

# AN ANALYSIS OF ENTERPRISE RELATED ATTRIBUTES OF RURAL WOMEN ENTREPRENEUR IN INDORE BLOCK OF INDORE DISTRICT (M.P)

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**Abstract:** The study was conducted in purposively selected block of Indore district of Madhya Pradesh during 2009-10 in order to know the entrepreneurial behaviour of rural women in terms of their enterprise and family background attributes. The results of the study revealed that majority of the respondents were living in nuclear family, medium family size, belonged to nuclear parental home, middle positions in their parental home, middle daughter in-law, had up to 2 earning members in their family, 2 members for support as working hands, experience of one to year, did not receive any training and works for 5 to 8 hours. Further it was found that majority were satisfied from the choice of enterprise, chosen their enterprise because of their self interest, got idea of enterprise from relatives, friends and family members, investing medium amount of money, marketing opportunity up to medium level, didn't possess technical skills and competencies, possess the ability of accounting and managerial skill, did vocational diversification, had done input agreement from village and done marketing agreements.

**Keywords:** Block, Madhya Pradesh, Rural women

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