

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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Motivation is the process of motivating entrepreneurs to take action for fulfilling their motives. Motives may be defined for a person as an inner state of our mind that moves or activates and directs our behaviour of towards our destiny. Motivation refers to the way in which urges, drives, desires, striving, aspiration or needs direct, control or explain the behaviour human being. A person acquires three types of needs. These three needs are: need for affiliation, need for power and need for achievement. Need for affiliation refers to needs to establish

and maintain friendly and warm relations with other entrepreneurial- mates. Need for power means the one’s desire to dominate and influence others by using physical objects and action. Need for achievement refers to one’s desire to accomplish something with own efforts. This implies one’s will to excel in his/her efforts *i.e.* entrepreneurship development. In the present circumstances, where population is more and resources are less, a person/ life partner has to do more efforts to earn for living. Therefore, every woman is entering in entrepreneurial world

along with being in various fields for doing his family economy balanced. This entrepreneurial activity involves production/selling / servicing, with a motive / standard of success. With this view, the present study was conducted to identify women entrepreneurs and their motivational sources and factors.

■ RESEARCH METHODS

Agra division of the 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 was selected randomly. For the purpose of administration, Agra district was divided into two areas; Agra Urban and Agra Rural. Agra Rural was selected randomly for the present study. Agra rural comprises fifteen blocks. Out of 15 blocks, Bichpuri block was selected randomly. Out of village of Bichpuri block, villages Baipur and Laramada were selected randomly. Fifty women entrepreneur from each village running dairy enterprise were selected for the present study. Primary data regarding women entrepreneurs and their motivational sources and factors in Agra rural were collected through interview schedule, observation and discussion from the selected entrepreneurs as well as from secondary sources. Secondary data such as a list of women entrepreneurs were collected from the concerned centres such as District Industry Centres, Central Excise and Custom Department and Small Industries Service Institute (SISI), Agra during the year of 2005. Based on the nature of data and relevant information, percentage was used as a statistical measure.

■ RESEARCH FINDINGS AND DISCUSSION

In this section-motivational sources and factors of women entrepreneurs were analysed under two heads:

- Person – Motivating source of women entrepreneur
- Motivating factors.
- Monetary factors.
- Social factors.
- C. Service factors.
- Familial factors.
- F. Self-fulfillment factors.

Person – as motivating source :

It is concluded that hundred per cent of women entrepreneurs were influenced by husband. Four per cent of women entrepreneurs were influenced by self. A study conducted by Jose Paul *et al.* (1996) is also in support of these findings.

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

Sr. No.	Sources	Women entrepreneur	
		Number	Percentage
1.	Self	4	4
2.	Parents/in laws / brother	1	1
3.	Husbands	100	100
4.	Neighbours	–	–
5.	Friends	–	–
6.	Relatives	–	–
7.	Any other (children)	–	–
8.	Progressive entrepreneur	–	–

Percentage was calculated on the basis of total respondents

Motivating factors :

As can be seen from Table 2, hundred per cent and 94 per cent of women entrepreneurs were highly motivated to earn money and to get rich, respectively. Availability of surplus money was highly motivating factors for 13 per cent of women entrepreneur. Twenty four per cent and 23 per cent of women entrepreneurs were averagely motivated for financial stability / securities and to earn additional income, respectively. Twenty six per cent of women entrepreneur were low motivated due to availability of surplus money. Twenty three per cent of women entrepreneurs were low motivated due to insufficient money in the family on the basis of above-lined explanation. These needs can be considered as safety and security needs. These needs find expression in such desires as economic security and protection from physical dangers. Meeting these needs requires more money and, hence, the entrepreneur is prompted to work more in her enterprise and would like to expand/multiply her unit in every reference.

It can be drawn from the data of Table 3 that twelve per cent and 10 per cent of women entrepreneur were highly motivated to gain prestige and to sustain social prestige,

Table 2: Monetary factors of women entrepreneurs

(n = 100)

Sr. No.	Monetary factors	Women entrepreneur					
		Highly motivated		Averagely motivated		Low motivated	
		Number	Percentage	Number	Percentage	Number	Percentage
1.	To earn money	100	100	–	–	–	–
2.	To get rich	94	94	4	4	–	–
3.	To earn additional income	73	73	23	23	–	–
4.	For financial stability and securities	58	58	24	24	1	1
5.	Due to insufficient money in the family	42	42	10	10	23	23
6.	Plenty of money available in the family	13	13	3	3	26	26

Percentage was calculated on the basis of total respondents

respectively.

Seventeen per cent and 15 per cent of women entrepreneurs were averagely motivated to sustain social prestige and to be recognised and respected. It is true that social needs to belongingness. All individuals want to be recognized/respected and accepted by others. Likewise, an entrepreneur is motivated to interact with fellow entrepreneurs/community-mate/societal mates.

It can be revealed from Table 4 that majority (19% and 32%) of women entrepreneurs were highly and averagely motivated to employ people.

It can be observed from Table 5 that 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

Table 3: Social factors 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 gain prestige	12	12	11	11	2	2
2.	To be recognised/ respected	5	5	15	15	-	-
3.	To be model	1	1	4	4	-	-
4.	To meet many people	-	-	-	-	-	-
5.	It is prestigious things to do	-	-	1	1	1	1
6.	To sustain social prestige	10	10	17	17	-	-

Percentage was calculated on the basis of total respondents and given in parenthesis

Table 4: Service factors of women entrepreneurs (n=100)

Sr. No.	Service factors	Women entrepreneur					
		Highly motivated		Averagely motivated		Law motivated	
		No.	Percentage	No.	Percentage	No.	Percentage
1.	To employ people	19	19	32	32	-	-
2.	To upgrade the community	-	-	-	-	-	-
3.	To work for the community	-	-	-	-	-	-

Percentage was calculated on the basis of total respondents and given in parenthesis

Table 5 : Familial consideration factors of women entrepreneurs (n=100)

Sr. No.	Familial factors	Women entrepreneur					
		Highly motivated		Averagely motivated		Low motivated	
		Number	Percentage	Number	Percentage	Number	Percentage
1.	To settle son/daughter in enterprise	2	2	-	-	-	-
2.	To win husband's appreciation	24	24	22	22	-	-
3.	To please father/mother	-	-	-	-	-	-
4.	To carry on family business	89	89	5	5	-	-
5.	Most convenient job and it does not affect the family life	83	83	14	14	2	2

Percentage was calculated on the basis of total respondents

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	3	3	4	4	-	-
2.	To achieve something through business	46	46	24	24	-	-
3.	To enhance creativity	5	5	1	1	-	-
4.	To be productive, use personal abilities	53	53	38	38	1	1
5.	To accept challenge according to capabilities	7	7	9	9	2	2
6.	To avoid taking-up employment	1	1	2	2	12	12
7.	To fulfill ambitions	50	50	7	7	3	3
8.	To keep myself busy	3	3	3	3	37	37
9.	To be independent/be own boss	3	3	27	27	5	5
10.	Because I do not have educational qualification to seek a job	10	10	21	21	39	39

Percentage was calculated on the basis of total respondents

cent of women entrepreneurs were averagely motivated to win husband's appreciation.

It can be observed that from Table 6 that to be productive, use personal abilities and to fulfill my ambition were highly motivating factor for 53 per cent and 50 per cent of women entrepreneurs, respectively. Thirty eight per cent of women entrepreneurs were 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, respectively. It is proved by the results that women are running enterprises for developing the sense of self-esteem, self-respect and self-confidence. This sense/feeling includes achievement, competence, knowledge and independence. In case of entrepreneurs, these needs of self-actualisation are multiplied by taking decision/risk-taking willingness/innovativeness/goal-setting/uncertainty-bearing/assertiveness/dealing with failure/competing against self-imposed standards / tolerance of ambiguity and uncertainty/ forward looking/open-mindedness/ use of influencing strategies/ persistence. Similar studies conducted by Das (1999), Iman and Phukan (1998), Bhatia *et al.* (1999), Prasad and Rao (1998), Sengupta and Singh (1985), Jothi and Prasad (1993), Mishra and Bal (1998) and Nigam (1994) are also in support of above findings. It can be said that every individual is motivated having inter-organisational and intra-organizational needs.

Conclusion :

It can be extracted from the findings that women entrepreneurs being heterogeneous with respect to the number of role stress conditions were facing low to high number of role stressful conditions and constraints.

People motivated by some factors those are included in motivation or it can be said motivation process is held in presence of some factors *i.e.* pull factors, push factors and independent factors of an individual. In the present study, entrepreneurs are running enterprise in presence of push factors; to get rich by earning money and additional income for financial stabilities and securities for present and future and after a time, they could get better social and economic status in society. For giving prestige, recognition, respect and for sustaining social prestige as they have, they are pulled by above lined factors. The factors those are varied in nature by acting as other pull, push factor and may be both as familial factors. Women are running an enterprise for carrying on family business and most convenient job and it does not affect the family life and the present enterprise can be a futuristic large scale unit for a society, community and nation. The independent factor, through which women can exhibit their competences in a better way after doing SWOT analysis *i.e.* self-fulfillment/self-satisfaction, are relevant factors. According the entrepreneurs' competences, they are running an enterprise

for achieving something, to be productive by polishing present skills and fulfill ambitions through direct and indirect, concerned organisation, society and people could get benefit in making every unemployed people into an entrepreneur, income generator and self-employed in absence of competitive, competence in government sector where number of person per employment are already more. For motivating unemployed people, government should introduce the entrepreneurs those are working for societal welfare through different mode of communication at individual, group and mass level.

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