

## **Chapter Three**

### **Research Methodology:**

The previous chapter has given an overview on relevant literature. This chapter provides details regarding the methodology that has been adopted to carry out the present study. Methodology in a wider sense means the process by which we approach a phenomenon under a study and seek answers. It encompasses the scope and importance of the study, specific objectives, research design, sources of data, construction of tools, sampling, process of data collection, and nature of analysis and so on. The actual limitation that the study admits, are also included here. It should be noted that there is no specific methodology for research on Women Entrepreneurship. It depends on the topic, the purpose of investigation, the data available and the experience as well as the capability of the researcher.

The study is basically based on primary data. The primary data has been collected through questionnaire and several structured and unstructured personal interviews were also conducted to elicit fast hand information with the theme of the research work. The whole analysis for this present study depends solely on primary sources.

However, secondary data is collected from various sources like journals, books, manuals and reports of the State concerned literatures. The collected data is analyzed with the help of various statistical tools, charts, diagrams and graphical representations.

**Scope and Importance:**

Manipur has currently nine Administrative Districts.

**Figure / Chart: 3.1 – Administrative Districts of Manipur**

District	Area	Population	Headquarters
Bishnupur	496	208,368	Bishnupur
Churachandpur	4570	227,905	Churachandpur
Chandel	3313	118,327	Chandel
Imphal East	709	394,876	Porompat
Imphal West	519	444,382	Lamphelpat
Senapati	3271	283,621	Senapati
Tamenglong	4391	111,499	Tamenglong
Thoubal	514	364,140	Thoubal
Ukhrul	4544	140,778	Ukhrul

Among the Nine Administrative Districts shown in the above Chart, the following districts have the important markets in Manipur.

**Figure / Chart: 3.2 - Important Markets of Manipur**

District	No. Of Market	Name of the Markets
Imphal West	13	Khwairamband Nupi Keithel, Thangal Bazar, Paona Bazar, Nupa Keithel, Paona International Market, Sana Keithel, Singjamei Super Market, Lamphel, Keishamthong, Kwakeithel, Wangoi, Hiyangthang, Wangoi
Imphal East	8	Wangkhei Keithel ahangbi, Porompat, Khurai Lamlong bazaar, Bashikhong, Jiribam, Latingkhal, Irampham Pukhao, Sagolmang.
Thoubal	13	Thoubal, Yairipok, Wabgai, Lilong Chajing, Kakching, Tentha, Khongjom, Saiton, Kongoi, Sumak Bazar, Wangoo, Wabgai lamkhai, Lilong Bazar.
Bishnupur	15	Kom Keirap, Sagang, Kwakta, Chingphu, Limapokpam, Salam Village, Kamong, Oinam,

		Khuman Moirang, Ishok, Wangoo Lamkhai, Pukhrambam, Keibul Lamjao, Moirang Bazar, Ningthoukhong Bazar.
Chandel	4	Chandel, Pallel, Moreh, Tengnoubal Bazar
Senapati	4	Tadubi, Ekou, Keithelmanbi, Mao Bazar

Source: Census Book 1991

Since women took a prominent role in economic development of a nation, therefore, participation in economic activities increases, which brought them, economic independence. This economic independence release women from the bondage of depending on others especially their husbands, parents, in-laws, etc. for their daily requirements. This fact can be realized only by the development of women entrepreneurship.

The significance of the present study is the identification of the area, where women of the region can uplift themselves economically, and at the same time contribute in the economic development of the region. There economic independence can also be an important route to their economic empowerment.

In Manipur one can find many forms of industry practiced by the people who are mainly agriculturists. In every house the wife weave the cotton clothes for her family and husband. Though entrepreneurship among women is being vigorously pursued through a number of central and state sponsored programs and there is a hue and cry for improving the status of women yet the part to success is not easy. The women market in Manipur is not an exception. The market women were also facing threat from various angles.

The Indian Fiscal economic policies have struck a lethal blow to this decline. Financial and planning institutions of free India have little grasped of the specific needs of the women traders of Manipur and other indigenous communities. But the control of the domestic market by women continues despite numerous attempts to destabilize it by various forces. It is also hoped that

the Government as well as the NGOs should take proper care to strengthen the hands of these women and stabilize the Institution.

**Objectives of the study:**

The above discussion helped the scholar to adopt certain objectives for the present study and these are as follows –

1. To study the socio-economic conditions and motivational factors of the women entrepreneurship.
2. To identify and analyze the pull and push factors associated with the development of women entrepreneurs in Manipur.
3. To explore the mechanism of handling the dual role and it's related problems at workplace and at home.
4. To examine the knowledge of the entrepreneurs about the Government policy/programs regarding women entrepreneurship development in Manipur.
5. To explore the challenges and future prospects of women entrepreneurs in Manipur.

**Research Question:**

Is there any scope for Social work intervention for development of Women Entrepreneurship in Manipur?

**Universe of the Study:**

The researcher takes only the rural women vendors doing business in Ima Market of Manipur. There are around 3000 women vendors doing business in the Ima Market of Manipur ([http://: Women entrepreneurship in Manipur \[website: googles\]](http://www.google.com/search?q=Women+entrepreneurship+in+Manipur)). This has a great bearing on the social outlook of its residents in the sense that they are, in general, aggressive, hardworking and co-operative.

Further, the social fibre of its residents is dominated by educated middle class who resists change except when they represent families from defence services.

**Sampling Design:**

For any smooth and sound sample survey accurate and representative sample selection is essential. It is a very difficult task to collect the actual number of entrepreneurs in the whole market as both licensed and unlicensed vendors are available in the market. The sampling is based on prospective selection and only 150 samples (5% of the Universe) are being taken as it is mentioned earlier. The sample is being selected from all the sections of the trade, spreading across various communities and ethnic group.

**Research Design:**

A research design is the detailed plan of an investigation. In accordance with the objectives it is an Exploratory Research Design, as it is exploring the issues of Women Entrepreneurship in the Ima Market of Manipur where no such studies have been conducted.

**Methods and tools of data collection:**

**Table No. 3.1: Source of data**

<b>Type of data</b>	<b>Source</b>	<b>Study Instrument</b>	<b>No. Of Respondents</b>
Quantitative (Primary)	Women Vendors	Interview Schedule	150
Qualitative (Secondary)	Literature, websites, journals, articles in concerned filed and key informants from Government officials (Municipality) and the members of Association of the Markets		

In this study, both qualitative and quantitative method was applied. The structured Interview schedule, focus group discussion and case study were used as base tools for data collection for the study. Using the structured interview schedule will collect the primary data. Besides this all relevant secondary data were collected from literature, websites, journal, articles in concerned fields and key informants from various Government officials and the key functionaries of the Association of the Market. Moreover, they were given the full assurance that the collected data will be used only for academic purposes and it will be kept confidential.

#### **Data processing and Interpretation:**

The collected data was process through coding master chart, tabulation and other statistical techniques especially through SPSS. The quantitative data has been presented in the form of simple tables as well as cross tables. The qualitative data are presented in the form of relevant portions of narratives of the respondents in order to bolster or counter the quantitative findings. Finding of the study are presented through the use of different graphs, chart and so on.

#### **Limitation of the study:**

As far as the limitation is concerned, this study was confined to the Ima Market of Manipur, which is situated in the heart of the Imphal city, being one of the largest Market in Asia run by women vendors/entrepreneurs only. There are altogether around 57 markets (details shown in the above chart no.....) in the state of Manipur (including Ima Market), but the researcher in this present study has not covered women vendors of other markets.

**Operational Definition of the key term:**

1. **Entrepreneurship:** Someone who is involved in starting their own business, especially when this involves risks.
2. **Women entrepreneurship:** Here, women entrepreneurship refers to those particular women folks involved in business in the Ima market of Manipur.
3. **Pull and push factors:** here, pull and push refers to do something unexpected which suddenly improves a bad situation.
4. **Managerial and operational decision making:** Here, the managerial and operational decision making refers to the management the women folks are controlling over both the roles as entrepreneur in the market and the role of mother/wife in the family.
5. **Employment:** Here, the employment refers to the self-employment being provided by them being in the entrepreneurship.