

Motivation And Challenges in Career Choice and Well Being of Women Entrepreneurs; Experiences of Small Businesses of Lucknow, Uttar Pradesh

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Abstract

The aim of the article is to look at the entrepreneurial journeys of 37 women entrepreneurs from Lucknow in order to get qualitative insights into the factors that inspire them (to start and run a business) as well as the challenges they confront in their growth and well-being. The study reveals that to do something creative, innovativeness, independence, freedom and self-identity are the major pull factors that motivate women to start and run their business. Women are significantly drawn to start their own business by a mixture of personal ability, family support and outside support. The study also reveals that major challenge that women entrepreneurs face is not being recognised by society and proper acknowledgement of their business. This contribution of this study to women entrepreneurship literature is to provide real life insights of motivations and challenges that entrepreneurs of Uttar Pradesh face by doing in-depth interviews and using qualitative analysis of data. The main objective of this paper is to motivate women entrepreneurs operating small business in Uttar Pradesh.

Keywords- Women entrepreneurs, Well-being, Motivations, Entrepreneurship, Work life balance challenges of women entrepreneurs

INTRODUCTION

Women's role in entrepreneurship continues to rise every day. The ratio of women entrepreneurs that are growth-oriented and active is one in three to men entrepreneurs. In the report by GEM (2021) it was found that compared to 2019, more than 30.2% of women entrepreneurs in the next 5 years are expected to hire 6 or more employees. From this report, we can see that developing countries are expressing a greater interest in women's entrepreneurship as it presents an opportunity for economic development, poverty alleviation, and women's empowerment. Women entrepreneurs act as role

model by their entrepreneurial intention and provide incentives or influence others to become entrepreneurs (M Minniti 2017).

Even with all this effort in developing countries, the number of women engaged in entrepreneurial activities is less than half the number of men due to the socio-cultural barriers and traditional conservative laws which inhibit women to step out and participate in entrepreneurial activities.

In a country like India, women are experiencing challenges due to a lack of education societal restrictions, and financial awareness. As a result, becoming an entrepreneur is not a simple task.

However, it is gradually changing as with rapid development women are becoming economically independent and increasingly participating in entrepreneurial activity across all sectors. Even with this entire changing situation, the percentage of women entrepreneurs is far less than in other prominent economies. According to the female entrepreneurship index report 2021, India ranks 52 out of 57 countries that are far-far below than it should be concerning its population and other features.

Trivedi and Gaur (2015) in their research showed that male and female entrepreneurs are studied similarly regarding demographic factors, although there are differences in challenges, situations, and motivation which prompt us to study female entrepreneurship separately. Opening and operating a business by women is still a very difficult task. Although the government is promoting and facilitating women by various policies it is clear that in comparison to male entrepreneurs' women face these pressures and difficulties more in their business. Nurturing female entrepreneurship and developing them is important for the social and economic development of the nation.

In a number of previous studies, women entrepreneurship has been studied with the specs of their motivation and their challenges in their business life. It has been acknowledged that an institutional perspective is needed to analyses women's entrepreneurship as intuitions provide both prospects and constraints for entrepreneurship. A lot of institutional perspective literature is done on statistical analysis and targets macro-level data, although it neglects the opinions and experiences which provide a basic understanding of the prospects and constraints of women entrepreneurship.

The aim of this study is to add to the small body of knowledge about female entrepreneurs. The study looks at the reasons and problems that women entrepreneurs in Lucknow, Uttar Pradesh, encounter when running small firms. The place was chosen since the researcher is familiar with the city's traditional cultural and patriarchal social standards. According to census 2001, the state has the greatest female population in India, however it does not have a suitable climate for women entrepreneurship when compared to other Indian states, particularly those in the south. As a result, in-depth

qualitative research of women entrepreneurs in this region is required.

This paper provides a detailed view of the entrepreneurial journey of 20 women using a qualitative interview-based method on how they started established and managed their businesses while balancing their social lives. The research findings will provide insights to government and social agencies working for women entrepreneurs.

This study adds to the scant literature on women entrepreneurship in Uttar Pradesh in a variety of ways. Several studies have been conducted on the issues and motivations of female entrepreneurs, however the most of them have focused on MSME or larger enterprises. Only a few studies have been conducted in relation to small businesses that provide a foundation for boosting women's entrepreneurship. Finally, to the best of the authors' knowledge based on the literature examined, this is the first study to look at the incentives and obstacles of female entrepreneurship from an institutional perspective for India in general and Uttar Pradesh in particular.

Review of Literature

In many previous studies over the years, female entrepreneurship has been studied from different perspectives mainly including their prospects, motivation constraints and challenges (Kothawale, C. P.2013). The exact term that can be used to classify these factors is pull and push effect (Ozsungur, F. 2019). "Push" factors are those which force people to pursue entrepreneurship for e.g. Aim to become wealthy, increase income through business, dissatisfaction from existing job or poor working conditions (Dana, 2000; Kirkwood, 2009). Pull factors are which attract people in becoming entrepreneurs, such as Independence from managerial control, autonomy in one's job, desire for personal achievement, and satisfaction (Chatterjee et al., 2018; Sehgal and Khandelwal, 2020).

A number of researches show that women have different reasons to start a new venture compared to men who are driven by financial considerations, family pressure, personal implications, independence, etc. which shows they are mostly driven by pull factors, whereas in the case of women they are attracted to start a

business because of their identity seeking mentality, autonomy for themselves and their family, personal satisfaction or carry out their dreams. It shows that in the case of men who are pulled into entrepreneurship women are pushed into the same for their personal satisfaction and independence. However, in a different set of studies, it is shown that women are affected by both push and pull factors to start a new venture in which pull factors are more prevalent same study done by Yadav et al in 2022 for strategies for the development of handicrafts sector in India as small industries he also suggested about the development of global handicraft index and welfare of women in handymen d product. in the same, he explained the digital innovation and transformation og hand-made carpets at the Indian level.

In case of developed economies literature has identified independence, personal achievement, self-identity, independence from managerial control as motivations for women to entre in entrepreneurship. Kirkwood (2009) has stated that women are affected by pull factors to enter into entrepreneurship as men but the push factors have a larger impact on them due to the flexibility provided by their family and children. Whereas due to sparse availability of literature on women entrepreneurship in developing and emerging economy such as India there is not any conclusive evidence to support the reasons why women enter in entrepreneurship especially in small business units. A number of studies have shown that women are influenced to entre in business by various push and pull factors such as recognition by society, increasing one's income, need for achievement financial issues and to achieve work life balance but which affects the most is not evident.

In context to a developing economy like India, based on its current economic situation where a large number of policies are being implemented to increase entrepreneurial activity many studies are reporting the barriers that hinder women in developing a new venture. With certain areas as exception, women across the country are experiencing difficulties in harnessing economic opportunities, poor infrastructure, sufficient capital, access to market and proper availability of resources to increase their business performance and grow a network.

A number of studies are showing that with time research on women entrepreneurship has shifted from their motivations and challenges to start a venture to a more institutional approach, which acts as a framework that interprets and analyses different dimensions of female entrepreneurship. Institutional approach is multi-dimensional which studies the opportunities that are available to start a business and at the same time it also studies what difficulties or challenges might be faced if these major institutional deficiencies are present. (North,2005) provides a useful framework to distinguish between formal and informal institutions to analyze entrepreneurial institutional embeddedness. Where formal institutions refer to political and economic organizations which have predefined rules and regulations and informal institutions contain values and norms on which society functions. Informal institutions are embedded in society and require a long period to change and can also cause restriction in behavioral changes.

There are several examples in both formal and informal institutions that are important to encouraging or impeding entrepreneurship on a gender-specific basis. The entire constitution outlined opportunities for men and women are included in gender specific institutional entities. Similarly, gender-specific informal institutions include traditions and religion, which define women's social status and determine their economic roles. Gender-specific informal institutions are strongly founded in cultural norms, religion, and tradition, all of which define the roles that men and women are assigned. Even most western countries represent entrepreneurship as a more man-specific job than women, based on the aforementioned gender specific traditions and cultures. Even women in these settings are unable to comprehend entrepreneurship as a result of these factors(yadav et al 2022i).

As a result of the unequal treatment of men and women by institutions, both men and women have different expectations and opportunities, posing various obstacles for women. Female entrepreneurs, for example, must deal with additional domestic duties and workload that male entrepreneurs do not have to cope with. Furthermore, female entrepreneurs do not receive the same institutional support as male entrepreneurs, which discourages new female

entrepreneurs from pursuing societal acceptability.

In some specific societies where these institutions are more tolerant towards women, see greater participation in entrepreneurial activity by women. If these institutions can provide a legitimate framework through government in form of tax incentives and entrepreneurial training and education provide more support and equality to women entrepreneurs, it will bring more and more entrepreneurs leading to formation of new businesses.

Despite having such huge implications, the institutional theory seems to be under exploited to study women entrepreneurship. Previous studies based on institutional framework are using statistical analysis of secondary data on macro level environments. (Noguera et al.2015) in his study in Spain shows how societal recognition of entrepreneurial career plays important role in motivating individuals to choose entrepreneurship. (Fuentelsaz et al.2015) in his study showed prime importance of laws enforced by state to promote business freedom, which attracted individuals to start their own ventures.

Many past studies have relied solely on macro-level statistics and statistical analysis, ignoring the perspectives and experiences that have created women entrepreneurs and may have provided a deeper knowledge of the problem. Furthermore, many of these studies include comments from both male and female entrepreneurs, making it difficult to understand how female entrepreneurs are driven and what problems they face as a result of institutional pressures.

The concerned study presents an interview-based study to uncover the motivations and challenges of female entrepreneurs based on the observed gaps and above literature evaluation, which illustrates how motivations and obstacles are significant in molding women entrepreneurs. To the best of the authors' knowledge, no previous research using an institutional method and qualitative data collected from interviews has been done in the context of Uttar Pradesh.

Research context: Uttar Pradesh

The study of emergence and growth of female entrepreneurs is largely dependent on understanding of the context or appropriate parameters for research area considering their impact on the study. Context involves the researcher to acknowledge different parameters in entrepreneurial process and to comprehend the institutional conditions under which entrepreneurial process emerges.

The study's context (Uttar Pradesh) has India's greatest population. Despite having such a vast population, the patriarchal system is strongly established in the culture. With previous generations not involving women in affairs outside the home and projecting them as the house's Laxmi, a culture of not allowing them to engage in entrepreneurship has developed. Several studies have also found that various indicators that provide a deeper understanding of women's position, such as education, sex ratio, literacy rate, and high fertility rate, are all relatively low when compared to different states in India (yadav et al 2022h).

Being one of the largest states of India, Uttar Pradesh plays a very important role in the overall development and gross production of country. Moreover, the government is also promoting entrepreneurship and self-employment schemes in the state to create more and more employment and bring more people under entrepreneurship. In this development women are also playing a major role in states development by opening new ventures and employing people.

Thus, a study of female entrepreneurs, their motivations, and challenges in the context of Uttar Pradesh society differs from other studies because women in this state must break the shackles of society in order to go out and work for themselves and enjoy their freedom in order to change their perceptions of women's roles in society.

Research methodology

In this study, data was interpreted using qualitative approaches (Creswell, 2013), as it has becoming increasingly important in small business and entrepreneurship research (Agarwal and Lenka,2017). Women's entrepreneurship research is growing at a rapid pace, and researching women in their own right, rather than comparing their businesses to those of men, is

helping us gain a better knowledge of how they do business.

A qualitative method approach was used for this research, using semi-structured in-depth interviews with explanations from women entrepreneurs. A depth interviews approach was used as it gives voice to their experiences, subjective perspectives, and a reality check on the social lives of participants in their own language. Interviews allow for “full expression of the interrelationships between the many variables that can impact on one person’s ultimate decision to start a business” (Stevenson, 1990, p. 442).

For the reasons described above, as well as the researcher’s knowledge with the area, the study’s scope was limited to Uttar Pradesh. The study gathered data from 45 female entrepreneurs from a list of businesses in Uttar Pradesh. The respondents for the study had to meet certain criteria, including being in business and on the market for at least three years and having two or more paid employees. Entrepreneurs of all ages were chosen for the study in order to provide diversity among the respondents. They came from a variety of industries, including manufacturing and service (Yadav et al 2022g).

The contacts of the subjects for study were procured from PRAGATISHEEL UDYOG SAMITI and Adarsh Vyapar Mandal jointly. The main reason for choosing these societies was their familiarity with entrepreneurs and lack of formal statistics and data on women entrepreneurs in Uttar Pradesh. Vyapar Mandal provided us with contact details and location of resource rich female entrepreneurs who were prominent in business and were willing to share their experiences. All the respondents were contacted upon their convenient date and time for interview.

The interviews were conducted face to face in Hindi/English language according to respondents’ convenience. Face to face interview were preferred in place of telephonic interviews as they provided a stronger participation in form a personal touch and informal talks. Furthermore, they provide us to obtain certain body language observation (hesitation, confusion and discomfort) to fully understand the respondent’s response of a question.

A variety of demographic and business questions were asked of the respondents, including their age, marital status, education, and social backgrounds, as well as the sort of business they operate, past employment, and when they founded their present firm. Because incentives vary throughout time, it’s vital to know why individuals decide to establish a business in the first place. As a consequence, we used the introductory questions to elicit the respondents’ “story” of becoming an entrepreneur, emphasizing their motivations. Following that, the respondents were questioned about their motivations for doing day-to-day company operations, the obstacles they confront, crucial business moments, and frustrations. Respondents were also requested to share information about themselves facts about their work-life and family issues.

Each interview lasted around 30–45 minutes and was taped with the individuals’ permission. After each interview, the interviewer made personal notes and jotted down his or her initial opinions. The Hindi interviews were translated into English. A individual who was fluent in both languages cross-validated the translations. To find themes, word frequencies were analyzed by making a list of all the unique terms in the material and noting how many times each appeared. In the views of the respondents, words that appeared frequently were seen as important. The interview information was divided into themes based on the frequency of replies and supporting quotes.

Sample Characteristics

The research was conducted on a total of 37 women entrepreneurs, all of these entrepreneurs belonged and operated their business in Lucknow city of Uttar Pradesh. The respondents ranged in age from 28 to 49 years. Most of the respondents of study were married with three, two, or one child at least and had responsibility of managing family along with business.

More than 40% of the respondents had a post-graduation degree with only one or two respondents being higher secondary passed. More than 70% of the respondents had some previous experience of working prior to this business.

The entrepreneurs in this study are from different backgrounds including café, coaching institutes,

security services to financial services. It proves that women are now not bound to only simple business-like boutiques and tailor shops. The business in this study are averagely aged to 8-9 years with having an average of 10 employees. The information of source of capital for various business also have been provided in the table 1.

FINDINGS

The interview's findings revealed four important motivating factors for women's entrepreneurial endeavors. Table 1 lists the main motivational variables mentioned in the interviews. The table demonstrates that the majority of the women in the poll were motivated to start their enterprises not just by a variety of push reasons, but also by the desire to accomplish something creative and unique.

Table 1 summarizes the findings, demonstrating that the women entrepreneurs studied encounter three types of challenges: societal, personal, and financial. Women entrepreneurs face profound socio-cultural difficulties as a result of patriarchal attitudes in society. More than 80% of the women questioned were dissatisfied with others, especially males, who failed to recognize and respect their professional entrepreneurship abilities.

During the interviews a number of respondents gave their insights on how they started their entrepreneurial journey and how they were motivated to enter into entrepreneurship, what hardships they faced and what forced them to become entrepreneur. Some of the quotes from their interviews are given below-

Respondent no.3, she is a wedding planner aged 40 and has done masters. "I feel that work life balance is an important challenge for life. She comments when i am not able to give proper time to my family then I sometimes regret running this business."

Respondent no. 5, she is a Jewellery manufacturer aged 46. She says "Lack of opportunities in state has been responsible for migration of skilled labour. The labour we find here lacks passion and is always looking for a 9 to 5 job. Many subjects said that workers are reluctant to work under a female boss."

Respondent no.11 a textiles manufacturer says "Most of the challenges I face while running business are related to gender as textiles industry is mostly male dominated and many people told her I will not be able to survive here for long. My business family members, friends and relatives criticize me for choice of business. I recently participated in Lucknow Mahotsav which was a great hit from my business."

Respondent no 7, she runs a school aged 52 is a married mother of 3. "I was earlier a government employee who quit job to own a school of my own. I think entrepreneurship as a work to serve to society. I am not worried about her job or security of life. I just want freedom, happiness satisfaction & peace."

Respondent no. 24 owner of a tailor shop is mother of 4 children, "I feel next level to be doing something incredible as this makes me feel independent rather than a 9-5 job. My parents and family are also very happy with my work. This has given my life a new meaning and self-confidence with career satisfaction."

Respondent no.35 a mother of 2 children is proud owner of a shopping centre. "Earlier my husband used to look after business but after his death, I am sole caretaker of business and family. She says about balancing both my personal and professional life as after dropping her kids to school I open up my shop and also pick them up later in noon. Sometimes due to my work, kids have to stay alone late till night and feel immensely bad about it. Yet I try my best to manage both work and life and feels extremely happy when my kids are happy."

Respondent no.9 is a 32-year unmarried graduate. "I feel very proud of myself for being a provider of both wellbeing and nature friendly products. She says I am not married but most of my employees are. Being their employer feels me like their family and responsible for their wellbeing mental health and accountable for their growth. Thus, taking care of our employee's mental health has made us grow as a family and company. There is a purpose with everyone's life and I feel extremely happy to be able to provide happiness to others and nature (yadav et al 202 g)."

S.NO	Business	age	Educational	Marital Status/No. Of Children	Previous Experience	Motivation	Size of Business	Age of Business	No of Employees	Income Level	Financial Support
1	Restaurant	45	Masters	married/3	Yes	necessity	medium	10	26	medium	savings family support and bank loan
2	Saloon	37	Graduate	married/1	yes	opportunity	small	4	5	low	self,family support
3	Wedding planner	40	Masters	married/2	yes	necessity	medium	7	50	medium	self,friends,family support
4	Beauty saloon	29	Higher secondary	unmarried	no	necessity	medium	3	9	low	bank and self support
5	Jewellery manufacturer	46	Post graduate	married/4	yes	opportunity	large	22	38	high	self,family and bank support
6	Clothing supplier	30	Graduate	unmarried	no	opportunity	medium	5	12	low	bank and self support
7	School	52	Masters	married/3	yes	opportunity	medium	12	87	not available	self and family support
8	Consultancy firm	30	Masters	unmarried	yes	opportunity	small	4	7	low	bank support
9	Eco friendly products	32	Graduate	unmarried	no	necessity	small	5	14	medium	family and bank support
10	Health consultancy	45	Post graduate	married/1	yes	opportunity	medium	6	13	high	self and bank support
11	Textiles	38	Graduate	married/2	yes	necessity	medium	4	5	medium	self and family support
12	Book house	40	Post graduate	married/3	no	necessity	small	5	8	low	family and bank support
13	Café	32	Post graduate	unmarried	no	opportunity	medium	4	15	not available	self and family support
14	Paint shop	36	Graduate	married/2	yes	necessity	small	12	8	not available	family support
15	Boutique	29	Post graduate	unmarried	yes	opportunity	small	4	5	small	self and family support
16	Coaching institute	35	Post graduate	married/2	no	necessity	medium	5	20	small	family and bank support
17	Fitness studio	41	Graduate	married/2	yes	necessity	small	8	6	small	self,bank loan
18	Eco friendly products	36	Intermediate	married/1	yes	opportunity	small	7	12	medium	self,bank loan
19	Internet service provider	34	Graduate	married	yes	necessity	medium	15	27	not available	self
20	Health consultant	50	Post graduate	married/3	yes	opportunity	medium	20	9	medium	self
21	Bar and café	39	Graduate	married/2	no	opportunity	small	5	6	low	self,family support
22	Boutique	32	Graduate	unmarried	yes	necessity	small	6	5	low	self,family support
23	Restraunt	39	High school	married/2	no	necessity	medium	14	9	medium	self
24	Tailor shop	40	Intermediate	married/4	yes	opportunity	medium	8	25	medium	self and bank support
25	Electric goods shop	38	Graduate	married/3	no	necessity	medium	6	15	medium	self and family support
26	Coaching centre	29	Post graduate	married	yes	opportunity	high	16	8	medium	self and bank support
27	Restraunt	38	Post graduate	unmarried	yes	opportunity	high	40	12	high	bank support
28	Shoe house	30	Graduate	married	no	necessity	medium	8	25	medium	family support
29	Paint shop	35	Post graduate	married/2	yes	opportunity	medium	17	8	medium	self and family support
30	Printing shop	40	Graduate	married/3	yes	necessity	medium	25	18	medium	self and bank support
31	Yoga centre	29	Post graduate	unmarried	yes	opportunity	medium	8	7	medium	bank support
32	Spa	36	Graduate	unmarried	yes	opportunity	high	16	8	high	bank and self support
33	Tailor shop	40	Graduate	married/3	yes	opportunity	low	9	18	low	self and family support
34	Consultancy firm	36	Post graduate	married/1	yes	opportunity	medium	25	8	medium	family and bank support
35	Shopping centre	40	Post graduate	married/2	yes	opportunity	high	9	12	high	bank support
36	Restraunt	42	Graduate	married/2	no	necessity	medium	12	8	medium	self
37	Pharmacy	39	Post graduate	married/2	yes	opportunity	high	15	9	medium	self and family support

Table 1 shows overview of characteristics of different respondents during interview.

Respondent no. 29 is a 35-year-old owner of paint shop. She tells i often gets advice of opening some suitable business much suited for women and should open something like a boutique or café like business. I am facing hardships from my family in operating such business and in convincing them.”

Respondent no. 32 is owner of a Spa. “I always wanted to do something challenging, it was quite difficult in beginning but I was determined and had a lot of patience. I really worked hard to take it to next level. I worked really hard and with support from husband and family I have taken it to next level (yadav et al 2022f).”

Respondent no. 42 is a graduate married who stated that “I always preferred to work outside my comfort zone. What is life without challenge. I mostly employ who are struggling with life. I feel happy and satisfied with my choices of helping other women. I always wanted to do something novel and challenging and this has inspired me (yada et al 2022e).”

no 19 is a 34-year married who is internet service provider. She says “being a single mother makes her obliged towards my children to provide everything I can. My kids also understand that I will not always be there for them but always near them in event of need. I am doing well in business so I can use domestic help with children and house work. I am happy to provide good quality of life to my children.”

Respondent no.1 owner of restraint said “I earlier worked in a restraint and even after requisite potential and experience I was not getting a promotion. I even thought of switching career but after some bitterness with previous employer. I took it to heart and started my own business”.

Respondent no. 2 owner of saloon says “career satisfaction is must for me. There is nothing like job security in this world. One day I was working in a big firm and next day they let me out. Now no one can kick me out as I am independent and there is no threat to my job security. I am setting my own policies and am proud to serve society. This gives me immense happiness, satisfaction and peace of mind”.

Respondent no.4 who is a 29 year old beauty salon owner says “My husband is very understanding, liberal and adjusting person, he always supports me in household work whenever needed. We have also taken help from outside to look after our kids when at work and that gets me and my business going.”

Respondent no 36 owner of a restraint says that “I always preferred to work outside my comfort zone. What is life without challenges. I employ mostly women who are struggling with life. I feel happy and satisfied with her choices of helping other women. I have always wanted to do something novel and challenging and this has inspired her (yadav et al 2022e).”

Respondent no 15 owner of boutique states that “I started this business so that I don’t have to go anymore looking around for a job. I don’t like working under anyone. I wanted to decide my schedule to be with my family and give time to myself and enjoy life(yadav et al 2022d).”

Respondent no.16 is a 35-year-old married mother of 2 children who runs a coaching institute says “I wanted to expand my business without acquiring any bank loan as I have been previously denied of many. My parents and my husband supported me monetarily. It gave me the courage to take risk to grow further hopefully I ll be making them proud soon.”

Respondent no. 13 is owner of café she did her post-graduation in hotel management. She says” my family allowed me to use my savings from my previous job and other sources to raise capital. They also supported me in raising and promoting this business.”

Respondent no 23 is an owner of a re restraint says “earlier I had a venture but it failed miserably. After that I have been reluctant to start a business as I thought of myself as weak and less professional. But after 2 years I have gained my confidence and persistency to get going. Now with my family support I can handle challenge life throws at me.”(yadav eta et al 2021a)

Obtaining funding was also mentioned as a challenge by the majority of the responders. Indeed, the majority of those interviewed said

they funded their businesses entirely with personal funds and never approached a professional financial institution. This study supports the widely held belief that personal savings are the most common source of small business finance (Yadav et al 2021).

Furthermore, entrepreneurship allows one to set one's own work schedule. The expansion of a business provides enormous happiness and a higher quality of life. The participants thought of themselves as successful entrepreneurs. The concept of success is subjective and varies from person to person. They found that entrepreneurship improves women's well-being in terms of quality of life, work-life balance, self-fulfillment, venture survival, and improved family status.

DISCUSSION

This study aims to assess the journey of 37 female MSME entrepreneurs in Lucknow in order to identify the main factors that motivate them to choose entrepreneurship as a career option over their household life or a traditional 9-5 job, as well as the factors that influence their business, survival, and growth, and how this influences their career decision.

However, the outcomes of this study, as evidenced by women entrepreneurs' narratives and insightful interviews, demonstrate that key push factors and reasons to study economics are major motivators for them to establish a business.

Themes from the interview study revealed that internal characteristics such as the desire to create something new, autonomy, individuality, a love of challenges, and a desire to contribute to society are strong motivators for entrepreneurship in the state.

The predominance of pull factors in becoming entrepreneurs as shown in study may be because of certain traits that distinguish these entrepreneurs such as urban background and level of education that they are provided (Yadav et al 2022c). In a lot of earlier studies, we have seen that women entrepreneurs start their business because of push factors or mostly financial and economic motivators, such as to generate extra income (Yadav et al 2022b). However, unlike many previous studies, our results as shown by the narratives

by women entrepreneurs mainly conclude that push factors or economic motivators do not play major role in shaping women's motivation in becoming an entrepreneur as none of respondents explicitly identified the role of necessity or societal support as a motivation for starting an enterprise (Yadav et al 2022a). This is significant because entrepreneurship thrives when it is fueled by pull reasons rather than push factors, and when an individual takes the initiative to become self-sufficient (Muller and Amt:1995, Gopinath and Mitra 2017).

Moreover, the patterns identified in the interviews indicate that over push factors women in Lucknow are driven by pull factors such as, an impulse to create something new, an affinity for challenges, passion, providing betterment to society and create social values. Thus, a woman having an internal drive to push herself and succeed no matter how good entrepreneurial environment we provide she will no succeed.

Self-determination theory (Raynand Deci,2020)" argues that humans are motivated to progress by three basic and universal psychological needs: competence, connection, and autonomy." Self-determination refers to a person's ability to fully manage his or her life and make his or her own decisions in order to improve his or her psychological health and wellness.

In a similar study from Ramadani et.al. in (2013) similar findings were seen which are necessary for the success of business other than the knowledge and education of an entrepreneur his or her skills commitment and willingness to do business is more important for the success of business.

Besides this with discussion from women entrepreneurs we found that not only internal factors, support from society and how well one can manage work-life balance also trigger a woman to start their own business to gain freedom, individuality and improve their quality of life. To further explain, social facilitation theory (Sanders,1981) "says that the social influence or presence of others facilitates an individual's response and performance." The existence and support of social networks such as family, friends, and society strengthen a woman's desire to start

and run a successful business (Agarwal and Lenka, 2016).

A number of other informal aspects relating to “gender stereotypes” affects different dimensions of business too, such as procuring finance, in creating network and managing laborer. In a number of interviews women were reluctant to make networks or connections with other businesses compared to man and they perceive that marketing or blooming business through networking is a work of man. (Luczak et.al).

Our findings show that, while being confined by a variety of socio-cultural forces, women in Uttar Pradesh (Lucknow) are nevertheless able to recognize entrepreneurial opportunities and make their own professional and social decisions. The majority of the women in our sample demonstrated that they were able to become successful entrepreneurs by using their willpower to overcome obstacles and accepting challenges.

CONCLUSION AND IMPLICATION

The purpose of this study was to look at the motivational elements and problems faced by 37 female entrepreneurs in Uttar Pradesh's Lucknow district. How these elements affect their company's survival and growth, as well as their career choices. This study presents insightful opinions on how they established and managed their companies by employing qualitative in-depth interview-based technique. Entrepreneurs from a variety of industries, including restraint, security, saloon

services, manufacturing, and education, all show that women are motivated to start their own businesses for a variety of reasons, including the desire to be creative and innovative, to earn self-respect, to be independent, and to serve society. All of this suggests that women are more motivated by pull considerations to start their own businesses than males are by push forces to start entrepreneurial activities.

With further analysis we were able to interpret that most of challenges that female entrepreneurs faced were because of not being recognized as a professional entrepreneur and lack of proper recognition by society for their work. Moreover, a number of female entrepreneurs were facing problems of in role distribution based on gender and properly managing work-life balance for married entrepreneur. Many respondents also told that being a women came as a challenge in managing business as procurement of finance, network creation and managing labor became difficult being in a society with so many “gender stereotypes.” Some entrepreneurs also complained about lack of quality education and economic policies of government as a challenge but these challenges are not gender specific or pervasive in broader sense.

The majority of respondents indicated that most women entrepreneurs in Lucknow want to pursue entrepreneurship as a job of their choice, but they are concerned about combining their work and personal lives, as well as meeting their social commitments

THEMES	No. of respondent supporting the theme	Supporting Quotes
Independence	8	<p>1. "I wanted to have something of my own since childhood." said respondent number 29 Owner of paint shop.</p> <p>2. "I always wanted to be my own boss and decide when and how to work in my life and enjoy it to fullest." said respondent number 15 owner of boutique shop.</p> <p>3. " I feel next level in doing something she always wanted and also has have the freedom to give time to my friends and family" said respondent number 24 who is a owner of tailor shop.</p>
Contribution to society	7	<p>1" My main motive to start this business was to generate something that could bring change in society and bring positive change." said entrepreneur number 7 who is a school owner.</p> <p>2" I stated this enterprise to serve the society, to bring positive changes and to generate employment." said respondent number 9 who is manufacturer of eco friendly products.</p>
To do something creative and innovating	10	<p>1 "I have always been fascinated by people who believe in creating something. This has been the most important motivating factor for starting my own business." said respondent number 3 who is a wedding planner.</p>
For personal growth and meet new challenges	11	<p>1 "I wanted to prove myself and change the perspective that others had about me." said respondent no.1 who is owner of restaunt.</p> <p>2" After demise of my husband it was my responsibility to take my business to next level to support me and my family." said respondent number 35 who is owner of shopping centre.</p> <p>3 "I wanted to do something big in my life and my family supported me fully in this." said respondent number 13 who is owner of a cafe.</p> <p>4" It is the day to day challenges of life that keep me going in business." respondent 24 tailor shop owner.</p>

Socio cultural challenges	9	<p>1 "it is a big challenge dor me to start and run a business and I had to do it to provee to socety." respondent no.23 Restraunt Owner.</p> <p>2 "I have been criticised a lot for my business because it is a male dominated society and I have to prove them all that women too can do business." respondent no. 11 textile manufacturer.</p>
personal challenges	5	<p>1"It is quite difficult to meet both personal and proffesional peace at the same time."said respondent no.30 owner of paint shop.</p> <p>2"It is physically and mentally stressful to make a balance between family and work" said respondent no.28 owner of shoe house.</p> <p>3"I feel guilty when i am not able to give time to my childen and family." said respondent no.34 owner of consultancy firm.</p>
Lack of business network	8	<p>1"I lack the group or networking skills. It is just slowing the growth of my business."said respondent no .35 owner of shopping centre.</p> <p>2"Had there been any male running this been business it would have been more successful."said respondent no.27 owner of restraunt.</p>
Access to finance	16	<p>"Getting loan was a tiresome job for me as non was ready to listen and trust a women with business." said respondent no.25 owner of electric shop.</p>
Economic challenges	4	<p>"Our state lacks the resources and mindset to become economically developed, here people are more interested in finding a job rather than starting something of their own." said respondent no.9 manufacturer of eco friendly products.</p>
Lack of skilled labour	7	<p>1"Finding skilled labour is quite difficult and retaining them for a longer time is even more difficult in our business" said respondent no. 30 owner of printing shop.</p> <p>2 " The labourers are reluctant and not willing to work under a female boss." said respondent no.11 who is a textile manufacturer.</p>

Table 2. classifies the various respondents' views into broad themes into their motivations and challenges for stating an enterprise.

They strive to balance the various obligations and duties they play at work and at home. Furthermore, they strive to overcome socioeconomic constraints in order to show their desire for liberty.

This study's findings have significant implications for both female entrepreneurs and existing literature, as well as policymaking. In terms of female entrepreneurs and policy implications, the results of this study show that in order to stimulate entrepreneurship, women's social approbation as entrepreneurs must rise. As our society is mainly patriarchal and its social values defines entrepreneurship as of masculine nature and neglects the importance of women in business. This causes base for discrimination against women entrepreneurs. A major makeover is needed in the minds of people to observe the capacity of women as an entrepreneur and to recognize their endeavors as entrepreneurial activity. A more optimistic portrayal of women entrepreneurs through media, individuals and society can help change the mindset of society and increase the faith in women's capability as entrepreneurs. Women entrepreneurs with expertise in less traditional fields and cutting-edge enterprises can also help in encouraging other entrepreneurs to start their own ventures. The findings of this research also reveal that most of female entrepreneurs lack networking opportunities. Initiatives can be taken by government and other formal bodies to make women's business more formal and also provide networking opportunities so that they can learn from others mistakes and achieve greater heights in their business. Creating networks can help these entrepreneurs in buying from one another and creating partnership opportunities which would help them in achieving their goals faster. By networking these entrepreneurs can also get investors and mentors which would further improve their business. Government can also promote women's participation in local, national and international trade fairs to improve their visibility, creating networks, partnership opportunities and identifying potential buyers. Finally, the problem of deficiency of skilled labor must be addressed by the government by providing training to make more skilled laborer's and taking measures to stop the migration of these laborer's to other states.

LIMITATIONS

The conclusion of this study is primarily based on verbal interviews with a small group of female entrepreneurs. The study is also limited to a particular geographic region and to MSME sector, preventing us from generalizing to a larger population of women entrepreneurs. A follow-up large-scale study is required to further validate the current study's conclusions. Researchers can conduct a broader empirical study with a heterogeneous sample to evaluate the effects of more factors on women's profession choices in the future. In the future, a comparative study of the journeys of both male and female entrepreneurs from various parts of India might be conducted to explain and emphasize the similarities and differences between the various regions, as well as the characteristics that are critical for entrepreneurial success.

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