

Research Article

## Problems and prospects of women entrepreneurship in Punjab

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**SUMMARY :** The present investigation was conducted with an objective to study the problems and prospects of women entrepreneurship in Punjab. The sample consisted of 60 women entrepreneurs running an enterprise independently or in partnership with other women. The study was conducted in three districts of Punjab namely Moga, Ludhiana and Patiala. The data were collected through a pretested interview schedule. The results revealed that there was a lack of education and technical knowledge among women. Majority of women were engaged in garment construction and enrichment. Women prefer to convert their homely activities into an enterprise. Supplementation of family income and utilization of financial assistance by various government departments were the major motivating factors encouraging the women to be entrepreneurs. It is clearly evident from the results that family ties, problems of marketing and finance, lack of education and technical guidance were the major obstacles in running a successful enterprise. However, despite of the series of problems women want to continue their challenging role as an entrepreneur.

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