



## Interrelationship Amongst Women Entrepreneurship, Self Empowerment And Home Scientists - A Case Study

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### ABSTRACT

*Home Science and Home Economics need to extend from classrooms, books and journals to extension activities in community at large. Society will be benefitted when these subjects, through proper implementation and under the guidance of subjects' experts, will encourage activities like women entrepreneurship, consumer awareness, human resource management, self-empowerment etc. The case study involves an ordinary cook who became a non-conventional student (NCS) and a woman entrepreneur in Sweets and Namkeens, under the guidance of nutritionist. Results over period of three years revealed a 200 per cent increase in quantity of sweets sold, 150 per cent increase in Namkeen products and 34.44 per cent increase in festival food items produced by the blooming NCS woman entrepreneur. The net income, after deduction of expenses incurred, showed a rise of 259.11 per cent (from Rs. 28125 per annum in first year to Rs. 1,01,000 per annum in the third year). The customer base showed 217.84 per cent increase in regular customers while occasional customers had declining percentage from 66.21 per cent to 28.57 per cent. The study reveals the interrelationship amongst community extension activity of Home Scientist, woman entrepreneurship, self empowerment and human resource management in small scale entrepreneurship.*

**Keywords : Entrepreneurship, Extension activity, Non-Conventional Student.**

### Introduction

Home Science and Home Economics need to extend from classrooms, books and journals to extension activities in community at large. Society will be benefitted when these subjects, through proper implementation and under the guidance of subject experts, will encourage activities like women entrepreneurship, consumer awareness, human resource management, self-empowerment etc. Majority of Indian women restrict themselves to being housewives only. Many of them do possess varied knowledge, skills and energy levels; but these qualities either remain neglected by themselves or suppressed by family members. Economical status, lack of expert guidance and fear of risk elements are the main responsible factors.

A significantly large section of society depends on small scale entrepreneurship activities for their household items. Food items are daily and essential need. Working women are short of time and energy to prepare food items, but they have more capacity to purchase them. Housewives have time available but they are increasingly inclined to purchase readymade food items rather than prepare them at home.

### The Case

The study is that of an individual woman who had culinary inclination and knowledge, but restricted herself to being a cook. Her husband is perpetually unemployed. Being a nutritionist and an activist involved in nutritional extension activities, the author realized the culinary potential in the woman and the scope of its application for the woman entrepreneurship and hence the woman was accepted as a non-conventional student (NCS). The NCS was, over a period of few months, educated by the author about the

money earning ability of her skill, basics of entrepreneurship, hygiene and quality in preparation of food items etc. Education about low cost nutrients, purchase of good quality raw material, exclusion of synthetic preservatives and colours was given to the NCS.

Communication skills and customer oriented approach were stressed upon while encouraging and grooming the NCS for the entrepreneurship. Importance of consumer awareness to be created by her in her potential customers, so that they know and appreciate the quality of her food items; was taught to her. During the process, she learnt how to utilize positively even a negative feedback from a customer. Instructions for advertising through low budget methods like pamphlets, phone SMSs, personal visits etc. were given alongwith other aspects of woman entrepreneurship and consumer awareness.

The NCS raised the necessary finance through contributions from her relatives and well wishers. She initiated her entrepreneurship, which involved preparation and marketing by parcel delivery of Sweets, Namkeens, and Festival (Diwali, Makar Sankranti and Ganesh Festival) specific food items.

### Results And Discussion

Results assessed for a period of 3 years from the outset of the entrepreneurship gave following findings:-

1. The Progress in Entrepreneurship is shown in Table-1.

Table-1: Progress in Entrepreneurship.

Year	Sale of Food Items					
	Weight of food items in kg.			Net Income from sale in Rs.		
	Sweets	Namkeens	Festival Food	Sweets	Namkeens	Festival Food
1 <sup>st</sup>	400	1,200	45	12,000	15,000	1,125
2 <sup>nd</sup>	700	2,000	80	21,000	40,000	2,000
3 <sup>rd</sup>	1200	3,000	200	36,000	60,000	5,000

Table-1 reveals that the sales of sweets by weight in kg increased from 400 kg in 1st year to 1,200 kg in 3rd year, yielding an increase of 200%. Similarly, there was a growth of 150% in Namkeen products and 34.34 % in sale of Festival food items. Net income increased from Rs. 28,125 p.a. to Rs. 1,01,000 p.a. in the third year i.e. an increase of 259.11%.

Becoming an entrepreneur enabled the NCS to translate her culinary skills into financial gains, self reliance, empowered status as a family member etc.

1. Stability and sustainability of the venture was reflected by the progress in customer base as shown in Table-2.

Table-2: Progress in Customer Base.

Year	Customer Base in numbers		
	Regular	Occasional	Total
1 <sup>st</sup>	200 (32.79%)	410 (67.21%)	610
2 <sup>nd</sup>	700 (65.42%)	370 (34.58%)	1070
3 <sup>rd</sup>	1000 (71.43%)	400 (28.57%)	1400

Table-2 reveals that there was 400 % increase in the number of regular customers from the 1st year to the 3rd year. During the 1st year, 32.79% customers were regular ones while 67.21% were occasional customers. At the end of 3rd year 71.43% were regular customers while 28.57% were occasional ones. 217.84% increase in regular customers' percentage is significantly positive. These findings indicate a high degree of consumer satisfaction and affiliation. Decreasing trend in percentage of occasional customers implies lesser possibility of wide fluctuations, especially a sharp fall, in number of customers; jeopardizing the

entrepreneurship. These healthy parameters have given a sense of all-round satisfaction to the NCS entrepreneur and motivated her to expand her work by engaging employees.

**Implications**

Many women may have a potential to become small scale entrepreneurs, either individually or collectively. Home scientists and Home economists can, with an organized group of non-conventional students, manage small scale enterprises; and contribute to self-empowerment and women entrepreneurship.