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## EMERGENCE OF WOMEN ENTREPRENEURSHIP VENTURES IN INDIA

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### ABSTRACT

*Change in the Indian business environment because of globalisation has brought many advantages for those women who want to become entrepreneurs. The basic objectives of the paper are to find out the nature of women entrepreneurship ventures in India and examine the motivational factors of women entrepreneurs. Since India is a land of diverse culture, it is assumed that nature of women entrepreneurship ventures differ from place to place. The study is descriptive in nature and based on in-depth review of literature. The studies which have been published in various academic journals and articles in books on various aspects of women entrepreneurship in India during 1996 to 2016 have been considered.*

**KEYWORDS:** *Women Entrepreneurship, Diverse Culture, Globalisation, Motivational Factors.*

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