



Research Article

## Entrepreneurial attributes possessed by women entrepreneur in Agra Nagar Nigam

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**SUMMARY :** Every person possesses personality attributes; those attributes are exhibited in entrepreneurial world, are known as entrepreneurial attributes. For assessing this, this present study was conducted to know entrepreneurial attributes of 100 women entrepreneur running both boutiques and beauty parlours in Agra Nagar Nigam. Primary data were collected through entrepreneurial development scale developed by Dr. Surila Agrawal and Dr. Ira Das during year 2005. Based on nature of data, percentage was used as statistical measure. It can be revealed from the finding that sixty one per cent women entrepreneur were moderate risk takers and ninety eight per cent possessed high achievement motivation. Sixty one per cent women entrepreneurs possessed moderate leadership attribute. Ninety eight per cent were highly clear about themselves. Seventy two per cent women entrepreneurs had high capability for persuasion. Sixty five per cent of women entrepreneur had moderate attitude towards other entrepreneurs. Fifty seven per cent of women entrepreneurs had moderate problem solving ability. With the help of above findings for the wellbeing of the entrepreneurial world, Government and non- Government organization should do efforts for polishing attributes through training camps, demonstrations etc. So that entrepreneurial view could be alive and economic balance of the family can be maintained and people could live stresslessly.

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