CHAPTER-3

RESEARCH METHODOLOGY

This chapter outlines the research methodology adopted to complete the study in a scientific manner. Research methodology is a scientific way to systematically solve the research problem. It may be understood as a science of studying how research is done scientifically (Kothari, 1990). Research methodology refers to the various steps that are generally adopted by a researcher in studying his/her research problem along with the logic behind them. Research methodology adopted for the study includes research design, universe of the study, sampling method, tools and techniques of data collection and data analysis.

3.1 Research Design

The research design adopted for this study was of ex-post facto in nature since the phenomenon had already occurred. Ex-post-facto research is a systematic empirical enquiry in which the researcher does not have direct control over independent variables because their manifestation has already occurred or they are inherently not manipulated (Kerlinger, 1973). Hence, the research design was of ex-post-facto type.

3.2 Universe of the Study

The study was conducted during the year 2012-13 in the top five districts (Mandi, Kullu, Hamirpur, Kangra and Bilaspur) in terms of no. of registered units with the Directorate of Industries, Himachal Pradesh. Most of them were micro enterprises run by an individual or group of individuals.

3.3 Sampling Method

The stratified random technique was applied. There were 1322 registered women units in the twelve districts of Himachal Pradesh upto 31 March 2011. It was decided to select the top 5 districts (Mandi-462, Kullu-221, Hamirpur-169, Kangra-127, and Bilaspur-124) for the proposed study. Data revealed that only these five districts were having 1103 units out of 1322 total registered units in the state and contribute 83.43 percent of total units in the state. The units were divided into 3 product groups on the basis of their nature of work and the information supplied by Directorate of Industries, Himachal Pradesh. The product groups are as follows:
CHAPTER-3  
RESEARCH METHODOLOGY

1. Textiles and Garments (including knitting, weaving, carpet making and handlooms units).
2. Food and Allied Products (including, pickles/masala units, milk products and bread/biscuit units).
3. Manufacturing (including leather bags/shoes, plastic products, wood works, incense sticks, detergent powder/cake making units and candles making units).

Table 3.1
Total No. of Registered Units in Himachal Pradesh

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Districts</th>
<th>Total No. of Registered Units</th>
<th>Percentage of Total No. of Registered Units</th>
<th>Total No. of Registered Units in Top 5 Districts</th>
<th>Percentage of Registered Units in Top 5 Districts</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Mandi</td>
<td>462</td>
<td>41.88</td>
<td>462</td>
<td>41.88</td>
</tr>
<tr>
<td>2</td>
<td>Kullu</td>
<td>221</td>
<td>20.03</td>
<td>221</td>
<td>20.03</td>
</tr>
<tr>
<td>3</td>
<td>Hamirpur</td>
<td>169</td>
<td>15.32</td>
<td>169</td>
<td>15.32</td>
</tr>
<tr>
<td>4</td>
<td>Kangra</td>
<td>127</td>
<td>11.51</td>
<td>127</td>
<td>11.51</td>
</tr>
<tr>
<td>5</td>
<td>Bilaspur</td>
<td>124</td>
<td>11.24</td>
<td>124</td>
<td>11.24</td>
</tr>
<tr>
<td>6</td>
<td>Shimla</td>
<td>49</td>
<td>3.70</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>7</td>
<td>Solan</td>
<td>44</td>
<td>3.32</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>8</td>
<td>Chamba</td>
<td>40</td>
<td>3.02</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>9</td>
<td>Sirmaur</td>
<td>32</td>
<td>2.42</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>10</td>
<td>Una</td>
<td>28</td>
<td>2.11</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>11</td>
<td>Kinnaur</td>
<td>21</td>
<td>1.58</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>12</td>
<td>Lahaul- Spiti</td>
<td>05</td>
<td>0.37</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>1322</td>
<td>100</td>
<td>1103</td>
<td>83.43 %</td>
</tr>
</tbody>
</table>

Source: Directorate of Industries, 2010-2011, (H.P.)
The final selection of representation sample of 276 women entrepreneurs was done by taking 25% percent random units from each product group of 5 districts. Thus, the sample was approximately of 276 women entrepreneurs from all five districts. The final selection of representation sample of women units on the basis of 3 product groups is shown in the table 3.3.
Table 3.3
Product Groups wise Sample of Women Registered Units (25%) in Top 5 Districts

<table>
<thead>
<tr>
<th>Product Groups</th>
<th>Mandi</th>
<th>Kullu</th>
<th>Hamirpur</th>
<th>Kangra</th>
<th>Bilaspur</th>
<th>Total</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Textiles and Garments</td>
<td>38</td>
<td>34</td>
<td>06</td>
<td>06</td>
<td>07</td>
<td>91</td>
<td>32.9</td>
</tr>
<tr>
<td>Food and Allied Products</td>
<td>41</td>
<td>07</td>
<td>08</td>
<td>08</td>
<td>10</td>
<td>74</td>
<td>26.4</td>
</tr>
<tr>
<td>Manufacturing</td>
<td>37</td>
<td>14</td>
<td>28</td>
<td>18</td>
<td>14</td>
<td>111</td>
<td>40.5</td>
</tr>
<tr>
<td>Total</td>
<td>116</td>
<td>55</td>
<td>42</td>
<td>32</td>
<td>31</td>
<td>276</td>
<td>100</td>
</tr>
</tbody>
</table>

3.4 Tools and Techniques of Data Collection

The tool used for data collection was self-administered questionnaire. The pilot survey was conducted on 80 respondents for the pre-testing of questionnaire. Few modifications were done as per the suggestions proposed by the experts and difficulties pointed out by sample respondents. Consequently, the major change brought in this tool was that 5-point Likert-scale was changed to 3-point Likert-scale. In order to check the internal reliability of the research instrument, Cronbach’s alpha test was applied with the help of SPSS software and its result was 0.80 which was above the standard value of 0.70 (Nunnally, 1978). Moreover, the validity of research instrument was also measured. Validity of a research instrument measures the accuracy of the instrument. It is the degree to which an instrument measures what is supposed to measure. Therefore, to accumulate the accurate and concise information, research instrument should be made valid before using it in a study. The construct validity with respect to convergent validity was calculated by Spearman’s rho method.
CHAPTER-3  RESEARCH METHODOLOGY

and values were found within acceptable range. Thus, questionnaire was reliable as well as valid and different statistical tests could be positively applied and interpret the results with confidence.

Secondary data used in this study consist of review of existing research in domain of women entrepreneurs, data contained in reports published by the ministries of various industries, expert committee reports, books, research papers published in trade journals, technical proceedings of seminars, conferences and workshops. The most important sources of secondary data used in the study as follows:

1. Ministry of Micro, Small and Medium Enterprises, Government of India;
2. Directorate of Industries, Himachal Pradesh;
3. The records of District Industrial Centers, Himachal Pradesh;
4. Economic Survey of Himachal Pradesh;

The forms of data consist of research theses published in books and other publications by distinguished authors in India and abroad in the field of entrepreneurship development. This vast and authentic data was very useful for developing the basis of the current research and forming an understanding of the specialized area under study.

3.5 Data Analysis

Data collected from various sources have been tabulated and classified chapter wise so as to make study scientific and systematic. The primary data was accumulated with the help of structured questionnaire from the sample respondents. The data were checked cautiously to assure that no essential or applicable information was missing. Then the data were coded in the form of numbers. Numbers 1, 2, 3 were given for the (closed ended) options for all questions. These codes were entered into coding sheets and separate coding sheets were prepared for 276 women entrepreneurs. The coding was then transferred to the computer using SPSS software. Statistical tools like ANOVA, t-test, chi-square, averages and percentages were used to analyze the collected data. The derived results were converted into suitable tables for the interpretations of results.
3.6 Significance of the Study

The present study entitled Women Entrepreneurs: A Study of Current Status, Challenges and Future Perspective in the State of Himachal Pradesh will be of immense help in the area of business management. Experts of business management may have studied various aspects of management at bank, factories, and educational institutes or searches other work places. But very few studied have been conducted on women entrepreneurs.

This study will throw light on their knowledge, attitude, practices and problems. It will be of enormous importance as a contribution to database on women entrepreneurs. The database will be useful in formulating policies and programs for women entrepreneurs. It will create an opportunity for further research women entrepreneurship. This study may be helpful to the government officials, policy making and other governmental and non-governmental agencies which are functioning for development of women entrepreneurship. This may be helpful for women entrepreneurs themselves for developing their business into successful enterprises.

3.7 Concepts of the Study

The operational definitions of concepts used in the study are given below:

**Women Entrepreneur**

Women entrepreneur is a woman or a group of women who organizes and manages an industrial undertaking, business/trade or activity of any kind/service.

**Micro Enterprise**

Micro enterprise is defined as a unit in which limit for manufacturing enterprises is up to 25 Lakh in Plant and machinery and limit for service enterprises is up to 10 Lakh in Plant and machinery.

**Textiles and Garments**

Textiles and Garments industry refers to micro industries engaged in knitting, weaving, and preparation of ready-made garments, carpet making units and handlooms units.
CHAPTER-3  RESEARCH METHODOLOGY

Food and Allied Products

Food and allied products means micro industries engaged in the milk products, pickles units, bread units, biscuit units, masala powder units, composite units, rice mills and flour mills.

Manufacturing

Manufacturing units refer to micro enterprises engaged in manufacturing of leather bags, shoes, plastic products, wood works, incense sticks, detergent powder/cake making units and candles making units.

3.8 Limitations of the Study

1. This study is limited to five districts (Mandi, Kullu, Hamirpur, Bilaspur and Kangra) of Himachal Pradesh. Therefore, conclusions drawn out of this study will be applicable to these selected districts only.

2. The findings of the study purely depend on the responses given by the sample respondents and there may be chances of biasness among respondents.

3. The secondary data has been obtained from reports and publications of various government departments and accuracy of secondary data depends on reliability of data obtained from these resources.