

Problem faced by women entrepreneurs in entrepreneurship development

■ ANCHAL SINGH AND SUKHAJEET KAUR

Received: 16.10.2012; Accepted: 21.05.2013

See end of the paper for
authors' affiliations

Correspondence to :

ANCHAL SINGH
Department of Food and
Nutrition, Punjab Agricultural
University, LUDHIANA (PUNJAB)
INDIA
Email: nut09pau@gmail.com

■ **ABSTRACT** : Entrepreneurship is a creative human act involving the mobilization of resources from one level of productive use to a higher level of use. It is the process by which the individual pursues opportunities without regard to resources currently controlled. Finance is a most important aspect of any business. It was observed that 87 per cent of the subjects faced problems. It was noticed that 40 per cent of the subjects faced problems of availability of long term finance. Regular and frequent need of working capital and non-availability of long-term finance was found to be a problem faced by women entrepreneurs of Ludhiana. There are other several problems like marketing problem, work place problem, production problem which were faced by women entrepreneurs in *Kisan mela* of PAU (Punjab Agricultural University, Ludhiana).

■ **KEY WORDS** : Entrepreneurship, Marketing problem, Work place problem, Production problem, Women entrepreneurs

■ **HOW TO CITE THIS PAPER** : Singh, Anchal and Kaur, Sukhajeet (2013). Problem faced by women entrepreneurs in entrepreneurship development. *Asian J. Home Sci.*, 8 (1): 356-358.