



AN ANALYTICAL STUDY OF WOMEN ENTREPRENEURS IN INDIA

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ABSTRACT

This paper focuses on Women Entrepreneur. Any understanding of Indian women, of their identity and especially of their role taking and breaking new paths, will be incomplete without a walk down the corridors of Indian history where women have paused, lived and internalized various role models. It is in these new beginnings women will create a legacy and a heritage and pass it on to their daughters and their daughters leave family saga of creating an enterprise and make it grow into an industrial empire.

Key Words: Women Entrepreneurship, Indian women, Industrialization, Capital, Market Dynamics.

INTRODUCTION

Women owned businesses are highly increasing in the economies of almost all countries. The hidden entrepreneurial potentials of women have gradually been changing with the growing sensitivity to the role and economic status in the society. Skill, knowledge and adaptability in business are the main reasons for women to emerge into business ventures. Women Entrepreneur is a person who accepts challenging role to meet her personal needs and become economically independent. A strong desire to do something positive is an inbuilt quality of entrepreneurial women, who is capable of contributing values in both family and social life. With the advent of media, women are aware of their own traits, rights and also the work situations. But today, the glass ceilings are shattered and women are found indulged in every line of business from papad to power cables. The challenges and opportunities provided to the women of digital era are growing rapidly that the job seekers are turning into job creators.

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1 Page

