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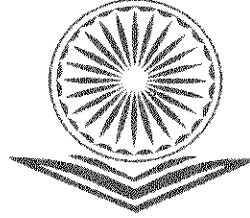
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1. A Study on Managerial Skill in Managing Problems Faced by Hospitality Industries

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Abstract

Hospitality is a diverse field, a different market, a part of economic and social life that provides many possibilities for growth of small enterprises, but often extremely efficient resources. In this sense, its association with entrepreneurship takes note of the goals of building new competitive enterprises by strengthening the potential and ability of organizations in establishing, planning, handling risk and benefit. By identifying micro factors impacting the advancement of local business and the hospitality sector, the paper aimed at examining entrepreneurs' actions in compliance with market restrictions, restricting creativity, growth and behavior. Enterprise would improve competition in the hospitality sector, contributing to improved efficiency and economic growth.

Key Words:- Entrepreneurship, Hospitality Industry, Local Development

I. Introduction

In the last five years, the hospitality market has experienced turbulent shifts. Economic stresses, increasing customer tastes and habits of use, technical innovations, globalization, market cuts, and alternative marketing networks are just a couple of the shifts in the corporate environment. This chapter attempts to discuss hospitality and the associated business sector. The creative spirit is central to the creation and rejuvenation of new companies. We describe how to encourage it in the sense of hospitality and discuss entrepreneurship or the development of new firms. We concentrate on founders' features, core problems of start-ups and franchising in the hospitality industry.

II. Research Gap

This article examines the gap of hotel service quality in five service quality dimensions, and customer satisfaction between HGG (high gap group) and LGG (low gap group). The major

findings are; the gap scores between performance and expectation in service quality showed significant difference across hotel grades, and the gap between expectation and performance in responsiveness was lower than in other dimensions, but the gap in tangibles score was the highest in each hotel group. Furthermore, the authors found that the ratios of HGG were higher than LGG, and customer satisfaction score was lower in HGG than in LGG. The results suggest that although it may be said that the greater the service quality, the higher is the customer satisfaction, the ratios of high gap guests are greater than those of low gap guests. The ratios of HGG to LGG are 81 % to 19% in five star hotels, 90% to 10% in four-star hotels, and 89% to 11% in three-star hotels.

III. Review of Literature

1. **Ahmad T. (2012)** Based on the results of statistical analysis, which show the impact of Customer Relations Management on the level of client's satisfaction, confidence and the retaining of the clients of the State Hotel of India, it is clear that there is no company in the world dropped from defects and imperfect
2. **Ambardar A. (2013)** Training is found to be one of the most significant human resource practices in any industry. The implementation of these practices in the proper manner decides the overall performance of any organization.
3. **Bagri S.C., et al. (2012)** In an effort to increase guest satisfaction, hotels should make a concerted effort to increase employee satisfaction through policies and programs that these employees view as beneficial
4. **Banu. S. (2012)** The main objective for developing various types of tourism is to promote our rich cultural heritage and environment. This, in turn, enhances ecotourism for sustainable livelihoods.
5. **Batra M. (2014)**, Service bonding, Service timeliness, Service availability, Service communication are not showing good results though these factors are equally important parameters of service quality.

IV. Objective of the study

A study on the Hotel industry and problems faced by the hotel industry in India.

V. Methodology

It is basically an analytical type of research. Data is gathered from the various secondary sources like published journal, corporate reports, magazines, periodicals, articles and refereeing various scholarly papers of national and international scholars.

VI. Main Content

1.1 Importance of Entrepreneurship in Hospitality

Entrepreneurship is a driving factor behind every industry's growth. This is particularly valid in the diverse and increasingly changing hospitality industries worldwide. These businesses make a significant contribution to the development of national economies and are expected to develop both in quantity and efficiency. This has to do with meeting growth goals and with the Hospitality's capability, availability and skills. The value of business to hospitality grows and provides the consumers with innovative goods and services. Enterprise companies typically create newly merged means of processing, different goods, new markets, alternative manufacturing or delivery processes, new content supplies or alternative organisational structures. Entrepreneurship for this sector is also important. For companies, development will improve competitiveness and raise market disparity and raise income.

1.2 Limitations

Longitudinal can be especially valuable as they may help monitor shifts in thought and associated socio-economic problems. The effects of this must also be closely considered as a convenient sampling technique has been implemented. The respondents were selected from KAHC participants who could readily connect, which would have induced unchecked discrimination. Finally, the absence of an empirically validated tool to assess the degree to which social entrepreneurship activities are implemented could in any way have restricted the accuracy of the knowledge gathered.

1.3 Effective Championship

At first glance, creativity involves utilising established facilities accessible in an innovative manner, but their most significant position in the hospitality industry is Awareness Creating. The businesses should be able to accommodate the required power. They can also utilise the cultural context of their place of origin and destination and prepare a variety of offerings to win the confidence of consumers. They must be confident that mutual facilities are offered during their trip. Entrepreneurship may allow them to fill the gaps between their

expectations and some cultural, official or legal limitations, especially when they use local ability. These holes can be seen in every section of the path and rectified with the local capability and ability. For instance, shifting currencies, protection in crowds, contact with local citizens, shopping in typical bazaars, visiting some tribes' lifestyles, are just a few of the fields with possible holes or issues.

Establishing a forest hotel with natural resources and conventional designs along with local produce is a clear illustration of how hospitality sector creativity and development are employed. Nevertheless, sustainability relies on correct marketing, happy customers and the reliability of expected procedures. It will not thrive without creativity and the pleasure and loyalty of customers.

1.4 Policies of Entrepreneurship in Hospitality Industry

Good strategy and governance proposals are the foundation for effective business growth in all fields, and hospitality is no different. The history of the hospitality industry in many parts of the world has proven that the long-term commitment to improving this business sector will provide rewards and sustain the respective consumer sectors' satisfaction. In reality, the entrepreneurial scenario in the Indian hospitality vis-à - vis Assam is the product of policy interventions over the years. The current controversy highlights several policy proposals related to the hospitality industry.

Central Initiative

As India became independent in 1947, it encouraged rapid industrialization of the country, not only a road to national growth but also national sovereignty. The Industrial Policy of India developed in the following years with successive Industrial Policy Decisions and Industrial Policy Speech. The subsequent Five Year Strategies have identified clear goals for economic growth. The hospitality industry relies solely on the development of the primary and secondary industries. The hospitality industry also expands as there is development in the main and secondary industries. There is also a connection between general industrial policy, ensuing industrial development and the development of the hospitality industry, which in subsequent planning efforts became manufacturing.

- i. maximum network power usage,
- ii. improved efficiency,
- iii. higher rate of employment,
- iv. ethnic inequalities elimination,
- v. reinforcement of the agricultural base,
- vi. assistance to export-oriented enterprises and
- vii. security of the customer from rising costs and low service.

Industrial policy for north east India

While the Indian Government has sought to reduce the country's regional imbalances by industrial policies, it has not progressed in the north-east for one or another cause. In December 1997, the Government of India implemented the North-East Industrial Policy to reduce regional imbalances in favour of industrial growth in the Northeast region , providing entrepreneurs with incentives and subsidies under various schemes. The Government of India declared a new Northeast Industrial Strategy in December 1997. The key characteristics included rewards to build growth centres and IIDCs. It also contained transport funds, lucrative fiscal benefits for new manufacturing projects and major expansion of established projects. The North East Business and Trade Development Program, 2007 (NEIIP), substituted the Strategy.

- Absolute Free Tax Region for all units in the north-east. 74
- Federal markets tax profits.
- Transportation Subsidy to and from the area for both raw materials and finished goods.
- 30 percent Capital Expenditure Subsidy without any restriction for growth and new facilities.
- Cash Income Operating Support @3% on industrial credit.
- Robust industrial insurance plan where 100% cost is paid by the Indian government.

State policy

The Assam Government has often thought seriously about creating industries that meet the aim of industrial growth that cannot be accomplished before and without the creation of industry in the state. The Assam Government's first industrial policy was introduced in 1969 (8th March 1969) as part of this project to foster state investment from outside (including India and foreign countries) as well as from local entrepreneurs, in line with the Indian Government's industrial policy. This strategy allowed local businesses to carry up commercial undertakings. It

suggested the acquisition of land for entrepreneurs in various parts of the state with water, power and road facilities. While the Assam Government formulated policies, no focus was put on tourism infrastructural growth, even though it gradually became a catalyst of the State's economic growth. The hospitality industry in the state then endured a long time of deflation.

- i. produce economic growth by speeding the industrialization process;
- ii. build jobs and increase income by enabling micro-enterprises to be established;
- iii. raise the share of the State Domestic Product Manufacturing Sector (SDP);
- iv. allow the production of nature – economics based on and
- v. rendering industrial activity connected to agro-rural areas as a programme oriented.

Institutional Support for Hospitality Entrepreneurs

A proper planning and regulatory framework is a precondition for entrepreneurship growth. A country cannot succeed economically if due priority is not granted to the development of entrepreneurship assisted by the government's liberal policies and institution-building. The industrialized countries such as the United States, Japan and the United Kingdom have seen global growth as a consequence of corporate practices. These countries set the groundwork for long-term growth as entrepreneurship. There is also a need and necessity to establish government agencies such that companies will not experience any obstacles in the phase of development and in the long term and these agencies will be supported if and when necessary. The development of entrepreneurship has now been simple and hassle free and one stop shop in the process. Keeping this in mind, the Central Government has founded many agencies, including the corporate aspects. Project growth, financing, recruitment, promotion, etc., so that entrepreneurs may create their company in the sense of the country's legal system and at all times request assistance from such organisations. The Government of Assam has also founded central government agencies and encouraged entrepreneurs to engage in entrepreneurship in the small , medium or heavy market. In addition to the banking sector, there are numerous institutions in Assam, including Assam Tourism Development Corporation (ATDC), Assam Small Industries Development Corporation Limited (ASIDC), Assam Financial Corporation (AFC), Assam Industrial 85 Development Corporation (AIDC), Indian Institute of Entrepreneurship (IIE).

Conclusion

Several promising areas of future studies remain in an industry which traditionally depended on entrepreneurs and franchising business models. The previous experience of an

company and personal concerns will reign if the course and internal operation of a new business is not deeply formed. A new family business lives are clearly expressed in strategic goals.

The position of the single champion of ideas indicates that attempts to create and maintain a organisational focus will be important for strategic stability and renewal. If champions in hospitality are unwilling, the sector must spend further in creating a powerful rationale that encourages company practices and capacities. Effective businesses are willing to consistently promote creativity at all levels in the dynamic, unpredictable and competitive field of hospitality.

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2. A Study on Opportunities and Challenges Faced by Women Entrepreneurship in India

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Abstract

Women Entrepreneurship plays a prime role in industrial development. India has always been a land of entrepreneurs and also occupied a strategic position in the Indian economy. Women are generally perceived as home makers with tittle to do with economy or commerce. The topic of women in entrepreneurship has been largely neglected both in society in general and in the social sciences. Not only do women have lower participation rates in entrepreneurship than men but they also generally choose to start and manage firms in different industries than men but they also generally choose to start and manage firms in different industries than men tend to do. The transition from homemaker to sophisticated business woman is not that easy. But this picture is changing. In Modern India, more and more women are taking up entrepreneurial activity especially in micro, small and medium scale enterprises. Women across India are showing an interest to be economically independent. Gender equality and economic development go hand in hand. Though the entrepreneurial process is the same for men and women, there are however, in practice, many problems faced by women, which are of different dimensions and magnitudes, which prevent them from realizing their full potential as entrepreneurs. The purpose of this study is intended to find out various motivating and demotivating internal and external factors of women entrepreneurship. It is an attempt to quantify some non parametric factors to give the sense of ranking these factors. It will also suggest ways of eliminating and reducing hurdles of entrepreneurship development in Indian Context.

Keywords:- MSME, Women entrepreneurship, economic growth, challenges.

I. Introduction

The term “women entrepreneur” deals with that section of the female population who venture out into industrial activities i.e. manufacturing, assembling, job works, repairs/ servicing and other businesses.

Women entrepreneurs may be defined as the women who initiate, organise and operate a business enterprise. Women are expected to innovate, imitate or adopt an economic activity to be called women entrepreneurs.

The Government of India has treated women entrepreneurs of a different criteria-level of women participation in equity and employment position of the enterprise.

As such “women entrepreneurs is defined as an enterprise owned and controlled by a woman having a minimum financial interest of 51 per cent of the capital and giving at least 51 per cent employment generated in the enterprise to women.”

Thus, on the basis of above definitions we can say that women entrepreneurs are those entrepreneurs who have taken initiative in promoting and running an enterprise by having a controlling interest in that particular enterprise.

The word Entrepreneur is derived from the French word “entreprendre” which means a person who undertakes the task of bringing together various resources and manages them to achieve desired results and take some share. Traditionally our society is male-dominated and women were not treated as equal partners and they were confined to four walls of the house. In modern societies women have stepped out the house to participate in all sorts of activities. Today with the growth of MSME, many women have plunged into entrepreneurship and are also running their enterprises successfully. With the relevant education, work experience, improved economic condition and financial opportunities more women are venturing into business. Women entrepreneurship in India represents a group of women who are exploring new avenues of economic participation. The entry of the women in organized business is a fairly recent phenomenon. Women Entrepreneurship plays a prime role in industrial development. India has always been a land of entrepreneurs and also occupied a strategic position in the Indian economy.

Today the village and MSME units account for about 45% of the total industrial production, 30% of the country exports and are estimated to employ 96 millions people in over 26 million units throughout the country. The government of India has defined women

entrepreneurs based on women participation in equity and employed of a business. While entrepreneurs are people who habitually create and develop new ventures of value around perceived opportunities (Maritz, 2004), women entrepreneurship adds a whole new dimension to entrepreneurship. The new dimension is motherhood whereby these women business owners balance the role of mother and the role of entrepreneurship. Their motivation is the philanthropic desire to create a better environment for their family and overall community.

The Global Entrepreneurship Monitor (GEM), 2007 identifies that women signify more than one-third of all entrepreneurs, and are expected to participate predominantly in roles in informal sectors. Informal sectors include the emergence of women entrepreneurs, whereby instead of returning to the formal workforce, women entrepreneurs create new businesses around their family environment and circumstances. Women entrepreneurs also actively participate in the gender, home based and lifestyle entrepreneurship domains.

This form of new venture business creation however has its own set of unique challenges, including fear of failure, less optimism and confidence in business than men, and most importantly, securing start-up finance. In India, though women have played a key role in the society, their entrepreneurial ability has not been properly tapped due to the lower status of women in the society. It is only from the Fifth Five Year Plan (1974- 78) onwards that their role has been explicitly recognized with a market shift in the approach from women welfare to women development and empowerment.

The development of women entrepreneurship has become an important aspect of our plan priorities. Several policies and programmes are being implemented for the development of women entrepreneurship in India. There is a need for changing the mindset towards women so as to give equal rights as enshrined in the constitution. The progress towards gender equality is slow and is partly due to the failure to attach money to policy commitments. In the words of president APJ Abdul Kalam "empowering women is a prerequisite for creating a good nation, when women are empowered, society with stability is assured. The president under Notification dated 9th May 2007 has amended the government of India (Allocation of Business) Rules, 1961. Pursuant to this amendment, Ministry of Agro and Rural Industries (Krishi Evam Gramin Udyog Mantralaya) and Ministry of Small Scale Industries (Laghu Udyog Mantralaya) have been merged into a single Ministry, namely, **"MINISTRY OF MICRO, SMALL AND MEDIUM ENTERPRISES (SUKSHMA LAGHU AUR MADHYAM UDYAM MANTRALAYA)"**

Worldwide, the micro small and medium enterprises (MSMEs) have been accepted as the engine of economic growth and for promoting equitable development.

The major advantage of the sector is its employment potential at low capital cost. The labour intensity of the MSME sector is its employment potential at low capital cost. The labour intensity of the MSME sector is much higher than that of the large enterprises. The MSMEs constitute over 90% of total enterprises in most of the economies and are credited with generating the highest rates of employment growth and account for a major share of industrial production and exports. In India too, the MSMEs play a vital role in the overall industrial economy of the country. In recent years the MSME sector has consistently registered a higher growth rate compared to the overall industrial sector. With its agility and dynamism, the sector has shown admirable innovativeness and adaptability to survive the recent economic downturn and recession. As per available statistics (4th census of MSME Sector), this sector employs an estimated 59.7 million persons spread over 26.1 million enterprises. It is estimated that in terms of value, the MSME sector accounts for about 45% of the manufacturing output and around 40% of the total export of the country.

II. Objectives of the Study

The main objectives of this study are

- To identify the reasons for women to involve themselves in entrepreneurial activities.
- To identify the obstacles for women entrepreneurship.
- To identify the opportunities available for women entrepreneurs.

III. Review of Literature

Darrene, Harpel and Mayer, (2008) performed a study on finding the relationship between elements of human capital and self employment among women. The study showed that self-employed women differ on most human capital variables 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. The percentage of occupancy of managerial jobs is found to be comparatively higher in case of self-employed women as compared to other working women. This study also shed light on similarity and dissimilarity of situations for self employed men and women differ little in education, experience and preparedness. However, the main difference lies in occupational and industry experience. The percentage of population holding management occupation is lower for self employed women

as compared to self employed men. Also the participation levels of self employed women are found to be less than of self employed men in industries like communication, transportation, wholesale trade, manufacturing and construction. The analysis is based on data from the Current Population Survey (CPS) Annual Social and Economic Supplement (ASEC) from 1994 to 2006.

IV. Research Methodology

For any study there must be data for analysis purposes. It can be collected from various sources. In depth literature review and available secondary data from various sources has been used to develop this study. The secondary data is collected from review of past research and other reports.

Reasons for Women Opting for Entrepreneurship

Self determination, expectation for recognition, self esteem and career goal are the key drivers for taking up entrepreneurship by women (Moore & Buttner, 1997). Sometimes, women choose such a career path for discovering their inner potential, caliber in order to achieve self satisfaction. It can also provide a means to make best use of their leisure hours. However, dismal economic conditions of the women arising out of unemployment in the family and divorce can compel women into entrepreneurial activities.

Obstacles for Women Entrepreneurship

Founder of Stratitnow, and ex VP of GE, she has collaborated for two decades with Fortune 100 companies to drive tangible results. It goes without saying that entrepreneurship is no longer only for males. An increasing number of women across the world have established startups in different niches, despite the barriers that exist. According to a report by American Express, there are nearly 13million women- owned businesses in the U.S. That means women own 4 out of 10 businesses, and these businesses generate about \$1.8 trillion annually.

Despite more women taking the entrepreneurial plunge, they still face many challenges that make it difficult. Barriers such as limited funding , gender biases and limited government support have kept women out of entrepreneurship for decades. There's still an 8% gap between men entrepreneurs and female ones. Here are some of the barrier's women entrepreneurs face and some ways to continue moving forward:

Limited Funding

While limited funding is a challenge that both male and female entrepreneurs face, women face more hurdles in getting funding compared to men. According to Crunchbase data,

only about 2.3% of venture capital goes to women entrepreneurs. Due to this funding disparity, only 2% of women-owned startups generate \$1 million; men are 3.5 times more likely to achieve this number.

So what are some ways that women can overcome this? Firstly, did you know there are alternate ways to secure funding, like applying for grants from the national and state governments and even private enterprises that offer grants in the U.S. include the National Association for the Self-Employed, Idea cafe, Small Business Innovation Research, Amber Grant Foundation, 100 women Charitable Foundation, 100 women Charitable Foundation and many more. You can search online and find more organizations that offer funding opportunities that are not well known or published.

Another way to obtain funding for a startup is through crowdfunding. This is not only an easy way to get capital, but it's also a way of advertising your business before you even get started. Some platforms you can use are GoFundME, Indiegogo and kickstarter.

Gender Biases

There are gender biases that create an unfavourable business environment for women entrepreneurs. Society still typically considers running a business to be a patriarchal thing, so when a woman exhibits traits associated with business acumen, they can be viewed to be aggressive and unnerving. It's important to rise against gender stereotypes. Nearly every aspect of life, including business, is built on a patriarchal foundation, but don't tone down your view of the world just to fit in.

Work- life Balance

Even though the household dynamic seems to be changing, there are societies mostly in non-western cultures that still expect women to stay at home and take care of children and put all their attention into their household. This stereotype puts many women entrepreneurs in a position where they struggle to achieve work- life balance.

According to Pew data, stay-at-home parents account for about 18% of parents in the U.S., with the vast majority being women. Some women, more so those with social support, manage to balance responsibilities, but others get overwhelmed by carrying the burden by themselves. It's upon companies to promote equality in gender and take into consideration such realities. A handful of companies target women hiring based on their skills, even if they have

been away from the workforce for years taking a break, and not penalize them for that break. I believe this needs to occur more broadly across regions.

Lack of Support

Statistics show that 48% of women in business lack competent advisors to guide them through entrepreneurship. Moreover, establishing a startup comes with many challenges, meaning even the most experienced entrepreneurs need mentorship to come up with new ideas and implement the right business strategies. You can find mentors and advisors through women-focused networking events such as eWomen network, WIN Conference, Ellevate Network and Bizwomen. You can also perform an online search to find organizations that offer mentorship for women in business.

Covid – 19 Pandemic

The Covid -19 pandemic has disproportionately affected women entrepreneurs since early 2020. A significant percentage of female entrepreneurs run hospitality, wholesale and retail businesses, which have suffered greatly due to shutdowns. The reduced demand for services, extended business closure during lockdowns, and having to juggle between household tasks and running a business from home have greatly impacted women entrepreneurship. The Covid-19 pandemic has threatened to undo the progress that has been made in closing the gender gap in entrepreneurship. One good thing is that the government has stepped in with a range of measures to support women entrepreneurs in the U.S during Covid-19.

Final Thought

With women business ownership in the U.S. on the rise, we're closer to bridging the gap that exists between male entrepreneurs and female ones, but we're far from making an impact on the overall gender gaps in other regions. If you're one of the successful few, irrespective of your gender, reach out to other women who may be seeking that guidance, join the right forums to make an impact, raise your voice to biases and make it your personal goal to get involved.

Conclusion

“Women have full freedom to work and prosper. From the moment they leave their homes they are human beings: business women have the same weight as a businessman.”

The study tried to find out the difference among various sets of people of the crucial factors which are concerned with the women entrepreneurial opportunities at large. Issues have been identified through various reviews of literature. The main issue of women entrepreneurship

development in India discussed in this study is the main constraints facing women to become entrepreneurs or existing women entrepreneurs to sustain or grow. Actually, there are significant differences between women entrepreneurs and the men entrepreneurs on grounds of perseverance and abilities specific to emotional intelligence. Therefore, general measures can be adopted to encourage and develop women entrepreneurship is necessary for the growth of any economy whether it is large or small.

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3. 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 analyse 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

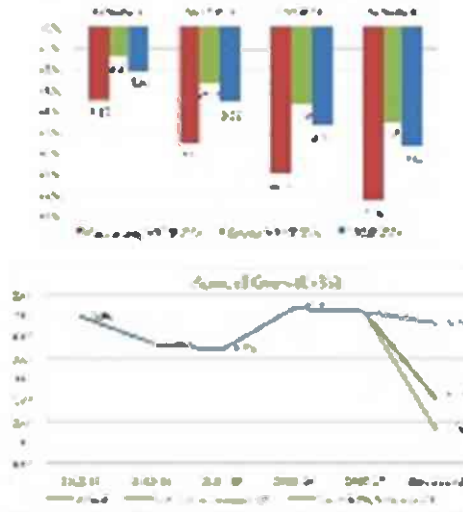
Every economy has its own way of defining small and medium businesses. Micro and small businesses are treated the same in most countries; the only distinction is between small, medium, and big businesses. Differentiating indicators such as the number of employees, annual sales, turnover, and plant and 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 for the growth of a developing economy like India, as is a prerequisite 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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4. A Study on Logistic, Supply Chain and Distribution Management at McDonald's

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Abstract

McDonald's is one of the largest and most important fast food corporations within the world. It was founded in 1948 by two brothers named Richard and Maurice McDonald. By applying a number of the most effective strategies today McDonald's is among the fastest growing food corporations. McDonald's efficient logistical and provide chain management gave a lift to their existing business and it rapidly expanded to different parts of the globe.

McDonald's today has a presence in 118 different nations with more than 34000 restaurants and outlets. McDonald's alone has more than 300 stores in 50 different cities in India. Within the last few decades many MNCs have entered into the Indian market and have achieved a milestone of a success which also includes McDonald's in this market segment.

Using Local ingredients and providing its customers with international tastes guaranteed success to McDonald's in the Indian Market. The new food products offered by McDonald's and its distribution management makes it one of the simplest in the world. During this Research Study we are going to examine how McDonald's strategic management creates customer satisfaction and brand loyalty and the way it overcomes the problem faced by them.

Keywords: Supply chain management, Distribution management, Logistical Support, Food chain

1. Introduction

McDonald's (McD) is an American Fast food chain corporation found in 1940 by brothers Richard and Maurice McDonald in California, USA. It started off as a little restaurant but was in a while bought by Ray Kroc in 1955 when he joined McDonald's as a franchise agent.

In the year 1951 McDonald's filed its name for a U.S trademark and shortly proceeded to file for a double arched "M" logo as its trademark sign. The first ever McDonald's was opened in

San Bernardino, California. By 1993, McDonald's sold more than 100 billion hamburgers since its foundation in 1940. The first ever McDonald store in India was opened on October 1996 under the name of McDonald's India Private Limited (MIPL) in Vasant Vihar, Delhi.

Under Ray Kroc, McDonald's expanded throughout the globe and is taken into account as one of the symbols of Globalisation and the spread of American food culture. The organisation today has a huge brand value and is considered as one of the biggest icons in fast food industry. By having its presence among every major city, it has gained pace in its recognition and popularity

2. Research Gap

After surfing through various literature reviews we could not find any specific study for this approach on this particular brand. The above Research study focuses on the logistical, supply chain and distribution management at McDonald's. Other various research study focused on the issues, and the pros and cons of the corporation. This study is especially carried out to understand how McDonald's manages to provide and distribute its product to various parts of the world. By conducting various survey methodology we could provide some genuine results for our research model.

3. Literature Review

- **Jonsson (2008):** "Logistics management is an integrating function which coordinates and optimizes all logistics activities, as well as integrates logistics activities with other functions, including marketing, sales, manufacturing, finance and IT.
- **-Waters (2003):** "Every product has its own unique supply chain and these can be both long and complicated.
- Ray Kroc the former Chairman of McDonald's says that the basis of McDonald's success is serving low priced value-oriented products fast and efficiently in a clean and healthy environment. This states that the supply chain and distribution management of McDonald's played a huge part in its success.
- **Vignali (2001)** claims that due to McDonald's dynamic and innovative ability in dealing with environmental concern, there was a threefold base encouraged by Environmental Defence Fund where environmental problems had to be observed as a significant in all of McDonald's supply chain performance.
- **Winter (2003)** "The joint expansion of mutually localised and internationally flexible abilities certainly signifies one of the main challenges being faced by MNCs like McDonald's.

- **Kaplan (2000)** also added this point by implying that organisations must show up with the diverse product from the rest of its opponents , this will be supportive for McDonald’s in gaining benefit in opposition and also maintain it for a longer time.

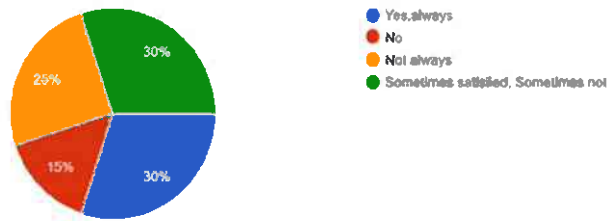
4. Objective

- To Study the supply chain system at McDonald’s
- To understand the distribution management at Mc Donald’s

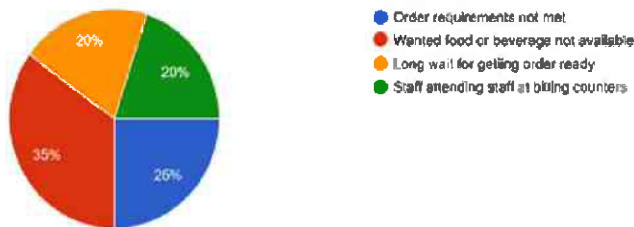
5. Methodology

We prepared a questionnaire for the survey method conducted for the research paper. For this particular research method, we gathered information from various sources like published journals, corporate reports, articles and various national and international papers. The data collected reflects the objective of this research paper. A mix of Primary and Secondary data ensured that every objective of this particular topic be covered. We also analysed the responses recorded and later on elaborated the same.

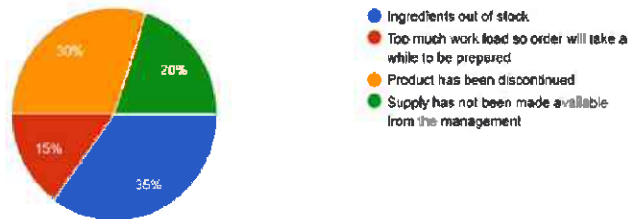
Are your demands as a customer satisfied at McDonald's



In what aspect does McDonald's needs to improve its customer service



What reasons have been given to you for not getting your desired food from the menu?



As we conducted a small survey regarding the company and its services offered, we found that around 30% of their customers were satisfied by the customer service. An equal percentage of consumers were not so sure about their response. 40% of the customer base were dissatisfied as a customer out of which 15% were not at all satisfied by the services offered by McDonald's.

When asked about the reason for not getting their desired food from the menu around 35% agreed that the ingredients were out of stock. Meanwhile 30% said that their favourite food product was discontinued. Another 20% of the customer replied that the supply was not made available from the top management. The remaining 15% customers could not avail to their order due to a larger work load which would be time consuming.

35% of consumers were left disappointed as their wanted food or beverage was not available and wanted them to be reintroduced. Meanwhile 25% people said that they should improve their order requirements which are not met by customers. 40% of customers complained about long wait for their order and staff not available at the billing counter.

6. Logistic Management

Logistical Management is an integral part of the supply chain system. In logistics the flow of materials i.e. Transportation of goods, storage facilities and related activities for the customers are easily and efficiently handled throughout the process. Ensuring that the right product is to be delivered at the right place at the right time is the main concern in logistical management.

The logistical flow at McDonald's follows a three stage system. Within the first stage the material is stored into the warehouses built at different distribution centres. The raw material is then stored and moved to various McDonald's outlets

In the Second stage the raw materials are then stored at the local outlets which are later on used by the skilled workers. Thanks to this efficient logistical system the raw material is ready into finished goods within minutes and due to this quick logistical move the customer satisfaction increases among the purchasers which provides them an honest reputation.

In the third stage the remaining finished product is stored in their modern build warehouse where food remains fresh for an extended time. Due to the use of advanced technology the computer system informs its nearby restaurants about the surplus of raw materials and also gets the desired information about which nearby outlet is brief on raw materials. Due to

this genius exercise of the transport of materials McDonald's serves its customers with rather more efficiency.

7. Supply Chain Management

A supply chain is a flow of materials from a lower level to the next level which eventually becomes a finished good by the time it reaches the consumer. At McDonald's the raw material is supplied by the goods supplier which then reaches the manufacturer from there it passes on to their nearby establishment and then at the end the raw material is transformed into a finished good which reaches the customer quickly.

McDonald's uses their local partner to supply them with necessary raw material all over the world. In India they seek help of local labourers, equipment and to create their outlets.

Today McDonald's has around 250 outlets in India and serves more than 650000 customers on a day-to-day basis. The logistical support for McDonald's is split into two parts. Tier 1 which provides them with ready processed foods while Tier 2 provides them with basic Raw Material for making their fast food product. Various ingredients used for making the product reach the distribution centre which then reaches the ultimate customers through the outlets.

E-MAC Digital, a digital procurement system jointly owned by McDonald's and Accel-KKR Internet is a system which is one of the reasons why McDonald's is successful. The outlet places an order for the required raw material which reaches the nearby supplier. The supplier then provides the raw material to the logistical department which then supplies the raw material to the desired restaurant. Due to this efficient supply chain management McDonald's retains its customers as they do not have to queue up in the line for their orders.

8. Distribution Management

McDonald's has 4 distribution areas for their Raw Material in Mumbai, Delhi, Bangalore and Kolkata which are managed by Radha Krishna Foodland for their Indian Branch. The Raw material purchased from the suppliers reaches these distribution centres which are later on transported to the nearby restaurants as required. The only products to be sent directly to the outlets are Breads and Coca-Colas as well as several other soft drinks. Rest all other products used for consumption are manufactured in the Distribution Centres.

McDonald's was among the first to provide cold storage facilities across India. The company uses semi medium and medium range cold storage which can store both raw materials

which require extreme temperature as well as semi extreme temperature to provide its raw material quickly across its restaurants and which remains fresh and nutritious.

McDonald's today employs more than 10000 people to serve its product to their customers. The employees also play a huge part in the distribution part right from the beginning to serving the consumers. The customers can purchase the food products either from the restaurant or through online grocery stores. McDonald's also has a Takeaway store in their outlets which serves the customers really quick as they prepare the required product already.

Due to the revolution in e-commerce, food chain companies have also seen a boost in their sales as customers can now order their product from their mobile phones from anywhere in the country and they do not have to queue up in the lines for their orders. Many online food ordering apps such as Zomato, Swiggy offers their customers with McDonald's food products which in turn increases the profit margin for both the company as well as the online food offering app.

9. Suggestions

- A healthier food option for its customers could be a boon for McDonald's business profit.
- Providing their employees with a better paycheck as the current employees are underpaid by the amount of work time.
- Adding a greater number of employees to its company, as the number of employees is quite less and the workload is huge. With an increased number of employees, the workload gets distributed among them.
- McDonald's faces supply chain interruptions quite frequently which leaves them short on few materials. A much more efficient supply chain system would see McDonald's retain their customers.

10. Conclusion

The logistical, Supply chain and distribution management of McDonald's is quite commendable as they gain quite a high profit margin as the number of employees on the paycheck is less. Most of the employees working at McDonald's are interim employees who are employed on a short-term basis.

With the introduction of e-commerce in food industry this market segment would see an increase in their potential and McDonald's being at the top of the hierarchy would excel in this field.

McDonald's overall business operation depends upon the quick delivery of raw materials and finished products with a high-quality assurance. With majority of their employees being interim they lack experienced workers who could solve the arising problems quickly. They also lack hold over their operations as the number of employees is less with only more than 10000 serving across India who can monitor the smooth operation of the product. Also providing a clean and hygienic kitchen would benefit them.

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5. A Study on Managerial Skills in Managing the Subways Franchise Business

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Abstract

Franchising is a marketing strategy aimed at helping businesses grow. It is a business model in which a business owner, often known as a franchisor, provides a certified opportunity for a franchisee to engage in business activity. It assists in the process by providing services such as organising, training, and merchandising. As a result, a franchise management plan entails constructing the franchise system, having correct organisation that leads to success, and clear administration of all of the company's business chains. As a result, this article will analyse a case study regarding the subway and its growth strategy.

Keywords:- Franchisee, Growth, Fast Food Industry, Customers Perception.

I. Introduction

Franchising is a sensible growth strategy. According to the research, the subway system desired to increase its regional reach. Their strategy was based on fostering well-being, safeguarding communities, safeguarding the environment, and general practices and processes. Furthermore, the subway had set a long-term goal of having over 100,000 stations around the world. It has a gentle landing zone on franchising in this sense. Their goals were to grow their net profitability by expanding their existing market base and attracting additional clients. Subway has been encouraging franchisees with a target to open their own personal target restaurants at a reduced cost in this regard.

The ideal expansion strategy for the subway has been franchising for the following reasons: first, a new restaurant can be quickly obtained, and they can also be established from any location at a lower cost, thanks to the concept of franchising. As a result, this growth strategy model enables franchisees to bear all of the business's economic risks. In the long run, the franchisor builds a vast company empire almost for free and at a low cost, with little or no

outlay. Secondly, the subway business model is centred on catering to clients based on the ingredient. In terms of corporate expansion, this tends to match the societal tendency of individualization; it makes it simpler for a firm to flourish along with franchising by customising its products across diverse cultures and societies. Foods like kosher and halal, for example, have a much exosedito herome in Muslim countries compared to other societies.

II. Literature Review

A literature survey is a scientific paper's text that summarises current knowledge, including empirical discoveries, as well as theoretical and methodological contributions to a certain field. It is a thorough review of a body of literature with the goal of answering research questions. Studies from scholarly journals, scholarly books, authoritative databases, newspapers, magazines, and other sources are included in the literature review. However, the current researchers have made every effort to locate papers that address the same issues in a similar arena, but no such studies have been completed so far. As a result, the current research question is considered as a completely new and uncharted field of study with a lot of potential for further investigation. The researchers' inquisitiveness is what drove them to choose the study and learn the facts behind it.

III. Objectives

- To understand subway's business and growth strategy
- To see how appealing the Danish market is for entrepreneurs interested in starting a Subway franchise
- to analyse the possibilities that Subway provides for entrepreneurs

IV. Research Methodology

The procedures or strategies used to find, select, process, and analyse information about a topic are referred to as research methodology. The methodology portion of a research article allows the reader to critically examine the study's overall validity and dependability. This study used several research methods to obtain research information. To examine Subway marketing 4P strategy, we investigated consumers' perceptions of Subway performances. Primary and secondary data have been used for the research. Interviews, surveys, and questionnaires are examples of primary data received directly from the original or first-party source. Secondary data is information that has been gathered in the past and is easily accessible to others. Questionnaires and secondary data methods were selected and conducted to obtain information related to this

study. Questionnaires were distributed to respondents through social media like Facebook, Whatsapp, and Wechat. The sample was selected randomly from a defined population. The purpose of sampling is to obtain accurate, simple, and relevant information.

V. Main Content

Subway

Subway is a multinational fast food restaurant chain based in the United States that specialises in submarine sandwiches (subs), wraps, salads, and beverages. In Bridgeport, Connecticut, Subway was launched by 17-year-old Fred DeLuca and financed by Peter Buck in 1965 as Pete's Super Submarines. Two years later, the restaurant was renamed Subway, and a franchise operation began in 1974 with the opening of a second location in Wallingford, Connecticut. It has since grown into a worldwide franchise. Subway offers a variety of topping options, allowing customers to customize their sandwich with the toppings of their choice. "Eat Fresh," a long-running Subway slogan, refers to the fresh ingredients that go into their sandwiches. It was the world's fastest-growing brand in 2015, with 37,540 stores in over 100 countries and territories as of June 2021. The United States accounts for more than half of all locations (21,796 or 58.1 percent)

Subway's Marketing Strategy

BCG Matrix strategy - The BCG Matrix is a tool that is utilised by practically every major consumer products company. It aids in determining the product's, brand's, and company's total potential in comparison to its competitors. Subway's principal product, the submarine sandwich, as well as salads, are important players in the BCG matrix. Non-vegan goods and beverages such as donuts and muffins, on the other hand, do not exist in the BCG Matrix due to intense rivalry among its peers.

Brand equity strategy: Subway has risen to 87th place among the world's most valuable brands. With its many promotional initiatives, as indicated in the previous section. It has significantly boosted its brand equity by expanding its visibility in the eyes of its target customers.

Competitive strategy: Subway's competitive analysis is very targeted because it focuses mostly on health and healthful food. Despite the fact that the company sells subs, it always employs ingredients that are healthful and do not have a significant impact on someone who is on a diet. The company maintains its originality in terms of flavour. Customers must be able to

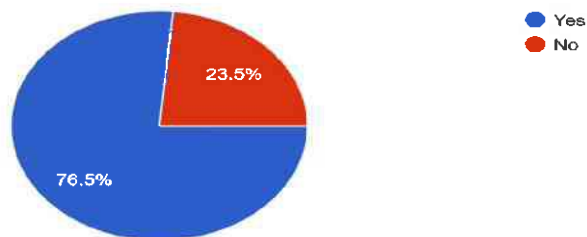
gain health benefits from eating Subway meals, according to the business. The company's competitive edge is long-term, allowing it to prosper in the market. Furthermore, brand devoted customers have helped to make the brand a huge success.

Subway campaign: In terms of the marketing, Subway has always strived to create the finest advertisement possible. One of Subway's key promotional techniques is the "Make it What You Want" campaign. It has two functions. On the one hand, it encourages people to live a healthy lifestyle in today's society. Customization is the second result of the campaigning tag. The campaign makes it clear to the buyer that he may easily create his own sub. Customization also allows a consumer to find a substitute that fits his budget. The Dentsu Aiges network has recently been adopted as a marketing strategy shift by the organisation. As a result, it might be considered a company campaign.

Data Analysis/ Findings

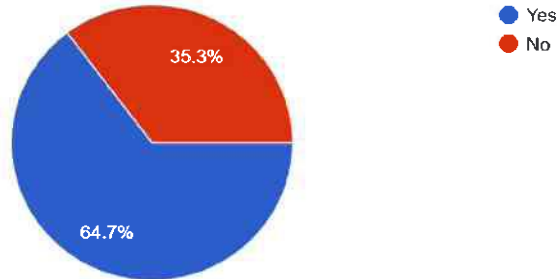
The majority of respondents are satisfied with Subway's product, service, and packaging, according to our findings. The majority of respondents felt that the Subway restaurant's location is accessible in terms of the place element. Subway has over 21,000 franchisees in over 100 countries across the world. Subway is one of the fastest-growing franchises, and it is a 100 percent franchise-based company, with each location owned and operated individually. Subway's purchasing strategy is based on direct selling to customers. In terms of price, the majority of respondents agreed that Subway's prices are reasonable. Despite the fact that Subway's products are more expensive than its competitors, the company adds value to its products and services through quality. Subway boasts that their cuisine is of higher quality and freshness than those of their competitors. With value pricing, Subway offers a variety of pricing options. As a result, the majority of respondents thought that the pricing of Subway items was reasonable for the quality of the products

ARE SUBWAY PRODUCTS WORTH THE PRICES?
17 responses



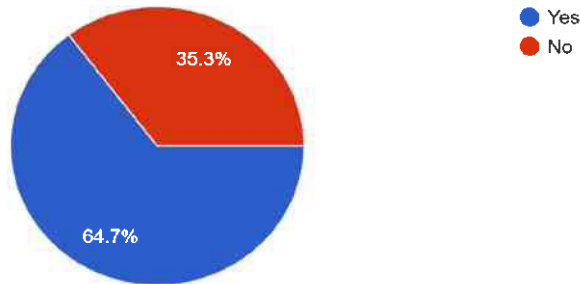
HAVE YOU EVER LIKED SUBWAY POSTS ON YOUR SOCIAL MEDIA HANDLES?

17 responses



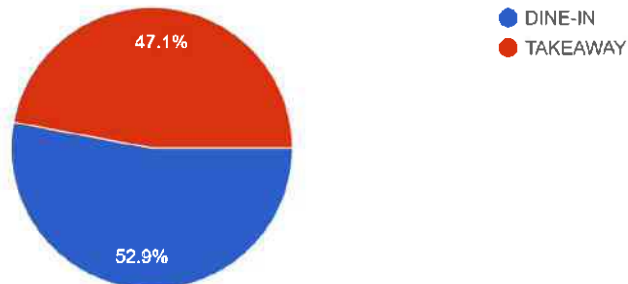
ARE THE SUBWAYS LOCATIONS ACCESIBLE FOR YOU?

17 responses



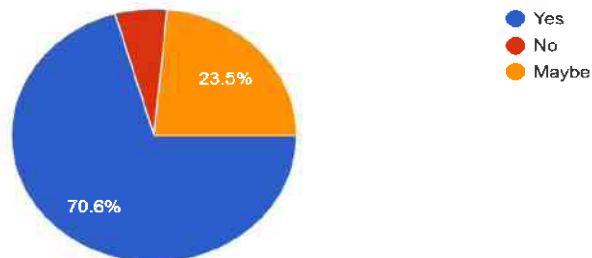
WHICH OF THE FOLLOWING DO YOU PREFER TO ORDER FROM SUBWAY

17 responses



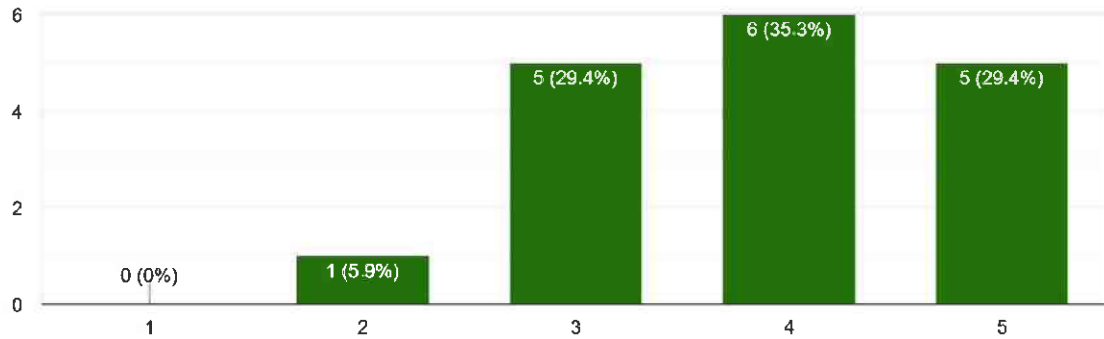
WOULD YOU RECOMMEND SUBWAY TO YOUR FRIENDS OR FAMILY MEMBERS?

17 responses



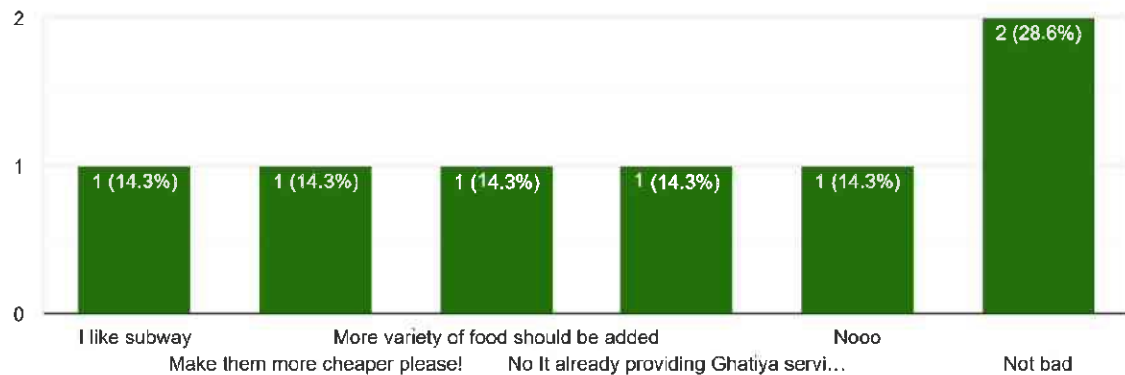
DO YOU THINK THE PRICE OF SUBWAY PRODUCTS IS CHEAPER OR MORE EXPENSIVE COMPARED TO OTHER FAST FOOD RESTAURANTS?

17 responses



ANY SUGGESTIONS OR RECOMMENDATIONS ON SUBWAY ?

7 responses



VI. Suggestions

Subway could promote through different social media platforms When using social media to reach out to a big number of clients, this is critical. They can try collaborating with influencers in order to gain more notice. As a result, in order to provide more convenience to customers, Subway needs to ensure that there are enough stores in the targeted regions. Local restaurants should spend a lot of money on advertising to attract consumers if they wish to compete in a market where franchise outlets spend a lot of money on promotion. Local eateries should maintain a level of hygiene in their establishments and take into account the nutritional value of the food they provide. The salespeople who have been assigned to this task should receive proper training. Local restaurants should give the same culinary variety to clients as franchise outlets do in order to attract new customers.

VII. Conclusion

Franchise failure affects not just the franchisor and franchisee, but also the customers and, by extension, the entire society. This effect can be apparent in consumer perceptions of the franchise. This could also have an impact on the success of future franchisees who enter the market. The identification of crucial success criteria in the East African context can have an impact on the business environment. Franchising is viewed as a key to employment. A fast food franchise can be a lucrative business, but it takes a lot of money to get started. Franchisees must pay continuous monthly fees for royalties, advertising, and other services in addition to the launch expenditures, which can total more than 10% of gross sales.

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6. A Study on Managerial Skill in Managing the Problem Faced by Beyond Hotel Industry

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Abstract

The influence of the industrial sector is a longstanding assumption in entrepreneurship studies, yet the mechanisms through which the industrial sector shapes entrepreneurial phenomena and the processes through which entrepreneurial actors interact with sectors to prospect, develop and exploit entrepreneurial opportunities remain largely under-theorized and little understood. We critically re-examine the notion of “sector” in entrepreneurship research, advancing a more dynamic view of the industrial sectors captured by the concept of sector fluidity and identifying three approaches to move the sector more prominently onto the “front seat” of entrepreneurship theory and research. Defining sector-based entrepreneurial capabilities and examining their importance to advance current understanding of industry-specific determinants, processes and outcomes of entrepreneurship, we set out an agenda for further research aimed at advancing sector studies in entrepreneurship.

Key words:- Resistance to change , change management ,strategy

I. Introduction

Although the definition and role of opportunities in entrepreneurship is the subject of ongoing and lively debate, understanding the processes associated with prospecting, developing and exploiting opportunities continues to be a primary concern of entrepreneurship scholarship. Entrepreneurial opportunities come in a variety of forms, including new technologies, information asymmetries and environmental shifts, and are typically viewed as industry-specific. The industrial sector is indeed a key variable in any organization's business environment. Organizations and individuals interact in numerous ways with peers and competitors, customers, regulators and other stakeholders who altogether are typically perceived as an industry. Such industries can differ significantly in terms of their political, economic, socio-cultural and

technological conditions as well as their scope. In turn, these contextual differences are likely to shape the determinants, processes and outcomes of entrepreneurship. Moreover, entrepreneurial opportunities are strongly intertwined with the goals, beliefs, intuition, heuristics, and accurate and inaccurate information that derive from individuals' experience

Unfortunately, however, we lack consistent and adequate conceptualizations of industry environments for the development of theoretical models and the design of empirical work in the area of entrepreneurship. Moreover, researchers tend to consider industry variables only to the extent that they sensitize their theories to possible situational or temporal constraints or boundary conditions, typically focusing on a simple "top-down process" of how industry variables affect lower-level variables and relationships. Despite the potential influence of industrial sectors on entrepreneurship, and despite industry variables having long been included in studies of opportunity creation, discovery and exploitation, the underlying mechanisms through which the industrial sector shapes entrepreneurial phenomena and the "bottom-up" processes through which individuals, groups of individuals, organizations and industries interact in prospecting, developing and exploiting entrepreneurial opportunities remain largely under-theorized and little understood. This lacuna is of particular concern in the context of widespread environmental change that is seeing the emergence of new sectors that rapidly transform or supplant existing ones.

In this article, we aim to address this gap and in so doing re-invigorate scholarly interest in sectors. We start by examining the pressing need to re-define the notion of "sector" in entrepreneurship research, introducing sector fluidity as a factor with important implications for sector studies in entrepreneurship and identifying three approaches to move sector more prominently onto the "front seat" of entrepreneurship theory and research. We continue by defining sector-based entrepreneurial capabilities and examining their importance to advance current understanding of industry-specific determinants, processes and outcomes of entrepreneurship. We then provide an overview of the articles published in this special issue and conclude by proposing an agenda to inform future sector studies in entrepreneurship. Doing so adds to the burgeoning interest and emphasis on the importance of context for understanding entrepreneurship determinants, behavior and outcomes.

II. Review of literature

1. Entrepreneurs personality traits , their passion , social- cognition, involution , culture, family background e.t.c . These factors are associated with a vital role in promoting and Nurturing Entrepreneurship which is termed as cultural , custom , traditions , family background , education and socio - political environments .
2. Certain studies revealed that entrepreneurship is not always the way of orientation or autonomous personality traits, internal locus of control , and need for autonomy. These studies accountability consider entrepreneurial abilities as antecedents .
3. Certain studies revealed that the migration , unemployment , poverty and dissatisfaction (Bouchard , and basso , 2011) with existing employment pushes individuals into entrepreneurship.

III. Methodology

It is basically an analytical type of search. Data is gathered from various secondary sources like published journals , corporate reports ,magazines , periodical ,articles and referring various scholarly papers of national and international scholars

IV. Re-Defining Sector in Entrepreneurship Research

Entrepreneurship research has grown tremendously over the last three decades, and the field's focus has changed substantially over time. Early research in the 1980s was dominated by a phenomenological tradition that put strong emphasis on understanding the role of entrepreneurs and gaining empirical evidence concerning the context in which entrepreneurship phenomena happen, such as the differences in the type and rate of new firm creation among different countries, regions, and industries. Such emphasis on context fueled criticisms revolving around the question of whether entrepreneurship is a more applied research area, or a distinct and legitimate field of research. Thus, the 1990s and 2000s were dominated by the quest for an agreed conceptual framework that could explain and predict a unique set of empirical phenomena that are not addressed by other fields. During this time span, entrepreneurship scholars have increasingly sought to advance new paradigms, theories and schools of thought that could enable the development of formal predictions and rigorous hypotheses and provide "general laws of entrepreneurship which might transcend context".

This shift toward theory-driven research has certainly helped tremendously to develop rigorous and cumulative knowledge about entrepreneurship. At the same time, entrepreneurship

scholars started to note that important differences exist in entrepreneurship phenomena across industries. However, the pursuit of general theories of entrepreneurship might have discouraged scholars from fully considering the impact of industry context in their research. The common approach to deal with industry effects in empirical research is to use simple statistical control variables, suggesting that context is seldom considered of central interest in entrepreneurship studies and is only loosely integrated in entrepreneurship research designs. In other words, context is typically viewed as differences that should be controlled for rather than theorized. Most recent trends in this literature suggest that the pendulum is swinging back to the field's roots. For example, scholars have recently emphasized how a more contextualized view on entrepreneurship could provide several benefits including better definition and communication of the entrepreneurial phenomena being studied, more grounded theoretical explanations, more accurate empirical tests of theories and their boundary conditions, and stronger implications of theory for entrepreneurship practice.

Although scholars have referred to a wide range of contexts, such as social, spatial, temporal and institutional contexts, existing research provides a relatively incomplete conceptualization of industry, especially in relation to what is distinctive about the notion of industry sector in entrepreneurship. Traditional conceptualizations of industry in entrepreneurship studies differentiate industry contexts based on their structure, profusion of technological opportunities, environmental hostility, environmental dynamism and life-cycle stage. Common to these conceptualizations is the emphasis on differences in the level of uncertainty that entrepreneurs face when they assess the potential of new products or services, attract investors, secure partners, and capture markets, or the difficulty in predicting environmental changes and their impact on a new venture. Most generally, the uncertainty that characterizes an industry sector is thought to have a major impact on how entrepreneurs prospect, develop and exploit opportunities

However, existing conceptualizations of industry sectors are not free from limitations, and the renewed interest in industry context in entrepreneurship research raises the need for a deeper look at this issue. For example, a long-standing debate concerns whether environmental uncertainty is an objective concept that can be effectively captured from archival data, such as measures of sales volatility and market concentration, or a subjective perception captured by the judgment of key informants. Relatedly, while early conceptualizations and measurements of

industry contexts were inherently static, very few studies acknowledge the dynamic nature of the links between entrepreneurship and industrial sectors. For example, a central distinction in entrepreneurship research is between industries with high versus low entry barriers. Entry barriers refer to complex and capital-intensive production processes, as well as strategies adopted by incumbent firms that discourage the entry of new firms in an industry. Industries with high entry barriers are commonly characterized by high concentration, investments in fixed capital, and the prevalence of cost leadership strategies. However, as global competitive environments become increasingly interconnected and fast-changing, a static view of industries appears increasingly limited. Take, for example, the car manufacturing industry, which is an emblematic case of how an industry traditionally characterized by high entry barriers is becoming the scenario for high levels of entrepreneurial activity driven by fluxes of resources from other sectors, such as electric battery technologies from the laptop industry or self-driving technologies from Silicon Valley stars like Google, Tesla, and Uber. Similarly, the mobility of human resources is increasingly acknowledged as a main driver of entrepreneurship. Finally, most existing entrepreneurship research focused on top-down influences of industry characteristics on entrepreneurial behavior. Notable exceptions include Feldman, Francis, and Bercovitz who theorize that entrepreneurs are a critical element in the formation of high-tech industry clusters, and characterize such industries not as static but rather as complex adaptive systems where external resources are developed over time. Similarly, Navis and Ozbek theorize that the cognitive and behavioral attributes of entrepreneurs (i.e., narcissism and overconfidence) have an influence on how entrepreneurs perceive opportunities in novel or familiar contexts as well as their propensity to pursue and ability to realize opportunities in these contexts. In other words, not only the industry context has an influence on entrepreneurship, but entrepreneurship itself also influences industrial sectors. Thus, the industry sector cannot be simply considered as an exogenous factor that influences the entrepreneurship behaviors and outcomes, and a deeper examination of the dynamic bottom-up processes through which individuals, organizations and industries interact in prospecting, developing and exploiting entrepreneurial opportunities deserves more careful examination.

A “Sector Lens” on Entrepreneurship theory and Research

As discussed above, we have emphasized how the entrepreneurship literature has moved over time from a more practice-oriented and phenomenologically-driven approach, toward the

development of a more general, or universalistic theory of how entrepreneurs or entrepreneurial organizations prospect, develop and exploit opportunities. As the pendulum swings back and scholars increasingly recognize the need for a more contextualized understanding of entrepreneurship the field is now confronted with the new challenge of not only “controlling” for industry effects in empirical studies, but also finding creative ways to integrate industry context in entrepreneurship theories.

We identify three approaches to accomplish this, which correspond to increasing levels of integration between theory and context. First, scholars can integrate industry contexts by adopting a *contingency perspective*, which adds complexity and nuance to universalistic propositions and hypotheses by implying interactions between the variables of interest and industry variables in determining entrepreneurship determinants, behaviors and outcomes. Put differently, a contingency perspective suggests that the relationships between antecedents, dimensions and outcomes of entrepreneurship will be different across different industry contexts. Thus, researchers adopting a contingency perspective typically select a universalistic theory and then specify how the factors specified by the theory will interact with the industry context to result in entrepreneurship determinants, behaviors and outcomes.

Second, *configurational perspectives* provide a further step in integrating theory and context by adding complexity to their links. Configurational perspectives have a broader focus than contingency ones, as they consider synergistic effects and higher-order interactions that cannot be fully captured by bivariate interaction effects. Configurations are indeed defined as unique patterns of factors that are maximally effective in achieving a desired outcome. Configurational perspectives build on the logic of equifinality in suggesting that more than one unique configuration of the relevant factors can result in maximal performance.

Therefore, the focus is on multivariate combinations of factors that may have more predictive power than bivariate contingencies. Contingency and configurational perspectives are currently the dominant approaches used to integrate industry context and theory in entrepreneurship research. However, a further step of integration seems possible and desirable, hereafter we refer to this third option as a *dynamic view of industrial sectors*. We draw on three well established concepts in the entrepreneurship research literature to establish this dynamic view. First, we build on *opportunity-based perspectives on entrepreneurship*, which define entrepreneurship as the identification, evaluation, and exploitation of opportunities and thus

focus research attention on the processes through which individuals prospect, develop and exploit opportunities by creating new organizations or within existing ones. Second, we draw on the notion that entrepreneurship requires the *creation of new ways to combine resources to develop innovative outcomes*. Specifically, prior research suggests that entrepreneurial opportunities are closely linked to the existence of resource heterogeneity: when different agents have information about and access to resources that other agents do not, they can destroy the existing equilibria and prospect new entrepreneurial opportunities. Finally, we build on the idea that entrepreneurship depends primarily on the *ability of entrepreneurs or enterprises to constantly search knowledge across different domains in order to prospect, develop and exploit opportunities*.

The combination of these arguments with a *dynamic view of industrial sectors* lead us to introduce the concept of *sector fluidity*, defined as the extent to which information, knowledge and resources can flow freely across industry boundaries. Sector fluidity puts emphasis on how the rapid transformations of global competitive environments is a driving force of change, leading toward new and unprecedented environments where industries become increasingly interconnected. The observation that industrial sectors are increasingly dynamic suggests that boundaries and entry barriers no longer represent an essential element of an industry. At the same time, this concept points to the important role of entrepreneurial actors in constantly destabilizing existing industry boundaries and keeping industry sectors from settling down to a state of equilibrium by engaging in arbitrage of resources across different sectors and rapidly redeploy resources from one sector to meet the requirements of another sector. This notion resembles the emphasis on “creative destruction” introduced by Schumpeter and prominently present in current organization and management literatures.

The notion of sector fluidity, in turn, points our attention to the processes and mechanisms, or dynamic capabilities that enable entrepreneurial actors to successfully prospect, develop and exploit opportunities within and across sector boundaries. The concept of dynamic capabilities has been increasingly invoked in the entrepreneurship literature. However, current understanding of the specific dynamic capabilities that enable and sustain entrepreneurship is nascent at best. This special issue focuses on sector studies in entrepreneurship. As such, we feel it important to advance our understanding of entrepreneurial dynamic capabilities that

specifically relate to the industry context of entrepreneurship. We call this construct *sector-based entrepreneurial capabilities*:

Definition: Sector-based entrepreneurial capabilities are the capacities (i.e., processes and routines) of an entrepreneurial actor (entrepreneurs, entrepreneurial teams and enterprises) to prospect, develop and exploit opportunities by reconfiguring human, social and financial resources within and across industry sectors.

Recently, Pisano drew attention to the distinction between dynamic capabilities that are highly specific to an industrial sectors and general-purpose capabilities that can be applied to different contexts. Drawing on this distinction, we suggest that sector- based entrepreneurial capabilities can be of at least two types: the first type focuses on leveraging highly-specific resources to an industrial sectors to prospect, develop or exploit opportunities in another sector or range of sectors, and the second type focuses on leveraging general-purpose resources to prospect, develop or exploit opportunities within the entrepreneurial actor's current sector.

We propose that sector-based entrepreneurial capabilities are important for all facets of the entrepreneurial process as well as to understand its outcomes. Indeed, the resource- based view indicates that firms within an industry contain heterogeneous sets of resources. We adapt this fundamental assumption and argue that sector-based entrepreneurial capabilities involve the reconfiguration of resources that an entrepreneur can access in different industries, or the creative reconfiguration of resources existing within a sector. Here, it is important to note that sector-based entrepreneurial capabilities do not require entrepreneurial actors to have control of resources, but only access to resources that can provide the potential for a competitive advantage. These resources include, but are not limited to, the experiences and knowledge the entrepreneurial actor possesses and is exuberated by the risk the entrepreneurial actor has to bear. These unique resource sets that the entrepreneurial actor is endowed with provide distinctive insights into the opportunity creation and discovery processes. Thus, entrepreneurial actors with a high level of sector-based entrepreneurial capabilities will have a competitive advantage and likely enjoy performance benefits which will likely extend to the opportunity exploitation process as well.

The ability to generate benefits from sector-based entrepreneurial capabilities is not limited to a single entrepreneurial individual, but the resource pools of entrepreneurial teams and enterprises also have the potential to generate unique sector-based entrepreneurial capabilities.

For instance, we know that the start-up composition of entrepreneurial teams affects new venture performance. The underlying logic is that the resource bundle provided by the entrepreneurial team exceeds the sum of the individual resources. This effect may be particularly salient for sector-based entrepreneurship, where the competitive advantage due to unique knowledge within and across industry-sectors and the subsequent leverage of resources with the help of this knowledge is particularly important.

Lastly, it is worth noting that these relationships are likely affected by the sector fluidity introduced above. High sector fluidity will likely encourage radical innovation in a sector as new ideas from other sectors are introduced that have the ability to significantly change the structure of an industry. At the same time, high fluidity not only encourages entry into the sector, but also has the potential to significantly devalue the sector-based entrepreneurial capabilities of individuals, entrepreneurial teams or enterprises with a narrower set of backgrounds. Conversely, low sector fluidity is likely to enhance the value, inimitability and rareness of the resource set and thus makes sector-based entrepreneurial capabilities more valuable to the entrepreneurial actor.

In the next section, we summarize the articles published in this special issue, which provide important initial insights into the relevance and impact of sector-based entrepreneurial capabilities.

V. Future Research Directions

Taken together, the papers in this special issue underscore the importance of sector-specific antecedents, characteristics and outcomes of entrepreneurship, and point to the potential of sector-based entrepreneurial capabilities as concept that can advance our understanding of how processes through which entrepreneurs prospect, develop and exploit entrepreneurial opportunities vary within and across industries. However, much has to be done in order to fully realize the potential of sector-based entrepreneurial capabilities for entrepreneurship theory and practice. We believe that achieving such potential requires further clarifying what exactly sector-based entrepreneurial capabilities are, their antecedents and consequences. We discuss these future research directions below.

Sector-based entrepreneurial capabilities focus on reconfiguration of resources within and across industry sectors in order to prospect, develop and exploit opportunities. Future studies that consider different types of resources and how their recombination within and across sectors

relate to the entrepreneurship process can therefore contribute to our understanding of what sector-based entrepreneurial capabilities are. Sector-based entrepreneurial capabilities are likely to be based on search and transfer processes. First, search refers to problem-solving processes through which firms identify and recombine resources to develop new products and services. Although existing literature on search focuses primarily on knowledge resources, future research is needed to extend this perspective to consider other types of resources such as human, social and financial capital. Interestingly, this literature emphasizes that while resources existing within a given context can lead to incremental improvements of existing products and services, spanning environmental boundaries can lead to breakthrough innovations. However, Jung and Lee (2015) noted that the benefits of boundary spanning search depend on the type of knowledge searched. Extending this argument, it would be interesting to study the extent to which the benefits of searching resources within a given industry or across different industries change depending on the type of resources searched. Second, future research is needed to identify and examine sector-based entrepreneurial capabilities in terms of the transfer processes used to mobilize resources across industry sectors. These may include, for example, routines for replication and brokering that entrepreneurs can use to copy, transfer, and recombine resources within and across sectors. Also, these processes may include learning processes, such as vicarious learning, through which groups working in different business units and organizations in different industries can effectively capitalize on one another's resources to prospect, develop and exploit new opportunities.

Moreover, existing definitions of industry may be obsolete or not sufficiently adequate to deal with the increasing fluidity of sectors. Take, for example, the tech industry in Silicon Valley where worker mobility gives the tech industry high fluidity. It creates a culture in which human, social and financial resources move fast from one business to another. In this environment, human resources routinely jump from one job to another, looking to get in on the next groundbreaking product or service. This fluidity facilitated flows of information and know-how between individuals, firms, and industries, and supported unanticipated recombinations of resources thereby being a key driver of Silicon Valley's rapid innovation over the past three decades. We therefore encourage future scholars to reconsider industry definitions and take into account how sector fluidity may affect sector-based entrepreneurial capabilities.

Future research also needs to study how sector-based entrepreneurial capabilities relate to type of resources. In relation to human resources, much attention on worker mobility is focused on geographical movements, but movement within and between sectors may be important in enabling new entrepreneurial firms to access human and social capital they need to shape, develop and exploit entrepreneurial opportunities. Work by Radaelli et al. (2018) raises the need for further research that explores both which aspects of human capital are transferable between which sectors, and also the vexed question as to how entrepreneurial firms in particular sectors can actually identify and attract the human capital they need.

Social capital may be strongly sectorally related but recent developments have emphasized the importance of considering the ecosystem in the development of entrepreneurial activities. Strengthening the sector-based entrepreneurial capability of an enterprise may thus mean the creation and integration of a host of different elements that provide human, social and financial capital. For example, it is an overall ecosystem that appears to contribute to success in entrepreneurial activities for the German Mittelstand. Moreover, the processes and dynamics may change when different levels of analysis, such as the entrepreneur or the entrepreneurial team, are considered. However, as yet we have little fine-grained analysis of the nature and life-cycle of different sectoral ecosystems and how their elements differ across the entrepreneurial stages from opportunity prospecting through opportunity development to opportunity exploitation. Related to sectoral benefits of social capital, family firms have been found to be more dominant in some industries than others. This suggests that certain sectors allow family firms to over-proportionally benefit from the unique family firm specific resources (i.e., familiness) that they can create. Indeed, it further suggests that successful family firms might be able to generate family firm specific sector-based entrepreneurial capabilities that propel the firm through the generations and could explain the many world class and innovative leaders amongst family firms.

Various early stage government schemes have been targeted at particular sectors, especially high-tech sectors, but many sectors with potential entrepreneurial opportunities may fall out with these schemes. The growth of different forms of crowdfunding presents new opportunities for early stage ventures to obtain funds to formulate, test out and develop opportunities that may not otherwise attract finance. Further attention is needed to the informational and other characteristics of different sectors and how these are related to success

and failure in attracting funding. As the market has evolved, it has attracted repeat investors as well as entrepreneurs who launch multiple campaigns and further analysis is needed of the sectoral attributes of these serial crowdfunders and whether learning is more effective in some sectors than in others.

Incubators and accelerators are typically focused on helping entrepreneurs to develop their ideas around the start-up phase. Some of these organizations are generalist, while others are sector focused. Accelerators and incubators are heterogeneous but there are some indications of a move to more sector-specific incubators and especially among the more recent phenomenon of accelerators. Accelerators are oftentimes viewed as focusing on ICT and other high tech sectors but further research is needed that explores which sectors are likely to benefit most from the different types of these organizations.

It is well-known that firms in high tech sectors face funding constraints. Firms in knowledge intensive sectors oftentimes have greater demands for sunk cost investment. Generating revenues beyond the development into the exploitation stage is likely to be lengthy because of their complex products/services. As their assets are also likely to be intangible, raising growth funding beyond the start-up phase is likely to be difficult since assessment of risk and future growth is challenging for investors. Hence, a second valley of death or equity gap may be created beyond that usually associated with the phase between identification of an opportunity and start-up. Further fine-grained research is needed to explore which sectors and at which stages of their development is the second valley of death prevalent in order to identify possible ways that it may be filled.

While a variety of methods can be used to address these issues, we believe that experiments and qualitative research can be particularly useful to gain a deep understanding of sector based entrepreneurial capabilities. Overall, there is need to question dominant research methods, such as deductive quantitative analyses, but at the same it seems important to overcome the epistemological and institutional limitations of these methods, which tend to favor the universalistic, contingency or configurational perspectives preventing the development of sectoralized/contextualized theory. Future qualitative studies are particularly needed to explore how sectors are intertwined and how sector fluidity cuts across levels of analysis. Applying a sectoral lens in entrepreneurship theory thus requires a multi-sector perspective, which can be challenging as we need to sample across multiple sectors, levels, and domains. In sum, the gap in

multi-sector analysis partially also results from the neglect of (more) qualitative or mixed methods, which allow capturing the diversity and richness of the sectors(s) and the facility of switching between them.

Besides the nature of sector-based entrepreneurial capabilities and associated resources at each stage in the entrepreneurial process, we need to know more about where sector-based capabilities come from. Building on the contextual perspective relating to entrepreneurship we envision that these antecedents concern industry, firm, group and individual influences which, in turn, may be interrelated.

VI. Conclusion

This paper starts from acknowledging the need for a re-definition of the notion of “sector” in entrepreneurship research. We have identified three approaches to move the sector more prominently onto the “front seat” of entrepreneurship theory and research. We have defined sector-based entrepreneurial capabilities and briefly examined their importance to advance current understanding of industry-specific determinants, processes and outcomes of entrepreneurship, also introducing sector fluidity as a factor with important implications for sector studies in entrepreneurship. We have clarified how the articles published in this special issue provide initial insights into the relevance and impact of sector-based entrepreneurial capabilities, and propose an agenda for future research by delineating a number of important research questions that need to be addressed if sector studies in entrepreneurship are to move forward. As existing notions of sectors become progressively obsolete and inadequate in current entrepreneurial environments, we believe that this research agenda has

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7. A Study on Problems Faced by Women Entrepreneurs in Msmes in Mumbai

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Abstract

Women Entrepreneurship plays a prime role in industrial development. India has always been a land of entrepreneurs and also occupied a strategic position in the Indian economy.

Women are generally perceived as home makers with little to do with economy or commerce. The topic of women in entrepreneurship has been largely neglected both in society in general and in the social sciences. Not only do women have lower participation rates in entrepreneurship than men but they also generally choose to start and manage firms in different industries than men tend to do. The transition from homemaker to sophisticated business woman is not that easy. But this picture is changing.

In Modern India, more and more women are taking up entrepreneurial activity especially in micro, small and medium scale enterprises. Women across India are showing an interest to be economically independent. Gender equality and economic development go hand in hand

Though the entrepreneurial process is the same for men and women, there are however, in practice, many problems faced by women, which are of different dimensions and magnitudes, which prevent them from realizing their full potential as entrepreneurs. The purpose of this study is intended to find out various motivating and demotivating internal and external factors of women entrepreneurship.

It is an attempt to quantify some non parametric factors to give the sense of ranking these factors. It will also suggest the way of eliminating and reducing hurdles of women entrepreneurship development in Indian Context.

Keyword:- MSME, Women entrepreneurship, Economically independent, Gender equality, Industrial development.

I. Introduction

The word Entrepreneur is derived from the French word *entreprendre* which means a person who undertakes the task of bringing together various resources and manages them to achieve desired results and take some share.

Traditionally our society is male-dominated and women were not treated as equal partners and they were confined to four walls of the house. In modern societies women have stepped out of the house to participate in all sorts of activities.

Today with the growth of MSME, many women have plunged into entrepreneurship and are also running their enterprises successfully. With the relevant education, work experience, improved economic condition and financial opportunities more women are venturing into business.

II. Literature Review

In India, the major portion of the women's community though equal to men in the population is subject to lots of deprivation in business activity. The largest numbers of women are involved in domestic works as a result their entrepreneurial skills and abilities are not properly utilized for the development of the nation. Researchers identify the reasons and influencing factors behind entry of women in entrepreneurship.

He explained the characteristics of their businesses in the Indian context and also obstacles & challenges. He mentioned the obstacles in the growth of women entrepreneurship are mainly lack of interaction with successful entrepreneurs, social un-acceptance as women entrepreneurs, family responsibility, gender discrimination, missing network, low priority given by bankers to provide loan to women entrepreneurs.

He suggested remedial measures like promoting micro enterprises, unlocking institutional framework, projecting & pulling to grow & support the winners etc. The study advocates for ensuring synergy among women related ministry, economic ministry & social & welfare development ministry of the Government of India, Commenting on the challenges facing women entrepreneurs, classified women into 'better-off and low-income women'.

According to them, 'better-off women' face the following challenges: lack of socialization to entrepreneurship in the home, school and society; exclusion from traditional business networks; lack of access to capital; discriminatory attitude of leaders; gender stereotypes and expectation: such as the attitude that women entrepreneurs are dabblers or

hobbyists; socialized ambivalence about competition and profit; lack of self confidence; inability to globalize the business: men are leading in the global market.

On the other hand, 'low- income women' face challenges such as: poor savings, longer hours to work, health care and other assistance, illiteracy, regulation that do not distinguish between personal business assets make it extremely difficult to start a business or to invest the time it takes to make it profitable, lack of managerial skill, cultural bias both within cultural group and in the larger society, high level of poverty.

III. Objective of the Study

- To study the problems faced by the MSMEs in India.
- To suggest the corrective measures to overcome problems faced by MSMEs in India.

IV. Research Methodology

For any study there must be data for analysis purposes. It can be collected from various sources. In depth literature review and available secondary data from various sources has been used to develop this study. The secondary data is collected from review of past research and other reports.

V. Main Content

Women entrepreneurship in India represents a group of women who are exploring new avenues of economic participation. The entry of women in organized business is a fairly recent phenomenon.

Women Entrepreneurship plays a prime role in industrial development. India has always been a land of entrepreneurs and also occupied a strategic position in the Indian economy. Today the village and MSME units account for about 45% of the total industrial production, 30% of the country exports and are estimated to employ 96millions person in over 26 million units throughout the country.

The Government of India has defined women entrepreneurs based on women participation in equity and employment of a business. While entrepreneurs are people who habitually create and develop new ventures of value around perceived opportunities (Maritz, 2004), women entrepreneurship adds a whole new dimension to entrepreneurship.

The new dimension is motherhood, whereby these women business owners balance the role of mother and the role of entrepreneurship. Their motivation is the philanthropic desire to create a better environment for their family and overall community. The Global Entrepreneurship

Monitor (GEM), 2007 identifies that women signify more than one-third of all entrepreneurs, and are expected to participate predominantly in roles in informal sectors.

Informal sectors include the emergence of women entrepreneurs, whereby instead of returning to the formal workforce, women entrepreneurs create new businesses around their family environment and circumstances. Women entrepreneurs also actively participate in the gender, home based and lifestyle entrepreneurship domains.

This form of new venture business creation however has its own set of unique challenges, including fear of failure, less optimism and confidence in business than men, and most importantly, securing start-up finance. In India, though women have played a key role in the society, their entrepreneurial ability has not been properly tapped due to the lower status of women in the society.

It is only from the Fifth Five Year Plan (1974-78) onwards that their role has been explicitly recognized with a marked shift in the approach from women welfare to women development and empowerment. The development of women entrepreneurship has become an important aspect of our plan priorities.

Several policies and programmes are being implemented for the development of women entrepreneurship in India. There is a need for changing the mind-set towards women so as to give equal rights as enshrined in the constitution. The progress towards gender equality is slow and is partly due to the failure to attach money to policy commitments.

In the words of president APJ Abdul Kalam "empowering women is a prerequisite for creating a good nation, when women are empowered, society with stability is assured. The President under Notification dated 9th May 2007 has amended the Government of India (Allocation of Business) Rules, 1961. Pursuant to this amendment, Ministry of Agro and Rural Industries (Krishi Evam Gramin Udyog Mantralaya) and Ministry of Small Scale Industries (Laghu Udyog Mantralaya) have been merged into a single Ministry, namely, MINISTRY OF MICRO, SMALL AND MEDIUM ENTERPRISES (SUKSHMA LAGHU AUR MADHYAM UDYAM MANTRALAYA)"

Worldwide, the micro small and medium enterprises (MSMEs) have been accepted as the engine of economic growth and for promoting equitable development.

The major advantage of the sector is its employment potential at low capital cost. The labour intensity of the MSME sector is much higher than that of the large enterprises. The

MSMEs constitute over 90% of total enterprises in most of the economies and are credited with generating the highest rates of employment growth and account for a major share of industrial production and exports. In India too, the MSMEs play a vital role in the overall industrial economy of the country.

In recent years the MSME sector has consistently registered a higher growth rate compared to the overall industrial sector. With its agility and dynamism, the sector has shown admirable innovativeness and adaptability to survive the recent economic downturn and recession.

VI. Conclusion

“Women have full freedom to work and prosper. From the moment they leave their homes they are human beings: business women have the same weight as a businessman.”

The study tried to find out the difference among various sets of people of the crucial factors which are concerned with the women entrepreneurial opportunities at large. Issues have been identified through various reviews of literature. The main issue of women entrepreneurship development in India discussed in this study is the main constraints facing women to become entrepreneurs or existing women entrepreneurs to sustain or grow.

Actually, there are significant differences between women entrepreneurs and the men entrepreneurs on ground of perseverance, predisposition and ability to work hard, as well as the abilities specific to emotional intelligence. Therefore, general measures can be adopted to encourage and develop women entrepreneurship in India because women entrepreneurship is necessary for the growth of any economy whether it is large or small.

VII. Suggestions

- Women should understand and implement the new way to balance work and life.
- Women entrepreneurs should spend some time studying 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, workshops and conferences. This may help to reduce the challenges they face in business.
- Women should start their business from a micro or small level and allow it to grow gradually.

- Women should take assistance from other women entrepreneurs who are already successful in business .
- Take the help or guidance of Capital and fundraising 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.

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8. A Study on Managerial Skills in Managing Entrepreneurship Business in NESTLE INDIA LTD.

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Good food, Good life

Abstract

The goal of this paper is to assess the Nestle Company industry using the case study. Investigate and appreciate how the business develops strategic intent.

Organizations based on a thorough examination of their external and internal business environments. Examining how a company's strategic management method helped it attain strategic competitiveness and produce higher-than-average returns I'll talk about how to create a strategy that contains business-related elements.

There are two types of strategy: individual-level strategy and corporate-level strategy. It also seeks to detect external market possibilities and dangers to decide how to employ their resources, capabilities, and core competencies in a changing environment To pursue possibilities and address risks, the firm's internal environment must be explored.

Keyword:- Entrepreneurship, Management, Managerial Skill, Effective Leadership, Communication skills.

Itroduction

The most crucial issue for most businesses is to comprehend their effective performance in comparison to their market competition. For some stakeholders, such as shareholders, it is critical that the company make a profit and provide above-average returns. In this assignment, I will go over Nestlé's external environment in detail, including their general environment,

industry environment, competitive environment, and a scan of the company's potential and dangers. I'll also go over their internal environment briefly, including their resources, types of resources, company capabilities, evaluating their core strengths, and so on.

Review of Literature

The current study adds to the body of knowledge in the field of entrepreneurial management. Entrepreneurial abilities: a high level of consistency in focusing on identification/creation and the skills required to take advantage of these identification/creation and opportunities, as well as the resources required to achieve commercial success based on these opportunities unity identification/creation skills, as well as management abilities.

The major goals of the article are to assist people to comprehend the attributes and principles that guide an entrepreneur's thinking.

The Following is the Accomplishment of Nestle India Ltd

- Nestles have more than 2000 brands ranging from global icons to local favorites and are present in 186 countries world wide. Ambitions have defined three overarching.
- ambitions for 2030 which guide our work and support the UN Sustainable Development Goals.
- After more than a century-old association with the country, today, NESTLÉ India has a presence across Nestle's India with 8 manufacturing facilities and 4 branch offices.
- Nestles want to shape a better and healthier world. This was how Nestles started more than 150 years ago when **Henri Nestlé** created an infant cereal that saved the life of a child.

Objectives

The objective of the report is to study the effective ways of leadership and to understand the core levels in how good management skills can enhance the business from a small scale industry to a multinational company.

1. To study the various levels of management skills
2. To tackle the problem arising during the entrepreneurship journey.

Research Methodology

In this study, we used the Questionnaire Method, in which we contacted people and asked them questions about what it takes to become an effective manager and how good entrepreneurship skills affect the business. The questions were framed to look at what it takes to be a good manager and entrepreneur. According to our respondents, we received **34 responses**

from students. We personally contacted them in order for them to complete the online survey form.

Findings and Results

Narration



As per the above question asked about “___arranges the work in such a way that minimum conflictcks are raised?”

The result state that out of 34 people ,30 says coordination and 4 says controlling .



Narration

As per the above question asked about “NestleManufactures __products?”

The result state that out of 34 people ,13 know about kitkat and 3 know about Maggie and also 18 people know both.



Narration

As per the above question asked about “Do you know about Nestle India ltd. (FMCG) company ?”

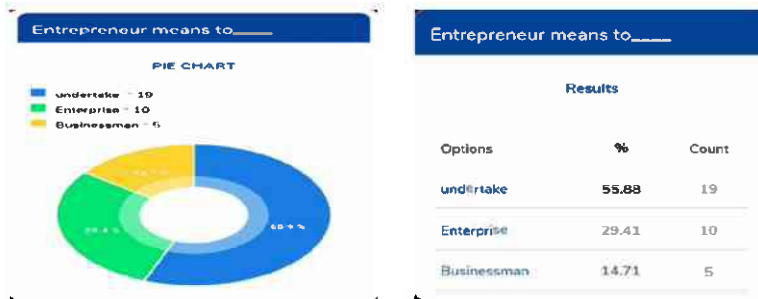
The result state that out of 34 people ,34 people know about Nestle India ltd.(FMCG) company .



Narration

As per the above question asked about “Entrepreneur means to ___? ”

The result state that out of 34 people ,19 people think to undertake ,10 people think enterprise and 5 people think bussinessman.



Narration

As per the above question asked about “Does good management affect the company in a positive way? ”

The result state that out of 34 people ,33 people suggest yes and 1 suggest No.

Main Content

The purpose of this report is to give an overview of the effective leadership, entrepreneurship, and management lessons of the company **Nestle India Ltd.**

The company was incorporated on 28 March 1959 and was promoted by Nestle Alimentana S.A. via a subsidiary, Nestle Holdings Ltd. As of 2020, the parent company Nestlé owns 62.76% of Nestlé India. The company has 9 production facilities in various locations across India.

NESTLE INDIA BECAME ONE OF THE HIGHLY VALUABLE COMPANIES OF ALL TIME IN ITS ERA DUE TO ITS VALUE. THROUGH THIS REPORT WE WILL COME TO KNOW HOW NESTLE INDIA BECAME ONE OF THE HIGHLY VALUABLE COMPANIES OF ALL TIMES IN ITS ERA DUE TO ITS

MIND-BLOWING LEADERSHIP STRATEGIES.

Following Are The Basic Management Strategies Guided By Nestle India To Expand Its Dominance

1: Planning

Planning is the basic function of management. Every function of management is based on planning. It includes deciding the things to be done in advance. planning is an intellectual process of logical thinking and rational decision-making. It focuses on organizations' objectives and develops various courses of action. deciding on proper planning and implementing accordingly is the key to achieving the objective of an organization.

2: Organizing

ORGANIZING Is the process of identifying, bringing the required resources together such as men, money, material, machine, and method grouping and arranging them properly for achieving the objectives. in planning, management decides what is to be done in the future whereas the organizing function decides the way and means to achieve what has been planned. this function is important for the execution of the plan which has been prepared by the top-level management people.

3: Increase Efficiency Level

Guidance and motivation are given to subordinates to perform at their best level. Being a leader, team spirit is created by the manager as well as proper techniques of supervision are used. it works positively and results in enhancing the efficiency level of the whole organization.

4: Improve Relations

Coordination develops cordial relations between all levels of management of an organization. every department depends on functions of another department for eg: sales dept work according to the production dept: production dept depends on the purchase dept and so on. coordination helps the employee to build strong relations among them and achieve the targets.

The Following Are The Qualities And The Characteristics Of The Entrepreneurship Which Is Been Followed By The Nestle India Ltd

1 : Innovation

An entrepreneur is basically an innovator. He introduces a new combination of means of production. He must introduce the new products or bring changes in the existing products. Customers must be satisfied with the new products or the new features in the existing products. Innovation is also necessary to solve the problem that arises in the business.

2: Taking Decisions

An entrepreneur has to take the wise decision for his enterprise. timely and correct decisions are also important and necessary for the proper business plan. he should always consider the pros and cons before taking any business decisions.

3: Risk-Bearing

Uncertainty is defined as a risk that cannot be insured against and is incalculable. An entrepreneur is an agent who buys factors of production at a certain price. in order to combine them into a product. , who sell them at a certain price in the future. thus they too and risk-bearing agents in the production.

4: Discipline

These individuals are focused on making their business work, and eliminating any hindrance or distraction to their goal. an entrepreneur has compressive strategies and outlines the tactics to accomplish them. a successful entrepreneur is disciplined enough to take steps every day towards the achievements of his objectives.

5: Self Starter

An entrepreneur knows that if something needs to be done they should start it themselves. He sets parameters and makes sure that the project follows that path. his proactive, not waiting for someone to give him permission.

6: Follow the Passion

Passion is the most important trait of a successful entrepreneur. He genuinely loves his work. He is willing to put in those extra hours to make the business succeed because there is a joy in his business which goes beyond the money. The successful entrepreneur will always be willing and researching ways to make the business better.

Conclusion

Hence, the research study comes to an end with the conclusion that Entrepreneurship, management expertise, and creativity are frequently required for success in sustainable company operations. In both for-profit and nonprofit ventures, entrepreneurship and innovation are important. The above characteristics are related to the entrepreneur and management skills because he needs qualities which can continuously keep people of the company fully dedicated to the organization not only the morale of the people has to be maintained high and they have to perform well to keep the organization healthy and growth centered. At times due to the external environment, the people also need to work in adverse and depressing situations with full enthusiasm and those personal characteristics will make this happen.

Hence these are the 10 points given by the **NESTLE INDIA LTD.** Every entrepreneur must learn in order to build a profitable and sustainable business, not easy lessons to be sure, but once that ensures the best possible chance of long term success.

Suggestions

This course will strengthen your business understanding and entrepreneurship and management abilities. Entrepreneurship is a full-time job that requires dedication and hard work. Entrepreneurs are innovators; they are owners, producers, marketers, creators, decision-makers, and risk-takers. Entrepreneurs are referred to as fourth-factor production along with the other factors such as land, labor, and capital. They generate employment, opportunities so they are the backbone of the nation's economic progress. They play a very important role in the economic growth of any country.

Every type of organization needs to focus on the effectiveness of the manager's functions. These are percussive in nature. managing all the business activities with the help of the employees is the decision making process the starting point of the cycle of the management function is the planning and the last point is controlling which is again the basics of the next plan of the organization the goal of organization can be achieved within predefined period with the help of proper **APPLICATION, REVIEW, AND REVISIONS** of application of plans and policies. You'll also get knowledge and learn how to grow your company within an entrepreneurial ecosystem with effective management skills.

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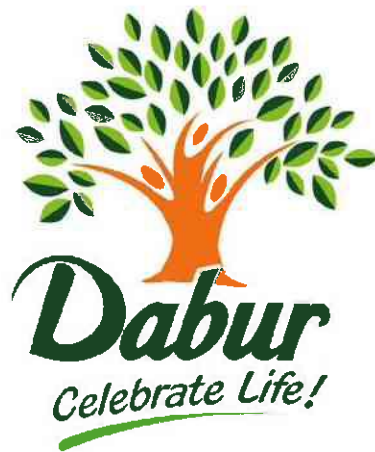
9. A Study on Managerial Skill in Managing Entrepreneurship Business in DABUR INDIA LTD.

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Abstract

The purpose of this report is to examine and report on Dabur India Ltd's (DIL) managerial skills in managing the entrepreneurial business for the brands Dabur and Dabur. It has played a pioneering role in the development of the industry. It has appeared in a number of categories. This is not a comprehensive report concentrating on the marketing mix as a whole or on the marketing mix in particular. However, it is an attempt to assess the Dabur India Ltd approach. Dabur India Ltd's marketing mix, In addition, the report includes Several Growth-related recommendations Matrix of Shares SWOT analysis, Ansoff's Product Matrix Expansion Grid, and Ansoff's Product Matrix Expansion Grid, etc. This study was conducted using the following criteria: The data gleaned from the company's website books and articles, as well As other online resources. The enclosed document is the result of a and It does not represent the opinions/views of the University, the institution, the department, or any other individuals mentioned or acknowledged in the document. The information and data studied and presented in this report was obtained in good faith from secondary sources/websites/public domain. Including the organization's website, solely and exclusively for academic purposes, with no commercial

intent consent/permission, either express or implied, from the organization in question The author makes no claims. Any representation regarding the accuracy, adequacy, validity, dependability, availability, or completeness of any data/information contained herein.

Key Words :- Entrepreneurship, Management, Managerial Skill, Effective Leadership.

1. Introduction

What began with our founder, Dr. S. K. Burma's, dream of Making health care more affordable products in 1884, has grown to become the World's Largest Manufacturer over The past 130 years. Company years specializing in Ayurveda. Dabur India Limited is a Well-known Indian consumer goods company. Hair Care, Oral Care, Health Care, Skin Care, and Home Care are all areas of interest for this company. Since its humble beginnings in the backstreets of Calcutta many years ago, Dabur India Ltd, founded in 1884 as an Ayurvedic Medicines company, has come a long way. Today to Become India's leading consumer product manufacturer. They have been dedicated to providing nature-based Services for the past 125 years. Solutions for a healthy and Holistic way of life As a result of their extensive range of Offer products that appeal to a wide range of consumers. In This report, we will come to know how Dabur became the Most valuable company in India with the help of effective management skills.

2. Review Literature

The current study adds to the body of knowledge in the field of entrepreneurial management. The goal of this research is to expand people's understanding of what an entrepreneur is and how he interacts in various "environments." The major goals of the article are to assist people to comprehend the attributes and principles that guide an entrepreneur's thinking.

3. Objectives

The objective of the report is to study the effective ways of Leadership and to understand the core levels in how good Management skills can enhance the business from a small Scale industry to a multinational company.

1. To study the various levels of leadership skills in business Organizations.
3. To study the various managerial skills in the business Organizations

4. Research Methodology

In this study, we used the Questionnaire Method, in which we contacted people and asked them questions about what it takes to become an effective entrepreneur and how good management skills affect the business. The questions posed were designed to investigate what it takes to be a good manager and entrepreneur. According to our respondents, we received 27 responses from students, Teachers, and non-teaching staff. We personally contacted them in order for them to complete the online survey form. Many people took the initiative and filled out the forms. There were no objections raised, and only the responses were used for the research paper.

5. Findings and Interpretations



Narration

As per above question asked about “do you know about **Dabur India Ltd**”? The result says that 27 out of 27 people know about Dabur India Ltd.



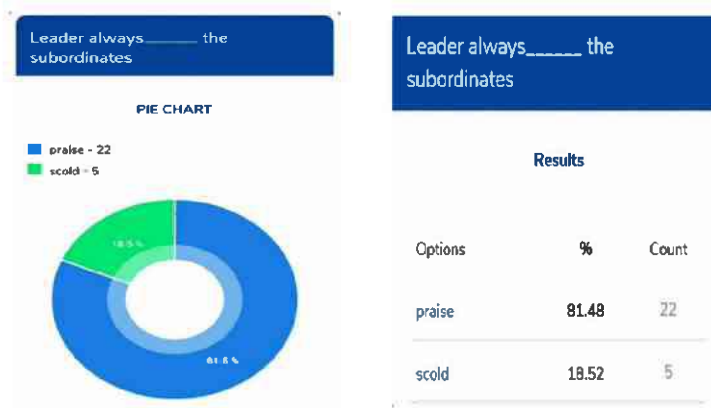
Narration

As per above question “Dabur manufactures ___ products”? The result says that out of 27 people 5 know about toothpaste of dabur, 2 know about Dabur honey, 7 know about Dabur health care products and 13 people know about tooth paste, Honey and also health care products of Dabur company.



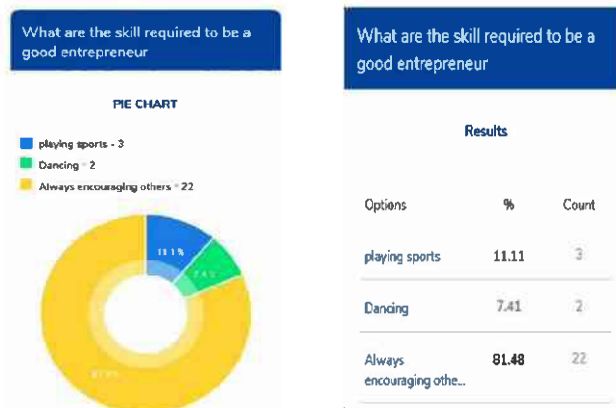
Narration

As per above question “Is being a effective leader a positive sing for the company?”. The results show that out 27 people, 21 says Yes and 6 people says No.



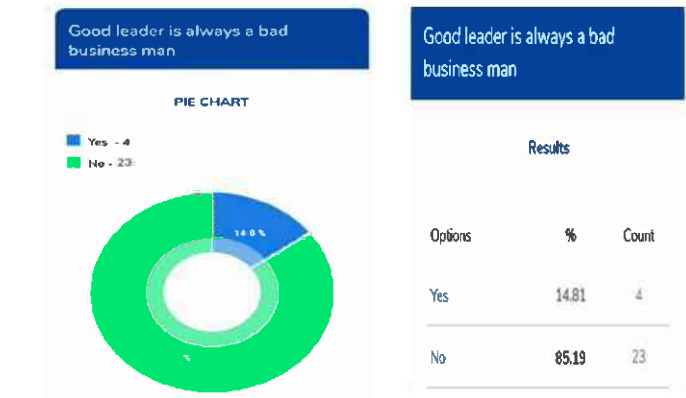
Narration

AS per the above question “leader always ___ the subordinates?”. The results says that out 27 people 22 says praise and 5 says scold.



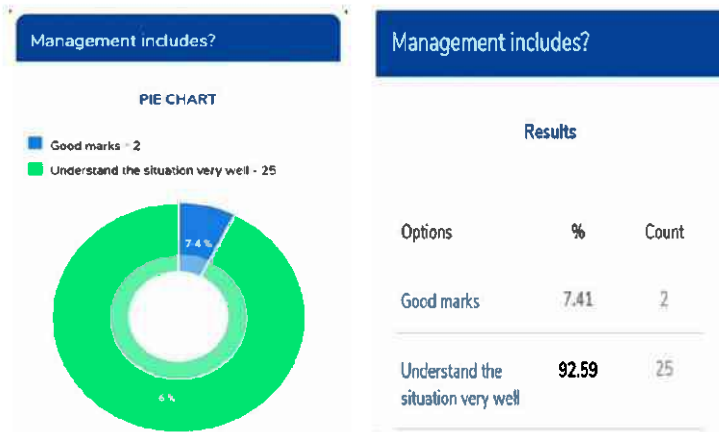
Narration

As per above question “What are the skill required to be a good entrepreneur?”. The results show's that out of 27 people 3 people think playing sports, 2 people think Dancing and 22 people think Always encouraging others.



Narration

As per above question “Good leader is always a bad business man “?. The results shows that out of 27 people, 4 says yes and 23 says no.



Narration

As per above question “ Management includes”?. The results suggest that out of 27 people 2 people suggest that management includes good marks and 25 suggest 2nd option.

6. Main Content

THIS REPORT IS BASICALLY WITH THE REFERENCE TO GIVE THE GLANCE OF THE EFFECTIVE LEADERSHIP AND MANAGEMENT OF THE MULTINATIONAL COMPANY DABUR INDIA LTD. IN AN INTENSELY COMPETITIVE ENVIRONMENT DABUR INDIA LTD CONTINUED TO DRIVE THE INDUSTRY BEST VOLUME-LED

GROWTH AND POSTED ONE OF ITS BEST PERFORMANCES GROWING REVENUE BY 20.6 % AND NET PROFIT BY 28.1%. THROUGH THIS REPORT WE WILL COME TO KNOW HOW DABUR INDIA BECAME ONE OF THE HIGHLY VALUABLE COMPANIES OF ALL TIMES IN ITS ERA DUE TO ITS MIND-BLOWING LEADERSHIP STRATEGIES.

The following are the management strategies used by Dabur India to expand its dominance.

1. Go ahead, get close to the people you manage.

New managers are generally taught not to build personal relationships with direct reports -- in case you have to discipline them later. A relationship makes it more likely they will trust the guidance, including corrective behaviour before anyone needs to resort to disciplinary action.

2. Invest more of your time with top performers.

Top performers are the most responsive to coaching and can leverage your help much more effectively. It's also the only way to key your best performers challenged, or from being recruited away. The more you help your top performers to grow the more output you can expect to achieve.

3. Don't chase, rumour's, or gossip.

When someone gives you third-party information, it is almost always incomplete, out of context, or biased. Any attempts by you to "verify" this information, takes valuable time, with results equally unreliable. Even worse, people follow your example, causing greater damage to productivity and morale. So it is very important to understand that we need to believe only in the data and the facts which are available to us and not the humor.

4. Tolerate undesirable behaviours if the results are solid.

If a person is a top performer, but always late to meetings, or takes extra time off, it's not smart to come down hard on annoying behaviours. Therefore if the employee is coming late then a proper track Must be recorded.

5. When things get complicated, go back to basics.

When things get complicated, go back to basics. People have a tendency to overcomplicate management when technology is involved, but sometimes your style and mindset just need to go back to basics. Having a company "elevator pitch" and clearly communicating it to your team, for example, is important because it conveys exactly what you do in a digestible way that your team can use next time it answers that question at a networking event.

7. principles are guided by DABUR INDIA LTD for Entrepreneurship

1. Time is money

All resources you can potentially gain more of. Time, however, is the one commodity you'll always have a finite amount of. One way to ensure you make the most of your time is to assign an hourly dollar amount to your tasks. Schedule the time in such a way that you can prioritize your work according to the time.

2. There are no cheap shortcuts in marketing

We often speak to business owners who want marketing advice, but who then shall my recommendations as being "too expensive." The truth is, cheap marketing can make your brand look cheap. Low-quality content, cheap ads, and "budget" SEO may save you money in the short term, but the damage they do to your brand's reputation can last far longer. So there has to be a customized strategy for the marketing of your brand to create brand loyalty and you can increase more customer retention rates through your marketing.

3. Outsource as much as possible

If you don't have in-house staff to share the workload, consider outsourcing. Many entrepreneurs find that hiring an overseas virtual assistant significantly reduces the time they need to spend on routine tasks, freeing them up to work on revenue-generating tasks.

4. Hire people who are smarter than you

There will always be people who are smarter than you. If you're lucky enough to find these people, hire them. Focus on the things that you're best at, and give them the freedom to do the same.

5. Just do it

Being an 'ENTREPRENEUR', Planning, strategizing, and weighing options all have important roles within a business. But there comes a point in time when you just have to do it. You know the quote: "Better to do something imperfectly than to do nothing perfectly." So we should directly take the action before thinking twice then only we will be able to Understand the consequences behind it.

8. Conclusion

Hence, the research study comes to an end with the conclusion that Entrepreneurship, management expertise, and creativity are frequently required for success in sustainable company operations. IN both for-profit and nonprofit ventures, entrepreneurship and innovation are

important. Entrepreneurship may be defined as identifying change, seeking opportunity, accepting risk and responsibility, inventing, bettering resource utilization, producing new value that is significant to customers, and repeating the process. Being an entrepreneur entails taking on a lot of responsibilities, as well as a lot of obstacles and possible benefits. Entrepreneurship is a mind-set, an attitude; it is a way of doing things in a specific way. Entrepreneurship and management skills can be motivated by a variety of factors, including the desire for financial gain, team building, the pursuit of personal beliefs and interests, and a desire to affect societal change. For innovation to be useful, it must be relevant.

9. Suggestions

This course will strengthen your business understanding and entrepreneurship and management abilities in preparation for university studies and career. You'll learn how to tackle crucial stages of entrepreneurship and management skills. Being an efficient manager will help you to grow as an entrepreneur. You'll learn how to apply business concepts and ideas to varied situations by studying case studies of local enterprises, management lessons, and entrepreneurship. You'll also get some practice and learn how to grow your company within an entrepreneurial ecosystem with effective management skills.

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10. A Study on Scope and Opportunities in Event Management with Special Reference to Dream Organiser Ltd.

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Abstract

Event management has burst on the academic and applied fields in the last 30 years as an independent entity, although the event product has existed for approximately as long as mankind has existed. Certainly, from recorded time, events have taken a major role in history as part of celebration, religion, community, and even revolutionary events that have been focal points of importance to residents, regions, and nations. Therefore, the direction of the present paper is to review what is happening in event management today and suggest the future direction that event management will likely take over the next 30 years. The main conclusion from the paper is that event management is getting stronger as an academic field as well as a major element of tourism development. Which suggests that the future should be bright for both academics and professionals in event management in the years to come.

Key words : Topics , Event management, Tourist development, Professional event management

1. Introduction

Events and festivals have increased significantly in scale in recent decades . According to the increasing market demand, the numbers of academic research in event management are also substantially increasing with diverse topics , The field of event management currently hosts quite a few international journals around the world, such as Event Management, Journal of Convention & Event Tourism, International Journal of Event and Festival Management, and International Journal of Event Management Research. In spite of the increasing number of publications and newly established journals, investigation of research topics by analyzing titles and abstracts of articles did not draw much attention among event scholars. Monitoring academic journals from time to time is vital to recognize research trends in the discipline. Thus, this study in progress is

to find the trend of topics of research published in event management journals and suggest for future research.

2. Objectives of Study

- To understand the importance of planning in prior
- To conduct a study on event management
- Understand and learn the various steps involved in managing an event

3. Main Content

Growth and Awareness of Event Management

Every time you witness a gala award function, pop concert or a beauty pageant you must be wondering how the massive pomp and show has been set up or who has executed it. Every minute detail from your entry into the venue to your exit is a result of rigorous planning. Well that is what 'Event Management' is all about.

Over the last 10 to 15 years, there has been an enormous growth in the event management industry. Event management is a way of outsourcing occasions that are either business, social or a combination of the two. Events can be as diverse as weddings to political rallies. For any business meeting or social occasion an event management team can be called in to organize it. It has become one of the fastest and the most upcoming glamorous professions today as around USD 500 billion is being spent annually on planned events around the world. Event management has also become an ideal platform to rub shoulders with who's who of the corporate world.

Importance of Planning

Planning is an important skill in event management. Planning is carried out in various stages during events management. The importance of planning is to ensure that the management is not caught up by eventualities during the actual event. According to Brenner (2009), with a good plan, the management team is able to respond quickly to various occurrences.

A well-developed and authenticated plan will enable the event management team to ensure better satisfaction of customers' needs. Various resources that are necessary for a particular event are also delivered in time. The delays that are witnessed in most of the events are therefore eliminated through proper planning. The team is not caught unaware by various demands from customers.

A good plan enables managers to foresee the whole idea in a particular event. It is from such a plan that the management team carries out a systematic implementation of the program.

Planning will also save time and money that events take. Time is an important factor in event management. A good plan enables planners to allocate a specific amount of time to

particular portions of events. This ensures that there is no procrastination and/or mix up of events. A good plan gives every portion of the event ample and adequate time. Such a program enables completion of all components of the event with little or no rush.

Events management requires certain leadership skills to implement. The event manager must be able to plan for the whole event. According to Soteriades and Dimou (2011) planning involves forecasting, estimation, and implementation of the budget. Organisational skills are also required for one to be able to control and/or move the stakeholders. In an events management process, teamwork is important.

The leader must be able to show leadership to employees. Supervisory skills are also important. Events managers should be able to supervise their staff members to ensure that they motivate them towards achieving their dreams.

How to Organize and Develop a Team

Team building is important in event management. Leaders must ensure that they build working teams and that the teams are working together. Project leaders must guide their teams towards working together for the success of the event. Teams are built through various steps. The project manager begins by establishing common objectives.

During the establishment of common objectives, all people involved in the event come to agree on what they want to achieve together with how they will do so. Team developers also train team members. During this training, members are furnished with certain important skills that are necessary for the specific events that they are to manage.

For example, if the event is cultural, team members are taught various cultural beliefs that they must observe in the event. In some communities, some members of the community are not permitted to consume some parts of animal meat. The team members must therefore be keen when organising the menu for the event. For example, they are taught to separate certain parts of animal meat for particular people.

In some instances, training of team members involves incorporation of clients or their representatives. In fact, if the organisation is planning for a local government event, it has to train its team members certain rules that must be observed during the event. The next step is the provision of the team with constant communication.

For a project developer to ensure that he or she comes up with a good team, he or she must ensure proper communication. Makda and Bayat (2012) observe that the developers have to plan and organize for clear, concise, accurate, and purposeful communication. At all times, the team members must be furnished with adequate information about the event.

The team is also trained to be enthusiastic. At this point, the team builder is also supposed to be very enthusiastic. Energy and vigour enable the team to work better. Team members develop a feeling that other team members are also working towards achieving a similar goal. All facets of the team must work together. For example, there should be equal participation by all members. Moreover, Team building also undertakes the execution of the initial plan as agreed. The team is charged with the authority to implement the event management plan. It is vital that every member of the execution team must clearly understand the execution plan.

Proper understanding of the whole picture is important at this stage. An individual team member should be able to correct his or her fellow employees in the process of executing the program. The team builder also recognizes the achievements of individual team members. Recognition and reward are crucial in motivating team members to repeat a certain good behaviour.

In the same way, project managers should also punish any bad behaviour as a way of discouraging it. Punishment is also a way of rewarding employees. For example, if a team member is punished through salary deductions, he or she will ensure that the behaviour is not repeated. Team builders are also supposed to keep on evaluating the success and failures of the team concessionary.

Constant evaluation of the team ensures that the initial plan is implemented in every step. Evaluation will also enable the project developer to correct any errors that may happen during the process of implementation.

Project managers require a high level of skills in administering and coordinating the process. Team building skills are important since team members have to work together for the success of the events. Managers have to ensure a clear and an easy-to-understand communication strategy to enhance the success events.

Events managers are also supposed to choose a communication system that is frequent, speedy, and with a wide reach. Internal communication systems such as intranets and the internet are important. The project managers can also use televisions, radios, and print media to reach the external public.

Skills Essential to be a Successful Event Manager

- 1. Educational background:** In terms of educational qualifications, a graduate should be ideal though not much stress is laid on education.
- 2. Ability to work under pressure and meet deadlines:** An event manager should be able to handle pressures and deadlines at ease. In spite of meticulous planning and

arrangement, a small error or miscalculation can wreak havoc and disrupt the entire schedule. You should be able to remain calm and cool and perform your role as though everything is under control, so that others are not adversely affected.

3. **Teamwork, facilitation and co-operation:** One of the most important thing is the ability to work as a team. You should not only know how to lead a team but also work with everyone and get the job done. You should be able to build efficient teams of people and facilitate their effectiveness. Always remember, "There is no 'I' in Team".
4. **Ability to plan with precision:** This involves the ability to plan everything with detail. Don't forget it's an event where people from all walks of life will attend.
5. **Analytical critical thinking and problem solving:** These are the abilities that are a must in this field. You should be able to acknowledge a problem, recognize that it has to be solved then and there, and always think on how the situation could be avoided in the future.
6. **Creativity:** This is the important aspect that you need to nurture. Your ability to think in an imaginative way can make you a hot option for a number of events to be organized.
7. **Administrative wizardry:** You not only need to have administrative ability but wizardry because organizing a mammoth event is not everyone's cup of tea.
8. **Strong communication skills:** Without this you will be considered invalid in the field. A strong persona is also a must as the way you carry yourself speaks volumes about your attitude towards the job.
9. **Committed until the job is done:** An event manager has to be client focused, he must attempt to know the client's needs, he must be able to put them at ease while interacting with them and at the same time build trust and respect.
10. **Good negotiation skills:** It is a general opinion that negotiating means underestimating the seller. On the contrary it is a skill in business which, when developed, makes you an astute businessman.
11. **Good networking skills:** An event manager needs to build up his own network and the number of contacts he has the more successful he will be. Any kind of business can be only expanded through contacts and you must therefore have the skill and aptitude to go out and talk to people.

Lastly Building a constant communication between event managers and clients before, during, and after the event is important. Events managers are therefore charged with the responsibility of installing proper communication systems throughout the process.

4. Conclusion

Planning and managing events can be a challenging yet very rewarding process, which can lead to a whole range of positive outcomes for the individuals and organisations who host them and for the venues and locations in which they take place. However events do not simply just happen, they require careful and considered planning from start to finish. Events require the assembly of teams of people with a range of skills, applicable to the type and scale of the event being planned, with clear lines of authority, decision making and control. In addition to the team planning and managing the event, it is also necessary to identify and work with other stakeholders and interested parties to ensure the successful delivery and on-going sustainability of events. Without this external support many events will struggle to achieve their potential.

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11. A Study on the Problems & Hardships Faced by the Rural Entrepreneur

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Abstract

The word entrepreneur comes from the French word entrepreneur, which meaning "to be an entrepreneur."undertake. It means to establish a business in a business context. Merriam-Webster Dictionary. An entrepreneur is defined as someone who organises, manages, and bears the risk of a business or enterprise, according to the dictionary. Rural entrepreneurship is a growing trend these days. People migrating from rural or semi-urban areas to metropolitan areas have opportunities. It is also a fact that the majority of rural entrepreneurs face challenges. Many issues arise as a result of the lack of basic utilities in rural areas such as India. Financial difficulties, Inadequate technical and conceptual competence due to a lack of education. Currently, establishing industries in rural areas is extremely tough for rural entrepreneurs.. Certainly, the development of our country's economy is inextricably linked to the development of the global economy. remote areas, as well as the rural population's standard of living. The paper is also useful as a writing tool. Attempt to identify the obstacles and issues that rural potentiality faces. entrepreneurship. It also aims to concentrate on the fundamental issues that entrepreneurs encounter . Particularly in the sphere of product marketing, as well as other basic necessities such as water provision ,electricity, transportation, essential energy, and financial resources are all available. In The focus of this study article is on the significant issues and problems that exist in the field.by capitalising on the opportunities and prospects of the Indian market in order to be a viable competitor.as well as a successful entrepreneur

Key Words - Rural entrepreneurs, Innovator, economic development, conceptual ability.

Objectives of the Study

1. To overcome the problems & hardships faced by the rural entrepreneurs.
2. To create awareness among the people.

Introduction

India is a village-based country. Around three-quarters of India's population lives in rural areas, with agriculture and related activities still providing a source of income for 75% of the workforce. Because of the scarcity of land, agriculture is unable to absorb the labour force. As a result, rural industries must be developed in order to address rural unemployment and migration to cities. The growth and development of the rural economy is a prerequisite for the overall development of the country. The disparity between rural and urban areas should be narrowed. The rural population's level of living should be raised. Entrepreneurship in the rural sector offers a solution to the aforementioned issues. The rural sector in India is no longer backward and isolated. The problem of poverty, unemployment, and backwardness in the Indian economy looms large in rural and tribal communities. Industrialization in rural areas is seen as a viable method of accelerating the ruralization process development. The Indian government has been steadily expanding the number of the significance of and support for promotion and the expansion of rural entrepreneurship Rural enterprise has flourished in recent years. As a dynamic notion, it has emerged. Generally speaking In layman's terms, rural entrepreneurship is "Village entrepreneurship" is a phrase used to describe the emergence of entrepreneurship level, which can occur in a multitude of ways Industry, for example, is a field of endeavour. business, agriculture, and as a powerful force factor in the development of the economy as a whole. In comparison to prior times, the growth of the relationship between rural and urban areas has been established. entrepreneurship.

Research Methodology

Both primary and secondary data sources were used in the study. The primary data includes information gathered from a variety of entrepreneurs. Secondary information was gathered from the internet and an online database.

Main Content

Who should be able to take advantage of government schemes and policies aimed at improving the lives of rural people? NGO and local leaders who are committed to the cause of the rural people have undoubtedly been the catalysts for development. Though their efforts should be commended, much more needs to be done to reverse the direction of migration, i.e., to attract people back to rural areas, which includes not only stopping the outflow of rural people but also attracting them back from the towns and cities where they had migrated. Only when

young people see rural areas as places of opportunity will this be possible. Despite the inadequacies and lack of competencies in rural areas, one should assess and build on their strengths in order to make rural areas places of opportunity. However, due to various complications, they change their minds and join the job-seeking bandwagon. Enabling people to think positively and creatively, as well as engaging them purposefully in entrepreneurship activities, is critical for rural development. Young people with such a mindset, as well as properly channelled efforts, would undoubtedly usher in a new era of rural entrepreneurship. The following are some of the core entrepreneurial principles that can be applied to rural development:

- Optimal and complete usage of local resources resources available to an entrepreneur by the rural populace
- Improved farm distributions deliver positive outcomes in rural areas
- Work as an entrepreneur opportunities for people living in rural areas decrease discrimination as well as alternative jobs in opposition to rural migration
- To turn on a system that will supply Basic Manpower, money, and materials, to name a few. management, equipment, and the market to the population of the countryside

Rural entrepreneurship clearly denotes the emergence of entrepreneurship in rural areas. In other terms, rural entrepreneurship is the process of creating a business in a rural location. As a result, rural entrepreneurship and rural industrialization are synonymous. There are numerous examples of successful rural business in the literature. Diversification into non-agricultural uses of available resources, such as blacksmithing, tourist catering, carpentry, and spinning, as well as diversification into activities other than those solely related to agricultural use, such as use of resources other than land, such as water, woodlands, buildings, and local features, as well as diversification into activities other than those solely related to agricultural use, all fit into this category.

Village Development and Rural Entrepreneurship

Entrepreneurship in rural areas. These resources have been combined in an entrepreneurial manner for the purpose of Tourism, athletics, and recreation is only a few examples. professional and technological resources Retailing, wholesaling, and training applications in industry (engineering, crafts), servicing(consulting), "added value" (meat, milk, wood, and other animal products) And the potential of working off-farm Equally New land uses

are referred to as entrepreneurial. Resources that allow for a decrease in agricultural output intensity, for example Consider organic farming.

Some of the Major Opportunities in Rural Entrepreneurship Include

- A. Better distribution of farm produce, resulting in rural prosperity;
- B. Entrepreneurial occupation for rural youth, resulting in fewer disguised employment opportunities and alternative occupations for rural youth; and
- C. Formation of large cooperatives, such as Amul, for optimum and maximum utilisation of farm produce.
- D. Optimal use of local resources in rural youth's entrepreneurial ventures.

Indian agriculture, on the other hand, is characterised by low productivity, floods, and vulnerability to natural disasters such as drought and other natural disasters, as well as flaws such as a mismatch between agricultural and cash crops, insufficient infrastructure to provide for value addition, and a wide disparity between public and private agricultural development partnerships. Due to the limited amount of land available, it is unable to absorb the whole labour force throughout the year, resulting in widespread underemployment and unemployment.

In search of better work possibilities and living situations, rural people frequently relocate to metropolitan areas, resulting in the formation of unwelcome slums and unsanitary living conditions. If economic opportunities and basic necessities of life are made available in rural areas, the above-mentioned trend can be reversed. "Entrepreneurship" as a concept, according to Peter Drucker, is a method. He claims that entrepreneurship isn't a state of mind or characterised by creating plans that aren't followed through on.

Entrepreneurship begins with action and the formation of a new company.

This organisation may or may not become self-sustaining in the long run, and it may never generate considerable revenue.

Individuals who start a new company, on the other hand, have completely entered the entrepreneurial paradigm. Balanced and sustainable growth is unquestionably the order of the day, and it can only be achieved when rural areas thrive.

Growth of rural entrepreneurship may result in a reduction in poverty, pollution in cities, the expansion of slums, and residents' ignorance. It also aids in the improvement of rural people's literacy rates and living standards. Rural industries are divided into two categories: traditional and contemporary.

Khadi and village industries, sericulture, handloom, and coir industries make up the former, while power loom and small scale industries make up the latter.

Problems in Rural Entrepreneurship

Entrepreneurs undoubtedly play a critical role in developing of the economy, adding to the nation's overall Gross Domestic Product.

They deal with a variety of issues in their daily lives and at work. Thorns are a natural part of roses, and a thriving business has its own set of issues. The following are some of the primary issues that rural entrepreneurs face:

1. Financial difficulties: The following are some of the primary financial issues that rural businesses face

- a. Financial constraints: Most rural entrepreneurs are unable to obtain external finances due to a lack of demonstrable assurance and credibility in the market.
- b. Lack of Infrastructure: Despite government attempts, the lack of infrastructure amenities persists.
- c. The rate of growth of rural enterprises is slow. due to a lack of basic and adequate nutrition infrastructure.
- d. The Rise Element: Entrepreneurs in rural areas have Due to a lack of risk bearing capacity financial resources and outside assistance

2. Marketing Issues

Several of the Rural areas confront significant marketing challenges. The following are examples of entrepreneurs:

- a. Competition: Rural entrepreneurs are up against it. major companies are putting up a lot of pressure. sized businesses and urban areas entrepreneurs. They have a high cost of living. Due to rising input costs, output has slowed. Problem as a result of standardisation and competition Some of the most important units are those on a big scale. Marketers have issues to deal with. New Financial resources are limited for new ventures. as a result, they can't afford to spend more on Promotion and advertising for sales.
- b. Middlemen: Rural areas are exploited by middlemen. entrepreneurs. Entrepreneurs in rural areas are thriving, for which you are significantly reliant on middlemen who are marketing their products Obviously, a huge amount of profit

is pocketed. Inadequate transportation options and Other marketing facilities include storage facilities. Rural places have issues.

3. Management Issues: Several of the

The following are some of the most serious management issues follows

- a. **Information Technology (I.T.) Lack of Knowledge:** In general, technology is not widely used in the United States. areas in the countryside Internal resources are important to entrepreneurs. connections that enhance the flow of information services, goods, ideas, and information are all examples of services, goods, and information.
- b. **Legal etiquette:** When it comes to following the rules, there are a few things to keep in mind. several legal formalities, as well as the process of getting licences for rural entrepreneurs Due to illiteracy and other factors, it is incredibly tough. illiteracy. Obtaining raw materials is also important. materials is a difficult task for many Entrepreneurs in the countryside They could possibly end up in prison. with low-cost, low-quality raw materials may also have to deal with the issue of storage and warehousing

Remedial Measures to Solve the Problems Faced by Rural Entrepreneurs

IFCI, SIDBI, ICICI, NABARD, and other institutions are attempting to solve the major difficulties that rural businesses confront. Pricing, distribution methods, product promotion, and other marketing issues are the most common. The following approaches could be used to encourage rural entrepreneurs to declare their business ventures:

- a. **Establishment of finance cells:** Banks and financial institutions that make loans to entrepreneurs must establish special financing cells for rural businesses.
- b. **Low Interest Rates:** Rural entrepreneurs should be provided with funds on a simple payback basis and at low interest rates. In order to provide loans to rural entrepreneurs, it is necessary to minimise onerous paperwork.
- c. **Providing training opportunities:** Training is critical for the overall development of businesses. It also assists rural entrepreneurs to succeed in their ventures by providing them with the necessary skills to run the business. Currently, the government of India is required to provide such training to economically weaker entrepreneurs in the community in order to strengthen existing entrepreneurs'

skills so that rural entrepreneurs can generate revenue and employment prospects in rural areas.

- d. Raw material power supply: Rural entrepreneurs should be assured of a reliable supply of scarce raw materials on a first-come, first-served basis. Subsidies may be granted from time to time to make rural entrepreneurs' products more affordable and competitive.
- e. Establishing marketing cooperatives: Rural entrepreneurs should be given adequate aid and encouragement in order to establish marketing cooperatives.
- f. These cooperatives will assist in obtaining diverse inputs at acceptable rates, as well as assisting in the sale of their products at fair prices. Thus, extensive training, good education, the establishment of distinct banking institutions, and the formation of marketing cooperatives all contribute to the success of India's rural businesses.

Conclusion

Rural entrepreneurs are unquestionably important to India's economic development. They are critical in the transformation of a developing country into a developed country. In today's global economy, a country's economic regulatory environment must always be conducive to an organization's success. A country's economic strategy should also empower entrepreneurs to give a magical touch to any organisation, whether public, private, or joint, in terms of innovation, speed, flexibility, and a strong sense of self-determination. Rural entrepreneurship, on the other hand, is the most effective way to alleviate rural poverty levels. As a result, the government should place a greater emphasis on integrated rural development programmes.

In addition, the majority of rural youths do not consider entrepreneurship as a viable career option. As a result, organisations and the government should develop training and support systems that provide all of the required resources to encourage rural kids to pursue entrepreneurship as a vocation. Aside from that, there should be effective regulated markets, and governments should provide a hand in this regard.

To support rural entrepreneurs, standardisation and grading should be pushed, as well as promotional activities. The government should also provide full assistance to non-governmental organisations.

In today's environment, entrepreneurship research can assist entrepreneurs not only meet their personal demands, but also contribute to the economic contribution of new companies. Rural entrepreneurship serves as a primary force in economic growth, in addition to raising national wealth by providing new jobs. a link between innovation and the market. To sum up, institutions must focus on synergies between education, innovation, and entrepreneurship in order to effect change.

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12. A Study on Importance and Challenges of Rural Entrepreneurship

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Abstract

Rural entrepreneurship is now a days a major opportunity for the people who migrate from rural areas or semi - urban areas to Urban areas. On the contrary it is also a fact that the majority of rural entrepreneurs is facing many problems due to not availability of primary amenities in rural areas of developing country like India. Lack of education, financial problems, insufficient technical and conceptual ability it is too difficult for the rural entrepreneurs to establish industries in the rural areas. This paper makes an attempt to find out the Problems and Challenges for the potentiality of Rural Entrepreneurship. It also focuses on the major problems faced by rural entrepreneurs especially in the fields of Marketing of products, financial amenities and other primary amenities, i.e. availability of electricity, water supply, transport facilities and required energy etc.

Keywords - Rural Entrepreneurship, challenges, Problems, constraints, rural, amenities.

Introduction

Defining entrepreneurship is not an easy task. To some, entrepreneurship means primarily innovation, to others it means risk-taking? To others a market stabilizing force and to others still it means starting, owning and managing a small business. An entrepreneur is a person who either creates new combinations of production factors such as new methods of production, new products, new markets, finds new sources of supply and new organizational forms or as a person who is willing to take risks or a person who by exploiting market opportunities, eliminates disequilibrium between aggregate supply and aggregate demand or as one who owns and operates a business.

Objectives

- 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.

Content

What is Rural Entrepreneurship?

The problem is essentially lopsided development which is a development of one area at the cost of development of some other place, with concomitant associated problems of underdevelopment. For instance, we have seen unemployment or underemployment in the villages that has led to influx of rural population to the cities. What is needed is to create a situation so that the migration from rural areas to urban areas comes down. Migration per se is not always undesirable but it should be the minimum as far as employment is concerned. Rather the situation should be such that people should find it worthwhile to shift themselves from towns and cities to rural areas because of realization of better opportunities there. In other words, migration from rural areas should not only get checked but overpopulated towns and cities should also get decongested.

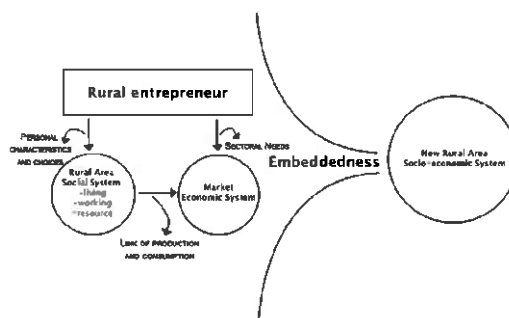
The basic principles of entrepreneur which applied the rural development are:

- 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
- Types of rural entrepreneurship:

- individual entrepreneurship,
- group entrepreneurship
- cluster formation entrepreneurship
- co- operative entrepreneurship

Why Rural Entrepreneurship is Important

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.



Conclusion

Thus, from the view-points of various authors, though there are many challenges and issues in rural entrepreneurship, it is found that there is huge opportunities for rural entrepreneurs to grow and develop and sustain in the global market. The challenges must bring-in more innovations with continuous motivation by self, financial, technical and market amenities. The rural people must be given proper awareness about the opportunities and various schemes of government in way to encourage them to become a successful rural entrepreneur.

Suggestion

Entrepreneurship development cell should be established at all the villages level to provide guidance and counseling to motivate the rural entrepreneurs regarding the use of modern technology. Separate financial fund Rural youth need to be motivated to take up entrepreneurship as a career.

Literature Review

According to S. Jayadatta (2017), Rural entrepreneurship is an important opportunity to develop, but the major contrary is rural entrepreneurs are facing the challenges such as lack of basic amenities in the rural villages particularly in developing nations. He specified the major problems are financial issues, conceptual ability, lack of education and the living standards of rural mass. This paper found the challenges and problems of rural entrepreneurs to improve their potentiality and the problems especially in the field of marketing of products, basic amenities such as electricity, water supply, and transport facility financial amenities. Finally, the found the challenges and problems in the Indian market by en- cashing the possibilities and prospects of the same to become a successful entrepreneur.

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13. A Report on Trust Models in E- Commerce

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Abstract

This paper analyzes several security systems and aggregates their characteristics supporting trust. These characteristics are then matched with the E business models to undertake and identify the foremost suitable system for every model. This is often preliminary work undertaken to determine appropriate trust models in the E-commerce environment. These models discussed during this paper are hypothetical.

Keywords

- B2B
- B2C
- G2C
- E- Commerce
- E – Business
- Trust Model

Introduction to the Topic

The internet is that the largest global network supporting e-business models like B2B, B2C, G2C, E-commerce, E-business use the web to supply information, online catalogue electronic transactions, business exchanges, e negotiations, E-procurement online services to customers and business partners. New and evolving technologies are often combined within the web to enhance business services. Business organizations around the world are capitalizing on the purchasers to countries.

Although security technologies available off the shelf these aren't always sufficient to stop the intended from various sorts of attract, a barrier to ecommerce has been a scarcity of trust by the web users to finish also. Trust has been found to be a deciphered factor for e commerce success dependent becomes more uncertain because internet users are break away one another by space.

Literature Review

As we all know, the internet and e-commerce are entirely committed towards every developed country. But we think it can be accomplished and can make remarkable benefit to developing countries also if an ideal business purpose can be made.] clearly discussed that E-commerce is a revolution turning point in online business practices and can make a huge contribution to the economy and also indicated that currently, e-commerce organizations have increasingly become a fundamental component of business strategy and a strong catalyst for economic development. A huge amount of research work has been done on e-Commerce which is basically on online shopping. A large group of researchers has found out and also pointed out the necessity and possibilities of Online Shopping. On the other hand, limitations of e-commerce are found and at the same time, they provided essential suggestions and came to a prediction to make Online Shopping more useful for the consumers. But the contribution of traditional marketing is also inescapable but compared to online shopping it is less effective we think. So on this basis, I found a distinction between online marketing & traditional marketing. Though most of the people of India especially the rural people are not capable of operating the internet to run the online business. For that reason, they need to be dependent on traditional marketing.

Research Methodology

Wn society, similarly it's bridge for both a seller and buyer to cross over uncertainty within the e come collected the data from random Internet users through an online survey.

The questionnaire was distributed through an online Google Forms application with a total of 22 questions. The poll was developed based on a literature review (see Appendix A). We collected the responses from 300 respondents who had recently made online purchases. They responded to the questions we asked about the online vendors that they had recently purchased from.

The collected data were not altered in any way as they were gained first-hand. This reflects the authenticity and reliability of the data as the collected results are of the personal opinions of the respondents. The survey was conducted mainly online and therefore the entire exercise involved minimal expenses. The questionnaire containing 22 questions has provided sufficient and detailed information for the reliability and accuracy of the test.

The target of this study were individuals of all ages who had recently purchased online. They were asked to answer the questionnaire concerning a specific online vendor that they have purchased from recently. Details of the respondents' profile were summarised in Table 1.

Using structural equations modeling via SmartPLS, we performed a twostage analytical procedure to assess the measurement model for reliability and validity, and structural path modeling for hypothesis testing (Falahat & Migin, 2017; Falahat et al., 2017). We performed confirmatory factor analysis (CFA) to assess reliability, convergent validity, and discriminant validity. As per suggestion by Hair et al. (2017), convergent validity could be evaluated through loadings, average variance extracted (AVE), and composite reliability (CR). The loadings, Cronbach's alpha, CR, and AVE are presented in Table 2.

As shown in Table 2, all items' loadings are well above the recommended values of 0.708 (Hair et al 2017). CR for all constructs are well above the cut-off value of 0.5. It was noted that the AVE for all latent variables are higher than the recommended value of 0.5 which indicates strong reliability of constructs.

Table 1
Respondents' profile

Characteristics	Frequency	Percentage (%)
Online purchase experience		
1-3 years	189	63
4-6 years	93	31
Above 6 years	5	2
Unknown	13	4
Monthly income (RM)		
No income	9	3
Student	4	1
Below RM1,500	3	1
RM1,500-RM3,000	85	28
RM3,001-RM4,000	40	13
RM4,001-RM5,500	50	17
RM5,501-RM8,500	44	15
RM8,501 RM15,000	36	12
Unknown	29	10
Gender		
Female	165	55
Male	135	45
Age		
18-24	104	35
25-29	65	22
30-34	44	15
35-39	37	12
40-44	18	6
45-49	11	4
Others	21	7
Education level		
Secondary	28	9
Diploma	43	14
Bachelor's degree	193	64
Postgraduate	36	12

Table 2
Result of construct reliability and validity

	Item	Outer loadings	Cronbach's alpha	CR	AVE
Consumer trust	CT1	0.818	0.887	0.917	0.690
	CT2	0.815			
	CT3	0.846			
	CT4	0.825			
	CT5	0.846			
Brand recognition	BR1	0.836	0.760	0.862	0.675
	BR2	0.833			
	BR3	0.797			
Customer satisfaction	CS1	0.872	0.821	0.893	0.737
	CS2	0.829			
	CS3	0.873			
Security	S1	0.872	0.924	0.943	0.767
	S2	0.877			
	S3	0.891			
	S4	0.891			
	S5	0.848			
Service quality	SQ1	0.777	0.833	0.889	0.666
	SQ2	0.814			
	SQ3	0.848			
	SQ4	0.826			
WOM	WOM1	0.894	0.709	0.873	0.774
	WOM2	0.865			

Main Content

Trust In E-Commerce

The reason why trust model has become a really important issue in e-commerce is that the environment and digital process of e-commerce contain very high-risk factors like impersonation fraud, security, privacy, dishonest people, large jacking and parallel websites.

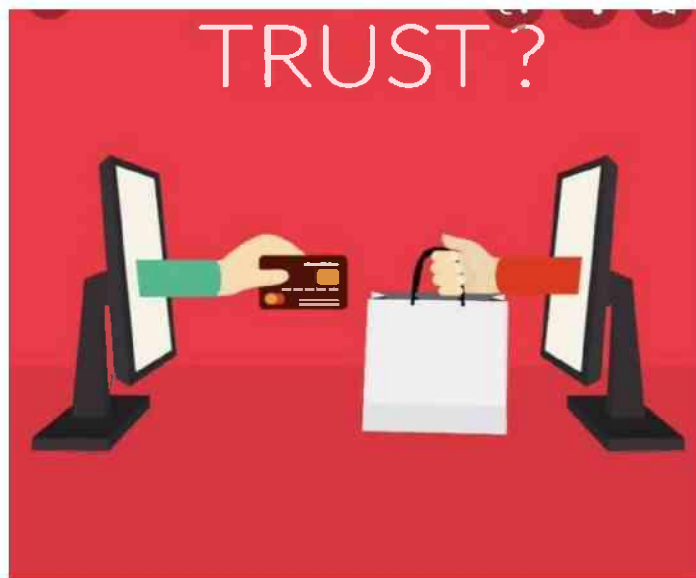
They also provide information on web portals thanks to lack of trust. They reported that 76% of the web users are concerned about “identifying their” if their personal information were leaked to an unauthorized individual or entity or organization.

Trust is vital wherever risk, uncertainty or interdependence exists without trust, e-commerce won't be a hit. It's one among the foremost desired qualities in any close relationship. It's indispensable in social relationships.

It's indispensable in social relationships, which can cause significant benefits especially in account. Trust reduces complexity in the humamerc environment.

Before e-commerce was established, this was just one sort of commerce caused 'brick-and mortar commerce. within the market products might be seen, touched, and tested at the purpose of sale. This makes trust within the online environment very vulnerable. E-commerce is understood for receiving payment and sending the products to the customer.

Evolution of Trust Model



In 1976, Diffie and Hellman introduced the PKCS, which may be a cryptography method, of central authority, of public files to support e-mail. This scheme reduced the danger of key management, which may be a method of managing a key pair consisting of a public key and a personal key.

In 1978, Kornfeld inverted the thought of a digital certificate. It had been a mechanism designed to link the general public key which may be a tool to encrypt a clear message and may be opened by the owner of that key, to a given identity and signed by the trusted entity like TTP

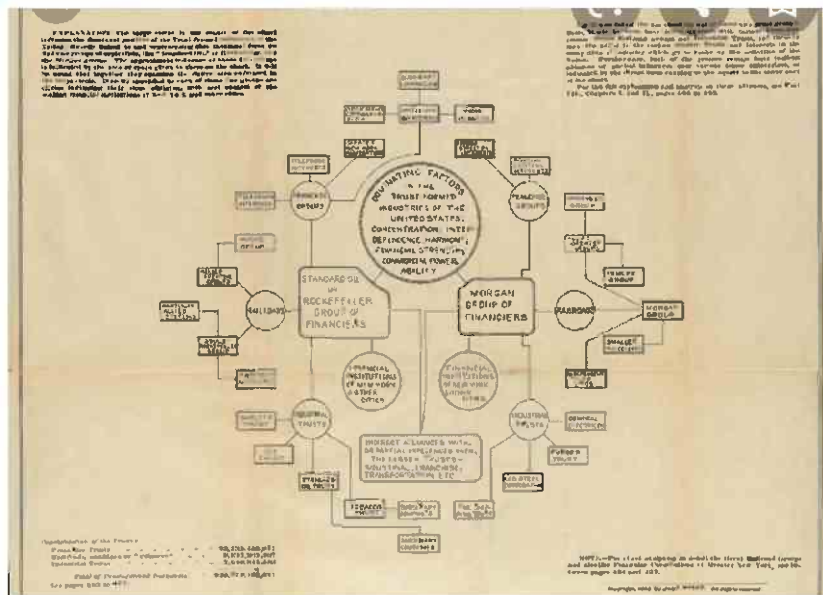
counting on the methods of encryption used, the digital certificate might be almost unforgettable, or take an extended time.

In 1988, the CCITT which is now an ITU, published CCITT recommendation X.509 of X.509 was to define and standardize a worldwide computer, printers, etc. It also might be described as a web phonebook. However the plan wasn't successful. The thought of employing a single global name within the world that had a country's number of entries was unlikely to be true.

In 1989, PEM attempted to implement the X.509 standard by the IETF However, it had been developing its infrastructure including IPRA.

In 1991, Zimmerman introduced new secure communication software known as PGP. The structure of PGP was different from X.509 and PEM. Unlike POEM that has got to wait for the establishment of one global root and a hierarchy of CA'S PGP allows a digital certificate to be signed by anyone and will contain multiple digital.

In 1992, the NSE stable commercial companies to conduct business transactions security over the web.



Trust Models

In order to work out the foremost appropriate trust model for the E-business model, the trust mechanism is matched with the interaction between participants. The behavior of a trust model may affect how users interact with one another, what quite information is out there, how

information are often validated and delivered, what quite environmental is employed to help within the development of framework of a trust model for E-business model.

Close-Relationship Trust Model (B2E, B2C)

- I. The only human society starts from close relationships that are established directly between relevant parties. it's contains the very best level of trust because members during this community know one another alright.
- II. This sort of trust model might be used for personal trust relationships like friends, members within the family, relatives, colleagues, or a gaggle of individuals that know one another alright, and this makes the community. Thus, there's no need for any formal proof signed by some trustworthy entities.

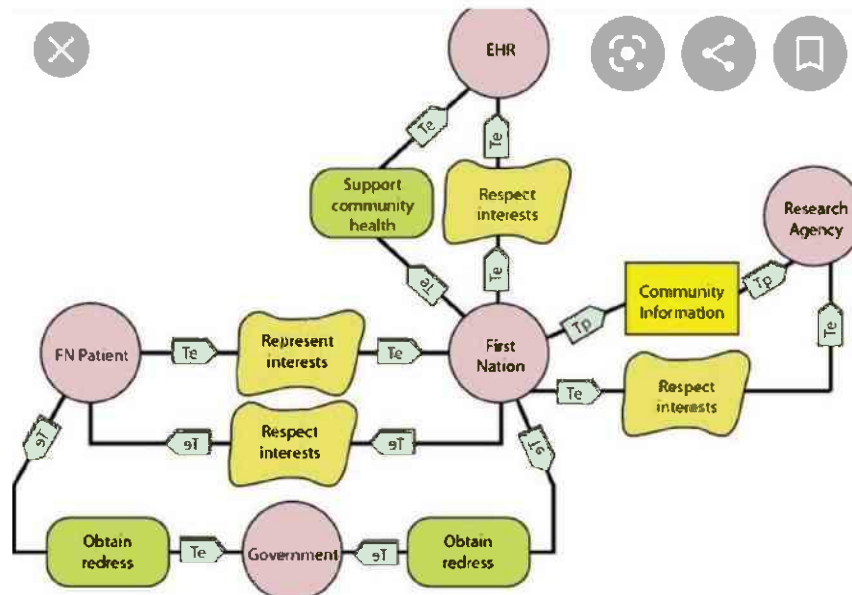
Causal Trust Model (B2C, B2B)

Members during this community got to conduct people in other communities, presumably in an e-commerce environment containing a couple of companies and customers. Security policy is required to property standardized so as to enable cross certification, which may be a task done by a central authority. Therefore, the structure is both hierarchy and anarchy, growth is both scalable and organic, trust relationships are established by either a trusted entity to a trusted path. These cover security policy and trust transitivity.



Community Trust Model (B2C, B2B, G2G, G2G)

- I. During this model, these would be quite one sort of trust relationship, because it's an open community, which anyone could join it. This doesn't limit them to only an in depth relationship because it is completed the trust model previously discussed possible sorts of trust relationship may include close relationships, acquaintance, friends, family, colleagues, co workers, customers, business partners and other distant relationship.
- II. Variety of E-commerce organizations are large and contain different sizes of companies and business members within the community need a more sophisticated trust model for trust management. an appropriate structure for this may be both hierarchy and analytical, sable and organic growth with trust management both centralized and decentralized.



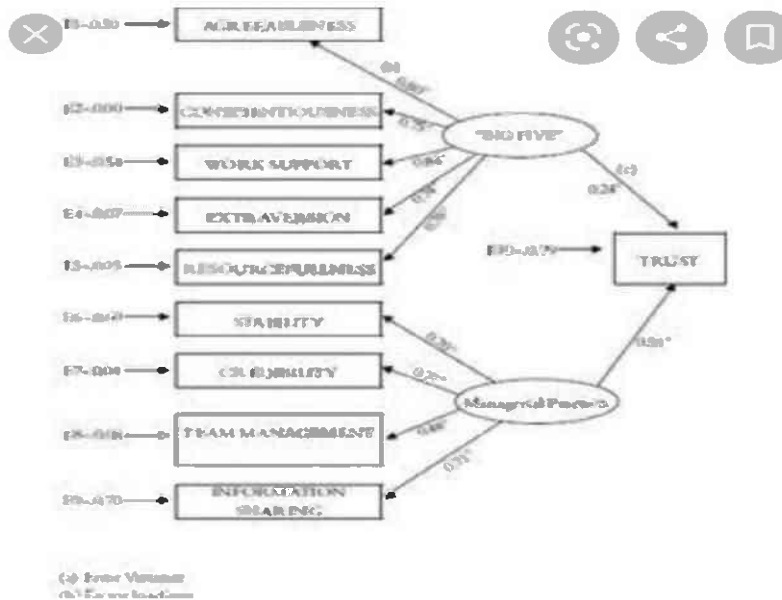
Community with Causal Trust Model (B2C, B2B, G2G, G2G)

- I. This model has an equivalent character because the community trust model has an additional environment for users to make their own private communities. it's actually a causal community inside the community trust model. This suggests that the trust model contains a community trust model as primary model, and an off-the-cuff trust model as a secondary trust model.

- II. This model is suitable for larger scale communities compared to the previous model. Ex virtual community where there are several companies, government and users within the same environment. it will incorporate the central system administration domain, and share sensitive information between several member companies.

Organizational Trust Model (G2G)

- I. An organizational model is to be used for an outsized organization having a solid model that's unlikely to be changed, or a community that contains very sensitive information and wishes for very secure communications channels or e of the foremost suitable business models.
- II. Members during this model are extremely secure and solid. Trust relationship established by users aren't allowed to order to take care of risk.



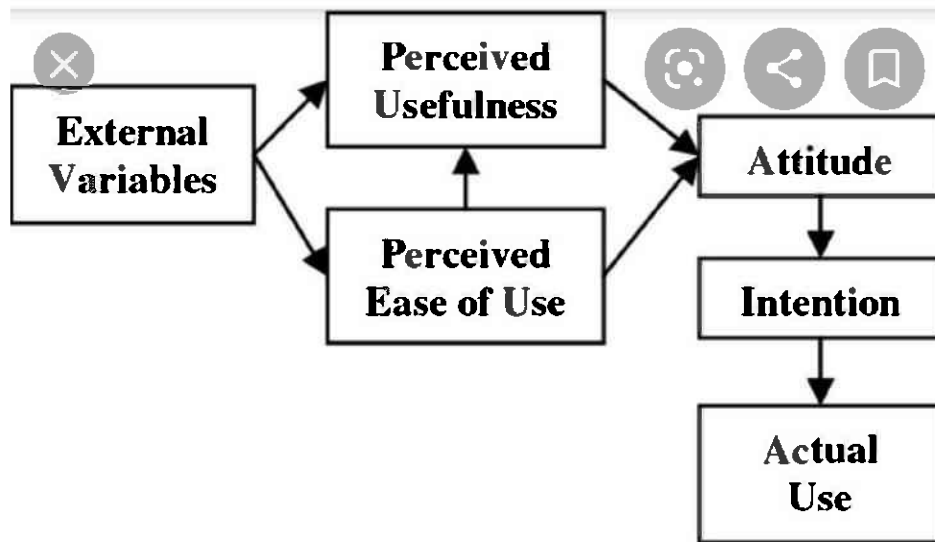
Popularity Based Trust Model (C2G, P2P)

- I. This model is predicated on the recognition of every other. it'd be used with a measurement of trustworthiness of users in some closed communities, like a web auction, bookshop, or e-commerce website would be better if a web auction could provide information about before transaction.
- II. During this model, if the member registers online, then a central authority wouldn't check in a digital certificate because it's too difficult to trust and verify the knowledge contained within the community.

- III. Members during this closed community got dynamic and versatile trust. Therefore, structure is anarchy, growth is organic and trust management is decentralized.

Integrated Trust Model

- I. This model is the contribution of Causal, community, organizational and recognition based trust models. it's trust model, which might be described with reference to various sorts of relationships within the same or across communities.
- II. The trust model is suitable for a very large and sophisticated community that contains many relationships. An integrated trust model firstly uses a hierarchical data structure as backbone so as to work out how attachments are handled in accordance with the web users. The part involving an IPRA to a CA is an organizational Trust Model, and therefore the part involving a CA to an end to finish user may be a community trust model.



Better - Customer Service

Ecommerce customer service refers to the process of providing assistance to online customers- from making better purchase decisions to resolving issues— all while creating a seamless customer experience across multiple touch points.

If your online customers have questions while completing a purchase or need post-sales assistance, your customer service agents must be able to offer quick assistance. E-commerce customer service can help you look after the following areas:

- Customer service issues such as problems while completing the checkout process, unable to add products to the cart, invalid coupons, etc.
- Common questions pertaining to product returns, refunds, or delivery
- The need to offer a consistent experience across multiple communication channels

Conclusion to the Topic

In this paper, a primary attempt has been made to match appropriate trust model to e-commerce models for managing trust. Further work is going to be done to prove the discussion during this paper.

Suggestions

1. Develop a Loyalty Program.
2. Focus on Building Consumer Trust.
3. Don't Invest in Paid Ads Too Early.
4. Answer All Questions on Every Platform.
5. Over-Deliver in All You Do.
6. Get New Customers from Loyal Fans.
7. Share 10x Content.

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14. The Role of Formal Education in Promoting Entrepreneurial Spirit

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Abstract

Entrepreneurship education is believed to provide students with understanding of concepts of entrepreneurship, train and motivate them to indulge into entrepreneurial activities in future. This is an empirical study to explore the entrepreneurship education in engineering discipline from the perspective of students. The study also attempts to unearth the factors that motivate them to take entrepreneurial activities and their perceived hurdles. Data about the opinion of students regarding entrepreneurship education has been collected from 168 students. The data has been analyzed using various statistical tools. It is found that the students are highly interested in starting their own business. They consider that decision making skills, risk taking capacity, creativity, communication skills and ability to prepare business plan are the most important skills for a successful entrepreneur. They feel motivated to start their own business because of intrinsic factors like being their own boss, chasing their dreams. Lack of experience and lack of funds are the most deterring factors.

Keywords: Budding Entrepreneurs, Entrepreneurship, Entrepreneurship Education, Higher Education, Perspective

Introduction

It is well understood that entrepreneurship has a significant impact on economic growth. Some early researchers argued that entrepreneurs are born not bred. It is beyond the capabilities of business schools or universities to teach individuals to become more enterprising. In general, individuals are reluctant to take entrepreneurial career, since they consider it to be highly uncertain and risky. However, recent studies show that entrepreneurship can be promoted through entrepreneurship education and training. The entrepreneurship education has been defined as a collection of formalized teachings that educate anyone interested in business creation. The entrepreneurship education can trigger the entrepreneurial initiatives by enhancing entrepreneurial mindset among the students. A study conducted on college students in many

colleges conclude that entrepreneurship education should be included in colleges and universities' reform and development plan, personnel training system, and teaching evaluation index system.

The need of entrepreneurship education has been well established in the recent studies. It is argued that the traditional education system does not promote the attributes and skills that are required to produce entrepreneurs. The traditional education system teaches students how to become a good employee instead of a successful entrepreneur. It has been proposed that considerable changes are required in the process of learning. Entrepreneurship should not be equated with new venture creation but with creativity and change.

The above study highlights that the entrepreneurship education is important for promoting entrepreneurship, but there is a need to carry out more research on the way of providing the entrepreneurship education. The students are one of main stakeholders in the entrepreneurship education process.

Objectives

The current study is purporting to study the perspective of the students:

- To understand about the entrepreneurship education
- To learn & understand students level of awareness
- To study students concerns about the entrepreneurship education.

Review of Literature

In a study conducted on graduation students in college, it was found that gaining skills and knowledge to help them start a business, developing confidence, developing capabilities to start a business were the main expectations of students from the entrepreneurship education. The students also responded that their skills about new venture planning, recognizing and developing opportunities have developed due to participation in entrepreneurship module. The students perceived financial planning to be least valuable and market research as significantly valuable while creative thinking is considered to be highly valuable.

In a study conducted on university students in Mumbai, the research's concluded that the students' attitude in terms of innovation, self-control, tolerance for ambiguity and risk control is low. The students also display low capabilities for environmental analysis, idea generation and market sensitivity. The study also highlights the students' perception about the readiness of universities to provide entrepreneurship education. According to the study, the universities lack to provide entrepreneurial environment in terms of campus conditions, lecturers, curriculum, and support to carryout entrepreneurial activities on campus.

The above discussion emphasizes that there are gaps in the entrepreneurship education provided in the universities and colleges and the expectations of the students. The right sets of skills that are required for becoming a successful entrepreneur are needed to be developed through a well drafted curriculum. Students widely differ in their expectations from the entrepreneurship education programs and thus there is a need for providing customized programs. The students' perception about the entrepreneurship education differs from the programs currently being conducted. Moreover, non-business disciplines are producing higher number of entrepreneurs, thus there is a need to promote entrepreneurship education in non-business disciplines also. Prompted by these considerations, the aim of this study is to understand the engineering students' perspective about entrepreneurship education; to identify the factors that motivate them and to find out the factors which deter them to take entrepreneurship as a career option. The study also attempts to find out the skill sets required to become a successful entrepreneur.

Research Methodology

The discussion in the previous section draws attention to the fact that the entrepreneurship education should focus on developing the right skill sets for entrepreneurs. The programs should be customized according to the students' needs. And the entrepreneurship education should be promoted in non-business disciplines. Therefore, in this research paper, we have attempted to understand the entrepreneurship education from students' point of view. The following six research questions have been framed:

Research Questions

1. What percentages of students wish to pursue entrepreneurship in education?
2. What do students perceive about the need of entrepreneurship as a subject in curriculum education?
3. What do students perceive about the importance of entrepreneurship as a subject?
4. What skills are important to become an entrepreneur?
5. What motivates the students to take entrepreneurship as a career option?
6. What deters the students to take entrepreneurship as a career option?

The above research questions have been addressed through primary data collected from students. Since the study is focused on the entrepreneurship education in non-business disciplines, colleges students have been considered for data collection. A well-structured, close-ended questionnaire is developed to collect the data from students. The questionnaire includes

questions about their desire to become entrepreneur, the motivating and deterring factors, and their perception about the importance of entrepreneurship education.

Data Analysis : Survey Questions & Its Analysis : *Entrepreneurship Education Survey*

Q1) Do you plan to start your own business in the future?

Options	No. Of Respondents	Percentage
Never	22	13%
Immediately after college	4	2%
1 to 5 years after college	70	42%
5 to 10 years after college	54	32%
After 10 years	18	11%

According to survey taken from the university student, 13% of the student are not planning to start their own business in future, 2% will start immediately after college, 42% student will start between 1 to 5 years after college, 32% student between 5 to 10 years of college, and rest 11% after 10 years.

Q2) Entrepreneurship should be taught in colleges?

Options	No. Of Respondents	Percentage
Strongly Agree	57	34%
Agree	85	50%
Neutral	20	12%
Disagree	6	4%
Strongly Disagree	0	0%

According to survey taken from the university student, 34% of the student are strongly agree for entrepreneurship should be taught in college, 50% were agree, 12% were just neutral , 4% were disagree for these, 0% were strongly disagree.

Q3) The Entrepreneurship education is useful for students even if they never plan to start their own business?

Options	No. Of Respondents	Percentage
Strongly Agree	26	16%
Agree	98	58%
Neutral	30	18%
Disagree	14	8%
Strongly Disagree	0	0%

According to survey taken , on these question the student response was 16% were strongly agree , 58% were just agree, 18% were just neutrally responded, 8 % were disagree, 0% were strongly disagree.

Q4) Entrepreneurs are born. Entrepreneurship can't be taught in classroom.

Options	No. Of Respondents	Percentage
Strongly Agree	7	4%
Agree	29	17%
Neutral	44	26%
Disagree	70	42%
Strongly Disagree	18	11%

According to survey, 4% were strongly agree from these taught, 17% agree 26% were neutral, 42% were disagree, 11% were strongly disagree of these thought.

Q5) Which of the following skills are important to be successful entrepreneur?

S. No.	Skills	Importance(Percentage)
1	Decision making skills	92%
2	Risk taking capacity	90%
3	Communication Skills	87%
4	Creativity	86%
5	Ability to prepare business plan	86%
6	Negotiation skills	84%
7	Sales techniques	78%
8	Knowledge of finance	77%

According to survey, the skill which are important to be successful entrepreneur are as follows: decision making skills are 92%, risk taking capacity are 90%, communication skills are 87%, creativity is 86% important, ability to prepare business plan is 86% important, negotiation skills is 84%, sales techniques 78% important, knowledge of finance is 77% important.

Q6) What motivates you to become an Entrepreneur?

Options	No. Of Respondents	Percentage
Being your own boss	108	64%
Independent decision making	88	52%
Chasing your dreams	84	50%
High returns	72	43%
Your own confidence and knowledge	70	42%
To do things differently	52	31%

To do something for society	40	24%
Family support	12	7%
Other	2	1%

According to survey, the motivation which are important to become entrepreneur are as follows: being your own boss 64%, independent decision making 52%, chasing your dreams 50%, high returns 43%, your knowledge & confidence 42%, to do things differently 31%, to be something for society 24%, family support 7 & other 1% are the factors that motivates you to become a successful entrepreneur.

Q7) What stops you to take Entrepreneurship as your career option immediately after college?

Options	No. Of Respondents	Percentage
Lack of experience	118	70%
Lack of funds	98	58%
Lack of knowledge	74	44%
Too much of risk	48	29%
Family responsibilities	32	19%
Other objectives in life	28	17%
Lucrative job offers	14	8%
Not interested	12	7%
Parent's don't want	10	6%
Other	2	1%

According to survey, the drawbacks & barriers that stops you to choose entrepreneur as your carrier are as follows: lack of experience 70%, where as lack of funds 58%, lack of knowledge 44%, more risks 29%, family responsibilities 19%, may be due to other objectives 17%, job offers 8%, not interested 7%, parents don't want 6%, and the other factors 1% are the some of the factors that stops you to choose your carrier in entrepreneurship.

Conclusion

This paper is focused to examine the students' perspective of entrepreneurship education in college discipline. The study has been conducted on College students who have never taken any formal entrepreneurship education. Primary data from students has been collected through a well-designed questionnaire. The data has been analyzed using descriptive statistics. From the data analysis it is found that students are highly interested in starting their own business and they consider that entrepreneurship is a very important subject and should be taught in curriculum.

They consider that decision making skills, risk taking capacity, creativity, communication skills and ability to prepare business plan are the most important skills for a successful entrepreneur. They feel motivated to start their own business because of intrinsic factors like being their own boss, chasing their dreams and independent decision making. However, they get deterred to immediately enter into entrepreneurship because they don't feel confident enough. Lack of experience and lack of funds are the most deterring factors. Since the respondents in this case are the students who have never taken any formal entrepreneurship education, we may suggest that formal entrepreneurship education can in still confidence in the students to start venture into business. The findings of this study may be highly useful for policymakers, academicians, teachers of entrepreneurship in shaping the entrepreneurship education in higher education system.

Suggestion

The EDP's should be made varied and comprehensive. The selection procedure should be such that only serious candidates who are likely to successfully establish and run their enterprise should be selected. The financial institutions should provide adequate and timely credit and technical assistance to small sectors. The government should initiate stern action against bogus and forged institutions, both civil and criminal. Our education system should be changed comprehensively. Instead of traditional education, the emphasis should be on entrepreneurship oriented education. The success of EDP's mainly depends upon the facility to trainees. Thus, good faculty should be hired from reputed institutions. Most of the EDP's are conducted for the period of 4 to 6 weeks which is not sufficient even for imparting basic entrepreneurial training. Thus, the duration of these programs should be increased at least to 6 months.

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15. A Study on: Preservative Techniques Used by Indian Entrepreneurs in Food Industry

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Abstract

Purpose - The goals of sustainable development are plans to achieve sustainability and sustainability the future of all. However, with the COVID-19 epidemic, there are many challenges to achieving these goals trading. With the challenges of the epidemic, new technological advances have become the foundation of an emerging type of entrepreneurship known as cyber entrepreneurship. Although a small part of the growing literature on this topic has recently become accustomed to studying online trading, it provides only a partial understanding of those concepts, especially in social participation in the food industry during the epidemic. This paper aims to explore online trading in the food industry as well opportunities for epidemic entrepreneurs such as COVID-19.

Design / methodology - This study uses a model research method to identify and evaluate key features of cyber entrepreneurship. This study uses all-inclusive false research, a comprehensive overview of the literature available to describe different types of businesses in the digital age, focused on the effects of COVID-19 on online business.

Objectives

- Using preservation techniques that limit microbial or biochemical changes.
- To lengthen the period during which a food remains healthy (the shelf life) and so enable time for distribution, sales, and home storage.
- Providing a variety of appealing flavours.
- Colours, scents, and textures in food (together known as eating quality, sensory qualities, or organoleptic quality).
- A related goal is to change the structure of the food to allow for further processing (for example the milling of grains to flour).

Introduction

Advances in technology create great opportunities for entrepreneurs to thrive in their businesses. Communication technologies have led to fundamental structural changes world economy They are known as the most important elements of economic prosperity and social change from industrial change Given computer technology development and business establishment, knowledge is it is regarded as the main strategic source of the new economy defined by various labels such as "information economy", "internet economy" and "digital economy" Advances in information technology and e-commerce have been needed apparently changed the way entrepreneurs advertised their products and services .Social media is considered a new marketing tool for a business, especially this one businesses and start-ups. Customers now engage in online communities and respond and share their ideas, use of experience and peer review reviews and values. Online communities create opportunities for social media users to express their needs and expectations in this sense, customers create value in partnership with firms because access to new technological advances in recent years has been achieved in society, many people use new technologies in their business ventures. Therefore, the development of technology has created different types of businesses as well has influenced the way business is conducted. It highlights the relationship between business operations and IT introduces online trading, called a new type of business. Cyber entrepreneurship provides opportunities in the food industry for targeted awareness audiences and potential customers can benefit online businesses to capture the public member's attention. Today, food companies, in particular, start-ups and small companies use multiple channels to communicate with customers. Business applications as well Facebook / Instagram pages are easy to use and easy to view. Social media forums are great places for entrepreneurs to present their new ideas, products or services to customers at a lower cost and attract customers. However, trading cyber through a visible community promotes interaction between customers and entrepreneurs. Today, many food companies try to use the most direct communication platforms with customers (e.g. place an order, make a payment and track real time like pizza shops, home-made food or organic food firms). Customers can rate and provide updates on everything business-related communication channels.

Keywords

- Cyber entrepreneurship,
- COVID-19,

- Food,
- Sustainable trade,
- Technology trading,
- Online trading,
- The visual community

Research Methodology

The questionnaire method was employed in this study to acquire a basic notion of people's knowledge and opinions concerning the food industry in entrepreneurship. This research is also based on comprehensive data from government databases, including reports, research papers, and comparative statistical data.

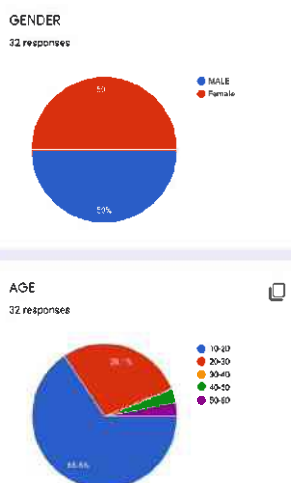
Main Content

The food industry is a complex, global network of various businesses that provides the majority of the world's food. The food business has evolved into a highly diversified industry, with manufacturing ranging from small, labour-intensive, family-run operations to huge, capital-intensive, highly mechanized industrial processes. Many food-related enterprises are nearly wholly reliant on local agriculture, vegetables, and fishing. Finding a comprehensive solution that covers all areas of food production and distribution is difficult. It is defined as "the entire food business - from farming and food production, packaging and distribution, through retail and catering," according to the UK Food Standards Agency. The USDA's Economic Research Service uses the phrase "food system" to describe the same idea, stating, "The United States food system a way for describing the same thing, with Food and fibre processors, distributors, retailers, and food service facilities are all part of the food marketing system, which connects farms to consumers. The food industry comprises the following: Crops, animals, and seafood are all examples of agriculture. Biochemical, agricultural building, farm machinery and supplies, seed, and other products are manufactured. Marketing includes generic product promotion (for example, milk boards), new product development, advertising, marketing campaigns, packaging, public relations, and so on. Logistics, transportation, and warehousing are all important aspects of wholesale and food distribution. Service in the kitchen (which includes catering) Grocery stores, farmers' markets, public markets, and various types of retail establishments Local, regional, and national regulations Food quality, food security, food safety, marketing/advertising, and industry lobbying actions are all covered by national and international norms and regulations

governing food production and sale. Academic, consulting, and vocational education Food science, food microbiology, food technology, food chemistry, and food engineering are all areas of research and development. Credit and insurance are examples of financial services. Food grading, food preservation, food rheology, and food storage are all areas of research that directly deal with quality and quality management, and many of the above processes overlap. Big Food, a term coined by writer Neil Hamilton, is a term used to describe the largest firms in the food sector. Agricultural economics is a subject that can be studied. The term "food industries" relates to the production, distribution, processing, conversion, preparation, preservation, transportation, certification, and packaging of food. Both the preparation of fresh products for market and the creation of ready-to-eat foods are included in food processing. The only people who are unaffected by the modern food industry are subsistence farmers, people who eat only what they cultivate, and hunter-gatherers. According to the statement, "the food system in the United States is a complex network of farmers and the companies that support them." Farm equipment and chemical producers, as well as corporations that provide transportation and financial services to agribusinesses, are all involved in the industry.

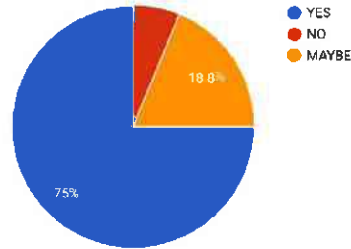
Findings

Findings - The result of this paper provides a better understanding of the new type of business Cyberspace as a new form of firms. This study suggests that online trading can improve Social interactions during epidemic situations, such as COVID-19 in the food industry. Actual / value - This study shows the business processes around a sustainable business Behaviour with a focus on public consultation. Opens a window on cyber exploration as an entrepreneur in the food industry.



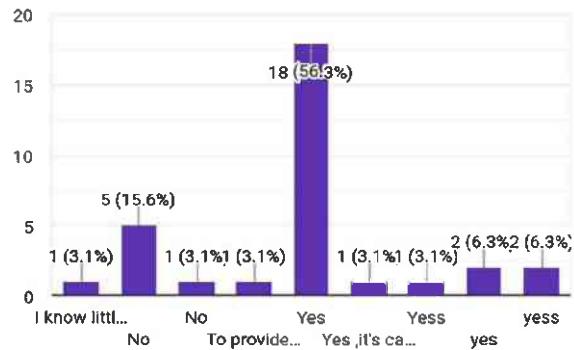
Do you think new technological advances have become in the foundation of an emerging types of entrepreneurship?

32 responses



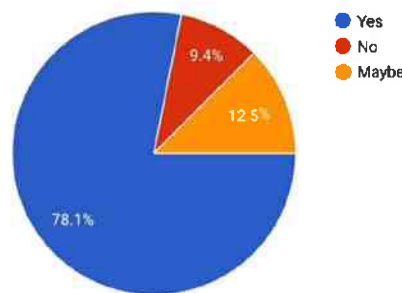
Do you know what is cyber entrepreneurship

32 responses



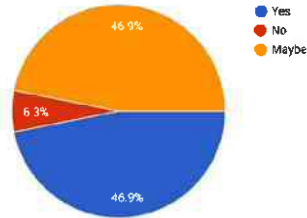
Do you think online trading can improve social interactions during epidemic situations such as COVID-19 in the food industry?

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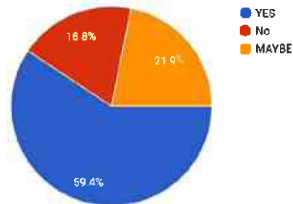
Does cyber exploration opens an entrepreneurship in the food industry?

32 responses



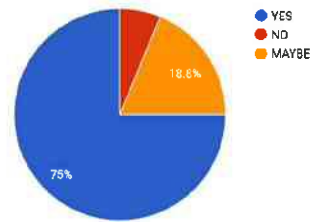
Today, food companies in particular startup & small companies communicate with customers through multiple channels can this help them to increase their business ?

32 responses



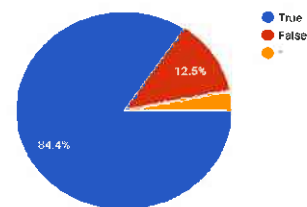
Do you think new technological advances have become in the foundation of an emerging types of entrepreneurship?

32 responses



Fire is one of the biggest risk that food production facilities face today ?

32 responses



Literature Review

Entrepreneurship is frequently thought of as a human trait, resulting from a person's capacity to detect and utilise chances for profitable production of products or services. The regional socioeconomic environment, on the other hand, is a major driver of entrepreneurial activity, and it is primarily a regional phenomenon. Academics in the field of regional economics have conducted numerous researches over the years to investigate the effect of agglomeration economies in regional rates of new firm creation. Indeed, a slew of recent studies suggest that localization economies have a favourable impact on entrepreneurship. However, few empirical studies have taken this into account in the context of a cluster or industrial district. We believe there are three processes via which clusters can form. Influence the formation of new businesses in a beneficial way: Clusters Aid in the Detection of New Business Opportunities. Today's competitive landscapes are dynamic and turbulent, resulting in a constant flow of new challenges and opportunities. Entrepreneurs with the vision and knowledge of the socioeconomic backdrop might take advantage of this circumstance by discovering and exploiting the environment's prospective prospects. Furthermore, the "thickening effect" is defined as the degree of specialisation of the area labour market and suppliers that is favoured by localization economies. The presence of local social networks, as well as the agglomeration of capabilities, technologies, and actors inside a cluster, supports the production and seizing of chances by both established and emerging enterprises. Several empirical researches in this field have confirmed that there are differences in this area. Regional entrepreneurship rates, which may be attributable to the availability of different types of entrepreneurship and the quantity of regional opportunities for new firm formation. The competitive-cooperative environment is a distinguishing feature of clusters, facilitating the detection and exploitation of business opportunities and, as a result, encouraging entrepreneurship and specialisation in terms of techniques, The establishment and growth of relational networks inside clusters is thus promoted, and the resulting atmosphere of rivalry and collaboration boosts the competitiveness and efficiency of the participating firms. As a result, the cluster's actors can develop and grab chances based on established ways of doing things. Entrepreneurs are welcome as long as they participate in the process. Clusters are in a position to take use of these possibilities. Academics have paid a lot of attention to the spillover hypothesis of entrepreneurship, which was established in the last several decades as an explanation of how regional knowledge can influence the amount of regional entrepreneurship

.Based on this hypothesis, investing resources in new knowledge production generated endogenously by businesses promotes technological advancement and knowledge distribution while also making it easier for entrepreneurs to recognise and exploit new possibilities. Furthermore, entrepreneurs might establish new economic opportunities by utilising under-utilized knowledge supplied by third parties .The segmentation of the productive prions many circumstances, smaller businesses might opt to specialise in one phase of the value chain, allowing them to survive and, in most cases, succeed. They rely on a number of dependable and geographically close specialised supply companies (almost as a laboratory tool) as well as a variety of support agencies and institutions to achieve this, which fosters a dynamic of continuous experimentation and encourages the development of technological innovations .According to Reference, new entrepreneurial enterprises in regions with a higher degree of productive specialisation have a lower probability of failure. Knowledge spill overs and complementarities regarding capacities, technologies, customer needs, and other specialised factors in the context of a cluster generate the appropriate conditions for entrepreneurship, such as knowledge spillovers and complementarities regarding capacities, technologies, and customer needs. Cess results in cluster specialisation, which puts upward pressure on company competitiveness.

Conclusion

The study's goals are to add to our understanding of the factors that influence entrepreneurial capacity in industrial clusters and to examine the differences in entrepreneurial capacity among the various food and beverage clusters in Spain. The study of entrepreneurial capacity in these corporate environments indicates significant differences amongst the studied clusters. This finding demonstrates that, despite sharing some characteristics, clusters and industrial districts are idiosyncratic, with distinct evolutionary trajectories. Even when they share the same overall geographical location (country) and economic activity, this is the case (food and beverage industry). The statistical study confirms that, first and foremost, entrepreneurship (new firm formation) in food and beverage clusters is promoted by the industry's agglomeration. These findings are consistent with prior empirical evidence on entrepreneurship. Agglomeration. Reference confirmed that a higher regional proportion of employment in a sector is beneficial for regional relative employment from new firm formation in the food and beverage industry in Sectoral specialisation, then, is a self-reinforcing process. Second, in food industry clusters,

institutional thickness encourages entrepreneurship. In the food and beverage industry, a greater presence of technology centres, research institutions, vocational training centres, entrepreneurs' groups, and interprofessional organisations fosters the formation of new businesses through various forms of business support. Indeed, effective clusters or districts are increasingly related with the establishment of local networks, based on market and socio-institutional interactions among cluster firms, according to Reference.

Suggestions

- Plan your facility's layout to accommodate future expansion.
- Plan for the expansion of food-safe facilities.
- Consider expanding your geographic reach.
- Prepare for robotics and automation.
- Prioritize quality and safety

Reference

- https://www.researchgate.net/publication/342942136_Explanatory_Factors_of_Entrepreneurship_in_Food_and_Beverage_Clusters_in_Spain
- https://www.researchgate.net/publication/348027040_The_growth_of_cyber_entrepreneurship_in_the_food_industry_virtual_community_engagement_in_the_COVID-19_era

16. A Study on Consumer Preference and Buying Behaviour of Garments with Reference to Selected Areas of Mumbai Suburban Area

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1.1 Abstract

Cost control is important and has always been an important issue but perhaps most important in today's unpredictable market with few exceptions, at no other time in history has the business market been more dynamic. Unlike large scale enterprises, small and medium scale enterprises (SMEs) have been starving by financial needs, poor implementation and monitoring of projects, time and cost overrun, non payment of loans and harsh economic conditions. However, a business enterprise must survive, grow, and prosper. Cost Control and Cost Reduction both are the activities necessary for ensuring that these objectives are fulfilled. As a result, there is now a race to secure a place for survival. Hence it is required to study the different tools and techniques used for Cost Control and Cost Reduction.

1.2 Key words: Cost Control, Cost Reduction, Profitability, Small and Medium Enterprises, Garment Manufacturing and Budget.

1.3 Introduction

The garments industry in India is one of the best in the world. An extremely well organized sector, garment manufacturers, exporters, suppliers, stockists and wholesalers are the gateway to an extremely enterprising clothing and apparel industry in India. There are numerous garments exporters, garments manufacturers, readymade garments exporters etc. both in the small scale as well as large scale sector

In the past few years the whole concept of shopping has been altered in terms of format and consumer buying behavior. With the increasing urbanization, the Indian consumer is emerging as more trend-conscious. Indian consumer is also witnessing some changes in its demographics with a large working population being under the age group of 24-35, there has

been an increasing number of nuclear families, increase in working women population and emerging opportunities in the service sector during the past few years which has been the key growth driver of the organized retail sector in India.

So, therefore with the help of this research; the researcher wants to study **Consumer Preference and Buying Behaviour of Garments with Reference to Selected Areas of Mumbai Suburban Area.**

2. Review of Literature

A brief literature would be of immense help to the researcher in gaining insight into selected problem. The researcher would gain good background knowledge of the problem by reviewing certain studies. A reference to these entire studies will be related in the contest of the shaping the present study.

Verma, A.P. and Tiwari, K (2011) covered the medium to high potential consumers that international and national brands can target in the Indian context. This study measures the segment values of some brands those have achieve success in the Indian market. Study shows that people are becoming mere brand conscious with the increase in income level. Brands and individuals would do well to understand the finer aspects of the scenario, and venture out to capitalize on the opportunities.

Mittal, P. and Aggarwal, S. (2012) in this study one can understand that the consumer and his behavior is the cornerstone of success in marketing. It includes all the physical, mental and emotional processes and concerned behavior which are observable before, during and after each and every purchase of goods and services. This makes us compelling to understand, observe record and react to such behavior, in case we want to have win-win strategy that matter for marketer and the customer both.

Rajput, N and Kesharwani, S (2012) this article defines that the Modern era provides high quality materials and lot of variety in Indian garment market to satisfy the desire of customers.

The customers are utilizing the opportunity too. The results confirm that Indian people have become highly brand conscious presently. There are other aspects like, quality, comfort, expectations and demographic characteristics are also influence to the purchasing decision that dominate the purchase decision of males and females. The gender differences do exist with respect to build attitude towards fashionable apparels and brands. The study gives us the

information males are equally interested to go for shopping as females along with they spend excess money during shopping than their female counterparts.

3. Objective of the Study

The general objective of the study is to study Consumer Preference and Buying Behaviour of Garments with Reference to Selected Areas of Mumbai Suburban Area.

- To study consumer buying behaviour of Garments with Reference to Selected Areas of Mumbai Suburban Area.
- To study factors influencing consumer behaviour of Garments with Reference to Selected Areas of Mumbai Suburban Area.

4. Research Methodology of the Study

In order to study “A Study on Consumer Preference and Buying Behaviour of Garments with Reference to Selected Areas of Mumbai Suburban Area.” will be done on different categories of data collection for the research, Primary data & Secondary data. After collection of data, information can be classified and presented using tables and diagrams for detail analysis and testing hypothesis

- Primary Data: - Structured Questionnaire will be prepared to know the Consumer preference & Buying Behaviour of Garments.
- Secondary Method: - Newspaper, magazines, journals, websites, reports etc.
- Targeted Respondents:- Age group of 20-40(Male, Female)
- Sample Size:- 50
- Sampling Technique:- Area Sampling- Random Sampling
- Research Methodology:- Descriptive and analytical

4.1 Sample Area

Area Sampling used in the study. A method in which an area to be sampled is sub-divided into smaller blocks that are then selected at random and then again sub-sampled or fully surveyed. This method is typically used when a complete frame of reference is not available to be used.

4.2 Research Design

A research design is the set of methods and procedures used in collecting and analyzing measures of the variables specified in the research problem. Descriptive Research Design is used for the study. It includes surveys, and facts finding enquires of different kinds. The major

purpose of descriptive research is description of state of affairs on it exists at present. The main character of this method is that the researcher has no control threow over the variables. He can report what has happen or what is happening.

4.3 Analysis of the Study

1. "Buying decision is dependent on price"

		Price					Total
		Not Important	Important	Moderate	Very Important	Vital	
Gender	Male	8	8	73	17	6	112
	Female	1	2	14	6	3	26
Total		9	10	89	23	9	138

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi- Square	2.976 ^a	4	.032
Likelihood - Ratio	2.779	4	.029
N of Valid Cases	140		

Interpretation

To test the hypothesis "Buying decision dependent on Price", chi-square test was used with the factors respondents gender and the importance of price in their buying. With 95% confidence level and 5% of significance level, degree of freedom 4 chi-square tes run and the P-value observed as

0.032. This value is less than 0.05. Hence it supports the alternative hypothesis and rejects the Null hypothesis. Hence alternative hypothesis i.e. "**Buying decision dependent on Price**" is accepted.

2. "There is no association between the occupation & the buying behaviour"

ender	Preferences for cloths				Total
	Formal	Casual	Sports	All of these	
Male	26	39	24	23	112
Female	4	11	4	7	26
Total	32	50	28	30	138

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	63.983 ^a	3	.003
Likelihood Ratio	57.540	3	.000
N of Valid Cases	140		

Interpretation

From the above tables it has been observed that relation between occupation and buying behaviour tested with the factors occupation of the respondents and preference to buy and when do they buy. Both the test was performed with 95% confidence level, 5% of significance level and 3 degree of freedom. From the first Chi-square test result i.e. association between occupation and preference to buy it shows that P-value is 0.03 which is less than 0.05. Also from second chi-square test it has been observed that P- value was 0.020 which is also less than 0.05. Hence both the values are less than 0.05 and it supports the Alternative hypothesis and rejects the Null hypothesis. Hence alternative hypothesis i.e. **“There is association between the occupation & the buying behavior” is accepted.**

5. Significance of the Study

The research study will add to the pool of knowledge and help to in still cost-consciousness amongst garment manufacturing firms in Mumbai Suburban area and identify the cost control systems and cost minimization tools that suit the organization such that they will no longer claim ignorance or be left in the dark. It will be of great benefit to the manufacturing and processing industry(s). Relevant industries will be exposed to determine the increased level of demand, which invariably increases profitability.

6. Scope and Limitations of the Study

These research will reveal the essences of cost control and cost reduction in garment manufacturing firm in Mumbai Suburban Area of Maharashtra State, India. The cost structure of the sector, cost control measures adopted to minimize waste of resources and invariably the major procedures embarked to ensure that actual results are in line with the set standard; so that waste is measured and appropriate action taken to correct the activity. There are also difficulties associated with personnel's accepting to give vital information which will be of help to the researcher.

7. Findings

1. From the data analysis it has been observed that consumer buys garments mostly as per their need (51%) and also when fund is available (32%). When fund is available consumer can buy from any garment shop (12%) and they choose other options (24%).
2. When it has been asked to customers regarding for whom they buy it has been observed that 40% of consumer buys their garments for self, 39% of consumer buys their garments for self, spouse, kids/children, relatives and friends.
3. In the preferences to buying the cloths, 36% consumers prefers casual dress, 23% consumers prefers formal dress, 21% consumers prefers casual, formal, traditional and sports, 17% consumers prefers sports dress and 3% consumers prefers traditional dress.
4. 46% of consumer prefers both readymade and tailor-made garments, 45% of consumer prefers readymade and 9% of consumer prefers tailor-made garments.
5. It has been observed that 46% of consumer prefers tailor-made shirt and trouser garments, 15% of consumer prefers tailor-made shirts, 14% of consumer prefers tailor-made Kameez, 13% of consumer prefers tailor-made trousers and 12% of consumer prefers tailor-made salwar.
6. In formal wears the preferences of the customers observed as 59% of consumer prefers to buy formal wear shirts, 15% of consumer prefers to buy formal wear trouser, 13% of consumer prefers to buy formal wear, 10% of consumer prefers to buy formal wear salwar kameez and 3% of consumer prefers to buy formal wear both shirt and trouser.
7. 85% of consumer prefers casual wear Jeans and T Shirts, 6% of consumer prefers casual wear Jeans, 6% of consumer prefers casual wear T-Shirts and 3% of consumer prefers others casual wear.
8. In casual wear preferences 49% of consumer prefers casual wear skirts and tops, 19% of consumer prefers casual wear jean and top, 17% of consumer prefers casual wear jeans and T shirt, 15% of consumer prefers others types casual wear.
9. It was observed that Planned buying behaviour impacted by Price as around 78% of the respondents agrees with the given statement. Only 12% of the respondents said

that their planned buying behaviour will not get affected by the factor price. Planned buying is a decision which takes place in advance. So from the above information it has been inferred that in advance planning Price plays a vital role.

10. When asked about the pricing factors and its importance in buying decision, respondents reflected that Price plays an important role in unplanned buying behaviour. Around 66% of the respondents said that they are agree with the statement. But at the same time 22% of the respondents said that they are not sure whether the price affects on unplanned buying decision. Unplanned buying behaviour is a behaviour when the buyer buys the product without any prior thinking or planning.

8. Conclusion

From the research, Customer preference and buying behaviour studied in point . The absence of behavioural control, either through motivation, incentives and the rest will short change the effect of cost control on profit growth, but if with all the conditions and measures management is able to focus on enlightening and of view of Garments in Mumbai city. From the analysis it has been observed that in garments shopping demographic factors, occupation, price impacts on buying decisions. Customers expected good quality products along with good quantity. Social media plays an important role in promotion of the garments. This study was restricted to Mumbai Suburban city only and Garments buying behaviour. So there may be different results will be observed in other cities. Overall it was a learning experience where researcher got an opportunity to understand the customers preferences and their expectation form garment industry in Mumbai city.

9. Suggestions

From the above findings, the following critical steps should be taken by the stakeholder to make cost of doing business bearable, which will in effect stimulates economic growth and stability in the productive sector of the economy:

- Effective cost control, including good responsibility accounting system, should be established by all business concerns in the country;
- Cost control should be in place in all the departments, most especially the production department, in order to make sure that units of finished goods are properly accounted for;

- Budget established should not remain fixed, but should be revised, when condition changes. This means that there should be attainable target, not the one that is beyond workers' capability given the resources at their disposal;

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17. A Study on Problems Faced by Rural Entrepreneurs in India

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Abstract

Every nation's growth strongly depends on the different sectors and their development. To develop any sector, there is a need for innovation and business. In a developing country like India, largely with rural and semi-rural areas, there is a greater opportunity to grow and develop. Hence, rural entrepreneurship is an essential and the paper reviewed the papers of different authors about the rural entrepreneurship that is there are some challenges and problems faced by rural entrepreneurs, qualities required to become a successful rural entrepreneur, remedial measures to overcome the problems, the advantages of rural entrepreneurship, grass-rooting innovators, various schemes of government and the opportunities available in rural entrepreneurship.

Introduction

Development of a nation depends on its growth in various sectors, in every sector there is a need for entrepreneurs who are resourceful and passionate to succeed and who are the pioneers on the frontline. "Entrepreneurship" is the term derived from the French word "entreprendre" and the German word "unternehmen", where both mean to "undertake". Peter Drucker defined 'entrepreneurship' as "entrepreneurship is not a state of being nor is it characterized by making plans that are not acted upon. It begins with action, creation of a new organization and it may or may not become self-sustaining and in fact, it may never earn significant revenues. But, when individuals create a new organization, then they have entered into the entrepreneurship paradigm".

Challenges in Rural Entrepreneurship

According to S. Jayadatta (2017), rural entrepreneurship is an important opportunity to develop, but the major contrary is rural entrepreneurs are facing the challenges such as lack of

basic amenities in the rural villages Particularly in developing nations. He specified the major problems are financial issues, conceptual ability, lack Of education and the living standards of rural mass. This paper found the challenges and problems of rural Entrepreneurs to improve their potentiality and the problems especially in the field of marketing of products, Basic amenities such as electricity, water supply, and transport facility financial amenities. Finally, the found The challenges and problems in the Indian market by en- cashing the possibilities and prospects of the same to Become a successful entrepreneur.

Problems in Rural Women Entrepreneurship

Vijay M. Kumbhar (2013) stated that women are considered as the essential human resource of any country And every state must try to utilize them as mediators of economic development and growth. The main Bottleneck for women entrepreneurship development in India is the traditional mindset of the society and Negligence of the state and respective authorities. Also women face the problems such as absence of balance Between family and career obligations of women, poor degree of financial freedom for women, absence of direct Ownership of the property to women, no awareness about capacities, low ability to bear risk etc. Hence, it is Found that there is a continuous need for awareness programs on a mass scale with the intention to make them To conduct business in various areas.

Qualities of a Successful Entrepreneur

Dr N Santhi and S Rajesh Kumar explained the qualities of a successful entrepreneur, creating a new Organization is not only entrepreneurship, it is all about the attitude to succeed in business. The main Qualities to become a successful entrepreneurs are as follows ‘to be a dreamer, to have inner drive to succeed, Be an innovator, to have an ability to organize, ready to take risk and decision making at the right time, be a Continuous learner and transparency in business and openness to change, should have negotiation skills and Must have strong belief in themselves. They have also elaborated the challenges that are faced by the rural Entrepreneurs like growth of mall culture, power failure, lack of technical know- how, infrastructure sickness.

Rural Women Entrepreneurship

According to Rakesh Kumar Gautam, Dr K Mishra (2016), rural women entrepreneurship will bring-in new Economic opportunities for women in rural areas and contribute to the overall development of rural and semi- rural Individuals who migrate to urban areas. They have discussed the issues and detailed the supporting element of Women entrepreneurship in rural

India. The research methodology they have used investigative research as The research has both exploratory and descriptive. The outcomes of the paper pictured that there is a lack of Balance between family and career obligations of women, poor degree of financial freedom and low risk Bearing ability, self- confidence, lack of technological awareness, absence of motivation and legal formalities

Remedial Measures

Dr Dilip Ch. Das (2014), described that the rural entrepreneurs could adopt the following remedial measures to Solve the problems. The different organizations like ICICI, SIDBI, NABARD, IFCI etc. are providing the amenities Which are required by rural entrepreneurs. Creating financial cells and the provision of concessional rates of Interest, offering training facilities, setting up the marketing co- operatives and proper provision of raw Materials.

Implementation of Globalization in Rural Entrepreneurship

Brijesh Patel and Kirit Chavla (2013) studied that the implementation of globalization in rural Entrepreneurship had a greater impact in its growth by giving free entry in world trade, technological Improvements, social and cultural development, and government assistance for international trade.

Advantages of Rural Entrepreneurship

Joel Jeadurai described the advantages of rural entrepreneurship such as utilization of the idle capital, Optimum utilization of the local resources, provision of employment opportunities, the migration of rural Population could be avoided, balanced regional growth, promotion of artistic activities, check on the social evils, Encourage the rural youth, improves the living standards, and equitable distribution of income. He also Identified the government schemes that are available for rural entrepreneurship in India, the Ministry of MSME Initiated various schemes in order to promote the rural entrepreneurs such as

- Entrepreneurship Development Institution Scheme,
- Rajiv Gandhi Udyami Mitra Yojana (RGUMY),
- Performance and Credit Rating Scheme (Implemented through NSIC),
- Product Development, Design Intervention and Packing (PRODIP),
- Khadi Karigar Janashree Bima Yojana for Khadi Artisans,
- Marketing Assistance Scheme.

According to Dr. Upasana (2019), India is known for its agriculture production, besides there exists a vast scope Of extending farm related activities. The study explained that the challenges of the rural entrepreneurs should Be used to motivate and to bring-in more involvement. When this is done, the rural economy would be the self-Reliant and dynamic. Thus, the Government should realize that there is a need to give incentives to corporate Houses in order to promote rural entrepreneurship.

Grassroots Innovators

Mansi Paul and Achla Sharma (2013) explained that any problem gives the new solution, rural people develops The grassroots innovators to solve their problems by solutions towards sustainable development, this has been Studied in the two districts of Bihar by studying the usability of the innovations and impacts of the innovations In the day- to day life of rural people. As a result, the maximum innovations were in the field of agriculture, Technology based and rural energy based and the local area people are being benefited.

Major Opportunities in Rural Entrepreneurship

Sathya (2019) explained the major opportunities that are in the rural entrepreneurship are (i) there develops The rural prosperity through better distribution of farm produces in the rural, (ii) reduction of disguised Employment opportunities due to entrepreneurial occupation to the rural youth, (iii) big co-operatives in the Rural will form the optimum and maximum utilization of the farm produces and the local resources.

Types of Rural Entrepreneurship

According to Dr. S. Vijaya Kumar (2016), the Indian rural sector is no longer primitive and isolated, hence when Entrepreneurships are encouraged in the rural and tribal society in large, in order to overcome the problems of Poverty, economic disparity, unemployment, living standards of people etc. The author used the secondary data For the study where it has been classified the types of rural entrepreneurship like

- individual entrepreneurship,
- group entrepreneurship,
- cluster formation entrepreneurship,
- co- operative entrepreneurship.

Some of the disadvantages of rural entrepreneurship are specified as endangered the existence of rural entrepreneurs and survival of rural industries, global slowdown, insecurity, outsourcing,

Government Schemes

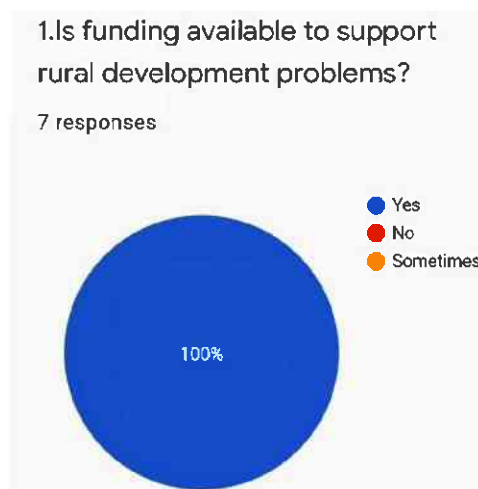
Saud Ilahi (2018) explained the current scenario of rural entrepreneurship in India, the different schemes of government for reviving traditional industries and rural entrepreneurship has been explained to develop and support the rural industries, to provide financial assistance, skill development training , infrastructure development and marketing assistance. The various schemes discussed are

- SFURTI- Scheme of Fund for Regeneration of Traditional Industries,
- ASPIRE- A Scheme for Promoting Innovation, Rural Industry and Entrepreneurship,
- CGTMSE- Credit Guarantee Scheme for Micro and Small Entreprises,
- CLCSS- Credit Linked Capital Subsidy Scheme.

Sudipta Ghosh (2011), attempted to understand the issues and challenges for rural entrepreneurship development in India and as a conclusion indicated that providing the right information, adequate credit and continuous motivation at the right time through rural monitoring programme by the government, bankers, panchayat leaders, voluntary organizations would support the rural entrepreneurship to grow , discrimination et

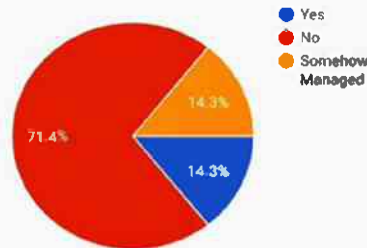
Research Methodology – Survey Method

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



2. The people of rural areas are satisfied with the development they have?

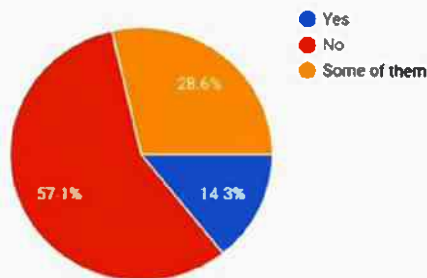
7 responses



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 are satisfied with the development and the rest 14.3% have neutral opinions.

3. Do all villages in India are fully developed

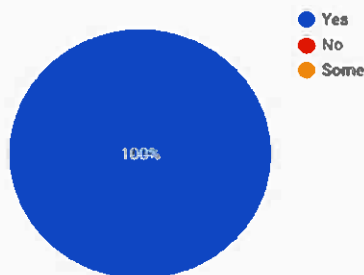
7 responses



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

4. Do rural ares still face the problem of water crisis?

7 responses



Conclusion

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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18. A Study on GST (Goods and Services Tax)

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Executive Summary

In India, the most population is of the middle elegance and decrease center class wherein people either belong to provider magnificence or they depend on agriculture for his or her dwelling. This paper is an analysis of the effect of GST (goods and services Tax) on Indian Tax scenario. The good and services tax (GST) is that the most important and enormous tax reform for the reason that year 1947. The primary idea of GST is to require over current taxes like VAT, excise duty, carrier tax and nuisance tax. GST are going to be levied on manufacturing of sales and intake of services and products and is predicted to cope with the tumble impact of the prevailing tax structure and bring about uniting the economically. GST is a new tale of VAT which gives a giant setoff for enter tax credit and includes many oblique taxes from nation and countrywide stage. The main intention of GST is to make one, unified marketplace which can gain inside the development of economic system. India may be a democratic us of a and for this reason the GST are going to be applied parallel with the aid of the significant and state governments respectively. In this article, I actually have discussed GST and highlighted at the objectives of it. therefore, I additionally positioned a light-weight on the viable demanding situations, threats, and possibilities that GST brings to reinforce the free business enterprise. In the end, the paper examines and attracts out a conclusion.

1.1 Introduction

Taxation is the inherent strength of the state to impose and demand contribution upon folks, homes, or proper for the motive of generating sales for public functions. Authorities make use of this revenue to pay squaddies and police to build dams and road, to operate schools and hospitals, to provide meals to the terrible and medical care centers and many others., and loads of different purposes. So, taxes are taken into consideration to be the essential resources of contemporary authorities normally 90% or extra in their earnings. Without taxes all the ones sports do no longer takes location and the authorities couldn't exist.

1.2 Characteristics

The essential **characteristics** of taxes are

- a. It is an enforced contribution.
- b. It is generally payable by money.
- c. It is proportionate in character, usually based on ability to pay.
- d. It is levied on person and property with the jurisdiction of the state.
- e. It is levied for public purpose.

2.1 Introduction to Research Methodology

Research methodology is a systematic process of analyzing and selecting the best method to conduct research. The research methodology consists of the following stages such as identifying the research problem, formulation of research design, designing the sample, collection of data, processing of data, analysis and interpretation, drawing conclusions and providing recommendations, and preparing the research report.

2.2 Research Topic/Problem

Scientific research is a systematic process undertaken to study the research problem and to arrive at a conclusion. Each research problem is unique and requires a special emphasis and approach. One way to face the uniqueness of every problem is to tailor the research work according to the need of each problem. It is often said that - **a well- defined problem is half solved**. In our case the topic is – A Study on GST Registration and its awareness among people.

2.3 Objective of the Study

In order to get a right solution, clearly defined objectives are very important because it leads the right direction. The objective of my research is -

1. To study the concept of GST & its Registration Process.
2. To study who are liable and not liable, & have compulsory registration for GST & its cancellation process.
3. To study about the procedure of GST Registration in India.

2.4 Scope of the Study

This study will help us to examine the impact of GST after its implementation, it will show the gap between present indirect taxes and GST, & also the study will show benefits and challenges which GST may face after implementation. All the points stated

here are in the view or the perspective of the people or the users, so, it excludes the perspective of the GST Register Holders.

2.5 Limitation of the Study

The main limitation of this study is time constraint.

There might be Biased-approach in filling up the questionnaire. All the data collected may not be precise.

Here the cost factor is also limited because this research is not gone under proof reading.

The sample size for the research is small in size i.e. 60 surveys which does not represent the whole population of India.

The area taken to do research is also small in size due to time factor.

Sample Size for the Research

Sample size – 60 people survey

2.6 Research Method

In this research, the Survey through Questionnaire method is used. It is a list of questions related to one topic. The questionnaire is probably the most used and most abused of the data gathering devices. It is easy to prepare and to administer. Normally used where one cannot see personally all of the people from whom he desires responses or where there is no particular reason to see them personally.

2.7 Data Collection

Data collection source is mainly divided into two types :1) Primary Source 2) Secondary Source

Primary Data

The primary data is collected from the first-hand information. In this method a questionnaire is prepared and then send to people to collect responses through online or offline modes. Online method is easier to get data as compared to offline mode.

Secondary Data

The secondary data is the second-hand information data. It is collected through many ways such as, Books, Magazines, Articles, Websites, Newspaper etc..

3.1 Literature Review

The applicable literature of each national and global studies pupils for this topic is reviewed as below –

Dr. G. Sunitha and P. Satischandra broadly mentioned about GST in their studies paper titled “goods and service Tax (GST): As a new route in Tax Reforms in Indian economy”. The authors have attempted to give an explanation for the concept of GST and unique fashions of GST. they also targeted on the effect of GST on Indian markets. in keeping with them the present-day tax shape is the principle hurdle for growth of Indian financial system. New tax shape of GST will eliminate this hurdle and boosts Indian economic system.

Dr. R. Vasanth Gopal concluded in “GST in India: A huge soar in the indirect Taxation machine” in worldwide journal of trade, Economics and Finance, Vol. 2, No. 2, April 2011 that GST might be booming Indian financial system. consistent with him India is stricken by complicated tax device. GST will supply a boost to the Indian financial system.

4.1 Data Analysis, Interpretation and Presentation

This research underneath is purely done on number one data. The under suggests diverse factors on the studies subject matter. the conclusion and analysis are accomplished on the facts amassed by using the respondents. From the following page, we are able to see the simple percentage method of analysis achieved on the basis of questionnaire prepared and the statistics gathered is proven in bar graph, pie- diagram, clustered graph to recognize the amassed facts in an smooth way.

Graph1: Number of respondents classified into males and females.

	Respondents	Percentage
Males	37	62%
Females	23	38%
Total	60	100%

Total female respondents are 23 people and the male respondents are 37 people. The number of female respondents is 38.3% while the number of male respondents is 61.7%. From this, we can conclude that the number of female respondents is less as compared to male respondents.

Graph2: Number of respondents classified under age groups.

	Respondents	Percentage
0 to 20	3	5%
21 to 40	56	93.3%
41 to 60	1	1.7%
60 & above	0	0%

the age of 20 - 5%, from 21 to 40 – 93.3%, from 41 to 60 – 1.7% and 60&above are 0%. The number of respondents for the age group of less than 20 are 3, from 21 to 40 are 56, from 41 to 60 is 1 and from 60&above is zero respondent i.e. no responses. The highest population is from the age group of 21 to 40 years and the lowest population of age group from 60& above. The population below 20 years of age & from 40 to 60 years is at moderate level.

Graph3: Number of respondents on the basis of qualification of education.

	Respondents	Percentage
10th	0	0%
10+2	1	1.7%
Graduation	44	73.3%
Post-Graduation	15	25%
Doctoral Degree	0	0%

The respondents with 10+2 are 1.7% of the population, the population with graduate degree were of 73% and with post-graduate degree were 25%. There is 1 number of respondents with 10+2, 44 with Graduation and 15 people with post-Graduation degree. The highest number of populations having Graduation degree.

Graph4: Number of respondents on the basis of Occupation.

	Respondents	Percentage
Student	44	73.3%
Self-Employed	3	5%
Employee	12	20%
Others	1	1.7%

The maximum population is of students of 73.3% with 44 respondents and the lowest being the other with 1.4%. The percentage of 20% is of employees with 12 respondents & the percentage of 5% are self-employed with 3 respondents

Graph 5: Number of respondents who Agree or Disagree with the following Statement.

‘The Cost of GST Registration is Zero & the Government is not planning to charge to anytime soon.’

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Number of Respondents	26	15	12	6	1
Percentage	43.3%	25%	20%	10%	1.7%

With the above chart, we can conclude that there are maximum number of people who have a strong agreement regarding the given statement with the percentage of 43.3% i.e. 26 respondents. And 1.7% of the population i.e. only 1 respondent strongly disagree with the statement. 20% of the respondents are neutral with the statement. 25% of the population agree with the given statement. They believe that the cost of GST Registration is Zero and the government is not planning to charge anytime soon..

Graph 6: Number of respondents agreeing to the law that the it is compulsory to register under GST if the turnover exceeds 20 lakhs (10 lakhs in case of North East India).

	Respondents	Percentage
Yes	49	81.7%
No	3	5%
May be	8	13.3%

49 respondents i.e. 82% of the population of India agrees that the law states, it is necessary to register under GST if the turnover exceeds Rs. 20 Lakhs (Rs. 10 Lakhs in case of North East States.); which is the highest percentage as they believe that it is the law. 13% of the given population is on the fence about the law that is they are not sure what this law states. And the lowest percentage of 5% states that the law is not right. 5% of the overall population thinks that there is no such law stating compulsion for registration under GST.

Graph 7: Number of respondents showing whether PAN is mandatory for obtaining registration.

	Respondents	Percentage
Yes	52	86.7%
No	0	0%
May be	8	13.3%

As we know that a PAN is mandatory for obtaining registration under GST. Here, 86.7% percentage of the population thinks that it is necessary for PAN to obtain registration under GST; with the people of 52 respondents. 13.30% of the population are in a may be situation i.e. they are not sure if the PAN is mandatory for obtaining registration under GST or not. 8 respondents of the total population. There is no single respondent with a negation or no as their answer which indicates that the people are either fully aware or not sure whether PAN is mandatory for obtaining registration under GST.

Graph 8: Number of respondents agreeing that one can make changes after GST registration, if any changes occur.

	Respondents	Percentage
Yes	35	58.3%
No	2	3.3%
May be	23	38.3%

The numbers of 35 respondents with the percentage of 58.3% i.e. 50 and above believe that the necessary changes can be done even if the GST Registration is done. 38.3% of the population i.e. 23 respondents are not sure about it. They are in a may be situation i.e. not sure whether it may be possible do any changes or not. 3.3% i.e. 2 respondents believe that it is not possible to do any changes after one has done any registration under GST.

5.1 Conclusion & Suggestions

From the above research, we can conclude that most of the forms are filled by the people who are 20 years and above. 61.7% are male respondents and 38.3% are female respondents. The findings that can be drawn from the survey conducted by us can be summarized in the way; People are also aware that PAN is mandatory to register themselves under GST. They know that as per the law, every person has to register under GST if the total turnover exceeds Rs, 20 lakhs (Rs. 10 lakhs in case of North East States of India) with the given population of about more than 80%; which is great. If any error occurs one can make necessary changes even after the completion of registration under GST. 78.3% people have said that yes for GST companies have required to take the registration of each and every state separately if they are doing business in that state and 5% people have said that for GST companies have not required to take the registration of each and every state separately if they are doing business in that state.



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