

WOMEN ENTREPRENEURSHIP: A STUDY ON FACTORS MOTIVATING TO RUN AN ENTERPRISE

V. Naveen

Research Scholar Kakatiya University Warangal.

Gone .Rajesh

Faculty in Commerce and Management, Badruka College Warangal.

ABSTRACT

Women historically have never been given the required importance Vis a vis man in the entire world best in the field of politics or economy not to mention Industry. History is full with stories of exploitation, humiliation and suppression of women across the world, the present study is empirical in nature and examines the major motivational factors help the women graduates to opt the career of entrepreneur.

A total of 50 sample respondents of women graduates have been randomly selected and the analysis has been carried out across the field of activities in warangal city. The study emphasizes on the major motivational aspects which give aspiration to the women graduates to establish their own enterprise.

Key Words:*Entrepreneur, Motivation , Graduates, Women Exploitation, Women Graduates.*

INTRODUCTION

Everywhere in the world, entrepreneurship is seen as one of the important solutions to unemployment, poverty and low economic growth .the creation of new ventures and growth of existing businesses are the contributing factors to any economy, the emergence of women on the economic scene as entrepreneur is a significant change the process of women empowerment and securing them a high place society as well this will result in uplifting the social and economic status of women in the society. Enterprises play a dominant role in developing country like India. Potentially it offers unlimited opportunities to produce goods and services, using local resources and generating employment opportunities (Chitsike, 2000). In addition to their domestic responsibilities for family welfare, childcare, care of the elderly, food preparation and other family task, an increasing number of women generating income by way of establishing small business and micro enterprises. The rationale for supporting the development of women headed enterprises is twofold. First it contributes to poverty alleviation secondly it promotes economic and social development.

OBJECTIVES

1. To find the motivational factors of women graduates to opt the career of entrepreneur
2. To know the awareness about the entrepreneurship
3. To know the extent of desirability in choosing the career of entrepreneurship

SCOPE AND LIMITATIONS OF STUDY

1. The study is limited to warangal city only
2. The study is developed by using 50 women graduates
3. The no of respondents are from engineering and under graduation women students
4. The number of women are divided in two categories, 25 each group

RESEARCH METHODOLOGY

The methodology used in this study, primary data collected from questionnaire and simple random sampling method, the respondents are given questionnaire and asked to tick the relevant field which you choose. 25 are from engineering and 25 from degrees like B.Com, BA ,BBM were taken as samples ,secondary source collected from books, journals articles and websites

PROFILE OF WARANGAL

Warangal also known as Orugallu ir Ekasila Nagaram) is a city in Warangal district in the Indian state of Telangana region.. Warangal is 145 km northeast of the state capital of Hyderabad. Warangal is the administrative seat of Warangal District with a population of nearly 13 lakhs. Warangal is known for its granite quarries (notably the black and brown varieties), grain market (for rice and chillies), cotton, and tobacco. Warangal is known for colleges and universities like Kakatiya Medical College, and Kakatiya Institute of Technology and Sciences (KITS-Wgl). It is also home to the INSTITUTE FOR TECHNOLOGY AND MANAGEMENT (ITM Warangal) and the [[National Institute of Technology, NIT Warangal]] (NITW). NITs were formerly called RECs. NITW is the first Regional Engineering College (REC) to be set up in India, and is ranked as one of the best NIT campuses. Warangal has center for auto engineering works in telangana region.

MOTIVATIONAL FACTORS

Women's entrepreneurship is both about women's position in society and the role of entrepreneurship in the same society. Women are faced with specific obstacles (such as family responsibilities) that have to be overcome in order to give them access to the same opportunities as men. Also, in some countries, women may experience obstacles with respect to holding property and entering contracts. Increased participation of women in the labour force is a prerequisite for improving the position of women in society and self-employed women. Women's entrepreneurship needs to be studied separately for two main reasons. The first reason is that women's entrepreneurship has been recognized during the last decade as an important untapped source of economic growth. Women entrepreneurs create new jobs for themselves and others and by being different also provide society with different solutions to management, organization and business problems as well as to the exploitation of entrepreneurial opportunities. However, they still represent a minority of all entrepreneurs. Thus there exists a market failure discriminating against women's possibility to become entrepreneurs and their possibility to become successful entrepreneurs. This market failure needs to be addressed by policy makers so that the economic potential of this group can be fully utilized. While without a doubt the economic impact of women is substantial, we still lack a reliable picture, describing in detail that specific impact. Recent efforts initiated by the OECD (1997, 2000) are responses to this lack of knowledge and have focused the attention of policy makers and researchers on this important topic. In order to effectively and efficiently address this topic, policy makers need more knowledge about women entrepreneurs. The aim of this report is to extend these efforts and to further enhance knowledge about how women entrepreneurship affects economic growth and development.

The second reason is that the topic of women in entrepreneurship has been largely neglected both in society in general and in the social sciences. Not only have women lower participation rate in entrepreneurship than men but they also generally choose to start and manage firms in different industries than men tend to do. The industries (primarily retail, education and other service industries) chosen by women are often or have until recently been perceived as being less important to economic development and growth than high-technology and manufacturing. Furthermore, mainstream research, policies and programmes tend to be "men streamed" and too often do not take into account the specific needs of women entrepreneurs and would-be women entrepreneurs. As a consequence, equal opportunity between men and women from the perspective of entrepreneurship is still not a reality.

DATA ANALYSIS AND INTERPRETATION

Motivational factors are considered to be very important in all theoretical models of entrepreneurial performance. It is necessary to identify what drives a woman to initiate, organize and manage the responsibilities for a business, which is challenging itself. Economic aspirations are crucial for entrepreneurs especially to small business enterprises and it is essential that one should understand the underlying motives for starting a business. There are ten motivational factors opted for. The respondents were asked to choose the option from 1 to 10 as priority wise motivational factor. The objective of this assessment is to find out the most important factor for motivation. Among the ten motivational factors top three priorities are number one is making money and profit (31.3 percent), two not want to work under other (30.7 percent) and three self-achievement (25.1 percent). The least important

motivational factors are threat of losing the job (1.1 percent), family circumstance (0.4 percent), giving employment to others (0.4 percent), and owning a business of own (0.4 percent).

MAJOR MOTIVATIONAL FACTORS

Read the following sentences and give the no according to your priority of preference (1-10)

1. Making money and profit
2. Did not want to work under others
3. Want freedom and control
4. To make own decisions
5. Better social status
6. Self-achievement
7. Threat of losing job
8. Family circumstances
9. Giving employment to others
10. Own a business of own

CONCLUSION

In the last 30 years women have come a long, long way, our lives are nobler and richer than they were, but they are also fiendishly difficult the contradictions women face have never been more bruising than they are now on every side speechless women endure endless hardship, grief and pain in a world system that creates billions of losses for every handful of winners it's time to get angry again.

Women historically have never been given the required importance Vis a vis man in the entire world best in the field of politics or economy not to mention Industry. History is full with stories of exploitation, humiliation and suppression of women across the world. It will be surprising to know that even England which is known as the 'Mother of parliaments, has enacted equal voting rights through universal franchise women empowerment or women liberation is 20th century". The subject of women empowerment or women's liberation is so vast that it would take volumes to touch up on each area of concern in this regard.

REFERENCES

1. Journal of Women's Entrepreneurship and Education (2011, No. 3-4, 1-16).
2. Pandi, J.S., Factors for Motivating Women, JWE (2011, No.3-4, 1-16) .
3. Nargundarkar Rajendra 2003 Marketing Research, Text and Cases, Tata Mcgraw Hill .
4. Chitseke k. culture as barrier to rural women entrepreneurship experience from zimbabwe , gender and development .
5. OECD. 1994. The OECD Jobs Study: Taxation, Employment and Unemployment. Paris: OECD.
6. OECD. 2000. Women Entrepreneurs in SMEs : Realising the Benefits of Globalisation and the knolege of basic economy .
7. /www.warangalcity.in/home_eduinstr.html.
8. www.,wikipedia.com/warangal profile.