PROBLEMS FACED BY WOMEN ENTREPRENEURS IN MICRO, SMALL AND MEDIUM ENTERPRISES (MSMES) LOCATED IN HYDERABAD AND RANGA REDDY DISTRICTS OF ANDHRA PRADESH (INDIA) – A CASE STUDY

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ABSTRACT:
Women entrepreneurs are an important source of economic growth. They not only create new jobs, but also provide solutions to problems faced by business organizations. They make a strong contribution to economy, poverty reduction and women’s empowerment. However, they still represent a minority and often face gender-based barriers to starting and growing their businesses. Though Central/State Governments and other organizations are actively undertaking promotion of women entrepreneurs, still a lot has to be done. This study is restricted to problems of Women Entrepreneurs in Micro, Small and Medium Enterprises (MSMEs) in Hyderabad and Ranga Reddy Districts of Andhra Pradesh (India).

KEY WORDS : Entrepreneurs, women’s empowerment.