



ISSN (E): 2277-7695
ISSN (P): 2349-8242
NAAS Rating: 5.23
TPI 2023; SP-12(9): 2444-2447
© 2023 TPI
www.thepharmajournal.com
Received: 10-07-2023
Accepted: 14-08-2023

Pooja V
M.Sc., Scholar, Department of
Agricultural Extension
Education, College of
Agriculture, Raichur,
Karnataka, India

J Tulasiram
Associate Professor, Department
of Agricultural Extension
Education, University of
Agricultural Sciences, Raichur,
Karnataka, India

SB Goudappa
Director of Extension,
University of Agricultural
Sciences, Raichur, Karnataka,
India

Sidram BY
Assistant Professor, Department
of Agricultural Extension
Education, College of
Agriculture, Bheemarayana
Gudi, Karnataka, India

Vijaya B Wali
Assistant Professor, Department
of Statistics, College of
Agriculture, Raichur,
Karnataka, India

Corresponding Author:
Pooja V
M.Sc., Scholar, Department of
Agricultural Extension
Education, College of
Agriculture, Raichur,
Karnataka, India

A comparative study on motivating factors for urban and rural trained women entrepreneurs by AWAKE NGO in Karnataka

Pooja V, J Tulasiram, SB Goudappa, Sidram BY and Vijaya B Wali

Abstract

In the last few decades emphasis is given both by Government and non-government sectors on women to make her economically stable. Association of Women Entrepreneurs of Karnataka (AWAKE) is one of the NGOs working towards women empowerment by women entrepreneurship. An ex-post-facto research design was employed on trained women entrepreneurs from AWAKE NGO to know their motivating factors to enter into business. A total of 60 agri-entrepreneurs (30 from urban area and 30 from rural area) were selected in different districts of Karnataka randomly. The primary data was collected by personal and focused group interview using interview schedule. The findings revealed that, 37.10 percent of urban respondents were motivated by general factors like family background and support from husband or family members, which was followed by internal (36.68%) and external (26.22%) motivating factors. In case of rural respondents, more than one-third (34.42%) were motivated by internal factors followed by general factors (34.17%) and external (31.41%) motivating factors. This shows there is a significant difference between the motivating factors for urban and rural respondents which is tested through Mann-Whitney U test. These results help the stakeholders involved in training women entrepreneurs to create a favourable environment to start an enterprise.

Keywords: AWAKE NGO, motivating factors, women entrepreneurs, stakeholders

Introduction

Women play a vital role in the economic development of the country, as the world of women is now no longer confined to periphery of household activities. Her presence is prominent in various fields such as agriculture, industry, organized and unorganized sectors. Women contribute 66.00 percent of the world's work force, giving us 50.00 percent of food, but earn only 10.00 percent of income and own only 1.00 percent of the property (Women, Business and the law, World Bank, 2011) [5]. With reference to agricultural sector, in China and India, rice culture is regarded as women culture. White revolution in India was brought out by women in Kheda district of Gujarat. It shows significance of women in agriculture. Now, she is not only a workforce, she is shifting herself to become an entrepreneur. Women participation as an entrepreneur is a growing trend in the recent past. In India, 20.37 percent of women participate as an entrepreneur.

Government and many NGOs are putting an effort to empower womenfolk into an entrepreneur *e.g.*, EDI, NIESBUD, ALEAP, NAYA, *etc.* One such NGO, is AWAKE which is located in our capital Bengaluru and working since 1983. It follows a principle of entrepreneur guiding entrepreneur to empower womenfolk. It has different strategies carried out for urban and rural respondents based on the need (AWAKE Annual report, 2011) [1]. Keeping this in mind, a study is undertaken to analyze the motivating factors for urban and rural trained women entrepreneurs by AWAKE NGO in Karnataka that helped women to become an entrepreneur.

Methodology

Respondents in this study are the trained women entrepreneurs who had already taken training from AWAKE NGO and established enterprise by their own. Hence, an ex-post-facto research design is employed. AWAKE NGO is purposefully selected for the study because it is the only NGO very prominent in Karnataka helping in women empowerment through entrepreneurship. A separate list of urban and rural trained women entrepreneurs was prepared with the help of staff and members at NGO.

Among which, respondents were selected by simple random sampling method. A total of 60 trained women entrepreneurs were selected of which 30 are from urban area and 30 are from rural area which is represented in Fig. 1. These respondents are scattered in almost all parts of Karnataka state like- Bengaluru, Davengere, Gadag, Kolar, Mysore, Raichur, Ramnagar, Tumkur, *etc.* A well-structured questionnaire was

prepared after reviewing various literature and with the assistance of experts in the field and data was collected by observation, personal interview, focused group interview and telephonic interview method. The data collected was tabulated and analyzed with statistical tools like Mann-Whitney *U* Test along with mean, median, frequency and percentage.

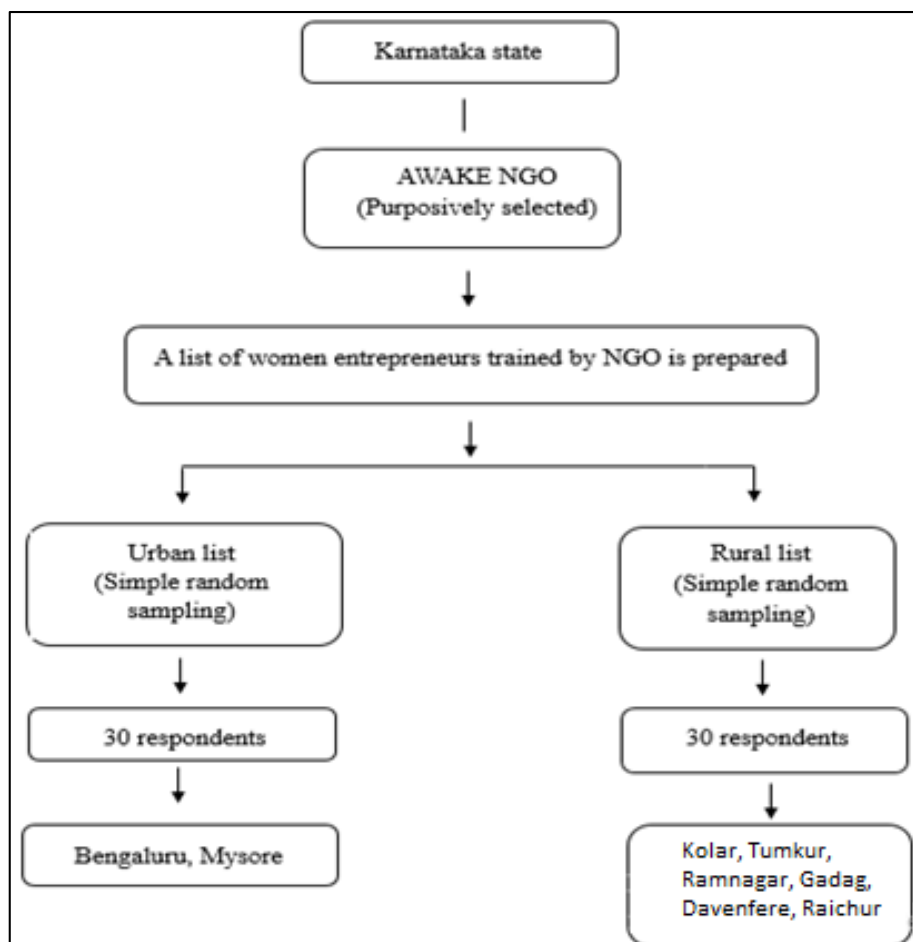


Fig 1: Representation of selection of trained women entrepreneurs

Mann-Whitney *U* Test

The Mann-Whitney *U* test is the non-parametric alternative to the Independent-samples t-test. This statistical tool is used to test for differences between two independent groups on ordinal data or non-normal continuous data. Mann-Whitney *U* Test is the tool used to compare the significant differences between urban and rural respondents. It takes consideration of medians and evaluates whether the ranks for the two groups differ significantly. In the present study Mann-Whitney *U* Test was carried out using SPSS 16.0 (Statistical Package for Social Sciences) software.

Results and Discussion

The motivating factors was further categorized into internal factors like independent nature of women, her innovative thinking, her dream to achieve something, level of work

experience she had, education qualification, *etc.*; external factors like market opportunities, for making profit, existing government policies and procedures, *etc.* and general motivating factors like family background, support from husband/ father or other family members. The overall and item wise contribution of different motivating factors was analyzed.

Among the urban respondents 37.10 percent of were motivated by general factors followed by internal (36.68%) and external (26.22%) motivating factors. In case of rural respondents, more than one-third (34.42%) were motivated by internal factors followed by general (34.17%) and external (31.41%) motivating factors. Hence, it can be concluded that general factors are most important factors for women to become an entrepreneur for both urban and rural respondents.

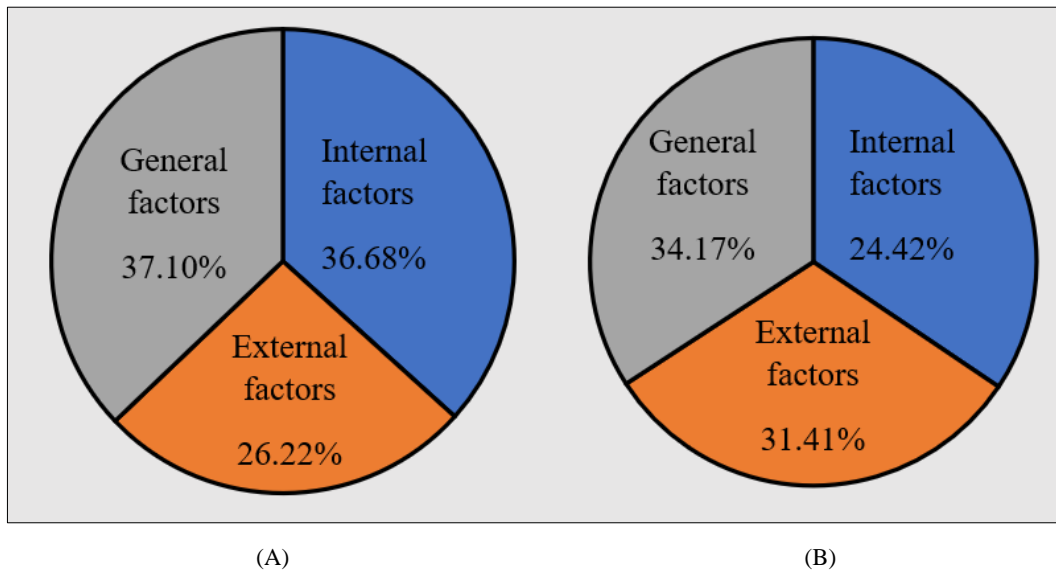


Fig 2: Overall motivating factors for urban (a) and rural(b) respondents

The contribution of individual items in each category is tabulated with frequency and percent contribution and is represented in Table 1. Among the internal factors major contribution (93.33%) is seen *w.r.t.* their independent nature and to make their dream desire, followed by to support their families (90.00%), their innovative thinking (80.00%), for self-identity and social status (73.33%), to become role model to others (70.00%), the education qualifications acquired by them (56.67%) and the level of work experience they had (36.67%) respectively. Among the rural respondents majority (90.00%) of women were motivated mainly to support their family followed by their independent nature (83.33%), to make their dream come true (80.00%), their innovative

outlook (63.33%), the level of work experience they were having (56.67%), for self-identity and social status (50.00%), to become role model to others (46.67%), and were least motivated by education qualification (41.67%). The probable reason might be the financial situation of respondents. Majority of the selected women entrepreneurs had medium level of annual income, hence they prefer to help out their respective families. The mean rank for urban respondents is 37.02 and that of rural respondents is 23.98, further the significance p value (0.003) which is less than 0.01 which tells that the motivating factors are significantly different at one percent level of probability. The obtained results are in line with Ghose (2019)^[2] and Panda (2019)^[3].

Table 1: Distribution of trained women entrepreneurs by AWAKE NGO according to their internal motivating factors

S. No	Internal motivating factors	Urban (n ₁ =30)		Rural (n ₂ =30)	
		f	%	f	%
1	Independent nature	28	93.33	25	83.33
2	Innovative outlook	24	80.00	19	63.33
3	To make their dream desire	28	93.33	24	80.00
4	Level of work experience	11	36.67	17	56.67
5	Education and qualification	17	56.67	08	26.67
6	Role model to others	21	70.00	14	46.67
7	Self-identity and Social status	22	73.33	15	50.00
8	To support family	27	90.00	27	90.00
	Mann-Whitney U Test	MR= 37.02 Z= 2.980		MR=23.98 P=0.003**	

f= Frequency, %= percent, MR= Mean Rank, *= five percent level of significance, **= one percent level of significance.

The contribution made by external motivating factors is depicted in Table 2. It shows that all (100.00%) respondents were motivated for making money, followed by existing government policies and procedure (76.67%), marketing opportunities that commodity had (60.00%), new challenges and opportunities existing (50.00%), promising demand the product had (43.33%), success of friends & relatives and availability of labour and raw materials (40.00%) and least motivated by encouragement given from big business houses in case of urban respondents. In case of rural respondents, it is nearly same pattern, where, all (100.00%) are motivated for making money, followed by Availability of labour and raw material (86.67%), Government policies and promising demand the product had both contributed 63.33 percent each,

new challenges and opportunities prevailing in society (50.00%), market opportunities (36.70%), success of friends and relatives (33.33%) and least effect was seen from encouragement from big business houses, *i.e.*, 20.00 percent. No much difference is seen between mean ranks of study samples which is 28.27 in case of urban respondents and 32.73 in case of rural respondents. The reason might be same as in case of internal motivating factors and also the rational behaviour of human being that make him to always earn more. Further, the significant p value obtained was 0.308 which is greater than 0.05. Hence, it can be concluded that there is no significant difference between the external motivating factors for urban and rural trained women entrepreneurs.

Table 2: The contribution made by external motivating factors

S. No	External motivating factors	Urban (n ₁ =30)		Rural (n ₂ =30)	
		f	%	f	%
1	Market opportunities	18	60.00	11	36.7
2	Making profit	30	100.00	30	100.00
3	Government policies and procedures	23	76.67	19	63.33
4	Success of friends and relatives	12	40.00	10	33.33
5	New challenges and opportunities	15	50.00	15	50.00
6	Promising demand for product	13	43.33	19	63.33
7	Availability of labour and raw materials	12	40.00	26	86.67
8	Encouragement from big business houses	04	13.33	06	20.00
Mann-Whitney U Test		MR= 28.27 Z=1.018		MR= 32.73 p=0.308 ^{NS}	

f= Frequency,%= percent, MR= Mean Rank, *= five percent level of significance, **= one percent level of significance.

With respect to general and major contributing factor, which is tabulated in Table 3 it can be known that majority (76.66%) is made by family background and support from husband/ relatives and other family members (73.33%) in case of urban respondents. Even in case of rural respondents each items contribution is more as majority (80.00%) contribution made by family background and support from husband/ relatives and other family members contributed 43.33 percent

respectively. The probable reason may be that, the supporting hand is more important for women especially during budding stage. In this also a non-significant relation is found, which tells that no significant difference is seen between general motivating factors for urban and rural trained women entrepreneurs. The results can be backed with the support of findings of Shivashankar (2017) ^[4].

Table 3: To general and major contributing factor, which is tabulated

S. No	General motivating factors	Urban (n ₁ =30)		Rural (n ₂ =30)	
		f	%	f	%
1	Family Background	23	76.66	24	80.00
2	Support from husband/ relatives/ and other family members	22	73.33	13	43.33
Mann-Whitney U Test		MR=33.37 Z=1.407		MR=27.63 p=0.159 ^{NS}	

f= Frequency,%= percent, MR= Mean Rank, *= five percent level of significance, **= one percent level of significance.

Conclusion

The major motivating factors for women to become an entrepreneur includes conviction to support the family, followed by to lead independent life, to make turnover, on time utilization of government schemes, family background and support from husband/ father or other family members. This study implies that, the above socio-economic and psychological factors play an important role in empowering women in the society. Hence, the policy makers have to consider the above points and support the womenfolk to become an entrepreneur.

References

1. AWAKE Annual report; c2011
2. Ghouse SM, McElwee G, Durrah O. Entrepreneurial success of cottage-based women entrepreneurs in Oman. Int. J. Entrep. Behav. Res. 2019;25(3):480-498.
3. Panda S. Constraints faced by women entrepreneurs in developing countries: review and ranking. Gend. Manag Int. J. 2018;33(4):315-331.
4. Shivashankar M, Revanna ML. Dietary Pattern of Farm Women Enterpruners in Hassan District of Karnataka. Int. J. Pure App. Biosci. 2018;6(1):1335-1339.
5. Women, Business and the law, World Bank report; c2011.