



Research Article

Sources and factors of motivation for women entrepreneurs in Agra Nagar Nigam

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SUMMARY : Motivation is the process for satisfying innate and acquired motives that activates and directs our behaviour towards our destiny. Therefore, keeping in view above facts, this study was conducted to know motivating sources and factors of 100 women entrepreneurs running boutiques and beauty parlour in Agra Nagar Nigam during year 2005. Primary data were collected through interview schedule and percentage was used as statistical measure. The study showed that ninety two per cent of entrepreneurs were influenced by self and 71 per cent entrepreneurs motivated highly to earn money. Thirty nine per cent were averagely motivated to earn money. Nine per cent were low motivated due to plenty of money available in the family. To sustain social prestige was the highly motivating factor for 70 per cent entrepreneurs. Twenty five per cent and seven per cent entrepreneurs were averagely and low motivated to it is prestigious things to do and to sustain social prestige, respectively. Twelve per cent and fourteen per cent of women entrepreneur were highly and averagely motivated to work for community and to employ people, respectively. Eighty five and nine per cent of entrepreneur were highly and averagely motivated due to most convenient job and it does not affect the family life, respectively. To pursue hobbies was the highly motivating factor for 87 per cent of entrepreneur. To enhance creativity and to keep myself busy were averagely motivating factor for 29 per cent women entrepreneur. I do not have educational qualification was low motivating factor for 9 per cent of entrepreneurs. Keeping in view above findings/results, Government and non-Governments organisation should look forward for eradicating deep rooted unemployment from the society. For economic balance of country; entrepreneurship should be promoted among women as promoted among men after judging their psychological behaviour. For this, an intervention programme should be planned and executed by various organizations like; DIC, MSME, FICCI and WAVE.

KEY WORDS :

Motivational factors,
Pull, Push factors,
Motivational sources

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BACKGROUND AND OBJECTIVES

Women in developed country are motivated by having motive; need for achievement, challenge and self-determination (Das, 1999). Motivation is the process that motivates a person to take action and induces him to continue the course of action for the achievement of goals. In this way, there are positive and negative sources and conditions behind every person's success. It is also found by Mishra and Bal (1998) in their study that the desire to become independent, desire to prove oneself, status and for earning money were the key motivating factors and can be considered as independent attributes. Those

hail them to take actions and give up those decisions for satisfying entrepreneurial success needs a conversion of women into entrepreneur independently. Singh *et al.* (2002) observed that women are becoming by the force of circumstances, while family members are considered as major sources by Mishra and Bal (1998). Without having personal attributes/strong will power, familial/societal support and adverse condition those can be supposed as promoting factors, a person cannot do a single effort. Therefore, keeping in view the above facts, an effort was made to study motivating sources and factors of women entrepreneurs in Agra Nagar Nigam.

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RESOURCES AND METHODS

Agra division of Uttar Pradesh was selected as the locale for the present study by using purposive sampling. Agra division comprises of seven districts. Out of which, Agra district has been selected randomly for the present study. According to the requirements and to have balanced distribution of the respondents, the investigator divided Agra city into four zones; North – East zone; North – West zone; South-East zone and South-West zone. Twenty five women entrepreneurs running both boutique and beauty parlours from each zonal area were selected. Thus, hundred women entrepreneurs were selected for the present study. Descriptive type of research design was used. Primary data regarding motivating sources and factors of women entrepreneurs in Agra Nagar Nigam were collected through interview schedule during the year 2005. Percentage was used as statistical measure.

OBSERVATIONS AND ANALYSIS

While carrying out detailed study of sources and factors which motivates entrepreneurs to venture into taking-up an enterprise have been analysed under following heads:

Person-as motivating sources :

Results can be drawn from the data (Table 1) that 92 per cent of entrepreneurs were influenced by self. Thirty three per cent were influenced by their husband. Only one per cent of women entrepreneurs were influenced by neighbours. It

Table 1 : Person – motivational sources of women entrepreneur (n= 100)

Sr.No.	Sources	Women entrepreneur	
		Number	Percentage
1.	Self	92	92
2.	Mother/father/sister/ brother / in-law	11	11
3.	Husband	33	33
4.	Neighbours	1	1
5.	Friends	3	3
6.	Relatives	1	1
7.	Any other/ children	2	2
8.	Progressive entrepreneurs	12	12

Percentage was calculated on the basis of total respondents

Table 2 : Motivating factors as a motivational source of women entrepreneur

(n=100)

Sr. No.	Monetary factors	Women entrepreneur					
		Highly motivated		Averagely motivated		Low motivated	
		Number	Percentage	Number	Percentage	Number	Percentage
1.	To earn money	71	71	14	14	2	2
2.	To get rich	18	18	34	34	5	5
3.	To earn additional income	48	48	39	39	2	2
4.	For financial stability/ security	39	39	24	24	2	2
5.	Due to insufficient money in the family	23	23	11	11	4	4
6.	Plenty of money available in the family	5	5	7	7	9	9

Percentage was calculated on the basis of total respondents

is being proved by the above findings that a person, having working attitude and strong will power, is always being supported by their family members and by own also in beginning and in adverse conditions but in absence of own efforts and desire, no one can support to that person. Similar findings have been reported in the earlier studies conducted by Iman and Phukan(1998), Singh *et al.* (2002), Jose Paul *et al.*(1996) and Mishra and Bal (1998).

Motivating factors :

Motivating sources as factors are observed from the Table 2 that to earn money was the highly motivating factor for 71 per cent of women entrepreneurs. To earn additional income was the next highly motivating factor for 48 per cent of women entrepreneur. Thirty nine per cent were started their enterprise for financial stability/security. Only 5 per cent were highly motivated due to plenty of money available in the family.

Monetary factors :

Thirty nine per cent and 34 per cent of women entrepreneurs were averagely motivated to earn money and to get rich, respectively. Only 7 per cent of women entrepreneur were averagely motivated due to plenty of money available in the family.

Nine per cent of women entrepreneur were low motivated due to plenty of money available in the family. Only 2 per cent were low motivated for financial stability/ security and to earn additional income. It can be said that population density is increasing day by day and resources are decreasing accordingly.

Therefore, people have to do more effort for earn a living along with utilization of money available in the family. The findings of the study conducted by Bhatia *et al.* (1999) are also in support of the above results that women entrepreneurs started their enterprises due to have financial constraints, unemployment, responsibility to look after family after death of husband.

Social factors :

It is clear from the Table 3 that to sustain social prestige was the highly motivating factor for 70 per cent of women

entrepreneurs. To gain prestige was the highly motivating factor for 65 per cent of women entrepreneur. Only three per cent were highly motivated to be model to others.

Twenty five per cent and twenty four per cent of women entrepreneurs were averagely motivated due to It is prestigious things to do and to be recognised and respected, respectively. Seven per cent of women entrepreneurs were low motivated due to it is prestigious things to do. It can be concluded from the findings that women were running an entrepreneurial unit because of having previous experience, gaining prestige and

being sustainable by the exchange of ideas through meetings and being model among the neonates/non-entrepreneurs/non-income generators/non-self-employed peoples.

Service factors :

It is clear from the Table 4 that to work for community was highly motivating factor for 12 per cent of women entrepreneurs. Only 5 per cent of women entrepreneurs were highly motivated to upgrade the community.

Fourteen per cent were averagely motivated to employ

Table 3: Social factors as motivational source of women entrepreneur

(n = 100)

S. No.	Social factors	Women entrepreneur					
		Highly motivated		Averagely motivated		Low motivated	
		Number	Percentage	Number	Percentage	Number	Percentage
1.	To gain prestige	65	65	16	16	–	–
2.	To be recognised and respected	29	29	24	24	–	–
3.	To be model to others	3	3	4	4	4	4
4.	To meet many people	4	4	4	4	3	3
5.	It is prestigious things to do	11	11	25	25	7	7
6.	To sustain social prestige	70	70	20	20	–	–

Percentage was calculated on the basis of total respondents

Table 4: Service factors as motivational sources of women entrepreneurs

(n = 100)

Sr. No.	Social factors	Women entrepreneur					
		Highly motivated		Averagely motivated		Low motivated	
		Number	Percentage	Number	Percentage	Number	Percentage
1.	To employ people	6	6	14	14	–	–
2.	To upgrade the community	5	5	3	3	2	2
3.	To work for the community	12	12	4	4	2	2

Table 5: Familial consideration factors as a motivational source of women entrepreneur

(n = 100)

Sr. No.	Familial consideration	Women entrepreneur					
		Highly motivated		Averagely motivated		Low motivated	
		Number	Percentage	Number	Percentage	Number	Percentage
1.	To settle son/daughter in enterprise	3	3	1	1	–	–
2.	To win husbands appreciation	4	4	4	4	–	–
3.	To please father / mother	–	–	1	1	–	–
4.	To carry on family business	3	3	–	–	–	–
5.	Most convenient job and it does not affect the family life	85	85	9	9	–	–

Table 6 : Self fulfillment factors of women entrepreneurs

(n=100)

Sr. No.	Self-fulfillment factors	Women entrepreneur					
		Highly motivated		Averagely motivated		Low motivated	
		Number	Percentage	Number	Percentage	Number	Percentage
1.	To pursue hobbies	87	87	11	11	–	–
2.	To achieve something through business	18	18	9	9	3	3
3.	To enhance creativity	44	44	29	29	–	–
4.	To be productive, use personal abilities	24	24	25	25	–	–
5.	To accept challenge according to capabilities	12	12	9	9	–	–
6.	To avoid taking up employment	7	7	6	6	4	4
7.	To fulfil my ambitions	50	50	24	24	2	2
8.	To keep myself busy	46	46	29	29	5	5
9.	To be independent / be own boss	22	22	18	18	3	3
10.	Because I do not have educational qualification to seek a job	6	6	13	13	9	9

Percentage was calculated on the basis of total respondents

people. Only 3 per cent of women entrepreneur were averagely motivated to upgrade the community.

Two per cent of women entrepreneurs were low motivated to work for the community and to upgrade the community each. It can be said that women were also working for providing services to community in time/for making people employed those are unemployed so that the community where they are residing could be upgraded in both resources references; human and non-human.

Familial factors :

It can be concluded from the Table 5 that eighty five per cent women entrepreneur were highly motivated due to most convenient job and it does not affect the family life followed by 9 per cent of averagely motivated women entrepreneurs. According to the census of 2011, the rate of male and female work participation is 39.1 per cent. Out of this work participation rate, women work participation is 25.60 per cent and the men work participation rate is 51.69 per cent. It can be said the efforts being done by women for being independent and make others independent are being recognised /registered/accepted because women are choosing their modes of earning according to their personal/familial/societal factors and they are playing role as an independent citizen considered as civic having all resources in itself. Similar findings have been drawn in the study conducted by Bhatia *et al.* (1999). Majority of women started their enterprise to settle son in running business.

Self-fulfillment factors :

It is revealed from the Table 6 that to pursue hobbies was the highly motivating factor for 87 per cent of women entrepreneurs followed by 50 per cent entrepreneurs to fulfill my ambition. Only 6 per cent were highly motivated because they do not have educational qualification to seek a job. To enhance creativity and to keep myself busy were averagely motivating factors for 29 per cent of women entrepreneurs each. I don't have educational qualification was low motivating factor for 9 per cent of women entrepreneur.

It can be said that women are identifying their strength, weaknesses, opportunistic conditions and threats those will be either supportive and non-supportive in the path of their individual will power/capabilities/ambitions/personal attributes' execution. Similar findings have been reported in few earlier studies conducted by Das (1999) and Mishra and Bal (1998).

Conclusion :

According to the census 2012, population is 1210 million and the population was 1027 million in 2001. It is observed and justified by the findings that in India, where a child birth is considered as Gift of God in every condition, either that

couple/family is able to rear that child according to his requirements or not. In case of the family having less resources, they bring up their child only for earn a living by both the ways; legal and illegal. This condition is being created because of continuous growth of population and decreasing sharing resources per person. Along with this, employment per person is also decreasing. Conclusively, people are insecure regarding availability of employment opportunities to them and to their generations. Therefore, men and women both were engaged in running an enterprise/income generating activity/in government sectors for making themselves / their generations secured about their livelihood. It is proved by the findings of the present study that for providing additional income and make adjustments in the family, women started their enterprise because it is most convenient job and it does not affect the family. They started that particular activity to pursue hobbies and to earn money so that they could sustain their social prestige. Having above own potentialities and recognition they converted themselves from women into the entrepreneurs. They started/ventured entrepreneurial activity to enhance creativity and keep themselves busy so that, they could work for community by providing services and employing people. For eradicating unemployment oriented attitude and for developing every individual either *i.e.* male or female, government and concerned organizations should work for the entrepreneurs, those are working for societal welfare firstly and personal welfare secondly.

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