

A Study on the Motivational Factor of Women Entrepreneurs in Lucknow City, Uttar Pradesh

Akhilesh Pratap

Research Scholar, Department of Social Work, University of Lucknow, Lucknow.

ABSTRACT

This study analyses the factors that drive motivation. inspire women entrepreneurs in Lucknow, Uttar Pradesh. It delves into the intrinsic and extrinsic factors that lead women participation in entrepreneurship in an environment characterized by traditional gender roles and socio-economic limitations. The study seeks to uncover how personal ambitions, financial autonomy, family support, societal hurdles, and government initiatives play a role in shaping the entrepreneurial experiences of women in this area. The research employs qualitative and quantitative methods, such as surveys and interviews, focusing on women entrepreneurs from diverse industries. It examines primary drivers such as the desire for autonomy, passion for particular business pursuits, the aspiration to achieve a work-life balance, and the intention to make a beneficial impact on society. This research relies on primary data to explore the factors that drive women's entrepreneurship in Lucknow City, Uttar Pradesh.

Keywords: women's entrepreneurship, motivational factors, women empowerment, personal motivation, economic challenges.

1. INTRODUCTION

Entrepreneurship is crucial for the economic growth of any nation, and women entrepreneurs are increasingly contributing significantly to this change. In recent years, India has seen a notable increase in businesses led by women. contributing significantly to employment generation, innovation, and socio-economic progress (Goyal & Yadav, 2021). However, despite government initiatives and policy support, women entrepreneurs continue to face numerous challenges, including financial constraints, societal norms, and limited access to resources (Agarwal & Lenka, 2018). Women's entrepreneurship has attracted considerable global interest because of its ability to foster economic development and social progress. In India, female business owners are becoming key players across a range of industries, such as traditional crafts, services, and technology-oriented sectors. Gaining insight into the motivational elements that drive women to pursue entrepreneurial activities is essential for developing supportive policies and creating a more inclusive business landscape.

1.1 Factors that Motivate Women to Pursue Entrepreneurship

Motivational factors driving women entrepreneurs can be broadly categorized into **push** and **pull** factors:

Push Factors: These are the conditions that drive women to establish their own businesses, such as being unemployed, feeling dissatisfied with their jobs, or needing financial support. For example, research has shown that numerous women in developing nations encounter obstacles like a scarcity of job opportunities, leading them to pursue entrepreneurship as a viable way of earning a living. Research-

Gate.net

Pull Factors: These elements draw women to entrepreneurship, such as the aspiration for independence, personal fulfilment, and the pursuit of individual interests. Studies show that women in Lucknow are driven by the urge to engage in creative activities, establish their identities, and achieve autonomy.

Lucknow, the capital city of Uttar Pradesh, has emerged as a promising hub for women entrepreneurs, particularly in sectors like handicrafts, textiles, education, food processing, and e-commerce. The city's rich cultural heritage and growing business ecosystem provide ample opportunities for aspiring women entrepreneurs (Singh, 2020). However, their journeys influenced by various motivational factors such as financial independence, personal aspirations, family support, social recognition, and government incentives (Sharma & Gupta, 2019). Grasping these elements is essential for developing an inclusive entrepreneurial environment that enables women to start and maintain their businesses.

This research seeks to examine the primary motivational aspects that drive women entrepreneurs now. It aims to evaluate their ambitions, obstacles, and the support networks that either facilitate or impede their business success. By pinpointing these motivational elements, the study will offer valuable insights into how policies and institutional frameworks can be improved to promote and sustain women's entrepreneurship within the region.

2. LITERATURE REVIEW

2.1 Specific Motivational Factors in the Context of Lucknow

Several studies have focused on the unique motivational factors influencing women entrepreneurs in Lucknow:

- **Creativity and Innovation:** The aspiration to engage in creative endeavors and innovate within traditional industries, such as Chikankari hand embroidery, serves as a significant motivator. Women entrepreneurs are drawn to this field due to its cultural significance and the opportunity to express creativity.
- **Economic Independence:** The pursuit of financial autonomy is a strong motivator. Women entrepreneurs in Lucknow seek to contribute economically to their households and achieve personal financial stability.
- **Social Recognition:** Gaining respect and recognition within the community motivates many women to start their own businesses. Entrepreneurship provides a platform for women to establish their identity beyond traditional roles.

2.2 Challenges Faced by Women Entrepreneurs

Despite the motivating factors, women entrepreneurs in Lucknow encounter several challenges:

Societal Attitudes: Traditional gender roles and societal expectations can hinder women's entrepreneurial aspirations. A study noted that women often struggle with not being recognized as professional entrepreneurs by society.

Access to Resources: Limited access to financial resources, training, and networks poses significant barriers. Research indicates that women entrepreneurs often face difficulties in obtaining necessary support for business growth.

2.3 Some related studies:

"Motivational Factors for Women Entrepreneurs in India" by Naguib (2022):

This study examines how demographic variables influence the motivational factors of women entrepreneurs in India. It categorizes motivations into push, pull, balanced, and emotional factors,

providing a nuanced understanding of what drives women to start their own businesses.

"Motivating Factors that Influence Women Entrepreneurs" by Ramdas and Sathe (2018):

Focusing on women who started beauty parlors in Bangalore, this research explores the factors that motivated them to become entrepreneurs. It offers insights into the personal and external influences that encourage women to pursue entrepreneurial ventures.

"Motivational and Success Factors: Through the Lens of Women Entrepreneurship" by Agarwal and Agrawal (2018):

This study emphasizes the role of motivational factors in the entrepreneurial success of women in India. It discusses how both push and pull factors contribute to the initiation and growth of women-owned enterprises.

"Motivation and Challenges in Career Choice and Well-Being of Women Entrepreneurs: Experiences of Small Businesses of Lucknow, Uttar Pradesh" by Kumar, Mandal, and Yadav (2022):

This study assesses the journeys of 37 female MSME entrepreneurs in Lucknow to identify the main factors that motivate them to choose entrepreneurship over traditional employment or household roles.

"A Critical Review of Women Entrepreneurs' Motivation and Challenges in Uttar Pradesh" by Sharma and Rastogi (2023):

This systematic review examines the reasons and challenges faced by women entrepreneurs in Uttar Pradesh, providing a comprehensive overview of the motivational factors and obstacles in the region.

"Motivating Factors Influencing Women Entrepreneurs in Choosing Chikankari Hand Embroidery Business in Lucknow" by Yadav and Tripathi (2025):

This research focuses on Chikankari, a traditional handicraft from Lucknow, and explores how it has emerged as an entrepreneurial avenue for women in the region.

"Motivation and Challenges in Career Choice and Well-Being of Women Entrepreneurs: Experiences of Small Businesses of Lucknow, Uttar Pradesh" by Kumar et al. (2022):

This study reveals that factors such as creativity, innovativeness, independence, freedom, and self-identity are major pull factors that motivate women to start their own businesses in Lucknow.

"Influence of Challenges and Motivating Factors Among Women Entrepreneurs in India" by Kaur and Bawa (2023):

This study discusses how many women entrepreneurs are paving the way for economic expansion and socio-economic advancement in India, highlighting the challenges and motivating factors they encounter.

"Evaluation of Factors Affecting Entrepreneurship: A Case of Indian Women Entrepreneurs" by Singh and Gupta (2023):

According to the findings, female entrepreneurs demonstrate more motivational perseverance in pursuing stable and existing goals, shedding light on the factors that affect their entrepreneurial journeys.

3. METHODOLOGY

3.1 Objectives of the study

- To identify the key **motivational factors** driving women entrepreneurship in Lucknow.
- To analyze the **reasons for business selection** among women entrepreneurs.
- To examine the **sources of support** that help women sustain their businesses.

3.2 Type of research: Descriptive

3.3 Area: Lucknow (city), capital of Uttar Pradesh

3.4 Universe: All the women who received loans from ODOP (between 2021-2023) scheme. The One District One Product (ODOP) initiative, initiated by the Uttar Pradesh government in 2018, seeks to support traditional crafts and industries by selecting and fostering one distinctive product from each district. For Lucknow, the highlighted products are Chikankari and Zari-Zardozi embroidery. Chikankari is a traditional form of embroidery known for its intricate and delicate hand-stitched designs, making it one of the most celebrated crafts in Lucknow. On the other hand, Zari-Zardozi features ornate metal embroidery crafted with gold and silver threads, which has historically adorned royal garments. Both crafts have received Geographical Indication (GI) tags, highlighting their cultural and regional significance.

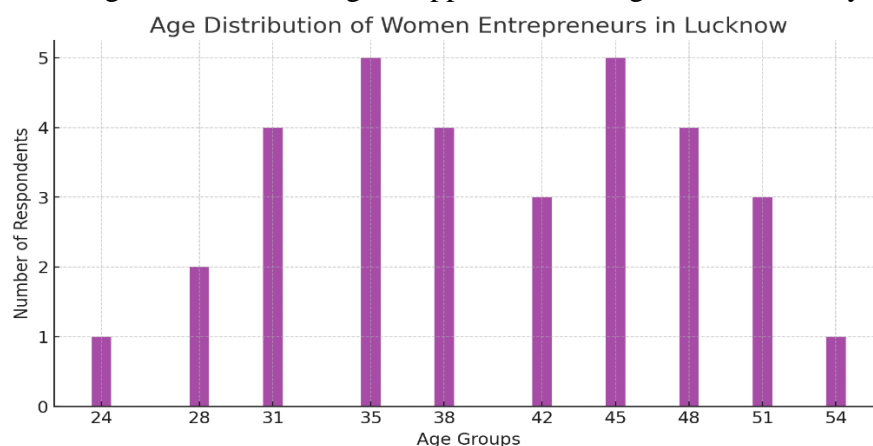
3.5 Sampling: Between 2021 and 2023, a total of 109 women benefited from loans through the ODOP scheme. To gather the data, I employed simple random sampling methods.

3.6 Sample determinants: I utilized the Morgan Table to determine the sample size. Based on this table, there are 69 samples out of a total of 109.

3.7 Tool for data collection: I have used Google questionnaire for data collection.

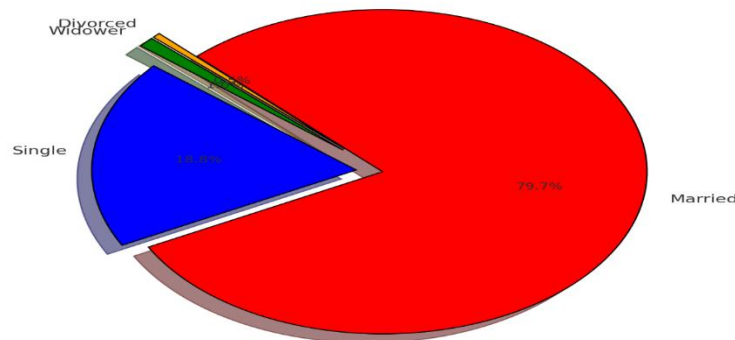
4. DATA ANALYSIS AND INTERPRETATION

The current chapter addresses the handling of gathered data and the statistical interpretations of their percentages while adhering to the methodological approach that aligns with the study's objectives.

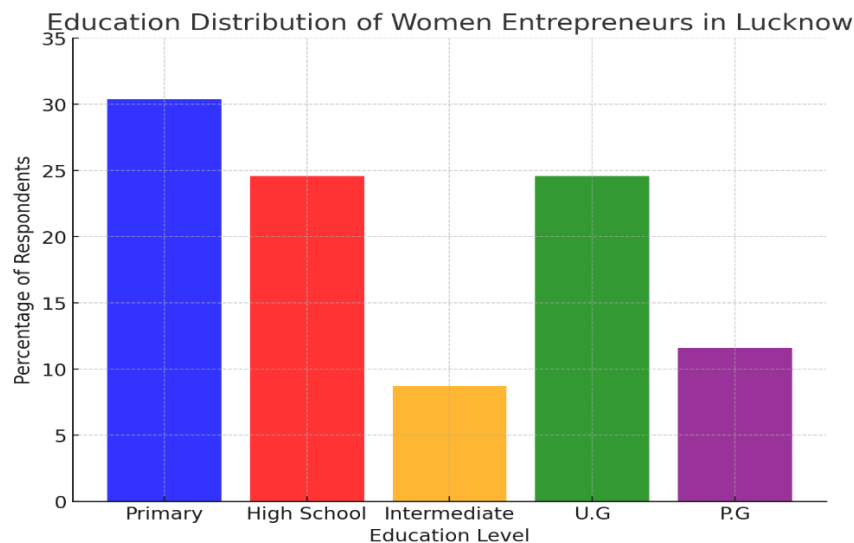


- The highest number of respondents fall in the **35-45 age group**, showing that mid-career women are more likely to start businesses.
- The **age groups of 31, 35, and 45** have the most entrepreneurs, indicating that both early-career and mid-career professionals venture into business.
- Fewer women entrepreneurs are seen in the **younger (24-28) and older (51-54) age groups**.

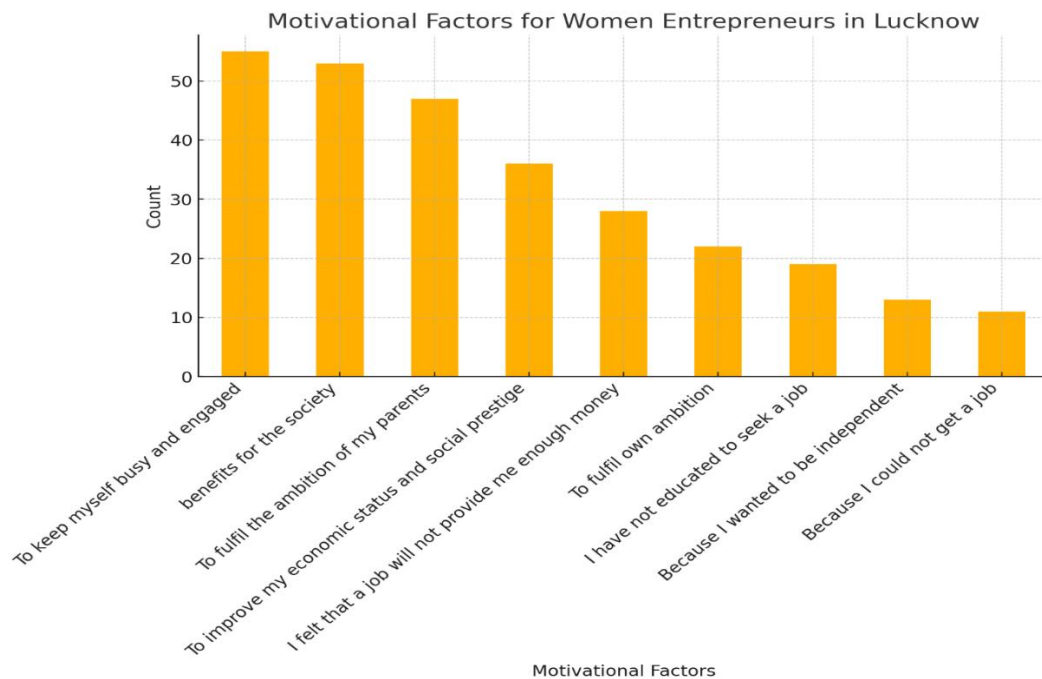
Marital Status of Women Entrepreneurs in Lucknow (Exploded View)



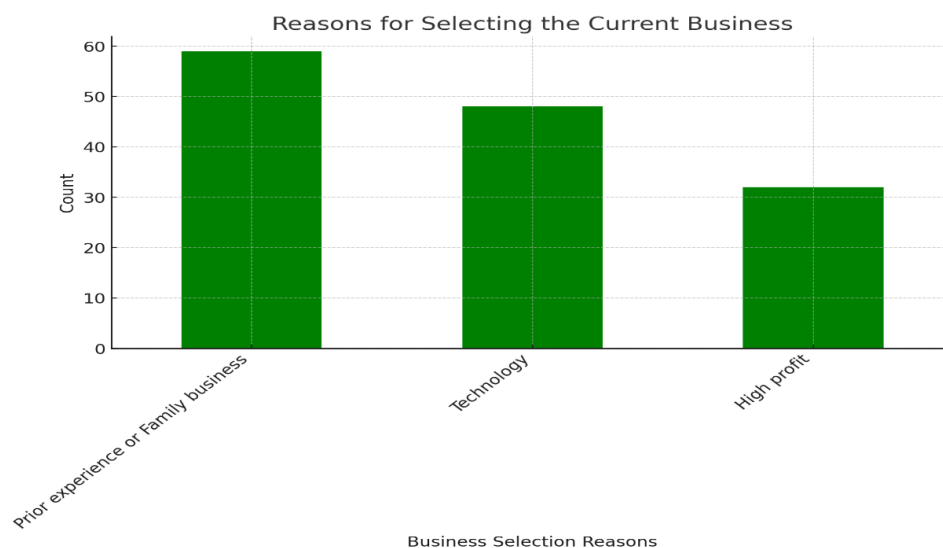
- The majority of women entrepreneurs in Lucknow are married, indicating that they likely start businesses to support their families, gain financial independence, or balance work with household responsibilities.
- A smaller proportion of respondents are single, suggesting that some women pursue entrepreneurship as an alternative to employment or for personal ambition before marriage.
- Very few respondents belong to the widowed or divorced category, potentially indicating financial dependence on family or limited business opportunities for women in such situations.



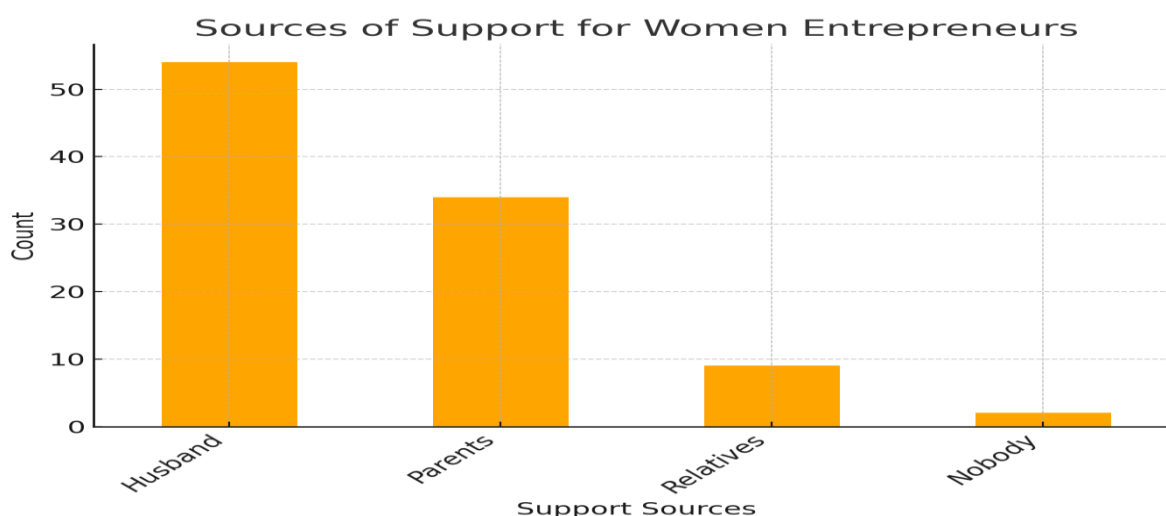
- Many women entrepreneurs in Lucknow start businesses without higher education, highlighting skill-based or experience-driven entrepreneurship.
- A notable percentage have U.G or P.G degrees, indicating that education can enhance business capabilities and decision-making.
- Entrepreneurship is available at various educational levels, yet training programs can assist in filling knowledge gaps.



Women want financial self-reliance and to contribute to their family's income. Many women started businesses to meet family expectations or dreams. Women seek self-employment to stay productive, especially after marriage. Entrepreneurship offers them prestige and status in society.



Many women chose businesses they were already familiar with. Technology. Entrepreneurs preferred businesses that were technology-driven and had high profit potential. Some women selected businesses based on trends and customer needs.



Many women rely on their spouses for financial and business assistance. Family assistance is essential for both securing initial funding and making decisions. Very few women reported getting government or external funding.

1. RECOMMENDATIONS AND CONCLUSION

5.1 Recommendations:

Family support is crucial for obtaining initial funding and making important decisions. Being an entrepreneur essentially means having control over one's life and actions, and in order for women entrepreneurs to overcome their contradictions, they require confidence, freedom, and mobility. The following recommendations are made to policy makers, entrepreneurship support institutions, training organizations and women entrepreneurs.

- Establish a dedicated Women Entrepreneurs Fund to support startups led by women.
- Provide tax exemptions and incentives for women-led businesses, especially first-time entrepreneurs.
- Offer subsidies for digital marketing training, website development, and online selling platforms.
- Organize regular business training workshops on financial management, marketing, and technology adoption.
- Introduce sector-specific training (e.g., handicrafts, food processing, tech startups) for women entrepreneurs.
- Offer government-supported certification courses in entrepreneurship and leadership.
- Establish Women Entrepreneur Incubation Centers in Lucknow to provide business mentorship, networking, and market access.
- Connect aspiring women entrepreneurs with successful business mentors and industry experts.

5.2 CONCLUSION

Women entrepreneurs in Lucknow are essential for stimulating economic development, encouraging innovation, and advancing social progress. This research outlines the primary motivational factors that drive women to establish and maintain their businesses, such as achieving financial independence, gaining social recognition, fulfilling family aspirations, and seeking personal satisfaction. Additionally, it highlights the hurdles they encounter, which include limited access to financing, gender discrimination, and the challenge of managing family obligations.

Many women entrepreneurs in Lucknow navigate various challenges by utilizing family support, governmental programs, and their determination to create successful ventures, especially in traditional crafts, small businesses, and new digital fields. Nonetheless, the research highlights the necessity for enhanced institutional support, which includes financial aid, skill-building initiatives, market connections, and policy changes, to foster a more inclusive and supportive business environment for women. To achieve sustainable growth, it is essential for policymakers to prioritize improving access to finance, enhancing training initiatives, encouraging digital entrepreneurship, and dismantling societal obstacles that hinder women's entrepreneurial capabilities. By reinforcing government policies, nurturing mentorship networks, and broadening business opportunities, we can empower women entrepreneurs and simultaneously contribute to the overall socio-economic advancement of Lucknow and Uttar Pradesh. As women's entrepreneurship continues to develop, ongoing research, policy actions, and community support will be crucial in creating fresh opportunities, driving innovation, and ensuring the enduring success of businesses led by women.

REFERENCES

1. Agarwal, S., & Lenka, U. (2018). Women Entrepreneurship in India: A Review of Determinants and Challenges. *Journal of Business and Management*, 22(2), 45-55.
2. Brush, C. G., Carter, N. M., Gatewood, E. J., Greene, P. G., & Hart, M. M. (2006). *Growth-Oriented Women Entrepreneurs and Their Businesses: A Global Research Perspective*. Edward Elgar Publishing.
3. Das, M. (2001). Women Entrepreneurs from India: Problems, Motivations, and Success Factors. *Journal of Small Business & Entrepreneurship*, 15(4), 67-81.
4. Huq, A., & Moyeen, A. (2018). Women Entrepreneurs in South Asia: Challenges, Motivation, and Success Factors. *International Journal of Gender and Entrepreneurship*, 10(3), 234-252.
5. Kabeer, N. (2012). Empowerment, Citizenship and Gender Justice: A Contribution to Locally Grounded Theories of Change in Women's Lives. *Ethics and Social Welfare*, 6(3), 216-232.
6. Kumar, R., & Singh, A. (2020). Women Entrepreneurship in Uttar Pradesh: Growth, Challenges, and Opportunities. *Journal of Entrepreneurship Development*, 10(3), 112-130.
7. Sharma, M., & Gupta, R. (2019). Factors Influencing Women Entrepreneurs in India: A Study with Special Reference to Uttar Pradesh. *International Journal of Social Science Research*, 7(4), 78-92.
8. Tambunan, T. (2009). Women Entrepreneurship in Asian Developing Countries: Their Development and Main Constraints. *Journal of Development and Agricultural Economics*, 1(2), 27-40.