

WHAT DRIVES WOMEN TO BECOME AN ENTREPRENEUR?

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Article history:	Abstract:
Published: 10 th March 2022	<p>Women entrepreneurs in India is a emerging concept and exceptionally vital for the economic development of the nation. The sexual orientation hole among people has now limited. Prior the outlook of individuals was that business is implied just for men, however this reasoning has changed. These days women enterprise contributes a great deal to the economic development. They are work makers for themselves as well as other people and furthermore give society diverse answers for administration, association and business issues. Notwithstanding, the quantity of Women entrepreneurs is very less and regularly confront sexual orientation based obstructions to beginning and becoming their businesses. Women business people see the world through an alternate focal point and, thusly, get things done in an alternate way. We have a few reasons why women business people have an awesome future in the forthcoming period. Women are better connectors and possess proficiency in networking. Women are fusbudgets and never make do with fair outcomes multitasking has been in their blood since ages.</p> <ul style="list-style-type: none">• They construct organizations that convey an incentive for different partners - clients, workers, financial specialists, and originator• Women think achievement originates from diligent work not simply from being "wonderful."• Women share the credit. They construct organizations where representatives feel esteemed for their commitments and information.• They work in a computed and well thoroughly considered way.• Women realize the understandable procedures to adjust calling and individual life. <p>The world needs women business people, and women entrepreneurs require us all. The time has come to give the help and instruments to guarantee that women driven organizations prosper in this decade.</p> <p>This paper through a light on why women is in entrepreneurship. Factors motivating them to become an entrepreneur .Primary data is used. Women entrepreneurs from Udupi district surveyed for the purpose. Major factors which makes them to become entrepreneur is found out, to frame future policy with regard to improve position of women in business.</p>

Keywords: Women entrepreneurship, factors motivating , unemployment and economic independence

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INTRODUCTION: -

WOMEN ENTREPRENEURS OF INDIA

According to Global Entrepreneurship Monitor in 2015, it was found that women entrepreneurship rose by 6percent worldwide, in the past 2 years. Furthermore, women entrepreneurs in half of the 83economies surveyed by GEM were considered to be as innovative as, or more innovative than, their male counterparts. Women entrepreneurs play an increasingly vital role– socially, professionally and economically – in turning developing countries into more knowledge- and innovation-driven economies. The MasterCard Index of Women Entrepreneurs (MIEW) Report2017 found that indicators such as support for SMEs, financial inclusion of women, ease of doing business, quality of governance, cultural perception of women entrepreneurs and entrepreneurial supportive factors are the strongest enablers of women ownership of businesses. It additionally anticipated a couple of empowering elements, for example, a positive business mentality, sheer drive and assurance to succeed and high capacity to recognize great business open doors as significant, as found in the GEM Report also. The MIEW Report likewise recommended that probably the most widely recognized and greatest imperatives to women business proprietorship are absence of money related subsidizing/investment, administrative limitations and institutional wasteful aspects, absence of self-conviction or innovative drive, dread of disappointment, socio-social confinements and absence of preparing and instruction. In all the 54 economies assessed, something like at least one of these requirements was keeping down the advancement of women in the field of business/enterprise

An exchange on the enterprising scene in India will be inadequate without making reference to the role of its women entrepreneurs. Chronided proof proposes that in India, representation of women entrepreneurs was appallingly low amid both the provincial and post-freedom time – much credited to the social set-up and the job endowed upon women. In spite of the boundaries, three associations – Shri Mahila Griha Udyog Lijjat Papad 25 established in 1959, Self Employed Women's Association (SEWA) 26 established in 1971 and Biocon 27 established in 1978 – were established by women. The history and heritage of these associations clarify the capability of women as business visionaries. Amid advancement, there was a push towards women enterprise crosswise over independent companies, with a few women driven foundations springing up, for example, Federation of Indian Women Entrepreneurs (FIWE) and Consortium of Women Entrepreneurs of India (CWEI). To help the women enterprising activities, numerous banks, including Small Industries Development Bank of India (SIDBI), National Agricultural Development Bank of India (NABARD), State Bank of India (SBI) and Punjab National Bank (PNB), started to offer credit assistance to the women.

The aim to catalyze entrepreneurship among women in the state persistently needs to identify the crucial enabling factors, which if facilitated appropriately, may form strong base for women to excel in entrepreneurship. With this focus, the researcher makes an attempt to understand viewpoint of women entrepreneurs on factors that may prove to be enabling if facilitated to women community at large.

All 13 factors are the combination of personal factors, background factors and situational factors Background, personal and situational factors effect on individual's motivation to become an entrepreneur. They all are connected into psychology, sociology, and economics. To become an entrepreneur is a multidimensional process, which should be explained by inter-discipline theories as well as with a tool to understand different factors affecting into it. In addition, not to forget that the decision to become an entrepreneur is done at the individual level and person interpreting the factors by her subjective reality has the final effect on the motivation to become an entrepreneur.

To identify the motivational factors for women entrepreneurship, 13 questions were included and respondents had to rate their opinion on five point rating scale, strongly disagree (1), disagree (2), neutral (3), agree (4), strongly agree (5). The mean value was calculated for organised and unorganized sector women entrepreneurs responses and also for the total comparison of organised and unorganised was done by using man Whitney test Based on the mean value interpretation was drawn

LITERATURE REVIEW: -

Bharathi V. Sunagara* and Megha Jigalurb (2013) study has been conducted to study the problems of women entrepreneurs with special reference to some selected places in selected businesses of North Karnataka with the respondent size of 50 involving women from business like petty shops, hotels, vegetable selling & beauty parlors. The need for additional income and family business carried on are the major reasons behind women getting them involved in entrepreneurial activities and the major reasons identified creating problems for taking up self-employment are family responsibilities, competition and lack of self-confidence

Shikha Mahajan (2013) The elimination of obstacles for women entrepreneurship requires a major change in traditional attitudes and mind-sets of people in society rather than being limited to only creation of opportunities for women. Hence, it is imperative to design programmes that will address to attitudinal changes, training, supportive services.

Vijayakumar (2013) the study conclude that programs and policies need to be customized to not just encourage entrepreneurship as well as implement strategies which can help support entrepreneurial culture among youth. Media has the potential to play the most vital role in entrepreneurial development by creating and highlighting all such platforms which can bring out the creativity and innovation among the women and men to grow entrepreneurship culture in society.

Veena Rao (2013) the study is based on the fashion and apparel enterprises operating for the minimum of three years. The analysis of the entrepreneurial characteristics in terms of human capital reveals that education, training in the specific sector and the prior experience helps in operating the enterprise successfully. The study on the entrepreneurial intensity suggests that the successful entrepreneurs run a considerable amount of risk in operating and expanding the enterprise. The analysis on the entrepreneurial motivation suggests that irrespective of the success levels most of the women entrepreneur's dream desire motivates them to start the enterprise. This is considered crucial factor in starting and operating the business. According to the literature that entrepreneurship is a dynamic concept and there is no single factor that can be attributed to the success

P.V Sumithaa&MrsPreethi Keerthi DSouza (2016) women entrepreneurs struggle to juggle between highly demanding familial, entrepreneurial, personal and societal duties and needs. The following are the prominent Work life balance issues i.e., time management, support, self-management and family factors. When entrepreneurs balance the above four major factors, healthier WLB is experienced by them.

ABHINANDAN N (2016) "The investigation tries to look at the monetary issues confronted by women business visionaries in Karnataka amid start-up stage and running up of their undertaking. The study drew out that absence of

sufficient data about the plans of money related establishments for women business people and hesitance of authorities to fund women business visionaries are the fundamental issues.

Bhavani (2017)” exposes that the women business people of Mysore locale have or determined by the accompanying attributes: Management Capability and Grabbing Market Opportunity, Need for accomplishment, Innovative, Creativity and Internal Locus of Control. The inspirational components impacting the women business people to begin their business are self-achievement, cleanliness factors, usage of information and aptitudes, time administration and benefit thought process, requirement for freedom, bolster from family and Government and appreciating greater duty in privately-owned company .

OBJECTIVES:-

1. To examine the profile of women entrepreneurs and their enterprises
2. To identify key factors that leads women to be an entrepreneur
3. To compare the key characteristic features of women entrepreneurs in organized and unorganized sectors
4. To develop and test the conceptual model of factors influences in entrepreneurial traits and its impact in entrepreneurial intention.

SAMPLING DESIGN AND SAMPLE SIZE

The sampling design that was used was non-probability sampling method, also known as convenient sampling. This non-probability sampling method, specifically purposive sampling, employs purposive and judgmental selection of sample units from a target population. The process of selection provides unequal chance to population units being included in the sample, hence referred to as non- probability sampling. The overall population was also not well known and therefore, obtaining a sampling frame was very difficult. Respondent entrepreneurs were purposively selected .

STATISTICAL TOOLS USED FOR DATA ANALYSIS

Taking into account the objectives of the study, the methods of data collection employed necessitated appropriate data analysis. The analysis stage was an involving process that converted the raw data to information, thereby enabling meaning attribution Collected data was analyzed using descriptive and inferential statistical methods. Descriptive methods such as frequency, percentage, mean, Standard deviation and median were calculated to summarize the data.

DATA ANALYSIS AND INTREPRETATION: -

Factors motivating for women entrepreneurs

		1		2		3		4		5						
		Freq	%	Freq	%	Freq	%	Freq	%	Freq	%	Total	Mean	S.D	P value	
Economic Independence and increase in wealth	Organized	0	.0	6	2.4	4	1.6	14	5.6	224	90.3	248	4.84	.56		
	Unorganized	12	4.7	21	8.2	34	13.3	41	16.0	148	57.8	256	4.14	1.20	0.000	HS
	Total	12	2.4	27	5.4	38	7.5	55	10.9	372	73.8	504	4.48	1.00		
Dissatisfaction with current job	Organized	118	47.6	17	6.9	105	42.3	0	.0	8	3.2	248	2.04	1.09		
	Unorganized	77	30.1	50	19.5	84	32.8	24	9.4	21	8.2	256	2.46	1.24	0.000	HS
	Total	195	38.7	67	13.3	189	37.5	24	4.8	29	5.8	504	2.26	1.19		
Unemployment	Organized	118	47.6	14	5.6	8	3.2	1	.4	107	43.1	248	2.86	1.92		
	Unorganized	78	30.5	34	13.3	47	18.4	30	11.7	67	26.2	256	2.90	1.59	0.630	NS
	Total	196	38.9	48	9.5	55	10.9	31	6.2	174	34.5	504	2.88	1.76		
Use of idle funds and utilization of available infrastructural facility	Organized	9	3.6	7	2.8	209	84.3	3	1.2	20	8.1	248	3.07	.71		
	Unorganized	36	14.1	20	7.8	118	46.1	34	13.3	48	18.8	256	3.15	1.23	0.148	NS
	Total	45	8.9	27	5.4	327	64.9	37	7.3	68	13.5	504	3.11	1.01		
No other income sources available	Organized	106	42.7	29	11.7	1	.4	103	41.5	9	3.6	248	2.52	1.47		
	Unorganized	56	21.9	80	31.3	32	12.5	61	23.8	27	10.5	256	2.70	1.33	0.041	sig
	Total	162	32.1	109	21.6	33	6.5	164	32.5	36	7.1	504	2.61	1.40		
Support from family/Spouse	Organized	95	38.3	16	6.5	57	23.0	51	20.6	29	11.7	248	2.61	1.46		
	Unorganized	28	10.9	17	6.6	43	16.8	89	34.8	79	30.9	256	3.68	1.28	0.000	HS
	Total	123	24.4	33	6.5	100	19.8	140	27.8	108	21.4	504	3.15	1.47		
Gaining respect and	Organized	0	.0	0	.0	0	.0	13	5.2	235	94.8	248	4.95	.22		

		1		2		3		4		5		Total	Mean	S.D	P value	
		Freq	%	Freq	%	Freq	%	Freq	%	Freq	%					
prove my self esteem	Unorganized	6	2.3	6	2.3	15	5.9	70	27.3	159	62.1	256	4.45	.89	0.000	HS
	Total	6	1.2	6	1.2	15	3.0	83	16.5	394	78.2	504	4.69	.70		
Seeking challenges in business venture	Organized	0	.0	0	.0	2	.8	112	45.2	134	54.0	248	4.53	.52		
	Unorganized	3	1.2	12	4.7	23	9.0	105	41.0	113	44.1	256	4.22	.88	0.000	HS
	Total	3	.6	12	2.4	25	5.0	217	43.1	247	49.0	504	4.38	.74		
To make more money	Organized	1	.4	0	.0	2	.8	206	83.1	39	15.7	248	4.14	.43		
	Unorganized	8	3.1	6	2.3	35	13.7	100	39.1	107	41.8	256	4.14	.96	0.017	sig
	Total	9	1.8	6	1.2	37	7.3	306	60.7	146	29.0	504	4.14	.74		
Gaining control on my life	Organized	0	.0	0	.0	2	.8	106	42.7	140	56.5	248	4.56	.51		
	Unorganized	8	3.1	6	2.3	28	10.9	64	25.0	150	58.6	256	4.34	.98	0.297	NS
	Total	8	1.6	6	1.2	30	6.0	170	33.7	290	57.5	504	4.44	.79		
To prove myself/ For self esteem	Organized	0	.0	1	.4	101	40.7	105	42.3	41	16.5	248	3.75	.73		
	Unorganized	0	.0	15	5.9	70	27.3	52	20.3	119	46.5	256	4.07	.99	0.000	HS
	Total	0	.0	16	3.2	171	33.9	157	31.2	160	31.7	504	3.91	.88		
Family business passed on to me	Organized	102	41.1	5	2.0	6	2.4	101	40.7	34	13.7	248	2.84	1.61		
	Unorganized	62	24.2	31	12.1	38	14.8	54	21.1	71	27.7	256	3.16	1.55	0.010	sig
	Total	164	32.5	36	7.1	44	8.7	155	30.8	105	20.8	504	3.00	1.59		
Ambition of being an entrepreneur	Organized	1	.4	0	.0	1	.4	105	42.3	141	56.9	248	4.55	.55		
	Unorganized	5	2.0	11	4.3	18	7.0	71	27.7	151	59.0	256	4.38	.93	0.470	NS
	Total	6	1.2	11	2.2	19	3.8	176	34.9	292	57.9	504	4.46	.77		

Source: Primary Data

Economic independence:-

The above table shows that 73.8 percent strongly agree that "Economic Independence and increase in wealth" is a motivating factor, 10.9 percent agree and only 7.8 percent disagree for the above statement Overall mean and SD is 4.48 ± 1.00 shows the women entrepreneurs strongly agree that "Economic Independence and increase in wealth" is a key motivating factor .In organised sector (4.84 ± 0.56) and unorganised sector (4.14 ± 1.20) also strongly agree that "Economic Independence and increase in wealth" is a key motivating factor .However in organised significantly higher "Economic Independence and increase in wealth" observed compared to unorganised sector as $p=0.000 < 0.01$

Dissatisfaction with current job:-

The above table shows that 5.8percent strongly agree that "Dissatisfaction with current job" is a motivating factors, 4.8percent agree and only 52 percent disagree for the above statement Overall mean and SD is 2.26 ± 1.19 shows the women entrepreneurs strongly agree that "Dissatisfaction with current job" is a key motivating factor In organised sector (2.04 ± 1.09) and unorganised sector (2.46 ± 1.24) also strongly agree that "Dissatisfaction with current job" is a key motivating factor. However in organised sector significant higher "Dissatisfaction with current job" observed compared to unorganised sector as $p=0.000 < 0.01$

Unemployment

The above table shows that 34.5percent strongly agree that "Unemployment" is a motivating factors , 6.2percent agree and only 48.4 percent disagree for the above statement Overall mean and SD is 2.88 ± 1.76 shows the women entrepreneurs strongly agree that "Unemployment" is a key motivating factor In organised sector (2.86 ± 1.92) and unorganised sector (2.90 ± 1.59) also strongly agree that "Unemployment" is a key motivating factor .However in organised sector significant lee higher "Unemployment "was observed compared to unorganised sector as $p=0.000 < 0.01$

Use of idle funds and utilization of available infrastructural facility

The above table shows that 13.5 percent strongly agree that "Use of idle funds and utilization of available infrastructural facility" is a motivating factors, 7.3percent agree and only 14.3 percent disagree for the above statement Overall mean and SD is 3.11 ± 1.01 shows the women entrepreneurs strongly agree that "Use of idle funds and utilization of available infrastructural facility" is a key motivating factor .In organised sector (3.07 ± 0.71) and unorganised sector (3.15 ± 1.23) also strongly agree that "Use of idle funds and utilization of available infrastructural facility" is a key motivating factor .However in organised sector significantly higher "Use of idle funds and utilization of available infrastructural facility" observed compared to unorganised sector as $p=0.000 < 0.01$

No other income sources available

The above table shows that 7.1percent strongly agree that "No other income sources available" is a motivating factors, 32.5percent agree and only 53.7 percent disagree for the above statement .Overall mean and SD is 2.61 ± 1.40 shows the women entrepreneurs strongly agree that "No other income sources available" is a key motivating factor In organised sector (2.52 ± 1.47) and unorganised sector (2.70 ± 1.33) also strongly agree that "No other income sources available" is a key motivating factor However in organised sector significantly higher "No other income sources available " observed compared to unorganised sector as $p=0.041<0.01$

Support from family/ spouse:-

The above table shows that 21.4percent strongly agree that "Support from family/ spouse" is a motivating factors, 27.8percent agree and only 30.9 percent disagree for the above statement .Overall mean and SD is 3.15 ± 1.47 shows the women entrepreneurs strongly agree that "Support from family/spouse" is a key motivating factor In organised sector (2.61 ± 1.46) and unorganised sector (3.68 ± 1.28) also strongly agree that "Support from family/spouse" is a key motivating factor. However in organised sector significantly higher "Support from family/spouse" observed compared to unorganised sector as $p=0.000<0.01$

Gaining respect and prove my self esteem

The above table shows that 78.2percent strongly agree that " Gaining respect and prove my self-esteem " is a motivating factors , 16.5percent agree and only 2.4 percent disagree for the above statement Overall mean and SD is 4.69 ± 0.70 shows the women entrepreneurs strongly agree that "Gaining respect and prove my self-esteem" is a key motivating factor In organised sector (4.95 ± 0.22) and unorganised sector (4.45 ± 0.89) also strongly agree that " Gaining respect and prove my self-esteem" is a key motivating factor However in organised sector significant higher "Gaining respect and prove my self-esteem" observed compared to unorganised sector as $p=0.000<0.01$

Seeking challenges in business venture

The above table shows that 49.0percent strongly agree that " Seeking challenges in business venture" is a motivating factors, 43.1percent agree and only 3.0 percent disagree for the above statement Overall mean and SD is 4.38 ± 0.74 shows the women entrepreneurs strongly agree that "Seeking challenges in business venture" is a key motivating factor In organised sector (4.53 ± 0.52) and unorganised sector (4.22 ± 0.88) also strongly agree that "Seeking challenges in business venture" is a key motivating factor .However in organised sector significantly higher response on " Seeking challenges in business venture" observed compared to unorganised sector as $p=0.000<0.01$

To make more money

The above table shows that 29.0percent strongly agree that "to make more money" is a motivating factors, 60.7percent agree and only 3.0 percent disagree for the above statement Overall mean and SD is 4.14 ± 0.74 shows the women entrepreneurs strongly agree that "to make more money" is a key motivating factor In organised sector (4.14 ± 0.43) and unorganised sector (4.14 ± 0.96) also strongly agree that "to make more money" is a key motivating factor. However in organised sector significantly higher "to make more money" observed compared to unorganised sector as $p=0.000<0.01$

Gaining control on my life

The above table shows that 57.5percent strongly agree that "Gaining control on my life" is a motivating factors, 33.7percent agree and only 2.8 percent disagree for the above statement Overall mean and SD is 4.44 ± 0.79 shows the women entrepreneurs strongly agree that "Gaining control on my life" is a key motivating factor In organised sector (4.56 ± 0.51) and unorganised sector (4.34 ± 0.98) also strongly agree that "Gaining control on my life" is a key motivating factor However in organised sector significant higher " Gaining control on my life " observed compared to unorganised sector as $p=0.000<0.01$

Family business passed on to me

The above table shows that 20.8percent strongly agree that " family business passed on to me " is a motivating factors, 30.8percent agree and only 39.6 percent disagree for the above statement Overall mean and SD is 3.00 ± 1.59 shows the women entrepreneurs strongly agree that "family business passed on to me" is a key motivating factor In organised sector (2.84 ± 1.61) and unorganised sector (3.16 ± 1.55) also strongly agree that "family business passed on to me" is a key motivating factor .However in organised sector significantly higher " family business passed on to me " observed compared to unorganised sector as $p=0.000<0.01$

Ambition of being an entrepreneur

The above table shows that 57.9percent strongly agree that "Ambition of being an entrepreneur" is a motivating factors, 34.9percent agree and only 3.4 percent disagree for the above statement. Overall mean and SD is 4.46 ± 0.77 shows the women entrepreneurs strongly agree that "Ambition of being an entrepreneur" is a key motivating factor .In organised sector (4.55 ± 0.55) and unorganised sector (4.38 ± 0.93) also strongly agree that "Ambition of being an entrepreneur" is a key motivating factor However in organised sector significantly higher "Ambition of being an entrepreneur" observed compared to unorganised sector as $p=0.000<0.01$. To measure the level of motivation, a score was obtained by adding the responses of respondents of above mentioned 13 items. Score ranges from 13 to

65. And categorized as 13 - 26, less motivated, 27 - 39 moderately .motivated, 40 - 52 high motivated, 53 – 65 very highly motivated.

Level of motivation

To measure the level of motivation a score was obtained by adding the response of above mentioned (table) 13 items. Scores of this ranges from 13 to 65 and level of motivation is categorised as 13 to 26 = less motivated, 27 to 39 =moderately motivated, 40 to 52 = highly motivated and 53 to 65 = very highly motivated.

Table 4.11: Type of Firm

		Less motivated		Moderately motivated		highly motivated		very highly motivated		Count	Mean	Standard Deviation	Mann Whitney test Z value	P
		freq	%	freq	%	freq	%	freq	%					
Type of firm	Org	0	.0.	0	.0.	222	89.5.	26	10.5.	248	47.25	4.75	1.63	.062
	Unorg	6	2.3.	23	9.0.	158	61.7.	69	27.0	256	47.78	7.86		ns
	Total	6	1.2.	23	4.6.	380	75.4.	95	18.8.	504	47.52	6.51		

Source: Primary Data

The above table shows that 18.8 percent of the respondents were very highly motivated, 75.4 percent were highly motivated and 4.6 percent were moderately motivated and 1.2 percent was less motivated to have their establishment. Overall mean score of the level of motivation was 47.52± 6.5 percent shows women entrepreneurs were highly motivated to have their establishments. Further there is no significance difference in the level of motivation between organised and unorganised sector women entrepreneurs (47.78 ±7.86) as p= 0.0627 > 0.05

Table 4.12: Factor analysis

Factors	Organized			Unorganized			Total		
	1	2	3	1	2	3	1	2	3
Economic Independence and increase in wealth			.866		0.936				0.920
Dissatisfaction with current job	0.914					0.844	0.845		
Unemployment	0.965					0.885	0.901		
Use of idle funds and utilization of available infrastructural facility			0.696		0.448				0.907
No other income sources available	0.967					0.863	0.914		
Support from family/Spouse	0.669			0.512			0.630		
Gaining respect and prove my self esteem		0.893			0.904				0.934
Seeking challenges in business venture	0.826				0.707				0.616
To make more money			0.922	0.814				0.849	
Gaining control on my life	0.863			0.615					0.601
To prove myself/ For self esteem		0.741		0.928				0.920	
Family business passed on to me		0.555		0.727				0.700	
Ambition of being an entrepreneur		0.448		0.729				0.680	
percent variance	47.76	21.52	17.999	26.920	23.885	22.600	28.924	25.578	30.582
Cumulative percent value	87.286			73.405			85.084		
KMO	0.726			0.713			0.726		
SPERICITY	0.000 ; HS			0.000 ; HS			0.000 ; HS		

Source: Primary Data

FINDINGS: -

Factor Analysis: -Under the factors motivating for women entrepreneurs 13 factors were taken and analysed and given in the above section and it showed that almost all the factors were motivating the women entrepreneurs in organised and unorganised sector. so to identify among these 13 factors which are all factors are primary factors , secondary factors etc. to group them the factor analysis was performed and results of factors analysis shown below separately for organised and unorganised sector and total of organised and unorganised sector

Motivational factors for women entrepreneurs in organised sector:-

In the above table KMO value was 0.726 which is greater than 0.5 and Bartlett's test of Sterility is highly significant with $P=0.000 < 0.001$. So criteria for factor analysis are fulfilled. All 13 motivating factors have been grouped under 3 groups with total variance = 87.28 %

Primary or facilitating factors which motivated women entrepreneurs in organised sector were:-

Dissatisfaction with current job with factor loading 0.914 , unemployment with factor loading 0.965, no other income sources available with factor loading 0.967, support from family/ spouse with factor loading 0.669 , seeking challenges in business venture with factor loading 0.826, gaining control on their own life with factor loading 0.863. The entire above component represent the basic factors which motivates women to become an entrepreneur

Motivational / Secondary factors: - secondary factors which motivate women entrepreneurs in organised sectors are to make more money with factor loading 0.893, to prove myself / for self-esteem with factor loading 0.741, family business passed on to me with factor loading 0.555, ambition of being an entrepreneur with factor loading 0.448,

Other factors: - Thirtiary factors which force organised sector women entrepreneurs to become an entrepreneur are as follows

Economic independence and increase in wealth with factor loading 0.866, Use of ideal funds and utilisation of available infrastructure facility with factor loading 0.696 , To make more money with factor loading 0.922 , Motivational factors for women entrepreneurs in:-

Unorganised sector:-

In the above table KMO value was 0.713 which is greater than 0.5 and Bartlett's test of spericity is highly significant with $p=0.000 < 0.001$. So criteria for factor analysis are fulfilled. All 13 motivating factors have been grouped under 3 groups with total variance = 73.405 %

Primary / facilitating factors which motivated women entrepreneurs in unorganised sector were:-

Support from family/ spouse with factor laoding 0.512, To make more money with factor laoding 0.814 , Gaining control on my life with factor loading 0.615 , To prove myself / self-esteem with factor loading 0.928 , Family business passed on to me with factor loading 0.727 , Ambition of being an entrepreneur with factor loading 0.729,

Secondary / motivational factors: - Economic independence and increase in wealth with factor loading 0.936, Use of idle fund and utilisation of available infrastructural facility with factor loading 0.448, Gaining respect and proves my self-esteem with factor loading 0.904, Seeking challenges in business venture with factor loading 0.707.

Thirtiary/ other factor: - Dissatisfaction with current job with factor laoding 0.844, Unemployment with factor loading 0.885, No other income sources available with factor loading 0.863

Motivational factors for women entrepreneurs overall results:

In total the primary, secondary and thirtiary factors are viewed by women entrepreneurs are as follows .In the above table KMO value was 0.726 which is greater than 0.5 and Bartlett's test of spericity is highly significant with $p=0.000 < 0.001$. So a criterion for factor analysis is fulfilled. All 13 motivating factors have been grouped under 3 groups with total variance = 85.084 percent

Facilitating / primary factors which motivated women entrepreneur are

Dissatisfaction with current job with factor loading 0.845, Unemployment with factor laoding 0.901, No other income sources available with factor loading 0.914, Support from family / spouse with factor loading 0.630 .

Secondary/ motivational factors to make more money with factor laoding 0.849, to prove myself / for self-esteem with factor laoding 0.920, Family business passed on to me with factor loading 0.700, Ambition of being an entrepreneur 0.680

Thirtiary / other factors :- Economic independence and increase in wealth with factor loading 0.920, Use of idle funds or infrastructure facility with factor laoding 0.907 , Gaining respect and prove my self-esteem with factor laoding 0.934, Seeking challenges in business venture with factor laoding 0.616, Gaining control on my life with factor loading 0.601

CONCLUSION: -

- ❖ Majority of women entrepreneurs borrowed money from bank in trading and service sectors because these business needs high investment, hence banks have provided financial support. Some women entrepreneurs borrowed money from their husbands in business because this business could be run with low investment. The respondents from both organized and unorganized sector view that there is only moderate change in the earning capacity of the family after their venturing. This is because of other sources of income mainly spouse income
- ❖ Due to financial constraint they had to enter in the business with small amount of capital investment. Some women managed to get financial support from their family and friends whereas few of them started their business by taking material on credit basis. However there were some women who utilized their saving for

business. The financial constraints forced many women to enter in traditional business. Respondents view that in financial problems collection of debts and repayment of loan and shortage of working capital is the main problem that they face. There is highly significant relation among the results in organized and unorganized sector

- ❖ Dissatisfaction with current job, unemployment, no other income sources available, support from family/spouse, represent the basic factors which motivates women to become an entrepreneur. There is highly significant difference between the factors in organized and unorganized sector.
- ❖ Factors like use of idle funds and utilization of available resources, to gain control on their life and ambition of being an entrepreneur are thirtiary factors which contribute for women venturing. There are several factors that influence a person's call to become a businessperson. Some become entrepreneurs as a result of they are out of work and their jobs is also outsourced. They become entrepreneurs for a lot of economic stability and to assist stimulate the economy. Discrimination, supported gender associate, degreed race can even contribute to the will to become a businessperson.

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