

## Operational parameters of venture set-up by entrepreneurs in Agra district

■ SEEMAPRAKALPA

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■ **ABSTRACT** : The study was conducted to know the operational parameters of an entrepreneurial venture set-up by 200 entrepreneurs running both boutiques and beauty parlours in Agra district. Primary data were collected through interview schedule during year 2005. Based on the nature of data, percentage was used as statistical measure. It can be drawn from the findings that majority of women entrepreneur had been advised by their husband and own idea and got the idea after discussing individually with people to start this particular enterprise. The strength of the product idea evaluated by women entrepreneurs were skill easily available, high rate of return, simple technology and low investment. Weaknesses of the potential idea evaluated by women entrepreneurs were seasonality of raw material. The opportunities of the potential idea evaluated by women entrepreneurs were less mobility required, large market, socially accepted. Threats regarding potential idea evaluated by women entrepreneurs were high demand. Some factors assessed by women entrepreneurs were investment needed followed by need of infrastructure and availability of skilled labour. Majority of women entrepreneurs analysed product demand through discussion with consumers. At initial stage, women entrepreneurs had started their enterprise with an investment of 20,001 and above. Later and present stage, women entrepreneurs had an investment range of up to Rs. 10,000. Women entrepreneurs were able to recover the investment fully. They obtained funds from their husbands and from personal savings. On the basis of above findings, it can be said that women were running an enterprise with the help of their counterparts to balance the family economy after assessment of various operational parameters. For these women entrepreneurs' welfare, Government and concerned organization should organize EDP and invite interested women specially for entrepreneurs and entrepreneurial world welfare in reference of recession so that every entrepreneur could get benefit in balanced way.

■ **KEY WORDS** : Sources of idea generation, Finance, Investment pattern of the enterprise

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Author for correspondence :

**SEEMAPRAKALPA**  
Department of Home Science,  
Extension Education, Institute  
of Home Science, Dr. Bhimrao  
Ambedkar University, AGRA  
(U.P.) INDIA