

# Women entrepreneurs and their entrepreneurial attributes in Agra rural

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**ABSTRACT :** Women are working in this multifaceted world alongwith multiple entrepreneurial attributes. Out of these attributes, some of the attributes are polished and others are not according requirements. In the present study, an effort was made to identify the some important attributes those are required and to be present in every individual to work independently. Therefore, they should be clear about their personality, resources, behavioural attributes and entrepreneurial conditions. Keeping in view, this present study was conducted to identify 100 women entrepreneurs and their entrepreneurial attributes in Agra rural. Agra rural comprises 15 blocks. Out of 15 blocks, Bichpuri block was selected randomly. Out of Bichpuri block, village Laramada and Baipur were selected randomly. Fifty women entrepreneur running dairy enterprise were selected from each village. Thus, 100 women entrepreneurs were selected randomly for the present study. Primary data were collected through interview schedule during year 2005. Percentage was used as statistical measure. Conclusion can be drawn from the finding that women entrepreneurs were moderate risk-takers and had high achievement motivation, high leadership attribute, were highly clear about them, had high capability for persuasion, moderate attitude towards entrepreneur and moderate problem solving ability. For the welfare of these kind of women entrepreneurs, Government and concerned organization should enroll, assist and aware about their endeavour because they are working in eradicating unemployment from the society in sufficient manners but not aware about various programme, policies, organizations and schemes etc.

**KEY WORDS:** Entrepreneurial attributes characteristics, Indicators of entrepreneurs

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