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Empowering Women through Entrepreneurship – a study with Special Reference to Jharkhand

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ABSTRACT

Women empowerment means giving the capacity and means to direct women's life towards desired goals. Empowerment is a process by which women gain greater control over resources (income, knowledge, information, technology, skill and training), challenge the ideology of patriarchy and participate in leadership, decision making process, enhance the self-image of women, to become active participants in the process of change and to develop the skills to assert themselves.

The prime objective of this article to study the problems of women entrepreneurs who specially fall in the category of micro, small and medium enterprises with special reference to some selected units in East and West Singhbhum district of Jharkhand. The main objective here is to understand the socioeconomic back-ground of women entrepreneurs, and their problems in running their enterprises efficiently and profitably. All most all the women entrepreneurs irrespective of their education, age, married and the unmarried, caste, religion, type of organization, ownership type, experience, amount of capital investment, fixed assets have ranked the problem of finance as first in order followed by the problem relating to sales, competition from other sellers, purchase of raw materials, technical problems and labour related problems.

Key words: *Entrepreneurs, Mobilizing resources, Technical and financial challenges, Competition.*

Introduction

The emergence of women entrepreneurs and their contribution to the national economy is quite visible in India. The number of women entrepreneurs has grown over a period of time, especially in the 1990s. Women entrepreneurs need to be lauded for their increased utilization of modern technology, increased investments, finding a niche in the export market, creating a sizeable employment for others, and setting the trend for other women