

## PROBLEMS OF RURAL WOMEN ENTREPRENEURS IN INDIA

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### ABSTRACT

Women constitute 48.5 percent of complete populace, 28.9 per cent of workers' power and 11 per cent of business owners. Indian women have actually steadily relocated from the status of housewives to educated women, used women and today women business owners. Nevertheless, women business owners are dealing with an issue of insufficient infrastructural services, insufficient support from family members, federal government and culture, advertising issues, economic issues, labor issues etc. Therefore, it is extremely essential to encourage women business owners by offering sufficient training to build self-confidence and needed infrastructural services to undertake entrepreneurship. These solutions maybe doesn't just eliminate issues but additionally empower women business owners. The current research concentrates on the problems of rural women business owners in Asia. The research proposed supplying sufficient training and motivating women by supplying infrastructural services.

**KEYWORDS:** Women Entrepreneurship, Rural Location, Expert Training, Understanding, Self-Confidence