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Entrepreneurial Role Played By The Women of Uttarakhand with The Help of Various Social Structural Components

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Abstract: This paper is based on primary data collected from the respondent on Women's encompasses within it. It studies the role of social structural components in developing entrepreneurial orientation among women. Based on an extensive survey of data and empirical findings of two cities in state of Uttarakhand the paper goes on to demonstrate the resistance faced by women entrepreneurs owing to their social habitat and how they managed to overcome the social structural obstacles.

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I. INTRODUCTION

Uttarakhand women have been the backbone of the State's economy. They have always stood in the forefront during the struggle of state formation. Women are the mainstay of the culture and traditions of the hills. Repeatedly hill women have shown remarkable courage and participation in development programs. Uttarakhand women have always been emerged as a stand-by of the rural economy due to their total involvement with agriculture, forest protection, cattle care and dairying. The most appreciable example of women entrepreneurs in Uttarakhand is "The women weavers of the Kaman region in Uttarakhand". Women from over 32 villages in hilly region of Almora involved in the processing of raw materials and production of women and knitted products. The women weavers are earning their own income and have improved their standard of living. The generation of entrepreneurial orientation particularly among women for accelerating the pace of development has assumed significance. This paper examines the role of social structural components particularly relating to the background of women generation of entrepreneurial orientation among them. Hagen examined the relationship between withdrawals of status, respect entrepreneurial orientation in the case of some groups like samurai in Japan. Antiquinos in Columbia, Protestant dissenters in England, non-Huguenots in France, old Believers in Russia and Paresis in India in these societies at different points of time Although variation existed in terms of

degree of derogation and deprivation faced by these groups. Hagen argued that was universally assumed that the non-conformist groups faced derogation and further supported members of their own groups to emerge as successfully entrepreneurs. In this way, the entrepreneurial groups or biasness communities emerged and participated in the process of economic development. Schumpeter described an entrepreneur as a type who carried out innovation by introduction of new good, methods of production, new market, and new sources of supplying raw materials and by carrying out the new organization of industry. The works of Weber and Schumpeter were considered be to major breakthrough in the literature on entrepreneurship. Both considered capitalism as dynamics, specific, historical, process not present everywhere and also recognized the role of entrepreneurs in the emergence of capitalism. McClelland: (1961) the relationship between need for achievement motivation and entrepreneurship. He noted the need for achievement motivation is a desire to do well not so much for the sake of social recognition or prestige but to attain an inner feeling of personal accomplishment' which he considered as the main attribute of entrepreneurship generated by child rearing and socialization practices.

II. OBJECTIVES

The objective of this study are as follows:-

1. To study the limits of entrepreneurial orientation in terms of attributes like innovation.
2. To study the relationship of entrepreneurial orientation with the social background.
3. To distinguish the role of these components in the emergence of women respondents entrepreneurs.

III. RESEARCH METHODOLOGY

With a geographical area 53,485 Km² spread across 13 districts is unique in its topography and large rural population, 75% of total. The study was conducted in two cities of Pant nagar and Hardwar of Uttarakhand. The selection criterion of these cities was that they were industrially more advanced and they had a sizeable

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number of women entrepreneurs. The sample consisted of 54 women respondents selected through random sampling. The list of women entrepreneurs was acquired from their respective associations'. The study included in its sample women who ran beauty parlors, manufacturing units and franchise of multi market companies. This paper basically focuses on the study of these women respondents who are entrepreneurs of Pant Nagar and Hardwar of Uttarakhand. Data for the study was collected through interview by using an interview schedule. Therefore simple percentage method is used in analyzing the socio-economic background of the respondents.

IV. THE ANALYSIS AND INTERPRETATION OF DATA

It is observed that the social background of the women is an important factor in their conceptualizing and measuring the component entrepreneurial orientation in terms of perception of women entrepreneurs, an attempt was made to correlate it with socio-economic characteristics of the respondents to find their role in determining entrepreneurial orientation. We have framed certain objectives in order to correlate socio-economic characteristics with entrepreneurial orientation as follows in the table.

Table:-1 The entrepreneurial orientation by social background components of respondents:

The percentage age wise entrepreneurial orientation of respondents								
Age	Young		Middle		Old		Total	
	R	%	R	%	R	%	R	%
Low	6	40.0	6	19.3	4	50.0	16	29.6
Medium	7	46.6	14	45.3	3	37.5	24	44.4
High	2	13.4	11	35.4	1	12.5	14	26.0
Total	15	100	31	100	8	100	54	100

R=Respondents

The percentage religion wise entrepreneurial orientation of respondents								
Religion	Hindu		Muslim		Sikhs		Total	
	R	%	R	%	R	%	R	%
Low	10	30.3	6	33.3	2	66.6	16	33.3
Medium	11	33.3	10	55.5	1	33.4	23	40.7
High	12	36.4	2	11.2	-	--	15	26.0
Total	33	100	18	100	3	100	54	100

R=Respondents

The percentage Marital status entrepreneurial orientation of respondents								
Marital status	Married		Unmarried		Widow		Total	
	R	%	R	%	R	%	R	%
Low	15	32.0	1	25.0	-	--	16	30.0
Medium	18	38.2	3	75.0	2	66.6	23	42.5
High	14	29.8	-	--	1	33.4	15	27.5
Total	47	100	4	100	3	100	54	100

R=Respondents

The percentage caste wise entrepreneurial orientation of respondents								
Caste	General		Other backward		Scheduled Caste		Total	
	R	%	R	%	R	%	R	%
Low	13	34.2	1	16.6	2	20.0	16	30.0
Medium	17	45.0	2	33.4	6	60.0	25	46.6
High	8	21.7	3	56.0	2	20.0	13	24.7
Total	38	100	6	100	10	100	54	100

R=Respondents

The above table shows that by examining the relationship of age with entrepreneurial orientation it was found that women belong to middle age exhibited a high level of entrepreneurial orientation as compared to relatively young women. Perhaps, during this period of their age they establish their entrepreneurial units. Our observation had also shown that most of the women started their entrepreneurial venture after marriage and married women exhibited a higher level of entrepreneurial orientation. Therefore our observation invalidated the objectives that young and unmarried

women exhibited a high level entrepreneurial orientation. To study the relationship of religion and caste with entrepreneurial orientation it is found that 36% Hindu women compared to Muslim have perceived a high level of entrepreneurial orientation. Caste wise 21.7% of general caste, 56.0% of other backward caste and 20.0% of Scheduled caste women perceived a high level of entrepreneurial orientation. Though few in numbers interestingly our observation had also shown that women from rural areas have perceived a high level of entrepreneurial orientation.

Table:-2 The entrepreneurial orientation by Educational background of women entrepreneurs 'respondents' families.

The percentage wise effect of father's education in entrepreneurial orientation of respondents										
Father's education	Below higher secondary		Up to Higher secondary		Graduation		Post graduation		Total	
	R	%	R	%	R	%	R	%	R	%
Low	1	25.0	4	26.6	9	32.1	2	28.6	16	29.6
Medium	1	25.0	5	33.4	14	50.0	3	42.8	23	42.6
High	2	50.0	6	40.0	5	17.9	2	28.6	15	27.8
Total	4	100	15	100	28	100	7	100	54	100

R=Respondents

The percentage wise effect of mother's education in entrepreneurial orientation of respondents										
Mather's education	Below higher secondary		Up to Higher secondary		Graduation		Post graduation		Total	
	R	%	R	%	R	%	R	%	R	%
Low	4	26.6	8	27.5	4	44.4	-	--	16	29.6
Medium	7	46.6	12	41.3	4	44.4	1	100.0	24	44.4
High	4	26.8	9	31.2	1	11.2	-	--	14	26.0
Total	15	100	29	100	9	100	1	100	54	100

R=Respondents

The above table shows of the educational level of the women entrepreneurs' family on their basis of the parents. It was found that 40% of women and 28.5% whose fathers' were upto higher secondary and post graduate respectively did not differ in terms of entrepreneurial orientation. Interestingly, women whose mothers' were below higher secondary depicted a high

level of entrepreneurial orientation when compared to women whose mothers were graduate regarding the role of parents' educational background it was found that parents were a source of inspiration and effectively generated entrepreneurial orientation in their children irrespective of their background.

Table:-3. The husband's background in entrepreneurial orientation.

The percentage of husband's occupation in entrepreneurial orientation										
Husband 'occupation	Agriculture		Service		Business		Not available		Total	
	R	%	R	%	R	%	R	%	R	%
Low	1	33.3	5	31.2	9	30.0	1	20.0	16	29.6
Medium	2	66.7	8	50.0	10	33.3	3	60.0	23	42.6
High	--	--	3	18.8	11	36.7	1	20.0	15	27.8
Total	3	100	16	100	30	100	5	100	54	100

R=Respondents

The percentage of husband's education in entrepreneurial orientation												
Husband education	Below higher secondary		Up to Higher secondary		Graduation		Post graduation		Not available		Total	
	R	%	R	%	R	%	R	%	R	%	R	%
Low	2	50.0	3	42.8	6	21.4	4	44.4	1	16.6	16	29.6
Medium	1	25.0	2	28.6	14	50.0	3	33.3	3	50.0	23	42.6
High	1	25.0	2	28.6	8	28.6	2	22.3	2	33.4	15	27.8
Total	4	100	7	100	28	100	9	100	6	100	54	100

R=Respondents

The above shows the occupational level of the women entrepreneurial basis of their husband's .It was found 18.8% of women and 20% whose husband's were service classes of entrepreneurial orientation. When compared to women whose husbands were 28.6% upto higher secondary level and 33.4% not amiable? Their four husband's business background and educational background determined entrepreneurial orientation.

secondary depicted a high level of entrepreneurial orientation when compared to women, whose mothers' were graduate when compared to women whos husbands were 28.6% upto higher secondary level and 33.4% not amiable? Their four husband's business background and educational background determined entrepreneurial orientation.

V. CONCLUSION

It is observed that the social background of the women is an important factor in their conceptualizing and measuring the component entrepreneurial orientation in terms of perception of women entrepreneurs, an attempt was made to correlate it with socio-economic characteristics of the respondents to find their role in determining entrepreneurial orientation. The relationship of age with entrepreneurial orientation it was found that women belong to middle age depicted a high level of entrepreneurial orientation as compared to relatively young women. Perhaps, during this period of their age they establish their entrepreneurial units. Our observation had also shown that most of the women started their entrepreneurial venture after marriage and married women depicted a higher level of entrepreneurial orientation. The educational level of the family wise on the basis of the parents. It was found that 40% of women and 28.5%whose fathers' were upto higher secondary and post graduate respectively did not differ in terms of entrepreneurial orientation. Interestingly, women whose mothers' were below higher

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