

A Study on Opportunities and Challenges of Women Entrepreneurs in Tirunelveli City

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Abstract: *The study goal to evaluate the key obstacles and opportunities that women entrepreneurs face while beginning and expanding their businesses. Women are one of the most important underutilised resources. Based upon the evidence demonstrating the significance of new firm formation for economic development and growth, female entrepreneurship is receiving more attention and relevance. By developing new goods, techniques, and services, entrepreneurs play an important role in determining the direction of the economy and contribute to the development of wealth and jobs. Women's participation in the employment and equity of a business operation is the foundation of women's entrepreneurship. Women entrepreneurs are those who actively start or adopt businesses through innovation. This paper makes an effort to examine the possibilities and the woman faces entrepreneurship-related obstacles of today's challenges that our nation must overcome.*

Keywords: Challenges, Entrepreneurship, Opportunities and Women

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