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FACTORS AFFECTING WOMEN SELF-EMPLOYMENT IN PUNJAB: A CASE STUDY OF PATIALA DISTRICT

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ABSTRACT

Self-employment is an act of setting up a new business unit or reviving an existing business unit to take advantages from new opportunities. Thus, self-employed women shape the economy by creating new wealth and new jobs and by inventing new products and services. . However, an insight study reveals that it is not about making money, having the greatest ideas, knowing the best sales pitch, applying the best marketing strategy. It is in reality an attitude to create something new and an activity which creates value in the entire social eco-system. It has been well demonstrated in the literature that self-employment among women is the result of many factors. Therefore, this study is an effort to indentify the socio-economic and demographic factors, which determine the women self-employment.

KEYWORDS

Pull factors, Push factors, Self-employment, Women.

1. INTRODUCTION

The role of self-employed women in the process of economic development has been recognized form nineties in various parts of the world. Today, in the world of business, self-employed women has become an essential movement in many countries and has been accepted in all areas of working. The United Nations report has also concluded that economic development is closely related to the advancement of women. In nations where women have advanced, economic growth has usually been steady. By contrast, in countries where women have been restricted, the economy has been stagnant. Self-employment is an act of setting up a new business unit or reviving an existing business unit to take advantages from new opportunities. Thus, self-employed women shape the economy by creating new wealth and new jobs and by inventing new products and services. However, an insight study reveals that it is not about making money, having the greatest ideas, knowing the best sales pitch, applying the best marketing strategy. It is in reality an attitude to create something new and an activity which creates value in the entire social eco-system. It is the psyche makeup of a person. It is a state of mind, which develops naturally, based on his/ her surrounding and experiences, which makes him/ her think about life and career in a given way. The women have achieved immense development in their state of mind. With increase in dependency on service sector, many self-employment opportunities especially for women have been created where they can excel their skills with maintaining balance in their life. Accordingly, during the last two decades, increasing numbers of Indian women have entered the field of self-employment and also they are gradually changing the face of business of today, both literally and figuratively. But still they have not capitalized their potential in India the way it should be.

Women in India start their own businesses from a desire for self-determination and for career challenge and that they expect the corresponding respect, recognition, and self-esteem that both self-determination and challenge provide. Primarily, self-employment is a survival instinct that motivates women to start a business. Around the world, dismal economic conditions, high unemployment rates, and divorce catapult women into employment activities. Desperate to put food on the table for their children, women are defying societal norms in order to survive. Self-Employment is a highly personal, subjective process. It has been well demonstrated in the literature that self-employment among women is the result of many factors. Therefore, this chapter is an effort to indentify the socio-economic and demographic factors, which determine the women self-employment.

2. SELF-EMPLOYED

As per NSSO reports, self-employed is defined as follows:

“Persons, who operate their own farm or non-farm enterprises or are engaged in a profession or trade independently or with one or few partners, are deemed to be self-employed. Autonomy and economic independence for carrying out their operations are the main features of self-employed persons”.

3. OBJECTIVES

1. To understand pull factors (motivational factors) affecting self-employment among women
2. To understand push factors affecting women self-employment
3. To analyze relation between pull and push factors

4. RESEARCH METHODOLOGY**4.1 STUDY AREA**

Punjab, an agrarian state, is obviously a laggard region in this respect. It will be interesting to examine under which circumstances women entered into the self-employment. More specifically, in Punjab, Patiala district has been chosen for this study. Patiala, an erstwhile princely state and a district of Punjab, is situated in the Malwa region of Punjab.

FIGURE 1: MAP SHOWING STUDY AREA

4.2 SAMPLING DESIGN

The primary data for the study is based on the interviews with self-employed women of Patiala district in Punjab. To study the socio-economic conditions of self-employed women in Punjab, multi-stage random sampling technique is adopted. In the initial stage, Patiala district is selected on the basis of convenience, as the district was familiar to the researcher. In second stage, all tehsils of Patiala district (Patiala, Rajpura, Nabha, Patran and Samana) have been selected. Finally, 60 self-employed women who are engaged in manufacturing of traditional products like at domestic level like tailoring, knitting, handicraft, pickle making units, papad/vadiya making, paranda/dori/nala making, tiffin service and other products like khesh, hand fans or carry bags from newspapers etc., from each tehsil are selected randomly. The sample size undertaken is that of 300 self-employed women on convenience basis. Moreover, the study primarily focuses on the urban self-employed women.

4.3 DATA COLLECTION

To evaluate the objectives of the study, required data were collected from secondary as well as primary sources.

- **Secondary Data**

The secondary sources are NSSO reports, covering the period from 1987-88 to 2011-12 in different rounds. However, other related reports, journals and work of the scholars have also been made use of.

- **Primary Data**

The data required for the study were collected from the selected respondents by personal interview method. The personal interview has been conducted through a well-structured questionnaire, which has been prepared through relevant research studies and pre-tested and revised before going in for the collection of information from self-employed women.

4.4 DATA ANALYSIS

The collected data were tabulated and analyzed. Simple averages along with percentage analyses were used to study the socio-economic characteristics of the sampled respondents like age, marital status, educational status, family background, type of occupations, capital invested, source of raw material, marketing etc. Diagrammatic presentation like flow charts, bar diagrams and pie diagrams are used to present the results more explicitly.

5. REVIEW OF LITERATURE

Schwartz (1976) study on twenty female entrepreneurs observed that their major motivations to start a business were the need to achieve, economic independence with the help of starting some business. In addition to that desire to control, need for achievement, to improve the financial situation and the need for job satisfaction are also some notable motivating factors (Scott, 1986).

Patel and Dholkia (1978) focused attention on effect of certain developmental variables in female work participation rate. The variables examined are income, marital status, child bearing and caste. The study observed that the female work participation rate tends to have U-shaped curve with respect to income. Married female tends to have higher work participation rate than unmarried ones. Females having children tend to have higher work participation rate than those not having children. Socio-economic factors also have a significant bearing on female work participation rate.

Samuel (1991) examined the managerial efficiency of women entrepreneurs in food processing units of Madurai district of Tamil Nadu. The study covered 56 women and 10 men entrepreneurs in the urban area; all of them were married and belonged to the age group of 31-50 years. All the enterprises were having a capital investment of less than Rs. 20,000. The hypothesis that there is no difference in the managerial performance of women and men entrepreneurs was tested in this study. The test reveals that there is no significant difference in the managerial performance in terms of profit earnings by male and female entrepreneurs. Further she stated that there exist positive correlation between age and managerial performance and between time allocation and managerial performance, whereas negative correlation between educational level and managerial performance was observed.

According to Weeks (1995), "Self employment offers tremendous opportunities for women across the world by opening doors to greater self-sufficiency, self-esteem, education, and growth – not only for the women themselves, but also for their families and their employees. And women are changing the face of business ownership internationally; between 25 percent and 33.33 percent of the world's businesses are owned by women. As their number grows and as their business prospers, they will change the way the world does business."

Lerner et al. (1995) and Buttner and Moore (1997) have given more importance to women's motivations to start their own businesses (self-fulfillment and personal goal attainment, etc.) as the major reason for women's low quantitative performance (such as jobs creation, sales turnover and profitability) as compared to men. While Carter and Allen (1997) observed that access to financial resources and other financial aspects of business had stronger effects on business rather than choice or intention.

Moore and Buttner (1997) suggest that women started their own business for a desire for self-determination and for career challenge. They expect the corresponding respect, recognition, and self-esteem which is provided by self-determination and career challenge. Primarily, entrepreneurship is a survival instinct that motivates women to start business. Around the world, dismal economic conditions, high unemployment rates, and divorce catapult women into entrepreneurial activities. Desperate to put food on the table for their children, women are defying societal norms in order to survive.

Sethuraman (1998) states that women participation in India is determined to a large extent by cultural norms that govern women's mobility and market work. These norms operate at multiple levels and often mirror the status of women in a particular religion, permeating the household as well as public sphere.

Zimare's (2006) "Socio-Economic Study of Women Entrepreneurs in Pune District" was partly a research on women entrepreneurial determination and partly an analysis of the impact of women entrepreneurial activity on industrial development in general and also the impact of micro level family economy of the women entrepreneurial households in particular. In this study, another important factor in determining women entrepreneurial development or self-employability is the still the dominant caste structure. The women from high-caste background seem to find it easy socially and economically to enter the field of self-employment through the entrepreneurship route because few women from the study area were found belonging to socially and economically backward categories.

Neetha (2010) states that after the recent releases of employment and unemployment data by NSSO the hype around self-employment seems to have multiplied, though there have been some attempts to uncover details of the self-employed. Whether individuals take to self-employment as a result of a 'push' out of the formal economy, or a due to a 'pull' towards more lucrative and advantageous employment opportunities is an intensely debated topic in the labour economics literature. The analysis in the essay reveals that self-employment in the post liberalization period is not one of new productive opportunities or resultant of a high growth economy, but of lack of employment opportunities. The growing social and economic crisis is locking vast sections of women workers into a downward spiral of more labour for less income resulting in an enhancement of gender based inequality in the world of work as a whole.

According to Srivastava and Srivastava (2010), Large-scale surveys show that while rural women's employment has grown over the decades, women are still largely self-employed or employed as casual labour in agriculture. They face various forms of discrimination, including job-typing that pushes them into low-paying jobs. Higher work participation does not lead to better outcomes unless accompanied by higher education, and/or assets. Education may not positively influence a woman's participation in work, but for women who are in the workforce, education is the most important determinant of better quality non-agricultural work.

Auti (2010) in her study "Socio Economic Study of Women Entrepreneurship in the Development of Maharashtra with Special Reference to Pune District" concluded that women decide to enter into business only after their marriage. Very few women are aware about training schemes. Women run their business using private sources of capital; this is partly due to lack of knowledge about government schemes. Many women entrepreneurs get different facilities and subsidies from the government; hence it is important that women become aware of these schemes. The researcher suggests that entrepreneurial awareness camps need to be conducted in rural areas with a view of making them aware of their hidden entrepreneurial capabilities. Special training and orientation programmes for appraising officers of banks and state agencies should be planned to change their mindset which is even now biased while dealing with women entrepreneurs. In view of the current technological boom in electronics and information technology, more women entrepreneurs in these business areas need to be encouraged to participate. Special courses need to be designed at college and university levels to impart entrepreneurial management education.

According to Faridi, Chaudhry and Malik (2011), the role of women’s participation in economic activities is considered a vital factor for growth and development. There are various socio-economic factors which determine why women are self-employed. The findings of their study reveal that the age and experience have positive and significant influence on women’s work participation being self-employed. It is explored from the study that women’s participation in self-employment activities is enhanced because of more years of education. In addition, the study concludes that per capita income, number of dependents and location reduce the women’s work participation as self-employed worker. Lack of education at higher level and inconvenience in attaining higher education for women is main cause of women’s self-employment. The joint family system and larger size of family (more number of children) is another cause of women’s inclination toward self-employed activities. Further, the study explores that high per capita income of the family reduces the women’s participation in self – employment activities.

The above studies conclude that women in India start their own businesses from a desire for self-determination and for career challenge and that they expect the corresponding respect, recognition, and self-esteem that both self-determination and challenge provide. Primarily, self-employment is a survival instinct that motivates women to start a business. Around the world, dismal economic conditions, high unemployment rates, and divorce catapult women into employment activities. Desperate to put food on the table for their children, women are defying societal norms in order to survive. Self-Employment is a highly personal, subjective process. Becoming Self-employed is an evolution of encountering, assessing, and reacting to a series of experiences, situations, and events produced by political, economical, social, and cultural change. These diverse circumstances prompt individual self-employed to modify their personal living conditions. Women who own and operate a business are not a homogeneous group. Cultural and social patterns prescribe whether a woman can become self-employed within her society or not. Some constraints are obvious; others are disguised in patriarchal heritage within cultures that preclude women self-employment.

6. MAIN FINDINGS

6.1 MODE OF WOMEN-EMPLOYMENT IN PUNJAB

In this section, employed women have been categorized into three broad groups according to their status of employment, (i) self-employed, (ii) regular employed and (iii) casual employed.

The changes in the status of employment in rural Punjab are shown in table 1 and figure 2. Over the period, it indicates that the proportion of self-employed rural women has decreased from 85.2 percent in 1987-88 to 85 per cent in 1993-94 and further to 77.8 per cent in 2011-12,. The share of self-employment is more than regular and casual employment during the period of 1987-88 to 2011-12. The share of casual and regular employment is on increase over the same period. The percentage of regular employed rural women has increased from 3.5 percent in 1987-88 to 8.6 percent in 2011-12 and the percentage of casual employed rural women has also increased from 11.3 percent to 13.6 percent over same time period. The data shows that self-employment is predominant among women in rural Punjab.

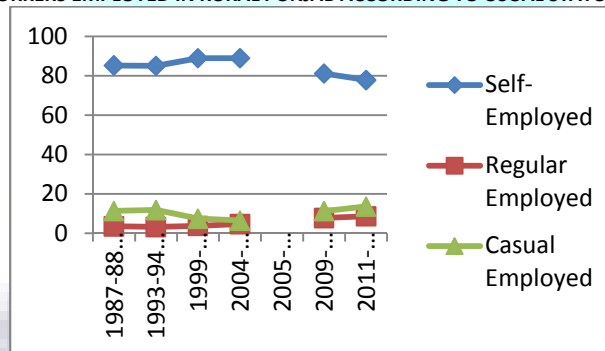
TABLE 1: PERCENTAGE OF FEMALE WORKERS EMPLOYED IN RURAL PUNJAB ACCORDING TO USUAL STATUS ALL (ps+ss) BY MODE OF EMPLOYMENT

Year (Rounds)	Status of Women Employment (Rural Punjab)		
	Self-Employed	Regular Employed	Casual Employed
1987-88 (43rd)	85.2	3.5	11.3
1993-94 (50 th)	85.0	3.2	11.8
1999-00(55th)	88.9	3.7	7.4
2004-05(61 st)	88.9	4.6	6.4
2005-06(62 nd)	N.A	N.A	N.A
2009-10(66 th)	81.1	7.7	11.2
2011-12(68 th)	77.8	8.6	13.6

Source: various rounds of NSSO data

Note: N.A represents that data is not available

FIGURE 2: PERCENTAGE OF FEMALE WORKERS EMPLOYED IN RURAL PUNJAB ACCORDING TO USUAL STATUS ALL (ps+ss) BY MODE OF EMPLOYMENT



In table 2 and figure3, Changes in the status of urban employment in Punjab indicate that women self-employment decreased from 58.1 percent in 1987-88 to 50 per cent in 1993-94 and to 41.1 percent in 2011-12, whereas regular employment has been increased from 31.5 percent in 1987-88 to 41.5 per cent in 1993-94 and to 54.3 percent in 2011-12. Over the same period, share of casual employed women in urban areas declined from 10.4 percent in 1987-88 to 8.5 percent in 1993-94 and to 4.6 percent in 2011.12. Recent changes in the status of employment point to the impact of post-liberalization policies.

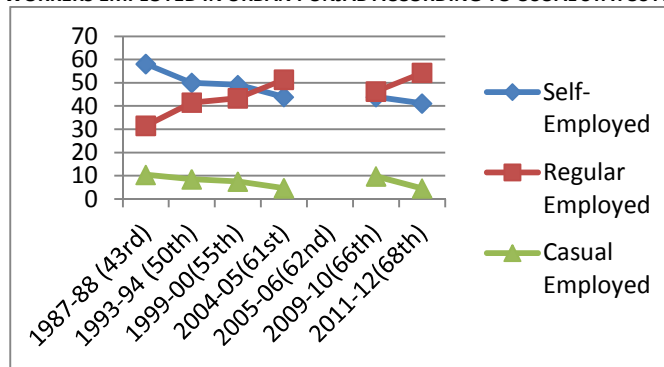
TABLE 2: PERCENTAGE OF FEMALE WORKERS EMPLOYED IN URBAN PUNJAB ACCORDING TO USUAL STATUS ALL (ps+ss) BY MODE OF EMPLOYMENT

Year (Rounds)	Status of Women Employment (Urban Punjab)		
	Self-Employed	Regular Employed	Casual Employed
1987-88 (43rd)	58.1	31.5	10.4
1993-94 (50 th)	50.0	41.5	8.5
1999-00(55th)	49.1	43.4	7.5
2004-05(61 st)	43.9	51.4	4.7
2005-06(62 nd)	N.A	N.A	N.A
2009-10(66 th)	43.9	46.3	9.8
2011-12(68 th)	41.1	54.3	4.6

Source: various rounds of NSSO data

Note: N.A represents that data is not available

FIGURE 3: PERCENTAGE OF FEMALE WORKERS EMPLOYED IN URBAN PUNJAB ACCORDING TO USUAL STATUS ALL (ps+ss) BY MODE OF EMPLOYMENT



6.2 SELF-EMPLOYED WOMEN IN PATIALA DISTRICT: EMPIRICAL EVIDENCE

For the purpose of study, the self-employed women are classified into eight groups on the basis of their occupation, namely, tailoring/boutiques, knitting, handicraft, papad/vadiya making, pickle making, paranda/doriya/nala making, tiffin service and manufacturing of other traditional items like khes, hand fans, carrybags from newspaper, etc. The sampled women’s social profile and operational details are analyzed in this study to find out factors affecting women self-employment.

TABLE 3: TEHSIL-WISE DISTRIBUTION OF SELF- EMPLOYED WOMEN AS PER THEIR DOMESTIC MANUFACTURING UNITS IN PATIALA DISTRICT

Code No.	Occupation	Nabha	Patiala	Rajpura	Samana	Patran	ALL
1	Tailoring/ Boutiques	16 (26.67)	17 (28.33)	15 (25.00)	20 (33.33)	20 (33.33)	88 (29.33)
2	Knitting	10 (16.67)	9 (15.00)	11 (18.33)	18 (30.00)	16 (26.67)	64 (21.33)
3	Handicraft	9 (15.00)	15 (25.00)	5 (8.33)	13 (21.67)	9 (15.00)	51 (17.00)
4	Papad/Vadiya	6 (10.00)	4 (6.67)	16 (26.67)	4 (6.67)	4 (6.67)	34 (11.33)
5	Pickle	5 (8.33)	4 (6.67)	4 (6.67)	3 (5.00)	3 (5.00)	19 (6.33)
6	Paranda/Dori/ Nala	10 (16.67)	7 (11.67)	3 (5.00)	2 (3.33)	6 (10.00)	28 (9.33)
7	Tiffin service	2 (3.33)	3 (5.00)	4 (6.67)	0 (0.00)	0 (0.00)	9 (3.00)
8	Others	2 (3.33)	1 (1.67)	2 (3.33)	0 (0.00)	0 (0.00)	7 (2.33)
Total		60 (100)	60 (100)	60 (100)	60 (100)	60 (100)	300 (100)

Source: As per primary survey in Patiala dist.

Note: Figures in parentheses represent percentage share

6.3 FACTORS AFFECTING WOMEN SELF-EMPLOYMENT: EMPIRICAL EVIDENCE

Self-employment is an act of setting up a new business unit or reviving an existing business unit to take advantages from new opportunities. Thus, self-employed women shape the economy by creating new wealth and new jobs and by inventing new products and services. However, an insight study reveals that it is not about making money, having the greatest ideas, knowing the best sales pitch or applying the best marketing strategy. It is in reality an attitude to create something new and an activity which creates value in the entire social eco-system. It is the psychological makeup of a person. It is a state of mind, which develops naturally, based on his/ her surrounding and experiences, which makes him/ her think about life and career in a given way. The women have achieved immense development in their state of mind. During the last two decades, increasing numbers of Indian women have entered the field of self-employment and also they are gradually changing the face of business of today, both literally and figuratively. But still they have not capitalized their potential in India the way it should be.

It has been well demonstrated in the literature that self-employment among women is the result of many factors. Therefore, this paper is an effort to identify the socio-economic and demographic factors, which determine the women self-employment. This paper deals with the various pull and push factors that affect women to be self-employed by starting and running manufacturing unit at domestic level. This also concentrates on analysis of data collected through questionnaire to establish motivating and de-motivating internal and external factors of women self-employment.

6.4 PULL AND PUSH FACTORS

What makes women to enter into self-employment, whether they are pushed into that activity by some pressure either economic/social or they have been attracted to it?

Female self-employment depends upon demand and supply, which, in turn, depends upon the demand/supply of its product/service. Thus, their demand is ‘derived demand’. Besides this, demand for a self-employed woman may exist in a ‘latent’ form but may not surface owing to unfavorable social environment. For instance, in a joint family, women may not be called upon to handle family business as these are well managed by men folk. However, on partition of the family or demise of the male member, the women may be called upon to carry on the business activities. The supply of self-employed women is influenced by many factors as family demands on their time and organizational structure of the family. For instance, even when their services are badly needed for the business, they may be discouraged to join the same due to joint family system or some other family responsibilities other than to look after the children etc. However, after family division, they have to become active member of the decision-making process. And, when the head of the family is no more, they may be required to take his place with or without choice. However, the degree of their active participation to do this job would decide the success or failure of the business.

Like the individual circumstances of women which act as impediment for their joining the business, the supply of self-employed women gets affected by co-existence of pull and push factors. While encouragement motivates, discouragement dampens the adventure spirit inherent in women. Often, some of the factors act in the direction of encouragement, others in the direction of discouragement. It is the net sum-total of these opposing forces that decides the tilt.

Pull factors are related with women’s desirability to do that particular activity by becoming conscious of strengths that are directly under the control of individual. These may include; the urge to emulate the other successful self-employed women, financial support (ready availability of loan-able funds) and a supportive environment (availability of such services as professional advisory, training, and transport services etc. Pull factors are classified as: with choice pull or

without choice pull. *Pull-with choice* exists where women choose one option from the given options. On the other hand *pull-without choice* exists when women have no option to select from but have to work within the available circumstances.

Push factors are external compulsion rather than internal motives that push people to run the business unit by self-employed women. People may be suddenly thrown out of employment and may be compelled to seek or accept another job. These are divided into positive push and negative push. *Positive push* may manifest as a consequence of monotony when children grow up, to increase the household’s standard of living, to have more facilities to enjoy quality of life or luxuries of life etc.). In contrast, *Negative push* is involuntary. It arises due to death of leading earning member or his partial deformity, divorce or partition of family business etc.

The table 4 and pie chart reveals the respective share of each category i.e. pulls with choice (31.67%), pull without choice (27.33%), positive push (23.33%) and negative push (17.67%).

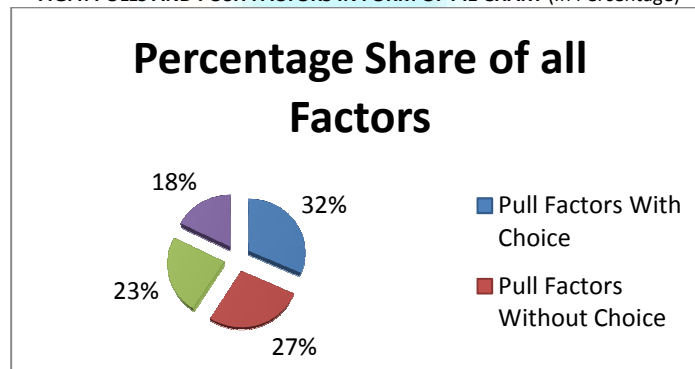
TABLE4: FACTORS DETERMINING WOMEN SELF-EMPLOYMENT IN PATIALA DISTRICT

Sr. No	Factors	No. Of Respondents
1	Pull Factors With Choice	95 (31.67)
2.	Pull Factors Without Choice	82 (27.33)
3.	Positive Push Factors	70 (23.33)
4.	Negative Push Factors	53 (17.67)
Total		300 (100)

Source: As per primary survey in Patiala Dist.

Note: Figures in parentheses represent percentage share

FIG.4: PULLS AND PUSH FACTORS IN FORM OF PIE CHART (In Percentage)



The women having excess capacity (pull with choice) are the maximum in number (31.67 percent). This category of women start/join the business activity of their interest (say activities in which they have past exposure, training or education), at preferred location (say within the household premises or outside the premises but within the city) and at chosen time-profile, say after getting free from children’s responsibilities.

The next heavy-weight in the sample (27.33 percent) is a better privileged category depicted by the pull factors without choice attributes where women enjoy the excess capacity in terms of human capital (acquired or inherent talent or supportive family) and/or physical capital (family business, location and space advantage of business) but do not have liking for line of business activity in which they are pulled. They may have time, talent, space and experience with them but do not have the alternatives to go for it for instance, normally after division of the family businesses women are immediate help to lean upon and women in turn have no option in such circumstances.

The weight of women falling in the third category (Positive push) improves to more than one-fifths of the sample (23.33 percent). Obviously, such women are in a better position as they enjoy activity choice option, which is in conformity with available economic trends, which assure reasonable profit margins. For, they are conscious of the individual strengths and weaknesses.

On expected lines, such adverse conditions as negative push attract lesser number of women to entrepreneurial activities (17.67 percent). For example, when husband running the business expires in a nuclear family, wife is forced to take up the reins of the business to salvage the problems of the business, run it to help family stay on its feet. Such a woman may or may not have the exposure in business field. Of these, about half are represented by widowed women. They are pushed into business by economic and social pressures where no choice is available to them. No wonder, they face hurdles in the initial and subsequent rounds of running the enterprise. Road to success for them is strenuous and time consuming. In their case, negative push acts as a blessing in disguise as it helps them to recognize their inner strength.

The heaviest weight is of the category of the most privileged women who enjoyed pull with choice and positive push. These women get positive support and pull gains. The positive impact of supportive (or pull) macro factors gets well portrayed by the relative weights of this category (along with its sister category – positive push in the sample).

6.5 PULL FACTORS

Pull factors are related with women’s desirability to do that particular activity by becoming conscious of strengths that are directly under the control of individual and the family or provided by the macro-environment. The supportive macro factors may manifest in the form of demonstration effects (the urge to emulate the other successful self-employed women), financial support (ready availability of loan-able funds) and a supportive environment (availability of such services as professional advisory, training, and transport services, etc. (Sexton 1986).

Pull factors have been classified as: pull factors with choice or *pull factors without choice*. Pull factors (with choice) exists where women choose one option from the given options on the basis of profit margins, existence of demand for that particular activity, friendly environment (created by society as well as state) to do something independent, utilization of space etc. Positive pull factors may flow from partner, mentor, investor and/or customer (Shapiro and Sokol, 1982). On the other hand pull (without choice) exists when women have no option to select from but have to work within the available circumstances. This includes; having education/knowledge related to a particular activity (not deliberately attained), availability of inputs for a particular activity etc. These factors are shown in detail in following table 5.

In this section we attempt to identify the prime factors which motivated the self-employed women in our sample (Table 3).From above table it is shown that 177 (59 percent) self-employed women are pulled by various factors. Out of them 95 (31.67 percent) women are pulled with choice and 82 (27.33 percent) are pulled without choice. Majority of the women (nearly 36 percent) are pulled by desirability to something independently. Now-a-days women want to be independent financially.

TABLE 5: PULL FACTORS OF WOMEN SELF-EMPLOYMENT IN PATIALA DISTRICT

Sr. No	Pull Factors	No. of Respondents		Total
		With Choice	Without Choice	
1	Desirability to do something independently	35 (36.85)	30 (36.58)	65 (36.72)
2	Past experience and talent	24 (25.26)	22 (26.83)	46 (25.99)
3	Support from family and friends	16 (16.84)	14 (17.07)	30 (16.95)
4	Encouraged from success stories of other self-employed women	8 (8.42)	6 (7.32)	14 (7.91)
5	Financial support from family	12 (12.63)	10 (12.20)	22 (12.43)
Total		95 (100)	82 (100)	177 (100)

Source: As per Primary Survey in Patiala Dist.

Note: Figures in parentheses represent percentage share

After asking them they said that they don't want to beg from husband or family for their day to day expenses. After getting employed they are financially independent but also contributing to family expenses. So urge to be independent rather than working for someone else is most important motive of becoming self employed. Nearly 26 percent women are pulled by their past experience in that activity. Like four respondents who were running boutiques said that they learnt stitching from their mother during unmarried time period. They used to help mother in their stitching work. This talent helped them to start their own work at their own. There are nearly 17 percent women who are pulled by the support of family and friends. Their family or friends have encouraged them to enter into employment. Nearly 8 percent are encouraged by success stories of other self-employed women. They tried to emulate them. There are 12 percent women who got financial support either from family or from husband. Financial support is important pull factor.

6.6 PUSH FACTORS

Sometimes it is external compulsion rather than internal motives that push people to run the business unit by self-employed women. People may be suddenly thrown out of employment and may be compelled to seek or accept another job. Remaining unemployed for long periods may also act as a factor. Perhaps the person was totally dissatisfied with the job in which he/she was employed, leaving him no other option but to quit the job. We can divide push factors into positive push and negative push.

Positive push may manifest as a consequence of monotony when children grow up, to increase the household's standard of living (Barahona, 1995) i.e. to have more facilities to enjoy quality of life or luxuries of life, to harness the acquired talent (education/training), suggestions by one's social circle to exploit the inborn talent at professional level (Finney, 1977). In contrast, **Negative push** is involuntary. It arises due to death of leading earning member or his partial deformity, divorce or partition of family business or increase in the household expenses, for instance, when children begin their schooling etc. Hence, there exist different reasons, (varying from person to person) acting as positive or negative push. Table 6 presents the details regarding the major push factors stated by our sample self-employed women in Patiala Dist.

It is evident from table 6 that out of all respondents, there are 70 respondents (23.33 percent) who are positively pushed into self employment. Out of them, 41 respondents are pushed for increasing household earnings to enjoy quality of life. During the era of inflation, it is not enough to have only one earning hand in family. So they state that women have to do something if they want better life. There are 9 self employed women who state that working women have different social status in society. This thinking pushed them to enter into their respective unit. And remaining 20 respondents are pushed by suggestions by family or friends to exploit inborn talent and skill.

Sometimes it is external compulsion rather than internal motives that push people to launch their enterprises. There are 53 respondents (17.67 percent) who are pushed by negative reasons. They are compelled to enter into self-employment. In our sample, 15 widow respondents entered after loss of their husband. Some of them are carrying on husband's unit and some have started their own domestic manufacturing unit. There are 25 respondents who are working because there is no other active member in family who can earn enough to meet household expenditure. For instance, the failure of earning hand of the family due to some physical incapability (e.g. accident or ailment) or mental incapability (e.g. an alcoholic addiction) compels women to take over his responsibilities by becoming businesswomen. One respondent was working due to illness of her husband who was suffering from cancer from last 3 years. There are 4 respondents who opted for self-employment because they lost their job. Four of them are now running boutiques at their own with the help of workers. Divorce is also compelling factor as stated by our sample women (9, 16.98 percent).

TABLE 6: PUSH FACTORS OF WOMEN SELF-EMPLOYMENT IN PATIALA DISTRICT

Sr. No	Push factors	No of Respondent
Positive Push		
1.	For increasing household earnings to enjoy quality of life	41 (58.57)
2.	To achieve high social status	9 (12.86)
3.	Suggestions by one's social circle or family to exploit inborn skill and talent	20 (28.57)
Total		70 (100)
Negative Push		
1	Loss of husband	15 (28.30)
2	Incapability of earnings	25 (47.17)
3	Fired from job	4 (7.55)
4	Divorce	9 (16.98)
Total		53 (100)

Source: As per Primary Survey in Patiala Dist.

Note: Figures in parentheses represent percentage share

Surrounding socio-economic factors of women self-employment whether positive or negative in nature has their individual bearing upon women's behavior while venturing and operating the business activity.

Strength of the problem encountered while running the enterprise gets affected by background factors. The organizational and occupational background of one's family also influences a woman for entrepreneurial ventures. For instance, a) nuclear family based women come at second position in getting supportive environment as compared to the joint family structure. b) Negative push affects self-employed women according to their marital status as unmarried women do not get positive push from society. c) Business background of a family do acts as positive push. Further, social activism helps in sales promotion of the products and services and causes positive push.

7. CONCLUSION

The study tried to find out the different crucial factors which are concerned with the women self-employment opportunities at large. Factors have been also identified through various review of literature. In general, self-inspiration was the most important factor that pulled women to self-employment irrespective of the level of working. The prime motivators are thus found to be the self-employed women themselves. They had the urge to start businesses on their own. Most of the entrepreneurs ventured into enterprises primarily to support their families. This seems to be the most important motive for starting businesses. The urge to be on one's own rather than working for somebody else was the next important motive for starting business. The self-employed women start these units primarily to support their families as well as to fulfill their ambition of being on their own. It was observed that amassing incomes and improving social status are relatively less important as pull factors in the case of these women. This reflects the nature of self-employment at domestic level, which still seems to be rooted in the satisfaction of basic needs such as supporting the family. Entry into business is not driven out of compulsion, but seems to be driven by the need to express oneself. Push factors such as unemployment and job dissatisfaction were not given high scores by the sample women. Our discussion on the prime motivators also brings out that the women were also more influenced by success stories of other self-employed women. The skills and experience a person acquires prior to starting a new venture have some influence in facilitating entry. All these factors may vary from place to place business to business but women self-employment is necessary for the growth of any economy whether it large or small. From above we conclude that the surrounding socio-economic factors of self-employment whether positive or negative in nature, have their individual bearing on women's behavior. Thus from the above empirical evidence, we can see that there are various factors which determine the entry of women into self-employment. Due to non-availability of regular jobs or due to other family restrictions women think it better to earn for their livelihoods at their home. They prefer to do job on their own basis by getting themselves into such occupations, as mentioned earlier. Self-employment has given them confidence to become independent. Their family or society also appreciates them after getting into employment on the one hand and economic empowerment on the other hand.

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