

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

■ SEEMAPRAKALPA

Received: 26.11.2012; Revised: 28.03.2013; Accepted: 23.05.2013

■ **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

■ **HOW TO CITE THIS PAPER** : Seemaprakalpa (2013). Operational parameters of venture set-up by entrepreneurs in Agra district. *Asian J. Home Sci.*, 8 (1): 139-144.

Author for correspondence :

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

About half of the total population of India is playing a role in enhancing entrepreneurship in the both the areas namely rural and urban because India is a land of entrepreneurship. Women are seen more involved in entrepreneurial activities in both the areas. In urban area, women are working individually and independently in most of the enterprises like – boutiques, beauty parlours, quilting centres, in preparing decorative items (handicraft), ready-made garments, leather shoes selling and dry-cleaning of clothes. In case of rural areas, where majority of women are venturing dairy with the help of their husband and by taking grant from Government and non-govt organisations. Women being in both the fields are giving their contribution for making family

economy balanced in unrecognized/hidden form. Alongwith their contribution and their socio-economic background, a great difference can be observed in both the behavioural cases of urban and rural entrepreneurs in operating an enterprise and its operational parameters. Keeping in view of above facts, present study was carried out to know the operational parameters in composite form.

■ RESEARCH METHODS

Agra division of Uttar Pradesh was selected as the locale for the present study by using purposive sampling. Agra division comprises of seven districts. Out of which Agra district has been selected randomly. For the purpose of

administration, Agra district was divided into two areas', Agra Urban and Agra Rural. In case of Agra Urban, the investigator divided into four zones; North-East, North-West; South-East; and South-West. Twenty five women entrepreneurs running both boutiques and beauty parlours were selected randomly from each zone. In case of Agra rural, it consists of 15 blocks. Out of 15 blocks, a Bichpuri block was selected randomly. Out of the villages of Bichpuri block, village Baipur and Laramada were selected purposively. Fifty women entrepreneurs running dairy enterprises were selected randomly from each village. Thus in all, 200 women entrepreneurs were selected for the present study. Descriptive type of research design was used. Primary data regarding operational parameters of an entrepreneurial venture set up by 200 entrepreneurs of Agra district (both Agra Urban and Agra Rural) during the year 2005 were collected through interview schedule. Based on the nature of data and collected information, percentage was used as statistical measure.

■ RESEARCH FINDINGS AND DISCUSSION

For carrying out in-depth study of operational parameters relating to the operation of the entrepreneurial ventures set-up by entrepreneurs have been analysed under following heads :

Sources of idea generation person :

Urban :

Table 1 clearly explains that 88 per cent of women entrepreneur had their own idea to start this particular enterprise while 25 per cent of women entrepreneur had been advised by their husbands.

Rural :

Table 1 clearly explains that 100 per cent of women entrepreneur had been advised by their husband to start this

particular enterprise while 30 per cent with their own idea.

Finally, it is concluded that 62.5 per cent women entrepreneur had been advised by their husband to start this particular enterprise while 59 per cent with their own idea. Friends (3 per cent), family members (3 per cent) and relatives (1.5 per cent) did not play a significant role in generating a suitable idea for setting-up an enterprise. A study conducted by Kapoor (1998) is also in support of above findings that husband was considered as the best source for business idea.

Urban :

Table 2 also reveals that 76 per cent of women entrepreneur got the idea after discussion with people.

Rural :

Table 2 also reveals that only 26 per cent of women entrepreneur got the idea after discussion with people.

Finally, it is revealed that 51 per cent women entrepreneurs got the idea after discussing individually with people and 9 per cent from group discussion.

Assessing product idea :

Generating a potential idea is only the beginning of the process of deciding on any product idea for the entrepreneur to pursue. Potential idea is generated then the entrepreneurs should assess whether the idea is feasible for setting – up an enterprise or not. Before deciding this, the entrepreneur should match and assess various factors such as her behavioural competencies and resources to finance and skills etc.

This was done through SWOT analysis under the four heads:

- Strength
- Weakness
- Opportunities

Table 1 : Sources of idea generation regarding setting up enterprise

Sr. No.	Persons as sources	Women entrepreneurs		
		Urban	Rural	Total
1.	Friends	6 (6)	–	6 (3)
2.	Family members	6 (6)	–	6 (3)
3.	Relatives	3 (3)	–	3 (1.5)
4.	Own idea	88 (88)	30 (30)	118 (59)
5.	Husband	25 (25)	100 (100)	125 (62.5)

Percentage was calculated on the basis of total respondents

Table 2 : Idea generation regarding setting up enterprise

Sr. No.	Persons as sources	Women entrepreneurs		
		Urban	Rural	Total
1.	Discussion with people	76 (76)	26 (26)	102 (51)
2.	By reading books	9 (9)	–	9 (4.5)
3.	Visiting shops and trading shows	–	–	–
4.	Writing to research institutions	–	–	–
5.	By group discussion	18 (18)	–	18 (9)

Percentage was calculated on the basis of total respondents

– Threats

Urban :

Table 3 clearly highlights the strengths of the product idea evaluated by women entrepreneurs that skill easily available (97 per cent), high rate of return (97 per cent), simple technology (87 per cent) and low investment (63 per cent).

Rural :

In Table 3 it is clearly depicted that the strengths of the product idea evaluated by skill easily available (100 per cent), simple technology (100 per cent) and high rate of return (96 per cent).

Thus, in all, the strength of the product idea evaluated by women entrepreneurs were skill easily available (98.5 per cent), high rate of return (96.5 per cent), simple technology (93.5 per cent), low investment (53 per cent) and possible variation in product (15 per cent).

Urban :

Table 4 clearly highlights that weaknesses of the potential idea evaluated by women entrepreneur were

seasonality of raw material (64 per cent), outdated designs (38 per cent) and formalities cumbersome 10 per cent.

Rural :

Table 4 clearly highlights that weaknesses of the potential idea evaluated by women entrepreneurs was seasonality of raw material (37 per cent).

Thus, in all, weaknesses of the potential idea evaluated by women entrepreneurs were seasonality of raw material (50.5 per cent), outdated designs (19 per cent) and formalities cumbersome (5 per cent).

Urban :

Table 5 clearly depicts that the opportunities of the potential idea evaluated by women entrepreneurs were large market (80 per cent), less mobility required (80 per cent), socially accepted (48 per cent) and once the brand is established, selling is easy (27 per cent).

Rural :

Table 5 also depicts that the opportunities of the potential idea evaluated by women entrepreneurs were family

Table 3: Strengths of product idea				
Sr. No.	Strengths	Women entrepreneurs		
		Urban	Rural	Total
1.	Variation possible	30 (30)	–	30 (15)
2.	Low investment	63 (63)	43 (43)	106 (53)
3.	Skill easily available	97 (97)	100 (100)	197 (98.5)
4.	Simple technology	87 (87)	100 (100)	187 (93.5)
5.	Past experience	–	–	–
6.	High rate of return	97 (97)	96 (96)	193 (96.5)

Percentage was calculated on the basis of total respondents

Table 4 : Weaknesses of product idea				
Sr. No.	Weaknesses	Women entrepreneurs		
		Urban	Rural	Total
1.	Seasonality of raw material	64 (64)	37 (37)	101 (50.5)
2.	Outdated designs	38 (38)	–	38 (19)
3.	Formalities cumbersome	10 (10)	–	10 (5)

Percentage was calculated on the basis of total respondents

Table 5 : Opportunities of product idea				
Sr. No.	Opportunities	Women entrepreneurs		
		Urban	Rural	Total
1.	Large market	80 (80)	92 (92)	172 (86)
2.	Once the brand is establish selling is easy	27 (27)	86 (86)	113 (56.5)
3.	Variety can be introduced	19 (19)	–	19 (9.5)
4.	Ready market	4 (4)	53 (53)	57 (28.5)
5.	Family business	1 (1)	100 (100)	101 (50.5)
6.	Socially accepted	48 (48)	100 (100)	148 (74)
7.	Less mobility required	80 (80)	100 (100)	180 (90)

Percentage was calculated on the basis of total respondents

business (100 per cent), socially accepted (100 per cent), less mobility required (100 per cent), large market (92 per cent) and once the brand is established, selling is easy (86 per cent).

Hence, the opportunities of the potential idea evaluated by women entrepreneurs were less mobility required (90 per cent), large market (86 per cent), socially accepted (74 per cent), established brand make selling more easier (56.5 per cent), family business (50.5 per cent), ready market (28.5 per cent) and variety can be introduced (9.5 per cent).

Urban :

It is concluded from the results of Table 6 that threats regarding potential idea evaluated by women entrepreneurs were high demand (97 per cent) and requiring creativity (43 per cent).

Rural :

The threats regarding potential idea evaluated by women entrepreneur was high demand (100 per cent).

Thus, in all, threats regarding potential idea evaluated

by women entrepreneurs were; high demand (98.5 per cent) and creativity requirement for enterprise (21.5 per cent).

Factors for assessing the product idea :

In assessing a product idea, there is a need to look at a number of factors which affect the success of the enterprise.

Urban :

Table 7 clearly highlights that factors assessed by women entrepreneurs were investment needed (98 per cent), availability of skilled labour (96 per cent), infrastructure needed (92 per cent) and availability of raw material (50 per cent).

Rural :

The factors assessed were infrastructure needed (100 per cent), investment needed (100 per cent), availability of agricultural product (100 per cent), market for proposed product (60 per cent) and availability of skilled labour (57 per cent).

Thus, in all, some factors assessed by women entrepreneurs were investment needed (99 per cent) followed

Table 6 : Threats of product idea

Sr. No.	Threats	Women entrepreneurs		
		Urban	Rural	Total
1.	High demand	97 (97)	100 (100)	197 (98.5)
2.	Requiring creativity	43 (43)	–	43 (21.5)
3.	Typically feminine	–	–	–
4.	Short gestation period	–	–	–

Percentage was calculated on the basis of total respondents

Table 7: Factors to be studied in assessing product idea

Sr. No.	Factors	Women entrepreneurs		
		Urban	Rural	Total
1.	Market for proposed product	32 (32)	60 (60)	92 (46)
2.	Availability of raw material	50 (50)	31 (31)	81 (40.5)
3.	Availability of skilled labour	96 (96)	57 (57)	153 (76.5)
4.	Complexity of production	44 (44)	37 (37)	81 (40.5)
5.	Infrastructure needed (place, power, fuel)	92 (92)	100 (100)	192 (96)
6.	Investment needed	98 (98)	100 (100)	198 (99)
7.	Another (agriculture produce)	–	100 (100)	100 (50)

Percentage was calculated on the basis of total respondents

Table 8: Assessing demands analysis of product

Sr. No.	Way of identifying product demand	Women entrepreneurs				
		Urban			Rural	Total
		Boutique	Beauty parlour	Total		
1.	Market survey	50 (100)	50 (100)	100 (100)	–	100 (50)
2.	Discussion with consumers	50 (100)	50 (100)	100 (100)	100 (100)	200 (100)
3.	By knowing competitors strategy	–	–	–	–	–
4.	By print media	–	–	–	–	–
5.	By electronic media	–	–	–	–	–

Percentage was calculated on the basis of total respondents

by infrastructure needed (96 per cent), availability of skilled labour (76.5 per cent), agriculture produce (50 per cent), market for proposed product (46 per cent), complexity of production (40.5 per cent) and also availability of raw material (40.5 per cent).

Urban :

From the data in Table 8 it is clearly revealed that 100 per cent of women entrepreneurs identified the product demand from two ways *i.e.* through market survey and discussion with consumers.

Rural :

It was observed that 100 per cent of women entrepreneurs identified the product demand through discussion with consumers.

Thus, in all, majority of women entrepreneurs (100 per cent) analysed product demand through discussion with consumers whereas 50 per cent analysed through market survey.

Capital investment pattern :

Setting up an industry, require capital and involves some amount of risk.

Every entrepreneur made an effort by investing some amount to run and sustain their enterprise time to time. In the present study, investigator had asked investment amount at three stages in initial, mid stage and present stage.

Urban :

From the data presented in Table 9, it is concluded that 65 per cent of women entrepreneurs had started their enterprise with an investment of Rs. 20,001 and above. Sixty one per cent of women entrepreneurs reinvested an amount upto Rs. 10,000 at later state. At present stage, 56 per cent of women entrepreneurs reinvested an amount upto Rs. 10,000.

Rural :

It was concluded that 52 per cent of women entrepreneurs had started their enterprise with an investment of Rs. 20,001 and above. Thirty four per cent of women entrepreneurs' reinvestment was an amount of Rs. 10,001 to Rs. 20,000 at later stage. At present stage, 31 per cent of women entrepreneurs reinvested an amount up to Rs. 10,000.

Every entrepreneur made an effort by investing some amount to run and sustain her enterprise time to time. In the present study, investigator had asked investment amount at three stages in initial, mid stage and present stage.

From the data presented in Table 9, it is concluded that 58.5 per cent women entrepreneurs had started their enterprise with an investment of 20,001 and above. Twenty one per cent invested between Rs. 10,001 – 20,000 and 20 per cent of women entrepreneurs indicated their investment amount up to Rs. 10,000 at the initial stage.

Later stage is supposed to be mid time of enterprise from starting to upto now. At this stage, 43.5 per cent women

Table 9 : Capital investment pattern of women entrepreneurs

Sr. No.	Investment amount	Number of women entrepreneurs								
		Initial stage			Later stage			Present stage		
		Urban	Rural	Total	Urban	Rural	Total	Urban	Rural	Total
1.	Upto Rs. 10,000	8 (8)	32 (32)	40 (20)	61 (61)	26 (26)	87 (43.5)	56 (56)	31 (31)	87 (43.5)
2.	10,001-20,000	27 (27)	16 (16)	43(21.5)	15 (15)	34 (34)	49 (24.5)	2 (2)	16 (16)	18 (9)
3.	20,001 and above	65 (65)	52 (52)	117 (58.5)	22 (22)	33 (33)	55 (27.5)	9 (9)	11 (11)	20 (10)

Percentage was calculated on the basis of total respondents

Table 10 : Invested amount recovery from the enterprise

Sr. No.	Recovery	Number of women		
		Urban	Rural	Total
1.	Full	53 (53)	54 (54)	107 (53.5)
2.	Partial	47 (47)	46 (46)	93 (46.5)
3.	Nil	-	-	-
	Total (N)	100 (100)	100 (100)	200 (100)

Percentage was calculated on the basis of total respondents

Table 11 : Source of capital for investing in enterprise

Sr. No.	Financial sources	Women entrepreneurs		
		Urban	Rural	Total
1.	Personal saving	84 (84)	3 (3)	87 (43.5)
2.	Husband	62 (62)	97 (97)	159 (79.5)
3.	Parents/in laws	13 (13)	4 (4)	17 (8.5)
4.	Banks	3 (3)	1 (1)	4 (2)

*percentage was calculated on the basis of total respondents

entrepreneurs had an investment range of up to Rs. 10,000. Twenty seven per cent indicated their range Rs. 20,001 and above. Only twenty four per cent were in range of Rs.10,001- 20,000.

At present, forty three per cent women entrepreneurs had an investment range up to Rs. 10,000. Ten per cent were in range of Rs. 20,001 and above. Only nine per cent indicated their range between Rs. 10,001- Rs. 20,000. Similar findings were observed in the study conducted by Nayak(1991), Mudbidri (1994), Zahir (1994), Mishra and Bal (1998), Prasad and Rao(1998),Yadav (1996) and Ganesan (1999).

Urban :

From the data in Table 10, it was clearly highlighted that 53 per cent of women entrepreneurs were able to recover the investment fully. Forty seven per cent of them were making only a partial recovery.

Rural :

It was observed that 54 per cent of women entrepreneurs were able to recover the investment fully. Forty six per cent of women entrepreneurs could make only a partial recovery.

Hence, it is concluded that 53.5 per cent women entrepreneurs were able to recover the investment fully whereas 46.5 per cent could make only a partial recovery. A study conducted by Mudbidri(1994) is also in support of above findings.

Urban :

It is evident from Table 11, that 84 per cent of women entrepreneurs received funds from personal saving and 62 per cent from their husbands.

Rural :

It is evident from that 97 per cent of women entrepreneurs obtained funds from their husbands.

Thus, in all, it is concluded that entrepreneurs tapped different sources of funds for financing their enterprise. About seventy nine per cent women entrepreneurs obtained funds from their husbands and 43.5 per cent from their personal savings. Only 2 per cent borrowed money from banks. Studies conducted by Mudbidri (1994), Zahir(1994), Mishra and Bal (1998) are also in support of above findings that entrepreneurs started their enterprise after having financial assistance from various sources; personal sources, parents and relatives and bank loans.

Conclusion :

It can be drawn from the findings that women entrepreneur had been advised by their husband 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 and 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 infrastructure needed, availability of skilled labour and agriculture produce. 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. About seventy nine per cent women entrepreneurs obtained funds from their husbands and from personal savings. Above findings can be considered as provoking message for entrepreneurial world that women emphasized on personal saving instead of borrowings from money-lender/banks. Government and concerned organizations should plan and execute entrepreneurial practices oriented stimulating programmes so that their way of work should be simplified and their potentialities can be utilized efficiently in sufficient manner.

■ REFERENCES

- Ganesan, C.** (1999). *Status of women entrepreneurs in India*. Kanishka Publishers and Distributors, New Delhi, pp.152-154.
- Kapoor, K.** (1998). *Entrepreneurial behaviour: A study of selected women entrepreneurs*. M. Sc. Thesis, Department of Home Science, Extension Education, Punjab Agricultural University, Ludhiana, PUNJAB (INDIA).
- Mishra, B.B. and Bal, R.K.** (1998). *Women entrepreneurs in Orissa: A study of their profile, motivation and constraints*. In: C. Swarajyalakshmi (ed.), *Development of women entrepreneurs in India: Problems and prospects*, pp. 227-238. Discovery Publishing House, NEW DELHI (INDIA).
- Mudbidri, A.G.** (1994). *Women in household industry: A study of entrepreneurs*. Manak Publication Pvt. Ltd, pp.109-119.
- Nayak, M.** (1991). *Women entrepreneurs; Need for supportive services*. *Social Welfare*, May pp. 4-7.
- Prasad, A.G. and Rao, T.V.** (1998). *Socio-economic background of women entrepreneurs- A case study of Andhra Pradesh*. In: C. Swarajyalakshmi (ed.), *Development of women entrepreneurship in India; problems and prospects*, pp.101-110, Discovery Publishing House, NEW DELHI (INDIA).
- Yadav, H.** (1996). *Problems of women entrepreneurs in eastern Madhya Pradesh*. In: C. Swarajyalakshmi (ed.) *Development of women entrepreneurship in India: problems and prospects*, pp.176-187. Discovery Publishing House, NEW DELHI (INDIA).
- Zahir, M.A.** (1994). *Entrepreneurship in Punjab: A case study*. *YOJANA*, 15: 24-28.