

A Study on Challenges of First Generation Women Micro Level Business Start-up in Tirunelveli City

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Abstract: *The aim of the study is to assess the main obstacles and opportunities that women entrepreneurs face when starting and growing their business. Women are one of the most important untapped resources. Based on the evidence showing the importance of starting new businesses for economic development and growth, women's entrepreneurship is receiving more attention and relevance. Through the development of new goods, technologies and services, entrepreneurs play an important role in determining the direction of the economy and contributing to the development of wealth and jobs. Women's participation in the employment and equity of a business is the foundation of women's entrepreneurship. Women entrepreneurs are those who actively create or acquire businesses through innovation. This paper endeavours to examine the opportunities and woman entrepreneurial obstacles facing today's challenges our nation must overcome.*

Keywords: Challenges, Entrepreneurship, Women entrepreneurs

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