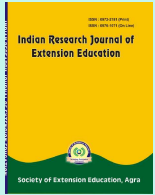


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## **Strategic Analysis of Entrepreneurial Activities: An Evaluative Research Study of North East India**

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### **ABSTRACT**

*Indian Women are driving their foot in the field of entrepreneurship and establishing successfully in the entrepreneurial world. They are breaking the walls of society and with their intelligence for notable performance as entrepreneur. Indian women are now outperformed men in many areas. Women have been recognized as key contributor for sustainable development. Women entrepreneurs signify the fastest growing category of entrepreneurship worldwide and have received, especially in recent years, the attention of many academics. Present research study was conducted with 120 women entrepreneurs selected from three districts of Assam which included both registered and unregistered women entrepreneurs. Data was collected through structured interview schedule. The study shown that personal motivational factor was found as one of the most influencing factors compared with other two motivational factors i.e. Economic and Social factor in the gainful profession of weaving. The conclusion of this study also have implications for entrepreneurs as well as the policymakers who work for the improvement of entrepreneurs.*

**Key words:** *Strategic; Analysis; Entrepreneurial activities.*

Entrepreneurship development among women is considered as a right approach for overall empowerment of women. Women entrepreneurship is a prominent element of economy today. Women Entrepreneurs may be defined as the women or a group of women who initiate, organize and operate a business enterprise. The Government of India has defined women entrepreneurs as —an enterprise owned and controlled by women having a minimum financial interest of 51 per cent of the capital and giving at least 51 per cent of the employment generated in the enterprise to women. Women entrepreneurs engaged in business due to push and pull factors which encourage women to have an independent occupation and stands on their own legs. Women entrepreneurship seems to be the motivating vigor to achieve economic growth of a country. It is the right way to job creation that can contribute to overall development simultaneously.

It is efficiently dealing with economic and social problems all over the world. Entrepreneurs have been considered instrumental in initiating and sustaining socio-economic development. In India, concept of women entrepreneurship is of recent origin. Women have become aware about their rights and situations and entered in different fields of business. They have established their own successful business empires. The biggest problem or difficulty of a woman entrepreneur is that she is a woman. Women need to play multiple roles at a time, such as, taking care of them after children, other members of family, house work and entrepreneurship. Government of India has initiated various schemes for helping women to start their own business. Govt. is providing assistance to women Entrepreneur through Self Help Group and Schemes like Start up India, Skill India Mission, Stand Up India Mahila-e-Haat, Dena Shakti Yojana,

St. Kalyani Scheme, Mahila Coir Scheme, Support for the Training and Employment Program for Women (STEP) Scheme, Women's Enterprise Fund Scheme etc. *Jha (2012)* conducted a study on "Development of Women Entrepreneurship – Challenges and Opportunities- A Case Study of Bihar" and revealed that self-realization, economic survival, hereditary occupation, government policies, high profit margin, technical knowledge and infrastructural facilities were sources of motivation to become entrepreneur among women in Bihar. *Alam et al. (2012)* mentioned that greater freedom to adopt own approach to work, ability to challenge self, to continue family tradition, dissatisfaction with previous job were influencing factors for women entrepreneurs in Malaysia. *Reddy (2012)* revealed that desire to be independent, to prove oneself, to improve status, earning more money, previous job dissatisfaction, utilization of one's skill and knowledge influenced women to involve in entrepreneurial activity. Keeping the above facts in view, the present study was carried out with following objectives-

- i. To study the profile features of micro-enterprises run by entrepreneurs.
- ii. To identify different persuading elements of women for becoming entrepreneurs.

## METHODOLOGY

An interview schedule was constructed after going through the review of existing literature related to the topic, books, magazines, journals and research thesis on the basis of objectives of the study. Some selected information regarding the enterprises run by women entrepreneurs were framed to collect data from women entrepreneurs. For motivational factors, a motivational scale consisted of 38 statements were administered to women entrepreneurs who constituted the sample for this study. For measurement of each item categories were made in five-point scale i.e. Strongly agree, Agree, Undecided, Disagree and Strongly Disagree with scores of 5,4,3,2, 1 respectively. On the other hand, problems faced by women entrepreneurs in establishing and managing the micro enterprises were identified at first and then categorized into different sub-heading like financial problem, socio-personal problem, managerial problem, technical problem and marketing related problem. Then the respondents were asked to respond against each

statement on three-point scale as always, sometime and never and scored as 3,2 and 1 respectively. The data was collected through personal interview method. During interview, all efforts were made to clarify the questions to the respondents. The collected data was coded, tabulated and analyzed in accordance with the objectives of the study. The statistical techniques used for analysis of data were-percentage, mean score and t-test.

## RESULTS AND DISCUSSION

*Type of business* : The data presented in the Table 1 indicated that more than majority (71.66%) of the respondents used to sale the products in retail form, little less than that (20.00%) used to sale in wholesale form and a least percentage of respondents (8.33%) used both retail and wholesale form to sell their products in the business of weaving. Most of the respondents sold different products in retail form rather than wholesale as it required less time to sell so that they can reinvest their profit in producing varieties of products hence majority of respondents involved in the retail form of business.

*Legal status/ownership of business*: The data presented in the Table 1 showed that majority of respondents (98.33%) operated their business as a sole proprietorship/ partnership. Only a few (1.67%) were in partnership with their spouses in the field of weaving. Most of the respondents operated their business by own as they believed that own talents and

**Table 1. Profile features of the enterprise run by women entrepreneurs (N=120)**

Category	Weaving profession	
	No.	%
<i>Type of business</i>		
Retailer	86	71.66
Wholesaler	24	20.00
Retailer & wholesaler	10	8.33
<i>Legal status/ownership of business</i>		
Sole partnership	118	98.33
Partnership	02	1.67
<i>Ownership of land</i>		
Own	109	90.83
Rent	11	9.17
<i>Source of fund</i>		
Assistance from funding agency	11	9.17
Own capital	100	83.33
Both	09	7.5

creative abilities were more enough to start a business hence, they started the business alone. Moreover, they involved the enterprise mainly to improve their economic condition so they did not want to share the profits of business among partners.

*Ownership of land* : It is interesting to note from the Table 1 that more than majority of the respondents (90.83%) operated their business from own land, only a small per cent (9.17%) operated from rented land. These findings reflected the intelligent decision-making ability of the respondents to start business from their own house/land to save the rent fare/fees, because they preferred own land to manage both household as well as business activities. Due to the limited space in urban areas a few per cent of respondents used rented land to start their enterprises.

*Source of fund* : The data presented in Table 1 indicated the contribution of various sources to start an enterprise in the field of weaving. The findings shows that majority of the respondents (83.33%) did not depend on outside source of finance or capital, rather invested own capital for establishing and running their enterprises. While 9.17 per cent of them started by using finance from different sources like nationalized banks (PNB, UBI), regional rural bank (RRB) and DICC in the field of weaving. The findings also reveal that 7.5 per cent of the respondents used / invested capital both from funding agencies/financial institutions or own fund. Respondents having got support from family and had personal invested own capital or respondents with low capital availed loan from different financial institutions to run their enterprises.

*Engagement of employee* : It is evident from the data presented in the Table 2 that a high majority of respondents (71.67%) engaged regular employee followed by contractual employee (17.5%) and casual employee (10.83%) in the field of weaving. This confirmed that all the respondents engaged employee be it regular, contractual or casual. Engagement of contractual employee was higher this might be due to shifting of weavers to another work, they moved from one place to another due to marriage, sudden death, illness of family members and so on. Therefore, it was difficult to keep regular employee for production of woven products.

**Table 2. Distribution of respondents according to engagement of employees (N=120)**

Category	No.	%
Regular	86	71.67
Contractual	21	17.5)
Casual	13	10.83

**Table 3. Distribution of respondents according to form of marketing (N=120)**

Category	No.	%
Retail	79	65.83
wholesale	41	34.17

**Table 4. Ranking of different motivational factors for becoming an entrepreneur of weaving (N=120)**

Category	Mean score	Rank
Personal	68.12	I
Economic	46.81	II
Social	30.28	III

*Form of marketing* : Table 3 depicts that more than majority of respondents (65.83%) used retail technique/form to sale products followed by wholesale technique/form with 34.17 per cent .It might be due to the fact that respondents were very active and engaged in regular production hence sale their products through retail technique/form. Due to poor marketing facilities and irregular production respondent used wholesale technique/form to sale their products.

*Motivational factors women entrepreneurs* : The data on motivational factors presented in the Table 4 revealed that among three motivational factors, personal factor was ranked I with highest mean score of 65.13 followed by economic and social factor with II and III rank respectively in the area of weaving.

These findings reflected that personal factor is a strong motivational factor among other factors to select entrepreneurship as a fulltime profession for gainful earning.

From the above findings it can be concluded that motivation is an important contributing factor to influence respondents to enter into the attractive areas of weaving for their rapid growth and development. This finding is in conformity in the findings of Saikia and Baruah (2017) and Saikia P. (2017).

## CONCLUSION

The entrepreneurship development is a very noble concept. Such concept can also use to empower the women section of the society. They are not regarded as economic powerhouse, rather they are treated as dependent part of the society. Though they equally possess the potentialities to become a successful entrepreneur but the problems they face which are not similar to the men's problems, creates hindrances in the growth of entrepreneurial activities. Women entrepreneurs should be encouraged to register their enterprises in DICCC and KVIC to avail all facilities provided by government because well famous registered women entrepreneurs are basically sponsored by DICCC to participate different Expo and fair in at international level. Women entrepreneurs should be encouraged to become member of any organization such as SHG to get more facilities to run their enterprises in right direction. It is the need of the hour to help women to scale new heights in their entrepreneurial journey. The right kind of assistance from family, society and Government can make these women entrepreneurs a part of the mainstream of national economy.

## CONFLICTS OF INTEREST

The authors have no conflicts of interest.

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