

Tamil Nadu State Council for Science and Technology  
(TNSCST)

Sponsored



National e- Conference

on

# CSR Impetus: Rural Development and Sustainable Growth in India

3<sup>rd</sup> - December 2020

Presented on

Proceedings

Organized by

DEPARTMENT OF MANAGEMENT STUDIES

NANDHA COLLEGE OF TECHNOLOGY

(Accredited by NAAC with 'A' grade)

(Approved by AICTE, New Delhi & Affiliated to Anna University, Chennai)

Vaikkal medu, Perundurai Main Road,

Erode - 638 052, Tamil Nadu, India.

Website: [www.nandhatech.org](http://www.nandhatech.org)



9 788194 734307

Tal-Khed, Dist. P. ...

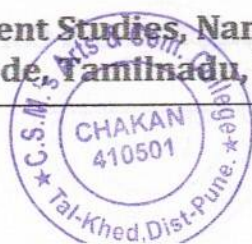
Proceedings of National e-Conference on CSR Impetus: Rural  
Development and Sustainable Growth in India - 3<sup>rd</sup> December, 2020

ISBN: 978-81-947343-0-7

**INDEX**

Sl.No.	Article Title	Name of the Author(s)	Page Number
1	CORPORATE SOCIAL RESPONSIBILITY IN THE FIELD OF RURAL DEVELOPMENT IN INDIA	Dr.T.UNNAMALAI	1
2	CSR PRACTICES IN INDIA-WITH REFERENCE TO BANKING SECTOR	SHAILAJA D Prof. RAMESH O OLEAR	2
3	CUSTOMER HAPPINESS AMONG CEMENT BRANDS IN THENI DISTRICT	T.RAMESH Dr.M.SURYAKUMAR	3
4	E-CHOUPAL: RE-VISTING STRATEGIC AND DEVELOPMENTAL IMPLICATIONS	Mr. S. NAGARAJAN Dr. S. MURUGAPPAN Dr. N. CHIDAMBARAM Mr. J. M. ANTONY RAJ	4
5	FIRST CHOICE AMONG CEMENT BRANDS –AN INSIGHT AMONG CONSUMERS	T.RAMESH Dr.M.SURYAKUMAR	5
6	IMPACT OF COVID-19 ON ENTREPRENEURIAL ACTIVITIES TOWARDS THE MICRO, SMALL AND MEDIUM ENTERPRISES (MSME) IN VILLUPURAM DISTRICT, TAMILNADU	VIJAYARAJ. M Dr. S. SUBRAMANIAN	6
7	DRIVING SOCIAL DEVELOPMENT THROUGH IN-HOUSE EMPLOYEES: A CASE STUDY OF COGNIZANT'S 'OUTREACH' VOLUNTEERING PROGRAMME	SG SURYAH	7
8	A STUDY OF ISSUES, CHALLENGES AND PROBLEMS FACED BY SMALL AND MEDIUM WOMEN ENTREPRENEURS DEVELOPMENT IN THE RURAL AREA	Dr. DATTATRAYA S. TAMBE	8
9	A STUDY ON ISSUES AND CHALLENGES OF WOMEN EMPOWERMENT IN INDIA	Dr. K. YASMIN Dr. S. SRIDHAR	9

Department of Management Studies, Nandha College of Technology,  
Erode, Tamilnadu, India



Principal

C.S.M.'s Arts & Commerce Co  
Chakan, Tal-Khed, Dist-Pune

**A STUDY OF ISSUES, CHALLENGES AND PROBLEMS FACED BY SMALL  
AND MEDIUM WOMEN ENTREPRENEURS DEVELOPMENT IN THE  
RURAL AREA**

**Prof. Dr. DATTATRAYA S. TAMBE**, Associate Professor & Head of  
Commerce Department, CSM's Arts & Commerce College, Chakan, Tal.  
Khed, Dist. Pune, 410501 Maharashtra (India)  
E-mail: dattatrayatambe 7519@gmail.com

**ABSTRACT**

The present paper deals with position of women entrepreneurs' development, characteristics of small enterprise, role and challenges in economic development, opportunities in business, leading successful women entrepreneurs, some issue and problems faced by industrial development. The study also focused on role of SMEs to promoting women entrepreneurs. The issue covered by this study are socio demographic profile of women entrepreneurs.

**KEY WORDS:** Women Entrepreneurship, Opportunities, Challenges, Development, Problems and Suggestions etc.

