



## ROLE AND PROBLEMS FACED BY RURAL WOMEN ENTREPRENEURS

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### ABSTRACT

*In the present scenario the women-owned businesses is one of the fast growing business in India. The major population of our country among the women entrepreneurs is constituted by rural women. In this context the research was done to find out the demographic factors and problems and challenges faced by rural women entrepreneurs. A sample of 74 women entrepreneurs were selected randomly for the study. The objective of the paper is to find out the demographic factors and problems faced by rural women entrepreneurs in Madurai. The findings revealed that due to Economic compulsion, they move in for doing the business. Women entrepreneurship plays a vital role in our country for the growth of various economic factors.*

**Key Words:** Entrepreneur, Performance, Investment

### INTRODUCTION

Rural women entrepreneurship has a great hit on a media point. 37% of women owned enterprises have represented globally. The Recent global entrepreneurship monitor found that 126 million rural women are running a business, and 98 million established firms are over more than three and half years. The Indian women have made a predominant place by

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