



## Factors influencing Entrepreneurial Motivation of Women Entrepreneurs: Improvement in Women Sustainability (A Case Study Approach)

**Dr. Rajanikant Verma**, Associate Professor, Commerce Department, Zakir Husain Delhi College (Evening), (University of Delhi), Jawahar Lal Nehru Marg, New Delhi, Pin-110002.

**Dr. Shafaq Zareen**, Assistant Professor, Commerce Department, Vivekananda College, (University of Delhi) Vivek Vihar, Delhi, Pin- 110095, Mobile: 09990867809, [shafaqzareen@yahoo.co.in](mailto:shafaqzareen@yahoo.co.in)

**Laxmi**, Assistant Professor, Commerce Department, Vivekananda College, (University of Delhi) Vivek Vihar, Delhi, Pin- 110095.

**ABSTRACT-** Women have been a nation's precious human resource. They should be treated as catalysts for the growth and development of economy. With the emerging digitalization, increase in education, modernization and globalization, women are seeking gainful participation in various fields. There is a drastic change in the role of women from domestic household to financial independence. Women nowadays are taking up challenging roles in business and lend their contribution to the growth of the nation. Entrepreneurship is something which every woman has in her from birth. Women have owned and operated businesses, but they were not recognized by the society. Often women entrepreneurs were "invisible" as they worked with their husbands. But a number of factors have combined in recent years to contribute to the visibility of women who started their own businesses. Women entrepreneurship is gaining importance and women are financially supported by the banks and given encouragement by their families. Various training schemes and programmes under 'National Skill Development Policy' and 'National Skill Development Mission' in 2009 have been launched by Government of India that has gradually increased the scope for economic empowerment of women. This will lead to improvement in women sustainability. In this context this research paper based on a case of a women entrepreneur will focus on examining the various motivational forces that has encouraged a woman to start up her own enterprise. This paper will also analyze the problems, issues, innovative solutions available to further motivate successful entrepreneurs, challenges and suggest ways to overcome them. Case Study approach has been used for this research paper and data is collected by conducting personal interview of this upcoming women entrepreneur.

**Key Words: Women Entrepreneurship, Influencing Factors, Motivation, National Skill Development Policy and Women Sustainability**

### I. INTRODUCTION

Women entrepreneur is an entrepreneur who is willing to accept challenges to fulfil her desire to be economically independent and a strong employer to produce jobs for others. Entrepreneurship is always regarded as a male-dominated profile, but time has changed this myth and brought women as today's most capable and powerful entrepreneurs. Women can be seen indulging in various line of business starting from manufacturing pickle to telecommunication, breaking the glass ceilings. In almost all spheres women are putting their steps at par with the men. They possess all qualities of an innovator, creator, hard worker and leader to move ahead with pride. They are acting as a catalyst in bringing change and acting as the change agents for the society. Women entrepreneurs must be trained from very beginning so that they become capable of meeting challenges in the entrepreneurial setup.

### II. OBJECTIVE AND METHODOLOGY

The primary theme of this case study based research paper is to highlight the problems and challenges of women entrepreneurs and the motivation which drives them to become successful women entrepreneurs through a case study of one women entrepreneur in fashion industry who is continuously working hard despite of many challenges to stand out and make herself the face of this industry. Primary data was collected through personal interview for collecting information about her.

### III. LITERATURE REVIEW

Chandra, S. (2001) in his study on Women and Economic Development, reported that the growth rate of female employment in urban areas was comparatively better than their employment in rural areas, between 1971-81 and 1981-91. It was also recorded that the participation rate of males were four times than the participation rate of females at national and sub national level. This shows the traditional mind set of the society where the division of labour is biased based on gender. But the participation at regional level of female employees seems commendably better and improving in various kinds of economic activity.

Agarwal, S. and Lanka, U. (2014) in their paper A Conceptual Framework on Women Entrepreneurs: Problems & Prospects, suggested recommendations to policymakers, researchers and academicians that women entrepreneurs faced various obstacles majorly on lack of development programmes on entrepreneurship, lack of sufficient knowledge in this domain, lack of entrepreneurial skills, no or very less market knowledge, negative attitude and lack of trust by financial institutions on women entrepreneurs.

Ganeshan, S. (2003) in his study on Status of women entrepreneurs in India, pointed out that 66.9% of his respondents started their business with an initial investment of only ₹25,000 and even less amount, this force women entrepreneur to start business at a very small level with no profits initially. It was also reported in his work that the percentage of entrepreneurs who started their business with initial investment between ₹25,001 and ₹50,000 is only 12.9%. Next 30.6% of the respondents depended heavily on borrowed investment. 46% of respondents used their own sources of finance which is less than ₹25,000. Also there are respondents claiming that they have earned profit in their first year accounted for 32.3%. The present case study shows similar findings where the entrepreneur has invested between ₹25,000 to ₹50,000 for her fashion designing career.

Chavda, V. and Rachachh, M. (2004) in his research paper on Working Women's Life Style & Social Status, pointed out that women plays multiple roles started from her household to her societal roles but it was saddened to know that their economic contribution is almost invisible. Although the percentage of women accounts for 50% of the human resources of our country but their social status and contribution was unseen.

Jobanputra, V. (2004) in her research paper Women Entrepreneurs - A New Face of Professional Women reported that today's women entrepreneurs are ready to accept any kind of business challenges; she is dynamic and adaptable to any business risk; ready to take and develop any alternate business projects. Her role in both family and economy as women entrepreneur was very significant and cannot be overlooked by anyone nowadays.

Mattu, A. (2004) in his research paper on Women Entrepreneurship – Key to Development, mentioned that women's now spreading their wings to different areas viz. engineering, electronics, business and energy sector. There is no field, no job left which is not touched by women's. But still the contribution of women's in entrepreneurship is not fully recognized due to the fear and share of their male counterparts. Changes in societal norms have enabled them to find ways through which they can support their family income.

Jadav, N.B. Kanini, P.R. Viadua, N.B. and Kapopara, M.B. (2004) in their research paper on Biography and Role Demands of Women Entrepreneurship, pointed out the characteristics of an entrepreneur which was expected out of a women entrepreneur. These characteristics and roles includes self confidence, drive to work and energy, long term involvement in business, taking money as measure of efficiency, persistent problem solving attitude, goal setter, risk taker not avoider, team builder, internal locus of control and the tolerance of uncertainty and ambiguity in business.

Dudi, A. and Shingh, A.R. (2006) reported in their case study titled Entrepreneurship Training Need of Women Research, a case study of Bikaner women entrepreneurs in Rajasthan. They mentioned in this study that women entrepreneurs in developing countries are making huge contributions in the economic development of the country. The focus of case study is on improving the existing training needs if we want to improve their standard of living of their families. For this data was based on three backward dwellings of Bikaner city of Rajasthan and 20 women respondents were selected purposively from each dwelling

based on their interest to start their business as a source of generating income. Structured interview method was used for this purpose. The results shows that majority of respondents belong to medium size families, married, and educated only to 12th or middle level. Most of them mentioned the need of training which they need in areas of pickle making, squash making, and bakery products. There are women's who are involved in tie and dye, stitching and embroidery business. They also show their interest in acquiring training in making soft toys and in starting crèche facility for kids. So findings of this study focus on emphasis of arranging training needs of women entrepreneurs in these areas.

## **A Case of Ashiya Designs of Ashiya Khan**

### **Introduction**

Today, a woman's role in society has completely transformed from a house maker; she is now a decision maker, an inventor and above all an entrepreneur. In a country full of gender stereotypes, here is a case of an upcoming women entrepreneur who made her dreams come true by surviving through all societal and cultural restrictions.

### **Background**

Ms. Ashiya Khan comes from a conservative muslim family comprising of traditional values. Being youngest and pampered she wanted to develop her own identity and earn her independence. The dream of becoming entrepreneur was started at very young age. Post schooling, she started her business at a tender age of 22 years. She worked hard and overcome every hurdle to start her business. She arranged all her funds from her coaching classes.

### **Business Opportunity, New Venture and Expansion**

She started her entrepreneurial career by opening a rented showroom in Cross River Mall, Vishwas Nagar, Shahdara with an investment of approximately Rs. 25,000 to 50,000 and few employees. This was her retail outlet for the next 10 years. Today her staff comprises of 35 workers specialised in embroidery and designing. She devoted around 70 hours per week on her business.

### **Technology Innovation, Upgradation and Diversification**

Ashiya Khan believes in constantly improving, educating and updating herself and worked hard to be among the best. Being a woman, she continues facing cut throat competition in the fashion industry. Her innovation, creative thinking and designing capabilities are becoming the strengths for her success. She continued to specialise in women and kids designing. She started focusing on her clients by focussing on their demands and making each design according to the requirements of her clients. She started sketching exclusive designs and then actually makes it ready for the photo shoot so that catalogue can be prepared for display.

### **Motivation**

The main motivating force behind her success is her lifelong goal inspired by a desire to change the world. She wants to make money in order to gain economic independence and status in society. She is motivated by the idea of employment generation for other underprivileged women's and also to become the role model for other young women entrepreneurs.

### **Creativity, Aestheticism and Innovation**

Successful fashion designer needs rigorous efforts along with passion and enthusiasm to identify and capture various market opportunities available in a dynamic environment which is full of competition, ambiguity and chaos. For this she drives herself hard and put all her efforts where she can make improvements and advancements in her outputs. She is a woman of strong will power and diligence that compel her to make way through many obstacles and challenges especially in this male dominated society. She is now focussing not only designing and catering to local needs and demands, she continuously trying her luck in various fashion shows organized in India and outside India with celebrities and models to showcase her talent.

## Challenges

1. **Societal Perception:** One of the biggest challenges in the way of women entrepreneurs is the societal discrimination which she has to face. Women do not get equal treatment. Even from their childhood they have been taught that the business domain is not for them and they are not suited in this male dominated society.
2. **Lack of awareness about Government Schemes:** The Government of India has started various schemes exclusively for women entrepreneurs for their growth, but the reality is that most of these policies remained unutilized because of their unawareness.
3. **Lack of Balance between work and family life:** Women generally leave their jobs and started their own businesses to maintain a balance between work and family life but they are still facing the flexibility problems. Sometime the family members do not support her and this leads to conflict between work and personal life.
4. **Lack of Professional knowledge:** Today's women are educated but they are not well aware in entrepreneurial education. This entrepreneurial education is essential for starting new business. Proper training and knowledge is required to start and setup a business.
5. **Stiff Competition:** Women entrepreneurs have to face cut throat competition from organized industries and also from their male competitors, having vast experience.
6. **Limited management skills:** There is a misconception about women entrepreneurs that they are not able to handle all the functions of their business effectively. It was also a preconceived notion that females are not able to devote sufficient time to explore all the activities of business as she will be busier with household activities and hence considered entrepreneurs with limited management skills.
7. **Risk taking ability:** Women entrepreneurs are considered to be risk avoiders as compared to male entrepreneurs. They also face discrimination in getting entrepreneurial training. Inferiority complex, hesitation in taking quick decision increases the rate of risk.
8. **Dealing with male labourers:** In case of female entrepreneurs the problem of dealing with male labourers who are uneducated and unskilled are major issues. Taking instructions from women boss is not preferred by male workers and thereby creates trouble.

## IV. CONCLUSION

The traditional mindset, lack of entrepreneurial education, lack of development programmes, work life balance issue the hindrance in the path of growth of women entrepreneurs. By giving the proper education, training sessions, support from government and family, will definitely encourage and increase the participation of women in entrepreneurship. It can be said that the development of economy is incomplete without the development and contribution of women entrepreneurs. Women are the nation builders. It was evident that the women enterprises in India have made significant contribution towards generation of employment, gross output and asset creation. The stories of young female entrepreneurs should be shared so that the upcoming women entrepreneurs get encouragement and motivation to come forward. The most famous saying said by the Pandit Jawaharlal Nehru is "To awaken the people, it is the women who must be awakened. Once she is on the move, the family moves, the village moves, the nation moves".

## REFERENCES

1. Agarwal, S. and Lenka, U., (2014). A Conceptual Framework on Women Entrepreneurs: Problems and Prospects. *Advances in Economics and Business Management (AEBM)*, ISSN: 2394-1553; Volume 1, 155-159.
2. Chandra, S., (2001). *Women and Economic Development*, B. R. Publishing, Delhi, 27-30.

3. Chavda ,V.&Rachchh, M., (2004). Study on Working Women's Life Style and Social Status , Research Paper Presented at National Seminar On Current Trends and Issues in Home Science, Saurashtra University, Rajkot.
4. Dudi, A. &Shingh, A. R., (2006), Entrepreneurship Training Need of Women Research Paper presented at National conference, Organized by, Viygan Samiti, Collaboration with Maharana Pratap University of Agriculture and Technology Udaipur, Sponsored by National Commission for women, New Delhi
5. Ganeshan, S., (2003). Status of women entrepreneurs in India, Kaniska Publisher, New Delhi.1-5.
6. Jadav, N.B. Kanini, P.R. Viadua, N. B. &Kapopara, M. B., (2004), Biography and Role Demands of Women Entrepreneurship, Research Paper Presented at National seminar on Women Entrepreneurship – A Need for Training and Curriculum Development held by Development of Home Science Extension and Communication, Faculty of Home Science , M. S. University, Vadodara.
7. Jobanputra V., (2004) Women Entrepreneurs –A New Face of Professional Women, Research Paper Presented at National Seminar on Current Trends and Issues in Home Science, Saurashtra University, Rajkot.
8. Kumar, P., (2015) A Study of Women Entrepreneurs in India. *International Journal of Applied Science & Technology Research Excellence*. Volume 5, Issue 5, ISSN no: 2250-2726.
9. Mattu, A. (2004), Women Entrepreneurship –Key to Development, Research Paper Presented at National seminar on Women Entrepreneurship – A Need for Training and Curriculum Development held by Development of Home Science Extension and Communication, Faculty of Home Science , M. S. University, Vadodara.