Barriers Facing Women Entrepreneurs in Rural India: A Study in Haryana

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Abstract
The paper is an attempt to throw light on barriers faced by women entrepreneurs in Haryana (India). The study was descriptive-cum-exploratory in nature and convenient sampling technique was followed. The study is entirely based on primary data that was collected through structured questionnaire. The findings revealed that lack of family support, non-cooperation of male counterparts, weak bargaining position, psychological barriers, lack of experience, lack of knowledge, lack of society support, harassment, difficulties in getting loans to set up a business, lack of awareness about credit facilities for women, lack of infrastructure facilities, strict regulations and policies, attracting customers, lack of marketing skills and unfavorable market behaviors were the major problems faced by the women entrepreneurs. The study was limited to rural area of District Jind in Haryana (India). Further research can be done in other states of India and results can be compared. It is recommended through the study that women entrepreneurs start business with adequate funds, search new markets, network and consult with professionals. Most importantly, the policies and programmes related to the development of women entrepreneurship should be implemented honestly. The study is the first empirical investigation of the relation between the education status and barriers faced by women entrepreneurs in rural Haryana (India).

Keywords: Women, Entrepreneurs, Barriers, Rural Area

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Introduction
India is a diverse country with a rich cultural heritage. The social scenario in India is fast changing. From a time when women were not allowed to venture out of their homes, women, now a days have improved education standards and participate in social and political activities with equal enthusiasm as men. Historically, Indian women like Gargi, Brahmi, Damyanti, Laxmi Bai & Razia Sultana were powerful and significant decision makers. At the present, there is a revolution in the role and status of women, throughout the world. Women worldwide are breaking away