



International Journal of Humanities & Social Science Studies (IJHSSS)
A Peer-Reviewed Bi-monthly Bi-lingual Research Journal
ISSN: 2349-6959 (Online), ISSN: 2349-6711 (Print)
ISJN: A4372-3142 (Online) ISJN: A4372-3143 (Print)
Volume-IV, Issue-I, July 2017, Page No. 183-193
Published by Scholar Publications, Karimganj, Assam, India, 788711
Website: <http://www.ijhsss.com>

Emergence of Women Entrepreneurship Ventures in India

Ms. Santika Timungpi

Research Scholar, Dept. of Commerce, Assam University Diphu Campus, Assam, India

Dr. A. Ibemcha Chanu

Assistant Professor (Sr.) Department of Commerce, Assam University Diphu Campus

Abstract

Change in the Indian business environment because of globalisation has brought many advantages for those women who want to become entrepreneurs. The basic objectives of the paper are to find out the nature of women entrepreneurship ventures in India and examine the motivational factors of women entrepreneurs. Since India is a land of diverse culture, it is assumed that nature of women entrepreneurship ventures differ from place to place. The study is descriptive in nature and based on in-depth review of literature. The studies which have been published in various academic journals and articles in books on various aspects of women entrepreneurship in India during 1996 to 2016 have been considered.

Keywords: *Women Entrepreneurship, diverse culture, globalisation, motivational factors.*

Introduction: The population census 2011 clearly depicts that almost half of the total population of India is women. Since time immemorial women have been playing different roles in not only in the economic development of the country but also change in the social system. However, their contribution in the economic development is being hardly recognized in male dominated society like India. Until and unless women's unpaid work is recognized, efforts towards building a gender balance in society cannot be achieved (Islam, M.Aminul, n.d.). It is clearly depicted in many studies that there are a good number of successful women entrepreneurs which makes the country feeling proud. There is an emergence of new class of women entrepreneurship in the country after 1991. This phase may be considered as a paradigm ship in the women entrepreneurship development in India.

According to Ahmad Ansari & Danish (2016), the work participation of women in India is the lowest in comparison to other countries. Women work participation in India has got momentum recently as the percentage of work participation went up from 14.2% in 1970-71 to 31.6% in 2010-2011. The expansion of job market which have been brought by neo-liberal -economic system along with aggressive entrepreneurship training programmes conducted by various promoting agencies, women of India have started participating in entrepreneurial activities. However, there are certain issues which need to examine that in

which type of entrepreneurship ventures do women involve and are the types of women entrepreneurship ventures same in all the parts of the country.

The paper is presented in different sub heads and divided into five parts-the first part of the paper gives an outline of the paper including introduction, relevance of the study, objective of the study & preposition. The second part presents the research designs which have been followed and the third part deals with the review of literature and research gap. The fourth part presents the findings which are followed by conclusion & suggestions in the last part.

Relevance of the study: India is a male dominated society where women are considered as economically weak and socially dependent on male members. Empowering a woman is one of the prime factors that can help in achieving social harmony. A society cannot be termed as developed unless the participation of women in every walk of life is not fairly represented. In this regard, the participation of women in the field of entrepreneurship is positive trend in every society.. The introduction of MSMED Act, 2006 can also be considered as an important step by Government of India towards the development of MSME in India. The Act has introduced various schemes which provide skill training for needy women to make economically independent. It is evident from various studies that there is ever increasing trend in the involvement of women in entrepreneurial activities. According to Ghani, Kerr and O'Connell (2012) women owned business ownership share in India increased from 26% in 2000 to 37% in 2005.

Over the years women have made great strides in many areas with notable progress in reducing gender gap. Women are shifting themselves from traditional activities to modern activities. This paper looks at the literature to examine the nature of business run by the women entrepreneurs in India and to determine the various motivational factors of women in joining entrepreneurial activities. It is hoped that it will be useful to the policy makers and fellow researchers who are undertaking studies in this area.

Objective of the Study:

1. To find out the nature of women entrepreneurship venture in India.
2. To examine the motivational factors behind the women entrepreneurship venture in India.

Preposition:

- i. Since India is a home of diverse culture, women who hail from different regions of the country operate different form of entrepreneurship ventures.
- ii. Economic condition of the family like poverty motivates women of India to start entrepreneurship ventures and hence, the majority of women entrepreneurship are not innovative ventures.

Research Methodology: It is a descriptive research in nature and based on secondary data. An in-depth review of literature has been conducted in order to study the different dimensions in women entrepreneurship development in India. The studies which had been

conducted and published during 1996 to 2016 have been reviewed for the present study. All the studies have been collected from journals, published books, and article. In this paper, India is divided into five zones they are: North (Uttar Pradesh, Himachal Pradesh, Haryana, Uttaranchal, Jammu & Kashmir and Punjab) South (Andra Pradesh, Karnataka, Tamil Nadu, Telengana and Kerela) East(- West Bengal, Orissa, Bihar and Jharkhand), West (Rajasthan, Gujarat, Goa, Maharastra, Madhya Pradesh and Chattisgarh), North-East (Sikkim, Assam, Arunachal Pradesh, Nagaland, Manipur, Tripura, Mizoram and Meghalaya). The findings are presented with the help of tabulation.

Review of Literature: In this section, the literatures are reviewed under two heads which are nature of women entrepreneurship and motivational factors. According to MSMED Act, 2006 whether male or female enterprises are categorised into three types: (i) Micro, (ii) Small and (iii) Medium Enterprises and they are defined on the basis of the investment in plant and machinery (for manufacturing enterprises) or in equipment (in case of enterprises providing/rendering of services).

(i) On the nature of women entrepreneurship venture: Many argue that women enterprises of India are micro, small and medium in nature. It is seen in the studies of Mishra, Dr.S.P. (1996), Samani, Veena S. (2008), Jyoti, Jeevan & Sharma, Jyoti (2011), Rai, Usha Kiran & Srivastava, Monica (2011), Das, Malika (2012), Sharma, Dr.Ajay;*et.al.*, (2012), Palaniappan, G.;*et.al.*, (2012), Kalayani P.R., Dr.Brinda & Kumar M., Dr.Dileep (2012), Pandey, Dr. Vivekanand (2013), Kurbah, Sairabell (2013), Kaushik, Sanjay (2013), Vijayakumar, Dr. A. & Jayachitra, S.,(2013), Agarwal, Reena (2014), Chanu, Yumlembam Linthoi & Chanu, Dr. Ayekpam I. (2014), Murugesan, G, (2014), Chakraborty ,Dipanjan & Barman, Dr. Ratan (2014), P.C., Sushail & Kamaludheen, K.M. (2015), Hameed, Dr. Syed Abdul (2015), Raval, Harishkumar M. & Swami, Leelaben M (2015), Ansari, Danish Ahmad (2016).

Women entrepreneurs of India also own manufacturing and service enterprises. This is revealed in the studies of Mishra, Dr.S.P. (1996), Rani, Lalitha (1996), Jesurajan, S.Vargheese Antony & Gnanadhas, Dr.M.Edwin (2011), Palaniappan, G.;*et.al.*, (2012), Chanu, Dr.Ayekpam I.& Teronpi, Monalisha (2012), Mehta, Dr.Pallavi (2013), Mukherjee, Sujata (2015).

There are also co-operative enterprises which women entrepreneurs have ventured recently in India. The studies conducted by Datta, Runita Bhatt & Gailey, Robert (2012), Levaku, Rajani (2014), Nanjappa, Dr.Chi & Nithya, K. (2015), Sudan, Falendra Kumar & Singh, Ishita (2015) clearly reveal it.

(ii) Review of Motivating factors: Motivation is one of the most important factors effecting human behaviour. It can also change a performance of a person. Hence women entrepreneurs are also the outcome of motivation. Many studies reveal that there are various factors which motivate women to become entrepreneur. They are push factor, pull factor, internal factor, external factor, economic factor, social factor and psychological factors. The motivating factors behind women entrepreneurs are revealed from the studies of Dasgupta,

B. (2004), Suganthi, J. (2009), Katoch, Sumita;*et.al.*, (2010), Goyal, Meenu & Prakash, Jai (2011), Jyoti, Jeevan & Sharma, Jyoti (2011), Jesurajan, S.Vargheese Antony & G., Dr.M. Edwin (2011), Sorokhaibam, Dr. Robita and Laishram, Nandita, (2011), Rai, Usha Kiran & Srivastava, Monica (2011), Vatharkar, Poonam, (2012), Chanu, Dr.A.Ibemcha & Terangpi, Monalisha (2012), Kalayani P.R., Dr.Brinda & Kumar M., Dr.Dileep (2012), Babu, B.Dili & Rathnakumari, Prof.S. (2013), Bordoloi, Anjan Kumar & Machey, Ashwini, (2013), Mehta, Dr.Pallavi (2013), Sharma, Yogita (2013), Chakraborty, Dipanjan & Barman, Dr.Ratan (2014), Roy, Sujit & Manna, Samita (2014), P.C., Sushail & Kamaludheen KM, Muhameed (2015), Patel, Palak & Merja, Jay (2015), Bhuvaneshwari, P.Devi & Annapoorani, R (2015), Sharma, Jitendra K. & Gwal, Anant (2015), Reddy, K. Bhavika (2015), Srivivasu, b & Ratra, kanika (2015), Mukherjee, Sujata (2015), Rich, Ella (2015), Jha, Srabani (2015), Raval, Harishkumar M. & Swami, Leelaben M (2015), Baruah, Hemen Kumar & Bhorali, Devdas (2016), Yasmin, M. Shapna & Prathiba, Dr.N. (2016), Patel, Dr.C.K. & Desai, Shri P.K. (2016).

Push factors are those factors where behaviour of an individual forces themselves to complete in order to satisfy a financial need due to family circumstance or achieve a goal and Pull factors refer to the urge in women to undertake ventures with an inclination to start business (Jesurajan, S.Vargheese Antony & Gnanadhas, Dr.M.Edwin,2011)

According to Cohoon, et.al.,(2010), Jesurajan, S.Vargheese Antony & Gnanadhas, Dr.Edwin (2011), Revathi, D.Shanthi & Krishnan, Dr.Jayashree (2011), Datta, Punita Bhatt & Gailey, Robert (2012), Panchal, Rekha & Dua, Kavita (2013), Kaushik, Sanjay (2013), Pandey, Dr.Vivekanand (2013), Balhara, Shruti & Singh, Ajmer (2015) the factors which motivates women to become entrepreneurs are social factor, economic factor and psychological factors.

Findings:

A. Types Of Women Entrepreneurship Ventures in India

There are different types of women entrepreneurship ventures in India. According to the nature of investment, there are three types of ventures. They are micro, small and medium enterprises. According to the types of products there are two types of ventures. They are service and manufacturing enterprises. Partnership and Co-operative form of enterprises is also another venture which is found in Indian context. A comparative picture on different nature and types of women entrepreneurship venture in different regions of the country are shown in Table-1.

Table-1: Types of women entrepreneurship ventures in different regions of the country.

Different type of enterprises	NORTH	SOUTH	EAST	WEST	NORTH-EAST
	YES/NO	YES/NO	YES/NO	YES/NO	YES/NO
Micro enterprise	√	√	√	√	√
Small enterprise	√	√	√	√	√

Medium enterprise	√	√	√	√	√
Large enterprise	√	√	√	√	X
Cottage enterprise	√	√	√	√	√
Sole-proprietorship	√	√	√	√	√
Partnership	√	√	√	√	X
Co-operative enterprise	√	√	√	√	√
Manufacturing enterprise	√	√	√	√	√
Service enterprise	√	√	√	√	√
Organised enterprise	√	√	√	√	√
Unorganised enterprise	√	√	√	√	√
Innovative	√	√	√	√	√
Imitative	X	√	X	X	X
Fabian	X	X	X	X	X
Drone	X	X	X	X	X

Source: Compiled from the Review of literature

Table-1. clearly indicates that that there are different types of women entrepreneurship ventures in India. These types of ventures vary from place to place. It is seen that Micro, Small, Medium, Cottage, Sole-Proprietorship, Co-operative, Manufacturing, Service, Organised, Unorganised and Innovative enterprises are found in all the parts of India. Though large and Partnership form of enterprises are found in North, South, East and West India, theses are not found in North-East India. The Imitative enterprise is found only in South India. Fabian and Drone enterprises are not seen any parts of India, whereas, innovative entrepreneurship ventures are found in all the parts of the country.

B. Motivating Factors Of Women Entrepreneurs in India

Women in India have taken up entrepreneurial activities because of different reasons. These reasons are also known as motivational factors. The factors are depicted in the following Table-2.

Table-2: Motivating Factors Of Women Entrepreneurs in India

Different	Motivational factors
Push factor	Poor income, unemployment, hereditary occupation, economic survival, family compulsion and trust upon them, need for additional income, need for money, desire for good life, no other alternative job, responsibilities to continue business, sudden fall in family income, death of earning member, inadequate income of family, family support, insufficient family income, difficulty in finding work and a need for flexible work schedule, economic

	difficulties & challenging, to secure self-employment, to fulfil the ambition of self/ parents/ spouse, shoulder one’s responsibility.
PULL FACTORS	urge to do something new, education and qualification, role model to others, success stories of others, government policies, need to be their own boss, better work life, ambition, economic independence & challenge, economic status and interest, market potential, family background, feel proud to be entrepreneur, mental satisfaction, need for independence, ease to start business, existing business environment, to gain social recognition, entrepreneurial desire and desire for wealth, co-operation and support of family members and a strong network of contacts, self-achievement, self-perception, self-esteem, entrepreneurial intensity, to produce new products, self-realization/ awakening, competence in managing business, accessibility to information, government concession, threat of losing job, Entrepreneurship development programmes,
ECONOMIC FACTOR	Financial support from Government and other financial agencies, awareness about the loan scheme, profitability of business, to make use of idle funds.
SOCIAL FACTOR	Moral support of family, recognition given by the society, to achieve higher status in the society, to do social work.
PSYCHOLOGICAL FACTOR	Urge for learning, not afraid of failures and business risk, do not get discourage easily, high self esteem, self confidence & self perception, satisfaction with business earning, satisfied with family support, satisfied with workers, innovative instincts.

Source: compiled from the review of literature.

The findings of an in depth review of literature with regard to the motivational factors of women entrepreneurs in India clearly indicates that different factors motivate Indian women to join entrepreneurship. Different authors have considered the factors as push factors, pull factors, social factors, economic factors and psychological factors. It is also clearly revealed from the findings that not only the economic factors (poverty) but also different factors like psychological factors play an important role to bring the women in entrepreneurial race. Hence, the proposition which has been developed for the present paper is not supported by the findings, hence, it is rejected. However, empirical study is called for to test it.

Conclusion and Suggestion: Various studies on women entrepreneurship have revealed that women play an important role in the economic development of the country. There are instances in the country where women have excelled in the field of entrepreneurship and effectively leading big corporate houses. The leadership qualities in women need to be harness. The government of India has lately introduced many schemes to promote start-up particularly among women but it is also painful fact that government sponsored schemes have not penetrated to all sections of the society in equal manner. In most of the cases illiteracy, remoteness of the place and lack of capital are the hindrance for women to choose

entrepreneurship. It is therefore imperative to have a greater knowledge about the motivations among the women that will push them to pursue entrepreneurial activities. Our policies must ensure a good platform and atmosphere in terms of social and financial security (access to financial institution) for women to allow them to participate in the growth story of modern India. To conclude, in the words of former President APJ Abdul Kalam “Empowering women is a prerequisite for creating a good nation, when women are empowered, society with stability is assured.” Hence, women entrepreneurship development is required to bring women empowerment in India.

References:

1. Agarwal, Reena, (2014), ‘Opportunity recognition and growth dynamics of an MSME unit-A case of women entrepreneurship in India,’ *Journal of women’s entrepreneurship & Education*, issue 3-4, pg. 83-94.
2. Ansari, Danish Ahmad, (2016), ‘Women entrepreneurship in India, *AEIJST*, Vol.4, issue 4.
3. Babu, B.Dilli & Rathnakumari, Prof. S, (2013), ‘Motivational Factors Influence of Entrepreneurs Towards Entrepreneurship: A Study of Chittoor District In Andhra Pradesh’ *Peripex, Indian Journal of Research*, Vol. 2 No. 2.
4. Balhara, Shruti & Singh, Ajmer, (2015), ‘Women Entrepreneurship: A Big Motivation,’ *Business and Economic Research*, vol.5, no.2.
5. Barman, Dr. R., & Chakraborty, Dipanjan, (2014), ‘A Study on Impact of Motivational Factors On The Growth Of The Rural Entrepreneurs Of Assam’, *IOSR Journal Of Business And Management*, Vol. 16.
6. Baruah, Hemen Kumar & Bhorali, Devdas (2016), ‘Problems of women entrepreneurs in a tribal area a study of udalguri district of BTAD Assam,’ retrieved from http://shodhganga.inflibnet.ac.in/bitstream/10603/114439/14/14_chapter%204.pdf accessed on 23/04/2017.
7. Bhuvaneshwari, P.Devi & Annapoorani, R., (2015), ‘Dalit Women Empowerment through Entrepreneurship: A case study of Coimbatore District,’ *Entrepreneurship Development Institute of India*.
8. Bordoloi, Anjan Kumar & Machee, Ashwini, (2013), women entrepreneurship in Assam: the motivational factors underpinning and the operational problems, *ZENITH international journal of business economics & management research*, VOL.3 (12).
9. Chanu, Dr.Ayekpam Ibemcha & Terangpi, Monalisha, (2012), ‘Women entrepreneurship development in Tribal areas of Assam- An alternative approach

towards poverty alleviation, *The Utkal Business Review (Journal of Business Studies)*, vol.26, pg 270-277.

10. Chanu, Yumlembam Linthoi & Chanu, Dr.Ayekpam Ibemcha, (2014), 'women Entrepreneurs of Manipur after MSME Act 2006, An analysis, *Journal of Entrepreneurship and management*, vol.3, issue 2, Pp.32-38, ISSN 2277-6850.
11. Cohoon, *et.al.*, (2010), 'The Anatomy of an Entrepreneur – Are Successful Women Entrepreneur Different from Men? Kauffman, *the Foundation of Entrepreneurship*.
12. Das, Madhumita, 'Problems and Prospects of women entrepreneurs in India,' retrieved from http://www.academia.edu/1381411/PROBLEMS_AND_PROSPECTS_OF_WOMEN_ENTREPRENEURS_IN_INDIA accessed on 27/04/2017.
13. Das, Mallika, (2012), 'Women Entrepreneurs from India: Problems, Motivations and Success factors,' retrieved from <http://www.tandfonline.com/doi/abs/10.1080/08276331.2000.10593294> accessed on 27/04/2017.
14. Dasgupta, B., (2004), 'Entrepreneurial Motivation – A Comparative Study Of Male and Female Entrepreneurs,' *Research Paper presented at National Seminar on Women Entrepreneurship- A need for Training and Curriculum Development held by Development of Home Science Extension & Communication*.
15. Data, Punita Bhatt & Gailey, Robert, (2012), 'Empowering women through social entrepreneurship: A case study of a women's co-operative in India,' *Entrepreneurship Theory and practice*, vol.36, issue 3.
16. D'Cruz, N.K., (2003), 'Constraints on women entrepreneurship development in Kerela: An analysis of familial, social and psychological dimensions. Thiruvanthapuram India, *Centre for Development Studies*.
17. Ghani, B, *et.al.*, (2012), 'Local Industrial structure and female entrepreneurship in India,' *Journal of Economic Geography*.
18. Goyal, Meenu & Prakash, Jai, (2011), 'Women Entrepreneurship in India- Problems and Prospects, *International Journal of Multidisciplinary Research*, vol.1, issue 5.
19. Hamed, Dr.Syed Abdul (2015), 'A study on the problem and prospects of women entrepreneurs in India,' *International Journal of Economic Business Review*, vol.3 issue 7.
20. Jesuranjan, S.Vargheese Antony & G., Dr.M. Edwin (2011), 'A study on the factors motivating women to become entrepreneurs in Tirunelveli District', *Asian Journal of Business and Economics*, Vol. 1 no. 1.
21. Jha, Srabani, (2015), 'Women entrepreneurship in West Bengal; Problems and motivation, *Eleventh Biennial Conference on entrepreneurship*.
22. Jyoti, Jeevan & Sharma, Jyoti (2011), 'Factors affecting orientation and satisfaction of women entrepreneurs in rural India,' *Annals of innovation & Entrepreneurship*.
23. Kaushik, Sanjay, (2013), 'Challenges Faced by Women Entrepreneurs in India,' *International Journal of Management and Social Science Research*, vol.2 no. 2.

24. Kalayani P.R., Dr. Brinda & Kumar M., Dr. Dileep,(2012), Motivational factors, entrepreneurship and education: study with reference to women in SMEs, *Far East Journal of Psychology and Business*, Vol 3 no 3,
25. Katoch, Sumita, *et.al.*, (2010), ‘A study of motivational factors for women entrepreneurs of Ludhiana city,’ *Agricultural Research Communication Centre*.
26. Kaushik, Sanjay, (2013), ‘Challenges faced by Women entrepreneurs in India,’ *International Journal of Management and Social Sciences Research*, vol.2, no.2.
27. Krishnamoorthy, V. And Balasubramani, R,(2014), Motivational factors among women entrepreneurs and their entrepreneurial success, *International Journal of Management Research and Business Strategy*, Vol.3 no. 2.
28. Kurbah, Sairabell, (2013), Role of women entrepreneurs in the economic development of Meghalaya: A North Eastern state India, *International Journal of engineering, business and enterprise application*.
29. Lalitha, Rani, (1996), ‘Women entrepreneurship: A case study of Visakhapatnam city,’ *APH Publishing corporation New Delhi*.
30. Levaku, Rajani,(2014), Women entrepreneurship through Self Help Group in YSR district, India, *Journal of Women Entrepreneurship and Education*, issue 1-2.
31. Mehta, Dr.Pallavi, (2013), ‘Women entrepreneurship; Purpose, problems & prospects: A study of Udaipur District,’ *Pacific Business Review international*, vol.5 issue11.
32. Mishra, Dr.S.P., (1996), ‘ Factors Affecting Women Entrepreneurship in Small and Cottage Industries,’ *International Labour Organisation*.
33. Mukherjee, S., (2006), what motivates women entrepreneurs: Factors influencing their motivations, *ICFAI Journal of Entrepreneurship*, Vol. 3, no.4.
34. Mukherjee, Sujata, (2015), ‘Women entrepreneurship Development in India: Contributing and inhibiting factors,’ *Eleventh Biennial Conference on entrepreneurship*.
35. Muregesan, G., (2014), ‘Problems & Prospects of women entrepreneurs in India,’ *Journal of Business Management & Social Sciences Research*, vol.3 no.11.
36. Nanjappa, Dr.Chi & Nithya, K. (2015), ‘Perception of Self Help Group Women towards Entrepreneurship: A Study in Karur,’ *Primax International Journal of Commerce and Management Research*.
37. Palaniappan, G., *et.al.*, (2012), ‘A study on problem and prospects of women entrepreneurs with special reference to Erode district,’ *International Journal of Physical and Social Science*, vol.2 issue 3.
38. Panchal, Rekha & Dua, Kavita, (2013), ‘A study on motivational Factors for becoming the women entrepreneurs in Haryana(India), *International Monthly Referred Journal of Research in Management and Technology*, vol. 11.
39. Pandey, Dr.Vivekanand, (2013), ‘Factors influencing entrepreneurial motivations on women entrepreneurs,’ *BVIMSR’s Journal of Management Research*, vol.5, issue 2.

40. Patel, Dr.C.K. & Desai, Shri P.K. (2016), 'Women Entrepreneurship Development, Constraints & Problems of Women Entrepreneurs in India,' *Indian Journal of Technical Education*.
41. Patel, Palak & Merja, Jay, (2015), 'Women Entrepreneurship: Engage-Inspire-Transform,' *Eleventh Biennial conference on Entrepreneurship*.
42. P.C., Suhail & Kamaludhun, K.M.(2015), 'Development of Women Entrepreneurship in India,' *Primax International Journal of Commerce and Management Research*.
43. Rai, Usha Kiran & Srivastava, Monica,(2011) Women entrepreneurs their aspiration and motives: An empirical study of Varanasi District, *Journal of Entrepreneurship Development*, Vol. 8 no. 2,
44. Raval, Harishkumar M & Swami, Leelaben M (2015), 'Role of social and economic factors in rural women entrepreneurship development,' retrieved from http://shodhganga.inflibnet.ac.in/bitstream/10603/105413/9/09_chapter%2004.pdf accessed on 23/04/2017.
45. Reddy, K. Bhavika, (2015), 'Women entrepreneurs in India: An Empirical analysis of motivations, success factors and problems,' *Eleventh Biennial Conference on entrepreneurship*.
46. Revathi, D.Shanthi & Krishnan, Dr.Jayashree, (2011), 'Success & growth of women entrepreneurs in their development: An empirical study with reference to Chennai city,' *International Journal of Management research and development*, vol.1 no.2.
47. Rich, Ella, (2015), 5 motivational factors that drive people towards entrepreneurship, retrieved from <http://wealthygorilla.com/5-motivational-factors-that-drive-people-towards-entrepreneurship/>, accessed on 02/08/2016.
48. Roy, Sujit & Manna, Samita, (2014), 'Women in entrepreneurship: Issues of motivation and choice of Business,' *Journal of Entrepreneurship & Management*, Vol. 3, issue 2.
49. Samani, Veena S., (2008), 'A study of women entrepreneurs engaged in food processing,' thesis Ph.D, Saurashtra University.
50. Sharma, Dr.Ajay, *et.al.*, (2012), 'Micro Enterprise and Rural Women Entrepreneurship: Way for Economic Empowerment,' *A Journal of Economics & Management*, Vol.1 Issue 6.
51. Sharma, Jitendra K. & Gwal, Anant (2015), 'A Study of Enterprising Spirit of women in Madhya Pradesh,' *Eleventh Biennial Conference on entrepreneurship*.
52. Sharma, Priyanka,(2013), 'Women entrepreneurship development in India,' *Global Journal of Management and Business Studies*, vol.3 pg. 371-376.
53. Sharma, Ms Yogita (2013), 'Women Entrepreneurs in India,' *Journal of Business and Management*, vol.15 issue 3.
54. Sorokhaibam, Dr. Robita and Laishram, Nandita, (2011), Women Entrepreneurship in Manipur North-East India, *Interdisciplinary Journal of Research in Business*, Vol.1, Issue 5.

55. Srivivasu, B. & Ratra, Kanika, (2015), 'Women entrewpreneurs in small business: A case of Delhi, *Eleventh Biennial Conference on entrepreneurship*.
56. Sudan, Falendra Kumar & Singh, Ishita, (2015), 'Women Entrepreneurship through self-help group credit programme: Evidence from Jammu & Kashmir,' *Eleventh Biennial conference on Entrepreneurship*.
57. Suganthi, J., (2009), 'Influence of motivational factors on women entrepreneurs on SMEs,' *Asia Pacific Business Review*, vol.5, issue 1.
58. V., Krishnamoorthy and R., Balasurramani,(2014), 'Motivational Factors among Women Entrepreneurs and Their Entrepreneurial Success: A Study, *International Journal of Management Research and Business Strategy*, Vol3, No, 2.
59. Vatharkar, Poonam, (2012), A study of constraints and motivating factors for Indian women entrepreneurs in small scale, *the 2012 International conference on business and management*, 473-489.
60. Vijayakumar, Dr.A. & Jayachitra, S., (2013), 'Women entrepreneurs in India- Emerging issues and challenges, *International Journal of Development Research*, vol.3, no.4, pg 12-17.
61. Yadav, Vanita & Unni, Jeemol, (2016), 'Women entrepreneurship: Research Review and future direction,' *Journal of Global Entrepreneurship Research*.
62. Yasmin, M.Shapna & Pratibha, Dr.N., (2016), 'Motivational factors of women entrepreneurs,' *International Contemporary Research Journal in Management and Social Science*, vol.2, issue 2.