



Socio-economic variables of women entrepreneurs and their enterprise characteristics in Agra district

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ABSTRACT

This study was conducted to know the socio-economic variables in 200 women entrepreneur holding enterprises, characteristics in Agra district (100 urban and 100 rural women entrepreneurs). Primary data were collected through interview schedule during year 2002 – 2005. Based on the nature of data, percentage was used as statistical measure. The study revealed that majority of women entrepreneurs belonged to the age group of 32-44 yrs. and of general caste. Majority (43.5%) of women entrepreneurs were illiterate. Graduate women entrepreneurs were 23.5 per cent and married were 92.5 per cent. After marriage, most (47.4%) of women entrepreneurs were eldest while 26.8 per cent were youngest and 25.8 per cent were middle. This was different to before marriage in case of eldest (34%) and middle (39.2%) but same in case of youngest (26.8%). Unmarried women entrepreneurs were found only in urban area in which majority (83.3%) were eldest and only 16.7 per cent were youngest. Majority 50.3 per cent, 91 per cent, of women entrepreneurs were devoting 1-2 hours for children and oneself, respectively. Rural women entrepreneurs had received technical training from home because this activity was performed by the family member. Fifty per cent urban women entrepreneurs had received training from home regarding measurement, cutting, stitching of cloth. While 50 per cent women entrepreneurs had received training from various beauty parlours, Out of total respondents 76 per cent had received training from Agra. Ninety per cent women entrepreneurs had received training of 6 month duration Most of women entrepreneurs were from nuclear families and belonging to medium and small sized families, respectively. Majority of family members were educated up to level primary and were unmarried. Maximum of women entrepreneur's family members were doing farming and running enterprise and were in contact of Canara Bank and State Bank of India. Seventy one per cent of Entrepreneurs' families possessed 11 – 20 general items. Majority (76 %) of women entrepreneurship, husbands were dominant in family or head of household. Most of women entrepreneurs chose the location of enterprise; nearness of market, availability of space and convenient in satisfying both place need of enterprise and home and settled their enterprise in the residence. Most preferred form of the ownership in both urban and rural area was individual and was employing 1-4 members in their enterprise. Ninety two per cent male and 82.9 per cent female were employing skilled labour. Majority (38%) of women entrepreneurs had been established their enterprise from 1-6 years. Only 2.5 per cent women entrepreneurs had been established their enterprise from 25-30 years and 31-36 years each. About 69 per cent of women entrepreneurs were engaged in selling / trading. Manufacturing was done by only most of urban women entrepreneurs in their boutiques. Manufacturing items were suit, blouse, petticoat and kurti. Servicing was provided by beauty parlours those are eyebrow making, doing facial, working, bleaching and hair cutting / treatment. Hundred per cent of rural women entrepreneurs engaged in selling of milk and majority of the women entrepreneurs' monthly income from the enterprise was Between Rs. 3000 to 10, 000.

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