PROBLEMS OF WOMEN ENTREPRENEURS IN INDIA

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ABSTRACT

Women in business are a recent phenomenon in India. Women in India are faced many problems to get ahead their life in business. It is hoped that the suggestions forwarded in the article will help the entrepreneurs in particular and policy-planners in general to look into this problem and develop better schemes, developmental programmes and opportunities to the women folk to enter into more entrepreneurial ventures. This article here tries to recollect some of the successful women entrepreneurs like Ekta Kapoor, Creative Director, Balaji Telefilms, Kiran Mazumdar Shaw, CEO, Biocon, Shahnaz Husain and Vimalben M Pawale, Ex President, Sri Mahila Griha Udyog Lijjat Papad (SMGULP).

KEY WORDS: Women, entrepreneurs, problems, suggestions.