

Problems Faced by Rural Women Entrepreneurs of Rajasthan

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ABSTRACT The study was undertaken with an objective to study the problems of rural women entrepreneurs. It was conducted in the rural areas of Rajasthan with 60 rural women of whom half were engaged in entrepreneurial activity and half were not. Interview method was used to collect data from women. Information on the entrepreneurial problems was gathered and analysed. The results of the study indicate lack of supportive network, financial and marketing problems were the major problem areas for rural women entrepreneurs and major demotivator for other women to initiate entrepreneurial activity.