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### Entrepreneurial Behaviour of Women Entrepreneurs of Ima Market Manipur

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**Abstract:** The present study was conducted at Ima market situated at Imphal-west district of Manipur during the year 2015-16 with the objective to study the profile of the women entrepreneurs of Ima market, to assess the entrepreneurial behaviour of women entrepreneurs, to study the relationship between the dependent and independent variables and to study the constraints and problems faced by the women entrepreneurs. The 140 respondents from seven enterprises selected as a respondents. The study revealed that 67.14 per cent respondents belonged to the middle age group (43 to 57 years). The 28.57 per cent of the respondent received middle school level of education, and 73.57 per cent of the respondent belonged to family of medium size (5 to 7 members). The 80.00 per cent of women entrepreneurs were married, 65.00 per cent of the respondents were under the medium annual income category (Rs. 1,00,965–2,05,374) while the 55.71 per cent of women respondent had no outside sources of finance as they use their own money for running their enterprise. It was revealed that 75 per cent women entrepreneurs had medium level of entrepreneurial behaviour.

**Key words:** Entrepreneurial behavior, Women entrepreneurs, Ima market.

#### INTRODUCTION

An entrepreneur is one who organizes, operates and assumes the risk in a business venture in an expectation of making profit. The main characteristics of an entrepreneur are risk taking

ability and innovativeness. The word “Entrepreneur” came from French word “Entreprenre”, which means “to undertake” or “to do something”. According to Cantillion (1730) “entrepreneur is the agent who buys means of production at certain

prices, in order to sell at prices that are certain at the moment at which he commits himself to his cost". Women have a natural skill by birth in managing and creativity which was not explored before. But that hidden potentials of women can be seen coming out in many countries of the world. The increasing numbers of women owned enterprises, which are helping the economy of the countries, are the proof of this fact. Women entrepreneurs are playing an important role in the society as they are not only giving job themselves but also to others which helps in the development of the society.

The present study was carried out in "ImaKeithel" of Manipur. "Ima" is Manipuri word for "mother" and Keithel for "market". On daily basis, about 3,500 women are carrying out their entrepreneur activities in the market. The stalls are solely run and managed by women only. It is one of the biggest market of its kind in Asia where such a large number of women ensemble and handle such a massive volume of economic activity.

This study will provide valuable information about the ongoing situation of women entrepreneurs in Manipur. The results of the study will reveal constrains and prospects of women entrepreneurs in Ima market and Manipur as a whole. It will also help the planners, policy makers and Extension personals in formulating strategies and programmes to provide different need based supports and helps to the women entrepreneurs. Barua and Devi (2006) in their study on women market of Manipur revealed that the highest numbers of women are found within the age group of 50-60 years. Rajani and Shradha (2008) revealed that 53% women had less than class 10th standard of education, 20% of women entrepreneurs were illiterates and 12% studies up to S.S.C. and only 15% have better education qualification. Jayarani *et al.*, (2013) reported that most of the women entrepreneurs in Ima market (70%) were married. 23.30% of women entrepreneurs were widow, 6.70% were divorced and none of the women at Ima market

were single. Robita and Nandita (2011) in their study on "Women entrepreneurship in Manipur, North-East India" reported that that 64% of women entrepreneurs uses own money as their sources of finance, while 18% of women used bank loan as well as own money. Aparna and Patel (2012) in their study found out that 96.66% of women respondents face the problem of dual responsibility while 91.66% face the problem of lack of resources. The study was carried out with the objectives of to study profile of women entrepreneur, to study the entrepreneurial behaviour of Women entrepreneurs, to study the relationship between dependent and independent variables and to study the constraints and problems faced by women entrepreneurs

## MATERIALS AND METHODS

Imphal west district of Manipur was selected purposively for investigation of the study as the women's market is situated at Imphal west district. Seven agro-based or agricultural related enterprises were purposively selected for the study. The selected enterprises are fish enterprise, indigenously processed foods enterprise, vegetables and fruit enterprise, handloom and textiles enterprise, seeds and planting materials, agricultural implements and input enterprise and other agricultural products. A size of 140 respondents was selected from the seven categories of enterprises in such a manner that 20 respondents were randomly selected from each enterprise. The collected data were analyzed by using appropriate statistical tools *viz.*, percentage, mean, standard deviation and correlation coefficient.

## RESULTS AND DISCUSSION

Profile of Women Entrepreneurs : The study revealed that 67.14 per cent respondents belonged to the middle age group (43 to 57 years). 28.57 per cent of the respondent received middle school level of education, and 73.57 per cent of the respondent belonged to family of medium size (5 to 7 members).

80.00 per cent of women entrepreneurs were married. 65.00 per cent of the respondents were under the medium annual income category (Rs. 1,00,965–2,05,374). 55.71 per cent of women respondent had no outside sources of finance as they use their own money for running their enterprise.

**Table 1**  
**Profile of Women Entrepreneurs (N = 110)**

<i>Particulars</i>	<i>Category</i>	<i>Frequency</i>	<i>Percentage</i>
Age	Young (Upto 36)	00	0.00
	Middle (36 to 55)	102	72.85
	Old (56 and above)	38	27.15
Education	Illiterate	18	12.86
	Can read only	05	03.57
	Can read and write	04	02.86
	Primary	26	18.57
	Middle	40	28.57
	High school	29	20.71
	College and above	18	12.86
Family Size	Small (Upto 5 )	72	51.43
	Medium (6 to 10)	68	48.57
	Large (11 and above)	00	0.00
Marital Status	Single	00	0.00
	Married	112	80.00
	Widow	25	17.86
	Divorce	03	02.14
Annual Income	Low (Upto Rs. 100965)	19	13.57
	Medium (Rs 100966 to 205374)	91	65.00
	High (Rs. 205375 and above)	30	21.43
Sources of finance	Friends/partners	15	10.71
	Family/relatives	40	28.57
	Bank/other financial institute	03	02.14
	Moneylender/ Sensanbi	04	02.86
	No outside sources	78	55.71
Decision Making Ability	Low	31	22.14
	Medium	95	67.86
	High	14	10.00
Managerial ability	Low	37	26.43
	Medium	95	67.86
	High	08	05.71

*Contd. Table 1*

Particulars	Category	Frequency	Percentage
Problem recognizing ability	Low	32	22.86
	Medium	101	72.14
	High	07	05.00
Need for independence	Low	37	26.33
	Medium	86	61.43
	High	17	12.14
Risk bearing ability	Low	13	09.28
	Medium	107	76.42
	High	20	14.28
Achievement motivation	Low	13	09.29
	Medium	101	72.14
	High	26	18.57
Level of aspiration	Low	19	13.57
	Medium	104	74.29
	High	17	12.14

Entrepreneurial behaviour : It was revealed from Table 2. that, the 75 per cent women entrepreneurs had medium level of entrepreneurial behaviour.

**Table 2**  
Distribution of women entrepreneurs according to their entrepreneurial behaviour.

Category	Frequency	Percentage
Low (Upto 51.29)	15	10.71
Medium (51.30 to 69.96)	105	75.00
High (69.97 and above)	20	14.29
Total	140	100.00

Mean = 60.6298 S.D. = 9.3382

**Relationship between the Profile of Women Entrepreneurs and their Entrepreneurial Behavior**

It was found from Table 3 that, out that the independent variables viz., Education, Family Size and total annual income had positive and highly significant relationship with their entrepreneurial

behaviour; whereas the variable Age had showed negative and highly significant relationship with their entrepreneurial behaviour.

**Table 3**  
Relationship between the profile of women entrepreneurs and their entrepreneurial behaviour.

Particulars of Characteristics	Correlation Coefficient (r)
Age	-0.597**
Education	0.586**
Family size	0.468**
Total annual income	0.537**

\*\*Significant at 0.01 level of probability.

Constrains faced by the women entrepreneurs in carrying out day to day business in Ima Market : It was revealed from Table 4. That, the major problem faced by the women entrepreneurs were of dual responsibility, lack of capital and complicated procedure of availing benefits from govt. scheme. Frequent bandh and strikes were the main problem faced by the women entrepreneurs in carrying out their day to day business.

**Table 4**  
**Constrains faced by the women entrepreneurs in carrying out day to day business in Ima Market.**

Sr. No.	Constrains	Frequency	Percentage
1.	Bandh and Strikes	93	66.42
2.	Agri. Products being easily perishable	76	54.28
3.	Fluctuation in sales	68	48.57
4.	Low profits	65	46.42
5.	Dual responsibility	62	44.28
6.	Lack of capital	56	40.00
7.	Complicated procedure of availing benefits from govt. Scheme	52	37.14
8.	Lack of knowledge about legal formalities	45	32.14
9.	Lack of government support	42	30.00
10.	Health problems	40	28.57
11.	Agri. products being seasonal	33	23.57
12.	Low income	27	19.28
13.	Unawareness of the supports and Incentives	23	16.42
14.	Lack of guidance	19	13.57
15.	Lack of knowledge/entrepreneurial skills	14	10.00
16.	Feeling of discrimination due to illiteracy	12	08.57
17.	Do not get timely information	09	06.42

### CONCLUSION

The study conclude that majority of the women entrepreneurs under the study were found from middle age, middle school level of education, small family size and medium level of annual income. It was also found that majority of the respondents had medium level of decision making ability, managerial

ability, risk bearing ability, problem recognizing ability, need for independence, achievement motivation, level of aspiration. Most of the respondents were found to belong to medium level of entrepreneurship behaviour.

It is also conclude that the selected variables *viz.*, education, family size and total annual income were in positive and highly significant relationship with their entrepreneurship behaviour. Whereas, the variable age had negative and strong relationship with the entrepreneurship behaviour.

It was found that lack of capita and duel responsibility were the major problem faced by the women entrepreneurs. Frequent bandh and strikes is the major constrain face by the women entrepreneurs in running their day to day business in Ima market.

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