

Women Entrepreneur

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Abstract: *Women Entrepreneurship and women empowerment are considered as an important tool in eradicating poverty and unemployment. Empowerment of women may not be feasible just by creating employment opportunities for them. The need for hours is to inspire them to set up their own enterprise. Women entrepreneur are facing a number of challenges. She is active in family, farms, shop and in politics. Hence support of family member is essential for leveraging their creative talent. This conceptual paper indicates and emphasizes the women entrepreneurs as the potentially emerging human resource in the 21 st century. The primary objective of this paper is to find out the status of women entrepreneurs in India and also studies the to exhibit the encouraging and discouraging factors in an enterprise. Identification and analysis of all the shortcoming encountered by women in setting and establishing an industrial enterprise. Women of 21st century is no more a traditional resource confined to homes only rather an educated, knowledgeable and innovative part of the overall population possessing the capacity to transform economies into thriving enterprises. On the basis of this analysis some recommendations are given to promote spirit of women entrepreneurship and helping the women to become a successful entrepreneur..*

Keywords: digital-marketing, channel, platform, SEO.