

# **A Study on the Factors Motivating Women to Become Entrepreneurs in India**

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## **ABSTRACT**

A women entrepreneur is one who incubates new ideas, starts her enterprise with these idea and provides added values to society based on their independent initiative, but women are still struggling in this area. In order to help them emerge them. Understanding of this topic is very important. This paper is a study on women entrepreneur and tries to get better pictures of what motivates the Indian women to farm to or entrepreneur. This study is based on secondary data collected from various previous works done by some prominent writers. In this study I have about used various method and tools to make this a successful one.

**Keywords-** Entrepreneurship, Motivational factor, Women.

## **I. INTRODUCTION**

The word 'Entrepreneur' is derived from the French Verb *entreprendre*, and the German word *unternehmen*. It was coined by the French Economist, Richard Cantillon in the early eighteenth Century. Schumpeter (1939) defined an entrepreneur as an innovator who develops untried technology. This definition places emphasis on innovation entrepreneurship refers to the act of setting up a new business or reviving an existing business so as to take advantage from new opportunities. A 'woman Entrepreneur' is a person who defines the role of their personal needs to participate and be accepted economically independent." In this study I focus only 'women entrepreneur' in India. Woman entrepreneur is a confident, innovative and creative woman capable of achieving economic independence individually. I also try to find various factors to success of women entrepreneurs in India.

## **II. REVIEW OF LITERATURE**

- 1) Sunil Kumar & Harold Andrew Patrick (2018) *Motivating Factors that influence women entrepreneurs*. This paper base on Factors that motivate women to Engage in entrepreneurship and discuss if there is an association between the factors Facilitating women to become entrepreneurs and the opportunity to become entrepreneurs and prime motivators to become entrepreneurs.
- 2) Dr. Sukhjeet Kaur Matharu (2016) *A study on motivational factors that affects the Success of women entrepreneurs*. He discuss a number of studies have attempted to Measure entrepreneurial intent through various push and pull motives. However, he Observe some ambiguity between the "push" and "pull" motives of self employment and Recommend a Combination of motives for measuring entrepreneurial intent.
- 3) Mshwini Machej (2013) *women Entrepreneurship in Assam: The motivational Factors underpinning and the*

operational Problems. He Analyze the motivational factors that persuade these women to become entrepreneurs, level of awareness regarding different incentives, Operational problems women are facing and He also give suitable suggestions for future improvement.

### **III. OBJECTIVES OF STUDY**

1. To find factors that motivate women to engage in Entrepreneurship.
2. To find major challenges for women entrepreneurs.
3. To provide suitable suggestion for future improvement.

#### **3.1 Research Questions**

- 1) What is the motivational factor that affects the success of women entrepreneurs?
- 2) What are the major challenges faced women entrepreneurs.

### **IV. RESEARCH METHODOLOGY**

This Study fall under the category of descriptive research.

In the present Study the sample collected through Random Sampling methods.

Moreover, in my study, collected the data from both primary and secondary sources.

**4.1 Primary Sources:** Non – participant observation involves observing Participants, without actively participating. This method is used to understand a phenomenon by entering the community or social system involved, while staying separate from the activities being observed. In the context of my study on the ‘woman entrepreneurs’. I have noticed different women to engage in various sectors like beauty parlor etc. And I also notice those women who do not get any opportunity to establish themselves.

**4.2 Secondary data analysis:** This refers to getting information from secondary sources like books, documentations, articles journals etc. In my study, I collected various data, Information from various sources like E – Books, Journals, Previous works done by various people in the same topic mostly by Internet haunting, therefore basically I can also call It as a Literature Review Research:

**4.3 Case study** have been collected from secondary sources like online blogs and article.

### **V. HISTORY AND CURRENT STATUES OF WOMEN ENTREPRENEURS IN INDIA**

If we see from the beginning of the human civilization. The status of women has been different in different times sometimes up and sometimes down. Specially in the context of Indian society. In the society most of the women were not allowed to work outside.

Even the women were not allowed to go out of their house after certain time. At those times women acted as a housekeeper or housewife when their primary works are taking care of their in laws and their childrens, cooking food for the family and cleaning their without getting paid for the rest of their life. Even they have to survive they’re on the basis of their husband’s income. Move over they were unaware of what’s happening around them, only they were busy in their house related works.

Coming to the current scenario we can see can some changes in the society. In today’s economic development, women entrepreneurs have become an important source for the growth and development of the nation. Women entrepreneurs in India require an avourable socio economic that encourages and promote entrepreneurial talents among the women. In India traditional small scale enterprise promoted by women. Agarbati (inters stick), papar, pickle, masala powder, embroidery, handicraft, tailoring, small kirana stores etc which were enagered some micro level industries and so we can say that the thinking of people towards women entrepreneurs and working women has changed in recent times. Nowadays women has their own Independence of choosing what and where they want to work. Even now some of the women are achieving great success in their reputed business, for example: Chitra Gurnani Daga (Thrillophilia.com), Upasana Taku (Mobi Kwik), Aditi Gupta (Menstrupedia), Divya, Gokulnath (Byju's), Suchi Mukherjee (Limeroad), Falguni Nayar (Nykaa), Radhika Ghai Aggarwal (Shopclues), Richa Kar (Zivame). Therefore, we can notice that most of the things towards women entrepreneurs have changed in India. But still in some parts of the country, women are being dominated and they are still unaware about the concept of women entrepreneurship. Therefore, women are still facing some challenges in journey towards entrepreneurship.

### **VI. MAJOR CHALLENGES FOR WOMAN ENTREPRENEURS IN INDIA**

Long ago in Indian society, women are perceived to be weak and hence men are preferred over man are preferred over woman to face challenges related to enterprise, as they are not treated equally due to social and cultural traditions. Women have to face competition from male entrepreneurs, who have better access to their promotion and marketing productions in the organized sector and male counterparts apart from restriction of mobility and attitude toward women which compel them to give up the enterprise. Other challenges women face in our society are patriarchal – male – dominated society, family obligation – balance children/ household/ dependents, etc. family support access to financial resources, working capital, low level educations self confidence in rural and semi urban areas, networking and exploitation by middle – men. Sumathi and Gunasundari (2016) the major problem of India women is for

responsibility towards family and society. It is important for the Indian women entrepreneurs to find a balance between home and enterprise/ career.

## VII. CASE STUDY

Falguni Nayar is the founder & CEO of Nykaa. She is one of the famous female entrepreneurs in India. After completing her studies at IIM Ahmedabad, she worked as a venture investor and merchant with Kotak Mahindra Group for around 20 years. Falguni resigned from her position at Kotak Mahindra bank to embark on her entrepreneurial journey. She has been facilitated by the "Most powerful business" at Business today and "Women ahead" at Economic times awards.

The women-centered online marketplace Nykaa records over 1.5 million orders a month and over 15 million registered users. The total funding for Nykaa is \$148.5M at a valuation of \$14B, while Falguni's estimated net worth is around \$1.1B.

## VIII. MOTIVATING FACTORS TO BE AN WOMEN ENTREPRENEUR IN INDIA

**8.1 Health and Hygiene** – Health and Hygiene is a key motivating factor which women consider for taking up entrepreneurship. Women enjoy being on their own than being employed, the driving force for taking up entrepreneurship was to be independent and one's own boss. The most important motivation for women to start an enterprise was the need to achieve, Job satisfaction to desire to be an independent and economically necessity.

**8.2 Esteem** – Esteem is constituted of three items, namely to achieve social recognition, High self esteem; attain a high standard of living. In these items "to achieve social recognition" has the highest item land. Leadership and communication are constantly growing together being internabh into one another to help develop an Organization. To be an effective leader communication has to be defined in the organization for it to be successful.

**8.3 Independence** – Independence is constituted of three items, namely, I want to be my own boss, I want to try something new and I aspire to become a successful entrepreneur. In these items 'I want to be my Boss' has the highest item lead.

**8.4 Support** – Support is a motivational factor that affects the success of women entrepreneurs. Support of various schemes of government for promotion of women entrepreneurship, institutional support and also family support help to motivate the women to become an entrepreneur.

**8.5 Professional Education** – Professional education also encourage individuals to start something on their own based on their specialization because working is one's area of specialization or expertise give confidence

and reduces the uncertainly associated with the new venture.

**8.6 Government assistance and Support** – To support and encourage women in setting up their own enterprise, the government is encouraging more woman to take up an enterprise in MSME sector; they have formulated various training and development cum employment schemes to develop women entrepreneurs.

## IX. SUGGESTIONS

- 1) The need for professionalism in women cannot be over stressed.
- 2) There is a need for sufficient training facilities for these women entrepreneurs.
- 3) The government, non – government, Promotional and agencies need to come forward and promote women entrepreneurship.
- 4) Remove the Abstackles which restrict women from taking up entrepreneurial activity.
- 5) The procedure for availing of special schemes for women entrepreneurs should be streamlined so, A to avoid unnecessary delays and thereby, dispelling the feeling that these schemes only exist on paper.
- 6) Another important point in that family and society must be support and encourage to women for entrepreneurs.

## X. OBSERVATION

By studying women entrepreneurs in India, various motivational factors and major challenges, I have come to a conclusion that "various motivational Programs, factors help to success of women entrepreneurs in India and also effect remove major challenges related with women entrepreneurs in India.

## XI. CONCLUSION

The above discussion highlights the motivating factors that influence women entrepreneurs. Entrepreneurs face many challenges in various areas due to economic conditions, social status in society, the need for being independent and flexibility. The magnitude and complexity of challenges for women entrepreneurs in developing economics are plenty. The present study found that to start an enterprise influence and motivated them to start the enterprise Beauty parlor age played a major role for women to start independent business. The majority of the women belong to the age group of 26 – 35 years. Factors like independence, social status and unemployment have motivated women to venture into the small enterprise like Beauty Parlor. I also noticed that professional education, training, support from family, government support has influenced and motivated them to start their enterprise.

It is important to mention that Government has taken various schemes like Mudra Yojana Scheme for woman to start their enterprise (SHISHU) Mahila Vikash Nidhi Loan, Rashtriya Mahila kosh etc. But in this time, we must have to see How much affected this scheme for the Woman. Because most of the woman various rural areas are still unaware of many schemes and opportunity provided by Government. So, we should be careful and we should create awareness those kind of woman who belong to some Backward and rural areas.

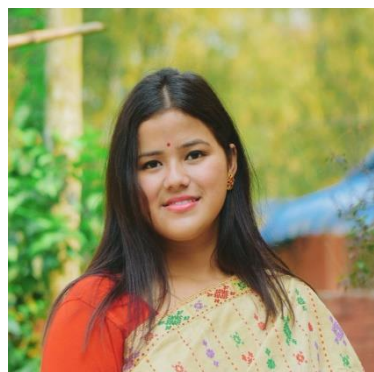
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My name is Moni Saikia from Gauhati university. I live in Sivasagar, Assam. I have pursued my Masters from Gauhati university. I have done research on this paper for almost one Year. Its resources are taken from both Primary

& secondary source. My motive for doing a research on this topic was that women entrepreneurship in India is on the rise, driven by a combination of government support, changing social attitudes, and women's determination to break barriers. With continued efforts and support, the future looks promising for women entrepreneurs in India. As a good citizen I suggest that women in India should try for entrepreneurship.