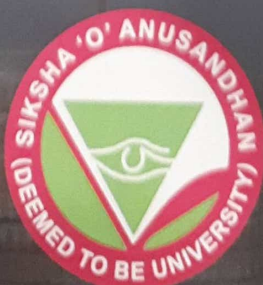
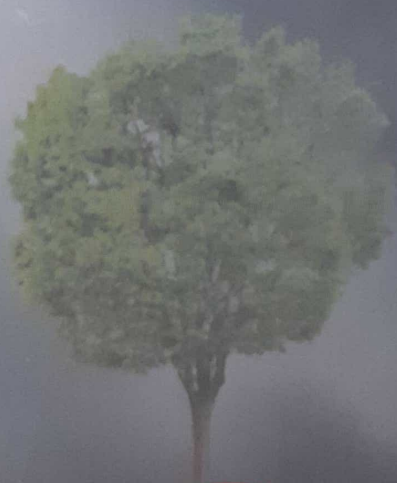


Contemporary Issues in **Finance Economics & Business**

Dr. Saroj K. Biswal
Editor in Chief

Dr. Bhabani Sankar Rout
Editor



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The image shows a close-up of a pen resting on a document. The document has a line graph with the title 'THE PAST YEAR' and '1500 POINTS'. The word 'TRADING' is visible at the top of the page. The pen is a silver and black ballpoint pen, positioned diagonally across the graph.

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Problems and Prospects of Rural Women Entrepreneurs in Odisha: An Overview

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ABSTRACT

In developing nations like India women entrepreneurs occupy an important place for the development of their economic level. Women entrepreneurs are very important concept especially for development of rural areas. It helps in creating new economic opportunities for rural women and contributes in overall growth and leaving from poverty. The role of SHGs to provide financial assistance to rural women that helps in initiating entrepreneurial activities and enabling women for establishing new small enterprise. Today a woman is more liberated and led a happy and peaceful life with the support of husband and family members. Women entrepreneurs have successfully set up their business enterprises. The entrepreneurship of rural women has been successfully smoothened by the help of Self-Help Groups (SHGs). Moreover, the Self-Help Groups members are actively engaged in Micro Entrepreneurship programme. They are fully involved in entrepreneurial activities like, preparation of turmeric, handloom weaving, piggery farm, poultry farm, dairy farm, handicraft etc. In rural areas women entrepreneur have been facing lots of problem while starting enterprises. So, the researcher proposed this study to find out motivating factors of entrepreneurship and their constraint faced by rural women entrepreneurs and suggesting remedial measures that would contribute to a greater success towards women entrepreneurs.

INTRODUCTION:

One quote is that "entrepreneur is born not made". This is a contradictory statement but now a day's entrepreneurs made due to facing some challenges in life.

