

Women Empowering through Entrepreneurship in Food Processing

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ABSTRACT

Employment patterns in India, and particularly employment trends for women, have generated a lot of debate. Results from the most recent NASSCOM Survey rounds are the main source of inspiration for this material. Some of these findings were unexpected and caused a lot of debate, especially when it came to the issue of women's employment. Internet use has become increasingly popular in recent years. Women can reach millions of individuals online, not only in the nation where they now reside. The secret to success is effective training and resource allocation. To get the most out of the market in the shortest amount of time, all businesses must keep up with the most recent trends and technology. The workforce of women may increase GDP by 52.8%. For the economic advancement of women and the country, appropriate education, training, and policies must be implemented. The government offers several programs for capital training and education.

Keywords: *Women Empowerment, Women entrepreneurship, Small scale industry, Food processing.*

Women's business has the potential to significantly alter society by giving them financial independence and empowerment. The satisfaction of success and self-sufficiency can raise women's self-esteem and general well-being, which can increase their levels of confidence and happiness. Around half of the world's populations are women. A similar ratio is in use in India as well. They were restricted to the four walls of homes where they carried out domestic tasks because they were always seen as the better half of society. Their participation in small businesses is now viewed as a productive effort to increase both household income and national economic growth. Women are advancing daily and holding numerous top positions in numerous Indian and international businesses, which helps the economy. The growth of women entrepreneurs is a crucial component of human resource development. India has an extremely low level of development for female entrepreneurs, particularly in rural areas. Since customs are deeply ingrained in Indian society and the sociological

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structure has historically been dominated by men, educated Indian women still have a long way to go before they can enjoy equal rights and status.

Career opportunity in Home science: Home science is a multidisciplinary field of study that includes aspects of biology, chemistry, physics, physiology, hygiene, economics, rural development, child development, sociology, communal living, art, nutrition, textiles, and home administration, as well as aspects of science and the arts. Modern women with great aesthetic sensibilities in contemporary art and modern housekeeping, among other things, are appropriate for careers in home science. One can pursue master's degrees in home science, fashion design or textile design, dietetics, counseling, teaching, social work, development studies, entrepreneurship, mass communication, catering technology, and other fields after earning a bachelor's degree in home science. Women's employment rates were 28.5% in 2017 and 52.8 in 2023, a significant increase. Finding industries that are supportive of women was never a priority. Women's advancement has been limited by the absence of banking infrastructure in rural areas, insufficient connectivity to larger markets, and a lack of high-quality education. One in ten of the 4400 new start-ups was created by a woman. In other words, if we incorporate women in the economic process, India may expand at a rate of over 10–11%. For the majority of women, a lack of financial resources can be a significant barrier to their entrepreneurial journey. For some, patriarchy and a lack of social support from their own families may be some of the causes. We rely on prepared food because our daily schedules are so hectic. There are a large number of food items, such as bread, biscuits, pickles, papad, and mathri, that are sold in the market and are popular with consumers.

The government has today recognised these issues and introduced several initiatives for female entrepreneurs. For women to begin working, they need money. The government has started many programs to support women in various ways, including-

1. Annapurna Scheme.
2. Stree Shakti Package For Women Entrepreneurs.
3. Cent Kalyani Scheme.
4. Udyogini Scheme
5. Mudra Yojana Scheme.
6. Mahila Udyam Nidhi Scheme.
7. Dena Shakti Scheme.
8. Orient Mahila Vikas Yojana Scheme.
9. Bhartiya Mahila Bank Business Loan.

Here are some Best ideas for Women Self Employment in Food Processing Business Ideas with Small Capital-

1. Bakery.
2. Banana Wafer Making.
3. Biscuit Making.
4. Bread Production.
5. Chocolate making.

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6. Coconut oil Production.
7. Condensed milk Production.
8. Dalia Production.
9. French making Production.
10. Fruit juice Production.
11. Ginger garlic paste production.
12. Hing making.
13. Honey processing.
14. Ice cream making.
15. Jam jelly making.
16. Lemonade making.
17. Fruit juice production.
18. Paneer and cheese production.
19. Papad making.
20. Pickles making.

The government has introduced several full-time and vocational programs to assist women, and legislation has been developed to address real-world issues. If given the chance, women with excellent training, the necessary skill sets, and expertise can compete with any Indian or international companies. India, for instance, is a very large market with a population of 140 crore and consumers of various types of food goods from domestic, international, and local businesses. Women business owners may challenge big corporations for market share if they established small-scale food operations while maintaining high standards of quality and affordability.

The very basic mantra for the success of the business for entrepreneurs is to identify

1. Its Customer
2. It's Market
3. Its resources
4. Its working model

Establishing food processing facilities requires conducting a market analysis and understanding the business model because both quality and price must be competitive to succeed. Internet use has become increasingly popular in recent years. Women can reach millions of individuals online, not only in the nation where they now reside. The secret to success is effective training and resource allocation. To get the most out of the market in the shortest amount of time, all businesses must keep up with the most recent trends and technology. Cakes, papad, and pickles are not exclusive to one territory. All we have to do is challenge conventional wisdom and increase our confidence in women. Without empowering contemporary women, society would never be able to advance the nation.

REVIEW OF STUDIES

Neha Tiwari (2017) even though the government has created and put into place numerous helpful measures, the rate of women entrepreneurs in India is shockingly low. The majority of women-owned businesses are concentrated in the unregistered sector, making it impossible for them to take advantage of government assistance. Analyzing the effects of current policies and programs may offer creative solutions to support women entrepreneurs. Women's entrepreneurship is a broad and complicated field, and understanding its dynamics will require extensive and comprehensive study efforts. Anand Sharma and Sanjoy Saha (2016) the female workforce is marginalized since they participate at considerably lower rates than their male counterparts. Women in rural areas make up a far larger percentage of the workforce than women in cities. According to state-level female WPR data, southern states including Tamil Nadu, Andhra Pradesh, Karnataka, Maharashtra, and Kerala have greater participation rates than the national average. There are significant interstate differences between female WPRs for females living in rural and urban areas. The analysis presented above has several significant policy ramifications. Education, training, and skill-development programs for women are urgently needed to enable them to reach their full potential as producers. The supply of secondary and higher education is also crucial if we are to guarantee that female workers can find stable, high-quality jobs. Vikas Rawal and Saha Partha (2015) Between 1999-2000 and 2011-2012, India's female workforce participation rate fell precipitously. The study identifies three significant factors that are likely to have contributed to a decline in women's employment levels: an increase in the percentage of landless households, subpar and unsafe migrant housing conditions in urban areas, and lower levels of education among women workers than among men workers. The study also demonstrates how Indian labor force estimates diverge from generally accepted international standards. The research indicates that, after making adjustments to these estimates using NSSO data, the open unemployment rate for people of working age was 23.8% in 2011–12. Women saw particularly high unemployment rates, which rose from about 47% in 1999–2000 to more than 51% in 2011–12. Vijay and Jayachitra (2013) In India, women-owned businesses are becoming more significant as a result of economic liberalization and globalization. To offer skill training, vocational education, and entrepreneurial development to the emerging labor force, the Government of India created the National Skill Development Policy and the National Skill Development Mission in 2009. To meet changing trends and competitive global marketplaces, women entrepreneurs must be appropriately molded with entrepreneurial traits and talents. They must also be capable of sustaining and competing in the local economic environment.

CONCLUSION

It goes without saying that if a nation wants to see a 10% increase in GDP, both the government and society must have faith in women. Despite these limitations, it is the responsibility of both to promote the idea that every woman should be financially independent. A larger labor force will undoubtedly help India succeed in the short term. Entrepreneurs not only boost the GDP but also bring about job growth. All programs and funding should be directed at providing women with the necessary skill sets for successful

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entrepreneurship. Universities, schools, and government organizations must collaborate to ensure that gender equality is applied at all levels beginning in childhood, and that aspiring entrepreneurs are discovered and given the required training.

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Conflict of Interest

There is no conflict of interest.

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