

THE CHALLENGES CONFRONTING WOMEN ENTREPRENEURS IN THE POST-COVID ERA OF SRI LANKA

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This research examines the challenges encountered by female entrepreneurs in post-COVID era Sri Lanka. The pandemic dramatically exacerbated the gender-based issues encountered by female business owners all around the world. The situation in Sri Lanka, with its growing entrepreneurial landscape, adds complications to those challenges. The study included 25 members and used the NVivo program to analyze data. Results revealed a profusion of barriers, which included limited digital proficiency, the disruption of supply chains, and gender prejudice. Adaptability, resilience, and innovative approaches have been fundamental in post-pandemic times. Still, difficulties remain, such as the lack of empowerment and support from external forces. The research suggests specialized interventions, the upgrade of digital literacy, gender-considerate fiscal measures, and mentorship programs as solutions. The conclusions drawn from this research can be beneficial for elevating the level of policy and practice while creating a sustaining environment for female entrepreneurs during Sri Lanka's recovery attempts.

Keywords: *Post-COVID challenges, Sri Lanka, women entrepreneurs*