

Women entrepreneurs and their motivational sources and factors in rural Agra

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■ **ABSTRACT :** The present study was carried out to investigate women entrepreneurs and their motivational sources and factors in Agra rural. One hundred women entrepreneurs were selected randomly for the present study. Primary data were collected through interview schedule during year 2005. Percentage was used as statistical measure. It can be extracted from the findings that hundred per cent of women entrepreneurs were influenced by husband. Hundred per cent and 94 per cent of women entrepreneur were highly motivated to earn money and to get rich. Twenty four and 23 per cent entrepreneurs were averagely motivated for financial stability/securities. Twenty six per cent of women entrepreneur were low motivated due to availability of surplus money. Twelve per cent and 10 per cent of women entrepreneur were highly motivated to gain prestige and to sustain social prestige, respectively. Majority (19 % and 32%) of women entrepreneur were highly and averagely motivated “to employ people. To carry on family business was the highly motivating factor for 89 per cent of women entrepreneurs. Eighty three per cent of women entrepreneurs were highly motivated due to most convenient job and it does not affect the family life. Twenty two per cent were averagely motivated to win husband’s appreciation. Fifty three and thirty eight per cent of entrepreneurs were highly and averagely motivated to be productive, use personal abilities. I do not have educational qualification to seek a job and to keep myself busy were low motivating factors for 39 per cent and 37 per cent of entrepreneurs. On the basis of above findings. Government should do more effort for finding out the entrepreneurs those are working but not identified and subsidised. For these kinds of entrepreneurs, government should do effort for converting their units from small to medium and medium to large unit through which population density in particular sector can be minimized in reference of employment. If it can not be possible, people will have to do target oriented jobs. In which if target is suited out, people will get salary otherwise not. It is another facet of exploitation.

■ **KEY WORDS :** Motivating sources, Factors, Women entrepreneurs

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