

CHALLENGES AND CONSTRAINTS FACED BY WOMEN ENTREPRENEURS IN INDIA: AN ANALYSIS

DR. R. UMA DEVI

ASSISTANT PROFESSOR,
PG DEPARTMENT OF COMMERCE,
DR. S. R. K. GOVT. ARTS COLLEGE,
PONDICHERRY UNIVERSITY,
YANAM,
INDIA.

ABSTRACT

Entrepreneurship is the core of economic development. In the history of human development, woman has been as important as man and the status, employment and work performed by women in society are the indicator of a nation's overall progress. Without the participation of women in national activities, the social, economical or political progress of a country will be stagnated. They are playing a vital role in socio-economic development of all countries. Women entrepreneurial development is an essential part of human resource development. Women constitute only one third of the economic enterprises throughout the world. In the wake of economic liberalization and globalization, women entrepreneurship is gaining importance in India. The policy and institutional framework for developing entrepreneurial skills, providing vocation education and training has widened the horizon for economic empowerment of women. The increasing presence of women in the business field as entrepreneurs has changed the demographic characteristics of business and economic growth of the country. There exist a plethora of successful women entrepreneurs in India, but they are facing various socio-economic problems and constraints in carrying out entrepreneurial activities as they are not treated at par with men due to social and cultural traditions. Women-owned businesses enterprises are playing a more active role in society which inspired to focus on this interesting phenomenon. Hence an attempt is made to analyze the status of women entrepreneurs and the problems faced by them when they ventured out to carve their own niche in the competitive world of business environment.

KEY WORDS: Entrepreneurship development, women entrepreneurs, constraints, future prospects.
