

“A STUDY ON CHALLENGES AND OPPORTUNITIES OF WOMEN ENTREPRENEUR ”

(With Special Reference to Davanagere city)

A

Project Report

**Submitted To Davanagere University,
Davanagere, For The Award Of The Degree Of**

MASTER OF COMMERCE

BY

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Under the Guidance Of

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HEAD OF DEPARTMENT



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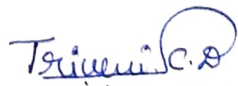


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GUIDE CERTIFICATE

This is to certify that the Project entitled "*A Study On Challenges And Opportunities Of Women Entrepreneur*"(With Special Reference To Davanagere City). Submitted by **SUPRITHA .C.R** (Reg.No :- **MC192715**) for the award of the degree of **Master of Commerce** to the Davanagere University, Davanagere, represents her independent work carried out by her in the Department of Commerce, under my Guidance and supervision.

Date: 25/9/2021
Place: Davanagere


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HOD CERTIFICATE

This is to certify that, **SUPRITHA .C.R** Bearing **Reg. No :- MC192715**, is a bonafide student of A.R.M First Grade College and PG Centre, Davanagere for the academic year 2020-21. She has Satisfactorily completed this Project entitled "*A Study On Challenges And Opportunities Of Women Entrepreneur*". (With Special Reference To Davanagere City) is prepared and submitted by her in partial Fulfillment of the requirement for the award of **Master of Commerce.**

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COLLEGE CERTIFICATE

This is to certify that the Project entitled "*A Study On Challenges And Opportunities Of Women Entrepreneur*".(With Special Reference To Davanagere City) Submitted by **SUPRITHA .C.R (Reg.No :- MC192715)** for the award of the degree of **Master of Commerce** to the Davanagere University, Davanagere, represents her independent work carried out by her in the Department of Commerce, under the Guidance and supervision of **Ms. TRIVENI .C.D** Head of the Department of Commerce, A.R.M First Grade College and PG Centre, Davanagere.

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DECLARATION

SUPRITHA .C.R

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IV Semester M.Com

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I hereby declare that this project report entitled as *"A Study On Challenges And Opportunities Of Women Entrepreneur".(With Special Reference To Davanagere City)* It has been prepared by me as part of my academics during the IV Semester of M.Com. For the partial fulfillment of degree of **Master of Commerce**, of Davanagere University, Davanagere. Under the guidance of **Ms.TRIVENI .C.D** Head of the Department of Commerce, A.R.M First Grade College and P.G Centre. Davanagere.

To the best of my knowledge and belief the matter presented in this report has not been submitted earlier for the award of any degree to any university. This report is prepared by me on my own efforts.

Place: Davanagere

Date: 25/9/2021

Supritha C.R

SUPRITHA .C.R

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CHAPTER -1

INTRODUCTION

1.1 INTRODUCTION

1.2 REVIEW OF LITERATURE

1.3 RESEARCH GAP

1.4 OBJECTIVES OF THE STUDY

1.5 NEEDS OF THE STUDY

1.6 SCOPE OF THE STUDY

1.7 RESEARCH METHODOLOGY

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CHAPTER – 1

INTRODUCTION

1.1 INTRODUCTION

The person who innovates something new is an entrepreneur. An entrepreneur is one who undertakes and operates a new enterprise and assumes some accountability for the inherent risks. The entrepreneur is a coordinator as he coordinates all the three elements of production i.e. land, labour, and capital. He leads an enterprise towards its vision through leadership motivation is an entrepreneur. And one who bears all the risk of the firm for the sake of making a reasonable profit is an entrepreneur. An entrepreneur is an individual who creates a new business, bearing most of the risks and enjoying most of the rewards. The entrepreneur is commonly seen as an innovator, a source of new ideas, goods, services, and business. A person who sets up a business or businesses taking on financial risks in the hope of profit. An entrepreneur is an individual who starts and runs a new business with limited resources and planning and is responsible for all the risks and rewards of his or her business venture. When you are building a startup, it's difficult. Particularly, a startup that is expanding at the rate of tinder. You have to give your 100%, and you have to be committed. Solving the problem has to be personal or else you are going to disintegrate. The word entrepreneur was first introduced by the Franco Irish economist Richard Cantillon.

Traditionally, an entrepreneur has been defined as a person who starts, organizes and manages any enterprise, especially a business, usually with a considerable initiative and risk. Entrepreneurs tend to be good at perceiving new business opportunities and they often exhibit positive biases in their perception (i.e. a bias towards finding new possibilities and seeing unmet market needs.) and a risk-taking attitude that makes them more likely to exploit the opportunity.

The word entrepreneur comes from the French word entrepreneur which means to undertake. Entrepreneurs play a key role in any economy, using the skills and initiative necessary to anticipate needs and bring good new ideas to market. Entrepreneurs who prove to be successful in taking on the risks of a startup are rewarded with profits, fame, and continued growth opportunities. Those who fail, suffer losses and become less prevalent in the markets.

CONCLUSION

From the various research papers studied several challenges faced by women entrepreneurs have come into focus. These include balance between family and career, sociocultural barriers, male dominated society, illiteracy or low level of education, dearth of financial assistance, lack of technical knowledge, marketing and entrepreneurial skills, lack of selfconfidence and mobility constraints. Now the time has come for women to come out of the burden of housework and give way to their creativity and entrepreneurship. Social and political developments in India have also been responsible for determining the role of women in a changing society.

The government schemes, incentives and subsidies have stimulated and provided support measures to women entrepreneurs. With the increase in the number of women getting education, there is considerable awareness among women to be self employed thus leading to change in the role of women in the society. Over the years, more and more women are going for higher education, technical and professional education and their proportion in the workforce has also been increased. With the spread of education and awareness, women have shifted from kitchen, handicrafts and traditional cottage industries to non traditional higher levels of activities. Even, the government has laid special emphasis on the need for conducting special entrepreneurial training program for women to enable them to start their own ventures. Financial institutions and banks have also set up special cell to assist women entrepreneurs. Even though we have many successful Women Entrepreneurs in our country, but as we have a male dominated culture there are many challenges which women entrepreneurs face from family & Society.