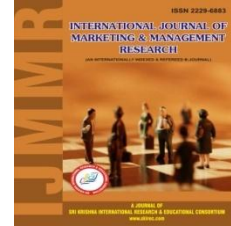




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DEVELOPMENT OF WOMEN ENTREPRENEURSHIP IN INDIA

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ABSTRACT

From ages we have seen that women have accepted various challenges, it may be household challenges or a societal challenges and amazingly achieved success in all areas. Today, women have proved to hold both the family and professional life much smoothly by balancing between both the responsibilities. But the development of women entrepreneur in India is increasing only in urban areas. The rural women though have capabilities to become an entrepreneur but not still coming up due to lack of proper awareness about various rights, Government schemes, programmes, financial assistance from various banks etc. This paper focuses on understanding development of Indian women, their identity and the main focus is to overcome their problems, realizing their status in society and move forward to face challenges in the competitive world of business environment by gaining skill, knowledge and business adaptability.

KEYWORDS: Awareness, Challenges, Entrepreneur, Knowledge , Status.