

CHAPTER V

GROWTH OF WOMEN ENTREPRENEURSHIP

Section I

5.1 Introduction

“Entrepreneurial activity in any country at any time is influenced by multitude of factors. These factors, inter alia, include financial, institutional, cultural and political structure of a country, government preferences and policies for adopting industrial activity, ability and willingness of individuals to launch industrial enterprises, and overall socio-economic environment of the country”(Mishra, 1987) Entrepreneurs play a difficult risk-bearing role as they go on board on a thorny mission. Apparently the question that one would ask is what is it that motivates and compels an individual to take up entrepreneurship? “Motivation is considered as that process which induces an individual to take up an action and continues so as to achieve the desired goals. Motivation may be defined as the way in which urge, drive, wish, determination, aspiration or needs that directly control to explain the behaviour of human beings. Motivation depends on the ethnicity of the social order”(Gupta and Srinivasan, 1994).

For starting a business, women's motivation is generally said to be related to their need to be independent, achieve job satisfaction, attain personal accomplishment and fulfilment to be creative and economically self-dependent. Apart from economic compulsion there are many other reasons responsible for self-employment and entrepreneurship among women. These reasons relate to desire for economic independence, utilization of individual talents,

supplementing the family income, monotony and boredom from her domestic life etc.

“Motivational factors can be categorised as ambitions or aspirations, compelling factors, facilitating factors etc. A motivational factor varies from individual to individual and also depends upon the personality and traits of an individual. Also, money remains the motivating factor amongst all. While the need is better defined and talked about among lower and middle-income groups, women from the upper income strata only admit it tacitly. For them, business is more a means for their inspired juices and a probability to start an individuality of their own” (Lakmisha, 2003).

The present chapter analyses the motivational and facilitating factors that induce an individual to take up entrepreneurship. The present chapter is divided in two sections. Section one deals with the motivating, compelling and facilitating factors for women to become an entrepreneur. Section two deals with the personality and traits of women entrepreneurs and section three with conclusions.

5.2 Motivational Factors

David McClelland in his achievement motivation theory has discussed about an individual's need for achievement for personal accomplishment. It is the drive to excel, to endeavor for success and to achieve in relation to a set of standards. According to him, need for achievement is simply the desire to do well not just for the sake of social recognition or prestige but also for the sake of an inner feeling of personal accomplishment. It is this need for achievement that motivates people to take risk. People with high need for achievement behave in an entrepreneurial way. Need for achievement stimulates the behaviour of a person to be an entrepreneur.

Table 5.01: Reasons for taking up entrepreneurship

Desire of respondent as a woman entrepreneur	(%)
To earn/ self dependence	86.5
To continue family business/family desire	5.5
Gain prestige/ambition, etc.	8.0
Total	100.0

The table (5.01) shows the desire of respondent as a woman entrepreneur. Majority of women have a strong desire to earn lot of money. May be because they belong to poor or middle class family. Women in the recent times want to be secured economically or be self-dependent. They feel that they are equally confident and capable as men. Also they are no different in terms of personality and traits. Their desire and expectations to achieve something in life and become economically self-dependent motivates them to become entrepreneur.

Table 5.02: Rewards to respondents as a woman entrepreneur

Rewards of respondents as a women entrepreneur	(%)
Social status	16.5
Economic independence and money	67.5
Sense of achievement and pride	16.0
Total	100.0

Majority of the women feel that self-employment not just helps in improving their social and economic status but also gives them feeling of achievement. When they start receiving these rewards they further feel enlightened and motivated to take up entrepreneurial and expand their venture.

5.3 Compelling Factors

“Apart from ambitions a prospective individual may be motivated by his/her compelling circumstances. Sometimes, lack of employment or means of livelihood drives a person to resort to entrepreneurial activity. This might be a probable compulsion in India where there is large-scale unemployment and the government and semi-government organizations are offering a variety of promotional support for starting up entrepreneurial ventures for educated unemployed youths. Apart from this a person may be compelled to diversify his/her economic interests in order to secure a better future for the children, and so on. The combined effect of ambition and compulsion may be quite enough to influence a person for industrial entrepreneurship” (Tewari and Pandey, 1991).

Table 5.03: Compelling factors to take up entrepreneurship

Compelling factors	%
Unemployment	9.5
Unsatisfied with previous job	1.5
Large family	27.0
Restart family business	1.0
Any other*	46.0
Multiple response*	15.0
Total	100.0

Note: * Any other includes making use of her education qualification or previous experience, hobby etc

**Those women for whom there was more than one compelling reason to take up entrepreneurship

The above table shows the factors, which compelled women entrepreneurs to take up entrepreneurship. Almost 10 percent of women took up entrepreneurship due to unemployment. A few women were not satisfied with their jobs. Many women (27 %) had to take up self-employment due to insufficient family income. Quite a large number of women (46 %) women had to take up entrepreneurship for other reasons such as using their free time, educational qualifications, or hobby. Hence the two major reasons for women taking up entrepreneurship is economic support and sense of self-achievement.

5.4 Facilitating Factors

There may be different facilitating factors for an individual to take up entrepreneurship. Facilitating factors can be termed as those factors, which make it easier or facilitate an individual to take up entrepreneurship.

Table 5.04: Facilitating factors for becoming women entrepreneur

Facilitating factor for becoming women entrepreneur	Percentage
Success stories	43.5
Previous association	11.5
Advice of family/ friends/ relatives	45.0
Total	100.0

“Ambitions or compulsions alone may not motivate one to enter into entrepreneurship. Apart from ambition and the compelling circumstances, the encouragement of family members, friends and relatives, the previous experience gained in business or employment, professional or technical education acquired, financial and infrastructural supports from institutional and governmental agencies, good market, availability of technology/ raw material etc. are also the factors that influence entrepreneurship. There is no controversy of opinion

among the authors about which factors play more important role and which plays less important” (Kilby, 1971).

For a large proportion of women facilitating factor to take up entrepreneurship is success stories of other women entrepreneurs. Similarly, 45 percent of the women were advised by friends, family members or relative to take up particular venture. Hence, the success stories and advice from the friends and family are important facilitating factors for entrepreneurship.

Section II: Personality and Traits

This section deals with the personality and traits of the respondents and this includes innovation, achievement motivation, reaction to setback and their self-perception as an entrepreneur.

“What makes an entrepreneur is the combination of various factors that have enabled the personality formation right from childhood as also the psychological urge that exists intensively”(Desai, 1997).“The entrepreneurial personality is a composite of the person, his skills, styles and motives. The entrepreneur is central to entrepreneurship because without the key individual who makes things happen, there can be no creative results. The ultimate success of a new venture depends largely upon the psychological make-up and determination of the entrepreneur. The variety of entrepreneurial skills range from intuition to analytical ability” (Gupta and Srinivasan, 1992).

Table 5.05: Urge felt for innovations by women entrepreneurs

Urge felt for innovations	(%)
Yes	65.0
No	33.5
Cant' say	1.0
No response	0.5
Total	100.0

According to Schumpeter, an entrepreneur is basically an innovator who introduces new combinations of means of production. He also emphasised that entrepreneurship is a creative activity and entrepreneur introduces something new in any branch of economic activity. "The entrepreneurs are the dynamic persons for innovation and 'gap-filling' for economic development. The role of entrepreneur is that of an innovator who not only combines factors of production but also introduces a change over the existing one. The entrepreneur performs an important role in producing goods at lowest cost, promoting the growth of the firm and maximising profit" (Debnath, 2001). The above table shows 65 percent of the women have an urge to create something new. Nearly one-third women want to continue with whatever they were doing. Those women who have an urge feel they want to innovate upon the existing products if circumstances allow them. But there are certain constraints faced by them in doing so such as lack of finance. More than 55 percent of the women do and continue to make efforts for innovation.

Table 5.06: self perception as an entrepreneur

Self perception	(%)
Adoptive entrepreneur	31.0
Self made	56.0
Innovative	13.0
Total	100.0

The above table shows, how do women perceive themselves as entrepreneurs. 31 percent of the women felt that they just adopted certain products and continue with same business. 13 percent women categorized themselves as innovative entrepreneurs. 56 percent of the women considered themselves as self –made entrepreneurs. According to them they have become entrepreneur at their own without taking anyone's help. The initial ideas of starting a venture were their own. And it was she who has initiated to start a business.

Table 5.07: Self perception of success as an entrepreneur

Self ranking	(%)
Highly successful	12.0
Successful	61.0
Average	27.0
Total	100.0

It is equally important to understand how women perceive their success as an entrepreneur. This process of self-perception may help them in the long run to understand their weakness for the growth. 12 percent of the women perceive themselves as highly successful. And majority i.e., 61 percent women considered

themselves as successful in their business. That means majority of the women consider themselves as successful. This may motivate these women to grow as successful entrepreneurs. These women felt that they possessed greater potentials, self-confidence, self-acceptance, and sense of worthiness, past, present and future orientation, strong beliefs and convictions, emotional maturity and socialability”(Sen, 1992). This is so very essential for the growth of a business venture.

Table 5.08: Does family responsibility hinders respondents' ability

Does family responsibility hinders respondents ability	(%)
Yes	52.0
No	47.5
Can't say	0.5
Total	100.0

Since women are burdened with dual responsibility of managing her home front as well as work, it may have probable effect on their entrepreneurial venture. More than half of the women i.e., 52 percent felt that family responsibility does hinder their ability as women entrepreneur.

Section III

Conclusions

In the present study the motivational factors to take up entrepreneurship by women can be categorized in two types: Internal factors, which includes desire to do something new, educational background of women entrepreneur in particular and parents in general and occupational background or past occupation

of women themselves as well as parents. For many of them it was support from family and friends or success stories of others. External factors on the other hand include government assistance and support in various kinds, promising demand for the products manufactured by women entrepreneurs. "Entrepreneurship is motivated by several factors like achievement motivation, need of independence, availability of financial and non-financial incentives, training etc"(Lakmisha, 2003). "Also, personality, need for achievement aspiration for better standard of living, establishment of social status, mental ability and technical knowledge and the social and political environments are the most vital factors conducive to the creation of an environment for the growth of entrepreneurship"(Debnath. 2001).

The compelling factors to become women entrepreneurs for majority of them was unemployment, dissatisfaction from the previous job, use of free time. For some it was to restart the family business. "Ambition or compulsion alone may not make an entrepreneur. At times, the encouragement of family members, friends and relatives, the experience gained in employment, the skill acquired or inherited, availability of finance from banks and financial institutions, also facilitate the exercise of entrepreneurship"(Lakmisha, 2003).

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