

A study on presence of achievement imageries in women entrepreneurs

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■ **ABSTRACT** : It is now increasingly realized that material wealth is not accurate measurement of development unless human potential is to be maximized. For finding out this, need for achievement among women entrepreneurs should be identified. For assessing this, 15 women entrepreneurs from four zonal area of Agra city running boutiques and beauty parlours were selected. Primary data were, collected through TAT instrument. TAT instrument developed by Dr. Prayag Mehta (1976) was applied with slight modification. Percentage was used as statistical measure. The study showed that about 65 per cent women entrepreneur gave influence oriented social achievement imageries. Personal achievement imagery, was present in stories given by 47.81 per cent women entrepreneurs. Forty two per cent women entrepreneurs were showing influence oriented imageries in stories. About thirty five per cent women entrepreneurs exhibited social achievement oriented imageries in stories. About 27.63 per cent women entrepreneurs had influence oriented personal achievement imagery in given stories. Seventy seven per cent women entrepreneurs were having some theme in satisfying either personal, social or influence oriented needs. Seventy six per cent of women entrepreneurs were having hope of success in their work that creates self-confidence in taking decisions regarding family and enterprise. About 55.70 per cent and 52.63 per cent women entrepreneurs were taking action socially/collectively and personally. Forty seven per cent of women entrepreneurs were taking anticipated action for making their enterprise successful in the entrepreneurial world where competition among enterprises is high. Forty three per cent of women entrepreneurs were showing strength by giving training direction to fresh entrepreneurs for surviving in the entrepreneurial society. Around 32.89 per cent women entrepreneurs were personally and socially aware about advancements/changes in interest of the customers. Therefore, they could be aware about cause and effect relationship being held in the entrepreneurial world. Only 11.84 per cent women entrepreneurs were aware about the consequences of taking and not taking action according to customer, competitors and other factors also.

■ **KEY WORDS** : Achievement motivation, Needs for achievement, Women entrepreneurs

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