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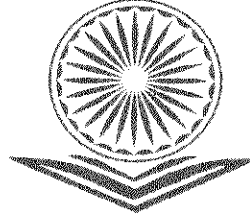
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1. A Study on Branding & Expansion of a Business Franchise

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Abstract

The technique of using another company's successful business model is known as franchising. The word 'franchise' is of Anglo-French origin, deriving from the French word franc, which means free, and is used as a noun and a (transitive) verb. Franchise as a business model has recently been emphasized by Indians and worldwide entrepreneurs as the new trend. It is also regarded as an effective technique for business expansion and business growth. The success of the franchisor is dependent on the success of the franchisees, because he or she has a direct stake in the business; the franchisee is thought to have a greater incentive than a direct employee. s. This paper includes information on data analysis of popularly known brand KFC. KFC originally (Kentucky Fried Chicken) is the world's second largest restaurant chain by sales, after McDonald's, and the world's most popular chicken brand, with over 19,500 locations in over 115 countries and territories. The objective of this Research paper is to take advantage of this growth opportunities and to get a recognised brand. The paper continues with the content on how franchise started and steadily reached at greater heights today. The study will also evaluate the causes inhibiting franchising's rapid growth in Nigeria, as well as the challenges experienced by entrepreneurs (franchisees) under the franchise arrangement. The study's findings will be presented, along with some recommendations for improving the practise of this business model. According to the findings, franchising is an emerging business technique that promotes business as high profits and revenue while simultaneously addressing the social problem of unemployment by providing jobs.

Key Words: Franchise, Business Growth, successful business model, KFC franchise.

Introduction

Franchising is one of the most effective ways to expand a brand's reach to new customers. Businesses typically hand over the rights to use certain products or services to a firm that is already established in a specific location, both conceptually and physically. As a result, a brand quickly acquires significant exposure as well as a reputation among a loyal customer base, which, if properly managed, can be transformed into a permanent one. KFC franchisees have had the choice to co-brand with Taco Bell or Pizza Hut over the years. The KFC system feeds more than 12 million consumers every day, according to company estimates. Although the stores do provide in-store eating, the majority of purchases are for takeout or to-go. Yum! Brands stated in 2015 that KFC would begin delivering in 2016, further extending its client base. KFC boasts that more than 185 million people see a KFC commercial at least once a week, indicating that the company engages in intensive marketing to keep the brand in consumers' minds. KFC was also one of the first companies to embrace social media to attract and engage customers. The Yum! Value Network provides continuing support to KFC franchisees, including brand recognition, consumer attraction, competitive advantage, franchise value system, multi-unit growth, economic stability, giving back to the community, development knowledge, access to financing, and more.

Objectives

- Getting the Brand Recognition
- Taking advantage of Growth Opportunities
- Achieving Management and Technical Experience
- Maintaining Quality and Consistency

Research Methodology

The methodology used in this project was collected from secondary sources from KFC's website, reports and policies, and even a literature review. It is important to have an overview of the topic's sources as well as some demonstration of the file we have studied.

Our theme is the franchisee business, namely KFC, a well-known franchisee in India. So, for this research paper, we looked at a few articles, suggestions from other research papers, and polls, the majority of which we obtained on the internet. Scholarly and news articles containing relevant information are included in it later.

Main Content

Whether a firm is going to start a franchise from the bottom up or is looking to purchase an already existing and well-known franchise in a specific area, the fundamental notion that its owner has in mind is to expand the business into other markets in order to reach new clients. Well! Franchising is helpful not just to the company that buys the franchise, but also to the company that sells the franchise. It allows the "franchisor" to branch out into other markets and extend its impact while keeping financial risks to a minimum. KFC Corporation, headquartered in Louisville, Kentucky, is the franchisor of the world's most popular chicken restaurant chain, specializing in Original Recipe, Extra Crispy™, Kentucky Grilled Chicken, Extra Crispy™ Tenders, home-style sides, Hot Wings™ pieces, and freshly made chicken sandwiches. Since Colonel Harland Sanders launched KFC in 1952, customers have been served comprehensive, freshly prepared family meals. It is famous for its Original Recipe fried chicken, which is made with the same secret blend of 11 herbs and spices that Colonel Sanders perfected more than a half century ago.

Yum! Brands, KFC's owner, establish the company's corporate principles. Their website provides a summary of their ethical principles for suppliers, including a supplier code of conduct that includes instructions on law and regulation compliance, employment practices, child labour restrictions, employee notifications, and other issues. They further state that suppliers should undertake frequent audits and inspections to ensure compliance, and that if suppliers do not follow the code of conduct, the partnership will be terminated ("Supplier Code" 2010). They have their own code of ethics for animal care, which includes an advisory committee and ethical principles. This is partly due to a long-running legal struggle with People for the Ethical Treatment of Animals (PETA), which resulted in KFC changing its corporate attitude to chicken farming techniques, as mentioned later in this article. The situation unclear how ethical KFC is when it comes to hiring and firing staff. It's fair to presume that KFC's quality management is mostly focused on best practices improvement, which leads to the ongoing development of company-specific solutions customized to its requirements. The currently established processes appear to support this approach, as demonstrated below.

The CHAMPS and HAACCP systems are two restaurant quality measuring tools: the first measures "Cleanliness, Hospitality, Accuracy, Maintenance, Product Quality, and Speed of Service," while the second is a "Hazard Analysis Critical Control Point Program". In essence,

HAACCP is a measurement and control system, whereas CHAMPS is a measuring system. In this regard, CHAMPSCHECK, a mystery customer-type Programme, is used to monitor performance quality.

KFC Social Media Marketing

1. Facebook

KFC has a massive fan base of about 53 million followers. The company uses Facebook to perform promotional efforts on a regular basis. KFC updates its Facebook page on a regular basis. However, the number of posts per week is still limited to a handful. It sends out promotional content to its devoted fans. Hundreds of thousands of people have liked each of these postings. Some videos have received millions of views, demonstrating both Facebook's reach and the KFC brand's popularity. KFC's India page has had over 16 million views on one of the videos it has published. The KFC app has around 400 thousand monthly users. Overall, KFC has a high level of customer involvement. Consumers openly express their happiness or dissatisfaction. KFC also uses Facebook for customer service and feedback.

2. Instagram

Instagram is a great place to promote your business by posting multimedia material. On Instagram, the company has a sizable number of followers. On Instagram, this brand has 1.3 million followers. In terms of engagement and discussion, it's fairly good. On Instagram, KFC earns a higher number of responses and likes. KFC has approximately 600 Instagram posts, including photographs and videos. Thousands of people have seen each of the videos.

Social media platforms offer appealing marketing and growth options. Brands can quickly expand their user base and reach out to millions of fans and followers all around the world. KFC has a high level of engagement and reach across all of these media, demonstrating its popularity and consumer loyalty.

This is how KFC India Managed to Generate Employment for Disabled People Opportunities in India

It all began in 2008, when KFC India realized that the country lacked more special needs schools, particularly those focused on skill development and employability. This was a problem for the company at a time when they were considering hiring people with disabilities in its restaurants. The concept was inspired by KFC's key 'How we Win Together' premise, which underlined the phrase 'Believe in all people,' emphasizing the need of actively seeking diversity

because everyone has the ability to make a difference. With the support of their in-house initiative, the KFC Academy was formed, with a focus on making hearing and speech impaired kids employable in India.

KFC already employs approximately 170 people with disabilities in its locations around the country, and the firm claims that they will soon account for 10% of the overall workforce.

Furthermore, KFC has formed partnerships with several organizations in various cities, who train its managers and interpreters at specially-equipped restaurants.

KFC Franchise Benefits in India

Being the owner of a KFC franchise comes with a number of advantages. The biggest benefit that an investor receives from spending his or her money on KFC chicken is the company's excellent brand image, which helps a lot in increasing market sales.

- They provide a service that makes day-to-day tasks simpler and easier.
- Online ordering is available on the KFC platform, which is based on cash-on-cash returns.
- Franchises combine the freedom of a small firm with the benefits of a large business system.
- To run a KFC franchise, you don't need any business experience. Franchisors usually provide you with the practice you'll need to run their firm.
- Furthermore, compared to start-up businesses, the KFC franchise has made amazing success.

Findings

Through this research it was founded that More than 185 million individuals, or more than half of the US population, are estimated to view a KFC commercial at least once a week. Every day, more than 12 million people visit KFC restaurants in over 115 countries and territories across the world. KFC has over 17,000 restaurants in the United States and around the world. Yum! Brands, Inc., KFC's parent business, is the world's largest restaurant corporation in terms of system restaurants, with over 40,000 locations in over 130 countries and territories and over one million employees. Yum! is placed 201 on the Fortune 500 list, with 2012 revenues of more than \$13 billion. After the Indian government launched the LPG policy in the 1990s, KFC was the first foreign fast food restaurant chain to enter India. KFC was given permission by the Indian government to open 30 locations around the country at the time. KFC only had one outlet

in India until 2004. Once the single outlet started earning money, KFC expanded its operations across the country, and today, KFC outlets can be found in a variety of cities. Millions of Indians have finally decided to accept KFC's meals because of their perseverance.

Conclusion

Many businesses are turning to the franchise model to increase efficiency while also gaining a competitive advantage. When done right, franchising may help a company build a brand that can cross borders and put them in a strategic position. Several factors influence the sort of franchise that a firm chooses, including the company's needs and the franchises' cost-benefit outcomes. When a result, as businesses attempt to grow, it is critical that they take advantage of the benefits that come with such models while also keeping in mind the risks that such endeavors entail. The research further concludes that KFC is a well developed and qualified business in terms of its quality of food or its well managed skills, The fact that cannot be ignored is marketing, high returns, good locations and proper employability are some of the essential steps to make a brand image and to spread your business worldwide.

Suggestion

In India, KFC is developing at a rapid pace. The company's yearly turnover is currently estimated to be over 400 crore rupees. KFC has about a 25% market share in India, and the international firm is worth over Rs. 1,500 crores Based on this knowledge, purchasing a KFC franchise and investing in a massive organization like KFC is a fantastic idea. KFC is a viable and lucrative option if you have the funds to invest and or want to run a fast-food eatery chain and get ownership of that Franchise.

Literature Review

"Perception of the Attributes of Selected Fast Food Retailers and their Impact on Consumer Satisfaction and Sales," according to Rajul Bhardwaj (2011).

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2. An Analysis of Supply Chain Management in India

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Abstract

Globalization and liberalisation have resulted in a paradigm shift in supply chain management ontology and epistemology. The research methods relevant to the object of investigation under supply chain management have changed. This study examines H&M's supply chain management efficiency and effectiveness by examining its supply chain methods, performance, and operations around the world. To H&M's Supply Chain Operations are also evaluated and analysed in this research. This research seeks to tap into the transformation by comparing and contrasting garment brands, H&M.

Keywords: Supply Chain Management, Dual Integrated Supply Chain, Leagile, H&M.

Introduction

The supply chain is the only option for a firm to lower its operational costs while also supplying high-quality items at reasonable pricing to its customers. When a firm's supply chain is successful and efficient, it becomes an asset to the company and, as a result, it can offer value to its customers by delivering the right product to the right place at the right time. "A short lead time is not an aim in itself," H&M argues, "since it is always an issue of finding the correct balance between price, time, and quality" (H&M, 2006) H&M's target demographic is people between the ages of 18 and 30, as well as those who are fashion conscious.

Erling Persson founded Hennes & Mauritz (H&M) in 1947. In 1947, it began selling women's clothing in Sweden, laying the groundwork for the company. In Stockholm, it expanded into new markets and launched a new production line.

By 1968, men's clothing had become the majority of the market. H&M quickly expanded into additional product categories such as children's apparel, accessories, and furniture.etc. It is a major player in the garment industry and is known as the "quick fashion" brand.

H&M's supply chain management has been a crucial reason in its success. The term "supply chain" refers to the transport of raw materials from suppliers to manufacturing units, as well as the transfer of finished items from manufacturing units to end users.

The purpose of this article is to examine and assess H&M's supply chain management, procedures, and results in the fast-paced fashion world. It is the world's second largest apparel industry, according to estimates.

H&M ensures that every market has the best consumer offering by keeping the proper pieces of stock in each store that will best meet the client's preferences. H&M aspires to offer a diverse choice of items that encourages people to browse and shop enthusiastically.

H&M'S "Design, Production and Distribution"

H&M is known for offering trendy, modish garments and accessories that change frequently. H&M ensures that every market has the best consumer offering by keeping the proper pieces of stock in each store that will best meet the client's preferences. H&M aspires to offer a diverse choice of items that encourages people to browse and shop enthusiastically.

To stay on top of the game, H&M's core operation now heavily relies on its brilliant designers, creative directors, and pattern makers. As a result, H&M has wisely invested in their extremely talented, highly proficient, and diverse workforce around the world, bringing together people from Japan, Holland, Japan, and many other countries to produce the right mix of article and accessories, as well as many other H&M products, to keep up with the latest trends, colours, and reasonable prices.

Manufacturing

To stay on top of the game, H&M's core operation now heavily relies on its brilliant designers, creative directors, and pattern makers. As a result, H&M has wisely invested in their extremely talented, highly proficient, and diverse workforce around the world, bringing together people from Japan, Holland, Japan, and many other countries to produce the right mix of article and accessories, as well as many other H&M products, to keep up with the latest trends, colours, and reasonable prices.

Platinum & Gold

Suppliers in this category are primarily preferred vendors. Around 60% of the products are produced by them. This category includes only the best performers and those who have a greater emphasis on sustainability.

Silver

Suppliers that have worked with H&M for a long time and with whom H&M has developed close relationships come into this group. H&M even offers these vendors training and development opportunities.

Other

Suppliers in this category are either in the early stages of production for H&M or have just received a test order for its operation from H&M. The corporation finds it difficult to trust these suppliers, thus the suppliers move up the order only on the basis of analysis.

The fashion industry is dubbed 'rapid fashion' because it necessitates a higher level of flexibility, adaptation, and reactivity to manufacturing and decision-making. As a result, H&M integrates both lean and agile production processes to get the most out of it. As a result of lean manufacturing, items have a shorter lead time.

Large numbers and low variability are used to generate basic and specific merchandises for its clients.

Inventory Management at H&M

Both a centralised and a decentralised inventory management system are used by H&M. Some inventory management functions, such as quality inspections and surplus stock storage, are centralised. Because expert inventory managers are employed for these responsibilities, they are able to avoid causing significant harm. H&M, on the other hand, uses a decentralised inventory management system in some circumstances. This is generally done in the regional market to cater to the needs of local clients while also assisting them in properly managing stocks. H&M may create an excellent customer relationship by following the decentralised system. Furthermore, H&M locations do not hold back-up inventory. Once the supply is depleted, a request for product replenishment is made, and products are sent from the regional replenishment centers.

According to H&M's 2018 Annual Report, the company had an excess inventory of \$4.3 billion, and the company believes that digitization can help them reduce the inventory to a large amount.

Ware House Management at H&M

The central warehouse of H&M, which is located in Hamburg, Germany, serves as the main hub for all merchandise production. The whole production from all Asian and European

vendors is initially sent to the central warehouse. H&M relies heavily on information and communication technology (ICT) to mitigate the effects of excessive manufacturing. In most circumstances, products are shipped to a central warehouse, but in cases where demand is design specific or the product is for regional markets, H&M uses information technology to ensure that the product is supplied directly to the country or region in question. H&M's central warehouse receives more than 160 million pieces every day, thus the warehouses are structured in such a way that they can handle this volume.

How is H&M Dealing with the Demand Uncertainty?

In supply chain operations, demand forecasting is critical in determining a company's efficacy. If a corporation cannot accurately estimate the demand for a product, it will inevitably waste resources, resulting in bigger inventory, increased labour costs, and inefficient use of operational areas, among other things. Demand forecasting in the fashion business can be harder compared to other industries since fashion products have longer lead times, variable client demand, and short selling seasons.

Demand forecasting is a difficult task for any business. One of the key objectives of managing a company's supply chain is to achieve the right amount of balance between customer demand and manufacturing capacity. When a corporation maintains its supply chain, it must deal with specific dynamics that cause variations in both production rates and inventory levels, a phenomenon known as the Bullwhip Effect, which causes supply chain distortion. The Bullwhip Effect is a phenomena in which demand discrepancy widens drastically when each order passes through each level of a company's supply chain.

H&M also forecasts demand for certain products that are popular among customers using data from their retail outlets (POS). H&M strives to meet its customers' needs successfully and efficiently, while also attempting to reduce supply chain distortions and staying current with current fashion seasons.

Blockchain

H&M's subsidiary Arket has revealed that they will use blockchain technology to test a new product. Here, Arket can track the product's data and ensure that it is not leaked to the outside world. H&M uses blockchain as a trusted method to keep their data safe. Since they are appended to the end of a blockchain, each block is placed in such a way that they are stored in

linear and chronological sequence. Each block has its own hash code, which is generated via a mathematical procedure.

Conclusion

Based on our findings, we can conclude that H&M's dual integrated supply chain has been a key factor in enhancing their supply chain operations by integrating "leagile" in their manufacturing processes from continents such as Europe and Asia, thus bringing out the cost and quantity advantage in order to effectively and efficiently respond to changing customer demand.

H&M, the world's second largest clothes retailer, is continually working to improve their supply chain performance in the market by incorporating artificial intelligence, RFID, Automated Warehouses, and blockchain technologies to improve their customer experience. H&M believes in making products available at the right time, at the right place, and at the right price in order to make the supply chain more efficient.

H&M, as the second largest clothes store, is doing better in terms of supply chain operations, but in comparison to ZARA, H&M needs to seek for alternatives in terms of supply chain management techniques.

Suggestions

These are some of the modifications that H&M should explore based on the findings of the study.

Consumers demand fashion to be increasingly individualised in today's quick fashion industry, thus H&M should avoid bulk production and instead focus on customer-centric techniques. With \$4.3 billion in unsold product in their warehouse, they're in big trouble. To minimise more losses, H&M should halt its mass production process and choose a method for removing unsold inventory.

Rather than operating on a loss, H&M should close outlets that are no longer profitable. This may assist them in improving their financial performance.

Because of its extensive reliance on outsourcing from Asia, H&M's supply chain lead time is significantly longer than that of its competitors. As a result, H&M should locate its production units near the Hamburg warehouse, which will help them shorten their lead time.

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3. Business Beginnings

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Abstract

Startup refers to people particularly young dynamic people getting together and starting their own company to create value for customers as well as for themselves. The term startup has become synonym to growth, entrepreneurship initiative and new venture, Vision also. Any developing country like India needs some practical steps to counter the steps of development. The goals of a startup are to be their boss and create jobs for others which guarantee a lot of endurance and Sacrifice. The large population with a high percentage of middle-income groups, young people with a technical background, IT dominance, and high penetration of the internet and mobile devices are some of the factors that have raised opportunities to spread the startup revolution in India. "Make-in-India" initiatives and other government schemes have given startups a boost, many people joining the crime. Starting a business is a well-planned and disciplined exercise that takes due account of internal and external factors that can affect the sustainability of the business. India is witnessing an exponential growth in establishing startups during the past few years.

However, raising funds for sustainability of startup companies has becoming a great challenge. Funding and fundraising both are fundamental modern business scenarios that support the growth of a startup. Self-funding, also known as bootstrapping, is an effective way of startup financing, especially at the initial stages of business. Besides the self-funded (Bootstrapped) ventures require timely influx of funds to survive. The world of funding seems complex and challenging and hence the entrepreneurs often have trouble getting funding without first showing some traction and a plan for potential success. Many entrepreneurs, however, lack the knowledge of financial management in the wake of market dynamics and economics of competition. Ensuring that the right funds are available for use at the right time is often the distance between success and failure for a new business. This research study has made an attempt to give a basic idea of startup, advantages, and reasons behind starting a startup and government initiative

regarding this issue. This research study also considered the recent pandemic scenario i.e., Covid-19 on this startup initiative. Researcher concluded this study with some potential conclusions and recommendations.

Keywords : Start-up, Make in India, Self-funded (Bootstrapped), Covid-19, Revolution.

Introduction

Startup India is a revolutionary scheme that has been started to help the people who wish to start their own business. These people have ideas & capabilities, so the Government will give them support to make sure they can implement their ideas and grow. Success of this scheme will eventually make India a better economy and a strong Nation. The campaign was first announced by Indian Prime Minister Narendra Modi during his 15 August 2015 address from the Red Fort, in New Delhi.

The objectives of a startup are to be one's own boss and to create employment to others which warrants lot of endurance and sacrifice. Indian Institutes of Technology (IITs) have been ranked the world's fourth largest producer of billion-dollar startups, according to a study by UK-based accounting company Sage. IIT alumnus accounts for 12 billion-dollar startups including Flipkart, Snapdeal, Shop Clues, Zomato and Ola. Startup is defined as an entrepreneurial venture or a new business in the form of a Company, a partnership or temporary organization designed and search of a repeatable and scalable business model. Startup India brings excitement and immense possibilities for the future. India in contemporary world is blessed with something called as "Demographic Dividend" i.e., it has one of the largest number of youths in its population base in the world. By providing social, economic, technological and political support to the ideas of the young mind of the country, it can be ensured that their energies can be coordinated and directed in such a way that instead of becoming social liability for the government this energized youth base can really prove to be an asset for the country.

There is generally a misconception that start-up India is a programme especially designed for technology sector but in reality, the ambit of the initiative is so large that it covers a wide array of other sector including manufacturing, education, healthcare, agriculture etc. Thus, through this initiative the government wants to extend the entrepreneurial spirit to the grass root level i.e., not only to tier 1 and metropolitan cities but to the tier 2 and tier 3 cities including semi-urban and rural areas in inclusive and transparent manner.

Literature Review

Literature review helps in understanding the topic a bit more and finding out the research gaps as well. Usually this review contents research work, reports and newspaper articles which are related to the topic and provide a deep understanding and sense about the topic/subject being discussed. This research paper has the following literature review: J.S. Saini and B.S. Rathore (2001) in their book titled “Entrepreneurship: Theory and Practice” described the dependability of success of business on entrepreneur’s desire to assume responsibility for his own actions. Intended outcomes may be obtained through learning from earlier experiences by directing the actions in the right way and consistent efforts will ensure the success. Agarwal and Mishra (2016) in their paper stated that the Indian start-up ecosystem has really grown because of factors such as massive funding, consolidation activities, evolving technology and a flourishing domestic market. This is certainly not a temporary trend. It’s a revolution. And it’s going to change the way the markets are working today in India. Jain (2016) emphasized that India, being the most populous and 7th largest country by area in South Asian region, has an overwhelming prospects for employment opportunity. During the past decade, India has taken initiatives to formulate welcoming policies and business friendly environment and to create competitive environment towards establishing startup ecosystems.

Objectives of the Study

- To get the basic overview of Startup in India.
- To study the reasons for encouraging startup in India
- To get the basic idea of Government Initiative and life Cycle of Startup.
- To study the recent Changes and different challenges faced by startup In India.
- To study the impact of Covid19 on Startup in India.

Research Methodology

This paper is based on Secondary data which is collected from different websites, Journals, research paper and other source of Secondary data.

The Startup Scenario in India

It is to be noted that every year more than 800 technology startups are being set up in India. It is admirable to note that India is amongst the top five countries in the world in terms of startups with 10,000+ led by US with 83,000+ comprising 43% tech-based firms with 9% managed by women entrepreneurs. So, in a manner, it can be concluded that this programme

seeks to drive the Indian economy towards inclusive growth and development which further may be solution to problems like regional imbalances and disparities. This scheme will boost entrepreneurship in the country at grassroots level ensuring youth benefits from the lowest strata of society. What started as a software intensive hub has now expanded across industries and services branching out of the e-commerce tree. The largest root of that tree lies in Bangalore, India's largest startup hub, followed by Delhi, Mumbai, and Hyderabad. Many of these companies have found success with a keen eye for the hitting the niche in their respective market gaps and the right funding. India recorded a significant number of unicorn enterprises, reiterating the success of small seeds of ideas, growing into market disruptors. Startup funding in India has consistently attracted big investors from across the globe.

In recent years, large Indian companies including the Tata conglomerate and the founders of Flipkart had ventured into investing in small businesses. Many companies known by their brand names benefitted from funding and saw substantial growth in the last decade, becoming household names. Some of these include ridehailing company Ola, hotel-chain OYO, digital payment service Paytm, and online food app Swiggy. The only drawback in India's explosive startup economy seems to be its struggling economy. This was dented even more with the coronavirus (COVID-19) outbreak and effects of the lockdown between March and June 2020. Despite collaborative public and private support, many startups declared loss in revenues and permanent or temporary closure. India's startup ecosystem needs strong pillars to lean on in order to survive the economic impacts of the pandemic.

The Findings of the Study

- It is found that startups have been playing a very important role in India and this role in getting more and more prominent.
- Studies have shown that India enjoys a great environment for startups, as it stands at number three in the world.
- The pattern of startups and their founder has revealed that highly educated and talented young entrepreneurs are founding their passion in the form of startups. The number of such people, who do not want to work for other, but for them, is on the rise in India and it is one of the reasons to celebrate.
- Recently many of Indian startups have received huge funding from various professional and public companies and Government also investing in start-up through different

schemes (Both domestic and foreigners) which mean that, India startups are trusted worldwide. Particularly the tech startups have increased in India and their funding too, has increased

Conclusions and Recommendations

Startups have the long-lasting impact on the economy and standards of living of any nation. Such efforts become more and more important when it comes to deal with dealing in developing economies like ours. In last decade, startups have grown very fast both in numbers and contribution wise in employment and in revenues. India housed third largest number of startups in the year 2016, which stood at 4600.

According to studies, the number is set to rise in future. The very sincerity is evident from the funds and level of consultation is provisioned in Startup India scheme. The efforts made by other state government also showed positive results, as Bangalore and Delhi of India have emerged in the world as Startup Hubs. When it comes to startups the potential is huge whether it is about the demand of talent. India is very rich in its totality, then the question emerges what is holding back India in realizing its full potential? The answer to this question is very surprising as the answer is the environment of India itself is responsible for such a poor growth in terms of startups in the country. The very culture of startups needs to be developed and sustained for the desired growth in startups and its contribution. More and more incubation and acceleration centers are needed to setup in the nonurban/rural areas as well to attract the most innovative ideas from the furthest corners of the land.

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4. Why Start-Ups Fail in India

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Abstract

Start-up India is a initiative by Government of India, Goal to build a powerful and sustainable eco-system for nurturing innovation. In this research we are going to find out some of the barriers faced by the entrepreneurs in India for new start up. And why the startups are failing in India, reasons behind failures and we are also going to study about the various schemes provided by the government of India to boost startups. We are also going to identify the reasons why the startups in India do not sustain for long time and as well as will study about what the obstacles are faced by the entrepreneurs to set up a new startup in India. The failure rate of start-ups in an entrepreneurial ecosystem is extraordinarily high, at 90%, and every start-up that fails becomes an orphan. Failed start-ups Have a lot of lessons to teach the ecosystem and can help aspiring entrepreneurs, but this field hasn't been well examined in comparison to the literature on successful start-ups.

Keywords: Start-ups, Failure, Schemes, Government, Failure, Innovation, Entrepreneurs, Eco-System.

Introduction

Start-up India is a top government effort aimed at creating a robust ecosystem for new ideas and entrepreneurship in the country. Undeniably, the major reason why startups fail in India is the lack of exactly needed innovation to cater to the problem of customers, due to which no Indian company could dominate the world market so far. They lack the innovation to invent a product which can make people's life easy by understanding their need. This program is launched to enhance the infrastructure of India and to give a boost to economy of the country. Just after the launch of the initiative on 16th January 2016. Startup India rolled out various programs with the objective of supporting entrepreneurs and transforming India into a country of Job creator Instead of Job seekers.

Objectives

The objective of the research to study about exact where India is lacking behind in race of new startups are:

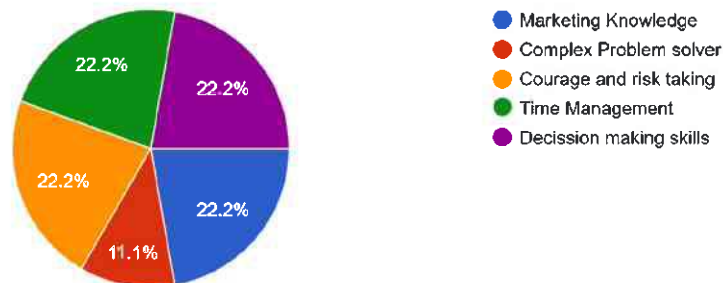
- Business models with flaws
- A scarcity of unique ideas
- Aside from leadership voids

Research Methodology

In this research primary stage of data collection involves collecting responses through questionnaire online, in which we generated a google forms online and shared amongst people to record their responses. And secondary stage of data was collected by revering some of the published articles or by referring published research on the same topic.

What do you think about the most needed skills forEntrepreneurs?

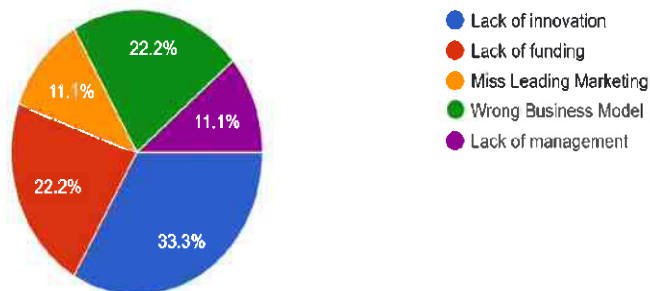
9 responses



As per data collected entrepreneur should have all the skill mentioned above. All the skills are equally important to run an organization and helps in maintain good relations with peoples.

Why most of the start-ups fail?

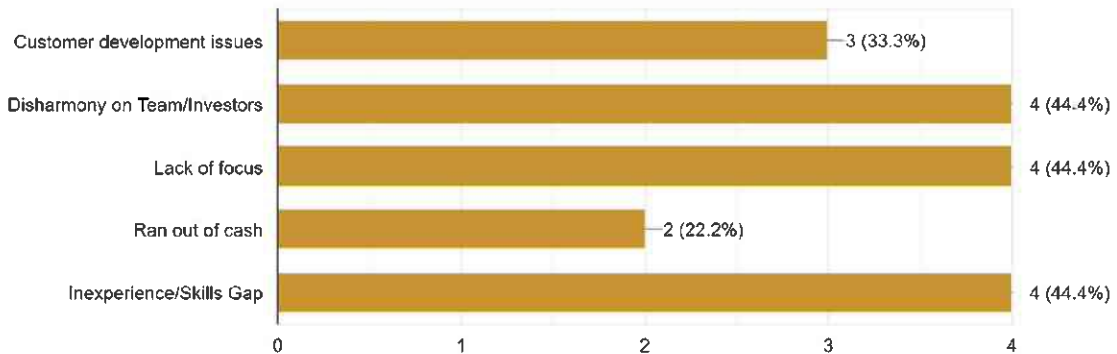
9 responses



As per responses collected the main reason for startup failure is lack of innovation, innovation is very important in business to look different from other which helps in attracting customers towards your business.

Reasons For Failure: Startups without funding

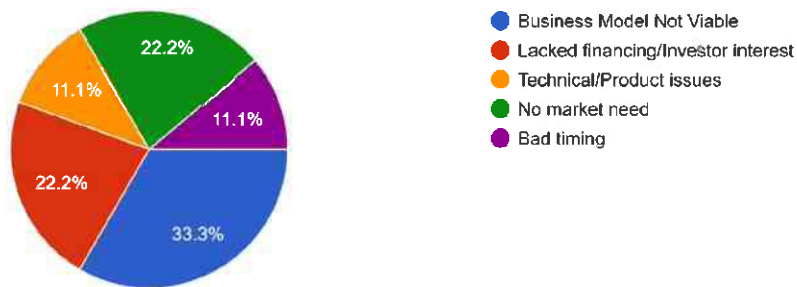
9 responses



Majority of peoples says that most of the failures are due to lack of focus, Inexperience/skills gap, Disharmony on Team/Investors, yes focus on the business is something to think about if someone fails to focus on business then it become very difficult for business to sustain in market due to the rapid change in trend.

Research on why do startups fail?

9 responses



As per research most of the startups fail due to Lacked financing/Investor interest, if financier is not ready to fund the business it become challenging to sustain in market.

Problems that Lead to the Failure of Startups

There are some reasons mentioned below states the problems that leads to failure of start-up

1. A Lack of Creativity

77 percent of venture capitalists believes Indian businesses lack originality or innovative business strategies, according to a poll. According to a survey done by the IBM Institute for Business Value, 91 percent of startups fail during the first five years, with lack of innovation being the most common cause. Although India is said to have the world's third-largest startup environment, it lacks meta-level companies such as Google, Facebook, and Twitter. Indian startups are also noted for copying global startup models rather than developing their own. According to a list of the world's 50 most inventive firms, Chai Point, Ola, Saathi, and Swiggy are among the most innovative Indian startups.

2. Insufficient Finances

Tazzo, a bike-rental business, closed its doors in 2018. According to one of its investment partners, the reason was a bad product-market fit, which resulted in funding drying up. Despite having received a significant amount of money, the startup was forced to close due to a lack of a viable business plan. There are several startup concepts floating around. However, in order to convert ideas into reality, money is required. Those who do obtain investment must develop scalable and successful business strategies in order for the startup to flourish. One of the most common reasons for startup failure is a lack of capital. How to Find Investors for Your Next Big Fundraiser (Related) Insufficient funds are a major stumbling barrier for many startups. One of the most common causes for firms to fail is their failure to raise follow-on money after receiving seed funding.

3. Inability to Concentrate

When asked about one aspect that contributed to their success, Bill Gates and Warren Buffet both said the same thing: focus. Let's look at an example to see how attention might help. Grub hub is an online food delivery service. The organization made the decision to focus solely on meal delivery from the start. A company like that might offer a variety of other services, such as food pick-up, catering, and more, but the owners elected to focus solely on delivery. What's the end result? They were able to execute technically and operationally while also successfully growing the firm.

Here's how you can stay focused as a startup:

- Look for both positive and negative feedback.
- Don't go overboard. Make a decision and concentrate on just one item at a time.

4. Market and Product

Fit a substantial majority of startups fail for one simple reason: their products aren't needed by their customers. Is your product beneficial to customers? Are there people who want to buy your product? Is your product in line with the cutting-edge concepts that your firm is built on? A lot of times, entrepreneurs strive to produce goods quickly that don't have a market or try to increase the market for a product that doesn't have one.

5. Gaps in Leadership

The founders' and key team members' visions drive the majority of startups. Knowing how to lead a brand, a company, and a team is significantly more vital than having a fantastic idea. Another typical factor for startup failure is a lack of vision and effective leadership. "While a principled founding team can build a great company, an enduring firm requires a system of leadership that is instituted very early in its existence," according to the Harvard Business Review. Some entrepreneurs are born with leadership skills, while others must learn them through time. This could be one of the causes for the failure of a startup.

6. Inability to Adapt

We now live and work in an always-on culture. It is necessary to keep up with the intricacies and developments at all times. Agility can give startups a competitive advantage in such a culture. Hindustan Unilever Limited, India's largest consumer goods company, decided to work with startups in 2015. It's possible that the reason they did so will surprise you. They did it in order to regain their agility. The shift aided the organization in imbibing the agility and adaptability that startups are known for. There are a variety of teething problems that startups face. Aside from that, they are continually confronted with problems for which they must develop answers. Because change is unavoidable, it is critical for startups to stay adaptable and nimble in order to thrive.

Startups can ensure organizational agility by implementing the following practices:

- Continual education
- Having a mobile workforce is advantageous.
- Investing in research and development
- Allow yourself to be open to new ideas.

Conclusion

Everyone wants to take advantage of the startup boom, but only a few are successful. There was a scarcity of experienced mentors and trainers at the onset of the startup boom. With expanding experience in startups and increased government assistance, the success rate of startups in India is more likely to rise.

To attract customers, many firms offer exaggerated discounts. As a result, more investment is made at a low profit margin. Such businesses are more prone to experience losses, leading to their closure.

Many entrepreneurs are following in the footsteps of successful startups. Many startups, for example, attempted to copy Amazon and Flipkart but failed. A startup that is similar to others is less likely to succeed.

The majority of failing startups lacked a long-term business model. Some businesses lack a defined vision. Profits will be deferred till the next year. In the long term, such a company model is unsustainable.

Suggestions

The Indian startup environment is bursting at the seams with innovative ideas. Any successful startup starts with a solid idea, but having a strong idea isn't always enough.

Despite the best intentions of entrepreneurs and investors, 9 out of 10 Indian startups fail like lead balloons due to a lack of scalable concepts.

While failure is a difficult pill to swallow, it may also be a valuable instructor. There is no greater disappointment for a startup founder than to have all of their efforts go to waste. There is, however, a positive aspect to this: if you never fail, you will never learn what works.

1. What went wrong with Pepper Tap?

Pepper Tap spent a lot of money to get clients. The major reason behind Pepper Tap was its out-of-control marketing budget. Due to large discounts (as high as 70%), the company was losing money on every order, with no signs of profitability in the near future. Pepper Tap's "zero inventory owned" concept was also a factor in the closure. They only updated their products after gathering inventory from food retailers.

2. What went wrong with Local Banya?

Banya chose not to use an inventory-based business model, instead keeping a limited inventory and forming partnerships with local wholesalers and retailers. Due to a heavy reliance

on local vendors, there was a delay in delivering the requisite number of products to customers. The consumer experienced a number of issues with the ordered products, including their quality. Poor system for resolving grievances. Because the margins on food and consumables are so small, they require a steady flow of funds. The company was unable to secure more funding.

3. Yummist's Failure can be Traced Back to a Number of Factors

The Bengaluru operations were shut down due to a lack of a specialized facility for food preparation. Losses in the Bengaluru region as a result of rising operating costs and shrinking profit margins. The company's operations have been hampered by a lack of money.

There are some startups mentioned in suggestions which failed due to some reasons and mistakes done by the owner. These suggestions will help you to not repeat the same mistake if you don't want to see your start up failing to sustain in the market.

Literature Review

We will look at the literature that has sprung up around startup failure and the elements that contribute to it during the previous decade.

Failure to Launch

The definition of startup failure has become a hot topic in entrepreneurship research, with many different interpretations. The inability of an entrepreneur to attain the expected results is referred to as failure. The startup's revenue is steadily declining, while its operational expenditures are rising (Polities & Gabrielson, 2007). The termination or stoppage of a beginning operation is referred to as failure (Cotterill, 2012a). These definitions of failure are insufficient when considering planned exit strategies (R. Carter & Van Auke, 2006) and forced exits (Head, 2003). Failed startups take a variety of exit paths (Jenkins & McKelvey, 2016), necessitating the use of a broad definition of failure for this study. Failure occurs when a company ceases operations and loses its identity as a result of its failure incapacity to react to changing market conditions (Amankwah-amoad, 2016). We adopted the definition of Amankwah-Amoad (2016) after a rigorous analysis of startup failure characterizations, as it encompasses the startup's termination of business and loss of identity.

Stages of the Startup Lifecycle

The process of forming a startup has a lifetime, and it involves a set of steps that must be followed precisely (N. M. Carter et al., 1996). We looked at the following three stage options:

- a. Inception, Survival, Growth, Expansion, and Maturity are the five stages of the model (Scott & Bruce, 1987)
- b. Conception, Gestation, Infancy, and Adolescence are the four stages of the model (Kessler et al., 2012)
- c. Emergence, Survival, and Growth are the three stages in the model (Bala Subrahmanyam, 2017)

We chose the three-stage model after reviewing these models because it creates different and mutually exclusive measurement criteria for each level. To comprehend the important activities engaged in each of these three successive stages, as well as what each of them entails.

We looked at the empirical literature on many aspects of startup entrepreneurship, such as the characteristics that contribute to business success and the reasons for failure. Following that, we looked into the startup life cycle, its entrepreneurial characteristics and elements, startup failure causes, and the form of entrepreneurial exit.

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5. Women Entrepreneurship in India

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Abstract

Traditional cultural perception perceived the roles of women to be confined within the four walls of the house, but in modern times, with economic reforms there is a transitional trend that is observed in terms of women's participation in economic growth and women participation in business entities has been remarkable. India being termed as the second largest startup ecosystem in the world is expected to grow at around 10-12percent. It is observed that 48 percent of the country's population comprises of women, and it is impossible to think about economic growth without women as a fundamental driver. This paper therefore, emphasizes the role and challenges of women entrepreneurs, particularly in urban India. Recognition, reputation, resource regeneration is some of the advantages of women entrepreneurship besides monetary gains and financial inclusion. However, any drastic changes in a culturally diverse environ like India is never easy. Perception of weakness, exploitation by middlemen etc. put barriers on the mobility and risk-taking ability of entrepreneurs in general and women in particular. Our study looks at new dimensions of entrepreneurship theoretically and empirically, the impact of changes in business environment on female entrepreneurship prospects and challenges. The paper also explores alternative policies and strategies to raise women entrepreneurs from the so-called secondary status.

Keywords: Female Entrepreneurship, Recognition, Resource, Strategy, Society, Urban India.

Introduction

A major element of economic growth over the past decade has been the increasing role of women. Women empowerment has taken many forms improved female labor force participation, reduced intolerance and wage differentials that support greater effort, and improved advancement practices that uphold talented women into headship and executive roles. It is found that the percentage of U.S. adults preferring a male boss is now 23 percent, 10 percentage points

lower than the last reading in 2014 and 43 points lower than the initial 1953 reading. India being an emerging market economy has a huge potential to grow, as it has developed its vibrant entrepreneurial landscape, aided by government measures and private initiatives. According to the 2012 World Development Report, empowering half of the possible workforce has noteworthy economic benefits beyond promoting just gender parity.

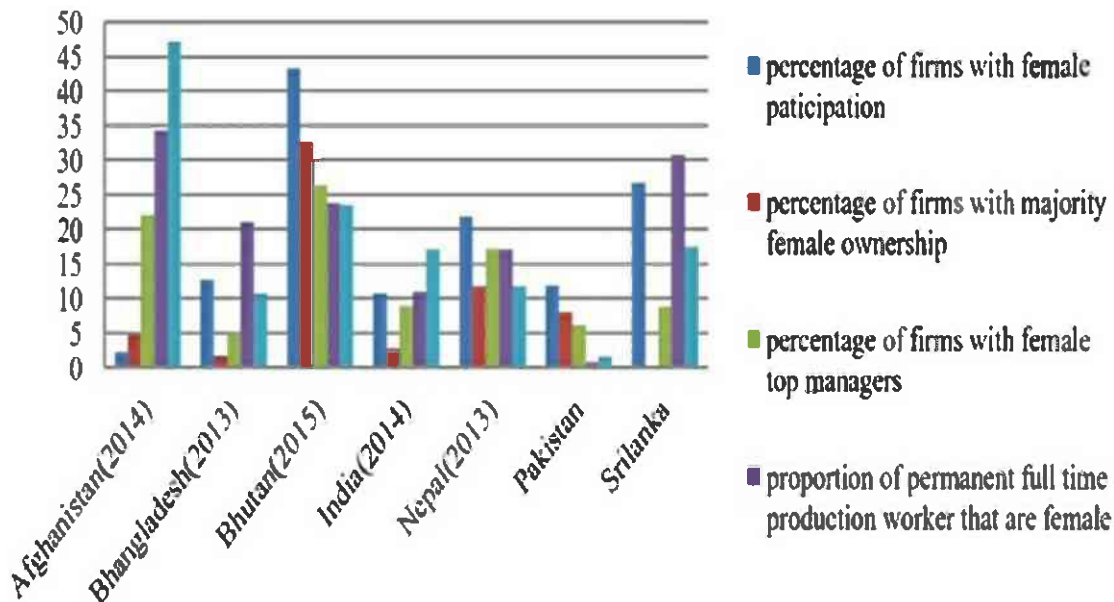
Objectives

Our study has the following objectives:

1. To analyze new dimensions of entrepreneurship theoretically and empirically
2. To examine prospects and challenges for strategic entrepreneurship in urban India.

Research Methodology

In order to examine the objectives, secondary data was collected from various reputed publications. The data was gathered from Female Entrepreneurship Index 2015, Global Entrepreneurship Monitor 2017-18, and the Ministry of Statistics and Programmed implementation, Government of India. The data is analyzed in the form of graphs, tables. The data is also analyzed by employing statistical tools such as t-test of mean, and regression analysis. It is important to yardstick female participation in firm possession, management.



This Figure provides insights about female entrepreneurship and economic partaking in the labor force. The five parameters compute female contribution in businesses in 139 countries. The outcomes are based on surveys of more than 135,000 firms. With the objective analyzing,

above figure examines female participation in firm ownership at the global regional level, i.e., south Asia. It adds insights of female participation in firms' ownership with respect to five parameters

1. Percentage of firms with female participation
2. Percentage of firms with majority female ownership
3. percentage of firms with female top managers
4. Proportion of permanent full time production workers that are female
5. Proportion of permanent full time non- production workers that are female

Main Content

The nexus between successful entrepreneurship and sustainable development of women is at the core of this essay. By undertaking this research, we can discover the challenges and opportunities that on the one hand relates to a much broader vision of liberation and feminism globally and on the other, creates a local defense mechanism in the form of entrepreneurial activity. Entrepreneurship development helps educated and uneducated, urban and rural women in acquiring skills for both wage and self-employment; expertise and knowledge-building exercises for themselves and for other women by inspiration and motivation. Entrepreneurship, in short ensures inclusive growth through wealth-creation and employment generation and human development. Progressive steps, with sincere efforts and focused attention by women will help them cross from just feminine entrepreneurs to successful entrepreneurs. We admit that “women hold up half the world”; they are able to deal with the details of business but many things around them crush their ambitions, derail their dreams and prevents their true-value competition and contributions. Change and accommodation can keep them innovative. We must dig out the hidden as well as surfaced asymmetries as well as the diverse avenues that make the integrated environment for women even as we try to understand the elements of their entrepreneurial identity, ability and flexibility. However, one of the limitations of the present research is that we have not substantiated it with primary data at this juncture. Another is that we have not tried to examine various models of female entrepreneurship.

Challenges

The challenges faced by women as identified by female entrepreneurship Index are two: Institutional and Non-institutional. The Institutional challenges are as follows:

- Equal rights

- Market size
- Secondary education
- Business Risk
- Internet and network
- Access to Childcare
- Tech absorption
- Technology transfer

1. Equal Rights: India's growth towards gender equality which is measured by it stands on ranking such as Gender Development Index has been observed to be disappointing. One of the main cause of inequality in terms of rights in the Indian society is rooted in the patriarchy system. If gender inequality indices are examined, the following portrays India's rank with respect to gender inequality: UNDP gender inequality index 2018 – India ranks 127th out of 144 countries with a value of 0.524. India being seen as major hub for economic activities in the future, journey towards sustainable development will not be ensured without an equal participation by males and females.

2. Market Size: According to World Bank, FAO and IFAD 2009 it is observed that women entrepreneurs in developing countries face unequal obstacles in accessing and challenging in markets. These include women's relative lack of mobility, capacity and technical skills in relation to men.

3. Secondary Education: As per the report in print by World Bank in July 2018 revealed that the lack in educational opportunity and barriers in finishing 12 years of education for girls is costing countries anything between \$15 trillion and \$30 trillion dollars. The report highlighted that around the world women with completion of secondary education earn twice as much as those who are educated at primary education. It also highlighted that globally nine in ten girls complete primary education, but only three in four complete their lower secondary education. According to the educational statistics released by MHRD in 2016, there were 62892000 girls enrolled in primary school in the year 2014-15. The number girls enrolled in Secondary classes was 18180000. There is a harsh difference in the numbers, with a variation of almost 71 percent.

Literature Review

The flow of research in recent years, regarding diverse aspects of entrepreneurship has developed into a genuine flood. Good number of previous studies based on conventional indices such as employment, profitability, value added, and of sales tells us that female entrepreneurs underperform comparative to their male counterparts. But this needs more thorough examination and evaluation. Narasimha Murthy (2009) provides two reasons for the need to examine women entrepreneurship per se. One, women's entrepreneurship is an important unexploited of economic growth. Two, women entrepreneurs generate new jobs for themselves and for others. Schumpeter (1930s) and then Peter Drucker (1980s) are very recognized specialists who discussed and analyzed the elevated association between innovation and entrepreneurship. Modern entrepreneurship emphasizes an undeniable and strong relation between entrepreneurship and innovation. economic development and agents of social transformation and change." Arguably understanding the role of entrepreneurship, developing countries like India have left no stone unturned to develop rural entrepreneurship, social entrepreneurship as well as female entrepreneurship. India with more than 50 per cent of population as women can hardly ignore this. Several studies in India show that even with much liberalization and incentives women seem confined to family-owned businesses.

Government sponsored development activities have benefited only a small section of women, namely the urban middle class. The attitude of women entrepreneurs needs to be reoriented towards the promotion of leadership qualities. The government has to take efforts to provide market assistance, provision of land, create awareness of its schemes and assistance to women entrepreneurs. Women have a desire to succeed, which is the awakening of their dormant individuality. They know how to do hard work in a smart way that will reduce the burden of doing additional work. This will work positively for female entrepreneurship. Using the power to empower, women entrepreneurship can be developed. Women entrepreneurship in India is still at a nascent stage. Women are often heavily discriminated against but at the same time, changes in the global and domestic environment have contributed towards the growth of women entrepreneurship in India. Women are successfully crossing the hurdles; they are becoming their own bosses. Leadership development is one of the key takeaways here. From the survey of literature, the predominant notions that emerge are career, equity and justice besides participative development. Thus, the research gap identified is how to develop women entrepreneurship in a way that is neither secondary nor subordinate to male entrepreneurship.

Suggestions

Women should understand and implement the new way to balance work and life. Women entrepreneurs should spend some time to study and observe the nature of challenges women face in business. Women should make adequate preparation to face the challenges before starting the business. Women should attend training programs, seminars, workshop and conferences. This may help to reduce the challenges they face in business. Women should start their business from micro or small level and allow it to grow gradually. Women should take assistance of other women entrepreneur who are already successful in business. Take the help or guidance of Capital and fund-raising platforms. Women should develop or keep contact with the Entrepreneur Business Networks. Women should keep someone as a Role Model to start her own business venture. Keep in touch with the Small Medium Size Enterprise Development Platforms.

Conclusion

We discussed how the world of entrepreneurship is changing and how it impacts women in India. While they will be beautiful opportunities, they will have to work harder than men. When it is not always easy being woman, much less a career woman, reaching the top will be difficult. They have to work with a clear mind set, taking men along with them. Examining and analyzing various data we have accomplished the objectives of our study. Our study has proved that there is no significant in proprietary ownership by female in the rural and urban setup of India. Gender equity has already set in. Women who could not think beyond the welfare of their families have now awakened to action. They have now a new habitus and 'field' much of which they have carved themselves. If the perception of societal values does not harm them, they will succeed in their new ventures.

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6. Entrepreneurship in Food Industry

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Abstract

“Effective business people exploit innovative freedoms to build up their ventures. The food industry is one such industry where numerous of these chances exist. Food processing and handling industry in India is a dawn area that has acquired noticeable quality over the late years. The food business is an intricate, worldwide organization of different organizations that provisions a large portion of the food devoured by the total populace. The term food businesses cover a progression of modern exercises coordinated at the creation, conveyance, handling, transformation, arrangement, conservation, transport, certificate and bundling of groceries. The food business today has become profoundly expanded, with assembling going from little, customary, family-run exercises that are exceptionally work serious, to enormous, capital-escalated and exceptionally automated modern cycles. Numerous food businesses rely for the most part upon nearby agribusiness, produce, or fishing. Accessibility of unrefined components, evolving ways of life and suitable financial approaches has given an impressive push to the business development. This area fills in as an imperative connection between the horticulture furthermore modern fragments of the economy. Satisfactory zero in on this area could extraordinarily reduce our worries on food security and food expansion. Reinforcing this connection is of basic significance to decrease misuse.”

Keywords: Food industry, Entrepreneurship, Food processing, Market.

Introduction

Food is a fundamental piece of our lives. The food business is the fundamental and significant to each country. It is one of the seventeen public basic areas of every economy. It assumes an urgent part in general wellbeing, sanitation, food security, social advancement, and sustenance. Item quality, wellbeing, and disinfection issues are central issues in the food business. The food business covers different exercises including food supply, creation, collecting, handling, bundling, transportation, appropriation, utilization, and removal. The

improvement of the food business started in the mid-1900s. The most rewarding spaces of food industry are meat handling, vegetable and natural product handling, dessert shop, dairy, hotdogs, wine, and pastry shop. India's food environment offers colossal freedoms for speculations with invigorating development in the food retail area, great financial strategies, and appealing monetary impetuses. Through the Ministry of Food Processing Industries (MoFPI), the Government of India is doing whatever it may take to help interests in the food handling industry in India. The public authority has authorized 41 food parks supported under the Mega Food Parks Scheme of which 38 have last endorsement. In 2014, there were just 2 Mega Food Parks in the country. Starting at 1 August 2021 there are 22 Mega Food Parks are working in the country. Presently the objective is to take their number to more than 40.

Objectives of the Study

- Overview on the entire food industry, including processing, manufacturing and distribution.
- Entrepreneurship opportunities in the food sector as a whole. For example- Food and technology, restaurant business, food processing, Cold storage.

Scope of the Study

- An executive summary of what the food industry holds.
- The four main sectors of the food industry.
- Entrepreneurship opportunities in the food sector.
- Analysis of financial and the marketing plan.
- Impact of the rapid growth of the food sector on upcoming as well as existing entrepreneurs.

Hypothesis

Passion, innovation and practical knowledge were found to be the key attributes to start entrepreneurship in food industry.

Research Methodology

The research methodology is described as a stepwise process, wherein theory and practice are connected with a prominent place for selecting useful technological and managerial theories.

This selection process is supported by a grid showing important topics in different research phases. The methodology is illustrated with a case example. Moreover, attention is paid

to the role of the researcher in this type of interdisciplinary work, both as the intermediate between theory and practice and as the one to be critical towards theory-selection and use of data.

Components of the Food Industry

The food business completely isn't one industry yet a assortment of a few sorts of industry creating a different scope of food items. It covers cultivating, food creation, food handling, protection, bundling, dispersion, retail, what's more providing food. The food business involves include the following parts.

- **Farming:** This is the most common way of delivering food, feed, fiber, and other wanted items. It incorporates crop cultivating, animals raising, and fish cultivating. It moreover involves assembling of homestead hardware, composts, ranch hardware and half-breed seeds to work with rural creation.
- **Food Processing:** Most of rural items is occasional and short-lived. Food handling is utilized to change crude fixings into attractive food items. It makes some food accessible lasting through the year. Bundling shields food from the encompassing, broadens food time span of usability, and builds the nature of food.
- **Food Distribution:** This incorporates moving, putting away, what's more promoting food items to shoppers. The food industry needs a transportation organization to associate its various parts. A distributor would buy nearby create and disseminate it to a scope of clients and customers.
- **Guideline:** There are guidelines on food creation what's more dispersion to guarantee quality and security? These are limitations forced by government authority. There are some administrative prerequisites that a food business? should meet to work. FDA is liable for authorizing food laws and guidelines.
- **Monetary Services:** These incorporate protection and credit to work with food creation and dissemination. Protection strategies cover expensive business disturbances generally found in the business. Food bookkeeping experts work intimately with all parts of food industry to assess thoughts and openings.
- **Research and Development:** Research on any part of food industry produces significant data concerning that area. The food serving area has the biggest potential of innovative work. Research reflections may be on factors impacting buyer conduct,

clients' purchasing decisions, development of demeanor, and feelings. Organizations need to have a profound comprehension of how customers act.

- **Showcasing:** Marketing is the essential vehicle for advancing data about food. Food showcasing depicts any type of publicizing used to advance the buy or potentially utilization of a food or refreshment.

Tips for a Food Entrepreneur Starting a Food Business

1. Passion is not Enough

Industry measurements clarify that you really want passion, yet reasonable energy made out of extraordinary advertising, item situating, and rack methodology is important to build your odds of coming out on top in the buyer food field. Most food business people are high in enthusiasm, and like the vast majority new to business have an enormous level of "I don't have a clue what I don't have the foggiest idea." You presumably think all you really want is an incredible tasting item to get on the rack. Indeed, that sounds coherent on the grounds that a large portion of us like extraordinary tasting food. In the food business, incredible taste is likened to a vehicle having brakes. At the point when you purchase a vehicle, you anticipate that it should have brakes. You don't settle on your buy choice dependent on this characteristic of the vehicle. Incredible taste is an assumption on the buyer's part. Actually, you can say it is a selling highlight, however as a general rule, it is an assumption the purchaser has when they take the item out of the rack.

2. Find a Food Business in Your Kitchen

Food is a thought many individuals seek after as a business. Other than the reality we love to eat, food is not difficult to model; you can do it in your kitchen economically. You additionally have the happiness regarding inspecting for your companions and fulfilling them with the magnificent plans you took from idea to plate.

Foodpreneur customers, Wine Duets, Lyc berry, Fun to Eat Fruit and World Empanadas all began in the Kitchen, and all offer the down to earth enthusiasm for perceiving that food is ALSO a business.

3. For a Successful Food Business, Know Market Research Facts

The rivalry, both enormous and little, are turning out to be exceptionally enterprising. They are significantly improving at thinking of thoughts, deciding whether the thought is a productive chance and afterward effectively executing extraordinary rack methodology. The new

IRI yearly New Product Pace Setter report shows under 20% of new items surpass \$7.5 Million in deals every year inside year and a half of their presentation.

Each article to follow will introduce at least one standard to assist you with gleaning some significant experience something other than making extraordinary tasting food to get an opportunity of getting on the rack.

4. Start Little and then Gradually Increase

It's essential to begin little so you don't take on more than you're ready to deal with. Nonetheless, you ought to sort out your business with the goal that you can increase as your business increment. You ought to have the option to develop your current cycles and frameworks, rather than making completely new ones. As you extend, should look to different organizations to turn into a piece of your framework.

You will need to track down a co-packer to fabricate and bundle for you. Utilizing a co-packer might bring down your capital prerequisites and will permit you to zero in your time and assets on extending your business. Then, at that point, as you keep on developing, you will need to track down a drink merchant to stockroom your item and offer to retailers for you. It's essential to put time into picking a wholesaler that will squeeze very much into your vision for your organization.

5. Assemble a Strong Field Group

Your portable group is an enormous piece of your prosperity; they will address your item and your organization out in the field. To assemble a quality field group, you first need to pick the right reps. At the point when you're talking with, search for people who reflect your excitement and offer your devotion and objectives. Whenever you've tracked down the ideal individuals to make up your group, you need to make a positive culture inside the group. Since versatile reps as a rule work separately, it's critical that everybody feels associated with one another and to the organization. Portable CRM or food appropriation programming is an ideal device for cultivating correspondence among reps and the executives. Remote group following apparatuses can likewise make a culture of responsibility and greatness in your group.

Suggestions / Recommendations

Food business has a very large scope only if it is well planned and the entrepreneur has put a lot of thought in it. Try not to do this is on the grounds that you need to open 100 outlets or become the following Riyaz Alani. Do it for the way that it is exceptionally invigorating to take

care of your initial ten clients and your next hundred clients. You're exceptionally eager to go in the kitchen and advance on dishes and plans. Or you actually want to build your name in the food industry yet you understand the process will take time and a lot of hard work. You're interested with regards to what happens when you call individuals and ask them for criticism. You're exceptionally captivated with regards to how you handle a P&L for a conveyance kitchen or an eatery. You're interested about recruiting individuals and managing their fits of rage. Do this is on the grounds that you're incredibly, amped up for building a brand, not an effective eatery. Anticipate these singular achievements.

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7. Event Management System

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Abstract

Event management is the application of project management to the creation and development of large or small scale events such as festivals, conferences, ceremonies, formal parties, concerts, or conventions. The last few years have seen a rapid growth in the event management industry. Considering the existing system problems related to event management we are developing an android application for event management. This application will be accessible only for android. Application will mainly focus on birthday party, marriage functions and social events. The application will be developed using Android studio and back end will be managed in SQL database. Application will have easy and feasible GUI for all type of users. User needs to Login at the initial phase, set his/her profile details including location, choices, email-id, etc. User can modify or change His/her profile at any stage. The core phase of the application will display list of events based on the user profile details. This event will further contain description about event, its exact location, ticket rates (if any), date and time. These details will be firstly verified by the administrator to fulfill the security protocols. In this paper we present an android mobile phone application to make it easier for a layman to plan an event in a hassle-free manner. This application will assist him/her in planning a successful and fun event.

Keywords: Events, Android Studio, ava, SQL Server

Introduction

Events play an important role in our society. Any happening or an activity can be referred as an event. Individuals often find they lack the expertise and time to plan events themselves. Independent planners are needed to step in and give these special events the attention they deserve. In the current scenario, planning an event requires a lot of patience and hustle bustle right from deciding the theme to deciding venue and events. Lots of factors need to be considered while making each decision. Also once the party is planned lot of on the day issues such as maintaining low noise levels after a particular time, or neighbors complaining about the noise levels etc take the fun out of the party/event. In order to manage such issues we

require an easy to use app that will help in effectively tracking such problems. In this research work, we are going to make use of the aforementioned smart phone through which the event management is made feasible with the help of a customized android application.

Literature Survey

We have referred the following papers and apps for our project:

- AE Organizer app reviewed the literature on professional associations and explored the strategic direction of event management committee.
- Event Planner app proposed innovative approach for specifying events based on that to predicate that an event hustle bustle right from deciding the theme to deciding the venue and events.
- Sandeep Misal¹, Segar Jadhav², Tushar Jore³, Archana Ugale⁴ in this paper it review Review on College Event Organizer to reduce the overhead of the organizing committee and Accuracy in workOrganizing all event in a better way.

Problem Statement and Solution

Problem- Every Organization, whether big or small, has challenges to overcome and managing the every event. Solution- Management System has different event needs, so we design exclusive Event Management System. This is designed to assist in strategic planning and it will help to ensure that your organization is equipped with the right level of information and details of your future goals. Also for those busy executive who are always on the go, Our system come with remote access features, which will allow you to manage your workforce anytime. These system will ultimately allow you to better manage resources

System Implementation

There are two types of events within this pattern: an initial event and a processing event. The initial event is the original event received by the User whereas the processing events are ones that are generated by the event manager and received by the event-processing components. Event channels are used by the event manager to asynchronously pass specific processing events related to each step in the initial event to the event processors. Event processors are self-contained independent, highly decoupled architecture components that perform a specific task in the application or system. The pattern does not specify the implementation of the event queue component; it can be a message queue, a web service endpoint, or any combination thereof.

Working Principle

The software architectural pattern of the proposed selective event optimizer invokes the major use of the user interfaces for the selection of the events. The pattern for the event

management in the android application is breakdown into three elements. They are application model where the data resides, User interface viewing model where the user views and selects the events, and the kernel control model which serve as the controller for the application with the assistance of the sql database. Initially by opening the application window, it will ask for the user authorization where the user needs to login. Upon successful entering, the user needs to select the event which he/she want to book for. After the choice selection, the app itself will allocates the event management companies with best ratings, price etc. for the user by optimizing every choice of the user. For all this data retrieval and interpretation, the database management is used in the proposed research work. The sample for the event window is illustrated in figure.

Existing System

Not widely adopted because of less social networking interactions. Do not use modern frameworks for app efficiency. Does not incentive end users.

Proposed System

Will be widely adopted as we will integrate face book, Instagram etc Uses latest development technologies. Incentives for users who uses the app. Pros and Cons of Being an Event Planner Long / Anti-Social Hours, Stressful Work, Tiring work, Travel, Dealing with Difficult People, Recession-affected job, Periods of unemployment, Crowded job market. Types Of Management Information System, Process Control, Management Reporting System, Inventory control, Sales and Marketing, Human resource (Enterprise collaboration/Office automation), Accounting and finance, Decision Support System, Expert system, Define your objectives. Always ask yourself beforehand 'What are you hoping to achieve from this event? Choose your location. Make sure that your location aligns with your objectives, Set a date, Create a plan, Issuing invitations, The day of the event, Evaluate, What are the 5 C's of event management? The process of planning an event from start to finish may be divided into 5 basic phases, which we have called the 5 Cs. These are Concept, Coordination, Control, Culmination and Closeout, A speaker session (a guest speaker presentation, panel discussion, etc.) Networking sessions, Conferences, A seminar or half-day event, Workshops and classes, VIP experiences, Sponsorships, Trade shows and expos.

Event Management HM-402 Uttarakhand Open University 10 annually by council and to provide advice to Council on short term issues and long term planning related to these events. The Events Committee strives to stimulate and encourage events that meet the needs of the community and offer the best opportunity to provide economic benefits and potential to market prominent places. Functions and Responsibilities of the Committee The Events Committee is to:

(Advise Council on recommendations for Council Expenditure prior to the annual budget cycle;
(Fund or co-fund any capital and maintenance improvements, within agreed budgets and delegations of staff; (Develop and attract new events; Seek partnerships to develop new events;
(Provide advice when required regarding Councils major events and Evaluate events at the completion
Financial Reporting Risk Management Audit and Compliance Committee Internal Controls Compliance Internal Audit

Types of Events Events that drive international tourism in large numbers can be grouped into four main categories: (Niche Events — often with close links to the host destination, whether the connection is literary, culinary, adventure sports, music festivals etc. (e.g. Agra music festival). This category may also include events at the smaller end of the spectrum, such as Hemis Festival of Ladakh. Such events are relatively inexpensive to organize and are likely to attract a higher proportion of high spending international attendees. (Participatory Sports Events for example, the world masters games, world police and fire games, ironman events, and junior sports events. These are destination events which attract thousands of competitors from outside the host country, most of whom bring multiple people with them (spouses, friends, family) and often extend their event related stay into a holiday (Signature Cultural Event events which gain an international reputation as _must see and include, for example, South by South West (SXSW) in Austin, Texas, Sonar festival in Barcelona, White Nights in Melbourne, or the Edinburgh Fringe Festival and Hogmanay, in Scotland (International Sports Events for example, single or multi-sport events such as the World Cup Rugby, the Tour de France, and World Championships for a variety of sports (athletics, swimming, gymnastics etc.). Such events can not only bring in large numbers of participants and spectators but also achieve large worldwide television coverage and can play a significant role in raising the profile of the destination and the brand of the country. The biggest events of this type would be the Summer Olympic Games and the Football World Cup; however, smaller international sports events can have a similar effect on a smaller scale, often with less financial risk

Site Plan A site plan is an overall framework indicating the ground layout of the event. Typically event site plans will indicate the site boundaries, street accesses, stalls locations etc. All key stakeholders can use the site plan as part of the planning process, with consultation as to its final layout. A site plan should be easy to interpret and in case of large event, be posted strategically around the site for use by patrons. The site plan can be used by staff and volunteers in setting up the event and is also invaluable as a reference in an emergency situation.

When drawing the site plan it is essential to use a simple format and include surrounding streets and landmarks. The site plan must be clear and show all important event features all

entrances and exits Information centre paths used by vehicles paths for pedestrians only food and other stall holder locations stage and temporary structure locations seating arrangements shade and/or shelter emergency access routes entertainment sites ie rides, jumping castle toilet facilities waste bins/refuse sites first aid posts drinking water sites approved liquor consumption areas

Conclusion

In this paper, the project “Event Management System” has been designed and tested. Integrating features of all the software components used have developed it. With the help of growing technology the project has been successfully implemented. Project will definitely reduce the human effort and make the task of user, customer and administrator easier. It is efficient to use and easy to work on it. Thus keeping in mind the advantages and applications we are developing an Event management software which has total management control of customer and respective service of different events.

Future Work

Manage different organizer profile that you have created for different types of events. You can also share each one of them with your contacts on various platforms. Keep a record for each and every attendee that shows at the event. Search by id or scan via QR code that is sent to the attendees when their register.

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8. Event Management Regarding Wedding and Rituals

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Abstract

Events are often examined in the social sciences as unplanned occurrences rather than as the result or objective of deliberate management activity. Despite the fact that a variety of streams of management research have looked into how events affect organisations and organisational sectors, event management is frequently confused with project management and is mostly disputed in professional journals. In this paper, we propose a strategic approach to event management by connecting a large body of research on unexpected environmental events like crises and risks with new research on organised, sometimes field-configuring events like trade shows and conferences.

We analyse and contrast these two strands of research in order to examine the role of management in different phases of an event's course by considering events as sequences of overlapping actions and processes that impact organisations and fields as much as they are (re)produced by them.

Introduction

The Importance of Events in Management Research Events pique the interest of social scientists from a range of areas. Many process theories, such as path dependence (e.g. Arthur 1989; Sydow et al. 2009) and narrative theory (e.g. Abbott 1992; Pentland 1999), are built on the concept, and process approaches such as event history analyses (e.g. Monge 1990) and temporal bracketing are based on it (Langley 1999). Sociologists look at global events like LiveAid or the FIFA World Cup as spectacles that have the capacity to evoke feelings of global connectedness and concern, as well as complacency about serious structural changes for a more equal society (Rojek 2013). Meyer and colleagues (2005) proposed the concept of field-configuring events (see also Lampel/Meyer 2008) in the management literature, which are temporary social

organisations such as trade fairs and conferences that bring together diverse members from an organisational field and influence field evolution.

From a management standpoint, the underlying denominator among these various studies is that all of the events they investigate are time-limited occurrences that, like other transitory systems (Goodman/Goodman 1976), have the ability to effect organizations and organisational fields more broadly. This impact is primarily defined as disruptive, posing threats to businesses' everyday activities such as supply chain exchanges, project implementation, and public service provision. Events, on the other hand, can be seen as constructive if they are capable of triggering creativity (e.g. Bower/Christensen 1995), learning, and institutional change (e.g. Lampel et al. 2009). (e.g. Hoffman 1999). The purpose of this paper is to provide a better understanding of how organisations may manage various types of field-level events before, during, and after they occur, because they are strategically important for the development of organisations and the fields in which they operate.

We begin our investigation by categorizing the field-level events investigated by management researchers. We believe that a difference between planned and unplanned events is useful because, while these two types of events have largely different causes, they share similar characteristics in terms of enactment and outcomes. We then use a process perspective to think of events as sequences of overlapping activities (Abbott 1992; Isabella 1990; Nigam/Ocasio 2010), and to compare and contrast research on planned and unplanned field-level events by looking at the role of managerial agency during various stages of their development. We present techniques for actively managing events on this foundation, as well as various areas for further research. Finally, we highlight the benefits of a strategic rather than a practitioner-oriented approach to 'managing events.'

The Present Event Research

The economic impacts/benefits of particular events have been the biggest research emphasis area since the inception of event research. The value of event management as a tool to explain the economic benefits of having the event to the political powers that control the jurisdiction where the event was hosted was the initial motivation for this research. Other economic studies looked at the benefits to the local community in order to justify the construction of new infrastructure (stadiums) and to claim credit for all the jobs created by the events' creation and operation.

Studies on the social impact of events on local inhabitants were conducted in tandem with economic studies. Both positive and negative effects have been identified. The favourable outcomes demonstrate the introduction of new job opportunities to improve locals' livelihoods in a new economic venture. The community building and social strengthening that events have provided for communities of all sizes and sorts are in addition to the economic benefits. However, some of the social effects have been found to be unfavourable for local communities.

Future Research Topics in Event Management

You pay attention to the headlines today, the most obvious future topic for event management is safety/security for all types of events. If recent disasters in England, France, and Spain, as well as many other nations, are any indication, this is a global issue. One of the concerns for event managers to solve is how might this type of study evolve to help find solutions to these problems without making the event experience less enjoyable. How can events maintain the same level and quality of experience while also ensuring the visitors' safety and security? Small community events and mega events will most likely have quite varied solutions since the parameters that can be imposed at each magnitude of event will be different.

The understanding of what constitutes "event experiences" is a second area of event management study that will need to be improved. For example, the event experiences that visitors seek; what distinguishes these event experience expectations from past needs and motives studies on events; and does the so-called experience economy imply that visitors will have new measures of satisfaction with their event experience? Will future event subjects involve concepts like "co-production" of events in order for them to be successful, or should the events just give the guest with a break from their daily routine?

Because of the worldwide scale of events presently, the future of event management is likely to be more focused on developing countries. The role of events in these countries will become even more essential in their traditional tourism strategy, as they seek to enhance their tourist offerings in order to entice visitors to stay longer and/or choose that destination over others offering similar tourism products (Getz, 2013). Furthermore, researchers in these nations have begun to recognize the opportunity that events presented to local communities and regions within these countries provide for better distribution of tourist benefits to local citizens. Even the most rural and impoverished places have the chance to start developing or promoting local events as a method to diversify their economies and enhance citizens' livelihoods.

Event planning is stressful. With dozens of deadlines and details to track, it's easy for something to slip, putting your event at risk—especially if you're managing your event checklist in several tools. While a detailed event planning spreadsheet can sometimes help, using Asana's event planning template maximizes your team's productivity and clarity.

- Budget, track, and check everything off your list. With our free event planning template, you have a guide for every step of the event planning process. Budget for your event before it starts, create an actionable event planning checklist, and track tasks to keep everything running smoothly.
- Visualize your event plan on a timeline. When it comes to effective event planning, you don't just need to know when every task needs to be finished—you also need visibility into what tasks are dependent on others. Catch any dependency conflicts before they start to keep your event on track.
- Prevent miscommunication and silos. Make event coordination a breeze by sharing progress right from the template. Instead of calling more meetings and pinging teammates for updates, get everyone (and everything) on the same page.
- Proactively manage vendor and guest relations. Turn emails into actionable tasks with our Outlook and Gmail integrations. That way, you can collaborate with anyone—even if they're not in Asana.
- Access plans no matter where you are. Share your event planning checklist with employees on-site or on-the-go. Our event planning template helps you create a plan that's accessible through your computer or offline with the Asana mobile app.

Examples of event-based work you can coordinate

- Event planning for corporate events
- Event venue and vendor contracts
- Event coordination
- Virtual event planning
- Free event planning
- Event budget planning

An event venue may be an onsite or offsite location. The event manager is responsible for operations at a rented event or entertainment venue as they are coordinating directly with the property owner. An event manager will monitor all aspects of the event on-site. Some of the

tasks listed in the introduction may pass to the venue, but usually at a cost. Events present substantial liability risk to organizers and venues. Consequently, most venues require the organizers to obtain blanket or event-specific general liability insurance of an amount not less than \$1,000,000 per occurrence and \$2,000,000 aggregate, which is the industry standard.

Corporate event managers book event venues to host corporate meetings, conferences, networking events, trade shows, product launches, team-building retreats or training sessions in a more tailored environment.

Sustainable event management (also known as event greening) is the process used to produce an event with particular concern for environmental, economic, and social issues. Sustainability in event management incorporates socially and environmentally responsible decision making into the planning, organization and implementation of, and participation in, an event. It involves including sustainable development principles and practices in all levels of event organization, and aims to ensure that an event is hosted responsibly. It represents the total package of interventions at an event, and needs to be done in an integrated manner. Event greening should start at the inception of the project, and should involve all the key role players, such as clients, organizers, venues, sub-contractors, and suppliers. A recent study shows that the trend of moving events from in-person to virtual and hybrid modes can reduce the carbon footprint by 94% (virtual) and by 67% (hybrid mode with over 50% in-person participation rate due to trade-offs between the per capita carbon footprint and in-person participation level)

Conclusion

Event management software companies provide event planning with software tools to handle many common activities such as delegate registration, hotel booking, travel booking, or allocation of exhibition floor space.

A recent trend in event technology is the use of mobile apps for events. Event mobile apps have a range of uses. They can be used to hold relatively static information such as the agenda, speaker biographies, and general FAQs. They can also encourage audience participation and engagement through interactive tools such as live voting/polling, submitting questions to speakers during Q&A, or building live interactive "word clouds". Mobile event apps can also be used by event organizers as a means of communication. Organizers can communicate with participants through the use of alerts, notifications, and push messages. They can also be used to collect feedback from the participants through the use of surveys in app. Some mobile event apps

can help participants to engage with each other, with sponsors, and with the organizers with built-in networking functionality.

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9. The Study of Impact of Covid-19 on the Consumer Purchase Behavior of FMCG Products

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Abstract

This study focuses on the impact of COVID-19 on the FMCG sector and the factors that have impacted the purchase behaviour of customers. Secondary data based on past researches conducted by researchers has been used for this study and different research papers have been reviewed to make this study successful. The study includes almost all the factors that are necessary to study the impact of COVID-19 on the consumer behaviour of FMCG products.

Introduction

The FMCG companies that market products, goods, such as foodstuffs, processed food and distilled water, are influenced by failures in the supply chain, distribution and inventories. The pandemic of COVID-19 contributed to a minor change in the definition of what we find essential, with items for grooming in this area whereas businesses like garments have shifted to choose. Most commonly, disposable goods have taken a backseat. Flight, financial care, luxuries, clothes and clothing, household goods, alcoholic drinks and cigarettes were seriously impacted, because several businesses ceased or slowed back during the lockout. However, several businesses have turned their facilities into goods that help the government and the population in battling the pandemic, for example gloves, hand sanitizers, ventilators, etc. Most commonly, disposable goods have taken a backseat. Flight, financial care, luxuries, clothes and clothing, household goods, alcoholic drinks and cigarettes were seriously impacted, because several businesses ceased or slowed back during the lockout. However, several businesses have turned their facilities into goods that help the government and the population in battling the pandemic, for example gloves, hand sanitizers, ventilators, etc.

The effect of COVID-19 on India's leading sectors and services has been outlined by our ground-breaking team of analysts in India who monitor these sectors. Despite the lockout,

grocery distributors, which compensate for about 60% of retail transactions in supermarkets, were permitted to continue to work by the State while selling critical and public safety goods. Although grocery retailers experienced an initial increase in demand because of panic purchases, they have had trouble replenishing stocks due to supply chain disruptions which lead to storage.

E-commerce firms with an focus on food purchases have reported an immediate rise in revenue when citizens were limited to their houses, but many also had to suspend operations because of logistics issues. E-commerce is anticipated to profit in the long term, with more customers forming their e-commerce preferences. On-grocery specialists, particularly shutdown specialists in clothing and footwear, would have a greater effect on income. The normalization of retail operations could take some more months after the lockout, whilst a phase of precautionary steps may contribute to a change in customer channel preferences.

New food packaged: inventories and demand fluctuations are a privilege Packaged goods saw the revenue increase as customers proceeded to hoard on 26 March. Categories such as fruit cereals, beans, instant fresh noodles, pasta, edible oils, cooking fats and food products have been among the biggest profits. Consumers have switched from splurging of non-essential products and services to sustainability and length. They also reflect much more on their consumption than before. In a few months, the survivalist mentality will give way to growth. However, in the next three or five years even after the rebound, consumption per capita will probably show mute growth as people learn to live within their means and start valuing a less wasteful lifestyle. Travel, trade and entertainment sectors, which have been redefined in terms of industry size by five to ten years, will restart from a new basis. The need for business travel and the use of office spaces will dramatically decrease as businesses become comfortable and productive at a much lower cost.

Health and home care goods that rely on health and protection should establish a greater niche for themselves. The trend would become digital solutions which restrict the movement of people, reduce costs and increase efficiency including video conferencing, telemedicine. After Covid-19, we look at modern customers that are healthy, loving, frugal, aware, responsive yet also efficient. Appearance and personal attention: emphasis on personal grooming and appearance Awareness that the COVID-19 spread has retained high standards of hygiene has led to a growing demand for personal care goods, particularly bar soap, liquid handwashing and sanitizers in March. Such groups reflected 22 percent of beauty and personal care revenue in

India in 2019. When market emphasis moves to the purchasing of essentials, there is a short-term reduction in disposable expenditure on makeup and the areas of personal care such as colour cosmetics, aromas, deodorants and skincare. Known and startup labels, in particular for discretionary expenditure items, have postponed their product releases until the condition is normal. The manufacture of most product lines was halted by multinational companies such as Hindustan Unilever, ITC and Godrej Consume Products and the production of materials, including hygiene products increased in order to ensure no supply restrictions. Such firms also work closely with the Indian Government to slash liquid soap, hand sanitise and bar soap rates to ensure equal quality and affordability.

Literature Review

According to Ali Md. Abbas (2012), the COVID-19 epidemic culminated in intensified demand for consumer health goods, in particular cough, cold and allergy treatments (hay fever), as customers expected a potential short-term supply shortage. The pandemic has contributed to improvements in public habits by relying increasingly on preventive healthcare. Demand for immunity-based treatments, like Ayurvedic medications and goods, has been growing as customers are finding numerous ways to fight the virus. Established Ayurvedic companies such as Dabur India, Himalaya Wellness and Patanjali Ayurveda have seen a strong demand in items like Chyawanprash, guduchi, Giloy, Septilin, etc. Certain drugs for enhancing immunity, such as vitamin C, fish oils, multivitamins and mineral supplements, would undoubtedly see market booms in comparison to Indian herbal medicine, as customer preferences are a holistic emphasis on inner well-being. Multivitamins Stock Outages Comparison between January and March for India and Select Countries (Narayana. K Lakshmi & Mathew (2018).

Consumer Electronics and Appliances: Heavy Reliance on Chinese Imports

In the face of poor customer perceptions regarding luxury goods, the lockout had a detrimental influence on consumer electronics and household appliances as part of the economic downturn before the COVID-19 outbreak. During the first two months of 2020, the high reliance on Chinese imports already affected the output of consumer electronics, particularly telephones, and triggered the temporary shutdown of manufacturers such as Xiaomi, Samsung, Oppo and Vivo in production facilities (Painoli Arun Kant (2015). Regarding home appliances, the reliance on imports regarding components such as compressors and heat exchange coils for luxury goods continues under the Make in India campaign. With factories in China shut down owing to the

COVID-19 epidemic, shipment delays have already occurred. Throughout the coming months, manufacturing lines would also break their Indian lockdowns, demand and availability would be smaller than in the same time last year. Retail rates would potentially climb, for most competitors without discount. Fast Moving consumer goods (FMCG), as packaged goods, are often named. Products classified as FMCG are often recognized as foodstuffs, snacks, toiletries, medications and pulses, mostly bought from customers. Includes detergents, bathroom soaps, toothpaste, shoe polish, cosmetics and kitchen and computer products in the inventory of products bought. These products are frequently bought by customers and cost little (Report, 2012).

Fast moving consumer items are food and non-food products that a customer requires in everyday life. These goods are frequently bought by customers, who are motivated to draw the interest of buyers to buy their advertised products from the producers. The products are often bought at malls, convenience shops, hypermarkets, etc. (Leon and Leslie, 2006). The retailers use different places and channels for the selling of their goods which are readily available to consumers. There are a few conventional stores who have earned extra money from mark labels. Everyone will routinely purchase these consumer goods. A manufacturer's main goal is to acquire market credibility and sell the goods in virtually any shop and make it easier for customers and reach. Most international corporations utilizing strong global names. These labels are substituted by local brands. When you sell your goods through an efficient supply chain to all the shops, the customer will certainly have the commodity when he / she wants it. FMCG's supply chain is a list of all systems and their related services. This involves vendors, component makers, providers of logistics resources, retailers, dealers, wholesalers and others that eventually allow the goods meet consumers (Kotler 2002). This sales force operation allows you to sell high-scale goods. Any company must perform market analysis, user study, product segmentation and product positioning extensively. It is a crucial practice to encourage and market the commodity, carry out POS events or build brand recognition.

Alcoholic Drinks and Tobacco

Interruption of sales in response to the lockdown, all major tobacco players, including ITC and Godfrey Phillips, both get their manufacturing facilities shut down or their activities scaled back. The policy directives have a detrimental effect on the end of the sale and selling of soft beverages and cigarettes. In conjunction with the increase in national calamity dependent

duty (NCCD) in early 2020, the present scenario for tobacco would have a detrimental average effect on cigarette volumes by approximately 10 percent in 2020. To alcoholic drink firms, the lockout at the end of the financial year is very important. For certain nations, there is a charge for holding over-stocks between March and the next financial year. But businesses continue production at the end of March just to stop stock depletion and save on transition cost for the next financial year. Alcoholic beverage makers would require 7-15 days to return to track even after lockout, because of the burden on the supply chain and consequent failure to produce and packaging raw materials and a lack of labor due to dispersal during the lockout. Since sanctions were removed, the government could emphasize the smooth functioning of the alcoholic liquor sector, which for most governments is one of the top three sources of revenue.

Clothing and Footwear

Style is optional Despite COVID-19 quickly expanding globally, the apparel sector is in heavy headwinds owing to an interconnected supply chain. Brands began releasing their Spring-Summer collections with complete inventories in February and March 2020. Yet shops have gradually dropped below the amount owing to COVID-19 problems, long before the lockout, hurting revenue. Capitalizing on e-commerce through heavy discounts remains important because the mistrust in shopping malls persists. Deep discounts would enable players to clear their stock and infuse cash flow even though productivity does not actually benefit.

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expanding globally, the apparel sector is in heavy headwinds owing to an interconnected supply chain. Brands began releasing their Spring-Summer collections with complete inventories in February and March 2020. Yet shops have gradually dropped below the amount owing to COVID-19 problems, long before the lockout, hurting revenue. Capitalizing on e-commerce through heavy discounts remains important because the mistrust in shopping malls persists. Deep discounts would enable players to clear their stock and infuse cash flow even though productivity does not actually benefit.

Research Methodology

The study consists of the use of secondary data to conduct the study and involves the use of previous studies and latest researches done focusing on the impact of COVID-19 on the consumer behaviour in FMCG sector. The study method is descriptive and the whole study is based on systematic reviews of researches done on this particular subject area.

Findings of the Study

- The study shows that consumer behaviour towards the buying of FMCG product was significantly impacted due to COVID19 pandemic situation.
- The FMCG products demand got reduced due to the economic crises during the lockdown due to COVID-19 so the sector also suffered a heavy loss. • Due to cultural factors and financial crises also the purchase decision of FMCG products were heavily impacted.

Conclusion

The study concludes that the factor influencing preferences of customers while buying products from FMCG companies and shows the negative impact on the consumer buying behaviour in FMCG sector. Humanity has encountered several problems from the very beginning. The severity of these problems was distinct and in multiple forms. From poverty through world conflicts, pandemics, environmental instability and climate change. Luckily, most of them are humanity – smarter and more robust. The emergence of the modern coronavirus is another obstacle that today is circling the globe. For all the problems we have encountered, only a handful have impacted or have had the potential to influence any human being there, like Covid19. We're going to get through this too. As this recession has changed a large portion of our lives, this revolution opens fresh possibilities and the individuals and organizations that take advantage of these openings are likely to succeed over time. Fast-moving consumer items are the

commodities that pass very rapidly across the supply chain – from manufacturing, delivery and promotion to final use. Such fairly inexpensive products are distributed quickly because they are either still strong in demand (healers, cold beverages, etc.) or are perishable (clothing, agricultural foods, meal packets, etc.).

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10. Event Management: The Industry

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Abstract

Online event management system is an online event management system software project that serves the functionality of an event manager. The system allow registered user login and new user are allowed to register on the application. The system helps in the management of events, users and the aspects related to them. This proposed to be a web application. The project provides most of the basic functionality required for an event type e.g. [Marriage, Dance Show Birthday party, College Festival, etc.], the system then allows the user to select date and time of event, place and the event equipment. All the data is logged in the database and the user is given a receipt number for his booking. The data is then send to administrator (website owner) and they may interact with the client as per his requirement.

Keywords: User, Admin, Events, Book, Event Management, Database.

Introduction

Every time when you saw a programme like 'Filmfare' awards or those pop concerts and beauty pageants you would have wondered how people managed to set up such brilliant shows. Every tiny detail from your entering the venue to your going out is a result of rigorous planning. Well...that's event management for you. One of the fastest and the most glamorous upcoming professions today, it means rubbing shoulders with who's who of the crème-de-la crème layer of the city. Event management, the most profound form of advertising and marketing, is a glamorous and thrilling profession. It provides an opportunity for unleashing one's creative potential to a very high degree. It demands a lot of hard work and effort but at the same time offers enormous scope. Event management is a process of organizing a professional and focused event, for a particular target audience. It involves visualizing concepts, planning, budgeting, organizing and executing events such as fashion shows, musical concerts, corporate seminars, exhibitions, wedding celebrations, theme parties, product launching etc.

Event Management is a multi-million dollar industry, growing rapidly, with mega shows and events hosted regularly. Surprisingly, there is no formalized research conducted to access the growth of this industry. The industry includes fields such as the MICE (Meetings, Incentives and Events), exhibitions, conferences and seminars as well as live music and sporting events. On the profession side, event management is a glamorous and exciting profession that demands a lot of hard work and dynamism. The logistics side of the industry is paid less than the sales/sponsorship side, though some may say that these are two different industries.

Meaning of the Word 'Event'

“The use of unconventional media / method involving people witnessing a happening within a capsule of time, for the purpose of communication of a message” An event is a live multimedia package carried out with preconceived concept, customized or modified to achieve the clients' objectives of reaching out and suitably influencing the sharply defined, specially gathered target audience by providing at complete experience and an avenue for two way interaction.

Meaning of the Word 'Management'

The term "management" characterizes the process of and the personnel leading and directing all or part of an organization through the deployment and manipulation of resources (human, financial, material, intellectual or intangible). According to the Oxford English Dictionary, the word "manage" comes from the Italian maneggiare (to handle). Management has to do with power by position, whereas leadership involves power by influence.

Functions of the Management

Management operates through various functions, often classified as planning, organizing, leading/motivating and controlling.

1. **Planning:** Deciding what has to happen in the future (today, next week, next month, next year, over the next five years, etc.) and generating plans for action.
2. **Organizing:** Making optimum use of the resources required to enable the successful carrying out of plans.
3. **Leading/Motivating:** Exhibiting skills in these areas for getting others to play an effective part in achieving plans.
4. **Controlling:** Monitoring — checking progress against plans, which may need modification based on feedback.

5. Staffing: Appointing skill and unskilled workers, and efficient personnel.

Types of Event Management

There are mainly 3 types of event management.

1. Corporate Event Management
2. Product Launch Event Management
3. Special Event Management

1. Corporate Event Management

A product launch, the company anniversary, sales target achieved or any special event could mark the onset of a corporate event. It demands pure professionalism as you are interacting with people from the high-end category.

Not surprising, that event management companies are spurring up to provide these professional services. They attend meetings, hold dialogues with the bosses to realize the objective of the event. They then take it off with creative ideas to arrive at a theme for the event. A corporate event demands a little corporate look. The food and the style need to blend with the corporates and make the bosses comfortable. Hence it ought to be prepared and presented with ultimate efficiency. But that is if the top-notchers are involved. A corporate event could also be a product-launch. That would involve a media conference. So the event management company would get a list of prospective venues. Decide on the dinner and the cocktail party that will follow. Arrange for the conference, the speakers, and microphones. Make sure everyone get a seat. Car parking is made available, etc. For a product launch in the market, the event management team gets their grey cells working as to the creative ways to make the samples of the product reach the end consumers. They have to be innovative so that consumers are attracted to try it out.

2. Product Launch Event Management

A company wants to launch a product in the market. So how should it get to its customers? How does the company make sure that the products gain awareness? The feel and touch reasoning still remains strong in the mind of the consumer. So although you have advertised in other channels, how do you explain product usage to the audience? Call in the event management team. They innovate new styles so that the product can make its way to the consumer. They ensure that the samples reach the desired households. For instance: when coca cola launched Vanilla Coke, two men dressed in the 70s attire would enter retail grocery shops

and dance to the designed tune. This was the strategy used to launch vanilla coke and make its entry memorable.

Some event management companies even professionalize in a particular target audience. For example if you have a particular target audience in mind, the event management team will devise ideas and strike places that will give you maximum reach.

Road shows, promotions, contests, set designing, stage shows and audiovisual films are all interesting methods to invite public participation. Some event management companies go a step ahead to analyze the customer reaction and provide relevant feedback.

3. Special Event Management

'Special Events' is the term given to events with a difference. Charity shows, marathons, cycling races, street festivals etc. are a few of the many special events organized. As the event has an unusual theme, the event management company has to double up its speed to think on lines with the theme. More resources and creativity are put to the task.

For instance consider the organization of Athens 2004. It was a special event. The opening ceremony, the event and the closing ceremony, had to be meticulously organized. A race kicked off the event. Runners passed the baton. This earmarked the tradition that running was the only sport at the first Olympic Games held in Athens. Then 400 percussionists and 50 bouzouki players welcomed the audience. From 400 it dropped to just one percussionist who played the rhythm of a heartbeat. This was the symbol of the theme of Athens 2004 'unique games on a human scale'. This should give you an idea how a special event is organized.

Event management companies arrange the entire event on a theme. It could be a wedding or a charity show, a children's event etc. these events demand creativity. Something that will make them stand out of the clutter firstly, as it is a different event and secondly that the feedback should be encouraging for an encore. The recent marathon that Mumbai witnessed was one of the specialized events. Foreign nationals, corporate personnel, etc. everybody was seen to take part in it. More than winning it was the spirit of participation that was encouraged. And it received an overwhelming response.

Research Methodology

Problem: Participants dissatisfaction towards the industrial visit to Goa conducted by the college.

Objective: Identify exact problem and its causes and give recommendations to rectify the same.

Source of Data: For the purpose of the project primary data was collected this primary data was collected from students and the management of the college. For this a questionnaire was prepared with the help of this questionnaire the data was collected. Questionnaire shown in the appendix was used .questionnaire contains open ended questions.

Sampling Method: Random sampling was used in which sample size for students is 70 and for the management it was 4

Conclusion

Event management is a glamorous and exciting profession which demands a lot of hard work and dynamism. As the name suggests, it means conceptualizing, planning, organizing and finally executing an event. The event could be of any type - musical show, concert, exhibition, product launching etc. This industry is just eight years old in India, but holds a lot of promise for expansion. It offers enormous scope for ambitious young people.

Event management is the planning and implementation of events, large and small that meet the marketing goals of an organization. Event management is an area that is growing rapidly, and is expected to have a better growth rate in the next decade. Typical events organized by professional event managers include product launches, parties, sponsored events, sporting events, competitions, concerts and festivals, fundraisers, trade shows, corporate open days, seminars and tours.

Suggestions

Developing the event concept.

Key steps: It is important when staging an event to be clear about WHY the event is being held.

1. What is this event for?
2. When and where it will be held? How it will benefit participants?
3. What could be barriers?

All this questions are basic questions but while holding the event like Nova there was problem with this basic questions because first the time of event got delayed and it got delayed by more than 5 months. And there was no thought given to barriers it might face during the event as many events went hay wire with hosts goofing up during the event.

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11. An Overview of Rural Entrepreneurship and its Types

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Abstract

This paper mainly deals with functions, needs, problems and bow to develop measures in rural entrepreneurship. Rural entrepreneurship can simply be defined as establishing industrial units in the rural areas with rural entrepreneurship. In other words, entrepreneurship emerging in rural areas is rural entrepreneurship. *Rural entrepreneurship is the dynamic process of start the micro and small tiny enterprise in the rural areas. Expansion of industrial and Business opportunities in rural areas through rural entrepreneurship has high potential for employment generation and income creation.*

Keywords: *Rural Development, Research Methodology, Overview of Rural entrepreneurship, Problem faced by rural entrepreneurship, Sustainable development, Promoting rural development.*

Introduction

Rural entrepreneurship can simply be defined as establishing industrial units in the rural areas with rural entrepreneurship. In other word entrepreneurship emerging in rural areas is rural entrepreneurship. The definition of village industry has been recently modified by the government so as to enlarge its scope Accordingly, any industry located in rural area, village or town with a population of 20,000 and below and with an investment of Rs.3crores in plant and machinery is classified as a village industry. Rural development is more than ever before linked to entrepreneurship. Individuals promoting rural development now see entrepreneurship as a strategic development intervention that could accelerate the rural development process. Furthermore, individuals seem to agree on the urgent need to promote rural enterprises; development agencies see rural entrepreneurship as an enormous employment potential; politicians see it as the key strategy to prevent rural unrest; farmers see it as an instrument for

improving earnings; and women see it as an employment possibility near their homes which provides autonomy, independence financial empowerment and a reduced need for social support. To all these groups, however, entrepreneurship stands as a vehicle to improve the quality, families and communities and to sustainable development. Rural entrepreneurship refers to the development of a new enterprise which pioneers new products and services, creates a new market for its offerings or uses advanced technology, in the rural area. This leads to the establishment of industrial units in rural areas.

Objectives

The present article “An Overview of Rural Entrepreneurship” mainly. The present article “An Overview of Rural Entrepreneurship” mainly deals with following objectives.

- To identify the need for rural entrepreneurship.
- To discuss the types of rural entrepreneurship.
- To reveal the functions and problem faced by rural entrepreneurship
- To identify the factor in fluency rural entrepreneurship.
- To take effective measures for development of rural entrepreneurship.

Research Methodology

The present study is focused on secondary data. The data used in the study are collected from the secondary sources i.e various journals, standard text books, magazine, websites and District SSI Unit.

Need of Study

Rural industries also help protect and promote the art of creativity. Development of industries in the rural areas also helps build up village republics. These industries encourage dispersal of economic activities in the rural area and thus promote balanced regional development.

- Creating employments opportunity in equal.
- It stops the migrations from rural areas.
- It helps to eradicating the rural poverty.
- It helps to co friend business.

Features of Rural Industries

Agriculture and rural development are the main stay of India’s growth strategy. As far as meaning of rural industrialization is concerned, there are conceptual difficulties in defining it as

such. However, it is generally taken as a group of traditional industries like handloom, khadi, handicraft, sericulture, bricks work, flower mills, soap make, pupate making coir. All these are classified as rural industries although some of them like hand loom, handicrafts, coir etc. are located in urban areas as well.

- A rural industry are have following features,
- Use of traditional skills.
- Use of locally available raw material.
- Decentralized production system.

Types of Rural Entrepreneurs

Farm Entrepreneurs

Farm entrepreneurs are such persons whose main occupation is farming, their main source of livelihood is agriculture. This type includes these persons who have no land of their own but are willing to be stay in the village and aid agriculture. Farmers as entrepreneurs. Farmer-entrepreneurs see their farms as a business. They see their farms as a means of earning profits. They are passionate about their farm business and are willing to take calculated risks to make their farms profitable and their businesses grow. farmers all over the world have shown a remarkable ability to adapt. They look for better ways to organise their farms. They try new crops and cultivars, better animals, and alternative technologies to increase productivity, diversify production, reduce risk – and to increase profits. They have become more market - oriented and have learned to take calculated risks to open or create new markets for their products. The farmer-entrepreneur produces a clear picture in his mind of what is possible and the future he wants. He knows that what is possible is determined by the market. The farmer-entrepreneur is always looking for new opportunities.

Artisan Entrepreneurs

Skilled persons in the rural areas are coming under this category. Such skills are either acquired through professional training or through inheritance or refined in association with their kinship. This category includes those persons who possess some kind of skill like masonry, carpentry, black smithy, repair of pump sets, battery charging, art board painting etc. such skill can be inherited and refined or acquired, through professional training. Artisans have achieved high technical mastery or possess specific practical skills. They are specialists in their field; they

are industrious and patient. As a rule, they are inventive, display balanced assertiveness, and have a good understanding of business approaches.

Merchants and Traders

As the very name indicates, it includes businessman who commercialize in various products mainly needed by the local population of the village and around. They may be producing the goods themselves or acting as middlemen. A merchant is a person who trades in commodities produced by other people, especially one English entrepreneurs and merchants using "modern" marketing techniques. A trader is an individual who engages in the buying and selling of financial assets in any financial market, either for themselves or on behalf of another person or institution. The main difference between a trader and an investor is the duration for which the person holds the asset.

Service Oriented Entrepreneurs

This category includes those persons who services some kind of services to the people. Service-oriented business sell services, not products. A service-oriented business is one that provides a service to its clients or customers. Businesses and other enterprises generally are classified by whether they provide goods or services. Those that provide goods include farms, mines and manufacturers. Banks, retail stores and communications media are all examples of service-oriented businesses. Such businesses form the service industry, which represents a major sector of the economy in developed nations.

Other Entrepreneurs

These, include all those who are not mentioned above, for example, high school drop outs, educated unemployed, persons of schedule castes etc. The entrepreneurial combinations of these resources are, for example: tourism, sport and recreation facilities, professional and technical training, retailing and wholesaling, industrial applications (engineering, crafts), servicing (consultancy), value added (products from meat, milk, wood, etc.)

Problem Faced by Rural Entrepreneurship

One of the major problem's faced in developing entrepreneurship in rural areas is lack of awareness and knowledge. Lack of infrastructure facility, non-supportive financial institution, lack of technical knowhow, lack of communication facility and market information, lack of storage and ware housing facilities. The major problems faced in developing entrepreneurship in rural areas are poverty, illiteracy, unemployment, homelessness, crime, social evils, lower living

standards, lack of facilities, services, and health. Some of the major difficulties faced by rural entrepreneurs include a low level of purchasing power of rural consumers so sales volume is insufficient, reduced profits due to competition, lack of financial assistance, and power failure

- Inadequate flow of credit.
- Poor quality standards.
- Use of obsolete technology, machinery and equipment.
- Skilled Labour.
- Problem of Electricity.
- Lack of raw materials.
- Lack of infrastructural factors
- Lack of road facilities
- Lack of education with low literacy
- Lack of information
- Language barriers.

Conclusion

In conclusion, let me just say that finding, encouraging and motivating entrepreneurs in rural areas is not an easy proposition. However, to the real entrepreneur looking on the dark side of the situation is fatal. Optimism; is the heart and soul of the entrepreneurs. While strategic planning, feasibility and market studies and analysis are necessary parts of new business start-up very few real rural entrepreneurs.

Suggestions

It is quite clear that rural entrepreneurship cannot be developed without significant training. Therefore, instead of just schemes (financial and developmental) as the carrot for entrepreneurship development an intensive training needs to be provided to the youth in rural India. What's required is to create a devoted team to take up rural entrepreneurship training as per integrated rural development program.

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12. Challenges Faced by Rural Entrepreneurs

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Abstract

Indian Rural sector is mostly depending on agriculture, agriculture related with activities and other non-agriculture activities and these are the contributors to the Rural economy and rural employment. Rural Entrepreneurship is that the dynamic process or system to start out the micro and little small Tiny enterprise within the rural areas. Expansion of commercial and Business opportunities in rural areas through rural entrepreneurship has high chances for employment generation and income source. The Government will take more initiative to conduct capacity building, entrepreneurship awareness programmed Special skill-based training programmed for rural people should be provided by Government. The Banking and financial institutions should be provided sufficient and timely financial helps to the rural people. To be instruct the rural entrepreneurs in the brand-new technology to improve the productivity. The study found that the majority of entrepreneurs agree that factors that positively impact innovation include good customer service, social skills, hard work, a good product at a competitive price and maintenance of accurate records. Suitable training for entrepreneurs also helps to avoid mistakes made by other entrepreneurs. The study, therefore, approve that government also because the private sector offers greater support to entrepreneurs.

Keywords: Entrepreneurship, Rural sector, Rural Entrepreneurship, Sustainability

Introduction

Rural entrepreneurship has emerged as a dynamic concept. It is generally defined as entrepreneurship emerging at village level which can happen during a kind of fields of Endeavour like business, industry, agriculture and acts as a potent factor for economic development. Development of rural areas, are linked to entrepreneurship quite ever before. Entrepreneurship is now considered a strategic development intervention that would accelerate the agricultural development process by institutions and individuals promoting rural development. Entrepreneurship stands as a vehicle to enhance the standard of life for people,

families and communities and to sustain a healthy economy and environment. The majority of the agricultural population depends, directly and indirectly, on agriculture, farming, fishery, animal husbandry or rural wage labour related to plantations and ranches, alongside ancillary activities linked to rural townships. Rural entrepreneurship development strategies aim at diversifying rural economic activities, which include the event of non-farm economic activities and facilitating the transition of informal activities into the formal growth sector. Rural entrepreneurship is important not only as a means of generating employment opportunities in the rural areas with low capital cost and raising the real income of the people, but also its contribution to the development of agriculture and urban industries. In simple words, entrepreneurship emerging in rural areas is called rural entrepreneurship. In other words, establishing industries in rural areas refers to rural entrepreneurship. This means rural entrepreneurship is synonymous to rural industrialization. Here, it seems pertinent to define rural industry and rural industrialization.

Objectives

- The importance of Rural Entrepreneurship
- To study how Rural Entrepreneurship challenges and optimization
- To understand Rural entrepreneurship helps to nation

Research Methodology

The conceptual distinction allows for engaging more deeply with the diversity of entrepreneurial activities in rural areas. It increases our understanding of localized entrepreneurial processes and their impact on local economic development.

Definition of Rural Entrepreneurship

Rural entrepreneurship refers to the event of a replacement enterprise which pioneers new products and services, creates a replacement marketplace for its offerings or uses advanced technology, within the country. In simple terms, the entrepreneurship which springs up in non-urban areas is termed as rural entrepreneurship.

In simple terms, the entrepreneurship which springs up in non-urban areas is termed as rural entrepreneurship. This results in the establishment of commercial units in rural areas.

The basic principles of entrepreneur which applied the rural development are:

- Optimum utilization of local resources in an entrepreneurial venture by rural population
- better distributions of the farm produce results in the rural prosperity.

- Entrepreneurial occupation rural population to reduce discrimination and providing alternative occupations as against the rural migration.
- To activate such system to provide basic '6 m'- manpower, money, material, machinery, management and market to the rural population.
- Importance of Rural Entrepreneurship:
- Productivity and efficiency effect
- Economic growth effect
- Technological effect
- Distributional Effect
- Transformational and insecurity effect

A significant role has been playing by the rural entrepreneurship in the overall economic development of a nation. Various opportunities comes with the growth as well as development of rural industries as it facilitates self-employment which may lead to the wider distribution of things in different economic and industrial activities which will be helpful in the maximum and proper utilization of resources such as raw material and labour which is available within the boundaries of the rural areas. some of the aspects that are related to the importance of rural entrepreneurship which results in the enhancement of socio-economic conditions of a nation and especially in remote areas. So, let us have a brief look at all these realms.

Why Rural Entrepreneurship?

As people are migrating from rural areas to urban areas due to lack of job opportunities and rural youth is unable to find any options for their growth. It is not only bad for the rural areas as the rural areas do not have any options for youth but it also put pressure on the infrastructure and amenities of the urban areas.

Problems of Rural Entrepreneurship

Rural Entrepreneurship defines the entrepreneurship whose origin lies in the rural areas whereas has a lot of potentials to undertake various business, industry, agriculture and play a significant role in the economic growth of the nation. Motivating inputs and sharing experience by successful local entrepreneurs. As we all know that the event of entrepreneurship in rural areas isn't as easy as in urban areas. As there are variety of problems which must be catered. Some of them are listed as under:

- Paucity of Funds

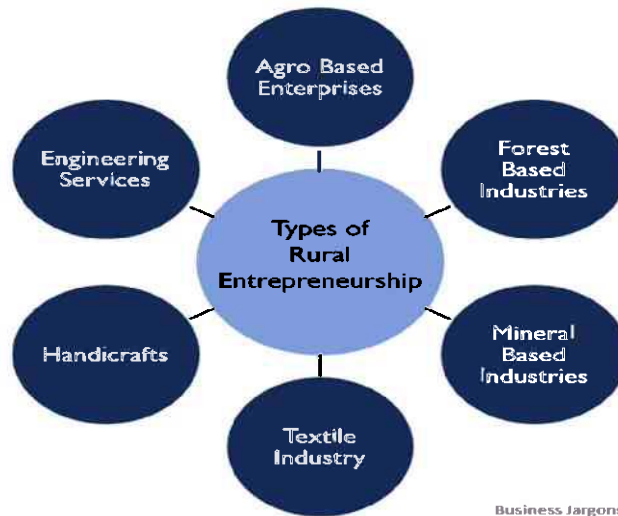
- Lack of technical know-how
- Lack of training and development
- Non-availability of skilled labours
- Risk Element
- Legal Formalities
- Lack of technical knowledge
- Lack of Quality Control
- Lack of communication and market insights
- Lack of storage and transportation facilities
- Old and obsolete technology, machinery and equipment
- Lack of promotional strategy
- Lack of infrastructural facilities
- Poor quality standards
- What is the importance of rural entrepreneurs?

Rural entrepreneur can be considered as an important catalyst in bringing about the economic development of a country and of rural areas within the country. Rural entrepreneurs are that class of entrepreneurs who carry out entrepreneurial activities by establishing Industrial and business units in the rural sector of the economy.

Types of Rural Entrepreneurship

- **Agro-Based Enterprises:** Because the name suggests, these enterprises enjoys the direct selling or processing of agriculture products, for instance, sugar, dairy products, fruit juice, spices, oils from oilseeds, jaggery etc.
- **Forest-Based Industries:** Industries dealing within the supply of wood or wood products, coir industry, beedi industry, honey making, bamboo products, etc. are covered under the forest-based industry.
- **Mineral Based Industries:** Cement industry, stone crushing, wall coating powders, etc. are included within the mineral-based industry.
- **Textile Industry:** Industry during which weaving, spinning, tie and dye, colouring and bleaching of textile are administered is roofed under this category.

- **Handicrafts:** Craft or artistic items made from wood, bamboo, glass, jute, soil, etc. are called as handicrafts. Moreover, traditional decorative items, toys, antiques etc. also are covered here.
- **Engineering Services:** It's going to include tools and equipment utilized in agriculture like tractors, pumps, pipes and fittings, repairs, etc.



Conclusion

Rural entrepreneurship is vital not only as a way of generating employment opportunities within the rural areas with low cost of capital and raising the important income of the people, but also its contribution to the event of agriculture and concrete industries. Rural industries play an important role in the national economy, particularly in the rural economy. Rural entrepreneurship is vital not only as a way of generating employment opportunities within the rural areas with low cost of capital and raising the important income of the people, but also its contribution to the event of agriculture and concrete industries. Without rural industrialization, it might not be easy to unravel the matter of unemployment in rural areas. Rural entrepreneurship are often considered one among the solutions to scale back poverty, migration, economic disparity, unemployment and develop rural areas and backward regions.

Suggestions

- Labour in Intensive Techniques to be adopted.
- Educate the agricultural Entrepreneurs.
- Offer finance with low rate of interest.

- Exploitation of village resources like wind and solar power for rural electrification.
- SWOT Analysis: Strengths, Weaknesses, Opportunities, and Threats of small businessmen need to be identified and properly trained to motivate them to become entrepreneurs.
- Marketing, Management skills should be improved by imparting training.
- Awards should tend to those entrepreneurs who demonstrate extraordinary success.
- Providing Market Information.
- Government Role: to supply infrastructure, warehousing, marketing facilities and helps to export their goods to foreign countries.

Literature Review

The purpose of this literature review is to relate established ideas and knowledge to factors that affect entrepreneurial success and to determine how this influences innovation. This is achieved by reporting on entrepreneurial success and innovation also as well as on the challenges that rural entrepreneurs face.

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13. Entrepreneurship and Information Technology Businesses

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Abstract

This paper aims to determine the importance of info Technology businesses and youth's interest in entrepreneurial initiatives in reference to IT based mostly businesses. The information was collected victimization form from final year students of entrepreneurship and laptop sciences listed in Bachelors, therefore on get a profound image of their intention, motivation and talent to enter in IT connected entrepreneurial ventures. As descriptive statistics was wont to analyze the findings, the study depicts nice motivation among final year graduates to enter in entrepreneurial ventures. They're found to be motivated to ascertain ventures of their own even at tiny level. Therefore, SMEs will play important role in aiding and fostering entrepreneurial activity with special focus on info Technology businesses. In addition, the analysis limitation may be the proven fact that information has been collected from high universities/ institutes during which intellect level of scholars is competitively high, therefore their feeling to entre and understanding concerning SMEs and entrepreneurial initiatives is best than students of normal institutes. Also, the results might are deviated if same analysis was applied in countries with variable demographics. As for sensible implementations, the analysis could also be important for SMEs officers to foresee the entrepreneurial spirit among youth and to style policies consequently. Also, it opens horizons for info Technology students to think about entrepreneurial careers aside from merely applying for jobs in package houses/ organizations. Also, no previous analysis has been disbursed in analyzing the mutual relation of Entrepreneurship and knowledge Technology businesses, neither the outcome/ joint result of each has been studied along. Advent of data technology has modified all the aspects of the globe within the third millennium to a good extent and therefore the entrepreneurship especially. IT contributes to the entrepreneurship in numerous ways that. This study aims to research the result of data technology in Entrepreneurship. The

information are obtained each through the entrepreneurs, the trade and therefore the staff. The information were then analyzed victimization the precise share and therefore the 5-point Likert scale to work out the impact of data technology in Entrepreneurship. The findings then indicate that info technology plays 3 prominently important roles as follows: IT facilitates job access greatly, IT provides the distinctive chance for work place info simply and IT will increase the use rate dramatically through virtual work place significantly electronic selling.

Keywords: Entrepreneurship, information technology, innovation, economic crisis, Global Entrepreneurship Monitor

Introduction

In the era of worsen slump worldwide wherever financial organization are merging, industries are being downsized, productions are being reduced, as a response to that inflation is rising at a high pace, state is turning into a world's quandary, cash is losing price, and in total big economies are collapsing, there still exists a field/sector or AN trade that is ever increasing since the time of its existence and even proving resolute be a support to falling economies during this time of economic recession, i.e. info Technology. Cross-check one amongst the largest business growths within the past 20 years and names like Facebook, Twitter, Linked In, Free Lancing, etc. are pretty outstanding as way as success thinks about. There was a time once chain stores like Wall mercantile establishment, automotive makers like Benz and Oil producers like Shell went to be a supply of inspiration and still they're however within the recent state of affairs the shift has been magnificently affected towards the I.T giants, mentioned higher than. The rationale for the actual fact is that the diversification and advancement within the I.T field as these items signifies to AN large analysis topic i.e. "Entrepreneurial Activity in I.T business may be a roadmap to success In Economic Crisis", that is that the question raised during this analysis. Chain stores like Wall mercantile establishment and makes like decree and shell would like nice investments and involvement of high risks to be established, that during this vulnerable economic recession may be very little undesirable to be taken in to thought by shareholders (especially the mediocre), that's why this powerful era has to be centered on safe play that is feasible within the field of data Technology, as this seems to be one amongst the solutions of all the fashionable slump. To support the argument, take AN example of AN non worker United Nations agency has the chance to try to free be lancing by sitting reception, wherever his/ her investment may be less as compared to gap a market during which the chance of losing cash is

high. Astonishingly, within the state of affairs on hand, even if the loss happens, it won't be devastating as such if an equivalent failure happens in home based mostly IT startup. Similarly, if 2 investors wish to own a sequence of stores, then their investment is secure if they prefer to own business like e-bay, rather than gap big sopping mercantile establishment that involves high risk and probabilities of losing cash is over in e bay, as Wall mercantile establishment struggled in European nation and had to clean up its operations . Same goes with alternative comparative businesses additionally as I.T connected business leaves behind the centuries previous established brands listed in NYSE/ NASDAQ . Having same this all, this analysis paper focuses on analyzing the purpose, if trendy day youth values entrepreneurship, and what's its perception concerning IT based mostly businesses as a profitable business ventures, particularly to counter worsening economic situations worldwide.

Entrepreneurship & Information Technology

It has become a widely-recognized undeniable fact that entrepreneurs and knowledge technology became the backbone of the globe economy. The increasing penetration of IT in society and in most of industries/businesses, still because the connexion forces of entrepreneurship and innovation within the economy, reinforce the requirement for a number one and authoritative analysis reference book to spread forefront findings regarding entrepreneurship and innovation within the context of IT from a global perspective. data Technology Entrepreneurship and Innovation presents current studies on the character, method and observe of entrepreneurship and innovation within the development, implementation, and application of data technology worldwide, still as providing teachers, entrepreneurs, managers, and practitioners with up-to-date, comprehensive, and rigorous research-based articles on the formation and implementation of effective methods and business plans. The advent of data technology has modified all the aspects of the globe within the third millennium to an excellent extent and also the entrepreneurship specifically. IT contributes to the entrepreneurship in numerous ways in which. This study aims to analyze the impact of data technology in Entrepreneurship. the information area unit obtained each through the entrepreneurs, the business and also the workers. the information were then analyzed victimisation the precise proportion and also the 5-point Likert scale to see the impact of data technology in Entrepreneurship in. The findings then indicate that data technology plays 3 prominently important roles as follows: IT facilitates job access greatly, IT provides the distinctive chance for work place data simply and

IT will increase the utilization rate dramatically through virtual work place significantly electronic selling. Technology entrepreneurship could be a vehicle that facilitates prosperity in people, firms, regions, and nations. The study of technology entrepreneurship so, serves a very important operate on the far side satisfying intellectual curiosity.

Previous definitions from the literature don't explore and identify: the last word outcome of technology entrepreneurship; the target of the last word outcomes; the mechanism accustomed deliver the last word outcomes; or the character of the reciprocity between technology entrepreneurship and scientific and technological advances. Moreover, a replacement definition ought to expressly link technology entrepreneurship to the speculation of the firm, entrepreneurship theory, and management theory.

Literature Rreview

“Entrepreneurship is that the most powerful economic force to mankind”. Entrepreneurs’ area unit people World Health Organization acknowledge opportunities wherever others see chaos or confusion. They’re aggressive catalysts for amendment at intervals the marketplace. They need been compared to Olympic athletes challenges themselves to interrupt new barriers, to long distance runners coping with the agony of the mile”. “Entrepreneurship is a lot of than the mere creation of business and the characteristics of seeking opportunities, taking risks on the far side security, and having the determination to push a thought through reality”. “Entrepreneurship is the image of business determination and achievements”. The businessperson is the aggressive catalyst for amendment within the world of business. He or she is Associate in Nursing freelance thinker World Health Organization dares to show a discrepancy in an exceedingly background of common events. The only definition of entrepreneurship doesn’t exist considering the openness and depth of entrepreneurship as an idea. Yet, there area unit some similarities in its literature review which has personal initiative, the power to consolidate resources, management skills, a want for autonomy and risk taking. Alternative characteristics embrace fight, goal-oriented behavior, confidence, expedient behavior, intuitiveness, reality-based actions, the power to find out from mistakes and also the ability to use human relations skills, ability to undertake certain risk and build choices in conditions of uncertainty.

Research Methodology

It is outlined as a extremely intellectual act used within the investigation of nature and matter and deals specifically with the means information is collected, analyzed and understood.

The target of this analysis is to spot the importance of data Technology businesses among business & IT graduates. Analyze the motivation of youth in initiating entrepreneurial ventures.

Conclusion

This research takes us to conclusion that the current youth has surely got a business mind and possess huge motivation to start its own ventures. A good prospect is that students are not earning degrees only as they consider entrepreneurial ventures an effective tool to increase their earnings. Their motivation is high, and they are also impressed by the recent IT giants thus considering information technology businesses an economic booster that can edge declining economies. This takes us further to conclude that establishing an IT based business based upon computer aided systems and methodologies may not only bring innovation but also guarantees more returns in contrast to less investment which otherwise would have been required in traditional businesses of same level. So, its high time for investors to bring SME sector in perfect alignment with IT based business. Since, banks' aid is important for financing the start-ups, it is mandatory for them to make policies and procedures that allow prospect enterprise to accord with the financing options. In total, it won't be wrong to comment that there is great need to focus on IT based businesses to cope with the worsening economic scenarios, especially when there is great interest and motivation among the youth to start IT based businesses as this is the same youth which is termed as future of any country. In the era of globalization, where technology is rapidly developing, this causes entrepreneurs to inevitably have to take part in its utilization. They realize the importance of the Internet as a means to participate in global markets. As a result, small, large, and medium industries compete to offer their superior products and services, to Internet users who come from different backgrounds and groups. Some of the roles and influence of the Internet on entrepreneurship development in Indonesia are first, namely to increase customer satisfaction where a relationship or closeness between the entrepreneur and his consumers will be established so that entrepreneurs become more responsive in meeting consumer needs, then also to help entrepreneurs in networking in order to capture a number of consumers who can increase business income. In addition, in terms of transactions, the Internet plays a role in creating convenience by providing a payment service system that is easy, fast, and safe. It also plays a role in product marketing and socialization to the public, as well as in the recruitment of competent workers to produce quality products and make business and business is increasingly global.

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14. To Study the Role of Event Management Applications in Project Management

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Abstract

Event management is a strong and fast growing profession with a rather low level of standardization. Often we take event management as a part of project management, but we have to consider that event management has very specific concepts and issues, and needs further developed methods and tools. We classify events, we compare project management and event management, we reconsider standards in both areas, and discuss perspectives for a stronger standardization of event management in the future.

Event management system has various advantages. The event booking and management system allows the user to book tickets for the event at the click of a button. The user gets all the resources at a single place instead of wandering around for bookings. This system is effective and saves time and cost of users. It also provides a secure, reliable and fast management system for the admins to add events.

Events are becoming more and more important for companies as an instrument of marketing communication. The management of events is an interdisciplinary task, addressed in the most diverse fields in practice and in research establishments. Because careful preliminary planning and precise execution are extremely important for events, modeling languages, such as the event-driven process chain (EPC), can contribute greatly to the systematic design of event management systems. Accordingly, this article will make recommendations for an application system and organization design in the form of an EPC reference process model for event management.

Key Words: Are you an event planner or an SEO looking for event planning keywords? SEO is one of the great ways to put your event in front of your desired audience and the unpaid chance to step up your event marketing game. One of the first steps and crucial process for doing SEO is searching the right keywords for your event.

Introduction

There are many kinds of events - marketing events to promote new products or services, sports events, concerts, festivals, conferences, summits, weddings, etc. Events are different in size and duration

Event management is the application of project management to the creation and development of small and/or large-scale personal or corporate events such as festivals, conferences, ceremonies, weddings, formal parties, concerts, or conventions. It involves studying the brand, identifying its target audience, devising the event concept, and coordinating the technical aspects before actually launching the event.

The events industry now includes events of all sizes from the Olympics down to business breakfast meetings. Many industries, celebrities, charitable organizations, and interest groups hold events in order to market their label, build business relationships, raise money, or celebrate achievement.

Objective

Strong event management process that is able to detect changes of state throughout an organization's IT environment is a key aspect of a complete suite of service management processes. Event management ultimately helps an organization maintain control through an understanding of the state of things, and how the state of those things changes in an IT environment.

This objective is important because in order for an event management process to be effective, it must understand the wide range of configuration items in an IT environment, the wide range of states that those items can be in and what those states mean to the delivery of IT services. In other words, effective event management requires a complete understanding of the various things that can happen to the resources in an IT environment.

When an event occurs the service provider must decide what to do about that event. Most events, in most IT organizations, are simply logged and ignored. Many events, however, require some type of action. An effective event management process clearly understands what action to take when different events occur, and it performs those actions consistently and predictably. Additionally, in the case that an event needs to be communicated to a specific function in the organization, a strong event management process performs such communication consistently so that the function can take predictable and repeatable action based on communication of the event.

The "ITIL Service Operation" book describes the following objectives of the event management process

Research Methodology

Often times when talking about Event Management methodology, the discussion revolves around the capabilities of a tool, the number of events that can be processed per second, or the custom algorithm within the correlation engine that makes everything work (almost as if by magic). We look at the tool or tools that are displayed out in front of us and expect them to provide all of the capabilities that are needed, and then we check off all of the requirements one by one. Aiming to answer the objectives and research question of this document involves use of both primary research and secondary research. The approach followed in the research methodology, is the one proposed by Saunders et al. as further explained in the third chapter. The empirical method to gain the primary data in this research was based on survey. Utilizing survey as the research method enables to collect quantitative data which provides more control over the research process (Saunders, 2009). Survey was performed using questionnaires method to evaluate the experience of the audience attending an event. A brief of the research design is as follows:

Main Content

The event manager is the person who plans and executes the event, taking responsibility for the creative, technical, and logistical elements. This includes overall event design, brand building, marketing and communication strategy, audio-visual production, script writing, logistics, budgeting, negotiation, and client service.

Finding (If Any) : Will Be Based on Responses for M Questionnaire

Events administrator interview questions revolve around three main categories: your personality, your job related experience, and your overall event planning strategies or philosophies

1. **Concept** The first step for planning a successful event is the event concept. Think about what the event will be held for. One of the best ways is to think about the greatest concerts ever held. Even if your event is not a concert, this gives you an idea of how you want your event to make attendees feel.
2. **Coordination** We hope you know how to properly plan a schedule. The next step once you've conceptualized your event is to coordinate it. This will include coming up with a theme or general idea for the event. Once you find a theme, you will have a better idea for the venue, decorations (if appropriate), and any additional needs for the event – whether it is hiring a speaker, using audio/visual equipment, etc. There is bound to be an event that you have attended that has created everlasting memories in your mind.

This is what you want to do with your event.

3. **Control** This is one of the most overlooked and often neglected stages of event management. This is best managed if you do a run-through of the event. You want to make sure everything is on track. Show up to the venue and see if there is ample space for all of the confirmed attendees. You also need to see if there is ample space for the catering company to lay out the food.
4. **Culmination** This is the 'D-Day' so to speak. This is when the event takes place. On this day, you and your team need to be on top of everything. You want to develop an itinerary for everyone involved with the event. You want to make sure that the team has access to the venue before the event begins – so that you can set up and possibly 'rehearse' the event before it begins. As the event is progressing, you have to make sure the itinerary is continuously being followed. If one speaker is speaking, you have to make sure the second speaker is ready for their speech.
5. **Closeout** Once the event successfully ends, there is still work to be done. You want to make sure that all payments and termination of contracts with the vendors, caterers, speakers, etc. are completed. You also want to give feedback to your team. If they did a great job, let them know. If there were any issues, make sure they are addressed right away so that they can do a better job for your next event. Make sure you also ask them for feedback on how you fared as an event manager.

Event management is the project OF management to the creation and development of small and/or large-scale personal or corporate events such as festivals, conferences, ceremonies, weddings, formal parties, concerts, or conventions. It involves studying the brand, identifying its target audience, devising the event concept, and coordinating the technical aspects before actually launching the event.

This evolution has allowed users greater freedom of information and interaction between developers and management. Regarding the area of knowledge, the need to enhance knowledge sharing, has gained increased importance for the most various reasons, resulting in the creation of the concept of platforms that not only display the information in dynamic websites, but also include a set of tools installed in the server, commonly designated as the Back Office

Conclusion

Event Management System is user friendly and cost effective system, it is customized with activities related to event management life-cycle. It provides a new edge to management industry. SolutionDot always keep your objectives and goals on top priority while developing

any plan of work..

“Event management is the application of project management to the creation and development of large scale events such as festivals, conferences, ceremonies, formal parties, concerts, or conventions”. It is needed everywhere in many businesses like retail, sport, finance, software etc. Different teams are needed to hire to manage an event but still there are some chances of negligence in sending invitations to all, payments and record maintains. These all things are necessary but time taking.

Suggestion

Planning an event can be an incredibly stressful task for anyone — no matter your level of expertise. Even the most experienced veterans can (and should) anticipate bumps along the way because that’s just the nature of the job. Though certain obstacles are inevitable, many of them can be largely preventable with the right knowledge. And who better to learn from than those who’ve experienced it first hand? We looked to the experts for event management tips and tricks to help you run things like a pro.

It is important to finalize your guest list as early in the planning process as possible. Again, if this is a family affair the choice of guests will be fairly easy. But if you are hosting an event on behalf of someone else, you’ll need to get their input on the guest list. Having a basic head count will help you determine the size of the venue you will be booking, and the cost and content of your catering. Naturally, some of your invited guests may decline to attend, but you should have a general idea of how many people will be coming to your event before you move forward with your planning strategies

Planning any event, whether it’s a wedding shower or an anniversary party, can seem a bit overwhelming at first, particularly if it’s your first time at the helm. However, there’s no need to panic. If you start early, and take your time, you can easily plan a successful event that will earn you rave reviews and bring pleasure to all of your guests.

To get you started on your adventure, we’re going to look at some top tips to help simplify your event planning and reduce the accompanying stress.

Literature Review

Event management entails the application of management in the creation and development of large-scale events (Emmers & Wolff, 2008). The process of coordinating and planning events is usually regarded to as event planning, and it includes a variety of things discussed in the paper (Martin-Flatin, Jakobson, & Lewis, 2007). In regards to the above information, I work as an event manager at an event planning company.

However, the company is faced with is increased competition from other similar industries. The event planning industry has grown enormously over the last decade, and it is thus, important for the company to develop strategies for reducing the associated competition (Constantinides, 2006). According to Allen & Gale (2004) direct competition that the many companies face such as my company exists in cases where companies produce similar goods and products meant to target similar customers or market segment. Enterprises and businesses are strongly affected by completion.

The nature and range of services and goods that they sell as well as the prices that they charge on the commodities is greatly influenced by the level of completion in the particular industry (Tjosvold, Johnson, Johnson, & Sun, 2006). For an enterprise to be successful, it is thus, paramount for it to recognize the need to adapt to the ever-changing global business environment to be able to get the competitive edge over its rivals (Allon & Federgruen, 2007). In this regards, the paper presents a literature review addressing the issue of increased competition currently confronted by the organization.

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15. Globalization in Rural Entrepreneurship

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Abstract

Every nation's progress is heavily reliant on several sectors and their development; in order to develop any sector, innovation and business are required. There are more opportunities for growth and development in a growing country like India, which is mostly rural and semi-rural. As a result, rural entrepreneurship is critical, and the paper reviewed papers by various authors on the subject, including challenges and problems faced by rural entrepreneurs, qualities required to become a successful rural entrepreneur, remedial measures to address problems, the benefits of rural entrepreneurship, grass-roots innovators, various government schemes, and opportunities available in rural entrepreneurship.

Introduction

The development of a nation is dependent on its progress in numerous sectors; in each field, entrepreneurs who are resourceful and passionate about succeeding, as well as pioneers on the frontlines, are required. The term "entrepreneurship" is derived from the French words "entreprendre" and "unternehmen," both of which imply "undertake." "Entrepreneurship is neither a state of being, nor is it characterised by creating plans that are not followed through on," said Peter Drucker. It starts with action, with the formation of a new organisation, which may or may not become self-sustaining, and may never generate considerable money. Individuals, on the other hand, enter the entrepreneurial paradigm when they found a new company."

Challenges in Rural Entrepreneurship

Rural entrepreneurship, according to S. Jayadatta (2017), is a significant opportunity for development, but rural entrepreneurs face problems such as a lack of basic utilities in rural communities, particularly in developing countries. Financial challenges, conceptual capacity, a lack of education, and the living standards of the rural masses are among the primary issues, according to him. This research investigated the hurdles and problems faced by rural

entrepreneurs in realising their full potential, particularly in the areas of product marketing, basic amenities such as electricity, water supply, and transportation facility financial facilities. Finally, the discovered the issues and problems in the Indian market by capitalising on the opportunities and prospects for being a successful entrepreneur.

Problems in Rural Women Entrepreneurship

According to Vijay M. Kumbhar (2013), women are a country's most important human resource, and every state should aim to use them as economic development and growth mediators. The traditional mindset of society, as well as the state's and respective authorities' negligence, are the key bottlenecks for women's entrepreneurial development in India. Women also confront issues such as a lack of balance between family and career duties, a low level of financial freedom, the lack of direct ownership of property by women, a lack of understanding about capacities, and a low ability to endure risk, among others. As a result, it has been discovered that there is a constant need for large-scale awareness campaigns with the goal of changing people's minds. to carry out.

Qualities of a Successful Entrepreneur

Dr. N Santhi and S Rajesh Kumar discussed the characteristics of a successful entrepreneur, emphasising that starting a new company is not just about entrepreneurship, but also about having the right mentality to thrive in business. The following are the major qualities needed to become a successful entrepreneur: "to be a dreamer, to have an inner drive to succeed," Be an innovator, have the capacity to organise, be willing to take risks and make timely decisions, be a lifelong learner, have business transparency and willingness to change, have negotiation skills, and have a strong belief in yourself. They have also discussed the problems that rural entrepreneurs confront, such as the rise of mall culture, power outages, a lack of technical know-how, and infrastructure disease.

Rural Women Entrepreneurship

Rural women entrepreneurship, according to Rakesh Kumar Gautam and Dr. K Mishra (2016), will provide new economic prospects for rural women and help to the overall development of rural and semi-rural individuals who relocate to urban areas. They've talked about the difficulties and the factors that encourage women's business in rural India. They employed investigative investigation as their research methodology. The study is exploratory as well as descriptive. The paper's findings depicted a lack of balance between women's family and

career duties, a low level of financial independence and risk bearing ability, self-confidence, a lack of technology expertise, a lack of drive, and legal formalities.

Remedial Measures

According to Dr. Dilip Ch. Das (2014), rural entrepreneurs could use the following remedial techniques to solve their challenges. Different organisations such as ICICI, SIDBI, NABARD, IFCI, and others provide the services that rural entrepreneurs require. Creating financial cells and providing low-interest loans, providing training opportunities, establishing marketing cooperatives, and ensuring enough supply of basic materials.

Implementation of Globalization in Rural Entrepreneurship

According to Brijesh Patel and Kirit Chavla (2013), the implementation of globalisation in rural entrepreneurship had a greater impact on its growth by allowing free access to global trade, technological advancements, social and cultural development, and government assistance for international trade.

Advantages of Rural Entrepreneurship

Marketing Assistance Scheme

The advantages of rural entrepreneurship, according to Joel Jeadurai, include the utilisation of idle capital, optimal utilisation of local resources, provision of employment opportunities, the avoidance of rural population migration, balanced regional growth, promotion of artistic activities, a check on social evils, encouragement of rural youth, improved living standards, and equitable income distribution. He also identified government schemes available for rural entrepreneurship in India, such as the Entrepreneurship Development Institution Scheme, the Rajiv Gandhi Udyami Mitra Yojana (RGUMY), the Performance and Credit Rating Scheme (Implemented through NSIC), the Product Development, Design Intervention and Packing (PRODIP), and the Khadi Karigar Janashree Bima Yojana for Khadi Karigar Janashree Bima Yojana for Khadi Karigar Janash.

According to Dr. Upasana (2019), India is known for its agricultural production, and there is plenty of room to expand farm-related industries. According to the report, rural entrepreneurs' obstacles should be leveraged to stimulate and entice additional participation. When this is accomplished, the rural economy will be self-sustaining and dynamic. As a result, the government should recognise the need of providing incentives to corporate houses in order to encourage rural entrepreneurship.

Grassroots Innovators

According to Mansi Paul and Achla Sharma (2013), any challenge generates a new solution, and rural people develop. The usability of innovations and affects of innovations in the day-to-day lives of rural people have been studied in two districts of Bihar by researching the usability of innovations and impacts of innovations in the day-to-day lives of rural people. As a result, the most significant advances were in the fields of agriculture, technology, and rural energy, with the local community benefiting.

Major Opportunities in Rural Entrepreneurship

The major opportunities in rural entrepreneurship, according to Sathya (2019), are (i) the development of rural prosperity through better distribution of farm produce in the rural, (ii) the reduction of disguised employment opportunities for rural youth due to entrepreneurial occupation, and (iii) the formation of large co-operatives in the rural that will form the optimum and maximum utilisation of farm produces and local resources.

Types of Rural Entrepreneurship

According to Dr. S. Vijaya Kumar (2016), the Indian rural sector is no longer primitive and isolated, thus entrepreneurship should be supported in rural and tribal society as a whole to address issues such as poverty, economic disparities, unemployment, and people's living conditions. For the study, the author used secondary data to classify several types of rural entrepreneurship, such as individual entrepreneurship, group entrepreneurship, cluster formation entrepreneurship, and cooperative entrepreneurship.

Some of the downsides of rural entrepreneurship include the threat to rural entrepreneurs' and rural industries' survival, global recession, insecurity, and outsourcing.

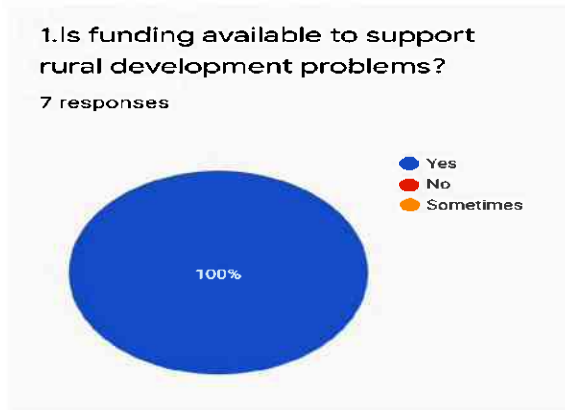
Government Schemes

Saud Ilahi (2018) described the current state of rural entrepreneurship in India, as well as the various government schemes for revitalising traditional industries and rural entrepreneurship. These schemes include financial assistance, skill development training, infrastructure development, and marketing assistance. SFURTI (Scheme of Fund for Regeneration of Traditional Industries) is one of the schemes discussed.

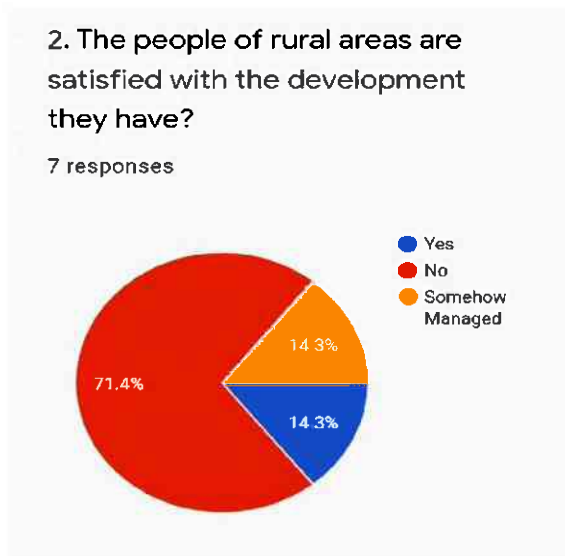
- ASPIRE (A Scheme for Promoting Innovation, Rural Industry, and Entrepreneurship) is a programme that promotes innovation, rural industry, and entrepreneurship.
- Credit Guarantee Scheme for Micro and Small Enterprises (CGTMSE),

- CLCSS (Credit Linked Capital Subsidy Scheme) is an acronym for Credit Linked Capital Subsidy Scheme.

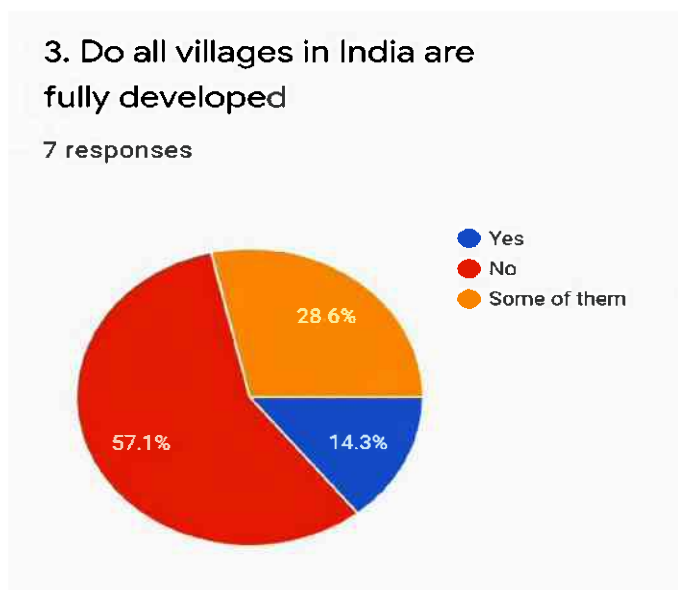
Sudipta Ghosh (2011) attempted to comprehend the issues and challenges for rural entrepreneurship development in India, concluding that providing the right information, adequate credit, and continuous motivation at the right time through rural monitoring programmes by the government, bankers, panchayat leaders, and voluntary organisations would help rural entrepreneurship grow, discrimination, and so on.



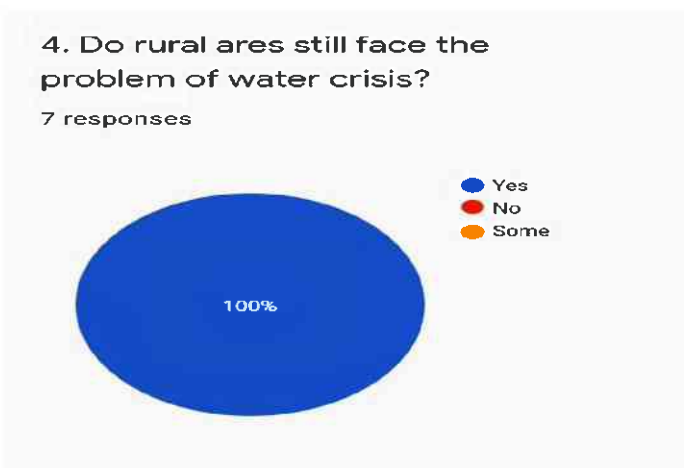
According to the survey, 100% of the respondents agree with the funding available to support the Rural Development problems.



According to the survey, 71.4% of the respondents do not agree with the satisfaction of the development in rural areas. 14.3% of the respondents agree are satisfied with the development and the rest 14.3% have neutral opinions.



According to the survey, 57.1% of the respondents do not agree with the statement of rural areas being fully developed In India. 14.3 % of the respondents agree with the statement and 28.6% of the respondents have neutral opinions.



According to the survey, 100% of the respondents believe that there is a problem of water crisis in the rural areas.

Conclusions

Rural industries play an important role in the national Economy, particularly in the rural economy. Rural Entrepreneurship is important not only as a means of Generating employment opportunities in the rural areas with Low capital cost and raising the real income of the people, but Also its contribution to the development of agriculture and Urban industries. Without rural

industrialization, it would not Be easy to solve the problem of unemployment in rural areas. Rural entrepreneurship can be considered one of the Solutions to reduce poverty, migration, economic disparity, Unemployment and develop rural areas and backward Regions.

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16. The Indian Startup Ecosystem

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Abstract

In many regions of the world, startups have received a lot of attention in recent years. The number of startups in India is rapidly increasing, and more support is now available in all areas. This study examines the current situation of the Indian startup ecosystem with three objectives: to gain a better understanding of the growth drivers and motivations of Indian company founders, to identify the obstacles that these businesses face, and to highlight the pillars that support them. Data from semi-structured interviews with company founders, investors, and representatives from support organisations are included in the research. Furthermore, a review of relevant literature adds to the validity of the findings.

Introduction

Startups have risen in popularity in India, as well as many other regions of the world, in recent years. Their numbers are growing, and they are increasingly being recognised as major engines of economic growth and employment creation. Startups can generate meaningful solutions and so operate as vehicles for socioeconomic development and transformation through innovation and scalable technology.

Over the previous two decades, the Indian startup ecosystem has changed dramatically. Although few firms were formed in the 2000s, the ecosystem was still in its infancy, with only a few active investors and a limited number of support organisations such as incubators and accelerators. In the late 2000s in the last ten years, there have been several successful exits, the number of startups has expanded rapidly, and more support has become accessible in all dimensions. Bangalore has emerged as India's principal startup hub, while Mumbai and the National Capital Region (NCR), as well as some smaller cities, are also seeing substantial startup activity.

This research attempts to include a good grasp of both the growth factors and the constraints that Indian startups confront. The report also looks into how the startup environment has evolved and details where and what type of help is accessible.

Keywords : Startups, India, Corporate, Issues

Methodology

This research aims to provide a detailed assessment of the Indian startup ecosystem's current state. It delves into the following issues in great detail:

1. What are the primary growth drivers and motivations for Indian entrepreneurs to establish and run a business?
2. What are the main obstacles that Indian startups face?
3. What has changed in the startup ecosystem? What type of help is available to entrepreneurs and where can they get it?

Startups in India

Startups do not live in isolation, they are part of a larger business ecosystem. As a result, the growth drivers of the Indian startup ecosystem must be viewed in the context of several factors, including earlier economic reforms and current market situation, as well as the role of technological change and shifting attitudes among government officials, large corporations, and society as a whole.

Changing People's Attitudes About Entrepreneurship

Those who are willing to take chances are the ones who can put their ideas into action and take advantage of opportunities. The majority of Indian company founders claim to be driven by their enthusiasm, curiosity, satisfaction from problem-solving, and desire to make a difference in society. Many Indian founders have previously worked in a corporate setting, but despite the job security and rewards of high wages and other perks, they saw that employment as stifling their creativity. Because they don't identify with corporate culture, they typically build something on their own, allowing them to establish their ideals and steer their course.

Difficulties

There are some widespread contents that entrepreneurs endure throughout the world. Certain challenges, on the other hand, are distinct to the Indian corporate climate. India was frequently mentioned in this report as a difficult environment for businesses. This section discusses some major problems that Indian startups face.

The Digital Divide and Multicultural

There is a perception gap between people who give outcomes and those who aspire to apply them in general. Startups must vanquish this gap and establish a deep understanding of clients and their needs to design triumphant solutions. This is especially problematic in the Indian setting, because the country is extremely varied, with a wide range of cultures, languages, races, and faiths. Because Indian clients are so different, entrepreneurs' understanding of them is frequently limited to specific places that they are familiar with and where they have local contacts. Comparative advantages are related to certain places in this way. As a result, establishing a pan-Indian business is more difficult due to their lack of understanding of clients in different parts of the country.

Getting Products to Market and a Lack of Financial Willingness to Pay

Another problem for businesses is getting their products to market in India, which appears to be difficult to break into. The competitive landscape is one of the reasons: Many enterprises are already existing, and many more, including copycats, enter the market. Another factor is that small businesses are at a disadvantage when compared to large corporations. On the one hand, this is because large market actors are better equipped to deal with bureaucratic restrictions. Public procurement, on the other hand, is regarded as ineffective, and the government prefers to sign contracts with well-established firms. However, if large corporations promote startups, they may have an easier time capturing a market. A third reason is that customer communication and retention take time and effort. It's challenging to persuade Indian buyers, especially if the firm develops unique items and targets new market sectors.

Employing Qualified Personnel

Joining a company as an employee is not an appealing career option for many job searchers, owing to the inherent risk that the startup would fail. Rather, the vast plurality prefers to work for huge corporations, which propose more stable employment alternatives. Furthermore, startups are rarely able to compete with major corporations' reputations and salary systems. After a few years, many people who work for startups move on to established companies. Because many people become accustomed to the benefits of corporate employment, job transitions in the opposite direction are less common.

Another problem is that many job seekers lack the necessary qualifications. Startups notice a disconnect between the knowledge imparted to students in institutions and the expertise

required for jobs, particularly in industries where technology evolves rapidly. Fresh graduates are typically not immediately employable due to their lack of understanding of industry needs. As a result, when employing new personnel, companies must devote a large amount of time and money to training them.

The Situation of the Indian Ecosystem of Startups

The startup ecosystem includes a variety of stakeholders, including incubators and accelerators, investors, service providers, educational and research organisations, and large corporations, in addition to the entrepreneurs themselves. This section explains how the Indian startup ecosystem has developed, as well as where and how startups can now get help.

The Indian Venture Ecosystem's Growth

The Indian startup environment has evolved considerably during the last two decades. More firms have entered the market, giving various forms of assistance to businesses. As a result, the ecosystem has expanded dramatically and is now blooming.

In the late 1990s, when the dot-com bubble burst, a few startups had already emerged in the New Economy. Broadband penetration was minimal at the time, Internet service was limited, and infrastructures were scarce. The situation gradually improved over the next decade, with more entrepreneurs entering the market. Some of them did well, and some of them had to leave. Flipkart, a Bangalore-based e-commerce startup, got a tremendous investment in 2009. This was a defining moment. The number of companies, as well as incubators, accelerators, and other support organisations, grew rapidly in the following years.

Between 2013 and 2018, 7200 to 7700 IT startups were formed, resulting in a 12-15 per cent annual growth rate. The first Indian unicorn was InMobi, a Bangalore-based advertising technology company.

A Difficult Market Structure

In India, many startups are hampered by bureaucratic processes that appear to lack fundamental norms. They don't have enough ways to find information, and there's little certainty about how long processes will take. Furthermore, regulations might change at any time, and entrepreneurs may receive unexpected notices. As a result, startups are forced to come up with inconvenient workarounds, squander time, or flip their business strategy.

Other difficulties include legal incorporation and registration as a startup, as well as firm closure. Despite the government's stated desire to speed up the process of starting a business,

most people regard it as time-consuming and expensive. It necessitates numerous permissions, posing a significant barrier to entry. Formal registration as a startup is required when the legal setup is completed to qualify for tax breaks and other benefits. The government's startup definition has specific criteria, yet just a few firms have met them. The requirements were later relaxed, but it appears that startups are still having trouble acquiring registration certificates. Although some firms fail, it has been said that shutting down a business is far more difficult than starting one.

The Indian Startup Ecosystem's Evolution

More knowledge has become accessible in the ecosystem as the first generation of Indian entrepreneurs has learned from their mistakes and experiences. Some of these entrepreneurs went on to be successful, inspiring others to follow in their footsteps. Furthermore, over time, a sense of community has developed among those involved in the startup environment. Overall, the Indian ecosystem has grown to a certain extent, with strong support in all areas.

Funding for Startups by Location

The majority of assistance is offered in Indian metro cities, each of which has its history and local quirks, as well as a distinct environment. Bangalore, in the Indian state of Karnataka, is the country's principal centre, with the most sophisticated number of startups, support charities, and investors. Bangalore is home to one out of every four tech startups in India.

The proximity of several engineering colleges and prominent academic institutes is one reason why Bangalore has evolved as a startup hub. Several Indian as well as foreign corporations and R&D centres in the aerospace, biotech, and later IT industries set offices in Bangalore as a result of the ready-made talent pool. Bangalore is home to three of India's top four IT employers: Infosys, IBM 31 India, and Wipro.

In Maharashtra, as well as the National Capital Region (NCR), particularly in Delhi, Gurgaon, and Noida, there is a lot of activity in the startup scene. The NCR is home to 21% of all Indian IT startups, whereas Mumbai is home to 14%.

Mumbai is home to a bevy of fintech companies because it is India's financial hub. In the NCR region, startups are active in a wide range of fields. In both cities, the cost of living and rent is far higher than in Bangalore, where affordable office and co-working space is more commonly available. In the NCR, culture and social attitudes are more conservative, reflecting a lower social acceptance of entrepreneurial careers. In addition, unlike Bangalore and Mumbai,

interview partners in Delhi reported that workplace safety is a concern, particularly for women, and that workplace flexibility is limited.

Conclusion

The Indian market furnishes many outlooks for businesses, and startups, in turn, have elevated expectations of stimulating advancement and creating jobs. In India, more companies have arisen in the previous two decades, and the related ecosystem has grown rapidly. As a result, support has expanded in a variety of areas, including office space and infrastructure, business mentoring and networking, and the availability of financial capital. There is a powerful sense of optimism about the ecosystem's future development.

Despite this, Indian startups confront tremendous difficulties. Overcoming such obstacles will necessitate the collaboration of all parties, including ecosystem actors, government agencies, and entrepreneurs themselves. Changes in the larger cultural environment might also be beneficial in encouraging people to take risks and maybe generate significant solutions.

This research gathered a variety of viewpoints on the current state of the Indian startup ecosystem. It recognised the opportunities they see, the challenges they confront, and the imperatives for bolstering the support systems for entrepreneurs.

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17. A Study on Event Management

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Abstract

Event management involves overseeing all logistics leading up to and during an event, whether a conference, wedding, or any organized gathering. Event managers execute the event plans by managing staff, finances, vendor relationships, and more.

In the event planning profession, the job titles are as diverse and numerous as the services offered, and it can often be difficult to differentiate one from another. It can be challenging when preparing an event planning portfolio, looking for work, or working with a client who does not have the correct understanding of your job function and responsibilities. Learn more about what event management involves and whether it's right for you.

Event management includes a variety of functions for executing large-scale events, which might include conferences, conventions, concerts, trade shows, festivals, and ceremonies. It involves handling the overall logistics of the event, working with staff, and conducting project management of the event as a whole.

Additional duties might include managing the budget and the teams of people responsible for each function, as well as overseeing the execution of the event. Event managers also supervise the services of all outside vendors and professionals, including event planners.

Event management is the application of project management to the creation and development of small and/or large-scale personal or corporate events such as festivals, conferences, ceremonies, weddings, formal parties, concerts, or conventions. It involves studying the brand, identifying its target audience, devising the event concept, and coordinating the technical aspects before actually launching the event.

The events industry now includes events of all sizes from the Olympics down to business breakfast meetings. Many industries, celebrities, charitable organizations, and interest groups hold events in order to market their label, build business relationships, raise money, or celebrate achievement.

The process of planning and coordinating the event is usually referred to as event planning and which can include budgeting, scheduling, site selection, acquiring necessary permits, coordinating transportation and parking, arranging for speakers or entertainers, arranging decor, event security, catering, coordinating with third-party vendors, and emergency plans. Each event is different in its nature so process of planning and execution of each event differs on basis of the type of event.

Keywords: Services, Planning, Function, Responsibilities, Teams, Managers.

Introduction

There are an increasing number of universities which offer training in event management in the form of both certificates and undergraduate or graduate degrees. The University of Central Florida's Rosen College of Hospitality Management offered the first ever Bachelor of Science degree in Event Management beginning in 2006. The program leverages core training in both hospitality, covering lodging operations, tourism, guest services, accounting, and marketing as well as event management, including sales, promotion, technology, design, risk management, and catering with electives available for specific interests, such as cruises, clubbing, wine, or trade shows. Other degree programs that do not offer a full degree usually offer concentrations, such as New York University, which offers a Bachelor of Science degree in Hotel and Tourism Management with a concentration in event management. The University of Florida offers a similar program as well.

Because of the limited number of undergraduate degree programs available, it is not uncommon for event managers to earn their degrees in business administration, marketing, or public relations. To supplement their candidacy, persons interested in event management typically earn one or more certifications which offer specialization into particular fields.

Sustainability

Sustainable event management (also known as event greening) is the process used to produce an event with particular concern for environmental, economic, and social issues. Sustainability in event management incorporates socially and environmentally responsible decision making into the planning, organization and implementation of, and participation in, an event. It involves including sustainable development principles and practices in all levels of event organization, and aims to ensure that an event is hosted responsibly. It represents the total package of interventions at an event, and needs to be done in an integrated manner. Event

greening should start at the inception of the project, and should involve all the key role players, such as clients, organizers, venues, sub-contractors, and suppliers. A recent study shows that the trend of moving events from in-person to virtual and hybrid modes can reduce the carbon footprint by 94% (virtual) and by 67% (hybrid mode with over 50% in-person participation rate due to trade-offs between the per capita carbon footprint and in-person participation level).

What is Event Management

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Event management is the application of project management to the creation and development of small and/or large-scale personal or corporate events such as festivals, conferences, ceremonies, weddings, formal parties, concerts, or conventions. It involves studying the brand, identifying its target audience, devising the event concept, and coordinating the technical aspects before actually launching the event.

The events industry now includes events of all sizes from the Olympics down to business breakfast meetings. Many industries, celebrities, charitable organizations, and interest groups hold events in order to market their label, build business relationships, raise money, or celebrate achievement. The process of planning and coordinating the event is usually referred to as event planning and which can include budgeting, scheduling, site selection, acquiring necessary permits, coordinating transportation and parking, arranging for speakers or entertainers, arranging decor, event security, catering, coordinating with third-party vendors, and emergency plans. Each event is different in its nature so process of planning and execution of each event differs on basis of the type of event.

Research Methodology

The market currently boasts of various event management companies and websites and the customer has a lot of options to choose from, however there are various problems which are

faced by them during such activity. Some of the problems faced by customers in online event management are as follows:

- Which event management company to choose?
- Should I choose individual talent over event managers?
- What are the options for payment, Is it flexible or hard bound?
- What should be the advance period of notice, should it be small like a week or big like month or years?
- How to trust any event management company?

The proposed system uses android architecture and builds upon it an application which shall be able to answer some of these questions and provide user interface which is more interactive and responsive for consumers and can seamlessly integrate popular web services like Facebook, PayPal to use their services for managing an event from scratch. The proposed system shall provide the following features:

- Categorization of services for Individuals as well as Event Management Companies
- Trusted reviews and rating system
- Interactive U.I for easy and quick operations
- Easy Vendor Management
- Flexible payment options
- Filters for sorting and customizing search

Main Content

Event Management involves management, creation and development of different events like corporate events, parties, formal events etc. Know in detail about scope of event management in India.

Event management as a career is a multifaceted activity. It involves management, creation and development of events such as corporate conferences, wedding, festivities, formal parties etc. It involves a lot of research about the brand, target audience and the concept of the event before planning the actual event.

The event industry manages different sizes of events including Olympics to many even small birthday parties etc. The process of planning small or large size events is called event planning.

Event Management Skill-Set

Candidates with high organisational skills, creative ability and excellent public relation (PR) skills are best fitted for the event management industry. Major constituents of event management profile are meticulous event planning skills.

Apart from creative skills, this profession also requires relationship management, planning, organisation skills, marketing and advertising and many more similar skills. It offers fantastic opportunities to travel, socialise and explore.

Aspirants willing to pursue event management as a profession need to possess good communication skills, should be a people person, have problem-solving attitude, creative approach and much more. Event management as a career requires ability to work under pressure and for odd hours to excel in this field.

Technology

Event management software companies provide event planning with software tools to handle many common activities such as delegate registration, hotel booking, travel booking, or allocation of exhibition floor space.

A recent trend in event technology is the use of mobile apps for events. Event mobile apps have a range of uses. They can be used to hold relatively static information such as the agenda, speaker biographies, and general FAQs. They can also encourage audience participation and engagement through interactive tools such as live voting/polling, submitting questions to speakers during Q&A, or building live interactive "word clouds". Mobile event apps can also be used by event organizers as a means of communication. Organizers can communicate with participants through the use of alerts, notifications, and push messages. They can also be used to collect feedback from the participants through the use of surveys in app. Some mobile event apps can help participants to engage with each other, with sponsors, and with the organizers with built-in networking functionality.

Strategic Marketing and Communication

Event management might be a tool for strategic marketing and communication, used by companies of every size. Companies can benefit from promotional events as a way to communicate with current and potential customers. For instance, these advertising-focused events can occur as press conferences, promotional events, or product launches.

Event managers may also use traditional news media in order to target their audience, hoping to generate media coverage which will reach thousands or millions of people. They can also invite their audience to their events and reach them at the actual event

Literature Review

The spectrum used for the review of literature focuses upon the definition of an event, quality and difficulty to manage an event. An event can be described as a public assembly for the purpose of celebration, education, marketing or reunion. Events can be classified on the basis of their size, type and context. An event can be a social / lifecycle event like a birthday party, engagement, wedding, funeral etc. or an education and career event like an education fair, job fair, workshop, seminar, debate, contest, competition etc. Quality in terms of event management can be described as the degree of excellence of an event. The quality of service provided is dependent upon many parameters which should answer the question “Is this good enough?” According to Andersson and Wesslau (2000), when using events, companies get the possibility to have their own-right to the consumer during the duration of the event. This means that if a company manages to get the consumer to attend the event, the distortion from the competitors will be gone or at least minimized during the duration of the event. Also, events contain tangible elements, such as food, beverages and other products sold or given away, but are essentially a service in that they consist of intangible experiences of finite duration within a temporary, managed atmosphere. As with all services, this experiential “product” is produced and consumed simultaneously, is highly heterogeneous and very difficult to store or control. The arguments presented by the literature reviews do run parallel with its empirical counter-part most of the time. However, irrespective of its size and contents, events always have the knack of surprising people. Even though they are planned and every settings of an event are monitored, but the event itself will always provide the physical experience that is entirely new and different from the previous ones.

Objectives of the Study

- To understand the process of event management.
- To determine the factors affecting quality of service in event management.

Conclusions

Mobile applications are of utmost importance when companies market their products or services. The proposed system aims to bridge the gap between vendors and users and provide

them a platform to interact and manage events. The proposed system can be said to be a successful when it delivers a proper channel to easily and effectively manage their event and provide a good quality of service to the customers in real time.

Acknowledgement

First and foremost we would like to express our gratitude to The Lord, Almighty for bestowing upon us the knowledge to successfully complete our research. We would like to express my deep and sincere gratitude to our research supervisor for giving us the opportunity to do research and providing invaluable guidance throughout this research. Her dynamism, vision, sincerity and motivation have deeply inspired us.

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18. The Startup Environment and Funding Activity in India

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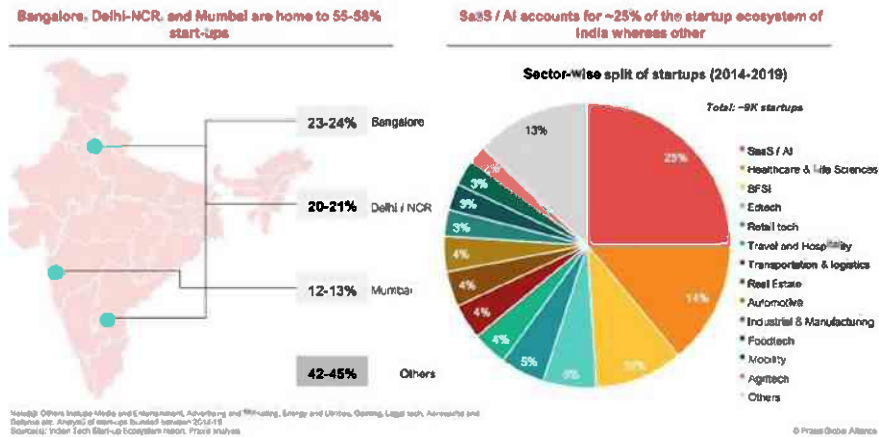
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Abstract

India has an estimated 26,000 start-ups, making it the world's third-largest start up ecosystem, with over \$36 billion in consolidated inflows over the last three years and 26 "unicorns" – start-ups worth more than \$1 billion. The Indian start up ecosystem has grown at a rapid pace. Seed, angel, venture capital, and private equity are the most common types of private investments. Money, with help from incubators, accelerators, and the government on the technical side. The government, on the other hand, is fostering an enabling atmosphere through its Start-up India initiative. In 2016, the initiative went into effect. With India's aim for a knowledge-based economy. The government is aiming to construct ICT infrastructure and provide policy in the digital, increased e-governance, investments, and technological innovation ,To foster entrepreneurship and spur economic growth, research and higher education are needed. Data suggest that the startup ecosystem's expansion has mostly been concentrated in the large cities. Cities and states in Tier , The *Startup India* Action Plan was unveiled by Prime Minister Narendra Modi on 16th January, 2016 to highlight several initiatives and schemes proposed by the Government of India to build a strong eco-system to nurture innovation and empower Startups across India.

The 19-point Action Plan envisages several incubation centres, easier patent filing, tax exemptions, ease of setting-up of business, a INR 10,000 crore corpus fund, a faster exit mechanism, among others.

Keywords: Knowledge based, economic, government, policy, research data, infrastructure, innovation, digital, education, entrepreneurship, demographic, startup, ecosystem, capital firms, organization, education, growth, program, Investment.



Introduction

India has long been noted for its ICT expertise, and more recently for its rapid economic growth fueled by digital transformation and innovation. It has also become one of the largest startup cities in the world, in addition to its recent strong economic growth. The world's ecosystems In the last few years, the Indian startup ecosystem has progressively improved. During the last few years, thanks to an increase in the number of angel investors, venture capital firms, incubators, and other organisations. accelerators, as well as government programmes like Digital India and Startup India. India, as well as Smart Cities, which would boost startup and investment activity across the country new industries This rise in startup investments and the number of unicorns is due to a combination of factors.as a result of fast rising spending power, mobile internet usage, and access to new technologies consumer markets, social media adoption, technology breakthroughs, and good economic conditions are all factors to consider.

Demographics of the consumer Around 2004, when Silicon Valley Bank opened its doors, the current wave of entrepreneurs began. Bengaluru was the site of the company's initial office. Since then, the trend of investing in startups has accelerated. increased. In 2015, India has 10,000 startups, nearly the same as the United States. The People's Republic of China (PRC) is a country in Asia (Grant Thornton, ASSOCHAM India 2016). It also included In the e-commerce space, there are eight "unicorns" – companies valued at \$1 billion or more. ad:tech, digital banking, marketplaces, transportation and mobility, logistics and hyperdelivery, ad:techand analytics, as well as finance and internet aggregators. In August of this year, Indian companies raised \$1.4 billion in 50 deals, compared to just \$1.2 billion in August of last year. The previous year, \$182 million was spread over 32 trades (IVCA-EY 2019), a sevenfold increase.

According to IVCA-EY (2019), India has approximately 50,000 startups, with 3,500 of them active year-on-year growth of 30%

Objective

Startup India is a flagship initiative of the Government of India, intended to catalyse startup culture and build a strong and inclusive ecosystem for innovation and entrepreneurship in India.

Research Methodology

The research is descriptive in nature and it is based on the data collected from secondary sources like blogs, articles and online websites.

India's Startup Opportunity and Funding Opportunities

Investment values increased at a compound annual growth rate (CAGR) of over 75 percent between 2011 and 2015, while the number of deals increased at a CAGR of over 80 percent. VC investments have risen fast since then, according to various estimates, and peaked in 2007.

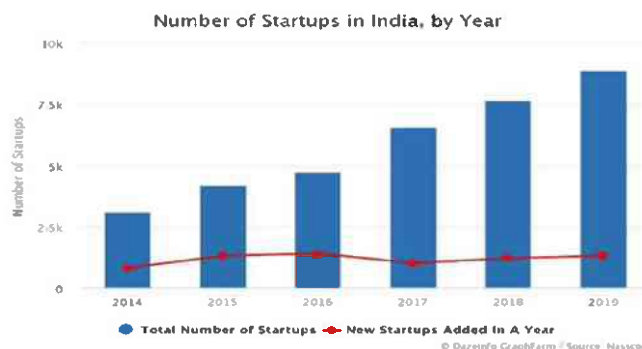
A Startup means an entity:

- Incorporated or registered in India not prior to five years
- With an annual turnover not exceeding INR 25 crore in any preceding financial year
- Working towards innovation, development, deployment or commercialization of new products, processes or services driven by technology or intellectual property

The entity shall cease to be a Startup if:

- It is formed by splitting up, or reconstruction, of a business already in existence
- Its turnover for the previous financial years has exceeded INR 25 crore
- It has completed 5 years from the date of incorporation/registration

Further, the Startup shall be eligible for tax benefits *only after* it has obtained certification from the Inter-Ministerial Board, set up for such purpose.



Why India Can Be a Hub and Testing Ground for Innovation and Startups

India is quickly becoming a breeding ground for innovation and startups by exploiting its strengths in human capital and ICT services and shifting to a digital and knowledge-based economy. ICT, innovation, and research are all used in knowledge economies, and higher education and specialised skills are required to produce, share, and utilise information in the workplace. growth. The four indicators of the World Bank's Knowledge Economy Index are as follows:

In 2012, India was placed 109th out of 145 countries studied; however, there has been little change since then. that study has been updated India climbed five places in the Global Rankings from 2018 to 2019. The Global Innovation Index (GII) has risen from 57th to 52nd rank among 129 countries. There are 80 indicators, ranging from intellectual property filing rates to mobile application usage. spending on education, scientific and technological publications, and a variety of other things. This is encouraging, but there are still obstacles to overcome, such as developing low-cost technologies.

Conclusion

The government will now need to focus on raising top-notch technical talent and global business skills through “reverse brain-drain” and making India a startup-friendly nation. India can learn from Israel and countries that invest heavily in R&D, and strengthen linkages between startups, corporates, academic institutions, and the government. India punches above its weight in terms of global innovation and much more can be done in developing human capital and investing in higher education and putting in place an intellectual property strategy in innovation. Startups in India will also require support for entrepreneurs and innovators who are often only interested and constrained in producing their own products and services and do not have the expertise and capacity scale with better accounting, marketing, and sales.

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19. The Startup Environment and Funding Activity in India

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Abstract

Event management involves overseeing all logistics leading up to and during an event, whether a conference, wedding, or any organized gathering. Event managers execute the event plans by managing staff, finances, vendor relationships, and more.

In the event planning profession, the job titles are as diverse and numerous as the services offered, and it can often be difficult to differentiate one from another. It can be challenging when preparing an event planning portfolio, looking for work, or working with a client who does not have the correct understanding of your job function and responsibilities. Learn more about what event management involves and whether it's right for you.

Event management includes a variety of functions for executing large-scale events, which might include conferences, conventions, concerts, trade shows, festivals, and ceremonies. It involves handling the overall logistics of the event, working with staff, and conducting project management of the event as a whole.

Additional duties might include managing the budget and the teams of people responsible for each function, as well as overseeing the execution of the event. Event managers also supervise the services of all outside vendors and professionals, including event planners.

Keywords: Services, Planning, Function, Responsibilities, Teams, Managers.

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The events industry now includes events of all sizes from the Olympics down to business breakfast meetings. Many industries, celebrities, charitable organizations, and interest groups hold events in order to market their label, build business relationships, raise money, or celebrate achievement.

The process of planning and coordinating the event is usually referred to as event planning and which can include budgeting, scheduling, site selection, acquiring necessary permits, coordinating transportation and parking, arranging for speakers or entertainers, arranging decor, event security, catering, coordinating with third-party vendors, and emergency plans. Each event is different in its nature so process of planning and execution of each event differs on basis of the type of event.

Research Methodology

The market currently boasts of various event management companies and websites and the customer has a lot of options to choose from, however there are various problems which are faced by them during such activity. Some of the problems faced by customers in online event management are as follows:

- Which event management company to choose?
- Should I choose individual talent over event managers?
- What are the options for payment, Is it flexible or hard bound?
- What should be the advance period of notice, should it be small like a week or big like month or years?
- How to trust any event management company?

The proposed system uses android architecture and builds upon it an application which shall be able to answer some of these questions and provide user interface which is more interactive and responsive for consumers and can seamlessly integrate popular web services like

Facebook, PayPal to use their services for managing an event from scratch. The proposed system shall provide the following features:

- Categorization of services for Individuals as well as Event Management Companies
- Trusted reviews and rating system
- Interactive U.I for easy and quick operations
- Easy Vendor Management
- Flexible payment options
- Filters for sorting and customizing search

Main Content

Event Management involves management, creation and development of different events like corporate events, parties, formal events etc. Know in detail about scope of event management in India. Event management as a career is a multifaceted activity. It involves management, creation and development of events such as corporate conferences, wedding, festivities, formal parties etc. It involves a lot of research about the brand, target audience and the concept of the event before planning the actual event.

The event industry manages different sizes of events including Olympics to many even small birthday parties etc. The process of planning small or large size events is called event planning.

Event Management Skill-Set

Candidates with high organisational skills, creative ability and excellent public relation (PR) skills are best fitted for the event management industry. Major constituents of event management profile are meticulous event planning skills.

Apart from creative skills, this profession also requires relationship management, planning, organisation skills, marketing and advertising and many more similar skills. It offers fantastic opportunities to travel, socialise and explore.

Aspirants willing to pursue event management as a profession need to possess good communication skills, should be a people person, have problem-solving attitude, creative approach and much more. Event management as a career requires ability to work under pressure and for odd hours to excel in this field.

Literature Review

The spectrum used for the review of literature focuses upon the definition of an event,

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According to Andersson and Wesslau (2000), when using events, companies get the possibility to have their own-right to the consumer during the duration of the event. This means that if a company manages to get the consumer to attend the event, the distortion from the competitors will be gone or at least minimized during the duration of the event. Also, events contain tangible elements, such as food, beverages and other products sold or given away, but are essentially a service in that they consist of intangible experiences of finite duration within a temporary, managed atmosphere. As with all services, this experiential “product” is produced and consumed simultaneously, is highly heterogeneous and very difficult to store or control. The arguments presented by the literature reviews do run parallel with its empirical counter-part most of the time. However, irrespective of its size and contents, events always have the knack of surprising people. Even though they are planned and every settings of an event are monitored, but the event itself will always provide the physical experience that is entirely new and different from the previous ones.

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- To understand the process of event management.
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20. Rural Entrepreneurship

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Abstract

An entrepreneur is a person who starts a new business, bearing the majority of the risks and reaping the majority of the rewards. Entrepreneurship refers to the process of starting a business. The entrepreneur is frequently regarded as an innovator, a source of new ideas, goods, services, and business/or procedures.

The majority of the Indian population lives in rural areas, and their primary source of income is agriculture and agricultural-related activities. In light of this, rural entrepreneurship is an important contributor to the country's economic development. In many cases, rural entrepreneurs are considered to be necessity-driven because they face numerous barriers and obstacles to growth. The primary goal of this research is to ascertain rural entrepreneurs' perceptions of their accomplishments and how they influence the performance and growth of their businesses.

Keywords- Entrepreneur, economic development, rural entrepreneurship, agricultural-related activities

Introduction

Entrepreneurship has been identified as a key contributor to economic growth and development. It is defined as an activity or action undertaken by an individual who seeks self-employment and manages a business that contributes to the economy in a prudent and positive manner, taking risks, developing new products and processes, and having the ability to see opportunities and adapt to change.

A rural entrepreneur is someone who uses rural resources to create products and establish businesses in rural areas, thereby contributing to the up-liftment of the rural economy and its growth potential. These rural entrepreneurs face similar challenges to urban entrepreneurs, but in many cases face additional and more severe challenges due to the rural nature of their businesses. Finance, infrastructure, good human resources, and personal skills such as decision-making and

risk-taking may be more difficult in a rural setting. India is dominated by rural areas and activities, emphasizing the importance of providing adequate support to these areas and entrepreneurs.

There has been a decline in agricultural activities in India over the last decade, as has this sector's contribution to the country's economic growth and GDP, and one possible way to improve this situation is to promote rural entrepreneurship. In light of this, the primary goal of this study was to ascertain respondents' perceptions of rural entrepreneurship.

Research Methodology

The primary goal of this study was to determine respondents' perceptions of rural entrepreneurship. The sample consisted of entrepreneurs running micro, small, or medium-sized businesses in rural India.

3.2. Research Area and Sample

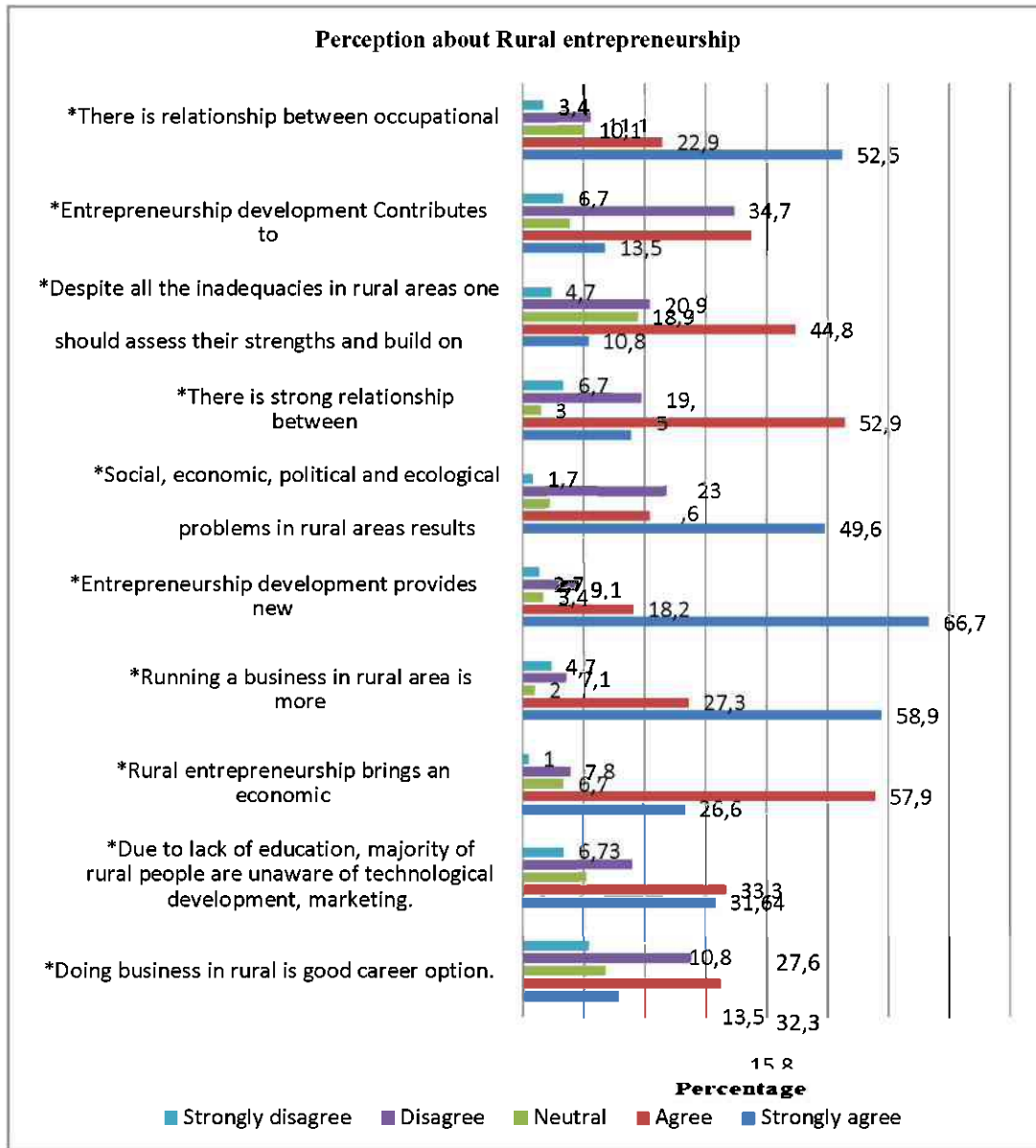
A descriptive research design was used in this study, and a simple random sample of 340 participants registered with the Vidarbha region district industries Centre (DIC) was drawn. The final sample included 297 completed questionnaires, for a response rate of 87 percent. In terms of the population studied, the sample included a variety of MSMEs, income levels, and genders, for example. The reason for selecting these areas for the study was that these blocks are located in the heart of various business activities. Table 1 displays the sample distribution.

Table1. Distribution of Sample

Districts/DICs	Block	Sample size of entrepreneurs
Chandrapur	Warora	33
Gondia	Tiroda	69
Akola	Khamgaon	35
Wardha	Hinghanghat	43
Amravati	Warud	38
Bhandara	Lakhani	79
Total		297

Data Examination

Perception about Rural Entrepreneurship in India



Main Content

1. Entrepreneurship and the Link to Economic Growth

Innovation is one of the most important factors for entrepreneurship that should be present in order to significantly contribute to economic growth. Innovation is defined as a factor or phenomenon used to create and design new things, products, and services that benefit humanity. Thus, innovation could be regarded as the primary fuel or catalyst for

entrepreneurship's success. The concept of economic growth is largely based on models developed by traditional economists such as Myrdal (1957), Rostow (1959), and Solow (1956), and can be further defined as a method of tracking a country's GDP and per capita GDP progress. Economic development, on the other hand, refers to a multi-dimensional measuring concept that provides a comprehensive overview of a country's progress, particularly in terms of social development. In other words, economic development entails the overall improvement of a society's standard of living through the expansion of all sectors of the economy, such as education, health, technology, and infrastructure, as well as the overall reduction of poverty and unemployment.

2. Importance of Entrepreneurship in Developing Countries

Entrepreneurship has been a major research topic in the management field for the last 20 years. Furthermore, much emphasis has been placed on rural entrepreneurship, which is regarded as the backbone of the rural economic sector in developing countries such as India and South Africa. Rural entrepreneurship can be defined as any form of entrepreneurship that occurs in areas characterized by large open spaces and small population settlements in comparison to the national context. Rural entrepreneurship not only generates income for locals, but it also contributes to a higher standard of living for rural residents through increased opportunities, mobilization, and the prevention of agricultural brain drain. However, several barriers to rural entrepreneurial growth exist, including a lack of appropriate and skilled manpower, financial resources, infrastructure, and market opportunities. Despite technological advancements, many problems are arising in rural areas. First, there is a scarcity of basic resources such as skilled labor, infrastructure, and expanded market opportunities. If these aspects could be improved, the potential for these rural entrepreneurs to develop, flourish, and realize capital output within these rural economic markets could be increased.

3. Importance of Entrepreneurship to the Rural Livelihood of People

In general, rural entrepreneurship is defined as the establishment of new businesses in rural areas. Exploiting and developing rural areas appears to be an ideal opportunity for rural entrepreneurs (Saxena, 2012). However, as with any business opportunity, various obstacles may impede the success of such ventures. Hookoomsing and Essco (2003) state that factors such as a lack of confidence and the ability to make a decision are significant barriers for rural entrepreneurs. Other factors that influence the success of a rural entrepreneur include a lack of determination, a risk-taking attitude, and poor management skills, as well as the disadvantage of being dominated by one major industry. Rural areas are small in terms of population and

geographic location, which limits market size and growth potential. Because of the small population size and isolation, it is difficult for people to interact and exchange ideas with one another, stifling the process of innovation. Furthermore, in many cases, the geographic location leads to poor infrastructure, particularly in transportation, such as roads and rail, making it difficult for these entrepreneurs to deliver their goods and services to the market on time. Electricity outages, connectivity issues, and inadequate internet access all stymie the development of these areas in general.

One of the most significant barriers to the development of rural entrepreneurship is bureaucracy, as well as the inexperienced nature of the entrepreneurs, who do not always understand the legal aspects and processing and formalities required to obtain loans or other financial assistance to start a business. As a result, such potential entrepreneurs may be vulnerable to bureaucrats and corrupt officials. They also lack appropriate collateral sources, which could aid in additional financial support. What is required in such a situation is the establishment of a social networking circle in rural areas that provides a networking background with wealthy and influential entrepreneurs in order to provide them with assistance for money lending and loans.

4. Barriers and Challenges of Rural Entrepreneurship

The challenges that these rural entrepreneurs face are linked to their cultural background and thought process. The success of an entrepreneur can be influenced by cultural factors such as societal trust in his abilities and innovative thinking. A supportive society boosts these entrepreneurs' potential and motivation, as well as their desire to be more successful.

Financial Issues: One of the most significant impediments to new projects and ideas is a lack of funds. Many of these rural entrepreneurs do not have adequate funds or external financial sources to start their businesses, and obtaining a loan is a time-consuming and sometimes impossible process. It should be noted that, while getting these entrepreneurs into the market may be considered the main issue, staying in business is even more difficult.

Management Issues: A common problem in rural areas is a lack of knowledge and information technology. Because of their remote location, they must rely on internal sources for information, which can be difficult at times. Personal and family relationships can be both encouraging and discouraging at times, resulting in management problems.

Human Resource Issues: There are many uneducated, unskilled workers in rural areas who, due to a lack of training, guidance, and experience, fail to keep their businesses running. Furthermore, unskilled labor can be a problem in these businesses. Due to a lack of knowledge

and resources, these entrepreneurs frequently encounter difficulties in obtaining the necessary licensing.

Problems with Marketing: Small businesses are vulnerable to the presence of larger, more established businesses in the market. When compared to larger, more established businesses, these newer and smaller businesses have less financial assistance and networking skills. These larger businesses, on whom they rely for the sale of their goods and services, frequently exploit them.

Conclusion

Many studies and policies have emphasized the importance of entrepreneurship, and in the case of rural areas, promoting it may be even more important. Rural areas, particularly those focused on agriculture, are frequently regarded as the backbone of an economy, as countries with successful and productive agricultural sectors contribute significantly to economic growth. Unfortunately, many rural areas lack resources to support new and developing entrepreneurs, which leads to a negative perception of rural entrepreneurship in many cases. In light of this, the primary goal of this study was to determine respondents' perceptions of rural entrepreneurship. The findings indicate that, while all of the statements had a positive mean score, respondents were less confident that entrepreneurship development contributes to social wealth by creating new markets and that doing business in a rural area is a good career option.

This is supported by the Global Entrepreneurship Monitor, and it is also true in the majority of India, not just rural areas (GEM Consortium, 2019). Although the study helped to expand the existing body of knowledge on rural entrepreneurship, it has limitations. For starters, the study only focused on one district in India, and expanding the sample size and area could improve the overall findings. Furthermore, the study was descriptive in nature, and further investigation into causes via enhanced statistical analysis may yield additional results. These limitations pave the way for future research that will include a larger sample size and more rural districts. The inclusion of more variables in the study can also be interesting.

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21. Opportunities and Challenges Faced by Women Entrepreneurs in India

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Abstract

*Pandit Jawaharlal Lal Nehru has remarked "When women move forward, the family moves, the village moves and then ultimately the Nation moves forward." Women are one of the most relevant untapped resources if you talk about entrepreneurship. Female entrepreneurship is gaining attention and importance in light of the evidence of the importance of new business creation for economic growth and development. Entrepreneurship refers to the act of setting up a new business so as to take advantages from new opportunities. Entrepreneurs are responsible for shaping the economy and they help in creation of new wealth and new jobs by inventing new products, process and services. We all understand that economic development of the today's woman is crucial for economic development of any country specially a country like India. The dependency on service sector has created many entrepreneurial opportunities for women that they can utilize to enhance their social standing and reputation. In this paper, an attempt has been made to study the opportunities and challenges related with entrepreneurship that the woman of our country faces in the present times. Much knowledge is not found about the economic relevance of women in entrepreneurship programs and the effect of these programs on society and economy. **Keywords:** Entrepreneurship, woman, economy, economic development, challenges, economic growth, opportunities of women entrepreneurship.*

I. Introduction

Women's entrepreneurship needs to be studied separately for two main reasons. The first reason is that women's entrepreneurship has been recognized during the last decade as an important untapped source of economic growth. Women entrepreneurs create new jobs for themselves and others and by being different also provide society with different solutions to management, organization and business problems as well as to the exploitation of entrepreneurial

opportunities. However, they still represent a minority of all entrepreneurs. Thus there exists a market failure discriminating against women's possibility to become entrepreneurs and their possibility to become successful entrepreneurs. This market failure needs to be addressed by policy makers so that the economic potential of this group can be fully utilized.

The purpose of the paper to examine the constraints and opportunities facing female entrepreneurship in developing countries at micro- and macro-level perspectives and seeks to provide a detailed account of opportunities and constraints brought by entrepreneurship.

According to **Kamala Singh**," A women entrepreneur is a confident, innovative and creative woman capable of achieving economic independence individually or in collaboration generates employment opportunities for others through initiating establishing and running an enterprise by keeping pace with her personal, family and social life.

According to **APJ Abdul Kalam**"Empowering women is a prerequisite for creating a good nation, when women are empowered, society with stability is assured. Empowerment of women is essential as their thoughts and their value systems lead to the development of a good family, good society and ultimately a good nation."

According to the recent reports and studies female entrepreneurship has attracted a lot of attention in recent years in light of concrete evidence that it supports economic growth and development.

Objectives of the Study

1. To discuss the problems faced by women entrepreneurs in India.
2. To discuss the major factors affecting the development of women entrepreneurship among various countries.
3. To discuss the measures needed to improve the state of women entrepreneurship in India.

II. Review of Literature

Bowen & Hisrich, (1986), evaluated many research studies done on women entrepreneurship. It concluded that female entrepreneurs are relatively well educated in general but are not having proper management skills, high in internal locus of control than other women in their values & are likely to have had entrepreneurial fathers. Cohoon, Wadhwa & Mitchell, (2010), present a detail about men & women entrepreneur's background and experiences. The study is based on the data collected from primary data where surveys were conducted to collect

data from established & successful women entrepreneurs. The study identified top factors motivating women to enter into the field of entrepreneurship. The factors found were desire to build the wealth, the wish to capitalize own business ideas and to move ahead in life. The challenges are more related with entrepreneurship rather than gender.

Studies have found that most of the women establish enterprises before the age of 35 after gaining some job experience somewhere. The Women network report on Women in Business & in Decision Making focus on women entrepreneurs, about their problems in starting & running the business, family back ground, education, size of business unit. Darrene, Harpel and Mayer, (2008) performed a study & established a relationship between human capital and self-employment. The study showed that self-employed women differ on most human capital variable as compared to the salary and wage earning women. The study also revealed the fact that the education attainment level is faster for self employed women than that for other working women.

Singh, 2008, conducted a study to identify the reasons & factors that influence entry of women in entrepreneurship and also explained the obstacles in the growth of women entrepreneurship. The factors identified were lack of interaction with successful entrepreneurs, social un-acceptance as women entrepreneurs, family responsibility, gender discrimination, lack of social networking, low family and financial support.

Problems Faced by Women Entrepreneurs in India

There are some umpteen problems faced by women at various stages beginning from their initial commencement of enterprise, in running their enterprise. Their various problems are as follows:

1. Lack Focus on Career Obligations

Indian women do not focus on their career obligations in the same manner as they do on their family and personal life. Despite having excellent entrepreneurial abilities, they do not focus on their career obligations. Their lack of focus towards their career creates a problem in promoting women entrepreneurship.

2. Economic Instability of Women

The economic stability of Indian women is in a very poor state as they lack proper education that is crucial for becoming self-dependent. Women in rural areas can't take any entrepreneurial.

3. Lack of Risk Taking Ability

Our educational system is very primitive and creating awareness about woman's capacities and their hidden powers to handle economic activities. Most of the women are not performing entrepreneurial activities because they are not having the proper capacities and risk making ability.

4. Arrangement of Finance & Raw Material

Arrangement of finance is a major problem that is faced by women entrepreneurs. Their access to external sources of finance is very limited because of their poor economic condition in the society .As such; they find it difficult to be an entrepreneur as they lack the risk taking ability because of poor financial assistance. Another problem faced by them is shortage of raw-material and difficulty faced by the women entrepreneur in arranging good quality raw material at competitive prices.

5. Cut-throat Competition

Women entrepreneurs have to face tough competition not only from industry but also from their male counterparts . Surviving this cut-throat competition and achieving the aim of producing quality product at competitive price is not an easy task for the women entrepreneurs.

6. Low Levels of Literacy amongst Women

Illiteracy is the root cause of socioeconomic biasedness that prevails in the society and that doesn't let women achieve economic independency. Due to lack of Knowledge of latest technology and proper education, it becomes difficult for women to set up their own enterprises.

7. Problems in Getting Financial Assistance by Banks & Financial Institutions

Banks and financial institutions help finance small and medium size firm operators to get financial assistance.

But these banks and financial institutions don't readily provide credit to women entrepreneurs because they doubt the credit worthiness of women entrepreneurs. The irony is that according to a report by the United Nations Industrial Development Organization (UNIDO), woman's loan repayment rates are higher than men's but still financial institutes doubt their loan repayment abilities.

8. Marketing Problems

Women entrepreneurs face problems in marketing of their products as this area is mainly dominated by males and women fail to make a mark in this area. Women entrepreneur also find it

difficult to capture the market and make their products popular and they often take the help of middlemen in marketing their products who often charge high commission from them.

9. Less Support towards Family

In business women have to devote long hours and as a result, they find it difficult to meet the demands of their family members and society as well. As such they become incapable in attending to domestic work, attending to the needs of their children which lead to conflict in their personal lives and they find it difficult to work as an women entrepreneur.

10. High Cost of Production

High cost of production adversely affects the development of women entrepreneurs. The high cost of factors of production & the raw material makes it difficult for the women entrepreneur to operate in the industry. Government assistance in the form of grant and subsidies to some extent enables them to tide over the difficult situations. Other than the high cost of production, women entrepreneurs also face the problems of labor, human resources, infrastructure, legal formalities, overload of work, mistrust etc that are associate with every business enterprise.

11. Lack of Self-Confidence and Self-Esteem amongst Women

A strong mental outlook and an optimistic attitude amongst women are required amongst women to be an entrepreneur. But it has been noticed that women lack these qualities required in setting up their own enterprises. Thus, not having the required confidence that is needed by today's women to move ahead creates resistance in their being a good entrepreneur.

Insights about Women's Entrepreneurship Development

The following are the facts and insights about Women's Entrepreneurship Development:-

- a. Entrepreneurship can be an effective means to create employment and empower women and promoting women's entrepreneurship and gender equality helps to empower women in the society.
- b. Women lack confidence in their entrepreneurial abilities as such along with training women entrepreneurs should be provided with strategic partnerships, networking and programs that help in overall entrepreneurship development.
- c. Infrastructure that supports entrepreneurship opportunities should be provided for women's success.

- d. In all countries women still represent a minority in the area of entrepreneurship, are self-employed, or are small business owner-managers and their full potential has yet not been utilized properly.
- e. Women's entrepreneurship is not very successful because they face lots of challenges because of lack of education, lack of role models in entrepreneurship, gender issues, weak social and economic status etc.

Measures to Improve Women Entrepreneurship

Women entrepreneurship in India faces many challenges and requires a radical change in attitudes and mindsets of society. Therefore, programs should be designed to address changes in attitude and mindset of the people. Women of the present times should be made aware regarding her unique identity and her contribution towards the economic growth and development of the country. Course Curriculum should be designed in a manner that will impart the basic theoretical knowledge along with its practical implication and help impart skills required to be an entrepreneur.

At the same time, there are various schemes like the World Bank sponsored programmes that can be undertaken for such purposes. Programmes can be conducted in which established and successful women entrepreneurs can advise and warn for the coming women entrepreneurs against the challenges they will face against being entrepreneur to boost the morale and confidence level of the upcoming entrepreneurs. Government should also play an important role by setting up policies and plan that supports entrepreneurship opportunities. Setting up good infrastructure is also required to build entrepreneurship opportunities.

Some Successful Leading Business Women in India

- **Akhila Srinivasan**, Managing Director, Shriram Investments Ltd
- **Chanda Kocchar**, Executive Director, ICICI Bank
- **Ekta Kapoor**, Creative Director, Balaji Telefilms
- **Kiran Mazumdar-Shaw**, Chairman and Managing Director, Biocon
- **Ranjana Kumar**, Chairman, NABARD
- **Renuka Ramnath**, CEO, ICICI Ventures
- **Ritu Kumar**, Fashion Designer
- **Shahnaz Hussain**, CEO, Shahnaz Herbals

Facts & Figures about Women Entrepreneurship

The results of the survey conducted by IIT, Delhi are:

1. Women own one-third of small business in USA and Canada and the number is likely to be 50% in the coming century.
2. Women account for 40% of the total work force in Asian countries.
3. Women outnumber men by at least two lines in China.
4. The percentage of women entrepreneurs has increased from 7.69% in 1992-93 to 10% in year 2000-01, but the number still is significantly low as compared to overall work participation rate i.e. 25.7%.
5. The number of women in technical courses, professional courses and in engineering stream has shown a tremendous rise. Polytechnics and IITs have only 15% girls out of total enrolled students and very less join and set their own enterprises.
6. Around 8% of women have an interest in starting an enterprise or are giving it serious thought, compared with 13% of men.

Around one in five women come into self-employment from unemployment compared with around one in fifteen for men.

Only 2% of men cite family commitments as a reason for becoming self-employed, compared with 21% of women.

III. Conclusion

Women entrepreneurship in India faces many challenges and requires a radical change in attitudes and mindsets of society. Therefore, programs should be designed to address changes in attitude and mindset of the people. It is important to promote entrepreneurship among women to improve the economic situation of the women. This can be made possible with the help of education as education is a powerful tool in bringing out the entrepreneurship qualities in a human being.

Moreover, attempts to motivate inspire and assist women entrepreneurs should be made at all possible levels. Proper training should be given to the women by establishing training institutes that can enhance their level of work-knowledge, risk-taking abilities, enhancing their capabilities. After setting up training institutes, there should be continuous monitoring, improvement of training programs so that they can improve upon the quality of the entrepreneurs being produced in the country. Undoubtedly the women participation rate in the field of

entrepreneurship is increasing rapidly. However, efforts need to be taken at larger scale to give the position in the field of entrepreneurship that they deserve. The actions & steps that has been taken by the government sponsored development activities have benefited only a small strata of society and more needs to be done in this area. Effective steps need to be taken to have entrepreneurial awareness and skill development to women.

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22. A Study on Problems Faced by Women Entrepreneurs in India

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Abstract

Business venture among ladies, presumably works on the abundance of the country overall and of the family specifically. Ladies today are more able to take up exercises that were once viewed as the protect of men, and have demonstrated that they are underdog to nobody regarding commitment to the development of the economy. Business visionaries are assuming a significant part in the financial improvement of immature country. Ladies' abilities and information, their gifts and capacities in business and a convincing craving of needing to accomplish something positive are a portion of the explanations behind the ladies business visionaries to arrange enterprises. As per World Bank, putting more in business of ladies rather in men prompts more noteworthy advancement of a country. Engaging ladies in business venture prompts break the disparities and lessens the neediness. Business venture assumes a significant part in creating society of a quick agricultural nation like India. These days it has been understood that ambitious ladies have projected innovative gifts which could be bridled in order to change them from the situation of Jobseekers over to Job providers. The public authority has understood the significance of ladies business. Accordingly, it offers an assortment of projects for ladies business visionaries. Despite the fact that the public authority arranges ladies by different affiliations, they are not prepared to embrace the business. When contrasted with men, ladies are less persuaded to begin specialty units because of some undesirable dread, absence of inspiration and sort of exercises.

Keywords: Women Entrepreneurship, Gender and Entrepreneurship, Female Entrepreneurship, New Venture Creation.

I. Introduction

Women entrepreneurs are those Women who think about a business endeavour, start it, arrange and consolidate elements of creation, work the venture and attempt dangers and handle monetary vulnerability implied in running it. Women entrepreneurship should be shaped

appropriately with enterprising characteristics and abilities to meet the progressions in patterns, challenges worldwide business sectors and furthermore be sufficiently equipped to maintain and take a stab at greatness in the pioneering field. Ladies establish 50% of the all out populace of India. Disregarding it, women are as yet lingering behind men in a few perspectives. Throughout the long term, the proficiency pace of ladies and work openings are being expanded huge amounts at a time. Also, of late, they are effectively captivating in a few exercises separated from work. Ladies are including and going into business and setting up various kinds of ventures. The Government of Indian and Andhra Pradesh have been empowering ladies to take up modern foundations. A few monetary organisations are subsidising for foundation of enterprises. Thus, ladies began building up enterprises and working together self and monetary turn of events and coming out with no trouble at all. In India, however ladies have assumed a critical part in the general public, their enterprising capacity has no been appropriately tapped because of the lower status of ladies in the general public. The advancement of Women entrepreneurship venture has turned into a significant part of our arrangement needs. A few approaches and projects are being executed for the improvement of ladies business venture in India. There is a requirement for altering the attitude towards ladies in order to give equivalent freedoms as cherished in the constitution. Today, these undertakings keep on experiencing incalculable issues which block their exhibition and development. A considerable lot of the issues of money, showcasing, creation, appropriation framework actually keep on distressing the MSME area. While some of them are pretty much normal to a wide scope of little endeavours all around the country, others have specific significance to gatherings of little ventures arranged in provincial and in reverse regions

II. Literature Review

Rani (1996) observed that the accessibility of recreation time inspired ladies business people from higher pay classes. In spite of the above mentioned, ladies business visionaries are compelled to take business without a trace of different method for adding to family pay.

Lall and Sahai, (2008), direct a relative appraisal of multi-dimensional issues and difficulties of ladies business venture, and privately-run company. The review recognised Psychographic factors like, level of responsibility, pioneering difficulties and tentative arrangement for development, in view of segment factors. Through separated arbitrary inspecting and comfort testing the information have been gathered from ladies business people working in

metropolitan space of Lucknow. The review recognised entrepreneur's attributes as self insight confidence, Entrepreneurial force and functional issue for tentative arrangements for development and extension. The review proposed that however, there has been significant development in number of ladies picking to work in family possessed business however they actually have lower status and face more functional difficulties in running business.

Greene et.al., (2003), assess the exploration and distribution commitment in the space of ladies business venture. The review classified different diary and assets of examination based on specific boundaries worried about ladies business like sexual orientation separation, individual credits, financing difficulties, specialty unit, setting and women's activist points of view

III. Objectives of the Study

- To comprehend the women entrepreneurship in India.
- To know the issues of women entrepreneurs people in India.

IV. Research Methodology

The current review dependent on broad investigation of optional information gathered from different books, National and International Journals and public and private distributions accessible on different sites and in libraries zeroing in on different parts of Women Entrepreneurship. This examination is likewise a work area concentrate on dependent on secondary information and sites.

Reasons for Starting an Enterprise in India

“When woman moves forward, the family moves, the village moves and the nation moves.” is rightly said by Pandit JawaharLal Nehru. Employment gives status and monetary autonomy to ladies prompting an enabled lady.

Women set up an endeavour because of financial and non-monetary reasons also.

Financial Necessity

In excess of 50% of Indians live underneath destitution line who can scarcely satisfy their essential necessities. The firing up of a pioneering adventure, May it be minuscule unit or bungalow industry or handiwork, can give an answer and haul them out of neediness. Ladies establish nearly of half of Indian populace and her financial need goes about as a pushing element to dispatch a venture.

Financial need is consistently the primary goal for a person to fulfil her lower level requirements. It is out of this need that ladies gets spurred to dispatch her venture followed by

satisfaction of different necessities like wellbeing and security need, social need and a feeling of autonomy.

Autonomy

Indian family and social moulding decreases the certainty, autonomy and portability of ladies. Our general public denies freedom to ladies from the beginning. Advancing business venture won't just give them financial autonomy yet the ideal opportunity to settle on their own choices. Assuming ladies need the general public to invert its conventional mentalities, it is just through their financial freedom that they can accomplish that status.

Self-Actualisation

Self-actualisation suggests longing for communicating and substantiating oneself. These are the solid propelling powers for a lady business person. The building up and fruitful working of an endeavour gives her chances to self-articulation, accomplishment and development.

Maslow's hypothesis of inspiration depends on the standards of insufficiency and calling. Guideline of inadequacy expresses that it is denied need that inspires conduct and fulfilled necessities don't persuade conduct. When the denied need is fulfilled, higher necessities get actuated.

Consequently, a lady puts forth attempts to satisfy her self-actualisation solely after her fundamental need of financial need, wellbeing, and security, social need and so on have been fulfilled. Satisfaction of requirements is an unending cycle and lady continues to push ahead. Each unfulfilled need turns into her spurring power to make progress in her endeavour. There are a great many ladies world over who began their endeavour out of either need and never thought back.

Education and Qualification

A progressive change in the general public's standpoint has been occurring over most recent few decades and training of young ladies is leaned toward by the guardians, society and the public authority too. Right to Education Bill is a stage towards this. When a ladies gets capability, she becomes mindful of her privileges and needs to be treated at standard with men. However our general public is as yet a male-overwhelmed society in any case a certified ladies needs to foster her character by getting out of four dividers and accomplishing an enterprising work

Emotional Intelligence

Women are more genuinely shrewd than man and have great relational abilities which are imperative for outlining techniques and building support.

Multitasking

Women have the capacity of dealing with many assignments simultaneously like chatting on the telephone, perusing their sends, booking what else should be done for the remainder of the day and giving incredible outcomes. They balance their families and profession at the same time adequately. Men are known to have been more irksome with performing multiple tasks having a tendency to zero in on a couple of things, consequently squandering openings

Pain Tolerance

OK, at first I would have said this is immaterial. In any case, in the wake of watching my kids be conceived, there is no doubt that my significant other can deal with much more agony than I can. What's more I am not simply talking actual torment, I mean enthusiastic, as well (have you perceived how extreme youngsters can be on their moms?). In business, there are a ton of agonising minutes. A ton. Ladies certainly enjoy a benefit around here.

Disadvantages of Women Entrepreneurs

- **Family Considerations:** In many societies, ladies are bound to bear a more noteworthy portion of kid raising obligations. Youngsters might request their moms' full focus, which can be really difficult for female business people to manage. Building and maintaining another business requires a lot of time, which might struggle with one's family commitments. Ladies in the present circumstance should offset their day to day existence with their obligations as business visionaries. For instance, guardians can convey about the need to dedicate some time during the day exclusively on business, while different occasions can be given to family matters.
- **Certainty:** Although all kinds of people can confront issues of self-uncertainty, or need certainty to contend in the business market, men don't experience the ill effects of a similar level of "prejudgment" as do ladies business visionaries. For instance, male business pioneers may not really accept that that their female partners can contend or develop to the extent that men can. The premise of these perspectives are generalisations about ladies. Having female guides and partners can assist with imparting self-assurance in your capacities as a female business visionary.

- **Monetary Barrier:** The principal hindrance of female business is the capital financing obstruction. When beginning a business, business people need to arrange cash-flow to get the business "off of the ground." Female business people frequently get their underlying financing from family advances, investment funds and charge cards. Notwithstanding, ladies can get capital from government startup programs, self-financing and investors. At the point when ladies have promising business thoughts, it is less hard for them to get startup capital. Thusly, having strong marketable strategy helps in diminishing the money obstruction for ladies.

Policy for Development of Women Entrepreneurs

Nagendra Kumar Jha from Patna University stated the following strategy for development of women entrepreneurs in his research article presented in 9th AIMS International Conference on Management held on January 1-4, 2012;

- Vocational training to be extended to women community that enables them to understand the production process and production management
- State Finance Corporations and Financing Institutions should permit by statute to extend purely trade related finance to women entrepreneurs.
- The financial institutions should provide more working capital assistance both for small scale ventures and large scale ventures.
- Making provision of micro credit system and enterprise credit system to the women entrepreneurs at local level
- Industrial estates could also provide marketing outlets for the display and sale of products made by women.
- A Women Entrepreneurs" Guidance Cell may be set up to handle the various problems of women entrepreneurs all over the state.
- Training in entrepreneurial attitudes should start at the high school through well designed courses, which build confidence through behavioural games.

Successful Leading Business Women in India the 21st Leading Business Women in India

Akhila Srinivasan, Managing Director ,

Shriram Investments ltd.Ø Chanda Kochhar,

Executive Director, ICICI BankØ

Ekta Kapoor, Creative Director, Balaji Telefilms Ltd.Ø

Jyoti Naik, President, Lijjat Papad

Kiran Mazumdar Shaw, Chairman & Managing director, Biocon Ltd. Lalita D.Gupte, JMD, ICICI Bank

Rajshree Pathy, Chairman, Rajashree Sugars & Chemicals Ltd. Ranjana Kumar, Chairman, NABARD.

V. Conclusion

Women entrepreneurship is instrumental for accomplishing financial and cultural development. Regardless of comprising around half of the all out populace of India, the financial cooperation of ladies is exceptionally restricted. Ladies business people of India are currently arising in non customary areas. Ladies business people are a heterogeneous portion having different segment, financial and instructive foundation. It is basic that the arrangements and plans take into account the remarkable requirements of each section. It is obvious that there are various difficulties looked by ladies over the span of their pioneering profession. There is a need of far reaching activity intend to counter these difficulties. Ladies business venture is gathered in five states in particular Tamil Nadu, Kerala, Andhra Pradesh, West Bengal and Maharashtra. The arrangement and mediations of these states should be investigated so the accepted procedures can be copied in different states Despite the way that administration has outlined and executed different strong measures, ladies business venture in India remains alarmingly low. Larger part of the ladies possessed foundations are moved in unregistered area and consequently can't receive the rewards of government support. Sway appraisal of existing approaches and plans might uncover novel manners by which ladies business venture can be sustained. Ladies business is an assorted and complex space which requires broad and serious exploration attempts for unraveling its elements

VI. Suggestion or Recommendations

Job to carry out, taking everything into account. India is a male ruled society and ladies are thought to be monetarily just as socially subject to male individuals. Ladies business visionaries confronted loads of issues like absence of schooling, social boundaries, legitimate conventions, significant expense of creation, male overwhelmed society, restricted administrative capacity, absence of self-assurance and so forth Different variables like Pull and Push factors affecting ladies business people. Effective driving money managers in India. Government makes various strides for the upliftment of ladies business visionaries in seventh long term plan, 8th long

term plan and in ninth long term plan. Ladies have the expected the potential and assurance to arrangement, maintain and oversee their own undertaking in an extremely deliberate way, proper help and support from the general public, family, government can make these ladies business person a piece of standard of public economy and they can add to the economy progress of India. The Government has expanded the significance of ladies by embracing different plans and projects for their investment in financial exercises. As innovation speeds up lives, ladies are an arising monetary power, which can't be ignored by the strategy creators. The world's advanced vote based economy relies upon the investment of the two genders. The review arranged different diary and assets of exploration based on specific boundaries worried about ladies business like sex segregation, individual ascribes, financing difficulties, specialty unit, setting and women's activist viewpoints.

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23. Impact of Covid-19 on Msme's in India

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Abstract

Many governments began providing financial and other types of assistance to micro, small, and medium companies (MSMEs) and their employees soon after the COVID-19 epidemic broke out, because smaller businesses are more sensitive to supply chain disruptions.

Since MSMEs come in a variety of sizes and shapes, and the severity of the pandemic's impact on them varies as well. Depending on their qualities, they can vary a lot. Expand our knowledge of the pandemic's impact on MSMEs, particularly their economic impact

Employment, sales revenue, and cash flow are all important factors. It also describes businesses that have been there for a long time.

COVID-19 is expected to have the following impact (deceleration) in 2020 compared to the previous year: manufacturing sector may fall from 5.5 to 20%, exports from 13.7 to 20.8 percent, imports from 17.3 to 25%, and MSME net value added (NVA) from 2.1 to 5.7 percent.

The economy is on the verge of collapsing, necessitating methodical, well-targeted, and robust fiscal-monetary stimulation measures.

Keywords: MSME, COVID-19, LOCKDOWN, IMPACT.

Introduction

The COVID-19 epidemic has likely dealt the world's economy the most serious blow since the Great Depression of the 1930s. Around 60% of the world's population is either under severe or partial lockdown due to the lack of a medical remedy to the coronavirus, and economic activity has ceased or drastically slowed throughout countries, robbing millions of people of their livelihoods.

SMEs are one of the primary drivers of India's economic growth. Over the last three decades, the SME sector, which includes service industry, manufacturing, packaging, infrastructure, food processing, information technology, and chemicals, has emerged as India's

most dynamic source of growth. In recent years, the MSMEs sector has outpaced the industrial sector in terms of growth.

According to data given by the MSME Ministry on May 16, 2021, India has roughly 6.3 crore MSMEs, which contribute approximately 29 percent of the country's GDP through national and international commerce.

Nearly half of the country's exports come from this sector. According to the 73rd wave of the national sample survey (2015-16), the MSME sector provided roughly 11.10 crore jobs, with 3.6 crore in manufacturing, 3.9 crore in commerce, and 3.7 crore in other services.

The current COVID-19 pandemic is creating enormous economic problems in a number of nations, including India. Global value chains (GVCs), local production networks, commerce, services, and MSMEs have all been badly disrupted by the epidemic, which has had a negative impact on overall growth and welfare. The current pandemic is spreading throughout a fully globalized world with integrated financial markets and supply chains.

By its size, scope of operations, and financial resources, the MSMEs sector was one of the most susceptible during the epidemic. According to studies and surveys, the national lockdown enforced in April 2020 had a detrimental impact on nearly 95% of businesses, and 70% of businesses were interrupted until August 2020.

India, as a highly populated country with poor medical resources, had little choice but to implement the lockdown policy. The global economy is in decline, and India is no exception. The present pandemic is spreading throughout a highly globalized world with integrated supply chains and financial systems. Because of India's own lockdown, the COVID-19 will have a massive impact on the Indian economy.

Research Methodology

Data Sources and Variables

The analysis relied on secondary data to analyses the impact of COVID-19 on the Indian economy. Reports of National Account Statistics, a ministry of statistics and programmed implementation (MOSPI) publication; Handbook of Statistics on Indian Economy and Monthly Bulletin, Reserve Bank of India; Export-Import Database, Ministry of Commerce, Government of India; and annual reports (various issues), Ministry of Micro Small and Medium Enterprises are among the data sources.

Objectives

The following are some of the points covered in this article:

- In terms of output, employment, income, investment, and export, the MSMEs sector contributes significantly to India's economy.
- During the COVID-19 pandemic, MSMEs faced numerous hurdles.
- The government's policies aimed at reviving the MSMEs sector
- To recommend an MSMEs revival strategy for long-term survival in the aftermath of a pandemic

Main Content

India's MSME's

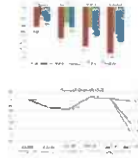
Every economy has its own way of defining small and medium businesses. Micro and small businesses are treated the same in most countries; the only distinction is between small, medium, and big businesses. Differentiating indicators such as the number of employees, annual sales, turnover, and plant and machinery investment have been followed by those who discriminate. The MSMEs Development Act of 2006 established the definition of MSMEs in India. On June 1, 2020, the Cabinet Committee authorized a change to the definition of MSMEs in order to address the COVID-19 epidemic. Both investment and turnover will be used as a standardized criterion for MSMEs classification in India as a result of this.



Sector of Micro, Small, and Medium Enterprises

Using the most recent statistics on MSMEs' real GVA for the years 2016–2017, we calculate the estimated loss in the MSME sector. The real GVA is calculated using the GVA deflator for the 2011–2012 base year. A two-step process is used to assess the impact on the MSME sector. First, we calculate the GVA for the manufacturing and services sectors by dividing the total number of establishments by the weighted shares of the two segments (manufacturing and services). We find the percentage share of each in the national manufacturing and services GVA after computing the GVA of these two sectors. We next compute the similar decline for MSME using the predicted percentage declines of these two sectors computed using quarterly data for 2020 in the first section. The total impact on MSME is calculated using a weighted average of losses in MSMEs' manufacturing and service sectors.

I arrive at this figure by subtracting the GVA loss (percentage) from the average growth between FY 2016 and FY 2017.



Domestic demand and supply were also affected by the lockdown for these small businesses. The MSME sector is also impacted by the unexpected trade slump. The MSME sector is primarily responsible for India's top exports, which range from gems and jewelry to clothing and apparel, as well as seafood. Similarly, the import ban on raw materials and intermediates had an impact on the MSME sector's supply chain. As a result, COVID-19 will have an impact on the MSME sector, which employs millions of people. Indeed, if the situation worsens and lasts for a few months, many small and small businesses may go out of business since it will be impossible for them to survive and retain their employees and machines.

Action Plan for MSME's to Recover from the Epidemic

Because of their enterprising and opportunity-seeking character, micro, small, and medium companies (MSMEs) can help drive a better recovery from the COVID-19 epidemic, but they need additional support. Such assistance should be tailored to the post-COVID-19 social and economic recovery needs.

Short-term support measures, such as tax relief for SMEs, debt extension, and job creation assistance, are unquestionably necessary and should be maintained.

Global Economy's Foundation

MSMEs are the backbone of the global economy, employing two-thirds of the world's workforce and between 80% and 90% of the workforce in low-income nations.

Simultaneously, pandemic-related shocks hit them disproportionately. They are overrepresented in the non-essential services industries, which have been impacted the hardest by the restrictions. Many SMEs have seen significant income losses, and some have even closed their doors.

Because of their smaller size, MSMEs are more adaptable to changing surroundings, such as COVID-19's.

Supporting MSMEs: Government Responses

During the COVID-19 pandemic, the Indian government has taken significant steps to resurrect MSMEs. In May, the government launched the Emergency Credit Line Guarantee Scheme, the largest fiscal component of the Aatmanirbhar Bharat Abhiyan package worth Rs. 20 lakh crore. The package's main goal is to help businesses grow, with a special emphasis on small and medium-sized businesses. Listed below are the initiatives:

- To aid the ailing MSMEs sector, the government issued a 3 lakh crore collateral-free automatic loan, which it did not repay for a year. This will assist 45 lakh MSMEs across the country in resuming operations and maintaining employment.
- The government would issue a subordinated debt of 20,000 crore to the struggling MSMEs. A fund has been established to invest 50,000 crores in the MSMEs sector.
- The RBI has also taken various steps, such as lowering the repo rate, which allows the bank to lend at a lower cost, which benefits the MSMEs. The State Bank of India has set aside a sum of Rs 700 crore for MSMEs in Mumbai.

Conclusion

For MSMEs, India's key aim is 'from local to global.' The majority of Indian MSMEs are located in rural areas, which will play an important role in making India self-sufficient. The impact of changing the definition of a small business on its economic performance has yet to be studied, and it will be in the future.

Given the widespread disarray caused by COVID-19, the government must develop an ongoing monitoring mechanism and declare immediate relief measures to restore confidence in the MSMEs sector. More will be encouraged by 'Make in India' and 'Digital India.' E-market connectivity for MSMEs should be encouraged, and fiscal stimulus for this sector should be increased. The Indian government should take a number of steps to improve Indian SMEs and accomplish the objective of a self-sufficient India.

Literature Review

It has been emphasized since the days of the National Planning Committee that MSMEs would play a critical role; as a result, they must be supported on a long-term basis, and their critical challenges must be addressed. The expansion of the MSMEs sector is a prerequisite for the growth of a developing economy like India, as it accounts for more than half of the country's manufacturing output.

The MSMEs sector made a significant contribution to job creation and rural industrialization, as well as encouraging entrepreneurial impulse and reducing regional inequities. Because communication obstacles have yet to be removed, the ministry of MSMEs is responsible for assisting state governments in supporting the growth and development of MSMEs so that they may compete in the changing global landscape.

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24. Case Study of Start-Up System in India and Globally

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Abstract

Start-up is a venture which is started by founders with an idea and with a scope of significant success in future, it has helped building economy on a large scale and helped making country financially strong, it can be started by a single individual or a group of like minded people with same motive and goals there are various companies that started as an small venture but have excelled and created an huge impact on the financial market, and with the coming years it looks very promising to have a good impact on building economy as well as producing more opportunities for people although not all the start-up's do well in achieving their goals but there is always some risk involved when there is investment made in new businesses but some do bring really good results financially.

Key words: Start-up's, Impact

Introduction

In past few years there have been a lot of start-up companies funded by international investors and as well as Indian investors there have been few interesting companies that have done really well setting up their brand name and also financially here are few of the Successful Indian start-up's as per the data collected in year 2020.

The first one is One97(Paytm) it is a commerce and shopping venture which is the most interesting and successful for the year they received funding of total 4.4B \$ second most talked about start-up has to be SWIGGY it is an online food delivery venture which has created a lot of impact in Indian markets it has received 915 M \$ in funding as per the data, by looking at this it is clear that there are various opportunities available for everyone to explore but at the same time the risk factor plays a vital role, Start-ups help strengthen a countries economy and also help creating opportunities by creating job vacancies which help in making country stable, from

couple of years there are a lot of start-up's seen on small scale as well as large scale which shows that people are getting more interested in opening new businesses and also investing which allows business to grow there are also few Education based start-up such as BYJU's which helps students learn through video lectures and also provide study material to prepare for their exams they received investment total of 1.4B \$ in the year 2020 this clearly shows the potential in these new start-up ideas.

Research Methodology

1. Data Collection

Collection of Data is the most important aspect of any research.

In order to collect all the data I have studied and presented the data found through various sources i.e. Internet , Articles.

Method: Data collected

Research Documents available on the internet from trustable resources

Also daily observation that we see of start-up's growing and becoming successful and data available through survey.

1.2. Key Questions

The key observation on the topic was done on the basis of these questions.

1. What is the reason for some Start-up's to fail?
2. What are the key factors that is required to build an successful start-up?

2.1. Main Content

There are start-up's that do really well and there are some that are not able to achieve their goals but there are various reasons that cause them to fail some of them are Business Planning when any individual or a group of likeminded starts and venture there needs to be a solid plan to make it successful but if there is not a plan the business is not going to do well in the future.

Here are some reasons that cause start-up failure

Lack of Market Demand

No Market, no Cash. A study by CB Insight shows that more than 40 percent of the 101 shutdown companies examined failed because they had planned their product or service completely out of the market. In some cases, the market was not yet mature or features were

developed that were not relevant from the point of view of the target group and which the market therefore did not want.

How important the correct interpretation of market research results is can be seen from the Dinnr food delivery service. 70 percent of 250 respondents agreed that they would buy the product. The Alpha test group and 1:1 interviews also produced positive results.

Insufficient Financial Resources

Another important reason for the failure of start-ups is the lack of capital resources. In the growth phase, follow-up financing is often lacking. The CB Insight study puts the proportion of companies that failed due to liquidity problems at just under one third (29 percent).

An example of this is the drone company Airware, which had to close its bulkheads again a few months ago. Airware desperately looked for financiers for 18 months before the company ran out of money and was shut down. The startup wanted to gain a foothold as a pioneer in commercial drones. However, the market did not develop as quickly as Airware expected. In addition, there were long development cycles and missing software features that competitors already had on offer. When Caterpillar left as one of the largest financiers, the company lacked the financial resources to successfully position itself on the market in the long term. Approximately 120 employees were out of a job after the start-up had burned \$118 million in cash.

The Wrong Team

Another reliable killer for start-ups are problems and inconsistencies within the team (23 percent according to CB Insight study). If the cooperation between the team members does not work, the start-up doesn't stand a chance either.

“The first five employees will make or break your start-up.”

However, an unbalanced composition of the teams with regard to the competencies of the individual members often hampers the success of the company. Sometimes there is a lack of important skills for the technical implementation of the business idea, sometimes there is a lack of a CTO who acts as an interface between management and the technical departments. The online job platform Standout Jobs, for example, failed due to a lack of professional skills. The team was not able to build an MVP (Minimal Viable Product) itself or with some external support from freelancers. The company could have brought on board additional founders or

external innovation partners with the appropriate skills, but failed to take this step and went bankrupt.

Pricing and Costs

Other problems with many start-ups arise from difficulties in calculating a price that is high enough to cover costs but low enough to attract customers. After all, 18 percent of the companies in the CB Insight study cited profitability issues as the main reason for failure.

Start-up Delight, for example, had the vision of developing a new type of mobile analysis: visual analysis. The most expensive monthly plan was \$300. Customers had expected more for this price. In addition, there was a poorly chosen billing model. The price was calculated according to the number of recording credits. Since the customers had no influence on the length of the recordings, most of them were very careful when using up the credits. Pricing models based on the accumulated duration of recordings would have made much more sense and increased the number of subscriptions.

Here are some factors that help making a start-up successful

The Idea

The strength of the founder's idea might seem to be the biggest factor responsible for a business's success, but it's really only a small element of how things might turn out. Consider Google, whose core idea of an interactive web search was, at its start, already being implemented by dozens of competitors. But because Google's founders' plan, execution and timing were superior, their lack of originality didn't cripple their chances of success.

The Leader(s)

Leadership is important in start-ups. Leaders make the decisions, set the vision and inspire people to work harder for a group's goals. Put an incompetent leader in place, and not only will high-level decisions be made less effectively, but the morale of the group could be put in jeopardy. On the other hand, a skilled and experienced leader can turn even a weak idea into a successful one.

The Team

Entrepreneurs are important, but they rarely accomplish great things alone. Successful businesses employ anywhere from a handful to hundreds of people, and those people will be the ones maintaining the business, driving innovation and executing your high-level goals. Hire the

right people for the job, and you'll never have a problem. Hire the wrong people and your best-laid plans might be ruined.

The Capital

Working capital is important; so are your early stages of funding. Don't panic if you can't find an investor -- personal and familial investments are possibilities. And don't rule out the possibility of opening a line of credit. Once credit is secured, remember to keep an eye on your cash flow: One wrong move here could put your cash into negative territory.

Suggestion

There are various start-up that achieve their goals because of proper understanding about their business and planning makes it easy for the venture to excel in their sector so these are the main reason to achieve organizational goals.

At the same time there are start-ups that are not able to achieve their organizational goals because of improper planning and no clear goals about their organization so there must be a plan that actually help them achieve their goals.

Conclusion

As per the study presented in this research paper there are a lot of factors that have been covered start-ups can be complicated for some people but with a proper team and with a innovative mind it can result in a very successful venture and can also help people of their country by providing new opportunities and also helping strengthen the country's economy.

From couple of years people are taking interest in coming up with new start-up ideas and many of them achieve their goals not all of them are able to keep up with the growing competition but still it keeps on growing and innovation is helping change the business system and monopoly.

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25. Franchisee Business

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The Subway Story



Abstract

In order to understand the market in which the franchisee would operate, the size of the market, historic growth, potential growth, trends and macro environmental factors will be analyzed. The analyses will show that the fast-food market is mature, and that it still holds some growth potential.

To find out who the potential customers of the Subway franchisee might be, a survey was made. A questionnaire was used as a main tool to analyze customer preferences and the prospects of opening a Subway restaurant.

The competitive situation is also analyzed. In doing so, the overall competitive situation within the fast-food industry is assessed.

Keyword: Subway, Market Research, Competition, Customers

Introduction

Subway is a US incorporated organization that operates in the fast-food industry. Mainly concentrating on sea sandwiches, the company expands through the area monopoly strategy. Doctor's Associate Inc. not only owns the fast-food supply chain, but also operates it.

Subway constitutes one of the first growing single brands across the globe. As at the end of 2014, the organization had an excess of 43,000 different outlets in over 108 operational territories (Covert & Gibson, 2015). The company's central offices are situated in Connecticut. Different operations centers support the functionalities of the company.

Research Methodology

The story of the Subway brand started more than 50 years ago when Dr. Peter Buck, a nuclear physicist, changed the life of a college student with a few simple words, "Let's open a submarine sandwich shop."



It was Peter Buck that gave college freshman Fred DeLuca the idea to open a submarine sandwich shop to help pay his tuition. Peter provided an initial investment of \$1000, and a business relationship was forged that would change the landscape of the fast-food industry and the lives of thousands.

The partners opened their first restaurant in Bridgeport, Connecticut, where they served fresh, affordable, made to order sandwiches. The popularity of the sandwiches and the brand continued to grow over the decades but one thing remained the same and that was their core values and principles:

- a. Always provide exceptional service to your valued guests;
- b. Provide the highest quality menu items at a price everyone can afford and enjoy
- c. Keep operating costs low and ensure you have great systems in place and never stop improving.

These early principles continue to serve as the foundation for Subway restaurants around the world.

Main Content

The Type of Market

Organizations operate in different types of markets. Economists identify ideal competitive, monopolistic aggressive, oligopoly, and monopolistic bazaars as the four chief souks in which an organization can operate.

The ideal competitive bazaar is marked by an increasingly high number of small business entities, which cannot determine prices of the offered products by themselves.

The cost of commodities is determined by clientele requirements and the conditions under which the various service providers operate. The monopolistic souk has only one seller within a given geographical area (McGuigan, Moyer & Harris, 2010). Subway's market has many organizations that deal with fast foods.

Therefore, it does not certainly operate in the monopolistic or ideal aggressive market since many of its competitors are large-sized corporations.

Price Elasticity of Demand (PED) for Subway's Products

Subway operates in a monopolistically competitive market in which different substitutes are only differentiated through branding and perception of quality and other aspects of the brand image. PED is obtained by dividing the change in the demanded quantity with change in prices.

A quotient of 1 indicates a unitary PED. A quotient of less than 1 indicates an inelastic PED while a quotient of more than 1 indicates an elastic PED.

The price elasticity of Subway products can be described as unitary elastic, which means that an increase in the price of one of the core products such as the foot-long Black Forest Ham results in a proportionate change in the quantity demanded.

McGuigan et al. (2010) define income elasticity of demand as a measure used to determine the consumers' response to changes in the level of their disposable income. As a fast-food company, Subway Company's products can be described as normal necessities [foods and beverages].

Ghosh and Choudhury (2008) emphasize that normal goods have a positive income elasticity of demand. Therefore, an increase in the consumers' disposable income is likely to increase the quantity of products that customers can afford to purchase from Subway.

The income elasticity of the normal products ranges between 0 and +1. Thus, if the consumers' income increases by 10%, the demand for normal products changes by 4%. The implication is that the income elasticity for such products is +0.4.

Therefore, a change in the consumers' income leads to a proportional change in demand for fast-food products. However, fast-food products are ranked amongst luxuries.

Hence, as shown in appendix (b), if consumers' income increases by 10%, their demand for Subway's fast foods will increase by 20%, which indicates that the income elasticity of the firm's products is +2.0, which is greater than 1.

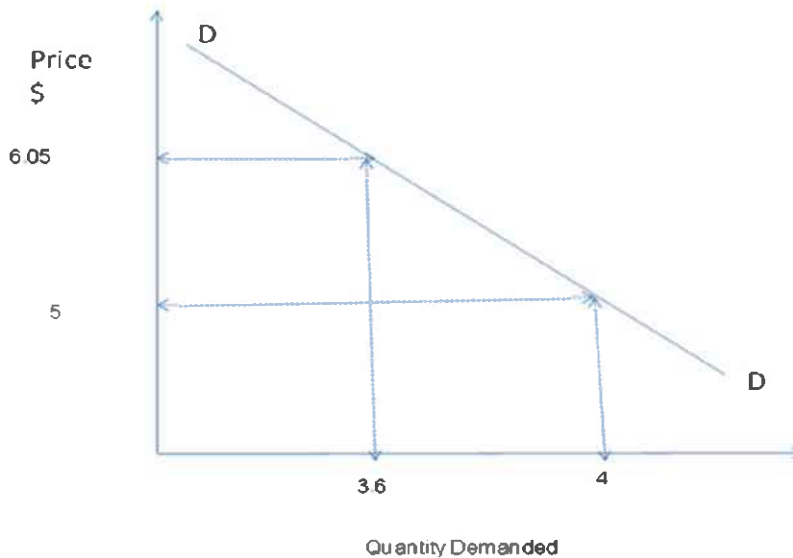
An increase in Subway's fast-food product prices prompts an increase in the amount of supply and demand for the commodities. Changing of Subway's product prices is influenced by the number of clients. In the past three years, the trend of price changing has been constant, especially during holidays when many people are out with their families.

At this time, Subway's BMT goes for \$6. It is crucial to understand that luxurious commodities such as sandwiches are elastic, unlike normal commodities whose prices have to remain the same for a long time.

Hence, if the price of its main product, namely the BMT, shifts from \$5 to \$6, because of its high demand, the supply will also increase as shown in the Appendix c.

As Jargon (2011) confirms, "In 2004, Subway began opening stores in Wal-Mart Supercenters where it surpassed the number of McDonald's locations in the US Wal-Mart stores in 2007" (Para.5).

This observation suggests that Wal-Mart has been critical in enhancing the growth of Subway in terms of helping it in the selection of strategic outlet centers. From 2007, Subway has always been ranked in the top positions in the list of the best-performing entrepreneurial franchises in the US.



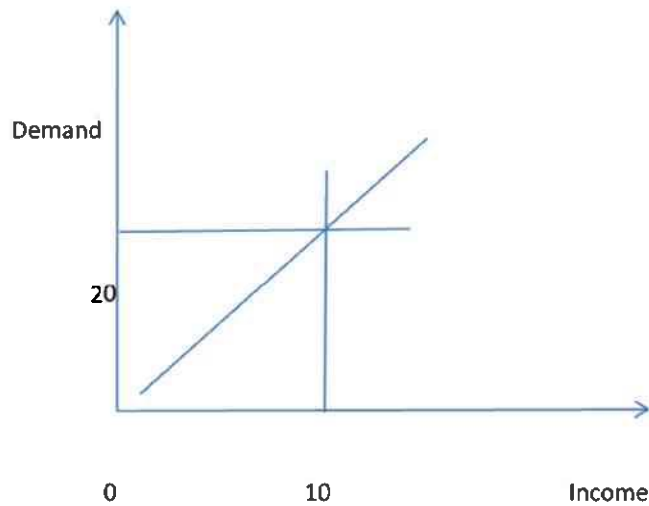
Graph 1: Price elasticity of demand (Subway Black Forest Ham)

Table 1

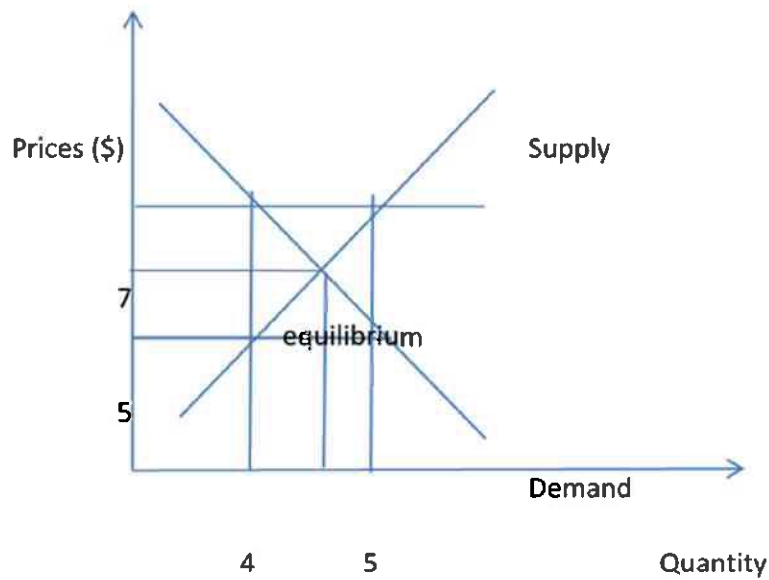
Appendix 1

Price US\$	Quantity demanded
5	4
6.05	3.6

Graph 2: Income Elasticity for Subway's Products



Graph 3: Supply-Demand Curve



Changes in Demand for Subway's Products

Growth in demand for Subway's merchandise is influenced by different factors such as competition and the inability of target consumers to purchase due to financial hardships.

According to Maze (2013), in terms of revenues, Subway falls in the fifth position, making it far larger than "Panera Bread, Arby's, Jimmy John's, Firehouse Subs, Quiznos, Jersey Mike's, McAlister's Deli, and Jason's Deli" (p. 42). However, no evidence indicates that these organizations are taking away the demand for Subway's products.

Instead, there is an increasing commoditization of sandwiches so that they become easily available in places, including lifts and churches. This observation suggests an increasing access to the products. Such accessibility implies a rising demand.

While the aftermaths of the global economic crisis greatly influenced the incomes of Subway's low-end consumers, economies in Subway's market have greatly recovered by now. Therefore, the theory that low-end income earners struggle to eat remains invalid (Maze, 2013).

An assertion that the demand growth for Subway has reached its peak is also inconsequential. The company focuses on low-calorie foods whose demand is on the rise, as people have become more conscious about eating high-calorie foods such as hamburgers and French fries. Consequently, the demand for Subway's products is growing.

Profitability and Sustainability of Subway Business

Profits are computed from the knowledge of fixed and variable costs. However, although it is clear that a 12-inch sandwich costs \$5, Rotelli (2013) reckons that the company is still privately owned and that it does not share particular numbers.

One way of computing Subway's profitability is by identifying the profit margin on every product and then multiplying it by the total number of products. Profits for all product categories can then be summed up.

However, this step is not possible for an organization that is not required by law to make public filings of its financial statements. Indeed, stating profits for each Subway's restaurant is incredibly difficult, as it varies depending on sales and location.

Although the company posted profits amounting to \$16.6billion in 2011, and that the profits have grown over the years, specific numbers are required in determining the sustainability of the organization's business.

Company Strategy, Prices, Target Customers, Production, and Cost Advertisement

Subway's growth strategy entails opening franchises as the main centers for pushing its products to the global market. Through franchises, the company sublets its rights and saves on administrative costs and overheads. In the franchises, the company offers healthy low-calorie foods to attract healthy eating cautious consumers.

Its pricing strategies vary from one product to another and depending on the location of its outlets. A 6-inch sub costs an average of \$2.49 while a foot-long sub goes for \$5.89 at a restaurant in Alberta. The organization also sells salads between \$3.49 and \$4.89 at the restaurant. To an average American worker, these products are highly affordable.

Subway targets people who do not carry home-cooked foods at work. It also targets people who wish to eat during breakfast and evening dinners. It has products that fit all demographic groups of people. Fresh raw materials are acquired from farmers and distributed to the franchises.

Although variations may occur, production takes place in-house, but consistent with Subway's established standards to ensure uniformity. For the individual restaurants, fixed costs include rent, supply and logistics, the cost of insurance, and premise cleaning.

Additionally, the salary for each owner is in most cases consistent for every restaurant. The cost of purchasing may vary depending on demand forecasts at different times of the year. This claim means that it constitutes a variable cost.

Other unpredictable overheads include oil fees, worker wages, and different utilities that are connected to these expenses. Advertising is a major variable cost for Subway. It takes the second position in advertisement spending, after McDonald's.

Maze (2013) informs that in 2012, Subway spent more than \$516million in advertisement. Its advertisements feature its slogan of 'eat fresh.' It shows employees whom the organization refers as 'Subway Sandwich Artists' making fresh breads using highly clean ingredients.

New Markets and Strategies for gaining Market Share

Subway opens new stores not only in the US but also in other parts of the world, including Britain. The internationalization strategy of the company is evidenced by its opening of outlets in Brazil in 2009, Portugal in 2013, and even in Bahrain in 1984. During early 2000, the company also established another outlet in India.

Indeed, at the start of 2013, the company had close to 400 operational eating places located in almost 70 major towns across India. It also has restaurants in Russia and China among other nations. In fact, new markets are important for increasing the distribution density for Subway's products.

While attempting to gain market share in new markets and in existing markets, Subway commits its resource to promotional strategies. It creates awareness of its products among its target customers. It places itself as an organization that offers high-quality and fresh products.



The Amount of Customer Purchases and the Most Successful Products

As revealed before, Subway does not provide specific statistics to permit the computation of the total amount of customer purchases since it is privately owned. However, submarine sandwiches account for most of the sales. Indeed, the sandwiches form Subway's flagship product.

Its most successful sandwich is the BMT, which has acted as the company's main source of revenue. Subway (2012) reckons that this commodity contains "pepperoni, salami, and ham" (Para.11). Although the BMT previously meant 'Brooklyn Manhattan Transit', it now means 'better, meatier, and tastier'.

Although it is not highly profitable, Subway also makes pizzas on order. However, the product is not available in all the organization's outlets around the globe.

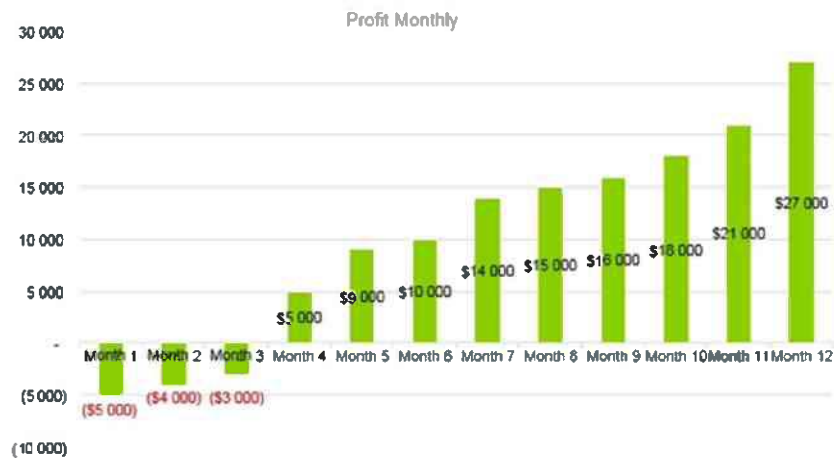
Sources of Revenue

Subway generates its revenues from sales of its fast foods, specifically the BMT sandwich as mentioned above. Products that are meant for different markets are designed to meet the needs and preferences of a given market to ensure higher revenues.

For example, in the New Delhi restaurant in India, Subway does not sell pork and products from beef since they are inconsistent with the Islamic and Hindu faith. Rather, it sells vegetable-based commodities.

SUBWAY'S EXPLOSION

Subway added almost as many units as the next five highest growers combined:



Conclusion

Subway's franchise model of growth is instrumental in ensuring a reduction in its operations cost. The franchises offer high-quality foods in a fast manner without compromising

freshness. Although the company has shown some steady growth since inception, it is recommended that it makes some changes.

For example, it loses customers due to lack of a drive-through. This situation makes customers who are in a hurry not to get into its outlets. Thus, it is recommended that Subway gets drive-through restaurants to become convenient for customers in a hurry such as in the case of Wendy, McDonald's, and Dairy Queen.

It should also consider delivering meals at homes to boost its sales in a bid to raise its profitability.

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THANK YOU.!



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