



Peer Reviewed Refereed
and UGC Listed Journal
(Journal No. 40776)



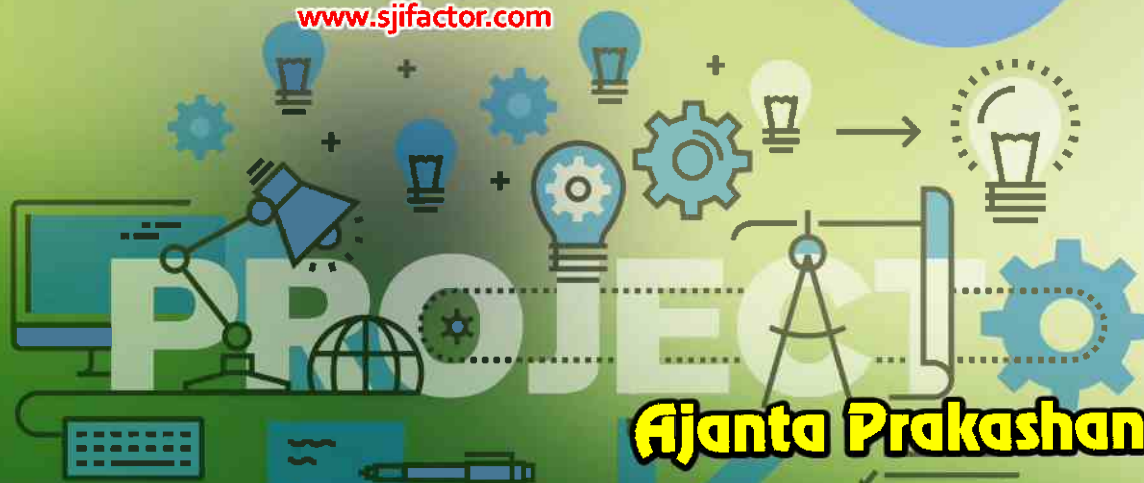
ISSN 2277 - 5730

AN INTERNATIONAL MULTIDISCIPLINARY
QUARTERLY RESEARCH JOURNAL

AJANTA

Volume - XI, Issue - I
January - March - 2022
Part - VII

Impact Factor / Indexing
2019 - 6.399
www.sjifactor.com



ISSN 2277 - 5730
AN INTERNATIONAL MULTIDISCIPLINARY
QUARTERLY RESEARCH JOURNAL

AJANTA

Volume - XI

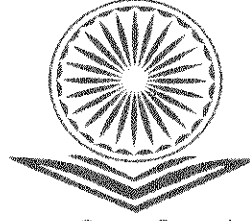
Issue - I

January - March - 2022

PART - VII

Peer Reviewed Refereed
and UGC Listed Journal

Journal No. 40776



ज्ञान-विज्ञान विमुक्तये

IMPACT FACTOR / INDEXING

2019 - 6.399

www.sjfactor.com

❖ **EDITOR** ❖

Asst. Prof. Vinay Shankarrao Hatole

M.Sc (Maths), M.B.A. (Mktg.), M.B.A. (H.R.),
M.Drama (Acting), M.Drama (Prod. & Dir.), M.Ed.

❖ **PUBLISHED BY** ❖



Ajanta Prakashan

Aurangabad. (M.S.)

The information and views expressed and the research content published in this journal, the sole responsibility lies entirely with the author(s) and does not reflect the official opinion of the Editorial Board, Advisory Committee and the Editor in Chief of the Journal "AJANTA".
Owner, printer & publisher Vinay S. Hatole has printed this journal at Ajanta Computer and Printers, Jaisingpura, University Gate, Aurangabad, also Published the same at Aurangabad.

Printed by

Ajanta Computer, Near University Gate, Jaisingpura, Aurangabad. (M.S.)

Printed by

Ajanta Computer, Near University Gate, Jaisingpura, Aurangabad. (M.S.)

Cell No. : 9579260877, 9822620877 Ph. No. : (0240) 2400877

E-mail : ajanta6060@gmail.com, www.ajantaprakashan.com

AJANTA - ISSN 2277 - 5730 - Impact Factor - 6.399 (www.sjifactor.com)



EDITORIAL BOARD



Prof. P. T. Srinivasan
Professor and Head Dept. of Management Studies,
University of Madras, Chennai.

Dr. Rana Pratap Singh
Professor & Dean, School for Environmental Sciences,
Dr. Babasaheb Bhimrao Ambedkar University
Raebareilly Road, Lucknow.

Dr. P. A. Koli
Professor and Head (Retdf.),
Dept. of Economics, Shivaji University, Kolhapur.

Dr. Kishore Kumar C. K.
Coordinator Dept. of P. G. Studies and Research in
Physical Education and Deputy Director of
Physical Education, Mangalore University, Mangalore.

Dr. Sadique Razaque
University Dept. of Psychology,
Vinoba Bhave University,
Hazaribagh, Jharkhand.

Dr. S. Karunanidhi
Professor & Head, Dept. of Psychology,
University of Madras.

Dr. Uttam Panchal
Vice Principal, Dept. of Commerce and
Management Science,
Deogiri College, Aurangabad.

Dr. Ganesh S. Chandanshive
Asst. Prof. & Head of Dept. in Lokkala Academy,
University of Mumbai, Mumbai.

Dr. Kailas Thombre
Research Guide and Asst. Prof.
Deogiri College Aurangabad.

Dr. Rushikesh B. Kamble
H.O.D. Marathi S. B. College of Arts and
Commerce, Aurangpura, Aurangabad. (M.S.)

Dr. Shekhar Gungurwar
Hindi Dept. Vasant Rao Naik
Mahavidyalaya Vasarni, Nanded.

Dr. Jagdish R. Baheti
H.O.D. S. N. J. B. College of Pharmacy,
Memnagar, A/P. Tal Chandwad, Dist. Nashik.

Dr. Manerao Dnyaneshwar Abhimanji
Asst. Prof. Marathwada College of Education,
Dr. Rafique Zakaria Campus, Aurangabad.

Memon Sohel Md Yusuf
Dept. of Commerce, Nizwa College
of Technology, Nizwa Oman.



PUBLISHED BY



Ajanta Prakashan

Aurangabad. (M.S.)



∞ CONTENTS OF PART - VII ∞

Sr. No.	Name & Author Name	Page No.
1	A Research Paper Work on a Study on Problem Solving Skill Related to Entrepreneurship Ajay Gupta Deepak Gupta	1-11
2	A Study of Social Entrepreneurship in India Ajay Kumar Baijnath Gupta	12-21
3	To Study the Common Traits in Successful Entrepreneurs Ajay Gupta Aditendra D. Dubey	22-29
4	In the Development of Entrepreneurship, the Importance of Leadership Skills Ruhi Main Jatin Passi	30-36
5	A Study about Entrepreneurship in India and its Promotion under Start up India Scheme Ruhi Main Rohan Chhari	37-42
6	The Literacy Rate among Women Entrepreneurs Shana Shaikh Farhan Khan	43-48
7	A Research Study on Significance of Rural Entrepreneurs for Economic Development Shana Shaikh Laksh Gupta	49-54
8	A Research Study on Significance and Challenges Faced by Rural Entrepreneurs for Economic Development Shana Shaikh Priyanka Upadhyay	55-60
9	A Study on Logistics Supply Chain and Distribution Management in India Shana Shaikh Hamza Halai	61-68

CONTENTS OF PART - VII

Sr. No.	Name & Author Name	Page No.
10	A Study on Franchisee Business - Lenskart Shana Shaikh Piyush Kamble	69-75
11	A Study on Quality Management System of Industry Shana Shaikh Dhrumil Hingu	76-82
12	A Study on “Various Conflict of Rural Entrepreneurship” Shana Shaikh Tahir Khan	83-93
13	A Study on 'Challenges Faced by Indian Rural Entrepreneurs and its Remedial Solutions' Shana Shaikh	94-101
14	A Study on The Process of Strategic Event Management Process Shana Shaikh Mehtab Idrisi	102-108
15	A Study on “Problems Faced by Women Entrepreneurs in India” Shana Shaikh Ritika Sharma	109-114
16	A Study on ‘Objectives and Challenges Faced by Women Entrepreneurship in India’ Shana Shaikh Sakshi Hitesh Jobalia	115-120
17	A Study on : Difficulties Faced By Women Entrepreneurs Shana Shaikh Anant Narendra Haldankar	121-128
18	A Study on Role of Rural Entrepreneurship in India Shana Shaikh Abhishek Jha	129-134
19	A Study on: Objectives of Event Management Shana Shaikh Nandini Jha	135-142

∞ CONTENTS OF PART - VII ∞

Sr. No.	Name & Author Name	Page No.
20	A Study on “Obstacles Faced by Rural Entrepreneurs” Shana Shaikh Chinmay Haldankar	143-150
21	A Study on “Financial Factors which Affect Women Entrepreneurs” Shana Shaikh Aditya Kadam	151-156
22	A Study on Brand Recognition of Franchise Business Shana Shaikh Jyoti Gupta	157-162

1. A Research Paper Work on a Study on Problem Solving Skill Related to Entrepreneurship

Ajay Gupta

Assistant Professor, BMS, ZSCT's Thakur Shyamnarayan Degree College, Kandivali, Mumbai.

Deepak Gupta

Research Student, ZSCT's Thakur Shyamnarayan Degree College, Kandivali, Mumbai.

Abstract

One of the most crucial parts of entrepreneurship is problem-solving. You'll be responsible for identifying and addressing challenges for your customers, partners, employees, and your firm as a whole as the founder of your company and the head of your team.

The question might be asked whether great entrepreneur-problem-solvers rely on their natural abilities to succeed, or if those abilities are developed over time. In any case, i would argue that successful entrepreneur's approach and solve challenges in a different way than most other professionals.

Universities engage in entrepreneurship education to improve social value production by recognizing new prospects for students. However, there haven't been enough empirical studies to see if present entrepreneurship education can be differentiated from other curricula to improve the opportunity recognition process. This study contends that it is critical for cognitive ability to appear as behavior when university students are recognizing new chances. The association between problem solving skill, innovation behaviors, and opportunity perception was scientifically validated for this purpose. This research was carried out on students enrolled in entrepreneurial education courses in mumbai universities. According to the findings of this study, problem solving skills had a favorable influence on innovation behavior and opportunity perception. The important parameter that partially moderated the association between problem solving abilities and innovation behavior was found as innovation behavior. The purpose of this study is to demonstrate the relationship between an individual's problem-solving abilities and the opportunity through inventive behavior and various learning methodologies to assist entrepreneurship education in designing better courses for the future. It has significant implications for strategic education, which can improve behavioral aspects of development.

Keywords

- Professional
- Entrepreneurship
- Value
- Services
- Abilities
- Problem solving
- Evaluation
- Critical thinking
- Adaptability

Objectives

1. To learn through working on problems in a problem-solving technique.
2. To get new information by confronting the challenges to be solved.
3. To observe, comprehend, analyze, interpret, discover answers, and carry out applications that lead to a comprehensive grasp of the subject.

Introduction

What is Entrepreneurship?

Entrepreneurship is the process of creating or extracting value. According to this definition, entrepreneurship is defined as change, which generally entails risk beyond what is normally encountered when starting a business, and which may include values other than monetary ones.

Who is an entrepreneur?

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

Literature Review

'Opportunity recognition' as a unit of analysis in entrepreneurship education Over the last 30 years, a generally focused examination in entrepreneurship research has been the 'opportunity,' most simply characterized as any scenario in which new products or services may be developed of production (Casson, 1982; Shane & Venkataraman,2000; Venkataraman, 1997).

Many definitions exist for opportunity recognition, but the most common is that opportunity is defined as a perceived method of creating economic value (i.e., profit) that has not previously been utilized and is not now being used by others. If opportunity is defined in this way, opportunity recognition may be described as a cognitive process (or process) that determines that a person has spotted an opportunity (Baron and Ensley, 2006). According to Kirzner (1997), the diffusion of knowledge in society influences the discovery of entrepreneurial chances, and that only a small percentage of entrepreneurs are aware of these opportunities that can find and recognize unique market opportunities. The process of identifying opportunities is also influenced by an individual's talent and discovery (Stevenson & Gumpert, 1985). People, for example, may miss out on chances owing to a lack of cognitive ability to modify external conditions (Stevenson & Gumpert, 1985). Only those who identify and value the presence of new chances will benefit from them (Ardichvili et al., 2003a, b; Shane & Venkataraman, 2000). Opportunity identification is a first phase in translating value into a company concept that creates value and generates money, distinguishing it from the more aggressive stages of comprehensive examination and development of identified prospects and potential economic value.

Entrepreneurship has been identified as a skill and a personality attribute by researchers. The survey of literature revealed the clear dispute. Future studies will necessitate specialized modelling and investigation to understand which elements have the most impact. Based on our findings, we presented broad frameworks that influence entrepreneurial development. This model will be used to select antecedents for our future studies. Variables may need to be investigated further in specific models.

- i. Entrepreneurial characteristics (EO) such as the ability to take risks, make decisions, create, imagine, sense and manage emotions, network, be social, and so on, influence entrepreneurial development in the context of various Indian and non-Indian settings.
- ii. The personality traits of the entrepreneur, their passion, socio-cognition, invention, culture, family history, and so on. These elements are related to EO. Culture, customs, traditions, family history, education, and socio-political settings all play important roles in launching, fostering, and nurturing entrepreneurship.
- iii. According to certain studies, entrepreneurship is not always characterized by orientation or autonomous personality traits, internal locus of control, and a desire for

autonomy. These studies take entrepreneurial qualities into consideration as antecedents.

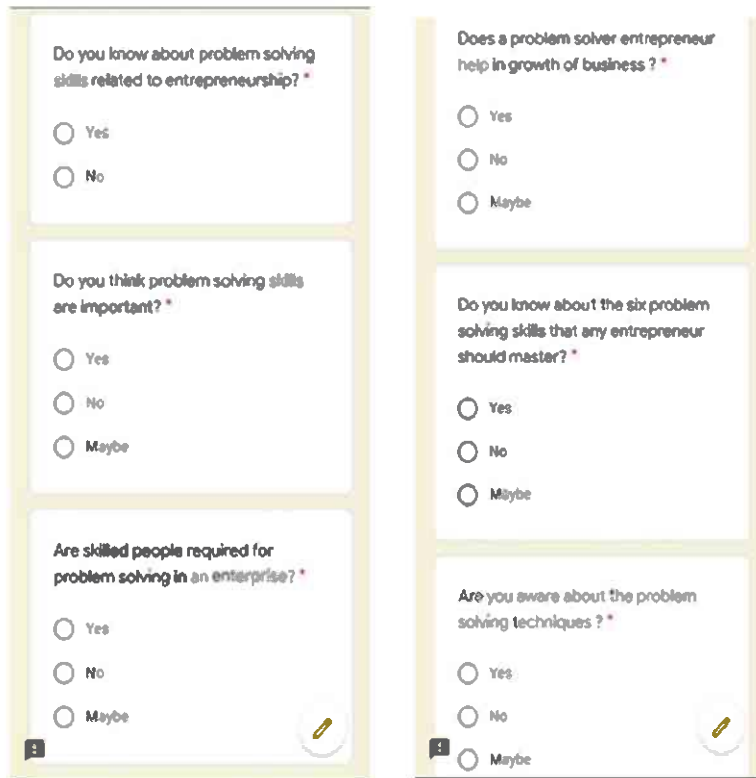
- iv. According to certain research, migration, unemployment, poverty, and/or unhappiness (Bouchard, and Basso, 2011) with existing employment drives individuals to start their own businesses.

Research Methodology

In this study, we employed the Questionnaire Method, in which we contacted participants and asked them questions concerning conflicts they encountered at an educational institute. The questions posed were designed to investigate how many people become involved in conflicts and how they resolve them.

According to our respondents, we received 15 responses from students, teachers, and non-teaching personnel. We personally contacted them in order for them to complete the online survey form. Many people took the initiative and filled out the forms using their email addresses and other information, which was kept private. There were no complaints expressed, and just the responses were used for the research paper.

The Questions are as follows



Main Content

Problem-solving abilities are crucial in life, and even more so in business. And they are especially important in the numerous steps involved in launching a business.

Regardless of your profession, industry, or way of life, problem solving is a part of everyday life.

First and foremost, what exactly is an entrepreneur? They are people who make ideas a reality and, as a result, are extremely important in our society. The entrepreneurial journey is fraught with ups and downs, and my ability to solve problems has helped me achieve great business success.

My problem-solving abilities have grown and improved over time as a result of experience and hearing about the experiences of other entrepreneurs, which is one of the reasons we created the lonely entrepreneur curriculum.

How to Develop Problem Solving Skills

When it comes to problem solving, each situation is unique and necessitates a unique approach each time. Some business challenges, such as bringing a new product to market and selling it online, can be extremely difficult, and their solutions may necessitate far more thought and critical evaluation than others.

Other problems are very simple and easy to solve, but no matter how big or complex a problem is, you will always need to find a viable solution.

Knowing how to evaluate each situation and look at outcomes on a holistic level, analyzing how your solutions will affect you or your business in the long run, is part of being a great problem solver.

In this article, we will demonstrate:

What are six problem solving skills?

- Critical Thinking
- Creativity/ Lateral Thinking
- Initiative
- Persistence
- Flexibility/Adaptability
- Self-Discipline.

The following are the six problem-solving skills that every entrepreneur should have:

1. Critical Thinking

When faced with a problem, most of us make snap decisions. We simply act on the first idea that comes to mind without taking the time to consider the issue at hand.

Critical thinking is the process of taking your time to logically digest the issue at hand before making a decision. You will use this skill to analyze all of the factors related to the problem and come to a suitable and satisfactory conclusion.

This problem-solving ability is especially important in business when making financial, legal, and employee decisions.

The ability to think critically about issues is essential for success in life and business.

2. Creativity/ Lateral Thinking

Lateral thinking is the ability to solve problems by thinking outside the box. In an article about the different types of entrepreneurs, we stated that there are innovators and imitators.

Imitators have a one-dimensional perspective on life and believe that solutions to one problem will work for all. Innovators, on the other hand, believe in approaching problems in novel ways.

It has to do with asking a lot of questions about the problem and coming to solid conclusions that lead to good solutions.

Allowing your mind to wander and dig deep into the problems at hand, going beyond the surface and using your critical thinking problem-solving skills to analyse each issue, is what creativity entails.

3. Initiative

Being self-motivated is essential for becoming a successful entrepreneur. Not only is it important for customer acquisition, but it also helps when you need to solve a problem.

Proactive entrepreneurs are constantly looking for new ways to do things, communicate with their employees, and improve their product or service, inadvertently lowering the risk of future problems. Entrepreneurial initiative develops over time and demonstrates that you are passionate about your product and determined to succeed; qualities that investors value.

Any good problem-solver knows how to research, find similarities between themselves and others, and use their initiative to seek out good solutions to problems, and being able to do so is part of being a good problem-solver.

4. Persistence

Persistence, determination, or perseverance are important characteristics of successful people. As previously stated, problems can manifest themselves in a variety of ways, some of which are technical in nature and others of which are financial in nature. Most of the time, the more complex the problem, the more critical thinking and perseverance are required.

Persistence is an important problem-solving skill that many people misunderstand. Being persistent does not always imply doing the same thing over and over and expecting a different outcome.

You must be wise in your decision-making and determined to achieve the best possible result through continuous evaluation.

5. Flexibility/Adaptability

The ability to be open-minded and open to new opportunities and change is referred to as flexibility or adaptability. This is true for the founders of Slack, a billion-dollar productivity software company that arose after the founder's attempt to create a video game failed.

You should be able to change your mind in response to changing situations or circumstances. When attempting to solve a problem, not all solutions will be successful. Some can backfire and leave you dissatisfied.

You will be able to solve a problem more effectively if you are adaptable. This is far superior to clinging to a single solution that isn't bearing fruit.

A person who is adaptable is also open to receiving suggestions from others.

6. Self-Discipline

Finally, when it comes to problem solving, you must be focused and disciplined. Regardless of how good you are at solving different problems, if you lack self-discipline, your efforts may go unnoticed. This is the ability to keep yourself under control and focused on finding solutions to problems.

Constantly evaluating situations and thinking critically about them necessitates a certain level of discipline, which is required for success.

You will be able to stay on track if you are self-disciplined and avoid being distracted by outside factors. This ability will also assist you in remaining fully committed to finding the best solutions each time.

What's the Ideal Method for Problem Solving?

- Ideal method of problem solving

When confronted with an issue, remember the IDEAL method:

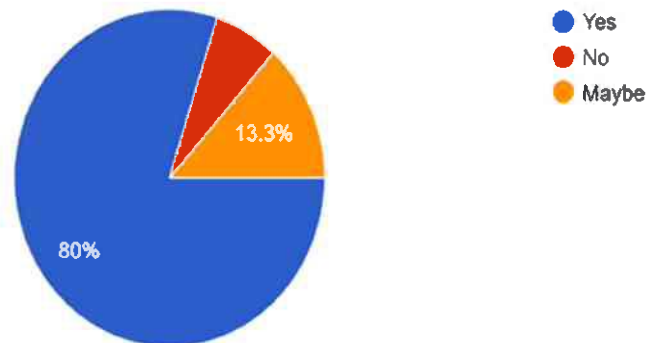
- Determine the issue
- Define the issue
- Consider your alternatives.
- Put a plan into action.
- Consider the ramifications.

Problem-solving abilities are not impossible to develop, but they do necessitate perseverance

Findings

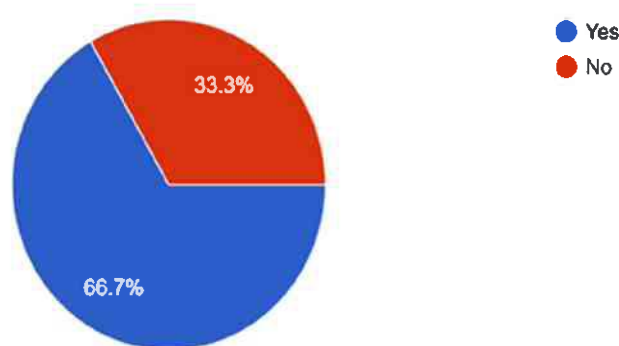
Do you think problem solving skills are important?

15 responses

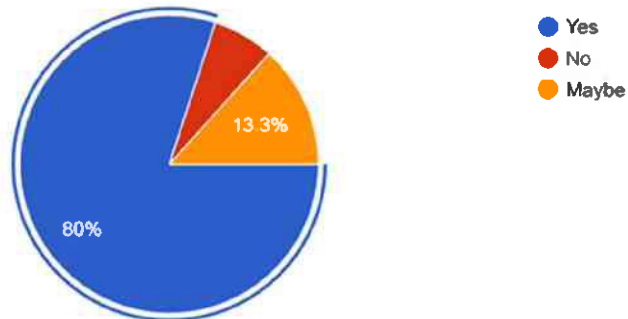


Do you know about problem solving skills related to entrepreneurship?

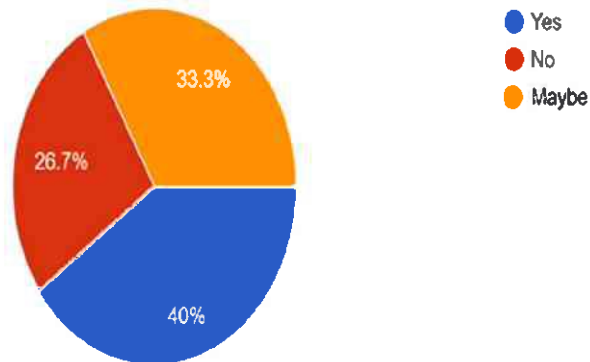
15 responses



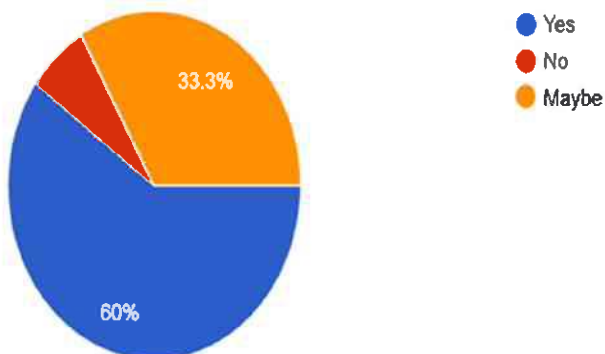
Does a problem solver entrepreneur help in growth of business ?
15 responses



Do you know about the six problem solving skills that any entrepreneur should master?
15 responses

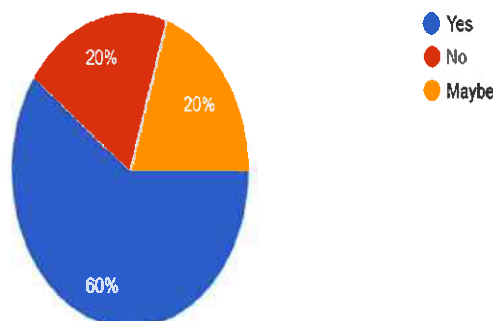


Are skilled people required for problem solving in an enterprise?
15 responses



Are you aware about the problem solving techniques ?

15 responses



Conclusion

Problem solving is a process, not an end result. As a result, making a decision based solely on the final output is incorrect. Problem solving encompasses all of the processes that occur during the problem-solving process. It is critical to determine and evaluate what sort of attempts kids make and how they discover a solution because the issue-solving process begins with recognizing the problem. People learn about the situation, apply to sources, and collect data. The person who solves the problem generates certain hypotheses based on the data received, makes appropriate choices among them, and finds a solution.

As a consequence of individual comments, it is known in this study that Individuals have certain misunderstandings regarding problems and problem-solving skills, which may be remedied. However, it was discovered at the conclusion of this study that if kids are given opportunity, their problem-solving abilities may be strengthened. Planning the course with activities such as narrative style and scenarios has a favorable impact on the course's attitude. This point should not be overlooked while charting a route. This also improves persons problem-solving abilities. It was discovered in this study that individuals discuss their results on their own before open sessions, which promotes collaboration and a good attitude in the course as person's responsibility, self-confidence, and self-sufficiency may all be improved.

Person that employs brain storming in problem solving procedures improve their speaking, agreement, and collaboration skills. Individual acquire empathy, compromise, and share responsibility for the choice by reasoning on the outcomes and making elections. Finally, youngsters may be autonomous evaluators in their employment by analyzing their mistakes and choices.

It makes no difference what kind of issue you are dealing with. What matters most is how you resolve it. These six problem-solving skills will come in handy whenever you are faced with

a difficult situation. If you want to be a successful businessman, you must learn how to solve problems. Work on and improve the problem-solving abilities that every entrepreneur should have. You must be able to lead your team in problem solving.

Suggestions

Business problems require different approaches; they require different levels of problem-solving skills.

- Some business problems are easy to solve.
- On the other hand, others demand a lot more thought and a thorough, skillful, and mature approach.
- The fact remains that when you decide to start a business, you have to hone your problem-solving skills.
- This particular skills-set is one of the more important traits of an entrepreneur.
- Additionally, a smart business owner knows how to identify potential problem areas.
- He/she should then begin to look for solutions to the problem.
- The following are some of the reasons why problem-solving skills are vital in the workplace.
- It assists you in resolving and avoiding risky situations.
- While it is critical to know everything there is to know about the industry in which you work, knowledge alone is insufficient.

You must be prepared for difficult situations. You must also use the appropriate problem-solving tools to handle them. You must understand what methodical strategy to take in order to solve the problem and prevent it from growing more serious.

Reference

- <https://en.wikipedia.org/wiki/Entrepreneurship>
- <https://www.entrepreneur.com/article/303407>
- <https://www.businesstown.com/6-problem-solving-skills-every-entrepreneur-should-have/>
- <https://smallbusinessify.com>
- <https://www.researchgate.net>

2. A Study of Social Entrepreneurship in India

Ajay Kumar Baijnath Gupta

Assistant Professor, BMS, ZSCT's Thakur Shyamnarayan Degree College, Kandivali, Mumbai.

1. Abstract

Social entrepreneurship has become the buzz word in India and around the world. In nature, people have found the concept of philanthropy to be appealing. Typically, entrepreneurship is associated with economic operations that are brutally profit-oriented while ignoring social advantages or societal well-being. In recent years, the notion has taken on new identities and shapes, and it has gained acceptance in a broader range of contexts. Some of India's most important organizations have embraced this way of doing business and helped to impact the society in a very beneficial way.

This article offers a comprehensive examination of a wide range of themes relevant to social entrepreneurship, including the conceptual framework and method of social entrepreneurship. It further discusses similarity and contrast between social and economic entrepreneurship along with explaining the traits for a social entrepreneur. The study also discusses themes such as social needs and social innovations from the standpoint of entrepreneurship.

2. Key Words- Social entrepreneurship, Social Innovation, Social needs, Social entrepreneurs, Economic entrepreneurs.

3. Objective of the Study

The objectives of this research study have been chosen to keep the importance and rationality of the research title in mind. The present study is based on specific objectives, which it justifies as:

1. To learn the fundamentals of social entrepreneurship.
2. To draw attention to the roles and responsibilities of social entrepreneurs in Indian society.
3. To Research the total impact of social entrepreneurship and social enterprises in India.

4. Introduction

Entrepreneurship is the driving force behind economic progress; any economic development that occurs is solely due to the dominant force of entrepreneurship. Entrepreneurship was initially utilized in a business/economic context by a French economist Richard Cantillon in the 18th century, who related it with business risks and uncertainty bearing. The primary goal of social entrepreneurship differs from the conventional goals of entrepreneurship in that it combines social and economic rewards. Social entrepreneurship is simply another sort of entrepreneurship with particular features such as profit, sales, and innovation. The difference is that it is not entirely dependent on or stressed upon profit making; rather, it prioritizes social reforms and social gains over personal gains. For a long time, India has been in desperate need of social entrepreneurship and may gain even more from it. Some social enterprises in India are altering the face of society by rebalancing the social imbalance.

5. Literature Review

Previous work on the topic under consideration is incorporated into the literature review. A literature study is also required to fully comprehend the nature of the research issue so that the researcher may tailor his approach to the research topic. The following is a review of the literature for the current study:

1. According to a study titled "Young Social Entrepreneurs in Canada" published by the Canadian Centre for Social Entrepreneurship (2003), "social entrepreneurship is characterized by an emphasis on 'social innovation via entrepreneurial solutions.' Socially entrepreneurial activities blur the conventional distinctions between the public, private, and non-profit sectors, concentrating on hybrid for-profit and non-profit models. This notion implies cross-sectoral collaboration as well as the development of radical new approaches to long-standing and intricate social/economic concerns. In the last decade, both the concept and practice of social entrepreneurship have grown in popularity in the United States and the United Kingdom.
2. Earnest and Young write in their study "Social Entrepreneurship-Emerging Business Prospects" about the importance of social entrepreneurship. " (2014) that "In many countries, the role of the government in the socioeconomic area is evolving toward privatization of public obligations. "According to research on the activities of social businesses in Europe, social entrepreneurs focus on social services, employment and

training, the environment (including cleantech and bio-systems), education, and community development. Between 2012 and 2014, the number of FTEs working in Dutch social companies climbed by 12%.² Young professionals, in particular, appreciate the reputation of social enterprises above typical businesses that are only concerned with profit maximization."

3. Cross-sectoral partnerships, as well as the creation of radical new responses to long-standing and complicated social/economic challenges, are implied in this concept. In the recent decade, both the concept and practice of social entrepreneurship have gained popularity in the United States and the United Kingdom. As a result, major organizational and institutional resources have been mobilized in both of these nations to encourage and support emerging social entrepreneurs and their activities."
4. Singh, Pratap, Dr. In his research paper titled "Social Entrepreneurship- A Growing Trend in Indian Economy" (2012), he emphasizes that "Social entrepreneurship is the identification of a social problem and the application of entrepreneurial principles to organize, create, and manage a social venture in order to achieve a desired social change." "Thus, the primary purpose of social entrepreneurship is to widen the scope of social, cultural, and environmental aims. Social entrepreneurs are often connected with the volunteer and not-for-profit sectors; however, this does not mean that they cannot make a profit.

6. Main Content

Meaning and Definition of Social Entrepreneurship

Social entrepreneurship is a significant branch of entrepreneurship; it is more than philanthropy and has a stronger and more far-reaching impact on social change/upliftment in disadvantaged countries. "Social entrepreneurship" refers to a type of project that is both charitable and for profit. A social entrepreneur's job, according to Wikipedia, is "social entrepreneurship." This definition of social entrepreneurship clearly identifies the following basic components of social entrepreneurship:

- It is carried out by a unique group of people known as social entrepreneurs.
- It is a circumstance in which a social problem is discovered and treated via the use of entrepreneurial concepts.

- A social business is a venture founded by social entrepreneurs, with a primary focus on social solutions for prevalent societal issues.

"The process of recognizing and creating opportunities to improve society is known as social entrepreneurship. "They develop a mentality based on best practices in both the business and non-profit worlds in order to create strategies that maximize their social impact by addressing social inequities and issues." These entrepreneurs may be found in a variety of organizations, including big and small businesses, new and old businesses, religious and secular organizations, and non-profit, for-profit, and hybrid businesses. These organizations are referred to as the "social sector."

Who is a Social Entrepreneur?

Social entrepreneurs are business owners who focus on social entrepreneurship. They possess all of the characteristics of an economic entrepreneur, with the driving energy coming from societal disparities and insufficiencies. They seek non-personal gains rather than monetary rewards, and the fundamental goal of their existence is to serve society rather than profit. This type of invention is known as "Social Innovation".

Ashoka's CEO, Chair, and Founder, Bill Drayton

"Social entrepreneurs identify and actively pursue possibilities to produce sustainable solutions to social issues continually innovate, adapt, and learn act boldly, not constrained by present resources, and hold them accountable for-"

- Achieving their intended societal impact; as well as
- Using resources to their full potential. It is vital to notice that all of these traits are identical to those of an economic entrepreneur.

Contribution of Social Entrepreneurship / Entrepreneurs in India

As a developing country, India faces its own set of societal difficulties and social development issues. In recent years, various startups/new enterprises have emerged with the goal of delivering long-term solutions to societal challenges while also profiting. This makes a difference in both economic and social entrepreneurship since the form of profit is everything. The necessity for social entrepreneurship in the Indian setting is also critical, as most products and services are geared at higher-end clients and individuals with limited resources. There are several examples of people choosing social entrepreneurship over economic entrepreneurship, and government and other factors have played a significant role in this.

1. Social entrepreneurship focuses on the deprived/weak segments of society; in India, about 27 crore people live in such situations. As a result, social entrepreneurship becomes significant, and it is most needed for improving this group of individuals.
2. Social entrepreneurship prioritizes social benefits above profits. This aids in obtaining high-quality goods and services at reasonable pricing.
3. Societal entrepreneurship addresses social issues such as illiteracy, girl child abuse, funding, health, drinkable water, and so forth. Social entrepreneurship contributes to the resolution of these social issues by relying on local resources and employing entrepreneurial concepts. In that circumstance, social entrepreneurship is required to mitigate the effects of societal issues.
4. Social entrepreneurship, like any other field of entrepreneurship, innovates, but in a somewhat different way. Because they are concerned with social issues, this type of invention is known as social innovation. Finding the most original and distinctive answer to social problems is what social innovation is all about.

Social Entrepreneurship in India

1. In Maharashtra, Zero Miles is constructing multi-utility drinking water centers in Maharashtra to bring people together for community development.
2. Traditional Indian crafts and craftsmanship can gain immensely from social business access to internet and urban markets.
3. Ziveli is a social venture that brings Manipur's kauna craft to the globe.
4. In a nation where women frequently trek for kilometers to search and collect drinking water for their family, the Water Maker initiative to create water from thin air is nothing short of miraculous.

The vast bulk of social entrepreneurship is concentrated in rural and semi-urban areas. As the need for social firms grows, so do the number of social firms. Social entrepreneurship encompasses a wide range of activities, from cottage industry to village generated items. It is also developing in the education and health sectors, with the goal of providing low-cost education and care.

Social Entrepreneurs in India

According to Asian entrepreneurs, "social entrepreneurs are those daring, daredevils who drive deep into society's pressing problems and try to find solutions". The current situation in

India sets a positive tone for social entrepreneurs in countries like India. There are just a few distinctions between economic and social entrepreneurs, the most important being their field of activity and the clientele they serve. The following are some instances of social entrepreneurs in India operating in various fields of social entrepreneurship:

1. Jeroo Billmoria-Jeroo Bilimoria is a successful social entrepreneur and the creator of multiple worldwide non-governmental organizations (NGOs).
2. Ajaita Shah—Business Week named her the most influential leader under 30 after she spent five years with SKS Microfinance and Ujjivan Financial Services. Being a 2012 Echoing Green Fellow will help 30 million rural families over the next three years.
3. Harish Hande- SELCO's founder, he has a reputation for constructing 120,000 systems in Karnataka, with the goal of making renewable resources the primary source of electricity in rural India. As a detail-obsessed watcher, he later developed into an inventor and a social entrepreneur.
4. Sushmita Ghosh-She mostly deals with rural Indian craft and restoration, leading to the current success of Rangasutra (a for-profit company) and selling through FabIndia.

Social entrepreneurs are making a big difference in the quality of life of people in rural and semi-urban regions, mostly through infusing creativity and capitalizing on local economic possibilities.

Basic Traits/Characteristics of Social Entrepreneurship

- The core characteristics of social entrepreneurship include looking for solutions to deal with social issues/problems in a more inventive and entrepreneurial manner. Societal entrepreneurship begins with the discovery of a social issue or lack, and then proceeds to methodically analyse the identified problem. Then, via their social companies, social entrepreneurs use new approaches to tackle societal problems. The features of social entrepreneurship that are typically found in social entrepreneurship are as follows:
- Social entrepreneurship, like any other sector of business, involves risks and uncertainty in establishing a social entrepreneur.
- Creating social values is one of the most important and distinctive traits of social entrepreneurship.
- Unlike economic entrepreneurship, social entrepreneurship focuses on creating social value along with economic value.

Apart from these characteristics/traits of social entrepreneurship, there are several other traits which set it apart from rest of the branches of entrepreneurship.

Roles and Responsibilities of Social Entrepreneurs towards India Society

India provides the finest conditions for social entrepreneurship to thrive and expand to its full potential. Any entrepreneur's obligation is high and conspicuous in nature, but when it comes to social entrepreneurship or social entrepreneurs, they are unavoidable for societal upliftment. Unselfish people who apply entrepreneurial and management abilities for societal advantages are the only ones who can create social value, social gains, and social reforms. These altruistic individuals are referred as social entrepreneurs.

- Social entrepreneurs have the ability to affect society through their one-of-a-kind product or service targeted at social upliftment.
- Their role begins with identifying the social problem which concerns everybody rather than certain sect of people in society.
- One of the important roles which social entrepreneurs have to play in India society is to make visible changes in societies with social balancing approach.
- Social entrepreneurs must use constructive strategies to eliminate societal disparities.
- Apart from the roles and responsibilities mentioned above, there are certain other roles and responsibilities as well which are shouldered by social entrepreneurs.

Challenges Faced by Social Entrepreneurship in India

Social entrepreneurship, like any other field of social business, is fraught with difficulties. All of the obstacles are either controllable or uncontrollable, but they are all manageable. The obstacles of social entrepreneurship are somewhat and fundamentally different from those of economic enterprise. Some of the major problems confronting social entrepreneurship in India are listed below.

- Confusion with social work- Social entrepreneurship is mostly in India is confused with social work, hence it is
- Unable to make a mark as an individual entity in India.
- Arranging finance- One of the challenges for entrepreneurship in India remains lack of financial sources.
- Objectively defining and conveying values- An major problem of social entrepreneurship is clearly setting and communicating values.

- Individuals are being elevated- The most evident and visible task for social entrepreneurship is to lift people out of their current situation by providing good and meaningful chances.

Measures to Face Challenges Effectively

There is no question that social entrepreneurship has several problems, and these challenges are increasing with the passage of time and the dynamics of society. To address the current (described above) issues, social entrepreneurs must take care and pay attention to the smallest aspects. The list of problems confronting social entrepreneurship is not exhaustive, and several additional challenges exist in addition to those listed.

- Appropriate training and development institutions- The government should establish certain specialized councils and organizations to facilitate the systematic growth of social entrepreneurship.
- Providing infrastructure and basic facilities- Government and other stake holders must work on the basic facilities to the social entrepreneurship.
- Social entrepreneurship development programmers- Like entrepreneurship development programmers, social entrepreneurship programmers must be organized time to time to help social entrepreneurship.
- Social entrepreneurship funding- If the social entrepreneurship funding issue is overcome, the greatest amount of obstacles faced by social entrepreneurship may be controlled correctly.
- Awards and public felicitation- Time to time on proper and prestigious platforms social entrepreneurs must be publicly awarded for their exception/distinct contribution as a social entrepreneur.

7. Research Methodology

The descriptive character of the research approach used during the research investigation. The data gathering is done on a secondary basis,. The study's data and information are derived from a variety of secondary sources. Various papers and studies, as well as publications on social entrepreneurship, have been cited in this study. The major goal of the research is to discover the fundamental concept of social entrepreneurship; the data collection and research methods have been chosen with this goal in mind. The following are the sources from which the data for this study was gathered:

1. Various industry agencies' reports, such as CII, ASSOCHAM, and FICCI, have been appropriately referred to for the study.
2. Publicly available reports from government agencies such as the Ministry of Commerce and Industries
3. For the inputs, research publications on related themes were used.
4. For the information, web sites connected to the issue were employed.
5. Websites and published materials of social enterprises operating in India and throughout the world.

8. Conclusion

Social entrepreneurship has the potential to transform the face of society in India; there have been several examples and initiatives that have been operated under the banner of social entrepreneurship and have proven to be life-changing for individuals in the surrounding area. Societal entrepreneurship, in particular, has higher potential in India, where social concerns are in full swing. Social entrepreneurship is a one-of-a-kind blend of entrepreneurial and philanthropic characteristics. Products and services in social entrepreneurship are designed to have the greatest possible social effect while also producing a significant profit for the company. Here, the firm's operating area is often the area/region that is generally disregarded by large firms of economic entrepreneurship.

9. Suggestion

In ways, social entrepreneurship's product and service offerings are highly distinctive and meet societal needs. This is an example of entrepreneurial qualities being used to a social cause/problem. Aside from it, all of the fundamental features of entrepreneurship are comparable to those of its father entrepreneurship. If the government and other stakeholders can properly address the obstacles of social entrepreneurship, social entrepreneurship would be without a question the most significant instrument with the potential to transform the very face of society in India.

10. References

- Dr, "Social Entrepreneurship: A Growing Trend in Indian Economy", International Journal of Innovations in Engineering and Technology (IJET), Vol.1
- Daru, Mahesh U. and Gaur, Ashok, "Social entrepreneurship- a way to bring social change", Innovative journal of business and management, ISSN No.22774947, 2013.3.

- M.A positive theory of social entrepreneurship.
- Faculty and research working papers.
- Report on "Social entrepreneurship Emerging business opportunities creating value for society" by Earnest and Young, 2014.
- Report on "Social Entrepreneurship in India-Unlocking the unlimited opportunities", by swished India, 2015.
- Bielefeld, "Wolfgang Issues in social enterprise and social entrepreneurship.
- Johnson, Sherrill, "Young Social Entrepreneurs in Canada".
- Canadian Centre for Social Entrepreneurship School of Business University of Alberta, 2003. Derived from www.ub.edu/empenedoriasocial/.../Young%20Social%20Entrepreneurs%20in%20Ca...

Web links

1. <http://www.thebetterindia.com/topics/social-enterprise/>
2. <http://www.asianentrepreneur.org/top-10-social-entrepreneurs-of-india/>
3. https://en.wikipedia.org/wiki/Bunker_Roy

3. To Study the Common Traits in Successful Entrepreneurs

Ajay Gupta

Assistant Professor, BMS, ZSCT's Thakur Shyamnarayan Degree College, Kandivali, Mumbai.

Aditendra D. Dubey

Research Student, ZSCT's Thakur Shyamnarayan Degree College, Kandivali, Mumbai.

Abstract

The study examines common traits in entrepreneurs that enhances high performance culture in the Business. It analyses how entrepreneurial traits and behaviors affects the Business environment and Employees efficiency for higher Performance as well as Productivity. The research statements that assisted the study were: how did rich people become so wealthy?; Traits highly common in entrepreneurs; & habits or rituals that enhances high performance culture in the business. I have referred to various articles of researchers & entrepreneurs to understand the topic thoroughly. For instance - An article of November 2017 by 'Sari Pekkala Kerr, Wellesley College; William R. Kerr, Harvard Business School & NBER; and Tina Xu, Wellesley College' that highlights and discusses some baseline personality traits of entrepreneurs. The article also talks about the heterogeneity and diversified nature of entrepreneurs. Interviews of wealthy entrepreneurs & key insights of the books like Think and Grow Rich have also helped me.

Key Words: Entrepreneurs, success, rich habits, high performance culture, Commonalities in traits.

Objectives

Motive behind this research paper is,

- To find out why very few entrepreneurs and their organizations are highly successful.
- To learn about the traits common in those entrepreneurs.
- To comprehend how these traits or rituals help them create an environment that enhances high performance culture.

Introduction

According to the most recent United Nations estimates elaborated by Worldometer, the current world pollution is around **7.9 billion**, and still counting. Out of which the entrepreneurs

are around **582 million**. Well, talking about the Wealthiest ones, there are just **2,755 billionaire entrepreneurs** all over the globe. Now, how they reached where they are is what this research paper is all about. Also, I want the readers know about the traits which are very common in successful entrepreneurs. What were the things, rituals or habits they did that enhances high performance culture & led them towards success and attaining greatness in their respective work, back then in the past, and even today.

Literature Review

The purpose behind this research is absolutely simple. Its to find out how do a very small count of entrepreneurs in the business fraternity are so successful. I have chosen ‘secondary method’ to give justice to this topic, reason being the topic itself which is very prevalent as a discussion in the business fraternity, and essential as well. I have gone through educational, business and entrepreneurial websites. I have referred to a 2017 article by Harvard University students. I have also referred to few books to understand the topic deeply. At the end I would like to recommend that in order to be successful you have to have that ‘Mindset’ in you.

Traits Highly Common in Successful Entrepreneurs

Vision

Successful entrepreneurs have a resilient long term-vision. Simon Sinek, a british-american author and speaker, in one of his interviews say that Vision is an idea transformed into purpose which is believed to be bigger than the visionaries who follows it.

In his first ted talk, in 2009, he spoke about how knowing your why can help you discover your vision. Sinek said that those entrepreneurs who are highly successful were clear about their vision, & were aware of why they do what they do.

For example, Steve jobs, owner of the apple company, through his vision statement, conveyed to his customers what they believe and that WHY his company exists in the first place. He commence his Vision/Mission statement with WHY he did what he did, followed by HOW he did what he did. This kind of communication pattern with customers is often common in those entrepreneurs who are very much clear about their vision.

Obsessiveness

International sales expert Grant Cardone says that obsession is “*the domination of one’s thoughts or feelings by a persistent idea, image, or desire*”. Not just entrepreneurs but many

other professionals like athletes, musicians, actors, writers, investors, etc., who are highly successful were intrinsically obsessives.

Now, how does this obsessiveness benefits them?

- Obsession gives you courage.
- Obsession makes you a master of time and scheduling.
- Obsession exhorts thought and innovation.
- Obsession equips your focus and energy.
- Obsessive people never give up.
- Obsessive people make responsive decisions.
- Obsessive people seek mentors.
- Obsession beats talent.

Leadership

Great Leaders nurture the strengths and talents of their people and build teams committed to achieving common goals.

Following are some leadership qualities common in entrepreneurs:

- Share their vision
- Lead by example
- Demonstrate integrity
- Communicate effectively
- Make hard decisions
- Recognise Success
- Empower others
- Motivate and inspire

Specialized Knowledge

Napolean Hill, in his book 'Think & Grows Rich', talks about this trait in chapter 6. He said that successful people never stop acquiring informations & knowledge related to their purpose, business or profession. According to Hill, successful entrepreneurs acquire knowledge through, Personal observations. Experiences & education available through cooperation of others. Information's from Collage & universities. (ones related to their goal)

Public Libraries

Special training courses

Social communications

Business seminars, And so on.

Imagination

Napolean Hill deeply mentions the importance of imagination in the 7th chapter of his book 'think & grow rich'. According to his theory, not just great leaders of business, finance and industry, but great artists, musicians, poets, and writers became great because they developed the faculty of Creative Imagination. They have this tendency to **foresee into the future**.

Elon Musk, Jeff Bezos, Mark Zuckerberg, Richard Branson, Anita Roddick, Steve Jobs, Henry Ford, Bill Gates, Thomas J. Watson, Larry Ellison, Robert Klark Graham and Warren Buffett are one of the great personalities who through their imagination visualized their success paths to a great extent.

Organized Planning

Neil Patel, entrepreneur and angel investor, in his article (of 18/02/2016) talks about some of the tricks and hacks that successful entrepreneurs use to keep their day organized no matter what.

- Super organized entrepreneurs review their goals every day.
- Super organized entrepreneurs know how to schedule their tasks.
- They work on the one thing that will move their business forward.
- Super organized entrepreneurs choose a few major tasks for the day.
- Super organized entrepreneurs delegate.

Decision

According to Napolean Hill, quality of taking prompt decisions is one of the most essential characteristics of successful entrepreneurs. Being prompt in decisions doesn't mean quick. Its means taking a calculative & sound decisions. Hill's analysis of several hundred people who had accumulated fortunes well beyond the million-dollar mark disclosed the fact that everyone of them had the habit of reaching decisions promptly, and had the tendency to alter those decisions slowly. Hill talks about few fundamentals to keep in mind: Believe in yourself & never depend on others to reach your own decisions. Get the facts & informations from others if it's relevant to your purpose without knowing them what you're up to. Make sure you take prompt and sound decisions. Once the decisions are taken, stick to it unless it's essential to alter the same. Keep your own counsel.

Persistence

“The Ladder Of Success Is Never Crowded At The Top”. What it means is, to attain great fortune and wealth you have to put in the consistent efforts as its very crucial in order to induce your faith into the process & achieve your goals.

Napoleon Hill in chapter 10 of ‘think and grow rich’ talks about How To Develop Persistence. The necessary steps are as follows:

A definite purpose backed by a burning desire for its fulfillment. A definite plan, expressed in continuous action. A mind closed tightly against all negative and discouraging influences, including negative suggestions of relatives, friends, and acquaintances. A friendly alliance with one or more persons who will encourage you to follow through both plan and purpose.

According to Hill’s theory & research, it is believed that the above given steps may control your economic destiny; lead to freedom and independence of thought; lead to riches, in small or great quantities; and lead your way to power, fame, and worldly recognition. They are the steps that guarantee favourable “breaks”; convert dreams into physical realities; and also lead to the mastery of fear, discouragement & indifference.

Entrepreneurs like Jeff Bezos, Jack Ma, Elon Musk, Charles Koch, Warren Buffett, John Paul DeJoria, Mark Cuban, Nitin Kamath & Nikhil Kamath, Mukesh Ambani and many more, are the ones who started their journey right from the scratch. However, they stayed persistent to become one of the most successful entrepreneurs.

Habits or Rituals That Enhances High-performance Culture in the Business

American research and advisory firm Gartner define a high-performance culture as “a physical or virtual environment designed to make workers as effective and efficient as possible in supporting business goals and providing value.”

According to Brendon Burchard, author of the book ‘High Performance Habits’, there are 2 factors that high-performing entrepreneurs possessed: Essential habits – as it helps them exceed all the expectations in every field, and Self-Esteem – as it helps them overcome challenges.

Following are the Six habits of successful entrepreneurs that Enhances High-performance culture

High Performers Have Clear Goals

High performers are those who pose important life questions throughout the year. This habit is called 'seeking clarity' and underpins goal-orientedness. Its essential as it provides a powerful aim and clear concentration on areas like self-awareness, social environment, honing skills, and providing a service.

High Performers Maintain Their Health

Burchard states that this habit is supported by neuroscience. Research has found that learning and memory neurons are created in the brains while doing exercise or any other physical activity. Also, doing mental activities like meditation, positive vision of life, etc. increases the pre-frontal cortex of our brain that enhances brain's higher-order functions.

High Performers Utilize Inner and Outer Anticipations

Increasing the degree of potential loss generally enhances performance. Thus, Burchard believes that high performers raises their necessity. They have internal motives that they consolidate with external commitments. This consolidation offers another form of motivation that improves their chances of success. Subsequently, winning becomes their necessity.

High Performers Stay Focused

High-performing Entrepreneurs focus on increasing their productivity, getting prolific quality outputs, and proper utilization of time to master the distinction between essential and trivial works. This helps them to put-in all the energy into the assignments that will help them to catapult towards success.

High Performers Exercise Gratitude

Most of the entrepreneurs have 'The Giving Mentality'. They consistently develop enduring bonds irrespective of their success levels, they recognize and appreciate good work in all the employees, and has the ability to understand the struggles & ambitions of others. These bonds are built upon appreciativeness and gratefulness.

High Performers Are Adventurous

High performers adopt boldness and deeply intertwined with adopting a positive outlook during difficult circumstances. They are aware that risks are associated with the greater chance

of failure. However, they prepare and take steps to overcome these fears. They view every potential failure associated with risk as an opportunity for self-improvement.

Research Methodology

My approach for this topic was to split it into 3 research statements. These statements were the three core pillars that helped me get into the depth of my topic. I had used secondary method for my thesis and collected majorly qualitative & some quantitative data through multiple websites, Few books & videos. Most of my data was derived from various articles published by authors and entrepreneurs as well. I have synthesized my content slightly in a descriptive way & analyzed the data thematically to interpret the patterns and meaning in a concise way. Due to the diversity of this topic, I had gone through various literatures & founded some key insights that could be used for my content. Also, some sections of the research were based on my standpoint.

Conclusion

There are many aspects and layers to this topic. However, I've tried to make the paper as knowledgeable as possible in a concise way. Consequently, there're two things I wanted to share. First & foremost, entrepreneurs are great learners. This might be because they see their goals more as a necessity, and so they never stop learning. Second, this notion of necessity makes them one the hardest workers in the room i.e. no matter what they never step back from putting in the efforts. Many researches have been done on this concept, nonetheless, there are theories underdeveloped due to emperical challenges faced by researchers. Still several studies say that successful entrepreneurs never stop consciously conditioning and strengthening their habits as it majorly helps them to achieve real success i.e. holistic, long-term success.

Suggestion

After reading several articles, key insights of the books, and watching interviews of wealthy entrepreneurs, I have come across the fact that the journey to Success begins the moment our preferences for comfort and certainty are overruled by a greater purpose that requires challenge and contribution. For any entrepreneur & its organization to grow, it needs to develop a skill of building remarkable trust among their employees. Also, its essential to create a productive environment for employees where great ideas can be discovered. Lastly, I would like to suggest that inorder to acquire entrepreneurial success, one needs to have a clear sense of WHY. What's your purpose & why your company exists in the first place. Its this clarity that

helps you to connect with people who find themselves as a good fit into your organization. It helps you to meet people who believe in what you believe and are inspired to work for something bigger than themselves.

References

- <https://www.hbs.edu>
- <https://www.worldometers.info>
- <https://www.oberlo.in>
- <https://www.businessinsider.in>
- <https://www.uropeanbusinessreview.com>
- <https://www.forbes.com>
- <https://www.businessinsider.com>
- <https://www.quora.com>
- <http://youtube.com/TED>
- <https://www.optimalmeasures.com>
- Books referred:-
- ‘Think And Growth Rich’ by Napoleon Hill. Published by Manjul publishing house Pvt. Ltd. In the year 2013.
- ‘High Performance Habits’ by Brendon Burchard. Published by Hay House Inc. in the year 2017.
- ‘Start With Why’ by Simon Sinek. Published by The Penguin Group Penguin Books Ltd. In the year 2009.

4. In the Development of Entrepreneurship, the Importance of Leadership Skills

Ruhi Main

Assistant Professor, BMS, ZSCT's Thakur Shyamnarayan Degree College, Kandivali, Mumbai.

Jatin Passi

Research Student, ZSCT's Thakur Shyamnarayan Degree College, Kandivali, Mumbai.

Abstract

Along with other variables such as land, labour, and capital, entrepreneurs are referred to as the fourth 'factor of production.' It is a full-time job that needs commitment and hard work. They are creators of markets, owners, producers, decision-makers, and risk-takers. They create jobs, which is why they are said to as the "backbone" of a country's economic success. In this technology, entrepreneurship refers to a person's willingness to establish a new business endeavour by taking a risk and managing it.

Keywords: Entrepreneur, Business Success, Managerial skills, Entrepreneurship development, Programmes, Skills

Objectives of the Study

1. To know the importance of leadership skills in entrepreneurship.
2. To create awareness among the people.

Introduction

Entrepreneurship is associate intentional action conducted by a personal or a gaggle of connected people with the goal of initiating, maintaining, and increasing profit through the creation and distribution of economic merchandise and services. Entrepreneurship is that the method of creating a brand-new business. It's the method of deciding to pursue a career in business by researching market choices and mobilizing accessible resources. Those who have the bravery to supply and share an inspiration, a product, or a service are referred to as entrepreneurs. They try to create the market a higher place wherever consumers' needs will be met. According to studies conducted therefore so much, one of the main factors in the rise of entrepreneurship performance is having entrepreneurial skills. Generally, having the talent to found out a business causes that folks in a very society lead to entrepreneurship as a result of one of the explanations hindering entrepreneurship is that the lack of ability of people to make business. Entrepreneurs have continually moon-faced restrictions and obstacles within the course

of their entrepreneurship. Failure to acknowledge these limitations or lack of efforts to eliminate or cut back them has junction rectifier to the failure of society to use their skills or capabilities.

According to GEM researches, the upper levels of skills and talents of people in the business begin can increase the extent of the emergent entrepreneurship⁴. It implies that skills associated with the business begin are one amongst the foremost moving factors on emergent entrepreneurship.

Research Methodology

This research is basically done from primary as well as secondary data. It is collected from books, own data, websites and suggestions etc.

Main Content

An entrepreneurship development programme has been characterised as a programme that helps a person in improving his entrepreneurial motivation and learning the skills and capacities needed to effectively perform his entrepreneurial role. People with inactive entrepreneurial qualities are recognized, motivated to start a new industrial venture, trained in managing the unit, and led in all elements of beginning a company through entrepreneurship development programmes. In the field of entrepreneurial skills, totally different classes have been studied in numerous researches. Casimiro categorizes entrepreneurial skills in four teams together with technical skills, social skills, tool skills, and management skills. During this class, management skills embody organizing skills, human resources management skills, and money and business activities (Casimiro, 2003). In another class, Lichtenstein and Lyons place entrepreneurial skills in four classes together with technical skills social control skills, entrepreneurial skills, and personal maturity skills. The elements of social control skills in this class embody management, marketing, financial, legal, body and higher order ability.

But one amongst the foremost vital classes that is that the base of gift study is that the class conferred by Henry M. Robert Hisrich and archangel Peters. In this classification, entrepreneurial skills is categorized in 3 teams as well as technical, personal and social control skills (Hisrich and peters, 2002). Components of entrepreneurial management skills underneath this class embrace designing and goal setting, call - creating, human relations, marketing, venture launch, money and accounting skills, management, control and negotiation and growth management.

Gujarat's Entrepreneurship Development Program (EDP) was launched in 1970 with the support of the Gujarat Industrial Investment Corporation. EDP covers the following steps: infrastructure arrangements, potential entrepreneur selection, enterprise identification, actual

training programme, training staff selection, training technique selection, and monitoring, among others.

The program's goals are to:

- a. Foster entrepreneurial growth in the country.
- b. Make the best use of existing resources.
- c. Economic development of underdeveloped regions and socially disadvantaged groups.
- d. The creation of job opportunities.
- e. Increasing the number of small and medium-sized businesses.

Start up India

A start-up is outlined as a corporation with its headquarters in Asian country that has been operating for fewer than 10 years and has an annual turnover of but Rs. 100 crores. The government has already started the I:MADE programme to help Indian entrepreneurs in making ten large integer mobile app start-ups as a part of this goal. The gesture Banks theme (Pradhan Mantri gesture Yojana) is AN Indian government effort that intends to grant low-interest microfinance loans to entrepreneurs from low-income backgrounds.

One of the Asian nation government's goals is to form Asian country a nation of job producers rather than jobseekers. As a result, the governmentt must foster and develop innovation-based entrepreneurship.

Start-up Asian nation is associate initiative of the govt. of India. It fully was launched in 2016. It aims at building and setting will nurture start-ups among the country. So that, property process and large scale employment opportunities is generated. The government of Asian nation announced begin India action organize that focuses on the following area:-

1. Simplification and handholding:- Compliance procedures for start-ups are going to be created simple. If necessary, polishing off will be allowed on means basis.
2. Funding and incentives support:- Government can participate in funding method indirectly in the approach of tax exemptions allowed in capital gains and revenue enhancement etc.
3. Trade partnership and growth:- Government is proposing to introduce commence fests, to supply pre-evolution coaching, to line up evolutors with the assistance of personal sectors.

Objectives of Startups

- Encourage entrepreneurship within the country.
- Promote India as a start up hub across the world.

- Rs. 10,000 Crore startup funding pool.
- Self-glorification compliance.
- Liberty from tax for first 3 years of operation.
- Liberty from capital gains tax for first 3 years of operation.

Stand-up India Scheme for financing SC and ST and/or Women entrepreneurs.

Objectives of the Stand-up India Scheme

The objective of the stand-up India theme is to facilitate bank loans between Rs.10 Lakh and Rs. 1 Crore to a minimum of one scheduled caste (SC) or scheduled tribe (ST) recipient and a minimum of one lady recipient per bank branch for putting in place a Greenfield company. This company could be in producing, commercialism or service sector. Just in case of non-individual company a minimum of 51% of the property associated dominant stake ought to be control by either an SC/ST or lady entrepreneur.

Eligibility

- SC/ST and/or women entrepreneurs, on top of eighteen years older.
- Loans beneath the scheme are offered for less than inexperienced field project. It signifies, the primary time company of the beneficiary within the producing or services or commercialism sector.
- In case of non-individual company, 51% of the shareholdings and dominant stake ought to be command by either SC/ST and/or ladies entrepreneurs.

Nature of Loan

Composite loan (inclusive of term loan and dealing capital) between Rs. 10 Lakh and up to Rs. 1 Crore Lakh.

Purpose of Loan

For fixing a replacement company in producing, commerce and repair sector by SC/ST/Women businessperson.

Size of Loan

Composite loan of 75% of the project price comprehensive of term loan and dealing capital. However, it'll not be applicable if the borrower's contribution together with convergence support from the other theme exceeds 25% of the project price.

Interest Rate

The rate of interest would be the lowest appropriate rate of the bank for that class (rating category) to not exceed [base rate (MCLR) + 3% + Tenor premium].

Security

Besides a primary security, the loan could also be secured by collateral security or guarantee of credit guarantee fund scheme for stand-up Bharat loans (CGFSIL) as determined by the banks.

The loan is owed in seven years with the most prohibition amount of eighteen months.

Conclusion

So, start up India and Stand up India is a scheme with a new body and an existing soul that is now under the care and nourishment of our Prime Minister. Which aided in attracting the necessary attention from potential benefit seekers, as well as new entrepreneurs generating novel non-existing items and services that may also add value to existing products and services. This programme primarily focuses on product development and manufacturing. As a result, before seeking, one must gather all relevant information on the criteria. The Pioneer Education Institution is a powerhouse with youth blood in making the project a success and advancing India's economy in the future, making it a profitable Centre for fresh invention and thinking. The results demonstrate that, among other things, the competence of venture launch has the greatest impact on business performance. The generic character of this skill can be cited as a contributing factor. Formal education and previous experience in economic activities are two primary characteristics that cause people to be excellent in this talent, according to the definition offered in the theoretical framework of this research. This is a talent that encompasses a variety of others, and it might be regarded a precondition for obtaining the others because prior business experience may have exposed you to a variety of entrepreneurial skills unknowingly. Negotiation ability had the least impact on corporate performance as well. The explanation for this could be the microstructure of the examined enterprises, which are limited to local clients, and the noted entrepreneurs' lack of need or willingness to improve negotiating skills. The other aspects, such as management and decision-making, are also important.

Due to the very fact that the social control skills of entrepreneurship and its impact on the performance and success of the many entrepreneurs have been powerfully stressed, the importance and the necessity of strengthening the management skills of entrepreneurs and providing the essential infrastructures for teaching these skills are conspicuously evident. The results of this study are useful to the policy manufacturers and also the practitioners of developing entrepreneurship coaching courses.

Suggestions

Promoting culture and instilling the requirement of teaching entrepreneurial skills to entrepreneurs are two of the most important acts that policymakers should priorities in the realm

of entrepreneurship. The next step is to create a curriculum for training programmes, taking into account the proportion of topics related to the situations of entrepreneurs and their educational needs. It's also a good idea to use practical training methods like field visits to successful entrepreneurs' businesses. Also, because the skill of venture lunch is the most important skill for entrepreneurs, it is recommended that it be taught to entrepreneurs who are running their businesses as well as people who want to start one as training workshops, courses, and lectures by eminent professors and successful entrepreneurs, as well as in a classified curriculum at various levels. Furthermore, it is suggested that academics conduct studies to examine the impact of other aspects of entrepreneurial talents, such as technical and personal skills, on business performance. As a supplementary option, more research into the need evaluation and accomplishments of entrepreneurial managerial abilities is proposed.

Moreover, it is suggested to the researchers to do studies to think about the influence of alternative parts of entrepreneurial skills, as well as technical and personal skills on business success. Also, the more study is usually recommended on the want assessment and achievements of social control skills of entrepreneurship as a further choice.

Literature Review

Some studies have checked out the impact of bourgeoisie skills on entrepreneur performance, consistent with a review of the literature. A piece of writing by Smith, WL, et al (2007), as an example, are often quoted here. Management skills square measure outlined during this study because the talents needed to coordinate work on a commonplace. It conjointly includes the findings of Associate in nursing searching study on the importance and use of those talents for people who wish to start out a business. These skills, consistent with the findings, square measure essential for entrepreneurs' firm beginning and growth. Msoka Elizabeth M, (2013) did a lot of analysis during this space, examining the impact of entrepreneurial skills on the success of tiny and medium corporations in hand by girls in African country. The findings incontestable a link between entrepreneurial experience and therefore the performance of tiny enterprises. This can be because of the actual fact that academic instruction results in triple-crown business operations. Consistent with the findings of this study, girls need coaching in business designing, selling skills, accounting data, and client service talents to run triple-crown enterprises. The results of the same study conducted by Ezeani, N. S (2012) within the field of entrepreneurial skills needed by business connected graduates for triple-crown operation of a commercial enterprise in Enugu business Center and geographic area discovered that management skills, selling skills, and accounting skills square measure needed for triple-crown

operation of a commercial enterprise. In general, these studies counsel that achieving entrepreneurial success and progress within the geographical point necessitates the event of specific skills and competencies. This study, that aims to clarify the role of entrepreneurial social control skills in business success, employs a comprehensive framework of entrepreneurial skills and reviews social control skills supported studies conducted by Hisrich and Peters (2002), also as business success indicators supported Gorgiveski, et al (2011), that encompass 10 key indicators, to look at the impact of the mentioned skills on bourgeois success.

Reference

- Ladzani , W.M. AND Van Vuuren, J.J. 2002. Entrepreneurship coaching for rising SMEs in Republic of South Africa. *Journal of little Business Management*,
- Lazear E. P. (2005) Entrepreneurship. *Journal of Labor economic science* 23(4): 649-680. autoimmune disorder freethinker F. D. and Winterton J. (2005) what's competence? *Human Resource Development International* 8(1): 27-46
- Roy Lichtenstein, G. A., and Lyons, T.S. (1996). *Incubating New Enterprises: A Guide to self-made observe*. Washington, DC: The poplar tree Institute. Littrell, R., Montgomery, E. (2006).
- "Chinese urban Entrepreneurial worth in the Free market socialist Revolution in southern china". New York: press Msoka Elizabeth M, (2013) "Do Entrepreneurship Skills Have associate degree Influence on the Performance of girls closely-held Enterprises in Africa?"
- Case of small and little Enterprises in Dar einsteinium Salaam, Tanzania" *International Journal of Business, Humanities and Technology* Vol. 3 No. 3; March 2013 Nabavi, Aziz.
- (2002) "Principles of Accounting" Didar Publication. Volume 1.p.5 Pirnia Ahmad, (2003) *strategic systems designing management* Eaz Asian nation publications. Rezaeian, Ali(2004) "Principles of Management" Samt publication. Smilor, R. W. 1997.
- Entrepreneurship: Reflections on a subversive activity. *Journal of Business Venturing*,12: 341–346. Smith ,William L., Schallenkamp, Ken, Eichholz, Douglas E. (2007) "
- Entrepreneurial skills assessment: associate degree wildcat study" *Int. J. of Management and Enterprise Development*, 2007 Vol.4, No.2, pp.179 – 201 lapidator, J.A., Freeman, R.E. & Gilbert, D.R. (1995). "Management" Englewood Cliffs, NJ: tyro Hall, p. 12.

5. A Study about Entrepreneurship in India and its Promotion under Start up India Scheme

Ruhi Main

Assistant Professor, BMS, ZSCT's Thakur Shyamnarayan Degree College, Kandivali, Mumbai.

Rohan Chhari

Research Student, ZSCT's Thakur Shyamnarayan Degree College, Kandivali, Mumbai.

Abstract

Labor, capital, land, and entrepreneurs are all variables in the factor of production. Entrepreneurs are those who take risks when making critical decisions; they are the proprietors and producers of their own work, and their primary purpose is to generate jobs, which is why they are referred to as the "backbone" of a country's economy. It is a full-time job that refers to an individual's willingness to start a new company venture by taking a risk and managing it.

Keywords : Entrepreneurship, Startup India, Promotion, Business, Risk

Objectives of the Study

1. To study the promotion tricks of startups in India.
2. To create awareness among the people.

Introduction

Entrepreneurs are persons who can recognise and perceive the presence of business prospects in any situation. They will take advantage of these opportunities to develop new items by experimenting with new production processes in various markets. They will also operate in a variety of ways, utilising a variety of resources to generate profit. It is crucial to emphasise that, while most entrepreneurial enterprises begin small, their owners do not have to be small-scale entrepreneurs.. They could be large business owners who are attempting to test the waters before investing heavily in the company. Small business owners fear taking risks, but successful entrepreneurs are creative and know how to make money in a business setting, even when the stakes are high. In truth, innovation is the lifeblood of any type of entrepreneur; it is one of the weapons that allows them to obtain a competitive advantage over the market's established players.

Roles of an Entrepreneur

- Economic Change
- Social Change
- Technological Change

These are referred to as behavioral roles. All entrepreneurs have these common characteristics and decide to become an entrepreneur due to the factors or circumstances in their lives which made them think the way they do.

To do their work effectively and operate a successful business, these entrepreneurs should perform certain roles. These roles are the same as the basic managerial roles. All such roles are listed out in detail as follows –

Main Content

Numerous studies in the subject of entrepreneurial skills have looked at a variety of classes. Entrepreneurial skills, together with technical skills, social skills, tool skills, and management skills, are divided into four groups by Casimiro. Organizing skills, human resource management abilities, and money and business operations are all covered in this session (Casimiro, 2003). In a separate class, Lichtenstein and Lyons group entrepreneurial talents with technical skills, social control skills, entrepreneurial skills, and personal maturity skills into four categories. Management, marketing, financial, legal, bodily, and higher order ability are all parts of social control skills in this class. The class granted by Henry M. Robert Hisrich and archangel Peters, however, is one of the most important classes that forms the foundation of gift study. Entrepreneurial skills, as well as technical, personal, and social control skills, are divided into three groups in this classification (Hisrich and peters, 2002).. With the help of the Gujarat Industrial Investment Corporation, Gujarat's Entrepreneurship Development Program (EDP) was created in 1970. Infrastructure setups, potential entrepreneur selection, enterprise identification, actual training programme, training personnel selection, training technique selection, and monitoring are only a few of the phases covered by EDP..

The Importance of Leadership in the Workplace

A team leader has a variety of features and characteristics that motivate team members to follow him or her has a number of traits and characteristics that encourage team members to follow him or her. Team leaders are born with specific characteristics, such as compassion and honesty, or they develop leadership skills through formal education and experience. Effective

leadership may create trust in the team and help to the department's success through increased team productivity. The next sections look at why leadership is so important in the workplace and how people can improve their leadership abilities.

Focuses the team and propels them ahead. A team's focus is maintained by a leader who clearly defines goals and explains objectives so that everyone on the team is aware of the ultimate goal they are working toward. They also set and enforce deadlines to keep the team on track and moving forward. Checking on each team member's development and assisting them in resolving any concerns before they become major issues is one way an excellent leader does this. Team members are given the freedom to work to their full ability. A good leader understands his or her team's skills and abilities and can assign them tasks that capitalise on their strengths. Assumes responsibility for making decisions. When the team is unable to choose between several options, a leader steps in and makes a decision on behalf of the entire group, ensuring that work does not suffer. They accomplish this by balancing emotional and logical reasoning to create an objective decision that benefits the project and the team. Simultaneously, they accept responsibility for their actions and do not place blame on their team members when something goes wrong, instead working to resolve the issue.

Startup India

Startup India is an initiative of the Government of India. The campaign was first announced by Indian Prime Minister, Narendra Modi during his speech in 15 August 2015.^[1]

The action plan of this initiative is focussing on three areas:

1. Simplification and Handholding.
2. Funding Support and Incentives.
3. Industry-Academia Partnership and Incubation.

Another aspect of this programme is the elimination of restrictive state government laws in this sector, including as the License Raj, Land Permissions, Foreign Investment Proposals, and Environmental Clearances. It was organised by the Department of Industry and Internal Trade Promotion (DPI&IT). [2]

A startup is defined as a company based in India that was founded less than ten years ago and has an annual revenue of less than Rs. 100 crore (US\$13 million).

The government has already launched the I-MADE programme to assist Indian entrepreneurs in creating 10 lakh (1 million) mobile app start-ups, as well as the MUDRA Bank's

scheme (Pradhan Mantri Mudra Yojana) to provide micro-finance, low-interest rate loans to entrepreneurs from low socioeconomic backgrounds..

Launch

The event was inaugurated on 16 January 2016 by The Former Finance Minister of India Arun Jaitley. Among the attendees were CEOs, startup founders and venture capitalists.

Governments Role

Entrepreneurship rises over positions such as organised and policy pillar, capital opportunity, and entrepreneurial civilization. In a developing country like India, the government should regulate entrepreneurship and stimulate the commercialization of innovative ideas by emulating the startup environment in developed countries.

The Ministry of Human Resource Development and the Department of Science and Technology have agreed to collaborate on a project to establish over 75 startup support hubs at National Institutes of Technology (NITs), Indian Institutes of Information Technology (IIITs), Indian Institutes of Science Education and Research (IISERs), and National Institutes of Pharmaceutical Education and Research (NIPERs) (NIPERs).

The Department of Promotion of Industry and Internal Trade (DPIIT) is in charge of coordinating the Startup India initiative's execution with other government agencies. Apart from DPIIT, the Department of Science and Technology (DST), Department of Biotechnology (DBT), Ministry of Human Resource Development (MHRD), Ministry of Labour and Employment, Ministry of Corporate Affairs (MCA), and NITI Aayog are the primary drivers of Startup India activities. The Indian government is working hard to make the vision of the Startup India project a reality. The Startup India project, which has sparked entrepreneurial energy across the country, has made significant headway.

Higher Education Alliances

The programme is set to run for five years and will involve 11 Indian universities. The Union Ministry of Human Resource Development has announced intentions to construct "Research Parks" in conjunction with higher education providers across India, as part of the Startup India initiative's "Industry-Academia Partnership and Incubation" theme. The programme, which aims to provide students with access to capital and coaching for entrepreneurs, has received a first investment of Rs.100 crore.

In February 2016, the Innovation in Mobile App Development Ecosystem (I-MADE) programme was also launched. It is a collaboration between the Indian government's Department of Telecommunications, Telecom Centers of Excellence (TCOE), EVC Ventures, and Unified that aims to assist Indian entrepreneurs..T

Conclusion

So, India, get up and stand up. India is a programme with a new body and an existing spirit that is now in the hands of our Prime Minister to care for and nourish. This helped to draw the essential attention from potential benefit seekers as well as new entrepreneurs creating fresh non-existing commodities and services that may add value to existing products and services. The primary objective of this programme is product development and manufacture. As a result, before seeking, all necessary information on the criterion must be gathered. The Pioneer Education Institution is a driving force behind the project's success and the advancement of India's economy in the future, making it a profitable hub for new ideas and innovation.. This is a skill that incorporates many others, and it may be considered a prerequisite for obtaining the others because earlier business experience may have unwittingly introduced you to a range of entrepreneurial abilities. Negotiation skills also had the smallest impact on company performance. The microstructure of the investigated businesses, which are limited to local clientele, and the mentioned entrepreneurs' lack of need or motivation to enhance negotiation abilities could explain this. Other considerations, such as management and decision-making, are also critical.

Suggestions

The next stage is to develop a training curriculum that takes into account the proportion of topics connected to entrepreneur conditions and educational demands. It's also a good idea to use hands-on teaching methods like field trips to the enterprises of successful entrepreneurs. Because the skill of venture lunch is the most important skill for entrepreneurs, it is recommended that it be taught as training workshops, courses, and lectures by eminent professors and successful entrepreneurs, as well as in a classified curriculum at various levels, to entrepreneurs who are running their businesses as well as people who want to start one. It is also recommended that academics conduct research into the impact of other areas of entrepreneurial abilities

Literature Review

According to a study of the literature, some research have looked into the impact of bourgeoisie skills on entrepreneur performance. Smith, WL, et al (2007), for example, is frequently cited in this context. This research focuses on management skills, which are the abilities required to coordinate work on a job. It furthermore contains the conclusions of an Associate in Nursing research study on the significance and use of those abilities for persons who want to establish a firm. According to the research, these abilities are critical for the start-up and growth of a business. Msoka Elizabeth M, (2013) conducted extensive research in this area, studying the impact of entrepreneurial abilities on the development of small and medium-sized businesses. This could be due to the fact that academic instruction leads to triple-crown corporate activities. To operate triple-crown businesses, girls need tutoring in business design, selling abilities, accounting data, and client service talents, according to the conclusions of this study. The findings of the same study conducted by Ezeani, N. S. (2012) in the field of entrepreneurial skills needed by business connected graduates for triple-crown operation of a commercial enterprise in Enugu business Center and geographic area discovered that management skills, selling skills, and accounting skills are required for triple-crown operation of a commercial enterprise in Enugu business Center and geographic area..

References

- W.M. Ladzani and J.J. Van Vuuren, 2002. In the Republic of South Africa, entrepreneurship mentoring for emerging SMEs is available. The Journal of Small Business Management is a publication dedicated to the study of small business management.
- E. P. Lazear (2005) Entrepreneurship. Journal of Labor Economics, vol. 23, no. 4, pp. 649-680. What is competence? Autoimmune illness freethinker F. D. and Winterton J. (2005) International Journal of Human Resource Development, Vol. 8, No. 1, pp. 27-46. T.S. Lyons and G. A. Roy Lichtenstein (1996). Incubating New Businesses: A Handbook for Self-Made Entrepreneurs The Poplar Tree Institute is based in Washington, DC. R. Littrell and E. Montgomery (2006)."

6. The Literacy Rate among Women Entrepreneurs

Shana Shaikh

Assistant Professor, BMS, ZSCT's Thakur Shyamnarayan Degree College, Kandivali, Mumbai.

Farhan Khan

Research Student, ZSCT's Thakur Shyamnarayan Degree College, Kandivali, Mumbai.

Abstract

Entrepreneurs are vital to every economy. These are the individuals that possess the abilities and initiative required to bring new ideas to market or deliver a service, as well as make the essential decisions to make their ideas lucrative. Because traditions are strongly established in Indian society, where the sociological and psychological aspects set up has been a male dominated one; educated Indian women must go a long way to gain equal rights and position. Despite all of the social obstacles, Indian women have stood out from the throng and have been praised for their achievements in their disciplines. The changing social fabric of Indian society, in terms of women's improved educated status and diverse desires for a better life, has demanded a change in every Indian woman's lifestyle. She has competed against men and emerged victorious. These female leaders are confident, persuasive, and risk-takers. With their hard work, determination, and tenacity, they have managed to survive and prosper in this cutthroat battle. The purpose of this research is to raise knowledge and understanding of what women entrepreneurship is and how vital it is for the rational, economic, and social growth of the world. Women entrepreneurs are the subject of a thorough literature assessment. Finally, the important issues confronting Indian women entrepreneurs, success stories of Indian women entrepreneurs, factors influencing women entrepreneurship, and the perspectives of various sections of society on women entrepreneurship were discussed. Women's entrepreneurship, success stories, and issues faced by women are all index words.

Keywords : Finance, gender discrimination, Female Entrepreneurship, Motivations.

Objectives

1. To study the literacy rate among women entrepreneurs.
2. To study the factors which encourage and support women entrepreneurs.

Introduction

Female entrepreneurs represent the fastest growing category of entrepreneurship worldwide and have received, especially in recent years, the attention of many academics.

According to the emerging literature, women can make a significant contribution to entrepreneurial activity and economic development in terms of creating new jobs and increasing the gross domestic product (GDP), with positive impacts on reducing poverty and social exclusion. The percentage of women who decide to pursue an entrepreneurial career is, however, lower than that of men, and this difference is greater as the level of development of the country increases.

High levels and rising marginal tax rates can weaken incentives for opportunity-oriented entrepreneurs by reducing the potential, while higher levels of social assistance provide alternative sources of income and, therefore, by increasing alternative wages, they can reduce incentives for entrepreneurship. This appears particularly important in the case of women as a large state sector is dedicated to women offering security, educational services, health care and housing, but inevitably reducing their premiums.

However, among countries with similar economic conditions, this difference continues to exist between men and women when it comes to starting a business, which has led to calls to further expand the scope of explanatory factors.

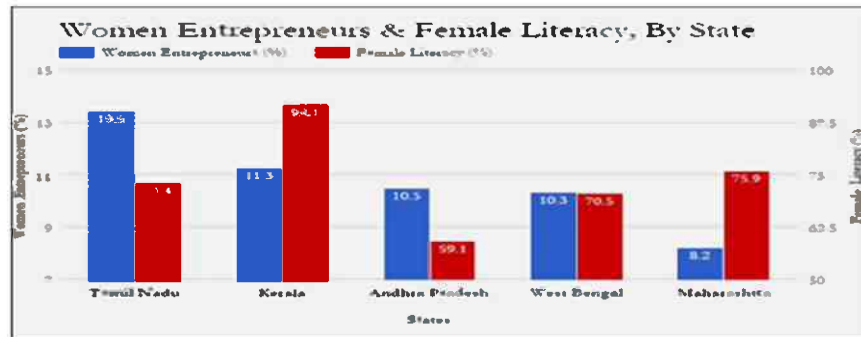
In line with this reasoning, there is empirical evidence that a woman's decision to start a business depends on her socio-cultural background.

Research Methodology

Both primary and secondary data sources were employed in the investigation. The primary data includes information gathered from various women entrepreneur. The secondary information was gathered from the internet and online data based.

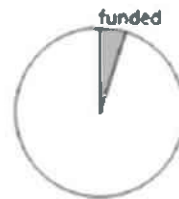
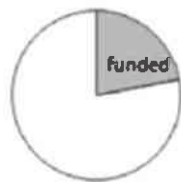
Multiple facets of women entrepreneurship have been examined by different scholars endeavoring to comprehend the various aspects of entrepreneurial conduct in women. Research into female entrepreneurs goes as far back as the 1970s. Prior to that, only men were the subjects of research into entrepreneurship. One of the early studies into women entrepreneurship that this examination found was that of Schwartz (1976). This study tends to issues alluding to inspiration, personal qualities and challenges that women entrepreneurs are exposed to. It held that, at the time, the reasons that drove women to become business owners were like those of men. In addition, both had comparative characteristics. Their contrasts were negligible. Studies during this period worked on building a profile of women entrepreneurs. Quantitative in nature, the study found that women entrepreneur varied from other ladies substantially. It was presumed that there was a requirement for extra research in order to achieve progressively helpful outcomes. Consequently, research into women entrepreneurship began to develop. The review of

literature suggests that the early research into women entrepreneurship is predominated by exploration into differences among men and women entrepreneurs, demographic profiles, occupation, family dynamics, academic qualifications and challenges. This suggests that the studies are predominantly quantitative in nature. Studies were carried around the possibility that women had diverse administrative practices on account of a distinctive “female nature”. Thus, 1990s introduced a new prism to look at women entrepreneurship.



Male entrepreneurs

Female Entrepreneurs



Main Content

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. They want the change to control the balance between their family responsibilities and their business lives. Dina Lavoie, a Professor of Entrepreneurship, Montreal observes that, “women business owners hire an average of two or three employees, whereas men are more likely to have nine employees or more. Often, a micro-business fits a woman’s lifestyle. Expansion might mean a loss of control or disruption in the amount of time she invests in other facets of her life. She may also want to oversee and control every aspect of her life. She may also want to oversee and control every aspect of her business and may feel she will lose that opportunity if she grows to the point where she cannot. “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 of the 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 emergence of entrepreneurs in a society depends to a great extent, on the economic, social, religious, cultural and psychological factors prevailing in the society. In the advanced countries of the world, there is a phenomenal increase in the number of self-employed women after the World War II. In the U.S., women own 25 per cent of all businesses, even though their sales on an average are less, than two-fifths of those of other small businesses. In Canada, one-third of small businesses are owned by women and in France it is one-fifth. In the U.K., since 1980, the number of self-employed women has increased three times as fast as the number of self-employed men. According to the second census of small-scale industries, women entrepreneurs accounted for 7.7 per cent of the total small-scale enterprises in India. Though their share is less than 10 per cent, the heartening feature is that it is steadily increasing.

Findings

The scholastic research, primarily international, into women entrepreneurship expanded significantly after the 1990s. Keeping away from any sort of reductionism, we cannot overlook the fact that specific subjects were much more tended to than other topics, in spite of the specificities of each work. Studies alluding to women entrepreneurs’ capability and conduct towards opening their organizations, and their access to credit and funding are among the most explored. Be that as it may, there were likewise articles tending to issues alluding to social portrayals and character, factors that infer in the achievement/failure of an organization, minority gatherings, training and enterprising instruction, etc. Although each investigation brought considerable contributions to the field of women entrepreneurship and Gave applicable information and data about enterprising women, numerous inquires about the phenomenon were restricted to portraying, in a fragmented way, few sections of the populace of women business owners, and did not progress

In applying and creating theories (Moore, 1990). There is no rule of law when it comes to studying the phenomenon of women entrepreneurship. However, the research conducted in western contexts is far more exhaustive and thorough than the research on women entrepreneurs of the east. The reasons can be argued to be slow pace of entrepreneurial development, institutional voids and political instability. A lot of room is wide open for improvement in the field of women entrepreneurship, especially in Indian context. Research into contemporary

businesses taken up by modern women entrepreneurs is fresh and uncharted territory in India and Other under developed nations. The review of the literature on women entrepreneurship in the Indian context exhibits vast loopholes when it comes to methodology. In spite of the transcendence of research of a normative nature, we observe an expansion in the studies that consider sexual orientation to be a social problem that guarantees women's inferior status to men and, particularly, that comprehends that sex and sexual orientation are verbose practices that establish explicit subjectivities by means of power and obstruction. They, most importantly, not just propose the denaturalization and deconstruction of verbose practices that are thought to be universal, but in addition give voice to ethnic minorities, which are not tended to in the standard.

Conclusion

Since its inception in the late 1970s, women's entrepreneurship has achieved incredible strides. Women's entrepreneurship research is relatively new in developing countries, particularly in India. This report presents findings from 35 writing surveys on women's entrepreneurship conducted between the 1970s and 2017. It demonstrates that scholarly research has a gap that needs to be filled. Theoretical ideas for women's entrepreneurship were gathered in the early inquiries from areas where women's entrepreneurship was not prevalent. Constructionist approaches to investigating standard and non-conventional enquiries are required. There were very few exams that specifically built up a hypothetical exam on the issue of "gendered scholarship." Clearly, the sexual structure of organizations and its implications for commercial activities was a recurring concern in many publications. As a result, it appears appropriate to introduce a conversation about the necessity to evaluate women using fresh focal points to the discussion.

Suggestions

Change the dialogue about entrepreneurship to match reality. Entrepreneurial ecosystems often focus on the access to capital, but lack of access may be a symptom rather than the root illness. Only a bit more than 16% of women in the study attributed their business closure to lack capital. Lack of profitability was the number one reason cited by both men and women for business discontinuance. Other reasons for discontinuance were related to selling the business or retiring. "This suggests that women could benefit from more training on how to capture value when exiting a business," Brush said.

"Significant work needs to be done to encourage and support women entrepreneurs and their ability to build economic security for themselves, their families, their communities, and their countries," says Babson's Amanda Elam, co-author, Diana International Research Institute

Fellow, Center for Women's Entrepreneurial Leadership at Babson. CWEL is Babson's resource for entrepreneurial women.

Literature Review

The literature survey into women entrepreneurship after the 1990s uncovered that the Approaches utilized were the most varied, albeit quantitative in nature. Many utilized primarily the survey method and held transverse as well as longitudinal examinations utilizing questionnaires or interviews for information gathering. In a few cases, studies utilized samples of women business owners from various nations, compared the outcomes and made speculations. In other cases, a few analysts even conducted

Online studies, sending the poll to the target populace through studies conducted in non-western contexts. Like network model applied to female business owners developed by Shaw & Carter (2005). However, theoretical interpretation of women entrepreneurship was still absent. The studies whose thematic interest was social portrayal and character analysis explored the social portrayals of the women by whether the distinction among male and female entrepreneurs was related to issues associated to gender identity.

References

1. Ahl, H. (2006) Why research on women entrepreneurs Needs new directions? *Entrepreneurship Theory and Practice*, [S. l.], v. 30, n.5, p. 595-621.
2. Ahmad, Nadim & Hoffman, Anders. (2008). A Framework for Addressing and Measuring Entrepreneurship. *SSRN Electronic Journal*. 10.2139/ssrn.1090374.
3. Baba, M. (2013). Development, Challenges and Remedies of Women Entrepreneurship with Special Emphasis on Assistance Aailed by Women Entrepreneurs in Jammu and Kashmir State. *Asian Journal of Managerial Science*, 2(2), pp.44-49.

7. A Research Study on Significance of Rural Entrepreneurs for Economic Development

Shana Shaikh

Assistant Professor, BMS, ZSCT's Thakur Shyamnarayan Degree College, Kandivali, Mumbai.

Laksh Gupta

Research Student, ZSCT's Thakur Shyamnarayan Degree College, Kandivali, Mumbai.

Abstract

Entrepreneurship emerging at a village, town or an underdeveloped area is known as Rural Entrepreneurship. This paper makes an endeavour to discover the difficulties and issues for the probability of rural business venture. It additionally attempts to zero in on the serious issues looked by business people particularly in the field of advertising of items, other essential conveniences like water supply, accessibility of power, transport offices, required energy and monetary conveniences. In the light of this exploration paper centres around the significant difficulties and issues accessible in the Indian market by en-changing out the conceivable outcomes and possibilities of the equivalent to be a capable and fruitful business visionary to compete with the Entrepreneurs in Urban areas.

Keyword

- Rural Entrepreneurs
- Financial Problems
- Government Interference
- Urban areas competition
- Agriculture

Introduction

This paper intends to explore Rural Entrepreneurship and its features. Rural Entrepreneurship is characterised as business whose roots lie in the country regions however has a great deal of potential to drive different undertakings in business, industry, agribusiness, and so forth and add to the monetary improvement of the country. India is a nation of towns. Almost 70% of its significant populace live in towns and their occupation is upheld by farming and associated exercises. Hence the countries' financial improvement relies to a great extent upon the

way of life of individuals who live in the rustic regions and the degree of advancement which has really occurred there. Indian agribusiness is presented to low usefulness, normal catastrophes, horticulture and money crop jumble, differences in different public private organisations. Since the land region for agribusiness is restricted, not every person is utilised. This prompts movement of individuals from the country to metropolitan regions. Country advancement can be made conceivable through the development of provincial business visionaries which further would contribute in diminishing degrees of neediness, joblessness, and so on Country business likewise implies rustic industrialisation.

Objectives

- To study the functioning of Rural Entrepreneurs and their Business.
- To study the challenges faced by Rural Entrepreneurs in India.
- To study the significance of Rural Entrepreneurs for Economic Development.
- To suggest some tactics to counter the extinction of Rural Entrepreneurship.

Research Methodology

This research paper includes information from Primary and Secondary sources both. Primary source includes information from different Entrepreneurs in the Rural Area. Secondary sources include data from online articles from the internet.

Findings

Who ought to essentially be equipped for utilising the public authority plans and strategies for the advancement of rustic individuals? A few people who end up being NGO's and nearby pioneers and furthermore who are focused on the reason for the provincial individuals have positively been the reactant specialists for improvement. However their endeavours should be perceived and commended, yet considerably more should be done to invert the bearing of development of individuals i.e., to draw in individuals to rural areas which implies halting the outpouring of country individuals as well as drawing in them back from towns and urban communities where they had relocated. This can be caused conceivable just when youngsters consider rural areas as a place of opportunity for the overall population.

Problems Faced by Rural Entrepreneurs

Entrepreneurs play an important part in the growth of Economy contributing to overall G.D.P. Of the Nation. During this, a lot of problems are faced by Entrepreneurs. Some of the challenges faced by Rural Entrepreneurs are:

1. **Financial Problems:** Due to Non Availability of tangible security and credit in the market, most of the Rural Entrepreneurs fail to get external funds. This is one of the biggest problems faced by Entrepreneurs in Rural areas.
2. **Infrastructural Facilities:** The Government is making efforts to make growth possible in the Rural areas but still they are still failing to achieve the required growth quota. It leads to lack of infrastructural facilities. Rural entrepreneurs have less risk bearing capacity due to lack of financial support.
3. **Marketing Inadequacy:** A portion of the significant promoting issues looked by Rural Entrepreneurs are as per the following:
 - a. **Contest:** Rural Entrepreneurs face hardened and extreme rivalry from enormous measured associations and metropolitan Entrepreneurs . They cause significant expense of creation because of high info cost. Issue of normalisation and contest from huge scope units are a portion of the serious issues looked by advertisers. New pursuits have restricted monetary assets and subsequently can't stand to spend more on deals advancement and publicising.
 - b. **Agents: Middlemen Exploit Rural Entrepreneurs .** Rural Entrepreneurs are vigorously subject to mediators for promoting their items who essentially pocket huge measures of benefit. Helpless methods for transportation offices and storage spaces are additionally other advertising issues in rustic regions.

Main Content

Rural Entrepreneurship surely infers entrepreneurship arising in provincial regions. At the end of the day setting up the business in rural areas is alluded to as a business venture. This implies that Rural Entrepreneurship is inseparable from provincial industrialization. Numerous such instances of fruitful provincial business ventures would already be able to be found in writing. Enhancement into non-horticultural employments of accessible assets, for example, blacksmithing, cooking for vacationers, carpentry, turning and so forth just as broadening into exercises other than those exclusively identified with rural utilization like utilization of assets other than land such as water, forests, structures, nearby highlights and accessible abilities generally fit into provincial business. The pioneering mixes of these assets are for instance the travel industry, game and amusement offices, expert and specialized preparing, retailing and wholesaling, modern applications (engineering,crafts), adjusting (consultancy), esteem added (items from meat, milk, wood etc)and the chance of off-ranch work. Similarly enterprising are

new employment of land assets that empower a decrease in the force of farming creation, for instance, natural creation. A portion of the significant chances in provincial business are:

- Better circulation of ranch produce which brings about country thriving
- Pioneering occupation for provincial youth bringing about decrease of masked business openings and elective occupations for country youth
- For ideal and greatest usage of homestead produce arrangement of enormous co-agents like Amul
- Ideal use of neighborhood asset in pioneering adventure by rustic youth

In actuality, Indian horticulture is described by low efficiency, flood, and openness for caprices of nature like dry season, other catastrophic events and shortcomings like crisscross among farming and money crops, insufficient framework to accommodate esteem expansion, wide divergence which exists between private organization in rural turn of events. Land being restricted can't ingest the whole workforce over time prompting enormous scope underemployment and joblessness. Country individuals, looking for occupations and better vocation openings frequently relocate to metropolitan focuses making undesirable ghettos and furthermore live in unhygienic states of living.

At the point when people make another association they have really entered the business worldview. Adjusted and reasonable advancement is surely the need of great importance and it very well may be made conceivable just when rustic regions thrive. Development of rustic business might prompt decrease in neediness, contamination in urban communities, development of ghettos and obliviousness of occupants. It additionally helps in further developing the proficiency rate and working on the norms of rustic individuals. Country businesses incorporate conventional area and current area. Previous consists of khadi and town ventures, sericulture, handloom and coir industries while the last option incorporates power loom and limited scope businesses.

Suggestions

Various associations like IFCI, SIDBI, ICICI, NABARD and so forth are attempting to sort the serious issues looked by Rural Entrepreneurs. Showcasing issues are principally related with evaluating, circulation channels, item advancement and so forth To make the provincial business people to express the undertaking, following measures might be taken on:

- a. Making of money cells: Banks and monetary organizations which give funds to business visionaries should make exceptional cells for giving simple money to country business people.
- b. Concessional places of Interest: On simple reimbursement premise and at concessional rates of interest the rustic business people ought to be given funds. The awkward customs ought to fundamentally be kept away from authorizing the advances to rustic business visionaries.
- c. Offering training facilities: Training is fundamental for the general advancement of businesses. It additionally empowers the rustic business visionaries to attempt the endeavor effectively as it surely bestows expected abilities to run the venture. At present the financially more fragile business visionaries of the general public are fundamentally offered such positions by the legislature of India with respect to expertise improvement of the current business people so country business visionaries can without a doubt produce pay just as work open doors in rural areas.
- d. Power supply of raw materials : Rural Entrepreneurs ought to be doubtlessly guaranteed of an appropriate stockpile of alarm natural substances on vital premises. Appropriation may likewise be presented on occasion to make the items fabricated by country business people sensible and cost serious.
- e. Setting up advertising co-agents: Proper help and consolation ought to be given to country business people to set up promoting co-agents. These co-agents will help in getting different contributions at a sensible rate and they are useful in selling their items at compensation costs. Hence thorough preparing, appropriate training, setting up of isolated monetary Institutions, advancement of advertising co-agents generally help to a large extent in India.

Conclusion

Rural Entrepreneurs are positively go about as a vital figure in monetary advancement of India. They assume a fundamental part in changing a non-industrial nation into a created country. In the present worldwide market a country's financial strategy climate should forever be ideal for an association to accomplish productivity. Monetary arrangement of a nation should likewise empower business visionaries to give mysterious touch to an association regardless of public, private or joint area in accomplishing creativity, speed, adaptability and furthermore solid ability

to be self aware assurance. Rural Business venture anyway is the most fitting response for expulsion of rustic destitution in India. Henceforth the government should pressure and underline more on incorporated country advancement programs. Likewise, a greater part of the provincial adolescents don't consider business a lifelong choice.

Consequently associations and governments should accompany preparing and supporting emotionally supportive networks giving all fundamental help with the goal that country youth can be inspired to accept business ventures as a vocation. Other than there ought to likewise be proficient controlled business sectors and states ought to likewise loan its assistance in this unique situation. Normalization and reviewing ought to be advanced and furthermore limited time exercises ought to be improved to support Rural Entrepreneurs.

References

- <https://www.nabard.org/Rural%20Entrepreneurship%20Develop.pdf>
- <http://www.scribd.com/doc/26661470/Rural-Entrepreneurship-in-India>
- <https://www.thirdway.org/report/promoting-rural-entrepreneurship-and-rural-economic-development>

8. A Research Study on Significance and Challenges Faced by Rural Entrepreneurs for Economic Development

Shana Shaikh

Assistant Professor, BMS, ZSCT's Thakur Shyamnarayan Degree College, Kandivali, Mumbai.

Priyanka Upadhyay

Research Student, ZSCT's Thakur Shyamnarayan Degree College, Kandivali, Mumbai.

Abstract

Entrepreneurship emerging at a village, town or an underdeveloped area is known as Rural Entrepreneurship. This paper makes an endeavour to discover the difficulties and issues for the probability of rural business venture. It additionally attempts to zero in on the serious issues looked by business people particularly in the field of advertising of items, other essential conveniences like water supply, accessibility of power, transport offices, required energy and monetary conveniences. In the light of this exploration paper centres around the significant difficulties and issues accessible in the Indian market by en-changing out the conceivable outcomes and possibilities of the equivalent to be a capable and fruitful business visionary to compete with the Entrepreneurs in Urban areas.

Keywords

- Rural Entrepreneurs
- Financial Problems
- Government Interference
- Urban areas competition
- Agriculture

Introduction

This paper intends to explore Rural Entrepreneurship and its features. Rural Entrepreneurship is characterised as business whose roots lie in the country regions however has a great deal of potential to drive different undertakings in business, industry, agribusiness, and so forth and add to the monetary improvement of the country. India is a nation of towns. Almost 70% of its significant populace live in towns and their occupation is upheld by farming and

associated exercises. Hence the countries' financial improvement relies to a great extent upon the way of life of individuals who live in the rustic regions and the degree of advancement which has really occurred there. Indian agribusiness is presented to low usefulness, normal catastrophes, horticulture and money crop jumble, differences in different public private organisations. Since the land region for agribusiness is restricted, not every person is utilised. This prompts movement of individuals from the country to metropolitan regions. Country advancement can be made conceivable through the development of provincial business visionaries which further would contribute in diminishing degrees of neediness, joblessness, and so on Country business likewise implies rustic industrialisation.

Objectives

- To study the functioning of Rural Entrepreneurs and their Business.
- To study the challenges faced by Rural Entrepreneurs in India.
- To study the significance of Rural Entrepreneurs for Economic Development.
- To suggest some tactics to counter the extinction of Rural Entrepreneurship.

Research Methodology

This research paper includes information from Primary and Secondary sources both. Primary source includes information from different Entrepreneurs in the Rural Area. Secondary sources include data from online articles from the internet.

Findings

Who ought to essentially be equipped for utilising the public authority plans and strategies for the advancement of rustic individuals? A few people who end up being NGO's and nearby pioneers and furthermore who are focused on the reason for the provincial individuals have positively been the reactant specialists for improvement. However their endeavours should be perceived and commended, yet considerably more should be done to invert the bearing of development of individuals i.e., to draw in individuals to rural areas which implies halting the outpouring of country individuals as well as drawing in them back from towns and urban communities where they had relocated. This can be caused conceivable just when youngsters consider rural areas as a place of opportunity for the overall population.

Problems faced by Rural Entrepreneurs

Entrepreneurs play an important part in the growth of Economy contributing to overall G.D.P. Of the Nation. During this, a lot of problems are faced by Entrepreneurs. Some of the challenges faced by Rural Entrepreneurs are:

1. **Financial Problems:** Due to Non Availability of tangible security and credit in the market, most of the Rural Entrepreneurs fail to get external funds. This is one of the biggest problems faced by Entrepreneurs in Rural areas.
2. **Infrastructural Facilities:** The Government is making efforts to make growth possible in the Rural areas but still they are still failing to achieve the required growth quota. It leads to lack of infrastructural facilities. Rural entrepreneurs have less risk bearing capacity due to lack of financial support.
3. **Marketing Inadequacy:** A portion of the significant promoting issues looked by Rural Entrepreneurs are as per the following:
 - a. **Contest:** Rural Entrepreneurs face hardened and extreme rivalry from enormous measured associations and metropolitan Entrepreneurs. They cause significant expense of creation because of high info cost. Issue of normalisation and contest from huge scope units are a portion of the serious issues looked by advertisers. New pursuits have restricted monetary assets and subsequently can't stand to spend more on deals advancement and publicising.
 - b. **Agents: Middlemen Exploit Rural Entrepreneurs.** Rural Entrepreneurs are vigorously subject to mediators for promoting their items who essentially pocket huge measures of benefit. Helpless methods for transportation offices and storage spaces are additionally other advertising issues in rustic regions.

Content

Rural Entrepreneurship surely infers entrepreneurship arising in provincial regions. At the end of the day setting up the business in rural areas is alluded to as a business venture. This implies that Rural Entrepreneurship is inseparable from provincial industrialization. Numerous such instances of fruitful provincial business ventures would already be able to be found in writing. Enhancement into non-horticultural employments of accessible assets, for example, blacksmithing, cooking for vacationers, carpentry, turning and so forth just as broadening into exercises other than those exclusively identified with rural utilization like utilization of assets other than land such as water, forests, structures, nearby highlights and accessible abilities

generally fit into provincial business. The pioneering mixes of these assets are for instance the travel industry, game and amusement offices, expert and specialized preparing, retailing and wholesaling, modern applications (engineering,crafts), adjusting (consultancy), esteem added (items from meat, milk, wood etc)and the chance of off-ranch work. Similarly enterprising are new employment of land assets that empower a decrease in the force of farming creation, for instance, natural creation. A portion of the significant chances in provincial business are:

- Better circulation of ranch produce which brings about country thriving
- Pioneering occupation for provincial youth bringing about decrease of masked business openings and elective occupations for country youth
- For ideal and greatest usage of homestead produce arrangement of enormous co-agents like Amul
- Ideal use of neighborhood asset in pioneering adventure by rustic youth

In actuality, Indian horticulture is described by low efficiency, flood, and openness for caprices of nature like dry season, other catastrophic events and shortcomings like crisscross among farming and money crops, insufficient framework to accommodate esteem expansion, wide divergence which exists between private organization in rural turn of events. Land being restricted can't ingest the whole workforce over time prompting enormous scope underemployment and joblessness. Country individuals, looking for occupations and better vocation openings frequently relocate to metropolitan focuses making undesirable ghettos and furthermore live in unhygienic states of living.

At the point when people make another association they have really entered the business worldview. Adjusted and reasonable advancement is surely the need of great importance and it very well may be made conceivable just when rustic regions thrive. Development of rustic business might prompt decrease in neediness, contamination in urban communities, development of ghettos and obliviousness of occupants. It additionally helps in further developing the proficiency rate and working on the norms of rustic individuals. Country businesses incorporate conventional area and current area. Previous consists of khadi and town ventures, sericulture, handloom and coir industries while the last option incorporates power loom and limited scope businesses.

Suggestions

Various associations like IFCI, SIDBI, ICICI, NABARD and so forth are attempting to sort the serious issues looked by Rural Entrepreneurs. Showcasing issues are principally related with evaluating, circulation channels, item advancement and so forth To make the provincial business people to express the undertaking, following measures might be taken on:

- a. Making of money cells: Banks and monetary organizations which give funds to business visionaries should make exceptional cells for giving simple money to country business people.
- b. Concessional places of Interest: On simple reimbursement premise and at concessional rates of interest the rustic business people ought to be given funds. The awkward customs ought to fundamentally be kept away from authorizing the advances to rustic business visionaries.
- c. Offering training facilities: Training is fundamental for the general advancement of businesses. It additionally empowers the rustic business visionaries to attempt the endeavor effectively as it surely bestows expected abilities to run the venture. At present the financially more fragile business visionaries of the general public are fundamentally offered such positions by the legislature of India with respect to expertise improvement of the current business people so country business visionaries can without a doubt produce pay just as work open doors in rural areas.
- d. Power supply of raw materials : Rural Entrepreneurs ought to be doubtlessly guaranteed of an appropriate stockpile of alarm natural substances on vital premises. Appropriation may likewise be presented on occasion to make the items fabricated by country business people sensible and cost serious.
- e. Setting up advertising co-agents: Proper help and consolation ought to be given to country business people to set up promoting co-agents. These co-agents will help in getting different contributions at a sensible rate and they are useful in selling their items at compensation costs. Hence thorough preparing, appropriate training, setting up of isolated monetary Institutions, advancement of advertising co-agents generally help to a large extent in India.

Conclusion

Rural Entrepreneurs are positively go about as a vital figure in monetary advancement of India. They assume a fundamental part in changing a non-industrial nation into a created country. In the present worldwide market a country's financial strategy climate should forever be ideal for an association to accomplish productivity. Monetary arrangement of a nation should likewise empower business visionaries to give mysterious touch to an association regardless of public, private or joint area in accomplishing creativity, speed, adaptability and furthermore solid ability to be self aware assurance. Rural Business venture anyway is the most fitting response for expulsion of rustic destitution in India. Henceforth the government should pressure and underline more on incorporated country advancement programs. Likewise, a greater part of the provincial adolescents don't consider business a lifelong choice.

Consequently associations and governments should accompany preparing and supporting emotionally supportive networks giving all fundamental help with the goal that country youth can be inspired to accept business ventures as a vocation. Other than there ought to likewise be proficient controlled business sectors and states ought to likewise loan its assistance in this unique situation. Normalization and reviewing ought to be advanced and furthermore limited time exercises ought to be improved to support Rural Entrepreneurs.

References

- <https://www.nabard.org/Rural%20Entrepreneurship%20Develop.pdf>
- <http://www.scribd.com/doc/26661470/Rural-Entrepreneurship-in-India>
- <https://www.thirdway.org/report/promoting-rural-entrepreneurship-and-rural-economic-development>

9. A Study on Logistics Supply Chain and Distribution Management in India

Shana Shaikh

Assistant Professor, BMS, ZSCT's Thakur Shyamnarayan Degree College, Kandivali, Mumbai.

Hamza Halai

Research Student, ZSCT's Thakur Shyamnarayan Degree College, Kandivali, Mumbai.

Abstract

The origins of logistics and Supply Chain Management (SCM) in the 1990s may be traced back to "physical distribution management" in the 1970s, when there was no coordination among an organization's many tasks, and each was dedicated to achieving its own purpose. In the 1980s, this myopic approach gave way to "integrated logistic management," which called for the integration of multiple operations to achieve a system-wide goal. Supply Chain Management (SCM) broadens this scope by incorporating suppliers and consumers within the business and coordinating the flow of materials and information from raw material purchase to finished goods consumption. The logistics focus is shifting at the business level to reduce cycle times in order to bring value to their clients. As a result, businesses are looking for improved tools and techniques to help them make better decisions. We present a viewpoint on these concerns in this paper, define some of the significant challenges using secondary data, and describe some fascinating initiatives that some organizations and industries are pursuing to compete through excellence in logistics management.

Supply Chain Management (SCM) aims to reduce redundancy, cycle time, and inventory in order to provide better customer service at a reduced cost. The emphasis has changed away from the "market share" paradigm and toward the "share of the workforce.

Key Words

- Supply Chain Management
- Logistics Management
- Procurement
- Continuous Improvement
- Purchasing

- Operations Management
- Warehouse operations
- Strategic sourcing
- Materials management

Objectives

- The basic goal of logistics management is to transfer inventory effectively and efficiently along a supply chain in order to provide the appropriate level of customer service at the lowest possible cost, which is done in tandem with waste management
- Traditionally, businesses have kept an excess of inventory in order to provide exceptional customer service.
- Deliveries that are reliable and dependable.

Introduction

The purpose of supply chain management (SCM) is to make decisions that result in an organization's best performance. Manufacturing and service firms both have supply networks. They are primarily concerned with product flow and distribution procurement of information between entities in the supply chain network, materials, their development into finished goods, and their distribution to the end users of the products. Information-driven, interconnected supply networks are the norm nowadays. Allowing businesses to minimize inventory and costs, increase product value, and expand their reach. Increase resources, shorten time to market, and keep clients. The integration of important business processes is known as "SUPPLY CHAIN MANAGEMENT". Original suppliers who supply products, services, and information to end-users. Customers and other stakeholders will benefit from your efforts. It is the control of the flow of goods and services, which includes the transportation of raw materials, movement of raw materials, work-in-progress, inventories, and finished commodities from point of consumption.

The study's ultimate goal was to identify significant logistics clusters in India, as well as to explore and initiate new collaborations, because only these can help our countries promote and expand bilateral knowledge exchange - on both an international and intercultural level. As a result, a shared platform for sharing experiences can help partners in India and Germany transfer knowledge more effectively. We identify, assess, and characterize scientific and cooperative research in the field of logistics and supply chain management in India in terms of specified goals.

The whole inbound and outward sectors of the manufacturing and service supply chains are encompassed in the Indian logistics sector, as they are elsewhere. In recent years, business and industry, as well as policymakers, have paid close attention to logistics infrastructure. However, in order to compete effectively, the job of maintaining this infrastructure (or the logistics management regimen) has been under-emphasized. Inadequate logistics infrastructure causes barriers in an economy's growth; however, the logistics management regimen has the potential to overcome the infrastructure's shortcomings in the near term while ensuring long-term competitiveness. For the Indian economy, there are both obstacles and opportunity here. There appear to be numerous models forming based on the critical demands of the Indian economy that can be applied to other global economies.

Research Methodology

The study employed both primary and secondary data, which included information gathered from a variety of articles.

Secondary information was gathered from the internet and an online database.

The liberalising Indian economy is seeing huge local and international enterprises enter new businesses, as well as the expansion of several regional Indian firms' distribution networks. The launch of huge retail projects by Reliance and Bharti (in partnership with Wal-Mart) will usher in new technologies, expand warehouse capacity, and necessitate quick and dependable products movement across the country. Once the Free Trade Agreement with Thailand (and ASEAN) is signed, Reliance is considering creating huge warehouses in Thailand to take advantage of low-cost sourcing from the region.

Main Content

Logistics management is an element of the supply chain process that plans, implements, and controls the efficient, effective flow and storage of goods, services, and related information from point of origin to point of consumption in order to meet consumer needs. Planning, acquiring raw materials, production, delivery, and returns are the five major parts of supply chain management. The planning phase focuses on creating an overall supply chain strategy, while the other four aspects focus on the key criteria for putting that strategy into action.

- Principles of supply chain and management
- Adapt your supply chain to the needs of different consumer segments.
- Create a unique logistics network for each of the above-mentioned segments.

- Strategically outsources while preserving core businesses in-house

Develop information technology that supports multi-level decision making and integrates it with company operations so you can completely comprehend your shortcomings and requirements. Customer relationship management (CRM) comes first because, according to SCM principles, everything in the supply chain must be tailored to the customer. There's no use in producing something if no one wants it. Where a store's personnel interacts with its customers at the front of the supply chain, they must have plans in place for long-term partnerships. They require CRM solutions to collect consumer information for marketing and market research, as well as to plan future products and services. Another procedure that ties in is customer service management, which is where you collect negative and good feedback to predict future needs. Demand management is intertwined with the other two since it considers customer contacts and orders to determine workload all the way up the supply chain. Customers buying more imply making more, and customers buying less means making less. The management of the complete logistics operations process, from managing supplier relationships to inventory management to distributing orders to clients, is referred to as logistics operations management.

Inbound Transportation

A manager in charge of inbound logistics oversees all aspects of the company's incoming flow of resources required to manufacture its goods or services.

Logistics on the way out

Outbound logistics managers are concerned with two issues: storage and transit. To keep the final goods safe and accessible, he or she will employ warehousing tactics. Because the products may need to be delivered to a consumer at any time, proper planning is essential. Because stored products do not generate revenue, having as little stock as feasible stored can be desirable, therefore the outbound logistics manager must typically balance firm cost savings with consumer demand. Outbound logistics' transportation role is by far the most complicated.

Indian Supply Chains Have a Few Unique Characteristics

Indian Supply Chains Have a Few Unique Characteristics Due to regional concentration of manufacturing and geographically diversified distribution activities, as well as inefficiencies in infrastructure and accompanying technology, the Indian logistics sector has traditionally been driven by the goal of lowering transportation costs, which were (and often continue to be) excessively high. Except for commodities, which mostly move over long distances via the huge

rail network, freight transportation has been progressively migrating from rail to road, with implications for quality of transfer, timeliness of delivery, and, as a result, costs. Later, I'll go into the infrastructure difficulties in more detail. In such an environment, the logistics challenge is enormous: build infrastructure, manage the requirements of a changing structure of various sectorial supply chains, change industrial policies to facilitate efficient production and movement of goods and services, deploy effective managerial practises and technology to improve competitiveness through better logistics network management, and develop new models for new sectors, particularly in the service sectors as a whole. It is worth noting that, despite its unique characteristics; India's logistics industry is undergoing a fascinating transformation by adopting novel business models and removing structural and policy-based rigidities. We'll go over some of these creative initiatives that are driving the logistics industry's rejuvenation in India in a later part.

Change in Logistics Infrastructure

With increased consumer demand and corresponding growth in global trade, infrastructure assistance in the form of trains, roads, ports, and warehouses is critical to the economy's success. In this part, we present a concise review of India's logistics infrastructure as well as current business and public activities in this field.

In India, goods are mostly transported by road and rail. Unlike road transportation, which is managed by private companies, rail transportation is managed by the government. Road transport accounts for 65 percent of all freight transport, thanks to the world's second-largest network. Because of its cost-effectiveness and adaptability, the road is favoured. Rail, on the other hand, is preferred due to the ability to containerize cargo and the ease with which ship-containers and timber crates may be transported. Another form of transportation that can be used in conjunction with land is the sea. Sea transport accounts for 95% of India's overseas trade.

The Factors Affecting India's Logistics Growth

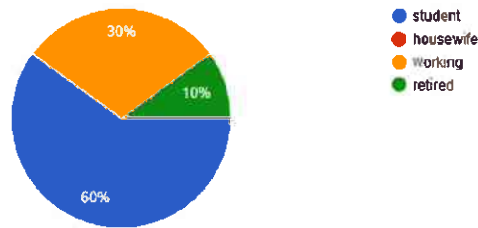
The Indian logistics industry is worth US\$ 14 billion and is developing at a CAGR of 7-8 percent. As previously stated, logistics costs account for 13-14 percent of the country's GDP. The logistics market is fragmented, with thousands of competitors offering partial services; approximately 400 enterprises are considered to be capable of delivering some level of integrated service. Over the next ten years, the economy is expected to increase by roughly ten percent, with chemicals, petrochemicals (particularly distribution), pharmaceuticals, metals and metal

processing, FMCG, textile, retail, and automobiles expected to develop the fastest. As new domestic and international enterprises enter the market, new business models emerge.

Findings

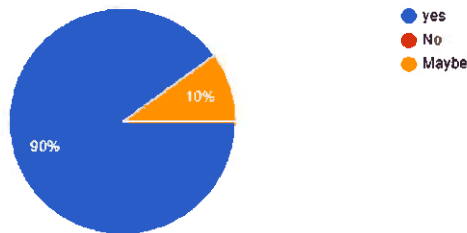
What is your status?

10 responses



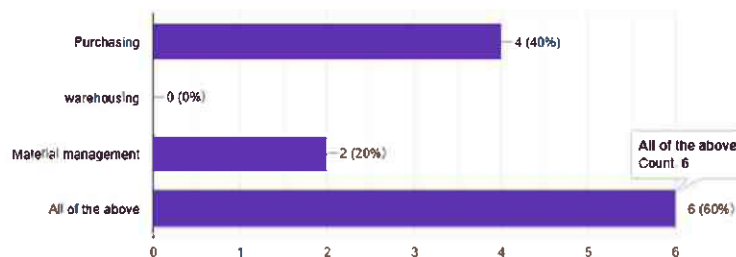
Have you heard about logistics and supply chain management?

10 responses



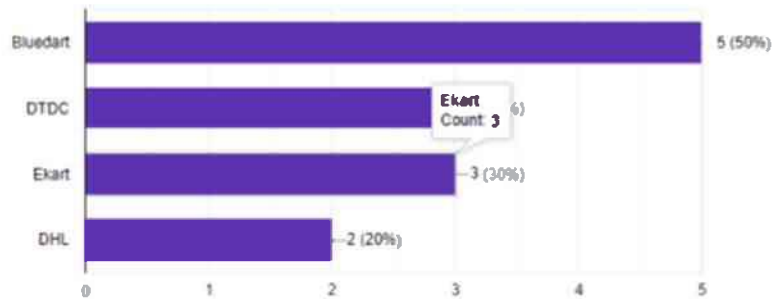
What do you know about this supply chain management?

10 responses



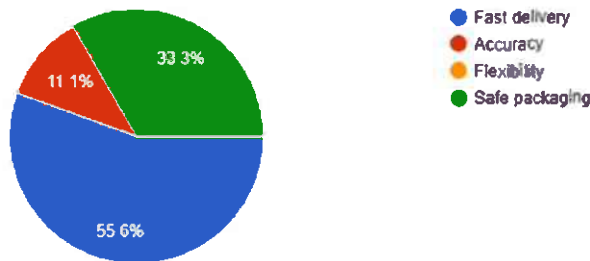
Which logistics and supply chain management have you heard?

10 responses



Which characteristics of logistics and supply chain management do you know?

9 responses



Conclusion

Every organization benefits from supply chain management since it enhances efficacy, efficiency, resource management, and so on. It also develops good and prominent relationships with stakeholders such as suppliers, consumers, and others. It integrates and combines all business activities, taking care of each and every step along the way to achieving customer satisfaction and the company's objective.

Conclusions

Logistics systems and transportation consist of interdependent relationships that logistics management requires transportation to perform its day to day activities and meanwhile, a good logistics system can efficiently improve transportation development and traffic environment. Since transportation contribute the highest cost among the related elements in logistics systems, the improvement of transport efficiency can change the overall performance of a logistics system. Transportation plays an important role in logistics system and its activities appear in various sections of logistics processes. Without the linking of transportation, a powerful logistics strategy cannot bring its capacity into full play. The review of the logistics system in a broad

sense might help to integrate the advantages from different application cases to overcome their current demerits. Review of transport systems provides a clear notion on transport applications in logistics activities.

Suggestions

Take the time to establish a well-thought-out strategy. It's all in the planning when it comes to efficient logistics. Always have a backup plan in place. Hire a logistics manager who can work well with others. Wherever possible, automate your systems. Make sure you learn from your mistakes. Ahya, C. (2006) "The Retail Supply Chain Revolution," Economic Times, 7 December. Baxi, S. (2006) "It's a Capital Idea," Economic Times, 20 December. Bhatt, N. (2006) "Concor: Sailing Through", Business Standard, 8 September. Business Standard (2006) "SPV for Rs 523 cr Orissa rail link soon," Business Standard, 24 October 2006. Chandra, P. (2003) "Coordinating the Dabbawallah Supply Chain," mimeo, Indian Institute of Management, Ahmedabad. Chandra, P. and T. Sastry (2004), "Competitiveness of Indian Manufacturing: Findings of the 2001 National Manufacturing Survey," Forthcoming in Technology, Operations and Management.

References

- Cranfield School of Management
- SCM Definitions and Glossary of Terms (cscmp.org)
- What is Logistics and Supply Chain Management? (supplychainopz.com)
- Business Software, Business Management Software – NetSuite
- Supply Chain Management and Logistics | Introduction to Business [Deprecated] (lumenlearning.com)
- Logistics and Supply Chain Management, MA | University of Greenwich, London
- MSc Logistics & Supply Chain Management | University of Portsmouth

10. A Study on Franchisee Business - Lenskart

Shana Shaikh

Assistant Professor, BMS, ZSCT's Thakur Shyamnarayan Degree College, Kandivali, Mumbai.

Piyush Kamble

Research Student, ZSCT's Thakur Shyamnarayan Degree College, Kandivali, Mumbai.

Abstract

Lenskart is an **Indian optical prescription eyewear retail chain**, based in Faridabad. As of September 2019, Lenskart had stores in over 70 cities in India. Its manufacturing facility in Delhi manufactures 300,000 glasses a month. Lenskart also has a factory in Zhengzhou (China) which manufactures about 20% of the frame production. This research paper gives us information about how a franchisee business operates, mainly Lenskart. Lenskart is a franchisee business who is currently dominating the eyewear business in India. This research paper explains how lenskart became a top franchisee in India and gives us an idea about how it became successful. In this paper we study franchisee business and the factors that are important and are immensely important in the franchisee business. This analysis paper gives us information about how the eyewear industry has taken huge steps since lenskart started their franchisees. The paper has objectives, the questions we have regarding this research. It also includes charts and questionnaires to help us understand the customers. Paper explains the future predicaments, recommendations and limitations of lenskart

Key words : Franchisee Business, Lenskart

Introduction

In a franchise business, an individual gets into contact with a business owner with a trademark or trade name. For franchises to succeed, there has to be a level of mutual trust between the franchisee and franchisor. The franchisee injects an entrepreneurial spirit into the business that enables it to be a success. A new person in business wishes to use the known trade identity of the franchisor to conduct his business. He wants to reap the advantages of selling a product with recognition and great customer goodwill in the marketplace. Through franchising, the franchisee seeks to reduce the investment risk by associating with an established company. The franchisor owns the trademark or trade name and sells the right to use the identity to the franchisee. This payment is known as a franchise fee. The two people have to enter into a

business contract. The contract governs the way both parties will conduct their business operations. The franchise model has been highly successful. The franchising model has been very popular and has spread at a high rate. American companies have been able to spread abroad in other countries such as Canada Lenskart.com was founded in November 2010 by Peyush Bansal. Lenskart raised its first round of funding from IDG Ventures India (IDGVI) in 2011. IDGVI invested around INR22 crore (US\$3.6 million) in Valyoo Technologies, the parent company of Lenskart.com. In February 2013, Unilazer Ventures invested around Rs. 30 crores in their first ever e-commerce portfolio. Lenskart has used the funding to invest in expansion to smaller towns and cities, build offline franchisees and range development. [citation needed] It has 7 offline franchise owned stores under the brand name 'Lenskart' in Chandigarh, Pune, Agartala, Delhi and Goa. Lenskart plans to set up 100 retail stores across India to strengthen its offline presence. From an ever-growing number of offline stores across major cities in the country to innovative integration of technology while purchasing online, Lenskart caters to every customer with several deals and offers. From a vast collection of over 815 pairs of branded spectacles to choose from, Lenskart gives you products that are high on quality, comfort as well as performance. The spectacles frames at Lenskart.com are priced at a reasonable range to suit your requirements and come in different colours, styles, sizes and shapes for you to pick from. A leading international optical omnichannel player, Lenskart offers best-in-class Italian designs powered by German technology. Capturing fashion forward, global trends to introduce new designs every month, Lenskart has transformed the way people buy eyewear.

Objective

1. Functions of a franchisee business and to study the important factors which are mandatory for franchisee business.
2. The steps and measures taken by lenskart to be one of the major franchise business in the country
3. To figure out how is lenskart the leading franchisee in eyewear business

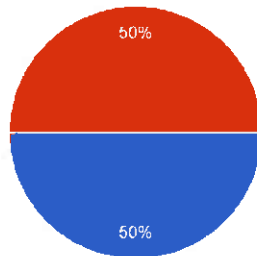
Research Methodology

Collection of data is one of the most important aspects of any research in order to collect the most precise information.

I prepared a few questions relating to franchisee business(mainly lenskart) and made a survey and below mentioned are the results of that survey

do you prefer lenskart over other eyewear brands

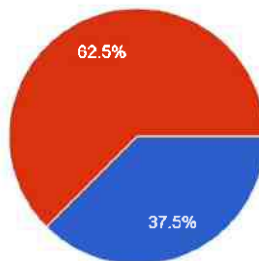
8 responses



● YES
● NO

Do you have a lenskart store in your locality

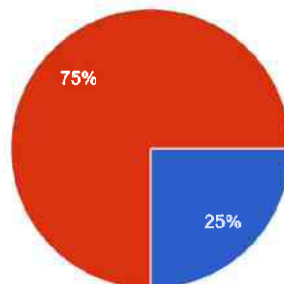
8 responses



● YES
● NO

is lenskart your first preference regarding eyewear

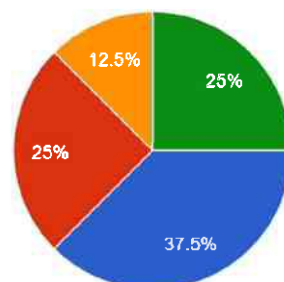
8 responses



● YES
● NO

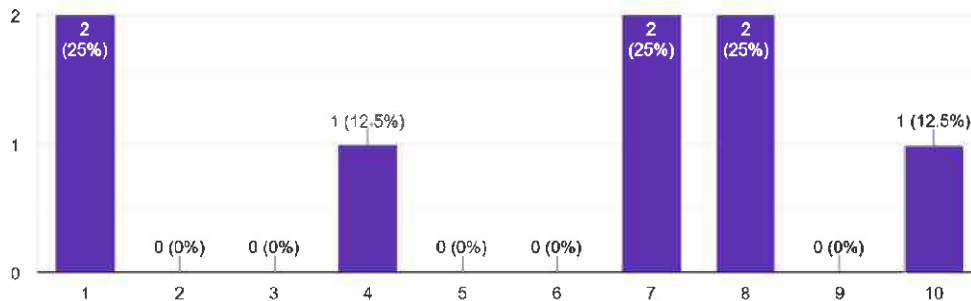
which alternative eyewear franchisee you prefer

8 responses



● Titan Eye Plus
● Gangar
● GKB opticals
● Specmakers

how much do you rate lenskart on a scale of 1 to 10
8 responses



Main Content

There are several advantages of franchising. The franchisee is opening a business based on products and ideas that have already been proven and tried. The products and services have already had high success levels in the market. There are less costs since the franchisee does not spend money creating brand awareness as the brand is well known. The franchisee just researches on how successful other franchisees are before committing himself in the business.

Every time the franchisor advertises his product the franchisee gains by the adverts and the promotional campaigns selling more products than before. The franchisee is given support by the franchisor in terms of training, finances, marketing and promotional advice, setting up the business and advice even as the business continues. Getting finances for the business is easier as financial institutions are more willing to lend money to a business with success in the market with a known and successful brand name with a great reputation.

The franchisee is given a certain territory to operate his business. The franchisor will not open other franchise businesses in the area. It can be said that the franchisee has exclusive rights in their territory (Sifleet, 2005). The franchisor already has relationships with the suppliers of the goods therefore the franchisee reaps the benefits of the already established network of suppliers. The franchisee also benefits from communication and sharing ideas and receiving support from other franchisees in the network. The franchisee has an ownership mentality especially where the franchise agreement is long term. The person is more likely to devote time, capital to the growth of the business. The person will not walk away when there are business challenges. The franchisee system is able to pool resources together since the franchisees are required to contribute to a national marketing fund.

There are high legal expenses involved in opening a franchise. There are agreements that have to be prepared such as the Uniform Franchise Offering Circulars (UFOCs). The documents may have to be filed in several states. However the yearly expenses are less than the initial costs of setting up the business and the required documentation. The laws of franchising are very technical. There are certain disclosures that a franchisor has to make. Without such a disclosure the franchisee has an automatic recession right. Due to the technicality, there has to be adequate training given to the two parties by legal or compliance personnel. There are control issues as the franchisor has a lot of influence over the franchisee business.

Additionally, the franchisee faces marketing constraints since the advertisements and their brochures must be pre-cleared by the state agencies before use. Furthermore any financial results information can only be presented formally to the UFOC. No earnings claim can be disclosed in the adverts. There are also challenges in business relationships between the franchisee and the franchisor. The franchisee may see themselves as being in a partnership with the franchisor. The franchisor on the other hand wisely knows that there needs to be leadership in the partnership which has to be given by the franchisor. The relationship needs to be handled well as they talk of strategic direction and marketing plans.

There are various advantages for choosing Lenskart franchise as listed below:

- An established and trustworthy name in the online and offline optical industry.
- A massive range of premium eyewear brands and designs.
- Low investment, high return business proposition.
- Franchisees make 35% of net sales.
- Break-even period of 9-12 months.
- Support to ensure cash break-even for the initial six months.

The eligibility criteria for starting a Lenskart franchise are as follows:

- The franchisee should possess entrepreneurial skills.
- The franchisee should have the investment capacity.
- The franchisee should sound from an excellent educational background.

The following are the supports which are given to the Franchisee.

- Initial brand activation through local media.
- Stock correction (no dead stock ever).
- Site selection and interior furnishing.

- Personnel recruitment & training module.
- Branding support by experts.

The outlets are set-up with square feet ranging between 300-500 square feet; and are located in potential areas such as near optical stores, near neighbourhood clinics, malls, marketplace, corner shops, traffic areas, main road and airports. An interested applicant is required to invest an amount of Rs.25 Lakhs to Rs. 30 Lakhs and additional brand fee of about Rs. 2,00,000. The franchise is expected to receive a minimum of about 30% return on investment per year per outlet. The franchisee will be provided with necessary training for a certain period covering all aspects of conducting franchise. The franchisee will be presented with detailed operating manuals, and the preferred training location will be onsite. Also, at the time of opening the franchise expert guidance from Head office will be available. Lenskart allows you to start your own business and make extra income by becoming their Franchise. There are steps to be followed for becoming a Lenskart franchise.

The following are the specified locations for starting a Lenskart Franchise are below:

- North– Delhi, Haryana, Himachal Pradesh, Jammu and Kashmir, Punjab, Uttaranchal, Uttar Pradesh.
- South– Kerala, Karnataka, Tamil Nadu, Andhra Pradesh, Telangana
- East- Assam, Meghalaya, Mizoram, Tripura, Arunachal Pradesh, Manipur, Nagaland, West Bengal, Sikkim, Odisha.
- West– Gujarat, Rajasthan, Maharashtra, Goa.
- Central– Chhattisgarh, Madhya Pradesh, Bihar, Jharkhand.
- Union Territories– Andaman and Nicobar, Pondicherry, Chandigarh, Lakshadweep, Daman and Diu.

Conclusion

Many organizations are increasingly adopting the franchise model in order to achieve efficiency, and also gain competitive advantage. Franchising, when successfully implemented, helps create a brand that can traverse boundaries and position a firm in a strategic position. The type of franchise that companies is determined by several factors depending on the needs of the company and the costs benefit outcomes of the franchises. Therefore as firms strive to develop, it is imperative that they take advantage that comes with such models while putting in mind the inherent pitfalls in such ventures. This research paper of Franchise Business- Lenskart provides

us with detailed information about franchise business and lenskart in particular. Lenskart is an e-commerce company India's leading online shopping portal for eyewear Products range from a large selection of eyeglasses, sunglasses and contact lenses and one of the leading franchise business in india. The fact cannot be ignored that marketing, high returns, good location placement and to build a brands image by producing quality products helped lenskart's franchisees to grow and spread all over the country. It is an highly recommended franchisee option with a profitable future.

Suggestions

This review of the franchisee business – lenskart gives us a detailed study and information about the mentioned topic, lenskart is the leading franchisee eyewear business in india today and its excellent marketing strategy, maintaining quality of their products and good services are the main reasons for their success, not only for lenskart these points are to be taken in notice with any franchise business. To maintain the same type of work conduct and performance all over the franchises is a difficult job and that's why most businesses fail when they start a franchisee, they are not able to maintain the standards in their product and services.

Literature Review

It is important to have an overview of the source of the topic to explore and have some demonstration about the file we have researched.

Our topic is about Franchise Business – Lenskart which is a leading franchisee in india. So for this research paper we have studied a few articles, recommendations from other research papers, surveys and most of them we found on the internet.

References

- www.wikipedia.com
- www.lenskart.com
- www.wowessays.com
- www.shodhganga.com
- Surveys

11. A Study on Quality Management System of Industry

Shana Shaikh

Assistant Professor, BMS, ZSCT's Thakur Shyamnarayan Degree College, Kandivali, Mumbai.

Dhrumil Hingu

Research Student, ZSCT's Thakur Shyamnarayan Degree College, Kandivali, Mumbai.

Abstract

In earlier days, the basic necessity of clothing was to cover and protect the body from climatic change but today people become more solicitous about the comfort of wearing and also the durability of the garment. In a day one wants different wears at different times. Therefore, garment manufacturing increases productivity and efficiency. This work focused on the time study, visual management and work standards techniques for improving productivity and quality. While conducting quality as well as the production in sewing line. By implementing the above stated tools the efficiency significantly increased by 8.07%.

Keywords: Efficiency, garment productivity, work environment, time study, visual management.

Introduction

The Garment Industry of India is an Rs -one trillion industry. Almost 33 % of its knitwear production and about 20% of its woven-garment production, both by volume, enters export markets. Overall about 25 % of the volume of its garment production goes into export markets, leaving 75 % for domestic consumption.

The Industry covers over one lakh units and employs about 6 million workers, both directly and indirectly in almost equal proportion. The indirect portion helps to sustain the direct production sector in the shape of items associated with the garment industry production including sewing/embroidery thread, buttons, buckles, zippers, metal plates, cardboard sheets, plastic butterflies and packaging material.

Organized sector of the garment industry is roughly 20% of the total industry, concentrating chiefly on exports. These are usually limited Companies while the rest are proprietary or partnership Companies.

Geographically, men's garments are largely produced in western and southern India while production of ladies garments predominates in North India. Eastern section of India specializes

in **children's garments** where in fact, these took their birth.

Fibre-wise, 80% of the production is of cotton garments, 15% of synthetic/mixed garments and the rest of silk and wool garments.

The industry manufactures over a 100 different types of garments for men, women and children. These includes overcoats/raincoats, suits, ensembles, jackets, dresses, skirts, trousers, shirts, blouses, inner-garments, T-shirts, jerseys/pullovers, babies garments as well as accessories like shawls/scarves, handkerchiefs, gloves and parts of garments.

Fabric constitutes 65 to 70% of the cost of production with labour making up a further 15% and the rest going for overheads and manufacturer's profit.

For the last several years, 9 to 10% of the disposable income goes into the purchase of garments and textiles in items like house-finishing, drapers, tapestries and the like.

Objectives

- To study the steps of manufacturing
- To study the quality management system of industry

Main Content

1. Steps of Manufacturing

Garment production is an organized activity consisting of sequential processes such as laying, marking, cutting, stitching, checking, finishing, pressing and packaging. This is a process of converting raw materials into finished products. It will be difficult to maintain the industry if production is not up to the mark if the preproduction phase of preparation of material is not properly carried out.

Ready to wear apparel or garment manufacturing involves many processing steps, beginning with the idea or design concept and ending with a finished product. Apparel manufacturing process involves Product Design, Fabric Selection and Inspection, Patternmaking, Grading, Marking, Spreading, Cutting, Bundling, Sewing, Pressing or Folding, Finishing and Detailing, Dyeing and Washing, QC etc.

Manufacturing Steps

1. Receiving Fabrics

Garment factories receive fabric from overseas textile manufacturers in large bolts with cardboard or plastic centre tubes or in piles or bags. The fabric typically arrives in steel commercial shipping containers and is unloaded with a forklift. Garment factories often have a warehouse or dedicated area to store fabric between arrival and manufacturing.

2. Fabric Relaxing

“Relaxing” refers to the process that allows the material to relax and contract prior to being manufactured. This step is necessary because the material is continually under tension throughout the various stages of the textile manufacturing process, including weaving, dyeing, and other finishing processes. The relaxing process allows fabrics to shrink so that further shrinkage during customer use is minimized.

3. Spreading, Form Layout, and Cutting

After the fabric has been relaxed, it is transferred to the spreading and cutting area of the garment manufacturing facility. The fabric is first cut into uniform plies and then spread either manually or using a computer-controlled system in preparation for the cutting process. The fabric is spread to:

4. Cutting

This is the major operation of the cutting room when they spread and cut into garments. Of all the operations in the cutting room, this is the most decisive, because once the fabric has been cut, very little can be done to rectify serious defects.

5. Sewing

Stitching or sewing is done after the cut pieces are bundled according to size, colour and quantities determined by the sewing room.

6. Checking

It is realistic to assume that however well checking or quality control procedures operate within a factory there will always be a certain percentage of garments rejected for some reason or other. The best way to carry out quality checks is by

7. Spot Cleaning and Laundry

In addition to identifying manufacturing defects, employees tasked with performing quality assurance are also looking for cosmetic flaws, stains, or other spots on the garment that may have occurred during the cutting and sewing processes. Spots are often marked with a sticker and taken to a spot-cleaning area where the garment is cleaned using steam, hot water, or chemical stain removers.

8. Fusing and Pressing

Fusing and pressing are two processes which have the greatest influence on the finished look of a garment. Fusing creates the foundation and pressing put the final seal of quality on the garment.

9. Packaging and Shipping

In the last steps of making a product retail-ready, garments are folded, tagged, sized, and packaged according to customer specifications. Also, garments may be placed in protective plastic bags, either manually or using an automated system, to ensure that the material stays clean and pressed during shipping. Lastly, garments are placed in cardboard boxes and shipped to client distribution centers to eventually be sold in retail stores.

2. Quality Management System of Garment Industry

A garment manufacturing quality management system (QMS) is related to a quality control and assurance system that documents (quality manual) processes (Online and offline), procedures, system, planning, responsibilities, and tasks for achieving quality goals and policies to meet buyer requirements. A quality management system is focused on customer requirements and satisfaction through combined effort of whole organization management by setting up a work standard.

A quality management system helps a factory to coordinate and instruct an organization's functions/activities to meet buyer requirements and improve its effectiveness and efficiency on a continuous basis quality control and improvement. Good quality management can guide a factory to the right path of quality goal, to keep the standard of the export garments. a good quality management system should be implemented.

There are various quality related problems often seen in garments manufacturing like sewing defects, colour defects, sizing, or garment defects.

Fabric Defects : There are various fabric defects that can occur while fabric manufacturing like bowing, crease marks, pin holes, knots, missing yarn etc. Defects can also occur while dyeing and printing of the fabric like colour out, watermark, colour smears, broken colour pattern, dye streak etc.

Sewing Defects : Sewing defects like open seams, missing stitches, uneven stitches, skipped stitches, seam puckering, improper creasing of the garment etc.

Colour defects : Colour defects like variation of colour between the approved sample and the final garment, wrong colour combinations and mismatching of sewing threads or accessories (like laces etc.)

Size Issues : Size issues like wrong gradation of sizes, difference in measurement of a garment

Other Defects : Others defects like defective buttons, snaps, stitches, holes, faulty zippers, loose or hanging sewing threads, misalignment of buttons, missing buttons, cuts, stains, short zippers, inappropriate trimmings etc

How to do Quality Control in the Garment Industry?

Now let's understand various ways of quality control in the garment industry. Apparel Quality Control System is followed by all concerned in the company from piece goods inspection to the final statistical audit.

1. Raw Material Inspection

Once you receive the fabrics or accessories in the warehouse, it should be inspected. 10% of the fabrics can be inspected as per "4 points" system/10 points system point system. The most commonly used system is the 4 points system.

2. Testing of Raw Material

Fabrics and accessories (laces, buttons, zippers etc) can be tested in a lab to assure that whatever raw materials, sourced by the apparel industry is as per the approved standards. There are various parameters that are tested for fabrics like the weave of the fabric, GSM (gram per square meter), thread count, yarn count, tearing strength, texture, hand feel, dimensional stability, colour fastness etc.

3. In-Process Quality Control in the Garment Industry

Quality can be controlled while inspecting during the process. There are various processes involved in garment manufacturing like cutting of fabric, sewing and finishing of a garment.

Cutting Quality Control in Garment Industry

In the cutting section, quality can be controlled in two stages (fabric spreading and after cutting of fabric).

Fabric Spreading: spreading is laying out of the fabric in superimposed layers (plies) of a specified length. Maintaining quality in fabric spreading is very important. Various factors can be checked while spreading a fabric like tension in fabric, fabric defects, marking of patterns, matching of fabrics/patterns etc.

After cutting: After cutting fabrics, there are various points that should be checked like miscut, pattern checks, notches etc.

Sewing Quality Control in Garment Industry

During the sewing, quality control can be done by an in-line quality controller. Various parameters can be checked during sewing like machine tension, stitch per inch, the needle of the machine, cleanness etc

4. Finishing Section Quality Control in the Garment Industry

Apparel quality control can be attained by inspection at the finishing section of garments. Garments can be checked to identify sewing defects, stains, measurement inspection, loose threads etc.

5. Testing of Final Products

After manufacturing, a sample from the final lot is sent for testing to ensure that it is as per the approved sample. There are various parameters that are tested for garments like colour fastness, seam strength, seam slippage, size fitting test, button /zip quality test etc. tensile strength, dimensional stability, pilling test, azo-free etc.

6. Acceptable Quality Level (AQL)

After completion of the packing of a complete lot of garments, a Quality manager conducts an audit based on required AQL garments. When quality managers are satisfied with the audit then the same will be offered for a final inspection to the buyer. AQL is the maximum number of items (defective) that could be considered to accept during the random sampling of pre-shipment inspection.

7. Quality Management System (QMS)

QMS is another important aspect of quality control in the garment industry. A quality management system (QMS) is a system that documents processes, procedures, and responsibilities for achieving quality objectives. It helps to improve the customer's requirement, productivity and efficiency on a continuous basis. There are other benefits of QMS like reducing wastage, improving process control, lower costs etc.

8. Total Quality Management (TQM)

Apparel quality control can be done by applying TQM. It refers to a management process to ensure that the organization consistently meets customer requirements. It engages all divisions, departments and levels of the organization. It focuses on processes and practices to eliminate waste and pursue continuous improvement.

The aim of TQM is to deliver the products or services of the highest value for the

customer at the lowest cost while achieving profits and economic stability for the company. The most common TQM tools are in use today. Each is used for and identifies information in a specific manner like pie charts and bar graphs, histograms, Pareto charts, flowcharts and modelling diagrams, scatter diagrams, fishbone diagrams etc.

9. Lean Manufacturing

Lean manufacturing is another tool for apparel quality control. Lean Manufacturing is a systematic method of eliminating waste by continuous improvement. There are various benefits of lean manufacturing like improving productivity and quality, reducing work in process (WIP) inventory, reducing cycle and lead time, reducing manpower, time and space, sustainability, employee satisfaction, and increased profit. Increase customer satisfaction and customer service. Lean manufacturing tools used in garments industry like 5S, Kanban, PCDA (Plan, Do, Check, Act) etc

Conclusion

All in all this study would like to conclude that the garment sector in Bangladesh make up nearly 80% of the country's export income. so, garment industry is the key export for division of Bangladesh moreover

It has been a main source of foreign exchange for the last 25 years. As it is one of the most important economic sources of Bangladesh, the government should take some significant action to motivate the garment workers. This will help to increase the economic growth of Bangladesh

Suggestions

1. As automation and technology has evolved, the garment industry should cope with the technology.
2. As per the study labourers and lower level employees should be compensated well and should be taken care of.

References

- <https://www.textileflowchart.com/2015/10/flow-chart-of-quality-management-system-in-the-garments-industry.html>
- <https://www.henryharvin.com/blog/quality-control-in-garment-industry/>
<https://www.textileschool.com/193/garment-production-process/>
- https://en.wikipedia.org/wiki/Clothing_industry

12. A Study on “Various Conflict of Rural Entrepreneurship”

Shana Shaikh

Assistant Professor, BMS, ZSCT's Thakur Shyamnarayan Degree College, Kandivali, Mumbai.

Tahir Khan

Research Student, ZSCT's Thakur Shyamnarayan Degree College, Kandivali, Mumbai.

Abstract

This research provides detailed information on conflict that occurs in rural entrepreneurship, as well as various remedies for how we can avoid these conflicts. It also explains how conflict occurs and how to resolve it. This study concludes that paying attention to this at an early stage, adopting appropriate procedures, and securing equal support for two opposing parties without the need of diplomacy will result in a beneficial outcome.

We've also gathered information on how various people react to conflict and the strategies they employ to deal with it. As a result, their reviews and ideas continue. The research suggests that settling disputing parties requires early acknowledgment of the dispute and listening to both sides. It will only be unhelpful if we force this and desire to end up on one's side.

Objective of this Research

- To study various conflicts occurring in rural development
- To suggest some suitable measure to overcome these conflicts

Key Words

- Rural development
- Entrepreneurship
- Business
- Challenges
- Outcomes
- Solutions
- Poverty
- Technology
- Resources

- Conflicts
- National
- India
- Regional

Introduction

What is Rural Entrepreneurship?

The term "Rural Entrepreneurship" refers to the creation of new businesses and industries in rural areas. It entails engaging in entrepreneurship in the rural economy, which contributes to the nation's overall development. Rural entrepreneurship has its roots in non-urban areas and offers a wealth of opportunities in business, manufacturing, agriculture, and other fields. Agriculture and related activities are generally the focus of industries and economic ventures in rural areas. The bulk of people who live in rural areas rely on these activities to make businesses a living.

Rural entrepreneurship is most commonly defined as the establishment of a new business institute that aids in the development of new products, services, market trends, and the adoption of new technologies in rural sectors 575 million people work in agriculture-related services worldwide, with 52 percent of non-water land being harvested compared to only 11 percent in the biosphere. In comparison to the rest of the world, India's service sector is growing at 9.2 percent (2015), with the lowest contribution of serviced employment at 28 percent (2014) and contributes roughly 66 percent of the country's GDP.

Depicts some of the primary challenges faced by rural entrepreneurs, including a low level of purchasing power among rural consumers, resulting in insufficient sales volume, reduced earnings due to competition, a lack of financial help, and power outages.

Research Methodology

In this research, we used the Questionnaire Method, where we connected to the people and asked questions about conflicts they faced in an educational institute. The questions which were created were to study how many people fall into conflicts and ways they used to resolve them.

As per our respondents we got 18 responses from students, teachers as well as the non-teaching staff. They were personally contacted by us to fill the survey form online. Many of the people took initiative and filled the forms through email Ids and personal details which were kept confidential, Only the responses were used for the research paper and there were no objections raised from anyone.

The Question were as follows



Do you know about rural entrepreneurship? *

Yes

No

Have you seen any rural development near you

- Yes
- No
- Maybe

Have you seen any rural development near you

- Yes
- No
- Maybe

Is government doing anything to
promote rural entrepreneurship?

*

Yes

No

Maybe

Have you heard about any scheme for rural
entrepreneurship?

Yes

Maybe

No

Do you think rural entrepreneurship is
necessary for India's development?

Yes

No

Maybe

Do u think people of India know a lot about rural development?

Yes

No

Maybe

Do you think rural entrepreneurship can be improved if supported?

Yes

No

Maybe

Main Content

Rural entrepreneurship has played a vital part in a country's overall economic development. Various opportunities arise as a result of the growth and development of rural industries, as it facilitates self-employment, which may lead to a wider distribution of goods in various economic and industrial activities, which will aid in the most efficient and effective use of resources such as raw materials and labour available within the boundaries of rural areas.

Need for Rural Entrepreneurship

1. Because rural industries are labor-intensive, they have a high likelihood of creating jobs, which serves as a counterbalance to a number of issues that arise as a result of rural unemployment.
2. Rural enterprises have a higher potential for generating money than urban sectors, reducing income gaps between urban and rural dwellers.
3. Rural entrepreneurship encourages the spread of economic activity in rural areas, resulting in more balanced regional growth.

4. It not only protects but also encourages art, culture, and creativity, as well as the region's diverse heritage.
5. When industries are established in rural areas, economic development is advanced, and villagers' migration to urban areas is reduced.
6. Reduces inequitable urban growth, slum development, pollution, and other negative consequences.

When industries which are environment friendly are established in rural areas, it results in development without causing harm to nature and biodiversity.

Challenges Faced by Rural Entrepreneurship

1. **Family challenges:** -Convincing the family is one of the most difficult and crucial obstacles confronted by company searchers and promoters. The first question is: Do you have a business idea or any views about how to make money from a business
2. **Social Challenges:** - Family issues are usually the most significant, but social challenges are frequently encountered in the external environment and are essential considerations for business.
3. **Technological Challenges:** - Educational techniques primarily inspire graduates in terms of technology, and there are too many gaps between the job market and online entrepreneurship
4. **Financial Challenges:** - Financial difficulties affect not only entrepreneurs, but also all types of business owners, whether private or public, and it is a major problem in India.

Aside from the aforementioned problems, one major issue that arises during the growth of rural entrepreneurship is a lack of education and awareness among the general public about the need of establishing rural industries. Furthermore, the rural populace has little interest in pursuing entrepreneurship as a job.

Because of a set and regular income, limited working hours, no investment, and a lower level of responsibility, the rural population seeks employment. This is because salaried persons have a higher social position than self-employed people.

In addition to this, rural people also do not have much knowledge and awareness about the entrepreneurial opportunities which are open to them. And they are also not aware of the support organizations, government schemes and programs and all the necessary information which is needed for its commencement.

Rural development is critical not just for the majority of people who live in rural areas, but also for the country's total economic growth.

Rural development is believed to be of greater significance in the country today than it was in the past in the nation's evolution. It is a strategy aimed at increasing production, increasing socio-economic equality and ambition, and ensuring social and economic stability.

The major goal is to alleviate the starvation that affects around 70% of the rural population and to provide sufficient and nutritious food.

The secondary responsibility is to guarantee that clothing and footwear are available, that the environment and house are clean, that medical attention is available, and that leisure opportunities are available.

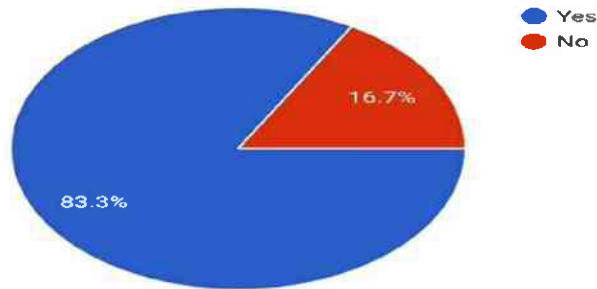
Traditionally, rural development has focused on the extraction of land-intensive natural resources like agriculture and forestry. Rural areas, on the other hand, have transformed due to changes in global manufacturing networks and rising urbanization. Tourism, specialist manufacturing, and recreation are increasingly replacing resource extraction and agriculture as the primary economic drivers. The necessity for rural areas to take a more holistic approach to development, rather than focusing solely on agricultural or resource-based companies, has resulted in a greater focus on a wide range of development goals. In improving rural areas, education, entrepreneurship, physical infrastructure, and social infrastructure all play essential roles. The emphasis on locally produced economic development techniques is another feature of rural development. In contrast to metropolitan areas, which have a lot of commonalities, rural areas have a lot of differences. The goal of rural development initiatives is to help rural areas flourish socially and economically. Local or regional governments, regional development agencies, NGOs, national governments, or international development organizations have traditionally used a top-down approach to rural development. However, in the late 1960s, a crucial 'organization gap' was found, illustrating the disconnect between national organizations and rural communities, resulting in a strong focus on community engagement in rural development agendas. [8] Political decentralization policies in developing nations, particularly in Africa, or policies that shift the authority of socio politico economic decision-making and the election of representatives and leadership from centralized governments to local governments, have often been used to achieve this. [9] As a result, local populations may be able to initiate development projects on their own. The word "rural development" refers to the development of rural areas. Rural development attempts to improve rural lives via the engagement of rural residents, in order to address the demands of rural communities. [10] The setting, culture, language, and other aspects of the local location may be unfamiliar to the outsider. As a result, rural residents must take an active role in their own long-term development.

Findings

These are the results of the above given questionnaires-

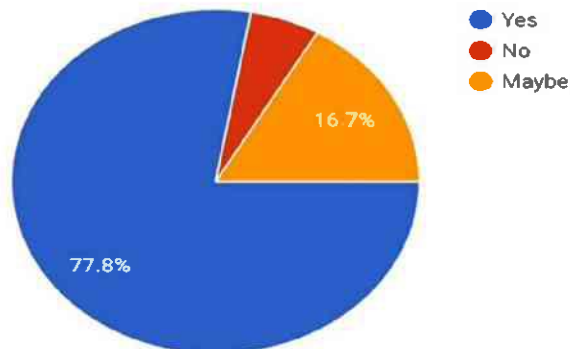
Do you know about rural entrepreneurship?

18 responses



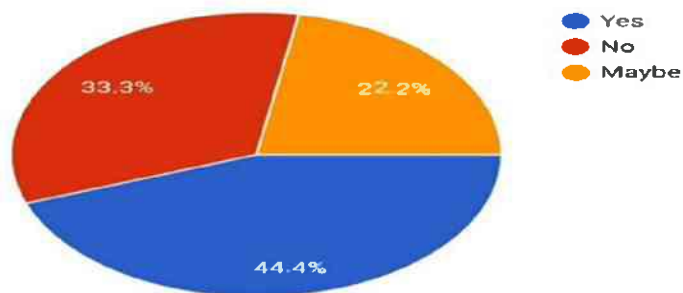
Do you think rural entrepreneurship is necessary for India's development?

18 responses



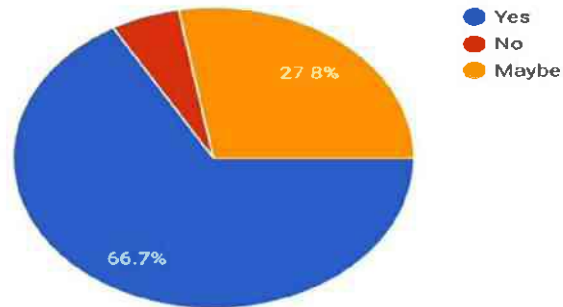
Have you seen any rural development near you

18 responses



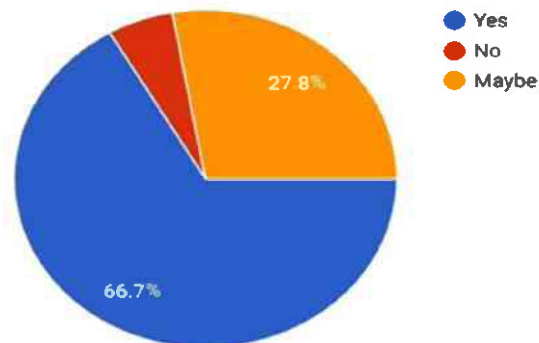
Do you think rural entrepreneurship is important?

18 responses



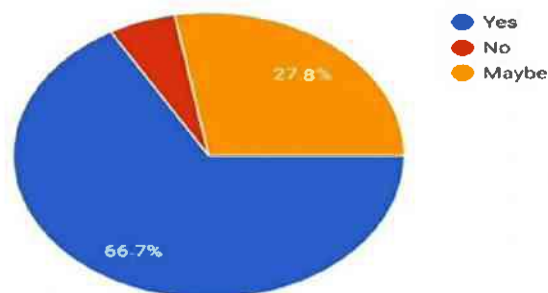
Do you think rural entrepreneurship can be improved if supported?

18 responses



Have you heard about any scheme for rural entrepreneurship?

18 responses



Conclusion

This research started with the importance of rural entrepreneurship and how it can change the country. We even conducted sample research on how much people know about rural entrepreneurship and the research details ended up with almost 70 percent of people thinking that rural entrepreneurship can help in the development of India while the rest are still unsure about it. We also added points like do you think government is doing something for the help of rural development and still many were unsure if there are any scheme or policy given by the government for the help of rural development

Suggestions

Though the answer to the question of how to create entrepreneurship is found in the answers to the challenges that exist in this area, the following methods are recommended for developing entrepreneurship in the country's rural areas:

1. Any industry requires raw materials. The inability to get raw materials, combined with their high costs, has harmed the viability of many industries. Past experience shows that rural industries with employment potential cannot be sustained for long periods of time unless a robust raw material foundation is established in rural areas. As a result, an immediate policy to improve the raw material basis in rural areas is required.
2. Finance is regarded as a lubricant in the establishment and operation of a business. As a result, funds must be made available on a timely basis and on favorable terms to those who truly require them.
3. To address the problem of rural industry marketing, common production-cum-marketing centers must be established and developed with contemporary infrastructure, particularly in areas with high production and growth potential. This would aid in the promotion of export business on the one hand, as well as bringing buyers and sellers closer together while avoiding the need of middlemen on the other. Legislative action is required to make government purchases from rural industry mandatory.
4. One effective way to inculcate the entrepreneurial acumen and attitude may be imparting entrepreneurial education in the schools, colleges, and universities. That younger minds are more susceptible to be molded is well evidenced by the popularly known 'Kakinada Experiments' in Andhra Pradesh.
5. Proper provisions need to be made to impart the institutional training to orient the entrepreneurs in specific products and trades so that the local resources can be harnessed properly

Literature Review

The current research study conducts a literature analysis and investigates the facts, fallacies, and contradictions in policy-making, policy-implementation, and the social consequences of rural development in India. Despite decades of rural development programs, the coverage, access, and quality of support provided to rural marginalized and impoverished people is unequal. Despite the multiplicity of rural development programs, the study tries to determine why beneficiaries are not able to access programs and where gaps exist. The study examines the findings of some of the main rural development studies in light of rural development policies, using the objectives and purposes of rural development as a foundation for analysis. The review of the literature reveals that the selection of rural development beneficiaries was erroneous and prejudiced in the majority of cases. In the process of identification, the participation of the financing institutions was negligible and the household survey was not carried out for identification of the beneficiaries.

References

- <https://businessjargons.com/rural-entrepreneurship.html>
- <https://101entrepreneurship.org/rural-entrepreneurship/>
- <https://commercemates.com/rural-entrepreneurship-meaning/>
- <https://byjus.com/commerce/meaning-of-rural-development/>
- <https://www.vedantu.com/commerce/rural-development>

13. A Study on ‘Challenges Faced by Indian Rural Entrepreneurs and its Remedial Solutions’

Shana Shaikh

Assistant Professor, BMS, ZSCT's Thakur Shyamnarayan Degree College, Kandivali, Mumbai.

Abstract

The main purpose of the majority of the Indian population resides in rural areas and their main livelihood is based on agriculture and agriculture-related activities. Hence it is considered that rural entrepreneurship is one of the most important contributors to economic development in this country. In many cases, rural entrepreneurs are also considered to be necessity-driven as they face many problems and challenges restricting growth.

This research is to identify the rural entrepreneurs' views of their achievements and how they influence the performance and growth of their businesses. Every country's growth mainly depends on the different sectors and occupations for their development. To make progress in any sector, there is a necessity for innovation and business. When we talk about developing countries like India, which is largely based on rural and semi-rural areas, there is a greater opportunity to grow and develop. Hence, rural entrepreneurship plays a vital role in providing a basic platform for the development of rural areas. This study also helps to explore/investigate the various factors which influence rural entrepreneurship and also to analyze the challenges and problems faced by rural entrepreneurs, and finding out qualities essential to become a successful rural entrepreneur, remedial measures to overcome the barriers, the advantages of rural entrepreneurship, to study about Innovators factors, various schemes of Government and the opportunities for rural entrepreneurship.

Objectives of this Research

- To investigate the problems faced by rural entrepreneurs.
- To study the major challenges and obstacles faced by rural entrepreneurs in India.
- To suggest some measures to solve the problems faced by rural entrepreneurs.

Keywords : Challenges, Opportunity, Government Schemes, Remedies

Introduction

Development of a country 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 priorities. “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 start a new organization, then they have entered into the entrepreneurship paradigm”.

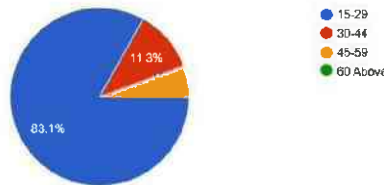
India is a country of villages. About three-fourth of India's population are living in rural and semi- rural areas out of which 75% of the workers force is still earning its livelihood from agriculture and its allied activity. Land is limited so it is unable to absorb the labour force in agriculture. Therefore, it is essential to develop rural industries to solve rural unemployment, to eradicate poverty and rural migration to cities. Growth and development of the rural economy is an essential precondition to development of the nation as a whole. The gap between rural urban imbalance should be reduced. The standard of living of the rural people should be increased.. Entrepreneurship in the rural sector provides an answer to the above problems. The Indian rural sector is no longer ancient and isolated. Therefore, entrepreneurship in the rural and tribal areas emerge large to solve the problems of poverty, unemployment and backwardness of the Indian economy. Rural industrialization is viewed as an effective means of accelerating the process of rural development. The Government of India has been continuously assigning increasing importance and support for the promotion and growth of rural entrepreneurship. Today rural entrepreneurship has emerged as a dynamic concept. In general parlance rural entrepreneurship is defined as “entrepreneurship emerging at village level which can take place in a variety of fields of Endeavour such as industry, business, agriculture and act as a potent factor for overall economic development. Compared to earlier days, development of rural areas has been linked to entrepreneurship. Defining entrepreneurship is a difficult task. Entrepreneurship means primarily innovation of things, to others it means risk taking? To others a market stabilizing force and to some others it means starting, managing and owning a small business. An entrepreneur is a person who either creates new combination of production factors such as new products, new methods of production, new markets, finds new sources of supply and new products and new organizational forms or as a person who is necessarily willing to take risks or a person who by exploiting market opportunities, eliminates disequilibrium between aggregate demand and aggregate supply or as one who owns and operates a business.

Methodology

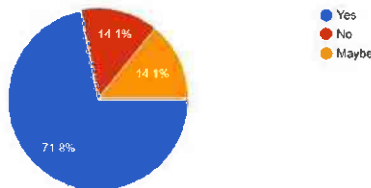
The main aim of this research is to determine the respondents perception about rural entrepreneurship in India. The study was conducted by using Primary and Secondary data. Primary data was collected through questionnaires, where we connected the respondents and asked a few questions about rural entrepreneurship. The main purpose of the questionnaire was to collect a few details like how many people are about rural entrepreneurship? How many think it is a profitable business ? What are the challenges faced by rural entrepreneurs and the corrective measures to be taken.

Findings

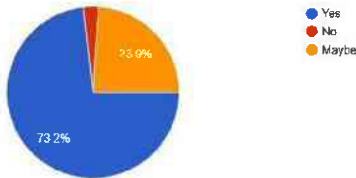
1. Which group do you belong to ?



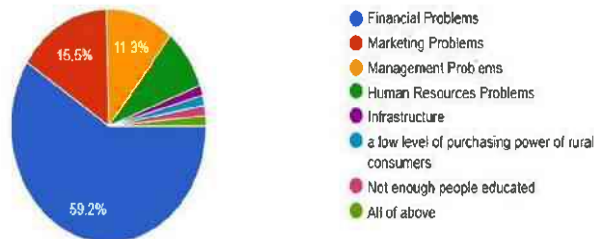
2. Do you know what rural entrepreneurship is ?



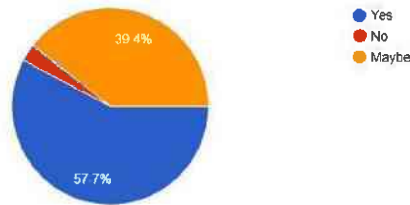
3. Do you think there is a scope for Rural Entrepreneurship in India?



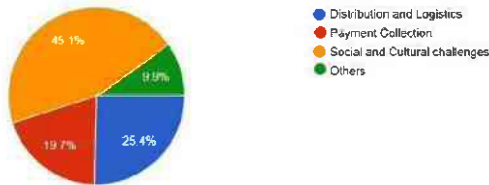
4. According to you, which is the major problem faced by Rural Entrepreneurs ?



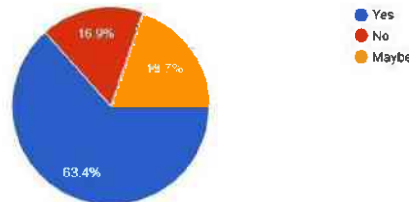
5. Do you think Rural Entrepreneurship in India is successful?



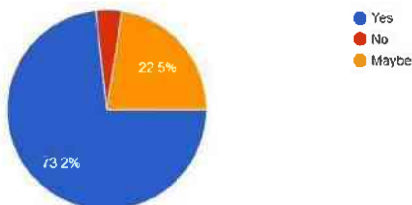
6. Which is the major challenge faced by Rural Entrepreneurs?



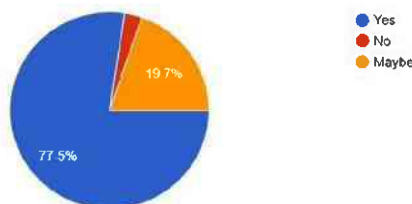
7. Do you think there is a less scope of for Rural Entrepreneurship?



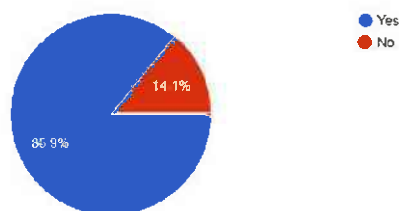
8. Can rural entrepreneurship creates great opportunities and contribute to developing infrastructure?



9. Do you think rural entrepreneurship in India plays a vital role for economic development of the country?



10. If given the opportunity would you invest in rural entrepreneurship?



Main Content

Rural entrepreneurship denotes entrepreneurship in rural areas. In other words establishing a factory or industry in rural areas is referred to as rural entrepreneurship. India is a vast country having an area of 3.3 million sq. km. According to data from the 2011 census there are about 6,49,481 villages in India. Currently, there are more than 7500 regulated markets in the country. Most of the rural population depends on agriculture for their livelihood. Because of globalisation there is a need for the development of such areas. In India, rural entrepreneurship plays a vital role in the economy and GDP growth of the nation. There are 63.39 million enterprises in India out of which 30.9 million enterprises are situated in rural areas and urban has 32.49 million enterprises. This is made possible only when young people consider rural areas as places of opportunities. Despite all the inadequacies and lack of infrastructure one should assess their strength and also build upon them to make rural areas places of opportunities.

In urban areas, agricultural activity is a traditional occupation for many of the people earlier even if people there own an enterprise/ business it was their part-time occupation. After the evolution of industrialization, many companies shifted their base in the rural area for cheap labor costs, inspiring people to start their businesses taking risks for financial profits and overall development. According to the study of Mali D.D., (1988) and Kondaiah C., (1990), there were cultural and psychological factors affecting entrepreneurship in the rural area and it was found that people were possessive toward their land and traditional activity on their land thus was concern about the profit earned from their lands, it was later found that the only thing that needed to be done was to set up employing the unemployed in rural areas is not enough to succeed, people and resources from that area are also required. Following are the problems faced by rural entrepreneurs:

1. Financial Problems like shortage of funds, lack of infrastructure facilities, lack of financial resources, high rate of interest.
2. Marketing Problems like competition, middlemen etc.

3. Management Problems like lack of knowledge in I.T, legal formalities, lack of technical knowledge, poor quality products.
4. Human Resource Problems like low level of workers, negative attitude etc.

To overcome these problems there are many schemes launched by the government of India:

- Scheme of Fund for Regeneration of Traditional Industries (SFURTI)
- Prime Minister's Employment Generation Programme (PMEGP)
- A Scheme for Promoting Innovation, Rural Industry & Entrepreneurship (ASPIRE)
- Credit Guarantee Scheme for Micro and Small Enterprises (CGTMSE)
- Credit Linked Capital Subsidy Scheme (CLCSS)
- Scheme for Micro & Small Enterprises Cluster Development Programme (MSE-CDP)
- Entrepreneurship and Skill Development Programme (ESDP)
- Scheme for providing financial assistance to Khadi institutions under MPDA
- Financial Support to MSMEs in ZED certification.
- Market Promotion & Development Scheme (MPDA)
- Coir Industry Technology Upgradation Scheme (CITUS)
- Domestic Market Promotion Scheme (DMP)

The MSME sector is critical to the growth of the Indian economy, especially in rural areas. MSMEs in India, like the country's population, have a diverse demographic. The sector's demography should be studied to

- a. comprehend the current situation, its strengths, and weaknesses.
- b. To facilitate appropriate policy measures to improve the sector.

Types of Rural Entrepreneurship

- Entrepreneurship in Agriculture: Among all of the important varieties of rural entrepreneurship, this is the most common. It focuses on agricultural products as raw materials for establishing a business or an enterprise.
- Entrepreneurship in Livestock and Dairy: This is yet another famous sort of rural entrepreneurship. This one focuses on the breeding of cattle and domestic animals to meet the needs of livestock and dairy farms. It also includes the beekeeping and fish farming businesses, both of which have increased in popularity in recent years.
- Entrepreneurship in Medicinal and Skincare Products: Evidently, thousands of years old, medical and skincare entrepreneurship has always remained an active source of profit for apothecaries in the old age and industries today. Almost all medicines and

skincare products are made from plants. As a result, this industry can thrive in rural places where the weather and plantation conditions are optimal.

- Entrepreneurship in Textiles and Clothing: This is yet another significant type. This connects to agricultural business as well, because the cotton sector is fully dependent on proper cotton farming. Small-scale thread-making companies located at home and regional cloth-making businesses on a rural scale, on the other hand, can help the entrepreneur make a lot of money in the end.

Classification of MSME

Existing MSME Classification			
Criteria : Investment in Plant & Machinery or Equipment			
Classification	Micro	Small	Medium
Mfg. Enterprises	Investment <Rs. 25 lac	Investment <Rs. 5 cr.	Investment <Rs. 10 cr.
Services Enterprise	Investment <Rs. 10 lac	Investment <Rs. 2 cr.	Investment <Rs. 5 cr.
Revised MSME Classification			
Composite Criteria : Investment And Annual Turnover			
Classification	Micro	Small	Medium
Manufacturing & Services	Investment < Rs. 1 cr. and Turnover < Rs. 5 cr.	Investment < Rs. 10 cr. and Turnover < Rs. 50 cr.	Investment < Rs. 20 cr. and Turnover < Rs. 100 cr.

Literature Review

With the increasing number of enterprises in the rural areas, there are several problems and limitations faced by rural entrepreneurs which are stated below:

Despite the government's efforts to alleviate the problems, rural businesses have faced several challenges since independence. Even in today's competitive corporate world, their issues are similar. The following are some of the primary issues that rural entrepreneurs face:

- Low dangers Bearing Capacity
- Scarcity of Finance
- Lack of Technical Knowledge
- Competition from Large and Urban Entrepreneurs Middlemen Exploitation
- Workers with low skill levels and products of poor quality
- Lack of education
- Insufficient marketing facilities
- Lack of information
- Scarcity of raw materials and,

- Lack of security

Conclusion

Thus, from the different view-points of the authors, though there are many challenges and issues in rural entrepreneurship, it is found that there are great opportunities for rural entrepreneurs to make progress and develop and survive in the global market. The challenges would bring-in more innovations with continuous motivation by self, financial, technical and market amenities. The rural people must be given proper awareness about the scope and various schemes/plans of the government in order to encourage them to become successful rural entrepreneurs.

Suggestions:

Different organizations like IFCI, SIDBI, ICICI, NABARD etc are functioning to sort out the various problems faced by rural entrepreneurs. Marketing problems are mostly related with pricing, distribution channels, product promotion etc. In order to make the rural entrepreneurs to state the business venture, following measures may be adopted:

1. Creation of Financial Institutions or Cells.
2. By providing less rate of Interest
3. By providing training facilities.
4. Appropriate supply of raw materials.
5. Creating Awareness about rural entrepreneurship.

References

- <https://www.fao.org/3/am307e/am307e00.pdf>
- <https://www.bartleby.com/essay/Entrepreneurship-FKAKMLZVC>
- https://www.researchgate.net/publication/301659818_Introduction_to_Entrepreneurship
- https://www.researchgate.net/profile/Shubhada-Kulkarni/publication/313798944_Entrepreneurship_and_Rural_development/links/58a6c463aca27206d9a83a7d/Entrepreneurship-and-Rural-development.pdf
- https://www.researchgate.net/profile/Akancha-Srivastava/publication/334457970_International_Journal_of_Social_Science_and_Economic_Research_CONTRIBUTION_OF_RURAL_WOMEN_ENTREPRENEURS_IN_NATION_BUILDING/links/5d2c07bc299bfl547cb7d7dd/International-Journal-of-Social-Science-and-Economic-Research-CONTRIBUTION-OF-RURAL-WOMEN-ENTREPRENEURS-IN-NATION-BUILDING.pdf

14. A Study on the Process of Strategic Event Management Process

Shana Shaikh

Assistant Professor, BMS, ZSCT's Thakur Shyamnarayan Degree College, Kandivali, Mumbai.

Mehtab Idrisi

Research Student, ZSCT's Thakur Shyamnarayan Degree College, Kandivali, Mumbai.

Abstract

Online event management system is an online event management system software project that serves the functionality of an event manager. The system allow registered user login and new user are allowed to register on the application. The system helps in the management of events, users and the aspects related to them. This proposed to be a web application. The project provides most of the basic functionality required for an event type e.g. [Marriage, Dance Show Birthday party, College Festival, etc.], the system then allows the user to select date and time of event, place and the event equipment. All the data is logged in the database and the user is given a receipt number for his booking. The data is then send to administrator (website owner) and they may interact with the client as per his requirement. Event management is the application to manage and development of festivals, events and conferences. Proposed work involves study of identifying the target of budget, cost, and analysis. Post event analysis and ensuring a return on investment have become significant drivers for the event industry. This is an online event management system, software project that serves the functionality of an event manager.

Keywords - Event planner, party planner, meeting planner, event coordinator, event planners near me, event organizer, event management companies, event planning companies.

Objectives

1. To study the process of Strategic Event Management Process.
2. To study the methodology blogs of Event Management.

Introduction

The term-event has been used-to describe specific rituals, presentations, performances or celebrations that are consciously planned and created to mark special occasions and/or to achieve particular social, cultural or corporate goals and objectives. Events create opportunities for people to connect with an area, spend time together, celebrate and experience the diversity of cultures and foster creativity and innovation. They allow a community to come alive and provide

an opportunity for a destination to showcase its tourism experience and increase economic activity. Events contribute significantly to community building, lifestyle and leisure enhancement, cultural development, tourism promotion and increased visitation, volunteer participation, fundraising and economic development. Most importantly, events create a sense of fun and vibrancy, resulting in a strong sense of community connectivity, pride and a sense of place.

Research Methodology

Often times when talking about Event Management methodology, the discussion revolves around the capabilities of a tool, the number of events that can be processed per second, or the custom algorithm within the correlation engine that makes everything work (almost as if by magic). We look at the tool or tools that are displayed out in front of us and expect them to provide all of the capabilities that are needed, and then we check off all of the requirements one by one. After all the technical aspects are accounted for, it is time to start thinking about what you are going to do with all of the events. While various sources provides some insight into what Event Management is supposed to provide, it does very little in terms of giving more than a cursory look at the steps you are going to have to perform. So what do you do? Your first foray into Event Management methodology, without planning, is going to be clunky, the old adage of you don't know what you don't know is most prevalent in the beginning, and while it is necessary to get a quick ROI with any tool that you have purchased, there are some pitfalls that will happen when you start your implementation. Items that often occur are not realizing what you want to do with the events, having no method of managing events, and having no common process to follow. Each domain manager is integrated separately, attempts are made to normalize events into something that resembles information, usually with rudimentary updates using just minimal information from the domain managers themselves. Then one day a realization that in order to make the next leap in your maturity model, you need to actually manage all of these events, and not just on an individual basis, you will need a plan, a goal, and you need to look at everything holistically, instead of individually. My attempt in this series of blogs is to prevent this pitfall, of not having a plan, to make your event management project start moving in the right direction, and not have to worry so much about the rework. So starting with the basics, as it is always a good place to begin any endeavor, I am going to start with Practical Event Management. The strategy is a combination of all things that make up your event management processes and definitions. These items will include a definition of an event format, integration requirements, event life cycles, and operational processes. The strategy gives the

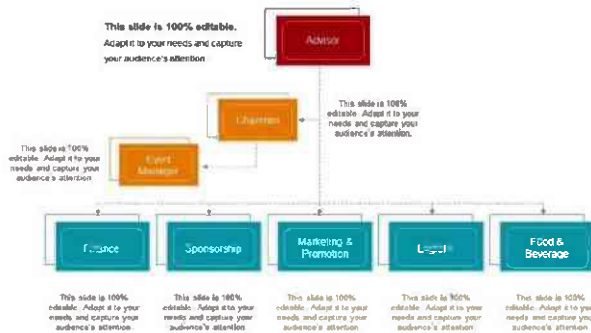
details behind the image, the “how” behind the methodology to filter or correlate events, what is a trigger, and so on. Remember, this is used as a framework, while the Strategy is used to build your environment.

Due to the level of complexity for all event management systems, the strategy should be considered to be a living document. It should never be set in stone, and there should always be room for rework. This does not mean that you should forego all tested processes, or change everything due to a new integration. It just means that if global requirements change, so can your event management methodology. As I have stated, you will not figure out everything on your first pass, so you start out with some basic information, and start building your Strategy. Once a strategy is started and you are happy with your first design, it is time to start the implementation. I look at event management implementation as a software development project where it would be beneficial to use a development methodology, and my preference is something similar to Rapid Application Development (RAD). Figure out quickly what you want, start building, and then build upon the lessons learned. Use a quick two week development cycle, working at it quickly, figuring out the requirements, and moving forward. Every event management tool is different (BMC BPPM, EOPS, HP, IBM Net Cool, etc...), and normally it will take months to get used to working and developing in it.

I would recommend that you take a look at the Strategic Event Management process, start learning about the terminology and how everything should work together, and where it all falls. Future event management methodology blogs will discuss the following:

- Event Format.
- Event Life cycle.
- Integration Requirements.
- Operational Processes.

Event Management Organizational Chart



Main Content

Event management is the application of project management to the creation and development of small and/or large-scale personal or corporate events such as festivals, conferences, ceremonies, weddings, formal parties, concerts, or conventions. It involves studying the brand, identifying its target audience, devising the event concept, and coordinating the technical aspects before actually launching the event. The events industry now includes events of all sizes from the Olympics down to business breakfast meetings. Many industries, celebrities, charitable organizations, and interest groups hold events in order to market their label, build business relationships, raise money, or celebrate achievement.

The process of planning and coordinating the event is usually referred to as event planning and which can include budgeting, scheduling, site selection, acquiring necessary permits, coordinating transportation and parking, arranging for speakers or entertainers, arranging decor, event security, catering, coordinating with third-party vendors, and emergency plans. Each event is different in its nature so process of planning & execution of each event differs on basis of the type of event. The event manager is the person who plans and executes the event, taking responsibility for the creative, technical, and logistical elements. This includes overall event design, brand building, marketing and communication strategy, audio-visual production, script writing, logistics, budgeting, negotiation, and client service.

Due to the complexities involved, the extensive body of knowledge required, and the rapidly changing environment, event management is frequently cited as one of the most stressful career paths, in line next to surgeons. Event management might be a tool for strategic marketing and communication, used by companies of every size. Companies can benefit from promotional events as a way to communicate with current and potential customers. For instance, these advertising-focused events can occur as press conferences, promotional events, or product launches. Event managers may also use traditional news media in order to target their audience, hoping to generate media coverage which will reach thousands or millions of people. They can also invite their audience to their events and reach them at the actual event. Events present substantial liability risk to organizers and venues. Consequently, most venues require the organizers to obtain blanket or event-specific general liability insurance of an amount not less than \$1,000,000 per occurrence and \$2,000,000 aggregate, which is the industry standard. Corporate event managers book event venues to host corporate meetings, conferences, networking events, trade shows, product launches, team-building retreats or training sessions in a more tailored environment.

Findings

Personalization, Purpose, and Sustainability are Top Trends

When asked to name the hottest trends in live events for 2020 (prior to the COVID-19 outbreak), the largest share of respondents named “technology-enhanced personalized experiences.” This reflects other recent research citing the importance of creating individualized experiences using attendee data capture before and during events.

Planners are Seeking Out Unusual and Flexible Spaces

What types of event spaces will be most popular when events resume? Four out of five respondents said either “unusual locations” (43%) or “flexible spaces” (36%). As event attendees seek out more interactive, participatory learning experiences, event planners are looking beyond hotel ballrooms and auditoriums for venue options.

Planners Are Optimistic About Industry Growth

More than half (52%) of respondents in this study said they were “confident in industry growth” at the beginning of 2020. This positive outlook was substantiated by other recent research finding that despite some concerns over costs, both event planners and suppliers were generally positive about the prospects for growth in the meetings and events industry this year.

Sustainability and Budgets Are the Biggest Challenges

Roughly two-thirds of respondents believe the biggest challenges for the events industry this year (other than the coronavirus) will be “being environmentally sustainable” (35%) or dealing with reduced budgets (31%). Once more, other recent research supports this: though their industry outlook was generally positive, planners were concerned about having to do more with less even before the shutdown, as modest budget increases are consumed by rising costs from venues and suppliers.

Conclusion

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

Events are a dynamic and fast-growing sector that has obvious synergies with tourism. If managed and hosted effectively, they can expand the visitor economy, provide media exposure, promote regional development, and stimulate the upgrading of infrastructure and the emergence of new partnerships for financing sport, tourism, culture, and leisure facilities. The hosting of major events, therefore, represents a unique opportunity to rethink or reposition a destination and

to support the development of modern infrastructure. As such many countries now view the successful hosting of such events as a vehicle for economic growth, job creation, branding, well-being, and urban regeneration.

From a tourism perspective, many cities, regions and countries are now devoting considerable resources to developing, attracting and supporting major events as part of a wider strategy to increase visitor numbers and expenditure. However, hosts cities, regions and countries of such events face a range of challenges including funding, effective governance, and the ability to accurately evaluate the economic, social, environmental, and other added value of tourism events.

Suggestions

Start (planning and executing) early

We all know it, no matter if you are planning a one day conference or a multi-day festival, it takes months of preparation and work to make sure everything goes well. Start early and create a schedule for the whole process. If you leave things for last minute your whole event can be compromised by unexpected situations that may occur (and there will be quite a few of them).

Well-balanced and diversified menu

People don't attend events (just) for the great food that you offer, but this too will impact their experience. How do you act when you are hungry? Are you still able to focus? Are you still interested in what somebody else has to say? When it comes to food not all attendees have the same preferences, and although you can't please them all you should at least have both normal and vegan menus.

Engage your attendees

Let attendees feel as part of your event. As humans, we want to know that our words/opinions matter and asking for feedback is a great way of letting your attendees know that their do. Feedback will also let you know how your event looks from "outside" – no matter how critical you are to your own work, you should always try to see it from your attendees' perspective. If possible, ask for feedback before, during and after the event.

Literature Review

This literature review examines the relationship between internal communication and team performance, and its impact on event management, particularly at Australian hotels. The research focuses on how communication among various teams can be improved in the context of event management. The importance of internal communication and team performance are

considered in the research but, as research revealed, that there is no published literature that has solely focused on the relationship between these two factors. Most of the literature concentrated on the topic of improving internal communication in an organisation. Literature on team and team performance is available but not in large numbers. Also, studies tend to focus upon public organizations and no study discusses private organizations, such as hotels, undertaking event management. Teamwork is essential in an event management company because an individual cannot manage the work of an entire event. Thus, this research aims to identify the factors that influence communication within particular environments. It also seeks to understand techniques to increase the effectiveness of teamwork and to consider whether clear team roles impact upon the performance of the team. It also focuses upon how communication between departments can be improved.

References

- 2017, Teamwork: Success through people. [Online] Available at: http://www.acas.org.uk/media/pdf/g/7/B14_1.pdf
- Allen, J 2010, Event planning ethics and etiquette: A principled approach to the business of special event management, John Wiley & Sons.
- Allen, J, O'Toole, W, Harris, R & McDonnell, I 2012, Festival and special event management, Google eBook, John Wiley & Sons.
- Ancona, DG & Caldwell, DF 1992, 'Demography and design: Predictors of new product team performance', *Organization Science*, vol. 3, no. 3, pp. 321-41.

15. A Study on “Problems Faced by Women Entrepreneurs in India”

Shana Shaikh

Assistant Professor, BMS, ZSCT's Thakur Shyamnarayan Degree College, Kandivali, Mumbai.

Ritika Sharma

Research Student, ZSCT's Thakur Shyamnarayan Degree College, Kandivali, Mumbai.

Abstract

Studies on women entrepreneurship have witnessed a rapid growth over the past 30 years. The field is in an adolescence stage with a considerable number of journal articles, literature reviews and books being published on women entrepreneurs. The objective of this study is twofold. First is to examine the number of papers published on women entrepreneurship in 12 established entrepreneurship journals from 1900 to 2016. Second is to assess the growth of the field by specifically reviewing literature reviews published from 1980s till 2016 and put forward future research directions. Our review findings suggest that there is still a long way to go in terms of building a strong theoretical base for research on women entrepreneurship. The lens of feminist theories can be applied in conjunction with the existing entrepreneurship theories to advance the field. Methodologically, past research is dominated by the positivist paradigm and there is a need to embrace innovative methods to build explanations using a constructionist approach. Further, studies are mostly restricted within national boundaries primarily being conducted in developed economies. There is a need to build transnational networks and foster professional communities to enable the growth of the field.

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

Objectives

1. To study the problems faced by women entrepreneurs.
2. To study about the organization promoting women entrepreneurs in India.

Introduction

Women entrepreneurship must be moulded properly with entrepreneurial traits and skills to meet the changes in trends, challenges global markets and also be competent enough to sustain

and strive for excellence in the entrepreneurial arena. Women constitute 50 per cent of the total population of India. In spite of it, women are still lagging behind men in several aspects. Over the years, the literacy rate of women and employment opportunities are being increased by leaps and bounds. Moreover, of late, they are actively engaging in several activities apart from employment. Women are involving and entering into business and establishing different types of industries. The Government of Indian and Andhra Pradesh have been encouraging women to take up industrial establishments. Several financial corporations are funding for establishment of industries. Hence, women started establishing industries and collaborating self and economic development and coming out with flying colours. In India, though women have played a key role in the society, their entrepreneurial ability has no 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 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 policy makers, and administrators in India have for long recognized, the important role that Micro, Small and Medium Enterprises play in the national economy, therefore the Central and State Governments have taken over the years active steps to promote and foster their growth. But these measures have not been particularly effective. Today, these enterprises continue to suffer from innumerable problems which hinder their performance and growth. Many of the problems of finance, marketing, production, distribution and infrastructure still continue to afflict the MSME sector. While some of them are more or less common to a wide range of small enterprises all over the country, others have particular relevance to groups of small enterprises situated in rural and backward areas.

Research Methodology

The present study based on extensive study of secondary data collected from various books, National & International Journals and public and private publications available on various

websites and in libraries focusing on various aspects of Women Entrepreneurship. This research is also a desk study based on secondary information various articles, journals, and websites.

Problems of Women Entrepreneurs

Women not only face problems as entrepreneurs but as women themselves and therefore compared to men the problems of women entrepreneurs are numerous. The problems range from mobilizing various resources including problem of capital, marketing, raw material, sales, labour, technical, competition, new technology, problem of land/ Shed/ water/ power/ taxes, lack of family support as well as lack of government support and the like. Hence their problems arise both from within and outside and also differ from enterprise to enterprise. Some of these problems are many and similar to all, whereas for some others it is more specific and related to the line of activity of the enterprise. Some have the problem of the external environment; whatever be the problem there is no prescribed formula to deal with them. The problems have to be dealt with them by the entrepreneurs themselves otherwise it would affect the working of the enterprise itself. Efficient and timely handling of the problems leads to their success.

Organizations Promoting Women Entrepreneurship in India

National Resource Centre for Women (NRCW) An autonomous body set up under the National Commission for Women Act, 1990 to orient and sensitise policy planners towards women's issues, facilitating leadership training and creating a national database in the field of women's development.

Women's India Trust (WIT) WIT is a charitable organisation established in 1968 to develop skills of women and to earn a regular income by providing training and employment opportunities to the needy and unskilled women of all communities in and around Mumbai. iii. **Women Development Corporation (WDC)** WDCs were set up in 1986 to create sustained income generating activities for women to provide better employment avenues for women so as to make them economically independent and self-reliant.

Development of Women and Children in Urban Area (DWCUA) DWCUA was introduced in 1997 to organise the urban poor among women in socio-economic self-employment activity groups with the dual objective of providing self-employment opportunities and social strength to them.

Women Development Cells (WDC) In order to streamline gender development in banking and to have focused attention on coverage of women by banks, NABARD has been

supporting setting up of Women Development Cells (WDCs) in Regional Rural Banks and Cooperative Banks.

Conclusion

Women, being almost 50% population of India, have a pivotal role to play as far as economic development of country is concerned. India is a male dominated society and women are assumed to be economically as well as socially dependent on male members. Women entrepreneurs faced lots of problems like lack of education, social barriers, legal formalities, high cost of production, male dominated society, limited managerial ability, lack of self confidence etc. Various factors like Pull and Push factors influencing women entrepreneurs. Successful leading business women in India. Government takes various steps for the upliftment of women entrepreneurs in 7th five year plan, 8th five year plan and in 9th five year plan. Women have the potential the potential and determination to setup, uphold and supervise their own enterprise in a very systematic manner, appropriate support and encouragement from the society, family, government can make these women entrepreneur a part of mainstream of national economy and they can contribute to the economy progress of India. The Government has increased the importance of women by adopting various schemes and programs for their participation in economic activities. As technology speeds up lives, women are an emerging economic force, which cannot be neglected by the policy makers. The world's modern democratic economy depends on the participation of both sexes. Today, women in advanced market economies own more than 25 per cent of all businesses and women-owned businesses in Africa, Asia, Eastern Europe, and Latin America are growing rapidly. In some regions of the world, transformation to market economy, women entrepreneurs is a growing trend. However, in India, the actual participation of women in income generating activities is quite unsatisfactory, only eight per cent of the small scale- manufacturing units are owned and operated by women. If women entrepreneurs get support and encouragement from family, society, Government and financial institutions, such positive effort can open new avenues for them and increase the marketability and profitability of business owned by them. If the problems of women entrepreneurs are addressed properly, they can emerge as very successful entrepreneurs far better than men entrepreneurs.

Literature Review

We considered e-databases like EBSCO, ProQuest and Google Scholar as the main source for articles. The first objective of this paper was to identify and analyse the leading research journals in the broader area of entrepreneurship with a focus on women entrepreneurship papers. This analysis would help us reflect on the progress of the field and act as a potential source of published research reviews on women entrepreneurship. McDonald et al. (2015) reviewed the research methods used in entrepreneurship from the year 1985 to 2013 and identified six top entrepreneurship journals. These include three top US journals (Journal of Business Venturing, Entrepreneurship: Theory and Practice, and Journal of Small Business Management) and two top European journals (International Small Business Journal, and Entrepreneurship and Regional Development) having impact factors ranging from 1.33 to 2.97. We extend this list and add six more entrepreneurship journals from the Harzing journal quality list (Harzing, 2016). The Harzing list is a compilation of journal rankings from various sources like the Australian Business Deans Council (ABDC) Journal Rankings List, WU Wien Journal Rating, HEC Paris Ranking List, Association of Professors of Business in German speaking countries ranking list and others. Altogether, we consider 12 established entrepreneurship journals having journal quality rankings ranging from A*, A, B and C (Harzing, 2016). Next, an advanced search for articles on women entrepreneurship was conducted with a combination of keywords “women” or “gender” in the paper title using the e-database EBSCO. We carried out 12 separate searches individually for each of the shortlisted entrepreneurship journal. The scope of the search included journal papers that were available online in EBSCO till May 2016. Table 1 and Fig. 1 summarize our search results. Table 2 lists all the selected entrepreneurship journals along with the total number of 185 papers published on women entrepreneurs. Amongst the mainstream entrepreneurship journals.

References

1. Asghar Afshar Jahanshahi and others, 2010, Issues & Challenges for Women Entrepreneurs in Global Scene, with Special Reference to India, Australian Journal of Basic and Applied Sciences, 4(9), p. 43474356; <http://www.indianmba.com/Facultycolumn/Fc293.html>
2. Baporikar, N. (2007) Entrepreneurship Development & Project Management Himalaya Publication House.

3. Desai, V: (1996) Dynamics of Entrepreneurial & Development & Management Himalaya publishing House - Fourth Edition, Reprint.
4. Dhaliwal S. (1998), "Silent Contributors: Asian Female Entrepreneurs and Women in Business", Women's Studies International Forum, Vol. 21 (5), pp. 469-474.
5. R. Ganapathi & S. Sannasi, 2008, Women Entrepreneurship – The Road Ahead, Southern Economist, Vol. 46, No. 18, January, p. 36-38;<http://www.indianmba.com/Faculty column/Fc 1073.html> <http://www.ijrcm.org.in>;
6. Gordon E. & Natarajan K.: (2007) Entrepreneurship Development – Himalaya Publication House, Second Revised edition.
7. Greene, Patricia G., Hart, Myra M, Brush, Candida G, & Carter, Nancy M, (2003), Women Entrepreneurs: Moving Front and Center: An Overview of Research and Theory, white paper at United States Association for Small Business and Entrepreneurship.
8. J. Jayalatha, 2008, Role of Women Entrepreneurs in Social Upliftment, Southern Economist, Vol. 47, No. 1, May, p. 40-42.
9. Prof. M.A. Lokhande, 2006, Entrepreneurship Development among Scheduled Castes and Scheduled Tribes in Marathwada Region, The Indian Journal of Commerce, Vol. 59, No. 1, January to March, p. 6476. Hanuman Prasad & B.L. Verma, 2006, Women Entrepreneurship in India, The Indian Journal of Commerce, Vol. 59, No. 2, April to June, p. 95-105.
10. Langowitz N and Minniti, M (2007). 'The Entrepreneurial Propensity of Women' Entrepreneurial Theory and Practice.

16. A Study on 'Objectives and Challenges Faced by Women Entrepreneurship in India'

Shana Shaikh

Assistant Professor, BMS, ZSCT's Thakur Shyamnarayan Degree College, Kandivali, Mumbai.

Sakshi Hitesh Jobalia

Research Student, ZSCT's Thakur Shyamnarayan Degree College, Kandivali, Mumbai.

Women Entrepreneurship in Developing Countries

Abstract

Across all ethnic groups, the rate of new business formation by women has vastly outpaced that of men. Similar trends can be found all over the emerging globe. Women, on the other hand, still own and manage a far smaller number of businesses than men. The reasons for this occurrence are complex and numerous, as are the features, motives, and success rates of female entrepreneurs, as well as their gender-related distinctiveness. Despite the growing literature on female entrepreneurship, more research is needed, particularly in developing countries where a growing number of initiatives targeted at boosting entrepreneurship and empowering women are being adopted. The goal of this research is to emphasize women's achievements as entrepreneurs and their role in emerging markets. Across all ethnic groups, the rate of new business formation by women has vastly outpaced that of men. Similar trends can be found all over the emerging globe. Women, on the other hand, still own and manage a far smaller number of businesses than men. The reasons for this occurrence are complex and numerous, as are the features, motives, and success rates of female entrepreneurs, as well as their gender-related distinctiveness. Despite the growing literature on female entrepreneurship, more research is needed, particularly in developing countries where a growing number of initiatives targeted at boosting entrepreneurship and empowering women are being adopted.

The goal of this research is to emphasize women's achievements as entrepreneurs and their role in emerging markets

Keywords: women entrepreneur, entrepreneurship.

Introduction

A woman or a group of women who create and run their own business is referred as a female entrepreneur. A female entrepreneur, like a male entrepreneur, is responsible for a wide range of activities. They should look into the possibility of starting a new company, take risks,

offer new ideas, coordinate, administrate, and control corporate activities, and give effective leadership in all areas of the company.

In recent decades, both the male-female relationship and women's roles in society have evolved considerably. In the past, women's responsibility was to care for their children and their homes, but this is no longer the case in today's society. At the turn of the twentieth century, women were given more professional options. Los Angeles' first female cop was hired in 1910. At the turn of the century, married women were still uncommonly employed, but World War II changed everything. Women were obliged to labour while their husbands were at war, and this pattern persisted after the war ended.

Entrepreneurship is the act of launching a new business or revitalising an existing one in order to take advantage of new opportunities. Entrepreneurs shape the economy by inventing new products, services, and money. According to a study, it's not about making money, having the best ideas, knowing the best sales pitch, or putting in place the best marketing strategy. It is, in reality, both an attitude and an activity that contributes value to the social eco-system as a whole. It is the psychological composition of a person. It's a natural state of mind that develops as a result of one's surroundings and experiences, leading to a particular way of thinking about life and work.

Research Methodology

To better understand the nature of women's entrepreneurship in INDIA, we looked at a sample of 11 female entrepreneurs in MUMBAI. Mumbai was chosen because an urban setting would increase the possibilities of locating entrepreneurs who would be able and ready to speak with the researcher.

Results

In Mumbai women, previous career experiences and a desire to be self-employed are inextricably related.

Main Content

Women's hidden entrepreneurial potential has grown as society has become more aware of their position and economic status. Women enter commercial organisations for a variety of reasons, including their experience, talent, and compliance in the sector. The push and pull factors that motivate women to be self-sufficient and stand on their own two feet drive them to start enterprises. The motivating force behind this is that a 'Women Entrepreneur' is someone who takes on a difficult career in order to fulfil her personal goals and become financially self-sufficient. Women who are capable of offering values in both their personal and professional

lives have a strong drive to do great things. Since the advent of media, women have become more conscious of their own characteristics, rights, and employment positions.

Women who work for themselves should be encouraged to hire at least one part-time or full-time employee so that they can spend more time with their families, pursue other hobbies, and participate actively in decision-making bodies. Training, coaching, and advising are provided to women-only or mostly-women-owned enterprises.

Start-up programmes can help women, especially those who are returning to the workforce.

In general entrepreneurship initiatives, women are specifically targeted. Equal opportunity policies aim to ensure that women have the same access to services as men.

You'll need to network with other businesses to create business and acquire informal advice. Promoting and supporting in the implementation of relevant business assistance programmes.

To fulfil the aims of sustainable development, women entrepreneurs must be empowered, and barriers to their growth must be removed in order for them to fully engage in the business.

Research Facts on Female Entrepreneurship in Advanced Economic Systems

What have we learnt about female self-employment and new business formation during the previous 30 years of research? We already know that globally, women own and manage far fewer firms than men. This could be due to the fact that women fail at a higher rate than men, or it could be due to the fact that women start enterprises at a lower rate than males. As a result, at least part of the gender gap must be related to the fact that women start firms at a lower rate than males. To date, evidence suggests that a variety of factors play a role in explaining observed disparities in entrepreneurial behavior between men and women, and that these differences have persisted.

At the macroeconomic level, there are enormous ramifications, perhaps women and men have different socioeconomic traits, which would vanish if we corrected for criteria such as education, wealth, family, and work position. Such differences do exist, according to a large body of empirical research. Women also have fewer years of experience than men and tend to specialize in various fields. Furthermore, for societal factors such as discrimination, women's tendency to establish a business may differ from men's.

Developing Countries Female Entrepreneur

Variables linked with entrepreneurial decisions are found to be similar for men and women, as well as across countries, independent of development level, and gender disparities in

entrepreneurial behaviour are strikingly constant across countries. However, depending on the level of development, the intensity with which each of these characteristics effects individuals varies greatly by gender and country. As a result, men's participation rates in entrepreneurship are typically 50% higher than women's, resulting in a 'gender gap' in entrepreneurship.

Women in developing countries, like their counterparts in affluent countries, rely on extended families more than males, who are often their only or primary social network in rural settings. This can be difficult because women's marital status, as well as the assets and earnings they bring to their marriages, become key factors of their entrepreneurial decisions. Married women with small children are more likely to enter entrepreneurship than unmarried women, and they are more likely to exit a firm voluntarily than non-married women.

The Importance of Women's Contribution to the Economy

In light of the preceding explanation of economic development:

1. As a result of advances in women's education, women are no longer the minority in previously male-dominated industries.
2. There are several options for women to advance their careers in the sector of information technology.
3. The increase in the number of women who own and operate small and medium-sized businesses.
4. Because they are capable of executing clean, ethical, transparent, and honest management, women's leadership is able to generate high levels of loyalty.

Reasons why do Women Choose Entrepreneurship?

The key motivators for women to pursue entrepreneurship are self-determination, the need for recognition, self-esteem, and a career goal (Moore & Buttner, 1997). This career route is occasionally chosen by women to discover their inner potential and caliber. It can also assist them in making the most of their free time in order to achieve self-satisfaction. Women, on the other hand, are suffering from the effects of unemployment in the United States. As a result of family or divorce, women may feel obliged to start their own business.

Obstacles for Women in Business

Both men and women go through the same procedure when it comes to starting a business. When faced with similar problems, successful men and women entrepreneurs share similar motivations and, as a result, achieve similar degrees of success. They were also determined to be using the same funding sources. If they are in the same situation, both men and women can be successful entrepreneurs.

Obstacles Measures to be Removed

Rather than simply establishing opportunities for women, overcoming barriers to women's entrepreneurship necessitates a deep shift in people's traditional ideas and mindsets. As a result, developing programmes that address behavioural changes, training, and supportive services is crucial. Women must be aware of their own existence, distinct identity, and contribution to the country's economic growth and development as the most important requirement for the development of women's entrepreneurship.

The underlying inclination of entrepreneurship should be taught in the minds of women from a young age. This could be accomplished by carefully developing a curriculum that would convey essential information as well as its business management consequences (financial, legal, and so on). Implementing a comprehensive skill training programme can enhance women's entrepreneurial development. Such programmes can help ambitious female entrepreneurs achieve their goals by educating, motivating, and assisting them. This can be accomplished through a variety of programmes, including those financed by the World Bank. Profitability, marketability, and practical management skills should all be included in the training. Additionally, aid to female entrepreneurs in combining their personal and professional lives should be considered.

Women who are computer illiterate can be taught information technology so that they can benefit from new technology and automation, which is a major concern.

Literature Review

Falguni Nayar Nykaa has carved out a niche for herself in the business. The brand's enduring connection to its founder originates from her uncompromising dedication to her dream. Nykaa, derived from Nayika, which means "life's actress," is an undeniably beautiful and inspiring name for women. Bravo to the company and to the woman who never stops working and always exceeds her own expectations.

She explains, "I love make-up, but I don't have time to put it on any longer!" She was motivated by her belief that India required an online cosmetics and wellness platform, as well as a hunch that India needed an online cosmetics and wellness platform. She has successfully handpicked over 850 firms and 35,000 goods, effectively bridging the gap and changing the way women shop. The company has a solid presence in several cities across India, with 17 locations. The two store types accessible are Nykaa Luxe and Nyka On Trend. Luxe carries Indian and international beauty brands, as well as Nykaa Beauty, the in-house beauty label, and On Trend, a collection of market favourites. To better understand the nature of women's entrepreneurship in INDIA, we looked at a sample of 11 female entrepreneurs in MUMBAI. Mumbai was chosen

because an urban setting would increase the possibilities of locating entrepreneurs who would be able and ready to speak with the researcher.

Conclusions

In light of the foregoing, women's entrepreneurship is undeniably a difficult path to go where they must establish themselves. Because women entrepreneurs are the backbone of our country's success, they are becoming increasingly vital. As our first Prime Minister, Pandit Jawaharlal Nehru, aptly observed, "When women go forward, the family moves, the village moves, and the nation moves." Women entrepreneurs play a vital role in this country and contribute significantly. Their self-sacrifice and support for our civilization are motivational. Women entrepreneurs must be empowered in order to achieve sustainable development goals, and barriers to their growth must be removed so that they can fully participate in the business. Aside from training courses, newsletters, mentoring, trade shows, and exhibitions can all help you flourish as a firm.

Suggestions

- Women entrepreneurs will need to establish a strong support network for their businesses.
- Women entrepreneurs must have a clear vision, direction, and concentration in order to run a smoother business.
- Women entrepreneurs should be confident and motivated when it comes to running a business.
- Women entrepreneurs must learn to balance their professional and personal lives.

References

- <https://www.ijirmps.org/papers/2018/4/221.pdf>
- <https://www.grin.com/document/293763>
- https://www.researchgate.net/publication/342094983_A_study_on_Women_Entrepreneurship_in_India
- <https://www.frontiersin.org/articles/10.3389/fpsyg.2020.01557/full>

17. A Study on : Difficulties Faced By Women Entrepreneurs

Shana Shaikh

Assistant Professor, BMS, ZSCT's Thakur Shyamnarayan Degree College, Kandivali, Mumbai.

Anant Narendra Haldankar

Research Student, ZSCT's Thakur Shyamnarayan Degree College, Kandivali, Mumbai.

Abstract

Indian Women entrepreneurs are going through some difficulty to acquire indistinguishable privileges and capacity because of the reality customs are profound instilled in Indian culture where the sociological establishment has been a male overwhelmed one. Women entrepreneurs business is acquiring significance in India inside the wake of financial progression and globalization. A lady has turned into a huge job in the financial improvement of any country. They contribute and they support the economy broadly in various ways of being utilized in various areas. Large numbers of the Women entrepreneurs are running effective business and some of them are fruitful with enterprising abilities. Despite the fact that Women entrepreneurs are selecting business as a vocation yet there are many variables that block their advancement, going from their own goal and confidence in their own capacities to admittance to human, monetary and social help. Gone are the days when Women entrepreneurs were simply bound to homes however presently the Women entrepreneurs of this 21st century is making a decent attempt to break their picture of house spouses rather an informed, information and imaginative piece of the general populace having the ability to change economies into flourishing endeavors.

Keywords : Women entrepreneurs, Problems, Challenges, Government.

Introduction

In this dynamic world woman entrepreneurs are an important party of economic development, social progress. In India women played an important role in the society but their entrepreneurial ability has not been tapped due to lower status of women in society. There is need for changing the mindset towards women so as to give equal rights as explained in the constitution. "Women Entrepreneurship" means an act of business creation that empowers women economically increases their economic strength well as position in society. Women entrepreneurship have been making a considerable impact in all most all the segments of in the economy. Government of India has defied women entrepreneurs as enterprise owned and control

by women having a minimum of financial interest of 51% of the capital and giving at least 51% of employment generated in enterprise to women. Women entrepreneurship is the process in which women initiate a business, gather all resources, undertake risk, face challenges, provides employment to others and manages the business independently. Approximately 1/3rd of the entrepreneurs in the world are women entrepreneurs.

The problems faced by women entrepreneurs are not new. Women are considered the weaker gender of the section hence the creditors do not believe so much entrepreneurs. Further marriage, maternity and other family responsibilities stop a women from entering into a venture, as venture require 24x7 rather than fixed working hours in the corporate or teaching job. The risk factor in the women entrepreneurship from all angles is considered high. It is an issue of further discussion that which factor is more crucial Family and personal problems.

Research Methodology

Information Collection of information is a critical piece of each exploration, to gather the particular information. Anant haldankar has gathered, noticed and concentrated on information from different data stages for example Web, contextual analyses and articles accessible through a real source.

Objectives

The following are some points covered in this article:

1. To review and comprehend the difficulties looked by Women entrepreneurs business India.
2. Discuss the help delivered by different organization to the Women entrepreneurs business people.

Main Content

Challenges looked by Women entrepreneurs Entrepreneurs in India

Despite the fact that lady business and the arrangement of lady claimed business networks is bit by bit developing, there are some of difficulties and hindrances that woman advertisers face. One essential assignment that numerous lady advertisers face is the effect that the traditional sex jobs society might in any case have on Women entrepreneurs. Female business visionaries are managing various snags connected with their associations.

1. Problem of Money

To raise finance is a tremendous endeavor for Women entrepreneurs. Women entrepreneurs don't have any neediness and any protections their own names and they use. Likely the Women entrepreneurs' are depending individual to men either actually and monetarily and

ethically. They need to rely on their own monetary investment funds and insignificant credits from companions and mate and kids.

2. Male Domination

Women entrepreneurs' are overwhelmed through men in her family notwithstanding venture. Still currently Women entrepreneurs' are get consent from folks prior to doing any type of sports; this isn't thought about there might be no equivalent right of Women entrepreneurs.

3. Innovation Administration

Innovation administration is significant situation to development and improvement inside the advancing methods and legislative issues of administration (focus and realm), private foundations, media, non legislative organizations and society in India. In India Women entrepreneurs preparing is still not generally given to

Women entrepreneurs's that will't capable use age pleasantly.

4. Lack of Infrastructure Advancement

India calls for increasingly more framework offices like unrefined components, finance and numerous others... Women entrepreneurs may not having sufficient foundation communities to start and extend a business undertaking. The New Development Bank, Asian Infrastructure Investment Bank and Asian Development Bank give additional sources toward foundation and supportable improvement in the US of america.

5. Low Peril Bearing Potential

Women entrepreneurs' are obviously to avoid the danger from their youth, their mom and father are take decisions for herself and later marriage her significant other assume control over choices what she must be performed. So limit of the occasions they are capable to't capable take any caring danger in her life as well as her business.

6. Social Recognition

Society does now not supply a ton significance to Women entrepreneurs advertisers, because of the reality the general public thought about as Women entrepreneurs's are make least difficult home work like cooking, washing, and to take care on her family and circle of family members people.

7. Religion

A portion of the religion does now not convey inclination to Women entrepreneurs because of the reality the strict standards.

8. Marketing

Women entrepreneurs are can't completely promoting their merchandise and administration assessing to folks. A young lady in all actuality does don't really travel consistently or as often as possible like folks, so she doesn't cover the entire commercial center.

The Role of Government to Develop Women Entrepreneurs Entrepreneur

The expansion and improvement of Women entrepreneurs business people must be expanded in light of the fact that enterprising improvement isn't consistently attainable with out the investment of Women entrepreneurs. Thusly, a charming climate is needed to be made to allow Women entrepreneurs to partake effectively inside the enterprising games. There is a need of Government, non-Government, limited time and administrative offices to return ahead and play the steady capacity in selling the Women entrepreneurs business person in India. The Government of India has also defined various instruction and advancement work ages bundles for the Women entrepreneurs

These projects are as per the following

Steps taken by Government all through Eight Five Year Plan

1. The Government of India formulated extraordinary bundles to expands work and benefits creating sports for Women entrepreneurs in country regions. The accompanying plans are dined throughout the Eight-Five Year Plan:

- State head Rojgar Yojana and EDPs were conveyed to grow pioneering characteristics among rustic Women entrepreneurs.
- 'Women entrepreneurs in horticulture' conspire was acquainted with train Women entrepreneurs ranchers having little and negligible property in farming and unified games.
- To produce more prominent work opportunities for Women entrepreneurs KVIC took exceptional measures in remote.
- Women entrepreneurs co-agents plans have been shaped to help Women entrepreneurs in agro-based completely
- Ventures like dairy cultivating, poultry, creature farming, agriculture, etc. With
- Complete financial help from the Government.

2. Steps taken with the guide of Government sooner or later of Ninth Five-Year Plan: Economic turn of events and development isn't accomplished totally with out the improvement of Women entrepreneurs business visionaries. The Government of India has added the

accompanying plans for elevating Women entrepreneurs business because of the reality the fate of limited scope enterprises depends upon the Women entrepreneurs advertisers:

- Exchange Related Entrepreneurship Assistance and Development (TREAD) conspire become sent off via Ministry of Small Industries to grow Women entrepreneurs business visionaries in provincial, semi-metropolitan and substantial regions through creating pioneering attributes.
- Women entrepreneurs Component Plan, a remarkable technique adopted through Government to give assistance to Women entrepreneurs advertisers.
- Swarna Jayanti Gram Swarozgar Yojana and Swarna Jayanti Sekhari Rozgar Yojana brought been acquainted via government with the table for bookings for Women entrepreneurs and rousing them to start their endeavors.
- New plans named Women entrepreneurs Development Corporations were carried through government to help Women entrepreneurs business visionaries in orchestrating credit and publicizing focuses.

(e) State Industrial and Development Bank of India (SIDBI) has added after plans to help the Women entrepreneurs business people. These plans are:

- i. Mahila Udyam Nidhi
- ii. Micro Cordite Scheme for Women entrepreneurs
- iii. Mahila Vikas Nidhi
- iv. Women entrepreneurs Entrepreneurial Development Programs

3. Steps taken by Government all through Eight Five Year Plan: The Government of India contrived unique bundles to build business and benefits producing sports for Women entrepreneurs in rustic regions. The accompanying plans are dined over the span of the Eight-Five Year Plan:

- State head Rojgar Yojana and EDPs were conveyed to grow innovative attributes among provincial Women entrepreneurs.
- 'Women entrepreneurs in agribusiness' plot was acquainted with train Women entrepreneurs ranchers having little and minor property in horticulture and united games.
- To produce more prominent work opportunities for Women entrepreneurs KVIC went to unique lengths in distant.

- Women entrepreneurs co-agents plans have been framed to help Women entrepreneurs in agro-based absolutely businesses like dairy cultivating, poultry, creature farming, agriculture, etc. With complete financial help from the Government.
- A few different plans like fused Rural Development Programs (IRDP), Training of Rural young people for Self work (TRYSEM) and so forth Have been started to reduced poverty.30-40% reservation is given to Women entrepreneurs under these plans.

4. Mahila Vikas Nidhi: SIDBI has advanced this asset for the innovative improvement of Women entrepreneurs essentially in country districts. Under Mahila Vikas Nidhi presents advance to Women entrepreneurs are given to begin their assignment inside the subject like turning, weaving, sewing, weaving items, block printing, handlooms handiworks, bamboo stock and so on

There are some Government foundation which help Women entrepreneurs business visionaries

While Women entrepreneurs need to confront difficulties in their homes and in the public eye to become business visionaries, there has additionally never been a superior time for it in India. The public authority has come out with drives to make it more straightforward for Women entrepreneurs to set up their own ventures. In this article, we will go over the top government drives that can be utilized to set up and develop your business as a female business person.

1. Bharathiya Mahila Bank Business Loan - Bharathiya Mahila Bank was begun for those Women entrepreneurs who think ambitiously regardless of the absence of assets. It gives advances up to INR 20 crores for Women entrepreneurs business people who need to set up an assembling business. Guarantee isn't needed assuming that the credit you are looking for is under 1 crore. While the Bharatiya Mahila Bank converged with the State Bank of India, the credit conspire that began in 2017 still stands.

2. Mudra Yojana Scheme - For Women entrepreneurs who need to begin or grow their very own independent company, Mudra Yojana is a plan that can be useful. This isn't a plan explicitly for Women entrepreneurs, be that as it may, it very well may be exceptionally helpful. You can look for a credit for anyplace between INR 50000 to INR 10 lakh. It is ideal for organizations like beauty parlors, opening a little shop or maintaining a locally situated business. You needn't bother with any insurance or underwriter for this advance.

The plan is isolated into three classifications

- Shishu: credits up to 50,000/ -

- Kishor: advances over 50,000/- and up to 5 lakh
- Tarun: advances over 5 lakh and up to 10 lakh

3. Mahila Udyam Nidhi Scheme - Mahila Udyam Nidhi Scheme was sent off by Punjab National Bank and is outfitted towards supporting Small Scale Industries (SSI). The objective is to advance modernisation and mechanical progression in these limited scale businesses by giving issue free loans. The breaking point to the credit is Rs. 10 lakhs and the borrower gets 10 years to reimburse the credit. That incorporates a ban time of as long as 5 years.

4. Women entrepreneurs Entrepreneurship Platform (WEP) - The public authority of India through NITI Aayog has begun a drive called the Women entrepreneurs Entrepreneurship stage that unites the Women entrepreneurs business people and patrons able to help them in one spot. Brooding and speed increase program for organizations in their underlying stages.

- Expertise preparing and mentorship projects to show business venture and initiative.
- Help with advertising.
- Support for guaranteeing consistence with laws and guidelines.
- Subsidizing and monetary help.
- A people group and organization of similar Women entrepreneurs.

These are only a couple of the top plans right now set up to help hopeful Women entrepreneurs business people in venturing out towards being monetarily engaged. Keep in mind, these plans are set up just to make everything fair for Women entrepreneurs in business. While Women entrepreneurs claimed organizations show incomes of between 8-10% a larger number of than male-possessed organizations of similar age in similar enterprises, just 5% of Women entrepreneurs possessed organizations get financing from investors instead of an astounding 77% of male-possessed organizations, and it is this hole the public authority is attempting to close with these plans. There has for since quite a while ago been no question that Women entrepreneurs are just as fit for business accomplishment as any other person, however the cultural obstacles have forever been extensive, and these plans mean to help with defeating those obstacles and making a more grounded country with a genuine unregulated economy.

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 chose such career path for discovering their inner potential, caliber in order to achieve self satisfaction. It can also provide a mean 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.

Conclusion

It earnestly show that nowadays we are dwelling 21st century, the cooperation of Women entrepreneurs in all fields increasingly more uniquely inside the field of business is developing at a broad charge. Indian sanction is fostering the indistinguishable chance in all areas, indistinguishable freedoms of cooperation in political and same privileges in tutoring and business. Women entrepreneurs are in 48% of Indian people, however an absolutely couple of Women entrepreneurs are executed in our nation, so the specialists need to offer pioneering consideration, direction and expertise improvement programs for Women entrepreneurs. The entire thought process behind was to feature that Women entrepreneurs can add to the economy. It is these imaginative personalities which can make development of the economy a level which even men can't envision. India needs Women entrepreneurs to stand up and contribute towards the economy.

Suggestions

Women entrepreneurs business people should given equivalent freedoms as men business people given. All Women entrepreneurs should give right to show their ability and greater government foundation should help when there are dealing with issue.

Review of Literature

Reviews from the literature highlight several challenges among women entrepreneurs. Challenges of women entrepreneurs can be exchangeably used as barriers, obstacles, problems, issues and constraints. Ahmad (2001) defines challenges as hardships and limitations including socio-economic factors which are experienced by women entrepreneur. Lee (1997) implies women entrepreneurs have some flexibility in juggling their responsibilities of being homemakers and having challenging careers. These findings are contradicted to the conclusions made by Ufuk and Ozgen (2001) highlighted women in entrepreneurship are having problems in balancing between their family life and running the enterprises

References

- S.K. Dhameja, —Women Entrepreneurs: Opportunities, Performance, Problems Deep Publications Pvt., Ltd., New Delhi, P – 9
- <http://businessmangementideas.com>
- <http://vakilsearch.com>
- <http://resarchgate.com>

18. A Study on Role of Rural Entrepreneurship in India

Shana Shaikh

Assistant Professor, BMS, ZSCT's Thakur Shyamnarayan Degree College, Kandivali, Mumbai.

Abhishek Jha

Research Student, ZSCT's Thakur Shyamnarayan Degree College, Kandivali, Mumbai.

Abstract

Entrepreneurs are driven to attain success in their business together with the qualities of a frontrunner, Manager, Dreamer, Innovator, risk taker, continues learner, top dog & most significant is to implement of these qualities into the work. There are plenty of samples of the entrepreneurs in North East Indies who are now called synonymous of 'Success'. They saw the larger picture but wisely started their business as a awfully small unit. Entrepreneurs set the instance of turning their dream into reality. and therefore the story behind to realize the dreams into reality is to line massive goals for themselves and stay committed to achieving them irrespective of the obstacles they get within the way, with the ambition and therefore the unmatched passion towards achieving the goal. it's fascinating, attractive and motivating after listening stories of the entrepreneurs, but success isn't as easy because it looks always. There are some obstacles which we call the challenges to beat by looking forward the prospects to be a successful entrepreneur.

Keywords: Success of Entrepreneurs, Rural industries, Economic development.

Objectives

1. To study the role of Indian rural entrepreneurs.
2. To study the challenges and remedial solutions for it.

Introduction

Rural entrepreneurs play an important role within the overall economic development of the country. the expansion and development of rural industries facilitate self-employment, lead to wider dispersal of economic and industries activities and helps within the maximum utilization of locally available raw materials and labour. Rural entrepreneurship is defined as entrepreneurship whose roots belong the agricultural areas but includes a lot of potential to drive

various endeavours in business, industry and agriculture, etc. and contribute to the economics development of the country. This results in migration of individuals from rural to urban areas. As entrepreneurship emerging in rural areas is named as rural entrepreneurship. in keeping with the Khadi and village industries commission [KVIC]. Rural industry means an industry located in rural areas population of which doesn't exceed 10,000 or such other figure which produces any goods or renders any services with or without use of power and during which the fixed capital investment per head of an artisan or a worker doesn't exceed k rupees.

Research Methodology

The data required for the current study are collected both from primary and secondary sources. Primary data are collected through personal interview method. The Secondary data are collected from various published sources such i.e., magazines, newspapers, journals, books, and various other publications. Moreover, some important information is additionally collected from relevant websites. this study is descriptive in nature.

Main Content

The entrepreneurs with their ability to scan, analyze and identify opportunities within the environment transform them into business proposition through creation of economic entities. They by channelizing the resources from less productive to maneuver productive use create wealth. Through efficient and effective utilization of national resources, they act as catalysts for economic development and agents of social transformation and alter. in line with economist, the speed of economic progress of a nation depends upon its rate of innovation which in turn depends on rate of increase within the entrepreneurial talent within the population. in keeping with Meir and Baldwin, development doesn't occur spontaneously as a natural consequence when economic conditions in some senses are right. A catalyst is required which ends in entrepreneurial activity to a substantial extent. the range of activities that characterizes rich countries are often attributed to the availability of entrepreneurs. They play a significant role for the economic development of a rustic within the following ways.

Formation of Capital: Entrepreneurs by placing profitable business proposition attract investment to make sure private participation within the industrialization process. The otherwise idle savings are channelized for investment in business ventures which successively provides return. Again, the savings are invested giving a multiplier effect to the method of capital formation.

Balanced Regional Development: The entrepreneurs always explore for opportunities within the environment. They exploit the opportunities of governmental concessions, subsidies and facilities to line up their enterprises in undeveloped areas. The putting in place of still plant at Tata Nagar, Reliance Petrochemicals at Jamnagar (Gujarat) have resulted within the development of fine Township and peripheral regional development. Thus, entrepreneurs reduce the imbalances and disparities in development among regions.

General Employment: This is the charm of being an entrepreneur. They're not the task seekers but job creators and job providers. With the globalization process the govt jobs are shrinking leaving many unemployed. Within the circumstances, the entrepreneurs and their enterprises are the sole hope and source of direct and indirect employment generation. Employment is generated directly by the necessity of the massive enterprises and indirectly by acceleration and consequential development activities.

Improvement in Standard of Living: Entrepreneurial initiative through employment generation ends up in increase in income and buying power which is spent on consumption expenditure. Increased demand for goods and services boosts up industrial activity. Large scale production will end in economies of scale and low cost of production. Modern concept of selling involves creating a requirement so filling it. New innovative and ranging quality products at the most competitive prices making common man's life smoother, easier and comfy are the contribution of entrepreneurial initiative.

Increase in per Capita Income: Increase in per Capita Income: Entrepreneurs convert the latent and idle resources like land, labour and capital into goods and services leading to increase within the value and wealth of a nation. the rise in value is that the indication of increase in net national product and per capita income of the country.

National Self-reliance: Entrepreneurs are the corner stores of national self-reliance. they assist to manufacture indigenous substitutes to imported products which reduce the dependence on foreign countries. there's also a clear stage of exporting goods and services to earn exchange for the country. Hence, the import substitution and export promotion ensure economic independence and also the country becomes self-reliance.

Planned Production : Entrepreneurs are considered as economic agents since they unite all means of production. All the factors of production i.e., land, labour, Capital and enterprise are brought together to urge the required production. this can help to create use all the factors of

production with proper judgment, perseverance and knowledge of the planet of business. the smallest amount combination of things is feasible avoiding unnecessary wastage of resources.

Equitable Distribution Economic Power: the fashionable world is dominated by economic power. Economic power is that the natural outcome of business and enterprise. Industrial development may result in concentration of economic power in few hands which ends up within the growth of monopolies. The increasing number of entrepreneurs helps in dispersal of economic power into the hands of the many efficient managers of recent enterprises. Hence putting in place of an oversized number of enterprises helps in weakening the evil effects of monopolies. Thus, the entrepreneurs are key to the creation of recent enterprises that energies the economy and rejuvenate the established enterprises that structure the economic structure. Benefits from Rural Entrepreneurship.

Provide employment opportunities: Rural entrepreneurship is labor intensive and provides a transparent solution to the growing problem of unemployment. Development of commercial units in rural areas through rural entrepreneurship has high potential for employment generation and income creation.

Balanced regional growth: Rural entrepreneurship can dispel the concentration of commercial units in urban areas and promote regional development during a balanced way.

Promotion of artistic activities: The age-old rich heritage of rural India is preserved by protecting and promoting art and handicrafts through rural entrepreneurship.

Check on social evils: the expansion of rural entrepreneurship can reduce the social evils like poverty, growth of slums, pollution in cities etc.

Awaken the agricultural youth: Rural entrepreneurship can awaken the agricultural youth and expose them to varied avenues to adopt entrepreneurship and put up for sale as a career.

Improved standard of living: Rural entrepreneurship will increase the literacy rate of rural population. Their education and self-employment will prosper the community, thus increasing their standard of living. Challenges of Rural Entrepreneurship: Entrepreneurs are playing important role within the development of economy. They face various problems in day-to-day work. because the thorns are a part of roses, similarly every flourishing business has its own quite problems. a number of the main problems faced by rural entrepreneurs are as under. Financial Problems.

Paucity of funds: Most of the agricultural entrepreneurs fail to induce external funds because of absence of tangible security and credit within the market. The procedure to avail the loan facility is simply too time-consuming that its delay often disappoints the agricultural entrepreneurs. Lack of finance available to rural entrepreneurs is one amongst the most important problems which rural entrepreneur is bearing now days especially because of global recession. Lack of infrastructural facilities, the expansion of rural entrepreneurs isn't very healthy in spite of efforts made by government thanks to lack of proper and adequate infrastructural facilities. Risk element Rural entrepreneurs have less risk bearing capacity thanks to lack of economic resources and external support.

Conclusion

The rural entrepreneur could be a key aspect for any under developing to developed countries as per the newest economic figure. Rural entrepreneurship is one the most effective tool utilized by any NGO's and GO's for the conversion of developing to developed level. Non-urban grew up in socio-economic is that the solutions for recovering poverty of any countries. Hence a person or citizens of India must buy/sell any Indian products. Therefore, there should be less stress on the mixing of rural moreover because the development of the economic status of every stakeholder. the foremost hectic issues are the participation of youth and curriculum in an establishment should mould the students/faculty to talk about the importance of running a business instead of an employee of any organization. On the govt. side, more quality support like schema definition, standardization, Quality Assurance (QA), financial agencies, NGOs, Media, and awards will make more contribution of youth within the business environment.

Suggestion

- The government of India or any developing country should create autonomous bodies like committee for rural business people funding agencies.
- These autonomous funding agencies should have strong infrastructure among the ruling government in central or state with the right promotion.
- State & Central Government must initiate more awareness and special training programs like MSME throughout the calendar.
- Rural entrepreneurs always engaged with the newest trends and technologies via television, mobile, or internet to upgrades their needs and progress with local also as global requirements.

Literature Review

The word entrepreneur comes from a French verb and if briefly translated means to undertake. There are various sources and definition to extrapolate the meaning of entrepreneurship, one in every of them is defined by economic expert in his seminal book the "Theory of entrepreneurship". in step with his theory an entrepreneur is someone who emerges from new combinations and brings a few freshness and dynamic transformation to the economy. Such transformations are emerged and visualized in practice within the style of new ideas, thoughts, policies, products furthermore as new creative ways of ending and running a business. in step with, supported the idea of economic development, an entrepreneur is that the fundamental building block of economic development driven by innovative minds furthermore as facilitates within the sort of mentorship and guidance for people who have to be trained in terms of business skills and training and providing physical resources like market requirement and infrastructure there are still constraints to those ventures in terms of poor human.

References

- Jaya Datta S, Major Challenges and Problems of Rural Entrepreneurship in India, IOSR Journal of Business and Management (IOSR-JBM) e-ISSN: 2278-487X, p-ISSN: 2319-7668. Volume 19.
- Nick Bertram ital., Modular construction: From projects to products, Capital Projects & <https://ourworldindata.org/employment-in-agriculture>
- Infrastructure.
- Sandeep Saxena, Problems Faced by Rural Entrepreneurs and Remedies to resolve It, IOSR Journal of Business and Management.
- Partin, T, "Entrepreneurship as an economic force in rural development", in "Rural Development through Entrepreneurship", 9. Saxena S. Problems Faced by Rural Entrepreneurs and Remedies to unravel It. IOSR Journal of Business and Management (IOSRJBM) ISSN: 2278-487X. Volume (1) 23-29 10. Sundar K & Srinivasan T. Rural Industrialization: Challenges and Proposition.

19. A Study on: Objectives of Event Management

Shana Shaikh

Assistant Professor, BMS, ZSCT's Thakur Shyamnarayan Degree College, Kandivali, Mumbai.

Nandini Jha

Research Student, ZSCT's Thakur Shyamnarayan Degree College, Kandivali, Mumbai.

Abstract

Event Management is a business or a party planning business can be a fulfilling and profitable opportunity for someone who is social organiser, detail oriented and has a flair for entertaining and coordinating events. The event management does not require much capital to invest or can be done in a small space. These type of events are organised even on a small scale or on a large basis. There are various types of events organised by the event planners. These events may be of any type including concerts, stand-up comedy, art showcase, fest, musical theatre, dramas, weddings, exhibitions etc. The booking of the events can be done on social media platforms, tickets can be booked for the event at the click of a button and even it is there on the website. The head of the team who has organised events allows the admin to manage the events, function and genre of events. The details regarding the events are managed and planned some days before the event is performed.

The events not only allows the crowd to enjoy but also gives them a platform to explore and experience part of life; wanting them to get involved in more of such events. The process of planning an event from beginning to the end of the event is divided into five basic phases, which is concept, coordination, control, culmination, and closeout. The event management saves the time and is very effective for the cost of the users. A person can Book the number of tickets required for the event such as seminars, stand up comedy shows, and exhibition. By managing the event it helps the one to describe and to manage their work and better service given to the client. The event management leads to secure, error free work or fast reliability to the management system. The data of the event held are entered into the database system.

The data which are logged in can be to the manager and the client so that they interact with the clients requirements and even to the vendors.

There are various systems developed for any obstacles coming to the customer can be solved easily and in the effective smooth manner. Although there are many successful event which are volunteered and crewed by the organiser the competition are increased to secure the

numbers of the events which gives the impacts to a professional events. The members of the management plays a very significant role in the organisation, nevertheless the number of industry got increased and rely on well educated, professional, skilled in a particular region for the positions. The reviews on paper's or from the professional has increased the goals and objectives of the event management.

Objective

The objective of Event Management are as follows:

1. It provides all the facilities for one who is looking for a big size event to be organised by the specialised people from booking of the event, venue, plans the menu, arranging the vendors, music and entertainment.
2. Increase the awareness around the people about the traditions, occasion, culture and art showcase, musical fest, theatre dramas, weddings rituals.
3. Fulfills the needs and requirements of the client by delivering the successful event.
4. It helps to understand and improve the financial, negotiate with the vendors, cost controlling and the sponsorship.
5. Set the basic objective and goal for the success of the event management.

Introduction

Event Management is basically the application of project management to create and to develop or corporate events such as weddings, formal and informal parties, concert's ceremonies, fest festivals, and conventions. This type of events industry now even includes all types of event sizes from charitable trust organizations, organizes and celebrates the achievement, builds business relationships, makes more money and profits. It is a service oriented work where one has to deal with people from all walks of the society in large numbers of congregations. Deals with the behaviour of the human likes and dislikes, which is very diplomatic and tactful.

Event management plays a very huge role in the success of a brand or an organisation. It involves properly the logistics by leading from starting during or at the end of an event whether it is a conference, concert or any other gathering, meetings. Dealing with human behaviour also means the overall performance from arranging and handling the event from start to finish the event planning, decoration, financing, designing, stage management, and atlast the workflow management.

The manager who looks after the whole event by managing the staff, entertainments, maintaining the relationship between the market's or the other vendors. This type of event requires a lot of creativity, designers, executive things and flexibility from the organization. It

involves properly the logistics by leading from starting during or at the end of the event whether it is a conference, concert or any other gathering, meetings etc . This event requires finance, volunteers management, tournament operations, risk management, and planning.

Nowadays, the events are held virtually and more recently the conferences on a large scale are convention centers or conferencing calls. Sometimes the events may create negative impacts on the people through the crowd, trafficking, crimes, community party and the commodification and the cultural activity resulting in the visitors, communities dissatisfaction, and sponsorship. There are two characteristics in event management: basically it is a limitation (defining from the start point to the end point) and singularity (one time event) it is a project management. The size of mega events are basically targeted in the international community and they cover economic impact, increase tourism and media coverage. While the planners of the event work on the overall concept of increasing the social message of tradition, occasion and rituals.

Keywords: Venue sourcing, meetings management, source planning and diagramming, abstract management, event marketing, registration on website, transportation, application, appointment, event sight.

Research Methodology

The research of the event management has been done from primary method by questionnaire, from the appropriate personality of the event management company by talking to them personally, I have also grated the information from the internet, books of event management, magazines of the event company issued by them by letting us know there different experiences from all kinds of events, there is a lot of information on the internet they have gathered the experience of all the workings staff members from manager to planners, sponsors, vendors, catering services done by the event organisers.

Findings

This research paper is on Event Management. The response has been taken from the questionnaire forms, planners of the event coordinators, the study has been done from the appropriate website, and books. The events are more impactful on the social, economical. From the recent studies and the industry experts that have become an early detection of events taking action in prior, audience performance, venues etc.

Main Content

A planning visualising, organising, budgeting, concepts is known as event management. The events are executed on social platforms or on the business events. Creating a event requires

skills and experience by arranging the event, planning the portfolios, getting work done by an inexperienced staffs of the job function and all the other responsibilities. Taking all the necessary permission from the appropriate person. Every event requires a proper plan and primary objective to set the goals, which is a key to a successful event. Allocating the purpose of the event give the better performance, time and capital. Figuring out the number of audience to determine and to reach them and their prospective. Nowadays, the people are connected to the mass media platforms so the events are organised on the virtually they can from multiple locations all around the world. If it is a big event a manager can start planning the event early enough so that manager can plan the in every aspect of the event to achieve the goals. For the large event it requires a a organised team' to execute there production part and manager gives specific tasks to the team members . Drives the best strategy makes the perfect purchasing decisions. Scheduling the agenda of the event working with the speakers, making confirmation it is upto date. Every event has to be different from one another. The creative designer puts together the visual designs, the materials, and collateral takes a lot of effort to give their best. Picking up the venue or a particular date for the event are the two major consideration that gives the proper shape for the rest of the event. When a person decides the venue he/she have to see proper location for ongoing season factors such as cost of travel, hotels and many other things.

The manager of the event designs security plannings and monitors the event by placing the camera. Interacting and having great communication skills and being comfortable and personable will take a long way in developing relationships for the organisation. The manager firstly gains the experience from minor events and then they go for big fat event's. Managing the event needs strong leadership qualities to do the best negotiating with companies, vendors, and the client's. The members of management have to be great in the decision making process, flexible with the new innovations or ideas, and take initiative in every event.

The event planner of the event management chooses the event theme and concepts, selects the venue, plans the menu, and arranges the entertainment or speaker. The budgeting of the event is frequently kept within scope. The events such as company meetings and sites meetings are executed on small scale. The venue mostly rely on the size of the company though anything such as upmarket restaurant, halls and places does not entirely depend on the company size but it plays roles with entire conferences centres. Every event is different from one another in their process of their planning and executing on their basis of the type of event. Events are the key to contributing to the economy, social and the cultural fabric. The team members make booth space and sell the sponsorship, maintain the good relationship with the sponsors, sell the

sponsorship and explore the community organization. Keeping an organized team to create any project event to do the breakdown list by identifying owners, dependencies, and completion status. The components of promotional events involve the following things: advertising, trips, personal communication to the customer, print out materials, and media platforms. Promotion of the event is very expensive get measured against the yardstick since the promotion starts it has to attracts the participants to support the event it's very cost effective, attractive to the customer's, and takes time and efforts for the planners or the designers to print the pictures, poster's, banners, billboards flyers and brochures. Connecting to the people is the most effective as it means to counteract any negativity or publicity that jeopardizes event management.

When we talk about the event management methodology, the discussion caplities of a tool, the event can be processed per second, or the custom algorithm that makes everything work. We look to the tools that have been displayed out in front of us and expect them to provide the customers capabilities.

Without planning the event will be clunky, the old adage of you don't know what you don't know is prevalent.

Conclusion

The event management involves studying the intricacies of identifying the brand and the audience , different concepts of the event, planning the event, coordinating the technical aspects beforehand and actually executing the proposed event. While studying event management it also helps one individual to understand more of the business with gaining experience and understanding the better part in public engagement. Strategies to involve the public, into conducting events and exploring the different regions, type of crowd, helps them in enhancing their work; also making the client satisfied with events provided by the event manager and the event company. Setting up the goals and objectives is top priority while planning any event.

Suggestions

1. Setting clear objectives
2. Negotiating with vendors
3. Mobilize network
4. Learning from every event
5. Changes with every event

Literature Review

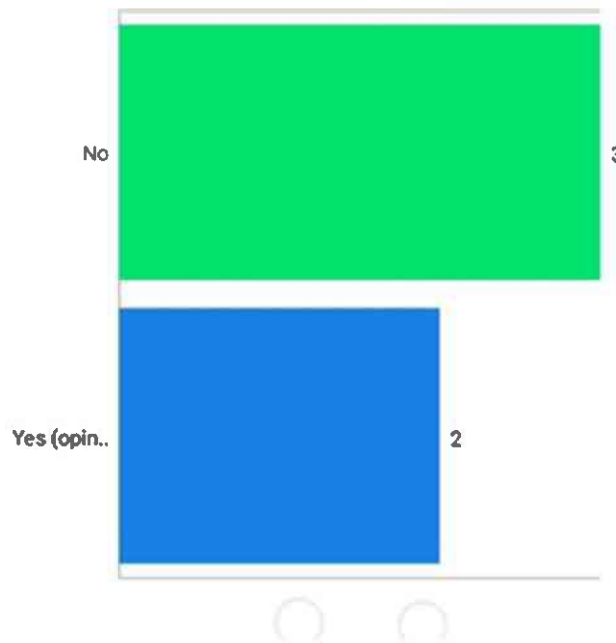
The purpose of this study is to develop the research on event management theme categories, investing on thematic trends between 1998 to 2013 and today's changing trends in the

events research topics. Social media platforms give a massive impact on event industries. The details are provided and published to increase the event awareness to increase the individual interest by attracting the vast number of customers which helps to increase the profit to the event industries. The massive change in the events have been brought by the changing environment and technology. As per, new technologies are emerging marketers will continue to reach out to the new customer through any medium.

References

1. <https://www.uou.ac.in/sites/default/files/slm/HM-402.pdf>
2. https://www.researchgate.net/publication/259117550_From_Event_Management_to_Managing_Events#:~:text=overlaps%20between%20both-,15,literature,-on
3. <https://isiarticles.com/bundles/Article/pre/pdf/94633.pdf>
4. <https://ncert.nic.in/textbook/pdf/lehe209>

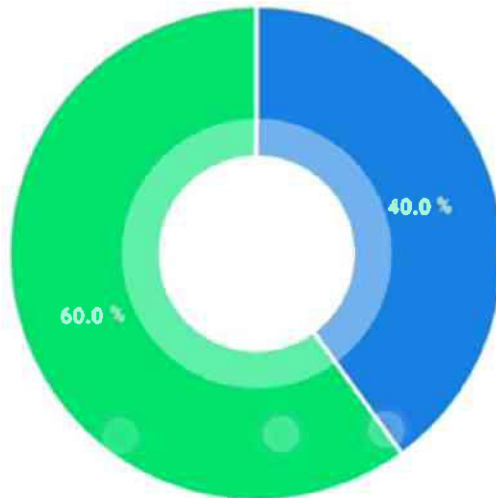
BAR CHART



PIE CHART



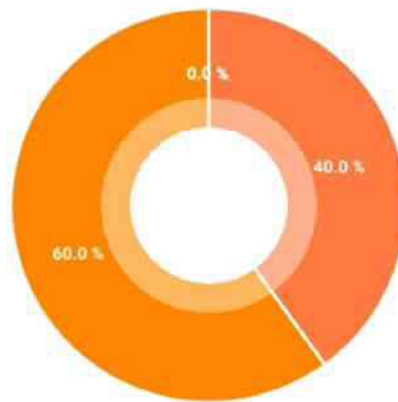
- Yes (opinions) - 2
- No - 3



PIE CHART



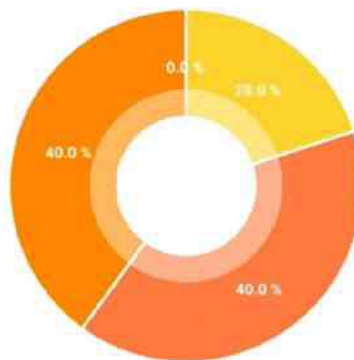
- Worst - 0
- Not Good - 0
- Neutral - 0
- Good - 2
- Very Good - 3



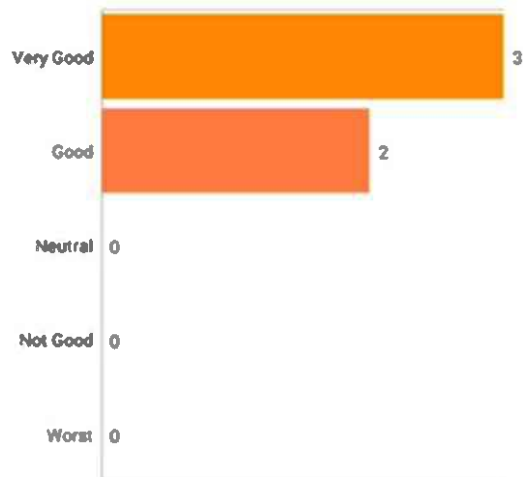
PIE CHART



- Worst - 0
- Not Good - 0
- Neutral - 1
- Good - 2
- Very Good - 2



BAR CHART



20. A Study on “Obstacles Faced by Rural Entrepreneurs”

Shana Shaikh

Assistant Professor, BMS, ZSCT's Thakur Shyamnarayan Degree College, Kandivali, Mumbai.

Chinmay Haldankar

Research Student, ZSCT's Thakur Shyamnarayan Degree College, Kandivali, Mumbai.

Abstract

Indian women are going through some difficulty to get indistinguishable privileges and capacity due to the reality customs are profound instilled in Indian culture where the sociological establishment has been a male ruled one. Ladies business venture is acquiring significance in India inside the wake of financial progression and globalization. The approach and institutional system for developing innovative gifts, offering business instruction and tutoring has extended the skyline for financial strengthening of ladies. In any case, ladies comprise best 33% of the money related foundations. The change of social material of the Indian culture, in phrases of broadened scholarly notoriety of ladies and changed yearnings for better living, required a exchange the presence design of Indian women. This review clarifies that the idea of ladies advertisers and shows up into In terms of industrial development, women entrepreneurs play a critical role. India has traditionally been a land of entrepreneurs, as well as a crucial economic location. Women are often stereotyped as stay-at-home moms who are uninterested in business. In both society and the social sciences, the problem of women in entrepreneurship has received little attention. Not only do women have lower entrepreneurship involvement rates than males, but they also prefer to start and run businesses in different fields than men. It's not simple to go from being a stay-at-home mom to a successful business woman the assorted issues. A calculated structure is introduced and the data give through us.

Keywords: Women entrepreneurship, Government, challenges

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.” The problems faced by women entrepreneurs are not new. Women are considered the weaker gender of the section hence the creditors do not believe so much entrepreneurs. Further marriage, maternity and other family responsibilities stop a women from entering into a venture, as venture require 24x7 rather than fixed working hours in the corporate or teaching job. The risk factor in the women entrepreneurship from all angles is considered high. It is an issue of further discussion that which factor is more crucial Family and personal problems.

Research Methodology

Information Collection of information is a critical piece of each exploration, to gather the particular information. Chinmay haldankar has gathered, noticed and concentrated on information from different data stages for example Web, contextual analyses and articles accessible through a real source.

Objectives of the Study

The main objectives of this study are:

- To identify the help delivered by different organization to the Women entrepreneurs business people.
- To identify the obstacles for women entrepreneurship.
- To identify the opportunities available for women entrepreneur

Main Content

Challenges looked by Women entrepreneurs Entrepreneurs in India Despite the fact that lady business and the arrangement of lady claimed business networks is bit by bit developing, there are some of difficulties and hindrances that woman advertisers face. One essential assignment that numerous lady advertisers face is the effect that the traditional sex jobs society might in any case have on Women entrepreneurs. Female business visionaries are managing various snags connected with their associations. 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:

1. 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.

2. 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 women 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 aspects of life, including business, is built on a patriarchal foundation, but don't tone down your view of the world just to fit in.

3. 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 organization that offer mentorship for women in business.

4. Social Recognition

Society does not supply a ton significance to Women entrepreneurs advertisers, because of the reality the general public thought about as Women entrepreneurs's are make least difficult home work like cooking, washing, and to take care on her family and circle of family members people.

5. Religion

A portion of the religion does not convey inclination to Women entrepreneurs because of the reality the strict standards.

6. Marketing

Women entrepreneurs are can't completely promoting their merchandise and administration assessing to folks. A young lady in all actuality does not really travel consistently or as often as possible like folks, so she doesn't cover the entire commercial center.

7. 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 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 need to occur more broadly across regions.

The Role of Government to Develop Women Entrepreneurs Entrepreneur

Steps taken by Government all through Eight Five Year Plan:

1. The Government of India formulated extraordinary bundles to expands work and benefits creating sports for Women entrepreneurs in country regions. The accompanying plans are dined throughout the Eight-Five Year Plan:

- State head Rojgar Yojana and EDPs were conveyed to grow pioneering characteristics among rustic Women entrepreneurs.
- 'Women entrepreneurs in horticulture' conspire was acquainted with train Women entrepreneurs ranchers having little and negligible property in farming and unified games.
- To produce more prominent work opportunities for Women entrepreneurs KVIC took exceptional measures in remote.
- Women entrepreneurs co-agents plans have been shaped to help Women entrepreneurs in agro-based completely
- Ventures like dairy cultivating, poultry, creature farming, agriculture, etc. With
- Complete financial help from the Government.
- Steps taken with the guide of Government sooner or later of Ninth Five-Year Plan: Economic turn of events and development isn't accomplished totally with out the improvement of Women entrepreneurs business visionaries. The Government of India has added the accompanying plans for elevating Women entrepreneurs business because of the reality the fate of limited scope enterprises depends upon the Women entrepreneurs advertisers:
 - Exchange Related Entrepreneurship Assistance and Development (TREAD) conspire become sent off via Ministry of Small Industries to grow Women entrepreneurs business visionaries in provincial, semi-metropolitan and substantial regions through creating pioneering attributes.
 - Women entrepreneurs Component Plant, a remarkable technique adopted through Government to give assistance to Women entrepreneurs advertisers.

- Swarna Jayanti Gram Swarozgar Yojana and Swaran Jayanti Sekhari Rozgar Yojana brought been acquainted via government with the table for bookings for Women entrepreneurs and rousing them to start their endeavors.
- New plans named Women entrepreneurs Development Corporations were carried through government to help Women entrepreneurs business visionaries in orchestrating credit and publicizing focuses.

(e)State Industrial and Development Bank of India (SIDBI) has added after plans to help the Women entrepreneurs business people. These plans are:

- i. Mahila Udyam Nidhi
- ii. Micro Cordite Scheme for Women entrepreneurs
- iii. Mahila Vikas Nidhi
- iv. Women entrepreneurs Entrepreneurial Development Programs

3. Steps take Steps taken by Government all through Eight Five Year Plan: The Government of India contrived unique bundles to builds business and benefits producing sports for Women entrepreneurs in rustic regions. The accompanying plans are dined over the span of the Eight-Five Year Plan:

- State head Rojgar Yojana and EDPs were conveyed to grow innovative attributes among provincial Women entrepreneurs.
- 'Women entrepreneurs in agribusiness' plot was acquainted with train Women entrepreneurs ranchers having little and minor property in horticulture and united games.
- To produce more prominent work opportunities for Women entrepreneurs KVIC went to unique lengths in distant.
- Women entrepreneurs co-agents plans have been framed to help Women entrepreneurs in agro-based absolutely businesses like dairy cultivating, poultry, creature farming, agriculture, etc. With complete financial help from the Government.

These are only a couple of the top plans right now set up to help hopeful Women entrepreneurs business people in venturing out towards being monetarily engaged. Keep in mind, these plans are set up just to make everything fair for Women entrepreneurs in business. While Women entrepreneurs claimed organizations show incomes of between 8-10% a larger number of than male-possessed organizations of similar age in similar enterprises, just 5% of Women

entrepreneurs possessed organizations get financing from investors instead of an astounding 77% of male-possessed organizations, and it is this hole the public authority is attempting to close with these plans. There has for since quite a while ago been no question that Women entrepreneurs are just as fit for business accomplishment as any other person, however the cultural obstacles have forever been extensive, and these plans mean to help with defeating those obstacles and making a more grounded country with a genuine unregulated economy.

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 chose such career path for discovering their inner potential, caliber in order to achieve self satisfaction. It can also provide a mean 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.

Conclusion

“Women have full freedom to work and prosper. From the moment they go out of their homes they are human beings: business women has the same weight as a business man .”The study tired to find out the difference among various set of people of the crucial factors which are concerned with the women entrepreneurial opportunities at large. Issues have been identified through various review 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 difference between women entrepreneurs and the men entrepreneurs on ground 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 weather it large or small.

Suggestions

Women entrepreneurs business people should given equivalent freedoms as men business people given. All Women entrepreneurs should give right to show their ability and greater government foundation should help when there are dealing with issue.

Review of Literature

Reviews from the literature highlight several challenges among women entrepreneurs. Challenges of women entrepreneurs can be exchangeably used as barriers, obstacles, problems, issues and constraints. Ahmad (2001) defines challenges as hardships and limitations including socio-economic factors which are experienced by women entrepreneur. Lee (1997) implies women entrepreneurs have some flexibility in juggling their responsibilities of being homemakers and having challenging careers. These findings are contradicted to the conclusions made by Ufuk and Ozgen (2001) highlighted women in entrepreneurship are having problems in balancing between their family life and running the enterprises. 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 variable as compared to the salary and wage earning women. The study also revealed the fact that the education attainment level is faster for self employed women than that for other working women. The percentage of occupancy of managerial job 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

References

- S.K. Dhameja, —Women Entrepreneurs: Opportunities, Performance, Problems Deep Publications Pvt., Ltd., New Delhi, P – 9
- <http://businessmangementideas.com>
- <http://vakilsearch.com>
- <http://resarchgate.com>

21. A Study on “Financial Factors which Affect Women Entrepreneurs”

Shana Shaikh

Assistant Professor, BMS, ZSCT's Thakur Shyamnarayan Degree College, Kandivali, Mumbai.

Aditya Kadam

Research Student, ZSCT's Thakur Shyamnarayan Degree College, Kandivali, Mumbai.

Abstract

A significant sector of the entrepreneurship industry has been taken over by the women of India. As years passed and people became more open-minded and accepting, female entrepreneurship has risen massively. Women are now financially, emotionally and mentally independent and subsequently do a commendable job while running the country's economy. Women have faced and continue to face multiple unimaginable challenges as they advance in their choice of business ventures.

Business venture among ladies, presumably works on the abundance of the country overall and of the family specifically. Ladies today are more able to take up exercises that were once viewed as the protect of men, and have demonstrated that they are underdog to nobody regarding commitment to the development of the economy. Business visionaries are assuming a significant part in the financial improvement of immature country. Ladies' abilities and information, their gifts and capacities in business and a convincing craving of needing to accomplish something positive are a portion of the explanations behind the ladies business visionaries to arrange enterprises. As per World Bank, putting more in business of ladies rather in men prompts more noteworthy advancement of a country. Engaging ladies in business venture prompts break the disparities and lessens the neediness. Business venture assumes a significant part in creating society of a quick agricultural nation like India. These days it has been understood that ambitious ladies have projected innovative gifts which could be bridled in order to change them from the situation of Jobseekers over to Job providers.

In order to recognize the commendable efforts by the women in the entrepreneurship industry, Women's Entrepreneurship Day was founded and celebrated every day of every year.

Keywords

1. Women Entrepreneurship
2. Female Entrepreneurship

3. Business Ventures
4. Entrepreneurship Industry

Objective

1. To study financial factors which affect women entrepreneurs.
2. To study challenges faced by women entrepreneurs.

Introduction

Women entrepreneurs are people who consider a selected business venture, initiate the concept and possibility of a startup, arrange all the required elements of it and, in the end, assemble all of it together with managing the economic and financial uncertainty that comes with it. In basic language, women entrepreneurs are brought up a bunch of females who initiate, run and manage a business venture in a very society that heavily stresses on the importance of man within the entrepreneurship industry.

The Government of India defines a women entrepreneur as: “An enterprise owned and controlled by a female having a minimum financial interest of 51 percent of the capital and giving a minimum of 51 percent of the utilization generated within the enterprise to women.”

Women entrepreneurs are those Women who think about a business endeavour, start it, arrange and consolidate elements of creation, work the venture and attempt dangers and handle monetary vulnerability implied in running it. Women entrepreneurship should be shaped appropriately with enterprising characteristics and abilities to meet the progressions in patterns, challenges worldwide business sectors and furthermore be sufficiently equipped to maintain and take a stab at greatness in the pioneering field. Ladies establish 50% of the all out populace of India. Disregarding it, women are as yet lingering behind men in a few perspectives.

Ladies are including and going into business and setting up various kinds of ventures. The Government of Indian and Andhra Pradesh have been empowering ladies to take up modern foundations. A few monetary organisations are subsidising for foundation of enterprises. Thus, ladies began building up enterprises and working together self and monetary turn of events and coming out with no trouble at all. In India, however ladies have assumed a critical part in the general public, their enterprising capacity has no been appropriately tapped because of the lower status of ladies in the general public.

Research Methodology

The findings in this research paper depend upon the various pieces of information that was collected through several books, National and International Journals, and informative

websites available on the internet. The information is basically dependent upon the secondary information achieved through different websites.

Main Content

Over one-third of the total business ventures across the globe are run and managed by women. This is due to a positive outlook and approach towards education, better access to learning systems, spread of liberal cultural practices and respectful recognition of females.

Going forward gradually and steadily, women entrepreneurs have taken over the world by storm. Some of the most famous women entrepreneurs are Oprah Winfrey (American entrepreneur, television host and media executive), Kiran Mazumdar Shaw (Chairman and Managing Director of Biocon Limited), Vandana Luthra, Ekta Kapoor, etc. Several schemes and initiative have also been adopted so as to support and encourage women-founded business enterprises. Some of these schemes are StartUp India and Standup. These majorly focus to promote the entrepreneurial drive and instincts among the females.

Going further, some common features of women entrepreneurship are:

1. Females with less income and facilities are more likely to succeed as entrepreneurs.
2. Large sector of women entrepreneurs have not completed their formal education or received any professional training when it comes to handling business enterprises.
3. Women entrepreneurs are more focussed towards ensuring security rather than taking up huge risks for growth.
4. Females are found to be more sincere and hardworking and this causes their business ventures to sustain and grow.

Findings

On the basis of the type of research methodology used, it was found that women entrepreneurship is growing massively across the country. There has been the introduction of several schemes that help women to either fund their startups or encourage and promote the entrepreneurial instincts within them. IT was also found that the major reason behind women taking up entrepreneurship was to become financially independent and sound. Many females enter the business ventures to establish a strong identity for themselves in an industry that has been stereotypically termed as 'male-dominant'. Furthermore, Indian females have had enough of inequality and hence they enter the business ventures to demand an equal status on the basis of their calibre and ability to excel far better than the men.

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

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

Our general public denies freedom to ladies from the beginning. Advancing business venture won't just give them financial autonomy yet the ideal opportunity to settle on their own choices. Assuming ladies need the general public to invert its conventional mentalities, it is just through their financial freedom that they can accomplish that status. Self-actualisation suggests longing for communicating and substantiating oneself. These are the solid propelling powers for a lady business person. The building up and fruitful working of an endeavour gives her chances to self-articulation, accomplishment and development. When a ladies gets capability, she becomes mindful of her privileges and needs to be treated at standard with men. However our general public is as yet a male-overwhelmed society in any case a certified ladies needs to foster her character by getting out of four dividers and accomplishing an enterprising work women have the capacity of dealing with many assignments simultaneously like chatting on the telephone, perusing their sends, booking what else should be done for the remainder of the day and giving incredible outcomes. They balance their families and profession at the same time adequately. Men are known to have been more irksome with performing multiple tasks having a tendency to zero in on a couple of things, consequently squandering openings

Conclusion

We can conclude from the above information that women entrepreneurship is highly important for the cultural and economical growth of our country. Furthermore, women are more ambitious, hardworking, patient, motivating, adventurous, conscious, educated and intelligent. All of these qualities serve as a plus point when a woman enters the battlefield of business.

Due to the constant urbanization, growth of industries, social legislation and spread of education and awareness, women in business have become a tormenting force to defeat. Indian women in particular have come a long way. From being restricted to kitchen duties and household chores by the males to giving off a tough competition to the same men in the business industry, women entrepreneurs have been constantly keeping themselves updated with all the latest business ideologies and ventures.

Women entrepreneurship is instrumental for accomplishing financial and cultural development. Regardless of comprising around half of the all out populace of India, the financial cooperation of ladies is exceptionally restricted. Ladies business people of India are currently arising in non customary areas. Ladies business people are a heterogeneous portion having different segment, financial and instructive foundation. It is basic that the arrangements and

plans take into account the remarkable requirements of each section. It is obvious that there are various difficulties looked by ladies over the span of their pioneering profession. There is a need of far reaching activity intend to counter these difficulties. Ladies business venture is gathered in five states in particular Tamil Nadu, Kerala, Andhra Pradesh, West Bengal and Maharashtra.

India is a male ruled society and ladies are thought to be monetarily just as socially subject to male individuals. Ladies business visionaries confronted loads of issues like absence of schooling, social boundaries, legitimate conventions, significant expense of creation, male overwhelmed society, restricted administrative capacity, absence of self-assurance and so forth

Suggestion

Women entrepreneurs have to face a huge load of problems while developing their venture and enterprise. Some of the suggestions to overcome these problems are:

1. In order to provide easy and accessible financial opportunities to women entrepreneurs, separate finance divisions can be established by the banks.
2. Women entrepreneurs should be treated on priority when it comes to supply of raw materials. Also, if possible, the government should exempt them from paying taxes that are levied on these raw materials.
3. A chain of cooperative societies can be formed so that they can sell the products manufactured by women entrepreneurs at an affordable rate. This eliminated all the unnecessary middlemen and also the difficulty faced during the marketing of the products.
4. Vocational training to be extended to women community that enables them to understand the production process and production management.
5. State Finance Corporations and Financing Institutions should permit by statute to extend purely trade related finance to women entrepreneurs.
6. The financial institutions should provide more working capital assistance both for small scale ventures and large scale ventures.
7. Making provision of micro credit system and enterprise credit system to the women entrepreneurs at local level
8. Industrial estates could also provide marketing outlets for the display and sale of products made by women.
9. A Women Entrepreneurs" Guidance Cell may be set up to handle the various problems of women entrepreneurs all over the state.

10. Training in entrepreneurial attitudes should start at the high school through well designed courses, which build confidence through behavioural games.

Literature Review

Today, India has over 13 million enterprises that are owned by women. Women entrepreneurship has skyrocketed. It has been breaking all the stereotypical cultural norms and sayings since day one. Females have gone beyond all the restrictions and stereotypes to rule the world of business with confidence and poise.

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

Lall and Sahai, (2008), direct a relative appraisal of multi-dimensional issues and difficulties of ladies business venture, and privately-run company. The review recognised Psychographic factors like, level of responsibility, pioneering difficulties and tentative arrangement for development, in view of segment factors. Through separated arbitrary inspecting and comfort testing the information have been gathered from ladies business people working in metropolitan space of Lucknow. The review recognised entrepreneur's attributes as self insight confidence, Entrepreneurial force and functional issue for tentative arrangements for development and extension.

The review proposed that however, there has been significant development in number of ladies picking to work in family possessed business however they actually have lower status and face more functional difficulties in running business.

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

References

1. <https://www.orfonline.org/research/women-entrepreneurs-in-india-what-is-holding-them-back-55852/>
2. <https://www.yourarticlelibrary.com/women/women-entrepreneurship/women-entrepreneurship/99813>
3. https://en.wikipedia.org/wiki/Female_entrepreneurs
4. <https://www.frontiersin.org/articles/10.3389/fpsyg.2020.01557/full>

22. A Study on Brand Recognition of Franchise Business

Shana Shaikh

Assistant Professor, BMS, ZSCT's Thakur Shyamnarayan Degree College, Kandivali, Mumbai.

Jyoti Gupta

Research Student, ZSCT's Thakur Shyamnarayan Degree College, Kandivali, Mumbai.

Abstract

Franchising is a concept in which independent organizations enter into mutual collaboration, as part of which the franchisor (as the system's organizer) passes the recipe for a certain commercial activity and how it should be operated to the franchisees in exchange for a fee. The interactions between those organizations are founded on a contract, and they result in the formation of a franchise network, which consists of legal, ownership, and financial entities that are homogeneous from the perspective of individuals purchasing supplied items or services. Micro, small, and medium-sized firms (SMEs) are the most common types of entities that operate as franchisees in the majority of networks, since they find the franchising concept to be a wonderful fit for them. Leading MNEs with a considerable global presence are the largest multinational franchise brands. The hotel, restaurant, and retail industries (for example, Marriott, Hilton, McDonald's, KFC, and Seven-Eleven) as well as general service industries are examples (car rentals, cleaning and gasoline distribution). Because the know-how is adjustable and the behavioural principles that govern outputs may be set by contracts to ensure uniform quality across outlets, franchising is an especially good entry strategy for these businesses. Trademarks and know-how are easier to transfer between business partners in certain industries. Furthermore, the expense of preventing franchisee free-riding is less than that of monitoring employees. Franchising provides for the standardization and replication of proven service business concepts, allowing for economies of scale to be realized through globalization.

Keywords

1. International franchising
2. Franchise partnerships
3. Financial performance

4. Partner relationship
5. Partnership selection

Introduction

Franchising is a business strategy in which a franchisor grants a franchisee access to company know-how, intellectual property, and the ability to operate under a brand name in exchange for a fee or royalties. Because of push forces (domestic market saturation and a highly competitive domestic market) and pull ones (globalization of franchising), franchising took off in the 1990s (opportunities to scale up in foreign markets because of pent-up demand and the opening of foreign markets, especially in developing countries). Franchises spread over the world as a result of copying and internationalization of US franchisors (Alon and McKee, 1999; Hoffman and Preble, 2004). Large corporations such as Hilton and McDonald's dominated international franchising from the 1960s to the 1980s (Novelle and Dutka, 1988). However, the industry's structure has altered since the 1990s, with many SMEs embracing franchising both locally and globally. International franchising was employed as a mode of entry, at arm's length, with a high level of financial risk and operational control externalization. Franchising has had a tremendous impact on the development of service businesses all over the world, but especially in the United States, where it began commercially. According to the US government, 780,000 franchise businesses in the United States created 9 million employment and contributed \$541 billion, or 3%, to the US gross domestic product (GDP). In addition, franchising has an impact on other businesses and assists them. In addition, franchising has an impact on other businesses and contributes to the creation of 13.3 million employment. Franchising has spread to other regions of the globe as well. In Australia, franchise businesses employ 472,000 people, and total franchise sales revenue is anticipated to be \$146 billion). According to the report, franchising has grown significantly in emerging nations since the 1980s as a result of pent-up demand for Western goods and a growing middle class.

Objectives

1. To investigate franchise business brand recognition.
2. To investigate the franchise business's potential for expansion.
3. To research how to keep a business's quality and consistency

Main Content

A Franchise Agreement is usually signed by the two parties involved in a franchise. This agreement allows the franchise to sell the franchisor's products or services while using the franchisor's brand name. In exchange, the franchisee pays the franchisor a fee. By acting as a branch of the parent firm, the franchisee can sell these items and services. It might even employ franchise rights to offer these products under its own brand.

One or more individuals or businesses may be granted franchising rights by the franchisor. As a result, if just one person obtains these rights, he becomes the sole seller of the franchisor's products in a particular market or geographic area. In exchange, the franchisor provides the franchise with its products, services, technological know-how, brand name, and trade secrets. In some circumstances, it even provides training and help. When a company joins the worldwide market, it must transfer its resources and competencies to the new market. The company must choose an efficient entry option for transferring assets from its home nation to the host country without jeopardising its capacity to gain a competitive advantage. Firms utilise franchising to not only gain financing and expand at a rate that would be difficult to do with only their own resources, but also to ensure that they can keep their competitive advantage by transferring their knowledge, reputation, and other assets. Firms utilise franchising to not only gain financing and expand at a rate that would be difficult to do using only their own resources, but also to ensure that they can keep their competitive advantage by transferring their knowledge, reputation, and other assets. Firms can engage in overseas operations if they can employ, transfer, and internalise firm-specific advantages in new locations while balancing their ability to coordinate their abilities in a new environment while internalising new knowledge. One of the reasons why decision-makers must choose appropriate forms of entry into foreign markets is because their choice will influence their performance.

Research Methodology

We selected 131 publications in the ISI Web of Science S) that use international franchising (in the title, abstract, or author keywords) from 1970 to 2018 and used them to create the analytical database. Only articles written in English were used as search criteria. We chose articles in the following categories: • business; • economics

- Management;
- Tourism, leisure, sports, and hospitality;

- Finance for businesses; & management science for operational research. As franchising is an interdisciplinary subject. For the search terms, we used “international franchise” and all its variations (global, inter* and franc*). At least two authors read each abstract to ensure relevance and the full article when the abstract was unclear. Only articles with international franchising as a focus were included in a total of 131 articles. We searched for articles from 1945, but the oldest IF article was published in 1973. Articles unrelated to business franchises were excluded.

Cluster 1: internationalization

This cluster investigates the elements that lead to a company's decision to expand internationally through franchising. Experience, according to one of the first worldwide franchise researchers, influences that decision. Extend the resource scarcity and agency theory arguments to include franchising activities and scale in the international arena. Examine the possibility of selecting international franchising based on four factors: monitoring expenses, foreign experience, brand name, and environmental uncertainties in the host country. Examine two aspects: internal elements linked to a company's strategy and attributes, and external factors related to the host country's environment that influence franchising tactics. suggest that a firm's worldwide expertise, host country characteristics, and perceptual approach influence its non-equity entry method decision. demonstrating that businesses opt for franchising.

Cluster 2: the selection of international markets and partners

Cluster 2 is divided into two sub-clusters, each with its own set of external and internal factors: international market selection and international partner selection.

Create a global index of 143 possible target nations based on market risks and opportunities. Their findings reveal that target franchise countries with huge markets and strong political and judicial systems have the best prospects. Note that, despite political and economic dangers, franchising in Russia offers prospects for large, experienced franchisors since Russian customers regard items or services provided by international franchises as superior to local options. present a thorough literature review by summarizing and assessing the global and rising market emergence of international franchising.

The Uppsala model, resource-based view, resource scarcity theory, and institutional theory are all terms used to describe the OLI paradigm.

Partner Selection

Investigate the role of organizational factors – structure, culture and communication – in recruiting a franchise partner. analyze the influence of cultural distance on franchisee selection. Identify the criteria franchisors use to select their partners. Examples include chemistry, perceptions of value and risk, the similarity of organizational goals, ability to retain control, local knowledge, reputation and creditworthiness. Franchisees may also use these criteria to select their franchisors. Their findings indicate that both partners need to carefully evaluate the compatibility of their partnership criteria.

Cluster 3: power, control and autonomy

In the interaction between franchisors and franchisees, Cluster 3 focuses on concerns of power and control. examines the need for franchisors to improve their capabilities in order to avoid their franchisees from engaging in opportunistic behaviour in overseas markets as opposed to domestic ones. Franchisors frequently employ non-coercive power to influence and control franchisee conduct, according to the study. suggest that cultural and geographic distance are crucial factors in determining whether or not non-coercive power may be used to monitor franchisees.

Conclusion

Scholars of international franchising have made important advances in their understanding of franchising and internationalization. While franchising has been researched as a means of entrance in international business, it has also been investigated in other disciplines such as management, marketing, and entrepreneurship, using a variety of theoretical lenses and factors of interest, including internationalization. Scholars of international franchising have made important advances in their understanding of franchising and internationalization. While franchising has been researched as a means of entrance in international business, it has also been investigated in other disciplines such as management, marketing, and entrepreneurship, using a variety of theoretical lenses and factors of interest, including internationalization.

Suggestions

Understand your competitors' strengths and shortcomings. It's critical to understand your competition in your local market.

Create a marketing strategy, put it into action, and track the outcomes. A list of particular goals that you wish to achieve should be included in the strategy. You don't need a complex

paper; a simple overview with defined action items, accompanying prices, and a reasonable timetable would suffice.

Get the franchise up and running as soon as feasible. Lay the foundation for the franchise so that it can get off to a fast start. Before you open your doors, sell and distribute business cards and marketing literature. Join local trade associations and business groups in your area. This is a way to publicize your business and find business owners you can network with. Volunteer to serve on a committee in one of these groups.

Donate services or products to a local charity. Offer reduced or special pricing to charities or groups. Since a number of school systems are having problems funding programs, offer to provide something event.

Reference

- www.wikipedia.com
- www.google.com
- www.studymafia.org



CONTACT FOR SUBSCRIPTION

AJANTA ISO 9001: 2015 QMS/ISBN/ISSN

Vinay S. Hatole

Jaisingpura, Near University Gate, Aurangabad (M.S) 431 004,

Cell : 9579260877, 9822620877 Ph: 0240 - 2400877

E-mail : ajanta6060@gmail.com Website : www.ajantaprakashan.com