more in future. Therefore understanding their problems are an essential for policy makers. Than who is Beauty Parlour women entrepreneurs? Beauty Parlour women entrepreneurs is defined for this study purpose is as the women or a group of women who initiate, organize, operate and control Beauty Parlour business enterprise on commercial line.

3.14 CONCLUSION:

In the chapter three an endeavor is made to portray the various aspects of the research methodology of the present study. The Crèche, Poli-Bhaji Kendra and Beauty Parlour women entrepreneurs from Thane and Mumbai city were selected. The prime objective of the study is to assess the personal, social and financial problems of the Crèche, Poli-Bhaji Kendra and Beauty Parlour women entrepreneurs. The exploratory research design and diagnostic approach is selected for this study purpose. The sampling was individual and convenience as well as incidental random sampling design was adopted in collecting data. This is the mainly primary data base study. The questionnaire, observations, interviews and discussion were the basis of data collection. The total samples consist of 62 women entrepreneurs from Crèche, Poli-Bhaji Kendra and Beauty Parlour business enterprise. The diagnostic approach was selected for assessing performance evaluations of Crèche, Poli-Bhaji Kendra and Beauty Parlour women entrepreneurs problems. Thus this research was regarded as exploratory diagnostic research design which was concerned with
understanding the problems of Crèche, Poli-Bhaji Kendra and Beauty Parlour women entrepreneurs.
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