

PROBLEMS EXPERIENCED BY RURAL WOMEN ENTREPRENEURS

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Abstract: The study was conducted in purposively selected block of Indore district of Madhya Pradesh during 2009-10 in order to know the entrepreneurial behaviour of rural women in terms of their socio-economic, psychological and family background attributes. The results of the study revealed that dual responsibility, lack of resources, poor family support, and late payment by clients, mobility and marketing constraints were the major constraints perceived by majority of the rural woman entrepreneurs.

Keywords : Indore, Rural women, Rural population

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