

"RURAL WOMEN ENTREPRENEURS: THE FACTORS INFLUENCING THEIR ENTREPRENEURSHIP"

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Abstract:

The development scholars believed that one of the most important requirements for development in the 21st century is entrepreneurship and more attention to the needs of women. The field of entrepreneurship includes competition, financial gain and independence, and the socio-economic setting provides a base for individual entrepreneurship in which the entrepreneurs perform the entrepreneurial role because of a because of different reasons like desire to achieve, and individuals with a high need for achievement venture into enterprise building, whether small or large. This paper presents findings on the reasons why women from rural areas venture into business and what motivates them to do so. For this purpose, by use of schedule as an instrument data has been collected by 200 rural women entrepreneurs from 25 different villages of Satara District to know their influencing factors for entrepreneurship. This paper is aimed at identifying the factors influencing the rural women for entrepreneurship in Satara District

KEYWORDS:

women entrepreneurship, rural women entrepreneurs, rural women Entrepreneurship, Influencing factors.

INTRODUCTION

When a woman is empowered it does not mean another individual becomes powerless or is having less power. On the contrary, if a women is empowered her competencies towards decision-making will surely influence her family's and neighbor's behavior. The presence of these spillover effects will thus create a 'social multiplier', where aggregate power will be greater than individual power. This indicates that 'woman is a person and women are a power'. In advanced countries, there is a phenomenon of increase in, the number of self-employed women after the World War second.

Rural women increasingly run their own enterprises, yet their socio-economic contributions and entrepreneurial potential remain largely unrecognized and untapped. They are concentrated in informal, micro-size, low productivity and low-return activities.¹ Enabling and gender responsive policies, services and business environments² are crucial to stimulate the start up and upgrading of women's businesses and thereby help generate decent and productive work,³ achieve gender equality, reduce poverty and ensure stronger economies and societies. The action needed because the rural women's entrepreneurship can contribute to economic growth in developing countries and clearly represents an untapped potential. For many rural women, entrepreneurship is part of a broader livelihood strategy, often undertaken on a part-time basis, and where it is difficult to separate production and reproduction tasks, as well as market and non market work.⁴ With few employment choices, women often start businesses in highly saturated sectors, in the informal economy and in low-productivity and low return activities, where they benefit from little or no social protection.

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LITERATURE REVIEW:

Mallika Das (2000) in her study "Women Entrepreneurs From India: Problems, Motivations and Success Factors" concluded that there are several factors which can initiate entrepreneurship characteristics among women, basic Entrepreneurial initiators are: personal motivations, socio-cultural factors, availability of ease finance, government schemes support and business environment. Observed in her study that most common reasons for success of women entrepreneurs is personal qualities such as hard work and perseverance. Some independent factors are market opportunity, family background, idea, challenge, and dream desire of status and economic independence. These factors vary according to parameters such as region, gender, age, family background, and work experience. Several surveys conducted in different parts of the world regarding women entrepreneurship management show that women have provided to be good entrepreneurs for the following reasons like Economic independence, establishing own credit idea, social Identity, Achievement of excellence, Confidence, Status in society, Greater freedom and mobility etc.

Robinson (2001), "An examination of entrepreneurial motives and their influence on the way rural women small business owners manage their employees" stated that women's reasons for starting business are not always often driven by positive factors but also due to negative circumstances such as low family income, lack of employment opportunities, dissatisfaction with a current job or the need for flexible work etc. Women entrepreneurs are forced to take entrepreneurship in the absence of any other means of contributing to family income.

Carter et al., (2004), "Size determinants of women-owned business: Choice or barriers to resources," indicates that perhaps the most popular reason for starting a new business, financial success involves reasons that describe an individual's intention to earn more money and achieve financial security.

Ajay Sharma et.al.(2012) in the paper "Micro Enterprise development and Rural Women Entrepreneurship: way for economic empowerment". Concluded that there are several factors which can initiate entrepreneurship characteristics among women, most common reasons for success of women entrepreneurs is personal qualities such as hard work and perseverance. Some independent factors are market opportunity, family background, idea, challenge, and dream desire of status and economic independence. These factors vary according to parameters such as region, gender, age, family background, and work experience. Women entrepreneurship management show that women have provided to be good entrepreneurs for the following reasons, economic independence, establishing own credit idea. Social Identity, Achievement of excellence. Confidence, Status in society, Greater freedom and mobility etc.

OBJECTIVES OF THE STUDY:

- 1) To understand the socioeconomic back-ground of women entrepreneurs,
- 2) To assess the reasons to start entrepreneurship

RESEARCH METHODOLOGY:

The study is based on secondary as well primary data. A schedule was administered in 25 villages of Satara District. From those villages 200 different types of women entrepreneurs are selected as samples. They include some traditional business like Rope Vendor, Milk Seller, Bangle seller, Fruit seller, rangoli seller, Vegetable seller, and new business like Shewai (noodles) makers and food processors, beauticians, dress designer, bakery product makers etc are the samples.

The interpretation and analysis is dependent on frequency distribution and its converted percentage.

RURAL WOMEN ENTREPRENEUR AND ENTREPRENEURSHIP:

Entrepreneurship is the process of creating something new with value by devoting the necessary time and effort assuming the accompanying financial, psychic and social risks and receiving the resulting rewards of monetary and personal satisfaction and independence. Thus, entrepreneurs represent an owner and organizer and controller of the business. The most appropriate definition of entrepreneurship that would fit into the rural development context is the one which defines entrepreneurship as: "a force that mobilizes other resources to meet unmet market demand", "the ability to create and build something from practically nothing", "and the process of creating value by pulling together a unique package of resources to exploit an opportunity".

Concept of Women Entrepreneurs defined by the Government of India (1984): Women

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Entrepreneurs may be defined as the women or a group of women who initiate, organize and operate a business enterprise. The Government of India has defined women entrepreneurs as an enterprise owned and controlled by women having a minimum financial interest of 51 per cent of the capital and giving at least 51 per cent of the employment generated in the enterprise to women.

Rural Entrepreneurship: The most appropriate definition of entrepreneurship that would fit into the rural development context is the one which defines entrepreneurship as: "a force that mobilizes other resources to meet unmet market demand", "the ability to create and build something from practically nothing", "the process of creating value by pulling together a unique package of resources to exploit an opportunity"

Rural woman entrepreneur can be described as a dynamic agent of rural economy change, who may be instrumental in transforming rural physical, natural and human resources into production possibilities. Therefore, further it can be stated that rural women entrepreneur and entrepreneurship is not born but can be made as it is neither art nor science but practice. In another words, it can be said that rural women entrepreneur means one who organizes, owns, manage and assumes the risks of business at rural level. The rural women, who innovate, imitate or adopt an economic and commercial activity in rural India can be called rural entrepreneur or entrepreneurship. Rural women entrepreneurship can be viewed as rural women indivisible process which flourishes when the inter-linked dimensions of individual psychological – entrepreneurial traits, social encouragement and business opportunities coverage towards the common goal of opportunity creation and exploitation. From this point of view, rural women entrepreneurship is a frame of mind and a continuous forward societal process.

It can be said that rural woman entrepreneur is the one who creates something new, organizes production and undertakes risks and handles economic uncertainties, to adjust her personal needs, family life, social life and economic independence. On the other hand, it can also be referred rural as an enterprising rural woman individual with an eye for opportunities and on uncanny vision, gifted with commercial acumen and tremendous perseverance. She is a person who will like to take risks because of the adventurous spirit she possesses. Thus, rural women entrepreneurs or entrepreneurship can be referred here as the rural women or a group of rural women, who initiate, organize, manage, operate and control a business enterprise in rural India.

ADVANTAGES OF ENTREPRENEURSHIP AMONG RURAL WOMEN:

Empowering women particularly rural women is a challenge. Micro enterprises in rural area can help to meet these challenges. Micro – enterprises not only enhance national productivity, generate employment but also help to develop economic independence, personal and social capabilities among rural women. Following are some of the personal and social capabilities, which were developed as result of taking up enterprise among rural women.

1. Economic empowerment
2. Improved standard of living
3. Self confidence
4. Enhance awareness
5. Sense of achievement
6. Increased social interaction
7. Engaged in political activities
8. Increased participation level in gram-sabha meeting
9. Improvement in leadership qualities
10. Involvement in solving problems related to women and community
11. Decision making capacity in family and community

Economic empowerment of women by micro entrepreneurship led to the empowerment of women in any things such as socio-economic opportunity, property rights, political representation, social equality, personal right, family development, market development, community development and at last the nation development.

FACTORS INFLUENCING WOMEN ENTREPRENEURSHIP:

In this new era the glass ceilings are shattered and women are found indulged in every line of business. The entry of women into business in India is traced out as an extension of only their kitchen activities and taking care of kids and family. But with the spread of education and passage of time women

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started shifting from these typical activities of women to modern Energy, Electronics and Engineering, Skill, knowledge and adaptability in business are the main reasons for women to emerge into business ventures. Women Entrepreneur is a person who accepts challenging role to meet her personal needs and become economically independent.

A strong desire to do something positive is an inbuilt quality of entrepreneurial women, who is capable of contributing values in both family and social life. With the advent of media, women are aware of their own traits, rights and also the work situations. The challenges and opportunities provided to the women of digital era are growing rapidly that the job seekers are turning into job creators. Many women start a business due to some traumatic event, such as divorce, discrimination due to pregnancy or the corporate glass ceiling, the health of a family member, or economic reasons such as a layoff. But a new talent pool of women entrepreneurs is forming today, as more women opt to leave corporate world to chart their own destinies. They are flourishing as designers, interior decorators, exporters, publishers, garment manufacturers and still exploring new avenues of economic participation. The following flow chart shows the reasons for women becoming entrepreneurs.

- 1)Innovative thinking
- 2)New challenges and opportunities
- 3)For self fulfillment
- 4)Employment generation
- 5)Freedom to take own decision and be independent
- 6)Government policies and procedures
- 7)Family occupation
- 8)Need for additional income
- 9)Bright future of their wards
- 10)Success stories of friends and relatives
- 11)Role model to others
- 12)Support of family members
- 13)Education and qualification
- 14)Self identity and social status.

To study the motivational factors behind entrepreneurship of rural women are assessed here based on primary data; which was collected from 25 villages. From each village 8 entrepreneurs were involved in the survey. Therefore total sample is (25 villages X 8 sample) 200 rural women entrepreneurs were selected and with the help of schedule data has been collected to study the objectives set. It is asked to these respondents to get their responses in following manner,

- 1 The Socio – economic Profile of the rural women entrepreneurs.
- 2 Importance of earning money for the respondents.
- 3 Motivational factors for starting business.

The interpretation and discussion is based on frequency distributions converted into percentage.

5.1) Profile of the rural women entrepreneurs:

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Table 1 Socio – economic profile of the respondents

| Sr. No. | Variable | %Distribution |
|---------|--------------------------|---------------|
| 1 | Age in Years | |
| | 21-35 | 41 |
| | 35-50 | 44 |
| | 50 above | 15 |
| 2 | Marital Status | |
| | Married | 64 |
| | Not Married | 16 |
| | Divorced | 11 |
| | Widow | 9 |
| 3 | Education | |
| | Illiterate | 19 |
| | Up to 7 th | 23 |
| | 7 th to 10 th | 9 |
| | 12 th | 21 |
| | Degree | 28 |
| 4 | Annual Income | |
| | Below 20000 | 20 |
| | 20000-50000 | 37 |
| | 50000-100000 | 24 |
| | Above 100000 | 9 |
| 5 | Family Type | |
| | Joint Family | 43 |
| | Nuclear Family | 57 |
| 6 | Business Occupation Type | |
| | Family business | 23 |
| | Business Started by Own | 77 |

Table 1 reveals that

1. Majority respondents are middle (35-50) age; to the extent of 44 % followed by young age group (21-35) which is 41 %.
2. 64 % respondents are married in the sample size, 16 % are single, and 11 % are divorced, 9 % are widow,
3. 19 % respondents are illiterate while 22% having education up to VIIth standard only. 9% respondents have up to Xth standard education any 27 % are above XIIth. And 23% are having degree in education.
4. 20% respondents have annual income less than Rs. 20000, 37% while respondents have annual income above 20000 and 24% are having above 50000 while 9% respondents have annual income above 100000.
5. Family type of 57% respondents is Nuclear while 43% have joint family.
6. Occupation of 23% respondents is traditional/family business while 77% respondents started their business by own.

Thus, socio-economic profile of the respondents shows that Majority respondents were of middle age, while majority respondent's marital status was married. The educational level was up to VIIth standard and the majority respondents annual income was in between 20000-50000/- while majority of respondents having nuclear family and the occupation of majority respondents was business started by their.

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5.2 Importance of earning money:

Table 2. Importance of earning money

| Sr | Importance of earning money | No. of Respondents | Percentage |
|----|-----------------------------|--------------------|------------|
| 1. | Very Important | 174 | 87 |
| 2. | Important | 15 | 7.5 |
| 3 | Somewhat Important | 11 | 5.5 |
| | Total | 200 | 100 |

The importance of earning money is judged on the basis of Likert's Three point scale. It is seen in terms of (1) very important (2) important (3) somewhat important. The responses of rural women entrepreneur respondents are presented in table 3. It can be seen from Table 3 that out 200 rural women entrepreneur respondents 87 percent respondents have agreed the importance of earning money as very important whereas 7.5 percent and 5.5 percent respondents agreed that earning money is important and somewhat important.

5.3 Motivational factors for starting business :

Preference for Motivational factors by rural women entrepreneurs (Rank 1 to 13)

Table 3

| Sr. | Causes of Motivation For Entrepreneurship | Percentage | Rank |
|-----|---|------------|------|
| 1. | For supplement of family income | 91 | 2 |
| 2. | Economic Independence | 88 | 3 |
| 3. | Establishing your own identity | 55 | 7 |
| 4. | Establishing your own creativity | 37 | 10 |
| 5. | For better standard of living | 86 | 4 |
| 6. | For education of children | 94 | 1 |
| 7. | Want to create equal status in society | 51 | 8 |
| 8. | To built up the confidence of decision | 18 | 13 |
| 9. | To develop the risk bearing ability | 21 | 11 |
| 10. | Bored at home and want to utilize free time | 71 | 5 |
| 11. | Government Schemes | 58 | 6 |
| 12 | Tradition | 43 | 9 |
| 13 | Hobby | 7 | 12 |

From above table 7 it is observed that among all motivational factors in rural women as per the rank For education of children is the most motivating factor having 1st rank followed by For supplement of family income and economic independence with 3rd rank followed by For better standard of living. Hence it is concluded that for education of the children, for supplement of family income, economic independence and For better standard of living are most motivating factors for rural women for entrepreneurship while to develop risk bearing ability, hobby and to built up confidence decision are least motivational factors.

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CONCLUSION:

The primary purpose of paper was to study the demographic profile of rural women entrepreneur in the context of Satara district and it is revealed from study that mostly women entrepreneurs are married and belong to the age groups of 35-50 years, most of them having education up to 12th and most of them related to nuclear family. This study also revealed that majority of women comes in annual income group of Rs.20000-50000. The research shows that mostly women entrepreneurs have started and run their enterprise by own and very few of them having traditional/family business and most of them have opinion that for them earning money matters a lot. The second objective of the paper was to find out the motivational factors behind the entrepreneurship of rural women in Satara District. This study revealed that the most motivating factors for rural women for becoming entrepreneurs are, entrepreneurship and earning money for education of the children, for supplement of family income, economic independence and for better standard of living while to develop risk bearing ability, hobby and to built up confidence decision are least motivational factors. .

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