INTRODUCTION
Entrepreneurs are ambiably considered the greatest patrons in our economy. Entrepreneurship may be simply stated as starting one’s own business scrutinizing the latest market scenario. One may define an entrepreneur as a person who takes risks foreseeing a considerable profit, playing a role in developing industries, controlling and managing a business enterprise. They play a critical role in the growth of any small business economy. According to a study conducted by Sajal Kumar and his associates, its usage is seen as a strategic tool to tide over crises. The statutory policies are needed to implement the marketing models. It is important to see female entrepreneurship as a distinct yet related concept to male entrepreneurship so that we can make efforts to understand the similarities and differences among both the groups.

Jalbert, 2000 performed a study to explore the role of women entrepreneurs in a global economy. It also examined how women’s business associations can strengthen women’s position in business and international trade. The analysis is performed on the basis of a set of data collected through fieldwork (surveys, focus groups and interviews) and through examining the existing published research. The study has shown that women business owners are making significant contributions to global economic growth, national competitiveness and community commerce by bringing many assets to the global marketplace. Asper their analysis, women entrepreneurs have demonstrated the ability to build and maintain long-term relationships and networks to communicate effectively, organize efficiently, and promote sensitivity to cultural differences.

KEYWORDS : WomenEntrepreneurship, WomenEmpowerment
CHALLENGES FACED BY WOMEN ENTREPRENEURS

PROBLEMOFFINANCE:

According to recent studies, 45% of women entrepreneurs face financially related issues. Finance is a major challenge faced by women in India. Financial problems are related to the lack of regular and long-term earning. Finance is a major problem faced by women in India. Women usually have to rely on friends or personal assets, which are very sparse.

WORKLIFE BALANCE:

Family liabilities are one of the major hindrances faced by women entrepreneurs. For married women in India, it becomes difficult to strike a balance between work and family. A study conducted by the National Institute of Women Entrepreneurship Research revealed that most of the women entrepreneurs in SMEs are from the category of forced entrepreneurs seeking better family incomes.

EDUCATION AND EXPERIENCE:

Marketing is a serious impediment for women entrepreneurs as they have to deal with the double burden of work and family. The study revealed that most of the women entrepreneurs in SMEs are from the category of forced entrepreneurs seeking better family incomes.

Multidimensional roles played by women

* MARKETING:
Marketing is a serious impediment for women entrepreneurs. In the study, marketing was found to be a major challenge faced by women entrepreneurs.

* PAUCITY OF RAW MATERIALS:
Shortage of raw materials is a serious challenge faced by women entrepreneurs. The study revealed that women entrepreneurs are facing difficulties in procuring raw materials at affordable rates.

* EDUCATION AND EXPERIENCE:
The educational level also influences women's participation in entrepreneurship.

**REFERENCES:**


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The established and successful women entrepreneurs can act as advisors for the upcoming women entrepreneurs. The initiatives taken from these well-established entrepreneurs for having interaction with such upcoming women entrepreneurs can prove to be beneficial in terms of boosting their morale and confidence. It may result in more active involvement of women entrepreneurs in their enterprises.

Infrastructuresetupplaysavitalroleforanyenterprise.Governmentscansetsomeprioritiesforwomenentrepreneursfor allocation of industrial plots, sheds and other amenities. However, precautionary measures should be undertaken to avoid the misuse of such facilities by the men in these women's enterprises.

Society has a lot of control over what people perceive as the right job or the wrong job for anyone. This is especially true for women entrepreneurs. It's assumed that men will be in control positions and that women will not and when it comes to control positions, there's nothing like building a company from the ground up. It's also assumemed that women will acquiesce to the home pressures, limiting her ability to be really hardworking; 100% invested on board, all of which entrepreneurs must be. Women are supposed to be soft and quiet, friendly and supportive, negotiators and arbitrators during conflicts, and generally peoplepeople.

One of the hardest and most perplexing issues for me is guilt. Where does the guilt come from when we are away from home (as am often), when don't seem worthy because I'm a mother, when I haven't spent anytime beyond “hello” and “goodbye” with my husband? Does it come from being imposed by children?
The efforts of government and its different agencies are playing an equally important role in facilitating women entrepreneurs. So, we are moving into a new era of women entrepreneurs where the overall trend seems to indicate that the trend maybe speeding up and there are more and more role models and supportive infrastructure for women.

**Future Perspective of Women Entrepreneur**

The society needs to utilize fully all resources available including human resources. The participation of women in economic activities is necessary from the objective of raising the status of women in the society. The economic status of the women is now being accepted as an indicator of a society’s stage of development and therefore becomes necessary for the government to frame more policies for women's empowerment. The long-term objectives of the development programmes for women should aim to raise the economic and social status of women so that they can be brought into the mainstream of national life and development. For this, due recognition has to be accorded to the role and contribution of women in various social, economic, and political activities.

We have assessed the importance of women’s entrepreneurship. From the economic perspective, we have analysed the characteristics of women’s entrepreneurship. Various other reports and studies, at various times, will show women entrepreneurs regressing in others. We can do the most good by keeping the big picture in mind, the room for improvement, the room for growth, throughout our economy and society. However, more targeted initiatives are also needed to support women entrepreneurs and would-be entrepreneurs.

**REFERENCES**