INTRODUCTION

Kolhapur district is located in Maharashtra state. The city of Kolhapur is the district headquarters. The district had a population of 38,74,015 of which 33% were urban as of 2011. Marathi is spoken largely and Kannada is also spoken in some part of the Kolhapur District.

Kolhapur is known for being a centre of Art, education, industry and sports, food, headwear, footwear, jewellery and religious connections, particularly wrestling. Here the wrestling is called "Kusti" and wrestlers are known as "Malla". This wrestling match is played in the square clay ground which is known as "Akhada". According to legend it was settled by Kolhasur, a demon who was later killed by Mahalakshmi to relieve the local populace. However, honouring the demon's dying wish, the city was named after him. The physical setting of the Kolhapur district is divided into three main parts namely Eastern ranges, Central ranges and Southern ranges. Eastern and Central ranges have black soil formed from 'lava' and at some places it has large tracks of fertile land. The western ranges are mostly hilly and have red soil. The majority area in the west is under thick forest coverage. Panchaganga, Warana, Dudhaganga, Vedganga, Bhogavati, Hiranyakeshi and Ghataprabha are main rivers which flows towards east through western Ghats. The river Panchaganga is formed by the tributaries namely the Kasari, the Kumbi, the Tulsi and the Bhogavati. Krishna River flows in the east on the eastern border of the district, similarly Tillari River flows on the western border.

According to the 2011 census Kolhapur district has a population of 3,874,015, roughly equal to the nation of Liberia or the US state of Oregon. This gives it a ranking of 65th in India (out of a total of 640). The district has a population density of 504 inhabitants per square kilometre (1,310 /sq mi). Its population growth rate over the decade 2001-2011 was 9.96%. Kolhapur has a sex ratio of 953 females for every 1000 males.

Entrepreneurship is a key element of growth and development prospects for all countries and it is most
relevant to transition countries. Just a policy of wage employment will not solve the grave unemployment problem. A nation how so ever rich in material resources, cannot prosper if its resources are not put to productive use, for this purpose, energetic entrepreneurs are needed who can contribute effectively for national prosperity.

The only solution is promotion and development of Entrepreneurship, as entrepreneurship aims at making an individual a job provider and not a job seeker.

Entrepreneurship has been a male-dominated phenomenon from the very early age but time has changed the situation and brought women as today's most memorable and inspirational entrepreneurs. The position and status of women in any society is an index of its civilization and progress. In almost all the developed countries in the world women are putting their steps at par with the men in the field of business.

Promotion of entrepreneurship in a society can be done in three phases. These phases are stimulatory phase, support phase and sustaining phase. In the stimulatory phase infrastructure, database and publicity for the promotion of entrepreneurship can be provided. It also includes motivating potential entrepreneurs by creating awareness about entrepreneurship and developing interest in them. In the second phase entrepreneurs should be provided with practical guidance and support for establishing the business. In the last phase entrepreneurs should be helped in overcoming the problems they encounter in their business. Entrepreneurship development is recognized widely as a key to economic development and human welfare of any country.

According to Economists, entrepreneurship and economic growth will take place in those situations where particular economic conditions are most favorable. In some cases it is not so evident, but the person’s inner drives have always been associated with economic gains. Therefore these incentives and gains are regarded as the sufficient condition for the emergence of industrial entrepreneurship. Various
kinds of market imperfections and inefficient economic policies may not encourage vigorous entrepreneurship.

According to Leibenstein the supply of entrepreneurship is governed by inputs completing capacity and inadequate motivational state. In his theory of entrepreneurial supply, Kunkel explained the dependence of entrepreneurship on social, cultural, economic and technological factors. According to him society limits specific activities which affect all members of the society. Behaviour of the people can be made entrepreneurial by manipulating certain selected components of the demand structure.

Entrepreneurial activity also depends on the availability of capital, competent and willing labour and management and technological skills.

**STATEMENT OF THE PROBLEM**

Entrepreneurship has been a male-dominated phenomenon from the very early age but time has changed the situation and brought women as today's most memorable and inspirational entrepreneurs. This study focuses on the motivational factors which helps women to become an efficient entrepreneur in the society. Women are equally competent in running business but still lacks behind in spite of women empowerment movement in our country, there are social, cultural and economic hurdles in the way of women entrepreneurship and the major problem is lack of entrepreneurial environment. In spite of having the potential and talent, women are deprived of opportunities, information and education.