

## PROBLEMS OF WOMEN ENTREPRENEURS AND THE ROLE DISTRICT INDUSTRIES CENTRE IN VELLORE DISTRICT- A STUDY

*N. Kesavan<sup>1</sup> & R. Sangeetha<sup>2</sup>*

*<sup>1</sup>Associate Professor, Department of Commerce, Annamalai University, Chidambaram, Tamil Nadu, India*

*<sup>2</sup>Assistant Professor, Department of Commerce, S. D. N. B. Vaishnav College for Women, Chennai, Tamil Nadu, India*

**Received: 22 May 2019**

**Accepted: 28 May 2019**

**Published: 08 Jun 2019**

### **ABSTRACT**

*The present article is encompassed the women entrepreneurs perspectives pertaining to problems prevailed in their clusters located in an urban, semi-urban and rural area and the role of District Industries Centre (DIC) are analyzed to know the inherency of the problems notified them. The authors have revealed related articles artily to conceive the core problems in the women entrepreneurs in the urban, semi-urban and rural area. The core problems identified as are marketing, finance, and production. The problems are quietly common to all, but in the case of urban, semi-urban and rural women entrepreneurs how far differed and what way they have to face and meet the struggles. The DICs are played the role in helping the women entrepreneurs to rectify them from many problems. The analysis of the present article has envisaged the results that will help the stakeholders of the women entrepreneurs.*

**KEYWORDS:** *Problems of Women Entrepreneurs, District Industries Centre and Traits*