

Design of the Study

The methodology adopted for the research study titled “**Work Life Dynamic of Selected Women Entrepreneurs in Coimbatore City**” is comprised of the following aspects.

3.1 Phase I : Surveying for selecting respondents

3.2 Phase II : Assessing the selected women entrepreneurs running tailoring unit

3.3 Phase III : Case study

Phase I

3.1 Surveying for selecting respondents

The survey was found essential to gather information from the respondents to learn about the existence. A study is used as a technique of investigation by direct observation of a phenomenon to collect data from a selective population through personal contact and interview when adequate information about a particular problem is not available in records, files, and other sources. A survey is an essential tool used to gather evidence relating to selected social issues. It is one of the most widely used methods in social research by which quantitative facts about social phenomena can be collected, which contributes to the solution of the immediate problem (Verma, 2000).

Sarah (2013) expresses that the experiment survey is a significant level of general capacity, which speaks to an enormous populace because of the typical immense number of individuals who answer the examination. The information accumulated gives a superior portrayal of the overall attributes of everyone associated with the investigation when contrasted with different techniques for information gathering. The study assists with extricating the information that traits the data of the more extensive community. Hence the survey method was chosen as the appropriate method for the collection of data for the study and to gather

information required for the research. Schematic diagram representing the plan of work is illustrated in figure 1.

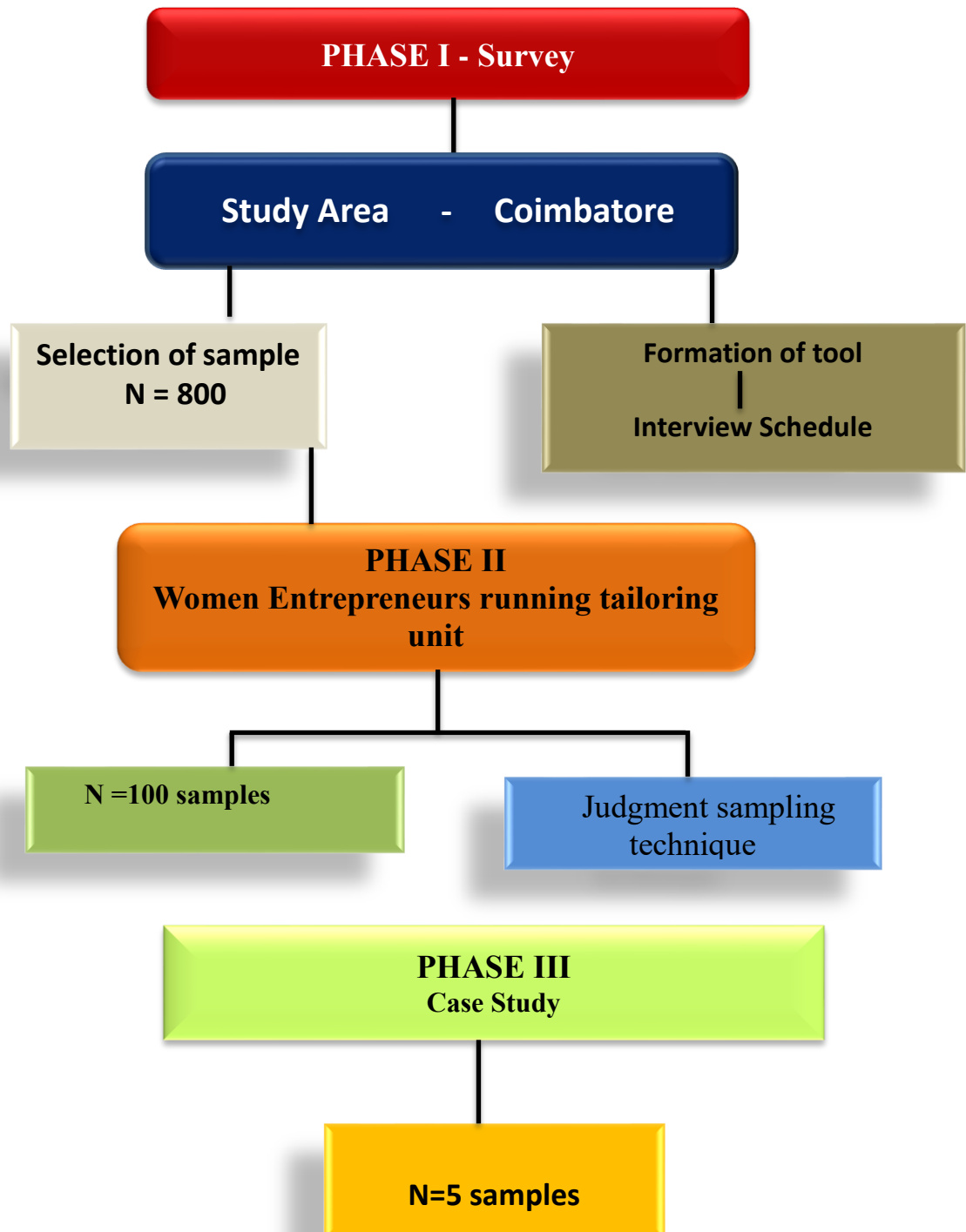


Figure 1: Schematic representation of research design

The following are the steps followed to collect relevant information from the selected samples.

- 3.1.1. Identifying of the study area
- 3.1.2. Selection of respondents
- 3.1.3. Formulating the research tools
- 3.1.4. Collection of data and
- 3.1.5. Analysis and interpretation

3. 1.1. Identifying of the study area

The study was carried out Coimbatore City which is the second industrialized region in the province of Tamil Nadu. Coimbatore is otherwise called the "Manchester of South India" for its advancement in the material Industry in 1920s. Coimbatore District is one of the modern created and industrially lively region of Tamil Nadu. It has Small Scale, Medium and Large-scale businesses. It is a pivotal inland region arranged in the North-Western zone of Tamil Nadu and is popular and known for SSI (Small Scope Industries).. Ladies comprise half of the total populace and get 1/tenth of the world's salary. 90% of ladies in India though incompetent and are confined to low paid occupations. Women by and large don't have authority over land and other beneficial resources. Regardless of a few endeavors taken by the administration after autonomy, Indian ladies are still in an impeded situation about education, endurance, wellbeing, nourishment and efficiency,<http://gcoe.ier.hitu.ac.jp/CAED/papers/id101> Govindasamy.

Entrepreneurship development is an essential aspect of women empowerment. A woman needs to be encouraged to start a business to get economic gains as well as to improve their overall status in the economy. As per the Sixth Economic Census (2013-14) discharged by the Ministry of Statistics and Program Implementation of Government of Indian, ladies establish almost 14% of the complete business i.e., 8.05 million out of the full 58.5 million business people. Out of this, 2.76 million women representing to 13.3% of women are business

who work in the horticulture division, though 5.29 million ladies establish over 65% work in the non-agribusiness territory. The normal work in ladies possessed undertakings is very meagre 1.67. <https://www.indianweb2.com/2018/12/11/india-has-14-women-entrepreneurs-with-tamil-nadu-as-highest-says-6th-economic-census/>.

Women entrepreneurs have high potential which is yet to be tapped. In Coimbatore District, women who have a firm a dependable balance in scholarly and societal position yet to recognized for their job as entrepreneurs. According to District Industrial Centre (DIC), the number of enterprises managed by women entrepreneurs was 5270 in the year 2005. At present, women entrepreneurs in the District are engaged in a variety of activities, including running traditional as well as non-traditional, industries, such as engineering, readymade garments, fabrics, manufacturing, eateries, handicrafts, tailoring, designing and likewise with an aspiration living goals. The motivation of force behind these women entrepreneurs is for a career in business. The investigator was familiar with the area and had established a good rapport with the selected samples. Hence Coimbatore was the area selected for the study.

3.1.2. Selection of respondents

The sample describes the process of selecting the elements, characteristic of a larger population to represent a target population. Samples are used in statistical testing to incorporate every single imaginable part or perceptions. The selected samples represent the populace the method employed for the selection of the samples (Women Entrepreneurs) was a purposive sampling technique. The purposive sampling is to concentrate on specific qualities of a populace that are of interest, which will empower to respond to the exploration of questions. A sample selected is a subset of the individuals. The process of selecting the sample is to learn about the community based on a sample drawn from it says Gupta, (2000). The elements that are selected with an intention to find out something about the population from that group of an element is referred to as sample,(Elongovan and Mohan,2007).

Women entrepreneurs are unquestionably considered to be a noteworthy person in any society. She has self-confidence and courage to make any decision regarding the income she earns. Purposive sampling technique, which is a non-random sampling method, is based on factors such as convenience in data collection, budget, and time constraints. Purposive sampling helps to exercise sound judgment and apply appropriate strategy to handpick the cases, which is to be included as samples that are satisfactory concerning research needs (Saravanel, 2012). Purposive sampling is a non-probability sampling method where the judgment of the researcher is final chooses to the samples. The study has taken into consideration the women entrepreneurs in Coimbatore city. The survey covered various areas of Coimbatore city. In a total of 800 samples representing women, entrepreneurs have been chosen by purposive sampling technique. The location of the study is given in figure 2.

3.1.3. Formulating the research tool

An interview schedule was the tool used for the collection of data. A schedule is a series of questions which is to be addressed to the individuals to obtain useful information about the topic,(Graeff 2005). The schedule is a popularly known method used for collecting data in a research survey (Kothari 2004). A simple questionnaire, easy to understand, and comprehensive, was designed to elicit information. Two different schedules were framed in (Appendix I and II). Appendix I comprises of questions about the profile of the respondents (800 samples), which includes family background, a housing details, and details of the enterprise undertaken. Appendix II comprises of questions for the selected 100 women entrepreneurs profiles, details of housing, information of the enterprise undertaken, management practices, and problems faced, and work satisfaction. The formulated schedule are given in Appendix I and Appendix II.

3.1.4. Collection of data

Data collection processes for gathering information pertaining to an established system enables one to answer the stated questions, and record the outcomes,(Ainley,2014). A significant constraint faced during the procedure was the time constraint.

In certain situations, the researcher personally met the samples and collected information and filled up the schedule. The respondents were provided a comfortable atmosphere with privacy as they could respond without hesitation. They felt answering the questions was a stressful job during their busy schedules. Hence, the researcher visited the samples as per the convenience of the samples. A good rapport was established between the interviewer and the interviewees. The required information was collected in an orderly manner without any confusion. Thus the details and the required essential information were gathered for the study.



Conduct of the survey by the researcher

Plate – 1

3.1.5. Analysis and interpretation

According to Mohan (2007), the analysis of data involves firmly related activities that are performed to outline the gathered information and arrange them in such a way, that will yield the response to the questions. The data collected through the questionnaire was analyzed using percentage analysis. Tables, graphs, charts, and diagrams were used to present the results in a better understandable way.

Phase II

3.2 Assessing the selected women entrepreneurs running a tailoring unit.

In the absence of entry into a gainful employment scheme, there is a considerable awareness among women to be self-employed. This has established the fact that women gradually realize that they have a significant role in the economic and social development of the nation opine Royce and Mahesware(1991).

To gather information regarding self -employed women, running tailoring units, the samples were selected from phase I.

The information required was gathered based on the following aspects

3.2.1. Baseline assessment

3.2.2 .Development of an efficient, accessible layout plan

3.2.1. Baseline assessment

The baseline assessment demands details of the fowling:

- a) Selection of samples
- b) Selection of tool
- c) Analysis of workplace

a) Selection of sample

Phase I indicated that nearly 56% of the samples were engaged in business related to textiles. Among them, 27.25 per cent were engaged in business related to ready-made garments and textiles, and 28.5 per cent were running tailoring units. Hence women running tailoring units were selected for phase II. The subjects selected for the study included women running small scale tailoring units as well as self-employed as women tailors. The cross-sectional study was carried out with 100 samples whose age ranged between 25-55 years and who were willing to participate in the study. The samples were selected purposely based on the judgment sampling technique. Judgmental sampling is a procedure wherein specific settings, people, or occasions are chosen intentionally so as to give significant data that can't be acquired from different decisions (Maxwell, 1996). The criteria for selecting the samples were willingness, co-operation, and understand the concept of the research and lend accordingly.

b) Selection of tools

Interview schedule was the tool used for gathering information from the respondents. Interviewer can investigate issues in an in-depth way and discover how individuals think and feel about a topic, (www.evaluated.bcu.ac.uk/tutorial/4c.htm). The prepared interview schedule required additional details on the profile of women entrepreneurs, spouse details, housing details, information of the enterprise undertaken, management practices, problems faced and work satisfaction. The questionnaire required additional details on activities carried out in the work area provision, storage facilities, health problems, occupational stress, work environment, and work related problems faced in the tailoring unit.

c) Analysis of workplace

To assess the efficiency of the work place, scientific assessment is necessary. An experiment in a research method involves testing different assumptions by trial and error under the conditions which are considered by the researcher, www.businessdictionary.com.

To analyze the work area, the details of the layout, and provision present and facilities required were observed and recorded.

This part is dealt with under the following subheadings.

(i) Details of the work area

The reaching height on the vertical plane and the horizontal plane were observed, measured, and recorded. The observation method is an important tool used for collecting the data that serves to formulate the research purpose in a systematically planned manner is recorded later. It is subjected to checks for validity and reliability <https://www.wisdomjobs.com/e-university/research-methodologytutorial>

(ii) Assessment of workplace

The analysis of the workplace was done measuring the area of the tailoring unit, counter height from floor level, counter length and depth and height of the topmost shelf from floor level. The space allowances for keeping materials and tailoring machines was measured in Centimeters using a measuring tape. The depth of the storage shelves on the wall area, and the width



of the counter were recorded. The Analysis of the workplace was done by measuring the space allowance with the help of a measuring tape and was recorded. The workplace should be considered to be at an advantage, to perform the activity. Providing a good working environment is a success in the long run. The work area should be meaningful safe and promote support to carry out work in a smooth environment, <https://www.theseus.fi/bitstream/handle>.

3.2.2. Development of an efficient, accessible layout plan

The dimensions, the type of work and activities performed, adequacy of space such as counter, storage, etc have impact on the functional comfort. At the point

when these basic ecological backings are inadequate or missing, the workers experience weariness and uneasiness, which brings about discomfort in performing the activity. Hence the entrepreneurs have to spend more time completing the tasks and therefore are subject to a higher risk of health being affected. Sustained functional discomfort leads to stress (Vischer 2007). The workspace designed to support workers' tasks and activities demonstrates comfort. Hence an attempt was taken to develop a accessible layout plan.

Developing a layout suitable for tailoring unit included the following aspects:

- a) Developing an accessible tailoring unit
- b) 3DEffect of the layout plan

a) Developing an accessible tailoring unit

The investigator, with the help of an architect-designed a floor plan with elevation plan and 3D effect for an area measuring 10'x11' suitable for an accessible tailoring unit. The feedback received from the survey, observation, and analysis of the features and the work of the selected tailoring units were taken into consideration. Developing a floor plan for an accessible work area included designing a functional layout with a floor plan. An accessible tailoring unit design is an inclusively tailored unit that accommodates the needs to make the work stress free and easy, particularly in work-related activities. Design refers to the plan and the sketch with preliminary drawings (Collins 2000). Planning and designing a layout begins with an appraisal of the living style, says Shah (2005). The layout was developed, focusing on the location of the different work areas as well as the other features for easy access and movement.

b) 3DEffect of the layout plan

In architecture, the elevation is defined as a drawing or structure that represents to the article or the proposed structure anticipated geometrically on a vertical plane corresponding to its sides, (Random House Dictionary 2014, dictionary. com Unabridged). The layout is ideal and provides sufficient work and storage space and allows flexible placement for various items and materials, practicality making a space more functional.

The designed layout plan with a cross-sectional view of the walks and the 3D effects is presented in chapter 4, Result and Discussion.

Phase III

3.3. Case Study

The contextual investigation empowers the specialist to intently watch, connect and inspect the information inside a particular setting. The contextual investigation strategy selects a small limited number of individuals as the subjects for the study. The true essence of the case study is to explore the individual and investigate real-life phenomena through detailed contextual analysis of the events and conditions in association with their relationships.

The term case study is a term used to describe a detailed descriptive account of an individual or a group, says David et al. (2015). The case study method is an important tool of social investigation and a popular method used for collecting information about an individual or group of persons (Saravanel, 2012). It is a popular form of qualitative analysis which involves careful observation of the selected person. Qualitative research has been described as "an effort to understand situations in their uniqueness as part of a particular context and the interactions" (Creswell 2003). The researcher attempts to collect qualitative data using case study, as it has a growing trend and tradition in social science research in the last twenty years. This method of research has become widely accepted around the world because of its nature (Sonia 2010).

The object of this method is to identify and locate the factors that allow for the natural behavior patterns as an integrated totality (Kothari 2007). To understand the women entrepreneurs, five samples were selected for the case study. After seeking their consent, an in-depth interview was conducted with the selected samples by the investigator to gain an insight into their concerns pertaining to their work-life dynamic. The interaction was carried out during the time scheduled as per the convenience of the selected samples. The outcome was recorded carefully and presented in chapter 4, Results and Discussion.