A CASE STUDY OF RURAL ENTREPRENEURS

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ABSTRACT:
Women Entrepreneur is a women accepting challenging roles to do something innovative in her surrounding and presenting a role model of self sufficiency and competency for others. A strong desire to do something innovative, creative, enhancing her skills is an inbuilt quality of Entrepreneurial Women, who is capable of contributing values in both family and social life. Throughout the world, women make a vital contribution to industrial output. Over 200 million women are employed across all industry sectors, with half of this number in developing countries. Their work not only sustains their families, but also makes a major contribution to socio-economic progress. Most women are employed in low-skilled, poorly paid positions, where they are often exposed to health hazards. A nation can only be developed if its women are given ample opportunities. Developing entrepreneurship among women will be right approach for women empowerment. This would enhance their socio-economic status. Once a woman feels that she is economically strong, she will feel equal to man in all respect. This is perhaps’ the need of the hour.

Now a day, women have realized the importance of self employment. In this paper two successful entrepreneurs were selected irrespective of field. Women are selected from Erode District, Tamilnadu. Information has been collected from the two entrepreneurs and analyzed the case on the basis of information provided by them, problems faced by them and prospectus or remedies taken to overcome the problems and their entrepreneurial successful mantra also discussed in this paper.

KEY WORDS: Empowerment, Rural Entrepreneurship, Constant monitoring, Erode District.