

GENDER SENSITIZATION IN CONTEMPORARY MIZO SOCIETY

Edited by

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About the Book

This book contains papers presented by scholars at a Seminar on Gender Sensitization in Contemporary Mizo Society. It is a collection of studies and observations on various aspects of gender issues that addresses the significance of gender sensitization in Mizo society. The importance of gender sensitization spans across the globe throughout history. From an exploration into the dynamics of gender and cultural stereotypes, the authors cover a wide range of topic focusing on society, politics, religion, classrooms and entrepreneurship. They offer valuable insights into the gendered practices from historical to contemporary times, raised an increased awareness on the issue, highlighting significant strategies to attain positive gender equity and change.

About the Editors

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A STUDY OF ENTREPRENEURIAL ATTITUDE AMONG UNDERGRADUATE FEMALE STUDENTS IN LUNGLEI MIZORAM

R. Lalduhawmi & R. Lalnunthara

Entrepreneurship refers to the process of creating a new enterprise and bearing any of its risks, with the view of making the profit. An Entrepreneur is a person who set up his/her own enterprise. Entrepreneurs contribute to economic development of a country as they are the seed of industrial development, generate employment opportunities, and increase in per capita income. Entrepreneurship is an important solution to solve unemployment problems in the country. Women entrepreneurship also plays a significant role in the country's economy as they made significant contributions to socio-economic development of their respective countries. The objective of the study is to identify and analyse the entrepreneurial attitude among undergraduate female students in Lunglei, Mizoram. For the purpose of the study, samples were selected from the final year undergraduate students from the three colleges in Lunglei by quota sampling method. Primary data were collected by using a structured questionnaire which is General Enterprising Tendency (GET) test consisting 54 statements.

Secondary data were collected from books, Journals, and websites. The study found that more than 60% of the respondents have some qualities of an entrepreneur which means they are enterprising in some context. The study recommended that the government, educational institutions and organisations will organise trainings/workshops/conclave regarding entrepreneurship to give awareness on entrepreneurship to the students especially among female students and motivate them to start their own enterprises which will bring self-employment, generate income, create employment opportunities and contribute the economic development of the country.

Introduction

Entrepreneurship is the process of creating or seizing an opportunity and pursuing it regardless of the resources currently controlled (Timmons, 1994). Entrepreneurship refers to the overall course of action undertaken by an entrepreneur in starting and managing an enterprise to earn profit. Entrepreneurship is becoming more and more important in the world economy as it contributes the economic growth and development. The development of an industry, generation of employment and regional growth depend upon entrepreneurial development. Entrepreneurs are the seed of industrial development and its fruits are greater employment opportunities, increase in per capital income, higher standard of living and balanced regional development (Fasla, 2017).

Every year, millions of youths completed their study and get ready to get jobs in various sectors of economy, but hardly a few thousand of them are able to get a job. The rate of

unemployment is increasing year by year in the country. According to Centre for Monitoring Indian Economy, unemployment rate in India increased to 7 percent in October from 6.70 percent in September of 2020. It is a great challenge for any country to generate employment opportunities for unemployed youth. In this context, many studies suggested that entrepreneurship is the best solution to unemployment (Bokhari, 2012; Gamede, 2018).

Women-owned businesses are one of the fastest growing entrepreneurial populations in the world. They make significant contributions to innovation, employment and wealth creation in all economies (Brush et al., 2006 as cited in Behman and Roomi, 2012). Women entrepreneur may be defined as a woman or group of women who initiate, organize and run a business enterprise. The Government of India has defined a women enterprise as "an enterprise owned and controlled by a woman having a minimum financial interest of 51% of the capital and giving at least 51% of the employment generated in the enterprise to women". Women entrepreneurs have come to be recognised for their significant contributions to socio-economic development of their respective countries. It is noticeable that entrepreneurship development and empowerment are complementary to each other (Malyadri, 2014). Today, youngsters are exhibiting great intention in setting up of an enterprise. It is crucial to identify these youngsters early and to cultivate their entrepreneurial energy. Therefore, the present study is conducted to identify the entrepreneurial attitude among undergraduate female students in Lunglei, Mizoram.

Literature Review

Many studies related to entrepreneurial attitude have already existed. Some important studies concerning entrepreneurial attitude are reviewed as under.

Singh and Rahman (2013) conducted a study to examine the level of successful entrepreneurs' score on trait variables and the entrepreneurs' level of success among successful food processing entrepreneurs in Assam. A representative sample of 85 entrepreneurs was selected by using multistage and simple random sampling methods. Descriptive statistic was used to summarize the data and the spearman rank correlation was used to establish the relationship between level of scores on trait variables and level of success. The findings revealed that there is a significant relationship between successful entrepreneurs' score on trait variables and their level of success.

Holienka and Holienkova (2014) examined and compared the enterprising tendencies of 325 management and psychology students at two Slovak universities by using the General Enterprising Tendency (GET) test. The study found that there were significant differences in favour of management students in terms of overall enterprising potential, as well as in four out of five its components namely, need for achievement, calculated risk taking, creative tendency and internal locus of control.

Tiftik and Zincirkiran (2014) conducted a survey amongst students studying in the field of economics and administrative sciences at a foundation university to show the entrepreneurial tendencies and entrepreneurship levels

of the university students who are young entrepreneur candidates. The study revealed that the students of foundation universities had higher levels of entrepreneurial tendencies.

Ligen and Niekerk (2015) conducted a survey on entrepreneurship traits of Science, Engineering and Technology (SET) students. The study revealed that SET students have an above average enterprising tendency, which indicates that they are likely to be enterprising in some way, but most likely through intrapreneurship by being part of a group within a corporate environment. The study also indicated that Male students have a higher enterprising tendency than female students, and males in the BTech degree revealed a significantly higher need for autonomy than females.

Fasla (2017) conducted a study on entrepreneurship attitude among college students in Mannarkkad municipality and found that most of the respondents were not satisfied with the infrastructure of the society for doing start-up new venture and had opinion of present management education system does not focus on entrepreneurship development. The study suggested that the students need to be given updates through entrepreneurial workshops and conferences in various fields to establish the new venture in the future and the government has to extend more support in diverse areas to entrepreneurial activities.

Gure (2017) conducted a study to find out the gender influences on the entrepreneurial attitude of 475 undergraduate students of Kurukshetra University,

Kurukshetra, Haryana, India. The study found that the entrepreneurial tendencies of university students had found significantly different in relation to their gender as the male students are found to be having high entrepreneurial attitude as compared to their other counterparts. The findings of the study indicated that there existed a significant gender influence on entrepreneurial attitude of the university students.

Measurement of Entrepreneurial Tendency

The overall level of entrepreneurial attitude as well as enterprising tendency were measured using the General measure of Enterprising Tendency (GET) test which was developed in 1987-1988 by Sally Caird and Mr Cliff Johnson at Durham University Business School with funding from the University Grants Council. The GET test measures entrepreneurial attitude in terms of need of achievement, need for autonomy, creative tendencies, calculated risk-taking, drive and determination. The GET test is a 54 items questionnaire that assesses five dimensions of personality such as Need for Achievement (12 items), Autonomy (6 items), Drive and Determination (12 items), Risk Taking (12 items), and Creativity (12 items). Each item is a statement to which the participant either agrees or disagrees. If a person agrees with a statement by circling A and the statement number is an even number, they get one point. If a person disagrees with a statement by circling D and the statement number is an odd number, they get one point. Other responses get zero points. Points gained are added together to give a score for each of the entrepreneurial attributes which are summed to give the score for entrepreneurial tendency.

The five dimensions/sections by which the study is conducted are explained below.

(1) Need for achievement

The entrepreneurs have a strong desire to achieve high goals in business (SS Khanka, 2016). If the applicant has scored well in this section, he/she will have the qualities of forward looking, self-sufficient, optimistic rather than pessimistic, task oriented, result oriented, restless and energetic, self-confident, persistent and determined, dedication to completing task.

(2) Need for autonomy

The need for autonomy is the need "to self-organize and regulate one's own behaviour (and avoid heteronomous control), which includes the tendency to work toward inner coherence and integration among regulatory demands and goals" (Deci & Ryan, 2000). A person who scores high in this section likes doing unconventional things, prefers working alone, needs to do own things, needs to express what he/she thinks, dislikes taking orders, likes to make up own mind, does not bow to group pressure, is stubborn and determined.

(3) Creative Tendency

The enterprising person should have creative tendency. He should have an imaginative approach to solving problems, and tends to see life in a different way to others. A high score in this section means that the person is imaginative and innovative, has tendency to day dream, is versatile and curious, has lot of ideas, is

intuitive and can guess well, enjoys new challenges, likes novelty and change.

(4) Moderate/Calculated risk taking

The enterprising person is opportunistic and seeks information and expertise to evaluate if it is worth pursuing the opportunity which will usually involve some risk. If the person scores well in this section, he/she tends to act on incomplete information, judge when incomplete data is sufficient, accurately assesses his/her own capabilities, be neither over nor under-ambitious, evaluate likely benefit against likely costs, set challenging but attainable goals.

(5) Drive and determination

A successful entrepreneur should have a strong determination to take the opportunities and express a strong-willed control over life to reach his/her own destiny. A person who scored high tends to be self-confident, take advantage of opportunities, discount fate, make own luck, believe in controlling own destiny, equate results with effort, show considerable determination.

In this present study, the points scored in GET test by the respondents are interpreted based on the literature (Caird, 2013). The points score between 10-12 is high score, 7-9 is medium score, and 0-6 is low score in four sections viz., need for achievement, creative tendency, calculated risk taking, and drive and determination. In need for autonomy/independence, the points score between 4-6 is high score, 3

is medium, and 0-2 is low score. In total GET score, the points score between 44-54 is high score which means very enterprising, 27-43 is medium score which indicates some enterprising qualities, and 0-26 is low score which means no entrepreneurial qualities.

Research Methodology

The main objective of the present study is to identify the entrepreneurial attitude among undergraduate female students in Lunglei town, Mizoram. Mizoram is a small state located in North East India, having a total area of 21,078 square kilometres and situated between Myanmar and Bangladesh. Lunglei is the second largest district in Mizoram. 60 female undergraduate final year students were selected as sample from the three colleges in Lunglei such as Lunglei Government College, Government J.Buana College, and Higher and Technical Institute Mizoram (HATIM). 20 female students were selected from each of the three colleges by using quota sampling method. Primary data were collected by administering a structured questionnaire which is GET (General Enterprising Tendency) test among the sample respondents. The survey was conducted in the month of December, 2019 – January, 2020. Secondary data were collected from books, journals, and websites. Microsoft excel was used to calculate the point score by each and very respondents.

Results and Discussion

Based on the points scored by the respondents in GET (General Enterprising Tendency) test, the results and discussion of the study are shown as below.

Need for Achievement

Table 1 highlights the points scored by the respondents regarding need for achievement. Out of the total respondents, 3.33% of the respondents scored high which indicates that they have the qualities of forward looking, task oriented, optimistic, and willing to work long and hard when necessary to complete tasks. 45% of the respondents scored medium in this section. This indicates that they have some qualities of becoming an entrepreneur regarding need for achievement. They may wish to consider 'tried and tested' enterprising ideas that fit in with their lifestyle.

Table 1: Need for Achievement

Scores	No. of Respondents	Percentage (%)
High Score (10-12)	2	3.33
Medium Score (7-9)	27	45.00
Low Score (0-6)	31	51.67
Total	60	100.00

Source: Field study

51.67% of the respondents scored low which indicated that they achievement may not be one of their high priorities. They do not have entrepreneurial qualities regarding need for achievement.

Need for Autonomy/Independence

Table 2 shows the need for autonomy/independence of the sample respondents. 40% of the respondents scored high in this section which indicates that they have the entrepreneurial qualities of working alone and independent,

unconventional, and prepared to stand out as being different to others.

Table 2: Need for Autonomy/Independence

Scores	No. of Respondents	Percentage (%)
High Score (4-6)	24	40.00
Medium Score (3)	15	25.00
Low Score (0-2)	21	35.00
Total	60	100.00

Source: Field study

25% of the respondents scored medium which means they have some qualities regarding need for autonomy/independence but they may need to cultivate stronger independent leadership qualities to start up their own enterprise. 35% of the respondents scored low in this section.

Creative Tendency

Table 3 indicates the creative tendency of the respondents. Out of the total respondents, 5% of the respondents scored high which means they are imaginative, inventive or innovative tendency to come up with new ideas.

Table 3: Creative Tendency

Scores	No. of Respondents	Percentage (%)
High Score (10-12)	3	5.00
Medium Score (7-9)	32	53.33
Low Score (0-6)	25	41.67
Total	60	100.00

Source: Field study

53.33% of the respondents scored medium in 'Creative tendency' section. This indicates that they have some qualities of an entrepreneur regarding creativity but not strong as those who scored high. They may like to consider tried and tested enterprising ideas to start an enterprise. 41.67% scored low which means they are not creative to become an entrepreneur. They may content with traditional approach to business or ideas.

Calculated Risk Taking

Table 4 shows the points scored by the respondents regarding calculated risk taking. An entrepreneur should take calculated risk to start a new enterprise.

Table 4: Calculated Risk Taking

Scores	No. of Respondents	Percentage (%)
High Score (10-12)	1	1.67
Medium Score (7-9)	19	31.67
Low Score (0-6)	40	66.66
Total	60	100.00

Source: Field study

The table indicates that 31.67% of the respondents scored medium in this category. This indicates that they are happy with tried and tested enterprise ideas, less risky enterprising ideas, or business ideas where a partner takes the risks. However, they have some entrepreneurial qualities in taking calculated risk to become an entrepreneur. Only 1.67% of the respondents scored high. On the other hand, 66.66% of the

respondents scored low in this category which means they are not happy about taking on any risk to start a new venture.

Drive and Determination

Table 5 shows the drive and determination of the respondents. Out of the total respondents, only 1.67% of the respondents scored high in this category. 45% of the respondents scored medium, and 53.33% of the respondents scored low in this category.

Table 5: Drive and Determination

Scores	No. of Respondents	Percentage (%)
High Score (10-12)	1	1.67
Medium Score (7-9)	27	45.00
Low Score (0-6)	32	53.33
Total	60	100.00

Source: Field study

In an overall analysis of this section, almost half of the respondents have some qualities regarding determination and drive to become an entrepreneur as they scored medium in this category. They need to develop self-confidence and enterprising skills to make a success of the venture. On the other hand, around half of the respondents do not have 'drive and determination' which are an important quality of becoming an entrepreneur.

Entrepreneurial Attitude (Total GET Score)

Table 6 indicates the entrepreneurial attitude (total GET scores) of the respondents. The points scored in all the above five sections by each and every respondent are added to get the total GET scores. The table reveals that no respondents obtained high score which means no respondents are highly enterprising. However, 61.67% of the respondents obtained medium score which means they have some entrepreneurial qualities. 38.33% of the respondents scored low which indicates that they do not have entrepreneurial qualities. They are happy to work under the guidance of others rather.

Table 6: Entrepreneurial Attitude

Scores	No. of Respondents	Percentage (%)
High Score (44-54)	-	-
Medium Score (27-43)	37	61.67
Low Score (0-26)	23	38.33
Total	60	100.00

Source: Field study

Conclusion and Recommendation

The study focused on the entrepreneurial attitude among undergraduate female students in Lunglei, Mizoram. Around 48% of the respondents have some entrepreneurial qualities related to 'Need for achievement'. More than 60% of the respondents have some qualities of 'Need for autonomy/independence', almost 60% of the respondents have some qualities of 'creative tendency', around one-third of the respondents have some qualities of 'calculated risk taking', and

almost half of the respondents have some entrepreneurial qualities of 'drive and determination'. Considering the above results in each section, the number of respondents who scored up to medium is least in 'calculated risk taking' section. However, the study reveals that approximately half of the respondents have some qualities of an entrepreneur in another four sections such as need for achievement, need for autonomy, creative tendency, and drive and determination.

In an overall result (entrepreneurial attitude) of the study which is shown in the table 6, more than 60% of the respondents have some qualities of an entrepreneur which means they are enterprising in some context. The study recommended that the government, the educational institutions and the concerned organisations will organise trainings/workshops/conclave regarding entrepreneurship to give awareness on entrepreneurship among students especially female students and motivate them to start their own enterprises which will bring self-employment, generate income, create employment opportunities and contribute the economic development of the country. The study also recommended that the central or state government will introduce entrepreneurship subject as one of the subjects in high school, higher secondary school level, and offer entrepreneurship subject as optional paper in college level. Therefore, the students will become aware of the basic concept of entrepreneurship and this will encourage and motivate them to become an entrepreneur. It is also recommended that the Entrepreneurship knowledge Cell (EK Cell) in different colleges in Mizoram should organise entrepreneurship related programmes to mould and shape the students to become successful entrepreneurs.

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