

A study on presence of achievement imageries in women entrepreneurs

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Received: 29.04.2013; Revised: 01.03.2014; Accepted: 18.03.2014

■ **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 costumer, competitors and other factors also.

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

■ **HOW TO CITE THIS PAPER** : Seemaprakalpa (2014). A study on presence of achievement imageries in women entrepreneurs . *Asian J. Home Sci.*, 9 (1) : 70-73.

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Every person has some achievement oriented dreams, those may be innate and acquired according to their need for earn a living upto influence others. For this, person starts to visualize/dream various dreams according to their socio-economic status and their societal structure at conscious, sub-conscious level. It starts when a person perceive continuously being in contact of surroundings at unconscious level. It can be said that need for personal

achievement directs a person towards for fulfilling one's need so that they could be better and provide better environment to their surroundings. Need for social achievement directs a person towards for fulfilling one's need to be recognized/respected/sustained in which one is residing. Need for influence directs a person towards to influence either oneself/society or both so that one could make one's satisfied by throwing light on other's path so that everyone could lead a

balanced life in specific two form; economically and psychologically. It means every person/entrepreneurs visualize dreams by open eyes for the betterment/fulfillment of three single needs (need for personal achievement, need for social achievement and need for influence) and four integrated needs (need for personal-cum-social achievement, influence oriented need for social achievement, influence oriented need for personal achievement, influence oriented need for personal-cum-social achievement). For fulfilling/satisfying these needs, every entrepreneur has achievement imageries and its sub-categories. Therefore, they and their enterprise could survive, sustain and successful in the same field.

■ RESEARCH METHODS

Agra division of Uttar Pradesh was selected as the locale for the present study by using purposive sampling. Agra division comprises of seven districts. Out of which, Agra district has been selected randomly. For the purpose of administration, Agra districts was divided into two areas; Agra urban and Agra rural. Agra urban was selected randomly for the present study. According to the requirements and to have balanced distribution of the respondents, the investigator divided Agra city into four zones; North-East Zone; North-West Zone; South-East Zone and South-West Zone. Fifteen women entrepreneurs running either boutiques and beauty parlour from each zonal area were selected. Thus, sixty women entrepreneurs were selected for the present study. Descriptive type of research design was used. A projective technique called TAT (Thematic Apperception Test) instrument developed by Mehta (1976) was used to measure the achievement motivation related imageries through which seven needs (three single and four integrated needs) and its' sub-categories were analysed. This instrument consisted of four TAT type pictures. All 15 women entrepreneurs from 4 each zonal area of Agra city were interviewed personally for collecting data. The scoring system developed by Mehta (1976) was used. The scores were then tabulated, analysed and presented here under results and discussion. Percentage was used as statistical measure in the present study.

■ RESEARCH FINDINGS AND DISCUSSION

In the forthcoming Table, where need for achievement motivation have been calculated. Total numbers of sampled entrepreneurs are 60. Each entrepreneurs was given four pictures for judging achievement motivation, which made a total of 240 (60 x 4 = 240) stories. Out of the 240 stories, 228 stories were found eligible because some imageries were consisting needs for sustaining, surviving and being successful in the entrepreneurial world. Therefore, those stories were evaluated while 12 stories did not possess achievement imagery. Those were marked as unrelated imagery (UI) and these were not considered in analysis as per rules for scoring.

- Personal achievement imagery
- Social achievement imagery
- Influence imagery
- Personal-cum-social achievement imagery
- Influence oriented personal achievement imagery
- Influence oriented social achievement imagery
- Influence oriented personal-cum-social achievement imagery.

It is clear from Table 1 that influence oriented social achievement imagery was present in 228 stories given by 65.35 per cent women entrepreneurs after showing four pictures of TAT instrument. It means entrepreneurs were working for creating influence in society and for getting social achievement also. Next to it was personal achievement imagery, which was present in stories given by 47.81 per cent women entrepreneurs. It is evident from the Table that women entrepreneur were working for desire for excellence in their life so that they could be a supportive pillar for their counterpart.

Forty two per cent women entrepreneurs were showing influence oriented imageries in 228 stories. It indicates that women entrepreneurs were working for influencing people upwardly and downwardly so that they could play an actor role in community welfare and in maintaining economic status of the country.

About thirty five per cent women entrepreneurs exhibited social achievement oriented imageries in 228 stories. It reveals that women entrepreneurs were working

Table 1: Distribution of women entrepreneurs by presence of different achievement imageries			(Achievement stories = 228)
Sr. No.	Achievement imageries	Frequency	Percentage
1.	PA I	109	47.81
2.	SA I	81	35.53
3.	Inf I	97	42.54
4.	PA I + SA I	29	12.72
5.	Inf I + PA I	63	27.63
6.	Inf I + SA I	149	65.35
7.	Inf I + PA I + SA I	41	17.98

for social welfare by creating employment opportunities for unemployed people.

About 27.63 per cent women entrepreneurs had influence oriented personal achievement imagery in given 228 stories. It is clear from the finding that women entrepreneurs were running an enterprise for creating influence on people and fulfilling personal needs also.

Table 2 refers to activities/actions taken for predetermined goals. It is clear from the Table that 77 per cent women entrepreneurs were having some theme in satisfying either personal, social or influence oriented needs so that they could decide their path accordingly in the entrepreneurial world.

It is evident from the Table that 76.32 per cent of women entrepreneurs were having hope of success in their work that create self-confidence in taking decisions regarding family and enterprise. It also depicts optimistic view of women entrepreneurs.

About 55.70 per cent and 52.63 per cent women entrepreneurs were taking action socially/collectively and personally, respectively. Picture is quite clear that women entrepreneurs were running their enterprise for solving social problem *i.e.* unemployment that affects Indian economy and they were working personally for removing this unemployment oriented epidemic attitude from the society.

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 very high.

Forty three per cent of women entrepreneurs were showing strength by giving training direction to fresh entrepreneurs for surviving in the entrepreneurial society and being resourceful for making their enterprise up-to-date.

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 between time and taste 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.

On the basis of findings, imagery can be considered as figurative language/visual symbolism and achievement can be explained as a desire for success in relation to some/universal standard excellence. Therefore, achievement imageries can be defined as the practical presentation of inner voice/attributes (innate and acquired) of a person. A woman, who is an entrepreneur, their entrepreneurial unit can be considered as the representation of innate and acquired attributes. These attributes can be presented for satisfying three single needs; personal, social and need for influence, and four integrated needs; personal-cum-social achievement, influence oriented need for personal achievement, influence oriented need for social achievement and influence oriented need for personal-cum-social achievement. These needs are highlighted when women start to imagine according to their personal capabilities to influence society and for themselves also. It is also observed in the present study that women were running entrepreneurial unit for motivating employee to maximize their potential and enable them to cope with environmental and development realities and playing a role as an actor for influencing the linkages in both the directions; upward and downward. Upward linkages influence can be considered in form of entrepreneurial linkages to large scale industries. Those are supposed as subsidizing the medium/small enterprise. Downward linkages influence can be considered to influence employees those are the key person for every entrepreneurial unit. As efficiency of employees increases as entrepreneurial unit/entrepreneurs get success. Therefore, entrepreneurs get success by influencing society in both the ways by providing employment along with perfection and by eradicating unemployment oriented attitudes. It is interesting to note that women were having practical application oriented imaginative view for futuristic welfare. As they said that they firstly imagine establishing an enterprise on the basis of available entrepreneurs in surrounding and after that they executed and presently they are in the same world. They agree with this proverb that “where

Table 2 : Distribution of women entrepreneurs by presence of different actions in different achievement imageries (Achievement stories = 228)

Sr. No.	Sub-categories of achievements imageries	Frequency	Percentage
1.	Personal action (A _p)	120	52.63
2.	Social action (A _s)	127	55.70
3.	Anticipated action (A _a)	108	47.37
4.	Strength (S ⁺)	99	43.42
5.	Hope of success (H)	174	76.32
6.	Personal and social awareness (PSA)	75	32.89
7.	Vigilance (V)	27	11.84
8.	Theme (Th)	176	77.19

there is a will, there is way. Therefore, they are in the same world having a theme. Theme represents single-mindedness indicating strength relevant imagination. Women having strong will power and single mindedness take action for societal welfare. Societal welfare can be explained as the welfare for clientele and employees indirectly and entrepreneurs directly and vice-versa. This attributive attitude of women entrepreneurs helps them in taking personal action and strengthening for both the entrepreneurs and their entrepreneurial unit after having personal and social awareness. Therefore, it is being suggested that institutes those are working for entrepreneurial expansion and for analyzing psychological aspects of

entrepreneurs, should come ahead for assisting in multiplying their attributes/capabilities by building/exploring sense of self-confidence, self-esteem, self-respect, power within the person and the resources, they have in their inter-organisational environment.

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