



Assessing the Entrepreneurial Intention of Indian Women

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Abstract

Women entrepreneurship is imperative for the country's economic growth and development. It empowers women and reduces the gender gap in patriarchal Indian society. Though, Indian women face numerous hurdles on their way to becoming an entrepreneur. Women need support from family, society, government, and various organizations to prosper in entrepreneurship. There are many research studies discussing problems faced by women entrepreneurs in India and offering solution to these problems. Less research has touched upon the topic of motivation and women's self-help groups. However, less research exists uncovering the entrepreneurial intentions of Indian women. Addressing this lacuna, this study is assessing the entrepreneurial intentions of the Indian women to know how much they are inclined towards entrepreneurship and to know what motivates them to undertake entrepreneurship. The research presents future research avenues based on the study's findings. Primary data collected from the sample have been utilized in this research.

Keyword: Women, Entrepreneurship, Entrepreneur, Entrepreneurial, Intentions, India.

Introduction

Women enterprise is an enterprise owned and controlled by a woman having a minimum financial interest of 51 percent of the capital and giving at least 51 percent of the employment generated in the enterprise to women (Sharma, 2018). Entrepreneurs are significant for economic growth as they play an important role in developing different sectors such as industrial, manufacturing, farming, services, etc. (Arora and Agarwal, 2019). Entrepreneurship leads to rapid industrialization (Bose, 2013). It is imperative for the industrial development of the country (Kain and Sharma, 2013) and it leads to economic growth, poverty reduction, reinvestment in the nation's economy, and improved innovation (Patil and Deshpande, n.d.).

Growth has led to change in the role of women and they take entrepreneurial activities based on various push and pull factors (Agarwal, 2018). There are numerous reasons women undertake entrepreneurship, such as self-esteem, self-recognition, self-determination on the positive side while divorcing, and any other traumatic event on the other side (Sharmila, 2020). Today women's participation in entrepreneurship is increasing considerably due to changes in society's mindset, government policies, and cooperation from society members (Deshpande and Sethi, 2009). Today the women have been in various sectors such as manufacturing, trading, to services rather than doing domestic work only (Garg and Agarwal, 2017). Women have come out of the four walls of the house and have ventured into all kinds of activities (Ghosh & Sarkar, 2013). Government must introduce various schemes supporting women's entrepreneurship and they need to be implemented too (Basha et al. 2013).

Women entrepreneurship empowers women. It provides a strategic solution to urban and rural poverty (Chandwani et al., 2015). The rise in the number of women entrepreneurs and their contribution to economic growth has vested researchers' interest in the topic (Chandwani and Verma, 2020).

Women entrepreneurship can significantly contribute to the country's growth and development though women need to be supported by family, society, and the government (Suba and Sneka, 2016). Women entrepreneurship must be supported by the required skills and traits to adjust according to the global dynamic business environment (Dwivedi, 2015). Women are considered owners, producers, sellers, co-ordinators, risk-taker, decisionmaker, and innovators (Dwivedi and Mishra, 2013).

India is a strongly male-dominated society where enterprises owned by women are undervalued (Agarwal et al. 2018). The economic disparity among the two genders exists at large within the Indian society (Agarwal & Lenka, 2018; Colaco & Hans, 2018). The existing problems of the economy, like unemployment and poverty have made women entrepreneurship more challenging (Agarwal and Lenka, 2018). Their empowerment through entrepreneurship is crucial as it will lead to equal justice and economic empowerment of women (Agarwal and Lenka, 2018). Women entrepreneurship holds great potential and significance in the Indian context. Therefore the present research study is chiseling the unseen aspects of the concepts.

The insights from the literature review have unearthed the issue that the concept of entrepreneurial intentions of Indian women has been largely neglected. As the literature is focused more on the problems and solutions to women entrepreneurs (Deshpande and Sethi, 2009; Ambiga and Ramaswamy, 2013; Nandy and Kumar, 2014; Chandwani et al. 2015; Agarwal, 2018; Mittal et al. 2019, Arora and Agarwal, 2019; Sharmila, 2020). Few research studies are related to motivational factors (Bharathi and Reddy, 2013; Mehta, 2013; Balhara and Singh, 2015; Agarwal and Lenka, 2018; Agarwal et al. 2018), while SHGs concepts have also been touched by the researchers (Datta and Gailey, 2012; Rajasekran and Sindhu, 2013; Shastri and Rao, 2014; Levaku, 2014; Reddy, 2014). Some of the researchers have figured out how women entrepreneurs select their type of business (Kumar, 2014; Roy and Manna, 2014; Saraswat and Lathabahvan, 2020). If we talk about specifically mentioning the concept of entrepreneurial intentions, the literature is very scanty (Jyoti et al., 2011; Thareja et al., 2020; Chhabra et al., 2020). Therefore,

the present research studies aim to shed light on the entrepreneurial intentions of Indian women and what they think about women's entrepreneurship.

Based on the shortcomings of the literature, the research objective of the present study was formulated. The objectives are; First, to assess the entrepreneurial intentions of Indian women. Second, to assess the factors that motivate Indian women to undertake entrepreneurship.

Review of Literature

Problems Faced by Women Entrepreneurs

Researchers have invested adequate time and efforts to highlight the problems faced by Indian women if they are enroute to entrepreneurship. Women entrepreneurs encounter numerous problems in Indian patriarchal society, such as problems in the arrangement of finance, unavailability of raw materials, competition, and society's old mindset. At a personal level, they lack confidence, education, and family responsibility (Deshpande and Sethi, 2009). The authors provide the solution to solve these problems that includes encouragement and motivation to women, imparting of training and education to them; development of policies and setting up of a national-level forum for women entrepreneurship; and creating awareness about the same, and introducing women cooperatives. Adding up, Ambiga and Ramaswamy (2013) identified society's support and attitude, marketing, finance and operational constraints, mobility constraints, multiple responsibilities, and unawareness of government support as the major constraints faced by women entrepreneurs in India. In the same year, Bose (2013) analyzed the training program of women entrepreneurship in the state of Kerala. It was found that even after training, women could not turn up into entrepreneurs due to social constraints, lack of follow-up support by the training institution, heavy documentation process, narrow mindset, and various other issues too. The author suggested that training should be focused on developing internal capabilities. Training programs should be developed based on different strata, such as experienced and fresher candidates. The study stressed entrepreneurial training from the high school level. Following the research trends, discussing various problems faced

by Indian women entrepreneurs Nandy and Kumar (2014) found that there are many obstacles in the path of women entrepreneurship in India that still exists in the 21st century, such as post-marriage life, caste, and religious domination, social barriers, and at personal level women have inadequate knowledge and skills, and are less motivated and have low confidence. They recommended education and training to women entrepreneurs, and holistic support from family, government, financial institutions, and NGOs.

Explaining the concept of women entrepreneurship through real-life insights, Bulsara et al. (2014a) presented the case of Rink's creation, a small tailor shop, the initiative taken by a women entrepreneur- Rinku Lakdawala. The business witnessed growth over the period with the hard work and patience of Mrs. Lakdawala. Though, authors identified the challenges faced by women entrepreneurs in the light of the case, such as dealing with male laborers, male-dominated Indian society, unavailability of skilled labor, difficulty in maintaining work-life balance, gender biases towards women entrepreneurs, and marketing and finance-related problems. Women were considered as the untapped resources and good decision-makers. In a similar study, Chandwani et al. (2015) identified various factors and the subfactors of the challenges faced by women entrepreneurs, including social factors, economic factors, competitive factors, facilitating factors, location mobility, and other factors. It was concluded that women are inclined to become an entrepreneur, but they face such constraints that hurdle their growth. Chandwani and Verma (2020) viewed that digital technology can greatly aid women entrepreneurs, and government and business organizations can provide digital training to these entrepreneurs. Ghosh & Sarkar (2013) also shed light on the challenges faced by women entrepreneurs, such as family responsibility, lack of confidence, socio-cultural barrier, availability to finance, and marketing problems. It was concluded that the benefits of various government schemes have reached up to only urban middle-class women and have not penetrated yet in rural areas (Sharmila, 2020). Rural women face various problems, such as not being aware of the concept,

having low confidence, and being less educated. They have various constraints such as technical and financial; they receive less social support, heavy documentation work, and less entrepreneurial aptitude make it difficult for them to manage a business (Mittal et al. 2019). It was identified that rural women are restricted to small-scale businesses such as incense sticks, carpet making, weaving, embroidery, pickle, handicraft, dairy, and tailoring. The authors suggested that the availability of basic amenities, sound financial and technical assistance from the government is necessary for the upliftment of rural women. Multiple challenges are faced by rural women entrepreneurs such as male-dominated society, illiteracy, unavailability of finance, mobility, low risk bearing attitude, and various other issues that make it tough for them to survive as an entrepreneur and discourage them from moving ahead (Verma, 2014).

Adding up more number of problems to these, Suba and Sneka (2016) also identified various problems faced by women entrepreneurs such as finance arrangement, marketing problems, scarcity of raw materials, competition, lack of education and technical know-how, family problems, low level of motivation and risk-taking attitude. The authors suggested the promotion of entrepreneurship, regular monitoring and training, and attitudinal change in society. Another similar recent study highlighting the problems faced by women entrepreneurs in India is Goyal (2017), the author presented the case of Punjab. Problems identified include lack of knowledge of laws, lack of finances, social pressure, family pressure, and discriminatory attitude in a male-dominated society. Prior knowledge, education, and women cooperatives were offered to solve the identified problems. Arora and Agarwal (2019) also argued that women have to face a lot of problems to become an entrepreneur in India, such as patriarchal society, lack of entrepreneurial ability, lack of financial resources, family conflicts, and social barriers. The authors opined that women are overcoming these problems and moving forward to become an entrepreneur to have financial security, to become self-dependent, and to have freedom of action. Sometimes to continue the family business, women take up the role of entrepreneurs.

Focusing on the demographic characteristics of women, Dwivedi and Mishra (2013) studied the relationship between demographic factors and financial aspects like investment and returns. It was found that the sample included women from all age groups, all castes, and most of them were married and educated. For financing, they self-funded themselves and availed loans. It was found that there is a positive relationship between age and Return on Investment. The authors concluded that women who have difficulty going outside their home due to familial responsibilities uptake the route of entrepreneurship, and beauty parlor is a good option considered by many. Sugaraj and Salve (2014) identified the low mobility factor and lack of awareness about policy initiatives as the problems faced by women entrepreneurs. The findings highlighted that women are concentrated in the Micro-MSME sector and are not going big. Women entrepreneurship is concentrated mainly in Andhra Pradesh, Maharashtra, West Bengal, Tamil Nadu, and Kerala (Tiwari, 2017).

Karthikeyan and Maheshwari (2017) categorized the women entrepreneurs. The first category represents women living in big cities with higher education and sound finances. The second category is women living in cities and towns with sufficient education who run a business like a creche, kindergarten, and beauty parlors. Thirds category is illiterate women working in family businesses like agriculture, horticulture, and handlooms. The authors discussed various problems women face to run a business; most shocking revelation is that they stated that financial institutions are doubtful of women's abilities. It's been obvious that a huge gender gap exists between males and females in India, the reason being women have difficulty accessing finance, lack of training, work-family conflict, lack of support from society, and more technical legal barriers and procedures in India (Kaushal et al. 2014). The study was based on Uttarakhand, and the authors suggested public-private participation to empower women through entrepreneurship.

Another recent study by Agarwal (2018) found that prioritization, limited access to resources, marketing and finance problem, and patriarchal society are the problems faced by women entrepreneurs. The authors call for institutional support, training, and a conducive entrepreneurial environment for women.

It can be concluded that Women are in every sphere of life, whether it's innovation, technology, or science, but still, in India, there exists a huge gap for women to reach parity with men (Chatterjee and Ramu, 2018). Compared to females in India, males have more opportunities, capabilities, and entrepreneurial intention (Colaco and Hans, 2018). Institutional challenges for the women entrepreneurs include 'equal rights', 'market size', 'secondary education', 'business risk', 'availability of child care facilities', 'internet and network', and 'technology absorption and transfer' (Ibid). The last decade is marked with similar problems that women entrepreneurs face in the beginning and ending years.

Effective steps are essentially required to create entrepreneurial orientation and skill development among the masses (Bulsara et al. 2014b). Good support is evident in India from the government to women entrepreneurs that have resulted in the growth of women entrepreneurs (Bulsara et al. 2014b). Entrepreneurs have limited financial resources and settle by establishing small business units, primarily women segment do this. This limits their growth. Thus there is a need for a new entrepreneurial approach focusing on women by organizing workshops and seminars, lending financial support, providing technical training, SME's promotion, introducing regional programs, making documentation easier, and introducing technical advancements (Bulsara et al. 2014c).

Motivational Factors of Women Entrepreneurs

A women entrepreneur is motivated by various factors such as financial needs, independent life, utilizing free time and skills, sharing family's burden, previous occupational experience, and availing the benefits of various govt. Schemes (Bharathi and Reddy, 2013). It was found that women mainly involve themselves in small and medium scale businesses like tailoring, beedi making, cattle farm, provision store, and handicrafts. Apart from the factors mentioned by Bharathi and Reddy, to implement the innovative idea, to be own boss, to have better work-life balance, financial rewards, and desire to implement something creative are also the reasons that motivate women to become an entrepreneur (Mehta, 2013). Training, awareness,

and competencies were emphasized. An intriguing finding is that 70% of the sample lived in joint families and were confined to small businesses (Ibid).

Balhara and Singh (2015) comprehensively reviewed the concept of women's entrepreneurship. In their study, they identified motivation factors and problems faced by the women entrepreneurs. They concluded their study by suggesting suitable measures supporting women's entrepreneurship. Factors that motivate women to start their enterprise are social status, education, family occupation, and independent decision-making. Various government schemes and the women's will to contribute to their family and family support inspires women to undertake entrepreneurship. Though, the problem remains the same such lack of financial resources, male-dominated society, socio-cultural barriers, family conflicts, and at individual level, lack of risk-taking ability, lack of confidence, lack of education and training (Bharathi and Reddy, 2013; Balhara and Singh 2015; Gautam and Mishra, 2016; Saurabh and Singh, 2017; Garg and Agarwal, 2017; Sharmila, 2020). The authors suggested vocational training, financial support, marketing cooperatives, federation, and education awareness empower women through entrepreneurship. Similarly, Basha et al. (2013) suggested financial support and family support as prerequisites for women entrepreneurship.

Considering push and pull factors motivating women entrepreneurs, Patil and Deshpande (n.d.) defined various factors that motivate women to undertake entrepreneurship. First are the push factor driven by necessity, such as death or separation from husband and family responsibility. Second are the pull factors driven by ambition, such as independence, self-dependence, and social status. Various other factors are work-life balance, pursuing a passion, being own boss, and freedom and flexibility, and working from home. However, they face several problems, such as a male-dominated society and a low level of education and skills. Addressing the same concept, Lal and Arora (2017) also explained the push and pull factors of women's entrepreneurship. Push factors include the necessity of life and death or separation from the spouse. At the same time, pull factors include helping others

through employing them, keeping oneself busy, and having a high social status. The authors stated that entrepreneurship benefits women by increasing their confidence, capabilities at social, personal, and professional front, skills, and improves their economic condition and standard of living. Still, a few problems exist, such as lack of finance, less focus on getting training, family obligation, mobility, and management experience.

There are several other motivational factors for women entrepreneurship, such as independence, satisfaction, earning, security, and recognition. The motivational factors eventually contribute to a women's enterprise (Agarwal et al. 2018). Success factor includes competencies, personal characteristics, social networks, awareness about the market, govt. Support and competencies of a women entrepreneur (Ibid). Entrepreneurial learning driven by social, personal, and environmental factors leads to the development of competencies among women entrepreneurs that eventually leads to improvement in the performance of the enterprise (Agarwal and Lenka, 2018).

SHGs

Self-Help Groups are a great platform to empower women through entrepreneurship. Researchers have notably mentioned the concept of SHGs over the last decade. For example, Datta and Gailey (2012) suggested a way of social entrepreneurship for women entrepreneurship in male-dominated Indian society. The authors presented the case of women cooperatives in India. They found that the cooperation has provided economic security to the women and developed their entrepreneurial behavior that has increased their contribution to the family. Self-help groups enable women to earn, but they need support from every sphere, including family, society, government, corporate and private agencies (Kapoor, 2019).

The research literature highlighted that researchers had taken few real-life examples to show the significance of women's self-help groups. For instance, Shastri and Rao (2014) analyzed the women entrepreneurs of Gujarat about Lijjat Papad, Jasuben Pizza, and River Side School. It was found that these groups considered a male-dominated

Indian society as a major problem. But over the number of years, they have succeeded and have brought various social benefits such as employment generation, blood donation camps, and other social works. Another great example is Kudumbashree, which is a women's self-help group of Kerala which has been considered as the largest movement for women in Asia (Kumar and Jasheena, 2016). It was reported that Kudumbashree has successfully improved the lives of the poor; it safeguards their social interest and makes them self-reliant. It was stated that women should be considered as the "object of development" rather they must be considered as an agent of the development. The authors suggested skill development and policies development for sustainable women empowerment and development. The self-help group is the right initiative for entrepreneurship (Levaku, 2014). The women had joined the group to support their family, to have financial security, for savings, and loans and to have social status. Most women were married and had education up to the school level (Ibid). Levaquin identified that women undertake a small business level such as beauty parlor, bakery, dairy, tailoring, and candle making. However, women are not limited to small-scale business as they are touching the skies and have been in every sector from manufacturing to engineering.

Reddy (2014) presented the case of Mulkanoor Women Cooperative Dairy, the self-help group. It was found that SHG has considerably improved the self-confidence and socio-economic status of the women. The rural bank provided financial support to the cooperative. The competitiveness of the group has improved with time and they aim to grow as the number of members increases and aims to employ others. SHGs should be funded by the government; women need to be encouraged and educated (Rajasekran and Sindhu, 2013). EDP is a viable option for the same. The literature epilogues that women's self-help groups are a good initiative to support women entrepreneurs in India and must receive support and encouragement from society and the government to empower women.

Entrepreneurial Intentions

In the Indian context, less research is evident on the entrepreneurial intentions of the women as research has mainly focused on identifying the problems faced by the women entrepreneurs, and the researchers have made a considerable effort in providing the solution to the problems. Entrepreneurial intentions have been the most neglected area by Indian researchers regarding women entrepreneurship. If we look at international perspective, a study in Russian context done specifically to women enterprise based on family business empirically found that Russian women have more risk-taking ability and have entrepreneurial intensity through which they identify various opportunities for their business that leads to innovativeness ensuring firm's sustainability (Gundry et al. 2014). This is contrasting to the scenario of Indian businesswomen where lack of confidence and lack of risk-taking ability exists for businesswomen and they don't have many opportunities. They mainly reserved themselves to small businesses like beauty parlors and tailoring. Chennakrishnan (2019) also confirmed that women's main profession is limited to beauty parlors and tailoring.

In Indian settings, Jyoti et al. (2011) carried out a research study measuring entrepreneurial intentions and satisfaction of women entrepreneurs. The study was specific to Jammu and Kashmir and it was found that women have confined them to the business of boutiques, carpet making, beauty parlors, and general stores. Social factors, psychological factors, and various push and pull factors were significant for entrepreneurial orientation, while satisfaction was determined by financial factors and pull factors. The authors suggested training and education, infrastructural and govt. aid for businesswomen. Vocational training, govt. Schemes, microcredit, education, and involvement of NGOs are good options to uplift women entrepreneurs (Kain and Sharma, 2013). The authors stated that women become entrepreneurs for economic independence, to develop their own identity, to excel themselves, and achieve equal status in society. However, they had to face various problems such as male-dominated society, lack of education and awareness, lack of skills, low risk-taking attitude and family

problems. Indian women are surrounded by such problems. Theoretically, Chhabra et al. (2020) conceptualized the entrepreneurial intentions of women entrepreneurs in the Indian context. ‘Personality traits’, ‘motivation’, and ‘subjective norms’, were conceptualized as antecedents to ‘perceived desirability’. ‘Entrepreneurial eco-system and ‘entrepreneurial self-efficacy’ were characterized with ‘perceived feasibility’. Perceived desirability and feasibility converged towards entrepreneurial potential leading to entrepreneurial intentions.

Another recent study by Thareja et al. (2020) surveyed 200 women, and it was found that 72.3% of the women were willing to receive training to start a business enterprise, while 46.9% were aware of various government schemes. 82.3% were willing to become an entrepreneur. To earn a lot of money was ranked one as the main ambition of the women entrepreneurs by the study respondents. It was found that a small part of the sample was ready to bear risk, and women from the IT field have some knowledge about various government schemes for entrepreneurship.

Women Entrepreneurs & Type of Business

Kumar (2014) presented different avenues for women entrepreneurs such as eco-friendly technology, biotechnology, IT-enabled business, event management, tourism industry, telecommunication, plastic material, mineral water, sericulture, floriculture, herbal and health care, and food and vegetables. He also discussed various problems associated with women entrepreneurs, such as socio-cultural, personal, and competitive barriers. Financial assistance, knowledge about business administration and support from family, government and other organization motivates women to indulge in entrepreneurship.

The choice of business type of women entrepreneur depends on their interest, the training they have received, continuing family business, and catering to the society’s needs (Roy and Manna, 2014). Additionally, it was found that choice of business type is determined by age, education, and the training of the women. Saraswat and Lathabahvan (2020) rationalized that the service sector is more suitable for women entrepreneurs as it

goes with the personality of women. It can be easily managed from home, requires less finance, and takes care of mobility factor providing convenience to women. The authors identified success stories are the top motivating factor for women to start their enterprise while unemployment is the other side of the coin. Family support and success stories motivate women’s entrepreneurship (Thareja et al. 2020).

The literature has a plethora of research studies identifying the problems faced by women entrepreneurs. Major problems include a male-dominated society, lack of access to resources and lack of technical know-how, and socio-cultural barriers. Though, few authors have labeled women’s self-help as a great way for women empowerment through entrepreneurship. Motivational factors of women entrepreneurship have been unearthed in the literature; though, the entrepreneurial intention of Indian women remains a neglected area by the researchers. Therefore, the present study aims to unfurl the entrepreneurial intentions of Indian women. The study is also assessing the motivational factors that influence women to undertake entrepreneurship.

Working Methodology

Research Objective(s)

- To assess the entrepreneurial intentions of Indian women.
- To assess the factors that motivate Indian women to undertake entrepreneurship.

Research Design: The research study is exploratory as it explores the entrepreneurial intentions and motivations of Indian women.

Sample Design: Simple Random Sampling has been adopted for the present study, where the data has been collected online using google forms. Due to the Covid-19 pandemic, the data was collected conveniently through an online platform. The online questionnaire was circulated through social media platforms among women in India for the data collection purpose. A small sample of 50 was taken based on the judgment of the researcher. However, it rose to 55. The researcher had no interference in sample selection as the survey was filled randomly by the women in India. “The selection of a sample must be free from bias which can be ensured only

when the process of selection is free from human judgment” (Beri, 2008).

Study Variables: First section (A) of the questionnaire is dedicated to the entrepreneurial intentions of Indian women, where five nominal scale questions (Thareja et al. 2020) and ten interval scale item statements have been employed (Jyoti et al. 2011). Three nominal scale questions were introduced by the researcher. While part B entails 10 interval scale item statements corresponding to the motivation (Bharathi and Reddy, 2013; Mehta 2013; Balhara and Singh, 2015; Saurabh and Singh, 2017, Patil and Deshpande (n.d.); Agarwal et al. 2018). The last section of the questionnaire measured the demographic details of the respondent, including age, education, occupation, marital status, and the area they live in, like a rural or urban area.

Questionnaire Development: Based on the literature review, a structured questionnaire was prepared. A structured questionnaire involves self-explanatory questions with a pre-defined response category, where respondents simply read the question and tick mark their answer from the available options (Chawla and Sondhi, 2011). In the present study, three major data categories involve entrepreneurial intentions, entrepreneurial motivations, and demographic variables. Based on variables identified from the review of the literature (Jyoti et al. 2011, Bharathi and Reddy, 2013; Mehta 2013; Balhara and Singh, 2015; Saurabh and Singh, 2017, Patil and Deshpande (n.d.); Agarwal et al. 2018; Thareja et al. 2020) the structured questionnaire for the present study was formulated. Few questions were self-formulated by the researcher to have a complete insight into the concepts being tested. Reliability of the research instrument has been administered using Cronbach alpha value.

Data Handling and Procedures: Data has been collected using a nominal scale and five-point interval scale ranging from 1 to 5, 1 being strongly disagreed and 5 strongly agreed. Descriptive statistics, including percentages have been used to achieve the objectives.

Data Analysis

The first objective of the present study is to measure the entrepreneurial intention of Indian

women (especially from Delhi). The analysis has been done using percentage analysis and is presented through tables 1 & 2, and pie charts (Fig. 1).

Table 1

Question	Yes	No
Thought to start own business.	74.5%	25.5%
Plan to open new business in near future.	61.8%	38.2%
Need of training to start a business.	50.9%	49%
Awareness about various govt. schemes for women entrepreneurs	34.5%	65.5%

Type of Business Preferred by Women

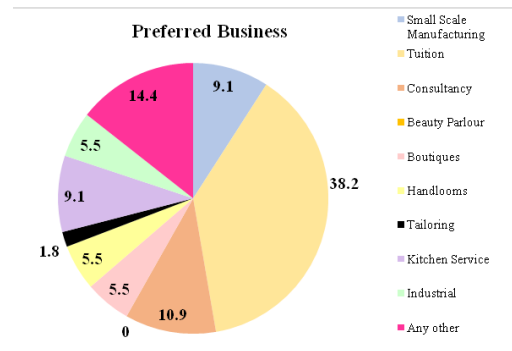


Figure 1: Type of Business Preferred by women

Interpretation: Table 1 clearly reflects that most Indian women (74.5% respondents) have given a thought to the idea to start their own business, while a considerable portion (61.8%) of them are planning to open a new business shortly. Though, 50.9% of the study respondents stated that they need the training to start a business independently. A relatively smaller percentage of the sample was aware of various government schemes for women entrepreneurs, while a large portion was unaware of the same. In a nutshell, Indian women are willing to undertake entrepreneurship. However, they need training support, and also they need to be informed and aware about various government schemes and initiatives for women entrepreneurs that will encourage them to uptake entrepreneurial activity.

Figure 1 measured the type of business category most preferred by Indian women. Various response

categories were provided, which were extracted from the previous research studies along with an option of ‘any other’ where the respondents can fill the type of business if it is not covered in the pre-determined categories. Tuition holds the largest part of the pie, with 38.2% sample opting for the same, followed by consultancy (10.9%), small-scale manufacturing (9.1%), and kitchen service (9.1%). However, 14.4 % of the sample opted for ‘any other’ option mentioning the other businesses such as coaching, cosmetics, daycare, job, workforce agency, and counseling centre. It implies that

women mainly prefer to undertake small businesses like tuition & coaching. New avenues are evolving such as consultancy, and small-scale manufacturing, while the share of traditional types of businesses like tailoring, boutiques, and beauty parlors is relatively low. A shift can be seen in women’s attitudes from the traditional business to the academic sector. The women of today are interested in taking entrepreneurship in the academic sector rather than old-school thoughts of boutiques and beauty parlors.

Entrepreneurial Intentions

Table 2

Statements	1	2	3	4	5
I want to achieve status in the society and I think entrepreneurship will help me to achieve	0	10.9	14.5	30.9	43.6
I believe entrepreneurship will help me to control events around me.	5.5	7.3	23.6	32.7	30.9
Entrepreneurship will give me financial Independence.	1.8	0	9.1	27.3	61.8
Entrepreneurship increases self-confidence.	1.8	0	5.5	10.9	81.8
Entrepreneurship reflects strong determination of a women.	1.8	0	18.2	16.4	63.6
Being an entrepreneur allows me take decisions independently.	1.8	3.6	14.5	18.2	61.8
Entrepreneurship gives a platform to practically execute my innovative ideas.	1.8	3.6	7.3	16.4	70.9
Profitability from business inspires me to become entrepreneur.	1.8	1.8	16.4	30.9	49.1
Entrepreneurship gives freedom to adopt my own approach.	1.8	3.6	10.9	16.4	67.3
I will feel proud on becoming entrepreneur.	1.8	3.6	12.7	16.4	65.5

All responses in %

Interpretation: Ten item statements specific to entrepreneurial intentions were measured on an interval scale 1 being strongly disagreed and 5 signifying strongly agree. It is observable from the table that most of the responses have been received on points 4 and 5, nearly on all the statements. This shows the responses have been marked on the agreement side of the scale, considering point 3 as a midpoint. The results from the above table reflect that women are inclined towards entrepreneurship to achieve high status in society and control the events around them. While independence in terms of finances, adopting own approach, and decision

making, self-confidence, and entrepreneurship reflecting the strong determination of women makes women-oriented towards business. Other factors of entrepreneurial intentions of Indian women that encourage them include practically applying their idea, profitability, and pride on becoming an entrepreneur. The discussed factors were found to be significantly impacting the entrepreneurial mindset of Indian women.

Entrepreneurial Motivation

The second objective aimed to measure the entrepreneurial motivations of Indian women similar

to intentions utilizing a five-point interval scale employing ten-item statements based on the literature specific to motivations of women entrepreneurs. The results are identical to the first objective as all the item statements have received most responses on the positive side of the scale showing their agreement for the motivating factor. It implies that all the statements have proved to be the motivating factors

for Indian women to undertake entrepreneurship. Entrepreneurial motivations of Indian women include earning money, supporting family, being own boss, work-life balance, availing the benefits of various government schemes, providing a better life to their children, providing employment to others, to engage oneself, to prove that women can do anything and enjoy life with lots of fun.

Table 3

Statements	1	2	3	4	5
To earn money	3.6	3.6	16.4	25.5	50.9
To support family	9.1	7.3	21.8	23.6	38.2
To be my own boss	5.5	3.6	14.5	21.8	54.5
Desire to have better work-life balance	1.8	7.3	18.2	21.8	50.9
Govt. Schemes for women entrepreneurs	7.3	14.5	23.6	23.6	30.9
To give better life to my children	5.5	3.6	16.4	25.5	49.1
To engage oneself	5.5	10.9	18.2	16.4	49.1
To provide employment to others	5.5	1.8	20	16.4	56.4
To prove that women can do anything	5.5	7.3	12.7	14.5	60
To enjoy my life with lots of fun	7.3	1.8	12.7	20	58.2

All responses in %

Table 4 Reliability Statistics

Cronbach's Alpha	N of Items
.959	20

The reliability of the questionnaire for twenty interval scale item statements (intentions and motivation) has been tested using Cronbach's Alpha Reliability Statistics. The coefficient obtained is 0.959 that shows good reliability and internal consistency of the questionnaire.

Demographic Factors

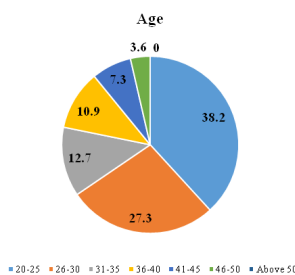


Figure 2 :Age

The above charts reflect that 38.2% of the sample were aged between 20-25 years, while 27.3% were

lying in the age group of 26-30 years. More than 50% of the sample is young and aged between 20-30 years and followed by 12.7% aged between 31-35 years, while 10.9% aged between 36-40 years. 7.3% belonged to the age group of 41-45 years, and 3.6% belonged to the age group of 46-50 years.

Education Qualification

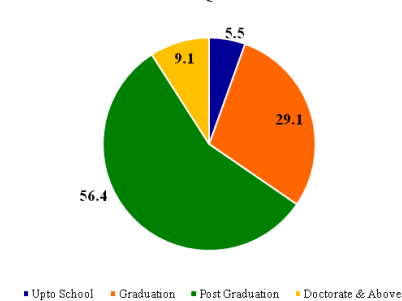


Figure 3: Education

The above pie chart reflects that majority of the respondents (56.4%) had education up to PG level. In comparison, 29.1% were graduate, a small chunk of 9.1% respondents had the education of doctorate and above level while a small portion of 5.5% had studied only to the school level.

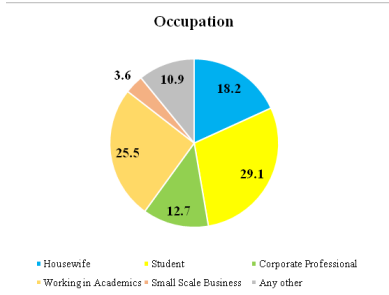


Figure 4: Occupation

The above chart presents the occupational status of the sample. Two major segments are students (29.1%) and teachers (25.5%). While 18.2% were housewives, 12.7% were working in the corporate sector, and 10.9% opted for any other response category. 3.6% of the respondents were running a small-scale business. Though small in number but the sample also constituted women entrepreneurs, which is important inputs for the results of this study.

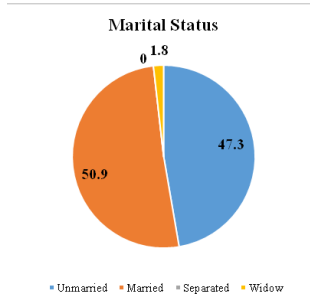


Figure 5: Marital Status

As marital status is concerned, 47.3% of the sample were unmarried while 50.9% were married and 1.8% were widows.

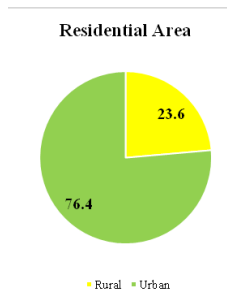


Figure 6: Residential Area

Figure 6 highlights that the majority of the study respondents, 76.4% live in an urban area while a small segment of 23.6% was residing in rural areas.

It means that the study has measured the perception of women who belongs to the affluent class as well as of those who reside in a rural area and does not have good economic status.

Discussion and Conclusion

The present study is exploratory and it was determined to surface out the entrepreneurial intentions and motivations of the Indian women. The idea behind this study was to ascertain whether Indian women are willing to undertake entrepreneurship or not? Do they have an entrepreneurial mindset? What motivates them to convert their idea of entrepreneurship into reality? And the findings indicated that yes, women are willing and also a major portion of the sample is planning to open their own business shortly. Another interesting finding from the study is that women are interested in starting their businesses related to academics such as tuition and consultancy. This shows the shift in business from the old school thought of beauty parlors and tailoring. This might be due to education. As the demographics result have reflected that the sample constituted educated women that is why they are inclined towards it. The present study defines entrepreneurial intentions to achieve higher status, self-dependency (in terms of financial independence, self-confidence, freedom to adapt own approach, idea execution, and independent decision making, control the events), profitability from the business, and pride. Additionally, motivation factors include earning money, supporting the family, having better work-life balance, giving better life to children, engaging oneself, enjoying life with lots of fun, being own boss, providing employment to others, to prove that women can do anything, and providing employment. The statements under the variables of intentions and motivation seem to be closely related or somewhat similar. Still, a difference has been maintained as for both the variables, statements were extracted from the review of literature under the separate head of 'intentions' and 'motivation'. Still, the literature is debatable on this, and future research studies are essentially needed to define the intentions and motivations properly, indicating the difference between the two. Another area for future research emerging from this study is identifying

the contributing factors to the motivation of Indian women towards entrepreneurship.

Entrepreneurship empowers women; it boosts their confidence and helps them to become self-dependent and develop their own identity developing a bright future for them (Garg and Agarwal, 2017). It increases the risk-taking ability of women and instills confidence. Entrepreneurship enables women to create employment opportunities and have better education (Ibid). Samantroy and Tomar (2018) urged that women entrepreneurship is essential for the deprived section of society. The gap in education and income affects entrepreneurship. There is a need for effective measures to create awareness, orientation, and skill development among women for entrepreneurship (Kumbhar, 2013; Dwibedi, 2015).

Implications

The findings of the present study have numerous practical implications. First, women need the training to become entrepreneurs therefore govt. Must focus on training support and accessibility to the women who wish to start a business but need support. Training needs to be complemented by mentoring, trade fairs, a newsletter for entrepreneurial development (Patil and Deshpande, n.d.). Programs and policies should not be made just to encourage women to take entrepreneurship. They must be implemented properly to develop an entrepreneurial culture among youth (Saurabh and Singh, 2017). Sharma (2018) has highlighted that various women have been benefitted from the various schemes of the government on the entrepreneurial front.

Second, Women are unaware of the various schemes offered by the govt. Of India to support women entrepreneurs. Therefore awareness campaigns are required so that the suitable beneficiaries can get the benefit from these schemes. On the social aspect, it is observable in the literature that societal mindset is a major problem faced by women, this study highlights that women are willing to become entrepreneurs, so they need support from their families. Therefore there is a need for the shift in the mindset of society towards women as an entrepreneur. For researchers, it is a major task to develop the construct of entrepreneurial motivation and intentions towards generalizability.

Limitations

The study suffers from various limitations. First, it has a small sample size. A study is needed on a large sample to increase the representativeness of the sample. Second, the participants have been mainly from Delhi/NCR; women from all over India should be considered in future researches. Third, the study sample was educated women, though many less-educated women also become an entrepreneur in small-scale business such as handicrafts, tailoring, etc. Their opinion does matter. Therefore they should also be given due importance in the future by the researchers. Though, this study has been able to assess the entrepreneurial mindset of Indian women. They are ready to become entrepreneurs.

In a nutshell, Women's entrepreneurial efforts have not been highlighted because they mostly operate in the informal economy (Datta and Gailey, 2012). Women from the lower section of society in India do not have adequate access to finance, which hinders them from taking entrepreneurship (Bharati and Reddy, 2013). Entrepreneurship improves the socio-economic status of women (Das, 2012). SHGs are an effective instrument to uplift the socio-economic status of women (Rajasekaran and Sindhu, 2013; Kapoor, 2019).

As the rural part is considered rural, women entrepreneurship leads to rural economic growth and development (Chennakrishnana, 2019). Indian patriarchal society assumed women's socio-economic status dependent on male counterparts (Ibid). Due to the lower status of women in India, their entrepreneurial ability is still untapped (Sharmila, 2020).

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