

WOMEN ENTREPRENEUR:- it may be defined as a woman or group of women who initiate, organize and run a business enterprise. [Tredrick Harbisan]

In terms of Schumpeterian concept of innovation women entrepreneurs are who innovate, imitate or adopt a business activity.

The Government of India has defined women entrepreneurs as;

An enterprise owned and controlled by women having a minimum financial interest of 51% of the capital and giving at least 51% of employment generated the enterprise to women.

Women entrepreneurs are those women who think of a business enterprise, initiate it, organize and combine the factors of production, operate the enterprise and undertake risks and handle economic uncertainty involved in running a business enterprise.

GROWTH AND DEVELOPMENT OF WOMEN ENTREPRENEURSHIP

Women in India constitute around half of the country's population. Hence they are regarded as the "the better half of the society." The much low literacy rate (40%), low work participation rate (28%) and low urban population share (10%) of women as compared to 60%, 52% and 18% respectively of their more counterparts well confirm their disadvantageous position in the society. Further, women entrepreneurs in India accounted for 9.01% of the total 1070 million enterers during 1988-89.

A cross-country comparison reveals that emergence and development of entrepreneurship is largely caused by the availability of supporting conditions in a country. With improving supporting conditions, the share of women owned enterprises in the United States has risen from 7.1% in 1977 to 32% in 1990. It has reached to 50% by the turn of the 20th century.

In India women entry into business is a new renovation. Women entry into business, is traced out as an extension of their kitchen activities mainly to 3Ps, viz pickles, power and Pappas. Women in India plugged into business for both pull and push factors. Pull factors imply the factors, which encourage women to start an occupation or venture with an urge to do something independently. Push factors refer to those factors which compel women to take up their won business to tide over their economic difficulties and responsibilities.

With growing awareness about

Business and spread of education among women over the period women have started shifting from 3Ps to engross to modern Es, viz engineering, electronics, and energy and

other industries under integrated Rural Development Programmes. They have excelled in these activities. Women entrepreneurs manufacturing solar cookers in Gujarat have proved beyond doubt that given the opportunities, they can excel their male counterparts.

In earlier times, women in India remained confined to within four walls of their homes and their immense strength and potential remained unrecognized and unaccounted for. Now, they are increasingly participating in all spheres of activities. The fact that is emerging in all discussions is the development of women entrepreneurs should form an integral part of all development efforts.

The first National Conference of Women Entrepreneurs held at New Delhi in November 1981 advocated the need of developing women entrepreneurs for the overall development of the whole country.

The Government of India has been assigning increasing importance to the development of women entrepreneurs in the country. The Government moved a step forward in the seventh “five year Plan” by including a special chapter on integration of

Women in Development. This chapter suggested:-

- To treat women as specific target groups in all development programmes.
- To devise and diversify vocational training facilities for women to suit their varied needs and skills.
- To promote and appreciate technologies to improve their efficiency and productivity.
- To provide assistance for marketing their products.
- To involve women in decision-making process.

Rural Entrepreneurship

Like entrepreneurship, rural entrepreneurship also connotes different meanings to different people. It can simply be defined as entrepreneurship emerging in rural areas is rural entrepreneurship.

Rural entrepreneurship implies rural industrialization. Rural industries are generally associated with agriculture.

According to the Khadi and Village Industries Commission (KVIC), “Village industry or rural industry means any industry located in rural area, population of which does not exceed 10,000” or such other figure which produces any goods or renders any service with or without use of power and in which the fixed capital investment per head of an artisan or a worker does not exceed Rs.1000/-

Need for Rural Entrepreneurship

1. Rural industries being labour intensive have high potential in t employment generation. Thus, they serve as an atedote to the widespread problems of disguised unemployment or under-employment stalking the rural territory.
2. By providing employment, these industries have also high potential for income-generation in the rural area.
3. Development of industries n rural-areas helps it build up village republics.
4. Rural Industries also help protect and promote that art and creativity i.e, the age – old rich heritage of the country.
5. Rural Industrialization faster's economic development in rural-areas. It reduces growth of slums, social tensions and atmospheric-pollution.

Problems of Rural Entrepreneurship:-

The general drawbacks in the development f village industries are:-

- Financial constriats.
- Lack of technical knowledge.
- Lack of training and extension services.
- Management problems.
- Lack of quality control
- High cost of production due to hig input cost.
- Lack of communication and
- Market information.
- High cost of production due to high input cost.
- Lack of storage and warehousing facilities.
- Obsolete and primitive technology
- Lack of promotional strategy.

According to the Ninth Plan, the major problems face in developing entrepreneurship in rural areas are :-

- (i) Inadequate flow of credit.
- (ii) Use of obsolete technology, machinery and equipment.
- (iii) Poor quality standards and
- (iv) Inadequate infrastructural facilities.

One of the major problems faced in developing entrepreneurship in the rural areas is lack of awareness and knowledge about the importance of developing industries in rural areas. Further, the rural people are generally not aware about the entrepreneurial opportunities available and also about support organizations and other information required to take of the first step in their entrepreneurial career.

How to Develop Rural Entrepreneurship

Following measures are suggested or developing entrepreneurship in the rural areas in the country.

1. Raw-material is a must for any industry. However the non-availability of raw-material accompanied by their prohibitive cost has weakened the viability of these industries.
2. Finance is considered as lubricant for setting up and running an industry. Funds, therefore need to be made available on time at soft terms and conditions to those who really need it.
3. In order to solve the problem of marketing for rural industries, common production-cum-mktg centres need to be set-up and developed with modern infrastructural facilities, particularly, in the areas having good production and growth potential.
4. Once effective way to inculcate entrepreneurial acumen and attitude may be imparting entrepreneurial education in the schools, colleges ad universities.
5. Proper provisions need to be made to impart the institutional training to orient the entrepreneurs in specific products and trades.

Growth and Evolution of Entrepreneurship in India :-

The growth of entrepreneurship in India is [resented into two sections, viz,

- Entrepreneurship during Pre-Independence.
- Entrepreneurship during Post-Independence.
- Entrepreneurship during Pre-Independence:- Handicrafts entrepreneurship in India was as old as the human civilization itself and was nurtured by the crafts men as a part of their duty towards the society. Before india came into confect with the west, people were organized in a particular type of economic and social system of the village community. The village community featured the economic scene in India.

Organized industrial activity was observable among the Indian artisans in cities of Banaras, Allahabad, Gaya Puri and Mirzapur which were establied on river basins. Very

possibly, this was because the rivers served as the means of transportation facilities. These artisan industries flourished over the period because the royal Patronage was to them to support them. The workshops called “Kharkhanas” came into existence. The craftsmen were brought into an association pronounced as “Guild system”. On the whole, perfection in art, durability beyond doubt and appeal to the eye of an individual were the distinguishing qualities inherent in the Indian craftsmanship that brought much ever lasting laurels of home and fame to the illustrious-India in the past.

Unfortunately, so much prestigious Indian handicraft industry declined at the end of the 18th century for various reasons:-

- ❖ Disappearance of the Indian Royal courts, who patronized the crafts earlier.
- ❖ The lukewarm attitude of British colonial Govt. towards the Indian crafts.
- ❖ Imposition of heavy duties on the imports of the Indian goods in England.
- ❖ Law. Priced British-made goods produced on large scale which reduced the competing capacity of the products of Indian handicrafts.
- ❖ Changes in the tastes and habits of the Indian, developing craziness of foreign products.
- ❖ Unwillingness of the Indian craftsmen to adapt to the changing tastes and needs of the people.

Some scholars hold the view that manufacturing entrepreneurship in India emerged as then latent and manifest consequence of East India Company's advent in India. The company injected various changes in the Indian economy through export of raw-materials and import of finished goods in India.

The 2nd wave of entrepreneurial growth in India began after the First World War. For various reasons, the Indian Govt. agreed to discriminating protection to certain industries., even requiring that companies receiving its benefits should be registered in India with rupee capital and have a proportion of their directors as Indian. The advantages of these measures were mostly enjoyed by the Indians.

The emergence of managing agency system which made its own contribution to the Indian entrepreneurship can be traced back to 1936 when J. R. D. Tata and Co. assumed the management of Calcutta Steam Tug Association. The credit for this initiation goes to an Indian Dwarkanath Tagore, who encouraged others to form Joint-stock companies and invented a distinct method of management. In which management remained in the hands of a “firm” rather than of an “individual.”

ENTREPRENEURSHIP DURING POST INDEPENDENCE:-

After , the political relief in 1947, the government took three important measures in her industrial resolution:-

- To maintain a proper distribution of economic power between private and public sector.
- To encourage the tempo of industrialization by spreading entrepreneurship from the existing centres to other cities, towns and villages.
- To spread the entrepreneurship spirit among a large number of industrially potential people.

The wave of entrepreneurial growth gained sufficient momentum after the Second World War. Since then the entrepreneurs have increased rapidly in numbers in the country. Particularly, since the third five year plan, small entrepreneurs have experienced tremendous increase in their number but, they lacked entrepreneurial ability however.

There are examples that some entrepreneurs grew from small to medium-scale and from medium to large -scale manufacturing units during the period. The family entrepreneurship units like Tata, Birla, Dalmia and others grew beyond the normal expected size and also established new frontiers in business in this period.

TYPES OF ENTREPRENEURS:-

Entrepreneurs are classified into different types based on different classifications.

Based on the types of Business:-

1. Trading entrepreneur:- They trading entrepreneurs undertake the trading activities. They procure the finished products from the manufactures and sell these to the customers directly or through a retailer.
2. Manufacturing Entrepreneur:- The manufacturing entrepreneurs manufacture products. They identify the needs of the customers and, then, explore the resources and technology to be used to manufacture the products to satisfy the customer needs.
3. Agricultural Entrepreneur:- the entrepreneur who undertake agricultural pursuits are called agricultural entrepreneur. They cover a wide spectrum of agricultural activities like cultivation marketing of agricultural produce.

Based on the use of technology:-

1. Technical Entrepreneur:- the entrepreneurs who establish and run science and technology-based industries are called “technical entrepreneurs.” Speaking

alternatively, these are the entrepreneurs who make use of science and technology their enterprises.

2. Non-Technical Entrepreneur:- the entrepreneur who is not technical is called non-technical entrepreneur. They are concerned with the use of alternative and imitative methods of marketing and distribution strategies to make their business survive.

Based on Ownership:-

1. Private Entrepreneur :- He is one who as an individual sets up a business enterprise he/she is the sole owner of the enterprise and bears the entire risk.
2. State entrepreneur:- when the trading or industrial venture is undertaken by the state or the government, it is called state entrepreneur.
3. Joint Entrepreneurs:- When a private entrepreneur and the Govt. jointly run a business enterprise, it is called "Joint entrepreneur".

Based on Gender:-

1. Men Entrepreneurs:- When business enterprises are owned, managed and controlled by men, these are called men entrepreneurs.
2. Women Entrepreneurs:- when entrepreneurs are defined as the enterprises owned and controlled by a woman or women having a financial interest of 51% of the capital.

Based on the size of Enterprise:-

1. Micro Entrepreneur:- an entrepreneur who has made investment in plant and machinery upto Rs 25/ lac, is called Micro-entrepreneur.
2. Small-Scale Entrepreneur:- An entrepreneur who has made investment in plant and machinery more than Rs 25/- lac but does not exceed Rs 5/- crore is called small-scale Entrepreneur.
3. Medium – Scale Entrepreneur :- the entrepreneur who has made investment in plant and machinery above Rs 5 crore but below Rs 10 crore is called Medium-Scale Entrepreneur.
4. Large – Scale Entrepreneur:- the entrepreneur who has made investment in plant and machinery more than Rs. 10 crore is called "Large-Scale entrepreneur."

INTRAPRENEUR

A new breed of entrepreneur coming to the fore in large industrial organizations. They are called entrepreneurs or intra-corporate entrepreneur. Some call them entrepreneurial manager's in big organizations, the top executives are encouraged to

catch hold of new ideas and then convert these into products through research and development activities within the framework of organization. In other words an entrepreneur is a person who pursues an innovation from within the security of his/her organizational position. He/she, is also termed “intra-corporate entrepreneur.” The concept of entrepreneurship has become very popular in developed countries like America. It is found that an increasing number of entrepreneurs is leaving their jobs in big organizations and starting own enterprises many of such entrepreneurs have become exceedingly successful in their ventures.

Difference between an Intra-corporate Entrepreneur And an Entrepreneur.

| | | |
|---------------------|---|--|
| 1. Dependency | An entrepreneur is independent in his operations. | An intra-corporate entrepreneur is dependent on the organization, i.e., owner. |
| 2. Raising of funds | An intra-corporate entrepreneur himself/herself raises funds required for the enterprise. | Funds are not raised by the intra-corporate entrepreneur. |
| 3. Risk | Intra-corporate entrepreneur bears the risk involved in the enterprise | An intra-corporate entrepreneur does not fully bear the risk involved in the enterprise. |
| 4. Operation | An intra-corporate entrepreneur operates from outside. | An intra-corporate entrepreneur operates from within organization itself. |

GOVERNMENT ACTIONS:-

The government by its actions or failure to act also does influence both the economic and non-economic factors for entrepreneurship. Any interested Government in economic development can help, through its clearly expressed industrial policy, promote entrepreneurship in one way or other. By creating basic facilities, utilities and services and by providing incentives and concessions, the Govt. can provide the prospective entrepreneurs a facilitative socio-economic setting. Such conducive setting minimizes the risks which the entrepreneurs are to encounter. Thus, the supportive actions of the government appeal as the most comfortable to the entrepreneurial growth.

One way of examining the role of Government in influencing entrepreneurship may be the extent to which the Govt. is a competitor with entrepreneurs from private sector, whether for factors of production or for markets. The greater the extent of this competitive role, the less favourable the opportunity conditions for private entrepreneurship will be.

Entrepreneurial Motivation:-

The word motivation originally comes from the latin word movere” which means “to move”. The term motivation has been derived from the word ‘motive’. Motive is an inner state of our mind that moves or activates or directs our behaviours towards our goals.

According to fred Luthans, “Motivation is process that starts with a physiological or psychological deficiency or need that activate behavior or a drive that is aimed at a goal or incentive.”

A motivational entrepreneur will be willing to exert a particular level or effort (intensity), for a certain period of time (persistence), toward a particular goal (direction.).

Inshort , an organization is lie a vehicle and entrepreneurship is like deriving and the entrepreneurial motivation as fuel or power that makes the organizational vehicle move or run.

Nature of Motivation:-

1. **Motivation is internal to man:-** Motivation cannot be seen because it is internal to man. It activities the man to move towards goal.
2. **A single motive can cause different behavior:-** A person with a single desire to earn prestige in the society may move towards to join politics, attain additional education and training.
3. **Different motives may result in single behavior:-** the same or single behavior may be caused by many motives. If a person buys a car, for example, his buying bearer may be caused by different motives, such as attractive look, differentiate the status and so on.
4. **Motives come and go:-** Like tides, motives can emerge and then disappear. Motives emerged at a point of time may not remain with the same intensity at other point of time.
5. **Motives interact with the environment:-** the environment in which we live at a point of time may either trigger or suppress our motives. Human behavior is the result of several foreces differing both direction and intent.

Motivational Cycle or Process:-

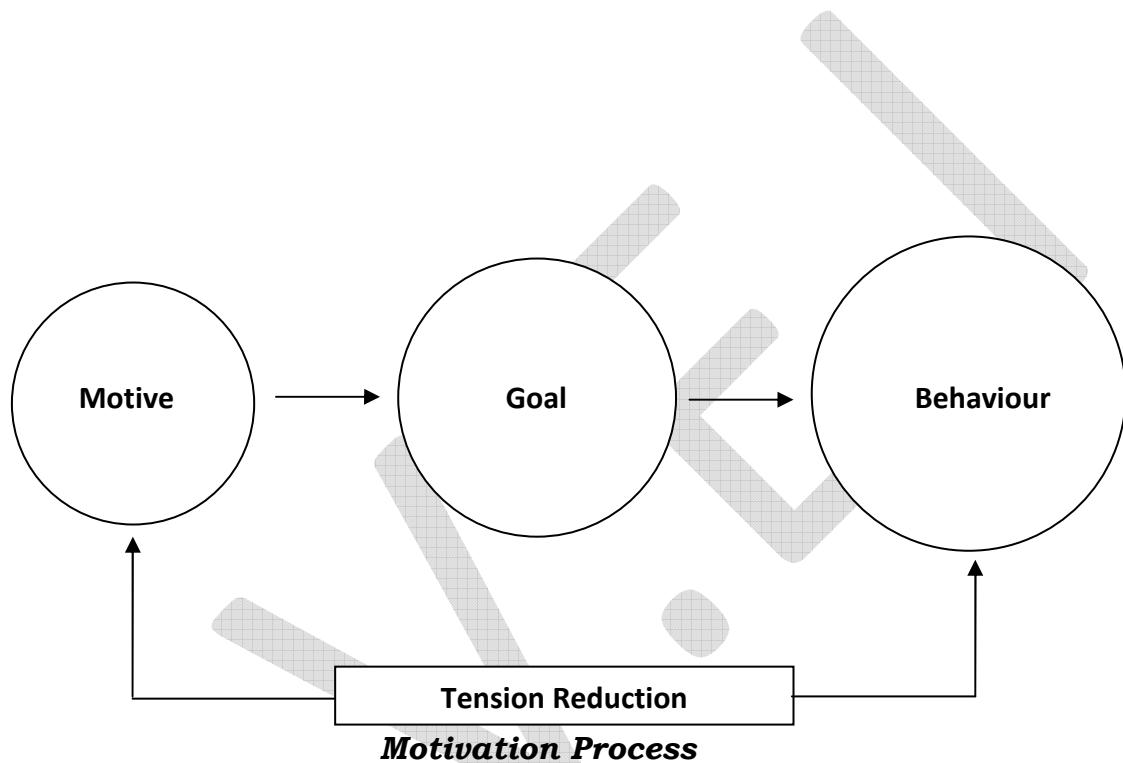
Motivation is a process or cycle aimed at accomplishing some goal. The basic elements included in the process are motives, goals and behaviour.

- (i) **Motives:-** Almost all human behavior is motivated. It requires not motivation for the general actions. Motives prompt people to action. Hence these are at the heart of motivational process.

(ii) **Goals:-** Motives are directed towards goals. Motives generally create a state of physiological or psychological imbalance attaining goals restores balance.

(iii) **Behaviour:-** Behaviour is a series of activities to be undertaken. Behaviour is directed to achieve a goal. Human Behaviour is characterized by 3 features:-

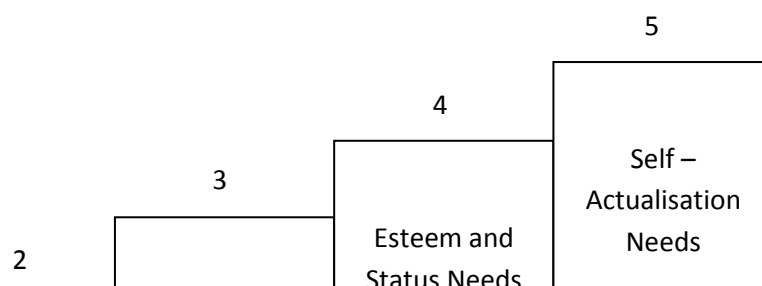
1. Behaviour is caused i.e, needs .
2. Behaviour is motivated i.e, drive.
3. Behaviour is directed i.e, goal.



THEORIES OF ENTREPRENEURIAL MOTIVATION:-

The importance of motivation to human life and work can be judged by the number of theories that have been propounded to explain people, behavior. They explain human motivation through human needs and human nature. Prominent among these theories and particularly related to entrepreneurship are Maslow's Need Hierarchy Theory and McClelland's Need for Achievement theory.

- I. **Maslow's Need Hierarchy Theory:-** Abraham Maslow's motivation theory is based on the human needs. These needs are classified into a sequential priority from the lower to the higher. According to him, all human needs are classified into the five need-clusters as shown;



Maslow's Need Hierarchy

1. **Physiological needs:-** These needs are the lowest order, most basic needs of human beings. These involve satisfying biological drives such as the need for food, air, water and shelter.
2. **Safety and security needs:-** The second level of need in Maslow's hierarchy, are activated after physiological needs are met. Safety needs involved the need for a secure environment, free from threats of physical and psychological harm.
3. **Social Needs :-** Man is social animal. These needs, therefore refer to belongingness. All individuals want to be recognized and accepted by others. Likewise, an entrepreneur is motivated to interact with fellow entrepreneurs, his employees and others.
4. **Esteem Needs:-** These needs refer to self-esteem and self-respect. They include such needs that indicate self-confidence, competence knowledge and independence.
5. **Self-Actualization:-** The final step under the need hierarchy model is the need for self actualization. This refers to self –fulfillment it means to become actualized in what one is potentially good at.

- II. **McClelland's Need for Achievements theory:-** Another well-known need-based theory of motivation, as opposed to hierarchy of needs or satisfaction dissatisfaction, is the theory developed by David C. McClelland and his associates. McClelland developed his theory based on Henry Murray's developed long list of motives and manifest needs used in his early studies of personality.

His theory focused on Murray's three needs: achievements, power and affiliations they are defined as follows :-

1. Need for Achievement: - this is the drive to excel , to achieve in relation to a set standard, and to strive to succeed. In other words, need for achievement is a behavior directed towards competition with a standard of excellence.

Characteristics of high need achievers:-

- High-need achievers have a strong desire to assume personal responsibilities for performing a task.
 - High need achievers tend to set moderately difficult goals.
 - High-needs achievers have a strong desire for performance feedback.
 - They look for challenging tasks.
2. Need for power:- the need for power is concerned with making an impression on others the desire to influence others, the urge to change people and the desire to make a difference in life .

People who have a high need for power are characterized by:-

- A desire to influence and direct somebody else.
 - A desire to exercise control over others.
 - A concern for maintaining leader-follower relations.
3. Need for Affiliation:- the need for affiliation is defined as a desire to establish and maintain friendly and warm relations with others people. The people with high need for affiliation have the following characteristics :
 - They have a strong desire for acceptance and approval from others.
 - They value the feelings of others.
 - They tend to conform to the wishes of the people whose friendship they value but in case of an entrepreneur, the high need for achievement is found dominating one.

MOTIVATION FACTORS:-

- Internal Factors:- These include the following factors:-
 - Desire to do something new.
 - Become independent .
 - Achieve what one wants to have in life.
 - Be recognized for one's contribution.
 - One's educational background.
 - One's occupational background and experience in the relevant field.
- **External Factors:- These include:-**
 - Govt. assistance and support.
 - Availability of labour and raw-material.

- Encouragement from big business houses.
- Promising demand for the product.

Motivating factors for Entrepreneurial plunge are as follows:-

- Money motive
- Independence/one's own boss.
- Provide greater comfort to family.
- Do something new and path-breaking.
- Rotation and recognition.
- Preside over a big business .
- Take family business to new heights.
- Do business because it is one's duty.
- Express one's creativity and ingenuity.
- Make optimum utilization of one's ability.
- Temperament fit between self and business.
- Contribute to the good of society to one's kins.
- Flexibility of balancing work and family life.
- Enjoyable work.

Entrepreneurial Motives have been further classified as:-

(i) Self Actualization Motive

- Money/Economic Motive
- Do something new and path-breaking.
- Express one's creativity and ingenuity.
- Make optimum use of one's ability.

(ii) Nature of work Motive:-

- Contribution to the good of society .
- Enjoyable work.

(iii) Autonomy and power motive.

- Desire for independence.
- Preside over a big business.
- Temperament fit between self and business.
- Flexibility of balancing work and family life.

(iv) Status Motive:-

- Reputation and recognition.
- Take family business to new heights.

(v) Affiliation Motive:-

- Provide greater comfort to family.
- Desire to give financial security to one's kins.

(vi) Deontic Motive:-

- Business because one's duty.

ACHIEVEMENT MOTIVATION:-

Entrepreneurs are characterized by among other things, the high need for achievement, or say, achievement motivation.

“David C. McClelland” defined achievement motivation as, “a desire to do well, not so much for the sake of social recognition or prestige but to attain an inner feeling of personal accomplishment.”

Features of Achievement Motivation:-

- It is latent personal disposition to strive for a particular goal.
- It is a person's deep and driving desire to do something important to attain the feeling of personal accomplishment.
- It is personal disposition to achieve something difficult bigger.

Characteristics of Entrepreneurs with Achievement Motivation:-

- They like to undertake risks for personal accomplishment.
- They have high level of perseverance to attain their goal.
- They show courage and fortitude to keep on moving towards their goal.
- They tend to be more future oriented.
- They are more adaptive and mobile.

Significance of Achievement Motivation:-

- It serves as fuel to activate entrepreneurs to exert more and higher level of efforts to achieve something important to them.
- It is an essential ingredient of entrepreneurship development.
- It serves major source of entrepreneurial supply.
- This is a psychological contract that keeps entrepreneurs activated towards their goal.
- It serves as an effective intervention for organizational development and in turn, national development.

Development of Achievement Motivation:-

- Development achievement motivation involves a process having following three major stages:-

- Know your self stage.
 - Knowing the destination stage.
 - Empowering stage.
- (i) **Knowing your self stage:-** In this stage, the trainer presents and describes the ideal attributes or qualities of a person with achievement motivation the trainer comes to know the real self.
- (ii) **Know the destination stage:-** In this stage, the facilitator helps the trainer to initiate actions to fill in the gap between the ideal and the actual personality traits.
- (iii) **Empowerment stage:-** With an objective to give confidence to the trainers, they are, in this stage, left their own to think and practice the ways and means to experiment the new qualities and traits they have so far acquired.