

VOLUME - VI, ISSUE - I, Part - IV  
AUGUST - 2017 to JANUARY - 2018

# GENIUS

Peer Reviewed and Referred  
UGC Listed Journal

Journal No. 47100

AN INTERNATIONAL MULTI DISCIPLINARY HALF  
YEARLY RESEARCH JOURNAL

GENIUS ISSN - 2279-0489

IMPACT FACTOR 4.248 ([www.sjifactor.com](http://www.sjifactor.com))

  
**Ajanta Prakashan**  
Aurangabad, (M.S.)



TRUE COPY



Principal  
Shurparaka Educational & Medical Trust's  
M. B. Harris College of Arts &  
A. E. Kalsekar College of Commerce & Management  
Nallasopara (W): Tal. Vasai, Dist. Palghar - 401 203.



## CONTENTS OF PART - VII

Sr. No.	Name & Author Name	Page No.
1	On General Insurance in India - A must for Every Individuals Socio-Economic Security Prof. Nital Kothari	1-3
2	Make in India Making the Impact on Tourism Sector Prof. Ashutosh Saxena	4-6
3	<b>Women Entrepreneurs in India - Emerging Issues and Challenges</b> <b>Mrs. Geeta Pal</b>	7-13
4	Margaret Sanger (The Pioneer of Birth Control Movement) Ms. Anjum Sayyed	14-18
5	Human Resource Accounting: Need of A Day Mr. Ansari Zahid Husain I. H.	19-23
6	Ahmed Ali: A Forgotten Literary Star Dr. Syed Mohd Abbas Rizvi	24-27
7	Brand Image Creation and Consumer Response Dr. Preeti Tripathi	28-33
8	A Study of Customers Level of Awareness about Green Banking with Reference to Banks in Thane Region Mrs. Aarti Vyas Varma	34-41
9	Antecedence and Consequence of Forest Degradation Dipanwita Banerjee	42-48
10	Management of Millennials: A Defy Dr. (Mrs) Kanchan S. Fulmali Prof. Samrat A. Gangurde	49-55
11	Agri - Commodity Derivatives Trading and its Implications on Farmers - A Way Towards Global Leadership Prof. Shital Khadakkar-Rasal	56-65
12	Indian Capital Market: Really having Appraisal of Corporate Governance in Present ERA?? Adv. Vidhi Shah	66-72
13	Issues, Challenges and Benefits of Corporate Social Responsibility in India Sujata Ritesh Yadav	73-77



3

# Women Entrepreneurs in India - Emerging Issues and Challenges

Mrs. Geeta Pal

Asst. Prof. A. E. Kalsekar College of Commerce and Management Nallasopara (E)

## Abstract

Women entrepreneurship is gaining importance in India in the wake of economic liberalization and globalization. The policy and institutional framework for developing entrepreneurial skills, providing vocation education and training has widened the horizon for economic empowerment of women. Government of India has also introduced National Skill Development Policy and National Skill Development Mission in 2009 in order to provide skill training, vocational education and entrepreneurship development to the emerging work force. The woman entrepreneur in India has various qualities. A woman or a group of women manages the whole business of enterprise. She prepares various plans and executes them under her own supervision and control. In Hindu scriptures, woman has been described as the embodiment of shakti. But in real life she is treated as Abla. Women are leaving the workforce in droves in favor of being at home. Not to be a homemaker, but as job-making entrepreneurs. The increasing presence of women in the business field as entrepreneurs has changed the demographic characteristics of business and economic growth of the country. Women-owned businesses enterprises are playing a more active role in society and the economy, inspiring academics to focus on this interesting phenomenon. This paper focuses on the problems, issues, challenges faced by women entrepreneurs, how to overcome them and to analyse policies of Indian government for and problems faced by them while pursuing their business.

## Introduction

With the spread of education and awareness, women have shifted from kitchen to higher level of professional activities. Entrepreneurship has been a male-dominated phenomenon from the very early age, but time has changed the situation and brought women as today's most memorable and inspirational entrepreneurs. In almost all the developed countries in the world women are putting their steps at par with the men in the field of business. The role of Women entrepreneur in economic development is inevitable. Now-a-days women enter not only in selected professions but also in professions like trade, industry and engineering. Women are also willing to take up business and contribute to the Nation's growth. Their role is also being recognized and steps are being taken to promote women entrepreneurship. Women entrepreneurship must be molded properly with entrepreneurial traits and skills to meet the changes in trends, challenges global markets and also be competent enough to sustain and strive for excellence in the entrepreneurial arena.

