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RESEARCH ARTICLE

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PERCEIVED BARRIERS IN UNDERTAKING ENTREPRENEURSHIP AS CAREER OPTIONS AMONG EDUCATED UNEMPLOYED WOMEN IN MANIPUR

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ABSTRACT

Manipur, one of the eight sisters of the North Eastern Region of India, is an isolated hill-girt state stretching between longitudes 93.03° E and 94.78° E and latitudes 23.80° N and 25.68°N. Within the society of Manipur, based on the model of questionnaire were distributed to 200 students of Ideal Girls College, Akampat, Imphal East, Shree ShreeGourgovinda Girls College, Imphal East, The Ghanapriya Women's College, Imphal and South Asian Institute of Rural and Agricultural Management, LangjingAchouba, Imphal West in Manipur. The present study was carried out with the specific objective to assess the perceived barriers in undertaking entrepreneurship as career options among educated unemployed women in Manipur. Data have revealed that most relevant result to be considered is the confirmation that female students' have a positive perception towards gender equality and can lead them to development towards entrepreneurship among the educated women leading to empowerment. The socio-personal trait had a much greater influence towards entrepreneurship interest which is backed up by the socio-economic trait of the students. The data is also supported by the socio-psychological traits which could determine the mentality of the student who are keen to pursue entrepreneurship as a career option. Thus, all the variables show a positive and significant correlation on the factors of entrepreneurial interest among the students where the maximum graduates were sometimes relying on the perceived behaviours in understanding entrepreneurship as a career option.

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INTRODUCTION

The present research work was developed to examine entrepreneurship intention in the educated unemployed women in Imphal East and Imphal West, Manipur. India is now the world's most populous country with 142 crore people out of which around two-thirds are in the working age group of 15 to 64 years. Technology has rendered most manual jobs redundant and with ever-decreasing requirements of the workforce in government and public sector institutions, it's time for young India to look at entrepreneurship. India is today the global hub of the startup ecosystem, ranking third after the US and China. We now have over 90,000 startups and 107 unicorn companies. With the emphasis on 'Make in India', now is the right time to make locally and sell globally. Nowadays, unemployment is one of the main social and economic problems that many nations face. One strategic way to get over this problem is to increase the entrepreneurship spirit especially for unemployed graduates (Othman and Ishak, 2009). According to Ajzen's (1980) theory of planned behaviour (TPB), which explains intentions by means of attitudes, perceived behavioural control (PBC), and subjective norms. His study revealed that effect of feasibility component tends to be stronger than for the attitude/desirability component which was supported by other researches i.e. Davidsson, 2003 and Krueger *et al.*, 2000.

MATERIALS AND METHODS

Manipur, one of the eight sisters of the North Eastern Region of India, is an isolated hill-girt state stretching between longitudes 93.03° E and 94.78° E and latitudes 23.80° N and 25.68°N. The state of Manipur splits naturally into two tracts viz., the hills and the valleys. The hills comprise of the five districts namely (i) Senapati; (ii) Tamenglong; (iii) Churachandpur; (iv) Chandel and (v) Ukhrul, while the valley consists of four districts viz. (i) Imphal-East; (ii) Imphal-West; (iii) Bishnupur and (iv) Thoubal. The present study was conducted at four institutes, namely Ideal Girls College and Shree ShreeGourgovinda Girls College, Imphal East and Ghana Priya Women College and South Asian Institute of Rural and Agricultural Management, LangjingAchouba, Imphal West districts of Manipur, India. Two hundred women graduates from the above four colleges were randomly selected from the list of students obtained from the institute authorities as well as the responses received electronically. The questionnaire was prepared systematically, relevant to the objectives of the study with the help of past studies, literatures available and various research papers.

RESULTS AND DISCUSSION

Results pertaining to the personal and socio-economic condition of respondents towards entrepreneurship among the women graduates

as showed in table 1 to 4 revealed that The Shree ShreeGourgovinda Girls College had the highest proportion of participants approximately 16 % of those aged 23-27 enrolled in as compared to other institutions. The minimum percentage approximately 1 % was observed at the South Asian Institute of Rural and Agricultural Management, The Ghanapriya Women's College and Ideal Girls College for Students above the Age of 27.

respondents. The father's occupation of the respondents was mostly government job (56%) followed by being a farmer (19%). However, it was recorded that self-employment (6%) and private jobs (4%) recorded to be the least in terms of father's occupation of the respondents. The respondents from all the four institutes showed a similar trend where the maximum graduates were sometimes relying on the perceived behaviours in understanding entrepreneurship as a

Table 1. Number and percentage of respondents as categorised based on age among the response of different institutions

Institution	Category	Age	
		Number	Percentage
Ideal Girls College	19-23 years	24	12.0%
	23-27 years	24	12.0%
	27 Years and above	2	1.0%
	Total	50	25.0%
Shree ShreeGourgovinda Girls College	19-23 years	18	9.0%
	23-27 years	32	16.0%
	27 Years and above		
	Total	50	25.0%
South Asian Institute of Rural and Agricultural Management Students	19-23 years	16	8.0%
	23-27 years	32	16.0%
	27 Years and above	2	1.0%
	Total	50	25.0%
The Ghanapriya Women's College	19-23 years	24	12.0%
	23-27 years	24	12.0%
	27 Years and above	2	1.0%
	Total	50	25.0%
Total	19-23 years	82	41.0%
	23-27 years	112	56.0%
	27 Years and above	6	3.0%
	Total	200	100.0%

Table 2. Number and percentage of respondents as categorised based on marital status among the response of different institutions

Institution	Category	Marital status	
		Number	Percentage
Ideal Girls College	Married	2	1.0%
	Unmarried	48	24.0%
	Total	50	25.0%
Shree ShreeGourgovinda Girls College	Married	2	1.0%
	Unmarried	48	24.0%
	Total	50	25.0%
South Asian Institute of Rural and Agricultural Management Students	Married	2	1.0%
	Unmarried	48	24.0%
	Total	50	25.0%
The Ghanapriya Women's College	Married	4	2.0%
	Unmarried	46	23.0%
	Total	50	25.0%
Total	Married	10	5.0%
	Unmarried	190	95.0%
	Total	200	100.0%

Table 3. Number and percentage of respondents as categorised based on family type among the response of different institutions

Institution	Category	Family type	
		Number	Percentage
Ideal Girls College	Joint	6	3.0%
	Nuclear	44	22.0%
	Total	50	25.0%
Shree ShreeGourgovinda Girls College	Joint	10	5.0%
	Nuclear	40	20.0%
	Total	50	25.0%
South Asian Institute of Rural and Agricultural Management Students	Joint	14	7.0%
	Nuclear	36	18.0%
	Total	50	25.0%
The Ghanapriya Women's College	Joint	6	3.0%
	Nuclear	44	22.0%
	Total	50	25.0%
Total	Joint	36	18.0%
	Nuclear	164	82.0%
	Total	200	100.0%

The marital status of the respondents were mostly unmarried ladies enrolled in different institutions in the range of 23-24 % whereas married ladies were approximately 1-2% irrespective of the institutions chosen for the study. However, it was recorded that joint family (18%) recorded to be the least in terms of family type of the

career option (Table 5). However, respondents from Ideals Girls College, Shree Shree Gourgovinda Girls College and SAIRAM were more responsive in this regard in comparison to The Ghanapriya Women College.

Table 4. Number and percentage of respondents as categorised based on Occupation (Father) among the respondents of different institutions

Institution	Category	Occupation (Father)	
		Number	Percentage
Ideal Girls College	Entrepreneur/ business	6	3.0%
	Farmer	8	4.0%
	Government job	32	16.0%
	Private job	2	1.0%
	Self-employed	2	1.0%
	Wage labour		
	Total	50	25.0%
Shree ShreeGourgovinda Girls College	Entrepreneur/ business	6	3.0%
	Farmer	14	7.0%
	Government job	24	12.0%
	Private job	4	2.0%
	Self-employed	2	1.0%
	Wage labour		
	Total	50	25.0%
South Asian Institute of Rural and Agricultural Management Students	Entrepreneur/ business	8	4.0%
	Farmer	8	4.0%
	Government job	30	15.0%
	Private job		
	Self-employed	4	2.0%
	Wage labour		
	Total	50	25.0%
The Ghanapriya Women's College	Entrepreneur/ business	6	3.0%
	Farmer	8	4.0%
	Government job	30	15.0%
	Private job	2	1.0%
	Self-employed	4	2.0%
	Wage labour		
	Total	50	25.0%
Total	Entrepreneur/ business	30	15.0%
	Farmer	38	19.0%
	Government job	112	56.0%
	Private job	8	4.0%
	Self-employed	12	6.0%
	Wage labour		
	Total	200	100.0%

Table 5. Distribution of respondents based on perceived barriers in undertaking Entrepreneurship as career options

Institution	Four-point continuum	Uncertainty in the market		Tight competition		Lack of professional experience		Lack of proper and accurate guidelines		Government bureaucracy		Political and social environment	
		Number	Percent-age	Number	Percent-age	Number	Percent-age	Number	Percent-age	Number	Percent-age	Number	Percent-age
Ideal Girls College	Always	16	8.0%	20	10.0%	10	5.0%	16	8.0%	14	7.0%	18	9.0%
	Never	2	1.0%	2	1.0%			2	1.0%	2	1.0%	2	1.0%
	Rarely					2	1.0%	2	1.0%			2	1.0%
	Sometimes	32	16.0%	28	14.0%	38	19.0%	30	15.0%	34	17.0%	28	14.0%
	Total	50	25.0%	50	25.0%	50	25.0%	50	25.0%	50	25.0%	50	25.0%
Shree ShreeGourgovinda Girls College	Always	22	11.0%	26	13.0%	22	11.0%	20	10.0%	18	9.0%	22	11.0%
	Never	2	1.0%	2	1.0%	4	2.0%	4	2.0%	4	2.0%	2	1.0%
	Rarely									4	2.0%	4	2.0%
	Sometimes	26	13.0%	22	11.0%	24	12.0%	26	13.0%	24	12.0%	22	11.0%
	Total	50	25.0%	50	25.0%	50	25.0%	50	25.0%	50	25.0%	50	25.0%
South Asian Institute of Rural and Agricultural Management Students	Always	22	11.0%	22	11.0%	10	5.0%	16	8.0%	16	8.0%	22	11.0%
	Never			4	2.0%	4	2.0%	4	2.0%				
	Rarely	2	1.0%	2	1.0%	4	2.0%	2	1.0%	4	2.0%	2	1.0%
	Sometimes	26	13.0%	22	11.0%	32	16.0%	28	14.0%	30	15.0%	26	13.0%
	Total	50	25.0%	50	25.0%	50	25.0%	50	25.0%	50	25.0%	50	25.0%
The Ghanapriya Women's College	Always	30	15.0%	32	16.0%	24	12.0%	24	12.0%	18	9.0%	22	11.0%
	Never									2	1.0%		
	Rarely							2	1.0%			2	1.0%
	Sometimes	20	10.0%	18	9.0%	26	13.0%	24	12.0%	30	15.0%	26	13.0%
	Total	50	25.0%	50	25.0%	50	25.0%	50	25.0%	50	25.0%	50	25.0%
Total	Always	90	45.0%	100	50.0%	66	33.0%	76	38.0%	66	33.0%	84	42.0%
	Never	4	2.0%	8	4.0%	8	4.0%	10	5.0%	8	4.0%	4	2.0%
	Rarely	2	1.0%	2	1.0%	6	3.0%	6	3.0%	8	4.0%	10	5.0%
	Sometimes	104	52.0%	90	45.0%	120	60.0%	108	54.0%	118	59.0%	102	51.0%
	Total	200	100.0%	200	100.0%	200	100.0%	200	100.0%	200	100.0%	200	100.0%

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