

WOMEN ENTREPRENEURSHIP IN INDIA: CHALLENGES AND OPPORTUNITIES

K. GOPIKALA

Research Scholar, Department of Economics, Presidency College, Chennai, Tamil Nadu, India

ABSTRACT

Women Entrepreneurship is an important phenomenon, since there is the constant need to utilize the skill of entrepreneurship among women for economic development and women empowerment. This paper touched upon the areas of meaning and definition of entrepreneurship, concept of women entrepreneurs in India, problems of women entrepreneurs, types of women entrepreneurs and opportunity recognition in development arena. Also it highlights on the dynamic need and career option through entrepreneurship, youth enterprise and entrepreneurship development in India. Entrepreneurship training through different institutions in India, development of entrepreneurship in India, entrepreneurial opportunities in future is discussed in this paper. This paper suggest measures to improve the entrepreneurship and in particular on women entrepreneurship.

KEYWORDS: Entrepreneurship, Economic Development