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MOTIVATORS AND MOTIVATIONAL ASPECTS OF THE WOMEN ENTREPRENEURS IN RURAL AREAS

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ABSTRACT

Entrepreneurship development among women is considered as a possible approach to economic empowerment of women, but women entrepreneurs are facing considerable challenges and severe competition. Hence, motivation of women entrepreneurs is one of the major resources in the promotion of entrepreneurship. Successful women entrepreneurs possess completely support from the family members to overcome the challenges and to succeed in this competitive business world. In this study, an attempt has been made to record the motivators and motivational aspects of the women entrepreneurs in rural areas and to analyze the essential support required to overcome the barriers and to be successful in business.

KEYWORDS

motivators, women entrepreneurs.

INTRODUCTION

All nations have attained greatness by paying proper respect to women. That country and that nation which do not respect women have never become great, nor will ever be in future".

—Swami Vivekananda.

Women of different socio-economic and educational status opt for entrepreneurship for different reasons. Women from lower strata, who are poor and less educated, opt for self-employment out of sheer economic necessity. Then comes the lower middle class women who take up entrepreneurship to earn more to catch up their status and standard of living. Then come the educated and qualified who have technical knowledge but not entrepreneurial knowledge and who opt for entrepreneurship training. Then there are middle class women who have free time but have no knowledge and skills yet want to achieve something in life and hence opt for entrepreneurship. Last are the high income groups who are well off and are least interested in entrepreneurship. For a person to become an entrepreneur there should be considerable motivation either from within himself or from others close to him. Without motivation one cannot achieve anything especially entrepreneurship, which is indulging in an unknown area, risking one's money and status, and needing a very strong motivation.

REVIEW OF LITERATURE

Some research studies done earlier in the field of women entrepreneurs, especially with reference to their motivators and motivational aspects, have been reviewed here. For a person to become an entrepreneur there should be considerable motivation either from within himself or from others close to him.

Examining the changes taking place in the status of Indian women in economic, educational and political spheres, Hate(1969) found that the chief motivation for working women was to support their families.

Singh and Gupta(1984) in their study on "Potential Women Entrepreneurs – Their Profile, Vision and Motivation" found out the reasons for becoming an entrepreneur amongst the respondents. "Economic gain" was ranked as the reason of greatest importance followed by 'keeping one self busy'. 'Fulfillment of one's ambition' was ranked third followed by 'wanted to become independent' and a host of other reasons.

Singh et.al.(1985) in their work relating to 'Successful Women Entrepreneurs – Their Identity Expectations and Problems', found out the reasons or motivational factors for venturing into entrepreneurship amongst the sample respondents.

Rani (1986) in her study on "Potential Women Entrepreneurs" found that the desire to do something independently was the prime motivating factor to start business activity amongst the sample respondents.

The study by Murthy et.al.(1986) classified the entrepreneurial motivation into three categories as, i) entrepreneurial ambitions, ii) compelling reasons and iii) facilitating factors.

A study on 'Women Entrepreneurs in Readymade Garments' conducted by Annie George (1988) showed that, 47.5 percent of the women entrepreneurs were motivated for earning more income and 26.25 percent for gaining economic independence.

Similar views were shared by Parthasarathi (1982) who conducted a study on the socio-economic background and the motivating factors of 125 women entrepreneurs in Andhra Pradesh. The study revealed that 25 percent of the women entrepreneurs had undertaken their entrepreneurship for economic need.

Sunanda Easwaran (1991) observed that the primary motive for engaging in some economically gainful activities by women were their desire for gainful time structuring and for making money or more money to support the family.

Kamala Singh (1992) had attempted a close look at the personal history of a select group of women entrepreneurs with special reference to their motivational forces. With regard to the motivational factor, it was found that most of the respondents had the motivations of 'economic necessity' and economic independence.

Lalitha Rani(1996), in her book on 'Women Entrepreneurs' quoted that 50.18 percent of women entrepreneurs were motivated by their husbands, while 33.95 percent were motivated by their family members. Friends had motivated women entrepreneurs to the extent of 7.38 percent while relatives had motivated to an extent of 4.80 percent. Government agencies and others had motivated them to the extent of 3.69 percent only.

Mitchell (2004) in his study on 'Motivates of Entrepreneurs: A case study of South Africa', examined the motivation of entrepreneurs in starting a business in the socio-economic milieu of South Africa. Both men and women entrepreneurs were found to be primarily motivated by the need for independence, need for material incentives and the need for achievement.

Dhemaja (2004) in his study on 'Women Entrepreneurs' choose three districts each from Punjab, Haryana and Chandigarh. The data revealed that a large number of younger women were motivated not only by the desire to become independent and to do something creative but also to achieve job satisfaction by accomplishing some challenging tasks and to compete with others.

Lavanya (2005) in the study on 'Female Labour Participation in a Selected Area in Coimbatore City' concentrated on 100 working women. The study revealed that the major motivating factor for women to undertake jobs was 'to be economically independent' (91.17 points) followed by, 'to supplement family income' (89.34 points) and 'only source of family income' (88.12 points).

METHODOLOGY

In this paper the motivation aspects such as motivators in starting the enterprise, reasons compelling the starting of the enterprise and factor influencing the idea of the enterprise were considered for detailed analysis.

PILOT STUDY

For the present study Anaimalai Block of Coimbatore district was selected. Due to the absence of any data relating to women entrepreneurs, the researcher first approached the lead bank – State Bank of India in the area and obtained the addresses of the women entrepreneurs who were financed by the bank under

various developmental schemes of the government. From the list, 200 women entrepreneurs who were willing to provide the necessary details were approached. Based on the nature of the activity women were categorized as manufacturers, traders and women belonging to service sectors. Under the present analysis 122 women entrepreneurs were manufacturers, 50 of them were traders and the remaining 28 women entrepreneurs were service providers.

QUESTIONNAIRE DESIGN

The data was collected by means of a three section questionnaire. Section I comprised of questions that focused in obtaining general information about entrepreneurs. Section II focused in obtaining profile of the enterprise. Section III was designed in Likert’s 5-Point scale ranging from 5-strongly agree; 4-agree; 3-neutral; 2-disagree; 1-strongly disagree to identify the motivators and motivational aspects of women entrepreneurs.

DATA ANALYSIS

The sources of data were primary. The data were analyzed using statistical packages for social science (SPSS).

OBJECTIVES

Keeping the above facts in views the following study was attempted by framing the following objectives,

1. To analyse the motivators for women entrepreneurs in starting the enterprise
2. To find out the extend of help provide by the government to rural women entrepreneurs
3. To assess the extent of success in business made by a married women.

ANALYSIS AND DISCUSSION

Once a woman has been convince that she should take up some gainful activity she has to be motivated and nurtured by some well wisher. The responses elicited through the interview schedule supplemented by the information received through personal interviews have helped to identify the persons who were instrumental in motivating the women to select a business and to carry out the functioning of that business venture. These agents are parents, husbands, friends, relatives and government agencies. Women have also exhibited their courage and capacity by starting an occupation on their own. The extent of influence that the above agents have exercised in initiating entrepreneurship among the respondents in presented in following table.

Motivators \ Sector	Sector			
	Manufacturing	Trading	Service	Total
Self motivation	18(14.75)	3(6.0)	9(32.14)	30(15.0)
Parents	30(24.59)	6(12.0)	7(25.0)	43(21.5)
Husbands	27(22.13)	12(24.0)	5(17.85)	44(22.0)
Relatives	16(13.11)	12(24.0)	5(17.85)	33(16.5)
Friends	23(18.85)	13(26.0)	1(3.57)	37(18.5)
Government	8(6.56)	4(8.0)	1(3.57)	13(6.5)
Total	122(100.0)	50(100.0)	28(100.0)	200(100.0)

In rural area, both parents and husbands had equally contributed in motivating the women entrepreneurs as the percentage was 21.5 and 22% respectively. Similarly there was not much difference with regard to friend and relatives as the percentage was 18.5 and 16.5 respectively. Out of the total respondents 15% of them had taken up entrepreneurship because of their self-motivation. The contribution of the government for women in rural areas was 6.5%. Sector-wise analysis showed the in rural areas, in the manufacturing sector the motivation of parents was the highest indicating 24.59%. In trading sector the highest motivators were friends with 26% and the husbands and relatives had motivated equally with 24% each. In the service sector, self motivation played a crucial role which has motivated 32.14% and the parents and husbands had motivated 25% and 17.85% respectively.

MOTIVATIONAL ASPECTS OF WOMEN ENTREPRENEURS

Apart from motivators there are both compelling and facilitating factors which make women to undertake entrepreneurship. Here we analyse the reasons which ha motivated the study group to become entrepreneurs. The factors considered for the analysis under compelling factors were, ‘unemployment’, ‘dissatisfying job’, ‘financial constraints at home’, ‘desire to earn extra income’, ‘to support the family’, ‘sole earner’ and ‘unemployed husband’. The factors considered under facilitating factors were, ‘use of idle funds’, ‘use of technical skills’, ‘leisure time on hand’, ‘to be economically independent’ and ‘family motivation’. The women entrepreneurs were asked to specify their responses on a five point rating scale – viz- ‘strongly agree’, ‘agree’, ‘neutral’, ‘disagree’ and ‘strongly disagree’. Scores were assigned as follows:

- Strongly agree = 2
- Agree = 1
- Neutral = 0
- Disagree = -1
- Strongly disagree = -2

The scores assigned for the factors are given in the following table. The scores range between -2 and +2.

The factors which influence the entrepreneurship among rural women were classified as compelling factors and facilitating factors. The respondents were asked to indicate which factor under each influenced their entrepreneurship and the percentage analysis was worked out. The above factors influenced the entrepreneurship in starting the enterprise so relevant data on the factors influencing entrepreneurship were collected and the data are presented below.

Motivational factors	Sector \ Reasons	Manufacturing		Trading		Service		Overall																																																																																																															
		Score	Rank	Score	Rank	Score	Rank	Score	Rank																																																																																																														
		<table border="1"> <thead> <tr> <th rowspan="10">Compelling factors</th> <th>Unemployment</th> <td>0.992</td> <td>7</td> <td>0.920</td> <td>6</td> <td>0.857</td> <td>6</td> <td>0.955</td> <td>5</td> </tr> <tr> <th>Dissatisfying job</th> <td>0.131</td> <td>5</td> <td>0.080</td> <td>9</td> <td>0.000</td> <td>9</td> <td>0.100</td> <td>9</td> </tr> <tr> <th>Financial constraints at home</th> <td>1.393</td> <td>3</td> <td>1.400</td> <td>3</td> <td>1.250</td> <td>4</td> <td>1.375</td> <td>3</td> </tr> <tr> <th>Desire to earn extra income</th> <td>1.697</td> <td>1</td> <td>1.740</td> <td>1</td> <td>1.643</td> <td>2</td> <td>1.700</td> <td>2</td> </tr> <tr> <th>To support the family</th> <td>1.574</td> <td>2</td> <td>1.540</td> <td>2</td> <td>1.786</td> <td>1</td> <td>1.790</td> <td>1</td> </tr> <tr> <th>Sole earner</th> <td>-0.180</td> <td>11</td> <td>-0.320</td> <td>11</td> <td>-0.536</td> <td>11</td> <td>-0.265</td> <td>11</td> </tr> <tr> <th>Unemployed husband</th> <td>-0.651</td> <td>12</td> <td>-0.386</td> <td>12</td> <td>-1.160</td> <td>12</td> <td>-0.575</td> <td>12</td> </tr> <tr> <th>Use of idle funds</th> <td>-0.090</td> <td>10</td> <td>-0.060</td> <td>10</td> <td>-0.143</td> <td>10</td> <td>-0.090</td> <td>10</td> </tr> <tr> <th>Use of technical skills</th> <td>0.205</td> <td>9</td> <td>0.220</td> <td>8</td> <td>0.821</td> <td>7</td> <td>0.295</td> <td>8</td> </tr> <tr> <th>Leisure time on hand</th> <td>1.295</td> <td>4</td> <td>1.200</td> <td>4</td> <td>1.321</td> <td>3</td> <td>1.275</td> <td>4</td> </tr> <tr> <th rowspan="2">Facilitating factors</th> <th>To be economically independent</th> <td>0.631</td> <td>8</td> <td>0.720</td> <td>7</td> <td>0.821</td> <td>7</td> <td>0.680</td> <td>6</td> </tr> <tr> <th>Family motivation</th> <td>1.123</td> <td>6</td> <td>1.000</td> <td>5</td> <td>1.143</td> <td>5</td> <td>0.955</td> <td>7</td> </tr> </thead></table>										Compelling factors	Unemployment	0.992	7	0.920	6	0.857	6	0.955	5	Dissatisfying job	0.131	5	0.080	9	0.000	9	0.100	9	Financial constraints at home	1.393	3	1.400	3	1.250	4	1.375	3	Desire to earn extra income	1.697	1	1.740	1	1.643	2	1.700	2	To support the family	1.574	2	1.540	2	1.786	1	1.790	1	Sole earner	-0.180	11	-0.320	11	-0.536	11	-0.265	11	Unemployed husband	-0.651	12	-0.386	12	-1.160	12	-0.575	12	Use of idle funds	-0.090	10	-0.060	10	-0.143	10	-0.090	10	Use of technical skills	0.205	9	0.220	8	0.821	7	0.295	8	Leisure time on hand	1.295	4	1.200	4	1.321	3	1.275	4	Facilitating factors	To be economically independent	0.631	8	0.720	7	0.821	7	0.680	6	Family motivation	1.123	6	1.000	5	1.143	5
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In rural area, the women entrepreneurs in the manufacturing sector fully agreed that 'desire to earn extra income' was the most compelling factor for them to start the enterprise, giving the score of 1.697. It was followed by 'to support the family' with the score of 1.574. For the women in the trading sector also, the most compelling factor was 'the desire to earn extra income'. This was given a score of 1.74. The necessity 'to support the family' was the second most compelling factor, with the score of 1.54. For the women in service sector, the necessity 'to support' was the first most compelling economic factor for the women to become entrepreneurs. This was followed by 'the desire to earn extra income' with the score of 1.643. All the women entrepreneurs in rural area disagreed that, it was to use idle money that they had become entrepreneurs. The score assigned for this was in negative. They reported that they were not the sole earners and that their husbands were not unemployed.

In the studies of Singh and Gupta(1984), Singh et.al (1985), Rani (1986), Annie George (1988), Sunanda Easwaran (1991) it was reported that the primary motive for women becoming entrepreneurs is the 'desire for keeping themselves busy'.

The analysis shows different results on the factors which had motivated the women in rural area for becoming entrepreneurs. For the women in rural area, it was the economic factor (to support the family) outweighing the non-economic factor (to use leisure time) which had motivated in a greater extend to become entrepreneurs.

SUGGESTIONS TO PROMOTE RURAL WOMEN ENTREPRENEURS

1. Re-orientation of educational system for women with due emphasis on career guidance, entrepreneurship awareness should start with school curriculum itself.
2. Group entrepreneurship should be promoted to bring out the hidden talents of the individual entrepreneur.
3. Publicizing the various incentive schemes of government and other agencies to rural women entrepreneurs is a must, to promote entrepreneurship in far-flung (remote) rural areas.
4. Follow-up support in marketing the products of women entrepreneurs should be properly executed.
5. The skill of the existing women entrepreneurs should be upgraded.

FINDINGS

In rural area 22% of the women entrepreneurs were motivated by their husbands, 21.5% of their parents and 15% have self-motivation in starting the enterprise. In rural area 24.59% of the women in manufacturing sector were motivated by their parents, 24% of the women in trading sector by their husbands and 32.14% of women in service sector had been urged by self motivation. In rural area, 'desire to earn extra income' was the first motivating factor for the women entrepreneurs in manufacturing and trading sector (scores assigned being 1.69 and 1.74 respectively). This was the second most motivating factor for the women entrepreneurs in service sector (score = 1.64). For the women of service sector 'to support the family' was the first factor (score = 1.79).

CONCLUSION

The study reveals the importance of women in supporting their families in terms of financial assistance. Women who were once considered to be only a bread maker now have started to be bread winners also. The schemes implemented for women should have their focus on rural women.

From the study, it is concluded that husbands of the women entrepreneurs, followed by their parents play a very important role in motivating them. Regarding motivational aspects it is their 'thirst to support the family' ranks first, followed by their 'desire to earn extra income'.

To conclude, the various factors motivating entrepreneurship should be the dimensions for the Entrepreneurship Development Programmes (EDP). This has to be considered by the Government and the NGOs to promote the entrepreneurship among rural women. Similarly, the policy table should consider the perceived constraints to be averted for the development of entrepreneurship among rural women.

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