Chapter - IV

RESEARCH METHODOLOGY

(i) INTRODUCTION

Research is a careful and exhaustive investigation of a phenomenon with an objective of advancing knowledge. According to Theodor sow and Theodor sow “it is a systematic and objective attempt to study a problem for the purpose of devouring general principles”¹ Robert Burns decides it as a “systematic investigation to find solutions to a problem”² The assumption is that any statement pertaining to any social phenomenon made on the basis of scientific inquiry can be accepted as true and meaningful, if it is empirically verifiable to business administration according to Zikmund. The scientific inquiry will help managers to clarify their objectives and decisions. For example a manager of an organization wants to find out why has the morale of the subordinates deceived? Or the overtime has been totally stopped or the employees have no opportunities for seeking hyper posts and the like³.

Although scientific research method depends on the collection of empirical facts, yet facts alone do not constitute a science. For meaningful understanding, facts must be ordered in some fashion, analyzed, generalized and related to other facts. The scientific method could either be an inductive method or the deductive method since facts collected and findings evolved through the scientific method are interrelated with the previous findings of other scholars or earlier theories. Scientific knowledge is a cumulative process.

Understanding research problem is also another aspect for example use table on research problem of role adjustment of working women here we have to check how do working women face a conflict between the role of a householder and that of a wage earner how do women adjust themselves in family and office? These cover too many aspects so we have to dwell on some, such as do working women suffer professionally by not devoting much time to their work? We have to review literature or study other scholars who have undertaken such when oriented research even books and journals could be helpful. One can
even formulate a hypothesis if married working women get less promotions than (unmarried/divorcees/widows) are married women with children comparatively less dedicated than childless married women all these categories have to be designed and the variables to be controlled and decided. We must be sure that the two groups we compare are similar in all important aspects except marital status or number of children. Data should be sought and procedure for collecting and processing them.

Research on a social topic is usually taken up with the aim to first and foremost explore what the research is about and then to find out about the said area. Second that after one has found out certain facts and figures how feasible it is and what are the shortcomings. We find a solution to the problematic areas, or should we accept that investing time and money on it is useless. In common parlance research refers to a search for knowledge, in a systematic way and scientific investigation. Redman and Hory define research as a ‘Systematized effort to gain new knowledge’\(^4\) same people consider research as a movement from known to the unknown. It is actually a wakening of discovery. We all have the instinct of inquisitiveness to know about the unknown. This inquisitiveness is the mother of all knowledge and method, which now can be used for obtaining the knowledge of whatever the unknown is and can be termed as research.

According to Clifford Woody research comprises defining and redefining problems, formulating hypothesis or suggesting solutions, collecting, organizing and evaluating data, making deductions and reaching conclusions, and finally testing the conclusions to ascertain whether they fit the formulating hypothesis\(^5\). D.Schlesinger and H.Stephenson in the Encyclopedia of social sciences define research as the “Manipulation of things, concepts or symbols for the purpose of generalizing to extend, correct or verify knowledge, aids in construction of theory or in the practice of an art”\(^6\). The systematic approach concerning generalization and the formulation of a theory is also research.

Whenever we conduct a research, a research to designs is essential it means the what where when and how much concerning an inquiry a research design Claire Seltiz defined a research design as “A research design is the arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to the research purpose with
The research design is a plan of action to be carried out in connection with a research project. It is the logical and systematic planning and directing a piece of research work. Formulation of an appropriate research is a crucial problem and a pivotal point for successful implementation of a research programme. The identification and presentation of an appropriate research problem perhaps are the most important needs of any research design.

The research design tells us what observations to make, how to make them and how to analyze the quantitative representation of the observations. For a researcher, the selection of a research topic is an important task. Each research requires a specific design made in advance so that the research may be systematically completed. If the researcher is not capable or not in a position to make a correct selection, his efforts will go in vain resulting in frustration. Not only is the selection of the problem important but also the correct statement of the research problem is important. This in turn could lead to confusion regarding the specific parameters of interest, as symptoms of a problem are two different things.

We now study the situation analysis it should be viewed by observation, interviews, public opinions and reports about the subject. The RIICO being a man-intensive service agency, the duties of RIICO are multi dynamic. RIICO is incessant by required industrial development in Rajasthan. The RIICO’s role in society is indispensable and an integral system. It exists in every thought of a person; in every action of his work and every thing that one does to live a civilized life in society. RIICO has to serve both administration and public even in adverse situations and conditions. RIICO does not even get any kind of assistance and appreciation from the general public on many occasions.
The Research Process

1. Research interest and ideas
   Selecting problem, describing objectives, presenting, conceptual model, forming propositions/hypotheses.

2. Research designing phase
   (i) Specifying concepts and variables in the selected problem.
   (ii) Operationalizing concepts that help in measuring variables.
   (iii) Choice of method of data collection.

   primary data  secondary data
   • Survey
   • Experiment
   • Field study
   • Case study
   • Content analysis

   questionnaire  schedule  interview  observation

   (iv) Sampling
   (who and how many subjects will be observed)

3. Empirical phase
   (i) Data collection
   (ii) Data processing
       (editing, coding, tabulation)

4. Interpretative phase
   (i) Data analysis
   (ii) Report writing
(ii) **SURVEY OF LITERATURE**

Literature survey deals with the subject related to this study. This would help in understanding the nature and design of the research investigation and provides evidence that the researcher has knowledge about the research he or she is undertaking it will help one to build and develop hypothesis rather than duplicating what has already been done. It helps in undertaking the problems well and creates awareness of technical terminology to be used for the study. In libraries, the researcher also gets information with the research work done on the different kinds of aspects of the Police, Home Department. Organizational and Public Relation aspects that have been studied by some research scholars and by organizational authorities through surveys, which are useful in discussing and analyzing the problem of research.

(iii) **EXPERIENCE SURVEY**

This means that an informal interview of people have some knowledge of the problem under study. The reason being to undertake a survey as to know how far this research will lead to and how useful it will be in future if any other person wants to study it from a different perspective. Some persons who had and have been working in this field and eminent scholars on this subject were met and in an informal way conducted some investigations. These people gave some valuable suggestions, opinions and comments that have been valuable for the research.

(iv) **IMPORTANCE OF THE STUDY IN PRESENT ERA**

The contribution of entrepreneurs is pervasive; they are the movers, King Pin wheels and the catalytic agents of change. They tap the under utilization of natural and physical resources of the economy. The present study will highlight how the RIICO and RFC are contributing in the development of women entrepreneurs in Rajasthan, specially in the selected districts of Jaipur regions, RIICO is the Apex organization providing Land, Loan, technical and other types of help in the promotion of industrialization in the State. Technical, managerial and professional guidance is also provided by it, various schemes, concessions
and other help is also made available by RIICO. The RFC is also helping in the promotion of small, medium and larger women entrepreneurs.

Thus the study is important from individual entrepreneurs at the micro level and at the macro level it is a contribution for promotion of women entrepreneurs in the state. It will also highlight about the schemes, functioning, concessions, and assistance for backward regions for creating awareness among women entrepreneurs. It is helping in the promotion of knowledge as well as finding of problems so, that the efficiency of RIICO and RFC will be enhanced. It will also highlight comprehensive suggestions to the government to remove delay, hurdles and red-tapism.

The present study covers whole gamut of role of RIICO and RFC in the promotion of entrepreneurship in Rajasthan. The aspect of role of RIICO and RFC is a microscopic vision, while development of women entrepreneurship in Rajasthan in the special reference to selected districts of Jaipur region is the main thrust area of the study. It will cover the study of object, functions, schemes, industrial area, SEZ, incentives, joint venture, foreign collaboration foreign direct investment, scheme for the NRI and future plans, prospects of women entrepreneurs, their education, training programmes and practical orientation.

(v) OBJECTIVE OF THE STUDY

- The present study is mainly proposed to research in pursuance of some of these objectives.

  a) Infrastructure Development in Rajasthan State.
  
  b) Industrial Development in Rajasthan State.
  
  c) To study the socio-economic status of women in modern society.
  
  d) To study the effect of modern education, make media communication on socio-economic status of women.
  
  e) To study the role of RIICO and RFC in the promotion of women entrepreneurship in Rajasthan with special reference to selected districts of Jaipur region.
  
  f) Infrastructure Investment and Development through RIICO.
g) Balance growth and Development of Industries of Rajasthan State.

h) Government intervention in Industrial Infrastructure Development Financial Assistance Provided by RIICO and RFC for State Infrastructure Development.

i) Difficulties of Infrastructure Development in Rajasthan State.

j) Facilities provided by RIICO – Various types of facilities.

k) Problems of Infrastructure Development.

l) Government Intervention in Industrial Infrastructure Development.

(vi) **HYPOTHESIS**

An important art of research is the formulation of hypothesis. Hypothesis is a special proposition formulated to be tested in a certain given situation as an art of research, which states what the researcher is looking for. Goode and Hatt have defined it as “a proposition which can be put to list to determine its validity”. While G.A. Lingbergh, states- “Its validity can be determined only when it is tested”. In both the definitions it’s seen that validity and testing are important. RIICO plays an important role in entrepreneurial development in Rajasthan; to test the role of factors responsible for determination of hypothesis was also developed. All these, factors play an equal role in determination of Industrial development in Rajasthan. The hypothesis chi-square test will be conducted in order to know the hypothesis to test is correct or not. It helps in accepting or rejecting the hypothesis.

a) **H-0:** The study of selected district of Jaipur region has not been marked satisfactory during the study period.

b) **H-1:** The study of selected district of Jaipur region has been marked satisfactory during the study period.

(vii) **RESEARCH METHODOLOGY**
To know the unknown facts, things and objects is the inherent tendency of human beings. Method technique and tools are used in a systematic and scientific way to get the concrete results by discovery, investigation backed by relevant dates, building hypothesis and testing of hypothesis with help of classification, tabulation and institution of data by analysis is called research methodology. To attain the above objective and for getting first-hand information knowledge of RFC & RIICO and how they have helped women entrepreneurs in the various districts of Rajasthan. The study is based on both primary data and secondary data.

a) **PRIMARY DATA**

- Primary data collected from the questionnaire.
- Primary data also collected from face to face interview with entrepreneurs, officials and non-officials and other experts in the field.
- Some information also collected through E-mail.

b) **SECONDARY DATA**

The main sources of Secondary Data are as follows: -

- Financial reports of the industry.
- Financial data published in the stock exchange official directory, the Stock Exchange Bombay, and Internet money Control COM.
- Publish data regarding finances of companies in India, especially the survey report published by Reserve Bank of India.
- Various newspapers like local, national, and international.
- Various websites related to the topic.

**Chart 4.2**

**Research Methodology**
(viii) **IDENTIFICATION OF THE PROBLEM**

The research problem is one that requires a researcher to find out the best solution for the given problem, so as to find out which course of action and objectives can be attained in the relevance of environment.

(ix) **SAMPLE TECHNIQUE**

A random sample of 25% women entrepreneurs of different socio-economic strata will be taken for study, so as to draw inferences. It will be used for further investigation and analysis.

**Chart 4.3**

*Multivariate Analysis Techniques*
A questionnaire was issued to the 50 selected women entrepreneurs who have their industries and business in the various cities of Rajasthan. The questionnaire was personally given to each entrepreneur. Actually responses were received from 40 women entrepreneurs. Some have given incomplete information and some were not interested to respond to a large part of the research. Efforts involved field studies for personal interviews of owners of industries.

Face to face interview was arranged with the entrepreneurs about their business so that relevant issues and questions were raised and answers obtained. The interviews which were conducted with entrepreneurs or managers or responsible persons who are handling small scale industry greatly helped and threw light on the answers to the questionnaire and gave additional information that will be utilized in the research and annual reports of small scale industries have also been collected from personal interviews.

An effort will be made to understand the problems of small industries and how owners deal with it. It was thought, that the personal interviews provide valuable information about management of working capital and thus make a substantial contribution to knowledge in the area of business management. The study has been restricted to Jaipur. The latest period of five years from 2007 to 2012 has been selected for the purpose of study.

(x) **RESEARCH DESIGN**

Research design is the arrangement of a condition for collecting and analysis of data in a manner that aims to combine relevance to the research purpose with economy in the procedure. A research design is needed, it increases and facilitates the smooth sailing of the various research operations, thereby making research as efficient as possible yielding masquerade information with minimal expenditure of effort time and money. Research design in fact, has a great bearing on the reliability of the results foundation of the entire edifice of research work. Research designs are namely of three types (i) Exploratory (ii) Descriptive and (iii) Experimental. The present study is based on the deceptive, which are studies concerned with discipline, the characteristics of a particular industrial or group, it also determines the frequency with which something occurs or its association with something else. These studies are concerned with specific predications, with narrations of facts and characteristics concerning industrial, group or situations are all examples of descriptive research studies. Most of the social research comes under this category.

The sample design refers to a well-knit method for obtaining a sample of the area under study. The study is known as universe or population. A sample design is a definite plan
for obtaining a sample from a given population. It refers to the technique or the procedure, which the researcher would adopt in selecting items for the sample. Sample design may well lay down sample designs in data, before data are collected. There are many sample designs a researcher can choose. Here in this study the sampling unit selected from the population for the purpose of investigation.

This study was carried out in the state of Rajasthan since it was not possible to cover the entire area of the Rajasthan state; therefore the district Jaipur was selected bearing the highest female entrepreneurs population was chosen for the study. In order to infer useful conclusions to be drawn it was thought that the following criteria should be strictly adhered to for including entrepreneurs in the sample for study. Coming to data collection, to collect primary data a questionnaire was to be prepared and circulated among sample of women entrepreneurs. The official reports, newsletters, magazines and annual reports of Rajasthan state industrial development and investment corporation limited (RIICO) and Rajasthan finance corporation (RFC) was to be the source of secondary data.

Some information regarding primary source of RFC is personal visit, enquiry, and use of schedule questionnaire for receiving information about the work of RFC. The secondary data was collected from published data as RFC newsletters, annual reports and profit and loss A/c. and balance sheet source data was collected from published books, thesis dissertation, seminars, conferences and workshop. The data collected by reports, journals and magazines.

After the collection of data, tabulation was made. For drawing conclusion, various statistical methods were used. The data was analyzed with the help of statistical method that is an average, dispersion, skewness, correlation and interpretation of data was made. In the case of the present research, our area was mainly women entrepreneurs; therefore the women were interviewed basically at their place of work so that, apart from the scheduled interview, an observation method was employed. Most of the entrepreneurs that were interviewed at their place of work, those whom they employed and their unit were keenly observed thereby giving a clear and correct picture of the respondent as well as their working pattern.

The inference that was collected from personal observation and interview method is that women entrepreneurs in Rajasthan are moving ahead in the field of business, be it cottage industry or export of apparels, material, gemstones, jewellery and even cosmetics. Women today are venturing into fields of which very few would have dreamt of.

In the research design adopted for this present research work, I made use of questionnaire on role of RIICO and RIFC in development of women entrepreneur. I have taken Jaipur region of Rajasthan State of India. Rajasthan is the financial capital of India and Jaipur region is also
following the same way. Both regions highly populated with various industries. The sources of data collected used are both primary and secondary and it allows the researcher to collect necessary information from the appropriate and different department of industry. The questionnaire is designed in such a way that scholars getting all types of information based on the questions asked and ensuring.

- A proper layout.
- The questions in order of importance.

Specifying the information needed.

Chart 4.4
Phases in research designing

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Research design is needed because it facilitates the smooth sailing of the various research operations, thereby making research as efficient as possible yielding maximal information with minimal expenditure of effort, time and money. Just as for better economical and attractive construction of a house, we need a blueprint (or what is commonly called the map of the house) well thought out and prepared by an expert architect, similarly we need a research design or a plan in advance of data collection and analysis for our research project. Research design stands for advance planning of the methods to be adopted
for collecting the relevant data and the techniques to be used in their analysis, keeping in
view the objective of the research and the availability of staff, time and money. Preparation
of the research design should be done with great care as any error in it may upset the entire
project. Research design, in fact, has a great bearing on the reliability of the results arrived at
and as such constitutes the firm foundation of the entire edifice of the research work.

Even then the need for a well thought out research design is at times not realized by
many. The importance that this problem deserves is not given to it. As a result many
researches do not serve the purpose for which they are undertaken. In fact, they may even
give misleading conclusions. Thoughtlessness in designing the research project may result in
rendering the research exercise futile. It is, therefore, imperative that an efficient and
appropriate design must be prepared before starting research operations. The design helps the
researcher to organize his ideas in a form whereby it will be possible for him to look for flaws
and inadequacies. Such a design can even be given to others for their comments and critical
evaluation. In the absence of such a course of action, it will be difficult for the critic to
provide a comprehensive review of the proposed study.

The research process proceeds in six phases as under:-

a) Specifying the problem/topic to be studied.

b) Framing research design.

c) Planning a sample (probability or non-probability or combination of
   the two).

d) Collecting the data.

e) Analyzing the data (editing, coding, processing, tabulating).

f) Preparing the report.

If the research study happens to be an exploratory or a formulated one,
wherein the major emphasis is on discovery of ideas and insights, the most
appropriate research design must be flexible enough to permit the
consideration of many different aspects of a phenomenon. But when the
purpose of a study is an accurate description of a situation or of an association between variables (or in what are called the descriptive studies), accuracy becomes a major consideration and a research design, which minimizes bias and maximizes the reliability of the evidence collected, is considered a good design. Studies involving the testing of a hypothesis of a causal relationship between variables require a design, which will permit inferences about causality in addition to the minimization of bias and maximization of reliability. But in practice it is the most difficult task to put a particulars study in a particular group, for a given research may have in it elements of two or more of the functions of different studies. It is only on the basis of its primary function that a study can be categorized either as an exploratory or descriptive or hypothesis testing study and accordingly the choice of a research design may be made in case of a particular study and accordingly the choice of a research design may be made in case of a particular study. Besides, the availability of time, money, skills of the research staff and the means of obtaining the information must be given due weight age while working out the relevant details of the research design such as experimental design, survey design, sample design and the like.
(xi) PROBLEM FORMATION AND DEVELOPING RESEARCH QUESTIONS

Identifying a research problem is indicating a specific area for answering some research questions. If the research is to be conducted in business administration, the area of research could be managerial decision, functioning of trade unions, workers beneficiary schemes, strategies for increasing production, reducing problems of strikes, planning for future growth, and so on. A person interested in undertaking research in social sciences will be concerned with selecting the problem which interests him, which appears problematic to him, or which he thinks needs to be investigated for better understanding of society, e.g. how middle class and lower class struggle to share power with the aristocrats, how castes affect pattern of power, why villages remain backward, and so on. Initially, his idea may be vague or he may have a diffused notion of particular aspects of the problem to be analyzed, but by reading more literature on the subject and by thinking more and more on it, he comes to have a fairly clear idea of what the issue is and comes to formulate specific research questions. The
difficulty is not that there is dearth of researchable problems in behavioral sciences but the
issue is of formulating research questions which meet generally accepted criteria.

(xii) DATA ANALYSIS

Data analyzed and Discussion:- We have performed two types of analysis descriptive and
quantitative. The result of these two types of analysis was discussed in this section. Data
analyze shows the average and slandered deviation of the difference variable of interest in the
study. For the purpose of various analyses simple data descriptive statistics methods were
used. Beside, charts and diagrams are shown to emphasis and highlight growth of women
entrepreneur. The descriptive analysis helps to get some picture of role of RIICO and RFC in
promotion of women entrepreneur.

(xiii) LIMITATIONS

No research work is perfect in all respects. Based on my knowledge and different
research and publications, in my research work also there are many limitations and barriers
towards women entrepreneurs which are as follows:-

a) Due to lack of time and monetary matter, researcher has taken only limited area
for the study.

b) The study is based on the opinion of respondent (questionnaire) and these can be
biased.

c) The questionnaire might have excluded some important factor therefore the
analysis and interpretation might be exhaustive.

(xiv) SCOPE OF THE PRESENT STUDY

This is a study of Role of RIICO and RFC in promotion of women entrepreneurs in
Rajasthan. Researcher has taken only selected women entrepreneurs for study. The study
covers following groups.

a) Entrepreneurs

b) Women Entrepreneur

c) RIICO
The period covered by the study extends to five years 2007 to 2012. The period also covers one of the five year plans.

**Chart 4.6**

**Research Process in Flow Chart**

Where [FF] = feed back (Helps in controlling the sub-system to which it is Transmitted)

[FF] = feed forward (Serves the vital function a providing criteria for evaluation)