

A STUDY OF INTERNAL AND EXTERNAL MOTIVES THAT URGE WOMEN TO BE AN ENTREPRENEUR IN RAJASTHAN

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Abstracts: This paper begins with the concept of entrepreneur and entrepreneurship. Entrepreneurship is incomplete until we talk about female entrepreneurship. Women play a great role in contributing in national income. During the last two decades, Indian women have entered the field of entrepreneurship in increasing numbers. With the emergence and growth of their businesses, they have contributed to the Indian economy & society. This paper makes an attempt to teach about women entrepreneurs who take initiative to start their own enterprise, characteristics of Indian women entrepreneurs and their demographic profile. The paper also dwells upon factors that motivate women to start their own enterprise. These findings are based on an exploratory study of 200 women entrepreneurs in Rajasthan. The result reveals that various socio economic and demographic characteristics have significant impact upon involvement of women entrepreneurs in their enterprise management. It summarizes that entrepreneurial development is a function of person in interaction with environment.

Keywords: Characteristic of Women Entrepreneur, Entrepreneurship, Motivating Factor, Personality Trait, Women Entrepreneurship.

Introduction: The world's modern democratic economy depends on the participation of both sexes. Irene Natividad has observed that "Global market and women are not often used in that same sentence but increasingly statistics show that women have economic clout most visibly as entrepreneurs and most powerfully as consumers. Today women in advance market economies own more than 25% of all businesses and women owned business in Africa, Asia, Eastern Europe and Latin America are growing rapidly. Women as an independent target group account for 495.74 million and represent 48.5% of the country's population as per the 2001 census. No country can achieve its potential without adequately investing in and developing the capabilities of women. In the interest of long-term development it is necessary to facilitate their empowerment. Majority of women do not undertake entrepreneurial ventures. Entrepreneurship is a key to economic development of a country. History is full of instances of individual enterprises whose creativity had led to the industrialization of the country. The nature and characteristics of SSI is suitable for women to become entrepreneur. However in India the actual participation of women in income generating activities are quite unsatisfactory. Only 8% of the small scale manufacturing units are owned and operated by women.

Defining Women Entrepreneurship: The Government of India (1984) notes women entrepreneur as "An enterprise owned and controlled by women having a minimum financial interest of 51 percent of the capital and giving at least 51 percent of employment generated in the enterprise to women." However, the validity of such a definition had been challenged at every step particularly in 8th National Convention of Women Entrepreneurs held in 1990. The generally accepted definition includes women who create something new, organize production and undertake risk and handle economic uncertainties (Anuradha, 1988) to adjust their personality needs, family life, social life and economic independence (Singh and Gupta, 1985). Further they may not necessarily be the independent organizer/ manager (Singh et.al., 1986). **Characteristics of women Entrepreneurs:** Personal characteristics of a women entrepreneur includes, entrepreneur's psychological, sociological, demographic and employment related characteristics or her relation to the nearest surroundings (the personal, family and professional network). This includes the motives attitude and conceptions of discouraging and encouraging factors which influence the person's desire and ability to carry out the decision to become an entrepreneur.

Matching the basic qualities required for entrepreneurs and the basic character of Indian women, reveal that much potential is available among the Indian women on their entrepreneur's ability. **Research Methodology:** The study was conducted among women enterprises in Rajasthan. The enterprises included those from both urban and rural areas who are running their enterprise independently. Information was collected from 200 enterprises, through personal visits by the investigators herself with the help of an interview schedule. 200 women entrepreneurs were selected from the small scale industries registration list of DIC, Rajasthan. Four districts were chosen for study in Rajasthan –these are Jaipur, Ajmer, Bhilwara and Udaipur because of familiarity of investigator to these districts.

Selection of Sample: The selection of the sample units was a tedious process. The first source of information about the units in the district sought by the investigator was the financial institutions (Indian Overseas Bank, Canara Bank, and Rajasthan Finance Corporation). This source was found unusable since they did not keep separate accounts for women entrepreneurs; instead all women borrowers, those who had borrowed for agricultural purposes, consumption and a variety of other purposes, in the form of gold loans or in other forms and those who borrowed. Finally Women units registered with DIC with random sampling have been used for study. **Women Entrepreneur: Sample profile**

The study conducts of 200 women entrepreneurs from four different zones. Opinions of women entrepreneurs much depends on their characteristics. Sample women entrepreneurs have different demographic characteristics.

Motivating Factor for Starting A Business: Women have different motivating factors to start their own enterprise. Women often leave the corporate world to become entrepreneurs, to provide additional flexibility and life balance in managing their traditional responsibilities as wife and primary caretaker of children. Helm, (1997) argues in her paper that men and women have different reasons for entering business and that women have internal-stable reasons ("I want to be my own boss"), while men have external-stable reasons ("I saw a terrific market opportunity") Considering Helm's argument, the researcher tried to find out the motives of women entrepreneurs in Rajasthan. There were ten motivating factors included in questionnaire. On behalf of that respondent's opinion was found. There are five internal motivating factors and five external motivating factors. Respondents were asked a set of questions regarding motives of their starting an enterprise. Both internal as well as external factors motivate women to become entrepreneur and establish and run the enterprise. The Researcher included five internal and five external motives to start own enterprise.

Internal Motive: As per table 1.1 most of the women (46.5 percent) strongly agree on, being own boss is motivating factor for setting and running their own enterprise, some women entrepreneurs (45 percent) want to do challenging work by establishing their own enterprise. Approx half of the women entrepreneur (48.5 percent) having desire to earn extra income, whereas 53 percent women entrepreneur wants to support their family. Majority of the women (62.5 percent) want to have self achievement by starting their own enterprise.

Table 1.1: Distribution of Women Entrepreneurs According to Their Internal Motives

S.N	Statement	Strongly agree	Agree	Undecided	Disagree	Strongly disagree	Total
1	Being own boss	93 (46.5%)	19 (9.5%)	47 (23.5%)	37 (18.5%)	4 (2%)	200 (100)
2	Wanted to do challenging job	(90) (45%)	36 (18%)	37 (18.5%)	37 (18.5%)	0 (0%)	200 (100)
3	Having desire to earn extra income	97 (48.5%)	26 (13%)	21 (10.5%)	48 (24%)	8 (4%)	200 (100)
4	To support family	106 (53%)	33 (16.5%)	4 (2%)	55 (27.5%)	2 (1%)	200 (100)
5	To have self achievement	125 (62.5%)	44 (22%)	27 (13.5%)	4 (2%)	0 (0%)	200 (100)

External Motive The opinion of women entrepreneurs were found about external motives for starting their business. The following table 1.2 shows, very few (12 percent) women entrepreneur is concern about government support. Only 24 women entrepreneur availed benefit of government support and only 22.5 percent women entrepreneur obtained bank loan. For 46 percent women entrepreneur, to start own enterprise is not easy. Advice of family member is a motivating factor for approx 38 percent women entrepreneurs. 37 percent women entrepreneurs did agree on demand of product had motivated them to start their own business.

Table 1.2: Distribution of Women Entrepreneurs According To Their External Motives

S.N	Statement	Strongly agree	Agree	undecided	Disagree	Strongly disagree	Total
1	Easy for them to set up	41 (20.5%)	43 (21.5%)	23 (11.5%)	92 (46%)	1 (.5%)	200 (100)
2	To obtained bank loan	45 (22.5%)	14 (7%)	34 (17%)	94 (47%)	13 (6.5%)	200 (100)
3	To avail benefit of government assistance	24 (12%)	17 (8.5%)	60 (30%)	89 (44.5%)	10 (5%)	200 (100)
4	Advised of family member	77 (38.5%)	48 (24%)	39 (19.5%)	31 (15.5%)	5 (2.5%)	200 (100)
5	Demand of product seems very high	65 (32.5%)	74 (37%)	36 (18%)	25 (12.5%)	0 (0%)	200 (100)

After separate analyzing table 1.1 and 1.2, the internal and external reason for setting up the enterprise, researcher found that 50 percent women entrepreneurs have internal reason for starting the enterprise and only 25 percent respondent have external reason for setting up the enterprise and As per weighted score of motives in table 1.3, the most stated reason behind setting up enterprise among women entrepreneur is to have self achievement. To support family is the second motivating factor among sample respondents. This followed by having desire to do challenging job. Having demand of product in market is stands as fourth motive and being own boss by starting their own enterprise is stands fifth rank among sample respondents. The least important motive for women entrepreneur is to get bank loan and to avail benefit of government assistance

Table 1.3: Motives of Women Entrepreneurs To Start Own Enterprise (Weighted Score)

Statement	Weighted score	Mean	Rank
Being own boss	760	3.82	5
Easy for them to set up	631	3.16	8
Wanted to do challenging job	779	3.90	3
To obtained bank loan	584	2.92	9
Having desire to earn extra income	756	3.78	7
To avail benefit of government assistance	557	2.79	10
To support family	786	3.93	2
Advised of family member	761	3.81	6
To have self achievement	890	4.45	1
Demand of product seems very high	771	3.89	4

Conclusion: The paper deals with the concept of women entrepreneurship and a The paper brings forth the personality traits of an Indian women and their matching to entrepreneurial characteristics. The researcher concluded from former study that Indian women have all the necessary characteristics of an entrepreneur. In Rajasthan more and more women are becoming professionally qualified and this has been proved with the study of demographic profile of an entrepreneur in Rajasthan. With the increasing educational status of women, this paper is an attempt to find out the reason for starting an enterprise for a woman. Motive of starting an enterprise is more in internal nature. Women start their business because of internal reason this support the former Helm's study

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