



## Study of Motivational Factors of Women Entrepreneur.

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### Abstract:

*"A woman is like a tea bag—you never know how strong she is until she gets in hot water."*—Eleanor Roosevelt

All over the world, entrepreneurship is regarded as the key factor in overcoming the barriers that women face and the basic tool for empowering women and brining them on to the main path of the development. In the words of former president A. P.J. Abdul Kalam, "Empowering women is a prerequisite for creating a good nation, when women are empowered, society with stability is assured." Empowerment of women is essential as their thoughts and their value systems lead to the development of a good family, good society and ultimately a good nation. Women's development is considered as an important approach to raise the level of productivity and to break vicious circle of poverty. These factors not only improves the physical well being of the individuals, directly but also enhanced their productivity and ability to contribute to national income.

In the traditional society, women's role was naturally limited to the family. She was fully occupied with her duties as a mother and home maker. But many factors like urbanization, technical progress, woman's education etc. have profoundly changed these traditional conditions. Even in developing country like India participation of women can be categorized in to four segments namely

- Employment in un-organized sector
- Employment in organized sector
- Self-Employment
- Entrepreneur

Now new trend has emerged where women are venturing as entrepreneurs and contributing to the economic development.

**Key Words:** Entrepreneurs, Women entrepreneur & Economic Development

### Introduction:

It is very often said that "India is a rich country inhabited by the poor". India is endowed with plenty of natural resources and good climate but country has not made much economic progress like western countries. This is mainly because; natural resources themselves will not produce economic development. There must be people with vision, initiative & drive to make use of the natural resources. Therefore Entrepreneur is the person who productively integrates resources & enhances economic growth. Entrepreneurs perform vital functions in economic development. They have been referred to as the human agents needed to "Mobilize Capital, to exploit natural resources, to create markets and to carry on trade", so; entrepreneur spells the difference between poverty and prosperity.