

WOMEN ENTREPRENEURS IN INDIA: STRENGTHS AND CHALLENGES

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ABSTRACT

Women in the twenty-first century are no longer a traditional resource confined to the house, but rather an educated, informed, and imaginative segment of the population with the ability to turn economies into thriving businesses. Because traditions are deeply established in Indian society, where the sociological set up has been male dominated, educated Indian women must go a long way to gain equal rights and position. Despite all of the social barriers, Indian women stand out from the crowd and are praised for their accomplishments in their fields. The changing social fabric of Indian society, in terms of women's increasing educated status and diverse ambitions for a better life, prompted a change in Indian women's lifestyle. In every sphere of life, she has competed with men and successfully stood up to them, and business is no exception. These women leaders are assertive, persuasive and willing to take risks. They managed to survive and succeed in this cut throat competition with their hardwork, diligence & perseverance. These female leaders are confident, persuasive, and risk-takers. With their hard work, devotion, and tenacity, they were able to survive and triumph in this cutthroat competition.

The purpose of this paper is to investigate the notion of a woman entrepreneur, as well as the reasons why women become entrepreneurs, the reasons for the slow growth of women entrepreneurs in India, and proposals for the growth of women entrepreneurs in India.

KEYWORDS: *Entrepreneurship, Women, Gender, Business.*

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