



# DEMOGRAPHIC VARIABLES AND ITS EFFECT ON MANAGERIAL ABILITY: A STUDY AMONG RURAL ENTREPRENEURS IN MANIPUR, INDIA

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## ABSTRACT

In past few decades, entrepreneurship has gained much popularity worldwide. Our Union Government is providing lot of support towards entrepreneurship. An entrepreneur should manifest a higher level of managerial ability in order to run the enterprise successfully. The purpose of the present study is to explore the level of managerial ability among the rural entrepreneurs and to exhibit the relationship between various demographic variables with managerial ability. The study has been conducted on a sample of 150 tribal land owners engaged in rural entrepreneurs. Convenience sampling technique was adopted. Structured interview schedule was used to collect data from the respondents. The result shows that the rural entrepreneurs are having an average level of managerial ability. The result also shows that demographic variables have an impact over managerial ability. The government can take a cue from the study and impart managerial skills among the rural entrepreneurs to ensure financial gains and growth.

## Keywords:

Managerial ability, rural entrepreneurs, demographic variables, age, farm experience, educational level, marital status, and annual income.

## INTRODUCTION

Many tribal people have sets of skills which are largely overlooked, banished and eventually suppressed by the regular educational system. In the farming system, most of the activities were done by women, therefore they were employed more than men (Ansari et al 2013). In India, more than 50 per cent of the workforce are self-employed (Thavaraj, 2012). The Government of India is concentrating more on the development of the tribal people by initiating various start-up programmes to empower them. It is the need of the hour to identify the managerial ability of the rural entrepreneurs in Manipur for encouraging them to start an enterprise which in turn increases the employment opportunity among the tribal rural entrepreneurs.

Entrepreneurs are the facilitator of economic progress and are vital to bringing in modifications critical to keep it up-to-date. They are extremely resourceful individuals with an inclination to envisage new elucidations by finding opportunities for creating job opportunities and profit. Entrepreneurs play a vigorous role in the economic development of a country. Economic development of a Country hinge on predominantly on entrepreneurs (Thavaraj et. al. 2020). An entrepreneur is an individual involved in attaining and consuming resources to earn a profit, while acknowledging the risk of the enterprise (Schurenberg 2012). The augmented prominence of promoting rural entrepreneurs to become an entrepreneur is increased due to the consideration given to policy measures concerned with inspiring entrepreneurial action (Deakins and Freel 2009).

An entrepreneur should have a high degree of managerial ability to run an enterprise. As rural entrepreneurs are growing in large quantities and they fully depend on other people for marketing the farm produce. Markets for such products are readily available in the nearby areas in Manipur (Shane and Venkatraman 2000). Furthermore, the government is also providing additional technical and financial support for the youth who want to start their own business (Thavaraj 2015). Hence, every exertion should be made to contain tribal people as a part of it (Paul 2006).

The managerial ability of the respondents are measured from the associated statements drawn from the reviews (Judith Varsányi and habil, 2006, Nermin M. Eid, Sanaa M. Safan and Gehan M. Diab, 2015, Leila Falahati, aily Paim, Maimunah Ismail, Sharifa Azizah Haron and Jaria Masud, 2011, John R. Tanner, Geoffrey Stewart, Glenn M. Maples and Michael W. Totaro, 2009). In total, 40 statements have been generated to measure the managerial ability of the respondents.

## REVIEW OF LITERATURE

According to **Widad Ali A. Rahman's (2020)** research, a relational management style serves as an example of organising and leading competency, indicating that female business owners frequently use unconventional, non-traditional, and least command-and-control methods. The entrepreneur's own skills, expertise, hobbies, and experience are heavily weighted in the enforcement and implementation of business operations.

**Banjo James O. S. (2017)** in their research work state that, the management outlook is frequently in a wonderful position to thrive as entrepreneurs, but there are two major fallacies that can cause enormous issues. Many managers think that increasing personnel numbers will solve whatever problems a company is having. They add more personnel to the issue, but this could make things worse because it might not address the underlying basis of the challenge or lack of profitability.

**Kenneth Chukwujioko Agbim (2013)** suggested that managers must anticipate potential future events when formulating plans in order to decide what to do in the present. Their plans to grasp the present opportunities and ward off upcoming competition dangers will be more successful the more correct their projections are. An organization's success is significantly influenced by its capacity to identify, understand, and react to changes in its environment.

It was suggested by **Eli Haim Hani (2021)** that he also mention that managers must be leaders and that some leadership qualities are especially relevant to them, such as open communication abilities, the capacity to make wise decisions, the capacity to grasp and comprehend a situation in its entirety, and the capacity to ask the right questions. For a firm to attain significant business achievements that are important contributors to the path to success, managerial skills can help decide the level of dedication required on the part of employees and suppliers.

## OBJECTIVES OF THE STUDY

The present study has been carried out with the following objectives:

1. To explore the level of managerial ability among the rural entrepreneurs in Manipur.
2. To identify the relationship between various demographic variables with managerial ability among the rural entrepreneurs in Manipur.

## RESEARCH METHODOLOGY

### Sampling Design

The research design of the study is descriptive in nature. Both primary data and secondary data were collected for the study. The primary data was collected from the rural entrepreneurs in Manipur using a structured interview schedule by the researcher. The secondary data were collected from books, journals, magazines, the internet etc. The scope of the study confines the tribal land owners engaged in rural entrepreneurs in one selected district (Senapati Districts) in Manipur State. The sampling technique adopted for the study is convenience sampling. The study has been conducted on a sample of 150 tribal landowners engaged in rural entrepreneurship.

## DATA ANALYSIS AND INTERPRETATION

### Demographic Variables and its Effect on Managerial Ability: A Study among Rural Entrepreneurs in Manipur, India

The perception of the rural entrepreneurs towards the managerial ability is summated in the form of an index. It is called as Managerial Ability Perception Index (MAPI). It is calculated by

Whereas

ISPMA – Individual Score on Perception of the Managerial Ability

$$\text{MAPI} = \frac{\text{Sum of individual on Perception of Managerial Ability (ISPMA)}}{\text{Maximum Score of Managerial Ability (MSPMA)}} \times 100$$

### Perception towards Managerial Ability Index among the rural entrepreneurs

Sl.No.	Level of Managerial Ability	Number of Respondents		Total
		Male	Female	
1.	Up to 20	19	12	29
2.	21–40	33	10	45
3.	41–60	35	19	54
4.	61–80	5	9	14
5.	Above 80	5	3	8
	Total	<b>97</b>	<b>53</b>	<b>150</b>

The perception towards the managerial ability Index (MAPI) in the present study is confined to up to 20, 21 to 40, 41 to 60, 61 to 80 and above 80 per cent. Table 1 explains the perception of rural entrepreneurs towards their managerial ability. The dominant perception towards the managerial ability level among the respondents is 41 to 60 per cent and 21 to 41 per cent, which constitute 36.00 and 30.00 per cent of the total respectively. The respondents with a perception towards the managerial ability index of above 80 per cent constitute 05.33 per cent of the total. The dominant perception towards the managerial ability index among the male respondents is 61 to 80 and 21 to 40 per cent, which constitute 36.08 and 34.02 per cent of its total respectively. Among the female respondents, these are 41 to 60 and up to 20 per cent, which constitute 35.84 and 22.64 per cent of the total respectively. It reveals that the male respondents are having more favourable perception towards managerial ability than the female respondents.

## ASSOCIATION BETWEEN THE PROFILE OF RESPONDENTS AND THEIR MANAGERIAL ABILITY INDEX

The impact of the perception of managerial ability among rural entrepreneurs is essential to stimulate them to become entrepreneurs. An initiative has been taken to examine the impact of the perception of managerial ability on the profile of the respondents.

The important ten profile variables taken for the study are gender, age, marital status, educational qualification, family income, type of family, size of the family, experience in farming, easy access to the market, and attended training programmes.

The profile of the respondents and the managerial ability of may have significant association. Hence the present study has made an attempt to identify the association between the profile of the respondents and their managerial ability among the respondents. The One-way ANOVA has been applied to examine the significant association among the respondents under various profile variables regarding the managerial ability Index. The related profile variables, relevant 'F' statistics and the result are presented in Table 2.

**TABLE 2**  
**Association between Profile of Respondents and Managerial Ability Index**

Sl.No.	Profile variables	'F' statistics	Table value of F at 5 per cent level	Result
1	Gender	4.46	3.63 *	Significant
2	Area	2.31	2.31 *	Significant
3	Marital Status	1.685	3.76	Insignificant
4	Educational Qualification	3.210	2.29 *	Significant
5	Family Income	0.612	2.01	Insignificant
6	Type of Family	4.21	2.47 *	Significant
7	Size of the Family	2.176	1.89 *	Significant
8	Experience in Farming	8.242	3.72 *	Significant
9	Easy access to the Market	1.874	2.53	Insignificant
10	Attended Training Programmes	3.14	3.04 *	Significant

\*Significant at five per cent level.

It can be inferred that the profile variables gender, age, educational qualification, type of family, size of the family, experience in farming, and attended training programmes have significant associations since the respective "F" statistics are significant at a 5 per cent level. Out of 10 profile variables, 7 profile variables are associated with managerial ability among the respondents. This indicates the importance of profile variables in the determination of managerial ability among the respondents.

### CONCLUSION

From the study, it could be concluded that rural entrepreneurs are having an average level of managerial ability. Both central and respective state governments have done commendable work on accelerating the economic development of tribal people by providing wider exposure to their art and crafts. Conclusively, if rural entrepreneurs are given more training programme with regard to managerial ability, promoting entrepreneurship amongst tribal people is very feasible.

The result also shows that demographic variables have an impact on managerial ability. It can be inferred that the profile variables gender, age, educational qualification, type of family, size of the family, experience in farming, and attended training programmes have a significant association with the managerial ability among rural entrepreneurs.

The rural entrepreneurship activities can be developed based on the high level of managerial ability, which is the key to developing and sustaining the modern knowledge-driven economy.

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