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## WOMEN ENTREPRENUERSHIP SCENARIO IN INDIA: MAJOR CONSTRAINTSWITH SPECIAL REFERENCE TO UTTAR PRADESH



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#### **ABSTRACT**

The term Women Entrepreneurship means that business ownership and business establishment empowers that women enhances their financial economically, strength as well as status in society. The entrepreneurship amongst women has been huge a matter of apprehension. Women who initiate or lend a hand in any business in its implementation are known as women entrepreneurs. Most of the challenging roles are being accepted by females, as they wish to be financially self-sufficient along with taking care of their families. Today, women owned businesses are extremely increasing. The foremost objective of the study has been to realize the socioeconomic back-ground of women entrepreneurs, and their problems & reasons in managing their enterprises resourcefully and profitably. The present study has been conducted to study the sufferings of women entrepreneurs with special reference to Uttar Pradesh in selected businesses of women from business

like, hotels, vegetable selling petty shops, & beauty parlors etc. The need for extra income and family business carried on are the main reasons behind women getting them involved in entrepreneurial activities and the most important reasons recognized creating problems for embracing self-employment are family responsibilities, funding, orthodox mindset and lack of self-confidence.

#### **KEYWORDS**

Entrepreneur, Women Entrepreneur, finance, education, schemes.