

Increasing Women Representation in Entrepreneurial Activity-A Study of Mysuru City

K.N. Poovamma and Dr. Ravi Kumar

Abstract--- *Growth of nation is only possible if the women of the nation are empowered. Independent decision making and financially free are the signs of empowerment which can be attained by becoming self-employed i.e., becoming an entrepreneur. Many dreams but only few dare to do so. The present study tries to understand the inbuilt factors that motivate a woman to become a successful woman. Researcher tries to identify the push and pull factors contributing towards increasing women representation in entrepreneurial activities. Descriptive research and non-probability based convenient sampling methods are adopted for the study covering the area of Mysuru city. It was ranked the various factors like to earn money and be independent as highest-ranking pull factor, family need support as push factor to challenging factors and health problem of husband as lowest rank of pull and push factor. It was identified that women could service through this mode to help the needy women society and empower them further.*

Keywords--- *Women entrepreneurs, Empowerment, Push and Pull factors, Financial Independence, Social Service.*

I. INTRODUCTION

Entrepreneurship has many definitions according to different scholars. It is a business which is organised or formed to make profit by taking uncertain risk. Women empowerment is possible through two important factors like education and entrepreneurship. Women entrepreneurship refers to the business if it is initiated by the women and the risk is taken by her to earn profit with innovative idea, versatile work completion etc. women are getting empowered by entrepreneurship. If we consider the entire entrepreneurs of the world approximately 1/3rd of them are women. Women are getting into the field of entrepreneurship due to various facts at support or push factors that they face in their life. Women representation in the present scenario is increasing. These women are equally competing with men hence, they are in various activities that take place in the present society. Government has also made it compulsory to keep some of the seats reserved for women, which may be in defence field, education field, political field, job etc.

Increase of women representation in entrepreneurial activity is going up day by day. This increase is taking place due to the various factors and these factors may be compelling factor or their own choice of living. In the present world women like to be independent and to lead a good and standard life.

The study focuses on the increasing women representation in entrepreneurial activity to find the various factors which influence women get into entrepreneurship.

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II. LITERATURE REVIEW

Santika Timungpi and Dr A Ibemcha Chanu (2018) conducted a study on “A study on motivational factors of women in entrepreneurial venture of Assam hills”. The objective of the study is to know about the type of entrepreneurship and motivational factors and its influence in start-up of entrepreneurship by women. By this study we will come to know that various motivational factors are giving women a push to start the business. In Assam women are running the business due to unemployment and to be independent.

Dr N Thyagaraju (2017) presented a paper on “women entrepreneurship development practices” In India - a review. This paper was presented on the objective to evaluate the factors which are encouraging the women to become entrepreneurs and also about the government assistance, policies, programmes and institutional which are supporting and promoting them along with the problems faced by the women entrepreneurs. This paper is helpful in knowing various institutions like Kadi and village industries commission, integrated rural development programmes etc. which are promoting various women entrepreneurship program all over India. This paper also gives suggestion for the development of women entrepreneurs.

S Gunapala and M.A.C Salfiya Ummah (2017) conducted a study on “Motivational factors for entrepreneurship development- a gender comparative approach in retail sector”. This study was conducted with the main objective to find out the push pull factors behind the start-up of the retail business. This study paper explains about the factors which make men and women to start up the business and by this paper we will come to know that men start up the business due to pull factors like to be independent, to have personal wealth etc, but in some cases they start up the business due to unemployment which is a push factor. Women mainly start up the business due to push factors like sudden fall in family income, no other option to lead a life without risk etc.

Carlianne Patrick and Heather Stephens (2016) conducted a study on “where are all the self-employed women? Push and pull factors influencing female labour market decisions”. The main aim of the study was to focus on analysing the heterogeneity in women’s self-employment decision and the impact of various individual, household, and local economic and cultural powers. Study was a general social survey. Secondary data has been used in this study. The study found the effect of various push and pull factors differ between married and unmarried women.

Danish Ahmad Ansari (2016) has presented a paper on “women entrepreneurship in India”. It explains about the role, development and categories of women entrepreneurs along with the problem faced by them to start a business. **This article is helpful to know about the factors that are motivating and de motivating the women entrepreneurs.** It also explains and gives different way to reduce or completely remove the difficulties faced by women entrepreneurs for their development. – motivating factor like to make best use of education or qualification they have gained etc. and de motivating factors like lack of self-confidence, family obligations etc.

Parveen Kumar (2015) has narrated about challenges faced by the women entrepreneurs and their role in economic development in the paper titling “A study on women entrepreneurs in India”. The article discusses about the factors that are dragging the women from becoming more successful in the selected areas, the factors like lack of

education, self-confidence etc. The article narrates about the various government schemes that are supporting the women towards becoming an entrepreneur, the schemes are PGMVP, PMRY etc.

Christop Dawson and Andrew Henley (2012) conducted a study on “push versus pull entrepreneurship: an ambiguous distinction”. The main objective of the study was to reassess whether individuals choose to become self-employed for pull or push reasons, to discuss and describe ambiguities in this dissimilarity, with focus on difference between men and women, and draw conclusion for further theoretical work. Secondary data was used in this study. The study found that 86 percent state only a single reason for self-employment.

Serazel Islam (2012) conducted a study on “Pull and push factors towards small entrepreneurship development in Bangladesh”. This study was conducted with the main objective to know the factors that are motivating the entrepreneurs to start and run the enterprise. The study observed the following outcomes that psychological and socio-economic factors like to make money, help the family has motivated them to start the business but for some it was due to unemployment. This study is helpful to know various compelling and motivating factors that made people get into the field of entrepreneurship.

III. OBJECTIVES

- To find the Push and pull factors (supportive factors that are helping women to represent entrepreneurship)
- To Rank the push and pull factors

IV. SCOPE OF THE STUDY

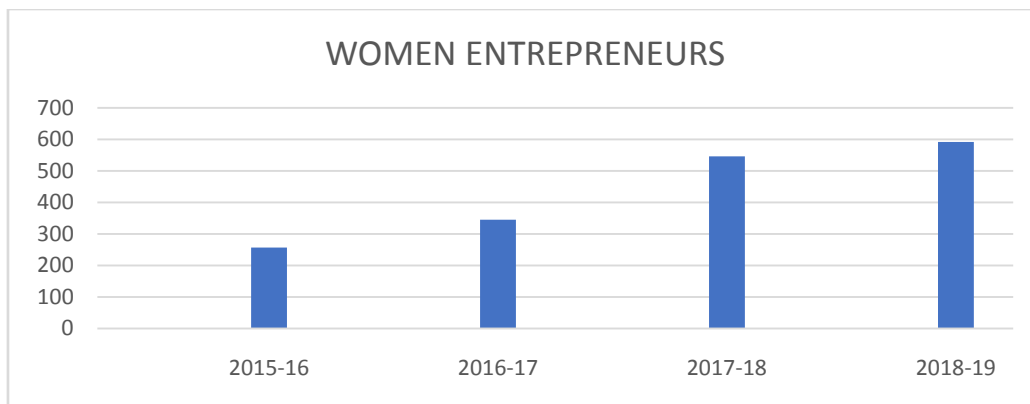
The study covers particularly the support factors which have contributed towards establishing of enterprises to women's in Mysuru city.

V. METHODOLOGY

The present study covers the area of Mysuru city. Women units registered with DIC (District Industry centre) Mysuru and Chamber of Commerce and Industry Mysuru has been taken as population for the study. Descriptive research is adapted for the study as it is trying to investigate the important factors contributing for establishment and growth of enterprises by women. Interview schedule is used for primary data collection from 38 representative respondents. Convenient and snow ball sampling methods are used. Percentage analysis and simple ranking methods are adopted for analysis.

VI. DISTRICT INDUSTRIES CENTRE (DIC) REPORT SHOWING TREND OF WOMEN PARTICIPATION AS ENTREPRENEURS

District industries centre was started by central government with objective to promote various small scale and village industries by providing various facilities to them. They provide full assistance to the entrepreneurs who are willing to start their industries in particular area. The graph shown below is representing the increasing trend of women entrepreneurs who have registered in the district industries centre from 2015 to 2019 on the basis of financial year



[source: District Industries Centre reports, Mysore]

VII. ANALYSIS AND INTERPRETATION OF STUDY

Factors leading women to become entrepreneurs

Women get encouraged into the field of entrepreneurship due to the push and pull factors. Push factors are the compelling factors where women will not be left with other option other than starting/running their own enterprise to lead their life. Some of the push factors are death or health problem of husband/parents, marriage separation, etc. and pull factors are motivational factors which make women to start their enterprise by their own interest. Some of the pull factors are to earn money and be independent, passion, to gain higher social status etc. below mentioned are the table which represent the push and pull factors which lead women to start their own enterprise.

Table 1: Shows the Pull factors that lead women to become entrepreneurs

SL no	Attribute	Frequency	Percentage (%)	Rank
1	Earn money and be independent	11	45.8	1
2	To make optimum use of qualification	4	16.7	2
3	To gain higher social status and self-identity	3	12.5	3
4	To engage oneself full	3	12.5	4
5	Passion towards the activity	2	8.3	5
6	Challenging factor	1	4.2	6
	Total	24	100	

[Source: Field Study]

As per the data shown in the above table the major factor which lead women to become entrepreneur is to earn money and be independent (45.8%) falls on par with results of Serazel Islam (2012), ranks first. Recent trends in women showcases independence along with earnings which they cannot get working elsewhere, and holds good in case with family heads and husbands as stated by Christopher (2012). 16.7% of the responded women's have started their enterprise to make optimum use of their qualification, and stands second in rank. Even though to gain higher

social status and to get engaged oneself fully, stand same percentage (12.5%). To gain higher social status and self-identity were more powerful ambitions of respondents than to get engaged oneself fully. Hence to gain higher social status and self-identity is ranked third and engage oneself fully is ranked fourth. Passion towards the activity lead only few women to start their enterprise which are distinct from conventional business of 8.3% and these women where in sports, NCC and other activities in their school and college days. Hence it is ranked fifth and challenging factor is the factor which lead only one woman out of 24 responders to start the business.

Table 2: Shows the Push factors that lead women to become entrepreneurs

Sl no	Push factors	Total number	Percentage	Rank
1	Family needs support	8	57.2	1
2	Death of husband	3	21.4	2
3	Health problem of husband	2	14.3	3
	total	14	100	

[Source: Field Study]

As per the data shown in the above table out of 14 women responders, 8 have started their enterprise only to support their family the main reason behind this was the income which was generated by their husband or other family members was not sufficient to have a better life by fulfilling all their wants and needs. The factor death of the husband has led 21.43% of the women to start their own enterprise because all were dependent on their husband and the death of their husband left them with no other option to lead a life without starting their enterprise. In the same way health problem of the husband also made 14.28% of women to start their enterprise hence it is ranked third. Out of all only 7.14% of women started their enterprise due to they are separated and this factor has made them to start their enterprise to lead their life as they did not have any other people in their life to dependent hence it is ranked fourth.

Table 3: Shows the Entrepreneurship which was started/continued by women

Sl no	Business started by	Total number	Percentage	Rank
1	own business	34	89.5	1
2	Husband	3	7.9	2
3	friend	1	2.6	3
	Total	38	100	

[Source: Field Study]

As per the data shown in the above table out of 38 respondents 89.5% of the women have started their own business due to various factors like to support family(57.2%), death of husband(21.4%)(refer table no: 2), to be independent(45.8%), to make optimum use of qualification (16.7%) (refer table no:1)etc. to start up their own business these women were supported by family, friends, past earning and loan. 7.9% of the women are continuing the business which was started by their husband and this was due to death of the husband, where these women were left with no other option to lead their life as they were dependent on their husband. 2.6% that is only one woman out

of 38 respondents is continuing the business which was started as a partnership by her and her friend is now being continued by her, as her friend couldn't continue the enterprise due to some personal problem which made her a sleeping partner. But gave a way lead her own better life by using all her talents as per her need while taking decision.

VIII. SUPPORTIVE FACTORS THAT LEAD WOMEN TO START UP THE ENTERPRISE

Table 4: Shows the financial support that helped women to start their Enterprise

Sl no	Financial assistance	in numbers	Percentage (%)
1	family supported	17	44.7
2	loan from other people	7	18.4
3	loan from bank	5	13.2
4	loan (PMEGP)	3	7.9
5	friend supported	3	7.9
6	Equity	2	5.3
7	loan (PMRY)	1	2.6
	Total	38	100

[Source: Field Study]

As per the data shown in the above table, we can see 44.7% of the women started their enterprise by their family support. These women did not have anything to pledge with the bank as surety and security so they took financial help from their family in the same way out of 38 respondents 7 (18.4%) women took money in the form of loan from other people as they wanted to start their enterprise by paying comparatively high rate of interest. 13.2% of the women took loan from the banks by pledging their security. Out of 38 women only 3 women took loan from the bank under PMEG scheme and only 1 got loan from the bank under PMRY scheme. 7.9% of women took their friend's support to start their enterprise and two out 38 used their equity along with other financial assistance to start their enterprise. If we conclude by seeing the overall data of the table, we can say that more than 75% of the women started their enterprise without the government support, the main reason behind this was the problem of security and surety which they are supposed to be pledged while taking loan.

IX. PREVIOUS WORK AS SUPPORTIVE FACTOR

Most of the women were working in many other sectors before starting their enterprise. There are some push and pull factors that lead them to start their own enterprise.

Table 5.1: Shows the past work experience of respondents before starting the enterprise

Sl no	worked before	in numbers	Percentage (%)
1	Yes	26	70
2	No	12	30
	Total	38	100

[Source: Field Study]

From the above table we can understand that 70% of the women were working before starting their own entrepreneurship and about 30% were not working in any organization. There are many push and pull factors which lead them to leave their work.

Table 5.2: Shows the Push factors that lead women to leave their job

Sl no	Push factor	in numbers	Percentage (%)
1	Marriage	12	75
2	To look after children and old people	4	25
	Total	16	100

[Source: Field Study]

As per the data shown in the above table 75% of the women left their job after they got married as they were forced by their family members to quit their job and stay at home, some people find difficult to balance work as well as family this was the main reason to quit their job. Whereas 25% of the women left their job to look after the children and family and for these women marriage was not the problem to quit their job as they could balance both but responsibility of looking after children and old parents was a problem because they could not balance.

Table 5.3: Shows the Pull factors that lead women to leave their job

Sl no	Pull factor	In numbers	Percentage (%)
1	To gain greater advancement opportunities	6	60
2	Upcoming opportunities	4	40
	Total	10	100

[Source: Field Study]

As per the data shown in the above table 60% of the women left their job to gain greater advancement opportunities which they could not gain in the previous work as they will be under the supervision of their seniors or boss where they cannot explore more than they get into the field of entrepreneurship. About 40% of the women left their job due to upcoming opportunities in current trend and in order to use the various facilities which are being offered by the government.

Table 6: Shows the Women empowerment and social service rendered

Sl no	Scale	Women empowerment	Social service rendered
1	Agree	25(65.8%)	18(47.4%)
2	Partially agree	13(34.2%)	0
3	Disagree	0	20(52.6%)
Total		38(100%)	38(100%)

[Source: Field Study]

As per the data shown in the above table 65.8% of the women agree that they are getting empowered by their enterprise as they are confident enough in what they are doing and have their own control in their life, have

witnessed the change in the status in the society, effective crises management and rise in their voice. these women entrepreneurs are also empowering other women by giving employment opportunities in their enterprise. 34.2% of the women partially agree that they are getting empowered only because they are not much confident enough in those activities that they have involved and about the control as they expressed, they have recently joined the industry. In no case women entrepreneurs agree that they have not got empowered.

Out of 38 women 18(47.4%) women agree that they are rendering social service to the society in various form that is by conducting various activities (refer table 6.1). 52.6% women disagree as they are not providing any social service to the society as they are not much successful and confident enough in their activities.

Table 6.1: Shows the social services rendered by the women entrepreneurs

Sl no	Social Service rendered	In numbers	Percentage (%)
1)	provide free training	4	22.2
2)	provide free education to the poor	1	5.6
3)	CSR activity	1	5.6
4)	employment to skilled and unskilled	8	44.4
5)	Provide Marketing skills	4	22.2
	Total	18	100

[Source: Field Study]

As per the data shown in the above table 18 women entrepreneurs are providing various social service to the society. 22.2% of the women are providing free training to other women who are interested in particular activity in the same way 5.6% of the women are providing free education to the poor children and one women entrepreneur has conducted CSR activity.44.4% of the women entrepreneurs are providing employment to both skilled and semiskilled workers which has helped them to lead a very good life.22.2% of the women entrepreneurs are providing marketing skills by conducting various programs in the same way they are also helping other women to promote their products through these programs.

X. KEY FINDINGS

- The reason behind the startup of the entrepreneurship by women are pull factors (motivational factors) rather than push factors
- Even though government is providing various facilities to women entrepreneurs in the firm of various programs and policies, most of the women are not aware of the facilities
- Women feel that pledging the required security is the main problem to get finance for the startup of the entrepreneurship
- The push factor like marriage and to look after the children and old parents has become the main reason for most of the women to quit their job but this gave them a chance and confidence to start their own enterprise.

XI. SCOPE FOR FUTURE RESEARCH

- Through the progress of the study it was identified that many women entrepreneurs have less awareness about the government financial support schemes by state as well as center. A study can be taken to understand the reasons for not being aware of policies and effective methods through which awareness can be developed to reach the benefit of programs to the most remote needy.

XII. CONCLUSION

The study starts with curious question of identifying the factors which have been motivating women entrepreneurs as pull factors and to identify the support factors as push factors which have contributed towards women into an entrepreneur. To gain social identity, self-independence towards decision making and financially free for sustainable growth in future were identified as key pull factors. Family expecting a support directly or indirectly was identified as important push factor that compelled to some extent and later supported towards growth as an entrepreneur. Even though efforts of government in this direction are huge but a dearth of awareness is observed which has to be overcome to attain success of women enterprises establishment and empowerment in true sense.

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