EMPOWERING OF WOMEN THROUGH ENTREPRENEURSHIP AND GENDER EQUALITY IN INDIA

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ABSTRACT
The categorized and exploited of women is seen all over the world. The empowerment is an abet to help women to accomplish equal opportunity with men or, at least, to reduce gender gap considerably. The paper contains growth in rural women entrepreneurship, challenges faced by rural women entrepreneurs, women employment status in India, motivational factors for starting business, financial capital sources. This paper mainly deals with the women entrepreneurship and gender equality in India.

KEYWORDS: Women empowerment, gender equality.