CHAPTER V- METHODOLOGY OF RESEARCH

Method of Research expresses the part of methodology used for the research which largely depends on the context of the study as it varies from context to context.

In the chapter on objectives and hypotheses; it is clearly mentioned that the researcher has opted to go for overall impact of the financial schemes available to Women Entrepreneurs from State Government, Central Government, Banks and Mahila Vikas Mahamandal

In all there are seven schemes taken for the study. The period of these schemes pertains to the year 2007 to 2013. This period chosen because the researcher has to include women entrepreneurs who have been in entrepreneurship for the range of 01 to 06 years. The span is appropriate from the view point of covering the enterprises sufficiently worked on and can respond the questions related to schemes as well the effect on promotion or establishment of those women entrepreneurs and other issues.

5.1 Population of Survey:

The most authentic sources are District Industry Center (DIC), Banks& MAVIM Pune; as the geographical area is from Pune and every unit needs to complete the formality of registration with DIC/MAVIM to avail the financial assistance of any nature for any objectives under most of the scheme floated by above entities.

The data collected from DIC, Banks & MAVIM revealed that in the time period of 2007-2008 to 2012-2013 there were 5865 entrepreneurs registered for different financial schemes i.e. roughly a thousand per year. Out of those 5865 entrepreneurs, 2179 were identified as women entrepreneurs.
5.2 Samples for the Survey:

Considering the population of 2179, the selection of 14% units which comes to 305 units, is taken as a sample at an average level which represents a good number essential for the study.

The number is rounded off to 300 and as the study is aimed at gross or macro level it can sufficiently throw the light when considered the wide spread of locations of the units. Most of them are generally of sole proprietorships, SHG & Women Cluster in nature. The products and services are of commodity type and they are generally engaged in manufacturing of small items which are of home utility kind, the 14% or 300 units is adequate and representative.

The major issue of the inquiry was that mere administering of the questionnaire is not sufficient but it was essential to have interaction with each of them which was time consuming.

Being the study pertains to micro level examination and commodity type of products the specific statistical technique is not sorted for the selection of the sample.

Thus it is a kind of random sampling as the women entrepreneur gets chance to be a sample is equal. Secondly the choice of element in a sample was not on the basis of any random table figures because the nature and enterprise and their products and services (like manufacturing of spices or hand bags etc.) as well as the size of the population is around 2179 units also who registered themselves with DIC/MAVIM and for the study being at macro level and focusing as a core part about relationship between the financial schemes and whether resulted in to promotion of women entrepreneurs or not, use of specific stratified sampling method is not called for.

Therefore, above description presents that it is a Convenience Sampling Method.

However, every care had been taken while designing the questions to be posed to women entrepreneurs which shall maintain the level of inquiry very appropriate and sample or the method would not affect the focus of the study. On the backdrop of above facts the researcher is convinced with the number to be considered as the sample is of representative in nature in the frame of study.
5.3 Statistical Tools for Analysis:

Considering the approach of the study, objectives and hypothetical statements, percentages, Binomial Test and Chi Square Test are used for the purpose and they are appropriate as many other researchers have used similar tests those were having the subject matter and context of the study of like nature of that of the researcher.

5.4 Data Collection

5.4.1 Secondary Data:

Secondary data is based on literature review from different sources like books, research papers, websites, journals and such other sources.

This data has been intended to be received for the purpose of

(a) Understanding the various financial schemes

(b) What kind of impact is expected from the such schemes

(c) What are the indicators of the word promotion which is construed for the study context as creation of any kind of long term or sustainable advantage to the enterprise or to the woman entrepreneur

(d) What are the factors which should coexist along with the financial assistance for the purpose of promotion of women entrepreneurs.

A detailed discussion has been made in previous chapter of literature review.

5.4.2 Primary Data:

Primary data is being collected by administration of close ended questionnaire to the entrepreneurs. The nature of the study is Descriptive. The technique is widely used and accepted as one of the scientific method.

Alone filling of the questionnaire independently was not sufficient. Rather every questionnaire is filled up along with interaction with each women entrepreneur which was time taking.
5.5 Pilot Survey:

A pilot survey was conducted for the purpose of checking the validity and reliability of the survey. The no of respondents chosen randomly were 25.

Cronbach Alpha count on testing worked out to 0.85, very few changes were required to be made in the questionnaire as such.

However, the questionnaire was given for the suggestion to the expert in the field for suggestions. Then the final questionnaire was prepared with small changes in pilot one.

The questions do have backward linkage to objectives as well as hypothetical statements.

Now the discussions regarding the questions are necessary in this place.

5.6 Questionnaire Designing and Development:

While developing the questions it is pertinent to link them with the objectives of the study and hypothetical statements of the study. (Please refer Annexure B)

Part I - Enterprise Details (Q. No. 1)

Part II – Scheme choice (Q. No. 2)

Part III – Awareness and Promotion (Q. 3) (Hypothesis 01) (Objective 1)

Part IV: Primary or Nominal Promotion Level (Q.4) (Hypothesis 2) (Objective 2)

Real Promotion Level (Q.5 & Q.6 A) (Hypothesis2) (Objective2)

Financial & Non-financial reasons for Low Level of promotion (Q.6A&B) (Hypothesis 3) (Objective 3)

Part V: Symbiotic Factors (Q.6 B &Q. 7) (Hypothesis 4) (Objective 4)

There are in all 07 questions with sufficient points embedded in the questions to throw light on all aspects related to objectives and hypothetical statements.

As many of the women entrepreneurs were not so much educated as they would answer very precisely and some of them were not having any knowledge of the
English Language which was evident from the size & nature of their businesses e.g. handbags and spices and so on; for having correctness in inquiry and survey the questionnaire version in Marathi was also used for receiving response.

This is annexed in Annexure B

The attempt is manifested in following discussions about the linkages and the points covered in the question with its intention.

**Part I** to collect the information about the details of the enterprise and the woman entrepreneur.

This part is essential for any kind of descriptive study and accordingly occupies the place in the beginning part of the questionnaire.

**Part II** gives the names of the schemes chosen for the study.

The schemes are:

1. TREAD - Trade Related Entrepreneurship Assistance & Development Scheme
2. MSE-CDP - Micro & Small Enterprises Cluster Development Programme
3. CGTMSE - Credit Guarantee Trust Fund for Micro & Small Enterprises
4. PNEGP - Prime Minister’s Employment Generation Programme
5. SBI -SSP - State Bank of India’s Stree Shakti Package
6. BOI -PY - Bank of India’s Priyadarshini Yojana
7. TMRWP - Tejaswini Maharashtra Rural Women Empowerment Programme

The choice of the scheme denotes the type of the finance woman entrepreneur has gone for and also it satisfies the part of the objectives of the study i.e. to understand the schemes and the kind of finance it is provided to woman entrepreneur.

All these seven schemes are the core part of the Government Schemes.

**Part III** deals with the awareness and real (and not nominal) promotion and its magnitude
The next question is related to awareness as Hypothesis one is related to the awareness of the scheme and it is significant to know the details of the different sources of awareness as that is the point where the ball starts rolling.

Higher the awareness from Government efforts; higher would be the number of availing women entrepreneurs is a most logical generalization.

In order to understand the composition of the sources; there are 8 sources given, with sufficient width of covering most probable source of awareness.

Similarly, the next part of the question is for a general inquiry, perception and feeling about the promotion in terms of help the women entrepreneurs received from the Scheme.

Generally, the respondents many a times find it difficult to spell out in exact words or manner to respond to the question as she is not so much familiar for giving such answers. In such circumstances in order to have the right and correct responses it is essential to give them clues and suggest them to straighten their thoughts. This procedure is useful for getting the right kind of responses which become meaningful resulting in giving right course to the data analysis as well.

Accordingly, such clues are given and at the same time the utmost care is taken that the questions should not become as loaded or leading questions also.

Question no 4 is posed to confirm whether the scheme has helped the woman entrepreneur in some way to promote her entrepreneurship.

This question is consistent with the objective number 3.

When the answer is affirmative, the kind of help they received from the assistance in financial terms; some points like a kick-start, initial burden reduction and relaxation etc. were given as clues which were taken from the literature review. This summarized the idea of such help in ordinary course she received from the schemes whether financial or non- financial.

Ref Literature

Development Paper 1304 – Creating an Enabling Environment for Women’s Entrepreneurship in India by Hina Shah
Also if any other help is received then the respondents have a scope to mention them at the end of the question.

Additionally, a separate question is posed to get more details about how the scheme has helped them- with an expectation that more information can be sought on the details; as each entrepreneur may have some kind of benefit from the scheme which may be an added advantage than what have been the intentions of the designers of the scheme.

Now it becomes necessary from the promotion point of view to understand the magnitude of the assistance received particularly in promotion.

Ten variables or parameters are considered as the scope of promotional elements which can have impact on promotion. These parameters are evolved from the literature review.

Five classes in terms of percentages are made which can be considered as scale and Lickert Scale is used for the purpose of responses for each parameter.

The parameters are:

1. Received Expected Turnover
2. Received Expected Profits
3. Received Expected Reward as an Entrepreneur
4. Creation of Expected Generation of Employment
5. Addition of new products or services
6. Diversification
7. Social Status
8. Business Wisdom
9. Increase in Assets
10. Expansion of the unit

All above parameters and their magnitude in terms of the scale are essential indicators of the real promotion of the women entrepreneur as all of them are the real indicators of the promotion. If only increase in profit if taken; in isolation it shall indicate the