

A STUDY OF MOTIVATIONAL FACTORS OF WOMEN ENTREPRENEURS IN PUNE CITY

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ABSTRACT

If Women are educated, cultural and knowledgeable power and devotion awoken in the land. That nation which does not respect women (living images of Shakti) has never become great nor will ever in future

By Swami Vivekanand.

One of the prime reasons is non active participation of women population. This underutilized or untapped potential creates lot of problems in India. For alleviating poverty and bringing meaningful economic & social development, India has to promote and enhance gender equality and women empowerment

Performance of any individual depends on his or her ability backed by the motivation.

Ambitions or aspirations motivate people, activate them, broaden their vision and make their lives meaningful. For a person to become an entrepreneur there should be considerable motivation from within himself or herself.

It is now believed after many researches that entrepreneur can be developed and need not necessarily be born..

For thousands of years female are facing male dominance and now society stand at the beginning of the feminine era, when women will rise to their appropriate prominence , the entire world will recognize the harmony between man and women. Women strives for perfection but she should not strive for perfection but for excellence. Most of the women focus on their urgent tasks than important. Balance means not only better time management, but better boundary management.

Key Word : Women Entrepreneur , Motivational Factors .

I. INTRODUCTION

Women constitute the backbone of any nation prosperity of the nation depends upon the prosperity of its women. However the role played by women in

economic development has not been assigned sufficient importance. Women face gender specific barriers in access to education health and employment. Again women have little control over the assets; women are often under paid or unpaid for their work. Their contribution to the society and economy are often ignored. So that a deep concern over the status of women was emerged.

According to **Mahatma Gandhi** "If the villages perish, India will perish too." A self employed woman is getting better status and its enables her to take part in decision making in the family affairs. Women's economic employment is absolutely essential for raising their status in the society.

Most of the studies (books and articles by foreign as well as Indian research scholars) on Entrepreneurship are micro-level research based on limited number of samples. These studies have been carried out at different points of time during the last five decades and deal with diverse situations. There is considerable literature on women's studies in the developed countries. However the socio-economic conditions prevailing, the infrastructural facilities available and the level of development of industries, trade and commerce in the West are very different from the conditions available in India. Hence, their comparisons with the Indian scenario would not reflect the reality in to. Therefore, drawing conclusions from them also would neither be valid nor totally realistic.

The Industrial Revolution in the western world took place more than two centuries ago and provided greater impetus and prospects to women entrepreneurs. Whereas in India, the development of industries at a rapid pace and extension of facilities for development of women entrepreneurs are mostly a post-independence phenomenon, and, that too, only from the 1970's onwards. Hence, studies carried out to meet the requirements of a postgraduate degree by Indian students would naturally suffer from certain limitations and constraints. Most of the research scholars had no prior experience and their studies were carried out on a small scale in a city or town where the research scholars resided. There are hardly any studies based on an all-India sample. Further, due to the limited interest of the research scholars, the objective, scope and emphasis widely differ. The researcher has reviewed some of these books, articles, and other literature and referred to published Ph. D thesis. The presented brief reviews have only the purpose of serving as the background information about the development of women entrepreneurs here and abroad.

The very concept of women entrepreneur is rather new in the Indian context. People are still reluctant to acknowledge the non-traditional image of women as a journalist, chief executive, administrator or an entrepreneur. However, some small but directed efforts are on the way to give a new dimension and view to the traditional tag of women in Indian society.

II. BACK GROUND OF STUDY

Women Entrepreneurship:

Entrepreneurship is an economic activity which is accepted by an individual. Women entrepreneurship is the procedure where women organize all the factors of production, undertake the risk and generate employment in the society. A woman entrepreneur is defined as an enterprise owned and controlled by woman having a minimum financial interest of 51% of the capital and giving at least 51% of the employment generated in the enterprise to women. The term Women entrepreneurship can be defined in the following way: - **According to general concept** "A woman or a group of women who initiate, organize and run a business. **According to innovation point of view** "Women who innovate, imitate or adopt a business activity are called women entrepreneurs".

Women entrepreneurship has been recognized as an important source of economic growth. Women entrepreneurs create new jobs for themselves and others and also provide to the society different solutions for economic problems. However, they will represent a minority of all entrepreneurs. Women entrepreneurs often faced gender-based barriers in starting and growing their businesses, like discriminatory property, matrimonial and inheritance laws and/or cultural practices; lack of access to formal finance mechanisms; limited flexibility and access to information material and system etc.

Women entrepreneurship can make a strong contribution to the economic well-being of the family and communities, poverty reduction and women's empowerment, thus contributing to the Millennium Development Goals (MDGs). Thus, governments across the world as well as various developmental organizations are actively undertaking promotion of women entrepreneurs through various schemes, incentives and promotional measures. Women entrepreneur in the four southern states and Maharashtra account for over 50% of all women-led small-scale industrial units in India. Thus a women

entrepreneur is one who starts business and manages it independently and tactfully, takes all the risks and faces the challenges boldly with confidence to succeed. Women entrepreneurship is an economic activity of those women who think of business enterprise, initiate it, organize and combine the factors of production, operate the enterprise and undertake risks and handle economic insecurity involved in running a business unit.

Evolution of Women Entrepreneurship in India :-

In India women's Contribution in economic activity is common from time to time. Women had played a significant role in the society across the centuries and geographical boundaries. The role of Women passes through several phases. It took many decades in upbringing the status of Women. In ancient days Indian family was the unit of production where women played an important role in the production process. Even in Mohenjo-Daro and Harappa culture, women were taking responsibilities in handling spinning and clay modeling and other simple arts and crafts. Women played a fundamental role in creating household utility necessities, agricultural activities and weaving during the Vedic period. In the traditional economy, they played fundamental role in agricultural industry and services. They were the makers of intoxicant soma-juice, an adroit task. In the 18th century, women had played an important role in economy.

At the beginning of the British Period, women in south India performed well in diary occupation. They were also engaged in Spinning. Some of them were also found in salt industry and quick lime product. In northern India women were engaged in various activities like agriculture, carrying water for wealthy families, collecting and drying the dung for fuel, goods, preparing ghee & butter, retailing vegetables and fish at the weekly market, midwifery, singing and dancing etc. spinning was the women's main occupation in the first decade of the 19th century. After the advent of the British rule, women were able to participate in economic and social life. The women Entrepreneurs of 1950s, 1960s and 1970s had accepted their social occupational job. They tried to balance their dual responsibility. During 1950s, some women gave up their education and undertook entrepreneurial activities as there was no income generating males in their family. During 1960s, many women had adequate education. It was only from 1977 onwards that the government took systematic efforts to promote self-employment, among women.

Women entrepreneurship in India became popular in the late 1970s and now most of the women are rising as entrepreneurs in all kind of economic activities. Nineteen Eighties provided the 'step Forward' environment for women in many Sectors. Many had education in highly difficult technology and profession. During the last four decades, a number of schemes and policies were introduced in the country to develop and encourage new women entrepreneurs. However, in India a large number of highly educated women do not seek employment. Marriage and family have always been the first choice for most of the Indian women.

The status of women is drastically changed due to the growth and development of nation. The growth and development means, increasing educational facilities, new economic policies. i.e. LPG (Liberalization, Privatization and Globalization), approach of government, availability of both financial & non-financial resources and changes in socio-economic and political environment encourage women to enter into entrepreneurial activities. In India women constitute almost half of the population in the country. But their participation in employment and employment generation is comparatively low. The phenomenon of women entrepreneurship is low in early in 1970s the constant increase was started after 1971 when government of India appointed a committee on the status of women (WIS). Initially, women who entered in to entrepreneurial activities were mainly involved in traditional and cultural items like handicraft, food processing, food products, agarbatti product etc. After declaration of International Women's year in 1975 the approach towards women entrepreneurs began to change on realizing the leading role of the women entrepreneurs in the development of economy and nation. (A.P. Upadhyya, "A Study on development of entrepreneurship in small-scale sectors in Pune City", Ph.D thesis (Unpublished), Pune University, March 1983)

Significance of Study: Performance of any individual depends on his or her ability backed by the motivation.

Performance = Ability x Motivation

Ambitions or aspirations motivate people, activate them, broaden their vision and make the life meaningful. Ambitions nourish motivation and help to bring out the economic growth and development. For a person to become an

entrepreneur there should be considerable motivation from within himself or herself.

It is now believed after many researches that entrepreneur can be developed and need not necessarily be born. Since he or she can be developed the search for a set of qualities and the motivational factors in the individual that contributes to the entrepreneurship becomes a need of an hour.

III. RESEARCH METHODOLOGY

Objectives:

1. To understand the concept of entrepreneurship
2. To Study the Motivational Factors of Women Entrepreneurs .

Data Collection:

Primary data: The information collected for this research paper was collected through the structured questionnaire .

Secondary data: Information is collected from the available documents like annual reports, magazines, newspapers, research journal and reference books.

Sampling Technique :

Sample Study: Women entrepreneurs in Pune district

Universe: 434

Definition of universe: List of women entrepreneurs available from MCCIA and 10k women entrepreneurs club.

Sample size: 70 Women Entrepreneurs in Pune district.

Sampling Technique: Random sampling technique is followed for the research.

Justification of Sampling Method

In research study the available population covers all the industries from micro level to large scale and manufacturing till the service industry. Hence the

researcher has decided to divide the population according to the sectors, to make the analysis more convenient and meaningful.

Random Sampling technique is followed from the data available of Women Entrepreneur in Pune City . Primary Data is collected from the Population size available from MCCIA Around 70 Women Entrepreneur's data is collected by structured questionnaire.

IV. ANALYSIS AND INTERPRETATION OF DATA:

<Table 1>

<Figure 1>

Table 1 and Figure 1 shows that, 60% of entrepreneurs ranked Husband as a motivator. 38% of entrepreneurs ranked Family Members as a motivator. 17% of entrepreneurs ranked Friends as a motivator. 21% of entrepreneurs ranked Relatives as a motivator. 15% of entrepreneurs ranked Government Agencies as a motivator. 15% of entrepreneurs ranked Other factor as a motivator.

<Table 2>

<Figure 2>

Table 2 and figure 2 shows that, 24% of entrepreneurs ranked Easy to Enter as Reasons for choice of present line of activity. 11% of entrepreneurs ranked Higher Margin of Profit as Reasons for choice of present line of activity. 24% of entrepreneurs ranked True Innovative/ Product Service as Reasons for choice of present line of activity. 10% of entrepreneurs ranked No Competition as Reasons for choice of present line of activity. 20% of entrepreneurs ranked Ease Accessibility as Reasons for choice of present line of activity. 9% of entrepreneurs ranked Existence of Similar One Before as Reasons for choice of present line of activity. 33% of entrepreneurs ranked Willingness Skill as Reasons for choice of present line of activity.

<Table 3>

<Figure 3>

Table 3 and Figure 3 shows that, 37% of entrepreneurs ranked Innovative Approach as a motivating quality. 23% of entrepreneurs ranked Risk Taking

Ability as a motivating quality. 21% of entrepreneurs ranked Resource Management Skill as a motivating quality. 31% of entrepreneurs ranked Hard Working Nature as a motivating quality. 27% of entrepreneurs ranked People Management Skill as a motivating quality.

V. FINDINGS AND ANALYSIS

1. As per the analysis it is observed that motivation & inspiration from family members is on the second rank and first rank. This reflects the transformation in the society which reduces the traditional clutches.
2. Very Few are opting the choice of relatives and the choice of friends as a motivator in the process.
3. Government Agencies plays negligible role in motivation as only 28 women entrepreneurs has selected this option.
4. The traditional approach of “out of Necessity” has converted in to “ out of curiosity”. That women are becoming more serious about their career and not for others but for themselves they are living . women are more alert and determined about their career choice. (*S.K. Dhameja (2008), "Women Entrepreneurs: Opportunities, Performance and Problems", Deep and Deep Publications Pvt.Ltd*)
5. Education & skills plays a vital role in starting & developing the enterprise . In all age groups use of technical skills is the prime motivator and it has given highest ranking by almost all age group women entrepreneur
6. The women today are not rare orchid or voiceless heroine but she has compelling urge for self expression .(*Nadkarni, Sulochana (1982), "Social and Economic Study of Women Entrepreneurs with Reference to Pune", Ph.D. Thesis Pune University*)from the following analysis it becoming clear that women are becoming more independent , free from all clutches & social taboos and this itself act as a strong motivating factor in all age groups
7. Innovation driven enterprise is the need of an hour. Today s era demands innovative entrepreneur than adaptive entrepreneur. In all 77 cases maximum women entrepreneur 56 are motivated due to innovation made

in their business. .(*Vinze, MeghaDubhashi (1987), Women Entrepreneurs in India: A Socio-economic Study of Delhi, Mittal Publication Delhi.*)

8. Very few are motivated by no competition as a motivator but they want motivation & inspiration through competition.
9. Very basic attribute for becoming an entrepreneur is “Risk Taker” all women entrepreneur are risk taker as 54 women entrepreneurs opted as risk taking ability is their motivator in starting their enterprise.

VI CONCLUSION

The new industrial policy of Government of India has provided new initiative programmes and has specially highlighted the need for special entrepreneurship programmes for women representation of women in the business horizon. Uplifting the status of in the economic and social fields are the prominent agenda of today's Government. From the analysis of the data, researcher has come to the conclusion that Women Entrepreneurship movement has taken off the ground and it has crossed the transition phase of 'within the four walls of house' to 'out of the four walls of house'. As per the research analysis if motivation and influential factors are increased are increased with the proper development of eco-system and conducive environment and problems are reduced definitely we will see more number of Women Entrepreneurs in Pune City . A.P. Upadhya, “A Study on development of entrepreneurship in small-scale sectors in Pune City”, Ph.D thesis (Unpublished), Pune University, March 1983

“ Women is like tea bag .you cannot tell how strong she is until ,you put her in hot water.” Eleanor Roosevelt. Society has fixed the image of women in stereotyped traditional roles, this preconceived notion is totally false. Action to promote in our society needs to be taken .More . The country needs to mobilize and utilize fully all its resources including human resources. The participation of women in economic activities is necessary not only from a human resource point of view but also is essential even from the objective of raising the status of women in the society. The economic status of the women is now accepted as an indicator of a society's stage of development and therefore it becomes imperative for the government to frame policies for development of

entrepreneurship among women. .(Lalita Devi, “Status and Employment of Women in India, B.R. Publishing Corporation, New Delhi, 1982, p186.) The long-term objectives of the development programmes for women should aim to raise their economic and social status in order to bring them into the mainstream of national life and development.

VII. RECOMMENDATIONS

Social Growth:

- Women strives for perfection but she should not strive for perfection but for excellence.
- Women should prioritize their tasks as per the importance of task rather than urgency. Most of the women focus on their urgent tasks than important.
- Balance means not only better time management ,but better boundary management.
- Work life balance means making choices and enjoying those choices.
- Women are more reactive than resilient , if they are more resilient they can have better control on their life. Reactive people are more prone to stress so women always face more stressful life than Men.
- Women should not chase the success rather they should enjoy their work which will make them more happy and handle their home front as well as office.
- Men are physically stronger ,by nature they are usually more aggressive and externally oriented . , In contrast a woman usually embodies the ideal of inner dignity. Some people confuse such subtlety with weakness ,in truth it is stronger than the most aggressive physical force imaginable. Though nature of women is subtle ,It is not weak .And the nature of man aggressive is not brutish. “Men are incomplete without women and women are incomplete without .Men & women are not alike .All men & women must be themselves realizing that God has given each of us

unique abilities with which to pursue our goals and that our primary responsibility is to take full advantage of those abilities.

Economic growth: T

The increase of women in entrepreneurship has positive contribution to the country's GDP and Gross National Income (GNI) (Kantor, 1999). Statistically, more than 30% of the contributions of the country's GDP, comes from women that are self-employed especially in micro and small sized enterprises (Kerta, 1993).

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List of Tables:

Motivators Table 1:

Factors	Frequency
Husband	60
Family Member	38
Friends	17
Relatives	21
Government Agencies	15
Any other	15

Table: 2 Reasons for choice of present line of activity

Factors	Frequency
Easy to enter	24
Higher Margin of profit	11
True Innovative / product service	24
No competition	10
Risk taking Ability	25
Easy Accessibility or Infrastructure	20
Existence of similar one before	9
Willingness	33

Table 3: Qualities that Motivates to Become Entrepreneur

Factors	Frequency
Innovative approach	37
Risk Taking Ability	23
Resource Management skill	21
Hard working Nature	31
People Management skill	27

List of Figures:

Figure: 1 Motivators

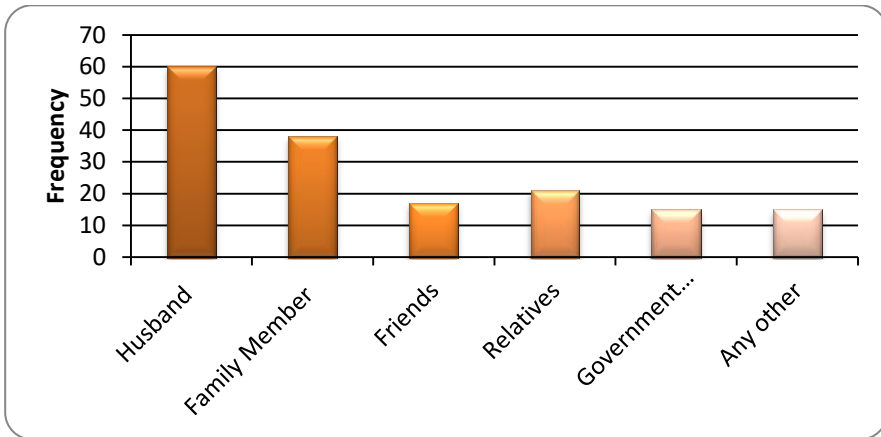


Figure: 2 Reasons for Choice of Present Line of Activity

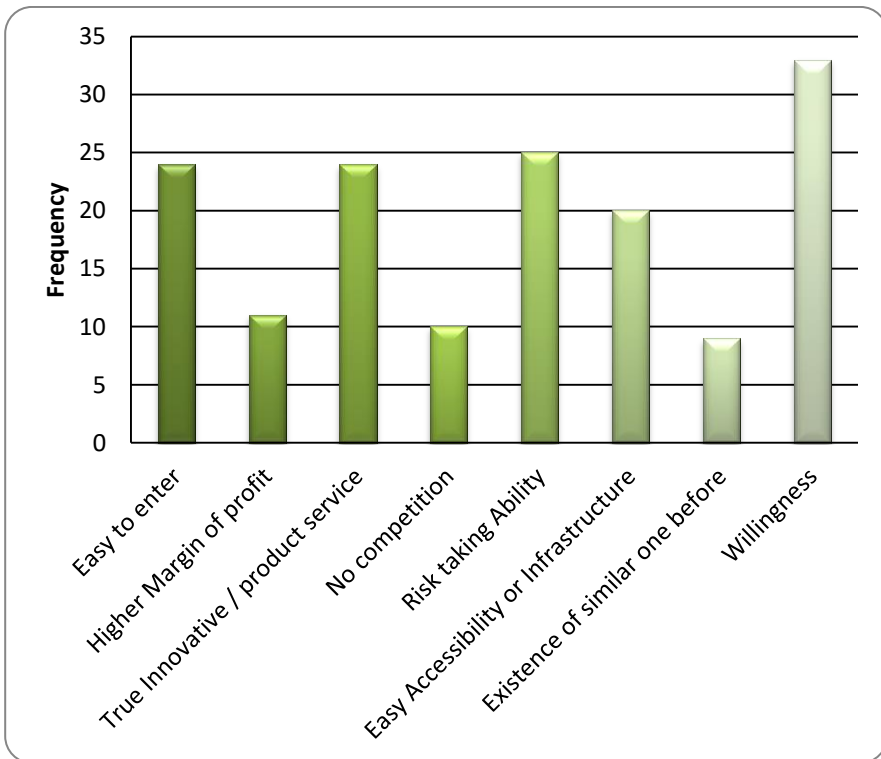
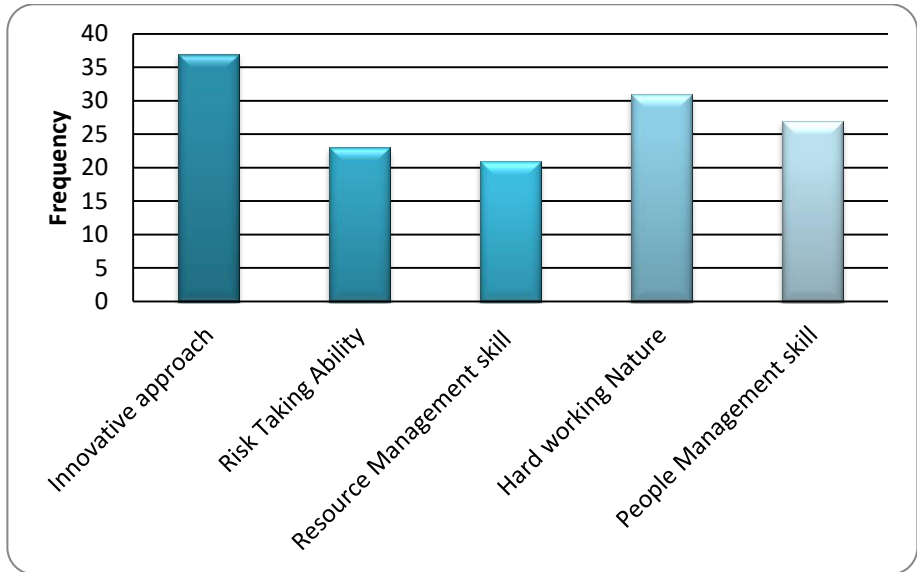


Figure 3: Qualities that motivates to become an Entrepreneur**Author Profile**

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and one major Research Project is applied .

