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## A STUDY ON THE FACTORS MOTIVATING WOMEN TO BECOME ENTREPRENEURS IN THE SELECTED TALUKS OF RAMANATHAPURAM DISTRICT

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### ABSTRACT

*Women entrepreneurs are those women who take the lead and organize the business or industry and provide employment to others. For developing countries like India, women entrepreneurship is of vital necessity to achieve rapid, all-round and regionally and socially balanced economic growth. The development of Indian women will be the biggest source of enrichment for our countries. Hence, empowering women entrepreneur is essential for achieving the goals of sustainable development of the nation. This study is conducted to examine the demographic profile of the women entrepreneurs in the selected Taluks of Ramanathapuram District, to analyse the factors motivating women entrepreneurs in the selected Taluks of Ramanathapuram District and to provide rank order to the factors motivating the women entrepreneurs in the study area. The present study is conducted to examine the factors motivating the women entrepreneurs in four Taluks namely Kadaladi, Kamuthakudi, Kilakkarai and Paramakudi in Ramanathapuram District. From each Taluk 30 women entrepreneur respondents were selected for the study. 120 women entrepreneurs have been selected by applying convenient sampling method for the purpose of the study. The findings of the study are, 36% of the respondents are belonging to 26-35 years age group of the entrepreneurs. 32% of the respondents are between the age of 36 to 45 year and 17% of the respondents are Above 45 years. On applying weighted ranking method relating to factors motivating women to become entrepreneurs, it is inferred that the most of the women entrepreneurs have given first rank to 'To meet Financial needs', second rank to 'To be Economically Independents', third rank to 'Lack of other Employment Opportunities' and fourth rank to 'To continue in the Family Occupation'.*

### KEYWORDS

women entrepreneurs, motivation, financial independence.

### INTRODUCTION

**W**omen entrepreneurs are those women who take the lead and organize the business or industry and provide employment to others. Women entrepreneurs play an important role in local economies and a large percentage of micro-enterprises in developing countries are undertaken by women. Women entrepreneurship contributes to the economic well-being of the family and communities and also reduces poverty.

### IMPORTANCE OF WOMEN ENTREPRENEURS

For developing countries like India, women entrepreneurship is of vital necessity to achieve rapid, all-round and regionally and socially balanced economic growth. Women in India, constitute nearly half of the total population. But their participation in economic activities is very low. It is now widely accepted that if national development has to be purposeful and relevant, women have to be full-fledged participants in economic activities. The development of women as entrepreneurs will generate multi-faceted socio-economic benefit to the country. Participation of women in economic activities is now emerging as a universal phenomenon.

### STATEMENT OF THE PROBLEM

The development of Indian women will be the biggest source of enrichment for our countries. Hence, empowering women entrepreneur is essential for achieving the goals of sustainable development of the nation. Increasing socio-economic awareness, need for additional income, utilization of spare time, constant motivation by the Government institutions, education social status and the impact of role models are some of factors responsible for the development of women entrepreneurship in India. The study aims at analyzing the factors motivating the women to become entrepreneurs in the selected Taluks of Ramanathapuram District.

### OBJECTIVES OF THE STUDY

1. To examine the demographic profile of the women entrepreneurs in the selected Taluks of Ramanathapuram District.
2. To analyse the factors motivating women entrepreneurs in the selected Taluks of Ramanathapuram District.
3. To provide rank order to the factors motivating the women entrepreneurs in the study area.

### METHODOLOGY

For the purpose of the study primary data have been collected from women entrepreneur respondents in the selected four Taluks of Ramanathapuram District with the help of an interview schedule.

#### SAMPLING

120 women entrepreneurs have been selected by applying convenient sampling method for the purpose of the study.

#### TOOLS USED

For the purpose of the study percentage analysis and ranking method were used to analyse the collected data.

#### SCOPE OF THE STUDY

The present study is conducted to examine the factors motivating the women entrepreneurs in four Taluks namely Kadaladi, Kamuthi, Kilakkarai and Paramakudi in Ramanathapuram District. From each Taluk 30 women entrepreneur respondents were selected for the study.

**TABLE 1: DEMOGRAPHIC PROFILE OF THE RESPONDENTS**

Age	No. of Respondents	Percentage
Upto 25	18	15
26 to 35	43	36
36 to 45	38	32
Above 45	21	17
<b>Total</b>	<b>120</b>	<b>100</b>

Source: Primary Data.

**TABLE 2: MARITAL STATUS OF THE RESPONDENTS**

Marital Status	No. of Respondents	Percentage
Single	24	20
Married	81	68
Divorced	9	7
Widowed	6	5
<b>Total</b>	<b>120</b>	<b>100</b>

Source: Primary Data.

**TABLE 3: EDUCATIONAL QUALIFICATION OF THE RESPONDENTS**

Educational Qualification	No. of Respondents	Percentage
Illiterate	17	14
Upto HSC	54	45
Higher Secondary	34	28
Degree	9	8
Others	6	5
<b>Total</b>	<b>120</b>	<b>100</b>

Source: Primary Data.

**TABLE 4: MONTHLY INCOME OF THE RESPONDENTS**

Monthly Income	No. of Respondents	Percentage
Less than Rs.5,000	4	3
Rs.5000 to 10000	47	39
Rs.10001 to 15000	52	44
More than Rs.15000	17	14
<b>Total</b>	<b>120</b>	<b>100</b>

Source: Primary Data.

**TABLE 5: NATURE OF BUSINESS**

Nature of Business	No. of Respondents	Percentage
Production	28	23
Trading	71	59
Service	21	18
<b>Total</b>	<b>120</b>	<b>100</b>

Source: Primary Data.

**TABLE 6: INITIAL INVESTMENT IN THE BUSINESS**

Initial Investment	No. of Respondents	Percentage
Below Rs.20000	51	43
Rs.20000 to 40000	28	23
Rs.40001 to 60000	14	12
Rs.60001 to 80000	11	9
Rs.80001 to 100000	9	7
Above Rs.100000	7	6
<b>Total</b>	<b>120</b>	<b>100</b>

Source: Primary Data.

**TABLE 7: SOURCE OF CAPITAL**

Source of Capital	No. of Respondents	Percentage
Owned	82	68
Borrowed	38	32
<b>Total</b>	<b>120</b>	<b>100</b>

Source: Primary Data.

**TABLE 8: FAMILY EXPENDITURE PER MONTH**

Expenditure	No. of Respondents	Percentage
Upto Rs.5000	51	43
Rs.5001 to 10000	43	36
Rs.10001 to 15000	11	9
Rs.15001 to 20000	9	7
Above Rs.20000	6	5
<b>Total</b>	<b>120</b>	<b>100</b>

Source: Primary Data.

TABLE 9: FACTORS MOTIVATING WOMEN TO BECOME ENTREPRENEURS

S. No.	Factors	Total Score	Rank
1	To meet financial needs	1237	1
2	To be economically independent	1193	2
3	Lack of other employment opportunities	1084	3
4	To continue in the family occupation	973	4
5	Supplement the family income	898	5
6	To improve social financial status	863	6
7	Profit making aspiration	812	7
8	To attain the sense of achievement	792	8
9	As passing time activity	761	9
10	Encouragements by friends	714	10
11	Dissatisfaction with existing job	697	11
12	Encouragement by family members	676	12

Source: Primary Data.

### FINDINGS

- 36% of the respondents are belonging to 26-35 years age group of the entrepreneurs. 32% of the respondents are between the age of 36 to 45 year and 17% of the respondents are Above 45 years.
- 68% of the respondents are in the married category, 20% of the respondents belongs to single category, 7% of the respondents are divorced and 5% of the respondents are widowed.
- 45% of the respondents have completed Upto HSC, 28% of the respondents have completed higher secondary, 14% of the respondents are illiterate and 8% of the respondents are degree holders.
- 44% of the respondents are earning income of Rs. 10001-15000 every month, 39% of the respondents are earning Rs.5000-10000 per month.
- 59% of the respondents have engaged themselves in trading activity, 23% of the respondents are in production sector and 18% of the respondents are in the service sector.
- 43% of the respondents have invested capital below Rs.20000 for their business, 23% of the respondents have invested Rs.20001-40000 and 12% of the respondents have invested Rs.40001-60000.
- Sources of the capital of 68% of the respondents are from owned funds and 32% of the respondents have borrowed their capital.
- 43% of the respondents spend upto Rs.5000 per month for their family and 36% of the respondents spend Rs.5001-10000 per month.
- On applying weighted ranking method relating to factors motivating women to become entrepreneurs, it is inferred that the most of the women entrepreneurs have given first rank to 'To meet Financial needs', second rank to 'To be Economically Independents', third rank to 'Lack of other Employment Opportunities' and fourth rank to 'To continue in the Family Occupation'.

### CONCLUSION

On analyzing the twelve factors which motivated the women to become entrepreneurs, most of the respondents feel that their financial needs motivated them to become entrepreneurs. Many respondents like to be financially independent, this factor also motivated them to become entrepreneurs.

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