



**INFLUENCING AND MOTIVATIONAL FACTORS OF WOMEN IN MICRO ENTERPRISES
- A study of SPSR Nellore District**

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Article history:

Received May 24th, 2016;
Approved June 20th, 2016;
Available online: Aug 2st, 2016.

Keywords:

**Women entrepreneurs,
Motivating factors,
Influencing factors,
Micro enterprises.**

Abstract (10pt)

*“When a women moves forward, the family moves, the village moves and the nation moves”
Pandit Jawahar Lal Nehru.*

Women entrepreneurship is a recent phenomenon in India. This came into prominence in late 1970's. Women entrepreneurship has been recognized as an important source of economic growth. Women entrepreneurs create new jobs for themselves and others and also provide society with different solutions to management, organization and business problems. Women industries mainly fall into informal sector though traditional women concentrated much on traditional activities, due to the increase in women literacy, favourable government policies towards development of women entrepreneurship women have changed their attitudes and diverted towards non-traditional activities too.

Owing to various socio, economic and cultural reasons women are prohibited to enter into the entrepreneurial world. Due to huge house hold responsibilities, lack of mobility and feasibility in low investment option women are entering in to micro entrepreneurship. The government and non-government organizations are giving more prominence to promote self employment among women and build women entrepreneurship. Objective of the study is to know the influencing factors of women entrepreneurship and their motivational factors to start income generating activity of micro entrepreneurship.

The study is primarily descriptive in nature, the research instrument for data collection is interview schedule and by distributing questionnaire to sample respondents. The interview schedule was standardized after field testing on a limited number of sample respondents.

The researcher selected Nellore Municipal Corporation area for the present study due to its proximity and familiarity. There are 2461 women micro enterprises in Nellore Municipal Corporation area. The researcher has taken 10 per cent of women micro entrepreneurs among 2461 by using stratified random sample with proportional allocation method. Thus, the study area covers 246 sample respondents.

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“When a women moves forward, the family moves, the village moves and the nation moves” Pandit Jawahar Lal Nehru.

Women entrepreneurship is a recent phenomenon in India. This came into prominence in late 1970's. Women entrepreneurship has been recognized as an important source of economic growth. Women entrepreneurs create new jobs for themselves and others and also provide society with different solutions to management, organization and business problems. Women entrepreneurship is the process where women take lead and organize a business or industry and provide employment opportunities to others.

Women industries mainly fall into informal sector where less than 10 persons with or without power and less than 20 persons without power are engaged. Though traditional women concentrated much on traditional activities, due to the increase in women literacy, favourable government policies towards development of women entrepreneurship women have changed their attitudes and diverted towards non-traditional activities too. The government and non-government organizations are giving more prominence to promote self employment among women and build women entrepreneurship.

In India, gender discrimination is high and more visible when compared with western countries. Owing to various socio, economic and cultural reasons women are prohibited to enter into the entrepreneurial world. In the present modern world, women entrepreneurs are recognized as powerful instruments for the economic development of any nation as well as the catalyst in bringing out the changes in the society.

Women Entrepreneur

Women entrepreneurs may be defined as the women or a group of women who initiate, organize and operate a business enterprise. However such innovators are rarely found in the under developed countries, the enterprises for these people may be small and unimpressive when judged by standards of the developed countries¹. But the high propensity to imitate can set in motion of the chain reaction which leads to cumulative progress. Thus, in the Indian context, entrepreneur is an adopter and imitator than a true innovator.

Pillai² (1989) states that pilot study of women entrepreneurs in Kerala revealed that most of the women entrepreneurs in the state had proper education, collegiate or technical and access to capital. Most of them had high degree of motivation. Even though most of them did not possess business experience and technical knowledge yet they entered into the business as a result of encouragement received from their husbands and relatives and from 'Mahila Samajam' (women's group) and other similar organizations. Most of the entrepreneurs had plans for expansion and diversification of their enterprises. The desire to work at the place of residence, difficulty of getting job and the desire for social recognition were the main motivating factors for self-employment. However, no case was found of women entrepreneurs moving from traditional areas to the areas involving the use of science and technology in Kerala.

Srivastav and Choudary³1995 in their work on "Women entrepreneurs: Problems, perspective and role expectations from banks" find out that no single factor but a host of motivating factors act simultaneously. On the individual creating dissonance in her, which in turn motivates her to take an action directed towards elimination or reduction of dissonance in the individual women faced problems mainly in the areas of marketing of their products and approaching the banks for getting loans? Personal problems like time constraint and family stress were also cited. The study concludes that joint family is not an obstacle for developing entrepreneurs. In fact it is a facilitating factor. The entrepreneurial role enhances familial bonds and increases role satisfaction of women entrepreneurs as wife, mother of a 'home'.

Tarakeswara rao and others,⁴ (2012) “Management of Micro Enterprises : A Study on the Performance of Micro-enterprises in Srikakulam District”. The government of India ushered in the new millennium by declaring the year 2001 as “Women’s Empowerment Year” to focus on a vision ‘where women are equal partners like men’. The most common explanation of ‘women’s empowerment’ is the ability to exercise full control over one’s action. The last decades have witnessed some basic changes in the status and role of women in our society. There has been shift in policy approaches from the concept of ‘welfare’ in the seventies to ‘development’ in the eighties and now to ‘empowerment’ in the nineties. This process has been further accelerated with some sections of women becoming increasingly self-conscious of their discrimination in several areas of family and public life. They are also in a position to mobilize themselves on issues that can affect their overall position.

Many women start a business due to some traumatic event, such as divorce, discrimination due to pregnancy or she corporate glass ceiling, the health of a family member, or economic reasons such as a layoff. They are flourishing as designers, interior decorators, exporters, publishers, garment manufacturers and still exploring new avenues of economic participation. The reasons for women becoming entrepreneur is presented in the given below chart.

Reasons for Women Becoming Entrepreneurs:

According to one study by Das, the most common reasons given were either financial reason or to keep busy. He found that only about one fifth of women were drawn to entrepreneurship by “pull” factors, for instance, the need for a challenge, the urge to try something on their own and to be independent and to show others that they are capable of doing well in business.

Existing literature from Asian developing countries suggest that there are three categories of women entrepreneurs, i.e. “chance”, “forced” and “created” entrepreneurs. These different categories are based on how their businesses got started, or what are their main reasons or motivations to open their own businesses. Chance entrepreneurs are those who start a business without any clear goals or plans. Their businesses probably evolved from hobbies to economic enterprises over time. Forced entrepreneurs are those who were compelled by circumstances (e.g., death of a spouse, the family facing financial difficulties) to start a business, their primary motivation, hence, tend to be financial. Created entrepreneurs are those are “located, motivated, encouraged and developed through, for instance, entrepreneurship development programs.”⁶ Throughout the world, women’s participation in economic activities is increasing. The role of women entrepreneurship is also increasing. In India too, women are participating in large number in almost all the spheres of economic activity. From village to city, we can see large number of women workers and entrepreneurship and entrepreneurs contributing towards the national income of the country.

Women entrepreneurship in India:

The entry of women into business in India is traced out as an extension of their kitchen activities, mainly 3P’s, Pickle, Powder and Pappad. But with the spread of education and passage of time women started shifting from 3P’s to modern 3E’s i.e., Energy, Electronics and Engineering. In the beginning of industrialization process, entrepreneurship has been the domain of men, but in later stage women could also assume entrepreneurship.

The CSO (Central Statistics Office) Survey of Manufacturing Enterprises(1994-95) showed that out of a total of 2.14 million proprietary units owned by women entrepreneurs, 1.65 million (76 percent units) and 0.49 million (24 percent of units) were located in rural and urban areas respectively.

Indian women proved themselves to be a highly productive force. As in other parts of the world, development of women entrepreneurs in Asian developing countries has also a

tremendous potential in empowering women and transforming society in the region. Yet in many countries, especially where the level of economic development, reflected by the level of income per capita and the degree of industrialization, is still low, this potential remains largely untapped.⁷

Investment limits were enhanced with the enactment of Micro, Small & Medium Enterprises Development (MSMED) Act, 2006. Government of India have unveiled a policy best suited for the Micro and Small enterprises with the objective of achieving 15percent annual growth rate, increasing employment generation, creating congenial and hassle-free environment, help the SSI sector to acquire new technologies and skills, improve the export performance, promote linkage between the Large and Small Sector and to promote an appropriate institutional mechanism to revive sick industries.

The emergence of women entrepreneurs and women-owned firms and their significant contribution to the economy is visible to India. These businesses are ready for continued growth in the future. While women-owned businesses possess the potential and are capable of contributing much more, it is essential to formulate strategies to invigorate, support, and sustain their efforts in the right direction.

Some Common Features of Women Entrepreneurship in India:

- Women with small families are more likely to become entrepreneurs
- A majority of women entrepreneurs are married.
- Unmarried women face difficulties in getting financial support to launch their enterprises.
- Many entrepreneurs belong to the low-income group
- A large number of women with little or no education enter into business without undergoing any training
- Working capital is limited and profit margins are low
- Many women become entrepreneurs out of economic necessity.
- Gender discrimination is encountered at every stage of business development.
- Women entrepreneurs are security oriented rather than growth oriented.
- Women prefer stabilization of income and minimization of risk over maximization of income.

Women Entrepreneurship Environment:

Women entrepreneurs operate through different spheres or environment. The overall context of women entrepreneurship development can be described in three different spheres.

Micro sphere: Women experience an unequal power relationship with men which are often reflected in persistent inter-family inequalities in the distribution of tasks. Male possessiveness and dominance also weakens a women's extra household bargaining power. This amounts to deprivation of influence at all levels. Gender relations also determine the ascription to men and women of different abilities, attitudes, desires, personality traits, behaviour and so on. These factors are seen to be important in women entrepreneurship development.

Meso Sphere: It is at the meso level that it is found that the lack of support for women entrepreneurs by many of the organizations which implement policies and operationalize programmes contribute greatly to their continuing disempowerment.

Macro sphere: The macro environment within which women entrepreneurs develop and grow comprises many interconnecting structures and dynamics, including laws and regulations,

economy, international trade, including market liberalization and globalization, availability of finance and credit, labour market, human capital resources, technology, physical infrastructure and natural resources.⁸

Selection of Micro-Enterprises of the Sample Respondents

The micro-enterprises is normally selected on the basis of technical skill possessed by the women micro-entrepreneurs which they would have acquired through their tradition or through structured training programs. The micro enterprises could also be selected, based on market demand or followed by other entrepreneurs.

Table-1

Selection of Micro-Enterprises of the Sample Respondents

Selection of Micro-enterprises	No.of Sample respondents	Percentage to total
Knowledge of technology	122	49.6
Market demand	38	15.4
Followed by others	86	35.0
Total	246	100.0

Source: Primary data

It is evident from the Table-4.8 that out of 246 sample respondents 122 (49.6 percent) sample respondents have selected their micro-enterprises based on the knowledge of technology, followed by others 86 (35.0 percent) , 38 (15.4 percent) sample respondents are selected their micro-enterprises based on market demand.

4.9 The table-2 gives the data factors which helped the Sample Respondents to become entrepreneurs.

Table-2

Factors Which Helped the Sample Respondents to become Entrepreneurs

Reasons for Success of Micro-Enterprises	No.of Sample respondents	Percentage to total
Self confidence	120	48.8
Full Involvement	68	27.6
Team work	27	11.0
Using marketing skills	31	12.6
Total	246	100.0

Source: Primary data

The Table 2 gives the data that out of 246 majorities of sample respondents 69 (28.1percent) sample respondents having information about trade to start the enterprises, followed by 66(26.8 percent) have been training/experience, 50 (20.3 percent) have professional experience, 24(9.8percent) sample respondents taken help from other entrepreneurs, 19(7.7percent) sample respondents have their education, 18 (7.3percent) sample respondents become entrepreneurs through technical knowledge.

Table-3**Reasons for Success of Micro-Enterprises of the Sample Respondents**

Helping Factors	No.of Sample respondents	Percentage to total
Education	19	7.7
Training /Experience	66	26.8
Technical knowledge	18	7.3
Professional experience	50	20.3
Trade Information	69	28.1
Help from other entrepreneurs	24	9.8
Total	246	100.0

Source: Primary data

Table 3 states that out of 246 Sample Respondents, a majority of 120 (48.8 percent) Sample Respondents had been said that their self confidence was the reason for success in their business, followed by 68 (27.6percent) Sample Respondents attributed their success to their full involvement,31(12.6 percent) Sample Respondents felt that using their marketing skills and 27 (11.0 percent) Sample Respondents had been said their team work involvement in success their micro- entrepreneurship.

Table-4**Motivating Factors of the Sample Respondents**

Motivating Fcators	No.of Sample Respondents	Percentage to Total
Unemployment	27	11.0
To lead independent life	113	45.9
To achieve something	19	7.7
To gain social status	16	6.5
To fulfil the desires of parents	16	6.5
To earn money	55	22.4
Total	246	100.0

Source: Primary data

Table 4 shows motivating factors of the respondents to start the business. That out of 246 Sample Respondents majority 113(45.9percent) Sample Respondents were motivated to lead independent life followed by 55 (22.4percent) Sample Respondents to earn money , 27

(11.0percent)Sample Respondents unemployment, 19 (7.7percent) Sample Respondents desires to achieve something, 16(6.5 percent) Sample Respondents both to gain social status and to fulfil the desire of parents.

Table-5**Factors which influenced the Sample Respondents to start the Micro-Enterprises**

Factors which influenced	No.of Sample Respondents	Percentage to Total
Success stories of entrepreneurs	25	10.2
Previous Knowledge	66	26.8
Sufficient Money in hand	63	25.6
Encouragement of relatives and friends	34	13.8
Training undergone	30	12.2
Idea from bank/Financial Institutions	28	11.4
Total	246	100.0

Source: Primary data

Table 5 shows that the factors which influenced to start the micro enterprises. Out of 246 sample respondents 66(26.8percent) Sample Respondents had previous knowledge followed by 63(25.6percent) Sample Respondents to had sufficient money in hand, 34 (13.8percent) Sample Respondents had influenced by encouragement of relatives and friends, 30 (12.2percent) had their training under gone , 28(11.4percent) Sample Respondents had their ideas from bank/financial institutions and finally 25 (10.2percent) Sample Respondents had influenced by success stories of women entrepreneurs

Table-6**Idea initiated by Sample Respondents**

Idea initiated by	No.of Sample Respondents	Percentage to Total
Family and relatives	119	48.4
Friends	30	12.2
Books/Magazines/News papers	15	6.1
Government Subsidies	15	6.1
From similar entrepreneurs	23	9.3
Similar work Experience	27	11.0
Education	17	6.9
Total	246	100.0

Source: Primary data

Table 6 indicates that the distribution of Sample Respondents idea of micro-enterprises initiated. Out of 246 Sample Respondents majorities of 119(48.4percent) Sample Respondents got idea of micro-enterprise from family and relatives followed by 30 (12.2 percent) Sample respondents chosen from friends, 27(11.0 percent) from similar work experience, 23(9.3percent) from similar entrepreneurs, 17 (6.9percent) Sample Respondents had their

educational background, 15(6.1percent) Sample Respondents both books/magazines/news papers and Government subsidies of the motivation to start the idea of the micro-enterprise.

Table-7

Reasons for Selecting Micro-Enterprises Activity by the Sample Respondents

Reasons	No.of Sample Respondents	Percentage to Total
Easy to enter	57	23.2
Higher Profit Margin	15	6.1
No/Low Competition	35	14.2
Related to Profession	90	36.6
Advice of family members	49	19.9
Total	246	100

Source: Primary data

It is noticed from the table 7 that reasons for selecting micro enterprises activity out of 246 sample respondents 90(36.6percent) sample respondents have been related to her profession followed by 57 (23.2 percent) Sample respondents have chosen to easy to enter ,49 (19.9 percent) sample respondents was advise of her family members ,35(14.2 percent))sample respondents found reason that choose low competition of her micro enterprise 15(6.1percent) sample respondents have earn higher profit margin respectively.

Table-8

Source of acquiring the skill for running enterprise

Source of skill acquired	No.of Sample Respondents	Percentage to Total
Formal Training	48	19.5
Past Experience	91	37.0
From family	83	33.7
Others	24	9.8
Total	246	100

Source: Primary data

Table 8 shows that the source of acquiring the skill for running enterprise. Out of 246 sample respondents 91(37.0percent)sample respondents had acquired their skill from past experience followed by 83(33.7percent) acquired knowledge's of their families, 48(19.5percent)sample respondents are from formal training programs and 24(9.8percent)sample respondents acquired knowledge from others.

Conclusion: Study reveals that

- Knowledge of technology is a major cause for selection of micro- enterprises.
- Trade information and training /experience play an important role as helping factor to start enterprise.

- Self confidence in the women entrepreneurs and hard work by full involvement in business is the main reasons for success of their business.
- Women entrepreneurs were motivated to start entrepreneurial activity to lead independent life and to earn money.
- Previous knowledge of business or experience is the main factor influenced sample respondents to start enterprise followed by sufficient money in hand.
- Idea to start income generating activity by establishing micro enterprises initiated by family and relatives of sample respondents.
- Many women selected micro enterprise business because of related profession and flexibility to enter easily.
- Sample respondents acquired skill of running business from past experience and from family members.

It is suggested that women are intelligent and very enthusiastic about income generating activities so by providing proper education and training in skill development and managerial training programmes government can improve the women entrepreneurship which helps countries economic development.

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