

## **A study of Push and Pull Motivational Factors of Women Entrepreneurs In Pune District .**

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### **Abstract:**

If Women are educated, cultural and knowledgeable power and devotion awaken in the land. That nation which does not respect women (living images of Shakti) has never become great nor will ever in future.

By Swami Vivekanand.

One of the prime reasons is non active participation of women population. This underutilized or untapped potential creates lot of problems in India. For alleviating poverty and bringing meaningful economic & social development, India has to promote and enhance gender equality and women empowerment

Performance of any individual depends on his or her ability backed by the motivation.

Ambitions or aspirations motivate people, activate them, broaden their vision and make their lives meaningful. For a person to become an entrepreneur there should be considerable motivation from within himself or herself.

It is now believed after many researches that entrepreneur can be developed and need not necessarily be born..

For thousands of years female are facing male dominance and now society stand at the beginning of the feminine era, when women will rise to their appropriate prominence , the entire world will recognize the harmony between man and women. Women strives for perfection but she should not strive for perfection but for excellence. Most of the women focus on their urgent tasks than important. Balance means not only better time management, but better boundary management

**Key Words:** *Entrepreneurship, Women Entrepreneur.*

### **Introduction:**

The success of India's economic progress is closely linked to its capabilities to manufacture and export quality products in a highly competitive global market. In fact, the changing business scenario in India is influenced by three driving forces customer, competition and change. The objective of the economic reforms that were initiated in India was to move the economy into a higher growth by relying more on market oriented process.

The essential target of creating nations like India is to accomplish fast, adjusted and supported rate of monetary development. Henceforth endeavors are coordinated towards the making of conditions in which a quick improvement of profitable assets can occur. Industrial development has made a considerable contribution in the socio-economic development of a nation. But after independence the problem of regional imbalance began to appear, small industries were considered as a natural vehicle for redressing such imbalances for developing country like India. The following measures need to be implemented.

1. Promotion of entrepreneurship program,
2. Creation of employment opportunities,

3. Harnessing the locally available resources which will reduce unrest and social tension amongst the youth.

<sup>1</sup>Entrepreneurship is increasingly recognized as an important driver of economic growth, productivity, innovation and employment. <sup>2</sup>It is widely accepted as a key aspect of economic dynamism.

Women are increasingly seeking entrepreneurship as an avenue for economic growth. Government and Semi- Government. organizations are playing the important role in mobilizing

women to become entrepreneurs through different programs. So day by day number of entrepreneurs are increasing and entrepreneurship is recognized as a full fledged profession and women entrepreneurship is an ever newer phenomenon.

Many research studies had been done on entrepreneurship but little has been done on women entrepreneurship and its allied question like

- What motivates women to become an entrepreneur?
- What kind of enterprises would women like to take up?

When an attempt is made to find out the answers for all above questions very little satisfactory answers are available. Hence the researcher tries to throw the light on these hidden aspects of women's performance and attempt to unleash the importance of divine "Stree Shakti."

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### **Background of Study :**

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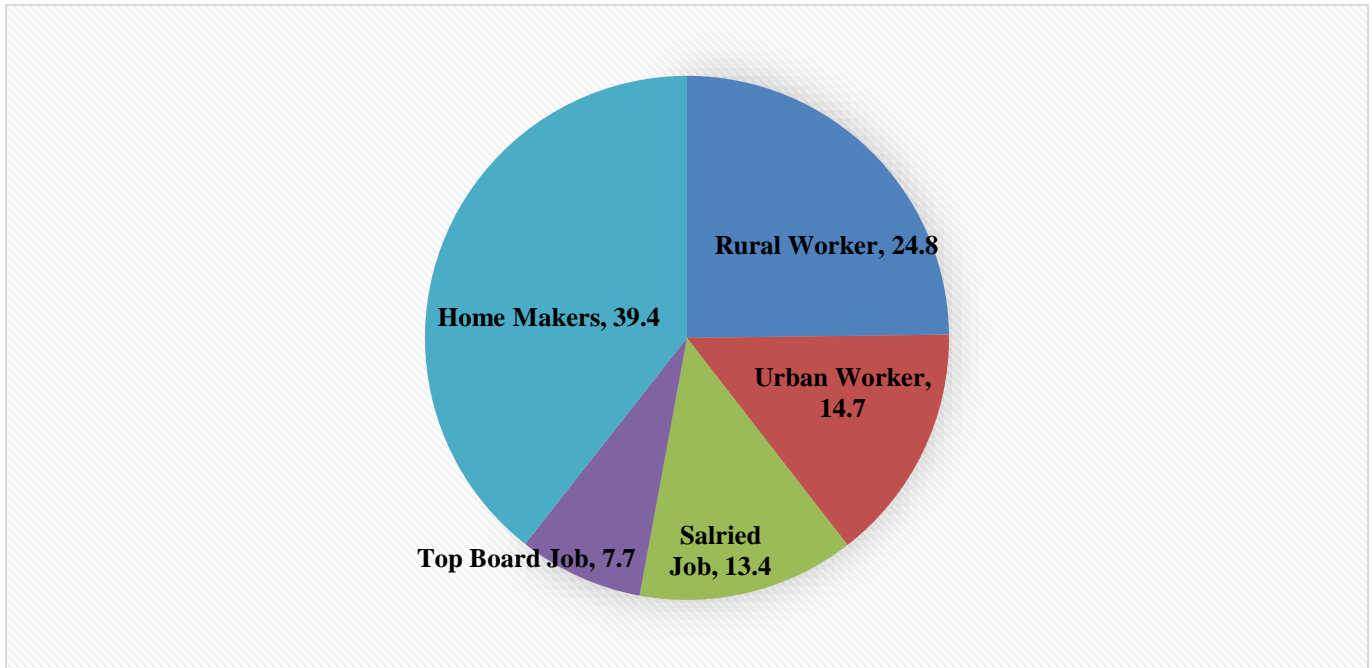
Performance of any individual depends on his or her ability backed by the motivation.

### **Performance = Ability x Motivation**

Ambitions or aspirations motivate people, activate them, broaden their vision and make their lives meaningful. Ambitions nourish motivation and help to bring out the economic growth and development. For a person to become an entrepreneur there should be considerable motivation from within himself or herself.

It is now believed after many researches that entrepreneur can be developed and need not necessarily be born. Since he or she can be developed the search for a set of qualities and the motivational factors in the individual that contribute to the entrepreneurship becomes a need of an hour

**Statement of Problem :**



Above statistical data shows that India is among those countries which has second highest population in the world and rich in human resource potential. Regardless of its potential it does not utilize this labour force effectively. One of the prime reasons is non active participation of women population. This underutilized or untapped potential creates lot of problems in India. For alleviating poverty and bringing meaningful economic & social development, India has to promote and enhance gender equality and women empowerment.

**Research Methodology :**

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**Objectives:**

1. To understand the concept of entrepreneurship
2. To trace and Study the Push Factors of Motivation .
3. To trace and Study the Pull Factors of Motivation .

**Data Collection:**

1. **Primary data:** The information collected for this research paper was collected through the structured questionnaire .
2. **Secondary data:** Information is collected from the available documents like annual reports, magazines, newspapers, research journal and reference books.

**Sampling Technique :**

Random Sampling technique is followed from the data available of Women Entrepreneur in Pune City . Primary Data is collected from the Population size available from MCCIA Around 70 Women Entrepreneur’s data is collected by structured questionnaire.

**M. V. Deshpande (1982)**<sup>5</sup> observed the political system was responsible for dormancy of entrepreneurship. Financial help from family and father’s occupational status were significantly related to entry. Industrial entrepreneurship was a result of collective ambitions and aspirations of the family.

**Lalita Devi (1982)**<sup>6</sup> This thesis reflects 'self-sufficiency' nature of women entrepreneur always receives respect and confidence in the society. This thesis focuses on important aspect of employment and women and its effects on economy as well as on women.

**Nadkarni, Sulochana (1982)**<sup>7</sup> in her study: “Women Entrepreneurs: A Social and Economic Study with Reference to Pune”, has presented her findings on problems and difficulties faced by women entrepreneurs in different industries. She has divided the industries into two groups:(i) producer goods industries, and (ii) consumer goods industries. The following observations are worth mentioning: (a) 57% of the respondents accept the statement that women are more suitable for desk work than manual work. (b) A change is occurring in society’s attitude but the pace of the change is rather slow. (c) Educated family is more likely to adopt a relatively liberal approach towards women entrepreneurs as compared to non-educated.

**A. P. Upadhya (1983)**<sup>8</sup> stated that achievement of entrepreneur was due to inducements presented by agencies, family background from particular caste and craft providing consideration to financial function and prior education.

**Analysis of Data:**

**a) Push Factors:**

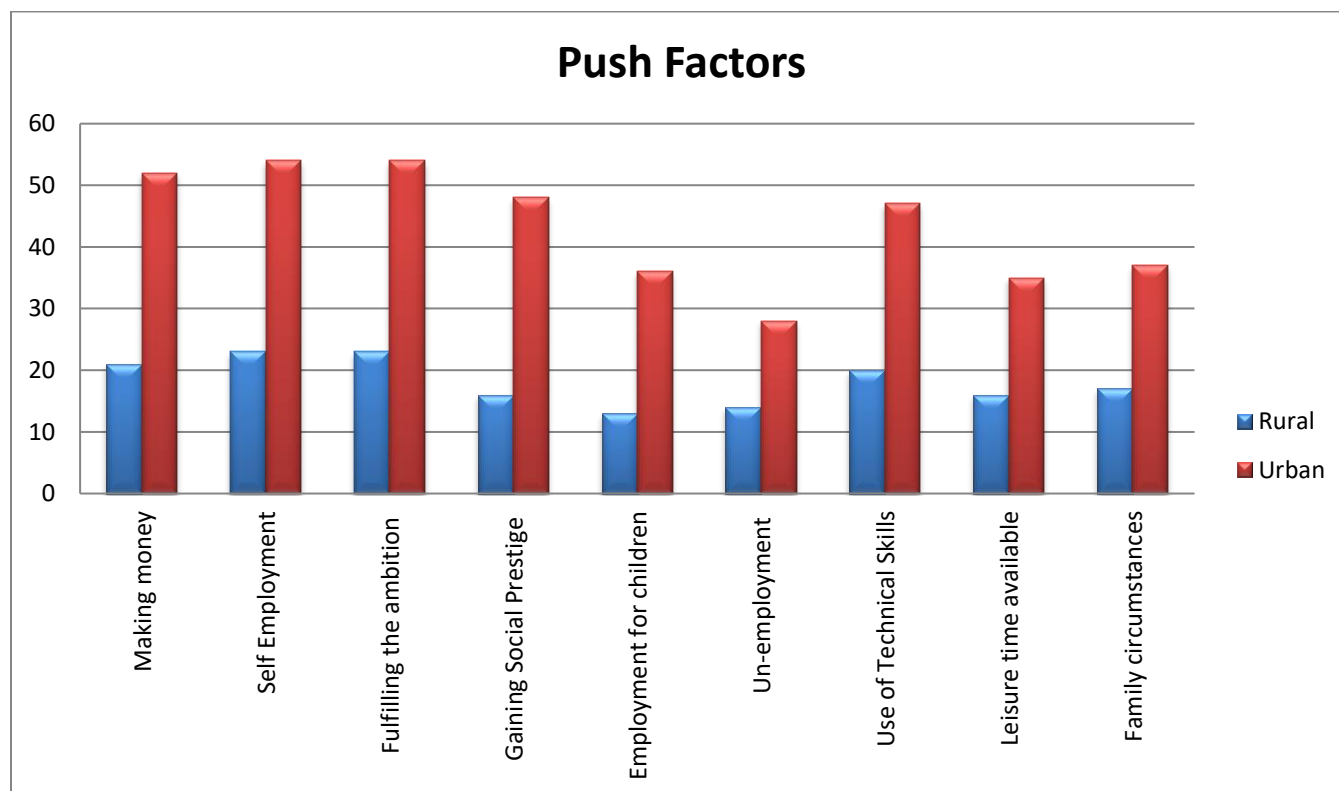
<b>Factors</b>	<b>Rural</b>	<b>Urban</b>
Making money	21	52
Self-Employment	23	54
Fulfilling the ambition	23	54
Gaining Social Prestige	16	48
Employment for children	13	36
Un-employment	14	28
Use of Technical Skills	20	47
Leisure time available	16	35
Family circumstances	17	37

<sup>5</sup> M.V. Deshpande, Entrepreneurship of Small-scale industries, Deep and Deep publications, New Delhi, 1982, p.22

<sup>6</sup> Lalita Devi, “Status and Employment of Women in India, B.R. Publishing Corporation, New Delhi, 1982, p186.

<sup>7</sup>Nadkarni, Sulochana (1982), "Social and Economic Study of Women Entrepreneurs with Reference to Pune", Ph.D. Thesis Pune University.

<sup>8</sup> A.P. Upadhya, “A Study on development of entrepreneurship in small-scale sectors in Pune City”, Ph.D thesis (Unpublished), Pune University, March 1983



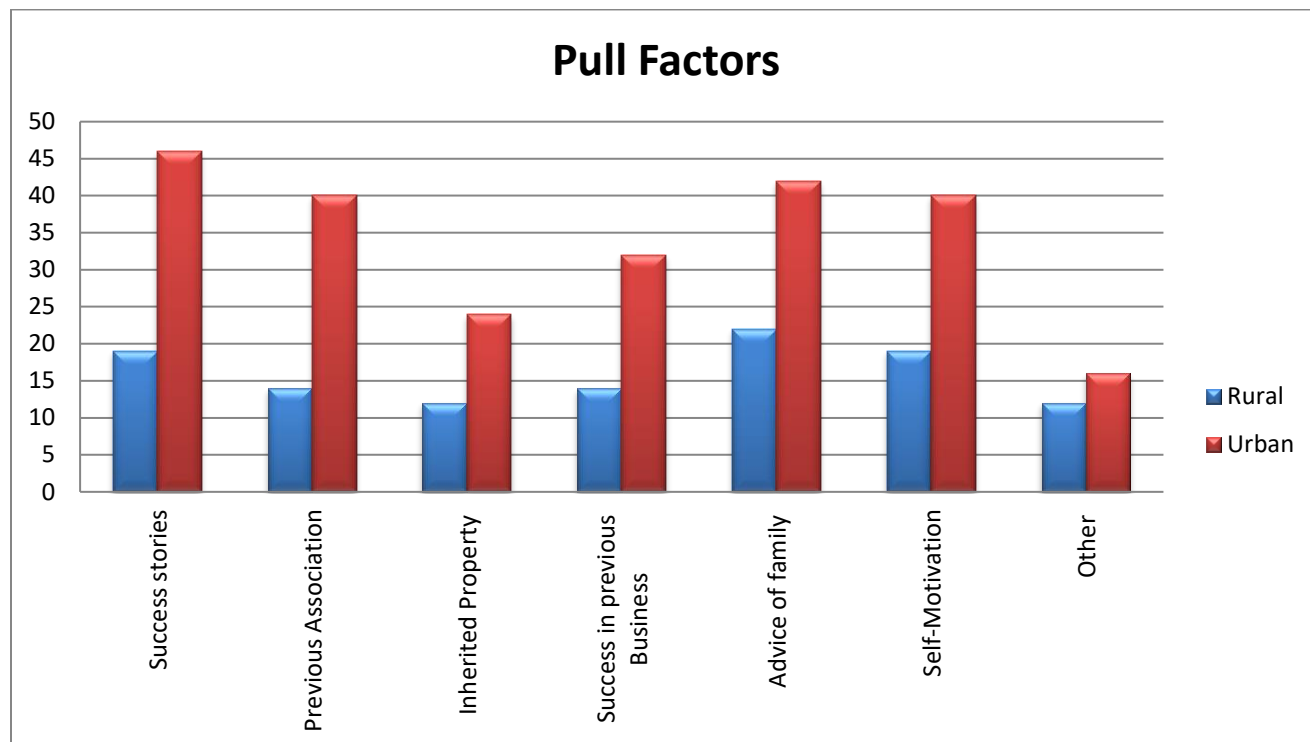
**Observation :**

Graph shows that, 35% of rural entrepreneurs and 86.66% urban entrepreneurs ranked Making Money as a Push Factor. 38.33% of rural entrepreneurs and 90% urban entrepreneurs ranked Self Employment as a Push Factor. 38.33% of rural entrepreneurs and 90% urban entrepreneurs ranked Fulfilling the Ambition as a Push Factor. 26.66% of rural entrepreneurs and 80% urban entrepreneurs ranked Gaining Social Prestige as a Push Factor. 21.66% of rural entrepreneurs and 60% urban entrepreneurs ranked Employment for Children as a Push Factor. 23.33% of rural entrepreneurs and 46.66% urban entrepreneurs ranked Unemployment as a Push Factor. 33.33% of rural entrepreneurs and 78.33% urban entrepreneurs ranked Use of Technical Skill as a Push Factor. 26.66% of rural entrepreneurs and 58.33% urban entrepreneurs ranked Leisure time Available as a Push Factor. 28.33% of rural entrepreneurs and 61.66% urban entrepreneurs ranked Family Circumstances as a Push Factor.

**b) Pull Factors:**

Factors	Rural	Urban
Success stories	19	46
Previous Association	14	40
Inherited Property	12	24
Success in previous Business	14	32
Advice of family	22	42

Self-Motivation	19	40
Other	12	16



**Observation :**

Graph shows that, 47.5% of rural entrepreneurs and 46% urban entrepreneurs ranked Success Stories Pull Factor. 35% of rural entrepreneurs and 40% urban entrepreneurs ranked Previous Association as a Pull Factor. 30% of rural entrepreneurs and 24% urban entrepreneurs ranked Inherited Property as a Pull Factor. 35% of rural entrepreneurs and 32% urban entrepreneurs ranked Success in Previous Businesses a Pull Factor. 55% of rural entrepreneurs and 42% urban entrepreneurs ranked Advice of Family as a Pull Factor. 47.5% of rural entrepreneurs and 40% urban entrepreneurs ranked Self-Motivation Pull Factor. 30% of rural entrepreneurs and 16% urban entrepreneurs ranked Other factor as a Pull Factor.

**Findings of the Study :**

1. The women today are not rare orchid or voiceless heroine but she has compelling urge foe self-expression. from the following analysis it becoming clear that women are becoming more independent, free from all clutches & social taboos and this itself act as a strong motivating factor in all age groups 89 women entrepreneur has selected their choice in first three ranks. Only 60 women entrepreneur has selected this choice and from that 42 women entrepreneur has selected this choice on priority because they want use this time in a fruitful manner.
2. Family circumstances comes under pull factor category and it evenly distrusted in all age group. as ranks are given by all in equal weightages. Easy entry was selected by 64 women entrepreneur has given a ranking from first to four ranks which denotes that easy accessibility act as a prime motivator in all cases.

3. Innovation driven enterprise is the need of an hour. Today's era demands innovative entrepreneur than adaptive entrepreneur. In all 77 cases maximum women entrepreneur 56 are motivated due to innovation made in their business.

4. Very few are motivated by no competition as a motivator but they want motivation & inspiration through competition.

5. Very basic attribute for becoming an entrepreneur is "Risk Taker". all women entrepreneur is risk taker as 54 women entrepreneurs opted as risk taking ability is their motivator in starting their enterprise.

### **Conclusion:**

1. Motives impels person to do certain action. In the study of women entrepreneurs life, researcher finds that there are many push factors which acts as a strong motivator for starting a business unit and at the same time to study the pull factors is equally important because some accidental causes and sudden favourable situations may act as a game changer elements for women.

### **2. work life balance of women Entrepreneur.**

Women strives for perfection but she should not strive for perfection but for excellence.

Women should priorities their tasks as per the importance of task rather than urgency. Most of the women focus on their urgent tasks than important. Balance means not only better time management, but better boundary management.

3. According to study and analysis it reflects that women came in to entrepreneurial venture due to accidental circumstances or due to easy gateways. But if women entrepreneurs will come in to this profession willingly, with their own ambition, zest and will power i.e. because of their own push factors number of women entrepreneurs in Pune district will increase in number and definitely it has long term effects on overall productivity and growth rate of Pune District and Nation as well.

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