

Original Article

Motivational and Performance Factors of Mizo Women Entrepreneurs in Aizawl City Mizoram, India

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Abstract - Entrepreneurship is considered one of the most important factors contributing to the nation's economic development. Women entrepreneurship is gaining importance in India as it contributes to the economy's growth and improves their socio-economic conditions. This study examines the demographic profile of women entrepreneurs, the impact of various motivational factors, and the performance of women entrepreneurs in Aizawl city, Mizoram. The primary data was collected from 291 women entrepreneurs registered with Mizoram Taxation department who had run the enterprises for more than 5 years and are still running the enterprises. The study found that 'building a business to pass on' and 'entrepreneur was a lifelong goal' are the major factors that motivate women entrepreneurs. The study also revealed that the factors like 'emotional attachment to the entrepreneurial venture' and 'improvement in entrepreneurial activities' are the major factors that strengthen their performances. The findings also show a significant correlation between motivational factors and the performance of women entrepreneurs in Aizawl City. Cronbach's Alpha showed the Internal consistency of Motivational factors with a value of 0.61 and business performance factors at 0.71, indicating an acceptable level of reliability.

Keywords - Entrepreneurship, Women entrepreneurs, Motivational factors, Business performance, Cronbach's Alpha.

1. Introduction

According to the Government of India – "A woman entrepreneur is defined as 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."

Entrepreneurship is considered one of the most important factors contributing to the nation's economic development. Women entrepreneurship is gaining importance in India as it contributes to the economy's growth and improves their socio-economic conditions. This study examines the demographic profile of women entrepreneurs, the impact of various motivational factors, and the performance of women entrepreneurs in Aizawl city, Mizoram. The primary data was collected from 291 women entrepreneurs registered with Mizoram Taxation department who had run the enterprises for more than 5 years and are still running the enterprises.

2. Motivation and performance of women entrepreneurs

Motivation is derived from the word 'motive', which means a drive within the individual to fulfill their needs, desires or wants. It is the process of encouraging people to accomplish their goals. According to psychological context, factors that encourage people's behaviour can be the desire for money, success, recognition, job satisfaction, teamwork, etc. One of the most important functions of management is to create employees' willingness to perform to the best of their abilities. Therefore, the role of a leader

is to arouse interest in the performance of employees in their jobs. The process of motivation consists of three stages: -

- A felt need or drive
- A stimulus which needs to be aroused
- When needs are satisfied, the satisfaction or accomplishment of goals.

Therefore, we can say that motivation is a psychological phenomenon which means the needs and wants of the individuals have to be tackled by framing an incentive plan.

Some notable motivating factors for enhancing women entrepreneurs are a desire to be independent, have a better financial condition and achieve in life. (Scott, 1986). According to Kumar & Kalyani (2011), Greater support is required, especially in educational institutions, for women youth to improve their entrepreneurship skills. Educational institutions, training centers and NGOs play an important role in motivating women entrepreneurs, especially in rural and semi-urban areas. Small and medium-scale sectors to be promoted to women by providing special considerations and assistance would greatly help the economy's growth. Separate cells should be implemented for women entrepreneurs managed by women officials, special incentives and schemes for assistance to women entrepreneurs to promote women entrepreneurship in Mizoram (Lalhunthara 2012). Effective entrepreneurial training programmes, desire to experience business management, interest and push from family, friends and relatives are considered motivating



factors for women entrepreneurs to take up entrepreneurship. Consequently, motivation influences women entrepreneurs' work to a great extent (Hemavathi E 2018).

Abiodun, E. A., & Amos, D. D. (2018). Examined the impact of human and financial capital on the performance of women entrepreneurs in Small and Medium Enterprises (SMEs) in Nigeria. They suggested more studies focus on the performances of women entrepreneurs in the nation's economic growth and development in future research that would represent the state of Nigeria.

Zizile, T., & Tendai, C. (2018). Their study revealed that Entrepreneurial competencies impact the performance of women-owned SMMEs in East London, according to the research findings. Entrepreneurial skills are equally important for establishing and sustaining SMMEs in East London. Entrepreneurial ventures play an important role in creating jobs that could rescue out of unemployment and poverty, thereby enhancing self-confidence, self-sufficiency, self-esteem and development skills. Entrepreneurship has changed the global scenario of women in the country; it has changed women to come forth from four walls to the business world.

3. Review of Literature

Schwartz (1976) is the first ever notable article on women's entrepreneurship. The study was based on an interview with 20 female entrepreneurs. The study concluded that women entrepreneurs were mainly motivated by the desire to be independent, to achieve satisfaction in their job and economic stability. Women entrepreneurs also faced problems relating to credit financing, unlike their male counterparts.

Suganthi (2009) attempted to analyse the motivational factors that influenced the women entrepreneurs to undertake business in the Coimbatore district in Tamil Nadu State. Unmarried women entrepreneurs are mainly motivated by profit and technical skills possessed. At the same time, married women entrepreneurs are motivated by their family member's advice. Women entrepreneurs are motivated by profit gained in the business and personality development that influenced them to take entrepreneurship.

Moses *et al.* (2010) examined motivation and entrepreneurial challenges among women entrepreneurs. Their study concluded that motivational variables, whether push or pull, intrinsic or extrinsic, are positively related to challenges faced by women entrepreneurs. Effects of family pieces of advice, financial, psychological and environmental factors motivate women's entrepreneurship.

Kumar and Kalyani (2011) studied the women entrepreneurs who run small-scale industrial units of SIDCO Industrial Estate. 144 small-scale entrepreneurs' units sample size were taken from 432 population. The study concluded that women and men do not have much difference regarding cost reduction and profit

maximisation. Entrepreneurial training and activities are significant factors in increasing employment opportunities. Educational institutions, Training centres and NGOs play an important role in motivating entrepreneurial skills among women entrepreneurs.

Akehurst *et al.* (2012) examined the characteristics of women entrepreneurs and their elements of motivation to run their business in the Valencia region in Spain. Their study revealed that the type of financial assistance they received greatly affected their motivation. Demographic factors, age at the time of undertaking the new project, and the size of the firm and loans taken were motivating factors for the women entrepreneurs.

Neema (2014) presented a report on the study where the International Labour Organization (ILO) contracted the Institute of Management and Entrepreneurship Development (IMED) to conduct a Women Entrepreneurship Development (WED) assessment in Tanzania from May to October 2013. Their assessment revealed that although many initiatives, policies, programmes and organisations have been introduced to support women entrepreneurs, they found that women entrepreneurs are not well informed about business procedures and assisting them with their requirements.

Lalhunthara (2015) studied the micro enterprises in the Aizawl district in Mizoram. His study found that 84.7% are male, while 15% are women entrepreneurs. According to him, as very few women are engaged in entrepreneurship, there is a need for special incentives for women entrepreneurs in the form of schemes, financial support, marketing support, infrastructure support, training and separate policies for micro-enterprises. But the scenario is different in the case of handlooms and tailoring, where 53.4% and 34.5% of women are engaged, respectively. He recommended that education and years of experience in the field would be an insight into the functioning of business enterprises.

Manish and Marjina (2015) examined the empowerment of rural women through entrepreneurship. They found that Self Help Groups (SHGs) are an institutional innovation that fosters women's empowerment. There is a need for the government to frame policies for the development of women's entrepreneurship. Literacy level could also be helpful to overcome cognitive constraints and technical and skill understanding.

Shastri *et al.* (2019) studied the motivation and challenges of women entrepreneurs in Jaipur city of Rajasthan. Their study revealed that pull factors, including the urge for creativity, self-identity, independence, and contribution to society, are the main motivations for female entrepreneurs to start their businesses. Their study also indicated that female entrepreneurs in Rajasthan were mainly motivated by pull factors rather than push factors while starting their business activities.

Solesvik *et al.* (2019) conducted a cross-national study on the motivation of female entrepreneurs. Their studies concluded that female entrepreneurs often aimed to generate an additional social value beyond the monetary gains and acted as an agent of social change. The social needs, stakeholder satisfaction and the relationship feature, were the three novel types of motives reported by female entrepreneurs in addition to the traditional monetary motives. According to the investigation made in three countries, namely Norway, Russia and Ukraine, the female entrepreneurs in all these countries suggested that the related aspects of the business were an important motive for their firms' launching and expansion.

Debnath *et al.* (2020) studied the motivational factors that encourage women to become successful entrepreneurs and their contribution to the growth of sustainable Development Goals (SDGs). Their study was conducted on 203 women entrepreneurs in different districts of Bangladesh. Strong support from the family, training, Information and Communication Technologies (ICTs) knowhow, financial support, and positive legal support would motivate women to achieve SDGs

4. Objectives

- To examine the demographic profile of women entrepreneurs in Aizawl, district of Mizoram
- To investigate the factors that motivated women entrepreneurs to start their businesses and their performances.
- To analyse the relationship between motivational factors and performance of women entrepreneurs in Aizawl City.

5. Women Entrepreneurship

Entrepreneurship development among women is one activity that promises encouraging results. "Entrepreneurship is the professional application of knowledge, skills and competencies and of monetising a new idea by an individual or a set of people by launching an enterprise de novo or diversifying from an existing one (distinct from seeking self-employment as in a profession or trade), thus to pursue growth while generating wealth, employment and social good" (National Knowledge Commission, Govt. of India, 2008).

The emergence of women entrepreneurs and their contribution to the national economy is quite visible in India. The number of women entrepreneurs has grown, especially in the 1990s. Women entrepreneurs need to be lauded for their increased utilisation of modern technology, increased investment, finding a niche in the export market, creating sizeable employment for others and setting the trend for other women entrepreneurs in the organised sector (Dr Urmilla V and Nidhi S 2007). The Government of India has defined women entrepreneurs based on women's participation in equity and employment in a business enterprise. Accordingly, the government of India (GOI 2006) has defined women entrepreneurs as "an

enterprise owned and controlled by a woman having a minimum financial interest of 51 per cent of the capital and giving at least 51 per cent of the employment generated in the enterprise to women.

According to the Sixth Economic Census released by the Ministry of Statistics and Programme Implementation, out of the 58.5 million entrepreneurs in India, 8.50 million constitute women entrepreneurs, i.e., 14% of the entrepreneurs base in India. The employment in women-owned enterprises is only 1.67 people per business on average.

6. Methodology

The data for the study was collected from the respondent belonging to the Aizawl city district of Aizawl, Mizoram, which was collected from primary and secondary sources. The representative sample of 291 respondents was taken from the population of 1191 women entrepreneurs in Aizawl, registered with the Mizoram Taxation department. Women entrepreneurs who had run the enterprises for more than 5 years and still running the enterprises. The primary data was collected through a structured questionnaire from the women entrepreneurs

6.1. Data Analysis

Questionnaires were structured into two parts, Motivational factors and performance. The respondents were asked to select from a five-point Likert scale (Strongly Disagree, Disagree, Neutral, Agree and Strongly Agree). The collected data were transferred into Statistical Package for Social Science (SPSS) software. Several statistical tools were used in analysing the results like frequencies, percentages, mean and standard deviation. Secondary data was collected from published books, journals, magazines, reports and newspapers.

6.2. Reliability test

Cronbach's Alpha showed the internal consistency of items. Table 2 indicates that motivational factors have a value of 0.612, indicating the acceptable marking of reliability. Table 3 indicates that the performance of women entrepreneurs has obtained 0.712, which shows the positive and acceptable test of reliability.

7. Findings and Discussions

A structured questionnaire was framed, and data was collected from 291 women entrepreneurs in Aizawl City, the Capital of Mizoram. The number of women entrepreneurs engaged in entrepreneurship is abundant in Aizawl city. Therefore, it was thought that Aizawl city represents the whole scenario of women entrepreneurs in Mizoram.

7.1. Profile of the respondents

The profile of the respondents represents age, marital status, education, availing of loans and number of employees in the enterprise. The reasons for starting the enterprise are monthly income before and after starting the enterprise.

Table 1. Profile of the Respondents

Characteristics	Classification	Frequency	Percentage
Age	Below 30	34	11.7
	30-40	83	28.5
	40-50	78	26.8
	50-60	62	21.3
	Above 60	34	11.7
Marital Status	Married	172	59.1
	Unmarried	60	20.6
	Widow	43	14.8
	Divorced	16	5.5
Educational Qualification	Matric	178	61.2
	Graduate	93	32.0
	PG	9	3.1
	Technical Profession	11	3.8
No. of employees in the enterprise	Less than 5	161	55.3
	6-10	4	1.4
	More than 15	7	2.4
	Total	172	59.1
	No employees	119	40.9
Have you Availed loans	Yes	128	44.0
	No	163	56.0

Source: Field Study

Women entrepreneurs in Aizawl city largely consist of middle-aged, as presented in table 1. Out of 291 respondents, 83(28.5%) women entrepreneurs fall in the age group 30-40 and 78(26.8%) in the age group 40-50. 34 (11.7%) respondents belong to the age group below 30 and above 60 years. The percent distribution of women entrepreneurs by age indicates that most of the women entrepreneurs in Aizawl city are between 30 to 60 years. It is clearly understood that the majority of 178(61.2%) respondents possess matriculation while 93(32%) have graduate-level education. And 11(3.8%) and 9(3.1%) have technical and post-graduate levels of education, respectively. Fewer respondents who have post graduate level and technical professions indicate that a high academic qualification is not necessary to promote entrepreneurship initially. It is found from the field survey that many women entrepreneurs, rather than continuing their education, prefer to start their business at a young age due to economic constrain and also to attain financial independence. The majority, 172(59.1%) of the respondents, are married. 40.9% of the respondents have no employee in the

enterprise, whereas 55.3% of the women entrepreneurs have employed others in their enterprises. 2.4% of the respondents have employed more than 15 employees in their business. 56 % have not availed loans from any sources, whereas 44% of women entrepreneurs have availed loans from banks and other sources.

7.2. Reason for Starting the enterprises

The number of women entrepreneurs is increasing day by day. The involvement of women in business is still likely to grow even in the coming years. The people's attitudes also changed from the past as women are accepted to engage in business. Women of today are not only confined to four walls of their homes. There is also a tendency to attain economic independence among women, and entrepreneurship is one of the alternatives to achieve that kind of independence. The attainment of any kind of sustainable development and upliftment of the socio-economic condition of women is of utmost importance for the country's economic development.

Table 2. Reason for starting the enterprise

Reason for starting the enterprise	Frequency	Percentage
Family tradition	192	66.0
Brings higher income	19	6.5
To be self-employed	65	22.3
A small investment is required	9	3.1
No other alternative for income	6	2.1
Total	291	100.0

Source: Field Study

8. Motivational factors of women entrepreneurs in Aizawl

Entrepreneurial motivation is the process that stimulates and inspires an entrepreneur to put out greater

effort to attain their business objectives. In other terms, entrepreneurial motivation refers to the forces or drives that influence an entrepreneur's voluntary behaviour as an entrepreneur's direction, intensity, and persistence.

Table 3. Descriptive analysis of Motivational Factors of women entrepreneurs

Motivational Factors	Mean	Std. Deviation	Cronbach's Alpha
Dissatisfaction with current job	4.01	.91	0.61
Success stories of entrepreneurs	3.56	1.09	
Being an entrepreneur was a lifelong goal	4.38	3.09	
To support the family financially	4.04	.95	
To maintain my freedom	3.12	1.33	
To be able to use my past experience and training	3.88	.87	
To build a business to pass on	4.39	3.09	

Source: Field Study

Table 3 shows the item for motivational factors and their mean, standard deviation and reliability of 291 women entrepreneurs. The Internal consistency of factors was shown by Cronbach's Alpha with a value of 0.61, indicating an acceptable level of reliability.

Seven factors were selected to analyse the respondents' motivational factors, and 7 factors were selected to analyse after collecting data. The result revealed that the factor '*To build a business to pass on*' means 4.39. A standard deviation of 3.09 shows the highest mean score, followed by '*Being entrepreneur was a lifelong goal*' means of 4.38 and 3.09 standard deviation, '*To support my family financially*' mean 4.04 and 0.95 standard deviation, '*Dissatisfaction with the current job*' means 4.01 and 0.91 standard deviations, '*To be able to use my past experience and training*' mean 3.88 and 0.87 standard deviations, '*Success stories of entrepreneurs*' mean 3.56 and 1.09 standard deviation and '*To maintain my freedom*' mean 3.12 and 1.33 standard deviation indicating the push and pull factors of motivation.

Personal or external causes such as a divorce or getting turned over for a promotion, low satisfaction, lack of opportunity is a push factor and frequently has negative connotations. On the other hand, pull factors are associated with positive attributes like flexibility with family, freedom in independence and identifying an opportunity that motivates people to start enterprises. (Hakim, 1989). The results indicate that the two most important motivating factors are building a business to pass on entrepreneurship as a lifelong goal. The results suggest that both push and pull factors are important in motivating women entrepreneurs. There can also be multiple factors that motivate women to start a new business.

9. Performance of Aizawl women entrepreneurs

Naser et al. (2009) concluded in their studies on 449 women entrepreneurs that government and non-government policies play an important role in supporting the steps taken by women entrepreneurs to encourage their performance in entrepreneurship.

Table 4. Descriptive analysis of the performance of women entrepreneurs

Performance	Mean	Std.Deviation	Cronbach's Alpha
This entrepreneurial venture has a great deal of personal meaning for me	3.65	1.01	0.71
I am ready to take additional investment in the business	3.86	.86	
I have made a profit throughout all the years from my business	3.46	1.15	
As an entrepreneur, I can take risks in decision making	2.93	1.17	
I have great improvement in entrepreneurial activities	4.21	.83	
I feel emotionally attached to the entrepreneurial venture	4.29	.76	
I feel a strong sense of identification in society because of my entrepreneurial venture	3.64	1.05	
I benefitted a lot from entrepreneurial training	2.74	1.28	
I can use technology for my business (Computer, Phone etc.)	3.89	1.23	

Source: Field Study

Table 4 explains the performance of Aizawl women entrepreneurs and their Mean, Standard deviation and reliability of 291 women entrepreneurs. Cronbach's Alpha showed the Internal consistency of factors with a value of 0.71, indicating a satisfactory level of reliability. To evaluate the respondents' performance factors, 9 factors were selected to analyse after the collection of data, and the result revealed that the factor, 'I feel emotionally attached to the entrepreneurial venture' 4.29 shows the highest mean score with a .76 standard deviation, followed by, 'I have great improvement in entrepreneurial activities' mean 4.21 and standard deviation .83, 'I can make use of technology for my business (Computer, Phone etc.)' mean score 3.89 and standard deviation 1.23, 'I am ready to take additional investment to the business' mean score 3.86 and .86 standard deviation. 'This entrepreneurial venture has a great deal of personal meaning for me' mean 3.65 and 1.01 standard deviation. 'I feel a strong sense of identification in the society because of my entrepreneurial venture' with a mean score of 3.64 and 1.05 standard deviation. 'I have profit throughout all the years from my businesses with 3.46 mean and 1.05 standard deviation. 'As an entrepreneur, I can take risks in decision making' with a

mean of 2.93 and 1.17 standard deviations. 'I benefitted greatly from entrepreneurial training' mean score of 2.74 and 1.28 standard deviation. The results indicate that the emotional attachment to the entrepreneurial venture and great improvement in entrepreneurial activities are the two main factors that indicate the performance of women entrepreneurs in Aizawl, and the performance of women entrepreneurs is somewhat high.

10. Relationship between motivational and performance of women entrepreneurs

The correlation coefficient is a statistical measure of how strong a relationship is between two variables. Croxton and Cowden define correlation as "When the relationship is quantitative in nature, the appropriate statistical tool for discovering and measuring the relationship and expressing in a brief formula is known as correlation" The values range between -1.0 and 1.0. A calculated number greater than 1.0 or less than -1.0 means an error in the correlation measurement. "Pearson Correlation analysis is employed to measure the relationship between two or more variables."

Table 5. Correlation between Motivation and Performance of women entrepreneurs

		Motivation	Performance
Motivation	Pearson Correlation		.280**
	Sig. (2-tailed)	1	.000
	N	291	291
Performance	Pearson Correlation	.280**	1
	Sig. (2-tailed)	.000	
	N	291	291

** . Correlation is significant at the 0.01 level (2-tailed).

Table 5 shows the results of the correlation analysis of the relationship between factors that motivated women to enter into business and their business performance. Hence, motivational factors have a positive correlation with

business performance ($r = 0.280$; $P = 0.000$). Thus, this indicates a significant relationship between the motivation to become entrepreneurs and the performance of women entrepreneurs in Aizawl city.

11. Discussion

The study examines the relationship between motivational factors and the performance of women entrepreneurs in Aizawl. The results show that push factors (necessity) are the most significant motivating factors for women entrepreneurs. However, some pull (opportunity) factors are also an important motivator. It shows that entrepreneurs are not only motivated by a single factor, as there are multiple motivators for starting a new business. As women entrepreneurs are mostly motivated by having a business to pass on to family, and a feeling of emotional attachment to business strengthens the performance of women entrepreneurs

12. Conclusion

The study examines the demographic profile of women entrepreneurs in Aizawl and the relationship

between motivational factors and the performance of women entrepreneurs. The study's findings revealed that most women entrepreneurs are married between the ages of 30 – 40 and have a matriculation certificate. It is found from the field survey that many women entrepreneurs, rather than continue their education, prefers to start their business at a young age due to economic constrain and also to attain financial independence. Women entrepreneurs significantly impact the economy not only in their ability to create jobs for themselves but also in creating jobs for others. Less number of entrepreneurs have availed of loans from banks or other sources. Both the motivational and performance factors show positive and acceptable tests of reliability. However, push factors seem to be more significant. Lastly, the study discovered a positive correlation between motivational factors and the performance of women entrepreneurs.

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