

SELF ESTEEM AND JOB SATISFACTION OF
SELECTED TRIBAL WOMEN
ENTREPRENEURS OF MIZORAM

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Abstract

Woman were the first humans to taste bondage, a slave even before slavery came into existence and educational backwardness is also a major reason of woman lagging behind men. Women have plunged into the field of entrepreneurship to achieve economic independence and they have found it effective in emerging social and economical role. With the changing role that women accepted over the past decade the role of entrepreneurship among women has gained considerable importance. In north east India the economic life has always been centered round traditional industries. As Mizoram has plenty of resources for these industries in the form of raw materials mostly from forest, agriculture and horticulture, women entrepreneurs had the opportunity to enter into these industries. Hence the present paper aims to highlight the self esteem and job satisfaction of selected tribal women entrepreneurs of Mizoram.

The primary aim of the study was to find out the socio economic profile, occupational profile, self esteem and job satisfaction of the selected tribal women entrepreneurs of Mizoram. Ex-post-facto research design cross sectional in nature was adopted for the present study. Using

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purposive sampling technique 120 tribal women entrepreneurs residing at Mizoram were selected for the study. The questionnaire method was adopted for the collection of data from the women subjects. Correlation and “t” test were used for the statistical analysis of data. The finding of the study revealed significant relationship among self esteem and job satisfaction of women entrepreneurs.

Keywords:Self Esteem;Job satisfaction;Tribal women;Women Entrepreneurs;Mizoram.

1. Introduction

Women have come a very very long way but they have a long way ahead to go (Boyle 1960)

Woman were the first humans to taste bondage, a slave even before slavery came into existence and educational backwardness is also a major reason of woman lagging behind men (Dhameja, 2002).

Entrepreneurship is a process of business opportunity and activity. There should be a person with a mind, heart and intention to combine them all and leads to the creation of goods and services which the people want (Vasan, 2004).

Woman at home has been an entrepreneur within the four walls where she was innovative in terms of budgeting with the limited income resources and used the waste materials for making some useful products. Women have plunged into the field of entrepreneurship to achieve economic independence and they have it found effective in emerging social and economical role. With the changing role that women accepted over the past decade the role of entrepreneurship among women has gained considerable importance (Saini, 1998).

Entrepreneurial competence makes all the difference in the rate of economic growth. The entrepreneur is one of the most important to the economic development of a country or of regions within the country. In north east India the economic life has always been centered on jhum or shifting cultivation. In Mizoram, due to non availability of irrigation facilities the crops totally depend on monsoon water which at times fails leading to entrepreneurship revolution in Mizoram. Besides Mizoram have plenty of resources for the traditional industries in the form of

raw materials mostly from forest, agriculture and horticulture, women entrepreneurs had grown and entered into these industries(www.industrialisationmizoram.com).

Hence the present study was undertaken with the aim of finding out the socio economic profile, job profile and self esteem and job satisfaction of the selected tribal women entrepreneurs residing at Mizoram.

2. Research Method

One hundred and twenty woman entrepreneurs doing woolen work and bamboo work belonging to Lushai tribal community residing at Mizoram were selected. The samples were subdivided into based on work experience. The selected tribal woman entrepreneurs were interviewed in person related to their socio economic profile, job profile and self esteem and job satisfaction for the present study.

❖ The closed form questionnaire:

For elucidating the following information's socio economic background ,occupational profile of the selected tribal woman entrepreneurs.

❖ Rosenberg self esteem scale:

It is a standardized scale whose reliability and validity are proved with 10 standardized statements with 4 point scale, to consists of both positive as well as negative statement. In positive statements, strongly agree has a maximum score of 5 and strongly disagree has a minimum score of 1, But for negative statement, this score will be vise-versa, here the score of 4 while strongly agree has a minimum score of 1.

❖ Job satisfaction Scale:

It is a Job satisfaction scale with 4 point scale was used to assess the level of job satisfaction achieved. In these statement, Agree very much have the highest score of 4 and disagree very much have the lowest score of 1.

3. Results and Analysis

3.1 Socio-Economic Background

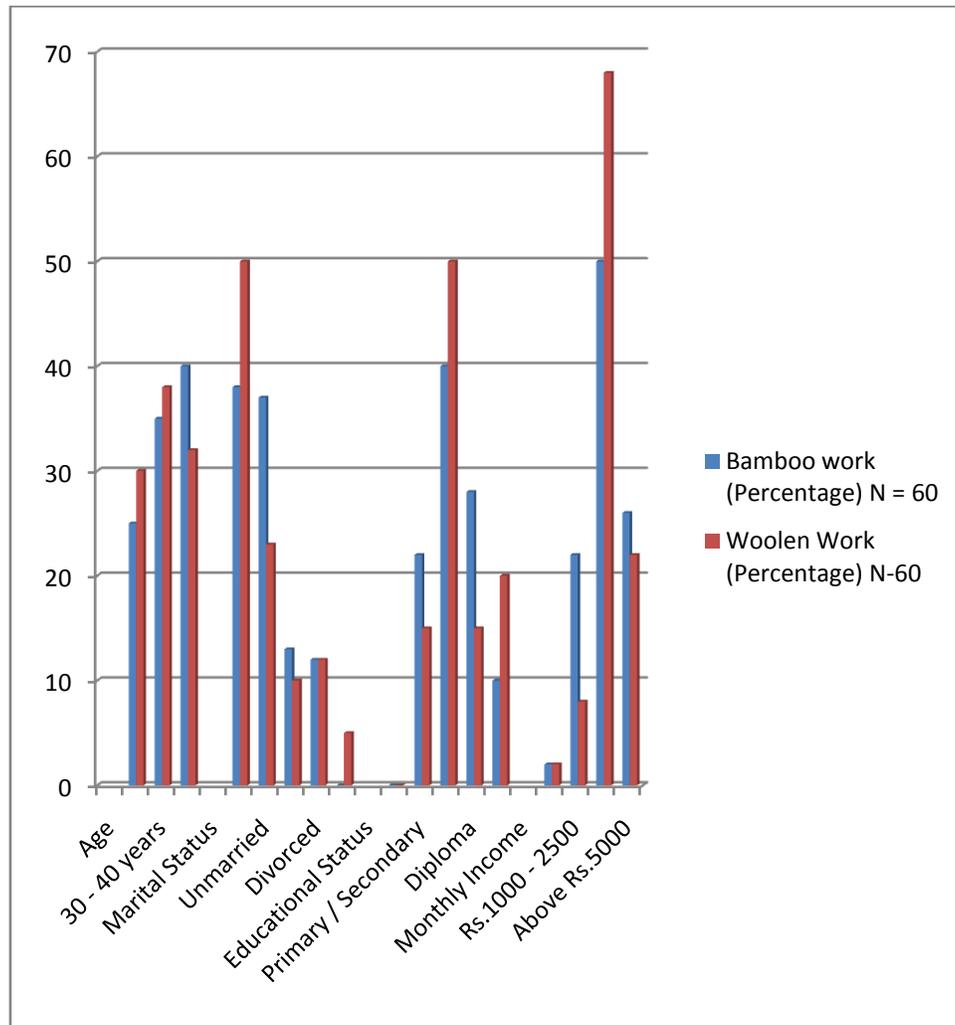
Majority of bamboo entrepreneurs (40 per cent) were in the age group of 40 years to 50 years. While in the case of woolen entrepreneurs, majority of (38 per cent) of them were in the age group of 30 to 40 years. The study also revealed that majority of the bamboo entrepreneurs (38 per cent) and woolen entrepreneurs (50 per cent) were married. It is evident from the table that 40 per cent of bamboo entrepreneurs possessed high / higher secondary level of education. Among the woolen entrepreneurs 50 per cent were having high/higher secondary level of education. It is interesting to note that there were no illiterates among the selected entrepreneurs.

Table 1. Socio-Economic Background of Selected Tribal Women Entrepreneur

Variable	Bamboo work (Percentage) N = 60	Woolen Work (Percentage) N-60
Age		
20 - 30 years	25	30
30 - 40 years	35	38
40 - 50 years	40	32
Marital Status		
Married	38	50
Unmarried	37	23
Widowhood	13	10
Divorced	12	12
Separated	0	5
Educational Status		
Illiterate	0	0
Primary / Secondary	22	15
High/ Higher Sec.	40	50
Diploma	28	15
Graduate / PG	10	20
Monthly Income		
Below Rs. 1000	2	2
Rs.1000 - 2500	22	8

Rs.2500 - 3000	50	68
Above Rs.5000	26	22

Figure 1. Socio-Economic Background of Selected Tribal Women entrepreneur



Among the Bamboo entrepreneurs, 50 per cent of selected subject's monthly income earned the monthly income between Rs.2500 to Rs.5000. The majority of the woolen entrepreneur earned the monthly income (68 per cent) ranging from Rs.2500 to Rs.5000.

3.2 Job Profile

The study also elucidated the Job profile of selected tribal entrepreneur (Table-2) which includes sources of raw materials, number of working hours, mode of sales profit margin and reason for under taking the job.

Table 2..Job Profile of Selected Tribal Women Entrepreneurs

Variable	Bamboo work (Percentage) N = 60	Woolen Work (Percentage) N-60
Working Hours		
4 - 6 hours	42	42
6 - 8 hours	58	58
Mode of Sales #		
Selling from homes	33	40
Selling through shops	88	83
Selling through exhibition	53	43
Selling through middle man	17	13
Profit Margin		
Rs. 500 - 1000	12	5
Rs. 1000 - 2000	42	60
Above Rs. 2000	47	35
Reason #		
Poverty	42	37
Large family	22	31
Economic incapability of Husband	12	3
Ill treatment from spouse	3	2
Family profession	30	22
Interest in Job	18	43
Making use of Talent	12	22
Resources Available	32	10
Profitable jobs	13	17
Any other	12	13

Multiple response

It was observed that 58 per cent of the bamboo entrepreneurs and 57 per cent of woolen entrepreneurs worked for 6 to 8 hours. It was evident that 88 per cent bamboo entrepreneurs sold their products through shops and 53 per cent sold through exhibition, and 33 per cent were selling directly from their homes. Among the woolen entrepreneurs 83 per cent of them sold their products through shops and 40 per cent sold from their homes. Only 13 per cent sold their products through middle man.

It was observed that majority (47 per cent) of bamboo entrepreneurs monthly earning was more than Rs.2000, 42 per cent of the subjects monthly earning was Rs. 1000 to Rs. 2000, and 12 per cent of entrepreneurs earning Rs.500 to Rs.1000. Whereas 60 per cent of woolen entrepreneur monthly earning was Rs.1000 to Rs.2000, 35 per cent of the woolen entrepreneurs earned more than Rs.2000 and 5 per cent obtained Rs.500 to Rs.1000 each month from their entrepreneurs venture.

In the case of bamboo entrepreneurs while the major reason for up taking the Job was mentioned as poverty (42 per cent), the factors like availability of resources (32 per cent), Economic incapability of husband(12 per cent), Family profession (30 per cent), Large Family (22 per cent) were quoted as reasons to take up the entrepreneur venture. Twelve per cent of them reasoned out that their talent and skills were to be utilised. The results also indicated that 43 per cent of the selected woolen entrepreneurs chosen this field out of the interest and inclination to become an entrepreneur. While the factors like poverty (37 per cent), large family (31 per cent) and ill treatment from spouse (2 per cent) made women entrepreneurs to venture this field.

3.3 Self - Esteem And Job Satisfaction

Relationship among Self-esteem, Job satisfaction of the woolen workers shown through correlation coefficient was done and presented below.

Table 3. Self - Esteem and Job Satisfaction of the Bamboo Entrepreneurs

Variables	Self - Esteem	Job Satisfaction
Self esteem	1	0.475**
Job Satisfaction	-	1.000

**Correlation is significant at 0.01 level (2 tailed)

As indicated in table-3 the study further revealed that self-esteem of bamboo entrepreneurs had significant positive relationship with their Job satisfaction. It can be inferred that the samples with higher self esteem felt more successful in their career.

Table 4. Self - Esteem and Job Satisfaction of Woolen Entrepreneurs

Variables	Self - Esteem	Job Satisfaction
Self esteem	1	0.406**
Job Satisfaction	-	1

** Correlation is significant at 0.01 level (2 tailed)

As indicated in table-4 the study revealed that self-esteem of woolen entrepreneurs also had significant positive relationship with their Job satisfaction. It can be inferred that the samples with higher self esteem felt more successful in their career. On the analysis it was found that self-esteem had significant direct relationship with Job satisfaction. It can be inferred that the samples with higher self esteem also felt more successful in their career.

Table 5. One Way Analysis of Self-Esteem and Job Satisfaction between Bamboo Entrepreneurs and Woolen Entrepreneurs

Variables	Nature of Job	N	Mean	Std. Deviation	Std. Error Mean	't'
Self esteem	Bamboo Work	60	25.87	2.213	.286	4.792**
	Woolen Work	60	28.35	3.349	.432	
Job Satisfaction	Bamboo Work	60	56.30	8.148	1.052	1.003 ^{NS}
	Woolen Work	60	57.65	6.512	.841	

**Significant at 0.01 level

NS- Not Significant

The study on further analysis revealed that there was a highly significant difference on self esteem ($t = 4.792^{**}$) between woolen entrepreneurs and bamboo entrepreneurs. It was also evident that the woolen entrepreneurs have better self-esteem ($\bar{x} = 28.35$) than the bamboo entrepreneurs. There was no significant difference between the bamboo entrepreneurs and Woolen entrepreneurs on job satisfaction.

4. Conclusion

The entrepreneur is one of the most important inputs into the economic development of a country or of regions within the country. The world and the field are is very competitive. But when women are made aware of their inner potentialities, strengths and resources and helped to utilize the same will definitely bring changes in the economic status of the women in the family. Although the income from entrepreneurial venture often is not enough to create any assets, the job satisfaction it provides always increases one's self esteem. Sensitization, self improvement, social empowerment and sustenance are the major factors kindled the women subjects to venture out as a successful entrepreneur, while the recognition from the family and society is primarily responsible for sustenance for entrepreneurship.

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