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Topic of Research: Determining factors of Entrepreneurial Intensity: A Case of Women owned Export Ventures Across Delhi & NCR

ABSTRACT

The presence of Hindu women entrepreneurs is most evident in the sample, almost all belong to general category and majority of them are married. Most of them belong to middle age group and were married in their early 20's. Majority of them are living in nuclear families. Most of the women entrepreneurs are the first generation entrepreneurs in their family which shows women entrepreneurship is the recent phenomenon. Largest group of women exporters are graduates and none were illiterate or matric pass and most of them have done some technical courses so as to enhance their entrepreneurial skills.

Most of them have worked in the industry to gain experience so as to start their own ventures. Presently, approximately 47 percent are working in the apparels & readymade garments sector followed by 28.76 percent who are working in the handicrafts sector.

Self-motivation has been the major factor for these exporter women entrepreneurs for taking up entrepreneurship. Their zeal of achieving success must have motivated them as they have grown up seeing their fathers/mothers working and after marriage their husbands. While full family support has been a source of strength for them, source & cost of raw material has been marked as the major weakness by these entrepreneurs.

The results of t-test show that for the entrepreneurs, the most rewarding thing is the sense of accomplishment in their work. These entrepreneurs want to be a well-known name in their

field of expertise, they derive a sense of purpose from their work and they are ready to sacrifice their personal lives to be successful in their work. Regarding their work, these entrepreneurs like motivating others to take up some business of their own and also they love meeting new people in their job. For employee satisfaction, entrepreneurs organize staff parties occasionally, reward them regularly with substantial pay raises and encourage them to come up with new and innovative ideas to improve the business. Some of the personality traits, which were found significant in affecting entrepreneurial intensity through t-test, were preferring the old good ways of doing things, being prepared for both positive and negative consequences that follow the decisions taken in the business, keeping a back-up plan ready if something goes wrong in the initial plan, seeing possibilities in the areas where others see problems, bouncing back quickly after a failure. t-test results also showed that the respondent entrepreneurs found themselves good at taking initiatives; and these entrepreneurs also called their organizations as innovative.

Fear of failure has been ranked first by the exporter women entrepreneurs followed by limited mobility. High cost of production and shortage of raw material has been the top two ranked work related problems faced by women entrepreneurs.

Majority of the entrepreneurs have taken loans from the financial institutions for raising capital of their business followed by those who used retained earnings. Regarding the source of recruitment, references by others and labor contracts are the top two preferred sources of recruitment used by women exporters.

Most of the entrepreneurs cover local and national markets also with international markets. The top two preferred channels of advertisement used by women entrepreneurs are direct mail to importers and trade journals.