

**A STUDY ON PATRIARCHAL IMPACT ON RURAL ENTREPRENEURS IN NORTH CHENNAI**

**Dr.A.R.Nithya<sup>1</sup>,**

Asst. Professor, Saveetha Engineering College,

**Mr.R.Karthick<sup>2</sup>,**

MBA (Student), Saveetha Engineering College,

**Mr.R.Harish<sup>3</sup>,**

MBA (Student), Saveetha Engineering College,

**Abstract:**

Male controlled society is a social framework in which guys hold essential power and prevail in parts of political administration, moral specialist, social benefit and control of property. Man controlled society has showed itself in the social, legitimate, political, religious and financial association of a scope of various societies. Regardless of the possibility that not expressly characterized to be by their own particular constitutions and laws, most contemporary social orders are, practically speaking, Male centric. In our study we focus on positive impact of patriarchal on entrepreneurship empowerment, basic characteristic feature of entrepreneurship is risk bearing, whether patriarchal has its impact on this risk bearing character. Our research area is on entrepreneurs engaged in food Industries in North Chennai, which resembles rural entrepreneurship in nature. Provincial enterprise suggests business developing in rustic territories. At the end of the day setting up businesses in rustic regions alludes to country enterprise. Country industrialization through the improvement of rustic business person is by all accounts the response to neediness, joblessness and back-superintendents of Indian economy. We have adopted the descriptive research design with convenient random sampling method of data collection through Questionnaire, journals, surveys, etc.

**Keywords:** Patriarchy, Entrepreneurship empowerment, Rural entrepreneurs, Sustainable development.

## **INTRODUCTION:**

Patriarchy is a term utilized as a part of human science and woman's rights to distinguish a social framework in which guys hold essential power and prevail in parts of political administration, moral expert, social benefit and control of property. In the area of the family, fathers or father-figures hold expert over ladies and youngsters. Some man centric social orders are additionally patrilineal, implying that property and title are acquired by the male genealogy. Truly, man controlled society has showed itself in the social, legitimate, political, religious and financial association of a scope of various societies It's frequently simple to confuse Man controlled society as code for Men. However, in his imperative book sexual orientation Bunch writer Allan Johnson characterizes male controlled society as a general public that is male ruled and male focused, in which the two men and ladies take an interest. As per Johnson a man centric culture saves places of specialist for men and makes control contrasts amongst men and ladies, some of which can be unmistakable, others undetectable.

This isn't to say that all men are powerful, or all women powerless, but that the default is always towards male dominance. So how does this affect male entrepreneurship and its survival is focus of this research.

## **Objectives of the Study:**

- To analyze the Patriarchal impact on the rural male entrepreneur in North Chennai
- To find out the relationship between Patriarchy and its effect on male entrepreneurship survival.

## **Review of Literature**

### **Historical underpinnings and Utilization:**

Male controlled society actually signifies "the lead of the father and originates from the Greek (patriarkhēs), "father of a race" or "head of a race, patriarch", which is a compound of (patria), "ancestry, plummet" (from πατήρ patēr, "father") and (arkhō), "I run the show".

Generally, the term male controlled society was utilized to allude to despotic manage by the male leader of a family. In any case, in present day times, it all the more for the most part alludes to social frameworks in which control is fundamentally held by grown-up men. One case meaning of man controlled society by Sylvia Walby is "an arrangement of interrelated social structures which enable men to misuse ladies. As indicated by April A. Gordon, Walby's definition takes into account the inconstancy and changes in ladies' parts and in the request of their need under various male centric frameworks. It additionally perceives that it is the systematized subordination and abuse

of ladies by men that is the essence of man centric society; this can take many structures. It is even hypothetically conceivable that man centric society could convey what needs be through a deemphasis on parenthood for ladies as breadwinners or some other part.

Terms with comparable historical underpinnings are likewise utilized as a part of different sociologies and humanities to depict male centric or patriological parts of social, social and political procedures. Descriptive word patriological is gotten from the thing patriology that originates from two Greek words: (pateras, father) and λογος (logos, educating about). The term patriology began in philosophical investigations as an assignment for specific religious train that reviews the individual and works of God the Father (see: Patriology (Christianity)). In current circumstances, the term was acquired by sociologies and humanities and its significance was broadened with a specific end goal to portray and characterize specific male-ruled and male-focused parts of social and social life.

### **History and starting point of present day man centric society**

Anthropological proof proposes that most ancient seeker gatherer social orders were generally libertarian, and that man centric social structures did not create until numerous years after the finish of the Pleistocene time, following social and mechanical advancements, for example, horticulture and training. As per Robert M. Strozier, verifiable research has not yet discovered a particular "starting occasion". A few researchers point to around six thousand years back 4000 BCE, when the idea of parenthood flourished, as the start of the spread of man centric society.

As indicated by Marxist speculations expressed fairly distinctively by each of Friedrich Engels and Karl Marx, man controlled society emerged out of a primitive division of work in which ladies dealt with the home and men, the age of nourishment through agribusiness; as free enterprise built up the domain of creation progressed toward becoming adapted and esteemed and the domain of the house was never adapted and ended up plainly depreciated, and the recognition and influence of men and ladies changed in like manner.

Contemporary research has demonstrated that there are a few contrasts amongst men and ladies with regards to business enterprise. Male and female business people might be comparable demographically and mentally. They have a tendency to be hitched and be the primary conceived youngster. To start with conceived kids will probably accomplish as indicated by an investigation led by Harvard and Columbia colleges. Female business people tend to seek after degrees in human sciences rather handle like building or more specialized orders. It is a substantially more troublesome choice for a lady to wind up noticeably a business person than men. Ladies are more delicate to men with regards to non-money related issues.. They likewise may have good examples and coaches who enable them to settle on their choice to end up business visionaries.

**Characters of Male and Female business people:**

- Decision Making Simple
- Business concentrated on Economy and Cost Willing to Take Financial Risk
- Task Oriented Managers
- Business manufacturing and construction

**MOTIVATION:**

- Externally focused
- Strong initiative
- Earning more money
- Previous experience

**MANAGEMENT:**

- Logical thinkers
- Oriented leaders
- Grow their businesses
- More aggressive when it comes to expansion

**NETWORKING:**

- Large network
- More access to network
- Organizations

**FINANCING:**

- More capital
- Easy to access to capital
- More debt
- Bank trust male

**IMPORTANCE OF RURAL ENTREPRENEURSHIP:**

Country Business visionary has a vital part to play in the advancement of Indian Economy. They assume an imperative part in the general economy. the development and improvement of provincial businesses encourage independent work, brings about more extensive dispersal of Financial and Mechanical exercises and aides in the most extreme usage of locally accessible crude materials and work. Following are a portion of the vital part which rustic ventures play particle the financial states of the provincial individuals specifically and the nation is general:

- Provide employment opportunity
- proper Utilization of local resources
- Improved standard of living
- Producers goods of consumer's choice
- Entrepreneurial Development

- Promotion of Artistic activities.

## **IMPACT OF PATRIARCHY ON RURAL ENTREPRENEURS AT INDIA**

Patriarchy effects men in unlimited ways but for our study we outline five ways that patriarchy effecting the Rural entrepreneurs

### **1. One Masculinity Vs Masculinities**

Author Allan Johnson says the job for men to begin to undo the imbalance in relationships is openly choose and model alternative paths of masculinity. So the job at hand is to lose the John Wayne mentality and begin to experiment with other was to be male, openly and in front of others.

### **2. An Emotional Range of Two**

According to Johnson, in a patriarchal society man who avoid vulnerability are more often than not seen as strong. Men exhibits

Two range of cultural mode of emotional reaction that is anger and silence this might sound as free goal lucky man but in the actual case the anger and silence is a powerful tool should be used in constructive way that this sort of training is needed for the entrepreneur.

### **3. Accountability free relationships**

Accountability means answerability, normally in a business/entrepreneurship, up to certain level it is a one-man army so a person can easily practice the autocratic style of leadership in his part of business. this freedom of action is very much needed for the success of an entrepreneur, if risk comes he may tolerate and pursue the next level with his perseverance.

### **4. Invisible privilege:**

Being as a male, he gets enormous amount of recognition from the society, so he can enjoy free mobility risk tolerance level is high trust worthiness etc., so the above mentioned privileges are required for male entrepreneur to thoroughly enjoyed by male in rural sector. from his childhood parental teaching, society teaching his own observation features a male is meant for courage bearing risk pursue the action whatever be the outcomes which is very essential for an entrepreneurship, so obviously patriarchal positive impact on continuing his entrepreneurship.

### **Provincial Business Enterprise and Advancement of Towns:**

Provincial business enterprise infers enterprise rising in country zones. As such building up businesses in country zones alludes to provincial enterprise. This implies provincial business

enterprise is synonymous with rustic industrialization. Numerous cases of fruitful rustic business enterprise would already be able to be found in writing. Enhancement into non-horticultural employments of accessible assets, for example, providing food for travelers, blacksmithing, carpentry, turning, and so forth and additionally broadening into exercises other than those exclusively identified with farming utilization, for instance, the utilization of assets other than land, for example, water, forests, structures, accessible abilities and nearby highlights, all fit into rustic enterprise. The entrepreneurial blends of these assets are, for instance: tourism, game and amusement offices, expert and specialized preparing, retailing and wholesaling, mechanical applications (designing, makes), overhauling (consultancy), esteem included (items from meat, drain, wood, and so on.) and the likelihood of off-cultivate work. Similarly, entrepreneurial, are new employments of land that empower a decrease in the power of horticultural creation, for instance, natural generation. [A] Better appropriation of homestead create bringing about the rustic thriving. [B] Entrepreneurial occupation provincial for youth bringing about decrease of camouflaged business and option occupations for rustic youth.

[C] Arrangements of huge cooperatives like Amul for ideal use of ranch create.

[D] Ideal usage of nearby asset in entrepreneurial wander by country youth.

Indian horticulture is described by low profitability, presentation for fancies of nature like dry spell, surge, other catastrophic events and shortcomings like befuddle amongst farming and money crops, deficient foundation to accommodate esteem expansion, wide divergence out in the open private association in agrarian improvement. Land being constrained can't ingest the whole work drive during the time prompting huge scale joblessness and underemployment.

Rustic individuals, looking for occupations, frequently relocate to urban focus' making undesirable ghettos and live in unhygienic states of living. A turnaround is conceivable in the above pattern if business opportunities are made accessible in country ranges alongside premise enhancements of life. The genuine answer for India's monetary issue isn't large scale manufacturing yet generation by masses as was recommended by Mahatma Gandhi.

## **RESEARCH METHODOLOGY**

**Research design:** Descriptive (Empirical) research is used to describe characteristics of a population being studied. It can acquire a lot of information through description. It is useful for identifying variables and hypothetical constructs.

**Data collection Method:** Questionnaire is prepared and circulated to the respondents.

**Sampling Design:** Judgement sampling adopted. We have taken the sample of entrepreneurs having rural background and successful in their business in North Chennai

**Sample size** = 25. (We had difficulty identifying more entrepreneurs with rural background and settled in North Chennai. Hence we went ahead with the sample size of 25. However, our research analysis outcome indicates the strong patriarchal impact on male entrepreneur’s dominance and hence the increased in sample size might have less impact on the overall hypothesis)

**DATA ANALYSIS & INTERPRETATION:**

HYPOTHESIS TESTED H1: There is a significant difference between the Marital status with social recognition for entrepreneurs in the society

TEST APPLIED: MANNWHITNEY U TEST

Ranks

	maritalstatus	N	Mean Rank	Sum of Ranks
centreofattractio n	Yes	19	13.42	255.00
	No	6	11.67	70.00
	Total	25		

Test Statisticsa

	Centreofattract tion
Mann-Whitney U	49.000
Wilcoxon W	70.000
Z	-.592
Asymp. Sig. (2-tailed)	.554
Exact Sig. [2*(1-tailed Sig.)]	.642b

a. Grouping Variable: maritalstatus

b. Not corrected for ties.

**Findings:**

As P value is more than 0.05 we can accept Null hypothesis, so there is no significant difference between the marital status and Social Recognition of the entrepreneurs.

HYPOTHESIS TESTED H2: There is significant difference between number of years of their experience as Entrepreneur and the social discouragement.

TEST APPLIED: Fried Man Test

Ranks

	Mean Rank
Noofyears	1.98
Socialdiscouragement	1.02

Test Statisticsa

N	25
Chi-Square	24.000
Df	1
Asymp. Sig.	.000

a. Friedman Test

Findings: As P value is less than 0.05 we can reject null hypothesis, so there is a significant difference between their years of experience and the social discouragement.

HYPOTHESIS TESTED H3: There is significant difference between the educational qualification and the people management.

TEST APPLIED: Regression Analysis

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.056a	.003	-.040	.416

a. Predictors: (Constant), qualification

ANOVAa

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.013	1	.013	.072	.790b
	Residual	3.987	23	.173		
	Total	4.000	24			

a. Dependent Variable: manage people

b. Predictors: (Constant), qualification

Coefficients a

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.152	.196		5.882	.000
Qualification	.016	.058	.056	.269	.790

a. Dependent Variable: manage people

**Findings:**

From the above analysis it is found that R value is .056 which indicates weak correlation exists for the entrepreneurs with qualification and the people management and the level of influence by qualification (IV) in dependent variable people management is only 0.3%, from the ANOVA table the value of regression indicates P value which is 0.79 more than 0.05 so the model is not statistically significantly fit with data.

HYPOTHESIS TESTED H4: There is significant difference between family size and flexibility in business and family.

TEST APPLIED: H TEST

Ranks

	family size	N	Mean Rank
Flexibility in business and family	2	2	10.00
	3	2	10.00
	4	14	11.79
	>5	7	17.14
	Total	25	

Test Statistics a, b

	Flexibility in business and family
Chi-Square	5.955
df	3
Asymp. Sig.	.114

a. Kruskal Wallis Test

b. Grouping Variable: family size

**FINDINGS:**

As P value is more than 0.05 null hypothesis can be accepted, there is no significant difference between the family size and flexibility in business and family.

HYPOTHESIS TESTED H5: There is significant difference between the educational qualification and number of years as an entrepreneur.

TEST APPLIED: CHI SQUARE TEST

qualification \* noofyears Crosstabulation

Count

	noofyears				Total
	3	>10	8	10	
Ug	1	2	1	1	5
Pg	2	1	2	1	6
qualification ph.d	1	0	0	0	1
Nongraduate	2	2	1	4	9
Anyother	1	1	2	0	4
Total	7	6	6	6	25

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	8.244a	12	.766
Likelihood Ratio	8.688	12	.729
Linear-by-Linear Association	.095	1	.758
N of Valid Cases	25		

a. 20 cells (100.0%) have expected count less than 5. The minimum expected count is .24.

**FINDINGS:**

The value of Chi square is 8.244 and its P value is 0.766 which is more than .05 so null hypothesis can be accepted, which indicates there is no significant relationship between their qualification and their experience as entrepreneur.

HYPOTHESIS TESTED H6: There is significant difference between income and number of years as an entrepreneur.

TEST APPLIED: CHI SQUARE TEST

**Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	9.084 <sup>a</sup>	9	.430
Likelihood Ratio	10.899	9	.283
Linear-by-Linear Association	2.196	1	.138
N of Valid Cases	25		

a. 16 cells (100.0%) have expected count less than 5. The minimum expected count is .72.

**income \* noofyears Crosstabulation**

Count

	noofyears				Total
	3	>10	8	10	
income <20000	0	1	2	0	3
income 20000-30000	2	3	2	4	11
income 30000-40000	3	2	1	2	8
income 40000-50000	2	0	1	0	3
Total	7	6	6	6	25

**FINDINGS:**

The value of P is more than 0.05 so we can accept null hypothesis, there is no significant relationship between income and number of years as an entrepreneur. Apart from income there is some inner impulse to be as an entrepreneur.

**CONCLUSION:**

From our study we can easily conclude the main motivation factor to be or to survive as an entrepreneur is due to Patriarchal impact on them. Society makes male to feel or to act as a warrior i.e., courageousness which is an essential element for the entrepreneurship. From the analysis, the marital status is not having significant difference their social recognition, as an entrepreneur they are enjoying with concentrated economic power itself is sufficient for them to get recognition in the society. Fried man test confirms the same. Educational qualification for people management

is not having significant relationship on entrepreneurship. Even level of income and their association is entrepreneurship is void. So, we are concluding that Patriarchal impact on the rural entrepreneurship is recommended.

**References:**

1. "Anti-feminism". In Flood, Michael; et al. International Encyclopedia of Men and Masculinities. London: Routledge. pp. 21-. ISBN 978-0-415-33343-6.
2. Khanna, S. (2012). Gender wage discrimination in india{glass ceiling or sticky floor? Centre for Development Economics (CDE) Working Paper, 214.
3. Patriarchal Nature of Indian State- An article published on [www.youthkiawaaz.com](http://www.youthkiawaaz.com)
4. Dunphy, R. (2000). Sexual Politics: An Introduction. Edinburgh: Edinburgh University Press. ISBN 978-0-7486-1247-5.
5. Ferber, Marianne A.; Blau, Francine D.; Winkler, Anne E. (2014). The economics of women, men, and work (7th ed.). Boston: Pearson. ISBN 9780132992817.
6. Weiner, M.; Varshney, A.; Almond, G. A., eds. (2004). India and the politics of developing countries. Thousand Oaks, Calif.: SAGE Publications. p. 187. ISBN 978-0-7619-3287-
7. Flood, M.; Pease, B. (2005). "Undoing men's privilege and advancing gender equality in public sector institutions" (PDF).
8. Branscombe, Nyla R. (June 1998). "Thinking about one's gender group's privileges or disadvantages: consequences for well-being in women and men" (PDF). *British Journal of Social Psychology*. 37 (2): 167–184. doi:10.1111/j.2044-8309.1998.tb01163.x.
9. Noble, Carolyn; Pease, Bob (2011). "Interrogating male privilege in the human services and social work education". *Women in Welfare Education*. 10 (1): 29–38. Pdf.
10. Ichino, A. and Maggi, G. (2000). Work environment and individual background: Explaining regional shirking differential in a large Italian firm. *The Quarterly Journal of Economics*, 115(3):1057-1090
11. Khanna, S. (2012). Gender wage discrimination in India {glass ceiling or sticky floor? Centre for Development Economics (CDE) Working Paper, 214.
12. Michaelson, Evalyn, and Walter Goldschmidt 1971 Female Roles and Male Dominance among Peasants. *Southwestern Journal of Anthropology* 27: 330–352.
13. Stephens, William 1963 *The Family in Cross-Cultural Perspective*. New York: Holt, Rinehart and Winston.