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Women Entrepreneurship and Small Enterprises in India

By D. Nagayya

New Century Publications, New Delhi, 2012. Hardcover. Book Condition: New. First. 14 cms. 214pp. Women entrepreneurship has emerged as an effective strategy for empowering them in terms of employment and income generation. It harnesses their latent energy. Thus, women must be conversant with modern technologies and management practices in the context of the global environment. Small enterprises are the best vehicle for stimulating entrepreneurial talent and participation of women in the development process. Small enterprises provide livelihood, check rural-urban migration, generate export earnings and touch upon the lives of the marginalized, disadvantaged and vulnerable women, in both urban and rural areas. The book will be of interest to those involved/interested in the socio-economic empowerment of women through small enterprises, including researchers, academicians, industry associations, and policy formulators.



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