



Research Article

Sources and factors of motivation for women entrepreneurs in Agra Nagar Nigam

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SUMMARY : Motivation is the process for satisfying innate and acquired motives that activates and directs our behaviour towards our destiny. Therefore, keeping in view above facts, this study was conducted to know motivating sources and factors of 100 women entrepreneurs running boutiques and beauty parlour in Agra Nagar Nigam during year 2005. Primary data were collected through interview schedule and percentage was used as statistical measure. The study showed that ninety two per cent of entrepreneurs were influenced by self and 71 per cent entrepreneurs motivated highly to earn money. Thirty nine per cent were averagely motivated to earn money. Nine per cent were low motivated due to plenty of money available in the family. To sustain social prestige was the highly motivating factor for 70 per cent entrepreneurs. Twenty five per cent and seven per cent entrepreneurs were averagely and low motivated to it is prestigious things to do and to sustain social prestige, respectively. Twelve per cent and fourteen per cent of women entrepreneur were highly and averagely motivated to work for community and to employ people, respectively. Eighty five and nine per cent of entrepreneur were highly and averagely motivated due to most convenient job and it does not affect the family life, respectively. To pursue hobbies was the highly motivating factor for 87 per cent of entrepreneur. To enhance creativity and to keep myself busy were averagely motivating factor for 29 per cent women entrepreneur. I do not have educational qualification was low motivating factor for 9 per cent of entrepreneurs. Keeping in view above findings/results, Government and non-Governments organisation should look forward for eradicating deep rooted unemployment from the society. For economic balance of country; entrepreneurship should be promoted among women as promoted among men after judging their psychological behaviour. For this, an intervention programme should be planned and executed by various organizations like; DIC, MSME, FICCI and WAVE.

KEY WORDS :

Motivational factors,
Pull, Push factors,
Motivational sources

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