



Research Article

Motivational sources and factors of women entrepreneurs in Agra district

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SUMMARY : A person has two type of motivation. One is innate in nature and another is acquired automatically and getting through human and non-human resources. For examining motivational sources and factors of 200 women entrepreneurs, (100 women entrepreneurs from Agra urban running boutiques and beauty parlours, 100 from Agra rural running dairy enterprises), the present study was conducted in both the areas of Agra district during the year 2005. Based on the nature of information and collected data, percentage was used as statistical measure. It is clear from findings that women entrepreneurs were influenced by their husband to take-up an enterprise. Out of the monetary factors, to earn money, and to get rich were highly motivating factors and to earn additional income was highly and averagely motivating factor. Plenty of money available in the family was the low motivating factor for women. Out of the social factors, to sustain social prestige and to gain prestige were highly motivating factors and to be recognised and respected and to sustain social presige were averagely motivating factors for the entrepreneurs. Out of the service factors, to employ people was the only highly and averagely motivating factors for the entrepreneurs. Out of the familial factors, most convenient job and it does not affect the family life and to carry on family business were highly motivating factor and to win husband's appreciation was averagely motivating factor for women. Out of the self-fulfillment factors, to fulfill my ambitions, to pursue hobbies, to be productive, use personal abilities and to achieve something through business were highly motivating factors for entrepreneurs. To be productive, use personal abilities, to be independent/be own boss and because I do not have educational qualification to seek a job and to keep myself busy were averagely motivating factors for entrepreneurs. For these kinds of entrepreneurs, those got motivation from various sources and factors/conditions, are venturing an enterprise, the workers those are working under their guidance both should be promoted by the government and concerned organization by different modes of awareness. Therefore, more and more entrepreneurial unit could be opened at distinct places through which people could be benefited in every sphere of life.

KEY WORDS :

Motivational sources,
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