

CONTENT

S.NO	TITLE OF THE PAPER	PAGE NO
1.	FACTORS INFLUENCING THE GROWTH OF WOMEN ENTREPRENEURS (SWOT Analysis) IN UDUMALPET TALUK *M.Gayathiri **Dr A. Malarvannan	1
2.	A STUDY BASED ON THE PROBLEMS OF WOMEN IN UNORGANIZED SECTOR WITH SPECIAL REFERENCE TO AGRICULTURE *U.Ashika Nancy *B.Gayathri	9
3.	A STUDY ON SOCIO-ECONOMIC CONDITION OF WOMEN BEAUTICIANS IN PALAYAMKOTTAI *Y.Nisha	13
4.	A STUDY ON RURAL WOMEN ENTREPRENEURSHIP IN POLLACHI TALUK *S.Thanasingh **DR.S.Srividhya	18
5.	WOMEN ENTREPRENEURSHIP THROUGH TAILORING: A FIELD STUDY IN TIRUNELVELI. * Dr. M. Julias Ceasar ** S. Nancy Theporal	22
6.	ROLE OF RURAL ENTREPRENEUR IN COCONUT FARMING -WITH SPECIAL REFERENCE TO UDUMALPET TALUK *B.Rathna Priya **S.Nithya	29
7.	PROBLEMS AND CHALLENGES FACED BY RURAL WOMEN ENTREPRENEURS WITH SPECIAL REFERENCE TO UDUMALPET *Simi.V **Dr.N.Maliqjan	37
8.	MARKETING PROBLEMS OF RURAL ENTREPRENEURS IN MADATHUKULAM TALUK WITH SPECIAL REFERENCE TO PADDY FIELD *A.M.Askar Ali Jinna **Dr.N.Maliqjan	43
9.	ROLE OF RUBBER GROWERS AND DEALERS IN PROMOTING RUBBER ENTREPRENEURSHIP *SuniDevi.V.T	48
10.	THE IMPACT OF EMOTIONAL INTELLIGENCE ON THE GROWTH OF ENTREPRENEURSHIP *C.Aishwarya	54
11.	MOTIVATIONAL FACTORS FOR ENTREPRENEURSHIP: A STUDY WITH SPECIAL REFERENCE TO PALAKKAD DISTRICT, KERALA *Prameela P *Prabha P	58
12.	SOCIO-ECONOMIC STATUS OF THE WOMEN ENTREPRENEURS IN SELF HELP GROUP (with special reference to Coimbatore City) *J.Sagaya Anglien Mary	62
13.	A STUDY ON WOMEN EMPOWERMENT THROUGH SELF HELP GROUPS IN COIMBATORE DISTRICT *N.Shobika *Dr.M.Venkatraman	67

14.	FACTORS INFLUENCING THE MOMPREENEURS TO START A BUSINESS – AN ANALYTICAL STUDY *S.Santhiya **DR. M.Deepalakshmi	74
15.	AN EMPIRICAL STUDY ON FUNCTIONAL PROBLEMS FACED BY RURAL MICRO, SMALL AND MEDIUM ENTERPRISES WITH REFERENCE TO MANUFACTURING SECTOR IN COIMBATORE DISTRICT *G.R.Rajalakshmi	77
16.	A STUDY ON MARKETING PRACTICES OF WOMEN HOMEPRENEURS IN COIMBATORE CITY *S. Uthra Devi	83
17.	PERFORMANCE AND EMPOWERMENT OF WOMEN ENTREPRENEURS *Dr. P.Vadivel	87
18.	INNOVATION AND OPPORTUNITIES IN RURAL ENTREPRENEURSHIP *Dr.S. Vijayalakshmi **Ms.C.Mythili	91
19.	SOCIO-ECONOMIC FACTORS OF RURAL WOMEN ENTREPRENEURS WITH REFERENCE TO COIMBATORE DISTRICT - An Analytical Study *R. Judith Priya ** J. Subashree ** V. Sukithangam	95
20.	STATUS AND IMPORTANCE OF RURAL ENTREPRENEURSHIP IN INDIA *Santhosh T *Saranya A	101
21.	ROLE AND IMPORTANCE OF RURAL ENTREPRENEURSHIP IN INDIA *D.Priya	107
22.	SKILL DEVELOPMENT AND RURAL WOMEN ENTREPRENEURSHIP *MS. Sumitha. P	111
23.	RURAL MARKETING STRATEGIES, ISSUES AND CHALLENGES *Ms.Latha.S	114
24.	A FRAMEWORK FOR UNDERSTANDING THE ROLE OF CULTURE IN ENTREPRENEURSHIP *M.Sumathi **M.Shobana	120
25.	STATUS OF RURAL WOMEN ENTREPRENEURSHIP *D.Sujini *D.Sujaritha	124
26.	Women Empowerment through Micro Finance: A Boon for Development *Dr. (Mrs.) M. RajaRajeswari	128
27.	MAJOR CHALLENGES AND PROBLEMS OF RURAL ENTREPRENEURSHIP IN INDIA *Dr.T.T.Karthik **Dr.T.P.Ramprasad	134
28.	A STUDY ON SELF HELP GROUP ENHANCED ENTREPRENEURSHIP AND THEIR FINANCIAL CHALLENGES IN TIRUNELVELI DISTRICT *Dr. M. Julias Ceasar **P. Berline Kingcy	143

29.	RURAL WOMEN ENTREPRENURSHIP AND SKILL DEVELOPMENT *Dr. S. Vijayalakshmi **Ms. V. Bala Thripurasundari	148
30.	CHALLENGES, PROBLEMS, OPPORTUNITIES AND SKILLS FOR SUCCESSFUL RURAL ENTREPRENEURSHIP IN INDIA *R.Shiji **M.Uma	151
31.	MARKETING CHALLENGES TO RURAL ENTREPRENEURS *Mrs. M. R. Lavanya **Mr.I.Sam Jeyachandran ***P.Infant Raj	157
32.	A PERSPECTIVE OF TRADITIONAL METHODS OF ENTREPRENEURSHIP THROUGH INDIGENIOUS KNOWLEDGE: A FIELD STUDY *Dr. M. Julias Ceasar	161
33.	ROLE AND IMPORTANCE OF RURAL ENTREPRENEURS IN INDIA *K. Poornachandrika	165
34.	NABARD INITIATIVES TO DEVELOP RURAL ENTREPRENEURSHIP *S.Manasha	168
35.	ROLE OF MSME IN PROMOTING THE ENTREPRENEURS *S.Monica	172
36.	STATUS OF RURAL WOMEN ENTREPRENEURS IN INDIA *J.Vinodhini **Shalini ***Sruthi Gopalakrishnan	177
37.	GOVERNMENT INITIATIVES TO DEVELOP RURAL ENTREPRENEURSHIP *Ms.S.Sridevi	180
38.	CHALLENGES AND PROBLEMS OF RURAL ENTREPRENEURS IN INDIA *K.Malarvizhi	184
39.	WOMEN ENTREPRENEURSHIP IN KERALA *Athulya.V **Dr .M. Ramya	189
40.	IMPACT OF WOMEN ENTREPRENEURSHIP IN RURAL AREAS *A.Anitha Begum **C. M.Sumathi	194
41.	RURAL WOMEN ENTREPRENEURS AND SELF HELP GROUPS *B.R.Vaishnavi	197
42.	A STUDY ON CHALLENGES OF RURAL WOMEN ENTREPRENEURSHIP *Mily Williams	201
43.	ROLE OF KHADI AND VILLAGE COMMISSION INDUSTRIES IN THE GROWTH OF RURAL ENTREPRENEURS *C. Esakkiammal	206
44.	RURAL TOURISM AND ENTREPRENEURIAL OPPORTUNITIES *Ms.S.DuraiEswari	210
45.	RURAL ENTREPRENEURSHIP- INNOVATION AND OPPORTUNITIES *DR.P.Bruntha **MS.A.Yasmeen ***MS.M.K.Sivasankari	214

46.	RURAL WOMEN ENTREPRENEURSHIP *Mobi Rajendran **G. Ekanishka, Sharon Rebecca Thomas	218
47.	RURAL WOMEN ENTREPRENEURSHIP AND SKILL DEVELOPMENT *K.Vijayalakshmi	222
48.	GOVERNMENT INITIATIVES TO DEVELOP RURAL WOMEN ENTREPRENEURSHIP *S.Selvi	226
49.	RURAL ENTREPRENEURSHIP - ROLE AND IMPORTANCE *Dr. R. Nithya	230
50.	NGO: AN INCUBATOR OF RURAL ENTREPRENEURSHIP *Shalini K.Menon	234
51.	A STUDY ON RURAL WOMEN ENTREPRENEURSHIP IN INDIA: ISSUES AND CHALLENGES *Priya.M	237
52.	MARKETING CHALLENGES AND OPPORTUNITIES TO RURAL ENTREPRENEURS *Dr. N. Gunasekaran	240
53.	ECONOMIC EMPOWERMENT OF WOMEN ENTREPRENEURS – ISSUES AND CHALLENGES *R.Gayathri	248
54.	INNOVATIONS AND OPPORTUNITIES IN RURAL ENTERPRENEURSHIP * Archana **Prince David	254
55.	ROLE OF ENTREPRENEURS IN ECONOMIC DEVELOPMENT P.Pavithra	257
56.	INNOVATIONS AND OPPORTUNITIES FOR RURAL ENTERPRENEURS *M.Bhuvaneswari * S.Chitra	260
57.	RURAL ENTREPRENEURSHIP *SP.Sigappi	263
58.	A STUDY ON CONTRIBUTION OF RURAL ENTREPRENEURSHIP IN INDIAN ECONOMIC DEVELOPMENT *Dr. D.Ramesh Kumar	266
59.	PROBLEMS OF RURAL WOMEN ENTREPRENEURS – WITH SPECIAL REFERENCE TO COIMBATORE *Dr.S.Geetha **Mrs.P.Shanthipriya	269
60.	MARKETING CHALLENGES TO RURAL ENTREPRENEURS AND SUGGESTED REMEDIES – A CLOSER LOOK *PROF. CMA. CS. DR. V.N. Parthiban	272