



## WOMEN ENTREPRENEURSHIP IN CHENNAI CITY: AN EMPIRICAL STUDY

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### ABSTRACT

*Women entrepreneurship has gained momentum in recent decades with the increase in the number of women's enterprises and their significant contribution to economic growth. It is indeed a common word nowadays among young women who wants to pursue their career and to see their dreams coming true and live. The women entrepreneurs tend to mainly focus on improving the lives of women as well as the society. However, there may be many factors which may acts as challenges and it needs strength both internally and externally for the women to call herself as an entrepreneur. This paper aims to identify developmental issues associated with women entrepreneurship. Subsequently, the paper also aims to devise certain plans and new policies for ensuring women entrepreneurial growth. Also, this paper focuses on current status of women entrepreneurs in Chennai. The purpose of this empirical study is intended to find out various motivating and de-motivating factors of women entrepreneurship both internally and externally. It will also suggest the way to get rid of the hurdles of the women entrepreneurship development.*

**Keywords:** Entrepreneurship growth, women entrepreneurs, women entrepreneurship, business enterprise,