AN INVESTIGATION INTO ENTREPRENEURSHIP
A CASE OF NAINITAL DISTRICT OF UTTARAKHAND

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PURPOSE
ENTREPRENEURSHIP development, mainly, comprising of small-scale entrepreneurs, is the most meaningful and productive way of utilising the material and human resources a region is endowed with. This paper presents the empirical finding to validate the relationship between socio-cultural background of the entrepreneur, role of different educational levels, the psyche of the small business entrepreneurs and how these factors are to be recognised, studied, assessed and utilized for the entrepreneurial success.

Design/Methodology/Approach: *For testing these variables, a questionnaire survey was conducted in which 200 small manufacturing firms/entrepreneurs participated. These firms were located in the Nainital district of Uttarakhand. The study incorporates both primary and secondary data.*

Findings: *The survey revealed that most of the entrepreneurs were educated and very few respondents had below secondary educational qualification. It was also observed that majority of the respondents were from the business background.*

Limitations: T*he present study is subject to common limitations of the most behavioural studies as there may be chances of measurement error or bias.Results are limited by the reliability of the statistical test used. The findings cannot be generalized to the larger population.*

Implication: *It is interesting to note that small scale sector came to be known as "the breeding ground of indigenous entrepreneurship" which has been promoted time and again by the Government. Entrepreneurship and small-scale sector are the prime focus of this research study.*

Originality: *The research has been done from our perspective no similar study has been conducted elsewhere on the same topic using the same framework for the analysis.*

Key Words: *Entrepreneurship, Development, Small Scale Entrepreneurs, Education, Socio-Cultural, Psyche, Manufacturing Firm.*

Introduction
Entrepreneurship is defined as the process of starting a business. While a definition as precise as this does not convey the true essence of the term, this can be used as a guide in unravelling the history of entrepreneurship. Defined in these terms, entrepreneurship can be traced back to some 2000 years from now while today we experience the full force of entrepreneurial processes. In India researches

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have shown that entrepreneurial activities were conducted since the time of the Rig Veda, when metal handicraft existed in the society (Rao, R.V. 1969). The Bhagwad Gita also has a shloka that holds lessons for entrepreneurs: "vasamsi jirnani yatha vihaya navani grhnati naro 'parani tatha sarirani vihaya jirnany anyani samyati navani dehi" Meaning: Be the master in the art of adaptation. Be flexible in life and never restrict yourself from trying out new things.

The history of entrepreneurial development is thereby coloured in shades of traditional manufacturing like caste-based occupations in India as well as modern technology like the factory based mechanized production that grew around the late 19th century.

The concept of entrepreneurship has been described in many contexts over the years. In 18th century, it was associated to an economic term risk taking, which was defined as buying at certain prices and selling at uncertain prices. With passage of time new additions have been made to the concept. In 19th century the term included bringing together the factors of production. Later concepts of innovation, creation of new enterprise and the entrepreneurs as a founder were also added to entrepreneurship. At present, entrepreneurship is being rejoiced as never before and it is being extended to different fields like social entrepreneurship, knowledge or political entrepreneurship, small business entrepreneurship, scalable Start up entrepreneurship and large company entrepreneurship.

In the 21st century, entrepreneurs are known as 'role model for Free Enterprise Market.' The old model of the 20th century entrepreneurship is being replaced by the new model of the entrepreneurial culture – a culture that rewards imaginative processes, opportunity seeking and encourages innovation. Currently the field of entrepreneurship has changed drastically. The temperament, the objectives, the accountability and the concern of the enterprise have all changed and will continue to change in the years to come.

Entrepreneurship and especially small business entrepreneurs are really growing and flourishing in the current era. Owing to striking features of small-scale businesses, it connotes 'the breeding ground of indigenous entrepreneurship' that is developed frequently by the Government. Large number of people are opting for small businesses as they are easy to set up, many financial incentives, subsidies and concession are available, it has a low gestation period, promotes self-employment and is a mode of job creation.

Literature Review

Barbera, F and Moores, K (2011) in their study the researchers found absence of concurrence in the present literary work. Motivated by this finding, their study analysed if family small enterprises are well-nigh productive to non-family small enterprises. They first linked family enterprises research to conceptual idea that family has an association with the factors of production from productivity point of view. Subsequently, they used Cobb-Douglas production function to furnish empirical confirmation that employing family members in the business and capital yield diversified productivity contribution in comparison to their non-family equivalents. They through empirical evidence inferred that employing family members in the business results in remarkably higher production and family capital yield productivity is notably lower.

Khedhaouria, A, Gurau, C and Torres, O (2014) they addressed the association amidst individual characteristics, entrepreneurial orientation (EO) together with the performance of the small-scale enterprises. The researchers developed the model to assess in what way an entrepreneur's skill and EO influences the performance of the small-enterprises. For the purpose of the study 256 French small-scale firms were considered. The findings exhibit that efficiency and EO are positively and directly associated with small enterprises performance though skills and performance of the enterprises are not related completely to EO.

Capello, R and Lenzi, C (2016) their study titled "Innovation Modes and Entrepreneurial Behavioural Characteristics in Regional Growth" studied the association between entrepreneurship and regional growth asserting entrepreneurship development is reconciled by the feature of innovative environment where the enterprises functions. The innovation setting constitutes the reservoir of unearthing the opportunities and creative environment that could describe the nativity of an entrepreneur undertaking. In addition to this, such opportunities may or may not be grabbed coinciding to behavioural attributes of regional entrepreneurs, elucidated prospective dimension to discover, risk adaptation and strategic vision. Results reveal that the possible opportunities have positive influence mainly in innovative ideas depending on knowledge and application. The multifaceted feature of entrepreneurship needs to be introspected.

Horisch and Kollat, and Brieger, (2016) their study "What influence Environmental Entrepreneurship? A Multilevel Analysis of the determinants of Entrepreneurs' Environmental Orientation" is a cross-country study that examined the institutional influence and individual characteristics that affect the level of the environment orientation related to entrepreneurship activity adopting multilevel analysis. The study has three main findings: (1) The finding shows that environment orientation is repeatedly liable for legally acquiring entrepreneurial undertaking. (2) Lower degree of environmental orientation was found amidst more educated entrepreneurs. (3) It was found that there was no correlation between age, gender and income.

Objectives

The study is based on Nainital district and focuses on the small-scale entrepreneurs engaged in manufacturing enterprises. The objective is to study the following variables:

- To identify the benefits and constrains associated with the socio-cultural background of the entrepreneur.
- To evaluate the entrepreneurial role for different educational level/qualification.
- To study the Psyche of the small business entrepreneurs.

Research Methodology

In framing the study, entrepreneurial activity is viewed as the process involving socio-cultural background, education and psyche of an entrepreneur. The hypotheses are tested on a sample of 200 small firms/enterprises located in the Nainital District of Uttarakhand. The district comprises of eight development blocks. Out of these eight blocks, three blocks namely Haldwani, Kotabagh and Ramnagar are in the plain area of the district whereas Betalghat, Bhimtal, Dhari, Okhalkanda and Ramgarh are in the hilly area. Samples were collected from all the development blocks which were considered as an individual stratum, where the industries were divided into homogeneous groups engaged in manufacturing comprising of processing, chemical, servicing, automobile parts, electric goods/appliances, domestic items and computer related business etc. After grouping the industries, sample were chosen randomly from various blocks. Samples were very less from rural hilly development blocks. List of these industries was obtained from District Industries Centre, Haldwani.

A survey was conducted to generate the primary data for analysis. The sources of primary data were well structured questionnaire and a personal interview. In addition to this, secondary data sources like journals, Government reports, published and unpublished institutional reports of entrepreneurial institutes were also considered for the study. The analysis of the data was done with the help of SPSS and statistical tools like Chi-square test and descriptive frequency were used.

Analysis and Result

To test the above hypotheses, level of business was based upon the relative weightage given to various attributes. These attributes were location of enterprise, form of enterprise, size of enterprise in terms of

investment and turnover and the nature of market. All these attributes were added to obtain a comprehensive score of each respondent. The maximum score obtained was 25 and the minimum score obtained was 6. Accordingly, three intervals were developed between 6 and 25 on the basis of their scores as below and were defined by three categories (namelySmall level business, Medium level business and Large level business).

Considered scale of business as Small level business for the range - 6-12.

Considered scale of business as Medium level business for the range- 13-19.

Considered scale of business as Large level business for the range- 20-26.

Hypotheses $H_0$1A, $H_0$1B, $H_0$1C, $H_0$2 and $H_0$3 have been tested with the Chi-square test. A cross tabulation has been presented in each case that includes samples that fall into respective combination of classification. Chi-square statists analyses whether there is a relationship amid two explicit variables.

After each cross tabulation a table has been designed that incorporates the chi-square statistics and its significance value. In addition to this, Cramer's statistics has also been applied to measure the strength of association. This statistics is a modification to chi-square statistics and the range of statistics is restricted from 0 to 1 (to make it analogous to correlation coefficient).

$H_0$1: There is no significant association between the Socio-Cultural Factors and the Level of Business.

For socio-cultural factors, variables considered are 'religion' namely, Hindu, Muslim, Sikh, Christian, 'category' namely, Scheduled caste, Scheduled Tribe, Other backward class, General, 'Any other' and 'family background' namely farmer, service, business owner/trader, professional/technical person and any other as variables. To define 'Level of Business' the variables included are amount of initial investment, scope of operation and area of operation. This has resulted in postulating sub-hypothesis as follows:

$H_0$1A: There is no significant association between the Religion of an Entrepreneur and Level of Business.

Table No. 1: Religion * Level of Business Cross Tabulation

			Level of Business			Total
			Small Business	Medium Business	Large Business	
Religion	Hindu	Count	63	78	29	170
		Expected Count	69.7	71.4	28.9	170.0
		% within Religion	37.1%	45.9%	17.1%	100.0%
		% within Level of Business	76.8%	92.9%	85.3%	85.0%
		% of Total	31.5%	39.0%	14.5%	85.0%
	Muslim	Count	13	2	0	15
		Expected Count	6.2	6.3	2.6	15.0
		% within Religion	86.7%	13.3%	.0%	100.0%
		% within Level of Business	15.9%	2.4%	.0%	7.5%
		% of Total	6.5%	1.0%	.0%	7.5%
	Sikh	Count	4	4	5	13
		Expected Count	5.3	5.5	2.2	13.0
		% within Religion	30.8%	30.8%	38.5%	100.0%
		% within Level of Business	4.9%	4.8%	14.7%	6.5%
		% of Total	2.0%	2.0%	2.5%	6.5%

	Christian	Count	1	0	0	1
		Expected Count	0.4	0.4	0.2	1.0
		% within Religion	100.0%	0.0%	0.0%	100.0%
		% within Level of Business	1.2%	0.0%	0.0%	0.5%
		% of Total	0.5%	0.0%	0.0%	0.5%
	Any other	Count	1	0	0	1
		Expected Count	0.4	0.4	0.2	1.0
		% within Religion	100.0%	.0%	.0%	100.0%
		% within Level of Business	1.2%	.0%	.0%	.5%
		% of Total	.5%	.0%	.0%	.5%
	Total	Count	82	84	34	200
		Expected Count	82.0	84.0	34.0	200.0
		% within Religion	41.0%	42.0%	17.0%	100.0%
		% within Level of Business	100.0%	100.0%	100.0%	100.0%
		% of Total	41.0%	42.0%	17.0%	100.0%

Source: Field Survey

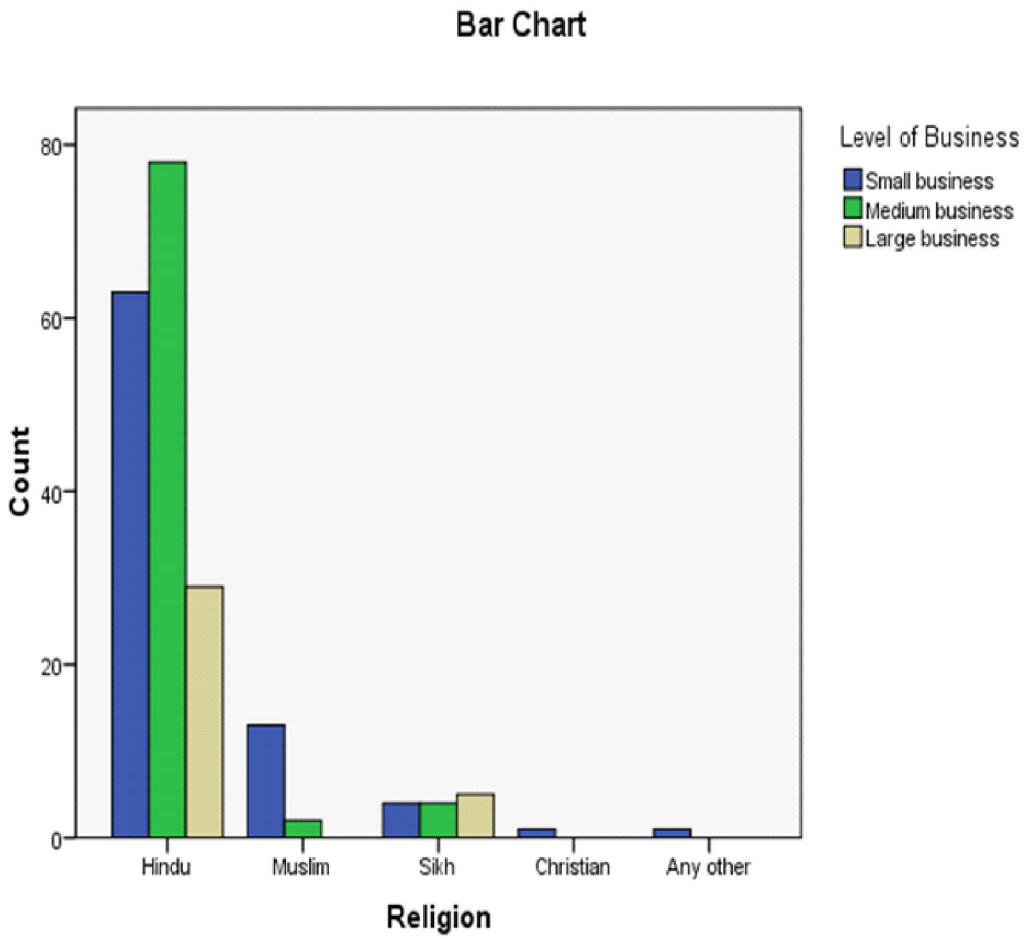

Figure No. 1: Graph of Frequency Distribution of the Religion and Level of Business

Source: Field Survey.

Table No. 1 shows that 8 cells (53.3 per cent) are having the expected frequencies less than 5. Hence in this case the basic assumptions of Chi-square have been violated. On observing the table, it is found that out of total respondents of 200, 170 are of a particular religion (i.e., Hindu) and other 30 respondents combined are representing other categories. Hence, it was decided to have only two categories for 'category' i.e., 'Hindu' and 'Non-Hindu'.

The revised Cross-tabulation is represented by Table No. 2 in which, each cell has expected frequency greater than 5.

Table No. 2: Revised Religion * Level of Business Cross Tabulation

			Level of Business			Total
			Small Business	Medium Business	Large Business	
Revised Religion	Hindu	Count	63	78	29	170
		Expected Count	69.7	71.4	28.9	170.0
		% within Revised Religion	37.1%	45.9%	17.1%	100.0%
		% within Level of Business	76.8%	92.9%	85.3%	85.0%
		% of Total	31.5%	39.0%	14.5%	85.0%
	Non-Hindu	Count	19	6	5	30
		Expected Count	12.3	12.6	5.1	30.0
		% within Revised Religion	63.3%	20.0%	16.7%	100.0%
		% within Level of Business	23.2%	7.1%	14.7%	15.0%
		% of Total	9.5%	3.0%	2.5%	15.0%
	Total	Count	82	84	34	200
		Expected Count	82.0	84.0	34.0	200.0
		% within Revised Religion	41.0%	42.0%	17.0%	100.0%
		% within Level of Business	100.0%	100.0%	100.0%	100.0%
		% of Total	41.0%	42.0%	17.0%	100.0%

Source: Field Survey.

Table No. 2 shows that 170 respondents i.e. 85 per cent of total respondents are 'Hindu' and only 30, i.e., 15 per cent of the total respondents are falling under 'Non-Hindu' category.

Table No. 3: Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	8.363[a]	2	0.015
Likelihood Ratio	8.681	2	0.013
Linear-by-Linear Association	3.454	1	0.063
N of Valid Cases	200		
a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 5.10.			

Source: Authors Estimation.

Table No. 3 includes the value of the Chi-square statistics (and the degrees of freedom) that is the significance value. The value of the Chi-square statistic is 8.363. This value is significant ($p < 0.05$), indicating that Religion of the respondent does affect the Level of Business. It can be inferred that there is an association between the 'Religion' of the respondent and the 'Level of Business'.

Table No. 4: shows the value of Cramer's Statistics that is a modification to chi-square test.

Table No. 4: Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Phi	0.204	0.015
	Cramer's V	0.204	0.015
	N of Valid Cases	200	

Source: Authors Estimation

The value of Cramer's statistics is 0.204 subject to a maximum possible value of 1. This deficit a low association between the 'Religion' and 'Level of Business'. This value is significant i.e. .015 ($p < 0.05$) indicating that the strength of the relationship is significant.

The Results of Chi-square Test

Hence, based upon discussion made above and by making the comparison of values, the null hypothesis can be rejected at 5 per cent level of significance and inferred that there is a significant association between the 'religion' and 'Level of business' $\chi^2 = 8.363$, $p < 0.05$.

Thus, the null hypothesis that there is no association between Religion and Level of Business is rejected.

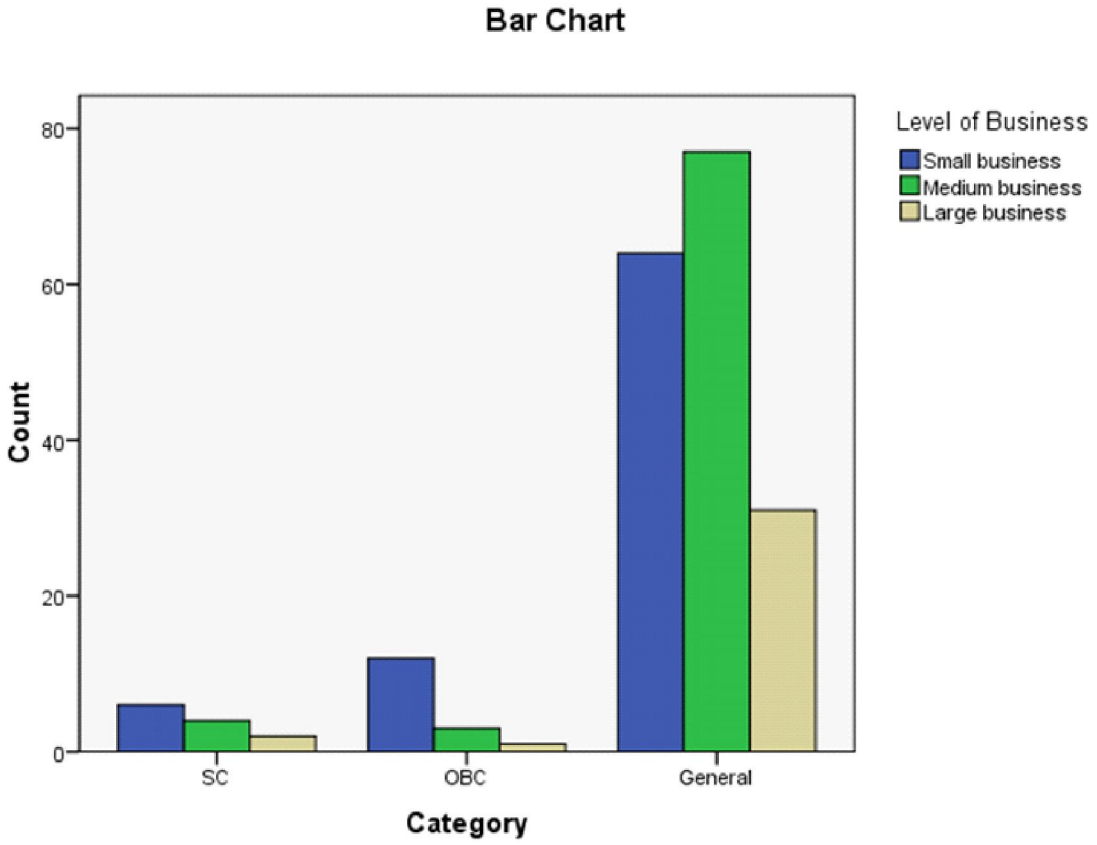

Figure No. 2: Graph of Frequency Distribution of the Category and Level of Business

Source: Field Survey.

$H_0$1B: There is no significant association between the Category of an Entrepreneur and Level of Business.

Table No. 5: Category * Level of Business Cross Tabulation

			Level of Business			Total
			Small Business	Medium Business	Large Business	
Category	SC	Count	6	4	2	12
		Expected Count	4.9	5.0	2.0	12.0
		% within Category	50.0%	33.3%	16.7%	100.0%
		% within Level of Business	7.3%	4.8%	5.9%	6.0%
		% of Total	3.0%	2.0%	1.0%	6.0%
	OBC	Count	12	3	1	16
		Expected Count	6.6	6.7	2.7	16.0
		% within Category	75.0%	18.8%	6.2%	100.0%
		% within Level of Business	14.6%	3.6%	2.9%	8.0%
		% of Total	6.0%	1.5%	.5%	8.0%
	General	Count	64	77	31	172
		Expected Count	70.5	72.2	29.2	172.0
		% within Category	37.2%	44.8%	18.0%	100.0%
		% within Level of Business	78.0%	91.7%	91.2%	86.0%
		% of Total	32.0%	38.5%	15.5%	86.0%
	Total	Count	82	84	34	200
		Expected Count	82.0	84.0	34.0	200.0
		% within Category	41.0%	42.0%	17.0%	100.0%
		% within Level of Business	100.0%	100.0%	100.0%	100.0%
		% of Total	41.0%	42.0%	17.0%	100.0%

Source: Field Survey.

Table No. 5 shows that 3 cells (33.3 per cent) are having the expected frequencies less than 5. Hence in this case the basic assumption of chi-square has been violated. On observing the table, it is found that out of total respondents of 200, 172 are of a particular category (i.e., General) and other 28 respondents combined are representing other categories. Hence, it was decided to have only two categories for 'category' i.e., 'General' and 'Reserved'.

The revised Cross-tabulation is represented by Table No. 6 in which, cell has expected frequency greater than 5.

Table No. 6 Revised Category * Level of Business Cross Tabulation

			Level of Business			Total
			Small Business	Medium Business	Large Business	
Revised Category	Revised Category	Count	18	7	3	28
		Expected Count	11.5	11.8	4.8	28.0
		% within Revised Category	64.3%	25.0%	10.7%	100.0%
		% within Level of Business	22.0%	8.3%	8.8%	14.0%
		% of Total	9.0%	3.5%	1.5%	14.0%

	General Category	Count	64	77	31	172
		Expected Count	70.5	72.2	29.2	172.0
		% with Revised Category	37.2%	44.8%	18.0%	100.0%
		% within Level of Business	78.0%	91.7%	91.2%	86.0%
		% of Total	32.0%	38.5%	15.5%	86.0%
	Total	Count	82	84	34	200
		Expected Count	82.0	84.0	34.0	200.0
		% with Revised Category	41.0%	42.0%	17.0%	100.0%
		% within Level of Business	100.0%	100.0%	100.0%	100.0%
		% of Total	41.0%	42.0%	17.0%	100.0%

Source: Field Survey.

Table No. 6 shows that 172 respondents i.e. 86 per cent of total respondents are 'General' and only 28, i.e. 14 per cent of the total respondents are falling under 'Reserved Category'. Now, only one cell that represents 16.7 per cent of all cells are having expected frequencies less than 5 and they are with limit of 20 per cent, hence, Chi-square may be applied.

Table No. 7: Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	7.303[a]	2	0.026
Likelihood Ratio	7.192	2	0.027
Linear-by-Linear Association	5.423	1	0.020
N of Valid Cases	200		
a. 1 cells (16.7%) have expected count less than 5. The minimum expected count is 4.76.			

Source: Authors Estimation

Table No. 7 comprises of the value of Chi-square statistics (and the degrees of freedom) that is the significance value. The value of the Chi-square statistics is 7.303. This value is significant ($p < 0.05$), depicting that category of the respondent does affect the level of business. It can be inferred that there is an association between the 'Category' of the respondents and the 'Level of Business'.

Table No. 8 shows the value of Cramer's Statistics that is a modification to chi-square test.

Table No. 8: Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Phi	0.191	0.026
Cramer's V	0.191	0.026	
N of Valid Cases	200		

Source: Authors Estimation.

The value of Cramer's statistics is 0.191 subject to a maximum possiblevalue of 1. This depicts a low association between the 'Category' and 'Level of Business'. This value is significant i.e. 0.026 ($p < 0.05$) denoting the strength of the relationship is significant.

The Results of Chi-square Test

Hence, based upon discussion made above and by making the comparison of values, the null hypothesis can be rejected at 5 per cent level of significance and inferred that there is a significant association between the 'Category' and'Level of Business' $\chi^2 = 7.303$, $p < 0.05$.

Thus, the null hypothesis that there is no association between Category and Level of Business is rejected.

$H_0$1C: There is no significant association between the Family Background of an Entrepreneur and Level of Business.

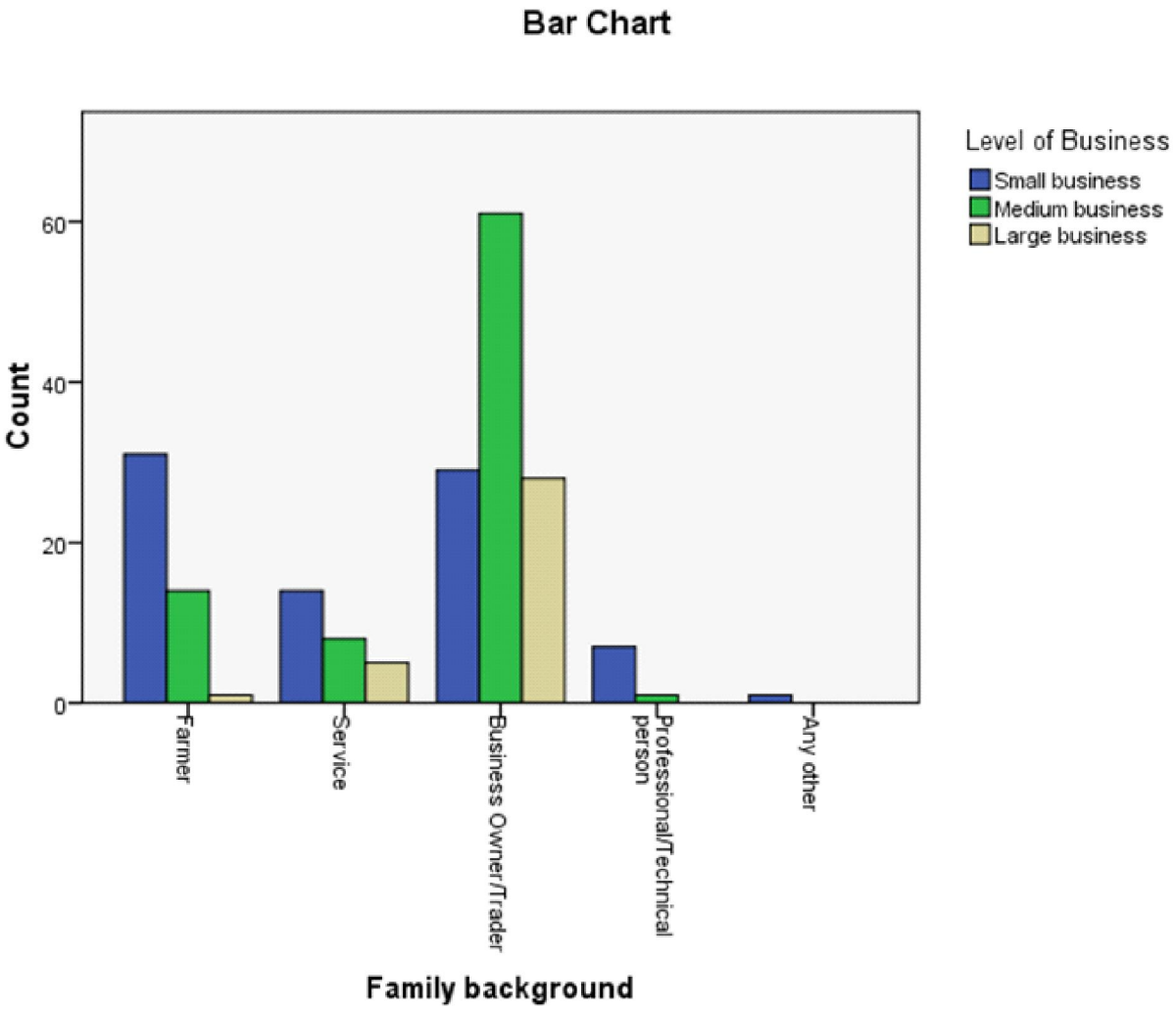

Figure No. 3: Graph of Frequency Distribution of theFamily Backgroundand Level of Business

Source: Field Survey.

Table No. 9: Family background * Level of Business Cross Tabulation

			Level of Business			Total
			Small Business	Medium Business	Large Business	
Family back-ground	Farmer	Count	31	14	1	46
		Expected Count	18.9	19.3	7.8	46.0
		% within Family background	67.4%	30.4%	2.2%	100.0%
		% within Level of Business	37.8%	16.7%	2.9%	23.0%
		% of Total	15.5%	7.0%	.5%	23.0%
	Service	Count	14	8	5	27
		Expected Count	11.1	11.3	4.6	27.0
		% within Family background	51.9%	29.6%	18.5%	100.0%
		% within Level of Business	17.1%	9.5%	14.7%	13.5%
		% of Total	7.0%	4.0%	2.5%	13.5%
	Business Owner/ Trader	Count	29	61	28	118
		Expected Count	48.4	49.6	20.1	118.0
		% within Family background	24.6%	51.7%	23.7%	100.0%
		% within Level of Business	35.4%	72.6%	82.4%	59.0%
		% of Total	14.5%	30.5%	14.0%	59.0%
	Profess-ional/ Tecnical person	Count	7	1	0	8
		Expected Count	3.3	3.4	1.4	8.0
		% within Family background	87.5%	12.5%	0.0%	100.0%
		% within Level of Business	8.5%	1.2%	0.0%	4.0%
		% of Total	3.5%	0.5%	0.0%	4.0%
	Any other	Count	1	0	0	1
		Expected Count	0.4	0.4	0.2	1.0
		% within Family background	100.0%	0.0%	0.0%	100.0%
		% within Level of Business	1.2%	0.0%	0.0%	0.5%
		% of Total	0.5%	0.0%	0.0%	0.5%
	Total	Count	82	84	34	200
		Expected Count	82.0	84.0	34.0	200.0
		% within Family background	41.0%	42.0%	17.0%	100.0%
		% within Level of Business	100.0%	100.0%	100.0%	100.0%
		% of Total	41.0%	42.0%	17.0%	100.0%

Source: Field Survey.

Table No. 9 shows that 7 cells are having the expected frequencies less than 5. Hence in this case the basic assumption of chi-square has been violated. Since, the data is nominal in nature with no chance of increasing the data, the optimum solution is to go for Chi-square /cross tab evaluation. Also, it does not make sense in this category to club either of the category due to the nature he categories.

Table No. 9 shows that 164 respondents i.e., 82 per cent of total respondents are from the Family Background which have been doing their 'own work' i.e., farmers and business/trader. Only 18 per cent of the entrepreneurs were from service, professional background. It is a strong indicator that family background does influence the entrepreneurship.

Table No. 10 gives the Chi-square statistics and its significance value.

Table No. 10: Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	39.245[a]	8	0.000
Likelihood Ratio	43.828	8	0.000
Linear-by-Linear Association	13.332	1	0.000
N of Valid Cases	200		
a. 7 cells (46.7%) have expected count less than 5. The minimum expected count is 0.17.			

Source: Authors Estimation.

In table no. 10 the value of the Chi-square statistic is 39.245. This value is significant ($p < .05$), depicting that family background of the respondent does affect the level of business. The significant result indicates that there is an association between the 'Family Background' of the respondent and the 'Level of Business'.

Table No. 11 shows the value of Cramer's Statistics that is a modification to chi-square test.

Table No. 11: Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Phi	0.443	0.000
Cramer's V	0.313	0.000	
N of Valid Cases	200		

Source: Authors Estimation.

According to table no. 11 Cramer's statistics is 0.313 subject to a maximum possible value of 1. This depicts a moderate association between the 'Family Background' and 'Level of Business'. This value is significant i.e., 0.000 ($p < 0.05$) depicting that the strength of the relationship is significant.

The Results of Chi-square Test

Hence, based upon discussion made above and by making the comparison of values, the null hypothesis can be rejected at 5 per cent level of significance and inferred that there is a significant association between the 'Family Background' and 'Level of Business' $\chi^2 = 39.245$, $p < 0.05$.

Thus, the null hypothesis that there is no association between Family Background and Level of Business is rejected.

$H_0$2: There is no significant association between the education of an entrepreneur and level of his business.

Output of Chi-Square test-

Table No. 12 provides the case processing summary indicating that there is no missing case and data received from the all respondents (i.e., 200) have been considered for the computation purpose.

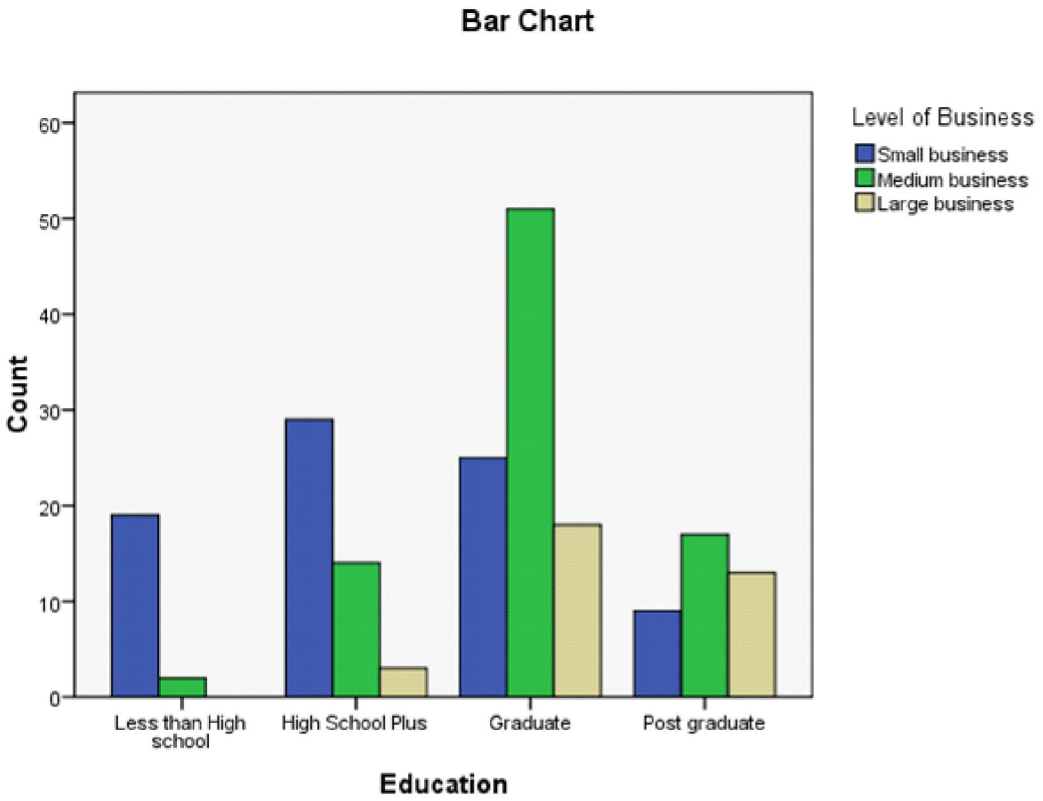

Figure No. 4: Graph of frequency distribution of the categories under study that is *education* and *level of business.*

Source: Field Survey.

Table No. 13: Education * Level of Business Cross Tabulation

			Level of Business			Total
			Small Business	Medium Business	Large Business	
Education	Less than High school	Count	19	2	0	21
		Expected Count	8.6	8.8	3.6	21.0
		% within Education	90.5%	9.5%	0.0%	100.0%
		% within Level of Business	23.2%	2.4%	0.0%	10.5%
		% of Total	9.5%	1.0%	0.0%	10.5%
	High School Plus	Count	29	14	3	46
		Expected Count	18.9	19.3	7.8	46.0
		% within Education	63.0%	30.4%	6.5%	100.0%
		% within Level of Business	35.4%	16.7%	8.8%	23.0%
		% of Total	14.5%	7.0%	1.5%	23.0%
	Graduate	Count	25	51	18	94
		Expected Count	38.5	39.5	16.0	94.0
		% within Education	26.6%	54.3%	19.1%	100.0%
		% within Level of Business	30.5%	60.7%	52.9%	47.0%
		% of Total	12.5%	25.5%	9.0%	47.0%

	Post graduate	Count	9	17	13	39
		Expected Count	16.0	16.4	6.6	39.0
		% within Education	23.1%	43.6%	33.3%	100.0%
		% within Level of Business	11.0%	20.2%	38.2%	19.5%
		% of Total	4.5%	8.5%	6.5%	19.5%
	Total	Count	82	84	34	200
		Expected Count	82.0	84.0	34.0	200.0
		% within Education	41.0%	42.0%	17.0%	100.0%
		% within Level of Business	100.0%	100.0%	100.0%	100.0%
		% of Total	41.0%	42.0%	17.0%	100.0%

Source: Field Survey.

The cross tabulation represented by Table No. 13 shows that 27, 46, 94 and 39 respondents i.e., 10.5%, 23%,47% and 19.5% of total respondents are having education 'up to high school', 'high school plus', 'graduate' and 'post-graduate' respectively. It may be inferred from this information that entrepreneurs with the education upto level of graduation are the most successful one. It is also observed that no entrepreneur with the education level 'up to high school' has been able to make to the level of 'large businesses'. Analysis of the third column of the table makes it evident that as the level of education increased the percentage of the respondents in that category are falling in the 'large level' (i.e., 0%, 6.5%, 19.1%, 33.3%).

Table No. 14: Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	48.842[a]	6	0.000
Likelihood Ratio	51.514	6	0.000
Linear-by-Linear Association	38.373	1	0.000
N of Valid Cases	200		
a. 1 cells (8.3%) have expected count less than 5. The minimum expected count is 3.57.			

Source: Authors Estimation.

In table no. 14 the value of the chi-square statistic is 48.842. This value is highly significant ($p < 0.05$), indicating that education of the respondent does affect the success of business.

The significant result indicates that there is association between the education of the respondent and the level of business. What it is meant by an association is that the pattern of responses under conditions is significantly different which not the case here is.

Table No. 15 shows the value of Cramer's Statistics that is a modification to chi-square test.

Table No. 15: Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Phi	0.494	0.000
Cramer's V	0.349	0.000	
N of Valid Cases	200		

Source: Authors Estimation.

The value of Cramer's statistic is 0.349 subject to a maximum possible value of 1. This depicts a moderate association between the 'education' and 'level of businesses. This value is significant i.e., 0.000 ($p < 0.05$) therefore the strength of the relationship is significant.

The results of chi-square Test

Hence, based upon discussion made above and by making the comparison of values, the null hypothesis can be rejected at 5 percent level of significance and concluded that there is a significant association between the 'Education' and 'Level of business' $\chi^2 = 48.842$, $p < 0.05$.

Thus, the null hypothesis that there is no association between education and level of business is rejected.

H_0 3: There is no significant association between the Psyche of an Entrepreneur and the Level of Business.

By 'Psyche' in reference to this study means the intention that the entrepreneur had to start his or her business since one's student life. To define 'Level of Business' variables taken into account are the amount of initial investment, scope of operation and area of operation.

Table No. 16: Psyche * Level of Business Cross Tabulation

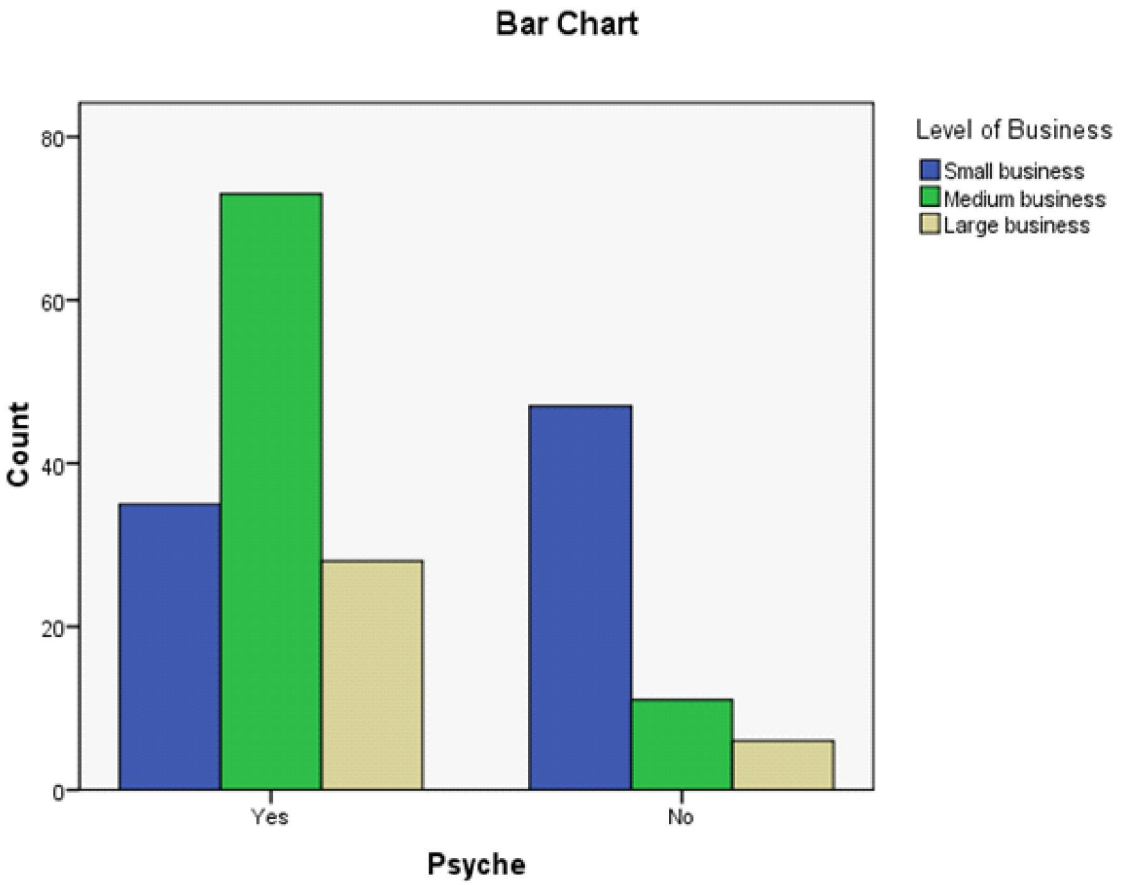

Figure No. 5: Graph of Frequency Distribution of Psyche and Level of Business

Source: Field Survey.

			Level of Business			Total
			Small Business	Medium Business	Large Business	
Psyche	Yes	Count	35	73	28	136
		Expected Count	55.8	57.1	23.1	136.0
		% within Psyche	25.7%	53.7%	20.6%	100.0%
		% within Level of Business	42.7%	86.9%	82.4%	68.0%
		% of Total	17.5%	36.5%	14.0%	68.0%
	No	Count	47	11	6	64
		Expected Count	26.2	26.9	10.9	64.0
		% within Psyche	73.4%	17.2%	9.4%	100.0%
		% within Level of Business	57.3%	13.1%	17.6%	32.0%
		% of Total	23.5%	5.5%	3.0%	32.0%
	Total	Count	82	84	34	200
		Expected Count	82.0	84.0	34.0	200.0
		% within Psyche	41.0%	42.0%	17.0%	100.0%
		% within Level of Business	100.0%	100.0%	100.0%	100.0%
		% of Total	41.0%	42.0%	17.0%	100.0%

Source: Field Survey.

Table No. 16 shows that 0 cells are having the expected frequencies less than 5. Hence in this case the basic assumption of chi-square has been met. The cross tabulation represented in Table No. 17 contains the number of cases that fall into each combination of categories i.e. Psyche and Level of Business. It shows that 136 respondents i.e., 68 per cent of total respondents had an intention or desire to be an entrepreneur since their student life and only 64 i.e. 32 per cent did not have any intention to be entrepreneur. Further, entrepreneurs having the desire to be an entrepreneur were far ahead in comparison to those who had no intention initially. It is evident by the fact that out of 136 respondents, 28 were operating large level businesses (i.e., 20.5 per cent) whereas only 6 out 64 (i.e., 9.3 per cent) entrepreneurs who had no such desire initially were able to take their business to large level. It indicates that Psyche does influence the entrepreneurship.

Table No. 17: Chi-square Statistics and its Significance Value

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	41.169[a]	2	0.000
Likelihood Ratio	41.930	2	0.000
Linear-by-Linear Association	28.772	1	0.000
N of Valid Cases	200		
a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 10.88.			

Source: Authors Estimation.

The value of the Chi-square statistic is 41.169. This value is significant ($p < 0.05$), depicting that Psyche of the respondent does affect the Level of Business. The significant result indicates that there is an association between the 'Psyche' of the respondent and the 'Level of Business'.

Table No. 18 shows the value of Cramer's Statistics that is a modification to chi-square test.

Table No. 18: Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Phi	0.454	0.000
Cramer's V	0.454	0.000	
N of Valid Cases	200		

Source: Authors Estimation.

The value of Cramer's statistics is 0.454 subject to a maximum possible value of 1. This represents a moderate association between the 'Psyche' and 'Level of Businesses. This value is significant i.e., 0.000 ($p < 0.05$) indicating that the strength of the relationship is significant.

The Results of Chi-Square Test

Hence, based upon discussion made above and by making the comparison of values, the null hypothesis can be rejected at 5 per cent level of significance and concluded that there is a significant association between the 'Psyche' and 'Level of Business' $\chi^2 = 41.169$, $p < 0.05$.

Thus, the null hypothesis that there is no association between Psyche and Level of Business is rejected.

Findings, Conclusion and Recommendations

The findings of the study have been summarised and presented below as per the analysis of the questionnaire and hypothesis framed.

Findings

- Very few of the respondents have below secondary educational qualification, remaining are having more than senior secondary level of qualification, which shows that entrepreneurs are mostly qualified/educated.
- The data reveals that almost all the respondents were Hindus.
- Most of the respondents were from a business background. This shows that roots of most of them are from trading family that helped them become successful entrepreneurs.
- Most of the entrepreneurs were of general category. This shows that entrepreneurs from the reserved categories are few in number in spite of various concessions being offered to them by the state government.

Conclusion

This study analysis development of small-scale entrepreneurs of a particular region. It has been observed that entrepreneurship particularly the small-scale entrepreneurs are developing and prospering in the present time. The study identifies the benefits and constraints associated with the socio-cultural background and evaluates entrepreneurial role for different educational levels. It also studied the psyche of small-scale entrepreneurs.

The most important factor that led to the success of the business includes business background of entrepreneur i.e. entrepreneurs seem to possess entrepreneurial characteristics genetically from their fathers. It was also observed that most of the entrepreneurs were qualified and their psyche played an important role in the success of their business.

Recommendations

Entrepreneurship Development Programmes can be introduced at the University Level. Technical and agricultural universities in the state can have modules of entrepreneurship in their core programs. This will help the prospective entrepreneurs to discover entrepreneurial opportunities related to their course and content of study.Thus, it will make the new entrepreneurs less risk-averse and encourage them to take up certain risk-prone activities which are very profitable in the long run.

It was observed that in blocks of Haldwani, Ramnagar and Kotabagh, the entrepreneurs had such intentions and plans in the initial stage of their lives and the operationalisations were at a later stage. These entrepreneurs invariably had a business background and the time interval was for assessing new opportunities related to their main-line business. Since these entrepreneurs, are well established in their line of business and have adequate experience, a forum needs to be created comprising of these and other budding entrepreneurs to develop 'incubation hubs'. Through these hubs other entrepreneurs will have an idea of the activities which they can undertake for mutual- benefit. These new activities can be in the form of strategic linkages both backward and forward in nature.

It was also revealed that majority of entrepreneurs did not take any formal training for establishing their business. This is in spite of a variety of EDP's being offered by DIC's and other agencies. For imparting relevance in the EDPs, such programmes can be designed in consultation with the incubation-hubs as suggested above, so that they become more area specific with consideration to the opportunities and problems faced by entrepreneurs. New and emerging trends in the country should be an integral part of these programmes as the market is becoming uncertain and move demanding in terms of variety and quality.

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