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A RESEARCH ON: STUDY OF CHALLENGES AND THEIR SOLUTIONS FACE BY WOMEN ENTREPRENEURS

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Abstract: Women constitute around half of the total world population. They are therefore regarded as the better half of the society. In traditional societies, they were confined to the four walls of houses performing household activities. In modern societies they have come out of the four walls to participate in all sorts of activities. The global evidences prove that women have been performing exceedingly well in different spheres of activities like academics, politics, administration, social work and so on. Now they have started plunging into industry also and running their enterprises successfully. As an entrepreneur, a woman entrepreneur has also to perform all the functions involved in establishing an enterprise. These include idea generation and screening, determination of objectives, project preparation, product analysis, and determination of forms of business organization, completion of promotional formalities, raising funds, procuring men, machine and materials, and operation of business. Many women in the business face this problem. There is a widely ruling stereotype that a real leader should look manly. The purpose of this study is to find out the various challenges and barriers in woman entrepreneurship. Many women in business take this idea for granted and tend to look like their male counterparts. A woman entrepreneur is always an initiate, organize and run a business enterprise.

Index Terms - Administration, Enterprise, Woman Entrepreneur, Entrepreneurship development, challenges, solutions