

AN EXPLORATORY STUDY AMONG WOMEN ENTREPRENEURS IN SELECTED AREA OF PUNJAB

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ABSTRACT

Entrepreneurship is vital for overall growth of any nation. With ever increasing woman empowerment and gender equality, it has become significant for woman too, in the recent years. This calls for a detailed focus on the major reasons that may influence women entrepreneur to opt for an entrepreneurial career. The main objective of this paper is to analyse the demographic profile of women entrepreneur and study the relationship between demographics and reasons for choosing entrepreneurship. Research Design of the present study is exploratory cum descriptive. Women Entrepreneurs across the Malwa Region of Punjab are considered as population for the objective of the study. From Malwa Region of Punjab seven districts namely Mansa, Moga, Rupnagar, Ferozepur, Muktsar, Fategarh Sahib and Sangrur districts have been taken. A probability sampling method such as stratified sampling method was used at the first stage to select the districts for the study. In the second stage, probability sampling such as random sampling as well as non-probability sampling such as snow ball sampling method was used in selecting the women entrepreneurs as respondents. The primary data was collected from 525 respondents from selected districts. The study discovered that location independence and independence and complete freedom to make own decision are perceived to be the most significant reasons for becoming an entrepreneur among most of the respondents.

Key Words: *Women, Entrepreneurship, Entrepreneurs, Malwa Region*

INTRODUCTION

Women constitute about 48% of the total population in India as well as world and play a very significant role in every field of the economy. In India, retail, real estate, finance, fashion and technology are the preferred sectors where 69 percent of female entrepreneurs start up a business. Banks, other financial institutions and even government readily provide economic aid to women for micro and small enterprises. Bringing the rural women into the mainstream business will be worthwhile as they can efficiently manufacture handicrafts and also sell their products at the right price to the right customers. In the public and private sectors in India, we notice a lot of development which is brought about by female entrepreneur.(Niti Aayog).

The world celebrates the International Women's Day on 8th March every year. But their contribution is to be acknowledged all the time, everywhere. After great struggle they have broken the barriers to actively participate in the field of entrepreneurship. The hidden female entrepreneurship is emerging as a fundamental economic force. Moreover women entrepreneurs are increasingly recognized because they have skill, knowledge and adaptability in business. Despite the challenges, the opportunities to the women by digital technology have created new jobs in women owned business ventures. Because of the support of the government and their own capability women are marching forward in varied ventures as designers, exporters and garment manufacturers. They are not only good in fashion and designing but have proved their worth in other industries also. But the need of the hour is that government should set up incubation centres for commercial activity to help women in the expansion of their business.

REVIEW OF LITERATURE

According to Lee (1997) business ownership is an indicator of four needs i.e. affiliation, achievement, dominance and autonomy and concluded that women entrepreneurs were inspired by a great necessity for achievement, a slightly high requirement for dominance and moderate necessities for autonomy and affiliation. Das (1999) concluded that the women in this study were found different from their western counter parts in some antecedent conditions, environment factors and incubator organization issues. Finally author concluded that financial motivation can lead to success in entrepreneurial activities. According to Pandit (2000) vital factors for entrepreneurial effectiveness were sense of achievement, satisfaction and aspiration to prove business success through enterprise. Lakshmi (2003) pointed out that husband, parents, friends and officials of banks and other financial institutions were the motivating factors behind the decisions of the women entrepreneurs. According to Govindppa (2006) ambition factors of women entrepreneurs include financial independence followed by social status and job dissatisfaction as the reasons compelling them to commence entrepreneurship. Roy (2007) outlined the major push and pull factors encouraging their choice of entrepreneurial career were unemployment, desire for gaining financial liberty, the desire to do something constructive, gainful utilisation of available leisure and the willingness to do business. Reddy (2010) highlighted of the motivational forces, technical qualification, small investment, ambition to become an entrepreneur, desire to be independent, economic necessity, profitability, desire to earn more, past experience, suggestion from friends and family business had inspired the respondents to become entrepreneurs. Mulatu and Prasad (2016) pointed out that factors like family support, business experience, motive to help families and learning experience from past failures were the factors that make women entrepreneurs successful. According to Mozammel, Zaman (2018) both extrinsic and intrinsic motivation were required for making women entrepreneurs self-determined and self-critical such that they enthusiastically set goals and accomplish them.

In view of the above an attempt has been made to study the influence of the various factors on women to become entrepreneurs with the following objectives.

OBJECTIVES OF THE STUDY

The study aims to achieve the following objectives. They are:

1. To know the socio economic profile of women entrepreneurs.
2. To study the relationship between demographics and reasons that persuades women entrepreneurs to opt for an entrepreneurial career.

RESEARCH METHODOLOGY

The study followed descriptive as well exploratory research design. . A probability sampling method such as stratified sampling method was used at the first stage to select the districts for the study. In the second stage, probability sampling such as random sampling as well as non-probability sampling such as snow ball sampling method was used in selecting the women entrepreneurs as respondents. The registered women entrepreneurs in DIC were taken as samples Apart from that snow ball sampling was used in order to get information from women entrepreneurs. To achieve the objectives of this study, a sample of 525 women entrepreneurs from rural and semi urban areas of Malwa Region of Punjab were chosen from these seven districts namely Mansa, Moga, Rupnagar, Ferozepur, Muktsar, Fategarh Sahib and Sangrur. Data collected was statistically analysed using SPSS using descriptive and factor analysis.

ANALYSIS AND RESULTS

SOCIO ECONOMIC PROFILE OF SAMPLE RESPONDENTS

Table 1 illustrates the demographic profiles of women entrepreneurs. From the table 1 it is seen that majority i.e. 61.7% of the women entrepreneur's respondents belonged to service enterprises whereas 21.3% of them belonged to trading enterprise and 17 % of them belonged to manufacturing enterprises. According to variable age, nearly 47.2% of the total respondents were in the age group of between 31-40 years old. Followed by it, 26.1% of the respondents were aged 21-30 years old. While studying the marital status of women entrepreneurs it was found that 68% of the respondents were married. As the qualifications of the respondents were concerned, 40.6% of the respondents found graduate whereas 13.1%, 22.1% and 9.9 % were having +2, post-graduation and diploma education. During study, 60.3% of the respondents were found belong to Hindu religion followed by Sikh and 74.1% of them belonged to General Category. In this study it has been inferred that 53.1% of women entrepreneurs resided in semi urban area while 46.9% in rural area. It was also observed that out of 525 respondents surveyed, a majority 52.0% of the women entrepreneurs had 3-5 members in their family, 35.4% had 5-10 lakhs family income and 33.9% of the women entrepreneurs had 2-5 years of business experience. It has been also found that 47.2% of the respondents were having less than 15 lakhs annual turnover.

TABLE 1: WOMEN ENTREPRENEURIAL PROFILE

Variables	No. of respondents (Total 525)					
Business	Services	Manufacturing	Trading			
	324	89	112			
Age	21-30 Yrs	31-40 Yrs	41-50 Yrs	51-60 Yrs		
	137	248	117	23		
Marital Status	Single	Married	Widow	Divorced		
	125	357	27	16		
Religion	Hindu	Sikh	Muslims	Christians	Others	
	269	253	1	1	1	
Caste	General	OBC	SC			
	389	56	80			
Education	Below 10th	10th	+2	Graduate	Post Graduate	Diploma holder
	48	27	69	213	116	52
Occupation of Husband / Father	Business	Private job	Government job	Agriculture	Any other	
	206	177	53	77	12	
Place of Residence	Rural	Semi Urban				
	246	279				
Family Size	Less than 3	3-5	Above 5			
	65	273	187			
Family Structure	Nuclear	Joint	Single Parent Family			
	244	225	56			
No. of dependents in the family	1 Member	2 Members	More than 2 members			
	119	184	222			
Family Income(Annual)	Below 5 lakhs	5-10 lakhs	10--15 Lakhs	Above 15lakhs		
	174	186	139	26		
Background of business family	Yes	No				
	233	292				
Tenure of the concern	Less than 2 years	2-5 years	5-8 years	8-12 years	Above 12 years	
	123	178	118	76	30	
Annual turnover of the business	Less than 15 lakhs	15-30 lakhs	30-45 lakhs	45-60 lakhs	Above 60 lakhs	
	248	216	32	28	1	
Attended any training programme	Yes	No				
	176	349				
If yes, impact on business efficiency	Yes	No				
	167	16				

AGE AND REASONS FOR ENTREPRENEURSHIP

A series of bivariate cross- tabulation between different groups of respondents as per their age and their perception regarding the importance of the various reasons for becoming an entrepreneur were conducted. The outcome is shown in the table 2. It is seen that most of the respondents belonging to different categories as per their age stated that the following reasons are very important to become an entrepreneur: a) Location independence b) Complete freedom to make own decisions

However, it was found from table 2 that most of the respondents who are in the age group of 21-30 years and 31-40 years perceive that location independence is the important reason to become an entrepreneur. The table 2 also indicates that most of the respondents who are in the age group of 41-50 years and 51-60 years recognize that complete freedom to make own decisions are also important reason for becoming an entrepreneur.

TABLE 2: BIVARIATE CROSS TABULATION-AGE AND REASONS FOR ENTREPRENEURSHIP

Sr. No.	Reasons for Entrepreneurship		Age				Total
			21-30 Yrs	31-40 Yrs	41-50 Yrs	51-60 Yrs	
1	Complete freedom to make own decisions	Strongly Disagree	20	25	12	0	57
		Disagree	18	55	17	4	94
		Neutral	8	19	10	3	40
		Agree	43	74	41	9	167
		Strongly Agree	48	75	37	7	167
Total			137	248	117	23	525
2	Passionate about learning	Strongly Disagree	10	35	12	3	60
		Disagree	23	30	15	3	71
		Neutral	23	50	26	5	104
		Agree	57	97	48	6	208
		Strongly Agree	24	36	16	6	82
Total			137	248	117	23	525
3	Location independence	Strongly Disagree	7	9	7	0	23
		Disagree	21	50	20	4	95
		Neutral	24	49	20	4	97
		Agree	34	63	34	9	140
		Strongly Agree	51	77	36	6	170
Total			137	248	117	23	525
4	Wish to be own boss	Strongly Disagree	10	21	8	0	39
		Disagree	31	52	19	6	108
		Neutral	30	46	25	4	105
		Agree	38	87	43	8	176
		Strongly Agree	28	42	22	5	97
Total			137	248	117	23	525
5	Potential to run business	Strongly Disagree	13	15	8	0	36
		Disagree	36	59	26	8	129
		Neutral	28	53	22	6	109
		Agree	41	99	48	5	193
		Strongly Agree	19	22	13	4	58

		Total	137	248	117	23	525
6	Self confidence	Strongly Disagree	7	13	4	4	28
		Disagree	33	61	28	6	128
		Neutral	23	49	16	2	90
		Agree	47	88	47	10	192
		Strongly Agree	27	37	22	1	87
		Total	137	248	117	23	525
7	Social recognition	Strongly Disagree	18	24	10	4	56
		Disagree	27	36	23	4	90
		Neutral	24	47	25	4	100
		Agree	52	103	44	7	206
		Strongly Agree	16	38	15	4	73
		Total	137	248	117	23	525
8	To be Independent	Strongly Disagree	2	1	2	0	5
		Disagree	43	66	32	7	148
		Neutral	26	59	24	5	114
		Agree	47	96	51	11	205
		Strongly Agree	19	26	8	0	53
		Total	137	248	117	23	525
9	Efficient utilization of time	Strongly Disagree	19	36	17	4	76
		Disagree	14	42	18	0	74
		Neutral	41	68	28	7	144
		Agree	41	72	40	9	162
		Strongly Agree	22	30	14	3	69
		Total	137	248	117	23	525
10	To be a leader	Strongly Disagree	14	24	12	0	50
		Disagree	36	78	33	8	155
		Neutral	30	30	19	3	82
		Agree	42	81	40	6	169
		Strongly Agree	15	35	13	6	69
		Total	137	248	117	23	525
11	To be able to give good life to children	Strongly Disagree	15	22	11	0	48
		Disagree	31	76	27	7	141
		Neutral	31	41	16	6	94
		Agree	43	69	40	5	157
		Strongly Agree	17	40	23	5	85
		Total	137	248	117	23	525
12	To keep myself busy	Strongly Disagree	3	16	11	4	34
		Disagree	38	61	26	4	129
		Neutral	32	79	25	6	142
		Agree	47	62	42	5	156
		Strongly Agree	17	30	13	4	64
		Total	137	248	117	23	525
13	Motivation by husband /parents/relatives/ friends	Strongly Disagree	4	5	3	3	15
		Disagree	48	86	36	5	175
		Neutral	20	38	15	1	74
		Agree	47	98	50	11	206
		Strongly Agree	18	21	13	3	55
		Total	137	248	117	23	525

MARITAL STATUS AND REASONS FOR ENTREPRENEURSHIP

A series of bivariate cross-tabulation were carried out between different groups of respondents as per their marital status and their perception regarding the importance of the various reasons for becoming an

entrepreneur. The results are indicated in table 3. The result indicates that most of the respondents belonging to various categories feel that the following reasons are very important for becoming an entrepreneur: a) Passionate about learning b) Complete freedom to make own decisions

TABLE 3: BIVARIATE CROSS TABULATION- MARITAL STATUS AND REASONS FOR ENTREPRENEURSHIP

Sr. No.	Reasons for Entrepreneurship		Marital Status				Total
			Single	Married	Widow	Divorced	
1	Complete freedom to make own decisions	Strongly Disagree	13	41	3	0	57
		Disagree	23	66	1	4	94
		Neutral	9	26	3	2	40
		Agree	39	112	10	6	167
		Strongly Agree	41	112	10	4	167
Total			125	357	27	16	525
2	Passionate about learning	Strongly Disagree	8	13	1	1	23
		Disagree	23	65	3	4	95
		Neutral	22	68	5	2	97
		Agree	29	100	8	3	140
		Strongly Agree	43	111	10	6	170
Total			125	357	27	16	525
3	Location independence	Strongly Disagree	10	28	0	1	39
		Disagree	31	71	3	3	108
		Neutral	25	74	3	3	105
		Agree	37	120	13	6	176
		Strongly Agree	22	64	8	3	97
Total			125	357	27	16	525
4	Wish to be own boss	Strongly Disagree	10	24	2	0	36
		Disagree	36	85	1	7	129
		Neutral	26	74	7	2	109
		Agree	38	140	12	3	193
		Strongly Agree	15	34	5	4	58
Total			125	357	27	16	525
5	Potential to run business	Strongly Disagree	8	18	0	2	28
		Disagree	30	86	7	5	128
		Neutral	24	61	4	1	90
		Agree	43	133	10	6	192
		Strongly Agree	20	59	6	2	87
Total			125	357	27	16	525
6	Self confidence	Strongly Disagree	15	37	0	4	56
		Disagree	28	56	5	1	90
		Neutral	22	63	10	5	100
		Agree	48	143	11	4	206
		Strongly Agree	12	58	1	2	73
Total			125	357	27	16	525
7	Social recognition	Strongly Disagree	2	2	1	0	5
		Disagree	43	92	7	6	148
		Neutral	26	78	8	2	114
		Agree	40	150	10	5	205
		Strongly Agree	14	35	1	3	53
Total			125	357	27	16	525

8	To be Independent	Strongly Disagree	17	53	2	4	76
		Disagree	24	46	3	1	74
		Neutral	29	105	6	4	144
		Agree	37	111	11	3	162
		Strongly Agree	18	42	5	4	69
Total			125	357	27	16	525
9	Efficient utilization of time	Strongly Disagree	16	32	1	1	50
		Disagree	37	105	7	6	155
		Neutral	21	55	5	1	82
		Agree	33	118	11	7	169
		Strongly Agree	18	47	3	1	69
Total			125	357	27	16	525
10	To be a leader	Strongly Disagree	13	32	2	1	48
		Disagree	32	98	5	6	141
		Neutral	25	61	5	3	94
		Agree	37	109	8	3	157
		Strongly Agree	18	57	7	3	85
Total			125	357	27	16	525
11	To be able to give good life to children	Strongly Disagree	4	24	3	3	34
		Disagree	38	83	4	4	129
		Neutral	30	101	8	3	142
		Agree	40	105	7	4	156
		Strongly Agree	13	44	5	2	64
Total			125	357	27	16	525
12	To keep myself busy	Strongly Disagree	3	9	1	2	15
		Disagree	46	115	10	4	175
		Neutral	18	54	1	1	74
		Agree	45	143	11	7	206
		Strongly Agree	13	36	4	2	55
Total			125	357	27	16	525
13	Motivation by husband /parents/relatives/ friends	Strongly Disagree	3	9	1	2	15
		Disagree	46	115	10	4	175
		Neutral	18	54	1	1	74
		Agree	45	143	11	7	206
		Strongly Agree	13	36	4	2	55
Total			125	357	27	16	525

EDUCATIONAL QUALIFICATION AND REASONS FOR ENTREPRENEURSHIP

A series of bivariate cross-tabulation between different groups of respondents as per their educational qualification and their perception regarding the importance of the various reasons for becoming an entrepreneur were conducted. The outcome is shown in the table 4. It is revealed that most of the respondents belonging to different categories as per their educational qualification stated that the following reasons are very important to become an entrepreneur: a) Location independence b) Complete freedom to make own decisions

However, it is found from table 4 that a part from that the most of the respondents who are below 10th pass furthermore identify that self-confidence is also a very important reason to become an entrepreneur. The table also indicates that most of the respondents who are graduates specified that to be able to give good life to children is very important reason for becoming an entrepreneur. Furthermore, it is observed from table 4 that the additional reason is also emphasized as highly important by most of the respondents who are post graduate for becoming an entrepreneur is wish to be own boss. Table 4 also indicates that the most of the respondents who

are diploma holder stated that another reason which persuades them to become an entrepreneur is passionate about learning.

TABLE 4: BIVARIATE CROSS TABULATION- EDUCATIONAL QUALIFICATION AND REASONS FOR ENTREPRENEURSHIP

Sr. No.	Reasons for Entrepreneurship		Education						Total
			Below 10th	10th	+2	Graduate	Post Graduate	Diploma holder	
1	Complete freedom to make own decisions	Strongly Disagree	7	4	11	23	9	3	57
		Disagree	9	7	14	30	20	14	94
		Neutral	3	1	7	21	7	1	40
		Agree	14	3	15	75	42	18	167
		Strongly Agree	15	12	22	64	38	16	167
	Total		48	27	69	213	116	52	525
2	Passionate about learning	Strongly Disagree	4	5	11	19	10	11	60
		Disagree	11	4	11	25	17	3	71
		Neutral	8	5	12	46	27	6	104
		Agree	16	11	23	98	39	21	208
		Strongly Agree	9	2	12	25	23	11	82
	Total		48	27	69	213	116	52	525
3	Location independence	Strongly Disagree	4	0	2	9	6	2	23
		Disagree	9	10	20	30	15	11	95
		Neutral	6	4	10	44	25	8	97
		Agree	13	3	15	58	31	20	140
		Strongly Agree	16	10	22	72	39	11	170
	Total		48	27	69	213	116	52	525
4	Wish to be own boss	Strongly Disagree	5	1	6	14	7	6	39
		Disagree	10	9	11	43	25	10	108
		Neutral	14	5	15	36	26	9	105
		Agree	11	6	24	83	34	18	176
		Strongly Agree	8	6	13	37	24	9	97
	Total		48	27	69	213	116	52	525
5	Potential to run business	Strongly Disagree	2	1	5	14	10	4	36
		Disagree	15	8	19	47	29	11	129
		Neutral	10	8	15	42	23	11	109
		Agree	18	9	20	86	39	21	193
		Strongly Agree	3	1	10	24	15	5	58
	Total		48	27	69	213	116	52	525
6	Self confidence	Strongly Disagree	4	3	3	7	9	2	28
		Disagree	12	8	23	53	22	10	128
		Neutral	5	4	10	41	21	9	90
		Agree	15	8	21	77	49	22	192

		Strongly Agree	12	4	12	35	15	9	87
	Total		48	27	69	213	116	52	525
7	Social recognition	Strongly Disagree	6	4	13	19	9	5	56
		Disagree	9	6	12	28	25	10	90
		Neutral	5	2	12	48	22	11	100
		Agree	20	10	25	93	38	20	206
		Strongly Agree	8	5	7	25	22	6	73
	Total		48	27	69	213	116	52	525
8	To be Independent	Strongly Disagree	1	0	2	1	1	0	5
		Disagree	15	9	21	55	31	17	148
		Neutral	9	6	16	45	26	12	114
		Agree	18	11	25	90	46	15	205
		Strongly Agree	5	1	5	22	12	8	53
	Total		48	27	69	213	116	52	525
9	Efficient utilization of time	Strongly Disagree	7	5	12	29	18	5	76
		Disagree	6	4	9	25	17	13	74
		Neutral	14	5	20	59	31	15	144
		Agree	16	9	22	71	33	11	162
		Strongly Agree	5	4	6	29	17	8	69
	Total		48	27	69	213	116	52	525
10	To be a leader	Strongly Disagree	6	2	7	15	14	6	50
		Disagree	13	11	20	69	28	14	155
		Neutral	9	3	15	28	20	7	82
		Agree	10	4	21	78	35	21	169
		Strongly Agree	10	7	6	23	19	4	69
	Total		48	27	69	213	116	52	525
11	To be able to give good life to children	Strongly Disagree	5	2	6	20	9	6	48
		Disagree	13	11	23	54	28	12	141
		Neutral	13	4	10	33	25	9	94
		Agree	13	6	17	67	40	14	157
		Strongly Agree	4	4	13	39	14	11	85
	Total		48	27	69	213	116	52	525
12	To keep myself busy	Strongly Disagree	2	4	4	15	6	3	34
		Disagree	19	7	20	43	26	14	129
		Neutral	12	6	18	59	33	14	142
		Agree	11	4	21	69	32	19	156
		Strongly Agree	4	6	6	27	19	2	64
	Total		48	27	69	213	116	52	525
13	Motivation by husband /parents/relatives/ friends	Strongly Disagree	2	2	3	4	4	0	15
		Disagree	17	10	28	65	37	18	175
		Neutral	8	3	9	34	13	7	74
		Agree	17	7	23	88	49	22	206

		Strongly Agree	4	5	6	22	13	5	55
	Total		48	27	69	213	116	52	525

CASTE AND REASONS FOR ENTREPRENEURSHIP

The outcome of bivariate cross- tabulation between different groups of respondents as per their caste and their view point regarding the importance of the various reasons for becoming an entrepreneur were conducted. The result is shown in the table 5. The result revealed that most of the respondents belonging to different categories as per their caste stated that the following reasons are very important to become an entrepreneur: a) Location independence b) Complete freedom to make own decisions

However, it is found that from the table 5 that most of the general category respondents additionally perceive that wish to be own boss is important reason for becoming an entrepreneur. Furthermore, it is observed from table 5 that the additional reason is also emphasized as highly important by most of the respondents who belong to OBC category for becoming an entrepreneur is passionate about learning. Table 5 also indicates that the most of the respondents who belong to SC category stated that another reason which persuades them to become an entrepreneur is self-confidence.

TABLE 5: BIVARIATE CROSS TABULATION-PLACE OF RESIDENCE AND REASONS FOR ENTREPRENEURSHIP

Sr. No.	Reasons for Entrepreneurship	Caste			Total	
		General	OBC	SC		
1	Complete freedom to make own decisions	Strongly Disagree	47	4	6	57
		Disagree	68	14	12	94
		Neutral	30	4	6	40
		Agree	126	13	28	167
		Strongly Agree	118	21	28	167
	Total	389	56	80	525	
2	Passionate about learning	Strongly Disagree	44	7	9	60
		Disagree	53	10	8	71
		Neutral	76	7	21	104
		Agree	155	21	32	208
		Strongly Agree	61	11	10	82
	Total	389	56	80	525	
3	Location independence	Strongly Disagree	17	3	3	23
		Disagree	70	13	12	95
		Neutral	77	9	11	97
		Agree	103	13	24	140
		Strongly Agree	122	18	30	170
	Total	389	56	80	525	
4	Wish to be own boss	Strongly Disagree	30	5	4	39
		Disagree	82	12	14	108
		Neutral	74	13	18	105
		Agree	132	18	26	176
		Strongly Agree	71	8	18	97
	Total	389	56	80	525	
5	Potential to run business	Strongly Disagree	26	5	5	36
		Disagree	97	14	18	129

		Neutral	81	13	15	109
		Agree	141	19	33	193
		Strongly Agree	44	5	9	58
	Total		389	56	80	525
6	Self confidence	Strongly Disagree	20	3	5	28
		Disagree	96	13	19	128
		Neutral	70	11	9	90
		Agree	145	19	28	192
		Strongly Agree	58	10	19	87
	Total		389	56	80	525
7	Social recognition	Strongly Disagree	41	7	8	56
		Disagree	65	12	13	90
		Neutral	77	8	15	100
		Agree	148	21	37	206
		Strongly Agree	58	8	7	73
	Total		389	56	80	525
8	To be Independent	Strongly Disagree	2	2	1	5
		Disagree	108	18	22	148
		Neutral	87	11	16	114
		Agree	152	21	32	205
		Strongly Agree	40	4	9	53
	Total		389	56	80	525
9	Efficient utilization of time	Strongly Disagree	60	9	7	76
		Disagree	52	10	12	74
		Neutral	110	14	20	144
		Agree	117	16	29	162
		Strongly Agree	50	7	12	69
	Total		389	56	80	525
10	To be a leader	Strongly Disagree	39	7	4	50
		Disagree	118	14	23	155
		Neutral	55	8	19	82
		Agree	128	17	24	169
		Strongly Agree	49	10	10	69
	Total		389	56	80	525
11	To be able to give good life to children	Strongly Disagree	38	2	8	48
		Disagree	98	22	21	141
		Neutral	67	12	15	94
		Agree	126	12	19	157
		Strongly Agree	60	8	17	85
	Total		389	56	80	525
12	To keep myself busy	Strongly Disagree	24	5	5	34
		Disagree	96	14	19	129
		Neutral	102	19	21	142
		Agree	120	11	25	156
		Strongly Agree	47	7	10	64
	Total		389	56	80	525
13	Motivation by husband /parents/relatives/ friends	Strongly Disagree	7	5	3	15
		Disagree	129	20	26	175
		Neutral	54	8	12	74
		Agree	160	16	30	206
		Strongly Agree	39	7	9	55
	Total		389	56	80	525

PLACE OF RESIDENCE AND REASONS FOR ENTREPRENEURSHIP

The results of bivariate cross- tabulation between different groups of respondents as per their place of residence and their view point regarding the importance of the various reasons for becoming an entrepreneur were conducted. The result is shown in the table 6. The result revealed that most of the respondents residing in both semi urban and rural areas in the study area stated that the following reasons are highly important to become an entrepreneur: a) Location independence b) Complete freedom to make own decisions c) Wish to be own boss

TABLE 6: BIVARIATE CROSS TABULATION-PLACE OF RESIDENCE AND REASONS FOR ENTREPRENEURSHIP

Sr. No.	Reasons for Entrepreneurship		Place of Residence		Total
			Rural	Semi Urban	
1	Complete freedom to make own decisions	Strongly Disagree	23	34	57
		Disagree	39	55	94
		Neutral	17	23	40
		Agree	83	84	167
		Strongly Agree	84	83	167
	Total		246	279	525
2	Passionate about learning	Strongly Disagree	31	29	60
		Disagree	20	51	71
		Neutral	55	49	104
		Agree	99	109	208
		Strongly Agree	41	41	82
	Total		246	279	525
3	Location independence	Strongly Disagree	9	14	23
		Disagree	39	56	95
		Neutral	42	55	97
		Agree	72	68	140
		Strongly Agree	84	86	170
	Total		246	279	525
4	Wish to be own boss	Strongly Disagree	13	26	39
		Disagree	43	65	108
		Neutral	53	52	105
		Agree	87	89	176
		Strongly Agree	50	47	97
	Total		246	279	525
5	Potential to run business	Strongly Disagree	15	21	36
		Disagree	51	78	129
		Neutral	68	41	109
		Agree	83	110	193
		Strongly Agree	29	29	58
	Total		246	279	525
6	Self confidence	Strongly Disagree	10	18	28
		Disagree	56	72	128
		Neutral	49	41	90
		Agree	95	97	192
		Strongly Agree	36	51	87
	Total		246	279	525

7	Social recognition	Strongly Disagree	22	34	56
		Disagree	38	52	90
		Neutral	50	50	100
		Agree	104	102	206
		Strongly Agree	32	41	73
Total			246	279	525
8	To be Independent	Strongly Disagree	1	4	5
		Disagree	58	90	148
		Neutral	55	59	114
		Agree	105	100	205
		Strongly Agree	27	26	53
Total			246	279	525
9	Efficient utilization of time	Strongly Disagree	31	45	76
		Disagree	27	47	74
		Neutral	76	68	144
		Agree	74	88	162
		Strongly Agree	38	31	69
Total			246	279	525
10	To be a leader	Strongly Disagree	19	31	50
		Disagree	64	91	155
		Neutral	46	36	82
		Agree	82	87	169
		Strongly Agree	35	34	69
Total			246	279	525
11	To be able to give good life to children	Strongly Disagree	17	31	48
		Disagree	64	77	141
		Neutral	48	46	94
		Agree	70	87	157
		Strongly Agree	47	38	85
Total			246	279	525
12	To keep myself busy	Strongly Disagree	17	17	34
		Disagree	50	79	129
		Neutral	69	73	142
		Agree	80	76	156
		Strongly Agree	30	34	64
Total			246	279	525
13	Motivation by husband /parents/relatives/ friends	Strongly Disagree	4	11	15
		Disagree	77	98	175
		Neutral	35	39	74
		Agree	100	106	206
		Strongly Agree	30	25	55
Total			246	279	525

DISCUSSION

It is observed from the analysis that location independence and complete freedom to make own decision are perceived to be the most significant reasons for becoming an entrepreneur among most of the respondents. This opinion is found to be relevant for most of the respondents irrespective of their age, marital status, educational qualification, caste and place of residence. Hence forth, these may be taken as the main reasons that may encourage an entrepreneurial career. However, other reasons like wish to be own boss, passionate about learning, self-confidence and to be able to give good life for children may also motivate anyone to become an entrepreneur.

IMPLICATIONS OF THE STUDY

The results of this study will be valuable guidelines to the policy formulators, government officials, and other governmental and non-governmental agencies which are working for growth of women entrepreneurship. This may be helpful for women entrepreneurs themselves for developing their business into successful enterprises and help them to know how to handle their business and environmental challenges

LIMITATIONS OF THE STUDY AND SCOPE FOR FURTHER RESEARCH

Present study is confined to the state of Punjab in India. However, for a comparative study at the national level this research work could be extensively carried out in other geographical areas. Therefore results can differ when the same study is conducted in any other geographical location. Likewise, a cross-cultural study to scrutinize the differences between entrepreneurs and non-entrepreneurs and also between women and men entrepreneurs would also bring forth new perceptions.

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