

# **Factors Influencing Informal Entrepreneurship: Exploring Home Based Women Entrepreneurs**

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## **Abstract**

This paper studies the impact of socio demographic profile, social support, and government initiatives on entrepreneurial intention of home-based women entrepreneurs in Chennai. Data were collected from 15 entrepreneurs through in depth semi structured interview using purposive sampling technique. The interview questions mainly concentrated to extract the financial position, age, marital status, education, home ownership, household size, family support, business income, future plan and challenges influence the reason for choosing their entrepreneurship. Result suggests that financial independence, lack of employment opportunity, and freedom act as main motivators for choosing entrepreneurship. Results also indicate that women entrepreneurs are not aware of any government schemes which are introduced by the government for the development of Women entrepreneurs.

## **Keywords**

Women Entrepreneurs, Awareness of government schemes, Financial independence and employee opportunity.