

Impact of Motivational Factors and Role Stress on Women Entrepreneurs in Jammu

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ABSTRACT

The present investigation was carried out in Jammu district of Jammu & Kashmir State to know the impact of motivational factors and role stress on women entrepreneurs. Total 240 respondents were interviewed with the help of pre-tested structured interview questionnaire. The study was designed to cover women entrepreneurs operating small scale commercial enterprises in Jammu district. It was found that ‘‘Liking for having an independent occupation’’ (82.5%) ranked first amongst personal motivational factors followed by ‘‘Monotony of house work’’ (77.01%). ‘‘Existence of business already in the family’’ (97.5%) ranked first amongst non-personal motivational factors followed by ‘‘need to get over financial difficulty’’ (92.08%). Women were subjected to a greater stress as the demands of home and career at times caused conflict. Though the conflict existed, women had realized the advantage of being business women. The respondents adopted various strategies in resolving their conflict stress. They mostly resolved their conflict by ‘‘working on priorities’’ (55%). The next factor ‘‘by working harder’’ does not indicate a very healthy mechanism to cope up with stress (27%). The remaining respondents accepted the situation (11%), which in fact is a positive mechanism and 7 per cent, depended on their faith in God. The women entrepreneurs, because of their urge to learn more and pay serious attention to the new entrepreneurial development programmes coupled with their desire to gain self-confidence and compete with the male entrepreneurs in all spheres and not play second fiddle to them, have indeed a better chance of adopting the modern techniques in their entrepreneurial development.

Key words : *Entrepreneurial development; Women entrepreneurs*

Entrepreneurship is the capacity of an individual to innovate. It involves confidence and competence to meet unforeseen and adverse conditions. The contribution of entrepreneurs is likely to be greater in a society that attaches higher prestige to entrepreneurship and provides greater security for establishment and operating individual ventures. The women entrepreneurship development is influenced by many complicated factors including economical, social, cultural and physiological prevailing in the society. Women Entrepreneurship needs to be encouraged, prompted and supplemented to the benefit of the aggregate economy of the country. Women accounts roughly half of the world’s population and perform 2/3 rd of the hours of work, receive 1/10th of the world’s income and have less than 1/100th of the world’s property registered in their names. Entrepreneurship in women can be promoted and explored through suitable training programmes. Thus, considering the above facts, the present study was undertaken with the specific objective to assess the impact of motivational factors and role stress of women entrepreneurs.

METHODOLOGY

The study was carried out in Jammu district of J&K state. The sample consisted of 240 respondents operating small scale commercial enterprises. Initially, a pilot study was done in which a tentative questionnaire was administered upon 15 selected women entrepreneurs to assess the validity and reliability of the schedule. On the basis of experience, thus gained, a structured elaborate questionnaire was finally prepared and the sample women-entrepreneurs in Jammu district were interviewed with the help of the questionnaire. The task of data collection was executed between October 2005 to October 2006. The data was processed, tabulated and classified. Analysis was done on the basis of data organized. This provided the basis for conclusion being drawn and recommendations made.

RESULTS AND DISCUSSION

The impact of motivational factors and role stress was assessed and reported on the basis of frequency and percentage of women entrepreneurs using them.

Impact of motivational factors: Table 1 shows that

“liking for having an independent occupation” ranked first (82.5%) amongst personal motivational factors followed by “monotony of house work” (77.01%).

Table 1. Impact of personal motivational factors

Factors	Number of Respondents	% age
Personal desire to achieve something different	174	72.5
Acceptance of this work as a challenge and adventure	110	45.83
Liking for business	131	54.58
Liking for having an independent occupation	198	82.5
Monotony of housework	187	77.01
Desire to give employment to the needy	87	36.25

As is evident from Table 2, “existence of business already in the family” (97.50%) amongst the non-personal motivational factors ranked first followed by “the need to get over financial difficulty” (92.08%).

Table 2. Impact of non-personal motivational factors

Factors	Number of Respondents	% age
Responsibility thrust due to death or incapacitation of near relation	54	22.5
The need to get over financial difficulty	221	92.08
Existence of business already in the family	234	97.5
Influential contacts	31	12.91
Special qualification attained for running a concern.	51	21.25
Tax benefits for self and for relations	193	80.41
Inspiration from successful entrepreneurs	67	27.91

Role stress of women entrepreneurs: It is evident from data presented in Table 3 that majority of the respondents were fully involved in performing all the household chores/activities i.e. 99 % in cooking, 100% in care of utensils, 87.5% in care of clothes, 100% in floor sweeping to mopping, 80.12 % in general home-maintenance, 97.9% in attending children, 93.7% in purchasing household articles, 66.6 % in arranging food

items and 79.1 % in social and cultural activities. This shows that the percentage of time spent by women entrepreneurs on these household tasks is maximum whereas by male members is minimal.

Table 3. Overload of stress on women Entrepreneur by household activities

S. No	Activities	No. of Respondents
1	Cooking	238 (99.1%)
2	Care of utensils	240 (100%)
3	Care of clothes	210 (87.5%)
4	Floor sweeping and mopping	240 (100%)
5	General Home maintenance	195 (80.12%)
6	Attending children	235 (97.9%)
7	Attending other members of family	240 (100%)
8	Purchasing house hold articles	225 (93.7%)
9	Arranging food items	160 (66.6%)
10	Involvement in social and cultural activities	190 (79.1%)

As indicated in the Table 4, the respondents adopted various strategies in resolving their conflict stress. They mostly resolved their conflicts by “Working on priorities” (79.1%). 160 respondents accepted the situation which in fact is a positive mechanism (66.6%). The next factor “by working harder” does not indicate a vary healthy mechanism to cope up with stress (27%) and 19.88 % depended on their faith upon God.

Table 4. Strategies adopted to solve the role stress by the women entrepreneurs

Factors	No.	% age
Work on priorities	190	79.11
Working harder	65	27.00
God	45	19.88
Accepting the situation	160	66.60

CONCLUSION

Women were subjected to a greater stress as the demands of home and career at times caused conflicts, striving for multi role duties had resulted in conflict stress, ambivalence and overload. Though the conflicts existed, women had realized the advantages of being business women.

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