



**8<sup>th</sup> Indian Subcontinent  
Decision Sciences Institute  
ISDSI International Conference**

**Proceedings**

**Hyatt Regency, Pune, India  
January 2-4, 2015**

Day 2

3/1/2015

Track Chairs

Shailendra Kumar Rai, Management Development Institute, Gurgaon, India.

Soni Agarwal, International Management Institute, New Delhi, India

Track D5

Rural entrepreneurship

2:30 PM -4:00 PM

9M	Rural Women Entrepreneurs in India: Constraint and Problems	Madhulika Gupta
69M	A Survey On Training Programmes Run For Rural Women Entrepreneurs In Maharashtra	Abhishek Mukherjee
40M	Rural entrepreneurship	Dipak B. Kadve. Manish P.Raut.
115M	Banker's Role in Meeting "Socio-Psychological Needs of Women Entrepreneurs	Meenakshi Kaushal, Priya Gupta

## Rural entrepreneurship

*Chairs: Shailendra Kumar Rai, (Management Development Institute, Gurgaon, India), Soni Agarwal, (International Management Institute, New Delhi, India).*

---

Paper No. 9M

### **Rural Women Entrepreneurs in India: Constraint and Problems**

Madhulika Gupta (Dr. D.Y. Patil Centre for Management and Research, Pune, India)

The aim of this study is to thrash out the constraints and problems concerning women entrepreneurship in rural India. This paper is based on primary as well as secondary data and some observations; for the identification of these issues the author has reviewed different research articles and reports. The emergence of women entrepreneurs and their involvement to the national economy is fairly noticeable in India. The main objective of the study is to find out major constraints and problems that Rural Women Entrepreneurs face and outline key understanding. The study on the women of the rural areas is to convey a wide-ranging quantity of information on different entrepreneurship and women's development programmes introduced in India. The study peeks at the socio-cultural, educational and legal hurdles for women entrepreneurship in India. A wide-ranging literature review of secondary data sources was assumed as relevant to the stated objectives of the study. In order to fill in secondary data gaps, data from District Rural Development Agency (DRDA) and MSMEs Annual Report have been referred. The research tries to focus on the basic problems faced by the women in the setting up her business and to check the need to become an entrepreneur is. The paper focuses on primary data and has 50 as a sample size and by using structured questionnaire; a survey was conducted and interviewed rural women entrepreneurs in Chikhali village in Pune district.

Key Words: Rural Women entrepreneur, Agri-vendors, entrepreneurship, socio-cultural, educational and legal hurdles.

Paper No. 69M

### **A Survey On Training Programmes Run For Rural Women Entrepreneurs In Maharashtra**

Abhishek Bratindranath Mukherjee (JSPM's Jayawantrao Sawant Institute of Management & Research, India)

Women form the backbone of any society. It is often said if you educate a male you are educating an individual but if you educate a woman you are educating an entire generation. Entrepreneurship and specially rural women entrepreneurship is the need of the hour. This is because rural women entrepreneurs not only promote self employment but also open avenues for several other rural women who are skilled and can earn livelihood on their own. Starting one's own new venture, requires skills, knowledge together with experience. Women often give up the idea of entrepreneurship because of lack of confidence because of absence of training. Training of any type is of immense importance as it equips an individual with the nuances of the trade. There are several training programs run by several institutes, District Industries