

St. Mira's College for Girls, Pune
(Autonomous-Affiliated to Savitribai Phule Pune University)

SYB.Com.
Subject: BUSINESS MANAGEMENT
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BM Sem III Review of Research paper

(Research Skills)

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CLASS : SYBCOM A

SUBJECT : Business Management

SUBMITTED TO : Rama Venkat Ma'am

ASSIGNMENT 2 : REVIEW OF RESEARCH PAPER

TITLE : PROBLEMS AND PROSPECTIVE OF WOMEN ENTREPRENEURSHIP IN INDIA

AUTHOR : Dr. B. Ramesh

PUBLISHED BY : Senior Research Scholar, Department of Public Administration, Osmania University

INTRODUCTION :

Entrepreneurship among women, no doubt improves the wealth of the nation in general and of the family in particular. Women today are more willing to take up activities that were once considered the preserve of men, and have proved that they are second to no one with respect to contribution to the growth of the economy. Entrepreneurs are playing an important role in the economic development of underdeveloped country. Women's skills and knowledge, their talents and abilities in business and a compelling desire of wanting to do something positive are some of the reasons for the women entrepreneurs to organize industries. According to World Bank, investing more in business of women rather in men leads to greater development of a nation. Empowering women in entrepreneurship leads to break the inequalities and reduces the poverty. Entrepreneurship plays an important role in developing society of a fast developing country like India. Nowadays it has been realized that enterprising women have cast entrepreneurial talents which could be harnessed so as to convert them from the position of jobseekers to Job givers. The government has realized the importance of women entrepreneurship. As a result, it offers a variety of programmes for women entrepreneurs. Even though the government organizes women by various associations, they are not ready to undertake the business. As compared to men, women are less motivated to start business units due to some unwanted fear, lack of motivation and kind of activities.

OBJECTIVES OF STUDY :

1. To understand the women entrepreneurship in India.
2. To know the problems of women entrepreneurs in India.
3. To assess the Organizations Promoting Women Entrepreneurship in India.

METHODOLOGY :

The present study based on extensive study of secondary data collected from various books, National & International Journals and public and private publications available on various websites and in libraries focusing on various aspects of Women Entrepreneurship. This research is also a desk study based on secondary information various articles, journals, and websites.

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