

SOCIALISATION AND NURTURING ENTREPRENEURSHIP AMONG INDIAN WOMEN

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ABSTRACT

Small industry is considered to be an idle industry for the growth and development of entrepreneurship. The small scale sector promotes decentralization and widens the entrepreneurial base. Thus, entrepreneurship and small sector industry are closely related. Entrepreneurship is considered to be a major determinant of the rate of economic growth of a country. Growth of women entrepreneur would be supplementary and complementary for the women in particular and the country in general. Women in our country have always remained a victim of discrimination and neglect. Since, some time, the need is urgently felt that women should work outside the home for getting better living standards for all. But women faced so many hurdles in the development of their enterprises. This paper “SOCIALISATION AND NURTURING ENTREPRENEURSHIP AMONG INDIAN WOMEN” aims at studying the different aspects of women entrepreneur. This paper includes different aspects of entrepreneurship, women entrepreneurs and their historical perspective, different challenges faced by women entrepreneurs and initiatives taken by government to encourage women entrepreneurship.

KEYWORDS: Small Industry, Growth, Living Standard, Challenges, Initiatives