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MOTIVATION FACTORS THAT INFLUENCE RURAL WOMEN TOWARDS ENTREPRENEURSHIP

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ABSTRACT

Entrepreneurs are agents who play a vital role in the economic development of a nation. Women today are not lagging behind in their entrepreneurial contribution to men. However, there is much that needs to be done in respect of rural women, as a contributing factor towards a nation's socio-economic development. It is of importance to understand the motivating factors of rural women towards entrepreneurship and the factors that lie in opposition to their entry in field of entrepreneurship. This study is an attempt to find out the motivating factors towards the entry of rural women in their individual business activity, thereby providing suggestions to make their entry and journey as entrepreneurs facilitating and progressive. The study is based on the selected villages of Kolhapur district in Maharashtra. Multistage sampling and purposive sampling are used in the research to select the women from the villages in the district. The study reveals that in spite of unfavorable socio-economic factors self-motivation does play an important role towards promoting women in entrepreneurship.

KEYWORDS

business, entrepreneur, entrepreneurship, motivation, rural.

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INTRODUCTION

Indian women are considered as a source of power (shakti) since mythological times. The Hindus worship goddesses as mothers. Women are revered as mothers, sisters and other social bondages. The truth is acknowledged by the Bhagvad Geeta, wherein Lord Krishna describes his manifestation in the feminine quality of Medha or higher intelligence.

In spite of these facts, in traditional Indian Society women are accorded inferior status in family hierarchy. Women occupy a back seat to men. The Indian Society considers women as a weaker sex. Such sociological and cultural taboos and traditional views have kept women dormant for quite a long time.

Women by all means can be very effective agents of change for a better home, society and ultimately a better economy. In the words of Nehru, "Freedom depends upon economic conditions even more than political. If a woman is not economically free and self-earning, she will have to depend on her husband or someone else and dependents are never free". So, achieving economic independence is a must for improving status of women in home and society. Entrepreneurship can be a positive source towards this.

UNDERSTANDING ENTREPRENEURSHIP

The word entrepreneur is derived from the French verb 'entreprendre'. It means to undertake. The Frenchmen who organized and led military expeditions were referred to as entrepreneurs.

In many countries the term entrepreneur is often associated with a person who starts his own business. Business encompasses manufacturing, transport, trade and all other self-employed vocations in the service sector. There are many views and opinions on the concept of entrepreneurship forwarded by some of the world-famous management gurus and economists. Like Richard Cantillon, Francis Walker, Joseph Schumpeter, David McClelland, Peter Drucker, Albert Shaper to name a few. (Desai,2014)

Taking a collective analysis of their views Entrepreneurship can be defined as:

"A process of creating something new with value by devoting the necessary time and effort, assuming the accompanying financial, psychic and social risks and receiving the resulting rewards of monetary and personal satisfaction and independence."

Thus, Entrepreneur is a person who creates something new of value, devotes the necessary time and effort towards it and assumes the necessary risk and responsibility for the resulting reward of the activity undertaken.

ENTREPRENEURSHIP IN WOMEN

Women today have been identified as key areas of sustainable development and women equality is central to a more holistic approach towards establishing new patterns and process of development that are sustainable. Growing cognizance has previewed that if operation of social and economic change has to be guaranteed it is the woman who has to be mobilized to lead the nation towards progress and prosperity. Accordingly, women entrepreneurs have become important in national development planning and strategies. Entrepreneurship shows the path to women independence and in turn satisfies the needs and aspirations or better living standards. The emergence of women entrepreneurship and their contributions to national economy is quite visible in India.

The Ministry of Industries India in 1984, constituted a National level standing Committee on women Entrepreneurs. It defined women entrepreneur's enterprise as "An enterprise owned and administered by a woman and having a minimum financial interest of 51 % of share capital and have at least 50 % women employees". The criteria of majority participation of women in enterprises have however faced some amount of criticism. So, majority participation of women has been changed to majority equity participation of women in the organization. The critics also objected on the condition of employing more than 50 % women workers and pointed out this as discriminatory and any enterprise set up by women should qualify for the concession offered to women entrepreneurs.

According to Schumpeter, any woman who innovates, initiates or adopts an economic activity may be called as a women entrepreneur.

A women entrepreneur is a person who is an enterprising individual with an eye for opportunities and an uncanny vision, has commercial awareness, with tremendous perseverance and a person who is willing to take risk with the unknown.

MOTIVATION OF WOMEN TOWARDS ENTREPRENEURSHIP

Displacement is a force that can both push and pull a person into starting a business. These "pull" and "push" factors affect entrepreneurial performance. The pull forces bring with them more commitment and self involvement, since the drive and aptitude accompanying such women equips them to perform better. The push forces generally create weaker entrepreneurs, although women forced into entrepreneurship due to their economic need and family circumstances require to put in more efforts into running their venture since for them all is at stake.

Several women are becoming entrepreneurs especially the middle class women due to pull and push of traditional and changing values. It has been observed that most women take into entrepreneurship, not out of their own initiative, but due to the force of circumstances. However, whatever may be the factors motivating women to initiate with their entrepreneurial activities, the skills and quality of women, from entrepreneurial perspective cannot be ignored.

But the fact remains, that there are fewer women entrepreneurs, especially in rural areas, and they have to struggle to establish and run their enterprises. The task therefore is to motivate women and to develop strategies for bringing more women into entrepreneurial arena and provide them with organized support (Singh, 2009).

STATUS OF ENTREPRENEURSHIP FOR WOMEN IN RURAL INDIA

Apart from the significant changes which entrepreneurship activities have resulted in, specifically with respect to decision making, wealth creation and employment opportunities for urban females in various types of services, and activities, rural women entrepreneurs have to still wait. In rural sector, even today women are not given proper recognition, even though they have necessary qualifications. The country can achieve its economic growth through the women entrepreneurs who are more in the rural areas. They can provide employment opportunities to the public, which can result in the increase of per capita income of the country resulting in overall economic growth. Promoting entrepreneurship for women in rural sector will require an even greater reversal of traditional attitudes, than the mere creation of jobs for women would. This does not mean that we should wait for social change to take place first. But it does imply that the programme should go beyond subsidies and credit allocation to attitude change, group formation, training and other support services. They have human and non-human resources to take up an enterprise, what they need is an innovative mind and motivation. Entrepreneurship development among rural women will help to enhance their personal capabilities and increase their decision-making status in the family and society as a whole.

REVIEW OF LITERATURE

Bahl (2012) reviews the present position of women entrepreneurs in Rural India. She highlights the various institutions and government programmes that are available and are operating for the development of rural women entrepreneurship. The researcher suggests that instead of just schemes (financial and developmental) as the carrot for entrepreneurship development an intensive training needs to be provided to the women in rural India, who can be the answer to the removal of rural poverty in India.

Sharma and Halwal (2012) through literature review address opportunities and challenges faced by women entrepreneurs in rural areas and analyse the impact on women empowerment through micro entrepreneurship development and SHG's. They observe that micro-finance is playing a vital role in the success of SHG's, particularly the entry of rural women in micro enterprises is seen to be encouraging.

Choudhary and Rayalwar (2011) highlight the issue of strategic challenges and opportunities of women from a gender focus, to analyze the prospects of rural small and medium entrepreneurship for women. The study observes that women entrepreneurs face many obstacles specifically access to finance, marketing their products, family responsibilities, male dominance etc. in carrying out their entrepreneurial activities. They opined that the problems are required to be dealt and overcome in order to give them access to the same opportunities as men. Indian rural market, if properly explored through the women entrepreneurs, it can offer unique opportunities to develop a strong network.

The researcher suggests that Indian Universities and Institutions should develop educational programmes focusing on women's business education, for more and more visibility of women entrepreneurs in future.

Behara and Niranja (2012) through their research paper highlight the problems of rural women entrepreneurs and motivational factors that inspire them towards entrepreneurship through a case study of Andhra Pradesh, based on secondary data collected from the published reports of RBI, NABARD, Census Surveys and Journals and Websites.

The study shows that women have got restricted mobility, and freedom and they have to perform dual roles, one at family and other at business, which hinders their entrepreneurial growth. Desire to be independent, achievement orientations etc. were some of the common motivating factors of women entrepreneurs across geographical boundaries.

The researcher suggests that along with technological advancements that can reduce the problems of women entrepreneurs a mental revolution of society, a change of attitude towards women and their development is required.

Lashgarara, Nsim and Najafabadi (2011) aim at identifying factors influencing rural women in Ilam city on entrepreneurial skills using survey method. Questionnaire is used to collect data from 250 people selected by proportionate stratified random sampling method. SPSS was used for statistical analysis. The result showed that 36% rural women showed low entrepreneurial skills. The individual skills and participation and psychological features determined entrepreneurial skills. Empathetic actions of government, change in attitude were suggested for development of better entrepreneurial competencies in woman in rural areas.

Shastri and Sinha (2010) conducted a study to understand the socio-cultural and economic effect on women entrepreneurs in Allahabad district. The analysis tells that most of the women entered into entrepreneurship around the age of 39 and above, which gives an impression that women at the age of thirties become independent of their family responsibilities to pursue their own dreams. Most of the women opted towards businesses related to beauty parlor and law. Most of them were beginners of their businesses and their education status was impressive. The business they run is at regional level. This showed that they are gradually stepping forward and trying to spread their business. They however need more of encouragement and support from their families, social aides and most importantly the government.

Kumar (2008) conducted a study on SIDCO Industrial Estates in Madurai Region, since it is populated with several small and medium scale enterprises. The objectives of the study were to understand were to understand the entrepreneurial motivational factors among women in small scale sectors to analyze the relationship and influence of motivational factors on entrepreneurial factors. The data collected was analyzed on the basis of Descriptive Statistics, Correlation, Regression.

Their findings clearly indicated that the aspirations of women and men do not have much difference. What women lack is the opportunity to get training in their professional and personal skills. So educational institutions, training centers and NGO's have better role in making provision for skill development opportunities to rural women.

Jaiswal (2004) made an attempt to identify the motives responsible for the women entrepreneurs in Vadodra entrepreneurial initiation and choice of their line of trade. Snowball sampling technique was used to select 113 women entrepreneurs of Vadodra. The major findings were that the motive of economic independence ranked first among the rural women for their choice of entrepreneurship as their occupation, followed by utilization of skill and exercise of creativity as second and third motive respectively.

NEED AND IMPORTANCE OF STUDY

Women entrepreneurship is a recent phenomenon which started in 1970's with the advent of the women's decade (1975-1985). Women entrepreneur is one who is self-employed and creates employment opportunities for others. Past research tells that entrepreneurship gives socio-economic independence to women, is a source of their self-esteem and resultant it can be a huge contributing factor towards a nation's socio-economic development. (Shastri R., Sinha A., 2010) It is thus important to motivate women towards entrepreneurship. This research deals with studying the motivating factors of promoting entrepreneurship in rural women.

STATEMENT OF THE PROBLEM

Since eternity women have played equally important role to men in different spheres of economy, but their contribution in monetary terms remains unaccounted or it is given a very low value. They are mostly engaged in low paid, back breaking agricultural activities or act as helpers in handicrafts. It is not that women do not have skills or capacity, but they are not properly trained. There is a huge scope of shifting them through right motivation, social education, training and skill development to benefit them socially as well as economically.

OBJECTIVES

The objectives of the study are:

1. To examine the demographic profile of women entrepreneurs in Kolhapur district.

2. To analyse the factors motivating women entrepreneurs in Kolhapur district.
3. To offer suggestions based on the findings of the study.

RESEARCH METHODOLOGY

Kolhapur District is the southernmost district of Maharashtra. Kolhapur is the seat of Goddess Mahalaxmi and is one of the Shaktipeets mentioned in Indian mythology. The district due to its abundance in natural vegetation, animal wealth and minerals is not one of the most agriculturally advanced districts in Maharashtra but also in India. The growth of the district in modern times is fascinating. It is fast becoming an industrialized district and is a front runner in agro-based industries and foundry industries. It has a huge potential of entrepreneurship specifically in rural areas as majority of its population is based in rural area. The district is selected for study due to its potential for entrepreneurship and presence of population in rural areas where women constitute a majority share.

To study the motivation factors in rural women towards taking up entrepreneurship is the main objective of the study. So rural women operating their own economic ventures were decided to be selected for the study. The study involved the selection of villages in Kolhapur district and the selection of rural women in the selected villages. Multi-stage sampling procedure was adopted by the researcher. Kolhapur district has total twelve talukas, 1217 villages, with 18,90,741 female population.

At the first stage of sampling the universe was divided into twelve stratas on the basis of the number of talukas in Kolhapur district. Purposive sampling method was used as the sampling technique to select the sample villages at the second stage of sampling. Village with maximum number of self help groups was used as the criterion for selecting one village from each taluka (strata).

Selection of rural women from the selected villages was the third stage in the sampling procedure by purposive method of sampling. The criterion's for the selection of rural women who were operating their own economic ventures were- they should be the founders and initiators of their economic enterprise and they should have completed minimum 4 years operating their enterprise. Rural women who fulfilled the selection criterion of the researcher were selected from each of the twelve sample villages.

It was found out that 380 women in total were engaged in business activities on the criteria's decide above. All of them were selected.

SOURCE OF DATA FOR THE STUDY

The study is based on both, primary and secondary data.

PRIMARY DATA

Structured questionnaire, formal and informal interviews and non-participant observation methods were used by the researcher to collect the data required for the study.

SECONDARY DATA

In addition to the primary data, secondary data was also collected from various sources towards the research objective. The sources used for the study were:

1. District Industries Centre
2. District Rural Development department, Zillah Parishad, Kolhapur
3. Mahila Arthik Vikas Maha Mandal, Kolhapur
4. Entrepreneurship Development Institute, Ahmedabad
5. MITCON, Kolhapur
6. Government Publications and other published data is books, journals, Internet and newspapers

RESULTS AND DISCUSSION

DISTRIBUTION OF THE RURAL WOMEN IN DIFFERENT BUSINESS ACTIVITIES

As per the different types of activities undertaken by the rural women, the distribution is analyzed below:

TABLE 1: DISTRIBUTION OF RURAL WOMEN IN DIFFERENT BUSINESS ACTIVITIES

Enterprise	Kar	SW	Shir	Kag	Gad	Rad	Aja	Chan	Hat	Bhu	Pan	GB
1. Producing food products	1	2	2	2	2	2	2	3	4	3	3	2
2. Producing medicinal products	-	3	-	-	-	-	-	-	-	-	2	3
3. Producing Cement dish	-	-	-	2	-	-	-	-	2	-	-	-
4. Making Decorative articles	3	1	-	2	4	3	1	1	2	2	1	2
5. Bamboo business	-	-	3	-	-	-	-	-	1	-	-	-
6. Creating Ornaments	-	-	-	-	-	1	-	-	2	1	-	-
7. Making Boxes and bags	-	-	2	1	1	1	-	2	1	2	2	-
8. Handicrafts	4	3	1	2	2	1	-	2	-	1	-	2
9. Tailoring	3	2	3	1	2	3	1	3	1	3	3	2
10. Beauty parlour	3	2	1	2	3	2	2	3	2	2	1	-
11. Jewellery repairs	3	2	3	2	3	1	2	3	2	3	2	3
12. Flour mills	3	1	2	3	2	3	3	3	1	2	1	1
13. Hotel and catering	4	2	2	1	-	-	-	-	1	1	1	1
14. Computer institute	-	-	1	-	-	-	-	-	-	-	-	-
15. Coaching institutes	1	-	3	2	2	1	-	-	1	2	1	-
16. Transport services	-	-	-	-	-	-	-	-	1	-	-	-
17. Laundry service	3	-	2	-	-	-	-	-	-	-	-	-
18. Cattle rearing	1	1	2	1	2	3	2	4	1	3	2	2
19. Jewellery trade shops	-	2	-	2	-	-	-	-	2	-	3	-
20. General stores	2	3	1	2	1	2	3	2	2	1	3	3
21. Grocery shops	1	1	2	2	1	-	1	2	3	2	2	2
22. Stationery shops	2	2	2	1	-	-	-	1	3	-	1	-
23. Garments shops	1	1	1	1	-	-	2	1	2	1	3	2
24. Utensils shops	-	2	3	1	2	1	-	-	3	2	1	1
25. Bangle shops	1	1	1	2	1	2	1	2	2	1	2	2
26. Plant nursery	-	1	1	-	-	-	-	-	1	-	-	-
27. Bakeries	-	-	2	-	-	-	-	-	-	-	-	-
Total	36	32	40	32	28	26	20	32	40	32	34	28

Source: Field Survey

Names of the villages selected: 1. Kar: Karveer 2. SW: Shahuwadi 3. Shir: Shirol 4. Kag: Kagal 5. Gad: Gadhinglaj 6. Rad: Radhanagari 7. Aja: Ajara 8. Chan: Chandagad 9. Hat: Hatkananangle 10. Bhu: Bhudargad 11. Pan: Panahala 12. GB: Gaganbavda

It is seen that women in rural Kolhapur district have undertaken many production and trading activities. They are also seen engaged majorly in the service sector. Production activities undertaken are: producing food products-papads, pickles, noodles, juices, jams, chutneys etc., medicinal products, cement dish, decorative and designer articles, bamboo business, soft toys, (incense sticks) Agarbatti, ornaments etc.

Women in service sector are engaged in activities like, handicrafts, tailoring, beauty parlour, jewellers repairs business, flour mills, hotel business, computer coaching institutes, academic coaching institutes, transport service, laundry services etc.

Women in trading were involved in activities like jewellers shops, general stores, grocery shops, stationary stores, garment shops, utensils stores, bangle selling, plant nurseries, bakeries etc.

Thus, the rural women are caring out varied business activities, which are majorly traditional, home based and are women oriented.

EDUCATION STATUS OF RURAL WOMEN

Education, occupation and social status of women are important factors which affect entrepreneurship in the society (Gadar and Yunus, 2009). Education is a broad concept in terms of changes it can bring in a person's life and personality. It can impact the motive behind pursuing entrepreneurship in women, as it brings with it knowledge, information and confidence. So, to assess to what extent it has contributed in the development of women entrepreneurship, educational background of the rural women is analysed. The Table 2 below shows the education status of the rural women.

TABLE 2: CLASSIFICATION OF RURAL WOMEN ON THE BASIS OF EDUCATION

Education	Rural Women
Uneducated	60(15.78)
Elementary Incomplete	37(9.73)
Elementary	40(10.52)
Secondary	76(20)
SSC	80(21.05)
HSC	51(13.42)
Graduate	17(4.47)
Post-graduate	17(4.47)
Diploma	2(0.56)
TOTAL	380(100)

Source: Field Survey

Note: Figures in parenthesis indicate the percentages.

The Table 2 reveals that, 15.78 percent of the rural women are uneducated. 9.73 percent have studies below elementary. 10.52 percent have completed only their elementary education and 20 percent their secondary education. 21.05 percent of rural women have completed their school education and are SSC pass. 13.42 percent have completed their education till HSC. Only 4.47 percent are graduates and 4.47 percent have a post graduation qualification. Only two of the total rural women have done a diploma course in fashion designing.

The education data reveals, that maximum number of rural women are poorly educated with a very small number who have completed their education up to SSC (21.05). Low education can be the reason behind taking up traditional business activities instead of venturing into something new and different.

MOTIVATING AND DE-MOTIVATING FACTORS TOWARDS ENTREPRENEURSHIP

The entry of women in entrepreneurship is a new phenomenon. Motivating factors for entrepreneurship, oppositions they face, how they overcome oppositions and persist with their dreams can help to analyse the reasons behind the entry of rural women into entrepreneurial activities.

REASONS FOR CHOOSING ENTREPRENEURSHIP

The rural women were asked to select the options which were decided by the researcher as reasons for entry of rural women into entrepreneurial activities. The economic background of the rural women as observed is not very sound. So, women are pushed into entrepreneurship to support their families. The table 3 shows that 53.42 percent women have taken up entrepreneurship due to economic reasons. 39.47 percent women have taken up entrepreneurship for realizing their personal dreams and for creating a mark in their lives through entrepreneurship, which is very encouraging. The rural women marked more than option for this question.

TABLE 3: REASONS FOR CHOOSING ENTREPRENEURSHIP AS A SOURCE OF OCCUPATION

Reasons	Rural Women
Individual identity	140(36.84)
Imitation	20 (5.26)
Family background	25(6.57)
Economic necessity	193(50.78)
Time availability	20(5.26)
Total	409(100)

Source: Field Survey

Notes:

1. Figures in parenthesis indicate the percentages.

2. The percentages are calculated out of the total 380 rural women.

The rural women marked more than one option. Very small number (5.26 percent) are into entrepreneurship due to the impact of imitation. 6.57 percent have taken up entrepreneurship due to their family background, which again reveals a lack of business exposure on the part of rural women. Only 5.26 percent have chosen entrepreneurship as their occupation due to availability of free time at their disposal.

MOTIVATORS TOWARDS TAKING UP ENTREPRENEURSHIP

Inspiration plays an important role in every individual's life towards success, so it is to an entrepreneur. Motivating a woman to take up an independent activity can be a big driving force towards economic prosperity of a country. The rural women were asked to tell their source of inspiration towards taking up entrepreneurship. The rural women opined more than one choice from the given options in the questionnaire as a source of their inspiration. The Table 4 reveals that 68.42 percent women are self motivated and have started their enterprise by self motivation, which is a positive sign towards entrepreneurship development amongst women. Self help groups also show a ray of hope as motivators for women to take up entrepreneurship. 58.15 percent women said that membership in self help groups opened the gate of entrepreneurship for them. Parents also are a good source of inspiration followed by the husbands at 32.68 percent and 30.26 percent respectively. However, only 18.42 percent of rural women suggested their in-laws as a source of inspiration towards entrepreneurship. 31.57 percent rural women said that their friends motivated them towards entrepreneurship and 11.05 percent suggested others as their motivators. Others included the training officials, existing successful women into entrepreneurship and neighbors.

TABLE 4: CLASSIFICATION OF RURAL WOMEN ON THE BASIS OF MOTIVATORS TOWARDS PURSUING ENTREPRENEURSHIP AS A CAREER

Motivators	Rural Women
Husband	115 (30.26)
In laws	70 (18.42)
Parents	123 (32.68)
Self	260 (68.42)
Friends	120 (31.57)
Self help groups	221 (58.15)
Others	42 (11.05)
Total	952 (100)

Source: Field Survey

Notes:

1. Figures in parenthesis indicate the percentages.
2. The percentages above are calculated on the total of 380 rural women.

The discussion with rural women revealed, that the support shown by their husbands and in-laws majorly was due to the low economic status of the family and they wanted their help, as a source of family income.

OPPOSITION TOWARDS PURSUING ENTREPRENEURSHIP AS A CAREER

Opposition faced by the rural women in taking up entrepreneurship is shown in the Table 5 below:

TABLE 5: CLASSIFICATION OF RURAL WOMEN BASED ON OPPONENTS FOR PURSUING ENTREPRENEURSHIP AS A CAREER

Opponents	Rural Women
Husband	90 (23.68)
In laws	139 (36.57)
Parents	50 (13.15)
Friends	-
Self help groups	-
Others	55 (14.47)
None	84 (22.10)
Total	418 (100)

Source: Field Survey

Notes:

1. Figures in parenthesis indicate the percentages.
2. The percentages above are calculated on the total of 380 rural women.

The social outlook in India, still does not freely allow the women to go out and engage themselves in economic activities. Also, women who are the main bearers of family duties have to forego some of their family responsibilities when they get engaged in some kind of economic activity. So they, as entrepreneurs face opposition. The Table 5 shows the opposition faced by the rural women, when they decided to start their enterprise. The rural women chose more than one option provided. The data shows that 36.57 percent rural women faced opposition from in-laws which shows the nature of attitude with which the daughters in-law are looked upon, followed by their husbands at 23.68 percent. Also, 13.15 percent said that their parents were the opponents to their idea of entrepreneurship. 14.47 percent marked others from the options given in the questionnaire. Others included relatives and close acquaintances. 22.10 percent were fortunate to have no opposition at all.

OVERCOMING OPPOSITION TOWARDS PURSUING ENTREPRENEURSHIP AS A CAREER

The Table 6 shows as to how the rural women overcame the resistance towards pursuing entrepreneurship as their occupational choice.

TABLE 6: CLASSIFICATION OF RURAL WOMEN ON THE BASIS OF SUPPORTERS IN OVERCOMING THE RESISTANCE TOWARDS ENTREPRENEURSHIP AS A CAREER

Supporters	Rural Women
Family Support	45 (11.84)
Friends	76 (20)
Self	160 (42.10)
Self help groups	119 (31.31)
Parents	37 (9.73)
Total	436(100)

Source: Field Survey

Notes:

1. Figures in parenthesis indicate the percentages.
2. The percentages above are calculated on the total of 380 rural women.

The rural women started their enterprise and are carrying it out in spite of the resistance faced by them from their own husbands, families and society. The Table 6 shows the source of support of respondent in overcoming the resistance and enabling them in operating their enterprise activity consistently. Majority (42.10 percent) women are self dependent and self motivated. They had the courage to stand for what they think was right and carry on with their tasks. Self help groups have proved an important component in providing moral support amidst so much of opposition. 31.31 percent marked self help groups as a source of support in overcoming opposition, in pursuing their entrepreneurial activity, followed by friends (20 percent) who are always considered as a fair support system. 9.73 percent said their parents gave them the courage to carry on with their enterprises.

AMBITION OF RURAL WOMEN REGARDING THEIR CHILDREN'S CAREER

The rural women were asked about their ambitions regarding their children's career.

The Table 7 reflects that 39.47 percent rural women expressed their willingness towards government jobs for their children. Financial security and stability were cited as main reasons for the same. 43.15 percent rural women wished that their children should take up entrepreneurship as their career

TABLE 7: CLASSIFICATION OF RURAL WOMEN ON THE BASIS OF AMBITIONS OF RURAL WOMEN FOR THEIR CHILDREN'S CAREER

Occupation	Rural women
Private Job	40 (10.52)
Government Job	153 (40.26)
Agriculture	20 (5.26)
Entrepreneurship	167 (43.96)
Total	380

Source: Field Survey

Note: Figures in parenthesis indicate the percentages

10.52 percent showed willingness towards private jobs for their children and only 5.26 percent wanted their children to pursue agriculture as their occupation. 43.96 percent rural women favouring entrepreneurship as a career choice for their children is a positive approach, that reflects that rural women find their occupation satisfactory and progressive and would want their children to take up the same.

Overall, the popularity of government jobs is visible in rural areas, with an inclination also seen towards entrepreneurship as a source of occupation. This indicates positive prospects of entrepreneurship as a career choice in rural areas.

IMPACT ON THE SOCIAL RELATIONSHIPS OF RURAL WOMEN

Every individual shares a particular relationship with society and has a particular position in it. It depends on various factors namely the caste, education, economic activity undertaken etc. Entrepreneurship is an economic activity where a woman carries out the task by herself independently, without any master or boss. This definitely creates an image of her in the society. Women into entrepreneurship also create a place for themselves in our given social set up. The researcher has attempted to study the impact of entrepreneurship on the rural women, as to the relationship they share with certain segments of society. The impact can act positively or negatively, towards women taking up entrepreneurship

TABLE 8: IMPACT OF ENTREPRENEURSHIP ON THE SOCIAL RELATIONSHIP OF RURAL WOMEN IN THE SOCIETY

Social Factors	Rural Women	
	Yes	No
Friends	280(73.68)	100(26.32)
Important Authorities	240(63.15)	140(36.85)
Society	290(76.31)	90(23.69)

Source: Field Survey

Note: Figures in parenthesis indicate the percentages.

a) Friends

Friends can be a big support system in one's life. 73.68 percent rural women said that entrepreneurship has positively helped in maintaining and improving their relationship with their friends. 26.32 percent said that there was no change in their relationship status with their friends after taking up entrepreneurship.

b) Important Authorities

The authorities included bank officials, training officials and also government officials who were an assistance of some kind to rural women in their entrepreneurial activities. 63.15 percent rural women were able to create confidence in the minds of the concerned officials through their entrepreneurial activities and have stated that their relationship with the authorities has positively improved. 36.85 percent rural women felt that they were still not able to create any favorable impact on important officials and authorities related to their enterprise. Shyness, lack of self confidence on the part of rural women can be the reasons.

c) Society

Society implies different individuals and parties having a direct and indirect relationship with rural women. It includes neighbors, relatives, acquaintances and other people with whom the women have to deal as an individual and part of society.

The Table 8 shows that 76.31 percent rural women had a positive impact of entrepreneurship on their social image and their relationship with different and important people of the society has overall improved. This indicates a changing outlook of society towards women. 23.69 percent rural women reported no change in their relationship status with society.

The analysis above shows a positive picture on the part of social relationship of women, after taking up entrepreneurship.

SOCIAL ACCEPTANCE

Women, especially in rural areas, are given a secondary role in decision making and important tasks in a family and society at large. Entrepreneurship helps women with economic independence, responsibility, personal growth, which can have an impact on her overall status in society (Sinha, 2010).

Improvement in her social status and her acceptance by society as an important constituent of economy can boost her morale and give her the confidence in pursuing her entrepreneurial goal.

TABLE 9: IMPACT OF ENTREPRENEURSHIP ON SOCIAL ACCEPTANCE OF RURAL WOMEN

Particulars	Rural women	
	Yes	No
Esteem	260(68.42)	120(31.58)
Advice is taken on important matters	278(73.15)	102(26.85)
Invitation as an important person in social functions	280(73.68)	100(26.32)

Source: Field Survey

Note: Figures in parenthesis indicate the percentages

a) Esteem

Esteem means respect. Independent economic activity, decision making, mobility are important aspects of entrepreneurial activity for rural women. 68.42 percent rural women reported that their esteem has improved due to entrepreneurship. 31.58 percent stated that entrepreneurship had no impact on their esteem as individuals.

b) Advice on important matters

73.15 percent rural women said that their advice is sought in important decisions at village level especially decisions regarding women. They noticed a positive change in this aspect after entrepreneurship. 26.85 percent rural women said entrepreneurship had caused no impact in this aspect.

c) Invitation as an important person in various village functions and festivals

Village has a typical social structure and outlook. Festivals and village functions and programmes are still conducted collectively by all. Invitation and special consideration of one in such activities largely depends on the position achieved by him or her through his or her work done, beyond certain social factors. Entrepreneurship is an opportunity for women to create an important and respectful position for herself in the society.

As per the Table 9, 73.68 percent rural women reported a positive improvement in the number and kind of functions and programmes where they were invited as important persons after pursuing entrepreneurship. 26.32 percent reported that there has been no change as them being considered as important persons to be a part of important functions at their village level.

The improvement in the aspect of social acceptance after pursuing business activities can act as a mean to motivate other rural women towards entrepreneurship.

SUGGESTIONS

1. Women as entrepreneurs have arrived but their presence in real terms is uneven and unequal. The women in rural areas are mostly seen to be taking up independent economic activities, which gives them the status of 'Self Employed' and they are confined only to home based activities which moreover have a local market. They still operate on a very small scale. Awareness creation can encourage rural women towards business expansion and venturing into more lucrative entrepreneurial activities. Education is the key to many social and economical problems. The low education status of the families of the rural women has kept large number of women restricted to small and traditional activities, which acts as an obstacle in making an entry in the field of entrepreneurship. Like 'Sarva Shikshan Abhiyan' and 'Save the Girl Child', campaign of Government, a similar incentivized campaign should be run all over, that motivates the parents to send their daughters to school and give them the benefit of equal opportunity to grow and develop along with the sons of the family.

2. Special Motivational and Information Camps should be conducted for the families of existing women entrepreneurs and potential women entrepreneurs focusing on the support the women require from family for their entrepreneurial growth. Awareness creation should be done through right channels that reach the desired source in the right way and time. Television today has become one of the powerful means of communication, information and entertainment. It is an easiest and convenient electronic media which has reached in almost every rural household. Rural women have a special liking towards this media, as a source of their entertainment. This source can be utilized to create awareness and provide information on different aspects of entrepreneurship which can motivate the women to take up entrepreneurship on a larger scale. Documentaries on successful women entrepreneurs, women achievers in other fields can positively influence the thinking of the rural families. The multiple private channels, which are turning out to be huge source of entertainment specifically to women should design and telecast programmes that motivate women to be achievers in their lives. This practice will initiate the achievement ambition in women and encourage better family support. This will also motivate them to pursue their choice of business with a solid information base and confidence.
3. Training programmes that are more focused on motivation, morale building of women should be conducted on a regular basis. Live examples of existing successful rural women entrepreneurs can be used. Such practices can contribute towards encouraging rural women who are competent but, lack the motivation and courage to make an entry in the field of entrepreneurship.
4. Internet is a powerful and easy medium of knowledge and information. Most of the schools and colleges in villages have computer facilities today. They can allocate few hours every week to rural women where the educated representatives from the rural women or the representatives of self help groups can help in connecting the women to large business world from their door steps. They should be educated with NGO's like SEWA where women have taken the untraded path and have proved their potential as entrepreneurs. This will develop their motivation towards entrepreneurship.

LIMITATIONS OF THE STUDY

1. The study focuses on the motivational factors only of women entrepreneurs and does not take into consideration of the motivational factors of male entrepreneurs
2. The study focuses on the motivational factors only rural women towards entrepreneurship and does not consider to that of women in urban areas.
3. The scope of the study is confined to limited geographical area of Kolhapur district.

SCOPE FOR FURTHER RESEARCH

A comparative analysis of the motivational factors of males and women towards entrepreneurship can help to take a broader outlook of the factors affecting entrepreneurship.

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