

An underwater scene with a blue background, coral, and fish. The coral is purple and yellow, and the fish are orange and white. The scene is set in a deep blue ocean with a large rock formation on the left.

# ENTREPRENEURSHIP

## PROBLEMS OF WOMEN ENTREPRENEUR

# NO INDEPENDENCE



BEING A WOMAN



BEING A WOMAN



SUBORDINATE TO MALE



SUBORDINATE TO MALE

# SOCIAL ATTITUDE

❖ ELDERS RESTRICTION

❖ STRICT BOUNDRIES

# LOW LITERACY

- ❖ FEMALE LITERACY PERCENTAGE 18.5%
- ❖ LACK OF EDUCATION ABOUT TECHNOLOGY AND MARKETING

# LOW RISK BEARING CAPACITY

❖ CRUCIAL FACTOR

❖ LACK OF SOCIAL SUPPORT

# DUAL RESPONSIBILITY

❖ TOWARDS FAMILY AND SOCIETY

❖ HIGH STRESS LEVEL

# FINANCIAL CONSTRAINT

- ❖ REMAINS A CHALLENGE
- ❖ NEGATIVE ATTITUDE OF BANKS
- ❖ OWN FUNDS AND LOANS FROM FAMILY FRIENDS

# MARKETING PORBLEM

❖ HEAVY COMPETITION

❖ LACK OF STORAGE FACILITY

❖ MUSHROOMING OF SMALL UNITS

❖ UNAWARE OF PACKAGING AND ADVERTISING



# LIMITED MOBILITY

❖ INABILITY TO TRAVEL

❖ HUMILIATING ATTITUDE OF  
GOVERNMENT OFFICIALS