

Perfection in Role enation:-Analysisof Social Role enation AmongWomen Entrepreneurs in Textile Sector of Idukki District

Ms. PRIYA.K

Research Scholar, Department of Business Administration, Kalasalingam Business School, Kalasalingam
Academy of Research and Education, Kalasalingam University
Assistant Professor, Department of Management Studies, JPM Arts and science college, Labbakkada, Idukki,
Kerala,

Dr .S. B INAYATH AHAMED,

Assistant Professor, Department Department of Business Administration, Kalasalingam Business
School, Kalasalingam Academy of Research and Education, Kalasalingam University

Mr.ATHUL T RAVI

Assistant Professor, Department of Management Studies, Sacred Heart College ,Thevara ,Ernakulam, Kerala,

Abstract

This paper examines the perfection in role enation: Analysis of social role among women entrepreneurs in textile sector. The findings of the study confirm that different types of entrepreneurial roles performed by women entrepreneurs hinder them to perform their social role effectively and vice versa. Involvement in social matters, religious matters, social and family gathering etc... are the major social roles performed by the women entrepreneurs.

This study will be helpful to the women entrepreneurs to throw a light to their own role identity, role perception, role expectation, role conflict and role enation. Women entrepreneurs need to do a lot of adjustments in time, health and mobility to perform their social roles effectively.

Keywords: Role, Role enation, Role Identity, Role perception, Role expectation, Role conflict and social role.

Objectives

- To analyse various social roles performed by the women entrepreneurs in Idukki.
- To observe and find out bottleneck in the enaction of social roles.
- To study the impact of role identity, role perception, role expectation and role conflict on role enaction of women entrepreneurs.
- To extend a help to fulfill personal satisfaction along with monetary satisfaction
- To offer suitable suggestions for effective role enaction

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I. Introduction

Robert Hisrich defines "entrepreneurship as a process of creating something value by devoting necessary time and effort assuming the accompanying financial, psychological and social risk, and receiving the resulting reward of personal and monetary satisfaction". It is of course a dynamic process of creating incremental wealth. Here the individual in entrepreneurship assumes risk in terms of equity, time and career commitment. They introduce change, innovation and a new order to economy. Entrepreneurs initiate change, development of commercialized product, make adjustment in technology, stimulates investment in new ventures which lead to total economic development. several

The life of entrepreneurs is not easy and they must assume several types of risk. The future of entrepreneurship appears to be bright. The decision to start an entrepreneurship includes a decision to leave life style.

Empirical evidences show that women contribute significantly to the running of family businesses mostly in the form of unpaid efforts and skills. Their efforts and contribution is always undervalued. Even many of the enterprises define as being run by women are in fact run in their names by men who control the operations and decision making. Various programmes introduced by the government can succeed only if independence and

mobility is not denied to women. Entrepreneurship basically implies being in control of one's life and activities and women entrepreneurs need to be given confidence, independence and mobility to come out of their paradoxes.

Statistics shows percentage of women entrepreneurs is too low in India its only 13.76%, in Kerala its 6.2% in Idukki 0.742%

The main problems faced by the women entrepreneur are: lack of entrepreneurial aptitude, marketing problems, financial problems, Family conflicts, social barriers, lack of self-confidence, lack of training etc...

The textile industry in India traditionally, after Agriculture, is the only industry that has generated huge employment for both skilled and unskilled labor in textiles. The textile industry continued to be the second largest employment generating sector in India. It offers direct employment to over 35 million in the country. The share of textiles in total export was 11.04% during April-July 2016 as per the Ministry of Textiles. This work is related to women entrepreneurs in textile industry...

II. Review of literature

Role: it constitutes a set of behavior pattern expected from someone in a given position. It is always related with job description. A role has a separate norm which is acted out by an individual. Role is defined as expected actions from established norms. A person has to play different roles wisely make shift among the roles
Role enaction: from the perceived and expected role, comes the exacted role, it is the way the person actually behaves. Many of the things a woman entrepreneur says and does during a meeting will be determined by his or her interpretation of proper way to carry out the perceived role.

Following are the variables related with role action:

Social Roles: A woman entrepreneur has more status in society so she has to comply with more roles. There are number of ways in which a woman entrepreneur socially construct world around them. They use their social interaction with others to make a sense to give purpose to life. A social role is a set of behavior expected of someone hold a particular status.

Role Identity: It is created by certain attitudes and cultural behaviors which are consistent with a role. When people change a job, the situation and job demands also change. It has been observed that in such circumstances, people have the ability to shift their role rapidly.

Role perception: Every person has his own perception as to how he should act in a given situation. Role perception is the view of a person, which consists of those activities or behavior the individual believe are supposed to be fulfilled in the given situation. The individuals get this perception from stimuli all around us - friends, books, movies, television etc...

Role expectation: These are defined as how others believe or expect you should act in a given situation. When role expectations are concentrated into generalized category, we have role stereo types. In a work place management is expected to treat employees justly, provide good and acceptable working condition, proper communication and giving a feedback on how well the employee is doing. Employees are expected to respond by demonstrating a positive attitude following directions and showing loyalty to the organization.

Role conflict: when an individual is confronted by divergent role expectations the result is role conflict. It exists in a situation, where an individual finds that compliance with one role requirement may make compliance with another more difficult.

III. Research Methodology

The research problem in this study is to identify perception of role enaction and analysis of social role among women entrepreneur in textile industry in Idukki District.

The total number of women entrepreneurs is growing nationwide. The study considered Idukki where there is an average woman entrepreneur. The purposive sampling technique was adopted for the study, 100 questionnaires were issued and we employed scheduled interview with questionnaire as data collection tool.

Descriptive type of research was used in this study. The description is used for average and other statistical calculations.

Sampling: In this, women entrepreneur of Idukki were considered as sample unit. The sampling frame in this study is women entrepreneurs belonging to different group.

Sampling type is purposive sampling, 100 women entrepreneurs are considered as sample. The sample size selected which was 20% proportionate to total population

Data Collection: in a structured interview, the schedule was prepared, and the same questions were posed to the entire respondent in same order. Each question was asked in the same way in each interview, promoting measurement reliability. In this study, secondary data were collected from journals, newspapers and electronic

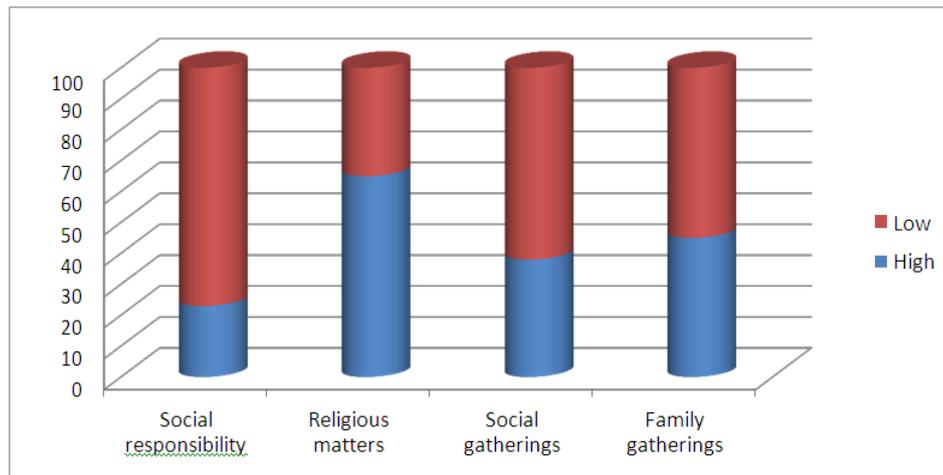
sources.

Period of the study: This study was done for period of six months and the interviews were conducted in Idukkidi district

IV. Results

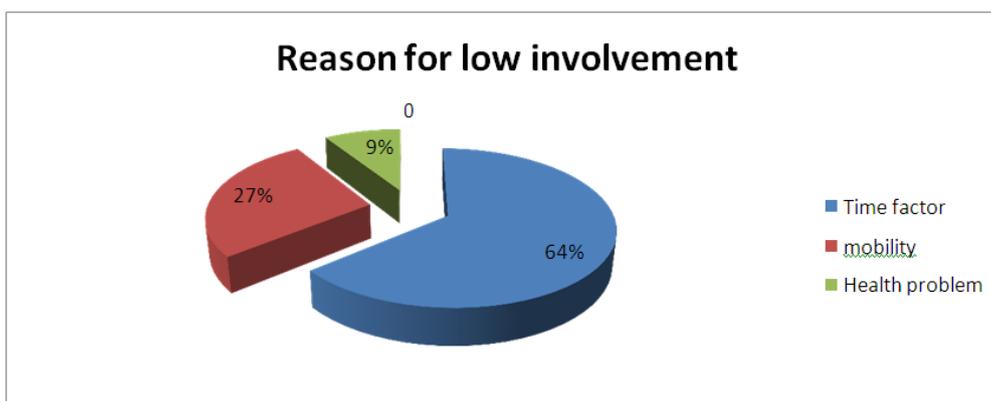
Involvement in social roles

Social Roles	High	Low
Socialresponsibility	23	77
Religious Matters	65	35
Social Gatherings	38	62
Family Gatherings	45	55



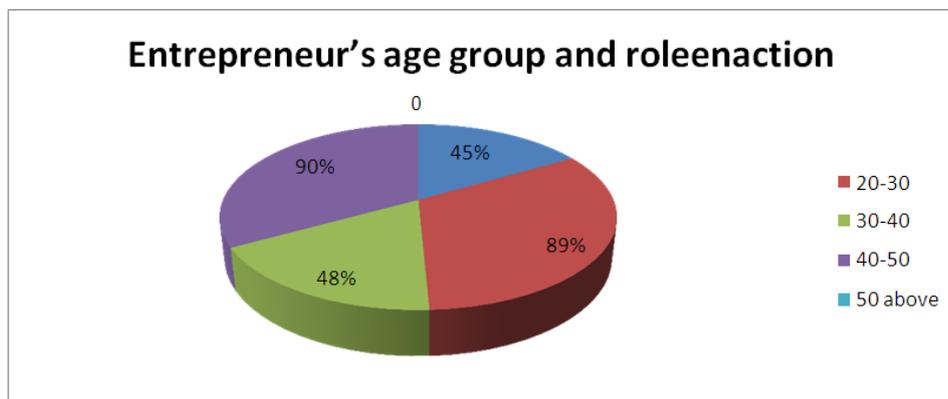
REASONforlowinvolvement

Reasons	Percentage
Time Factor	64%
Mobility	27%
Health problem	9%



Entrepreneur's age group Androle enaction

Age Group	Number of respondents	Role enactionLow	percentage
20-30	24	11	45%
30-40	33	30	89%
40-50	30	15	48%
50 above	13	12	90%

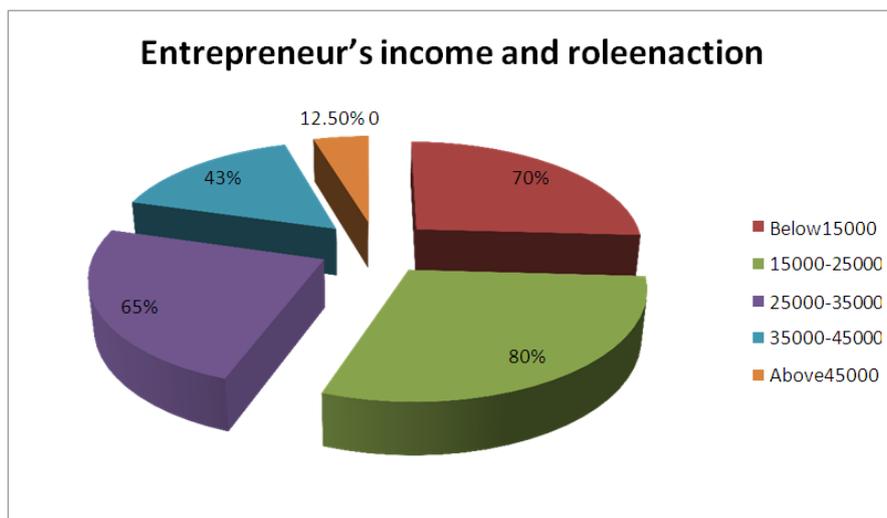


The above table and chart shows age group and role enaction of women entrepreneurs

Age Group	Total number respondent	Low role enaction % of opinion	Reason for enaction and opinion
20-30	24	11%	Less commitment involvement in family matters and creative mind
30-40	33	30%	More Family commitments, young children
40-50	30	15%	Family commitment is low and comparatively grown up children
50 Above	13	12%	Health problem and mobility problems only no family issues

Entrepreneur's income and role Enaction

Income	Number of respondents	Role enaction Low	percentage
Below 15000	20	14	70%
15000-25000	35	28	80%
25000-35000	23	15	65%
35000-45000	14	6	43%
Above 45000	8	1	12.5%



The above table and chart shows income level and role enaction of women entrepreneurs

Income level	Total number respondent	percentageof respondent SAYSLow	Reason for low role enation
Below 15000	20	14%	* Lack of established business * low income
15000-25000	35	80%	* strugglefor business And income * Dedicate moretime for business
25000-35000	23	65%	*sufficient dispossibleincome *business at Developing stage
35000-45000	14	45%	* comparatively stable business and staff
Above 45000	8	12.5%	*Well established business staff *sufficient and strategies

V. Findings And Suggestions

FINDINGS:

- Number of women entrepreneurs are too low in Idukki and role enation is not perfect among the existing ones.
- Main social roles performed by women entrepreneurs age:- involvement in social responsibility, religious matters, social gathering and family gathering
- Study shows that the main reason for low involvement in social role by women entrepreneurs are time factor, mobility and health problems.
- Study shows that age group has great impact on performance of social role i.e. women's coming under age class of 20-30 and 40-50 able to perform their social role effectively. The main reason is that the above mentioned age group has less family commitments compared to other classes
- Income level also influence performance of social role, from the study it is clear that compared to low income earners established entrepreneurs performing their social effectively.

VI. Suggestions

- Training for women entrepreneurs to create awareness regarding role identity, role expectation, role perception, role conflict and its relation with role enation
- Workshop should be conducted by the government to create awareness regarding the importance of social role
- Develop self-confidence and mobility through personality development classes and soft skill development programmes.
- Provide enough family as well as society support to women entrepreneurs.
- Extend a helping hand from family members and friends, relatives which is help for effective time management.
- Employ regular health checkups and enrichment activities to improve health and total lifestyle.

VII. Conclusion

The present study has highlighted the perfection of role enation of women entrepreneurs in Idukki District. Based on the major findings and suggestion following conclusion has been drawn. Role enation of women entrepreneurs is too low because of lack of awareness, family support, health problem and mobility. Awareness programs should be conducted to teach the importance of role enation and its benefits.

FUTURE SCOPE

- ✓ The study of role enation related with economic role Analysis
- ✓ Analysis of role conflict with performance of role enation
- ✓ Role enation of women entrepreneurs in rural areas
- ✓ Study regarding factors affecting role enation

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