

Socio-Economic Empowerment of WOMEN

Initiatives for Impoverished

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Motivational Factors as a Strategy for Entrepreneurial Development among Women in Coimbatore District

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Abstract—Factors such as economic needs, challenges to satisfy the personality traits, utilizing the knowledge gained and utilizing the leisure time effectively are largely responsible for women entrepreneurship. Currently, women are at a historical compulsion to revise and redefine their values and roles at home and outside. A new pattern of economy, a new social order and new ways of thinking, largely fashioned by Science and Technology, are further more responsible for women entrepreneurship. The motivating factors responsible for the development of women entrepreneurs. These motivating factors include: ambition to be highly educated, success stories of other women entrepreneurs, strong desire to excel in the competitive market, desire to work on par with their male counterparts and visualizing the scope of steady income from the venture. In this backdrop, a study on “Motivational Factors as a Strategy for Entrepreneurial Development among Women in Coimbatore District” was taken up. It was found that Women have the potential and will to establish and manage enterprises of their own. What they need is encouragement and support from the family members, government, society and male counterpart. With the right assistance from varied groups mentioned above, they can join the mainstream of national economy and thereby contribute to the economic growth.

INTRODUCTION

Participation of women in income generating activities is also necessary due to the economic pressure the families are facing to improve the quality of life. Entrepreneurship may be regarded as a powerful tool for economic development of a predominantly agricultural country like India (Jaswal, 2006). With regard to social and cultural difficulties, even qualified women do not enter into employment due to changing business environment.

The emergence of women entrepreneurs would promote growth in industrial development, bring out socio-economic reforms, ensure better family living conditions and ultimately increase the status of women in the society. (Chudhari, 2005)

ENTREPRENEURSHIP

Entrepreneurship today is regarded as an important tool of development all over the world. Entrepreneurship is a purposeful activity indulged in initiating, promoting and maintaining economic activities for the production and distribution of wealth. In compliance with the objectives of establishing social justice, equity and diffusion of economic power, it is necessary to develop the latent skills of entrepreneurship in women who hold the key to rapid and sustained economic development of the society and the ultimate prosperity of the nation (Neelima and Swaroop, 2006 and Rao, 2009).

WOMEN ENTREPRENEURSHIP

Factors such as economic needs, challenges to satisfy the personality traits, utilizing the knowledge gained and utilizing the leisure time effectively are largely responsible for women entrepreneurship. Currently, women are at a historical compulsion to revise and redefine their values and roles at home and outside. A new pattern of economy, a new social order and new

ways of thinking, largely fashioned by Science and Technology, are further more responsible for women entrepreneurship. In this regard there is a need for identification of the motivating factors responsible for the development of women entrepreneurs. Theoretically motivating factors include: ambition to be highly educated, success stories of other women entrepreneurs, strong desire to excel in the competitive market, desire to work on par with their male counterparts and visualizing the scope of steady income from the venture. To examine them empirically a study on "Motivational Factors as a Strategy for Entrepreneurial Development among Women in Coimbatore District" was taken up.

OBJECTIVES

1. To Trace the socio-economic background of women entrepreneurs.
2. To Develop indices to judge the level of motivation.
3. To Assess the levels of motivation of women entrepreneurs using the indices.
4. To Suggest measures for entrepreneurial development.

METHODOLOGY

Five taluks namely Avinashi, Coimbatore, Mettupalayam, Pollachi and Tirupur were selected for the study. A sample of 500 women entrepreneurs, 100 from each taluk were randomly selected.

After developing good rapport with the respondents, the data were collected through personal interview, using an interview schedule, which was specially constructed for the study.

An attitude scale (Likert-type) was constructed 30 factors to elicit the motivating factors that encouraged women to take up entrepreneurial activity. The level of motivation of women could be determined from the score values calculated for the 30 statements, which influenced the entrepreneurial activity. The level of motivation has been classified into low, medium and high based on the total scores obtained by the respondent.

RESULTS AND DISCUSSION

PROFILE OF WOMEN ENTREPRENEURS

Majority (51.2 per cent) of the respondents belonged to the age group of 31-45 years.

58 per cent of the entrepreneurs were educated upto school level, 77.6 per cent were married and 82 per cent of the respondents belonged to nuclear family. Majority (92.2 per cent) of the entrepreneurs were Hindus and 68.2 per cent belonged to backward community.

Most of the respondents (68.8%) initiated entrepreneurial activity without any prior experience in the selected trade. Regarding the employment status of the head of the family, 47 per cent of them were self-employed and hence it can be clearly inferred that the entrepreneurs took up the activity as a family venture. The annual family income of 50.6 per cent of the respondents ranged between Rs.20,000-30,000.

FACTORS MOTIVATING WOMEN ENTREPRENEURS

Factors motivating the entrepreneurs are discussed under the following heads:

1. Sources of Motivation to Start the Enterprise
2. Factors Motivating to Start up the Entrepreneurial Activity and
3. Levels of Motivation.

Sources of Motivation in Starting the Enterprise

The Sources of motivation which encouraged the entrepreneurs to start the entrepreneurial activity are identifies on the basis of the responses obtained from the selected women entrepreneurs. They were given in Table 1.

Table 1: Sources of Motivation

S. No	Source	Percentage of Respondents (n: 500)*
1	Husband	56.8
2	Family members	25.8
3	Relatives	7.6
4	Friends	7.2
5	Self	4.4
6	Voluntary organizations	2.8
7	Bank officials	1.6
8	Educational Institutions	1.2
9	Government Departments/Agencies	1.0
10	Others	5.0

*Multiple response

In a majority (56.8 percent) of the cases the motivation for starting the enterprise came from their husbands. Around 26 per cent of the entrepreneurs were motivated by their family members.

Factors Motivating Women to Start Entrepreneurial Activity

The factors motivating women to start the entrepreneurial activities were identifies as 30 for the present study. A five point scale was used to elicit the respondents

Table 2: Factors Motivating to Start Entrepreneurial Activity

S. No	Motivational factors	Percentage of Respondents (n:500)*					Mean Score	Rank
		SA	A	SD	D	NO		
1.	Chances of attaining self-reliance	4.2	7.4	4.4	12.8	71.2	3.06	I
2.	The Government incentives and subsidies	6.0	11.4	4.2	13.	65.4	2.98	II
3.	Self interest	5.8	15.2	5.2	12.4	61.4	2.96	III
4.	Family background	6.6	22.0	4.4	15.2	51.8	2.89	IV
5.	Cheap institutional credit facilities	8.0	19.4	4.0	13.2	55.4	2.86	V
6.	Ambition to provide employment opportunities	8.4	15.8	3.8	9.6	62.4	2.85	VI
7.	Starting the enterprise grows out of a failure in getting employment	7.4	31.2	4.8	11.6	45.0	2.75	VII
8.	The existence of idle fund	8.0	42.6	1.6	10.4	37.4	2.55	VIII
9.	Availability of financial assistance	7.6	52.8	2.2	10.8	26.6	2.47	IX
10.	More dependents in the family lead towards the starting of the enterprise	9.4	49.2	2.0	10.0	29.4	2.46	X
11.	The enterprise as a need for using acquired organizational skill	7.8	45.6	0.8	4.4	41.4	2.45	XI
12.	The existence of traditional / hereditary atmosphere	18.8	32.4	3.4	7.2	38.2	2.44	XII
13.	More scope for using technical knowledge	9.8	46.6	1.0	7.0	35.6	2.43	XIII
14.	Availability of easy transport and communication facilitated	8.0	51.2	2.0	5.8	33.0	2.43	XIII
15.	Acquiring self prestige	12.4	45.8	0.6	9.0	32.2	2.4	XIV
16.	Existence of entrepreneurial experience	11.8	45.6	1.6	6.2	34.8	2.4	XIV
17.	Desire of the husband / parents	11.4	49.8	1.0	7.2	30.6	2.37	XV
18.	The idea of establishing the enterprise as a successful achievement	13.6	45.0	0.8	6.0	34.6	2.35	XVI
19.	Existence or availability of raw material	11.0	56.4	3.2	64.0	23.0	2.34	XVII
20.	Attaining social status	13.2	49.6	1.6	4.0	31.6	2.31	XVIII
21.	Existence of all infrastructures	16.8	48.0	0.8	6.6	27.8	2.27	XIX
22.	Existence of suitable climatic condition	12.0	61.6	3.2	5.8	17.4	2.27	XIX
23.	Ready market for the product	14.2	57.6	0.8	6.8	20.6	2.22	XX
24.	Encouragement from friends and family members	16.4	64.2	0.6	3.8	15.0	2.08	XXI
25.	Interested in grooming children as entrepreneurs of future	21.6	57.4	0.6	2.8	17.6	2.03	XXII
26.	Aim of earning income through the enterprise	20.8	61.0	0.6	3.2	14.4	2.04	XXIII
27.	Revival of sick motivates the starting	19.8	62.4	0.6	0.32	14.0	2.02	XXIV
28.	Keen interest in situations involving moderate risk / urge to achieve	17.4	66.2	0.4	2.6	13.4	2.02	XXIV
29.	Compulsion to start a new enterprise out of dissatisfaction with the existing job	20.0	65.2	1.2	3.2	10.4	2.0	XXV
30.	The choice of the enterprise as an outcome of interest in self-employment	18.8	65.0	0.2	2.0	74.0	2.0	XXV

*Multiple responses

SA-Strongly Agree; A-Agree; SD-Strongly Disagree; D-Disagree; NO-No Opinion

Among the 30 motivational factors posed to women, chances of attaining self-reliance through economic independence received the highest score. Compulsion to start new enterprise out of dissatisfaction with the existing job and the choice of the enterprise as an outcome of interest in self-employment were the two motivational factors that gained the lowest rank. Mean score showed the minimum grade point as 2.0 and maximum 3.06. It is observed that chances of attaining self-reliance, availability of incentive and subsidies provided by the government, self interest, family support and institutional credit facilities were the first five factors that motivated women to take up entrepreneurial activity.

Levels of Motivation

The level of motivation of the selected entrepreneurs was classified into low, medium and high depending upon the selected women entrepreneurs.

Table 3: Levels of Motivation of the Entrepreneurs

S. No.	Levels of Motivation	Percentage of Respondents (N:500)	Mean Score	SD
1.	Low	40.8	84.35	8.36
2.	Medium	42.6	105.30	6.15
3.	High	16.6	124.36	6.05

From the data it was found that 42.6 per cent of the entrepreneurs had medium level of motivation whereas 40.8 per cent had low level of motivation and only 16.6 per cent women were highly motivated.

RECOMMENDATIONS

- To support and supplement women entrepreneurship, training in skill upgradation, managerial skills, production and marketing should be given.
- Women entrepreneurs should be made aware of various credit facilities, financial incentives and subsidies.
- Liberal financial support should be ensured to women entrepreneurs to enable them in functioning and smooth running of their enterprise.
- For effective sustainable development and technology transfer to women entrepreneurs, proper training based on scientific inputs, suitable product ideas, product identification market survey, project formulation and necessary approvals from the government at the right time with less legal formalities, soft recovery rules are of utmost importance.

CONCLUSION

Women have the potential and will to establish and manage enterprises of their own. What they need is encouragement and support from the family members, government, society and male counter part. With the right assistance from varied groups mentioned above, they can join the mainstream of national economy and thereby contribute to the economic growth.

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