

# Challenges faced by female entrepreneur : An analytical study

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■ **ABSTRACT : Aim:** The main purpose of the study is to analyze the challenges faced by female entrepreneurs in Lucknow city. **Methodology:** The Cross-sectional research design was used for the study. This study was carried out on a sample of women entrepreneurs of the Lucknow city. A total of 80 respondents were selected from Lucknow city. Multistage random sampling technique was used for the study. Women entrepreneurs were selected randomly for assessing their work life balance and challenges faced by them. **Result :** Women entrepreneurs faces many problems like family conflicts, less education and awareness, less government support, management issues, limited mobility, social-culture barrier, problem in arranging finances, raw materials etc. **Conclusion:** This study covered obstacles which are coming in the way of women entrepreneur. Women entrepreneurship in India is necessity for the economic, social and industrial growth of the country. Basic qualities of entrepreneur are innovative thinking, risk taking, self-confidence, accept change and management skills. But in India most of the women are low paid, low skilled, lack knowledge of technology and evolved in low productivity jobs. Women entrepreneurs mostly are engaged in household products, cottage industry, art and craft, handicraft, painting, knitting, live stock management, industrial goods etc.

■ **KEY WORDS:** Women entrepreneurs, Opportunities, Obstacles, Development

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