



Research Paper

Entrepreneurial attributes of women entrepreneurs in Agra district

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ABSTRACT : Every person has some attributes. It depends where these attributes are exhibited by women. If these attributes express in daily routine life, will be known as general behavioural attributes. In case, women those running an enterprise are exhibiting behaviourally in entrepreneurial world, will be known as entrepreneurial attributes. With this view, this study was conducted to know the entrepreneurial attributes of 200 women entrepreneurs of Agra district (100 women entrepreneurs from urban area running boutique and beauty parlour, 100 rural women entrepreneurs running dairy enterprise). Primary data were collected through interview schedule during year 2005. Based on the nature of data, percentage was used as statistical measure. The study depicted that women entrepreneurs were moderate risk-takers, possessed high achievement motivation, and were having high leadership attribute and were expressing moderate leadership attribute. Women entrepreneurs were highly clear about themselves had high capability for persuasion. Women entrepreneurs' attitude towards entrepreneurs was moderate and had moderate problem solving ability. For these kinds of entrepreneurs, Government should organise workshops, seminar, conferences and training programme regarding entrepreneurial aspect through which their entrepreneurial attributes could be more polished for making their enterprise successful.

KEY WORDS : Attributes, Indicators, Characteristics of entrepreneurs

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