

PROBLEM FACED BY WOMEN ENTREPRENEUR

SUBJECT : (SUBJECT NAME)
CHAPTER NUMBER:
CHAPTER NAME :

CHANGING YOUR TOMORROW

WOMEN ENTREPRENEURS NEED TO OVERCOME CHALLENGES

- Women entrepreneurs face a series of problems right from the beginning till the enterprise functions. Being a woman itself poses various problems to female entrepreneur. The problem of Indian women pertains to her responsibility towards family, society and huge workload. Women in rural areas have to suffer still further. They face tough resistance from men. They are considered as helpers. The attitude of society towards them and constraints in which they have to live and work are not very conducive.

LIMITATION FACED BY WOMEN ENTREPRENEURS IN INDIA

- Patriarchal society: Indian society is predominantly male-dominated. Women are considered to be a burden for a family than an asset.
- Lack of opportunities: There is general lack of social infrastructure in our country. There is lack of educational facilities and it acts as a barrier in their progress.
- Enabling technologies for women: There is a need to create more opportunities regarding new methods of production, marketing and other modern technologies and special programmes should be launched to familiarize women with these technologies and methods.

- Social barriers: The traditions and customs prevailing in Indian society sometimes stand as an obstacle for women to grow and prosper.
- Attitude of creditors towards women: Women entrepreneurs suffer while raising and meeting the financial needs of their business. The society was slightly biased in their attitude towards women entrepreneurs but the records reflect that the rate of bad debts is the least in the case of entrepreneurs.
- Organized sector: The skilled women work more in the unorganized sector and hence does not get her due, if she can overcome the challenge of education and be aware of all the schemes she would not only be able to join the organized sector but be a leader in it.

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