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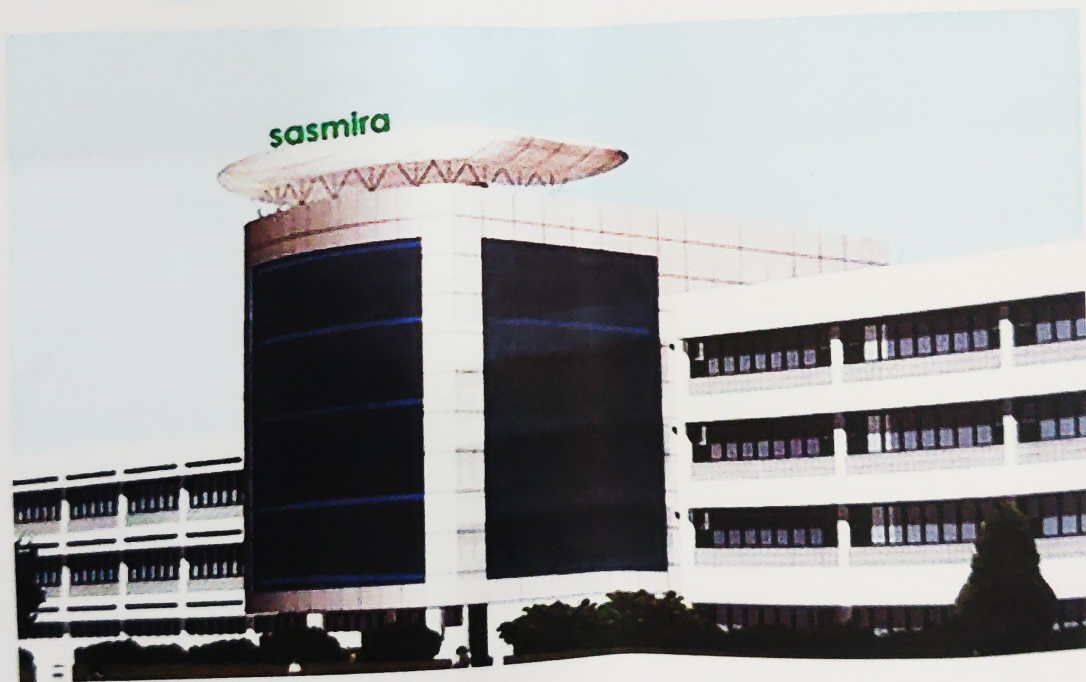
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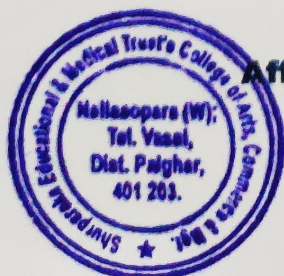
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## **National Conference**

On

# **Women Empowerment: Transcending Social Horizon**

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<b>A STUDY ON THE PERCEPTION OF WORKING WOMEN WITH CHILDREN TOWARDS THEIR EMPLOYERS WRT. EDUCATION SECTOR IN MUMBAI REGION</b>	68 – 71
Pooja Siddhnath Pandey	
<b>A STUDY ON “WORK – LIFE BALANCE”, AMONG EMPLOYEES (ACADEMICIANS) IN THE TEACHING FIELD</b>	72 – 76
Sailee Shringarpure and Sneha Hathi	
<b>DIGITAL MEDIUMS HAVE EMPOWERED AND ENABLED WOMEN</b>	77 – 80
Prachi Vankiani and Dr. Rinkesh Chheda	
<b>RETHINKING GENDER AND DEVELOPMENT</b>	81 – 85
Sushila Yadav	
<b>WOMEN EMPOWERMENT: THE STRATEGY &amp; SCHEMES OF GOVERNMENT OF INDIA</b>	86 – 91
Abeda Shaikh	
<b>AN EXPLANATORY STUDY ON WOMEN EMPOWERMENT IN INDIA- ISSUES AND CHALLENGE</b>	92 – 96
Dr. Suresh M. Surve	
<b>SWAMI VIVEKANANDA’S VIEWS ON WOMEN’S EDUCATION</b>	97 – 101
Dr. Mousumi S Manna	
<b>WOMEN EMPOWERMENT THROUGH EDUCATION: OBSTACLES AND SOLUTIONS</b>	102 – 105
Rupali Uppanlawar	
<b>MICROFINANCE: THE INFLUENCING TOOL IN WOMEN EMPOWERMENT IN INDIA</b>	106 – 108
Vaishali Kothiya	
<b>PARENTING CULTURE-AN ANALYSIS IN CONTEXT OF WORKING &amp; NON-WORKING MOTHER</b>	109 – 115
Sampurna Nand Mehta	
<b>SEXUAL HARASSMENT -PROBLEM FACED BY WOMEN ACROSS AGE AND STATURE</b>	116 – 119
Dr. Ritu Bhattacharyya	
<b>ATTITUDE OF WORKING WOMEN TOWARDS INVESTMENT IN SHARE MARKET</b>	120 – 124
Prof. Darshana H. Pednekar and Darshani Patel	
<b>WOMEN AS ENTREPRENEURS</b>	125 – 128
Ruksar Khan	
<b>WOMEN &amp; EDUCATION</b>	129 – 131
Shahida Shakil Shaikh	
<b>ISSUES AND PROBLEMS FACED BY WOMEN IN THE BANKING SECTOR</b>	132 – 135
Falguni Mathews and Dr. Rinkesh Chheda	



**WOMEN AS ENTREPRENEURS**

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**ABSTRACT**

*In India, Women Entrepreneurs Are Playing Very Important Role And They Have Become Important Part Of The Global Business Environment. Women Entrepreneurship Is Considered As A Vital Tool In Eradicating Poverty And Unemployment. Now A Day's Empowerment Of Women Should Not Be Limited Just By Creating Employment Opportunities For Them. We Need To Inspire Them To Set Up Their Own Enterprises. Women Who Start Up Their Businesses Has To Face Some Or The Other Problems. This Research Paper Attempts To Ascertain The Problems Faced By Women Entrepreneurs. From The Study, It Is Ascertained That Women Entrepreneurs Face More Difficulties Than Men Like Financial Problems, Marketing Problems, Etc.*

*Traditionally, Women Are Playing A Crucial Role In The Management Of The Family As Well As In The Society. But Their Job Has Not Been Duly Recognized. She Is Active In Family, Media, Politics, Factory And Even In Banking Sectors. Women Entrepreneurs Are Gaining Momentum All Over The World, But At The Same Time They Are Facing A Number Of Problems. These Problems Can Be Eradicated By Making Them And Their Family Aware Of The Opportunities Available To Them. Hence The Support Of Family Members Is Essential For Building Up Their Confidence And Bringing Out Their Creative Talent.*

*Keywords: Women Entrepreneurs, Problems, Challenges, Education, Entrepreneurship Development.*

**INTRODUCTION**

Years ago, it was difficult to find women entrepreneurs stepping in the business world. Opportunities were rare and men dominated the business sectors. But time has changed and currently women are at the peak of businesses globally, including India, despite the challenges they have to face as opposed to their male counterparts. When a woman sets out to start an entrepreneurial venture, she faces challenges that are different from those that men face. Women Entrepreneurs may be defined as the women or a group of women who commence and operate a business venture. They should explore the prospects of starting new enterprise, undertaking risks, introduction of new innovations, coordination, administration and control of business and providing effective leadership in all aspects of business. In French the term entrepreneur roughly translates into "adventurer". When a woman embarks on this adventure in the modern world of business, the challenges can be huge.

Women Entrepreneurs are highly increasing in the economies of India. The hidden business potentials of women have been increasing with the growing sensitivity to the economic progress & development of the society. The knowledge, Skill and compliance in business are the core reasons for women to come forward into business ventures. Women entrepreneurs engage in business due to push and pull factors which give confidence to women to have a self-sufficient occupation and stand on their feet. 'Women Entrepreneur' is a person who accepts challenging roles to meet her personal desires and turn out to be economically independent. A strong desire to enhance the quality of entrepreneurial women has made it possible to walk hand in hand with male aspirants.

**OBJECTIVE**

The major objective of this paper is to study and analyze the various problems faced by Women Entrepreneurs in India in order to find solutions for the same which will ultimately lead to faster economic growth & development of the country.

**REVIEW OF LITERATURE**

- Singh et.al (1985) in their study found that problems faced by women entrepreneurs are managing workers, marketing, and recovery of dues, finance and mobility.
- C. Arvind and S. Renuka conducted the study to examine the profile of women entrepreneur, motivation and facilitating work home role conflict faced by women entrepreneurs. The researcher found that the important factors which motivated the women towards entrepreneurship are self interest in that particular area of enterprise and inspiration from others success.

