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KEY FACTORS TO DEVELOP WOMEN ENTREPRENEURS IN NELLORE (DT), ANDHRA PRADESH

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ABSTRACT

*Entrepreneurship is back bone of every nation. Womens can manage things well, as a housewife. Why doesn't she manage an organization. The economic development of the nation not only depends on the performance of the men, but also women. Women should enter in both socio-economic activities. Well developed nations are not only giving equal priorities to women, they are developing certain motivational factors which enhance the performance level of women as an entrepreneur. Though there are certain internal and external motivational factors, women still require certain **unique motivation**. This paper provides certain unique motivational factors as compared to existed literature research in India, based on Primary data sources.*

KEYWORDS

Entrepreneurs, women entrepreneurs, women empowerment.

INTRODUCTION

Entrepreneurs are essential for the development of nation. Entrepreneurs are essential to form an entrepreneurship. Women are already entered in many fields as a doctors, lawyers, professionals, managers etc., women can be a good entrepreneur because of her inherent knowledge to manage a family and be a good employee. From past twenty years the role of women in industrial sector and service sector has been gradually increasing, as an employee her progress is good .government already providing certain special schemes to grow women entrepreneurs in India. Apart from that woman required more motivation to get better success as an entrepreneur.

REVIEW OF LITARATURE

According to **VIJAY KUMBHAR** 2013, Women's are back bone to develop nation. The nation which utilizes women effectively that countries economy would gradually increase. Motivation for womens is essential for getting success as entrepreneurs. But the scenario in India is different the traditional mind sets of the people and superstitions are throughing out women towards back. There is a gap between work and life, no direct ownership on assts, problems with men employees, and lake of financial support from government.

According to **Jayashree Upadhye**, in the personality status, especially the self confidence and the psychological satisfaction it enabled them to shoulder further entrepreneurial activity or face any problem in the family. That the efficiency, skills, earnings, honour received and the even elevated economic status of women entrepreneurs can the attitude of society towards women in general. Male dominance in society is reluctant to change their attitude towards women. The systematic and wholehearted role of the mentor NGO/s in the transformation of these women from lower strata of the society .Backward and forward support from agencies to these women entrepreneurs is the important factor to sustain them in their business ventures.

According to **Dr. Sunil Deshpande** today we are in a better position wherein women participation in the field of entrepreneurship is increasing at a considerable rate, efforts are being taken at the economy as well as global level to enhance woman's involvement in the enterprise sector. This is mainly because of attitude change, diverted conservative mindset of society to modern one, daring and risk-taking abilities of women, support and cooperation by society members, changes and relaxations in government policies, granting various up-liftment schemes to women entrepreneurs etc. extension to these findings there are certain other factors which facilitates to get success as an entrepreneur as explained in this paper.

According to **Dr. Roshan Lal, Dr. H S Badrinarayan** Empowering Women Entrepreneurs is essential for achieving the goals of sustainable development. The bottlenecks hindering the growth must be eradicated. Full participation of women as entrepreneurs in all kinds of suitable businesses should be encouraged. Proper training programmes should be initiated. Mentoring, News Letters, Trade Fairs / Exhibitions can be a useful source of entrepreneurial-development. Promoting Women-Entrepreneurship is certainly a sure path to rapid economic growth and development. Apart from these women required psychological motivation also.

IMPORTANCE OF THE STUDY

World economy of the country is classified into developed economy, developing economy and underdeveloped economy. As per statistics it is known that in well developed economy women is having freedom to develop as an entrepreneur, they are having equal priority as equal as man, but in developing economy and under developed economies women's are facing different types of problem, though government introduces different types of schemes for the sake of women, women are growing well day by day in all sectors and in all areas. Their contributions are more as scientists, software engineers, technocrats, economists, professors, lawyers, doctors and as a businessman also. So, it is clear evidence that women contribution for economy is essential and considerable.

STATEMENT OF THE PROBLEM

Women entrepreneurs are important for every nation, their growth rate is not up to the mark, and they required certain unique motivational factors to grow as an entrepreneur. This study is attempt to reveal/identify those unique motivational factors.

OBJECTIVES

1. To study the existed review of literature for better motivational factors.
2. To take the opinion of women entrepreneurs regarding motivational factors.
3. Evaluate the data based on data sources for better motivational factors.

RESEARCH METHODOLOGY

The following methodology is used in this study

(I) AREA OF THE STUDY

The survey was conducted in Nellore city in Andhra Pradesh state. Nellore is the largest district in Andhra Pradesh. Nellore is a right area for conducting research. Here there are many trading, manufacturing, Service organizations are available for conducting research.

(II) SOURCES OF DATA

The study has used both the primary data and secondary data. Field survey method was employed to collect primary data from 100 respondents in three areas from Nellore (Dt). Framed questionnaire is used for data collection. Secondary data were collected through various journals, magazines, reports and newspapers.

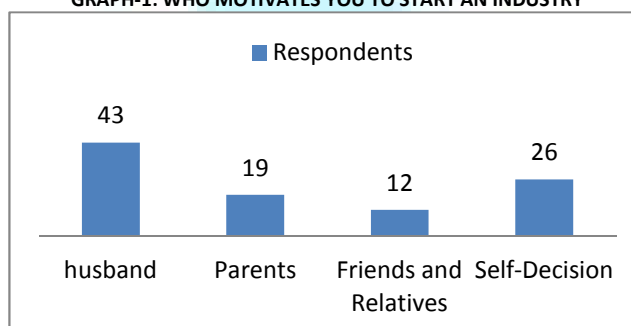
(III) SAMPLING DESIGN

For the purpose of the study 100 respondents have been chosen in Nellore city by using simple random sampling a questionnaire was prepared and administered in person to all the respondents. The information collected have been edited for reliability and consistency and presented in a master table for analysis.

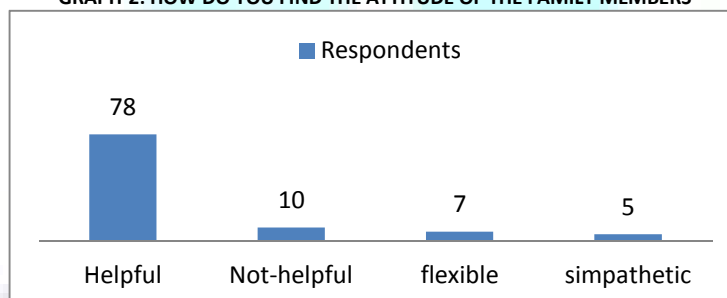
(IV) TOOLS FOR ANALYSIS

In this study the raw data collected are classified, edited and tabulated for analysis. The following were the some of the tools used. They are:

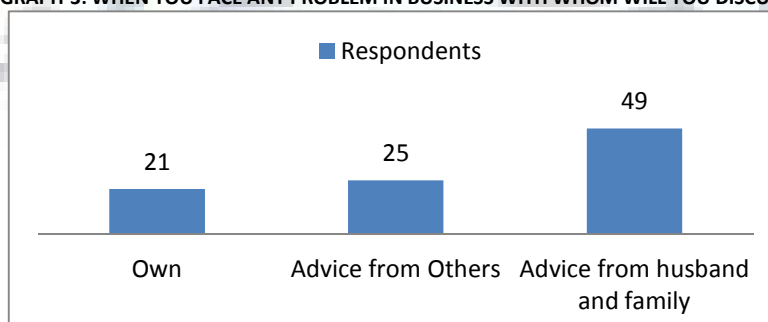
1. Percentage Method

RESULTS AND DISCUSSIONS**GRAPH-1: WHO MOTIVATES YOU TO START AN INDUSTRY****INTERPRETATION**

From the above graph.1 depicts that 43% of the respondents are opined that life partner (husband) support a lot to become an entrepreneur, where as 26% of the respondents are opined that they are self-decision makers regarding to become an entrepreneur, where as 19% of the respondents opined that they will be motivated by parents, remaining 12% respondents will be motivated by friends and others.

GRAPH-2: HOW DO YOU FIND THE ATTITUDE OF THE FAMILY MEMBERS**INTERPRETATION**

From the above graph.2 depicts that 78% of the respondents are opined that attitude of the family members are helpful, being an women entrepreneur where as 10% of the respondents are not-helpful to be as an entrepreneur, remaining 7% and 5% are flexible and sympathetic as women entrepreneurs.

GRAPH-3: WHEN YOU FACE ANY PROBLEM IN BUSINESS WITH WHOM WILL YOU DISCUSS

INTERPRETATION

From the above graph.3 depicts that 49% of the respondents are opined that if they face any problem in the business first they are giving priority to discuss with the family members and husband where as 25% of the respondents are opined that they are taking advice from other concern persons and 21% of the respondents opined that they are taking own decision making.

FINDINGS

1. 43% of the women's are accepted husband motivates a lot to become an entrepreneur.
2. 78% of the women's are accepted family members are helpful, being an entrepreneur.
3. 49% of the women's are accepted, if they face any problem, first they are giving priority to husband and family members to share their feelings, opinions, and problems in business.

RECOMMENDATIONS

1. Women's are in growing stage as an entrepreneur, they not only required support in the form of monetary aspect, but also psychological motivation. Most women are getting success with the co-operation of husband/life partner in my survey.
2. Women's required moral support from family members, they should be helpful for them in all aspects.
3. Women's are giving first priority to discuss business related problems to family members. So, as per statistics women's expecting support from husband/life partner and family members.

CONCLUSION

Women entrepreneurs are not only required motivation in the form of financial assistance, and government permissions and sanctions, they may required support from family members and life partners. These factors may vary from one geographical location to another geographical location. The Growth of the economy is not only depends on men but also women. To be like well developed economies there should be a more support to women.

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