

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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Desirable rate of economic growth calls for rapid emergence of a multitude of an enterprise and entrepreneurs in all walks of life. This required sharpening of an entrepreneurial attributes. It can be possible after practising in making entrepreneurial venture successful. Many researchers suggested various attributes those are present automatically in personality and some are acquired for adjustment, these attributes, suggested by authors are discussed in the present paper. An effort was made to analyse women entrepreneurs and their entrepreneurial attributes in rural Agra.

■ RESEARCH METHODS

Agra division of the 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 was selected randomly. For the purpose of administration, Agra district was divided into two areas; Agra urban and Agra rural. Agra rural was selected randomly for the present study. Agra rural comprises fifteen blocks. Out of 15 blocks, Bichpuri block was selected randomly. Out of Bichpuri block, village Baipur and Laramada were selected randomly. Fifty women entrepreneurs from each village running dairy enterprise were selected for the present study. Primary data regarding analysis of 100 women entrepreneurs and their entrepreneurial attributes in Agra rural were collected through interview schedule, observation and discussion from the selected entrepreneurs as well as from

Authors	Psychological attributes
Hornaday and Abound (1971)	High need for achievement, Internal locus of control, High need for independence, Effective leadership
Mc. Gaffey and Christy (1975)	Information processing capability.
Decarlo and Lyons (1979)	High need for achievement, High need for independence, Effective leadership, High need for autonomy, Low conformity, Aggression, Support, Benevolence
Timmons (1982)	Driver and energy, Self –confidence, Long term involvement, Money as a measure, Persistent problem solving, Goal – setting, Moderate risk taking, Dealing with failure, Use of feedback, Taking initiative and seeking personal responsibility, Use of resources, Competing against self – imposed standards, Internal locus of control, Tolerance of ambiguity and uncertainty
Sexton and Bowman (1983)	High need for autonomy, Low conformity, Energy level, Risk taking and change, Dominance, Endurance, Innovation, Self-esteem, Low anxiety level, Cognitive structure, Low interpersonal effect, Social adroitness, Low harm avoidance, Low succourance
Yonekura (1984)	Assertiveness, Insistence, Forward looking, Critical thinking, Creativity, Innovation, Continuity, Preparedness, Responsibility, Open-mindedness
Burch (1986)	A desire to achieve, Hard work, Nurturing quality, Able to accept responsibilities, Reward oriented, Optimistic, Excellence-oriented, Organizer, Money oriented
Mc. Ber and Co. (1986)	Preference for moderate level of risks
Asian and Pacific Center For Transfer of Technology (1995)	Achievement orientation, Self-confidence, Initiative, Opportunity seeking, Information seeking, Leadership, Goal setting, Positive mental attitude, Willingness to take risks, Persistence, Systematic planning, Persuasion ability, Commitment to work contract, Problem solving, Net working, Concern for high quality innovation and efficiency, Use of influencing strategies
Kaza (1996)	Willingness to take risks, Ambition, A strong desire for individual achievement, Persistence
Gibb (2005)	Achievement orientation and ambition, Self-confidence and self-belief, Perseverance, High internal locus of control (autonomy), Action orientation, Preference for learning by doing hardworking, Determination, Creativity

secondary sources. Secondary data such as a list of women entrepreneurs were collected from the concerned centres such as District Industry Centres, Central Excise and Custom Department and Small Industries Service Institute (SISI), Agra, during the year of 2005. Based on the nature of data and relevant information, percentage was used as a statistical measure for analysing of women entrepreneurs and their entrepreneurial attributes.

■ RESEARCH FINDINGS AND DISCUSSION

In this section, seven entrepreneurial attributes were analysed, calculated and presented in different tables. These seven attributes were:

- Risk taking
- Achievement motivation
- Leadership
- Self-concept
- Capability for persuasion
- Attitude towards entrepreneur
- Problem solving ability.

It is revealed from Table 1 that 54 per cent of women entrepreneur were moderate risk takers. Twenty eight per cent of women entrepreneur were high risk taker and only

18 per cent of entrepreneur were low risk taker.

Table 1 : Risk taking attitude of women entrepreneurs (n = 100)

Sr. No.	Risk-taking	Women entrepreneurs	
		Number	Percentage
1.	Low (up to 4)	18	18
2.	Moderate (5 – 9)	54	54
3.	High (10 – 14)	28	28
	Total	100	100

Similar findings have been reported in few earlier studies; Meyer *et al.* (1961), Litzinger (1963) and Peacock (1986). They observed that most of the entrepreneurs were intermediate/moderate risk takers.

Some contradictory results have also been reported in few earlier studies. Hull *et al.* (1980), Schere (1982), Sexton and Bowman (1983), Ahmed (1985), Begley and Boyd (1987) and Carland and Carland (1991) observed that entrepreneurs were having high risk taking willingness.

Table 2 clearly highlights that eighty three per cent of women entrepreneur possessed high achievement motivation and fifteen per cent of women entrepreneur possessed moderate achievement motivation. Only two per cent of

women entrepreneurs possessed low achievement motivation. Findings with little modifications were observed in few earlier studies. These studies were conducted by Nandy (1973), Sharma (1975), Patel *et al.* (1978), De Carlo and Lyons (1979), Vinze (1987), Buttner and Moore (1997), Nieman and Nieuwenhuizen (1997), Kaur and Bawa (1999) and Ayadurai *et al.* (2005). It was found in these studies that entrepreneurs were moderately motivated in stead of high motivation.

Table 2: Achievement motivation of women entrepreneurs (n=100)

Sr. No.	Achievement-motivation	Women entrepreneurs	
		Number	Percentage
1.	Low (up to 4)	2	2
2.	Moderate (7 – 12)	15	15
3.	High (13 – 19)	83	83
	Total	100	100

It is clear from Table 3 that 74 per cent of women entrepreneurs had high leadership attribute and twenty four per cent had moderate leadership attribute. Only two per cent of women entrepreneurs had low leadership attribute. A study conducted by Agadi *et al.* (1996) is also in support of above findings with slight change that entrepreneurs were possessing better leadership attribute.

Table 3: Leadership attributes of women entrepreneurs (n=100)

Sr. No.	Leadership	Women entrepreneurs	
		Number	Percentage
1.	Low (up to 4)	2	2
2.	Moderate (5 – 8)	24	24
3.	High (9 – 12)	74	74
	Total	100	100

It is highlighted from Table 4 that eighty seven per cent of women entrepreneurs were highly clear about themselves. Only 13 per cent of women entrepreneurs were moderately clear about themselves.

Table 4: Self-concept of women entrepreneurs (n=100)

Sr. No.	Self-concept	Women entrepreneurs	
		Number	Percentage
1.	Low (up to 6)	–	–
2.	Moderate (7 – 13)	13	13
3.	High (14 – 20)	87	87
	Total	100	100

It is concluded from Table 5 that sixty five per cent of women entrepreneurs had high capability for persuasion and thirty one per cent had moderate capability for persuasion. Only 4 per cent had low capability for persuasion.

It can be seen from Table 6 that eighty one per cent of women entrepreneurs had moderate attitude towards

Table 5: Capability for persuasion of women entrepreneurs (n=100)

Sr. No.	Capability for persuasion	Women entrepreneurs	
		Number	Percentage
1.	Low (up to 4)	4	4
2.	Moderate (5 – 8)	31	31
3.	High (9 – 12)	65	65
	Total	100	100

Table 6 : Attitude towards entrepreneurs of women entrepreneurs (n=100)

Sr. No.	Attitude towards entrepreneurs	Women entrepreneur	
		Number	Percentage
1.	Low (up to 15 – 35)	19	19
2.	Moderate (36 – 60)	81	81
3.	High (61 – 75)	–	–
	Total	100	100

entrepreneurs. Only 19 per cent of women entrepreneurs had low attitude towards entrepreneurs.

As can be seen from Table 7 that eighty two per cent of women entrepreneurs had moderate problem solving ability and sixteen per cent of women entrepreneurs had high problem solving ability. Only two per cent of women entrepreneur had low problem solving ability.

Table 7: Problem solving attribute of women entrepreneurs (n=100)

Sr. No.	Problem solving attribute	Women entrepreneurs	
		Number	Percentage
1.	Low (up to 3)	8	2
2.	Moderate (4 – 7)	82	82
3.	High (8 – 11)	16	16
	Total	100	100

Conclusion:

It can be concluded after studying in depth about the women entrepreneurs. No one is in this world, who can be considered as attribute less. Everybody has less, sufficient and more than enough attribute.

The progress / success depends on the entrepreneurs strong will power and positive attitude through which that entrepreneur could convert their less presence of attributes in sufficient, sufficiency in manner of strong presence of attributes in form of futuristic sustainability. In the present paper, women were possessing moderate risk taking ability, had high achievement motivation, high leadership attribute, highly clear about themselves, means clear self- concept, high capability for persuasion, moderate attitude towards entrepreneurs and moderate problem solving ability. For these kinds of women, government, non-government and concerned organizations should assist them. Because of this they could convert the women; these are employment less into

as entrepreneurs or into an employed human beings. Conclusively, they should be regarded equal to their counterpart and not to be looked or considered as luggage on family, society and nation.

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