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Women Entrepreneur : The Emerging Economic Force

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ABSTRACT

As technology speeds up lives and the new millennium is now upon, it is useful to take time to reflect what will surely be one of the driving forces of the global economy of the 21st century. This is an entrepreneurs' era, as government sectors are turning into private sectors, it is the right time to enter into market as entrepreneurs. Currently, India has the best global talent, which is now required for technical and knowledge skills to take on the entrepreneurial challenges. Today, India is witnessing the emergence of a large number of entrepreneurs, but there is definitely potential for many more. The role of women entrepreneur in economic development is inevitable. Now –a –days women enter not only in selected professions but also in professions like trade, industry and engineering. Women are also willing to take up business and contribute to the Nation's growth. Their role is also being recognized and steps are being taken to promote women entrepreneurship .Women entrepreneurship must be moulded properly with entrepreneurial traits and skills to meet the changes in trends, challenges global markets and also be competent enough to sustain and strive for excellence in the entrepreneurial arena. This paper focuses on Women entrepreneur, understanding of Indian women, their identity and especially their role taking and breaking new paths with new responsibilities. This paper also talks about how women entrepreneurs are playing important role in sustaining economic development and social progress and what are the problems faced by them when they ventured out to carve their own niche in the competitive world of business environment.

KEY WORDS : Women entrepreneur, Economic force

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