MOTIVATIONAL FACTORS AFFECTING WOMEN ENTREPRENEURS IN INDIA: A CASE STUDY OF HARYANA STATE

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ABSTRACT

This study explores the underlying dynamics of motivation for women entrepreneurs in India, using t-test and ANOVA analyses. It was conducted in Haryana state comprising 189 women entrepreneurs doing economic activities in the service sector, the trading sector and the manufacturing sector. For women in Haryana, the present study tries to analyze the various motivational factors responsible for women entrepreneurship to start up and running of their own enterprises, probe into challenges / problems faced by women entrepreneurs at the start up and the running stage of their enterprises and finally to suggest the framework for the promotion of women entrepreneurship in the current scenario. Among the various distinctive motivational factors found, the most prominent ones were: ‘the utilisation of keen business sense, talent and potential’ and ‘the profit motive with the aim to ensure financial stability of family’.