

WOMEN ENTREPRENEURSHIP: AN INSTINCTIVE APPROACH OR STROKE OF LUCK

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ABSTRACT:

Entrepreneurship has always been a topic of discussion because of its dynamic attitude. It is now considered as a multidimensional skill. But earlier it has always been a gender specific activity. It has been considered that entrepreneurs are born and not made and the men were considered to be entrepreneurs who can run and handle business properly and the women were only home makers. Women had been never considered to be bread winners. With urbanization the scenario is changing but still in rural areas, it is a distant reality. No doubt rural women are breaking the shackles which have always tied them to the four walls of their home but this is still in a nascent stage. More and more rural women are now taking up entrepreneurial activities. With this in mind the researchers intended to study what motivates a rural woman to take up entrepreneurship, is it because they have an inner urge or is the situation which compels them to. The researchers carried out the study in three revenue circles of Kamrup(M) district which are basically semi urban. 150 women entrepreneurs have been targeted to find out the motivational aspects and the role of their family in their decision. The findings from the study revealed that the pushed factors have a greater influence on them. However, the families have a role to play in their entrepreneurial journey.

Keywords: *Entrepreneurship, Rural Women Entrepreneurs, Motivation, Role of Family*

INTRODUCTION

Entrepreneurship is a multifaceted phenomenon- a process, an art, a skill of state of being or an activity. Schumpeter considered entrepreneurial process as a tool of economic development as entrepreneurs are innovators and therefore agents of change- a change that occurs in the form of new goods or products, new methods of production, new markets, new source of materials or a new organization.

However, ever since the evolution of the word the entrepreneurship there has never been an accord over the definition and hence no shortage of definitions. Earlier the term entrepreneur had never been used by anyone. It was only in the 18th century the term 'entrepreneur' had been coined by an Irishman and French Economist Richard Cantillon. He defined an entrepreneur as, "the agent who buys means of production at certain prices in order to combine them into a product that he is going to sell at prices that are uncertain at the moment at which he commits himself to his cost.

With the passage of time, entrepreneurship concept has been revolutionized and it is now considered to be one of the key factors which promotes and foster economic development. It may not be a sufficient condition but definitely a necessary condition for economic development. The significant role that the entrepreneurship plays in the economic development of a country or region can be systematized as promotion of capital formation, large scale employment opportunities, securing balanced regional development, equitable redistribution of wealth and income, increase in Gross Domestic Product, improvement in standard of living, promoting country's export trade, creating social change and as a result a whole lot of overall development. Thus, it can be said that entrepreneurship serve as a catalyst of economic development.

But the process of economic development will remain futile if there is gender disparity. Entrepreneurship

should therefore not only relate to something of male prerogative. It would be a myopic perspective to consider entrepreneurship is for male counterpart only. This thought is mainly because of social inertia. Structural disadvantages of women have characterized entrepreneurship as male typed activity. But now nations all over the world have realized that women entrepreneurship is indispensable for them to flourish economically. So, it is utmost necessary that economic activities be taken up by women more often. Already the third decade of 21st century has stepped in and now women dominance can be seen in almost all the segments of business. Earlier when women took up entrepreneurship it was basically an extension of their household work. Tailoring, knitting, pickle making were most of their entrepreneurial activities. Gradually they entered in the service sector and now in mainstream business too, women have been able to create a position for them.

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The policy makers now cannot neglect the importance of women right and cannot deny the power that the women possess as an economic force. Traditionally the rationale behind women entrepreneurship was to enhance women equity and social inclusion but now, development of women is making good economic sense.

Swami Vivekananda rightly said, "The best thermometer to the progress of a nation is its treatment of women." It is in this backdrop that this paper has been articulated in order to find out how and why women take up entrepreneurship, whether it is an instinctive approach or it is a stroke of luck. In these circumstances the role of their family will also be discussed.

Family background has always been an inspiring and motivating agency for every individual. Family background, family culture always induced the children to carry forward the family legacy where they have successfully created business empire. In this process, new business enterprises, new thoughts of ideas also emerge and thus the influence of family in entrepreneurship is an important factor to be explored.

REVIEW OF LITERATURE

Entrepreneurship has always been an area of interest for research. Various researchers all over have considerably enriched the stock of motivational aspects of women entrepreneurs with their constant research and valuable findings. Some research contributions are summarized here under-

- Orhan and Scott (2001) studied on detailed as to why a woman become entrepreneur. A comparison between developed and developing countries were made where it has been found that the need for achievement plays a vital

force for women in choosing entrepreneurship in developed countries while in developing countries women were motivated by a combination of both pull and push factors.

- Kyro (2001) forwarded a statement that women are unique individuals having their own traits, characteristics all different from gender perspective. With these unique features they can start their own business, be their own boss and can make their dreams turn into reality.

- Raman et al. (2008) studied on 225 women entrepreneurs of Malaysia and their motivational aspects. Entrepreneurs engaged in manufacturing, trading and service sector in Small and Medium Industries of Malaysia had been selected which revealed that discovering and exploring their inner talent and skill and doing something remarkable and creative are the most motivating factors behind their entry into entrepreneurship.

- Singh (2008) identified the reasons and influencing factors behind the entry of women in entrepreneurship. The obstacles which are persistent in Indian context had also been mentioned. Lack of social acceptance of women as entrepreneurs, family responsibility, gender discrimination, low priority given to women by bankers in providing loans are some of the basic and foremost obstacle in the growth of women entrepreneurship.

- Katoch et al. (2010) studied on the encouraging and discouraging factors of women entrepreneurs in Ludhiana city. The study revealed that income supplement had been the top most priority, the encouraging factor while labour problem had been the most discouraging factor.

- Frank (2012) studied on 39 petty traders of Penang, Malaysia and their

choice to enter micro-entrepreneurship. Both 'necessity' and 'choice' are very much co-present in the motives to enter micro-entrepreneurship. Income generation has been a clear-cut outcome of micro-entrepreneurship, but so are issues related to flexibility, autonomy and re-negotiation of spatial boundaries.

- Matharu et al. (2016) focused on the women entrepreneurs of Indore city and it has been found that the important entrepreneurial motivational factors are ambition followed by supportive environment, professional competence and confidence. Work environment has been least motivating factor.

- Dr. Ahmed (2018) specially studied on the push and pull motivational factors of self-employed women entrepreneurs of Nagaon District, Assam. 100 such self-employed women entrepreneurs had been selected. The study revealed that the women turned up to self-employment as it was the last resort to earn income followed by supplementing their husband's income. The factor which motivated least was the desire to achieve something unlike their urban counterparts. While choosing self-employment the women entrepreneurs had some psychological and economic constraints too. Low self-perception and self-image and limited mobility and high cost of production had been their psychological and economic constraints respectively.

STATEMENT OF THE PROBLEM

No can deny the fact that for overall development of a nation economic participation of woman is a must. Economic empowerment of woman contributes to the overall growth of national economies. Empowerment of women through entrepreneurship has a direct relationship and it is therefore

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necessary to understand the relationship of entrepreneurship with the women. Though numerous studies have been undertaken in respect of women entrepreneurship and its various aspects like the problems that women entrepreneurs specifically face, their underlying factors of motivation, the role of the family and its effect on entrepreneurial decision making have not been touched as such. Also, rural women entrepreneurs have not been an exclusive sample of study in this aspect. This paper thus seeks to evaluate what drives a rural woman to become entrepreneur, whether it is by chance or by efficacy or situational impulsion which force them to become entrepreneurs or choose entrepreneurship as last hope. In these study rural women entrepreneurs from Guwahati city have been studied to find the rationale behind choosing entrepreneurship as an economic activity. Considering this, the role of their family will also be introspected to draw an inference and make a comprehensive analysis.

OBJECTIVES OF THE STUDY

- To analyze the role of their family in their decision to take up entrepreneurship.
- To understand what motivate women entrepreneurs to start their entrepreneurial activity.

RESEARCH QUESTIONS

The researchers have undergone the study to answer certain research questions which have been raised while conducting the study. The research questions are:

- What motivates women entrepreneurs to start their entrepreneurial activity?
- Is there any role of their family in their decision to take up entrepreneurship?

RESEARCH METHODOLOGY

The study has been in the three revenue circles of Kamrup (M) district of Assam. The Kamrup (M) consist of 5 Revenue Circles out of which two Revenue Circles, Dispur and Chandmari falls within Guwahati City. The other three Revenue Circles are mainly rural or semi urban and the researcher specially wants to study how the women entrepreneurs of these Revenue Circles are treated- by themselves as well as by their families. Now, when globally the economic worth of women has been realized, when almost all the nations have realized that social and economic development of women is necessary for a nation's overall development, what is the position of a women who is being an economic and financial supporter of the family in rural areas where real India lives, is of dire importance.

50 women entrepreneurs from each of the three revenue circles are taken on a judgemental basis. No distinction has been made regarding registration of the women entrepreneurs and hence the appropriate sampling frame cannot be determined. Thus, non-probability sampling technique has been applied. For the collection of data, the samples have been provided with structured questionnaire. The respondents have been asked to answer the questions on the measure of 3-point Likert Scale against their agreement or disagreement on certain parameters with scores 1, 2 and 3 respectively.

To analyze the collected data, SPSS has been used and descriptive statistics done. Chi square test have also been applied to analyze the role of family. The parameters used for motivation has been classified as-

- Push Factors,
- Pull Factors and

- Chance factors.

These factors have been chosen after a thorough literature review on the aspect of motivation of women entrepreneurs and the different theories of entrepreneurial motivation.

The parameters used to analyze the role of family are classified as-

- Profession of Parents/ Spouse,
- Type of family and
- Role model within the family members.

FINDINGS AND DISCUSSIONS

From the survey conducted the researcher concluded the findings into two broad groups based on the objectives sought-

- Understanding the role of family in influencing the decision to take up entrepreneurial activity.

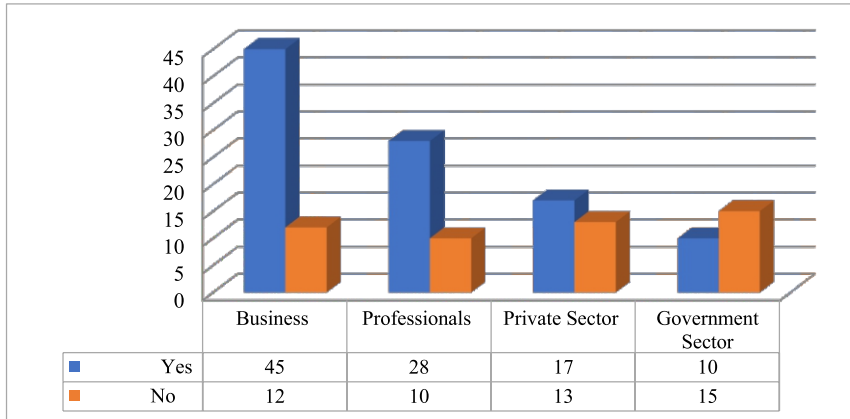
PROFESSION OF PARENTS/ SPOUSE:

The study has found out that the professions of their parents had a bearing on their decision to take up entrepreneurship. 38% of the respondents' parents/spouse are businessman, 25% of them are professionals, 20% are private sector employees and 17% are government sector employees. The survey reveals that profession of their parents/spouse made it easy for them in taking up entrepreneurship.

Table No.1: Table showing the respondents' parents/spouse profession and whether it was easy to take up entrepreneurship or not.

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Profession	Yes	No	Total
Business	45	12	57
Professionals	28	10	38
Private Sector	17	13	30
Government Sector	10	15	25
	100	50	150



Source: Field Study

Chi Square test has been done at 5% level of significance to determine if parental/spouse profession has a significant bearing on the respondents to take up entrepreneurship.

Calculation of Chi square for the above tabulated data:

Observed Frequency (O)	Expected Frequency (E)	O-E	(O-E) ²	(O-E) ² /E
45	38	7	49	1.28
28	25	3	9	0.36
17	20	-3	9	0.45
10	17	-7	49	2.88
12	19	-7	49	2.58
10	13	-3	9	0.69
13	10	-7	49	4.9
15	8	7	49	6.13

$$\text{Chi square} = \sum (O-E)^2 / E = 19.27$$

The calculated value, 19.27 is higher than the critical value at 5% Level of Significance for three degrees of freedom which is 7.815 which signifies that there is significant relationship between the two. So, it can be summed up that profession of the parents/spouse can influence in becoming an entrepreneur. This can be because the business culture that already existed in the family supported the entrepreneurs in terms of network of people and benefitted them through the experience and ideas. Carrying out entrepreneurial activity had been much easier for them.

TYPE OF FAMILY

The type of family also affects an individual in the decision of choosing a profession. Many a times, individuals from nuclear family find it easy in taking any decision of their choice. In joint family culture decisions are often taken after discussion with the elders. So, it becomes quite imperative to find out the type of

family the respondents hail from and its effect on their decision to become entrepreneurs.

Table No. 2: Table showing type of family and the decision of taking up entrepreneurship activity.

Type of Family	Yes	No	Total
Nuclear	100	17	117
Joint	17	16	33
Total	117	33	150

Source: Field Study

78% of the respondents are from nuclear family while 22% of the respondents are from joint family. Chi square test has been used to establish the relationship between the type of family and their decision of taking up entrepreneurial activity.

Calculation of chi square for the above tabulated data:

Observed Frequency (O)	Expected Frequency (E)	(O-E) ²	(O-E) ² /E
100	91.26	76.3876	0.837
17	25.74	76.3876	2.968
17	25.74	76.3876	2.968
16	7.26	76.3876	10.521

$$\text{Value of Chi square} = \sum (O-E)^2 / E = 17.294$$

The calculated value at 5% level of significance for 1 degree of freedom is 17.294 which is higher than the critical value of 3.841. This also signifies that there is significant relationship between type of family and decision of becoming an entrepreneur. Thus, it can be concluded that type of family has an impact on the decision of taking up entrepreneurial activity. The respondents find it much easier to start their venture of any economic activity in nuclear family as they do not have to follow or bind by orders or decision of someone else. It becomes their discretion solely.

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Role model among family:

Every individual right from their childhood finds a role model in his/her family who inspires him/ her to become someone or do something he/ she aspires. This inspiration from family members often encourages an individual to take up any work and so is in case of entrepreneurship too. The respondents had been interviewed regarding the inspiration from family members on their decision to take up entrepreneurship as a career option.

52% of the respondents had admitted of having an influential family member who inspired them in taking up entrepreneurship while 48% did not had such role models in their family. When asked about if the absence of such role models would have affected their decision of taking up entrepreneurial activity, mixed responses had been found.

- Understanding the motivating factors

To understand the effect of motivating factor, mean and standard deviation have been applied. The data has been tabulated as under

Table No. 3: Table showing the motivational factors and the frequencies against the level of agreement

Factors	Sub Factors	Frequency of Agree	Frequency of Neutral	Frequency of Disagree
Push Factors	Unemployment	112	18	20
	Financial difficulty	115	15	20
	Dissatisfaction with the present job	48	35	67
	Responsibility due to death of a family a member	110	30	10
	To be independent	95	40	15
Pull Factors	Willingness to do something new	26	12	112
	Social Recognition	92	44	14
	To do something for the society	86	50	14
Chance Factors	Use of idle funds	15	18	117
	To spend spare time	22	10	118
	To utilize own skill and talent	90	22	38
	Business culture exist in family	82	18	50

Source: Field Study

Table No. 4: Table showing the mean and standard deviation of the motivational factors based on their scale of agreement.

	N	Mean	Std. Deviation
Unemployment	150	1.3866	.73096
Financial problem	150	1.3667	.70869
Dissatisfaction with current job	150	2.1267	.86929
Responsibility due to death of a family member	150	1.3333	.59828
To be independent	150	1.4667	.67224
Willingness To do something new	150	2.5800	.76211
Social recognition	150	1.4800	.66272
Do something for society	150	1.5200	.66272
Use of idle fund	150	2.6800	.64838
Spend Spare time	150	2.6400	.72612
Utilise own skill and talent	150	1.6533	.85911
Business culture exist in family	150	1.7867	.91656

The values assigned to the three -point Likert scale has been 1 for Agree, 2 for Neutral and 3 for Disagree. The mean from 1-1.67 represents Agree while the mean from 1.68-2.33 represents Neutral and from 2.34 -3 represents Disagree. The table shows the different sub factors under the motivational factors - push, pull and chance and their respective mean and standard deviation. The rural women of the three revenue circles have most agreed to responsibility due to death of a family member as the highest motivating factor with a mean of 1.33 followed by financial difficulty with a mean of 1.36 and then unemployment with a mean of 1.3. These mean values indicate the 'scale of agreement.' Also, these factors have low standard deviation which implies that the data tends to be closer to mean and do not deviate. Higher standard deviation means that the data is spread out from the mean resulting to a high deviation. If these factors are deeply analyzed it can be inferred that the factors are push factors. The respondents are not drawn towards entrepreneurship but are forced towards it because of the adverse scenario in their family. Economic hardship, sudden death of a family member and unemployment are such factors which are not self-created but something which makes a person compel to do or behave in a certain way. This is a gloomy situation. However, some entrepreneurs agreed to entrepreneurship can be a way to become independent, to become socially known. This is a positive sign, a ray of hope which tells that slowly rural women are believing in themselves and moving towards empowerment. The least motivating factors have been availability of funds and spending spare

time. These factors occur out of chance. Everyone is not born with a silver spoon. There might not be favorable conditions to support any event. This again shows that rural women chose entrepreneurship not because of favorable luck.

In a nutshell, the findings of the study can be deduced as –

1. Rural women chose entrepreneurship not as an instinctive approach but because they are forced to. Push factors have a greater role or affect in shaping a woman to become entrepreneur. They are not self-motivated driven but are forced.

2. Family plays a vital role in choosing entrepreneurship. Generally, the profession of their parents has a direct impact on choosing entrepreneurial activity and it is specially seen in case of rural entrepreneurs of Kamrup(M).

3. The family background, joint or nuclear, guides an individual in choosing entrepreneurship. Women have come out from their homes breaking the shackles of joint or nuclear family. But this can be seen more in case of nuclear families implying that decision making becomes easier for them.

4. Role model among the family member did not have a very firm bearing upon their decision of choosing entrepreneurship. Thus, self-inspiration had been found to be a major factor in the respondents becoming entrepreneurs.

RECOMMENDATIONS

Women represents half of the population of any region. Therefore, women should be made progressive and make try to make them economically and financially self-reliant. Dependence

on others would never make them an economic asset for the nation. Women are always blessed with some traditional expertise and through this they can turn themselves into an economic resource for the family and the for the nation as well. The researcher would like to forward certain recommendations in this regard:

- Government policies should be framed in such a way that they are more practical oriented and provide a prospective entrepreneur with hands on practice and exposure.
- Financial assistance programmes should be made more aware. In this context media, NGOs should play an active role.
- Helpline numbers can be installed so that there can be available and quick remedy for any query by a layman.
- Trainings on financial administration and business administration should also be conducted to cater to the diverse needs of an entrepreneur.
- At last, attitude of the people should be changed so that women find it easier to open up for entrepreneurship. Such issues should be sensitized to promote women entrepreneurship.

CONCLUSION

Women are home maker and they have the capacity to be a nation maker too. It has been seen that rural women have become entrepreneurs mainly because they have been pushed into self-employment. Women of rural India have always been hard working and have hidden talents. Many a times these talents and skill are often showcased when they are compelled to and not out of choice. But they have high potential and should be tapped in order to speed up and fuel the economy towards progress and better growth. Government should take initiative through

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various programmes and policies to encourage entrepreneurship so that women turn up to entrepreneurship not out of compulsion but as a prospective avenue. Anything forced to do may not always result into a success. Conducive environment with full support from all the realms will make a country march towards self-employment and self-sufficiency.

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