

Influence of Self-motivation on Performance of Women Entrepreneurs of Apparel Industry in Indore City

Dr. Sheela Dashora

Associate Professor, Pacific Academy of Higher Education and Research University, Udaipur

Pallavi Joshi

Research Scholar, Pacific Academy of Higher Education and Research University, Udaipur

ABSTRACT

Women entrepreneur is a recent phenomenon in India. Today's women not limit their lives in family responsibility instead they spread their wings to fulfill their dreams, they move out to do job or engage themselves in self-employment. Women are proving their presence in every sector starting from Academics to Information technology, civil services to army, retail to manufacturing. Women shows her caliber in the field of apparel business also. Some of the big clothing brand like BIBA, AND, are owned by women only. The Indore city is better known as the business city of central India. In the last few decades people of Indore witnessed the fast growth in various sector like automobile, road and transport, Information Technology, Education, Fashion and apparel business, Manufacturing, Retail etc. In last few years a rapid growth has been observed in apparel and fashion sector as well. The textile business is deeply rooted in history of Indore but gradually due to the closing of some big textile mills the vendors have shifted to the readymade manufacturing business. The present scenario of apparel sector is completely changed as the sector is dominated by young enthusiastic entrepreneurs. Many women's are also entered in the apparel. The aim of this paper is to study about the women entrepreneur in apparel sector and how motivation influence the performance of women entrepreneur in apparel sector.

Keywords: Women entrepreneur, motivational factors, apparel and fashion business, performance, influence, Indore city.

Introduction

Indore, located on the Western region of Madhya Pradesh is considered as one of the most important commercial centers of the state. The rich chronological history of Indore is worth considering. Even in days of yore it was an important business hub. But today with the entry of the corporate firms and institutions, it has earned a major name in the commercial sector of the country. Major industries include the manufacture of textiles, tile, cement, chemicals, tents, furniture, and sporting goods; grain milling; and metalworking. There are auto and cycle

workshops and engineering works. Such traditional industries as pottery making and handloom weaving continue. The city is a major trunk road and rail junction and has an airport for domestic and International flights.

Many states in Pan India are providing the platform to establish the textile and garment industry, and few of the states are already succeeding in getting big apparel exporters and textile companies. Madhya Pradesh (MP) is one such state succeeding in getting big apparels and textile units. Indore is the prominent city having the hub for readymade garment manufacturing under the men's and kids category.

Literature Review

The literature review is sectioned in three parts: Entrepreneurship, Women Entrepreneur, self - Motivation and Apparel Industry

Entrepreneurship: An Overview

According to French Economist Jean Baptiste Say, An Entrepreneur is the agent who unites all the factors of production and who finds in value of the products the re-establishment of the entire capital he employs, and the value of wages, the interests and rent which he pays as well as the profits belonging to himself.

Father of classical economics Adam Smith instead of word entrepreneur used the terms like employer, the merchant, and the undertaker. F.H Knight, in his article on Risk, Uncertainty and Profit, define the "entrepreneurs as a specialized group of persons who bear risk and deal with uncertainty" According to him the social, psychological and economic factors mainly govern the entrepreneurship. F.B. Hawley in 1882, believed that the risk taking is the prime characteristic feature of the entrepreneur .If we summarize all the definitions, in a nutshell, an entrepreneur is a person who act as a coordinator and organizer for his firm, he always prepared to take risk, an innovator, profit seeking person. He accepts the challenges and work hard to achieve his goals.

Well known concept of entrepreneur is they directly involved in economic progress of country. Entrepreneurs always oriented towards action for accomplishment of their goals. Being confident on their abilities, they acts as problem solvers.

The Status of Women in India

The women's are almost half of the population in world, so as in India where women constitute the near about fifty percent of the total population. It is obvious that if women population is educated,

groomed, and employed then the country also grow in term of socio-culture and economic level.

The present of status of women is comparatively in better position to the era of pre-independence and post-independence in India. Till the time the society is male dominated and women's are not allowed to act against the wish of man in her house. The India is a land where the women's are worshiped as "Grahalexmi" in society. But pre-independence scenario was little different. The growth of women's in terms of education, employment, equal status in society, self-employment was neglected by society. Women's are not allowed to step out for the job, their position was always fixed on last, and they were never the decision maker of the house. The situation of middle class and lower class was not good. But as the country rises year by year the economic and social culture gradually changed, simultaneously the position of women's also changed and noticed by the society. Women's are now going for higher education, they are allowed to do the job to fulfill the need of finance in home.

Earlier it was observed that the main purpose of women's to step out for the job is to support the main earning member of the family, and to raise the children in a progressive way. But in the modern society the women's are earning to fulfill the need of independence, and they are highly ambitious and want to nurture the self-identity. The concept of self employed women are not old in India. It is a recent phenomenon.

Concept of Women Entrepreneur

According to the Pandit Jawarharlal Nehru, "When women moves forward, the family moves, the village moves, and the nation moves.

The concept of women entrepreneur arise from the thought of empowering the women in modern society. To empower the women the government runs various programme staring from providing free education, skill development courses, to

generate jobs opportunities in many government sectors, schemes to provide loans for the women who want to operate the work from home only.

To empower the women through enterprise is new concept which is broadly termed as entrepreneur. Women entrepreneur is governed by four factors.

Psycho-factor, socio-factor, techno-factor, and econo-factor

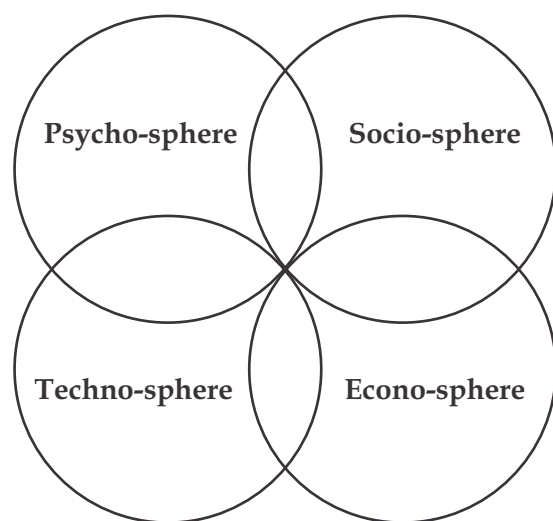


Fig 01 : Source Fundamentals of Entrepreneurship, Sangram

Psycho-sphere

- a. Self-Motivation
- b. Risk Taking ability
- c. Passion/zeal

Social sphere

- a. Networking
- b. Social connectivity

Technical sphere

- a. Technical skills related to apparel industry
- b. Process know-how
- c. Implementation of process successfully

Economic Sphere

- a. Financial Support
- b. Financial planning
- c. Schemes for loans

The concept of Women entrepreneur recognized as an integral part of economic development. The women no doubt are strongly held their positions in service sector but to play the dual responsibility of home and work sometimes become difficult to perform. This is one of the main reasons of women to shift into the self-employment. The entrepreneurship allows them to work in flexible hours and to earn unlimited money. The more and more women are now entering into the self-employment and establishing their own small-medium enterprise.

Brief historical Perspective of Apparel Industry

The second half of the 19th century witnessed the development of the ready-made garment industry in the world. The department stores set up in the US and Western Europe during the years 1840-80, increased the consumer accessibility to the ready-made garments, which helped the initial growth of ready-made garment consumption and production. After World War I, the manufacturing facilities set up for army uniforms were converted into ready-made garment manufacturing units. This resulted in the second phase of growth of the ready-to-wear garment industry.

The year 1920 is considered as the year in which the modern ready-made garment industry began its rapid hike to prominence. The factory-made clothing gained wide consumer acceptance and retailers recognized its business potential. The year following World War II saw further growth of mass production and marketing of garments. Import to the developed markets also began to grow. Outlining the history of the Indian ready-made garment industry, it can be seen that in pre-

independent India, clothing styles were dictated by the dress habits of the dynasties that ruled different parts of India from time to time. The long years of the British rule in India had a definite influence on clothing patterns in urban areas. The decentralization of the textile industry witnessed the growth of power looms and small scale processing unit in India. Mass manufacturing of the garment industry began in India as an aftermath of the Second World War. The growing settlement of Indians in the US and UK during the late 1960s and 1970s who acted as importers of Indian cotton garments, and also the socio-political events of the period led to the a spurt in production led to proliferation of several small scale sector nature of the garment industry acquired during this period continues to exert its influence on the growth pattern of the industry.

Current Status of Apparel Industry in India

The Apparel sector emerged as a fast growing sector in last few decades in India. This sector requires huge man power to manufacture the end product. This is second largest sector after agriculture in terms of providing employment. The word apparel means the making of stitched and non-stitched garments. In India the apparel sectors comes under the small and medium scale business. The apparel sectors in India divide into seven clusters viz Tirupur, Jaipur, Delhi, Kolkata, Ludhiana, Bangalore, Mumbai and Indore. Where Tirupur and Ludhiana are mainly known for knit garments and rest of the cluster are for woven garments. The apparel industries are widely spread across pan India and contributed in generating employment for skilled workers.

Women Entrepreneur in Apparel Industry

The apparel industry is creative and innovative in nature as compared to other manufacturing sectors. The garments making according to the

latest trends and fashion requires creative mind. The women's in our society are skilled in sewing, embroidery, knitting and making numerous attractive articles to decorate home. The sewing of garments and other accessories are like inherent in our genes. In the era of 1970s, 80s the Indian women are mainly in the profession of house wife. They are a good home maker and less educated, but trained various skills like making pickles, papad, Indian snacks, and more over the cutting and stitching of garment with embroidery skills. Usually the women in this era learned the basics of stitching either from their mother or a nearby training center. If the family is financially good then women opt for graduate degree in fashion design or home science. Due to this creative aptitude most of the women attracted towards the designing field and slowly this sector becomes one of the most popular among women to choose as a career option. This is a ground reality that the women who are less educated and introverted are easily absorb in garment making business. The apparel industry is little different from fashion designing in terms of quantity. The designing is related to the customized, tailored garments whereas the apparel industry work for masses.

They take small orders from their neighbors and contacts and make customized garments. The sewing of garment is considered to be the easy and safest work which women can do managing their family responsibilities. In Indore city many women are taking job work from market and complete the making of garment in their home only. They have set up of few machines and skilled operators. As the apparel Industry comes under small, medium scale industries, one can easily set the small unit in minimum investment.

The apparel Industry is unorganized in India and scattered in small and medium level on the basis of their machine layout. This makes the sector favourable for budding entrepreneur to enter into the manufacturing. Earlier the garments are tailored made and people used to visits the nearby

Tailor to get stitch their garments. Slowly the boutique culture emerged which was managed by professional and experienced tailored. But still the women tailors are very less and mostly the women do their work from home only. Later on as the society changed and the market exposed to various new business opportunities the same happened in garment sector also. The garments stitching changed to tailored made to the mass manufacturing. Many companies now entered in the mass manufacturing of apparels.

Later on to attract more women student in the field many graduate degrees, diplomas introduced in mainstream education system to learn technical aspects of the apparel manufacturing. Numerous micro business like home textile, Traditional Embroidery handmade articles also established in this field. Government introduced many schemes for women budding entrepreneurs to start their business in garments sector. The current scenario of apparel sector is very promising and full of opportunities for the talented individuals. More and more women are now entering into the designing and manufacturing business of apparel

Motivation : One of the Determinant of Entrepreneurship

For a women to take the decision of entering into the world of business is very tough. The decision needs extreme support from family and near ones. There are definitely some strong driven force which makes a women comfortable in her decision to become an entrepreneur. These forces may come from family, spouse, close friends, any mentor or self- driven motivation.. Among the various determinants of entrepreneurship development self - Motivation is the key element. In general terminology self-motivation is the capability to encourage yourself for doing a particular task. To get successful in the goal achievement one need to be focused, must have strong will power, and passion. To accomplish the task the mental strength comes from self-

motivation. A motivated person is a key to success in any adverse condition. Self-motivation is nothing but the internal desire and force, which inspire the person to achieve his goals and to take the challenges of entrepreneurial activity. Psychology Today defines motivation as "desire to do things". As per Oxford Dictionary self-motivation describes as 'a reason or reasons for acting or behaving in a particular way.' Theoretically motivation is an amalgamation of four elements which a person have to access, To Initiate: to take first step or to get ready to grab the opportunity, Personal Zeal: strong desire to achieve the goal, Optimistic nature: to keep positive approach, Self-committed: to finish the task

In general way many authors put the facts on motivational factors of an Entrepreneur

(Ozsoy,Oksoy and Kozan 2001). Entrepreneurs are motivated to open their own venture to secure themselves and the family and to increase income.(Benzing and Chu 2005) Entrepreneurs are highly motivated to rise there income and to provide self-employment. (Orapin Santidhirakul, 2007) The motivational factors of any entrepreneur is full of passion and feel joyfulness in doing own business. (Shane et al. 2003), the need for independence is one factor that motivate an individual to become entrepreneur. According to Stefanovic et al. (2010),there are four motivational factors which plays important role to become entrepreneur are greater business achievement, independence, intrinsic factor, and job security. It is noticeable that motivational factors are essential in startup business; however, in order to accomplish in operating a business, an entrepreneur requires exceptional characteristics encompass ability to think creatively and innovatively, ability to take risk, and ability to manage business operation and resource.

The study shows that the most important motivating factors for women to become

entrepreneurs were to help their spouse and family in sharing family burden, followed by self-motivation. Women in recent years shows tremendous growth in every aspects of career whether it's a service or business entity. But the path to success is not easy for women. Women have to play the dual responsibilities of family and career both. Sometimes they face the feeling of frustration, anxiety, irritation. But as said the women's are in born leaders and not easily gave up, the attribute of self-motivation act as a catalyst to recharge their energy requires to get the success. Broadly there are some factors responsible for the motivating nature of women

1. Strong desire to do something for family, to raise children in better way.
2. To lesser down the financial burden of spouse to run the family.
3. To fulfil their dreams.
4. To be independent financially.
5. To see herself in a respective position in society.

Going through the vast literature on women entrepreneur, their success, personality traits and the factors which are responsible to enter into the business, it has been observed that self-motivation comes as most relevant key element which drive the women to enter into the business.

According to Chowdhury and Amin (2011), one way to lessen poverty is to empower women economically, especially through projects that encourage women to engage themselves in entrepreneurial income generating activities.

A business will neither start up nor succeed without motivation. The first step to understand women entrepreneurship is to understand their motivation It has become essential effort to enhance comprehension of them otivational factors that relates with the new venture creation.

Gothoskar (2000), in an interview with women tele- workers in Mumbai, got responses from them, ranging from welcoming the freedom to fulfill family commitments to dislike of the lack of access to public and social spaces and reinforcement of the role at home. Considering research and writings of Loza (2011) from 1986 to 1996, it can be suggested that women have unique motivations to pursue entrepreneurship in the United States and other countries. She has also discussed the necessity-driven or 'push' and the opportunity-driven or 'pull' factors, which influenced women to engage in entrepreneurship.

Caputo and Dolinsky (1998) have examined the role of financial and human capital of household member to pursue self-employment among women.

Buttner and Moore (1997) have discussed and provided extensive supporting citations regarding research into the factors that motivated women and mento become entrepreneurs, namely: independence; personal development; improvement in their welfare; the desire to emulate their role-models; indirect benefits, including, for example, tax deduction; and the pursuit of opportunity.

How the Motivation Influence the Performance of Women Entrepreneur

The apparel industry demands high degree of hard work and patience. The mass making of garments is not an easy job. To meet the delivery dates of goods, to maintain the quality of garments, to chase the lead time, to increase the production and so on, all these activities are time taking. The workers need to work efficiently and as per SOP (standard operating process) to avoid mistakes. The manager of apparel unit need to be highly motivated all the time as he is the only person who handle the entire work. It was observed in some units that the manager used to take 5-10 minutes of daily meeting before staring

the work. The motto of the meeting is to set the target for the day and manager motivated the workers, cheers them to fresh up their mind to achieve the given target.

The performance of an entrepreneur can be measure by three factors in apparel industry.

1. The growth of the business in terms of revenue, no. of employees, size of business.
2. The business is capable of meeting the market demands, in terms of timely producing the goods, smooth supply chain.
3. Personal growth in terms of fulfilling the desire, need of independence, confidence level.

The women entrepreneur have some inbuilt abilities of time management, leadership, strong communication skills. They are self - motivated and highly optimistic. It has been observed that women manage the work of apparel unit more efficiently as compared to man, whether be the administrative work, marketing, production etc. The laborious work style of apparel manufacturing requires passion and patience with all the technical skills and market knowledge. The mass production is ongoing process, energy consuming hard work like sewing of garments in minimum of 8 hrs shift, checking of each garments by the systematic process of inspection, finishing of garments by pressing and packing, counting of

garments, final packing of goods, and to monitor all these activities and to manage the man power the entrepreneur has to put extra efforts. Sometimes the owner also work on floor to meet the deadline. The motivation is the only attributes which keep them in joyfulness and they work tirelessly.

Objectives of the Study

The main objective of the paper is

- To study the women entrepreneurship in apparel industry.
- To study the self- motivation as a key determinant that influence the performance of women entrepreneur in apparel industry.

Research Methodology

The study is confined to Women Entrepreneurs who are owner of apparel manufacturing units in Indore city. The study is descriptive and exploratory in nature to identify the general demographic, socio economic and motivational determinants of women entrepreneur. The study size consist of 150 women entrepreneurs. The respondents were personally approached for collecting their responses. The study is based on Primary data. A self-designed questionnaire was used for the collection of data. Responses were collected on a 5 point likert scale ranging from strongly agree to strongly disagree.

Table 01 Socio -Demographic-Economic Profile

Characteristic	Respondents	%
Present Age		
a) 18-30 years	18	09%
b) 30-40 years	91	47%
c) 40-50 years	45	26%
d) Above 50	25	13%

Your age when you opened this venture.		
1. 18-30 years	88	45%
2. 30-40 years	65	34%
3. 41-50 yrs	26	13%
4. Above 50	15	08%
Your present Marital Status		
1. Married	112	58%
2. Unmarried	45	23%
3. Divorced	30	15%
4. Widow	07	04%
Your Marital Status when you opened this venture		
1. Married	90	46%
2. Unmarried	85	44%
3. Divorced	17	09%
4. Widow	03	01%
What was your Income when you opened this venture		
1. 1500-2000 Rs/per month	58	30%
2. 2000-5000 Rs/per month	24	12%
3. 5000-8000 Rs/per Month	15	08%
4. Above 8000	32	16%
5. No income	65	34%
What is your current income monthly		
1. 50000-1lac	34	18%
2. 1lac-3 lac	65	33%
3. 3lac-8lac	38	20%
4. Above 8 lac	57	29%

Table 01 shows the Socio Demographic Economic Profile of respondents under the category of age, marital status and income status under two

conditions one is the present status and second is when they opened the venture.

The table indicates the present age factor where 47% of the respondents were of an age category of 41-50%, 31% respondents were of an age category of 30-40 years, 09% of the respondents were of an age between 18-30 years.

Second is the age when they opened the venture where 45% of the respondent's falls under the age category of 18-30 years, 34% respondents were in age of 30-40 years, 13% were of an age category of 41-50 years followed by those aged above 50 with only 08%. This condition shows that the respondents have been entrepreneurs for long period of time.

The present marital status of the respondent shows the majority of the respondent 58% were married while 23% were unmarried whereas 15% were divorced and 04% were windowed.

On the other hand 46% of the respondents were married when they opened the venture whereas 44% unmarried, 09% divorced followed by 1% were as windowed which shows that marriage is one of the important factor in women life and the married women feels safe and secure in every aspects of life.

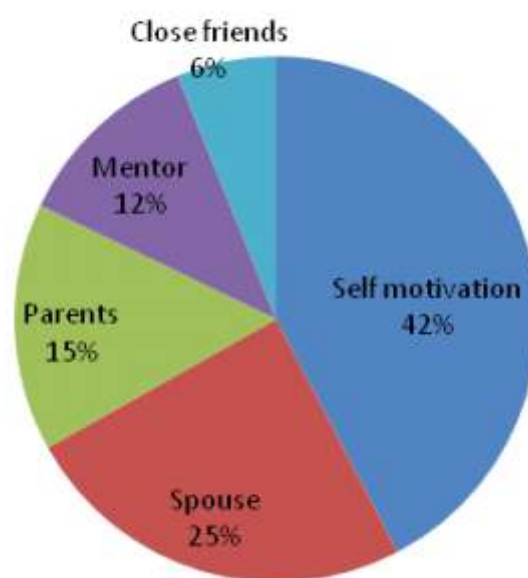
The table indicates the income status where the majority (38%) of respondents is without income when they came into entrepreneurship, 30% of the respondents were earning 1500-2000 per month, 12% of respondent income was in between 2000-5000, 8% were earning 5000-8000 followed by 16% of respondents those were earning above 8000.

The table also indicates the present income of respondent where 33% of respondents earnings 1

lakhs to 3 lakhs, 20% of them earning 3lakhs to 8 lakhs, 29% above lakhs followed by the 18% of respondents income ranges between 50000-1 lakhs.

This clearly indicates that before being an entrepreneur the income percentage was very less and even majority of woman's had no income.

What is the source of Motivation



Source: Primary Data

The chart clearly indicates that the 42% women are self-motivated to take the decision of doing business, whereas 25% women are supported by their spouse. Parents and Mentors(if having) are 15% and 12% respectively. Friend's weightage are only 6%.

Table 2 : Factors That Motivate Women to Enter Into the Apparel Sector

	Factor	Frequency	Percentage	
	I am optimistic and enthusiastic	48	32%	
	Need for independence	62	41%	
	I have interest in Apparel sector	75	50%	
	I have technical degree in Apparels	69	46%	
	I have work experience in apparel sector	58	38%	
	I have creative mind	52	34%	
	I have good entrepreneurial skills	42	28%	
	Financial independence	64	42%	
	Want to support my spouse	74	49%	
	Family business	28	18%	
	To prove myself	62	41%	

The table indicates that 50% (highest) of the respondents have interest in apparel sector which motivates them to enter into the apparel business. 46% women have technical degree related to the field which definitely support them to understand the basic of apparel sector. 49% women want to support their spouse to run the family responsibilities. 38% women have prior work experience in apparel sector. The work experience is important to start and set the apparel unit. 41% and 42% (nearly same percentage) of women want to become self -dependent and financial independent.

This indicates that women do not want to depend on their spouse or family for financial need. 32% women are optimistic and enthusiastic. These two characteristic are required to run any business.

Result and Discussion

The apparel industry is categorized under many sections from sourcing of raw material to design development of garment to cutting and sewing and finalized by finishing and packing. To set the

apparel unit is easy but to successfully run the unit is difficult job. The person with technical knowledge, good administrative and good marketing skills, have success rate more in running an apparel enterprise. The most important aspects of any successful business lies in the positive approach for the work. No doubt finance is the major element to start any business but the positive attitude, passion, and enthusiasm is equally important. All these attributes supports an entrepreneur to stand firmly in adverse situation. Practically in a business there comes many ups and down, sometimes the losses are bigger, but if an entrepreneur is self-motivated, determined, mentally strong then business can be reestablished. When a women decide to become an entrepreneur she carry these inbuilt qualities along with the additional skills acquired externally like a technical degree, work experience, proper planning of business. Today the women entrepreneurs are performing very well with the continuous support from family and friends. Their efforts should be appreciated so that they can achieve higher.

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