ISSUES AND CHALLENGES OF WOMEN ENTREPRENEURS IN INDIA

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ABSTRACT:
Women entrepreneurship has taken a steady rise in the last two decades and has proved to be new vistas for the economic growth. The scope of women to realize their potential as entrepreneurs depends on both the status and role of women in the society and the forces operating within society. The issues covered by this study are socio-demographic profile of women entrepreneurs, various types of women owned enterprises, training involving capacity building and human resources development through women empowerment. Networks among women entrepreneurs help in creating opportunity for quick transfer of expertise, to tap funds and build reputations, to increase the pace of business growth also it proves to be a gateway to new forms of capital, new markets and more specialized skills & techniques. The present study describes that networking proves to be crucial accelerator in closing the gender gap for entrepreneurial activities. Apart from boosting the success chances of women entrepreneurs, networking is a great lever for job creation, resources utilization, transformation and economic growth. Along with focusing on the various problems being faced by women entrepreneurs, the study also discusses the challenges and opportunities faced by women, various promotional efforts for building women led businesses and creates an insight into the various policies and programs being offered by the government for women entrepreneurs. The research also lists out some successful benchmarks in women entrepreneurship in India. The need for the hour is that the government must create awareness among women entrepreneurs about the various schemes available for them. The study finally provides some suggestions for improving women entrepreneurship so that they can make greater contribution to the economic development process.

KEYWORDS: Entrepreneurship, Women Entrepreneurs, Gender equality, Empowerment.

REFERENCES


