

Critical Analysis of Problems and Prospects of Women Entrepreneurs in Pune Maharashtra

Sanjay Dharmadhikari
DEAN, ASM's IBMR, Pune, India.

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ABSTRACT

Women Entrepreneurship is now at a growing stage in a country like India. The same is having a positive impact on the nation's economy as well as the opportunity for employment for women in Maharashtra and India. Women entrepreneurship must be guided properly by the characteristics and skills of the business to be able to strive for excellence not at the national level but in the global market trends. This research study is highlighting the various problems faced by women entrepreneurs. The purpose of the study is to understand the factors responsible for the development of the entrepreneur as well as draw suggestions for enhancement. It was noticed that in today's world women entrepreneurs have become a strong driving force. Women have the ability and determination to establish, support and maintain their industries in a highly systematic way. All states of India should take a step to improve the mechanism to provide support to women entrepreneurs who will have a dual impact on the nation's economy as well as employment generation. Societies and families should also support them.

KEYWORDS: Women entrepreneurship, Financial ability, Family support.

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ABOUT THE AUTHOR (S)

Dr. Sanjay Dharmadhikari is DEAN, ASM's IBMR, Pune, Maharashtra, India. He is a corresponding author and can be reached at dharmadhikari02@gmail.com.