



Motivating Factors for taking up of Entrepreneurial Activities by the Rural Women

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Abstract

Women still lagging behind to establish and run the enterprises on their own in a country like India. They need support from public, private, NGO and other agencies. The women have to be empowered to take up entrepreneurial activities to register their path of progress and prosperity in the country. The present study focuses on analysing the motivating factors for taking up of entrepreneurial activities by the rural women. The highlighted that majority of the women entrepreneurs had medium level of entrepreneurial and non-entrepreneurial decision independence, high level of economic independence, medium level of need for power, low level of need for affiliation and high level of need for achievement.

Keywords: Women entrepreneurs, need for independence, need for power, need for affiliation and need for achievement.

Introduction

Entrepreneurship itself has been recently recognized as full-fledged profession and women entrepreneurship is an even newer phenomenon. The assertion and analysis of the concept of women entrepreneurship is essential to understand how they can be empowered much to take up entrepreneurial activities more on scientific manner. Women in India are not much inclined to take up entrepreneurial activities on their own. They need to be motivated quite enough to initiate and own the enterprises. Pull factors, such as the need for achievement opportunity, self-fulfillment and the desire to help others, motivated women to become entrepreneurs in many cases. Additionally, it was confirmed that women tend to invest mainly in the services sector¹. Identified factors that motivate women in the United Arab Emirates to become business entrepreneurs. The study indicated that financial support from the government, knowledge, self-fulfillment, skill, spousal relationships and experience were important factors in the development of women's entrepreneurship². A few research studies focused their attention to understand this phenomenon. Hence the present paper focuses on finding out the motivating factors for taking up of entrepreneurial activities by the rural women.

Material and Methods

Ex- post facto research design was followed for carrying out the study. The State of Andhra Pradesh and telangana region were selected purposively for the study as the investigator hails from the state. Out of 10 districts of the region, Medak district was selected purposively for the study. Out of 46 mandals of the district, five mandals were selected randomly. The selected mandals were Siddipet, Thoguta, Chinnakodur, Nanganoor, Dubbak, Sangareddy. From each mandal two villages were selected randomly. The selected villages were- Hensanpally and

Bandarupally from Siddipet mandal; Thukkapur and Ghanpur from Thoguta; Ramancha and Lingareddypally from Chnnakodur; Nanganoor, and Akkannapally from Nanganoor; Dubbak and Cheekode from Dubbak, whereas Pothireddy pally and Malkapur from Sangreddy mandal. Ten respondents were selected randomly from each village thus making a total of 120 respondents. The motivating factors selected for the study are- need for indepeence (decision independece, economic independence), need for power, need for affiliation and need for achievement. An interview schedule was developed to collect the data from the respondents.

Results and Discussion

Entrepreneurial decision independence: It could be indicated from the table 1. that majority of the respondents (38.33%) had medium entrepreneurial decision independence, followed by high (32.50%) and low (29.17%) entrepreneurial decision independence.

Table-1
Distribution of women entrepreneurs according to their entrepreneurial decision independence n=120

S. No.	Category	Class interval	Frequency	Percentage (%)
1.	Low	25-34	35	29.17
2.	Medium	34-43	46	38.33
3.	High	43-52	39	32.50

The table-1 Shows that majority of the respondents had medium entrepreneurial decision independence. Deciding the best course of action to choose, alter, modify or refine any action or activity requires laborious exercise and thorough planning. Taking

decisions which decide the destiny of the enterprise needs collecting and cooperative thinking, hence these reasons might have been creaped into the medium level of entrepreneurial decision independence.

Non-entrepreneurial decision independence: It could be noticed from the table-2 that majority of the respondents (52.50%) had medium non-entrepreneurial decision independence, followed by high (28.33%) and low (19.17%) non entrepreneurial decisions.

Table-2
Distribution of respondents according to their non-entrepreneurial decision independence
 n=120

S. No.	Category	Class interval	Frequency	Percentage (%)
1.	Low	25-37	23	19.17
2.	Medium	37-49	63	52.50
3.	High	49-61	34	28.33

The table-2 Explains that majority of the respondents had medium level of non- entrepreneurial decision independence. Usually the pattern of decision making on non-entrepreneurial issues does not require strict scientific and systematic procedural analysis. This might be the reason for having the grouped under medium category with related to non-entrepreneurial decision independence.

Economic independence: It could be indicated from the table-3 that, majority of the respondents (50.83%) had high economic independence, followed by medium (34.17%) and low (15.00%) economic independence.

Table-3
Distribution of respondents according to their economic independence
 n=120

S. No.	Category	Class interval	Frequency	Percentage (%)
1.	Low	6-7	18	15.00
2.	Medium	7-8	41	34.17
3.	High	8-9	61	50.83

The table 3. Indicates that majority of the respondents had high economic independence. This could be attributed to the reason that being holding the reins of the enterprise as a manager. They have the leverage to flexibility and freedom to take the credit from various sources and to incur the expenditure on purchase of interested goods and items. This makes them to come out the clutches of economic dependence from their spouses. The most

prominent factors that motivated women entrepreneurs were finance, job satisfaction and enjoyment. Women tend to define success differently from men, and women's motivation differs from the motivations of men. Women appear to be satisfied by micro-level entrepreneurial activities, aiming for stability rather than growth, and they generally have less access to external funding than men. Thus, women's businesses tend to be concentrated in service sectors that usually require a small initial capital outlay and less technical knowledge³.

Need for power: It could be indicated from the Table-4. That majority of the respondents (48.33%) had medium need for power, followed by low (40.00%) and high (11.67%) need for power.

Table-4
Distribution of respondents according to their need for power
 n=120

S. No.	Category	Class interval	Frequency	Percentage (%)
1.	Low	13-16	48	40.00
2.	Medium	16-19	58	48.33
3.	High	19-22	14	11.67

The table-4 shows that majority of the respondents had medium level of need for power. The contemporary social, economic, political conditions in the society making the women not to get attracted much to the power. By nature of gender women are not much fascinated to exercise the authority in general and power particularly in managing enterprises.

Need for affiliation: It could be indicated from the table 5. that majority of the respondents (40.83%) had low need for affiliation, followed by medium (40.00%) and high (19.67%) need for affiliation.

Table-5
Distribution of respondents according to their need for affiliation
 n=120

S. No.	Category	Class interval	Frequency	Percentage (%)
1.	Low	10-12	49	40.83
2.	Medium	12-14	48	40.00
3.	High	14-16	23	19.67

It could be seen from the table-5. That majority of the women entrepreneurs had low level of need for affiliation. A true entrepreneur being running an enterprise must be maintaining distance from others and scrupulously focussing on operational aspects of the business and aims at increasing the production

and profits. This perhaps resulted in medium followed low need for affiliation among the women entrepreneurs. Padmavathi found that 73.8 percent of women entrepreneurs got motivated from friends, 26.2 percent of them got motivated through various government and non government agencies⁴.

Need for achievement: It could be indicated from the Table-6 that majority of the respondents (45.00%) had high need for achievement, followed by medium (43.33%) and low (11.67%) need for achievement.

Table-6
Distribution of respondents according to their need for achievement
n=120

S. No.	Category	Class interval	Frequency	Percentage (%)
1.	Low	14-21	14	11.67
2.	Medium	21-28	52	43.33
3.	High	28-35	54	45.00

It was apparent from the table 6. Those, majority of the respondents were having high need for achievement. This was because the women entrepreneurs had strong inner potential and desire to achieve their goals. The success of some enterprises had reinforced others to build and retain high level of achievement motivation. Moreover, inner drive to work harder was also the reason for sustaining high level of motivation. The women entrepreneurs have to compete constantly with men entrepreneurs in order to be more successful.

Conclusion

Taking decisions which decide the destiny of the enterprise needs collecting and cooperative thinking, hence these reasons might have been crept into the medium level of entrepreneurial decision independence. They have the leverage to flexibility and freedom to take the credit from various sources and to incur the expenditure on purchase of interested goods and items. This makes them to come out the clutches of economic dependence from their spouses. Majority of the respondents had medium level of need for power, low level of need for affiliation, high level of need for achievement. This was because the women entrepreneurs had strong inner potential and desire to achieve their goals.

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