

## Entrepreneurial tendency of handloom weavers in the western zone of Tamil Nadu using general enterprising tendency (GET) test

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### ABSTRACT

In India weaving industry is one of the largest economic activities after agriculture. It has an enormous growth along with a never-ending demand all over the years. Despite the huge contribution of the weavers to the economy, their standard of living is poor. The purpose of this research was to assess the entrepreneurial qualities of weavers using the general enterprising tendency (GET) test which would help and motivate them to enhance their business development capabilities. The study was focussed on entrepreneurial tendency of weavers with several dimensions which would pave the way for betterment of their living. Descriptive research design was adopted in the study with a sample of 120 handloom weavers drawn from the western zone of Tamil Nadu. Results showed that only 9 per cent of the handloom weavers were highly enterprising; 63 per cent had low need for autonomy; the creative tendency of all the handloom weavers was low; 18 per cent had moderate risk-taking ability and the locus of control was not strongly internal for 79 per cent. Thus the sample respondents had a low enterprising ability.

**Keywords:** Entrepreneurial tendency; handloom weavers; need for achievement; need for autonomy; creative tendency; calculated risk; locus of control

### INTRODUCTION

The handloom industry in Tamil Nadu with its prolonged tradition of excellence on craftsmanship occupies a place of eminence in conserving the state's heritage and plays a significant role in the economy of the state. Tamil Nadu has the pride for the unique handloom-woven products like silk sarees, natural cotton sarees, furnishing materials, Dhoties, Lungies and towels (Anon 2019). A successful entrepreneur needs several characteristics or dimensions associated with some entrepreneurial behaviour (John and Kamini 2015). Entrepreneurship is incredibly crucial for every economic system. In the case of entrepreneurship most of the people mainly target on various aspects of the business but forget about their own tendency towards entrepreneurial traits or characteristics. Enterprising tendency is probably the most important component of an entrepreneurship (Bulsara et al 2010). Hence this study was focussed on the entrepreneurial tendency of handloom weavers.

Bortamuly et al (2015) analyzed that adoption of technologies was poor among both female and male as well as rural and urban handloom weavers. The analysis unveiled that work experience in the weaving industry impacted the entrepreneurial behaviour of women and the level of education had a major role in entrepreneurship development in rural areas.

John and Kamini (2015) revealed that due to low earnings and lack of self-sufficient income the traditional weavers had only medium risk-taking ability. Lack of training and inspiration resulted in poor management orientation skills and a medium self-confidence level among the weavers.

Dhote et al (2018) pointed out that entrepreneurship is the solution for a revolutionary career option as it was disruptive in nature which will lead to a new enterprise venture of so many permutations and combinations. The authors further insisted that start-ups and entrepreneurs were a

necessity of any economy to boost the gross domestic product to make the economy a developed one.

Shamitha and Balasubramanian (2018) mentioned that handloom weavers were facing crucial problems in their production due to the insufficient availability and poor quality of raw materials. The study analyzed that power looms were the key competitors for handloom weavers as it attracted more labour from the handloom sectors which resulted in a lack of skilled labour in handloom industry.

With this background the present study was conducted to analyse the entrepreneurial tendency of handloom weavers in the western zone of Tamil Nadu.

## METHODOLOGY

The study adopted a descriptive research design. A total of 120 handloom weavers were selected from western zone of Tamil Nadu in which 60 sample respondents each were selected from Coimbatore and Erode districts. Data were collected through a well-structured interview schedule. A notable established instrument, the general enterprising tendency (GET) test (Caird 2013) was adopted to assess the entrepreneurial tendency of the handloom weavers. This test measured the respondents' propensity to take calculated risks, creative tendency, need for achievement, need for autonomy and internal locus of control which are the major attributes and characteristics of an entrepreneur.

The GET test consisted of 54 statements that required an 'agree' or 'disagree' response. According to the GET test guide the responses with positive entrepreneurial tendency score one point resulted in maximum possible score of 54.

## RESULTS and DISCUSSION

### Entrepreneurial qualities of handloom weavers

#### Need for achievement

Finogenow (2017) defined need for achievement as the desire to obtain excellent results by setting high standards and striving to accomplish them. It is a consistent concern with doing things better. Table 1 shows the achievement motivation ability of handloom weavers.

Table 1. Need for achievement of handloom weavers

Need for achievement	Respondents	
	Number	Percentage
Adequate ability	11	9
Moderate ability	76	63
Lack of ability	33	28

Table 1 shows that only 9 per cent of the handloom weavers were highly enterprising while 28 per cent of them had low enterprising ability. It revealed that only 9 per cent respondents would be interested to seek new opportunities to achieve new plans and 28 per cent weavers could not aim at setting up a new enterprise. Majority of the handloom weavers (63%) had a moderate achievement motivation ability. Those people probably wished to adopt existing business ideas to become entrepreneurs.

#### Need for autonomy

Entrepreneurial autonomy is the freedom of a person to decide the operational activities of the business regarding what work is done, when it is done and how it is done. For business owners/founders the actual experience of autonomy is not at all guaranteed; the autonomy-motivated entrepreneurs must make an effort to attain and maintain autonomy. The degree to which entrepreneurs experience autonomy could vary over time (Van Gelderen 2016). Table 2 gives the category of weavers for the ability of need for autonomy.

Table 2. Need for autonomy of handloom weavers

Need for autonomy	Respondents	
	Number	Percentage
Adequate ability	9	8
Moderate ability	35	29
Lack of ability	76	63

The results reveal that 63 per cent of the handloom weavers had low need for autonomy. It means those people were likely to get advice for managing their work and they could not enjoy of taking charge for an enterprise. Twenty nine per cent weavers had medium need for autonomy that means they might have liked to engage in an organizational team as

employees. Only 8 per cent of the weavers had adequate need for autonomy. The respondents under this category were independent and individualistic, preferred to work alone and possessed leadership qualities.

### Creative tendency

Creativity is defined as the tendency to generate or recognize ideas, alternatives or possibilities that may be useful in solving problems. In order to be creative people need to be able to view in a different and a new form (Pyune 2015). The weavers under the three different categories of creative tendency are shown in Table 3.

Table 3. Creative tendency of handloom weavers

Creative tendency	Respondents	
	Number	Percentage
Adequate ability	0	0
Moderate ability	0	0
Lack of ability	120	100

It was found that the creative tendency of all the 120 handloom weavers was low. It shows that respondents were probably satisfied with the proven traditional approach to their business or enterprise.

### Calculated risk-taking

Entrepreneurs have to face many challenges in their enterprise/business. If there is a problem there should be likely a number of options to approach it. Each solution has its own set of benefits and drawbacks and the entrepreneur must figure out which is going to help the business the most (Adams 2016). The self-evaluation and pursuing the opportunity which would usually involve some risk was referred to as calculated risk-taking. Table 4 depicts the categorical classification of weavers based on calculated risk-taking ability.

Table 4. Calculated risk-taking ability of handloom weavers

Calculated risk-taking	Respondents	
	Number	Percentage
Adequate ability	0	0
Moderate ability	21	18
Lack of ability	99	83

The data show that 18 per cent of the handloom weavers had moderate risk-taking ability. The weavers with medium risk-taking ability would probably be happiest with tried and tested enterprise ideas, less risky enterprising ideas or business ideas where a partner takes the risks. However 83 per cent of handloom weavers had a low risk-taking ability which portrayed that they would not be willing to take any business or financial risks.

### Internal locus of control

Internal locus of control is the belief that events in one's life whether good or bad are caused by controllable factors such as one's attitude, preparation and effort (Grinnell 2018). This conveys that they confidently seek to exert control over life, draw on inner resources and believe that it is down to them if they succeed through their own efforts and hard work. Table 5 shows the category of weavers under the entrepreneurial quality of internal locus of control.

Table 5. Internal locus of control of handloom weavers

Locus of control	Respondents	
	Number	Percentage
Adequate ability	1	1
Moderate ability	95	79
Lack of ability	24	20

Only 1 per cent of the sample respondents had adequate level of internal locus of control who could be self-confident, proactive and determined in their life. The locus of control was not strongly internal for 79 per cent of the handloom weavers. They could have some entrepreneurial qualities but to start own business they need to develop their self-confidence and enterprising skills to make a successful venture. Twenty per cent weavers' locus of control score was low which explained that they could have external locus of control. People with external locus of control believe that luck and fate would determine what happens to them in their life and determination and hard work would not make much difference.

### Overall entrepreneurial tendency

Caird (2013) expressed the term 'enterprise' as starting an own business, operating as an intrapreneur within an organization or establishing community ventures. The author defined an enterprising tendency as the propensity to begin up and handle

Table 6. Overall entrepreneurial tendency of handloom weavers

Entrepreneurial quality	Interpretation of entrepreneurial tendency based on GET test			Average score
Need for achievement	High= 10-12;	Medium= 7-9;	Low= 0-6	7
Need for autonomy	High= 4-6;	Medium= 3;	Low= 0-2	2
Creative tendency	High= 10-12;	Medium= 7-9;	Low= 0-6	3
Calculated risk taking	High= 10-12;	Medium= 7-9;	Low= 0-6	6
Internal locus of control	High= 10-12;	Medium= 7-9;	Low= 0-6	7
Total score	High= 44-54;	Medium= 27-43;	Low= 0-26	25

projects. Thus entrepreneurial tendency is referred as the intention to start a new business with several entrepreneurial traits. The mean score of the handloom weavers based on the entrepreneurial tendency is shown in Table 6.

Data show that the handloom weavers in the western zone of Tamil Nadu had an overall mean score of 25 for their enterprising tendency. Thus the sample respondents had a low enterprising ability. The GET test stated that the weavers were not highly enterprising in their present activities. It means that they could probably prefer to work on employment basis. Perhaps they preferred to support any enterprise rather than taking a lead.

## CONCLUSION

Handloom weavers were facing many constraints due to price hike of raw materials, middlemen involvement, improper functioning of cooperatives etc. Apart from that one of the major problems was that the weavers' enterprising abilities were comparatively low. They were not willing to take risks to develop their standard of living. The lack of self-confidence, poor creativity and low achievement motivation were the reasons behind all the major difficulties of handloom sectors. The results insist that they should develop their entrepreneurial qualities which could help them to get rid of their constraints.

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