

**EFFECT OF COVID-19 ON WOMEN ENTREPRENEURS
ENGAGED IN MITHILA PAINTING**

(मिथिला पेंटिंग में संलग्न महिला उद्यमियों पर COVID-19 का प्रभाव)

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THESIS

MASTER OF SCIENCE IN HOME SCIENCE

(Textiles and Apparel Designing)



2021

**DEPARTMENT OF TEXTILES AND APPAREL DESIGNING
COLLEGE OF COMMUNITY AND APPLIED SCIENCES
MAHARANA PRATAP UNIVERSITY OF AGRICULTURE AND
TECHNOLOGY, UDAIPUR (RAJASTHAN)**

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A

THESIS

SUBMITTED TO THE

MAHARANA PRATAP UNIVERSITY

OF AGRICULTURE AND TECHNOLOGY, UDAIPUR

IN PARTIAL FULFILMENT OF THE REQUIRMENT FOR

THE DEGREE OF

MASTER SCIENCE IN HOME SCIENCE

(Textiles and Apparel Designing)

BY

MS. APARNA KUMARI

2021

CERTIFICATE I

CERTIFICATE OF ORIGINALITY

The research work embodied in this thesis titled “**Effect of COVID-19 on Women Entrepreneurs Engaged in Mithila Painting**” submitted for the award degree of **Master of Science** to Maharana Pratap University of Agriculture and Technology, Udaipur (Rajasthan), is original and bonafide record of research work carried out by me under the supervision of **Dr. (Mrs.) Rupal Babel**, Assistant professor, Department of Textiles and Apparel Designing, CCAS, MPUAT, Udaipur. The contents of the thesis, either partially or fully, have not been submitted or will not be submitted to any other Institute or University for the award of any degree or diploma.

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Enclosed one original and two copies bound of the thesis. Forwarded to the Director Resident Instruction, Maharana Pratap University of Agriculture and Technology, Udaipur through the Dean, College of Community and Applied Science, Udaipur.

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This is to certify that Ms. Aparna Kumari (M.Sc. Scholar) has worked under me on “Effect of COVID-19 on Women Entrepreneurs Engaged in Mithila Painting”

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3. The advisory committee members have gone through M.Sc. thesis critically and made the corrections as per requirement.

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ACKNOWLEDGEMENT

It is a matter of pleasure to glance back and recall the path one traverses during the days of hard work and pre-perseverance. It has still great at this juncture to recall all the faces and spirit in the form of teachers, friends, near and dear ones. I would consider this work nothing more than incomplete without attending to the task of acknowledging the overwhelming help I received during this endeavor of mine.

My diction would be inadequate to express my deepest sense of gratitude and heartfelt thanks to Dr. (Mrs.) Rupal Babel, Assistant professor, Department of textiles and Apparel Designing, Udaipur and chairman of my Advisor committee. Her level of guidance, constructive criticism and generous assistance at every stage of my research work is beyond measure, in fact it was her ideas, smooth dealing with the thing which motivated me to work under her guidance and any credit goes to her. Despite her multidimensional responsibilities, she most affectionately extended kind co-operation, consistent encouragement and timely painstaking advice and help which made this otherwise difficult task distinctly easier for me to achieve.

I am gratified to record sincere thanks to the members of the advisory committee, Dr. (Mrs.) Sarla Lakhawat, Associate professor and head, Department of Food science and Nutrition, CCAS, Udaipur; Dr. Dhriti Solanki, DRI Nominee and professor, Department of Extension Education and Communication Management, CCAS, Udaipur, for their generous gestures and valuable suggestions in planning and execution of this study.

As a head of the department Dr. Sudha Babel provide me all guidance and facilities. I am speechless for her.

I am privileged to express sincere and deep sense of gratitude to the Co-Major Advisor, Dr. Meenu Srivastava, Dean, College of Community and Applied Science, Udaipur for her due attention and encouragement during the study period and also for providing me the necessary facilities during the course of research.

I am also thankful to Dr. Azad Murdia, Retried professor, Department of Statistics, RCA, Udaipur for her valuable guidance and in conducting statistical analysis and bringing this work to success.

I would also like to thank all staff members of the college of the Community and Applied Science for their support. I also want to extend my thanks to all those people who directly and indirectly involved in the accomplishment of my work.

Words can hardly register the sincere and heartfelt feeling which I have for Dr. Sangeeta Deo, Head, Department of Textiles and Apparel Designing, RPCAU, Bihar, Dr. Geetanjali, Assistant Professor, Department of Food and Nutrition, RPCAU, Bihar and Dr. Shingala Prabha, Assistant Professor, BBA, Bihar for her valuable guidance, support and their inspirations during the research work.

I am extremely thankful to Vishakha, Anima Mandal, Geeta, Reetu, Jyoti Singh, Rupanshi Yadav, Sheetal, Neelish Kholi, Ankita, Foziya Bhanu, Aligina Anvitha Sudheshna and all other friends of CCAS, Udaipur for their valuable help, affection and supports me through every steps.

Where emotions are involved words cease to mean, lexicon not have the words to express the affection, blessings, encouragement of my beloved grandparents Mr. Ram Ekbal Pandey and Mrs. Mha Laxmi Pandey, my parents Mr. Rakesh Ratn Pandey and Mrs. Lalita Pandey, my Phua and Phupha Ji Mr. Ashok Kumar Thakur and Shanti Thakur, and my sisters Anima Kumari and Garima for their inspiration, affection, moral support, cooperation and encouragement without which it was impossible to complete the research work. I never repay the every-willing whole hearted constant supports from my brother Mr. Ayushman Kashyap and Aradhya Pandey without which I have never been up to complete my study.

At last I thank to all the respondents without whom this whole research is impossible for their cooperation and patience for understanding the research, going through the statements carefully and providing the required information.

Finally, I thank God for bestowing me with divine spirit, essential strength and necessary support to find my way towards a glorious career amidst several hurdles and struggles.

..... any omission in this manuscript does not mean lack of gratitude

Date:

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INTRODUCTION

India has a diverse range of culture and traditions that are portrayed from various conventional arts and crafts. Indian folk art has its unique style which includes ethnic and simple as well as colourful and vibrant elegance at the same time describing the rich heritage. Now-a-days Indian folk art has reached the international market, got appreciated due to its aesthetic sensibility and authenticity. Skilled abilities of folk artisans express religious sentiments and socio-cultural traditions that attract attention of human mind and captures the heart of people. It has thus made significant contributions in Indian economy through trade and promote tourism as well.

Textile designing has also been an ancient Indian art, full of creativity and intellect. With increased fashion trends, the field of textile designing has become widespread all over the world. Madhubani art of Mithila region popularly known as Madhubani painting or Mithila painting is one of the most famous paintings of India originated in Madhubani district of Bihar. It is perhaps the best known genre of Indian folk paintings. The literal meaning of Madhubani is 'Forest of honey'. These paintings are basically influenced with Hindu mythology and hence religious in nature. The themes and figures are generally adopted from nature and mythology (Sharma, 2015).

India is the country of diversity, which is bounded on the north by Himalaya, Kanyakumari in south, Gujarat in west and Arunachal Pradesh in east. Every territory of India has its own style and cultural aspect like convention, dress, observance, credence and handicraft. The arts and craft represent the rich cultural heritage of India through skilled ability of their local artisan of the particular state. Indian painting can be referred as the mirror of India's fascinating history from the ancient time like Rajput painting, Mysore painting, Tanjore painting, Pattachitra painting, Buddha painting, Mughal painting and Kalamkari, one such folk art is Madhubani painting. The traditional folk paintings have a special place in Indian painting due to its appealing sense capture the heart of people in worldwide art lovers. Every corner of India reflects rich cultural heritage on special occasions and showing identity of people and area by folk painting. These are symbolic expressions of local artists related with Hindu mythology since of Ramayana, Mahabharat and Bhagwat Gita (Bhandari, 2017).

Mithila, also known as *Videha* or *Trihutin* the first century BC. In Satya Yuga, MaharajJanak was ruler of Mithilanchal. He invited the local artists to paint the walls

of state on occasion of his princess Sita's wedding with the handsome prince of Ayodhya, lord Ram. These paintings were later known as Madhubani paintings of Mithila region and were unknown to outside the world till the massive earthquake in the Mithila region in 1934. These were discovered by a young British officer, William G. Archer while visiting the Madhubani district for scrutiny of the destruction due to earthquake. While inspecting, he photographed and collected some specimen designed on the interior walls of the house. The outcomes of his survey about the painting were published in an art magazine (Mandal, 2018).

Mithilanchal had been an agricultural country since ancient times but was crippled by drought in 1966 to 1968. The All India Handicraft Board started a drought relief program in Madhubani district of Bihar to encourage the women of the region to make paintings on paper for commercial sale and created a new source of income. Paintings on paper changed women artist life dramatically. After receiving the income, they have also gained social, local, national and international recognition (Yamini, 2018).

Madhubani is known as heartland of Mithila, the ancient kingdom of Mithilanchal, which was extended from Nepal in north to Darbhanga in south, from Janki's Birth place (Sitamarhi) in west to Supaul in east. Madhubani painting, the famous folk art of Mithila region, acquired the international fame due to their recognition. Each region has self-expression. The people of Mithila express their feelings through this painting. This is the most sophisticated of all popular paintings in India not only elegantly but also won critical acclaim. These are created by women artists of Mithila region, mainly comprising housewives. Initially, the paintings were created by women of Mithila for decorating wall and floor of house on every religious and social occasion but gradually it improved the socioeconomic status of women in the society by generating income and employment opportunities. This traditional art establishes a deep relationship in art and culture other than elegant deliberation (Agarwal, 2015).

Mithila painting is commercially popular as Madhubani painting of Bihar. It is famous at national and international level for the cultural identity. This popular art of Madhubani district show the creativity and sensitivity of the people similar to any folk art. It also expresses the psychology of the community to which it belongs. These paintings include various image of deities, nature and day to day experience and belief of the people. The sun, moon, Gods-Goddesses, wedding-*kohbar* and waterfall are the

common images of these paintings. It has five distinctive designs –Bharni, Kachni, Gonad, Tantrik and Kohbar. In the 1960s Bharni, Tantric and Kachni designs were done by the ‘upper caste’ of women like Brahman and Kayashth. Geometric patterns of these pictures also symbolize love, health, wealth, valour, devotion, fertility and prosperity. The tools used in this painting are fingers, twigs, brushes, nib-pen and matchsticks using natural colour extracted from plant, stone, vegetables and other natural things. Some natural colours commonly used include turmeric, carrot, red rose, pink rose, Kashmiri chilli powder, black coffee, green leaves of spinach, henna powder, beet root juice and sindoor. In addition to natural colours, the artists also use synthetic colours according to need. It is the traditional skills of Bihar that is passed down by women from generation to generation in the family for their livelihood with their indigenous resources. Its demand is on large scale in the world. According to study on psychological empowerment of women artist involved in Mithila painting, 46.66 percent of the women empowered through their involvement in Mithila painting around the Mahubani district (Kumara, Gayatri and Kumar, 2020).

The word “Entrepreneur” comes from French word “*Entreprendre*” which means “to undertake”. An entrepreneur is a person who organises, runs and is responsible for a business enterprise to make a profit. In the process, she has different roles to play and different actions to take. The entrepreneur must be willing to learn from her experience and change with the times. She must be constantly aware of new ways to increase the productivity. One of the main keys to success in entrepreneurship is involvement in continuous personal growth. The entrepreneur is committed to the right to exist. They are talented and growth drivers agent. The success of the entrepreneur also depends on the social, cultural, economical, technical and political environment.

Women have added external difficulties in becoming entrepreneurs, because of the social and cultural background of gender relationship. The majority of women who are trying to take-up entrepreneurship seem to prefer very small enterprises. The typical profile that emerged is their enterprise of low investment, low returns, low growth and low skill ones. One of the most important things that women need in order to be a successful entrepreneur in any sphere, is to become empowered. Empowerment for a woman means being able to develop a strong will to achieve her objectives.

Many of enterprises started by women are in the fields of food and clothing, which are considered fit for women by society. Even they also select an enterprise with low technology and low investment. Where there is a need for high technology and heavy investment, it has been always the domain of men. Traditional enterprises selected by women are limited in their growth, whereas the non-traditional enterprises are more growth oriented. It is important for her to be a good entrepreneur rather than a successful entrepreneur. In a survey conducted by University of Colorado for a doctoral dissertation, it is pointed that most of the women interviewed wanted to improve the operations of their businesses rather than expand it. On the other hand, some women let their husband or family men to take over the leadership role once the business is well established and expansion is inevitable. They willingly accept a secondary role.

Empowerment helps the entrepreneur not only to take charge of her business or enterprise, but also to take charge of her life. Empowerment will increase the effectiveness of her relationship with others, both within the sphere of her near surrounding and outside. It is a process which will make the entrepreneur understand her unique potential and enable her to break barriers and make her realise that she has the capacity to utilize her full potential. By which the entrepreneur will be willing to know not only what she think, but also what she feels, what she wants, needs, desires, suffers over, gets frightened or angered by and to accept her right to experience such feeling. It enables her to manage and come out of any difficult situation and makes her look at obstacles as a part of life and positive challenge.

The socioeconomic status of entrepreneur is combination of economic and sociology that measure total work experience of an individual or whole family income and social position in community. High socioeconomic status enhances the social standing of entrepreneur in community. The activity of entrepreneur depends on economic, social and psychological factors. The socioeconomic factor act as base for financial support of entrepreneur to develop entrepreneurship and skill. The socio-economic factor play major key role in influencing the entrepreneurial behaviour and operation of business. The economic development of entrepreneur depends on the active and enthusiastic participation in economic process.

Development inputs have generally been influenced by social culture and economic bias. In addition, the lack of confidence on the part of people themselves, in their

capacity to absorb technology, has also limited the spreading of technology as the basis of enterprise. This has been mainly due to lack of awareness and information reach. Though several activities have been carried out to bring the benefits of technology to rural folk, most of these have been directed towards low skill, low-tech areas in the farm sector and traditional areas.

Mithila painting is a business or source of income of the artist around the Mahbubani district of northern Bihar. Livelihood of these people depend on this painting but during COVID-19 pandemic these artists faced many troubles because all shops were closed due to the lockdown and tourists could not visit here, so it worstly affected their selling of products. In that Critical situation the artist had no any work to earn money, so they remained unemployed. After some time they thought a creative idea to do Mithila painting on mask to generate their income so it gave a new opportunity to those person who migrated from urban to the rural area. They started their business to fulfill their needs and created various design of Mithila painting on mask that are available on social media now days.

Justification of Present study

COVID-19 and lockdown have adversely influenced the global market regarding disturbance of supply chains, labour crisis due to migration and also altered consumer behavior resulting into loss and financial crisis to the business world. Moreover the market of Mithila painting mainly comprises of cottage or small scale industries including workers (mainly women) mostly belonging to low income groups. So there are chances of adverse impact of market change after COVID-19 highlighting an alarming situation for the workers. The present investigation is planned to study the effect of COVID-19 on social and economic aspects of entrepreneurs involved in Mithila painting. This study will be helpful to measure the differences between pre and post COVID-19 scenario, address the constraints faced by Mithila painting workers and suggest some meaningful and practical based approach to solve the existing problem and improve their lifestyle. This, in turn, will also help significantly increase their productivity by the means of availability of optimum resources and requisite facilities.

OBJECTIVES

- To study effect of COVID-19 on socioeconomic status of entrepreneurs engaged in Mithila painting.
- To elucidate the constraints faced by the selected entrepreneurs engaged in Mithila painting during COVID-19.
- To study the diversion of entrepreneurs of Mithila painting in mask making.

Implication of the study

- This study will provide a complete documentation of the folk art of Mithila painting which can be applicable in a unique way for surface enrichment.
- The present study will help the entrepreneurs in designing variety of apparels, accessories and home furnishing articles.
- This study will be helpful in finding the socioeconomic status of Mithila entrepreneurs.

REVIEW OF LITERATURE

A comprehensive review of literature is necessary part of any scientific investigation in research endeavor. The most essential task for researcher to acquaint with the work done in past in order to delineates in related field of study. It not only helps to find out the available information related to the objective and proposed research but also helps in identify the gap in research finding and the documentation.

The literature prevailing the study “**Effect of Covid-19 on Women Entrepreneurs Engaged in Mithila Painting**” is review and offered in this chapter under the sub headings.

- 2.1 Mithila painting
- 2.2 Socio-economic status of entrepreneurs
- 2.3 Constraints faced by entrepreneur
- 2.4 Diversion of Art

2.1 Mithila painting

Das (2013) studied on contribution of local artisan of Jitwarpur village in Mithila painting, he observed how the craftsman manifested their skill through natural colours and free hand brush painting. The style of painting has been changing from generation to generation. The result showed that the Mithila painting was the new source of non –agriculture wages, various organizations stimulated the artist to produced their conventional paintings for commercial sale.

Ghosh (2013) conducted an immersive need assessment survey of Madhubani drawing at Jitwarpur village, Madubani district, Bihar. This scheme would aid in the discovery of opportunity and the design of sustainable and breakthrough solutions for MSMEs. With the aid of design intervention and implementation at various functional levels, the aim of design clinic scheme was to improve market competitiveness and productivity. The design clinic scheme created to help MSMEs improve their competitiveness by providing design- related assistance through design awareness seminar, design awareness programmes, and design feedback to their product and services.

A study conducted by Sharma and Dhingar (2013) on Awareness of Madhubani painting skill among female students, observed that it was highly demanding Art for self-employment. The result revealed that maximum numbers of respondents gave good response towards learning and earning from conventional skill.

Agarwal (2015) stated that Mithila painting is the most sophisticated of all popular painting in India not only elegantly but also won critical acclaim. This folk art is Hindu style of painting popular in worldwide. These are created by women artist of Mithila region; the artists of this art are simple housewives. Initially, these painting were created by women of Mithila for decoration of wall and floor of the house on every religious and social occasion. Its helps in improve socioeconomic status of women in society. This study explored that traditional art establish a deep relationship in art and culture other than the elegant deliberation.

Shahid *et al* (2015) in their study compared the socio-cultural and geographical dissimilarity between two religions, one is Varanasi from Utter Pradesh and another is Patna from Bihar, on the basis of how reality and illusion are linked of ethnographic approach. They observed how the conventional art & craft and practice can interlace to establish a good communication. The result revealed that there are some common elements between the two religions which represent people living in two different ways like trust, livelihood and daily rituals.

Sharma (2015) stated the traditional Madhubani painting done by hand and simple tools using the natural color which is time consuming and laborious process but with the technological advancement these style can be done with help of CAD and applied on textiles through digital printing.

According to Jha, *et al* (2017), Mahhubani painting is the popular folk art of Mithila region. This creativity of women by vigorous and distinct style of painting and use of natural colours is known as hand skating that is passed down by one generation to another generation by 'Mother - to - Daughter' tradition. Madhubani as a less explored destination by visitor or tourists has contributed to lack of promotional and marketing recognition of this painting. Thus, an effort to promote and marketing is not only necessary step to bring prosperity and benefits but also it need to be to the conserved and preserved.

Kumari (2017) in her study on “Empowerment of Women through Mithila Painting in Bihar” revealed that the result show nearly 40 percent of respondents were involved in painting in which 50 percent respondents belong to the young age group and 65 percent were from UR category. Nearly 60 percent of respondents were psychologically, socially, economically and politically empowered after starting the Mithila painting and 66.99 percent of respondents faced economic constraints after starting Mithila painting.

Mandal (2018) stated that Mithila painting are at the center to mean the cultural consequence not only in Nepal and India but also in the world. The study was conducted in Janakpur and its neighboring village, founded that how the different customs of Mithila understood through the traditional arts. The result revealed showed that the visual representations of cultural practice are sketched by Mithila artifact.

Mandal (2018) in his study explored that Mithila painting represent the cultural importance through Mithila artists to save the indigenous culture which earned lots of recognition in worldwide. The artist used different style, symbols, motifs, colours, canvases, to portray the contextual painting according to the particular occasions. The artist have also done work on social issues like save girl child, dowry system and its impact on society, equal opportunity of education, negative effect of polygamy political, economic and social commentaries. These painting are fraught through the utmost cultural which are created by indigenous people in Mithila region.

Kumari *et al.* (2020) studied the psychological empowerment of women artist involved in Mithila painting in Bihar. She observed most of the women involved in handicraft and Mithila painting is the popular handicraft of the Madhubani district. The author concluded that maximum number of respondents 81.66 percent are able to build up ‘self-image’ and ‘self-confidence’ of psychologically empowered through Mithila painting around the Madhubani district.

Paneru (2020) conducted a study on gender order in Mithila painting in Bihar. He examined Mithila region is highly patriarchal. Mithila painting is the tantric symbols that express cosmic power and power of feminist. In the present day, Mithila painting is a source of economic empowerment, emotional expression and awareness of women in society. The study equal emphasis on the Mithila painting is the key role in religious, cultural and artist tool to improvement in empowerment of women in

patriarchal culture. Lastly, they concluded that in this region women have no authority to take their personal decision, they have minimum involvement in outdoor activity & leadership of the family member due to lack of liberty.

2.2 Socio-economic status of entrepreneurs

Okpara, *et al.* 2011. Conducted a study to assess the factor hindering growth of micro enterprise on small business owner and manager in Nigeria. He reported that various factor hindered the small business growth like lack of financial support, poor management, corruption, lack of education and training experience, poor infrastructure, low profit and low demand for product and service was the main constraint in the growth and development.

Ram and Chaudhary (2012) conducted a study on Socio-economic status of women entrepreneurs. The result found that 45.30 percent of women had no outside income which was followed that 37.30 percent women taken loan from family and relatives, 12.70 percent from friends/husband and 3.40 percent from market.

A study conducted by Anitha *et al* (2013) on 90 women entrepreneurs in Tamilnadu state, she observed that in comparison to males, females were less inspired to start enterprises due to some unwanted fear, lack of motivation and many kind of activates, but women owned enterprise were highly increased economically. The result revealed that the major trouble faced by women entrepreneurs were social background including factors, such as type & mode of business and training programme in Erod district of Tamilnadu.

Khan (2013) conducted a study to assess the factor affecting entrepreneurship development across the small & medium enterprise of Chennai. Their findings the success of entrepreneurship development depend on the environmental factors including social background, economic development, legal, political and technological factors which impart their behavior thus leading to successful entrepreneurship. The socio-economic status of entrepreneur makes a powerful impact on the entrepreneurial activity and operation of business. Lastly, they concluded that entrepreneur is a person who in turn will render their maximum helps in economic development. He is the backbone of the country.

Kanchana *et al* (2013) explored the entrepreneur is a person who invest money and puts together the resources to produce a product or service. He is able to take decisions and is responsible for them and plays a vital role in economic development of country. He is job provider to the young person in their organization. The result founded that the many constraints faced by new entrepreneur due to lack of self-confidence, problem solving ability, systematic planning, positive mantel attitude, leadership quality etc.

Bhati (2014) analyzed Socio-economic status of women in Dairying. The study was conducted on 100 rural women's engaged in dairying and possessing, data was collected by personal interview method. She observed that 39 percent women belong at the age of 31-45 years and 40 percent women belonged to the upper middle class. The result revealed that 63 percent respondents belonged to low Socio economic group.

Amoros *et al* (2016) in their study investigated correlation between entrepreneurial occupation and a set of economic variables. They used panel data for analysis from nine Latin American countries that covered by the global entrepreneurship monitor from 2000 to 2010. They observed that important activities of entrepreneurship were relatively high in Latin America. They reported that economic growth was positively correlated with activity of entrepreneurship. Both play key role in entrepreneurship development.

Gurgun (2017) analysed that the Socio-economic status of rural women entrepreneurs. The study was conducted on 70 women entrepreneurs of Varanasi district of Uttar Pradesh. She observed that out of 100 percent, 40 percent respondents belong at the middle age group of 36-50 years. The result found that maximum numbers of respondents needed pre entrepreneurial training for organizing business successfully. And education is main requirement for understanding their right.

A study conducted by Lokhande (2015) on four blocks as there are fast developing business center in semi-urban area in Maharashtra, found that out of 100 percent, 55.47 percent male respondents and 44.53 percent female respondents have different socio-economic status. The skill levels of entrepreneurs are divided into different category such as high, medium and low on the basis of average score. The skills occupational of entrepreneurship development depend on educational, 2.3 and social activity of the entrepreneurs.

Mishra (2018) analyzed that Socio-economic constraint of women entrepreneurs in Cuttack district of Odisha. The study was conducted on 100 women entrepreneurs by randomly selection method. She observed that 66 percent of respondents belong to the medium, 20 percent high and 14 percent were low level of entrepreneurial behavior. It was concluded that maximum number of respondents had needs to participate in training and extension program for upgrading their skills. The result founded that the maximum number of respondents conveyed labour cost is the main trouble for production.

Yashraj and Tripathi (2018) in their study on cultural & fashion uniqueness of Bihar and its regional circumstance, observed that Bihar has divers range of socio-cultural and regional background. Every territory of India has its own unique style and cultural aspect, which not give only distinctive identity in international market but also aesthetic sensibility and unique fashion. The result in modern fashion style, Khadi and Bihari elements represent the Indian brand in western models. This is expressing the socio-cultural environment of our nation in global market through raw material and style

According to Debbarma (2019) handicraft is a unique traditional work of India. This is expression of particular culture of community through the local artist and resources. These are key instrument that improved the socio-economic status of the poor and underprivileged people in rural area. Low income and poverty, unawareness about schemes, low level of motivation among workers, and also due to lack of training facilities of the products could not meet the taste of consumer in the towns and cities. Mostly artist are engaged in household and cottage industry and earn low wages that are not enough to maintain a minimum standard of life.

Neumann (2020) focused on the impact of economic, social and environmental welfare on entrepreneurship development. He investigated the long term impact of economic welfare on entrepreneurship in a developing country. He developed a roadmap for future research to increase the awareness of causality and interdependency issues in relation with entrepreneurship and economic welfare. He reported that the entrepreneurship is an important factor of macroeconomic development, but the correlation between entrepreneurship and welfare is very sophisticated.

2.3 Constraints faced by entrepreneur

A study conducted by Das (2012) on 50 women in Guwahati Municipal Corporation, maximum number of women started their business at the age between 25-45. It was the secondary source of income for their livelihood. The result founded that finance and marketing was the major constraints faced by women entrepreneurs.

A study conducted by Chandra and Arora (2013) on economic trouble faced by women entrepreneurs. The result revealed that 39.2 percent women entrepreneurs faced financial problem in starting their business, including 16.4 percent faced credit facility, 40.7 percent lack of information about financial scheme and 27.5 percent lack of capital.

Panda (2014) in her study described the challenges faced by entrepreneurs in the developing countries due to lack of poor finance, infrastructure, low economic, business and political stability, and lack of entrepreneurial training and education. Each factor equally affects to an entrepreneur. The result reported lack of financial resources was one of the significant constraints faced by entrepreneur due to information asymmetries between the bank and the entrepreneur. There were various problem related to infrastructure such as unsafe location, access to electricity, water shortage which were also faced by them. For the establishment of new business many constraint were present like the graving licenses, taxation procedures, competition from branded product, are some constraint faced by entrepreneur starting a new business. The lack of managerial education and experience as one of the vital constraints that is necessary to enhance marketing related skills and advertisement.

Swathy and Behazir (2014) presented a detailed exploration on constraint faced by entrepreneurs in starting their business. They observed that how the entrepreneur overcome the barriers while staring their enterprise. The result founded that the major constraints faced by entrepreneurs were financial problem, production problem, labor and government laws. The finance was significant constraint faced by entrepreneur due to lack of personal saving, & problem in getting loan from bank and government subsidies. And the barriers in developing enterprise can be reduced by applying practical knowledge and proper business plans.

Tran and Santarelli (2014) investigated how the capital constraints affected the performance of family, firms and entrepreneurs. Human and social capital interacts

with capital constraints to leverage entrepreneurial income. The result revealed that the human capital plays a significant role in the reduction of capital constraints and increase the entrepreneurial performance.

Singh (2016) analyzed the constraints and problems faced by women entrepreneurs. The study was conducted on 140 women entrepreneurs at Ima market situated at Imphal-west district of Manipur. There were seven agro-based company which were selected for the study, observed that 72.85 percent of women involved in agricultural related industries belongs to the middle age group. The result found that 40 percent respondents of women face trouble due to dual responsibility, 40 percent due to lack of finance and 37.11 percent complicated procedure of availing benefits from govt. scheme.

Suyal (2016) conducted study on constraints faced by women entrepreneurs in district Nanital of Uttarakhand. The study was conducted on 40 women entrepreneurs of the 4 blocks of Nanital. She observed that the 48 percent respondents started their business at age of 31-40 years and 30 percent started up after 40 years. It was concluded that 37 percent and 43 percent women entrepreneurs were graduated and intermediate respectively. The result found that all the small entrepreneurs faced financial and working capital problems.

Grag and Agarwal (2017) in their study focused on status of women entrepreneur and their importance. They identified the challenges faced by the women entrepreneur. They reported that out of 361.76 lakh enterprises, 7.36 percent enterprises were run by women entrepreneur. Women specially had to tackle external difficulties in becoming entrepreneurs, because of the social and cultural background of gender relationship. They not only faced problem in starting a business but also in continuing it.

Agarwal (2018) in her study explored the Nemours challenged faced by women entrepreneurs working in different sectors. She classified the constraint into four sections: Socio-cultural issue, Economic Issue; psychological Issue and Managerial Issue. Cultural obstacles and gender discrimination were the results of the socio-culture issue. The gender discrimination was significant cause for low risk ability and poor networking. The economic issues were finance problem, poor access to market and lack of information about the growth. The financial problem created due to banking institutions hesitated to sanction loans to women due to low risk taking

ability. The low level of education and training were common factors of psychological issue, which adversely affected their performance. The lacks of training experiences, leadership quality were reason of managerial issue.

Brown *et al.* (2020) revealed in their finding how the COVID-19 played a crucial role in affecting major source of livelihood of entrepreneur in the United Kingdom. The entrepreneurs faced problem in starting a new business due to lack of resources and closer of market during the pandemic. The suddenly closer of market reduced face to face interaction with consumer & it affected the source of entrepreneurial finance. About 39 percent fall in the capital of entrepreneurs was recorded, since the first quarter of 2019 compared to the first quarter of 2020. The immediate impact of COVID-19 was seen on small and medium sized of enterprises to maintain staff, production and marketing.

Maritz *et al* (2020) stated that COVID- 19 and lockdown have not only adversely influenced global business and economics but also identified the external and internal facilitation in starting a new business. The entrepreneurs and business are significantly affected by COVID-19 due to disturbance of transportation, scarcity of labor due to migration so it resulted into financial loss of an entrepreneur. They find out multidimensional effect of resilience and entrepreneurial and role of entrepreneurial ecosystem to foster start up and entrepreneurial growth during COVID-19. They conclude entrepreneur as the unsung hero during COVID-19 pandemic because of economic crisis.

Fabeil *et al.* (2020) studied the impact of COVID 19 pandemic crisis on Micro Enterprises & Entrepreneur's perspective on business continuity and recover strategy. The data is collected through the unstructured phone interviews from the respondents about the business survival approach and recovery plan of small business sector during and post COVID crisis. He reported that the micro enterprises were directly affected by COVID-19 pandemic because many countries imposed travel restriction and movement controls so the entrepreneurs have to experienced business closure and low income due to disturbance of supply chain and transportation. They concluded the creation support to the organizations for development of micro entrepreneurs during and after crisis.

Block *et al* (2021) studied on the determinants of bootstrap financing in crises: evidence from entrepreneurial ventures in the COVID-19 pandemic. The entrepreneurial ventures engage in bootstrap financing to maintain a complex level of liquidity. Protection of the liquidity is necessary in economic depression, which leads to financial crises of ventures. They examined determinants of bootstrap financing during pandemic COVID-19 crises by using 17,046 samples of German entrepreneurial ventures. The result represents self-employment-experience, self-consumption and the severity of crisis for the venture is positively related to increase in use of bootstrap financing measure. Self-employment experience, bootstrap financing represent the education of an entrepreneur so that these are prepared to use bootstrapping to maintain during COVID-19.

2.4 Diversion of Art

Babel and Yadav (2011) developed designs for Sari through Block painting using conventional motifs. The result showed that sari was highly accepted by women and had good market potential.

Negi, et al. 2015. Adopted motifs of Kamanni folk art for textile designing through Applique and Embroidery for surface enrichment. They observed that the adopted design can be used for center, border and buti design. This practice also conveys the conventional folk art. The result showed that adopted designs were very useful for changing the styles and value addition of product in textile sectors.

Sharma and Paul (2015) collected designs of Madhubani and Warli painting from secondary data source for garments designing using CAD software. Collected motifs were placed in varied styles for formation of designs; selected 9 designs were used to develop garment like saree, dress material and kurti, three from each category. Two most beautiful designs were selected by the respondents for its placement of motifs and colour combination.

Sushila *et al* (2016) Adopted Chikankari embroidery motifs of Uttar Pradesh for *Kurti* designing. The motifs were collected from available literature. Total 5 motifs were selected by the expert & sketched in CorelDRAW-12. The result founded that total 30 designs were developed for value addition of *kurti* through fabric painting.

Sodhi (2015) revealed that maximum numbers of respondents highly accepted the cost of developed samples of Ari work with different fabric embellishment of Madhubani and Warli paintings.

A study conducted by Gupta and Gangwar (2016) using the Madhubani painting for textile product diversification and value addition. There were total 36 designs developed for surface enrichment of articles like cushion cover, folder and table cloth. They observed that Madhubani painting was adopted for center and border designs. The result reported that finally three articles produced by selected motifs and these items were highly appreciated by the respondents

Babel and Chouhan (2017) adopted motifs of Madhubani painting for designing shawls through hand painting. Fifteen motifs were of Madhubani painting were selected and used for the development of design. The developed shawls were assessed by consumers on different parameters i. e. placement and colour combination of design. The result of study showed that the design placement and colour combination technique used for developed of the products were highly appreciated by respondents, acceptability range of all shawls ranged between 77 to 83.33 percent.

Sharma and Gandotra (2017) developed Stoles through Screen Printing using blue Pottery motifs. Five stoles were developed taking inspiration from these design. The cost effectiveness of prepared stoles got evaluated from 20 respondents. The result revealed that 35 percent respondents considered quoted price of stoles.

Singh (2018) collected motifs of Madhubani paintings through secondary data source i.e. books, magazines and internet for textile designing. Total three designs were selected by expert committee for surface enrichment and value addition of the garments. The selected designs were traced on apparels i.e. *Sari*, *Kurti*, and *Poncho* and embellished through button and fabric painting.

Patil (2018) conducted a study on 75 students trained in Madhubani painting. The unbleached cotton material with fabric colours used by trainees to developed the samples of Madhubani painting. They used conventional designs like two headed peacock, single headed peacock, fish and lotus. The developed products were also analyzed by the expert of Textile Science and Apparel Designing Department of Nasik. The prepared samples i.e. *Plazoo*, *Kurti* and *Sari blouse* were evaluated on the basis of aesthetic sensibility, placement of motifs, cost effectiveness and market

acceptability of samples. The result found that 70 percent of respondents highly accepted the *Kurti* and *Palazoo* for traditional look of garment and 68 percent respondents found appealing to the sari and blouse for colour combination. It was concluded that developed products can be used for value addition on apparels.

Yamini (2018) explored the commercial marketing of Mithila painting; it was observed that the maximum number of respondents considered table cloth as “best” with respect to their overall products. The result revealed that there were various items and design to made unique product.

Rani (2019) developed Stoles through Screen printing and hand embroidery inspired from traditional motifs Madhubani painting. She selected 120 motifs of Madhubani painting for the development of designs. Developed designs were placed on stoles in different ways, and selected five motifs were used for design layout on stoles. The prepared shawls were evaluated from market & result of the study showed that the all the stoles were highly accepted by consumers. Developed product were unique combination of screen painting and hand embroidery.

Singh (2020) found diversion of Mithila painting to fine art because of professional interference in this region. On other hand, technology helps those people who were unable to create the art on the ritual occasion. They observed that Mithila painting improved the regional geography through worldwide and tourist come to different region to enjoy the culture with full enthusiasm. The result shows this art is source of income of the artist.it helps in improving their moral, artistical and economical condition in the community.

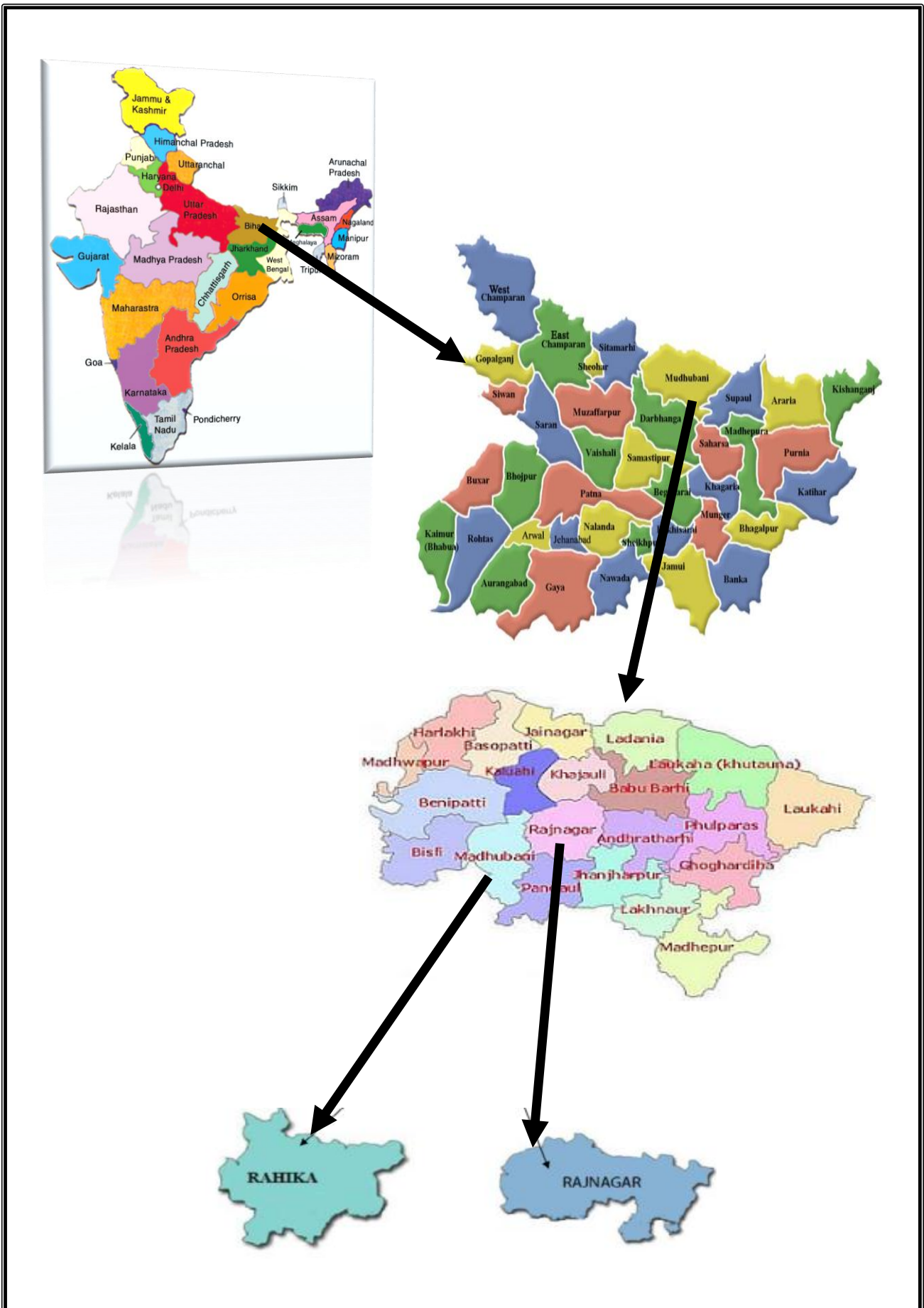
METHODOLOGY

This chapter deals with method used in the present investigation entitled “**Effect of COVID-19 on Women Entrepreneurs Engaged in Mithila Painting**”. Methodology of any research is core. A study design refers to logical way in which study units are analyzed for generalization. In this investigation the layout of study has been described as following

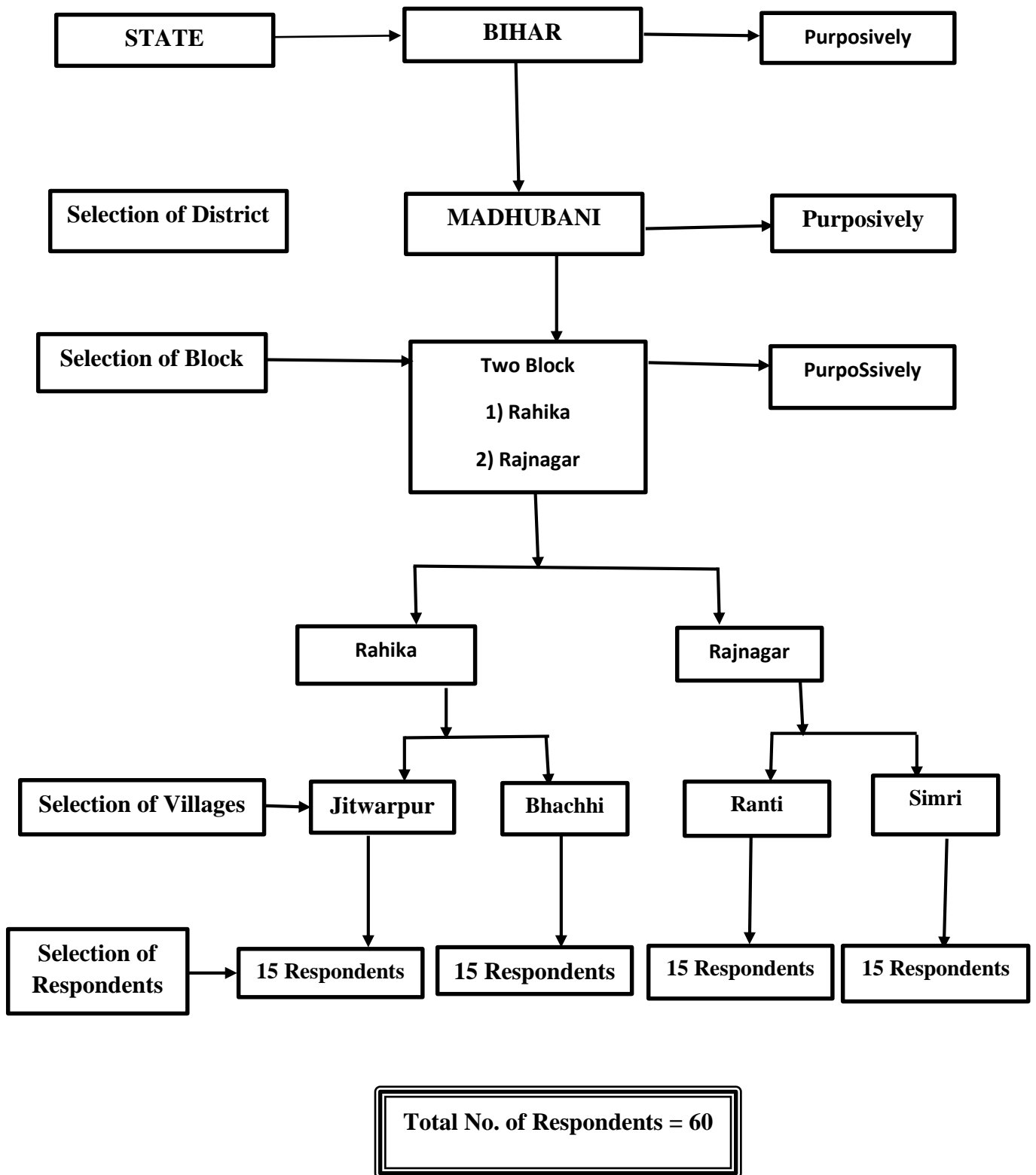
- 3.1 Locale of the study
- 3.2 Selection of Block
- 3.3 Selection of village
- 3.4 Sample and its Selection
- 3.5 Development of research tool-
 - a) Description of basic information for investigation
 - b) Procedures details regarding the administration of tool for data collection
- 3.7 Procedure of data collection
- 3.8 Analysis of data

3.1 Locale of the study: - The study was conducted in Madhubani district of Bihar. The Madhubani district was purposefully chosen as the investigator of research/study belongs to this place and it was convenient for the research Investigator.

RESEARCH MAP



SAMPLING PROCEDURE



3.2 Selection of Block:-Out of 21 blocks of Madhubani district two blocks Rahika and Rajnagar was chosen because here maximum women practice Mithila painting.

Table 3.1 : Rahika block: At a glance

Sl.No.	Content	Data
1.	Total geographical area	542.7 hectare
2.	Total population	12,896 peoples
3.	Male	6,741
4.	Female	6,155
5.	Total number of panchayat	22
6.	Literacy rate	52.73%
7.	Male literacy rate	62.15%
8.	Female literacy rate	42.28%
9.	Total workers	3,607(Male- 2,931 & Female- 66)
10.	Main working population	1,666
11.	Marginal working population	1,941(Male- 1,404 & Female-537)

(* Source: Census 2011 Data)

Table 3.2 : Rajnagar block: At a glance

Sl.No.	Content	Data
1.	Total geographical area	315.3 hectare
2.	Total population	246,933 peoples
3.	Male	127,851
4.	Female	119,082
5.	Total number of panchayat	25
6.	Literacy rate	60.05%
7.	Male literacy rate	58.45%
8.	Female literacy rate	40.11%
9.	Total workers	81.090%
10.	Main working population	52,623 (Male- 42,474 & Female- 10,149)
11.	Marginal working population	28,467(Male- 16,683 & Female-11,784)

(* Source: Census 2011 Data)

3.3 Selection of village

Under Madhubani district of Rahika and Rajnagar blocks had 68 and 63 villages respectively. From that villages i.e., Jitwarpur, Bhachhi, Ranti and Simri villages were chosen because here easily availability of samples.

3.4 Sample and its Selection:-

3.4.1. Nature of Sample

- A purposive sampling technique was used for the selection of sample.
- For the present study total 60 samples of females were taken from 2 blocks i.e. Rahika and Rajnagar of Madhubani district.
- Further, 15 respondents from each village of Rahiaka block i.e. Bhachhi and Jitwarpur was taken and same number of sample was taken from Ranti and Simri village of Rajnagar block.

3.4.2. Selection of Sample:-

The sample for the current investigation was taken in two stages.

Stage 1 The list of self help group under Rahika and Rajnagar block was obtained from the Rural Development Dept. firstly, and then a list of villages, namely Jitwarpur, Bhachhi, Ranti and Simri was selected, where Mithila painting center run by self help group. Out of which all four centers was used for sample selection.

Stage II To personally meet the chairman of all centers to obtain permission for research study. Entrepreneurs were personally interacting, after receiving approval from chairman of the center. After developing a righteousness communication with women purpose of current investigation spell out them.

Table 3.3 : Information regarding sample selection

Sl. No.	Name of Block	Name of Village	Total No of the Respondents	Seleceted Beneficiarise
1.	Rahika	Jitwarpur	30	15
		Bhacchi		15
2.	Rajnagar	Ranti	30	15
		Simri		15

3.5 Development of research tool:-

Considering the objectives and sample of the study, questionnaire was prepared for collect information from Mithila's painting professional artists and specialist. This

method was purposively selected as following reason- a) for stability of the respondents. b) To maintain the procurement of COVID pandemic. c) Time Management of respondents as well as investigator. The questionnaire was developed after review of literature and consulting with tool specialist.

For the present study the questionnaire was prepared and used for data collection by the research. The questionnaire was consisted of four sections.

Section I: - This part consisted of background information of the respondents with regarding their name, gender and marital status of entrepreneurs. The socio- economic scale developed by AICRP, Home science Extension Education (1997) was used with modified.

Section II: - This part consisted socio-economic profile of entrepreneurs, viz. age, caste, education, family structure, landholding, social participation, occupation, livestock ownership, annual income, farm assets and source of information utilized. For this purpose, the socio-economic scale developed under AICRP, Home Science Extension (1997) will be used with modified.

Section III: - This part consisted constraints faced by the entrepreneurs during COVID-19. The constraint was grouped as personal constraints, socio-psychological constraints and economic constraints.

Section IV: - This part of the section included information pertaining to discussion of diversion of Mithila painting in mask making of Mithila entrepreneurs. This was entail details regarding diversion of art, income generation and constraints faced.

3.6 Procedure of data collection

The data was collected by the researcher herself with the help of a prepared questionnaire. To establish a good rapport with the respondents, the introduction explained about the objectives of the study. Assurance was given to them that the information collected was exclusively used for the study.

Data will be collected as follows:

- Initially, chairmen of selected centers were contacted and requested to permission to contact respondents for purpose of study.
- The structured questionnaire was given to the respondents, if the respondents had any question concerning, the investigator was available actually answer them. This was helpful in lessen the non-response error. And information will be collected personally by the researcher.

Pictures of data collection before pandemic crisis



Pictures of data collection during pandemic crisis



3.7 Analysis of Data:-

After the gathering of information from primary data source, evaluated than analyzed and subjected appropriate statistical method. Statistical parameters were used to arrive at research outcome by describing the raw data in quantitative terms. To calculate the result of the present study, the collected data in each section were coded, classified and presented in table form.

A) Coding- the coding was done after categorization of data and further processing of the data was done in Microsoft Excel based on the responses of the subject.

Tabulation:- Decoding and analysis of data was done by presenting it in comprehensive way in tabular form after processing in it Microsoft Excel.

Statistical tool:

1. **Mean:** the values of the variables were multiplied by their respective frequencies and the products so obtained were summed up. This total was divided by the number of items, which in a discrete series, is equal to total of the frequencies. The resulting quotient is a simple arithmetic average of the series.
2. **Frequency:** to investigate the data regarding the background information, Socio-economic status, constraints faced by entrepreneurs and art diversion Performa, frequency distribution was used.
3. **Percentage:** percentage distribution was used for tabulated data of each section.
4. **Paired t-test:** it was used to find out significant difference in the socio-economic status of women entrepreneurs before and during pandemic crisis.

$$t = \frac{(\bar{x} - \Delta)}{\frac{s}{\sqrt{n}}}$$

Where,

\bar{x} = is the mean of the change scores,

Δ is the hypothesized difference (0 if testing for equal means),

S is the sample standard deviation of the differences,

n is the sample size.

RESULT AND DISCUSSION

The chapter of results obtained and discussion is snowballing of all work carried out from present investigation. It reveals a bird's view of the complete study which make it most significant part of the research work. In compliance of the objective of the present study all the pertinent information has been divided and reported under 4 major sections. These are.

1. Background information of the respondents.
2. Effect of COVID-19 on socioeconomic status of entrepreneurs.
3. Elucidateing the constraints faced by selected entrepreneurs.
4. Diversion of entrepreneurs of Mithila painting in mask making.

4.1. Background information of the respondents

This part consist background information of the respondents with regarding their name, age, marital status and occupation of entrepreneurs. All respondents belonged to the two blocks of Madhubani district (Bihar). For the present investigation a total 60 sample sizes were taken.

a) Age:

The data in table 4.1.1. that gives the specific age classification of the total sample population of four village of Madhubani district. A total of 60 respondents were taken in this survey from two blocks. On the basis of their age group the respondents were classified into four categories i.e. young (18 yrs. to 30 yrs.), lower middle (31 yrs. to 45 yrs.), upper middle (46 yrs. to 60 yrs.) and old age (above 60 yrs.).

Table 4.1 : Frequency and percentage distribution according to their age

Sl.No.	Block	Rahika		Rajnagar		Total (n=60)
		Jitwarpur n=15	Bhachhi n=15	Ranti n=15	Simri n=15	
a)	Category					
		f	f	f	f	f
		(%)	(%)	(%)	(%)	(%)
1	Young (18 yrs. To 30 yrs.)	8 (53.33)	7 (46.67)	9 (60)	6 (40)	30 (50%)
2	Lower Middle (31 yrs. To 45yrs.)	4 (26.67)	6 (40)	5 (33.33)	3 (20)	18 (30%)
3	Upper Middle (46 yrs. To 60 yrs.)	1 (6.67)	2 (13.33)	-	6 (40)	9 (15%)
4	Old age (above 60)	2 (13.33)	-	1 (6.67)	-	3 (5%)
	Total	15 (25)	15 (25)	15 (25)	15 (25)	60 (100%)

(Figures in parenthesis indicate percentage)

It is evident from the table 4.1.1 that maximum number of the respondents belonged to young age group (18 yrs. To 30 yrs.), 30 per cent were lower middle (31 yrs. To 45 yrs.) age group, 15 per cent were upper middle (31 yrs. To 45 yrs.) age group while only 5 per cent respondents were of old age (above 60). Similar results were found in study of Kumari S. (2017) where result showed that maximum percentage of the respondents belonged to the young age group involved in Mithila painting.

Table 4.1.1 projects that young age group were highest in Ranti (60%) while lower middle age group were highest in Bhachhi (40%). Upper middle age group were 40 percent in Simri while old age group were highest in Jitwarpur (13.33%).

b) Marital status:

It is evident from the table 4.1.2 that majorities (75%) of the respondents were married and 11.66 per cent were unmarried while 10 per cent respondents were widowed. Only 3.33 per cent of the respondents were divorced.

Table 4.2 : Frequency and percentage distribution according to their marital status

Sl.No.	Block	Rahika		Rajnagar		
		Jitwarpur n=15	Bhachhi n=15	Ranti n=15	Simri n=15	
1.	Married	13 (86.67)	11 (73.33)	11 (73.33)	10 (66.67)	45 (75%)
2.	Unmarried	1 (6.67)	2 (13.33)	3 (20)	1 (6.67)	7 (11.67%)
3.	Widow	1 (6.67)	2 (13.33)	1 (6.67)	2 (13.33)	6 (10%)
4.	Divorced	-	-	-	2 (13.33)	2 (3.33%)
	Total	15 (25)	15 (25)	15 (25)	15 (25)	60 100%

(Figures in parenthesis indicate percentage)

The data of table reveals that out of 60 respondents, most of the respondents were married due to early marriage tradition in rural area.

c) Caste:

It is evident from the table 4.1.3. that majority (65%) of the respondents belonged to upper caste, 16.67 percent belonged to upper- middle caste and 10 percent belonged to SC/ST caste. Only 8.33 respondents belonged to backward caste.

Table 4.3 : Frequency and percentage distribution according to their caste.

Sl.No.	Block	Rahika		Rajnagar		Total (n=60)
		Jitwarpur n=15	Bhachhi n=15	Ranti n=15	Simri n=15	
1	SC/ST	1 (6.67)	1 (6.67)	2 (13.33)	2 (13.33)	6 (10)
2	Backward caste	1 (6.67)	2 (13.33)	1 (6.67)	1 (6.67)	5 (8.33)
3	Upper-middle	3 (20)	2 (13.33)	2 (13.33)	3 (20)	10 (16.67)
4	Upper caste	10 (66.67)	10 (66.67)	10 (66.67)	9 (60)	39 (65)
	Total	15 (25)	15 (25)	15 (25)	15 (25)	60 (100)

(Figures in parenthesis indicate percentage)

In all villages, percentage of respondent's belonging to upper caste was higher, according to table in jitwarpur (66.67%), Bhachhi (66.67), Ranti (66.67) and simri (60) because Mithila painting was mainly done by the 'upper caste' of women likes Brahman and Kayashth.

d) Occupation:

Similarly, occupation of the respondents has been divided into two distinct categories i.e. wage earner and non-wage earner, out of which 60 per cent of respondents were non- wage earner and 40 percent respondents were wage earner including 30 per cent respondents were engaged in farming, 10 percent respondents were farm labour and none of them was engaged in government service.

Table 4.4 : Frequency and percentage distribution according to their occupation

Sl.No.	Block		Rahika		Rajnagar		Total (n=60)
	Occupation		Jitwarpur n=15	Bhachhi n=15	Ranti n=15	Simri n=15	
1	Non- Wage Earner		9 (60)	8 (53.33)	9 (60)	10 (66.67)	36 (60%)
2	Wage Earner	Farming	4 (26.67)	6 (40)	5 (33.33)	3 (20)	18 (30%)
		Farm Labour	2 (13.33)	1 (6.67)	1 (6.67)	2 (13.33)	6 (10%)
		Service	-	-	-	-	-
	Total		15	15	15	15	60 (100%)

(Figures in parenthesis indicate percentage)

It is clear from table 4.1.4 that most of the respondents (60%) were non-wage earner in Rahika and Rajnagar block because the lady from upper caste does not go to work in the field in Mithila region.

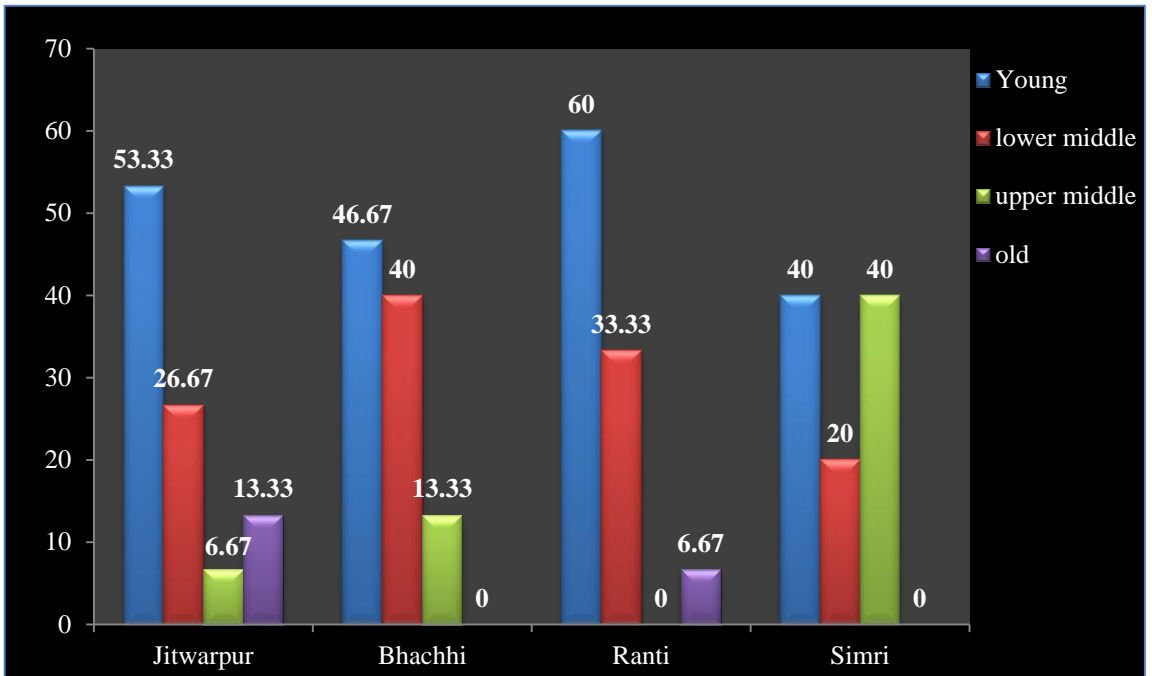


Fig 4.1 : Percentage distribution of respondents with respect to their age.

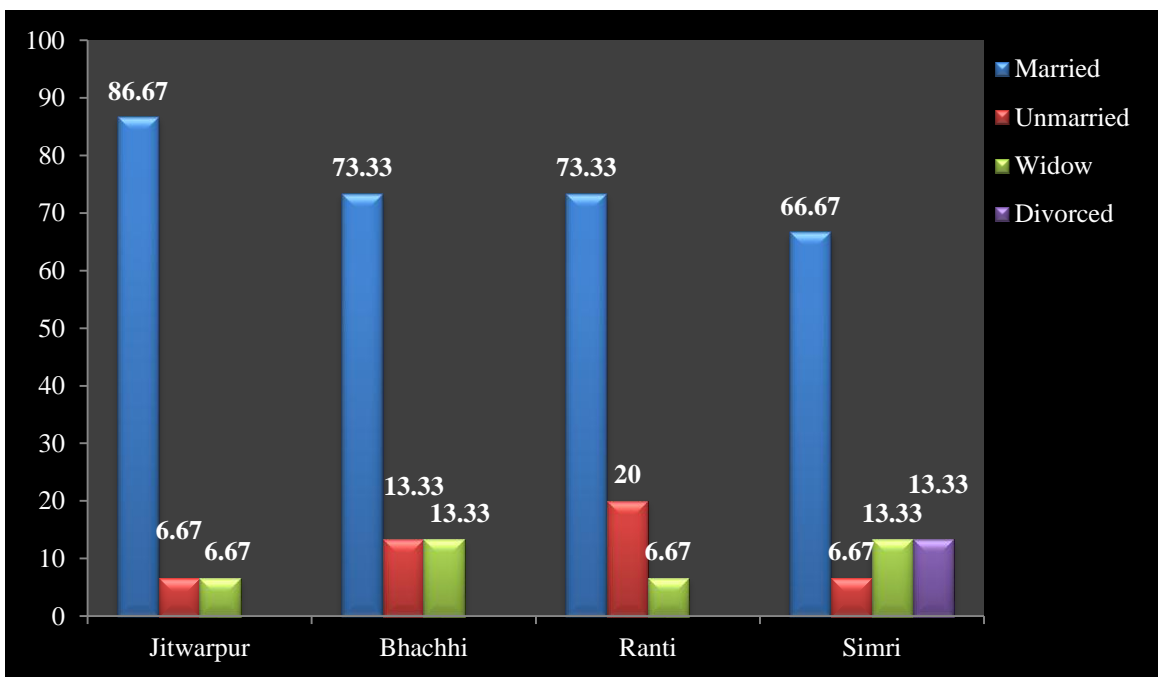


Fig 4.2 Percentage distribution of respondents with respect to their marital status.

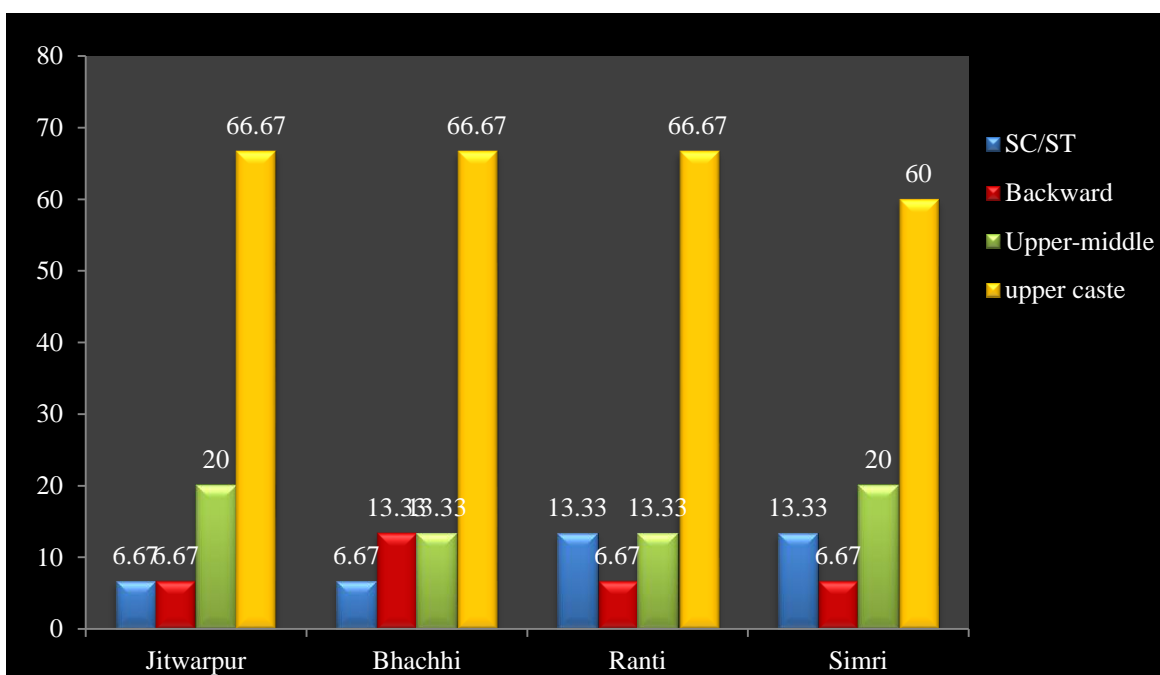


Fig 4.3 : Percentage distribution of respondents with respect to their caste.

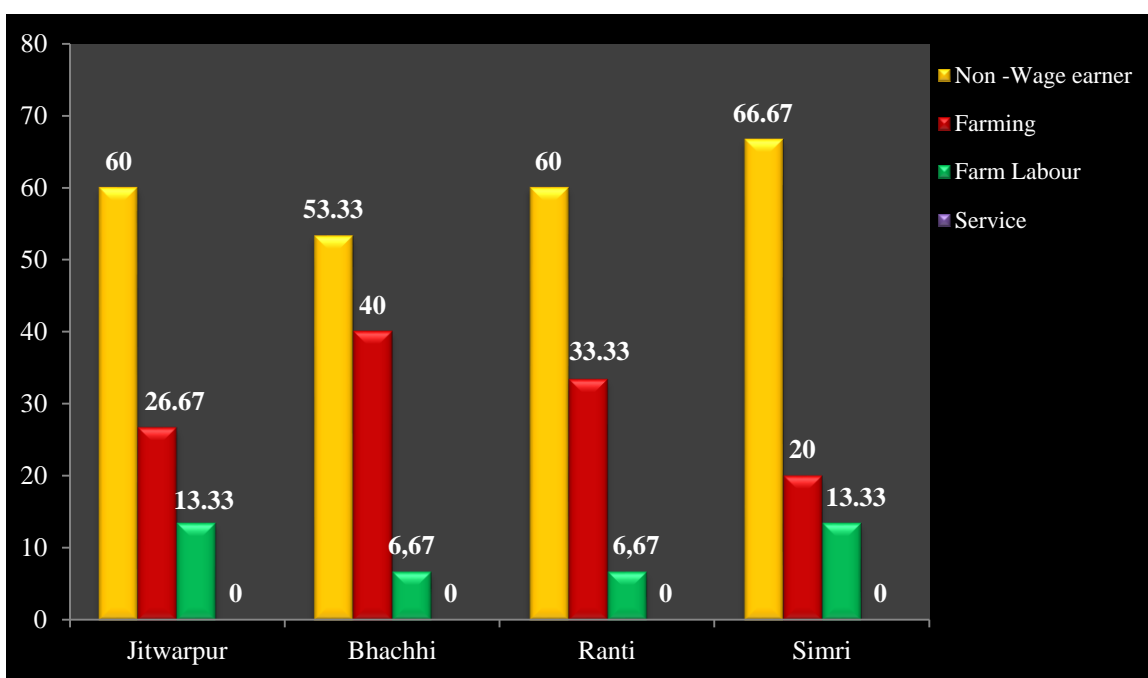


Fig 4.4 : Percentage distribution of respondents with respect to their occupation.

Section -2

This part of the chapter deals with socio-economic status of respondents, viz. family structure, family occupation, organization membership, education, ownership of fixed assets, household assets, media ownership, distinctive features, sources of information used by respondents and annual income.

This section discusses the effect of COVID-19 on socio-economic profile of women entrepreneurs engaged in Mithila painting. Paired 't' test was used to find out whether there was significant difference or not in socio-economic status of entrepreneurs in before and during COVID-19.

1. Family Structure:

a) Family type:

It is evident from table 4.2.1 that majority (60%) of respondents were belonged to the joint family, 40 percent of respondents belonged to nuclear family before COVID-19 and data reveals that majority (60%) respondent were belonged to nuclear family, 40 percent of respondents belonged to the joint family during COVID-19.

It is clear from table that in all village, percentage of joint family was maximum in Jitwarpur same as Ranti village and minimum in Jitwarpur same as Ranti village before COVID-19. Nuclear family was maximum in Bhachhi same as Simri and minimum in Bhachhi same as Simri during COVID-19.

Table 4.5 : Frequency and percentage distribution according to their family structure

Sl.No.	Block		Rahika				Rajnagar				Total (n=60)	
1)	Family Structure:		Jitwarpur n=15		Bhachhi n=15		Ranti n=15		Simri n=15		f (%)	
			Bef.	Dur.	Bef.	Dur.	Bef.	Dur.	Bef.	Dur.	Bef.	Dur.
a)	Family type	Nuclear	5 (33.33)	10 (66.67)	7 (46.67)	8 (53.33)	5 (33.33)	10 (66.67)	7 (46.67)	8 (53.33)	24 (40)	36 (60)
		Joint	10 (66.67)	5 (33.33)	8 (53.33)	7 (46.67)	10 (66.67)	5 (33.33)	8 (53.33)	7 (46.67)	36 (60)	24 (24)
b)	Family Size	Small (Up to 4 members)	4 (26.67)	5 (33.33)	5 (33.33)	6 (40)	3 (20)	3 (20)	4 (26.67)	7 (46.67)	16 (26.67)	21 (35)
		Medium (5-8 members)	9 (60)	8 (53.33)	7 (46.67)	8 (53.33)	9 (60)	11 (73.33)	6 (40)	6 (40)	31 (51.67)	33 (55)
		Large (8 or more)	2 (13.33)	2 (13.33)	3 (20)	1 (6.67)	3 (20)	1 (6.67)	5 (33.33)	2 (13.33)	13 (21.67)	6 (10)

Family Size:

It is evident from table 4.2.1 that majority (51.67%) of respondents were belonged to medium size family, 26.67 percent of respondents belonged to the small size family and only 21.67 percent of respondents belonged to the large size family before pandemic crisis. The data reveals that majority (55%) of respondents were belonged to the medium size family, 35 percent of respondents belonged to the small size family and only 10 percent of respondents belonged to large size family during pandemic crisis.

It is clear from table that in all village, percentage of small family was maximum in Bhachhi and minimum in Ranti, medium size family was maximum in Jitwarpur same as Ranti and minimum in Simri and large size family was maximum in Simri and minimum in Bhachhi same as Ranti before pandemic crisis. During pandemic crisis percentage of small family was maximum in Simri and minimum in Ranti, medium size family was maximum in Ranti and minimum in Simri village and large size family was maximum in Jitwarpur same as Simri and minimum in Bhachhi same as Simri.

2. Occupation of the respondents:

Analysis of table 4.2.2 further reveals that all of the respondents (100%) had artost as their occupation before pandemic crisis. Majority of respondents i.e. 41.67 percent respondents were artist, 38.33 percent respondents were engaged in farming and 15 percent respondents were engaged in farm labour during pandemic crisis. Whereas maximum number of respondents was changed their occupation of Ranti village and minimum number of respondents changed their occupation of Simri village during COVID-19.

Overall 56.67 percent respondents had subsidiary occupation and 43.33 percent respondents had no subsidiary occupation before pandemic crisis. During pandemic crisis 56.67 percent respondents had on subsidiary occupation and 43.33 percent respondents had one or two subsidiary occupation. Majority of respondents i.e. 40 percent had only one occupation and only 3.33 percent respondents had two or more occupation.

Table 4.6 : Frequency and percentage distribution according to their occupation

Sl.No.	Block		Rahika				Rajnagar				Total (n=60)	
			Jitwarpur n=15		Bhachhi n=15		Ranti n=15		Simri n=15		f (%)	
			Bef.	Dur.	Bef.	Dur.	Bef.	Dur.	Bef.	Dur.	Bef.	Dur.
a)	Main occupation	Farming	-	6 (40)	-	7 (46.67)	-	5 (33.33)	-	5 (33.33)	-	23 (38.33)
		Business/Service	-	-	-	1 (6.67)	-	1 (6.67)	-	1 (6.67)	-	3 (5)
		Artisan/Craftsman	15 (100)	7 (46.67)	15 (100)	6 (40)	15 (100)	8 (53.33)	15 (100)	4 (26.67)	60 (100)	25 (41.67)
		Farm labour	-	2 (13.33)	-	1 (6.67)	-	1 (6.67)	-	5 (33.33)	-	9 (15)
b)	Subsidiary occupation	None	6 (40)	9 (60)	7 (46.67)	8 (53.33)	8 (53.33)	7 (46.67)	5 (33.33)	10 (66.67)	26 (43.33)	34 (56.67)
		One only	7 (46.67)	5 (33.33)	8 (53.33)	7 (46.67)	6 (40)	8 (53.33)	9 (60)	4 (26.67)	30 (50)	24 (40)
		Two or more	2 (13.33)	1 (6.67)	-	-	1 (6.67)	-	1 (6.67)	1 (6.67)	4 (6.67)	2 (3.33)

Table 4.7 : Frequency and percentage distribution according to their organization membership

Sl.No.	Block	Rahika				Rajnagar				Total (n=60)	
		Jitwarpur n=15		Bhachhi n=15		Ranti n=15		Simri n=15		f (%)	
		Bef.	Dur.	Bef.	Dur.	Bef.	Dur.	Bef.	Dur.	Bef.	Dur.
3.	Organization Membership										
a)	No Membership	9 (60)	9 (60)	8 (53.33)	8 (53.33)	11 (73.33)	11 (73.33)	7 (46.67)	7 (46.67)	35 (58.33)	35 (58.33)
b)	Member of formal organization (Panchayat, cooperative, political etc)	4 (26.67)	4 (26.67)	5 (33.33)	5 (33.33)	4 (26.67)	4 (26.67)	6 (40)	6 (40)	19 (31.67)	19 (31.67)
	Office bearer of formal organization	-	-	-	-	-	-	-	-	-	-
c)	Member of non- formal organization (Religious, Formal, Mandalis)	4 (26.67)	4 (26.67)	2 (13.33)	2 (13.33)	3 (20)	3 (20)	1 (6.67)	1 (6.67)	10 (16.67)	10 (16.67)
	Office bearer of non-formal organization	-	-	-	-	-	-	-	-	-	-

3. Organization Membership:

It is evident from table 4.2.3 that 58.33 percent of respondents had no membership of any organization before and during COVID-19 due to lack of knowledge. Only 31.67 percent of respondents had member of formal organization and 16.67 percent respondents had member of non-formal organization before and during pandemic crisis. While none of the respondents had member of office bearer of formal organization and non-formal organization before and during pandemic crisis.

Table 4.2.3 projects that number respondents had member of formal organization was highest in Simri village and lowest in Jitwarpur village same as Ranti before and during COVID-19. Member of non- formal organization was highest in Jitwarpur village and lowest in Simri village before and during pandemic crisis.

4. Educational status:

It is evident from table 4.2.4 that overall only 3.33 percent respondents were illiterate where as 6.67 percent of respondents could just read and write. Only 6.67 percent respondents completed their primary education while 31.67 percent , 23.33 percent and 16.67 percent respondents of the completed their middle, high school, post matric diploma and graduation level, respectively before and during pandemic crisis.

Data in table 4.2.4 reveals that majority (26.67%) of respondents completed their graduation and above education in Bhachhi village than Simri (20%), Jitwarpur (13.33%) and only (6.67%) in Ranti village. There was only one respondents of Bhachhi and Simri village before and during pandemic crisis.

Table 4.8 : Frequency and percentage distribution according to their education

Sl.No.	Block	Rahika				Rajnagar				Total (n=60)	
		Jitwarpur n=15		Bhachhi n=15		Ranti n=15		Simri n=15		f (%)	
		Bef.	Dur.	Bef.	Dur.	Bef.	Dur.	Bef.	Dur.	Bef.	Dur.
4.	Education										
a)	Illiterate	-	-	1 (6.67)	1 (6.67)	-	-	1 (6.67)	1 (6.67)	2 (3.33)	2 (3.33)
b)	Can read and write	3 (20)	3 (20)	-	-	-	-	1 (6.67)	1 (6.67)	4 (6.67)	4 (6.67)
c)	Primary school	-	-	-	-	2 (13.33)	2 (13.33)	2 (13.33)	2 (13.33)	4 (6.67)	4 (6.67)
d)	Middle school	2 (13.33)	2 (13.33)	3 (20)	3 (20)	1 (6.67)	1 (6.67)	1 (6.67)	1 (6.67)	7 (11.67)	7 (11.67)
e)	High school	5 (33.33)	5 (33.33)	5 (33.33)	5 (33.33)	6 (40)	6 (40)	3 (20)	3 (20)	19 (31.67)	19 (31.67)
f)	Post matric diploma	3 (20)	3 (20)	2 (13.33)	2 (13.33)	5 (33.33)	5 (33.33)	4 (26.67)	4 (26.67)	14 (23.33)	14 (23.33)
g)	Graduate and above	2 (13.33)	2 (13.33)	4 (26.67)	4 (26.67)	1 (6.67)	1 (6.67)	3 (20)	3 (20)	10 (16.67)	10 (16.67)

B. Economic Factors:

5.) Ownership of fixed assets:

a) Land holding:

Land is a significant asset to Mithila region. It was observed from table 4.2.5 that overall 55 percent of the respondents were landless. In Ranti village landless respondents was highest (80%). More than 21 percent of respondents had 1.0 to 2.5 acres land and 18.33 percent respondents had 2.6 to 5.0 acres land. Only 5 percent respondents had 5.1 to 10.0 acres land and none of them had more than 10 acres land. Majority of respondents had no land i.e. 60, 26.67,80 and 53.33 percent in Jitwarpur, Bhachhi, Ranti and Simri, respectively. None of the respondents had 5.1 to 10.0 acres land in Ranti and Simri village which only 6.67 percent in Jitwarpur and 13.33 percent 5.1 to 10.0 acres land in Simri village before and during pandemic crisis.

b) Housing:

It is evident from table 4.2.6 that majority (45%) of respondents has pucca house and 31.67 percent respondents had mixed house whereas some of them (23.33%) lived in kutchra house. In Ranti 53.33 percent respondents had pucca house while in Jitwarpur only 33.33 percent respondents had pucca house before and during pandemic crisis.

The data reveals that majority of respondents had pucca house because government provide financial assistance to the homeless through Pradhan Mantri Awas Yojana.

c) Livestock ownership:

It is evident from table 4.2.7 that majority of respondents (43.33%) had no livestock ownership before and during (56.67%) pandemic crisis. Data reveals that 26.67 percent respondents had before and 20 percent respondents had during small herd size and 15 percent respondents had before and 13.33 percent respondents had during medium herd size. Only 15 percent respondents had before and 10 percent respondents had during large herd size in pandemic crisis.

It is clear from table 4.2.7 that majority of respondents had large herd size in Bhachhi village and small herd size in Ranti village before and during pandemic crisis.

Table 4.9 : Frequency and percentage distribution according to their ownership of fixed assests

Sl.No.	Block	Rahika				Rajnagar				Total (n=60)	
		Jitwarpur n=15		Bhachhi n=15		Ranti n=15		Simri n=15		f (%)	
		Bef.	Dur.	Bef.	Dur.	Bef.	Dur.	Bef.	Dur.	Bef.	Dur.
1	No land	9 (60)	9 (60)	4 (26.67)	4 (26.67)	12 (80)	12 (80)	8 (53.33)	8 (53.33)	33 (55)	33 (55)
2	1.0 to 2.5 acres	3 (20)	3 (20)	3 (20)	3 (20)	2 (13.33)	2 (13.33)	5 (33.33)	5 (33.33)	13 (21.67)	13 (21.67)
3	2.6 to 5.0 acres	2 (13.33)	2 (13.33)	6 (40)	6 (40)	1 (6.67)	1 (6.67)	2 (13.33)	2 (13.33)	11 (18.33)	11 (18.33)
4	5.1 to 10.0 acres	1 (6.67)	1 (6.67)	2 (13.33)	2 (13.33)	-	-	-	-	3 (5)	3 (5)
5	More than 10 acres	-	-	-	-	-	-	-	-	-	-

Table 4.10 : Frequency and percentage distribution according to their housing

Sl.No.	Block	Rahika				Rajnagar				Total (n=60)	
		Jitwarpur n=15		Bhachhi n=15		Ranti n=15		Simri n=15		f (%)	
		Bef.	Dur.	Bef.	Dur.	Bef.	Dur.	Bef.	Dur.	Bef.	Dur.
1	Kutcha house	2 (13.33)	2 (13.33)	4 (26.67)	4 (26.67)	3 (20)	3 (20)	5 (33.33)	5 (33.33)	14 (23.33)	14 (23.33)
2	Mixed House (Partially Kutcha)	8 (53.33)	8 (53.33)	4 (26.67)	4 (26.67)	4 (26.67)	4 (26.67)	3 (20)	3 (20)	19 (31.67)	19 (31.67)
3	Pucca House	5 (33.33)	5 (33.33)	7 (46.67)	7 (46.67)	8 (53.33)	8 (53.33)	7 (46.67)	7 (46.67)	27 (45)	27 (45)

Table 4.11 : Frequency and percentage distribution according to Livestock ownership

Sl.No.	Block	Rahika				Rajnagar				Total (n=60)	
c	Livestock ownership	Jitwarpur n=15		Bhachhi n=15		Ranti n=15		Simri n=15		f (%)	
		Bef.	Dur.	Bef.	Dur.	Bef.	Dur.	Bef.	Dur.	Bef.	Dur.
1	No livestock	7 (46.67)	8 (53.33)	5 (33.33)	10 (66.67)	8 (53.33)	7 (46.67)	6 (40)	9 (60)	26 (43.33)	34 (56.67)
2	Small herd size	3 (20)	2 (13.33)	4 (26.67)	3 (20)	5 (33.33)	4 (26.67)	4 (26.67)	3 (20)	16 (26.67)	12 (20)
3	Medium herd size	2 (13.33)	2 (13.33)	2 (13.33)	2 (13.33)	1 (6.67)	1 (6.67)	4 (26.67)	3 (20)	9 (15)	8 (13.33)
4	Large herd size	3 (20)	2 (13.33)	4 (26.67)	3 (20)	1 (6.67)	1 (6.67)	1 (6.67)	-	9 (15)	6 (10)

Table 4.12 : Frequency and percentage distribution according to their dwelling for livestock

Sl.No.	Block	Rahika				Rajnagar				Total (n=60)	
d.	Dwelling for livestock	Jitwarpur n=15		Bhachhi n=15		Ranti n=15		Simri n=15		f (%)	
		Bef.	Dur.	Bef.	Dur.	Bef.	Dur.	Bef.	Dur.	Bef.	Dur.
	Open/Nil	7 (46.67)	7 (46.67)	5 (33.33)	5 (33.33)	8 (53.53)	8 (53.53)	7 (46.67)	7 (46.67)	27 (45)	27 (45)
	Thatched/ Kutcha	8 (53.33)	8 (53.33)	7 (46.67)	7 (46.67)	7 (46.67)	7 (46.67)	8 (53.33)	8 (53.33)	30 (50)	30 (50)
	Pucca	-	-	3 (20)	3 (20)	-	-	-	-	3 (5)	3 (5)

Table 4.13 : Frequency and percentage distribution according to their farm assets

Sl.No.	Block	Rahika				Rajnagar				Total (n=60)	
		Jitwarpur n=15		Bhachhi n=15		Ranti n=15		Simri n=15		f (%)	
		Bef.	Dur.	Bef.	Dur.	Bef.	Dur.	Bef.	Dur.	Bef.	Dur.
6.	Farm assets										
a	Nil	5 (33.33)	8 (53.33)	7 (46.67)	9 (60)	8 (53.33)	11 (73.33)	3 (20)	5 (33.33)	23 (38.33)	33 (55)
b	Desi / Wooden plough	2 (13.33)	2 (13.33)	-	-	1 (6.67)	1 (6.67)	-	-	3 (5)	3 (5)
c	Improve disc plough/ Bullock drawn tiller	-	-	-	-	-	-	-	-	-	-
d	Tractor tiller/ farm machinery attachments	3 (20)	1 (6.67)	2 (13.33)	1 (6.67)	1 (6.67)	1 (6.67)	2 (13.33)	1 (6.67)	8 (13.33)	4 (6.67)
e	Land leveller/ patella	-	-	-	-	-	-	-	-	-	-
f	Pump set	2 (13.33)	2 (13.33)	2 (13.33)	1 (6.67)	3 (20)	1 (6.67)	1 (6.67)	1 (6.67)	8 (13.33)	5 (8.33)
g	Hand tools	1 (6.67)	1 (6.67)	2 (13.33)	2 (13.33)	-	-	-	-	3 (5)	3 (5)
h	Sprayer/duster	-	-	-	-	-	-	-	-	-	-
i	Chaff cutter	3 (20)	2	4 (26.67)	3	2 (13.33)	1	1 (6.67)	1	10 (16.67)	7 (11.67)
j	Thresher	3 (20)	3 (20)	--		1 (6.67)	1 (6.67)	1 (6.67)	1 (6.67)	5 (8.33)	5 (8.33)
k	Winnower	-	-	-	-	-	-	-	-	-	-

d) Dwelling for livestock:

It is evident from table 4.2.8 that majority of respondents (50%) had kutchha dwelling and 45 percent had open or nil. Only 5 percent respondents had pucca dwelling before and during pandemic crisis. There was only 3 respondents had pucca dwelling in Bhachhi village in before and during COVID-19.

6) Farm assets:

It is evident from table 4.2.9 that majority of respondents (38.33%) had no farm assets before and 50 percent respondents had no during pandemic crisis. Data reveals that 16.67 percent respondents had before and during 11.67 percent respondents had chaff cutter than 13.33 percent respondents had before and during 8.33 percent had pump set and 13.33 percent respondents had before and during 6.67 percent respondents had farm machinery attachment. Some of respondents (8.33%) had thresher and only 5 percent respondents had wooden plough and hand tools before and during pandemic crisis.

It is clear from table 4.2.9 that 100 percent of respondents had no bullock drawn tiller, land leveler and winnower in all villages before and during pandemic crisis.

7) Household assets:

It is evident from table 4.2.10 that majority of respondents (81.67%) had hand pump/water tap than 80 percent respondents had sanitary latrine and 33.33 percent respondents had grain storage bin. Only 31.67 percent respondents had modern household furniture. None of them had biogas before and during pandemic crisis in all villages.

It is clear from table 4.2.10 that majority of respondents had hand pump/water tap because government provide good quality of drinking water through piped water supply under Mukhyamantari gamin peyjal nishchay yojana.

8) Media ownership:

It is evident from table 4.2.11 that majority of respondents (56.67%) had television than 46.67 percent respondents had before and during 25 percent respondents had newspaper. Only 36.67 percent respondents had radio and 43.33 percent respondents had no any media ownership.

Table 4.14 : Frequency and percentage distribution according to their household assets

Sl.No.	Block	Rahika				Rajnagar				Total (n=60)	
		Jitwarpur		Bhachhi		Ranti		Simri		f	
		n=15		n=15		n=15		n=15		f (%)	
		Bef.	Dur.	Bef.	Dur.	Bef.	Dur.	Bef.	Dur.	Bef.	Dur.
a	Sanitary latrine	11 (73.33)	11 (73.33)	13 (86.67)	13 (86.67)	14 (93.33)	14 (93.33)	10 (66.67)	10 (66.67)	48 (80)	48 (80)
b	Biogas	-	-	-	-	-	-	-	-	-	-
c	Grain storage bin /improvised strcture	6 (40)	6 (40)	5 (33.33)	5 (33.33)	5 (33.33)	5 (33.33)	4 (26.67)	4 (26.67)	20 (33.33)	20 (33.33)
d	Hand pump/water tap	13 (86.67)	13 (86.67)	12 (80)	12 (80)	10 (66.67)	10 (66.67)	14 (93.33)	14 (93.33)	49 (81.67)	49 (81.67)
e	Modern household furniture	3 (20)	3 (20)	6 (40)	6 (40)	5 (33.33)	5 (33.33)	5 (33.33)	5 (33.33)	19 (31.67)	19 (31.67)

Table 4.15 : Frequency and percentage distribution according to their media ownership

Sl.No.	Block	Rahika				Rajnagar				Total (n=60)	
		Jitwarpur n=15		Bhachhi n=15		Ranti n=15		Simri n=15		f (%)	
		Bef.	Dur.	Bef.	Dur.	Bef.	Dur.	Bef.	Dur.	Bef.	Dur.
a	Nil	8 (53.33)	8 (53.33)	5 (33.33)	5 (33.33)	6 (40)	6 (40)	7 (46.67)	7 (46.67)	26 (43.33)	26 (43.33)
b	Newspaper/ magazines	6 (40)	2 (13.33)	8 (53.33)	5 (33.33)	7 (46.67)	4 (26.67)	7 (46.67)	4 (26.67)	28 (46.67)	15 (25)
c	Radio/ transistor	7 (46.67)	7 (46.67)	5 (33.33)	5 (33.33)	4 (26.67)	4 (26.67)	6 (40)	6 (40)	22 (36.67)	22 (36.67)
d	Television	8 (53.33)	8 (53.33)	10 (66.67)	10 (66.67)	9 (60)	9 (90)	7 (46.67)	7 (46.67)	34 (56.67)	34 (56.67)

The data reveals that majority of respondents had television due to it is most effective audio-visual medium of communication than radio and newspaper.

9) Distinctive features:

a) Transport:

It is evident from table 4.2.12 that majority of respondents (73.33%) had bicycle 56.67 percent respondents had during crisis than 43.33 percent respondents had scooter/motor cycle before and 31.67 percent had during, only 13.33 percent respondents had tractor trolley/four wheeler before and during pandemic crisis.

The data reveals that 100 percent respondents had no bullock/mule/camel cart and improvised cart in all village before and during pandemic crisis.

b) Electricity:

It is evident from table 4.2.13 that 100 percent respondents had electricity at home and none of them had electricity on farm before and during pandemic situation in all villages.

c) Household items:

It is evident from table 4.2.14 that 100 percent respondents had smokeless challaha/kerosene stove than 90 percent respondents had pressure cooker and 85 percent respondents had gas stove. Some of the respondents (58.33%) had small electrical kitchen equipment and 41.67 percent respondents had sewing machine. Only 25 percent respondents had improved kitchen appliances and 21.67 percent respondents had refrigerator. Few of them, 15 percent respondents had large electrical kitchen equipment before and during pandemic crisis.

The data reveals that maximum number of respondents had gas stove because government provides LPG connection to women of below poverty line families in all villages.

Table 4.16 : Frequency and percentage distribution according to their media distinctive features

Sl.No.	Block	Rahika				Rajnagar				Total (n=60)	
		Jitwarpur		Bhachhi		Ranti		Simri		f	
		n=15		n=15		n=15		n=15		%	
		Bef.	Dur.	Bef.	Dur.	Bef.	Dur.	Bef.	Dur.	Bef.	Dur.
1	Nil	5 (33.33)	7 (46.67)	3 (20)	5 (33.33)	2 (13.33)	4 (26.67)	6 (40)	8 (53.33)	16 (26.67)	24 (40)
2	Bullock/Mule/Camel cart	-	-	-	-	-	-	-	-	-	-
3	Improvised cart	-	-	-	-	-	-	-	-	-	-
4	Bicycle	10 (66.67)	8 (53.33)	12 (80)	9 (60)	13 (86.67)	10 (66.67)	9 (60)	7 (46.67)	44 (73.33)	34 (56.67)
5	Scooter /Motor cycle	6 (40)	4	9 (60)	6	8 (53.33)	6	3 (20)	3	26 (43.33)	19 (31.67)
6	Tractor trolley/ four Wheeler	2 (13.33)	2 (13.33)	2 (13.33)	2 (13.33)	1 (6.67)	1 (6.67)	3 (20)	3 (20)	8 (13.33)	8 (13.33)

Table 4.17 : Frequency and percentage distribution according to their media distinctive features

Sl.No.	Block	Rahika				Rajnagar				Total (n=60)	
		Jitwarpur n=15		Bhachhi n=15		Ranti n=15		Simri n=15		f (%)	
		Bef.	Dur.	Bef.	Dur.	Bef.	Dur.	Bef.	Dur.	Bef.	Dur.
1	At home	15 (100)	15 (100)	15 (100)	15 (100)	15 (100)	15 (100)	15 (100)	15 (100)	60 (100)	60 (100)
2	On farm	-	-	-	-	-	-	-	-	-	-

Table 4.18 : Frequency and percentage distribution according to their media distinctive features

Sl.No.	Block		Rahika				Rajnagar				Total (n=60)	
			Jitwarpur n=15		Bhachhi n=15		Ranti n=15		Simri n=15		f (%)	
			Bef.	Dur.	Bef.	Dur.	Bef.	Dur.	Bef.	Dur.	Bef.	Dur.
1	Smokeless challah/Kerosene stove		15 (100)	15 (100)	15 (100)	15 (100)	15 (100)	15 (100)	15 (100)	15 (100)	60 (100)	60 (100)
2	Gas stove		13 (86.67)	13 (86.67)	11 (73.33)	11 (73.33)	14 (93.33)	14 (93.33)	13 (86.67)	13 (86.67)	51 (85)	51 (85)
3	Pressure cooker		14 (93.33)	14 (93.33)	13 (86.67)	13 (86.67)	15 (100)	15 (100)	12 (80)	12 (80)	54 (90)	54 (90)
4	Improved kitchen appliances (peeler, grater)		4 (26.67)	4 (26.67)	5 (33.33)	5 (33.33)	4 (26.67)	4 (26.67)	2 (13.33)	2 (13.33)	15 (25)	15 (25)
5	Electrical kitchen equipment	Small equipment (fan, iron, mixer etc.)	8 (53.33)	8 (53.33)	9 (60)	9 (60)	7 (46.67)	7 (46.67)	11 (73.33)	11 (73.33)	35 (58.33)	35 (58.33)
		Large equipment (cooler, washing machine, churner etc.)	4 (26.67)	4 (26.67)	2 (13.33)	2 (13.33)	1 (6.67)	1 (6.67)	2 (13.33)	2 (13.33)	9 (15)	9 (15)
6	Refrigerator		2 (13.33)	2 (13.33)	5 (33.33)	5 (33.33)	3 (20)	3 (20)	3 (20)	3 (20)	13 (21.67)	13 (21.67)
7	Sewing Machine		7 (46.67)	7 (46.67)	4 (26.67)	4 (26.67)	6 (40)	6 (40)	8 (53.33)	8 (53.33)	25 (41.67)	25 (41.67)

10) Sources of information used by respondents:

a) Electronic Media:

It is evident from table 4.2.15 that majority of respondents (93.33%) had mobile than 56.67 percent respondents had television. Only 36.67 percent respondent had because it is only audio medium of communication before and during pandemic crisis in all villages.

The data reveals that maximum number of respondents(100%) had mobile in Bhachhi village and minimum number of respondents (86.67%) in Ranti village before and during pandemic crisis.

b) Printed Media:

It is evident from table 4.2.15 that majority of respondents (46.67%) respondents were reading newspaper and pham plate before crisis and only 25 percent respondents were reading during crisis. Only 15 percent respondents were reading farm magazine before and 8.33 percent respondents were reading during crisis. Few of them, 8.33 percent respondents were reading brochures before and during pandemic situation.

It is clear from table 4.2.15 that none of them respondents were reading farm magazine in Ranti village, folder in Simri village and brochures in Jitwarpur and Simri village during pandemic crisis.

c) Any Other:

It is evident from table 4.2.15 that majority of respondents (33.33%) were going in exhibition than 31.67 percent respondents participate in kisan mela and only 16.67 percent respondents were going to KVK personnel before pandemic crisis. None of them respondents were going in exhibition, kisan mela and KVK personnel during pandemic crisis due to lockdown.

11) Annual Income:

It is evident from table 4.2.16 that majority of respondents had annual income between 1-2 lakhs before crisis and 68.33 percent respondents had less than 1 lakhs during crisis. The data reveals that 30 percent respondents had income between 2-4 lakhs before and only 8.33 percent respondents had during. Some of respondents (15%) had less than 1 lakhs before crisis. Few of them, 10 percent respondents had income between 4-6 lakhs before and none of them had during.

The data reveals that 100 percent respondents had no annual income more than 6 lakhs before and during pandemic crisis in all villages.

Table 4.19 : Frequency and percentage distribution according to their source of information

Sl.No.	Block		Rahika				Rajnagar				Total (n=60)	
			Jitwarpur n=15		Bhachhi n=15		Ranti n=15		Simri n=15		f (%)	
			Bef.	Dur.	Bef.	Dur.	Bef.	Dur.	Bef.	Dur.	Bef.	Dur.
10	Electronic media	Television	8 (53.33)	8 (53.33)	10 (66.67)	10 (66.67)	9 (60)	9 (90)	7 (46.67)	7 (46.67)	34 (56.67)	34 (56.67)
		Radio	7 (46.67)	7 (46.67)	5 (33.33)	5 (33.33)	4 (26.67)	4 (26.67)	6 (40)	6 (40)	22 (36.67)	22 (36.67)
		Mobile	13 (86.67)	13 (86.67)	15 (100)	15 (100)	14 (93.33)	14 (93.33)	14 (93.33)	14 (93.33)	56 (93.33)	56 (93.33)
Printed media	Newspaper	6 (40)	2 (13.33)	8 (53.33)	5 (33.33)	7 (46.67)	4 (26.67)	7 (46.67)	4 (26.67)	28 (46.67)	15 (25)	
	Farm magazine	3 (20)	1 (6.67)	4 (26.67)	2 (13.33)	2 (13.33)	-	5 (33.33)	3 (20)	14 (23.33)	6 (10)	
	Folder	2 (13.33)	1 (6.67)	4 (26.67)	2 (13.33)	2 (13.33)	2 (13.33)	1 (6.67)	-	9 (15)	5 (8.33)	
	Brochures	1 (6.67)	-	2 (13.33)	1 (6.67)	1 (6.67)	1 (6.67)	1 (6.67)	-	5 (8.33)	2 (3.33)	
	Pham plate	6 (40)	2 (13.33)	8 (53.33)	5 (33.33)	7 (46.67)	4 (26.67)	7 (46.67)	4 (26.67)	28 (46.67)	15 (25)	
Any other	KVK personnel	3 (20)	-	2 (13.33)	-	4 (26.67)	-	1 (6.67)	-	10 (16.67)	-	
	Exhibition	6 (40)	-	4 (26.67)	-	5 (33.33)	-	5 (33.33)	-	20 (33.33)	-	
	Kisan mela	5 (33.33)	-	4 (26.67)	-	7 (46.67)	-	3 (20)	-	19 (31.67)	-	

Table 4.20 : Frequency and percentage distribution according to their annual income

Sl.No.	Block	Rahika				Rajnagar				Total (n=60)	
		Jitwarpur n=15		Bhachhi n=15		Ranti n=15		Simri n=15		f (%)	
		Bef.	Dur.	Bef.	Dur.	Bef.	Dur.	Bef.	Dur.	Bef.	Dur.
a	< 1akh	2 (13.33)	10 (66.67)	3 (20)	11 (73.33)	3 (20)	12 (80)	1 (6.67)	8 (53.33)	9 (15)	41 (68.33)
b	1-2 lakhs	7 (46.67)	4 (26.67)	6 (40)	3 (20)	5 (33.33)	2 (13.33)	9 (60)	5 (33.33)	27 (45)	14 (23.33)
c	2-4 lakhs	4 (26.67)	1 (6.67)	5 (33.33)	1 (6.67)	6 (40)	1 (6.67)	3 (20)	2 (13.33)	18 (30)	5 (8.33)
d	4-6 lakhs	2 (13.33)	-	1 (6.67)	-	1 (6.67)	-	2 (13.33)	-	6 (10)	-
e	>6 lakhs	-	-	-	-	-	-	-	-	-	-

Comparison between test score of socioeconomic status of women entrepreneurs before and during COVID-19.

This section of the chapter deals the comparison between socioeconomic profile of women entrepreneurs before and during COVID-19 to find out effectiveness of pandemic situation. Paired ‘t’ test was applied to find out there was significant different or not.

1) Family structure:

It is evident from table 4.2.17 that differences with respect to types of family between before and during crisis were found to be significant at 5% level of probability. As the before types of family have significant higher mean (1.8) than before (1.75). So it can be concluded that there was significant difference between before and during types of family.

Table 4.21 : Differences in family structure between before and During COVID-19

Sl.No.	Family structure	Mean		SD		t-value
		Before	during	before	during	
a)	Family type	1.6	1.4	.49403	.49403	3.840**
b)	Family Size	1.75	1.8	.85618	.93518	.9031**

**Significant at 0.05 level of significance

It is evident from table 4.2.17 that differences with respect to size of family between before and during crisis were found to be significant at 5% level of probability. As during size of family have significant higher mean (1.8) than before (1.75). So it can be concluded that less significant difference in size of family between before and during pandemic crisis.

2) Family occupation:

It is evident from table 4.2.18 that differences with respect to main occupation of the respondents between before and during crisis were found to be significant at 5% level of probability. As the before main occupation of respondents have higher mean (4) than during (2.733). So it can conclude that there was significant difference in main occupation between before and during COVID-19.

Table 4.22 : Differences in occupation between before and During COVID-19

Sl.No.	Occupation	Mean		SD		t-value
		Before	during	Before	during	
a)	Main occupation	4	2.733	0	1.1625	8.440**
b)	Subsidiary occupation	.633	.467	.6097	.5664	3.435**

**Significant at 0.05 level of significance

It is evident from table 4.2.18 that differences with respect to Subsidiary occupation of the respondents between before and during crisis were found to be significant at 5% level of probability. As the before Subsidiary occupation of respondents have higher mean (.633) than during (.467). So it can conclude that there was significant difference in Subsidiary occupation between before and during COVID-19.

3) Organization Membership:

It is evident from table 4.2.19 that differences with respect to no membership of any organization between before and during crisis were found to be significant difference at 5% level of probability. As before no membership of any organization of respondents have equal mean (.683) to during (.683). So it can conclude that there was no significant difference between before and during COVID-19.

Table 4.23 : Differences in organization membership between before and During COVID-19

Sl.No.		Mean		SD		t-value
		Before	during	before	During	
a	No Membership	.683	.683	.4691	.4691	0**
b	Member of formal organization	.3167	.3167	.4691	.4691	0**
	Office bearer of formal organization	-	-	-	-	-
c	Member of non- formal organization	.1667	.1667	.3758	.3758	0**
	Office bearer of non- formal organization	-	-	-	-	-

**Significant at 0.05 level of significance

It is evident from table 4.2.19 that differences with respect to member of formal organization between before and during crisis were found to be significant difference at 5% level of probability. As before membership of formal organization of respondents have equal mean (.3167) to during (.3167). So it can concluded that there was no significant difference in membership of formal organization between before and during COVID-19.

It is evident from table 4.2.19 that differences with respect to membership of non-formal organization between before and during crisis were found to be significant difference at 5% level of probability. As before membership of non-formal organization of respondents have equal mean (.1667) to during (.1667). So it can concluded that there was no significant difference between before and during COVID-19.

Data in Table 4.2.19 reveals that no any respondents have membership of Office bearer of formal and non-formal organization before and during pandemic crisis. So it can concluded that there was no significant difference between before and during COVID-19.

4) Education of the respondent:

It is evident from table 4.2.20 that differences with respect to education of the respondents between before and during crisis was found to be significant difference at 5% level of probability. As the before education of respondents have same mean (3.983) to during (3.983). So it can concluded that there was no significant difference between before and during COVID-19.

Table 4.24 : Differences in education between before and During COVID-19

Sl.No.	Statement	Mean		SD		t-value
		Before	during	before	during	
1	Education	3.983	3.983	1.567	1.567	0**

**Significant at 0.05 level of significance

B. Economic Factors

5) Ownership of fixed assets:

a) Land Holding:

It is evident from table 4.2.21 that differences with respect to land holding of respondents between before and during crisis were found to be significant difference at 5% level of probability. As the before land holding of respondents have same mean (1.367) to during (1.367). So it can concluded that there was no significant difference between before and during COVID-19.

Table 4.25 : Differences in ownership of fixed assets between before and During COVID-19

Sl.No.	Ownership of fixed assets	Mean		SD		t-value
		Before	during	before	during	
a)	Land holding	1.367	1.367	1.999	1.999	0**

**Significant at 0.05 level of significance

Housing:

It is evident from table 4.2.22 that differences with respect to house of respondents between before and during crisis were found to be significant difference at 5% level of probability. As the before house of respondents have equal mean (2.133) to during (2.133). So it can concluded that there was no significant difference between before and during COVID-19.

Table 4.26 : Differences in ownership of fixed assets between before and During COVID-19

Sl.No.	Ownership of fixed assets	Mean		SD		t-value
		Before	during	before	during	
b)	Housing	2.133	2.133	.8726	.8726	0**

**Significant at 0.05 level of significance

b) Livestock Ownership:

It is evident from table 4.2.23 that differences with respect to main livestock ownership of the respondents between before and during crisis were found to be significant at 5% level of probability. As the before livestock ownership of respondents have higher mean (1.133) than during (.833). So it can concluded that there was before livestock ownership of respondent was greater than between during COVID-19.

Table 4.27 : Differences in ownership of fixed assets between before and During COVID-19

Sl.No.	Ownership of fixed assets	Mean		SD		t-value
		Before	during	before	during	
c)	Livestock Ownership	1.133	.833	1.1419	1.0761	2.801**

**Significant at 0.05 level of significance

c) Dwelling for livestock:

It is evident from table 4.2.24 that differences with respect to dwelling for livestock of respondents between before and during crisis were found to be significant difference at 5% level of probability. As the before dwelling for livestock of respondents have same mean (1.05) to during (1.05). So it can concluded that there was no significant difference between before and during COVID-19.

Table 4.28 : Differences in ownership of fixed assets between before and During COVID-19

Sl.No.	Ownership of fixed assets	Mean		SD		t-value
		Before	during	before	during	
d)	Dwelling for livestock	1.05	1.05	.9816	.9816	0**

**Significant at 0.05 level of significance

5) Farm assets:

It is evident from table 4.2.25 that differences with respect to farm assets of the respondents between before and during crisis were found to be significant at 5% level of probability. As the before farm assets of respondents have higher mean (2.4) than during (1.683). So it can concluded that there was significant difference in farm assets between before and during COVID-19.

Table 4.29 : Differences in farm assets between before and During COVID-19

Sl.No.	Statement	Mean		SD		t-value
		Before	during	before	during	
1.	Farm assets	2.4	1.683	2.3010	2.2131	3.287**

**Significant at 0.05 level of significance

6) Household assets:

Table 4.30 Differences in household assets between before and During COVID-19

Sl.No.	Household asstes	Mean		SD		t-value
		Before	during	before	during	
a	Sanitary latrine	.8	.8	.4033	.4033	0**
b	Biogas	-	-	-	-	-
c	Grain storage bin/improvised structure	.338	.338	.4753	.4753	0**
d	Hand pump/water tap	.8167	.8167	.3902	.3902	0**
e	Modern household furniture	.633	.633	.9382	.9382	0**

**Significant at 0.05 level of significance

It is evident from table 4.2.26 that differences with respect to respondents had sanitary latrine between before and during crisis were found to be significant difference at 5% level of probability. As the before sanitary latrine of respondents have same mean (.8) to during (.8). So it can concluded that there was no significant difference between before and during COVID-19.

Data in Table 4.2.26 reveals that no any respondents have biogas before and during pandemic crisis. So it can concluded that there was no significant difference between before and during COVID-19.

It is evident from table 4.2.26 that differences with respect to grain storage bin of respondents between before and during crisis were found to be significant difference at 5% level of probability. As the before grain storage bin of respondents have same mean (.338) to during (.338). So it can concluded that there was no significant difference between before and during COVID-19.

It is evident from table 4.2.26 that differences with respect to hand pump/water tap of respondents between before and during crisis were found to be significant difference

at 5% level of probability. As the before hand pump/water tap of respondents have same mean (.8167) to during (.8167). So it can concluded that there was no significant difference between before and during COVID-19.

It is evident from table 4.2.26 that differences with respect to modern household furniture of respondents between before and during crisis were found to be significant difference at 5% level of probability. As the before modern household furniture of respondents have same mean (.633) to during (.633). So it can concluded that there was no significant difference between before and during COVID-19.

The data of the table reveals that there was no significant difference in household assets between before and during pandemic situation.

7) Media ownership:

Table 4.31 : Differences in media ownership between before and During COVID-19

Sl.No.	Media ownership	Mean		SD		t-value
		Before	during	before	during	
a	Null	.433	.433	.499	.499	0**
b	Newspaper/ magazines	.467	.25	.5030	.4367	4.039**
c	Radio/ transistor	.733	.733	.9719	.9719	0**
d	Television	1.7	1.7	1.4991	1.4991	0**

**Significant at 0.05 level of significance

It is evident from table 4.2.27 that differences with respect to no media ownership of respondents between before and during crisis were found to be significant difference at 5% level of probability. As the before no media ownership of respondents have same mean (.433) to during (.433). So it can concluded that there was no significant difference between before and during COVID-19.

It is evident from table 4.2.27 that differences with respect to reading newspaper by respondents between before and during crisis were found to be significant at 5% level of probability. As the before reading newspaper by respondents have higher mean (.467) than during (.25). So it can concluded that there was significant difference in reading newspaper by respondents between before and during COVID-19.

It is evident from table 4.2.27 that differences with respect to respondents had radio between before and during crisis were found to be significant difference at 5% level of probability. As the before radio of respondents have same mean (.733) to during (.733). So it can concluded that there was no significant difference between before and during COVID-19.

It is evident from table 4.2.27 that differences with respect to respondents had television between before and during crisis were found to be significant difference at 5% level of probability. As the before television of respondents have same mean (1.7) to during (1.7). So it can concluded that there was no significant difference between before and during COVID-19.

The data of the table reveals that there was less significant difference in media ownership between before and during pandemic situation

8) Distinctive features:

a) Transport:

Table 4.32 : Differences in transport between before and During COVID-19

Sl.No.	Transport	Mean		SD		t-value
		Before	during	before	during	
1	Nil	.267	.4	.4459	.4940	2.654**
2	Bullock/Mule/Camel cart	-	-	-	-	-
3	Improvised cart	-	-	-	-	-
4	Bicycle	.733	.567	.4459	.4997	3.084**
5	Scooter /Motor cycle	.867	.633	.9994	.9382	2.791**
6	Tractor trolley/ four Wheeler	.267	.267	.6856	.6856	0**

**Significant at 0.05 level of significance

It is evident from table 4.2.28 that differences with respect to respondents had no transport between before and during crisis were found to be significant difference at 5% level of probability. As during no transport of respondents have higher mean (.04) than before (.267). So it can concluded that there was significant difference between before and during COVID-19.

Data in Table 4.2.28 reveals that no any respondents have Bullock/Mule/Camel cart and Improvised cart before and during pandemic crisis. So it can concluded that there was no significant difference between before and during COVID-19.

It is evident from table 4.2.28 that differences with respect to respondents had bicycle between before and during crisis were found to be significant at 5% level of probability. As the before bicycle of respondents have higher mean (.733) than during (.567). So it can concluded that there was significant between before and during COVID-19.

It is evident from table 4.2.28 that differences with respect to respondents had Scooter /Motor cycle between before and during crisis were found to be significant at 5% level of probability. As the before Scooter /Motor cycle of respondents have higher mean (.867) than during (.633). So it can concluded that there was significant between before and during COVID-19.

It is evident from table 4.2.28 that differences with respect to respondents had Tractor trolley/ four Wheeler between before and during crisis were found to be significant at 5% level of probability. As the before Tractor trolley/ four Wheeler of respondents have equal mean (.267) than during (.267). So it can concluded that there no was significant between before and during COVID-19.

b) Electricity:

Table 4.33 : Differences in electricity between before and During COVID-19

Sl.No.	Statement	Mean		SD		t-value
		Before	during	before	during	
1	At home	1	1	0	0	0**
2	On farm	-	-	-	-	-

**Significant at 0.05 level of significance

It is evident from table 4.2.29 that differences with respect to respondents had electricity at home between before and during crisis were found to be significant at 5% level of probability. As the before electricity at home of respondents have equal mean (1) than during (1). So it can concluded that there no was significant between before and during COVID-19.

Data in Table 4.2.29 reveals that no any respondents have electricity at farm before and during pandemic crisis. So it can concluded that there was no significant difference in electricity between before and during COVID-19.

c) Household items:

It is evident from table 4.2.30 that differences with respect to respondents had Smokeless challah/Kerosene stove between before and during crisis were found to be significant at 5% level of probability. As the before Smokeless challah/Kerosene stove of respondents have equal mean (1) than during (1). So it can concluded that there no was significant between before and during COVID-19.

Table 4.34 : Differences in transport between before and During COVID-19

Sl.No.	Statement		Mean		SD		t-value
			Before	during	before	during	
1	Smokeless challah/Kerosene stove		1	1	0	0	0**
2	Gas stove		1.7	1.7	.7201	.7201	0**
3	Pressure cooker		.9	.9	.3025	.3025	0**
4	Improved Kitchen appliances		.25	.25	.4367	.4367	0**
5	Electrical kitchen equipment	Small equipment	.583	.583	.4971	.4971	0**
		Large equipment	.3	.3	.7201	.7201	0**
6	Refrigerator		.433	.433	.830	.830	0**
7	Sewing Machine		.4167	.4167	.4971	.4971	0**

**Significant at 0.05 level of significance

It is evident from table 4.2.30 that differences with respect to respondents had gas stove between before and during crisis were found to be significant at 5% level of probability. As the before gas stove of respondents have equal mean (1.7) than during

(1.7). So it can concluded that there no was significant between before and during COVID-19.

It is evident from table 4.2.30 that differences with respect to respondents had pressure cooker between before and during crisis were found to be significant at 5% level of probability. As the before pressure cooker of respondents have equal mean (.9) than during (.9). So it can concluded that there no was significant between before and during COVID-19.

It is evident from table 4.2.30 that differences with respect to respondents had improved kitchen appliances between before and during crisis were found to be significant at 5% level of probability. As the before improved kitchen appliances of respondents have equal mean (.25) than during (.25). So it can concluded that there no was significant between before and during COVID-19.

It is evident from table 4.2.30 that differences with respect to respondents had small electrical kitchen equipment between before and during crisis were found to be significant at 5% level of probability. As the before small electrical kitchen equipment of respondents have equal mean (.583) than during (.583). So it can concluded that there no was significant between before and during COVID-19.

It is evident from table 4.2.30 that differences with respect to respondents had large electrical kitchen equipment between before and during crisis were found to be significant at 5% level of probability. As the before large electrical kitchen equipment of respondents have equal mean (.3) than during (.3). So it can concluded that there no was significant between before and during COVID-19.

It is evident from table 4.2.30 that differences with respect to respondents had refrigerator between before and during crisis were found to be significant at 5% level of probability. As the before refrigerator of respondents have equal mean (.433) than during (.433). So it can concluded that there no was significant between before and during COVID-19.

It is evident from table 4.2.30 that differences with respect to respondents had sewing machine between before and during crisis were found to be significant at 5% level of probability. As the before sewing machine of respondents have equal mean (.4167) than during (.4167). So it can concluded that there no was significant between before and during COVID-19.

10) Source of information used by respondents:

a) Electronic Media:

Table 4.35 : Differences in electronic media between before and During COVID-19

Sl.No.	Statement	Mean		SD		t-value
		Before	during	before	during	
1	Radio/ transistor	.733	.733	.9719	.9719	0**
2	Television	1.7	1.7	1.4991	1.4991	0**
3	Mobile	.933	.933	.2515	.2515	0**

**Significant at 0.05 level of significance

It is evident from table 4.2.31 that differences with respect to respondents had radio between before and during crisis were found to be significant difference at 5% level of probability. As the before radio of respondents have same mean (.733) to during (.733). So it can concluded that there was no significant difference between before and during COVID-19.

It is evident from table 4.2.31 that differences with respect to respondents had television between before and during crisis were found to be significant difference at 5% level of probability. As the before television of respondents have same mean (1.7) to during (1.7). So it can concluded that there was no significant difference between before and during COVID-19.

It is evident from table 4.2.31 that differences with respect to respondents had mobile between before and during crisis were found to be significant difference at 5% level of probability. As the before mobile of respondents have same mean (.933) to during (.933). So it can concluded that there was no significant difference between before and during COVID-19.

The data of the table reveals that there was no significant difference in electronic media between before and during pandemic situation.

b) Printed Media:

Table 4.36 : Differences in pinte media between before and During COVID-19

Sl.No.	statement	Mean		SD		t-value
		Before	During	before	during	
1	Newspaper	.467	.25	.5030	.4367	4.039**
2	Farm magazine	.467	.2	.8530	.6050	3.012**
3	Folder	.45	.25	1.080	.8361	2.052**
4	Brochures	.333	.133	1.114	.7240	1.762**
5	Pham plate	.467	.25	.5030	.4367	4.039**

**Significant at 0.05 level of significance

It is evident from table 4.2.32 that differences with respect to reading newspaper by respondents between before and during crisis were found to be significant at 5% level of probability. As the before reading newspaper by respondents have higher mean (.467) than during (.25). So it can concluded that there was significant difference in reading newspaper by respondents between before and during COVID-19.

It is evident from table 4.2.32 that differences with respect to reading farm magazine by respondents between before and during crisis were found to be significant at 5% level of probability. As the before reading farm magazine by respondents have higher mean (.467) than during (.2). So it can concluded that there was significant difference in reading newspaper by respondents between before and during COVID-19.

It is evident from table 4.2.32 that differences with respect to reading folder by respondents between before and during crisis were found to be significant at 5% level of probability. As the before reading newspaper by respondents have higher mean (.45) than during (.25). So it can concluded that there was before to reading folder by respondent was greater than between during COVID-19.

It is evident from table 4.2.32 that differences with respect to reading brochures by respondents between before and during crisis were found to be significant at 5% level of probability. As the before reading brochures by respondents have higher mean (.333) than during (.133).). So it can concluded that there was before to reading brochures by respondent was greater than between during COVID-19.

It is evident from table 4.2.32 that differences with respect to reading Pham plate by respondents between before and during crisis were found to be significant at 5% level of probability. As the before reading Pham plate by respondents have higher mean (.467) than during (.25). So it can concluded that there was significant difference in reading newspaper by respondents between before and during COVID-19.

c) Any others:

Table 4.37 : Differences in any others media between before and During COVID-19

Sl.No.	Statements	Mean		SD		t-value
		Before	during	before	during	
1	KVK personnel	.167	0	.3758	0	3.435**
2	Exhibition	.667	0	.9507	0	5.431**
3	Kisan mela	.95	0	1.407	0	5.228**

**Significant at 0.05 level of significance

It is evident from table 4.2.33 that differences with respect to respondents going KVK personnel between before and during crisis were found to be significant at 5% level of probability. As the before respondents going KVK personnel have higher mean (.167) than during (0). So it can concluded that there was significant difference between before and during COVID-19.

It is evident from table 4.2.33 that differences with respect to respondents going in exhibition between before and during crisis were found to be significant at 5% level of probability. As the before respondents going in exhibition have higher mean (.667) than during (0). So it can concluded that there was significant difference between before and during COVID-19.

It is evident from table 4.2.33 that differences with respect to respondents going in kisan mela between before and during crisis were found to be significant at 5% level of probability. As the before reading farm magazine by respondents have higher mean (.95) than during (.0). So it can concluded that there was significant difference between before and during COVID-19.

The data of the table reveals that there was significant difference in any other media between before and during pandemic situation.

11) Annual income:

Table 4.38 : Differences in annual income between before and During COVID-19

Sl.No.	statements	Mean		SD		t-value
		Before	during	before	during	
1	Income	2.35	1.4	.8601	.6430	14.667**

**Significant at 0.05 level of significance

It is evident from table 4.2.34 that differences with respect to annual income of the respondents between before and during crisis were found to be significant at 5% level of probability. As the before annual income of respondents have higher mean (2.35) than during (1.4). So it can concluded that there was significant difference in annual income of respondents between before and during COVID-19.

SECTION -3

CONSTRAINTS FACED BY WOMEN ENTREPRENEURS

This part of chapter deals constraints faced by the entrepreneurs during COVID-19. Women entrepreneur were faced many troubles in Mithila region during pandemic situation. In the present investigation important challenges that affected entrepreneurs were classified into three categories viz; “Personal constraints”, “Socio-psychological constraints” and “Economic constraints”.

Table 4.39 : Constraints faced by women entrepreneurs engaged in Mithila painting

Sl.No.	Block	Rahika		Rajnagar		Total (n=60)	Rank
		Jitwarpur n=15	Bhachhi n=15	Ranti n=15	Simri n=15	f (%)	
I	Personal Constraints	70 (66.67)	69 (65.71)	68 (64.76)	63 (60)	270 (64.28)	III
1	Due to pandemic crisis halt in business operation	11 (73.33)	9 (60)	12 (80)	13 (86.67)	45 (75)	I
2.	Lack of self-confidence	13 (86.67)	8 (53.33)	10 (66.67)	9 (60)	40 (66.67)	III
3.	Lack of family support	8 (53.33)	14 (93.33)	9 (60)	10 (66.67)	41 (68.33)	II
4.	Lack of practice	7 (46.67)	8 (53.33)	10 (66.67)	6 (40)	31 (51.67)	VI
5.	Shortage of raw materials	11 (73.33)	10 (66.67)	9 (60)	9 (60)	39 (65)	IV
6.	Increased domestic responsibility	11 (73.33)	12 (80)	8 (53.33)	9 (60)	40 (66.67)	III
7.	Mobility constraints	9 (60)	8 (53.33)	10 (66.67)	7 (46.67)	34 (56.67)	V
II	Socio-Psychological Constraints	63 (70)	62 (68.89)	62 (68.89)	56 (62.22)	243 (67.5)	II
1.	Lack of family encouragement	13 (86.67)	10 (66.67)	11 (73.33)	9 (60)	43 (71.67)	I
2.	Lack of social support	9 (60)	10 (66.67)	14 (93.33)	8 (53.33)	41 (68.33)	III
3.	Lack of Motivation	11 (73.33)	9 (60)	8 (53.33)	12 (80)	40 (66.67)	IV

4.	Lack of awareness regarding credit facilities	10 (66.67)	9 (60)	11 (73.33)	9 (60)	39 (65)	V
5.	Lack of socialization	10 (66.67)	13 (86.67)	9 (60)	10 (66.67)	42 (70)	II
6.	Low risk taking ability	10 (66.67)	11 (73.33)	9 (60)	8 (53.33)	38 (63.33)	VI
III	Economic Constraint	78 (74.28)	73 (69.52)	69 (65.71)	75 (71.42)	295 (70.23)	I
1.	Lack of own money	13 (86.67)	12 (80)	10 (66.67)	14 (93.33)	49 (81.67)	I
2.	Increased rate of raw material	11 (73.33)	9 (60)	10 (66.67)	9 (60)	39 (65)	VI
3.	Low price of product	13 (86.67)	10 (66.67)	9 (60)	11 (73.33)	43 (71.67)	III
4.	Lack of proper marketing	11 (73.33)	11 (73.33)	10 (66.67)	9 (60)	41 (68.33)	V
5.	Lack of government and NGO's incentives	13 (86.67)	10 (66.67)	11 (73.33)	10 (66.67)	44 (73.33)	II
6.	Non-availability of credit on time	8 (53.33)	10 (66.67)	7 (46.67)	12 (80)	37 (61.67)	VII
7.	High cost of tools	9 (60)	11 (73.33)	12 (80)	10 (66.67)	42 (70)	IV

(Figures in parenthesis indicate percentage)

It is evident from table that 4.3.1 majority of respondents (70.23%) of Rahika and Rajnagar blocks were facing economic constraints like lack of own money (81.67%), lack of government and NGO's incentives (73.33%), low price of product (71.67%), high cost of tools (70%), lack of proper marketing (68.33%), increased rate of raw materials (65%) and non-availability of credit on time (61.67%).

It is evident from table 4.3.1 that 67.5 percent of respondents facing socio-psychological constraints like lack of family encouragement (71.67%), lack of socialization (70%), lack of social support (68.33%), lack of motivation (66.67%), lack of awareness regarding credit facilities (65%) and low risk taking ability(63.33%).

It is evident from table 4.3.1 that 64.28 percent of the respondents faced personal constraints like due to pandemic crisis halt in business operation (75%), lack of family support (68.33%),

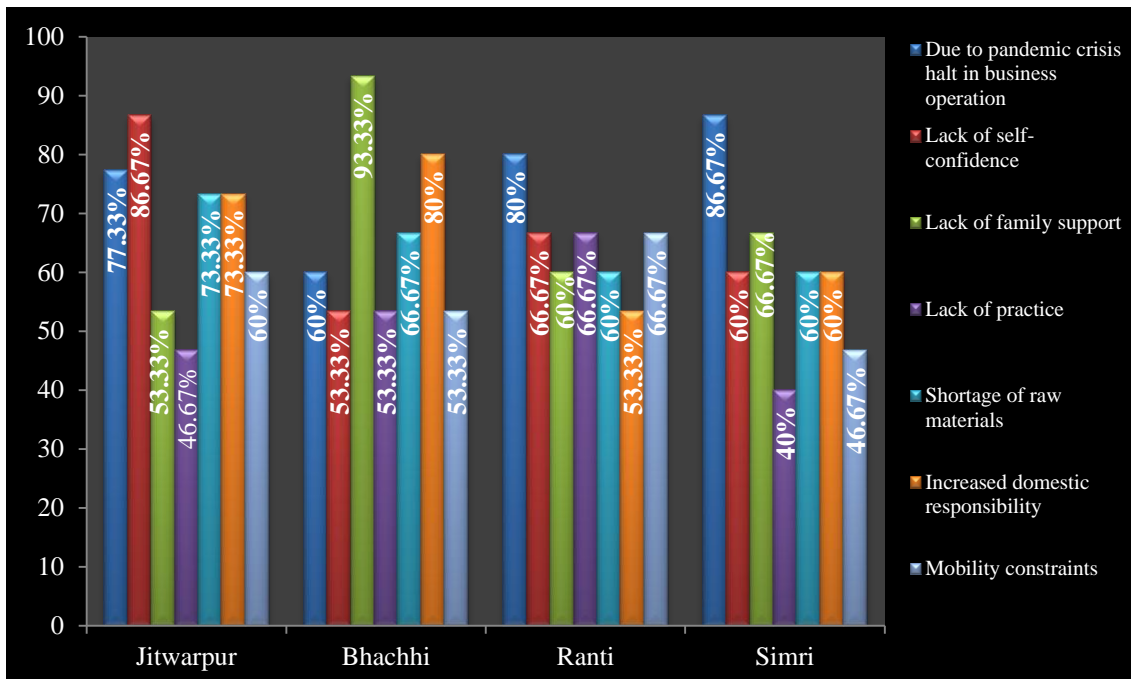


Fig 4.5 : (i) Personal constraints faced by women entrepreneurs engaged in Mithila painting

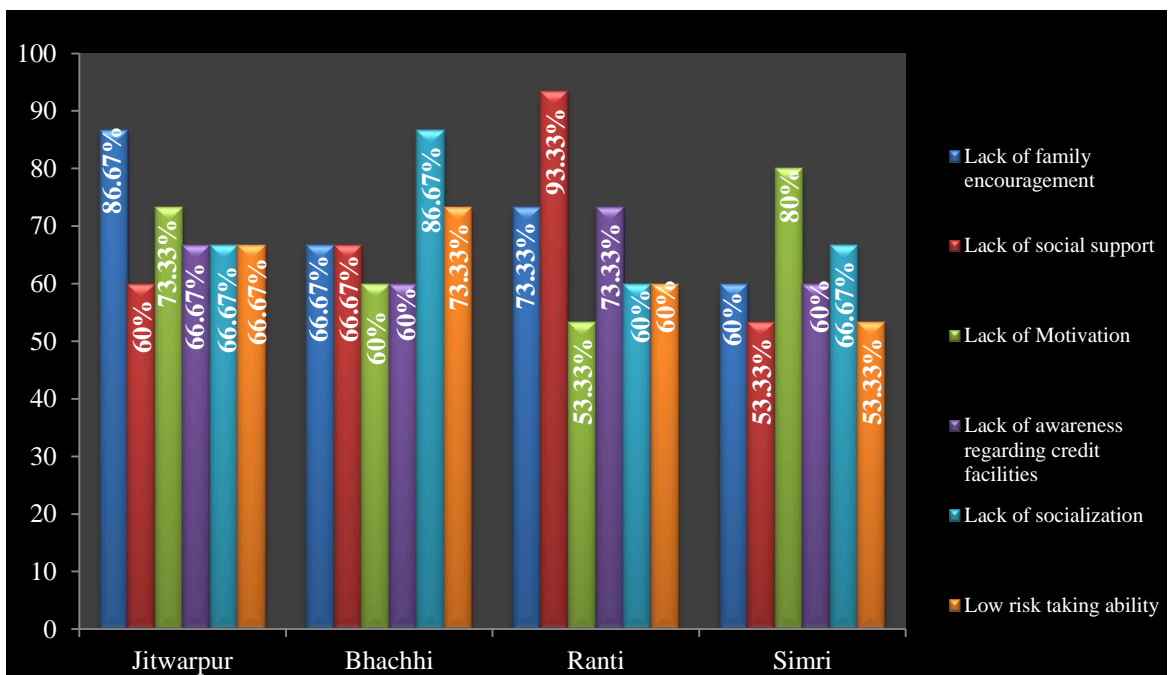


Fig 4.5 (ii) Socio-Psychological constraints faced by women entrepreneurs engaged in Mithila painting

lack of self-confidence (66.67%), increased domestic responsibility (66.67%), and shortage of raw materials (65%), mobility constraints (56.67%) and lack of practice (51.67%).

In all the villages, percentage of personal constraints was higher, according to table in Jitwarpur (66.67%), Bhachhi (65.71%), Ranti (64.76%) and Simri (60%). Socio-psychological constraints were higher in Jitwarpur(70%), Bhachhi and ranti was same ((68.89%) and Simri (62.22%). Economic constraints were higher in Jitwarpur ((74.28%) than Simri (71.42%), Bhachhi (69.52%) and lower in Ranti (65.71%). In general all constraints were higher in Jitwarpur village.

Table 4.40 : Ranking of constraints faced by women entrepreneurs during pandemic crisis

Sl.No.	Constraints	Percentage (%)	Rank
1.	Personal Constraints	64.28%	III
2.	Socio-Psychological Constraints	67.5%	II
3.	Economic Constraints	70.23%	I

Above table clearly reveals that there were many types of constraints being faced by women entrepreneurs during pandemic situation who were involved in Mithila painting. Economic constraints was the major constraints faced because suddenly closer market, travel restriction and low income due to disturbance of supply chain and transportation.

About 67.5 percent of women entrepreneurs had the socio-psychological constraints with maximum number of entrepreneurs (71.67%) facing the lack of family encouragement followed by lack of socialization (70%), lack of social support (68.33%), lack of motivation (66.67%), lack of awareness regarding credit facilities (65%) and low risk taking ability(63.33%). The socio-psychological constraints increased due to loss of social connection during pandemic situation.

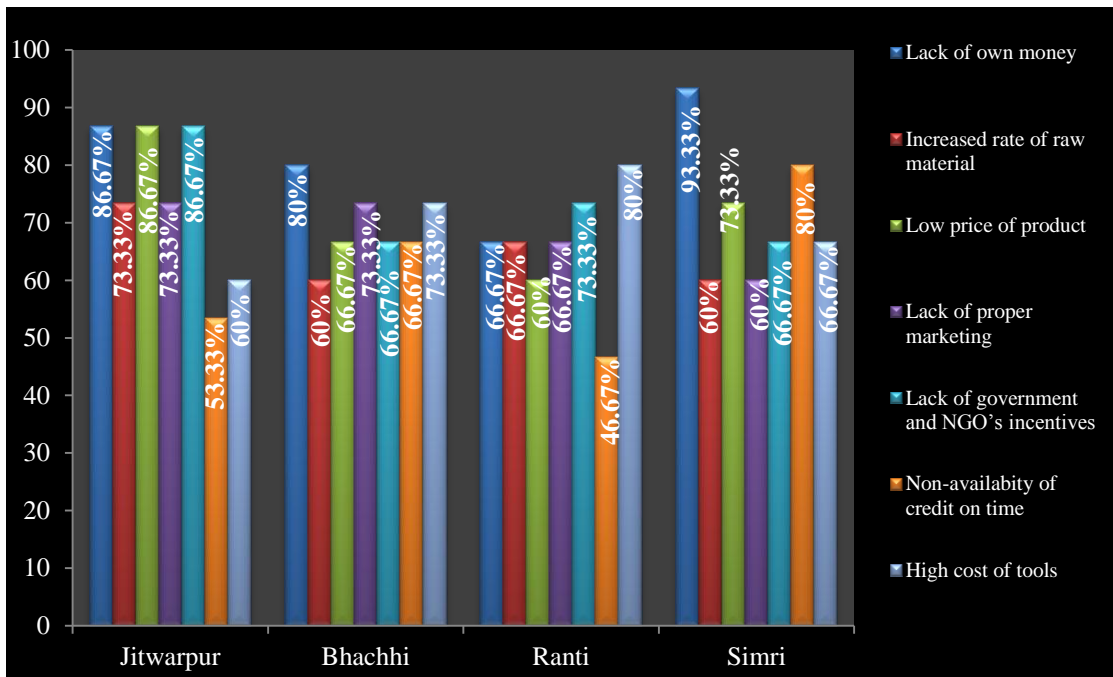


Fig 4.5 : (iii) Economic constraints faced by women entrepreneurs engaged in Mithila painting

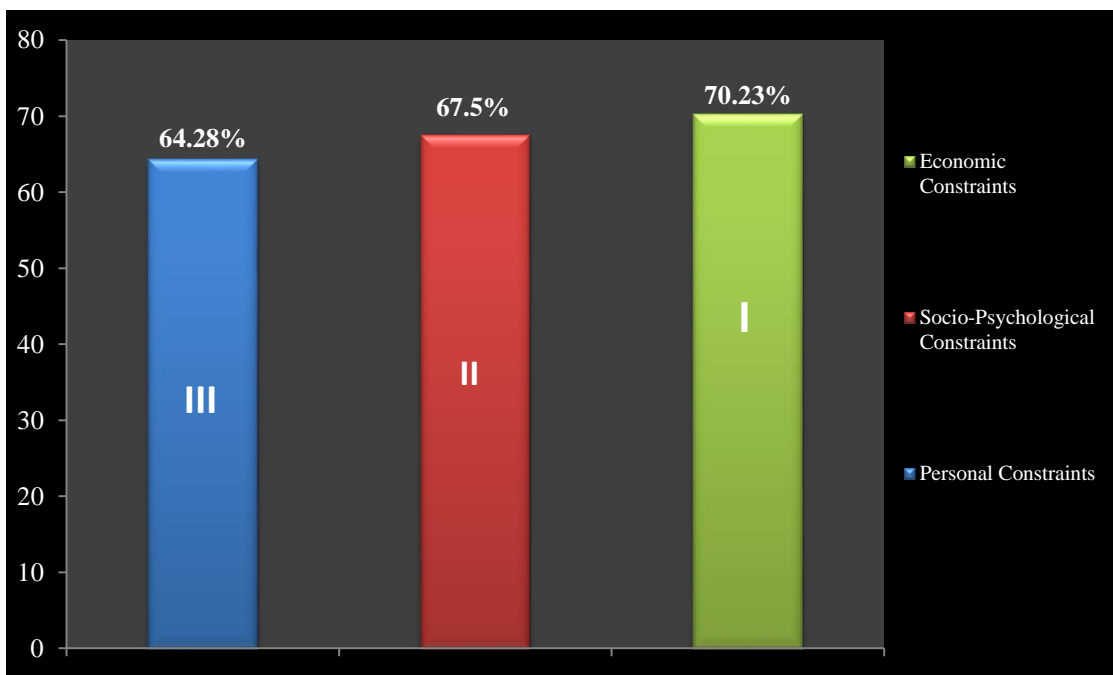


Fig. 4.6 : Ranking of constraints faced by women entrepreneurs during pandemic crisis

Personal constraints were lowest (64.28%) in women entrepreneurs engaged in Mithila painting with maximum (75%) being due to pandemic crisis halt in their business operation and minimum (51.66%) in lack of practice.

Fabeil *et al.* (2020) reported that entrepreneurs directly affected by COVID-19 pandemic because many countries imposed travel restriction and movement controls so the entrepreneurs have to experienced business closure and low income due to disturbance of supply chain and transportation.

SECTION -4

DIVERSION OF ENTREPRENEURS OF MITHILA PAINTING IN MASK MAKING

This part of the chapter deals diversion of Mithila painting in mask making through Mithila entrepreneurs. The women entrepreneurs of Rahika and Rajnagar blocks started making mask due to completely out of work in pandemic and lockdown. They had no any work to earn money. The following chapter reveals details regarding diversion of art, income generation and that constraint faced during mask making.

a) Art Diversion:

Table 4.41 : Frequency and percentage distribution according to art diversion

Sl.No.	Block		Rahika		Rajnagar		Total (n=60)
			Jitwarpur n=15	Bhachhi n=15	Ranti n=15	Simri n=15	
a	Have you diverted Mithila painting in mask making		12 (80)	13 (86.67)	14 (93.33)	11 (73.33)	50 (83.33)
	Statement		Jitwarpur n=12	Bhachhi n=13	Ranti n=14	Simri n=11	Total (n=50)
b	Who motivated you to divert the Mithila painting in mask making	Family Member	1 (8.33)	1 (7.69)	2 (14.85)	1 (9.09)	5 (9.85)
		Relatives	1 (8.33)	-	2 (14.28)	-	3 (5.65)
		Friends/ Neighbours	7 (58.33)	9 (69.23)	6 (42.85)	8 (72.72)	30 (60.78)
		Government organization	3 (25)	3 (23.07)	4 (28.57)	2 (18.18)	12 (23.70)
c	Reason for creating mask	Self-employment	7 (58.33)	8 (61.53)	9 (64.28)	8 (72.72)	32 (64.22)
		Saving habit	-	1 (7.69)	2 (14.28)	1 (9.09)	4 (7.76)
		Availing loan	1 (8.33)	1 (7.69)	1 (7.14)		3 (5.79)
		Others reason	4 (33.33)	3 (23.07)	2 (14.28)	2 (18.18)	11 (22.21)

It is evident from the table 4.4.1 that 83.33 percent of respondents diverted Mithila painting in mask making during pandemic crisis for employment generation.

It is evident from the table 4.4.1 that majority of respondents (60.78%) were motivated to divert the Mithila painting in mask making by friends/neighbors, 23.70 percent by government organization, 9.85 percent by family member and only 65.65percent by relatives.

It is evident from the table 4.4.1 that majority of respondents (64.22%) were creating mask for self – employment , 22.21 percent for other reason, 7.76 percent for saving habit and only 5.79 percent for availing loan.

Data in table reveals that overall 83.88 percent respondents were divert Mithila painting in mask making whereas Maximum respondents (93.33%) of Ranti village and minimum respondents (73.33%) of Simri Village.

b) Income Generation:

Table 4.2 : Frequency and percentage distribution according to income generation

Sl.No.	Block	Rahika		Rajnagar		Total (n=50) f (%)	
		Jitwarpur n=12	Bhachhi n=13	Ranti n=14	Simri n=11		
1	Growth in business	6 (50)	6 (46.15)	7 (50)	5 (45.45)	24 (47.90)	
2	Freedom for selection of employment	8 (66.67)	7 (53.84)	9 (64.28)	7 (63.63)	31 (62.10)	
3	Personal saving practices increased	8 (66.67)	9 (69.23)	10 (71.42)	6 (54.54)	33	
4	Total production per day	<50 pieces	9 (75)	10 (76.92)	12 (85.71)	8 (72.72)	39
		50-100 pieces	1 (8.33)	2 (15.38)	2 (14.28)	2 (18.18)	7
		> 100 pieces	2 (16.67)	1 (7.92)	-	1 (9.09)	4

5	Total income per day	< 1000 Rs.	9 (75)	10 (76.92)	12 (85.71)	8 (72.72)	39	
		1000-2000 Rs.	1 (8.33)	2 (15.38)	2 (14.28)	1 (18.18)		7
		>2000 Rs.	2 (16.67)	1 (7.92)	-	1 (9.09)		
6	Earned equal money as in painting	2 (16.67)	3 (23.07)	3 (21.42)	2 (18.18)	10		
7	Freedom for daily expenses	7 (58.33)	8 (61.53)	9 (64.28)	6 (54.54)		30	
8	Do you maintain the record of your earning and spending	8 (66.67)	9 (69.23)	10 (71.42)	7 (63.63)	34		
9	Monthly income from your business in sufficient fulfilment of family need	3 (25)	4 (30.76)	4 (28.57)	3 (27.27)		13	
10	Do you have income from any sources other than painting	5 (41.67)	6 (46.15)	6 (42.85)	4 (36.36)	21		

It is evident from the table 4.2.2 that 68 percent of respondents were maintaining the record of their earning and spending, 66 percent of respondents were personal saving practice increased, 66

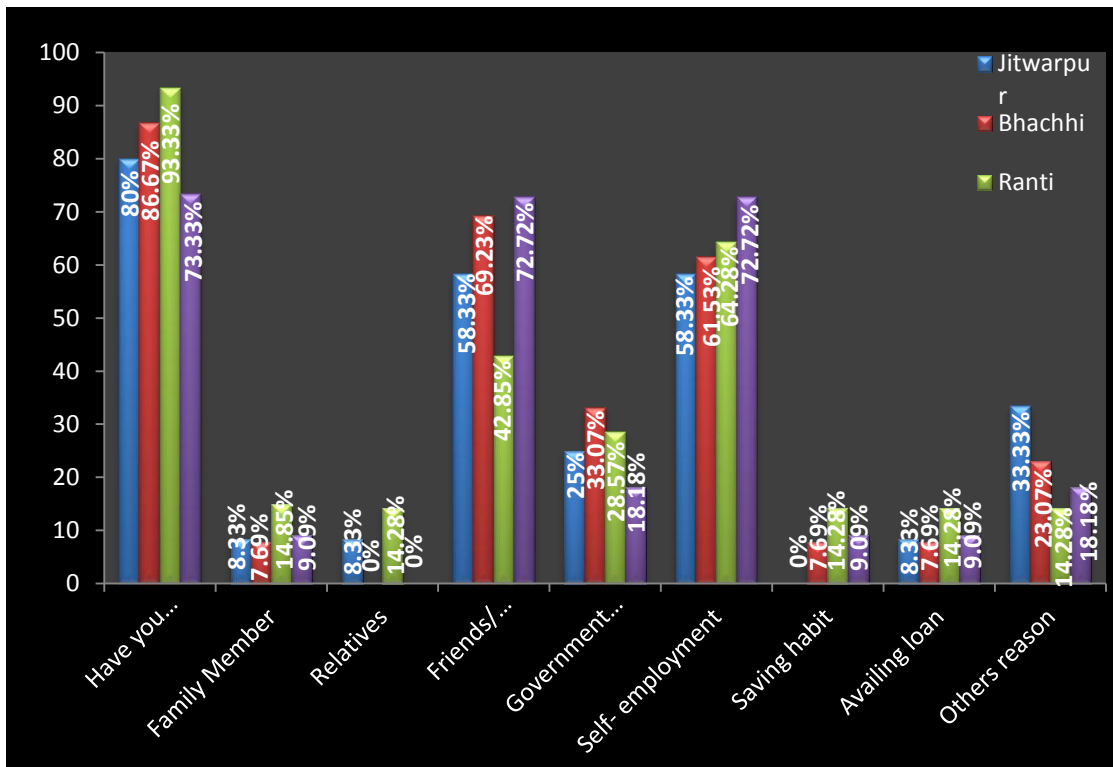


Fig 4.7 : Frequency and percentage distribution according to art diversion

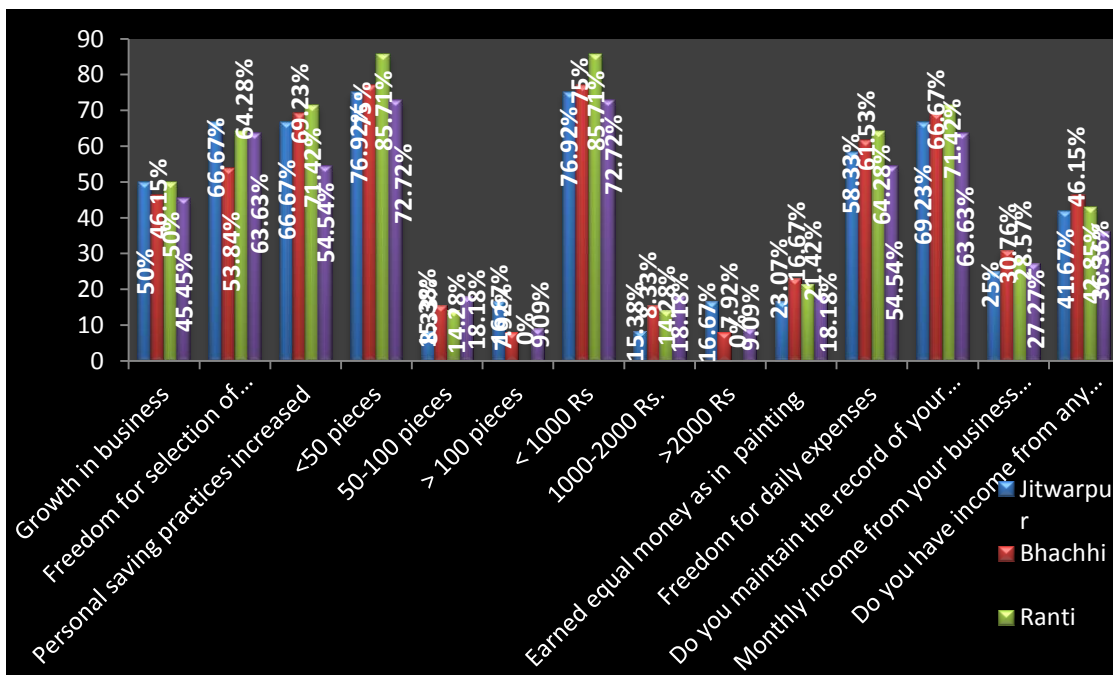


Fig 4.8 : Frequency and percentage distribution according to income generation

percent of respondents had freedom for selection of employment, 60 percent respondents had freedom for daily expenses, 48 percent respondents had growth in business, 42 percent respondents had income from any sources other than painting and only 26 percent respondents were sufficient fulfillment of family need through their monthly income.

It is clear from the table that most of the respondents (78%) were making less than 50 mask/day, 14 percent of respondents were making 50-100 mask/day and only 8 percent were making more than 100 mask/day.

It is clear from the table that most of the respondents (78%) had total income less than 1000₹/day, 14 percent of respondents had 1000-2000₹/day and only 8 percent of respondents had more than 2000₹/ day.

c) Constraints faced during mask making:

Table 4.43 : Frequency and percentage distribution according to Constraints facing during mask making

Sl.No.	Block	Rahika		Rajnagar		Total (n=50) f (%)
		Jitwarpur n=12	Bhachhi n=13	Ranti n=14	Simri n=11	
1	Delayed Payment	8 (66.67)	9 (69.23)	10 (71.42)	8 (72.72)	35 (70)
2	Low price	7 (58.33)	8 (61.53)	9 (64.28)	7 (63.63)	31 (62)
3	Increased workload for your self	6 (50)	7 (53.84)	8 (57.14)	5 (45.45)	26 (52)
4	To strict controls for quality	9 (75)	8 (61.53)	11 (78.57)	8 (72.72)	36 (72)
5	Difficulties in selling	7 (58.33)	6 (46.15)	7 (50)	5 (45.45)	25 (50)
6	Increased rate of raw material	9 (75)	10 (76.92)	12 (85.71)	8 (72.72)	39 (78)
7	Are you able to sufficient fulfil your demand	5 (41.67)	6 (46.15)	6 (42.85)	5 (45.45)	22 (44)
8	Lack of proper marketing	6 (50)	7 (53.84)	8 (57.14)	5 (45.45)	26 (52)

It is evident from the table 4.4.3 that women entrepreneurs of Rahika and Rajnagar block who were engaged in Mithila painting faced various constraints in mask making .The data of the table reveals that majority of respondents (78%) faced constraints due to increased rate of raw materials, to strict controls for quality (72%), delayed payment (70%), low price of product (62%), increased workload for yourself and lack of proper marketing (52%) and only 44 percent of respondents were sufficiently fulfilling their demand.

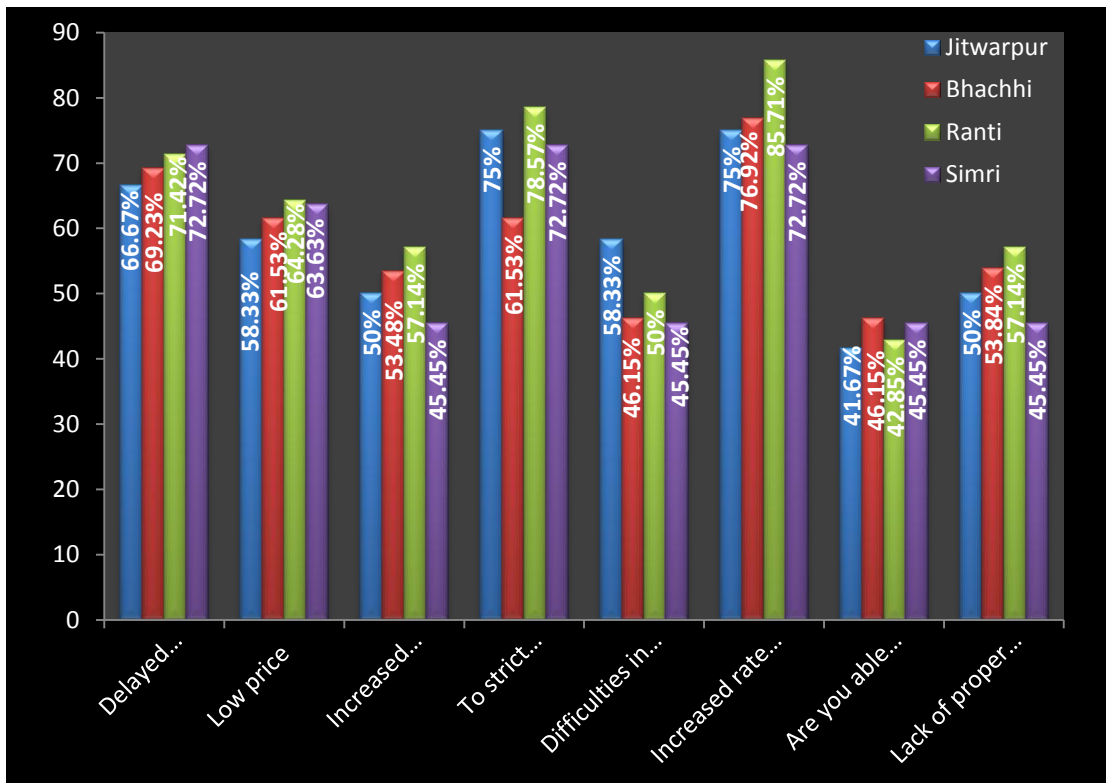


Fig 4.9 : Frequency and percentage distribution according to Constraints facing during mask making

SUMMARY

The study entitled “Effect of COVID-19 on women entrepreneurs engaged in Mithila painting” was conducted to find the current scenario of socio-economic status of entrepreneurs involved in Mithila painting.

Mithila painting is commercially popular as Madhubani painting of Bihar. It is famous at national and international level for the cultural identity. This popular art of Madhubani district show the creativity and sensitivity of the people similar to any folk art. It also expresses the psychology of the community to which it belongs. These paintings include various image of deities, nature and day to day experience and belief of the people. The sun, moon, Gods-Goddesses, wedding-*kohbar* and waterfall are the common images of these paintings. It has five distinctive designs –Bharni, Kachni, Gonad, Tantrik and Kohbar. In the 1960s Bharni, Tantric and Kachni designs were done by the ‘upper caste’ of women like Brahman and Kayashth. Geometric patterns of these pictures also symbolize love, health, wealth, valour, devotion, fertility and prosperity. The tools used in this painting are fingers, twigs, brushes, nib-pen and matchsticks using natural colour extracted from plant, stone, vegetables and other natural things. Some natural colours commonly used include turmeric, carrot, red rose, pink rose, Kashmiri chilli powder, black coffee, green leaves of spinach, henna powder, beet root juice and sindoor. It is the traditional skills of Bihar that is passed down by women from generation to generation in the family for their livelihood with their indigenous resources. Its demand is on large scale in the world.

Mithila painting is a business or source of income of the artist around the Mahubani district of northern Bihar. The market of Mithila painting mainly comprises of cottage or small scale industries including workers (mainly women) mostly belonging to low income groups. Livelihood of these people depend on this painting but during COVID-19 pandemic these artists faced many troubles because all shops were closed due to the lockdown and tourists could not visit here, so it worsly affected their selling of products. In that critical situation the artist had no any work to earn money, so they remained unemployed. After some time they thought a creative idea to do Mithila painting on mask to generate their income so it gave a new opportunity to those person who migrated from urban to the rural area. They started their business to fulfill their needs and created various design of Mithila painting on mask that are available on social media now days.

The study was carried out in Madhubani district of Bihar. For the analysis, a total of 60 samples of female were taken from 2 blocks i.e. Rahika and Rajnagar of Madhubani district. Further, 15 respondents from each village of Rahiaka block i.e. Bhachhi and Jitwarpur was taken and same number of sample was taken from Ranti and Simri village of Rajnagar block. A purposive sampling technique was used for the selection of sample.

A structured questionnaire method was used for collect information from Mithila's painting professional artists and specialist. This method was purposively selected as following reason- a) for stability of the respondents. b) To maintain the procurement of COVID pandemic. c) Time Management of respondents as well as investigator. The questionnaire was developed after review of literature and consulting with tool specialist.

Major finding of the study

General information of the respondents:

1. The majority (50%) of respondents belonged to young age group (18-30).
2. Most of the respondents (75%) were identified married.
3. Maximum number of respondents (65%) belonged to upper caste.
4. The majority (60%) of respondents was non-wage earner and 40 percent were wage earner i.e. farming (30%), farm labor (10%) and none of them in service.

The effect of COVID-19 on socioeconomic status of entrepreneurs engaged in Mithila painting.

1) Family structure:

a) Family type:

As the before types of family have significant higher mean (1.6) than during (1.75). So it can be concluded that there was significant difference between before and during types of family.

b) Family Size:

As during size of family have significant higher mean (1.8) than before (1.75). So it can be concluded that less significant difference in size of family between before and during pandemic crisis.

2) Family occupation:

a) Main occupation:

As the before main occupation of respondents have higher mean (4) than during (2.733). So it can conclude that there was significant difference in main occupation between before and during COVID-19.

b) Subsidiary occupation:

As the before Subsidiary occupation of respondents have higher mean (.633) than during (.467). So it can concluded that there was significant difference in Subsidiary occupation between before and during COVID-19.

3) Organization Membership:

a) No Membership:

As before no membership of any organization of respondents have equal mean (.683) to during (.683). So it can concluded that there was no significant difference between before and during COVID-19.

b) Member of formal organization & Office bearer of formal organization:

As before membership of formal organization of respondents have equal mean (.3167) to during (.3167). So it can concluded that there was no significant difference in membership of formal organization between before and during COVID-19.

c) Member of non- formal organization & Office bearer of non- formal organization:

As before membership of non-formal organization of respondents have equal mean (.1667) to during (.1667). So it can concluded that there was no significant difference between before and during COVID-19.

There was none of them have membership of Office bearer of formal and non-formal organization before and during pandemic crisis. So it can concluded that there was no significant difference between before and during COVID-19.

4) Education of the respondent:

As the before education of respondents have same mean (3.983) to during (3.983). So it can concluded that there was no significant difference between before and during COVID-19.

B. Economic Factors

5) Ownership of fixed assets:

a) Land Holding:

As the before land holding of respondents have same mean (1.367) to during (1.367). So it can concluded that there was no significant difference between before and during COVID-19.

d) Housing:

As the before house of respondents have equal mean (2.133) to during (2.133). So it can concluded that there was no significant difference between before and during COVID-19.

e) Livestock Ownership:

As the before livestock ownership of respondents have higher mean (1.133) than during (.833). So it can concluded that there was before livestock ownership of respondent was greater than between during COVID-19.

f) Dwelling for livestock:

As the before dwelling for livestock of respondents have same mean (1.05) to during (1.05). So it can concluded that there was no significant difference between before and during COVID-19.

5) Farm assets:

As the before farm assets of respondents have higher mean (2.4) than during (1.683). So it can concluded that there was significant difference in farm assets between before and during COVID-19.

6) Household assets:

a) Sanitary latrine:

As the before sanitary latrine of respondents have same mean (.8) to during (.8). So it can concluded that there was no significant difference between before and during COVID-19.

b) Biogas:

There was none of them have biogas before and during pandemic crisis. So it can concluded that there was no significant difference between before and during COVID-19.

c) Grain storage bin/improvised structure:

As the before grain storage bin of respondents have same mean (.338) to during (.338). So it can concluded that there was no significant difference between before and during COVID-19.

d) Hand pump/water tap:

As the before water tap /hand pump of respondents have same mean (.8167) to during (.8167). So it can concluded that there was no significant difference between before and during COVID-19.

e) Modern household furniture:

As the before modern household furniture of respondents have same mean (.633) to during (.633). So it can concluded that there was no significant difference between before and during COVID-19.

7) Media ownership:

a) Nill:

As the before no media ownership of respondents have same mean (.433) to during (.433). So it can concluded that there was no significant difference between before and during COVID-19.

b) Newspaper/ magazines:

As the before reading newspaper by respondents have higher mean (.467) than during (.25). So it can concluded that there was significant difference in reading newspaper by respondents between before and during COVID-19.

c) Radio/ transistor:

As the before radio of respondents have same mean (.733) to during (.733). So it can concluded that there was no significant difference between before and during COVID-19.

d) Television:

As the before television of respondents have same mean (1.7) to during (1.7). So it can concluded that there was no significant difference between before and during COVID-19.

8) Distinctive features:

a) Transport:

1) Nil:

As during no transport of respondents have higher mean (.04) than before (.267). So it can concluded that there was significant difference between before and during COVID-19.

2) Bullock/Mule/Camel cart & Improved cart:

There was no any respondents have Bullock/Mule/Camel cart and Improved cart before and during pandemic crisis. So it can concluded that there was no significant difference between before and during COVID-19.

3) Bicycle:

As the before bicycle of respondents have higher mean (.733) than during (.567). So it can concluded that there was significant between before and during COVID-19.

3) Scooter /Motor cycle:

As the before Scooter /Motor cycle of respondents have higher mean (.867) than during (.633). So it can concluded that there was significant between before and during COVID-19.

4) Tractor trolley/ four Wheeler:

As the before Tractor trolley/ four Wheeler of respondents have equal mean (.267) than during (.267). So it can concluded that there no was significant between before and during COVID-19.

d) Electricity:

As the before electricity at home of respondents have equal mean (1) than during (1). So it can concluded that there no was significant between before and during COVID-19.

There was no any respondents have electricity at farm before and during pandemic crisis. So it can concluded that there was no significant difference in electricity between before and during COVID-19.

e) Household items:

1) Smokeless challah/Kerosene stove:

As the before Smokeless challah/Kerosene stove of respondents have equal mean (1) than during (1). So it can concluded that there no was significant between before and during COVID-19.

2) Gas stove:

As the before gas stove of respondents have equal mean (1.7) than during (1.7). So it can concluded that there no was significant between before and during COVID-19.

3) Pressure cooker:

As the before pressure cooker of respondents have equal mean (.9) than during (.9). So it can concluded that there no was significant between before and during COVID-19.

4) Improved Kitchen appliances:

As the before improved kitchen appliances of respondents have equal mean (.25) than during (.25). So it can concluded that there no was significant between before and during COVID-19.

5) Electrical kitchen equipment(Small equipment):

As the before small electrical kitchen equipment of respondents have equal mean (.583) than during (.583). So it can concluded that there no was significant between before and during COVID-19.

6) Electrical kitchen equipment(Large equipment):

As the before large electrical kitchen equipment of respondents have equal mean (.3) than during (.3). So it can concluded that there no was significant between before and during COVID-19.

7) Refrigerator :

As the before refrigerator of respondents have equal mean (.433) than during (.433). So it can concluded that there no was significant between before and during COVID-19.

8) Sewing Machine:

As the before sewing machine of respondents have equal mean (.4167) than during (.4167). So it can concluded that there no was significant between before and during COVID-19.

10) Source of information used by respondents:

a) Electronic Media:

1) Radio/ transistor:

As the before radio of respondents have same mean (.733) to during (.733). So it can concluded that there was no significant difference between before and during COVID-19.

2) Television:

As the before television of respondents have same mean (1.7) to during (1.7). So it can concluded that there was no significant difference between before and during COVID-19.

3) Mobile:

. As the before mobile of respondents have same mean (.933) to during (.933). So it can concluded that there was no significant difference between before and during COVID-19.

d) Printed Media:

1) Newspaper:

As the before reading newspaper by respondents have higher mean (.467) than during (.25). So it can concluded that there was significant difference in reading newspaper by respondents between before and during COVID-19.

2) Farm magazine:

As the before reading farm magazine by respondents have higher mean (.467) than during (.2). So it can concluded that there was significant difference in reading newspaper by respondents between before and during COVID-19.

3) Folder:

As the before reading newspaper by respondents have higher mean (.45) than during (.25). So it can concluded that there was before to reading folder by respondent was greater than between during COVID-19.

4) Brochures:

As the before reading brochures by respondents have higher mean (.333) than during (.133). So it can concluded that there was before to reading brochures by respondent was greater than between during COVID-19.

5) Pham plate:

As the before reading Pham plate by respondents have higher mean (.467) than during (.25). So it can concluded that there was significant difference in reading newspaper by respondents between before and during COVID-19.

e) Any others:

1) KVK personnel:

As the before respondents going KVK personnel have higher mean (.167) than during (0). So it can concluded that there was significant difference between before and during COVID-19.

2) Exhibition:

As the before respondents going in exhibition have higher mean (.667) than during (0). So it can concluded that there was significant difference between before and during COVID-19.

3) Kisan mela:

As the before reading farm magazine by respondents have higher mean (.95) than during (.0). So it can concluded that there was significant difference between before and during COVID-19.

11) Annual income:

As the before annual income of respondents have higher mean (2.35) than during (1.4). So it can concluded that there was significant difference in annual income of respondents between before and during COVID-19.

Constraints faced by women entrepreneurs:

Majority of respondents (70.23%) of Rahika and Rajnagar blocks were facing economic constraints like lack of own money (81.67%), lack of government and NGO's incentives (73.33%), low price of product (71.67%), high cost of tools (70%), lack of proper marketing (68.33%), increased rate of raw materials (65%) and non-availability of credit on time (61.67%).

Majority (67.5%) of respondents facing socio-psychological constraints like lack of family encouragement (71.67%), lack of socialization (70%), lack of social support (68.33%), lack of motivation (66.67%), lack of awareness regarding credit facilities (65%) and low risk taking ability(63.33%).

Majority (64.28%) of the respondents faced personal constraints like due to pandemic crisis halt in business operation (75%), lack of family support (68.33%), lack of self-confidence (66.67%), increased domestic responsibility (66.67%), and shortage of raw materials (65%), mobility constraints (56.67%) and lack of practice (51.67%).

Diversion of entrepreneurs of Mithila painting in mask making

d) Art Diversion:

The majority (83.33%) of respondents diverted Mithila painting in mask making during pandemic crisis for employment generation.

The majority of respondents (60.78%) were motivated to divert the Mithila painting in mask making by friends/neighbors, 23.70 percent by government organization, 9.85 percent by family member and only 65.65percent by relatives.

The majority of respondents (64.22%) were creating mask for self – employment, 22.21 percent for other reason, 7.76 percent for saving habit and only 5.79 percent for availing loan.

e) Income Generation:

It was found that 68 percent of respondents were maintain the record of their earning and spending, 66 percent of respondents were personal saving practice increased, 66 percent of respondents had freedom for selection of employment, 60 percent respondents had freedom for daily expenses, 48 percent respondents had growth in business, 42 percent respondents had income from any sources other than painting and only 26 percent respondents were sufficient fulfillment of family need through their monthly income.

The most of the respondents (78%) were making less than 50 mask/day, 14 percent of respondents were making 50-100 mask/day and only 8 percent were making more than 100 mask/day.

The most of the respondents (78%) had total income less than 1000₹/day, 14 percent of respondents had 1000-2000₹/day and only 8 percent of respondents had more than 2000₹/ day.

f) Constraints faced during mask making:

The majority of respondents (78%) faced constraints due to increased rate of raw materials, to strict controls for quality (72%), delayed payment (70%), low price of product (62%), increased workload for yourself and lack of proper marketing (52%) and only 44 percent of respondents were sufficient fulfill their demand.

Conclusion

From the present investigation, it can be concluded that majority of the respondents in Rahika and Rajnagar block (50%) were in young age group (18-30 years). Most of the respondents (75%) were identified married. Maximum number of respondents (65%) belonged to upper caste. Majority (60%) of the respondents was non-wage earner. From the effect of COVID-19 on socioeconomic status of entrepreneurs, it was found that there was no significant difference in family structure, membership of organization, education, household assets of respondents in before and during pandemic situation. Majority of respondents have significant changed in their family occupation, ownership of fixed assets, farm assets and annual income between before and during crisis. Most of the respondents have less significant changed in media ownership i.e. newspaper/magazines, distinctive features i.e. transport, electricity and household items, source of information used by respondents before before and during

crisis. From constraints faced by women entrepreneurs, it was found that economic, socio-psychological and personal constraints had significant impact on respondents during pandemic situation. Majority of respondents have faced problem i. e. lack of own money, low price of product and high cost of tools due to pandemic crisis halt in business operation. From diversion of Mithila painting, it was found that majority (83.33%) of respondent's diverted Mithila painting in mask making during pandemic crisis for employment generation. Most of the respondents were motivated to divert Mithila painting in mask making by friends/ neighbors. Majority of respondents were creating mask for self-employment. Most of the respondents were maintain the record of their earning and spending. Majority of respondents were personal saving practice increased. Majority of respondents were making less than 50 mask and total income less than 1000/day. Most of the respondents faced constraints due to increased rate of raw material in mask making.

Lastly, it can be concluded that there was significant difference in economic status of women entrepreneurs. The investigation also indicates that majority of respondents divert Mithila painting in mask making during pandemic crisis for livelihood.

Implication of the study

- This study will provide a complete documentation of the folk art of Mithila painting which can be applicable in a unique way for surface enrichment.
- The present study will help the entrepreneurs in designing variety of apparels, accessories and home furnishing articles.
- This study will be helpful in finding the socioeconomic status of Mithila entrepreneurs.

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Topic: Effect of COVID-19 on Women Entrepreneurs Engaged in Mithila Painting

Abstract

The women entrepreneurs who engaged in Mithila painting faced many problems as observed by the researcher being a local resident of Madhubani (Bihar) in view of that present study on “Effect of COVID-19 on Women Entrepreneurs Engaged in Mithila Painting” was conducted with three objectives- to study effect of COVID-19 on Socioeconomic status of entrepreneurs engaged in Mithila painting, to elucidate the constraints faced by the selected entrepreneurs and to study diversion of entrepreneurs of Mithila painting in mask making.

The study was conducted in two blocks i.e Rahika and Rajnagar of Madhubani district of Bihar. From each blocks two villages were selected purposively. The sample of respondents constituted of sixty taking, fifteen from each of four villages, including those who were engaged in Mithila painting directly. Questioner techniques were used for getting information from the respondents. Frequently, percentage and Paired t- test were used to analyze the data.

The profile of respondents revealed that Majority (50%) of respondents were in young age group (18-30 years), married (75%), from upper cast (65%) and non-wage earner (60%).

Results regarding effect of Covid-19 on socioeconomic status of entrepreneurs that there was no significant difference in organization membership, education of the respondents, household assets. There was less significant difference in family structure, ownership of fixed assets, media ownership, distinctive features, source of information used by respondents. There was significant difference in family occupation, farm assets and annual income before and during pandemic crisis.

Majority of the respondents entrepreneurs engaged in Mithila painting were facing economic constraints like lack of own money, lack of government and NGO,s incentives, low price of product, high cast of tools, lack of proper marketing, increased rate of row materials and non-availability of credit on time.

Finding revealed that Majority (83.33%) of respondents diverted Mithila painting in mask making during pandemic crisis for employment generation. Majority of respondents (60.78%) were motivated by friends/ neighbors. Most of respondents (64.22%) were creating mask for self-employment. Majority of respondents (68%) were maintain the record of their earning and spending, personal saving practice increased (66%), freedom for daily expenses (60%), freedom for selection of employment (66%), income from any source other than painting (42%) and only 26 percent respondents were sufficient fulfillment of family need through their income. Majority of respondents were making less than 50 mask/day and total income less than 1000₹/day. Most of the respondents (78%) were facing problem in mask making due to increased rate of raw materials.

Major Advisor

Research Scholar

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शीर्षक: मिथिला पेंटिंग में संलग्न महिला उद्यमियों पर COVID-19 का प्रभाव

अनुक्षेपण

मिथिला पेंटिंग में लगी महिला उद्यमियों को कई समस्याओं का सामना करना पड़ा, शोधकर्ता द्वारा मधुबनी (बिहार) की स्थानीय निवासी होने के कारण वर्तमान शोध कार्य, "मिथिला पेंटिंग में लगी महिला उद्यमियों पर कोविड-19 के प्रभाव" पर तीन उद्देश्य के साथ आयोजित किया गया था। उद्देश्य- मिथिला पेंटिंग में लगे उद्यमियों की सामाजिक आर्थिक स्थिति पर कोविड -19 के प्रभाव का अध्ययन करना, चयनित उद्यमियों के सामने आने वाली बाधाओं को स्पष्ट करना और मास्क बनाने में मिथिला पेंटिंग का उद्यमियों के द्वारा परिवर्तन का अध्ययन करना।

वर्तमान अध्ययन, बिहार के मधुबनी जिले के दो प्रखंडों रहिका और राजनगर में किया गया था। प्रत्येक प्रखंड से दो गांवों को उद्देश्यपूर्ण विधि द्वारा चुना गया था। प्रत्येक गांवों से पंद्रह मिथिला पेंटिंग में संलग्न कुल साठ महिला उद्यमियों का चयन किया गया। निर्दिष्ट (डेटा) संग्रह के लिए प्रश्नकर्ता तकनीकों का उपयोग किया गया। निर्दिष्ट (डेटा) का विश्लेषण करने के लिए आवृत्ति, प्रतिशत और युग्मित टी-परीक्षण का उपयोग किया गया था।

प्रमुख निष्कर्ष से पता चला कि अधिकांश उद्यमियों (50%) युवा आयु वर्ग (18-30 वर्ष), विवाहित (75%), उच्च जाति (65%) और गैर-मजदूरी (60%) से थे।

उद्यमियों की सामाजिक आर्थिक स्थिति पर कोविड-19 के प्रभाव के संबंध में परिणाम कि संगठन की सदस्यता, उत्तरदाताओं की शिक्षा, घरेलू संपत्ति में कोई महत्वपूर्ण अंतर नहीं था। पारिवारिक संरचना, अचल संपत्तियों के स्वामित्व, मीडिया स्वामित्व, विशिष्ट विशेषताओं, उत्तरदाताओं द्वारा उपयोग की जाने वाली जानकारी के स्रोत में कम महत्वपूर्ण अंतर था। महामारी संकट से पहले और उसके दौरान पारिवारिक व्यवसाय, कृषि संपत्ति और वार्षिक आय में महत्वपूर्ण अंतर था।

मिथिला पेंटिंग में लगे अधिकांश उत्तरदाता उद्यमियों को आर्थिक बाधाओं का सामना करना पड़ रहा था जैसे स्वयं के पैसे की कमी, सरकार और गैर सरकारी संगठनों की प्रोत्साहन, उत्पाद की कम कीमत, उपकरणों की उच्च जाति, उचित विपणन की कमी, पंक्ति सामग्री की बढ़ी हुई दर और गैर - समय पर ऋण की उपलब्धता।

परीक्षण से पता चला कि अधिकांश महिला (83.33%) ने रोजगार सृजन के लिए महामारी संकट के दौरान मिथिला पेंटिंग को मास्क बनाने में बदल दिया। अधिकांश उत्तरदाताओं (60.78%)

मित्रों/पड़ोसियों द्वारा प्रेरित थे। अधिकांश उत्तरदाता (64.22%) स्वरोजगार के लिए मास्क बना रहे थे। अधिकांश उत्तरदाताओं (68%) ने अपनी कमाई और खर्च का रिकॉर्ड बनाए रखा, व्यक्तिगत बचत अभ्यास में वृद्धि (66%), दैनिक खर्चों की स्वतंत्रता (60%), रोजगार के चयन की स्वतंत्रता (66%), किसी अन्य स्रोत से आय पेंटिंग (42%) की तुलना में और केवल 26 प्रतिशत उत्तरदाता अपनी आय के माध्यम से परिवार की जरूरतों को पूरा करने के लिए पर्याप्त थे। अधिकांश उत्तरदाता 50 से कम मास्क/दिन और कुल आय 1000 ₹/दिन से कम कमा रहे थे। कच्चे माल की बढ़ी हुई दर के कारण अधिकांश उत्तरदाताओं (78%) को मास्क बनाने में समस्या का सामना करना पड़ रहा था।

मुख्य सलाहकार

शोधकर्ता

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A P.G. study on

Effect of COVID-19 on Women Entrepreneurs Engaged in Mithila painting at Madhubani district of Bihar

Questionnaire

Section-I (Background Information)

1. Name and address of the respondents

Name:

W/o or D/o:

Village:

2. Age of the respondent

18 yrs. To 30 yrs. (young) (1)	31 yrs. to 45 yrs. (lower middle) (2)	46 yrs. to 60 yrs. (upper middle) (3)	Above 60 yrs. (old) (4)
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3. Marital Status

Married (1)	Unmarried (2)	Widow (3)	Divorced (4)
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4. Caste hierarchy

SC/ST 1.0	Backward caste 1.5	Upper-middle 2.5	Upper caste 3.5

5. Occupation

Non-wage Earner (1)	Wages Earner		
	Farm labour (2)	Farming (3)	Service Sector (4)

SECTION II
(SOCIO ECONOMIC BACKGROUND)

A. Social factors

1. Family Structure

a. Family type	Nuclear	1	Bef. COVID-19	Dur. COVID-19
	Joint	2		
a. Family Size	Small (Up to 4 members)	0.5		
	Medium (5-8 members)	1.0		
	Large (8 or more)	1.5		
Total scores (a+b)=				

2. Family occupation

a. Main occupation	Farming	2.0	Bef. COVID-19	Dur. COVID-19
	Business/Service	3.0		
	Artisan/Craftsman	1.5		
	Farm labour	1.0		
b. Subsidiary occupation	None	0		
	One only	1.0		
	Two or more	1.5		
Total occupation (a+b) =				

3. Organization Membership

			Bef. COVID-19	Dur. COVID-19
No Membership		0		
A	Member of formal organization (Panchayat, cooperative, political etc)	1.0		
	Office bearer of formal organization	1.5		
B	Member of non- formal organization (Religious, Formal, Mandalis)	1.0		
	Office bearer of non-formal organization	1.5		
Total (a+b) =				

4. Education

S. N o.	Family members (include responde nts)	Level of Education*														
		(0)		(0.5)		(1.0)		(1.5)		(2.0)		(2.5)		(3.5)		
		Bef COVID-19	Dur COVID-19	Bef COVID-19	Dur COVID-19	Bef COVID-19	Dur COVID-19	Bef COVID-19	Dur COVID-19	Bef COVID-19	Dur COVID-19	Bef COVID-19	Dur COVID-19	Bef COVID-19	Dur COVID-19	
1.																
2.																
3.																
4.																
5.																
6.																

*Illiterate = 0, Can read and Write = 0.5, Primary School = 1.0, Middle School = 1.5, High School = 2.0, Post matric diploma = 2.5, Graduate and above = 3.

B. Economic Factors

6. Ownership of fixed assets

			Bef. COVID- 19	Dur. COVID- 19
a. Land holding	No land	0		
	1.0 to 2.5 acres	0.5		
	2.6 to 5.0 acres	1.0		
	5.1 to 10.0 acres	2.0		
	More than 10 acres	4.0		
b. Housing	Kutch house	0.5		
	Mixed House(Partially Kutch+ Pucca House)	1.0		
	Pucca House	1.5		
c. Livestock ownership	Small herd size	0.5		
	Medium herd size	1.0		
	Large herd size	1.5		
d. Dwelling for livestock	Open/Nil	0		
	Thatched/ Kutch	0.5		
	Pucca	1.0		
Total score (a+b+c+d)=				

Livestock size: **Small** = 1 to 3 Milch animals, or 10 small animals, **Medium** = 4 to 6 Milch animals and or 20 small animals, **Large** = More than 6 milch animals or than 21 small animals

7. Farm assets

		Bef. COVID-19	Dur. COVID-19
Desi / Wooden plough	1.0		
Improve disc plough/ Bullock drawn tiller	1.0		
Tractor tiller/ farm machinery attachments	2.5		
Land leveller/ patella	2.0		
Pump set	1.0		
Hand tools	0.5		
Sprayer/duster	1.0		
Chaff cutter	1.0		
Thresher	1.0		
Winnower	1.0		
Total score =			

8. Household assets

		Bef. COVID-19	Dur. COVID-19
Sanitary latrine	1.5		
Biogas	2.0		
Grain storage bin/improvised structure	0.5		
Hand pump/water tap	1.0		
Modern household furniture	1.0		
Total score =			

9. Media ownership

Nil	0	Bef. COVID-19	Dur. COVID-19
Newspaper/ magazines	1.0		
Radio/ transistor	2.0		
Television	3.0		
Total Score =			

10. Distinctive features

a. Transport	Nil	0	Bef. COVID-19	Dur. COVID-19
	Bullock/Mule/Camel cart	0.5		
	Improvised cart	1.0		
	Bicycle	1.0		
	Scooter /Motor cycle	2.0		
	Tractor trolley/ four Wheeler			
b. Electricity	At home	1.0		
	On farm	1.0		
c. Household items	Smokeless challah/Kerosene stove	0.5		
	Gas stove	2.0		
	Pressure cooker	1.5		
	Improved Kitchen appliances (peeler, grater etc.)	1.0		
	Electrical kitchen equipment	1.5		
	1. Small equipment (fan, iron, mixer etc.)	2.0		
	2. Large equipment (cooler, washing machine, churner etc.)			
Refrigerator	2.5			
Sewing Machine	1.0			
Total Score=				

11. Sources of information used by respondents

a.	Electronic media		Bef.	Dur.
			COVID-19	COVID-19
		Television		
		Radio		
		Mobile		
b.	Printed media	Newspaper		
		Farm magazine		
		Folder		
		Brochures		
		Pham plate		
c.	Any other	KVK personnel		
		Exhibition		
		Kisan mela		

12. Annual Income

	Bef.	Dur.
	COVID-19	COVID-19
< 1 lakh		
1-2 lakhs		
2-4 lakhs		
4-6 lakhs		
>6 lakhs		

Section III

(Constraints faced by Women Entrepreneurs)

A) Personal Constraints:-

SI. No	Statement	Yes	No
1.	Due to pandemic crisis halt in business operation		
2.	Lack of self- confidence		
3.	Lack of family support		
4.	Lack of practice		
5.	Shortage of raw material		
6.	Increased domestic responsibility		
7.	Mobility constraints		

B) Socio- Psychological Constraints:-

SI. No	Statement	Yes	No
1.	Lack of family encouragement		
2.	Lack of social support		
3.	Lack of Motivation		
4.	Lack of knowledge about credit facilities		
5.	Lack of socialization		
6.	Low risk taking ability		

C) Economic Constraint:-

SI. No	Statement	Yes	No
1.	Lack of own money		
2.	Increased rate of raw material		
3.	Low price of product		
4.	Lack of proper marketing		
5.	Lack of government and NGO's incentives		
6.	Non-availability of credit on time		
7.	High cost of tools		

Section IV
(Diversion of Mithila painting)

A) Art diversion:-

a.	Have you diverted Mithila painting in mask making		Yes	No
b.	Who motivated you to divert the Mithila painting in mask making	Family Member		
		Relatives		
		Friends/ Neighbours		
		Government organization		
c.	Reason for creating mask	Self- employment		
		Saving habit		
		Availing loan		
		Others reason		

B) Income generation

Sl. No	Statement	Yes	No	
1.	Growth in business			
2.	Freedom for selection of employment			
3.	Personal saving practices increased			
4.	Total production per day	< 50 pieces		
		50-100 pieces		
		>100 pieces		
5.	Total income per day	< 1000 Rs.		
		1000-2000 Rs.		
		>2000 Rs.		
6.	Earned equal money as in painting			
7.	Freedom for daily expenses			
9.	Do you maintain the record of your earning and spending			
10.	Monthly income from your business in sufficient fulfilment of family need			
11.	Do you have income from any source other than painting			

C) Constraints faced during mask making

SI. No	Statement	Yes	No
1	Delayed Payment		
2	Low price		
3	Increased workload for your self		
4	To strict controls for quality		
5	Difficulties in selling		
6	Increased rate of raw material		
7	Are you able to sufficient fulfil your demand		
8.	Lack of proper marketing		