

STUDY OF NEW MILLENIUM WOMEN ENTREPRENEURS

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ABSTRACT

Becoming an entrepreneur does arouse a little dilemma in many women who have the potentialities for becoming one. However to earn quick money was the basic reason for women to start entrepreneurship. Women have a need of independence and a deep desire to do something meaningful with their talent and to have their own identity instead of being dependent on family. Educated women view entrepreneurship as a challenge and for women with no educational background find entrepreneurship as a means for earning money. And the women from good financial background felt the urge to explore into business independently. The new era emphasizes the impact of education and the exposure through internet and global interaction.

This article studies a new generation women entrepreneurs of India who are educated, smart and creative about their business.

KEYWORDS: Women Entrepreneurs, Business