

The Role of NGOs in Promoting Women Entrepreneurship in India

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Abstract: *In recent times, the government has realized the importance of entrepreneurship as a prominent alternative to traditional wage employment in the new economy, and its role in increasing the pace of economic growth. Therefore, Indian government has come up with various special policy measures to help women entrepreneurs. there are major limitations among women entrepreneurs in accessing those facilities. These limitations arise due to various factors, such as: lack of awareness, lack of information, difficulty in accessibility of finance, lack of easy access of entrepreneurial training and post training support, lack of market and network support, lack of self-confidence and managerial skills, bureaucratic hassles, lack of transportation mainly in remote areas, restriction of government officials in terms of timing when women also have to perform household activities etc.*

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