

MOTIVATIONAL ASPECTS OF WOMEN ENTREPRENEURSHIP OF ASSAM

Dr. Ranjeeta Phukun*

ABSTRACT

Motivation is one of the vital parts of an individual's starts up process. One important aspect of starting or running an own business is an entrepreneur's motivation. Women could have numerous reasons to become an entrepreneur and their motivation mostly depends on the things they face in their life and can vary from country to country. This is more- pronounced in respect of women- entrepreneur who are class by them-selves. If focus is shifted to India, one will observe that social structure is hierarchical nature. It has built-in-prejudices and discrimination. it is believed that women folk are more prone to this anomaly compared to men folk. In Assam, this scenario can be easily observed. More-over, Assam has been engulfed by all round infrastructuralness backward (compared to all India level) even though nature has bestowed it with immense resources. In such a situation it is hard to believe the existence 'Women entrepreneur' in this part of the country. So, in this paper first part observation various types of question which relation with motivation factors of women entrepreneurship and last part analysis all the factors and finding out the result.

Keywords: Women Entrepreneurship, Motivation, Discrimination, EMTC.

Introduction

"Motivation is act of stimulating someone or oneself to get a desired course of action, to push the right button to get desired action"

—Michael.J. Jucius.

"The concept of motivation is mainly psychological. It relates to those forces operating within the individual employee or subordinate which impel in him to act or not to act in certain way".

—Delton E. McFarland

Motivation is one of the vital parts of an individual 's starts up process. One important aspect of starting or running an own business is an entrepreneur 's motivation. Women could have numerous reasons to become an entrepreneur and their motivation mostly depends on the things they face in their life and can vary from country to country.

Pull and push factors are generally used to describe motivations for women to choose entrepreneurship as a career. Pull factors are more intrinsic, where women want to explore their skills and experiences. Whereas, push factors are those extrinsic factors that create the necessity for women to choose entrepreneurship (Ummah & Gunapalan, 2013). Thus, the choice for becoming an entrepreneur can be either —" pulledor —pushed" or may be a combination of both pull and push factors.

In fact, in simplex term, motivation means any idea, need, emotion or organic state that prompts a human being to an action. It from Motive. This "Motive" is an internal factor that integrates a human's behaviour. Stating otherwise, the activities of human being are caused and behind every action there is a particular motive or need. And motivation is the process of inducing persons "to experience needs" for certain desired behaviour, so that organisational efficiency is achieved.

Moreover

We have (i) Haslow's Need Mierarchy Theory, (ii) Alderters ERG Theory, (iii) Herzberg's Two factor Theory, (iv) McClelland's Achievement Theory, (these theories tried to determine such needs of an individual that energies and direct his lectancy Theory and behaviour, (v) Vroom's Expectancy theory and

* Assistant Professor, Vivekananda College, Delhi University, New Delhi, India.

(vi) Adam's Equity Theory (these theories explain how behaviour is energised, directed, maintained and it may be stopped). It may be interesting to note that though various theories of motivation try to focus attention on the basic issue, they differ as far as angle of focus is concerned.

Even after that the satisfactory and generalised answer motivates to "what people to exert their maximum?" is yet to be ascertained. In fact, almost all the proponents of the theories emphasise that due to complex nature of human beings there is little scope for generalisation. Moreover, the findings are not universally applicable and these are affected by variation in time, location and circumstances. This is more pronounced in respect of women-entrepreneur who are class by them-selves. If focus is shifted to India, one will observe that social structure is hierarchical nature. It has built-in-prejudices and discrimination. It is believed that womenfolk are more prone to this anomaly compared to men folk. In Assam, this scenario can be easily observed. More-over, Assam has been engulfed by all round infrastructural backward (compared to all India level) even though nature has bestowed it with immense resources. In such a situation it is hard to believe the existence 'Women entrepreneur' in this part of the country. But in reality, we find quite a good number of women-entrepreneurship. In 1973, the Govt. of Assam, adopted the NISIET. for effective promotion of entrepreneurship in the state. This model combines training, research, consultancy and guidance. It includes setting up of local level organisations like Entrepreneurial Motivation Training Centre (EMTC) to identify, select, to train and guide entrepreneur, and also to provide co-ordinated and integrated services under one roof. In 1979, it was changed and EMTC have been brought under the control of the Directorate of Industries*

In additions to the EMTC's, there are other organisations who organise EDPs in Assam. they are the small Industries Service Institute (SISI) North Eastern Industrial Institute of Small Industry Extension training (NISIET), National Small Industries Corporation (NSIC), District Industrial Centre (DTC) and State Bank of India (SBI). So far, there has been general, target group oriented, product specific and location specific entrepreneurship development programmes (EDFS). Besides these specially designed EDPs were organised for weaker sections, technically qualified persons and women.

So, In the light of above background the present paper attempted to answer the following:

- What are the factors that provided the motivation to women entrepreneur in Assam?
- What are the reasons for selection a particular women entrepreneurship in Assam?
- What were the 'sources of financial inputs' required entrepreneurship in Assam?
- What are the reasons for 'localisation' of women-entrepreneurship in Assam?
- What is the level of satisfaction on achieved with respect to the 'economic opportunities' that are perceived as motivational factor by the women entrepreneurs in Assam?

Objective of the Study

From the above question highlight the study find out following objectives:

- To study the factors which provided the motivation to women entrepreneurs in Assam.
- To study the reasons for selection of particular enterprises.
- To study the sources of financial inputs which required for entrepreneurship'
- To study of the localisation of entrepreneur.
- To study of the satisfaction level of women entrepreneurs

Methodology of the Study

Assam has got 32 districts in total. Out of these, two districts namely Dibrugarh and Tinsukia have been selected for the present study. Because these combined districts represent one of the richest districts of Assam- particularly from the point of view of agriculture and industry (e.g., oil, coal, tea, plywood and so on). Moreover, there was no such study in respect of these district in respect of women entrepreneur.

A list of women entrepreneurs of these two districts was col located from the office of the D.I.C., Dibrugarh. (Four hundred) enterprises were found enlisted and these represented the population of the present study. Out of these, a sample of 25 per cent i.e., 100 cases were selected by the random sampling method (i.e., by applying lottery method). The study covered three sectors- manufacturing, trading and service.

A questionnaire was framed and utilised to elicited information from 100 respondents along with personnel interview. Finally, to determine the degree of association, Cramer's co-efficient (n Non-Parametric Test) was ascertained.

Findings of the Study

- **Observation on "what are the factors that provided the motivation to "Women Entrepreneurs in Assam?" (based on Table-1).**
 - Four important factors which caused women entrepreneurship were:
 - Motivation from reading of successful stories or entrepreneurs as they desire to have higher income
 - Pre-marital expose experience of entrepreneurship in parents, family.
 - Easy access to financial inputs.
 - Encouragement received from the close family members to start up a venture.
 - Eight per cent of the sample were influenced by the factor No.1, 22 per cent by factor No.2, 31 per cent by the factors No.3 and rest 39 per cent of the respondents were influenced by the factor No.4.
 - Out of eight respondents who were influenced by first factor, four venture in manufacturing activities, two in trading and two in service sector.
 - Out of 22 respondents who were influenced by second factor, six ventured in manufacturing, seven in trading and rest ninth in service.
 - Out of 31 respondents who were influenced by third factor, 10 venture in manufacturing and 11 were trading and rest in service.
 - As well as out of 39 respondents were influenced by third factor, and those who were engaged in service were mostly motivated by second factor. On the contrary those who ventured trading activities was mostly influenced by third factor.
 - Those who were engaged in manufacturing ventures were mostly motivated by the first factor. And those who were engaged in service were mostly motivated by second factor. On the contrary those who ventured trading activities were mostly influence by third factor.
 - Cramer co-efficient of 0.12 indicates existence of low degree of association between the types of entrepreneurship and factors of motivation.
- **Observation on "what are the reasons for selecting a particular sector of women-entrepreneurship in Assam? (based on Table-2).**
 - Five essential reasons which caused women entrepreneur ship were:
 - Entrepreneurs' self-confidence as to entrepreneurship.
 - Forcing higher margin of profit out of the venture.
 - Forcing no difficulty in securing technical skill required a. tor the venture.
 - Localisation vis-a-vis, existence of similar venture in the nearby locality.
 - Having exposure to the professional skill that will be required for the venture.
 - 21 per cent of the sample were influenced by the reasons No.1, and 30 per cent by the No.2, and 24 per cent by reason No.3, 12 per cent by reason No.4 and rest 13 percent of the respondents were influenced by the reason No.5.
 - Out of 21 respondents who were influenced by first reason, seven venture in manufacturing, eight in trading and six in service activities.
 - Out of 30 respondents who were influenced by second reasons, 10 in manufacturing, eight in trading and rest 12 of the respondents in service sector.
 - Out of 24 respondents who were influence by third reason, ninth in manufacturing, eighth in trading and seventh in service activities.
 - Out of 12 respondents who were influenced by 4th reason, four venture in manufacturing, three in trading and rest five in service sector.
 - Out of 13 respondents who were influenced by 5th reason, four in manufacturing activity, five in trading and five in service sector.
 - Those who were selected for the manufacturing were mostly influenced by first reason. On the contrary those four ventured trading activities were mostly influenced by 5th reason.
 - Cramer Co-efficient (= 0.10) indicates existence of very low degree of association between the types of entrepreneurship and reasons for selecting a particular type.

- **Observations on "what are the sources of financial inputs required for women-entrepreneurship in Assam? (based on Table-3).**
 - Eight important financial inputs which caused women entrepreneurship were:
 - Self
 - Husband
 - Family
 - Relatives
 - Friends
 - Money lenders
 - Govt. agencies
 - Non-Govt. agencies (local Youth Forum, Mohila Samity, N.G.O.s).
 - Fourteen per cent of the sample were influenced by the inputs No.1, 25 per cent by inputs No.2, 19 per cent by the inputs No.3, four per cent by the inputs NO. 4 and 3 per cent by No.5 and 11 per cent by inputs No. 7 per cent by inputs No.7 and rest 17 per cent of the respondents were influenced by the inputs No.8.
 - Out of 14 respondents who were influenced by first in- puts, five ventured in manufacturing activities, four in trading and five in service sector.
 - Out of 25 respondents who were influenced by second in puts, ten ventured in manufacturing, seven in trading and eight in service activities.
 - Out of 19 respondents who were influenced inputs, eight ventured by the third in manufacturing and seven in trading and rest four in service sector.
 - Out of 11 respondents who were influenced by the No.six, two ventured in inputs manufacturing, four in trading and rest five in service.
 - Out of 17 respondents who were influenced by the No.8, four ventured inputs in manufacturing activities, six in trading and seven in service sector.
 - Those who were engaged in manufacturing and service were mostly influenced by second and third.
 - Cramer inputs accordingly. Co-efficient ($C = 0.16$) depicts existence of low degree of association between types of entrepreneurship and different sources of finance.
- **Observations on "What are the reasons for localisation of women Entrepreneurship in Assam?" (from Table -4).**
 - Four important reasons which caused localisation of women entrepreneurship were:
 - Family members
 - Relatives
 - Friends
 - Availability of required shop/plot.
 - Nearness/ Closeness to sources of raw materials or market.
 - Others: (e.g., transport facilities/residence/labours).
 - 21 per cent of the samples were localised due to first reasons, 15 per cent by the second reasons, 26 per cent by the third reasons and rest 38 per cent of the respondents were localised due to the reasons number -8.
 - Out of 21 respondents who were localised for the reasons No.1, eight ventured in manufacturing, seven in trading and 6 in service sector.
 - Out of 15 respondents who were influenced by second reasons, ventured in manufacturing activities, six ventured in trading and rest of four in service.
 - Out of 26 respondents were influenced by the reason No.3, eight ventured in manufacturing, eight in trading and rest of 10 in service sector.
 - Out of 38 respondents who were localised due to the reasons No.4, 13 ventured in manufacturing activity, 11 in trading activity and 14 in service activity.

- All the three activities i.e., manufacturing trading and service were mostly localised due to the reasons No.4, where 38 per cent of the respondents were influenced.
- Cramer Co-efficient (=0.08) hints at low degree of association between types of entrepreneurship and different causes of localisation.
- **Observations on "what is the level of satisfaction for achievements with respect to 'economic opportunities that are perceived as motivational factor by the women entrepreneurs in Assam?"**
 - Five important economic opportunities which caused Women entrepreneurship were
 - Availability of financial assistance and facilities for loans from lending institutions.
 - Having current high standard of living along with surplus fund for investment.
 - Having requisite technical expertise/skill and utilisation of that skill.
 - Visualising the scope of steady income from the venture
 - Visualising the scope of creativity and scope of providing employment to others.
 - 30 per cent of sample were influenced by the opportunities No.1, 20 per cent by the opportunities No.2, 19 per cent by the No.3, 16 per cent by the opportunities No.4, and rest 15 per cent of the respondents were influenced by the opportunities No.5
 - Out of 30 respondents who were influenced by first opportunity, then were satisfied and rest 20 of respondents were dissatisfied.
 - Out of 20 respondent who were influenced by second opportunities, 12 are satisfied and eight were dissatisfied.
 - Out of 19 percent of respondents who were influenced by the opportunity No. 3 and 13 were satisfied and six were not satisfied.
 - Out of 16 percent of respondents who were influenced by opportunities No.4, ninth percent respondents were satisfied by their opportunities and rest seven respondents have no satisfaction by the opportunities.
 - Out of 15 respondents who were influenced by the opportunities No.5, 10 respondents were satisfied and rest five are not satisfied.
 - From 100 respondents, 30 per cent or 30 respondents i.e., High portions were motivated by the economic opportunities No.1, but their opportunities 20 respondents were dissatisfied due to improper facilities of loans from lending institution. Only 10 respondents are satisfied. Therefore, it is nothing deniable that if this unsatisfaction is continued then most of the entrepreneurs are would stop their enterprise.
 - Cramer Co-efficient (=0.24) hints at low degree of association between level of satisfaction achieved and types of economic opportunities visualised.

Conclusions

Thus, this study churns out that various factors motivate women entrepreneurship. At the same time, there are various sources of finance available to them. Not only that, there was clear evidence of different levels of satisfaction with respect to (a) 'economic opportunities perceived and (b) with respect to reasons for earning from entrepreneurship.

Table 1: What are the Factors that Provided the Motivation to "Women Entrepreneurs in Assam?"

Sr. No	Factors	Manufacturing	Trading	Service	Total
1	Motivation from leading of successful stories of entrepreneurs as they desire to have higher income....	4	2	2	8
2	Premarital experience of entrepreneurship in parents' family...	6	7	9	22
3	Easy access to financial inputs....	10	11	10	31
4	Encouragement received from the close family members to start up a venture	14	14	13	39
	Total	34	34	34	100

Sources: compiled from questionnaire

Table 2: What are the Reasons for Selecting a Particular Sector of Women-Entrepreneurship in Assam?

Sr. No.	Factors	Manufacturing	Trading	Service	Total
1	Entrepreneurs' self-confidence as to entrepreneurship....	7	8	6	21
2	Forcing higher margin of profit out of the venture ...	10	8	12	30
3	Forcing no difficulty in securing technical skill required for the venture....	9	8	7	24
4	Localisation vis-a-sis existence of similar venture in the nearby locality...	4	3	5	12
5	Having exposure to the professional skill that will be required for the venture....	4	5	4	13
	Total	34	34	34	100

Sources: compiled from questionnaire

Table 3: What are the Sources of Financial Inputs Required for Women-Entrepreneurship in Assam?

Sr. No.	Factors	Manufacturing	Trading	Service	Total
1	Self...	5	4	5	14
2	Husband...	10	7	8	25
3	Family...	8	7	4	19
4	Relative...	2	1	1	4
5	Friends...	1	1	1	3
6	Money lender...	2	4	5	11
7	Govt. agencies...	2	2	3	7
8	Non-govt. agencies (local, Youth forum, Mahila Samity, NGO's)	4	6	7	17
	Total	34	32	34	100

Sources: compiled from questionnaire

Table 4: What are the Reasons for Localisation of Women Entrepreneurship in Assam?"

Sr. No	Factors	Manufacturing	Trading	Service	Total
1	Advice from:				
	(a)Family member	4	2	2	8
	(b)Relative	3	3	1	7
	(c)Friends	2	2	3	7
		8	7	6	21
2	Availability of required shop/plot....	5	6	4	15
3	Nearness/closeness to sources of raw materials	8	8	10	26
4	Others (E.g., Transport facilities/residency/labour)	13	11	14	38
	Total	34	32	34	100

Sources: compiled from questionnaire

Table 5: What is the Level of Satisfaction for Achievements with Respect to 'Economic Opportunities' that are Perceived as Motivational factor by the Women Entrepreneurs in Assam?

Sr. No	Economic Opportunities	Level of Satisfaction		Total
		Satisfied	Unsatisfied	
1	Available of financial assistance and facilities for loans from lending Institution....	10	20	30
2	Having current high standard of living along with surpluses fund for investment....	12	8	20
3	Having requisite technical expertise/skill and utilisation of that skill...	13	6	19
4	Visualising the scope of steady income from the venture...	9	7	16
5	Visualising the scope of creativity and scope of providing employment to others....	10	5	15
	Total	54	46	100

Sources: compiled from questionnaire

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