

**MODERN BUSINESS CHALLENGES FACED BY FIRST GENERATION WOMEN
ENTREPRENEURS IN COIMBATORE CITY – WITH SPECIAL REFERENCE TO
APPAREL SECTOR**

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Introduction

As the First - generation women entrepreneurs do not have previous industrial experience, they carry on their industrial activities on trial-and-error basis involving wastage of time and energy, and material resources. It is evident from the experience of many first - generation women entrepreneurs that they fall sick in the take-off stage itself. (*Selvaraj N, 2016*). Entrepreneurship is a pivotal role trending term these days. It is defined as the process of thinking something innovative and converting these ideas into new business. Now this business typically begins with small businesses like that of a startup company. It is also explained as the tendency and willingness to develop, organize and manage a business or venture taking up any of its risk with a motive of making money. (*P. Balamurugan, 2021*) Despite the apparent benefits of women entrepreneurs to an economy, the full potential of the women entrepreneur's sector has not been unleashed. The women entrepreneurs are today at crossroads. The existing incentive system no more meets the needs of the sector and the challenges posed by the new economy. New incentives and support to women entrepreneurs are imperative to help them build capabilities and to stay ahead of competition, both locally and in overseas markets. In many economies governments seek to develop programmes to attract, retain and advance women thus it is hoped that the results of this research will be used to design and implement remedial programme strategies and ongoing research to support women entrepreneurs.

The important reasons for starting a new business are some of the most recognized individual motivation factors for entrepreneurship are the Independence, Market Opportunity, Challenge, Family Background, New Idea, and Challenge Dream and so on. "Earning better life, influence of success stories, personal satisfaction, desire to utilize own skills and talents, unfavourable present working environment, self-employment and employment for others.

The assurance of carrier and family security, fulfilment of the creative urge of the borrower's, experience in family business, self-confidence, non-availability of suitable job or work and advice of family members.

Review from the earlier studies

Many research studies have been conducted on the subject of generation apparel and entrepreneurs in respective areas. These studies have revealed that certain variables are consistently correlated with new generation of entrepreneurs in various sector. This segment presents a brief review of earlier literature relevant to the current study of "*Modern Business Challenges Faced by First Generation Women Entrepreneurs in Coimbatore City – With Special Reference to Apparel Sector*". The collection of reviews has been made from various studies undertaken by academic journals, magazines, publication, working papers, books and the like.

Study Conducted in India

A few reviews collected and presented on study conducted and measured on generation apparel and entrepreneurs in Indian context from the various academician and experts.

Study Conducted in Abroad

A few reviews collected and presented on study conducted and measured on generation apparel and entrepreneurs in Outside of Indian context from the various academician and experts.

Selvaraj N (2016), examine that the "*Marketing Problems Encountered by First Generation Entrepreneurs - A Study with Reference to Madurai in Tamil Nadu*", The main objective of the study is based on the marketing and location problems encountered by the first - generation women entrepreneurs. The primary data have been collected from the respondents