Chapter II
Research Design

2.1 Introduction
2.2 Objectives of the Study
2.3 Limitations of Study
2.4 Need and Importance of the Study
2.5 Hypothesis of the Study
2.6 Methodology
   2.6.1 Primary Data
   2.6.2 Secondary Data
   2.6.3 Selection of Area
   2.6.4 Selection of Industries
   2.6.5 Selection of Samples
   2.6.6 Processing and Analysis of Data
2.7 Chapter Scheme
Chapter II
Research Design

2.1. Introduction

Entrepreneurship plays an important role in the growth of any society. Development of entrepreneurship culture and qualitative business development services are the major requirements for industrial growth. Entrepreneurship emerges from an individual’s creative urge into long-term business ownership, employment creation, capital formation and economic security. Entrepreneurial skills are essential for industrialization and reduction of employment and poverty.

As technology speeds up life, women are becoming an emerging economic force, which cannot be neglected by the policy makers. The world’s modern democratic economy depends on the participation of both the sexes. Women, by virtue of gender and non-discrimination in terms of equal access to power structure can play a crucial role in the society. Men and women need to share power on equal terms. In the present era of liberalization, privatization and globalization, women need to be given a unique place in the society. Commercialization and modernization of the economy is gradually eliminating many of the employment avenues to women in agriculture and industries and so they have to find various ways of supplementing their family income. As a result of this, a section of the urban and rural women have emerged as potential entrepreneurs.

Today, women in advanced market economies own more than 25 per cent of all businesses. In some regions of the world, due to shift to market economy, women entrepreneurship is becoming a growing trend. Women have been performing exceedingly well in different spheres of activities like, engineering, scientific research, academics, politics, medicine, administration, social work and so on. Now they are also running their own enterprises successfully. However, in India, the actual participation of women in income generating activities is not quite satisfactory; only 8 per cent of the manufacturing units are owned and operated by women.

Women contribute a major share to the development and economy of the country. Females’ (and female entrepreneurs) in-built traits, which are reflected in the
careful budgeting and efficient management of the household, are directly transferable into the business context also.⁷ Women have the ability to balance different tasks according to priority and tend to find satisfaction and success in and from building relationships with consumer sand employees and in having overall control, which are useful in business too. They have the potential and the will to establish and manage enterprises on their own. These qualities and strengths of women are to be tapped and channeled for productive purposes.⁸ Entrepreneurship development among women may be looked at from two angles: (i) to create the environment needed for healthy and sound entrepreneurship, and (ii) to organize more and more rational and motivational campaigns for women entrepreneurs when she takes on the challenging role and wants to adjust her personal needs, family requirements, social life, and economic independence.⁹

Women entrepreneurship in India represents a group of women who have broken away from the beaten track and are exploring new avenues of economic participation. Women in India entered business arena due to ‘pull’ and ‘push’ factors. In spite of the family opposition, many women have proved themselves independent and successful entrepreneurs. The emergence of women entrepreneurs and women-owned firms and their significant contribution to the economy are visible in India and these businesses are poised for continued growth in the future.¹⁰ India’s female population is larger than the combined total population of Canada, USA and the Russian Federation¹¹ but their participation in the economic activities was very low. Female work participation rate was 25.7 per cent in 2001.

Their participation in remunerative work in the formal and non-formal labor market has increased significantly during the past decade. As per the 1981 Indian Census, out of the total number of self-employed persons, women account for only 5 per cent. The majority of self-employed women were engaged in the unorganized sectors like agriculture, handloom, handicrafts and cottage industries. During 1988-89 there were more than 1,53,000 women entrepreneurs in India. Only 12 per cent of the total self-employed women were in the organized sector. There were more than 2,95,680 women entrepreneurs, being 11.2% of the total 2.64 million entrepreneurs during 1995-96. This is almost double the percentage of women (5.2 per cent) among the total population of self-employed during 1981.¹²
Jain women entrepreneurs have a better chance of success since they grow up in an entrepreneurial environment. Jain women are well versed with the intricacies involved in the daily handling of business enterprises. The researcher feels that if the potentials of Jain women entrepreneurs are identified, harnessed and fructified, they can contribute greatly to the up-liftment of the society and the nation as a whole. An increase in the number of women entrepreneurs will result in increased opportunities for a number of other women also. This also plays an important role in making the women independent.

2.2 Objectives of the Study

2.2.1 To study the socio-economic conditions of Jain women entrepreneurs in the Pune district.

2.2.2 To study the profiles of Jain women entrepreneurs.

2.2.3 To ascertain the motivating, facilitating and compelling factors influencing the Jain women entrepreneurs.

2.2.4 To study the role of Jain women entrepreneurs in the development of rural areas.

2.2.5 To study the extent of fulfillment of expectations of Jain women entrepreneurs.

2.2.6 To evaluate their entrepreneurial progress, performance and to highlight their problems.

2.3 Limitations of the Study

2.3.1 This study is limited to the Pune district only; therefore conclusions derived from this study will be applicable to the Pune district only.

2.3.2 There exist no authoritative sources for listing of the Jain women entrepreneurs in Pune district so the exact percentage of samples to the total could not be ascertained.

2.3.3 There is a possibility that some of the registered units obtained from the District Industrial Centre Pune may not exist.

2.4 Need and Importance of the Study

The reason for choosing this topic is because the researcher feels that there exists a tremendous amount of unexplored potential latent among Jain women
entrepreneurs who can effectively contribute to the country’s march towards the social and economic development in all spheres of activity. Former President of India, Dr. A.P.J Abdul Kalam has said: "Empowering women is a prerequisite for creating a good nation. When women are empowered, the society’s stability is assured. Empowerment of women is essential as their thoughts and their value system lead to the development of good a family, a good society and ultimately a good nation."\textsuperscript{13}

Empowerment of women does neither exclude other individuals of the society, nor they become powerless. On the contrary, if a woman is empowered, her competencies towards decision making will surely influence her family’s, her neighbor’s and her nation’s behavior for the better.

According to a survey conducted in the year 2008 there were 7459 women entrepreneurs managing different enterprises in the city.\textsuperscript{14}

2.5 Hypotheses of the Study

2.5.1 Entrepreneurial development among women depends upon social, educational and economic background of the entrepreneurs.

2.5.2 Jain women entrepreneurs in urban and rural areas have different problems.

2.5.3 Jain women entrepreneurs promote the development of rural areas.

2.6 Methodology

The present study is based on primary and secondary data.

2.6.1 Primary Data: Primary data are those which are collected afresh and for the first time; thus, these data are considered to be original. The different methods used for collecting the primary data are observation, questionnaires, interviews using mechanical devices, etc. The Researcher has used the following methods to collect primary data:

Questionnaire: Here regular marking method is applied. The samples are selected according to the classification of businesses like engineering, plastic, chemical, food, and textile, painting, fabrication and others.
(a) **Interview:** Personal interviews of women entrepreneurs whose names were taken from the offices of the institutes like WIMA, MITCON, DIC, MCED, Mahila Vikas Mahamandal, Swanand Mahila Mandal Jain Social Group, Maratha Chamber of Commerce, JITO, Bharatiya Jain Sanghatana and bank managers.

(b) **Observation:** Analysis of the information obtained from workshops, conferences and competitions of women entrepreneurs.

(c) Attending various *social gatherings* of different Jain communities.

(e) Attending *religious discourses* by Jain saints.

### 2.6.2 Secondary Data

Secondary data consist of published and unpublished works of researchers whose accumulation and analysis of data have already been successfully subjected to the process of statistical scrutiny. When the researcher utilizes these secondary data, she has to look into the various sources from where s/he can obtain them.

Secondary data related to this thesis consist of: review of existing research, 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 which have been used are the following:

1. Bureau of Industries, Government of India
2. District-wise profiles published by the Government of Maharashtra
3. The records of District Industrial Centers, Pune
5. Census of India, Maharashtra and Pune district

The second set of data consists of research theses, published in books and other publications by eminent authors in India and abroad in the field of entrepreneurial development and socio-economic life of women in particular. These vast and authentic data, often original, are very useful for developing the basis of the current research and forming an understanding of the specialized area under study. These also help in preparing the model guidelines and get an initial perspective of the subject of research.
The third set of sources of secondary data consists of research-based reference books, journals, and periodicals published by various Jain federations and the ancient Jain literature like *Uttar Adyansutra* and *Tatvarthasutra*.

### 2.6.3. Selection of Area

Pune, a city in the state of Maharashtra was chosen for the purpose of the study because it has a long history of women participation in the mainstream of society. Maharashtra currently has the second largest Jain population in the country and Pune has a concentration of Jains. Female entrepreneurial activity both by way of cooperation and self-proprietorship has sufficient experience and expertise. The examples of ‘Veer Vanita Mandal’ and ‘Kantaben Vora Udyog’ are well known. Education and other facilities available in Pune have given further boost to women economic empowerment. The researcher being a resident of Pune city personally knows many Jain women entrepreneurs, thus making data collection easier. The researcher therefore chose Pune district so that she could use purposive sampling technique.

### Table 2.1

**Taluka-wise Classification of Jain Women Entrepreneurs**

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Taluka</th>
<th>Entrepreneurs</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Pune City</td>
<td>149</td>
</tr>
<tr>
<td>2</td>
<td>Haveli</td>
<td>186</td>
</tr>
<tr>
<td>3</td>
<td>Shirur</td>
<td>9</td>
</tr>
<tr>
<td>4</td>
<td>Daund</td>
<td>8</td>
</tr>
<tr>
<td>5</td>
<td>Junnar</td>
<td>3</td>
</tr>
<tr>
<td>6</td>
<td>Khed</td>
<td>11</td>
</tr>
<tr>
<td>7</td>
<td>Purander</td>
<td>3</td>
</tr>
<tr>
<td>8</td>
<td>Baramati</td>
<td>6</td>
</tr>
<tr>
<td>9</td>
<td>Indapur</td>
<td>3</td>
</tr>
<tr>
<td>10</td>
<td>Bhor</td>
<td>4</td>
</tr>
<tr>
<td>11</td>
<td>Maval</td>
<td>11</td>
</tr>
<tr>
<td>12</td>
<td>Mulashi</td>
<td>8</td>
</tr>
<tr>
<td>13</td>
<td>Ambegaon</td>
<td>8</td>
</tr>
<tr>
<td>14</td>
<td>Velhe</td>
<td>0</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>409</td>
</tr>
</tbody>
</table>

*Sources*: MCCIA, WIMA, DIC, JIWO, Swanand Mahila Mandal, Jain Social Group, Bharatiya Jain Sanghatana.
In view of the objectives of the study mentioned above, it was decided that the study would cover 14 talukas in Pune district. The taluka of Velhe was not selected because no record of Jain women entrepreneurs was available. Table 2.1 gives the 14 different talukas of Pune district and the number of Jain women entrepreneurs.

2.6.4 Selection of Industries

Table 2.2 gives the different types of industries, i.e. automobile, chemitech, computer and electronics, mechanical engineering, fabrication, etc. A total of 409 Jain women entrepreneurs control the following various industries.

<table>
<thead>
<tr>
<th>No.</th>
<th>Type of Industries</th>
<th>Entrepreneurs</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Automobile</td>
<td>6</td>
</tr>
<tr>
<td>2</td>
<td>Chemi-tech</td>
<td>4</td>
</tr>
<tr>
<td>3</td>
<td>Computer and Electronics</td>
<td>27</td>
</tr>
<tr>
<td>4</td>
<td>Mechanical Engineering and Metal</td>
<td>59</td>
</tr>
<tr>
<td>5</td>
<td>Fabrication</td>
<td>20</td>
</tr>
<tr>
<td>6</td>
<td>Food</td>
<td>85</td>
</tr>
<tr>
<td>7</td>
<td>Packing</td>
<td>13</td>
</tr>
<tr>
<td>8</td>
<td>Paints</td>
<td>8</td>
</tr>
<tr>
<td>9</td>
<td>Plastic</td>
<td>18</td>
</tr>
<tr>
<td>10</td>
<td>Printing</td>
<td>12</td>
</tr>
<tr>
<td>11</td>
<td>Textile</td>
<td>57</td>
</tr>
<tr>
<td>12</td>
<td>Other</td>
<td>100</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>409</td>
</tr>
</tbody>
</table>

Sources: MCCIA, WIMA, DIC, JIWO, Swanand Mahila Mandal, Jain Social Group, Bharatiya Jain Sanghatana.

Thus the researcher has drawn up one comprehensive list of 409 women entrepreneurs according to DIC registration and other sources of information. The researcher has selected traditional as well as non-traditional industries as follows:
• Animal, Beverage and Food – labeled Food Industry.
• Base Metal and Mechanical Engineering – Mechanical Engineering Industries.
• Chemical industries.
• Computer, Electrical and Electronics – Electronic Industries
• Plastic and Rubber – Plastic Industries
• Textile Industries.

The researcher has prepared a second list of selected product-wise industries of women entrepreneurs in Pune district and prepared the following table for sample selection purpose.

As mentioned above, the second list of 132(32.27%) women entrepreneurs was prepared by using stratified random sampling method, after going through 90 bound registers of the District Industries Centre, Pune, and other sources. This was a hectic work as compiled data was not available.

Table 2.3 gives the industry-wise classification in which Jain women entrepreneurs are engaged in.

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Type of Industries</th>
<th>Total Jain Women Entrepreneurs</th>
<th>Selected Jain Women Entrepreneurs (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Automobile</td>
<td>6</td>
<td>1 (16.67)</td>
</tr>
<tr>
<td>2</td>
<td>Chem-itech</td>
<td>4</td>
<td>1 (25.00)</td>
</tr>
<tr>
<td>3</td>
<td>Computer &amp; Electronics</td>
<td>27</td>
<td>4 (14.81)</td>
</tr>
<tr>
<td>4</td>
<td>Mech. Engg. &amp; Metals</td>
<td>59</td>
<td>8 (13.56)</td>
</tr>
<tr>
<td>5</td>
<td>Fabrication</td>
<td>20</td>
<td>1 (5.00)</td>
</tr>
<tr>
<td>6</td>
<td>Food</td>
<td>85</td>
<td>68 (80.00)</td>
</tr>
<tr>
<td>7</td>
<td>Packing</td>
<td>13</td>
<td>0 (0.00)</td>
</tr>
<tr>
<td>8</td>
<td>Paints</td>
<td>8</td>
<td>4 (50.00)</td>
</tr>
<tr>
<td>9</td>
<td>Plastic</td>
<td>18</td>
<td>2 (11.11)</td>
</tr>
<tr>
<td>10</td>
<td>Printing</td>
<td>12</td>
<td>2 (16.67)</td>
</tr>
<tr>
<td>11</td>
<td>Textile</td>
<td>57</td>
<td>33 (57.89)</td>
</tr>
<tr>
<td>12</td>
<td>Other</td>
<td>100</td>
<td>8 (8.00)</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>409</strong></td>
<td><strong>132 (32.27)</strong></td>
</tr>
</tbody>
</table>

Sources: MCCIA, WIMA, DIC, JIWO, Swanand Mahila Mandal, Jain Social Group, Bharatiya Jain Sanghatana.
2.6.5 Selection of Samples

According to the industrial registration at the District Industrial Center, Pune, 36,329 small-scale units had been registered before 2000. As the study is limited to the Pune district, the researcher prepared a Taluka- and industry-wise comprehensive list of women entrepreneurs who had registered their names from the year 1985 to 2008. Before 1985, gender-wise classification was not adopted and the categorization was based on the type of industry.

The researcher also approached various other associations to collect data pertaining to the registration of women entrepreneurs in the Pune district. These associations were:

(a) Maratha Chamber of Commerce Industry and Agriculture, Pune
(b) The Association of Women Entrepreneurs and Industrialists of Maharashtra (WIMA)

However, it was noticed that the list consisted of non-updated data of mostly Maharashtrian entrepreneurs. Hence, sufficient sample of enterprises run by women from the Jain business community could not be obtained from the above sources.

Subsequently, the researcher approached Jain community associations like Swanand Mahila Mandal Pune and Chinchwad, Jain Social group, Jain International Women’s Organization, Bharatiya Jain Sanghatna in Pune to get the list of women entrepreneurs of the respective communities. Out of 409, Jain Women Entrepreneurs chosen as the sample respondents were 132 (32.27%).

2.6.6 Processing and Data Analysis

The data collection has to be processed and analyzed in accordance with the outline laid down for the purpose at the time of developing the research plan. This is essential for a scientific study and for ensuring that all relevant data for making contemplated comparison and analysis are obtained. Technically speaking, processing implies editing, coding, classification and tabulation of collected data so that they are amenable to analysis.
(a) **Editing**: After the raw primary and secondary data are collected, observations tabulated and interviews conducted, the entire relevant material is edited systematically to get the full information.

(b) **Classification**: The vast amount of raw data is reduced to homogenous groups and meaningful relationships are woven. Thereafter classifications are made with the help of class intervals for quantitative data. The researcher however did not adopt this method.

(c) **Tabulation**: Tabulation is done to present the data in a concise and logical manner. Tabulation helps in applying statistical tools to the data collected. It also facilitates comparison of data.

The primary data collected from the respondents was tabulated to make it suitable for further statistical analysis. Mean and percentages were extensively used while integrating and analyzing the collected data.

2.7 CHAPTER SCHEME

The chapter scheme is as follows:

*Chapter 1: Introduction*

This chapter examines the concept of entrepreneur and entrepreneurship, its meaning, definition of women entrepreneur, qualities, functions, entrepreneurial values, types of entrepreneurs, and need of entrepreneurship development programmes, significance of entrepreneurship, role of entrepreneurs in economic development, entrepreneurial development in India and growth of women entrepreneurs in India. This chapter also provides theoretical background for analyzing the fresh data.

*Chapter 2: Research Design*

Research design is the conceptual structure within which research is conducted. It constitutes the blueprint for collection, measurement and analysis of data. This chapter provides the objective, limitations, significance, methodology, and sources of data and research design of the study.
Chapter 3: Literature Review

This chapter deals with review of literature. The review process has the purpose to obtain background information on women entrepreneurs. Peter Kilbay, Hagan Everett, Cochran, Young F. W. Sharma K. L and Indians a lot of research in this area. Hence, an attempt has been made to give a brief review of their research work.

Chapter 4: Profile of Pune District

Socio-economic and industrial profile of Pune district includes details of name, history, location and size, climate, talukas of Pune, demographics, population of the district, taluka-wise distribution of the total population, sex ratio, literacy, industries, road, water resources, religion, education.

Chapter 5: Introductions to Jain Community

Main events of Jainism History, Digambara and Swetambara traditions, doctrine, philosophy, customs and practices, Jain fasting, Jain worship and rituals, Jain symbolism, Jain contribution to Indian culture, Jain literature, customs and traditions, holydays, languages used in Jain literature, constitutional status of Jainism in India.

Chapter 6: Socio-Economic Study of Jain Women Entrepreneurship

This chapter is based on research data, and covers socio-economic profile of Jain women entrepreneurs and their family members, viz. age, religion, caste, education, type of family, number of family members, number of children, native district, native state, general education, technical education, previous occupations, fathers’ and husbands’ occupations, total family income, mode of transport.

Chapter 7: Jain Women Entrepreneurs’ Business Performance and Problems

This chapter discusses in detail the performance of the enterprises run by Jain women entrepreneurs and their performance and the problems they face while they
run their enterprises. The problems are related to manpower, raw materials, power and finance. In spite of these problems they have been able to achieve great success in running their businesses.

**Chapter 8: Theoretical Framework and Analysis**

Many theories about ‘entrepreneur’ and ‘entrepreneurship’ have been developed in the past; and, each of these theories emphasizes one or the other particular aspect of entrepreneurship. This chapter discusses the psychological theories and describes the circumstances in which the quality of entrepreneurship takes roots in the mind of the people. An analysis of the entrepreneurial theories propounded by different experts provides an interesting study and will help understand the complex nature of entrepreneurship.

**Chapter 9: Conclusions, Hypotheses Testing and Suggestions**

Finally, the study ends with the findings of the survey. The final testing of the hypotheses are validated thereafter. At the end of the chapter, some suggestions are given to various agencies involved with women entrepreneurs to make women entrepreneurship more effective in the Jain community. The relevant appendices (Bibliography and Questionnaire) are attached for the convenience of the reader.
References


02. Sharma, Priyanka (2008), *Women Empowerment and Working Women*; Book Enclave, Jaipur, p. 8


