

# MOTIVATIONAL FACTOR TOWARDS WOMAN ENTREPRENEUR

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**Abstract:** *Women are currently playing a central role in boom of our Indian economy, having made a substantial impact across all sectors. Entrepreneurial development amount the women is the important aspects of women empowerment. Women entrepreneurs are essential for a healthy entrepreneurial ecosystem, and healthy economic growth. A woman needs to be encouraged to star business in order to improve their economic value as well as on the whole status of the society. The aim of the present study is to analysis the motivational factor of woman entrepreneur in Coimbatore city*

**Key words:** *Women Entrepreneur, economy, women empowerment*

## 1. INTRODUCTION:

Women are comprised of half the population of the world. In traditional societies, women were restricted to the four walls of their homes doing only the house hold activities. Women constitute everywhere half the total population of the world. In traditional societies, they were confined to the four walls of homes performing household activities. In modern societies, they have come out of the four barriers to participate in all sorts of activities.

Women are currently playing a central role in boom of our Indian economy, having made a substantial impact across all sectors. Entrepreneurial development amount the women is the important aspects of women empowerment. Women entrepreneurs are essential for a healthy entrepreneurial ecosystem, and healthy economic growth. A woman needs to be encouraged to star business in order to improve their economic value as well as on the whole status of the society.

### 1.1 Women entrepreneur

Women entrepreneur are those who generate business ideas, set up an organization, combine the factor of production, operate the unit, under take the risk and handle the problems involving in the operations of business enterprise

### 1.2 Women entrepreneur in India

Women entrepreneur in India are brining an assortment of development in public and private sector in our country. The days have gone were women are considered no match for all powerful men in this world. The new generation females from corner to corner the world have overcome all negative notions and have proved themselves beyond doubt in all spheres of life including the most intricate and cumbersome world of entrepreneurship. Women have move toward a long way from just being a homemaker. Narendra Modi's start up friendly environment in the country has proved to be a blessing for women entrepreneurs and instrumental in fighting gender stereotyping in the commerce society.

Indian women entrepreneurs are gaining more importance in our country in the raising economy of India, liberalization and globalization of the Indian government. The policy and institutional frame work for women entrepreneurial skills, the facilities for their education and training has widened the prospect for economic empowerment of women

## 2. STATEMENT OF PROBLEM:

Women are leaving their employment and drove in favor of starting business. They are willing to be a job-maker with combine of home –maker. The raising presence of women in the business area as entrepreneurs has altered the demographic characteristics of the business and economic growth of our country. Indian women entrepreneurs are playing a great active role in our Indian society and economy. This force and inspire researcher to focus on this phenomenon. This paper focuses on the motivational factors that encourage the women entrepreneur in Coimbatore city

## 3. OBJECTIVE OF THE STUDY:

- To examine the demographic profile of women entrepreneur in Coimbatore city.
- To analysis the motivational factor towards women entrepreneur

**4. REVIEW OF LITERATURE:**

S.Mathivanan and M.Selvakumar (2008) in their article on “A study on Socio-Economic Background and Status of Women Entrepreneurs in Small Scale Industries”, conducted a survey among 200 women entrepreneurs in small scale industrial units in Virudhunagar district and they analysed various socio-economic background factors and status of women entrepreneurs in small scale industries in Virudhunagar district, and they concluded that, the women should be allowed freely to undertake the business and the women entrepreneurship must be recognized, if it is recognized well then the country’s economic growth will be flourished.

According to the words of Stefanovic et al (2010) factors moving entrepreneur’s achievement comprise position in society, leadership quality, always to be knowledgeable and business status.

According to Chowdhury and Amin (2011), one of the best ways to lighten the poverty is to empower the female economically, especially by the projects that encourage women into self engagement in entrepreneurial activities which generate income.

**5. ANALYSIS AND FINDINS:**

Social profile of women entrepreneurs

Basic information		Number of respondent	Percentage
Age	20 To 30 years	83	37.7
	31 To 40 years	135	61.4
	41 and above	2	.9
Total		220	100
Educational qualification	Schooling and diploma	25	11.4
	Degree	171	77.7
	Master degree	24	10.9
Total		220	100
Marital status	Married	154	70.0
	Unmarried	66	30.0
Total		220	100
Type of family	Nuclear family	168	76.4
	Joint family	52	23.6
Total		220	100
Earning members in family	2 members	150	68.2
	3 members	70	31.8
Total		220	100
Type of business organization	Sole proprietary	122	55.5
	Partnership	84	38.2
	Self help group	14	6.4
Total		220	100
Type of business carrying out	Tailor	112	50.9
	Beauty shop/parlor	58	26.4
	Petty shop	25	11.4
	Cosmetic and fancy shop	6	2.7
	Fast food center	19	8.6
	Nursery	0	0
Total		220	100

Source: calculated from primary data

The above percent age table says that the respondent of Age group 31 years To 40 years are of higher percent of 61.4 and most of respondent are degree holders to a percent of 77.7%.

Out of total respondent 70% of responded are married and maximum of respondent belong to nuclear family and 68.2 % of respondent have 2 earning members in the family  
The respondent of 55.5 % carries out sole proprietary and 50.9 % are of tailoring business.

### Ranking of motivational for entrepreneurial among women

FACTORS	Mean Rank	Rank
Passing leisure time	3.38	VII
Creating job opportunity	3.60	VI
Inspiration of other organization	3.89	V
Self employment and economic freedom	4.43	II
Need for generating income for family	4.56	I
Passion towards business	3.90	IV
Continuation of family business	4.24	III

Source: calculated from primary data

Out of 220 respondents the first highest Mean Rank 4.56 for the reason **Need for generating income for family** by the respondents.

### 6. CONCLUSION:

Women play a very important role in society welfare of the country. From the above study that can be concludes that need for generating income for the family has become the foremost reason for the women to become an entrepreneur. Other than the economic freedom, passion, family businesses are few reasons for the women to enter into the business world. The status of our women has been higher due to women empowerment. Though our government has taken many steps to improve the women empowerment in our country much more steps to be taken for the motivation of women in various other fields like export and other sector of business and also need to provide a protective environment for women to enrich her in the society.

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