

RESEARCH ARTICLE

Economic Motivation of The Women Entrepreneurs in Telangana State

B. Spandana¹, B. Jamuna Rani², and M. Preethi³

1. Young Professional-II,
AICRP-WIA,
2 Director of International
Programmes,
3 Professor (EEI), P
rofessor Jayashakar Telangana
State Agricultural University,
Hyderabad, Telangana, India
Corresponding author e-mail:
spandanachand@gmail.com

ABSTRACT

Economic empowerment is the most powerful route for women to realise their rights and achieve their goals. The importance of women's entrepreneurship for economic development is widely recognized. MSMEs are the backbone of the Indian economy. Women entrepreneurs are increasingly recognised as the new engines for inclusive and sustainable industrial growth, as well as the rising stars of developing-country economies. The present study aimed at find out economic motivation of the women entrepreneurs in the Telangana state. The study was conducted in three districts of Telangana state, i.e Adilabad, Sangareddy, and Rangareddy. A total of 180 respondents constituted the sample of the study. The study revealed that the majority of the respondents run their enterprises with their own funds/investment, some of the respondents took financial assistance from friends & relatives, SHGs, banks and money lenders. Further analysis of the results revealed that the majority of the respondents had medium-level economic motivation, followed by high and low. Multiple correlation analysis revealed that education, enterprise income, sources of information, mass media contact, infrastructural facilities and entrepreneurial experience showed a positive and significant relationship with economic motivation.

Key words: Economic motivation; Empowerment; Women entrepreneurs; Financial support; Economic empowerment.

India is witnessing a major growth in women's entrepreneurship. Women's entrepreneurship is a solution for growing women's work participation. Women entrepreneurs are the new engines of inclusive and sustainable industrial growth, as well as the rising stars of developing-country economies. When men and women become more equal, economies grow faster, fewer people remain in poverty, and overall well-being increases. In 2012, the World Economic Forum identified women entrepreneurs as "the way forward" (*World Economic Forum, 2012*). The importance of women entrepreneurship for economic development is widely recognized. World over 1/3rd of the entrepreneurial ventures are run by woman entrepreneurs. There are an estimated 13.5 million to 15.7 million women-owned and controlled enterprises are creating direct employment for 22 million to 27 million people in India (*Women Entrepreneurship in India report, 2019*). According to The Global Entrepreneurship Index,

2019 Rankings (*Zoltán et al. 2019*), India is in 78th position out of 137 countries. The United States, Switzerland and Canada lead the rankings. As per the World Economic Forum's Global Gender Gap Report 2021, India ranks 140th out of 153 countries. The contribution of Indian women to the Gross Domestic Product (GDP) stands at 18 per cent as opposed to the global average of 37 per cent, with only 14 per cent of women opting for careers as entrepreneurs. According to the sixth economic census, by Ministry of Statistics and Programme Implementation (MoSPI), (*Ministry of Statistics and Programme Implementation, 2020*), women comprise as much as 13.76 per cent of the total entrepreneurs in India. This figure indicates the changing times and how women are coming forward to create something of their own –building enterprises and empires. In India, Self Help Groups (SHGs) are stimulating women's economic empowerment in low- and middle-class families. SHG members use savings,

credit or social involvement strategies as instruments to stimulate empowerment. SHG participation may contribute to women's empowerment as a result of increased income, profitability, savings and/or loan repayments, and skills.

METHODOLOGY

An "Ex post facto" research design was used for the study. The study was conducted in three districts of Telangana state i.e Adilabad, Sangareddy and Rangareddy districts. From each district 60 respondents were selected, thus a total of 180 respondents were selected purposefully. Financial support and Economic motivation of the respondents were studied. Economic motivation scale developed by *Supe (1969)* was adapted with suitable modifications to measure the economic motivation of the respondents. This scale consisted of six statements of which five were positive and one was negative. All items are answered using a 5-point Likert scale format ranging from strongly agree to strongly disagree. Positive statements having scores 5,4,3,2 and 1 for strongly agree, agree, undecided, disagree and strongly disagree respectively 1,2,3,4 and 5 for negative statement. The scores of all the statements were summed up to arrive at a total score of each respondent.

RESULTS AND DISCUSSION

Financial support : From the above Table 1. it was observed from Adilabad district that 51.67 per cent of the respondents invested their own funds for their enterprise investment, while 16.67 per cent of the respondents availed financial aid from SHGs, 13.33 per cent were from friends and relatives, 10.00 per cent with banks and 8.33 per cent took financial assistance

from money lenders. In Sangareddy district, 56.67 per cent of the respondents invested their own funds, while 13.33 per cent of the respondents took financial assistance from SHGs, 11.67 per cent from friends and relatives, 10.00 per cent were from money lenders and 8.33 per cent availed financial support from banks. Further in Rangareddy district, 75.00 per cent of the respondents used their own funds, followed by 11.67 per cent of the respondents obtained financial help from their friends and relatives, 8.33 per cent availed financial support from banks and 8.33 per cent per cent availed financial support from money lenders. It was observed from the total population, 61.11 per cent of the respondents run their enterprise with their own funds/investment, followed by 12.22 per cent of the respondents took financial assistance from friends & relatives, 10.00 per cent were from SHGs, 8.89 per cent from banks and 7.78 per cent from money lenders. The findings were similar to the findings of *Tewari and Gakkhar (2011)*.

Sufficient capital or finance is a necessary precondition for small and medium enterprise creation, development and expansion. The Table 1 highlights that majority of the women in three districts invested their own resources; the reason might be they had better economic conditions and good saving capacities, allowing them to sustain their businesses with their own finances. This demonstrates economic empowerment of women entrepreneurs. Some of the respondents took financial assistance from the SHGs. In India, SHGs are stimulating women's economic empowerment in low- and middle-class families. SHG members use savings, credit or social involvement strategies as instruments to stimulate empowerment. *Devi et al. (2021)* mentioned that rural women was benefited by microcredit; it helped them in their socio-economic upliftment. Further, the respondents also mentioned that they availed loans from banks and other state financial offices, this could be due to a lack of awareness about available financing options. This could be enhanced by increasing awareness to the entrepreneurs. A survey conducted by "*Economic and social commission for Asia and the Pacific (2014)*" reported that in India 79.00 per cent of women entrepreneurs stated that they were unaware of government credit schemes. (*Economic empowerment in Asia and the Pacific, 2014*).

From the above Table 2. it was observed from Adilabad district that, majority of the respondents

Table 1. District wise distribution of respondents according to their financial support

Financial support	Adilabad (n ₁ =60)		Sangareddy (n ₂ =60)		Rangareddy (n ₃ =60)		Total (N=180)	
	No.	%	No.	%	No.	%	No.	%
Own funds/self-investment	31	51.67	34	56.67	45	75.00	110	61.11
Friends & relatives	8	13.33	7	11.67	7	11.67	22	12.22
Money lenders	5	8.33	6	10.00	3	5.00	14	7.78
Banks	6	10.00	5	8.33	5	8.33	16	8.89
SHGs	10	16.67	8	13.33	0	0.00	18	10.00
Total	60	100.0	60	100.0	60	100.0	180	100.0

Table 2. District wise distribution of respondents according to their economic motivation

Economic motivation	Adilabad (n ₁ =60)		Sangareddy (n ₂ =60)		Rangareddy (n ₃ =60)		Total (N=180)	
	No.	%	No.	%	No.	%	No.	%
Low	12	20.00	9	15.00	4	6.67	25	13.89
Medium	37	61.67	39	65.00	31	51.67	107	59.44
High	11	18.33	12	20.00	25	41.66	48	26.67
Total	60	100.0	60	100.0	60	100.0	180	100.0

(61.67%) had medium level of economic motivation, followed by low (20.00%) and high (18.33%) level of economic motivation. In Sangareddy district, majority of the respondents (65.00%) had medium level of economic motivation, followed by high (20.00%) and low (15.00%) level of economic motivation. Further in Rangareddy district, majority of the respondents (51.67%) had medium level of economic motivation, followed by high (41.66%) and low (6.67%) level of economic motivation. Out of the total population, it was observed that majority (59.44%) of the respondents had medium economic motivation, followed by high (26.67%) and low (13.89%). The findings highlight that majority of the respondents in three districts had medium level of economic motivation. This might be due to their medium level of economic empowerment, that would have had resulted in medium level of economic motivation. *Saikia (2022)* reported that after becoming entrepreneurs, their economic, social, and familial empowerment improved. *Tekale et al. (2021)* reported that the majority (58.33%) of the respondents had medium level of economic motivation, followed by high (25.00%) and low (16.67%) economic motivation. *Raina et al. (2016)* reported that the majority (73.30%) of the respondents possessed medium level of economic motivation, followed by low (13.40%) and high (13.30%) level of economic motivation.

The results which were obtained from the Table 2. were calculated in per centages and the highest scored statements are presented in Table 3.

Majority i.e., 86.22 per cent of the respondents opined that an entrepreneur should establish new

Table 3. Percentage distribution of respondents according to their economic motivation (N=180)

Economic motivation	%
Addition of new enterprises	86.22
Hard work towards economic profits	82.78
Trying of new ideas to improve profits	82.56
Success is based on the profit	80.11

profitable enterprises to increase monetary profits, while 82.78 per cent of the respondents stated that women entrepreneurs should work hard towards higher economic profits because of the competition around them, followed by 82.56 per cent who opined that trying of innovative or new ideas in their business helped them to earn more money compared to traditional way of marketing. Furthermore 80.11 per cent of the respondents indicated that the most successful entrepreneur is the one who makes more profits in their enterprise. From the results it can be concluded that economic empowerment helped them to increase in their saving capacity and enabled them to purchase more raw materials and products.

The 'r' value obtained from multiple correlation analysis of independent variables with economic motivation is presented in Table 4. It revealed that, six variables viz., education, enterprise income, sources of information, mass media contact, infrastructural facilities and entrepreneurial experience showed a positive significant relationship with economic motivation. Education (.423**) is found to be significant at 0.01 level of probability, followed by enterprise income (.274**), sources of information (.235**), mass media (.211**) and infrastructural facilities (.203**) while entrepreneurial experience (.168*) was significant at .005 level of probability. It can be concluded from the Table 4 that, out of total respondents comprising of eight variables, six variables viz., education, enterprise income, sources of information, mass media contact, infrastructural facilities and entrepreneurial experience showed a positive significant relationship with economic motivation.

Table 4. Correlation analysis of profile characteristics with economic motivation

Profile characteristics	(r)
Age	-.042
Education	.423**
Enterprise income	.274**
Extension contacts	.077
Sources of information	.235**
Mass media	.211**
Infrastructural facilities	.203**
Entrepreneurial experience	.168*

CONCLUSION

Micro, small, and medium enterprises (MSMEs) are contributing to the economic and

social development of the country by fostering entrepreneurship and generating large employment opportunities at a comparatively lower capital cost. MSMEs are the backbone of the Indian economy. It can be inferred from the study that the majority of the respondents run their enterprises with their own funds or investments; some of the respondents took financial assistance from friends and relatives, SHGs, banks, and money lenders. The majority of the women in three districts invested their own resources; the reason might be that they had better economic conditions and good saving capacities, allowing them to sustain their businesses with their own finances. This demonstrates the economic empowerment of women entrepreneurs. With regard to the economic motivation majority of the respondent's had medium level of the economic motivation. Multiple correlation analysis revealed that education, enterprise income, sources of information, mass media contact, infrastructural facilities, and entrepreneurial experience showed a positive and significant relationship with economic motivation. The emphasis on the interest and capacity of women to engage in entrepreneurship has the two-fold effect of empowering the women themselves and contributing to the equitable and inclusive economic growth of their countries.

CONFLICTS OF INTEREST

The authors have no conflicts of interest.

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