




INDIAN COUNCIL OF SOCIAL SCIENCE RESEARCH
(Research Programme for Major/Minor Research Projects
2025-26)

ICSSR-
RMM-2025-7945
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Research Programme	Minor	
Broad Research Domain	Gender Studies	
Priority Area	Intersectionality, Access, and Inclusion	
Title of the Research Proposal	From Rubber Stamps to Change-Makers: The Evolving Role of Women Entrepreneurs in India	

I. Personal Information

Name of the Applicant	CHITRA
Address for Official communication	P.V.Vailthiyalingam Road, Velan Nagar, Pallavaram
University/Department/School/Center	Commerce/Commerce & Economics/Vels Institute of Science, Technology and Advanced Studies
Mobile	9994287723
E-mail ID	chitrac1976@gmail.com
State	Tamil Nadu
Pincode	600117
Residential Address	E47, First Floor, IHFD Flats, GST Road, Pallavaram
State	Tamil Nadu
Pincode	600117
Date of Birth (DD/MM/YYYY)	10/04/1976
Mother Name	Prema
Father Name	Chellaiya
Category / Gender / Disability	GEN / Female / No

Employer Details

Employe in Service	Yes
Designation	Associate Professor
Employment status	Permanent
Name of Organisation	Vels Institute of Science, Technology and Advanced Studies
Address	P.V.Vaithiyalingam Road, Velan Nagar, Pallavaram -600 117
Mobile Number	9994287723
Email	chitra.sms@vistas.ac.in
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Name of the Department	Commerce - General
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Received any financial assistance from ICSSR

Whether received any financial assistance/research project/fellowship from ICSSR	No
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Whether received any assistance/project from any other institution e.g. UGC, ICAR, CSIR, ICPR, ICHR, etc.

Whether received any assistance/project from any other institution e.g. UGC, ICAR, CSIR, ICPR, ICHR, etc.	No
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EDUCATIONAL QUALIFICATIONS

Whether awarded PhD Yes/ No ?	Yes			
Name of Degree	Name of the University	Year	% Marks	Disciplines
Master's	Annamalai University	2003	55%	Commerce
M Phil	Annamalai University	2005	67%	Commerce
Ph D.	Bharathidasan University	2018	NA	Commerce
Post-Doctoral	NA		NA	

Title of the Ph.D

A Study on opportunities and Challenges of Women Entrepreneurs with special Reference to Tanjore District

Salient features of your Ph.D. research work

The study focuses on the opportunities and challenges faced by women entrepreneurs in Tanjore District, highlighting their role in socio-economic development. It examines key opportunities such as government support schemes, self-help groups, microfinance availability, skill development programmes, and growing market access. The study also analyses major challenges, including lack of financial resources, limited managerial skills, socio-cultural barriers, work-life imbalance, inadequate technological exposure, and marketing constraints. Emphasis is given to education, training, and policy support as enablers of entrepreneurial growth. The research aims to provide practical recommendations to strengthen women entrepreneurship and promote inclusive and sustainable regional development.

Research Output of Project Director

(a). Research Experience		
	Number	Brief Detail (Title and supporting Institution)
Projects Completed	0	NA
Ongoing projects, if any (with completion date)	0	NA
Fellowships	0	NA
Ph.D Guidance	9	2 Scholars Completed, 7 scholars guiding
M.Phil Guidance	3	Completed
Seminars/ Conferences/ Workshops	32	Seminars 20/Conference 12/Workshops 8
Participation in Research Projects (also mention under which capacity)		
NA		

Details of 5 best Research Papers/ Books/ Chapters (attach/submit hard copies)

SI No.	Title of the publication	Name of the Journal / Publisher	Month, Year and Vol.	Scopus Indexed / Peer Reviewed?
1.	Business Communication	Charulatha Publication	2018	
2.	Banking Theory Law and Practice	Charulatha Publication	2018	
3.	A study on organization Effectiveness in Maintaining Job satisfaction among the Employees of Airport Authority of India with reference to Chennai Airport	International Journal of Advanced Science and Technology	2020	Yes
4.	Women Entrepreneurs' Role in changing the Economic Level of Indian Society	Elementary Education Online Publication	2021	Yes
5.	An overview of Social Media platforms, Strategies, Pros and Cons as a Marketing Tool	Elementary Education Online Publication	2021	Yes

Any other important Academic Achievement

I have a significant role in higher education by serving as an Academic Committee Member, Doctoral Committee Member, External Examiner, and Chief Guest at various academic forums, while also guiding Ph.D. scholars. These roles reflect strong academic leadership, effective student mentorship, and active participation in research governance. With in-depth knowledge of commerce and business studies, the academician demonstrates consistent scholarly output and sustained research engagement. A strong commitment to academic excellence and institutional growth is evident through contributions to curriculum development, research supervision, and the promotion of quality teaching and learning practices.

Affiliation Details

Type of affiliating institution	UGC Recognized Indian University/Deemed University
Name of affiliating institution	VELS Institute of Science Technology & Advanced Studies (VISTAS)
Postal address of affiliating institution	P.V.VAITHIALINGAM ROAD, PALLAVARAM, CHENNAI Tamil Nadu 600117
Phone Number	9962506246
Email ID	vels@vistas.ac.in
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Details of Co-Project Directors

Name and Address with contact details Mobile No/email ID	Present Position	Institution
S.SHASHILA	ASSISTANT PROFESSOR	DEPARTMENT OF COMMERCE, VELV INSTITUTE OF SCIENCE, TECHNOLOGY AND ADVANCED STUDIES, P.V.VAITHIALINGAM ROAD, PALLAVARAM, CHENNAI, TAMILNADU, 9500160949, shashila.sms@vistas.ac.in
G.KALPANA	ASSISTANT PROFESSOR	DEPARTMENT OF COMMERCE, VELV INSTITUTE OF SCIENCE, TECHNOLOGY AND ADVANCED STUDIES, P.V.VAITHIALINGAM ROAD, PALLAVARAM, CHENNAI, TAMILNADU, 9360460252, kalpanagskp@gmail.com

Research Proposal details

Title of the Research Proposal	
From Rubber Stamps to Change-Makers: The Evolving Role of Women Entrepreneurs in India	
Total Grant expected for this study (in Rs.)	1500000

Annexure/Checklists

- (✓) Forwarding letter from the Head of the affiliating Institution duly stamped and signed on the letter head.
- (✓) Undertaking on Research Integrity.
- Self-attested SC/ST certificate or certificate of disability issued by the competent authority, if required.

Declaration

✓ I hereby declare that	
1. I am not a defaulter of any previous ICSSR grant. 2. I have neither been subjected to any disciplinary action nor found guilty of any offence in my career. 3. The Research Proposal and its contents are entirely original as per the standard ethical practices and no AI generated proposal have been submitted to ICSSR. 4. I have not concealed any information in my application. If ICSSR finds any contrary information at any stage, it may cancel the study out rightly and/or impose any penalty as it deems fit	
Place	PALLAVARAM, CHENNAI
Declaration Date	30/12/2025
Signature	