

PROBLEMS AND PROSPECTS OF WOMEN ENTREPRENEURS

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ABSTRACT:

Women in Rural India since antiquities have major but not dominant role in undertaking farming, since all the financial and finance related farm based business decisions are vested with male head of the family and under whom the women members in the family have to work. The study thus reveals that the women entrepreneurs face problems and constraints during the course of setting up and management of their enterprises and also highlights the prospects to women entrepreneurs in future. The possibilities are endless. What they need is little training, finance and large quantity of co-operation and encouragement from the family and society and in Government organization. That will enable women entrepreneurs to enter the main stream of country's economy, which in turn will speed up the economic development of our country. Women entrepreneurs have the world waiting for them today in almost any field but they need to break the traditional grounds to emerge as the educated young dynamic leader of today.

KEYWORDS: Women, entrepreneur, problems, prospects, future.

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