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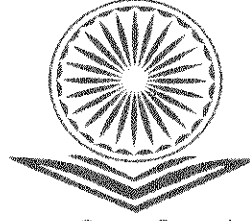
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1. A Study on Challenges and Opportunities in Rural Entrepreneurship Management

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Abstract

The purpose of this research carries information related to rural entrepreneurship which refers to development of new business or industrial units which includes new products or services in rural areas that offers or uses advanced technology in new markets of rural or non-urban areas. In simple terms, the entrepreneurship which acts in non-urban or rural areas is known as rural entrepreneurship. It also plays a vital role in economic development.

Keywords: Rural entrepreneurship, industrial, economic development

Objective of the Research

1. The overall objective of the research is to create self-employment and social economic development for home help in the aged rural areas.
2. To study the various problems faced by the rural entrepreneurs in development of the rural regions.

Introduction

Rural Entrepreneurship refers to the development of a new enterprise which pioneers new products, services. As the rural sectors are labour intensive, they tend to have a high possibility of generating employment. Similarly the agro-based industries are also emerging in the rural areas to give an important base for rural entrepreneurship. The entrepreneurial combinations of these resources are, for example tourism, retailing, wholesaling, industrial applications (engineering, crafts), value added (products from meat, milk, wood, etc).

Rural Entrepreneurship focuses on finding and stimulating rural entrepreneurial talents and also promotes the growth of indigenous enterprises. The economic gap between urban and rural sectors is increasing rapidly. Success of new economic trends such as micro finance and increasing number of companies in the rural sectors suggest that there exists a large untapped

market at the bottom of the economy. Rural entrepreneurship is more over linked to institutions and individuals in economic development.

Also, institutions and individuals seem to agree on the urgent need to promote rural enterprises. Development agencies see rural entrepreneurship as an enormous employment potential. Rural industries have a high potential to generate income which also reduces the disparities income earned by employers living in urban and rural areas.

Review of Literature

The present paper is an initiative to understand the entrepreneurship existing in the development of rural and non-urban areas. Entrepreneurship in rural regions refers to the migrants and the location they have migrated to make an attempt to bring connections between migration and economic development for the role of business formation in rural development. Rural entrepreneurship can be well understood from the opinions of individual people's migration, human and social capital, family background, etc. Entrepreneurs in rural places strive to choose to open their businesses in rural regions in general.

Rural entrepreneurs probably try to obtain financial support from their family, friends, banks, etc. to open up their businesses. The rural population constitutes a huge section in India. The livelihood planning of this huge or major section depends primarily on agriculture and associated activities. Rural entrepreneurship should not only set up business in rural areas but also should use rural produce as raw materials to employ rural people in the production processes.

Research Methodology

The research design of this study is exploratory in nature. The literature was searched with the help of related keywords like rural entrepreneurship, industrial and economic development, etc. Most of the articles have been derived from google scholar related to rural entrepreneurship. The data was collected from various sources that include various journals, standard text books, websites, etc.

Rural Industry helps to protect and preserve the art of creativity. The development of businesses in the rural areas helps to build up the village. Creates employment opportunities equal. The traders in the rural areas include businessmen who commercialize many products which are mostly needed by the local population of the village. They may produce their goods themselves or act as middlemen.

One of the main problems developing rural entrepreneurship faces is lack of awareness and knowledge. Lack of infrastructure facility, lack of technology, lack of communication facility, etc. Initiatives should be developed to attract entrepreneurial people from other areas to set up enterprises, by using promotion and marketing of a district to a targeted entrepreneurial audience.

Making Regions Attractive

To take an initiative to attract entrepreneurs from different areas for development to start up businesses, by using marketing and promotion methods for a targeted entrepreneurial audience. To take advantage of the local contacts and local people currently residing outside of the districts.

To focus on identifying local and regional assets and to convert them into entrepreneurial activities

The economically challenged communities in the rural areas which have a tendency to emphasize their problems and deficiencies often try to attract public sector investments and support. There are consequences that it becomes difficult to observe opportunities that translate into economic advantage. It also opens up new possibilities for dependent employees in trades and various other professions, agriculture, etc.

To generate local community support for entrepreneurship

Local community support for entrepreneurship is required for increasing the chances of entrepreneurs to get successful in their business. The people trying to start or expand their business are mostly not valued in the community. So they either try to abandon their business or move somewhere else. Rural entrepreneurship has to be embraced by the community leaders as an effective alternative to attract companies.

To organize support systems for entrepreneurs:

To provide an effective networking systems resources such as technical assistance, training, access to capital, land and buildings, regulatory guidance. The main motive is to increase efficiency and to reduce the transaction costs while maintaining and improving quality output for rural entrepreneurs. Particular attention should be given to regulatory framework and the time it takes to achieve regulatory approvals

To connect rural entrepreneurs to external market

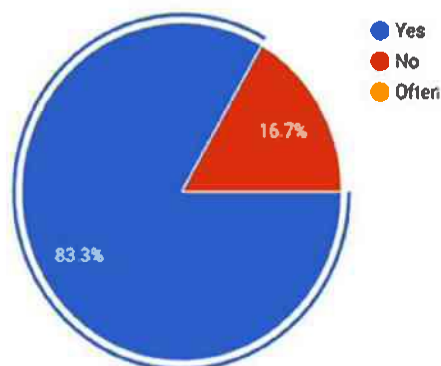
To connect regionally, nationally and internationally so that they do not get dependent on the local market for their goods and services. Strategies include the use of communication and information technologies for e-commerce. The collaborative marketing that may be sectorial, geographic and the exchanges between entrepreneurs across regional and national boundaries. Also by using the appropriate networks, rural based entrepreneurs can be connected to various markets outside their own region to create successful businesses.

To expand technologies and activities

To establish and develop external R&D services to help SMEs to innovate in rural areas. It might be that a district perceives itself as too small to create the innovation support infrastructures necessary for SMEs.

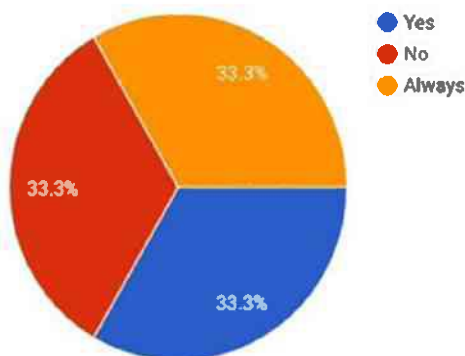
Survey Questionnaire

1. Does your market form the main or major part of your target audience ?



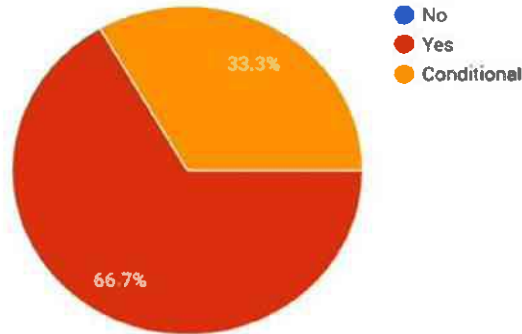
88.3% of people are successful in marketing their major of target audience and 16.7% of people are not.

2. Do you plan your marketing methods especially keeping the rural population in mind?



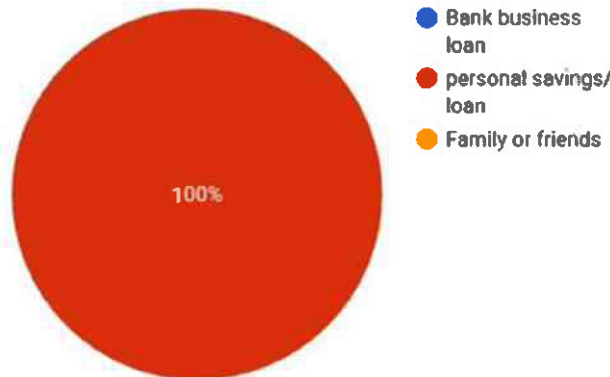
33.3% of people always plan their marketing methods according to the rural population in mind.

3. Do you think rural entrepreneurship is more challenging than any other type of entrepreneurship?



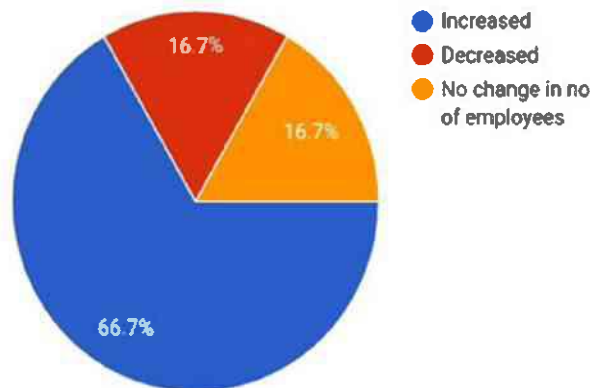
66.7% of people believe that rural entrepreneurship is more challenging than any other type.

4. How did you start-up your business?



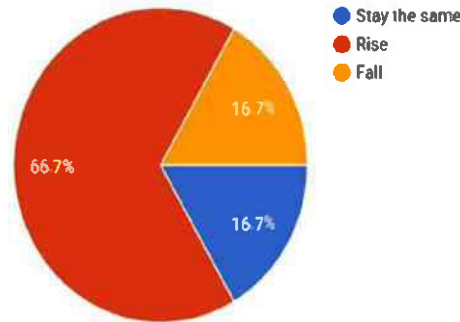
100% of people have started their business by taking personal savings/loan.

5. How has the number of employees changed since one year ago?



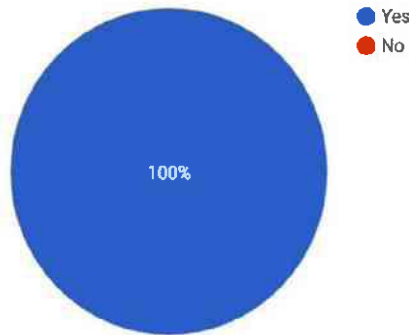
66.7% of maximum number of employees have changed since one year ago

6. Over the past months, did the average employee compensation that you pay have changed?



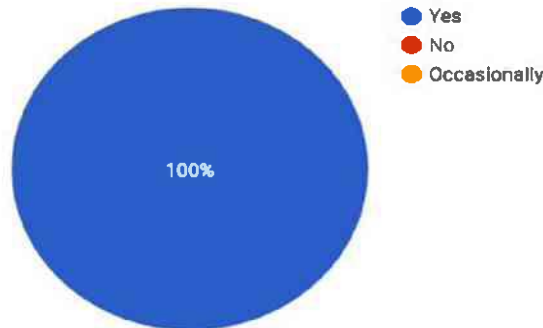
66.7% of average employee compensation have risen over the past months.

7. Did your business expand its facilities in the last one year?



100% of business facilities have been expanded in the last one year.

8. Did you advertise in the last year?



100% of advertisement have been done in the last year

Conclusion

Rural entrepreneurship plays a very important role in the economic development of the country in the rural areas. It helps to generate employment opportunities in the rural with low capital, raising the real income of the people, contributing to the development of agriculture by reducing disguised unemployment. Government should go for appraisal of rural entrepreneurship

development schemes and programmes in order to uplift the rural areas. The rural development programmes should include infrastructure development, education, health services, investment in agriculture and promotion of rural non farm activities in which rural population can emerge themselves.

Rural entrepreneurship is the way of converting developing country into a developed nation. Promotion of rural entrepreneurship is very much important in the context of producing gainful employment and reducing the widening disparities between the rural and urban. Monitoring rural development programmes by supplying right information at the right time, providing timely and adequate credit.

Rural entrepreneurship cannot be developed without significant or proper training. Instead of just schemes and programmes intensive training is to be provided to the youth of rural India. It is required to create a good team to take up rural entrepreneurship training as per integrated rural development programme. The problem is that most of the rural youth does not think of entrepreneurship as a career option. The rural youth needs to be motivated to take up entrepreneurship as a career, with training and sustaining support systems.

Rural entrepreneurs are certainly act as a key figure in economic progress of India. They play a vital role in converting developing country into developed nation. In today's global market a country's economic policy environment must always be favorable for an organization.

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2. Entrepreneurship Management in Franchisee Development

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Abstract

The research paper analysis franchising as a business model based on an economic relationship between the parties. The discussion of the early forms of franchising and of factors stimulating its development of franchising and the world is followed by the presentation of data showing franchise growth trends for, respectively, domestic and foreign brands. The research paper highlights the advantages of franchising, which allow it to resist economic crises, stimulate entrepreneurship and innovativeness, and minimise business risks. It also offers a number of comments, observations and conclusions on the synergies that both firms and the economy as a whole can derive from franchising.

Key words:- Entrepreneurship, Franchise, Franchise system, Services Marketing.

Introduction

J. Schumpeter's theory of economic development delivered, among other things, a new viewpoint on the role of an enterprise and an entrepreneur in the age of a dynamically expanding world economy. Enterprises seek competitive advantages, based on their key abilities, which allow them to become strong enough to compete in the global market. This means that only innovative firms with substantial resources of intellectual and financial capital can stand up to global competition and contribute to economic growth.

Despite the wide range of unconventional sources of funding that are theoretically adopted to entrepreneurs, the terms on which they can be accessed are rather restrictive, as both investors and entrepreneurs tend to minimise their exposure. Creative obliteration of the existing production methods, taking the form of subsequent innovations, changes interpersonal relations as well as the structure of business organisations, as a result constantly increasing entrepreneurs' demand for funding. According to J. Schumpeter, "Entrepreneurship may not exist without external capital. As the development of civilisation has entered its hyper-innovative phase, today the demand for financial capital is even greater". As a matter of fact, capital is still available

despite the crisis, but investors have become more vigilant in granting access to their resources. However, they are still ready to support ambitious projects as long as they can bring the predictable rates of return. All business projects, including the commencement of one's own business activity, need an adequate amount of funding to be launched. To be qualified for external funding, new entrepreneurs are expected to be able to cover at least 20% of the project's costs from their own resources. But even those who are willing and able to do so face the following question: how can I raise the other 80%?

Compared with well-established businesses, the situation of aspiring or new entrepreneurs trying to raise the necessary capital is intensely worse. One answer to their problems is a franchise arrangement, which allows one party (the franchisor) to expand its business and the other party (the franchisee) to have its own firm. Franchises are reasonable for almost everyone, because franchise fees (paid upfront to enter a network) range from as little as several hundred INR to around 17,000 INR (depending on the industry and brand). Royalties, which are paid once a franchise is up and running, range from several thousand rupees for the least exclusive systems to several million euros for the most exclusive ones. In many countries, the forthcoming franchisees' proposals are assessed against a well-known reasonable price criterion developed by Prof. Robert Aumann, a Noble Prize winner in economics, drawing on the game theory 'the lowest and highest bids are rejected, which discourages the bidders from offering unrealistic prices and makes their bankruptcy less probable'. In return for the franchise fees and other profits that franchise agreements permit to franchisors, franchisees are entitled to franchisor's know-how, brand, training, advertising services, managerial support, and access to fairs. Franchising is a modern model of organising business that provides a franchisee with standardised and established know-how, developed by the franchisor. Franchising offers franchisors growth opportunities through the "multiplication" of their business, while franchisees benefit from substantial financial support. Franchisees receive:

- a successful business model that the franchisor has developed and tested
- "know-how", which is available for the duration of the agreement
- training in all aspects of the new business model
- franchisor's assistance and advice
- a share in the franchisor's reputation
- franchisor's trademark (brand)
- access to network-wide advertising programmes

- other services (e.g. group negotiations on deliveries, financial and logistic services, etc.).

Franchising consents young and educated people lacking financial capital and business experience to become economically active. A potential franchisee attains not only a tested business concept, but also the opportunity to avoid mistakes and run a business that is nearly risk free.

Objectives of Entrepreneurship management in Franchise Development

- Opportunity to base one's business activities on confirmed market concept and a known brand. Enables to limit the entry barriers and lower the level of risk of running a business.
- Chance to start a business activity also in case of individual without the proper preparation in terms of knowledge and capabilities.
- Content-related, technical and organisation a knowledge provided to the beneficiaries by the franchisor.
- Access to the aids of the economies of scale.
- Opportunity to gain experience in running one's own business, based on the modern management methods.
- Opportunity to advance stable economic and financial benefits.

Research Methodology

This research was mostly based on secondary data obtained from:

Books

- a. Brick & Mortar Franchise Success: Know the Costs or Pay the Price
- b. Best for Professional Development: The Franchise MBA
- c. Best for Choosing a Franchise: The Franchise Rules

Articles

- a. Grzelak, K., & Matejun, M. (2013). Franchising as a Concept of Entrepreneurship Development
- b. M. Matejun & A. Walecka (Eds.), Modern Entrepreneurship in Business Practice: Selected Issues

Ted talk

The real origin of the franchise – Sir Harold Evans

Silence does not last in Franchise – Gaurav Marya

The Franchise Approach to Entrepreneurship

Drucker (1958) noticed that in every underdeveloped economy, the least developed part of that economy is the marketing. He recommended that at the minimum, marketing should be developed as swiftly as manufacturing in order that the process of industrialization might not be impeded (in Okeke and Okonkwo 1995). Nevertheless, in our trust towards self-sustaining economy, indigenous businessmen and industrialists must be encouraged to involve in efficient business in some or the other practical and demonstrative way possible. Franchising has been a veritable apparatus of marketing management used in encouraging indigenous businessmen and industrialists in every practical intelligence of it. Under the franchise system, individuals are allowed to purchase and operate one or multiple units in the system. It is based on product, service, goodwill & method of doing business that an organisation has developed. A franchise is an exclusive – that is shielding arrangement binding parties, usually a manufacturer or operating company, and a private distributor (business operator). The operating company supplies on an exclusive territory bases, nationally known brands, advertising and well tested business methods. In exchange, the businessman agrees to be responsible for local managerial skill and at least part of the capital and operates in the agreed manner. In which case franchising brings the best of both worlds – (large corporations and small business), together – independence and a measure of security (Richman and Mascon, 1985, p.42). According to Mendelsohn (1970), franchising has developed a number of business transactions, methods and practices that have been common and popularly known for very many years.

Among these basic features are to be found

- a. The ownership by one person of a name, an idea, a process or a piece of equipment.
- b. The granting of license by that person to another permitting the exploitation of such name, idea, process or equipment.
- c. The inclusion in the license agreement of regulations relating to the operation of the business by which the licensee exploits his rights.
- d. The payment by the licensee of a royalty or some other considerations for rights that are obtained (Mendelsohn, 1970).

These features, among others are also found in every single franchise transaction. Heskett (1976), pointed out that franchising provided more than one fourth of total retail sales in U.S. in 1970, (this type of data and information is not available in the federal office of statistics presently) thus franchising has been regarded as the wildest growing and most interesting retailing developments in recent years. This is captured in the following report:

One of the most interesting franchise systems of all times is the McDonalds, McDonalds charges franchisees an initial fee and receives a 3.5% service fee and rental charge of 8.5% of the franchisees monthly gross sales. It also its new franchisees to attend Hamburger University for 3 weeks to learn how to manage the business. The franchisees must also adhere to certain procedures in buying raw materials and in preparing and selling the product. In 1985 there approximately 9400 outlets in 45 countries (Kotler, 1993). Mauer and Schwartz (1976) note that a careful observer of business today notes the appearance of new approaches to doing business to meet changing conditions. One of these new approaches they say is called the franchising system. In Nigeria, franchising is gaining grounds among small businesses. It is an alternative to forming a new business from the scratch. It provides an easy method for revitalizing an ailing enterprise. Franchising is so fundamental and so responsive to changing economic conditions in Nigeria today that many ailing companies are revitalized through franchise arrangements (Nellie, 1990). Statistics (though none in Nigeria) show that the rate of failures in franchised businesses is by far less than that for non-franchised businesses. Reasons given among others for the failure of small businesses are lack of capital and know how; franchising helps in reducing, if not eliminating, these factors since Entrepreneurs operate under the umbrella of a successful company, thus giving rise to what Stanton (1981, p.301) termed "entrepreneurship franchising". Enterprise franchising is the modern concept in franchising and has especially proliferated in the fast-food industry. Stressing the importance of franchising Parker (2006) said that the franchise concept is an incredible one adding, "when someone refers to a 'turn key' operation, the most likely example is a properly orchestrated franchise"

To study the role of Entrepreneurship management in franchise of McDonald. McDonald's India is a joint-venture company managed by Indians. McDonald's India, a subsidiary of McDonald's USA, has expanded its presence in India via 2 joint venture companies – Connaught Plaza restaurants and Hardcastle restaurants. McDonald's (India) has a 50 per cent equity stake each in both joint venture companies. Connaught Plaza restaurants manages operations and expansions across North India (Delhi, Jaipur and Punjab) – led by Vikram Bakshi – and Hardcastle restaurants, which is headed by Amit Jatia, manages operations and expansions across Western India (Mumbai, Pune, and Gujarat).

Around the world, McDonald's traditionally operates with local partners or local management. In India too, McDonald's purchases from local suppliers. McDonald's constructs its restaurants using local architects, contractors, labour and - where possible – local materials.

McDonald's hires local personnel for all positions within the restaurants and contributes a portion of its success to communities in the form of municipal taxes and reinvestment.

Nine years prior to the opening of the first McDonald's restaurant in India, McDonald's and its international supplier partners worked together with local Indian Companies to develop products that meet McDonald's rigorous quality standards. Part of this development involves the transfer of state-of-the-art food processing technology, which has enabled Indian businesses to grow by improving their ability to compete in today's international markets.

McDonald's worldwide is well known for the high degree of respect to the local culture. McDonald's has developed a menu especially for India with vegetarian selections to suit Indian tastes and culture. Keeping in line with this McDonald's does not offer any beef and pork items in India. McDonald's has also re-engineered its operations to address the special requirements of a vegetarian menu. The cheese and cold sauces used in India is 100% vegetarian. Vegetable products are prepared separately, using dedicated equipment and utensils. Also in India, only vegetable oil is used as a cooking medium. This separation of vegetarian and non-vegetarian food products is maintained throughout the various stages of procurement, cooking and serving.

The McDonald's philosophy of Quality, Service, Cleanliness and Value (QSC&V) is the guiding force behind its service to the customers. McDonald's India serves only the highest quality products. All McDonald's suppliers adhere to Indian Government regulations on food, health and hygiene while continuously maintaining their own recognized standards. All McDonald's products are prepared using the most current state-of-the-art cooking equipment to ensure quality and safety. At McDonald's, the customer always comes first. McDonald's India provides fast friendly service- the hallmark of McDonald's that sets its restaurants apart from others. McDonald's restaurants provide a clean, comfortable environment especially suited for families. This is achieved through McDonald's stringent cleaning standards, carefully adhered to.

McDonald's menu is priced at a value that the largest segment of the Indian consumers can afford. McDonald's does not sacrifice quality for value – rather McDonald's leverages economies to minimize costs while maximizing value to customers.

McDonald's India Pvt. Ltd has moved an application to the government seeking permission for payment and remittance of the initial franchise fee and royalty to McDonald's Corporation.

The permission has been sought on two grounds: McDonald's India would pay an initial franchise fee of \$45,000 on each of the McDonald's restaurants already franchised or to be

franchised, in the future, in India; and a royalty equal to 5 per cent of the gross sales from the operations of all its Indian restaurants on a monthly basis to McDonald's International.

They currently serve around 3 million customers a day and hope to grow at the rate of 50% to 70% a year.

Finally, what adds flavour to its offering is its new series of introductions in terms of Chinese nuggets, pizza puffs, McSwirls, milkshakes etc. you can truly say...

“I'm lovin it”!

Conclusion

The above analysis of franchising as a business model stimulating the creation of innovative economic activities in an age marked by a highly competitive environment and very demanding customers lead to the following observations and conclusions:

- A franchise is a business relationship based on cooperation between the franchisor and franchisees, which allows the parties to achieve their respective strategic goals in a competitive environment. This capability of franchises is confirmed by their steady expansion despite the economic crisis. A franchise can therefore be understood as an organisational innovation (a modern business model).
- Franchising is considered the most successful marketing concept worldwide. It is also recognised as one of the most effective methods for driving economic growth in a country and for expanding into new markets.
- The popularity of franchising is growing worldwide, and in Poland as well. The number of franchise brands and franchise units increases every year.
- The growth in the number of franchise systems and competition forces franchisors into the development of increasingly attractive offers for potential franchisees. According to the art of economics, a business relationship should be beneficial to everyone and franchising is capable of doing so.

Suggestion

Advance your skills and mindset

Buying a franchise means you'll receive support from your franchisor, although the exact amount will vary from franchise to franchise. Use whatever help they make available to develop your skills in each area of running your business, like:

- managing your team
- marketing
- customer service

- business and financial planning

For example, if you choose an Oporto franchise, we provide you with support and training – both initially, and going forward – to develop your skills. Take advantage of whatever’s available and learn everything you can. Regardless of the franchise business you choose, it’s critical to have an open mind as you access their support. You need to be ready and willing to absorb a huge amount of information from experts in the business. Accepting that there’s a lot to learn and being open to asking for help is an essential mindset to have.

Manage your administration

Effective administration is the backbone of your business. It helps to keep everything running smoothly – and without it, your business will quickly flounder. From accounting to rostering, strong back-end processes lead to a far better experience for you, your team and your customers. Experienced franchisors will have already developed their own set of proven administration processes that they use in every store throughout their franchise. They’ll set you up with and train you on these standard systems, so take advantage of all that knowledge and experience before you open your store.

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3. To Study the Annual Report of Hindustan Unilever

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Hindustan Unilever Limited

Abstract

We Hindustan Unilever which set the foot as the subsidiary of has become one such multinational which has almost become a home grown brand. As in India, which is the second largest population in the world. It gives a huge opportunity to marketers across the globe where Hindustan Unilever Ltd. has reached on four billion population in the base of pyramid market has been a topic of research in recent time.

Hindustan Unilever Ltd. has been one of the Successful Company to foray into emerging markets in South East Asia. The year 2020-21 has been challenging, the COVID-19 Pandemic has had a significant impact on lives, livelihood and the business.

Due to pandemic Marketer have to face Operational Challenges due to restricted movement in supply lines during pandemic. So here study more about Hindustan unilever the growth rate and the changes done by the company during the pandemic. In early 2008 an analyst at a prominent Investment Bank in India was analyzing the dividend policy of Hindustan Unilever Limited (HUL), a well-known multinational. The case's protagonist, an equity analyst, must figure out the implications of the firm's dividend policy on the investment and financing activities and the valuation of the firm. She also has to decide what investment recommendation she should give in the light of the analysis. The case describes the Indian FMCG industry as

India enters the new millennium. The case details HUL's financial position in an era of increasing competition. Priya must decide whether the dividend policy of HUL is sustainable.

This case was prepared by Associate Professor S. R. Vishwanath of T. A. Pai Management Institute, Manipal, India and Professor Kulbir Singh of the Institute of Management Technology, Nagpur, India as a basis for classroom discussion rather than to illustrate effective or ineffective handling of an administrative or business situation.

Key Words

- To serve the people of country during pandemic Hindustan Unilever launched its new product in hand hygiene portfolio with in just 30 days.
- Good brands service distribution channel
- Reach 80% Households.
- A Positive change for people and planet through positive beauty brands.
- Homecare portfolio had major role to play.

Introduction

Hindustan Unilever start in India in 1931. Unilever set up its first Indian Subsidiary. Hindustan Vanaspati Manufacturing Company followed by Lever Brothers India Limited (1933) and United Traders Limited (1935).



Hindustan Unilever is a Public Company. With over 85 years of heritage in India Hindustan Unilever is India largest moving Consumer Goods Company.

SANJIV MEHTA (10th, oct 2013) Is the CEO of Hindustan Unilever Limited. He is the Chair and Managing Director of Hindustan Unilever Limited. He has been leading Unilever business in India and the South Asia Cluster since October 2013.

It was renamed from Hindustan Vanaspati Manufacturing Company to Hindustan Unilever Company to Hindustan Unilever Limited. The Company was renamed in june, 2007 as Hindustan Unilever Limited. As of 2019, Hindustan Unilever Portfolio had 44 Product brands in Categories. Its Headquartered in Mumbai. Hindustan Unilever Limited is a part of the Fast-Moving Consumer Goods (FMCG) Industry which

continues to be one of the biggest long-term sustainable business opportunities that our country offers.

As the country navigated through crisis 2020 was a highly volatile and challenging year. COVID-19 changed almost every aspect of human lives in ways never imagined. The Company focus was on people health & safety, the demand of consumers arising out of changed behavior and needs, with protection company has to operate all the working model functions of business. The Government and the Reserve Bank of India took effective measures to support a robust economic recovery. The Union Budget 2021 focused on regaining the growth momentum in the economy through several measures.

Literature Review

Hindustan Unilever is the Indian arm of Anglo-Dutch Company Unilever. Both Unilever and Hindustan Unilever Limited have Established themselves well in the Fast Moving Consumer Goods (FMCG) Category. In 2008 Hindustan Unilever four were rewarded as Top 10 Brands list, published in The Economic Time. Hindustan Unilever is also known for its strong distribution channel network in India. In rural area, its strengthen become a Empower for Local Women. In 2000 Project Shakti was launched by Hindustan Unilever in district Andhra Pradesh. It gives an Entrepreneurship Opportunity Training. Today Project Shakti is present across 80,000 villages in 15 states and is helping many women to earn their livelihood. In India, the company offers many households brands like, Dove, Lifebuoy, Lipton, Lux, Pepsodent, Ponds, Rexona, Sunsilk, Detergent, Vaseline etc.

Shilpy Amphora (2014), the paper titled "A Study on advertising Fast Moving Consumer Goods"- The paper centres on promoting of quick moving customer products. Quick moving purchaser merchandise is commonly low overall revenue items and along these lines sold in expansive amounts. In this



manner, it is essential to concentrate on the best way to enhance brand an incentive for the clients the same number of brands are accessible for similar classes of items. Another region cantered in the paper is the means by which subsidence influences the interest for quick moving Consumer Goods and what are the explanations behind these changes. In such a circumstance, it winds up vital for the makers or the organizations to expand the interests in these brands and items with the goal that purchasers are pulled in towards them.

Objective

- During pandemic their focus continues to be on improving people health & safety.
- The Company has set three main goals achieved by 2020:- To help one billion people improve their health & wellbeing. To improve livelihood of hundreds of thousands of people in the supply chain.
- To analyze what consumer buy and where they shop through (Online or from direct shop) for better supply.
- Its mission is to gives people to meet every day needs of Nutrition, Hygiene & Personal care with brands that help people feel good, look good & get more out of life.
- Launching innovations, building awareness through communication.

Hypothesis of the Study

1. A Study on Consumer Preference towards Marketing Mix of HUL Food Brands with special reference to Amravati district was organized around the fundamental hypothesis that
2. H0 The marketing mix strategy of Hindustan Unilever Limited regarding food Products do not affects the behavior and demand of the consumers in the market of Amravati District.
3. H1 The marketing mix strategy of Hindustan Unilever Limited regarding food Products affects the behavior and demand of the consumers in the market of Amravati District.
4. H0 Schemes and offers are helpful for development of the company; whether they are not useful for consumers.
6. H1 Schemes and offers are helpful for development of the company; whether they are useful for consumers.

Research Methodology

- The research is made to know about the various products of Hindustan Unilever and how preference of consumer overate the products.
- The research analysis was made about the time of pandemic that how the company face the challenges during COVID-19, through various research, advertisement, news, articles, survey from this we come to know about in one conclusion.
- Through Primary survey questions we get to know about the view of people that how people manage their needs by staying at home with protection and what benefit they get.
- This report is dedicated to secondary information about company profile and various decisions taken by the company during pandemic situation regarding product line expansion with safety and on various matters related to product line. I have collected this information with the help of internet and articles new paper of 2020 and 2021.
- In demographic profile personal information of the respondents have been taken such as gender, age, educational qualification, occupation, total monthly income, number of family members, and monthly budget for food products.
- In second section questions have been divided in to four sections as per 4p's of marketing mix, namely Product, Price, Place and Promotion.
- In each section there are few questions related to the opinion of respondents towards food products.
- In the third section, few questions have been asked to respondents to know about the current products in selected food product categories they are using, their frequency of purchase, there awareness about H.U.L.
- Food products, and about their usage of H.U.L.
- Food products. Then the section has been divided in to two section namely, H.U.L. users and H.U.L. non user section.

Analysis on Companies

To further analyse the milestones of HUL, we can draw up a Competitive Profile Matrix (CPM) of HUL, this will point out the major Critical Success Factors and the weighted scores for each parameter, and we have compared it with other major competitors ITC and Patanjali. The CPM shows that HUL has a higher score on competitiveness in its distribution network which

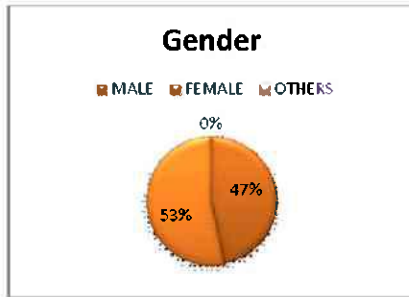
has given the company its advantage, the sustainability and scalability of this network is very difficult to emulate for competitors [36-38]. Also, HUL has always been the front-runner in creating sustainable living initiatives' for the community and consumers it serves.

Critical success factor	Weightage	HUL		ITC		PATANJALI	
		Ratings	Score	Rating	Score	Rating	Score
Promotion & Advertising	0.1	3	0.3	3	0.3	1	0.1
Product Quality	0.2	2	0.4	2	0.4	3	0.6
Financial position	0.1	2	0.2	2	0.2	2	0.2
Global expertise	0.1	4	0.4	1	0.1	1	0.1
Distribution Network	0.2	4	0.8	2	0.4	1	0.2

Survey Questions

- Are you aware about personal care products of Hindustan unilever?
 - Yes No
- Does Hindustan Unilever Limited ensures complete customer satisfaction?
 - Yes No Sometimes
- How do you know about this product of Hindustan Unilever?
 - Advertisement Television Internet
- Do you like the changes made in name of skin care product of Fair & lovely to Glow & lovely?
 - Yes No
- At the time of COVID pandemic which mode of Grocery shopping do you like?
 - Online Direct from store

Data Analysis

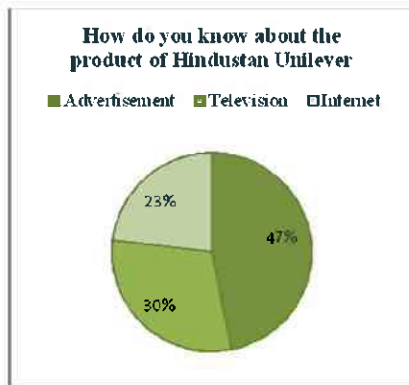


The above data questions contain 30 response of peoples in this survey the gender report 47% of male and 53% of female's response.

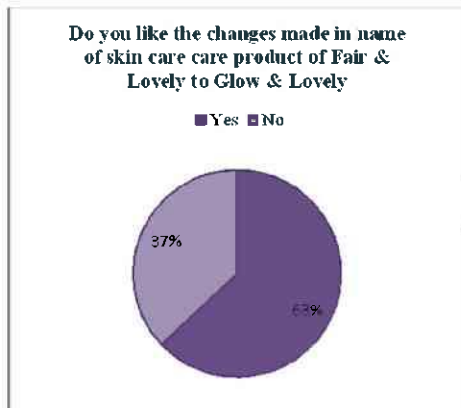


The 86% people are aware about the personal care products of Hindustan Unilever, the Maximum people are aware about this.

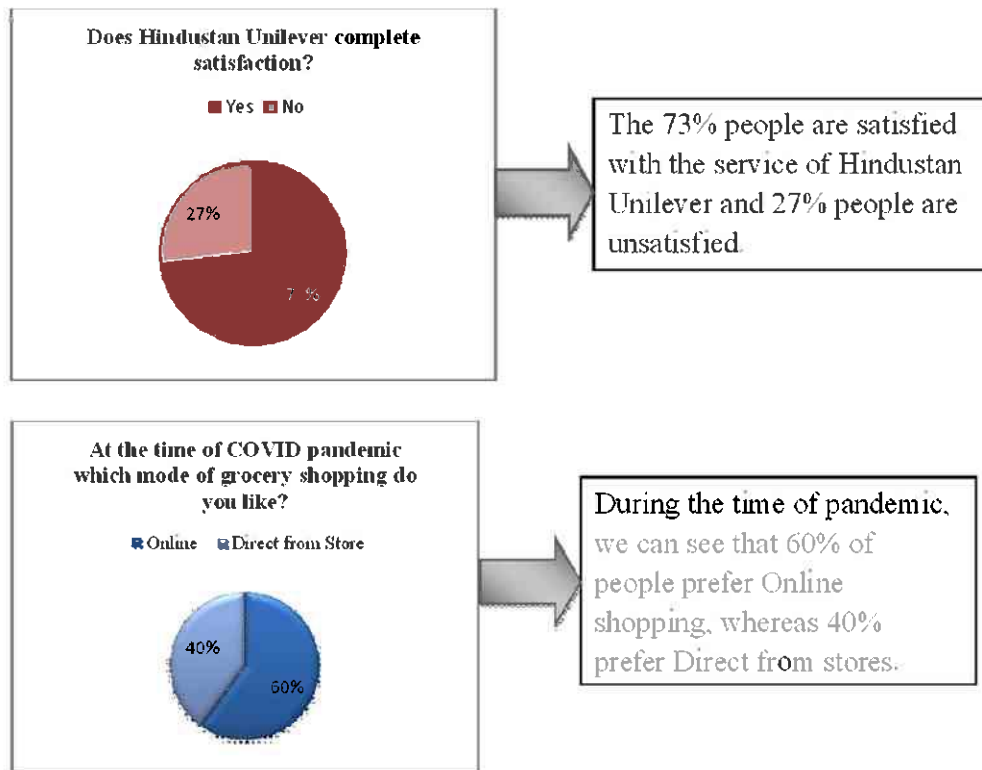
The 14% people are not aware about the personal care products as they don't use the product.



As we can see that 47% people are aware about Hindustan Unilever Product through Advertisement, 30% people are aware about through Television, 23% people are aware about through Internet



As we can see that in graph that the changes made in the name of skin care product 63% people say yes that they and like the changed name of the product and 37% people don't.



Findings and Suggestions

On the basis of research, I came to know that “Hindustan Unilever (HUL)” is the largest player, FMCG company in the country and has one of the widest portfolios of products sold via a strong distribution channel. It owns and markets some of the most popular brands in the country across various categories, including soaps, detergents, shampoos, tea, face creams and water purifier.

According to Secondary Data Hindustan Unilever Ltd is a 51% owned subsidiary of the Anglo Dutch giant Unilever, which has been expanding the scope of its operations in India since 1888.

- The product portfolio of the company includes household and personal care products like soaps, detergents, shampoos, skin care products, color cosmetics, deodorants and water purifier.
- It is also building a great reputation among the existing manual water purifiers in the market.
- HUL enjoys a formidable distribution network covering over 3,400 distributors and 16 million outlets.

- Its implementing its strategy to grow includes focusing on the power brands growth through consumer relevant information cross category extensions, leveraging channel opportunities and increased focus on rural grow

Conclusion

Company is having good position in the market and they are offering quality product in market. Unilever has over past 5 years been actively in involved in setting standard for social and environmental behavior and conduct. It does this in a vary systematic way and is an process of developing procedure to make the developed standard applicable though out all of its operations.

With 400 brands spanning 14 categories of home, personal care and foods products, no other company touches so many people's lives in so many different ways.

They have a wide and diverse set of competitors in consumer goods businesses. Many of they also operate on an international scale, but others have a narrower regional or local focus. Competition is a normal part of business. They aim to compete and give value consumers, customers and shareholders in following ways. A further research on the business models of multinationals and large domestic corporations in the bop segment can be made using the ABCD analysis technique developed by P. S. Aithal [39-41]. The model lends itself to a careful understanding of the advantages, benefits, constraints, and disadvantages of the system and can be used to understand strategies and business models that can be used in a better way to sustain the growth trajectory for companies like HUL. Further research in this field could look at strategies that multinationals and large corporations could adapt to sustain and protect their core competencies in permeable market segments.

- They continually developing new and improved products.
- They are sharing innovations and concepts with businesses all around the world.
- HUL is striving to lower the cost of our sourcing, manufacturing and distribution processes while still maintaining, and improving the quality of our product.

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4. To Study the Integrated Marketing Communication Strategy of Wal-Mart and it's Effect on Retail Sector

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Abstract

The emergence of integrated marketing communications (IMC) has become a big example of development within the marketing discipline. In an open economy it has influenced acting and thinking among all the types of companies and organizations facing the reality of competition. From the start of the 1990s IMC became a true hot topic within the field of selling. Four stages of IMC have been identified, starting from tactical coordination to financial and strategic integration. However, the bulk of firms are anchored within the first stages and really few have moved to a strategic level. One interpretation is that there are blockades to developing IMC from plans to strategy. Walmart the first store opened in Rogers, Arkansas in 1962. Walmart was financed by Sam Walton up to 95 percent when he was 44 years old. Walmart's current advertising slogan and mission statement are same

“Save people money so they can live better”.

Walmart the largest broaden retail chain all over the world serves people at lower prices and with strategic moves they have spread their branches in many of the countries and further on they are planning to open their branch in India as well, As the consumption rate is very high in India. Walmart occupies most of the part of retail sector alone all over as the trust they had build and the strategy used by them make the customers loyal. People always think of low prices when it comes to Walmart.

Keywords:- Marketing communications, Marketing strategy, Competitive strategy, Retail

Objective

1. To study the marketing strategy of Walmart across the world.
2. To study the Walmart's managerial skills and retaining the customers.

Introduction

Wal-Mart Stores, Inc. is the leading American Public Corporation that has the biggest chain of Public pot and the largest departmental stores chain in the world. The pot was innovated in 1962 by Sam Walton (March 29, 1918-April 5, 1992). He was an American businessman born in Kingfisher, Oklahoma. On July 2, 1962, he opened the first Wal-Mart store It's also among the world's largest public pot in terms of profit. Also in the recession period, this pot was the Biggest Employer in 2007-2009 in the world that employing people. Wal-Mart is the largest grocery retailer in the United States, with an estimated 20 of the retail grocery and consumables business, as well as the largest toy dealer in the U.S. It also owns and operates the North American Company, Sam's Club. Wal-Mart is at present enjoying an substantiation time in which they've domed to the top of the Fortune 500 list. Though, they've not enforced their strategy in the most effective possible way; particularly in respects to public relation

."To help people save plutocrat so they can live more."

A charge statement states the reason why the company is in this retail business and how they will conduct this business and what they stand for. This statement addresses to what they're going to do for their stakeholders and guests-suppliers, workers, and communities.

Salient Features of Wall Mart

- The only pot to give the goods and services at the cheapest mode possible.
- They've their own Broadcasting Satellite and are suitable to break queries veritably fluently.
- They always hire complete motorists so that no violation of business passed and the goods transported safely.
- Wal-Mart has continually intended at adding deals through its veritably friendly prices. This pot has rammed with the image for a veritably long time. Not only is the company associated with low prices, it has an multifariousness of goods under one roof.

Literature review

Retail sector is the world's largest sector. There are lot of business corporations globally which are running retail stores, retail industry today makes the revenue of trillions of dollars every year and lakhs employment opportunities as well. There are various organizations all over the world running retail store and retail business handful of top leading companies are Walmart ,target corporation ,home depot and Costco. Walmart is the world's one of successful and largest

retailing store with more than 4300 stores solely in America and more than that of 8000 stores all over the globe. Walmart sells nearly all of the products and too of very reasonable prices. It sells everything from food to clothing and from house stock to automobile maintenance and products for gardening as well. At some of locations of Walmart they have nails, spa facilities and cleaning shops as well.

Main content

Wal-Mart's marketing strategies are grounded upon two main objects that have guided the establishment to their times of growth. The client is concentrated in the first ideal;" Guests would be handed what they want, when they ask it, all at a worth". Team strength was featured in the coming ideal," Treating every other as we'd like to be treated". Wal-Mart's client ideal includes giving the client what they want at a reasonable value. The alternate object covers the foundation of the company; its workers. Workers are the base for achievement of the company and drive the day-to- day operations (MSNBC, 2006).

Cognitive proposition and integrated marketing communication of Walmart

Cognitive Response Theory More lately, experimenters have been developing propositions of cognitive response which suggest that communication, particularly conclusive dispatches, are intermediated by the studies generated by the receiver as the communication is reused. This reflects the interest in further individualistic cognitive propositions grounded on a receiver- acquainted model, rather than the mechanistic sender- acquainted perspectives associated with traditional communication models and the goods exploration tradition. Communication donors to treat' stimulant's problems to be understood and answered rather than as overwhelming shots from cannon against which no defense but rendition was possible Luckily, the vision that Sam Walton left behind still has its roots in WALMART STORES. Wal-Mart's IMC strategy is grounded upon the conception of perceiving consumer's studies, understanding, assaying completely and treating them .However, it no longer remains the existent's problem rather it's treated as the pot's problem, If any of their consumers is faced with any vexation at Walmart stores. This relationship between Walmart and its guests is strong enough to let the consumers calculate on Walmart and handle their' family problem'.

To develop its IMC plan Walmart uses cognitive response proposition to measure the studies and passions of its guests, feeding to them in the stylish possible manner and thus

managing to establish itself as a giant retailer that the world knows, workers take pride to be a part of it and consumers enjoy shopping with their 'family' (walmart.com)

Research methodology

Integrated Marketing Communication Pretensions and Objects

Wal-Mart's integrated marketing communication strategy involves selling high quality and ingrained goods at the smallest price possible. In order to maintain low prices, the pot reduces costs by using rearmost electronic technology and warehousing. It also negotiates for wares directly from manufacturers, barring the mediator.

Wal-Mart has three essential beliefs

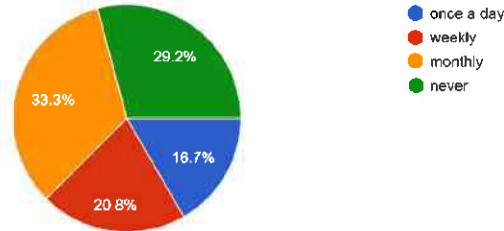
1. Respect for the individual
2. Service to their guests,
3. Seeking for excellence.

The success of the giant retailer relies upon successful marketing communication depending upon sound operation opinions regarding the integration of the colourful rudiments of the promotional blend. For marketing communication to be successful, however, sound decision must be made managing the three are from the marketing mix the product, service or the idea itself; the price at which the product will be offered; and the places through or which guests will buy the brand. The important creation cannot overcome poor product quality, unordinary high prices, or shy retail distribution. The ideal of opting the rudiments of proposed integrated marketing communication is to produce a crusade that's effective and harmonious across media platforms.

In Walmart, IMC is executed by developing comprehensive databases on current and implicit guests, segmenting these guests into groups with certain common mindfulness situations and actions, and developing media strategies and dispatches that direct the communication tactics to achieve marketing objects. In doing this, IMC builds and strengthens mutually economic connections with guests and fresh stakeholders and generates community by admixture all rudiments in the promotional blend into a program that possesses thickness, limpidness and maximum impact.

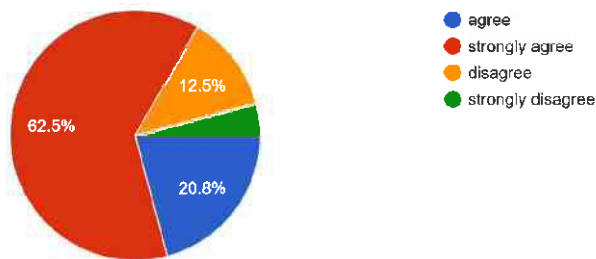
Findings

How often do you see the advertisement of walmart?
24 responses



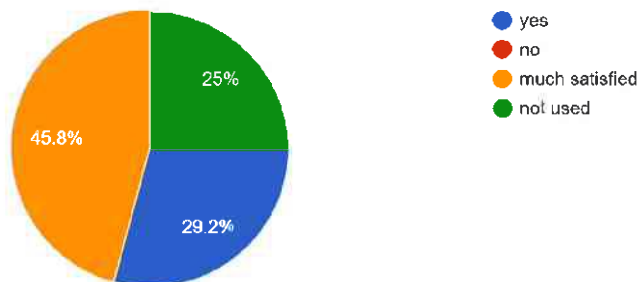
The finding says that more number of people see the advertisement of Walmart on monthly basis and some haven't seen yet .

what do think if walmart a retail store entry in India would be a strategic move?
24 responses



The finding says that majority of people supports Walmart as the tremendous move of starting retail sector in India.

Are you satisfied with the products and services of walmart?
24 responses



The survey here indicates that people are immensely liking the services and products of Walmart.

Conclusion

Walmart has dealt with marketing and promotional rudiments successfully to quite a good degree in its home state, The pot has a commitment to business excellence. This is seen by the quality and care accorded to the guests once they regard to their retail store. This is assured by motivated participation of workers in this business object. The company has meliorated a culture of excellence in that they always ask to be on top. The Walmart marketing director has said that Wal-Mart's main business ideal is to make sure that their deals are constantly adding. It's the culture to get to the top. The company ensures their growth rate doesn't stagnate. Other companies generally essay on developing their performance and once they've reached asked targets, they tend to relax. Though, this doesn't apply to Walmart; the company ensures that they always search for ways of sustaining their competitive benefit.

Suggestions

Walmart is successfully achieving a lot in the retail sector, having 1000 of branches in different countries all over the world. As changing customer needs and wants makes the organization change their strategy and plans with changing customer demands will only make the firm survive for long run. So according to that Walmart needs to be constantly doing the below thing;

1. Greater customer influence and customer empowerment

Customer needs to explore more and get influence easily with the influencer outside to retain them the organization must make sure what their customer needs and want further they must have easy access of everything customer wants to save time and money enjoying the technology .customer desires think of emerging items ,fresh produce they never have seen before will make them buy that products and enjoy shopping. Sharing the information builds the trust between the organization and the customer.

2. I have seen what you have and I want the same

Customers all over the world knows what other organization in different countries, brands are providing to their customers and they want the same for themselves. people have seen if things are available in low price and of good quality they will demand for the same . As tom Friedman taught us, the world got flat and now it's moving fast. The

world needs inclusive growth provided in a sustainable manner .people are demanding it.

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5. To Study the Objective and Challenges Faced by Women Entrepreneurship in India

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Women entrepreneurship in developing countries

Abstract

Across all ethnic groups globally, the rate of new business formation by women has greatly surpassed the rate of new business formation by men. Across the developing world, similar patterns may be found. Women, on the other hand, still own and manage many fewer firms than men. The reasons behind this phenomenon, as well as the characteristics, motives, and success rates of female entrepreneurs, and their gender-related distinctiveness, are complicated and multifaceted. Despite an expanding literature, more research on female entrepreneurship is needed, particularly in developing countries where a growing number of initiatives aimed at boosting entrepreneurship and empowering women are being implemented.

The purpose of this study is to highlight women's contributions as entrepreneurs and their position in emerging countries.

Keywords: Women Entrepreneur, Entrepreneurship.

Introduction

Women entrepreneurs can be defined as a woman or a group of women who start and run their own business. A female entrepreneur, like a male entrepreneur, does a variety of tasks. They should investigate the feasibility of beginning a new firm, take risks, introduce new innovations, coordinate, administer, and control business operations, and provide effective leadership in all parts of business.

The male-female relationship has changed dramatically in recent decades, as has the role of women in society. Women's role in the past was to care for the children and the household, but this is no longer the case in today's society. Women were granted increased career opportunities at the turn of the twentieth century. In 1910, Los Angeles hired its first female cop.

Even while it was still uncommon for married women to work at the turn of the century, World War II altered everything. While the males were gone at war, women were forced to work, and this trend continued after the war ended.

The act of starting a new firm or revitalising an existing one in order to take advantage of fresh prospects is referred to as entrepreneurship. Entrepreneurs shape the economy through creating new money, jobs, and products and services. However, according to a study, it's not about making money, having the finest ideas, understanding the best sales pitch, or implementing the best marketing strategy. It is, in fact, an attitude toward creating something new as well as an action that adds value to the social eco-system as a whole. It's a person's psychological makeup. It is a natural state of mind that emerges as a result of one's surroundings and experiences, causing one to think about life and work in a specific way.

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

Previous employment experiences and the desire to become self-employed are strongly linked in Mumbai women.

Main Content

The growing sensitivity to women's role and economic standing in society has increased their hidden entrepreneurial potential. The key reasons for women entering commercial enterprises are their expertise, skill, and compliance in the field. Women entrepreneurs start businesses because of the push and pull elements that encourage them to be self-sufficient and stand on their own two feet. The driving cause behind this insists on 'Women Entrepreneur' is a person who embraces a tough profession in order to achieve her personal aspirations and become economically independent. Entrepreneurial women, who are capable of providing values in both family and social life, have a great desire to do tremendous good. Women are more aware of their own attributes, rights, and job situations since the emergence of media.

Self-employed women should be encouraged to hire at least one worker on a part-time or full-time basis so that they may spend more time with their families, pursue other interests, and

actively participate in decision-making bodies. Women-only or mostly-women-owned businesses receive training, coaching, or consulting.

Women, particularly those who are returning to the workforce, can benefit from start-up programmes.

Women are being specifically targeted in general entrepreneurial campaigns. Equal opportunity policies strive to provide women with equal access to services.

To generate business and receive informal counsel, you'll need to network with other companies. Promoting and assisting appropriate business assistance programmes

Women entrepreneurs must be empowered in order to achieve the goals of sustainable development and the barriers to their growth must be removed in order for them to fully participate 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 behaviour 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 specialise 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 Entrepreneurs

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 above explanation of economic development:

1. As a result of advancements in women's education, women are no longer the minority in sectors that were formerly dominated by males.
2. The field of information technology provides numerous opportunities for women to expand their skills in this industry.
3. The rise in the number of women who own and operate their own businesses, particularly in small and medium-sized businesses.
4. Women's leadership is able to attract high levels of loyalty since they are capable of conducting clean, ethical, transparent, and honest management.

Reasons why do Women Choose Entrepreneurship?

Self-determination, the need for recognition, self-esteem, and a career objective are the primary motivators for women to pursue entrepreneurship (Moore & Buttner, 1997). Women sometimes choose this job path to find their inner potential and calibre.

In order to attain self-satisfaction It can also help them make the most of their free time.

Women, on the other hand, face bleak economic situations as a result of unemployment in the United States.

Women may be compelled to engage in entrepreneurial activity as a result of family or divorce.

Obstacles for Women in Business

Men and women both go through the same entrepreneurial process. Successful men and women entrepreneurs share similar motives and, as a result, achieve similar levels of success

when faced with similar challenges. They were also discovered to have funds from the same sources. Both men and women can be great entrepreneurs if they are in the same situation.

Obstacles Measures to be Removed

Rather than being limited to merely creating possibilities for women, removing barriers to women entrepreneurship involves a profound shift in traditional views and mind sets of people in society. As a result, it is critical to develop programmes that address behavioural changes, training, and supportive services. The most essential necessity for the development of women's entrepreneurship is for women to be conscious of their own existence, distinct identity, and contribution to the country's economic growth and development.

From childhood, the basic instinct of entrepreneurship should be tried to be instilled into the minds of women. This could be accomplished by carefully structuring a curriculum that will transmit fundamental information as well as its practical implications for business management (financial, legal, and so on). Women's entrepreneurial development can be aided by implementing a systematic skill training programme. Such programmes can educate, motivate, and help aspiring female entrepreneurs in reaching their objectives. Various schemes, such as those funded by the World Bank, can be used for this purpose. The course should be designed to transmit information on profitability, marketability, and practical management skills. Furthermore, assistance to women entrepreneurs in balancing their home and work lives should be considered.

Women who are computer illiterate can be trained in information technology to take advantage of new technology and automation, which is a particular concern.

Conclusion

Looking to the above matter, women's entrepreneurship is unquestionably a tough road to go where they must establish themselves. Women entrepreneurs are becoming increasingly important because they are the backbone of our country's progress. "When women go forward, the family moves, the village moves, and the nation moves," as our first Prime Minister, Pandit Jawaharlal Nehru, rightly stated. Women entrepreneurs play an important role in this country and make significant contributions. Their self-sacrifice and support for this civilization is a source of inspiration. Empowering women entrepreneurs is critical for accomplishing sustainable development goals, and the barriers to their growth must be removed in order for them to fully

participate in the business. Aside from training programmes, newsletters, mentoring, trade shows, and exhibitions can all help you grow as a business.

Suggestions

- Women entrepreneurs will need to build a solid business support network.
- To have a smoother operating business, women entrepreneurs must have a clear vision, direction, and concentration.
- When it comes to running a business, women entrepreneurs should be self-assured and motivated.
- Women entrepreneurs should learn how to balance work and life.

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6. Entrepreneurship Management in E-Commerce Sector

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Abstract

This research paper investigates the impact of Entrepreneurship Management in E-Commerce on Business. The research study focused on Management Information Systems, Finance and Accounting, Marketing, and the Impact of E-Commerce on Business. E-commerce refers to the practice of conducting business through the Internet. After COVID-19 pandemic E-COMMERCE has become an essential component of today's generation E-commerce are computer-mediated technologies that make it easier to shop from home. The merger of e-commerce and business will resurrect the marketing role. As it provides possibilities to get close to the consumer and bring the customer inside the organization, as well as to explore new product ideas and test them against actual customers. Technology has permitted the establishment of new business models, particularly through advancements in the sphere of communication; the new business models have resulted in the emergence of a new organizational culture. E-commerce has established itself as one of the new company kinds that have arisen.

Keywords:- E-Commerce, Technology, Internet, Consumer, Business.

Objectives of Research

1. To effortlessly reach millions of customers and improve business revenues.
2. To generate high profit.
3. How to spread business worldwide

Introduction

As we have seen, many significant enterprises, education, yoga sessions, and music schools have than travelling. The economy has been changed by digital technologies. Customers' value production has transitioned away from tangible goods and toward an economy

that prioritises been went online since Covid -19. People currently save more time by doing things online rather service, information, and intelligence as main sources of value creation. E-commerce is at the heart of this economic change. Because of the rapid growth of the e-commerce industry during the pandemic, many industries have shifted to e-commerce. Managing a business has been difficult at first since firms had to utilise a whole different means of communicating with customers to manage CRM, as well as a completely different strategy to keep customers and to maintain market positions. Keeping a social media profile up to date with trends and time is important for maintaining the atmosphere and elegance of a brand. Managing traffic and building websites so customers find there desire product easily , Providing the highest quality as desired by clients.

Scope of Study

1. To sell quality good at best price.
2. To find solution of the problem.
3. Managing the logistic
4. Delivering product with good condition and on time

Literature Review

Dasgupta and Sengupta

paper on e-commerce in Indian insurance industrydiscusses the features of e-insurance in comparison with the traditional offlineinsurance service. The authors put forth that e-insurance offers benefits such asreduction in search cost and hidden cost, price comparison for customers, and benefits such as opportunity to have niche market, first mover advantage and product bundling for insurance companies going online. Further, it discussesthat status of e-insurance in India is still formative stage, but stands to gain particularly from the rural markets since the availability of insurance agent isvery less compared to urban markets. The study is conceptual in nature andoffers insights based on market reports and data from secondary sources.

Main Content

Defination :- The purchase and selling of products and services through the internet in an electronic environment gave rise to the notion of e-commerce. E-commerce, as a concept, is an invention that arose along with the growth of communication and computer technology and facilitated trade. Although e- commerce is a new idea, it not only provides an alternative to

traditional commerce, but it also serves as a way that now complements and facilitates business. However, in the long term, these tactics will be replaced by e-commerce.

Different persons and organisations have characterised e-commerce in various ways. E-commerce, as defined by the World Trade Organization (WTO), is the production, advertising, sales, and distribution of products and services over telecommunication networks. The Organization for Economic Cooperation and Development (OECD) defines e-commerce as "any business transactions involving persons and organisations that are based on the processing and communication of digitalized text, audio, and picture." According to the United Nations Center for Trade Facilitation and Electronic Business (UN/CEFACT), e-commerce is the exchange of structured or unstructured business information between producers, consumers, public organisations, and other organisations using electronic devices (electronic mail and messages, electronic bulletin panels, www technology, intelligent cards, electronic fund transfer, electronic data exchange, etc..

According to the Electronic Commerce Coordination Board's law study report, ecommerce encompasses all commercial transactions that aim to create value and are based on the processing, transmission, and storage of digital information such as text, audio, and video as accessible by individuals and institutions in an open networking environment (internet) or by a limited number of users in a closed networking environment (extranet, intranet). As a consequence, transactions conducted in electronic settings for commercial reasons, as well as transactions conducted in electronic environments for training, public information, marketing, and so on, are included in the scope of e-commerce.

Electronic commerce encompasses any transactions conducted in an electronic environment for commercial purposes, whether on an individual or institutional level. These transactions are founded on the basis of digitalizing and processing text, audio, and video, and they are mostly carried out through the internet-based transactions. In a nutshell, e-commerce is a method of conducting business through the use of digital media.

Electronic commerce is also described as the conduct of business transactions in and via a network environment of computers that are linked together. The fundamental reason for the increased discussion of the e-commerce idea is the continued development of retail sales on the web environment. Actually, any type of transaction that has been completed in an electronic environment and involves money movement should be termed e-commerce.

Research Methodology

Electronic commerce is divided into five categories: electronic commerce between businesses (B2B Business to Business), electronic commerce between consumers (C2C- Consumer to Consumer), electronic commerce between businesses and consumers (B2C- Business to Consumer), electronic commerce between businesses and the government (B2G- Business to Government), and electronic commerce between consumers and the government (C2G- Consumer to Government).

Business To Business Electronic Commerce (B2B)

Business-to-business e-commerce refers to economic operations undertaken between firms in an electronic setting. The first model to arise in the electronic world was the B2B model. The goal of the B2B model is to assure product, service, and information sales, usage, and sharing through the integration of automated systems into the units where shared enterprises are done (producer company, supplier companies, dealers, stores, departments etc.). It may also be defined from a business standpoint as sending orders to suppliers in an electronic environment, obtaining invoices, and paying their expenses.

Because of the use of a virtual environment in business-to-business commerce, the relationship between the seller and the client has altered dramatically. Because relationships no longer rely on paper and labour, businesses have gained speed and time by fulfilling essential formalities in record time.

According to studies, the percentage of business-to-business commerce in realised E-Commerce is bigger than that of business-to-consumer commerce.

It is conceivable to argue that <http://www.alibaba.com> is the world's largest B2B website. Alibaba.com is a Chinese-origin website that operates globally and covers all categories. A search on this website for the term "leather" yields a plethora of results. The website's annual revenue is estimated to be one billion dollars. Its income plan is based on Gold Member and Trust Pass subscriptions. It has a membership of over 35 million people. Meanwhile, in Turkey, the largest B2B website in the information technology industry is <http://arena.com.tr>, which has 6,500 corporate partners. 60% of orders on arena.com.tr are placed over the internet.

Consumer to Consumer Electronic Commerce (C2C)

Consumers (individuals, households) communicate with one another and engage in economic activities in this model. This model's parties are buyers, sellers, and middlemen. Using the internet platform, the middleman, business, or person develops the environment. Because this environment operates in the manner of a virtual operation, it is known as e-Virtual Operations.

The goal of virtual companies is to recruit members and earn money from those members. Sellers place their goods or services for sale in the virtual market created by the virtual firm, and buyers choose among the goods and services for sale and do business in an electronic environment. This concept is applied in a variety of contexts, ranging from the buying and selling of secondhand products to software marketing.

The website www.ebay.com is regarded as the most successful example of the C2C model in the world. The website's realised trade volume is 60 million dollars, with 84 million users worldwide. The corporation also entered the Turkish market by buying gittigidiyor.com's shares. 19 When compared to other forms of electronic commerce, consumer to consumer electronic commerce is the most widely utilised sort of electronic commerce.

Business to Consumer Electronic Commerce (B2C)

This is the most common kind of electronic trade. Companies have begun to offer a wide range of things in the electronic environment, from computers to automobiles, books to food, using Virtual Store software. Along with the growing usage of GSM, wap technology has also been developed and transformed into a suitable environment for electronic commerce that is free of location and time constraints.

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Business to Government Electronic Commerce (B2G)

The earliest instances of this segment, which involves commercial interactions between enterprises and governmental and public organisations, are public tenders released on the internet and bids filed by firms in an electronic environment. Monitoring taxes, social security, statistics, and permits in an electronic environment, completion of some customs transactions over the internet, publication of public bids, and other applications are examples of business-to-government e-commerce.

Consumer to Government E-Commerce (C2G)

It encompasses all taxation, medical, and legal interactions between the customer and the government. Passage to Electronic Government is planned for numerous applications such as driving licences, passport applications, social security premium and tax payments, and so on in this category, which does not yet have widely used instances. A website dedicated to consumer

protection and rights guarantees that a benefit is created by pushing forward consumer rights on the one hand and setting the regulations envisioned by the government on the other.

Leather Trade in the World and Electronic Commerce Attempts

Leather is one of the most fashionable and functional natural materials. Weaving animal and plant filaments to generate garment materials became conceivable as manufacturing processes evolved throughout time; yet, leather retained a major position in the fields of clothing, furniture, accessories, and footwear. Leather has evolved sufficiently to account for a major part of industry and is now positioned among luxury items.

Developed countries, which were leaders in the labor-intensive leather and leather products industry, began to abandon it in the 1980s, owing to factors such as high labour costs and environmental pollution, as well as a shift in resources to technology and information-intensive industries that generate higher income. The raw hide business has relocated to emerging and poor nations.

The demise of the Soviet Union and the Eastern Bloc, as well as the rise to prominence and growth of the free market economy, resulted in a shift in the balance of power in the leather trade and industry. The traditional hub of leather manufacture, Europe, increasingly relocated eastward. Asia is currently the world's centre of gravity for leather production. Despite the fact that the leather industry has relocated to Asia and South America, Italy remains the world's avant-garde and fashion hub for leather garments. In 2006, Italy's leather garment exports were 1.1 billion dollars. Modern accessory businesses are flourishing as a result of the improved tanning industry.

With imaginative designs; with its high-quality, branded, and high-priced items that reflect the newest trend, Italy caters to the world's top income classes.

Aside from its fashion leadership, Italy is a pioneer in internet commerce operations in the leather business. The world's most prominent Italian leather firms are currently making significant efforts in increasing trade through e-commerce.

China has grown to become one of the world's major leather producers. Foreign-invested businesses in China are steadily boosting their production of leather. This country's manufacturing of high-quality leather is rapidly expanding. Furthermore, unlike Italy, China, together with Hong Kong, India, and Pakistan, is one of the world's largest producers of low-cost leather apparel. Despite a 16 percent and 11 percent fall in exports in 2006 and 2007, China remained ranked first in the world's leather garment exports in 2007, with 2.6 billion dollars in leather exports.

This sum accounts for about 30% of total global leather garment exports. China's low labour expenses enable the country to produce at a low cost. China's export potential grows by the day thanks to the www.alibaba.com web site, the world's largest electronic commerce B2B web site.

In Spain and Italy, leather accessories are popular. In European countries, the leather clothing business is inextricably linked with fashion. Leather garments are the international fashion stitches. In our world, where information technologies are becoming more important by the day, Italy and Spain are developing their leather commerce through electronic commerce ventures as countries that are aware of the mentioned development and value the branding process, as well as as pioneers of fashion creation.

Turkey ranks ninth in the world in terms of leather garment exports, with a 2.8 percent share. Companies who have recognised the relevance of the branding idea in Turkey and demonstrated their capabilities have begun to raise the proportion of their marketing budgets allocated to web design and electronic commerce. Desa, one of Turkey's leading leather production companies, applied to the world's first and only government-supported branding programme "Turquality" and demonstrated the importance it places on branding, and with the support it received, the company developed its e-store, through which it realises electronic commerce.

Aside from them, Germany is the EU's leading leather garment exporter. However, German manufacturers are attempting to preserve their competitiveness by upgrading their production technology, and they are producing pricey and high-quality leather clothes utilising the best raw materials. Germany is also the EU's second-largest exporter of leather garments, after only Italy. Furthermore, Germany is a prominent country in the manufacture of leather chemicals due to its high quality.

For the last fifty years, the world's shoe business has been steadily growing. The growth in population and the improvement in living conditions raised the need for shoes. Many firms have moved their manufacturing to emerging nations or formed partnerships with manufacturers in those areas. China, Italy, Hong Kong, Vietnam, Germany, Belgium, and Spain dominate the worldwide leather shoe market. In 2007, the total value of leather shoe exports was \$46.2 billion USD. Year on year, exports climbed by 15.7%.

As a result of the fast developments in the previous century, electronic commerce has steadily gained traction. Those segments that have acquired an advantage in international competitiveness are those that make extensive use of communication and information

technology. It is logical for these divisions, which have applied the findings of scientific research to the economy, to have competitive power in international marketplaces. Timberland is a good example for these businesses.

Conclusion

Commerce has been around for thousands of years. However, in recent years, the traditional commerce structure has begun to shift in lockstep with technology. Traditional marketing and business making approaches are changing as a result of the internet, and marketing activities undertaken in an electronic environment are steadily rising. This shift is accomplished not via the abolition of traditional marketing functions, but through their extreme divergence. Many processes that are carried out face to face or manually in traditional marketing have begun to be carried out in an electronic setting. Furthermore, attempts are being made to develop complementary face-to-face procedures, which may be unavailable in an electronic setting at times, or to compensate for their absence.

In today's world, where information technologies are gaining importance by the day, the leather industry cannot be considered separate from the information technologies industry and the electronic commerce practises that have emerged as a result of the developments in the information technologies industry. Within the investments of the majority of leather firms who have become brands and established themselves, as well as the companies that want to exist in the industry, a budget is dedicated for web site designs. Most businesses are presently developing websites with visual elements that do not conduct e-commerce in the traditional sense, but rather showcase collections and for commercial reasons without a monetary cycle. Meanwhile, firms with a solid track record that manufacture products such as Desa, Derri, and Beta in Turkey have gradually begun to gravitate toward e-commerce, creating e-stores that allow virtual purchasing on their websites.

There are several issues that endanger the global leather industry's survival. The most serious of these issues are the economic crisis in the countries with which foreign companies fail to evaluate opportunities due to poor management, the rapid increase of short-term debts and failure to consolidate debts, the lack of standard products, the lack of market and marketing act, the lack of incentives and increasing taxes, the failure of banks to make available sufficient commerce loans, the lack of R&D studies and technology, and the loss of capital by businesses. To address these difficulties, the leather sector should consider electronic commerce as both an opportunity and an alternative.

All factors that comprise electronic commerce, particularly technical advancements, continue to advance on a daily basis. Similarly, business is progressing at the same rate as our century. Companies that manufacture technology and do business are the forerunners of this advancement and development.

In terms of the growth of the leather sector, both business-to-government and business-to-business e-commerce should be emphasised, and enterprises should build an appropriate road map for themselves and strengthen their e-commerce capabilities. The research has produced a brief road map, and more comprehensive and extensive investigations can be done in the following stage. In this framework, market research in the leather sector may be hastened, and export potential can be expanded on a daily basis. With the use of advancements in internet and information technology,

Suggestions

1. Investigate Your Niche
2. Think About Your Website Development Experience
3. Construct a Marketing Strategy
4. Become acquainted with the tax complexities associated with running an e-commerce business.
5. Emphasize customer service.
6. Set Yourself Apart from the Competition
7. Identify Reliable Supply Chain Partners and Create a Plan for Ordering Appropriate Quantities of Products

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

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Abstract

Entrepreneurship is an important engine of growth in the economy. Rural entrepreneurship has an important role to play in the development of the Indian economy. Rural entrepreneurship is nowadays a major opportunity for the people who migrate from rural areas or semi - urban areas to Urban areas. On the contrary it is also a fact that the majority of rural entrepreneurs are facing many problems due to not availability of primary amenities in rural areas of developing countries like India. Lack of education, financial problems, insufficient technical and conceptual ability, it is too difficult for the rural entrepreneurs to establish industries in the rural areas. Entrepreneurship plays a vital role in the development of rural areas. Entrepreneurial orientation in rustic areas is based on motivating local entrepreneurial endowment and successive growth of home-grown companies. The development and growth of rural areas help in generating self employment, resulting in spreading industrial and economic activities on larger scales and makes maximum utilization of the local labour as well as locally available raw materials. The study has been carried out to understand the major challenges and opportunities in rural areas that an entrepreneur can face. The paper also emphasizes on the major problems confronted by rural entrepreneurs in areas like products marketing, budgetary conveniences and other essential luxuries i.e. accessibility of power, water supply, transport offices and required vitality and so on.

Key words:- Entrepreneur, Challenges, Rural entrepreneurship, Opportunities, Rural development

I. Introduction

Rural Entrepreneurship Meaning

“India lives in villages and its true spirit lives in rural areas”- Mahatma Gandhi.

As per the world development report 2021 indicators more than 65.7% of India's population are living in rural areas. The economy of India is basically an agrarian economy. Around 3/4th of India's population is residing in rural areas. Approx. 75% of the people depend on agriculture and other allied activities for their livelihood. The farming activity is itself a very good example of entrepreneurship because it consists of labour, land, finance, technology, process, risk, marketing, and inputs etc. which are the components of a business or enterprise. Our farmers are investing labour, money and other inputs for getting output that means harvest. It has been said sometimes that rural people have less risk taking capacity as compared to urban people, which is not right. Itself agriculture is a high risk activity in which low returns might be there and every year farmers are taking risks for increasing their agriculture production. If proper training will be provided to the farmers they can become good entrepreneurs. In rural areas, there are several advantages in the field of animal husbandry and agro-products related industries.

The word Entrepreneurship originated from the French word "Entreprendre" and German word "Unternehmen" which means "Undertake". As per Schumpeter, enterprise is developing new groupings and entrepreneurs are those individuals whose responsibility is to flourish it out. Entrepreneur is a man who embraces and works another endeavor, and expects some responsibility for the innate dangers. Being good to go or being a business person is about going out on a limb and going up against difficulties.

1.1 Meaning

Rural entrepreneurs are those who carry out entrepreneurial activities by establishing industrial and business units in the rural sector of the economy. In other words, establishing industrial and business units in the rural areas refers to rural entrepreneurship. In simple words, rural entrepreneurship implies entrepreneurship emerging in rural areas. Or, say, rural entrepreneurship implies rural industrialisation. Thus, we can say, entrepreneurship precedes industrialization.

1.2 Definition

Rural industries and business organisations in rural areas generally associated with agriculture and allied activities to agriculture. According to KVIC (Khadi and Village Industry Commission), "village industries or Rural industry means any industry located in rural areas, population of which does not exceed 10,000 or such other figure which produces any goods or

renders any services with or without use of power and in which the fixed capital investment per head of an artisan or a worker does not exceed a thousand rupees”.

The modified definition of rural industries has been given by the Government of India in order to enlarge its scope. According to the Government of India, “Any industry located in a rural area, village or town with a population of 20,000 and below and an investment of Rs. 3 crores in plant and machinery is classified as a village industry.”

1.3 Need for Rural Entrepreneurship

- Rural industries generate large-scale employment opportunities in the rural sector as most of the rural industries are labor intensive.
- Rural industries are capable of checking rural urban migration by developing more and more rural industries.
- Rural industry / entrepreneurship help to improve the per capita income of rural people thereby reducing the gaps and disparities in income of rural and urban people.
- Rural entrepreneurship controls concentration of industry in cities and thereby promotes balanced regional growth in the economy.
- Rural entrepreneurship facilitates the development of roads, street lighting, drinking water etc. in the rural sector due to their accessibility to the main market.
- Rural entrepreneurship can reduce poverty, growth of slums, pollution in cities and ignorance of inhabitants.

1.4 Types of Rural Industries

- **Agro Based Industries:** like sugar industries, jaggery, oil processing from oil seeds, pickles, fruit juice, spices, dairy products etc.
- **Forest Based Industries:** like wood products, bamboo products, honey, coir industry, making eating plates from leaves.
- **Mineral based industry:** like stone crushing, cement industries, red oxide making, wall coating powders etc.
- **Textile Industry:** like spinning, weaving, colouring, bleaching.
- **Engineering and Services:** like agriculture equipment, tractors and pump sets repairs etc.

II. Review of Literature

Virimai Victor Mugobo¹ and Wilfred (2012) in their paper titled “Rural entrepreneurship in the Western Cape: Challenges and opportunities discovered rural entrepreneurs in the western Cape” still face challenges such as lack of technical and business

skills, shortage and high cost of inaccessible and unreliable communication and transport service and limited access to finance and sustainable markets.

Mr. Padam Bhushan (2018) in their paper titled “Prospects & Challenges of Rural Entrepreneurship in India” emphasizes on the major problems confronted by rural entrepreneur in areas like products marketing, budgetary conveniences and other essential luxuries i.e. accessibility of power, water supply, transport offices and required vitality and so on.

Dr. Ashwinkumar A. Patel and Mr. Dignesh S. Panchasara (2019) in their paper titled “Rising Problems and Challenges in Rural Entrepreneurs” This paper unfolds the importance of rural entrepreneurship and collectively focuses the role of rural entrepreneurs among the Indian economy and conjointly their contributions to the economic development. It collectively tries to concentrate on the most problems Janus-faced by entrepreneurs notably among the sector of commercialism of product, various primary amenities like water, convenience of electricity, transport facilities, required energy and financial amenities.

Sopiko Imedashvili, Polina Ivchenko, Ani Kekua (2013) in their paper titled “Rural Entrepreneurship: Challenges and Opportunities” primarily aims to help entrepreneurs to analyze the attractiveness of rural areas. In order to recognize opportunities and challenges, the Entrepreneurship Process Model will be used with revised and modified elements.

Brijesh Patel and Kirit Chavda (2013) in their paper titled “Rural entrepreneurship in India Challenges and Problems” makes an attempt to find out the problems and challenges for the potentiality of rural entrepreneurship. It also focuses on the major problems faced by rural entrepreneurs especially in the field of marketing of products, financial amenities and other primary amenities, i.e. availability of electricity, water supply, transport facilities and required energy etc.

N. Santosh Ranaganth and k. Venu Gopal (2015) in his paper titled “Rural entrepreneurship: challenges and opportunities highlighted entrepreneurship is the practice of starting new organizations or revitalizing mature organizations, particularly new businesses generally in response to identified opportunities. The entrepreneurial orientation to rural development accepts entrepreneurship as the central force of economic growth and development, without it other factors of development will be wasted or frittered away. However, the acceptance of entrepreneurship as a central development force by itself will not lead to rural development and the advancement of rural enterprises. To accelerate economic development in rural areas, it is necessary to increase the supply of entrepreneurs, thus building up the critical mass of first generation entrepreneurs who will take risks and engage in the uncertainties of a

new venture creation, create something from practically nothing and create values by pulling together a unique package of resources to exploit an opportunity. This paper studies the changing paradigm of rural India and also discusses the challenges and opportunities for the entrepreneurs in rural India.

Santosh Rangnath and Koppala Venugopala (2011) focused on changing the paradigm of rural India and also discussed the challenges and opportunities for the entrepreneurs in rural India. However, the acceptance of entrepreneurship as a central development force by itself will not lead to rural development and the advancement of rural enterprises. To accelerate economic development in rural areas, it is necessary to increase the supply of entrepreneurs, thus building up the critical mass of first generation entrepreneurs who will take risks and engage in the uncertainties of a new venture creation, create something from practically nothing and create values by pulling together a unique package of resources to exploit an opportunity.

Sandeep Sexsena (2012) in their paper titled “Problems Faced By Rural Entrepreneurs and Remedies to Solve” focused on Rural entrepreneurs uses the scarce resources in the most efficient manner thereby increasing profits and decreasing costs. Due to lack of education, the majority of rural people are unaware of technological development, marketing etc. Shortage of finance and raw materials are main problems faced by rural entrepreneurs. Most of the rural entrepreneurs face peculiar problems like illiteracy, fear of risk, lack of training and experience, limited purchasing power and competition from urban entrepreneurs. Promotion of rural entrepreneurship is a key to develop rural areas and backward towns. This paper focuses on the identification of various problems associated with rural entrepreneurship. Suitable cures have also been discussed to overcome these problems.

III. Objective of the Study

1. To find out the problems faced by the rural entrepreneurs in India.
2. To study the opportunities in rural entrepreneurship.

IV. Methodology

The data required for the present study are collected both from primary and secondary sources. Primary data have been collected through a 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 also collected from relevant websites. The present study is descriptive in nature.

V. Problems Faced by Rural Entrepreneur

- 1. Lack of infrastructural facilities:** Rural areas are characterized by poor infrastructural facilities in the field of roads, electricity, street lighting, road transport etc. which hampers the smooth movement of various industrial activities.
- 2. Financial constraints:** Most of the rural entrepreneurs face financial crunch in setting up rural industries because of the non-supportive attitude of financial institutions and banks which work more on paper. The procedures and conditions to avail a loan is so time consuming that its delay often disappoints the entrepreneur. Due to this, the entrepreneurs are forced to take credit from village money lenders who charge exorbitant rates of interest.
- 3. Lack of technical know-how:** As rural industries are labour intensive, they cannot afford to introduce sophisticated techniques and methods of production which are very expensive. Lack of technical know-how, appropriate technology and training create immense problems in the growth of rural industries. Without this, productivity and increased profit is a distant dream.
- 4. Marketing problems:** Marketing of rural products has not been well developed. Promotion, distribution and implementation of customer feed-back is lacking. Rural industries cannot compete with their urban counterparts. Dealers exploit the rural industries in the traditional sector. Lack of proper communication facilities and marketing information adds to the problem to a large extent.
- 5. Lack of adequate knowledge & information:** Though information technology has substantially developed in the modern world and has penetrated into the rural areas through the internet, rural people hardly availed its benefits. Because, rural people do not have adequate information avenues. They are not knowledgeable, trained and motivated to achieve more and more in their own sphere.
- 6. Raw materials:** Rural industries face a tough task in procuring and storing raw materials. Since rural industries are small they procure raw materials from middlemen at higher prices. Lack of warehousing facilities in the rural sector also costs more towards storing of raw materials.
- 7. Legal problems:** Rural industries need compliance with various legal formalities in obtaining the government's approval and license for carrying out industrial activities. But rural entrepreneurs find it extremely difficult to comply with various legal formalities due to sometimes complex legal provisions or illiteracy and ignorance.

8. **Illiteracy:**The level of literacy is a serious handicap for the aspiring rural entrepreneurs. They find it very difficult to understand the nitty- gritty of business activities, the changes in the technological environment and the prospects of different sectors of business. Besides, in the rural areas, the rural entrepreneurs have to tackle the problem of illiteracy among the labour force available. The levels of literacy of the workers affect the business prospects of the rural entrepreneurs and is thus a serious challenge. The rural entrepreneurs owing to the low level of literacy find it very cumbersome to understand and comply with the legal formalities.
9. **Lack of Experience:** The rural entrepreneurs are mostly the first generation entrepreneurs. They are rarely endowed with rich experience of entrepreneurship. It is obvious that they have to compete with people with rich experience.
10. **Purchasing Power is Limited:**Lack of purchasing power is a serious handicap for the rural entrepreneurs. Leaving aside a few exceptions, the rural entrepreneurs face the crisis of lack of capacity to purchase resources and machinery.
11. **Threat from the Existing Urban Entrepreneurs:**The urban entrepreneurs are believed to be in an advantageous position. They have better access to information, technology, business prospects, credit facilities, etc. The rural entrepreneurs ultimately have to compete with the urban counterparts who are placed in an advantageous situation.
12. **Lack of Training Facilities:**The lack of training and skill development facilities in rural areas is also a serious problem. The rural entrepreneurs find it very difficult to train and develop their workers in order to enhance their productivity.

VI. Opportunities of Rural Entrepreneurship

1. **Support and motivation to Local People:**Support & Motivation to local people: Rural entrepreneurs have a lot of support from the Rural people. Rural village people always encourage and give the motivation to the entrepreneurs.
2. **Low establishment cost:** When compared to the urban areas, rural entrepreneurs' business establishment cost is very low. There is no need to construct or facilities huge infrastructure and buildings.
3. **Competitive advantages/ Availability of labour :** In India seventy percent of the people are living in the village. Majority of the rural people are dependent on agriculture. The agriculture work is not available throughout the year. That is the reason why rural entrepreneurs have the competitive advantage in easily acquiring unskilled and semiskilled labor.

4. **Government policies and subsidies:** The government of India is continuously monitoring and introducing the new policies for encouraging rural entrepreneurship. These policies are very flexible, innovative, liberalized and give continuous support to rural entrepreneurs. At the same time the government has also announced huge subsidies for promoting rural entrepreneurship.
5. **Availability of raw materials:** Most of the times the rural entrepreneurs are depending upon the farm based products as raw materials, which are available throughout the year. These raw materials are available in the rural area that is the reason there is no transportation cost and flotation cost.
6. **Cost of production:** Rural entrepreneurs' cost of production is very low when compared to the urban industries. The factors of production are available with low cost, automatically the cost of production is also low. Because of this rural entrepreneurs can sell their goods and services at a cheaper cost.
7. **Optimum utilization of produce:** Optimum utilization of farm produce is only possible through rural entrepreneurship only. Most Of the rural entrepreneurs depend upon the farm produce as raw materials.
8. **Employment generation for rural youth:** Rural entrepreneurs are providing hundred percent jobs for rural youth. If the rural entrepreneurs are succeeding in this activity the migration of the people to urban from rural will be immediately stopped to a maximum extent.
9. **Promotion cost:** There is no promotion cost for rural entrepreneurs; in fact the competition is very less. Particularly there is no need for advertising and other promotional activities for their products.
10. **Potential customer:** In this twenty-first century rural villagers are economically strong and also heavily populated. This heavy population can be converted as potential customers. That is the reason all the MNC's are concentrated in rural villages for their potentiality.
11. **Building goodwill:** Rural entrepreneurs have a lot of scope for building goodwill. Most of the rural entrepreneurs have ethical values and also these people do not work for pure profits.

VII. Conclusion

Rural entrepreneurs certainly act as a key figure in the economic progress of India. They play a vital role in converting developing countries into developed nations. In today's global

market a country's economic policy environment must always be favourable for an organization to achieve efficiency. Economic policy of a country should also enable entrepreneurs to provide magical touch to an organization irrespective of the public, private or joint sector in achieving innovativeness, speed, flexibility and also strong sense of self determination. Rural entrepreneurship however is the best answer for removal of rural poverty in India. Hence the government should stress and emphasize more on integrated rural development programs. Also the majority of the rural youths do not think of entrepreneurship as a career option. Hence organizations and government should come with training and sustaining support systems providing all necessary assistance so that rural youth can be motivated to take up entrepreneurship as a career. Besides, there should also be **efficient regulated markets and governments should also lend their helping hand** in this context. Standardization and grading should be promoted and also promotional activities should be enhanced to encourage rural entrepreneurs. NGO's should also be provided full support by the government. In the present context, the study of entrepreneurship helps entrepreneurs not only to fulfill their personal needs but also help in the economic contribution of new ventures. More than increasing the national income by creating new jobs, rural entrepreneurship also acts as a force in economic growth by serving as a major bridge between innovation and marketplace. To conclude to bring change institutions need to focus on synergies between education, innovation and entrepreneurship.

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8. Rising the Bar of Management Skills in Entrepreneurial Development during Public Health Emergence - A Case Study

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Abstract

The WHO declared the Public Health Emergence at international Level. It was from 11th March 2020, it made change in business Entrepreneurship. About 44% decrease in global economy as per the IMF estimation . Entrepreneurial development suffered to negative in pandemic situation. An attempt is made to . explain the raising the bar of management Skill in Entrepreneurial Development during the public health Emergence with the help of case study .

Jeff Moriartys company has to shutter down the family owned jeweler shop due to covid 19 pandemic in march 20 in april .may, they started live streaming of jewelry gems cutting . it helped the company to stay connected with customers and generated a ton of sales . the managerial skills were used by the jeff moriaty's sustain and entrepreneurial development in odd condition of public Health Emergence . he used conceptual skills to sustain in pandemics. They learned

All these skills ,utilized practically to overcome in public Health Emergence .it is one of the case study which Shows Bars can be raised of managerial skills in Entrepreneurial development during Public Health Emergence . Such Success Case studies means there is silver line to the black clouds.

Key-words – WHO, FTSE, COVID-19, IMF, Entrepreneur Skills, Managerial Skills, Public Health Emergence, Entrepreneurial Operations, Conceptual Skills, Interpersonal Skills, Live- Streaming.

Introduction

Skill

Skill is the acquired ability of individual for performance of an action to result in good/better/best form. The quantified skills, generally to be known as **Hard skills**. The un-quantified skills, generally to be known as **Soft skills**. It maybe cognitive skills (problem solving skills); Socio-emotion skills(Leadership, Team work Skills); Technical Skills(Mastery to perform specific task) and Digital skills (Mastery to perform Computerized task). Skill development is possible by training. Development in skill means development in training-Practice.

Managerial Skill

Manager is key person in performances. Manage means good enough in planning, decision making problem solving, execution of plans for good results. Thus, the best manager requires best skills in planning, best skills in decision making best skills in problem solving and best skills in execution of planning for best results. These are to be known as managerial skills.

Entrepreneur

Entrepreneur is a person who runs business or business for profit with calculated risk. Best Entrepreneur means best Manager considering the individual with best entrepreneur qualities means having excellent managerial skills.

Entrepreneurial Skill Development

It is cyclic process. It is a process of evolving one's skills in a systematic manner. The entrepreneurial cycle involves stimulating assistance supportive assistance and sustaining assistance. In other words, the development in Entrepreneurial skill means development in Managerial skills.

Disaster

A sudden accident which causes great damage to lives and or properties. Earthquake, Hurricanes, cyclones are disasters which causes series of problems for short durations pandemic especially COVID-19 disaster which causes series of problems for long durations.

Entrepreneurial Management Skills during Public Health Emergence-Related case Study

Public Health Emergence

India and the world facing the pandemic situation since January-2020. The world Health Organization declared the Public Health Emergence at International level. From 11th March 2020, the WHO declared COVID-19 situation as pandemic situation in world wide. Since that time the business-Entrepreneurship has been changed. The entire World economy changed due

to pandemic situation the IMF estimated that about 44% decrease in global economy in 2020 due to pandemic situation. IMF further said that the shunk in global economy is as the worst since the Great Depression of the 1930s. The FTSE dropped to 14.3% since 2020 due to pandemic. The drop in FTSE is worse than 2008. Global shares in stock markets get shifted to in Flux. Rates of Unemployment have increased across the major economies. It becomes a difficult situation for job seekers. Many people have lost their jobs in pandemics, many seen their economic cut. The pandemic disaster drew most of countries in recession. The travel industry has been also get badly damaged. The customers, Tourists everyone cancelling business trips or personal –private –family trips and holidays. It affected hospitality-Hotel industries. Hospitality industries has been hit hard. Shopping Industries has been seen unprecedented falls because shoppers stayed at home in Lockdown. Retail footfall have fallen from the first lockdown to till date. It leads to conclusion that Entrepreneurial development suffered to negative in pandemic situation. It is the fact however, there is rise after every fall, light after every dark. Therefore an attempt is made to explain that role of managerial skill in Entrepreneurial development during this worst disastrous pandemic situation.

Business

Entrepreneurial Establishment survived in pandemic Entrepreneurial establishments in Edtech, agritech health tech, E-Commerce pivoted their business in the COVID-19 Pandemic situation they created fresh ideas to suit and overcome the disastrous pandemic situation. Touch less attendance tracker and social distance monitor was launched by supervise at company in this pandemic. It is being used by tirumala Trirupati Devasthanam (TTD), Mankind Pharma and many more establishments. Global Investment platform that is Vlinvest company launched Entrepreneurial operations in India during the pandemic. It is flourished during this odd time of pandemics. In 2008 Deepinder Goyal and Pankaj Chaddah were launched the ‘Zomato’. It is now one of the largest food aggregators in the world. Zomato is present in 24 countries and more than 1000 countries in worldwide. In 2008, Brian Chesky and Jeo Gebbia launched Airbnb. It is idea of a bed and breakfast. It is an idea to convert living room into a place where people could stay for a short while. This was driven by guest spending during their stay, host investment in their properties, among others. During the pandemic despite the setback situation, Airbnb has announced that it had filed for an IPO. As per the Alok Bansal (Co-Founder of policybazaar) its only a perception that it is not a good time to start a business when market is down. His company-policy bazar found it easier to hire people and get marketing service at a very cheap price when market is down. In Pandemics, Ashish kumar launched ‘Nearstore’ online

Entrepreneurship-business. It helped to kirana stores to go online. In lockdown people could not step out of their houses. In such situation, People found that convenience to order food, vegetables and necessary household items online. The situation helped in the growth of Nearstore. The startup had on boarded 4 housing societies in Mumbai and 120 kirana stores. At present it had over 128 housing Societies and helping with nearly 300-500 orders per week. These are the some success stories who decided to take plunge during and economic upheaval and emerge as disaster-pandemic worriers. It means there is silver line to the black clouds. In pandemic, no doubt the economics of India and world get crunched , at the same time if the managerial skills in Entrepreneurial development upraised, then many entrepreneurs may plan to launch their business establishment in such odd situation of pandemic. This research paper is an attempt to raise the bar of Managerial skills in Entrepreneurial Development during disasters like pandemic is Public Health Emergence.

Case Study

COVID-19 Changed that Jeff Moriarty has to shutter down the family owned jewelry shop due to COVID-19 pandemic in March-20. In April-May 20 they started doing live streams through YouTube using YouTube studio software.

Jeff Moriarty's company advertised the live streams through it website, by emails and through social-media. More than 1000 people watch the show on every Wednesday. Through this show they sold the gems online, Moriarty did highlights a variety of stones from the company's inventory he also talked about his travels to exotic spots such as mines of Tanzania, Madagascar etc from where raw diamonds uncut diamonds exhibition. Thus, the live streaming helped the company to stay connected with customers and generated a ton of sales.

'Live streaming' in pandemic has allowed the entrepreneur-business to connect with current customers and attract new customers.

The managerial skills were used by the Jeff Moriarty's sustain and entrepreneurial development during disasters like pandemic the managerial skills used by Jeff Moriarty for Entrepreneurial development are-

A. Conceptual Skills

It involves in the terms of the knowledge and ability for abstract thinking and for mutating ideas Jeff Moriarty's company advertised the live streams through its website, by emails and through social-media, starting business-entrepreneurial set up by live streams through YouTube using YouTube studio software.

B. Interpersonal Skills

It is also called as human skills these skills relates to ability to interact, work or relate effectively with people. These skills enable the entrepreneurial establishment to make use of human potential in the company. It also motivates the human potential for better results. Jeff Moriarty had thought about Live streaming of his business, but busy schedule not allowed him to do so. However in pandemic when shatter down of family owned Jewelry shop, he started doing live streaming through YouTube. It is kind of using Interpersonal skills. His team started to use YouTube studio software, advertisement on social media, collected films of his travels to exotic spots, such as mines of Tanzania , Madagascar, etc from where raw diamonds explored, exhibition of uncut diamonds like ideas are interpersonal skills management. It appealed to audience and results into more than 1000 people watching the show on every Wednesday that too in pandemic like disaster. It supports that there is significant role of managerial skills in entrepreneurial development during pandemic disasters. Presentation skill communication skill, time management skill, stage performance skills are the interpersonal –human skills used to stay connected with customers and generated a ton of sales

C. Technical Skills

It is the ability to use a variety of techniques to achieve better objectives. It involves the skills like operating machine, operating software, handling production tools. The technical skills also involves skills needed to increase the sales, design different types of products and design different types of services to end users.

Jeff Moriarty and his team learned the technical skills to Live Streaming the Jewelry business. They learned techniques for video-presentation on YouTube by using YouTube Studio software. The team learned the techniques of advertisement on the social media including operation of company's website, emails etc. It results into more than 1000 people watch the shows on every Wednesday in the lockdown period of pandemic disasters. Exploration of raw diamonds in mines were shown to viewers-buyers as curiosity of technique of diamond excavation. Technique of uncut diamond to make in perfect presentable diamond was shown by Jeff Moriarty and his team. It helps to stake-holders , Customers to know the techniques in diamond making. Jeff Moriarty got Customized customers' orders for cutting diamonds live. Team Jeff Moriarty hold the uncut diamond exhibition on online while live Streaming on YouTube Channel. Moriarty did highlight a variety of stones from company inventory thus, the technical skill helped the company to stay connected with customers and generate a ton of sales. The improvement in technical skill in entrepreneurial Development during disastrous pandemic

has allowed the entrepreneur business to connect with current customers and to attract new customers.

Conclusion

The WHO declared the Public Health Emergence at international Level. It was from 11th March 2020, it made change in business Entrepreneurship. Absent 44% decrease in global economy as per the IMF estimation . Entrepreneurial development suffered to negative in pandemic situation. An attempt is made to . explain the raising the bar of management Skill in Entrepreneurial Development during the public health Emergence with the help of case study .

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9. A Study on Problems Faced by Entrepreneurship in Food Sector Industry

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Abstract

The study surveyed Entrepreneurship in the Food Sector. Food production is meaningful not only for a single producer but also for the consumer, and finally for the entire region. Therefore, it would be beneficial to take up the issue of entrepreneurship in the food sector. The aim of the study was to analyse important terms, research topics, and research results related to the issue of entrepreneurship in the food sector. Literature review revealed definitional discrepancies related to the subject of the study. Thus, the need to create an unambiguous definition of food and entrepreneurship was emphasised. Own definitions of these issues were provided. Most of the available publications are devoted to food produced in selected countries. In the analysed research papers, the problem of the food sector is most often correlated with marketing or health-promoting properties of food. A research gap was identified: suggestions were made in regards to the research problems worth bringing up in empirical research in the interest of activating entrepreneurship.

Keywords: Entrepreneurship, Food sector, Food industry, Food Marketing.

Introduction

The food industry is a complex, global network of diverse businesses that supplies most of the food consumed by the world's population. The term food industries covers a series of industrial activities directed at the production, distribution, processing, conversion, preparation, preservation, transport, certification and packaging of foodstuffs. The food industry today has become highly diversified, with manufacturing ranging from small, traditional, family-run activities that are highly labour-intensive, to large, capital-intensive and highly mechanised industrial processes. Many food industries depend almost entirely on local agriculture, produce or fishing.

Research Gap

I Went through lots of papers and also through review of literature, so the study conducted states about Entrepreneurship in the Food Sector and Industry.

Paper also defines Food Marketing, Food Production and Food Producing.

Literature Review

According to the Council Regulation (EC) No. 509/2006 [27] traditional product is a product which has specific character—which means that it has one or a few characteristics that in some way make this agricultural product or foodstuff different from similar products or foodstuff belonging to the same category whereby, the characteristic or a few characteristics may refer to its physical, chemical, microbiological or organoleptic qualities, method of production, or specific production conditions . As stated by Kuprac [28] traditional products can be defined as agricultural products, foodstuffs, and spirit drinks the quality or unique characteristics as well as properties of which are a result of using traditional production methods (on a small scale). These methods are considered to be traditional if they have been used for at least 25 years. In Poland, such products are put on the list of traditional products kept by the minister in charge of matters pertaining to agricultural markets 53, 3.3.3. House's Path-Goal Theory. The most supported and influential contingency theory to date is probably House's Path-Goal.

Theory of Leadership, developed in 1971. The theory describes how the behaviour of a leader influences the satisfaction and Performance of subordinates (Yukl, 1989). According to the theory, the duty of the leader is to clean the road for the employees and Get rid of problems on the way leading to defined goals, so the employees can function more Efficiently (Den Hartog & Koopman, 2001).

Objectives

It is the specific procedures or techniques used to identify, select, process and analyse information about a topic. In a research paper, the methodology section allows the reader to critically evaluate a study's overall validity and reliability.

In this research paper the information used is from a secondary source which includes the help of numerous websites.

Methodology

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

Food Industry

Most food produced for the food industry comes from commodity crops using conventional agricultural practices. Agriculture is the process of producing food, feeding products, fibre and other desired products by the cultivation of certain plants and the raising of domesticated animals). On average, 83% of the food consumed by humans is produced using terrestrial agriculture.

Food Processing

Food processing includes the methods and techniques used to transform raw ingredients into food for human consumption. Food processing takes clean, harvested or slaughtered and butchered components and uses them to produce marketable food products. There are several different ways in which food can be produced.

One-off production: This method is used when customers make an order for something to be made to their own specifications, for example, a wedding cake. The making of one-off products could take days depending on how intricate the design is.

Food Distribution and Marketing

This includes transporting, storing and marketing food and products to consumers. The food industry needs a transportation network to connect its numerous parts. A wholesaler purchases local produce and distributes it to a range of customers and clients.

Marketing is the primary vehicle for promoting information about food. Good marketing describes any form of advertising used to promote the purchase and consumption of food or beverage.

Conclusion

Food industry plays an important role in providing food for human consumption. It satisfies community needs with respect to availability, distribution and quality of food.

It is one of the world's most dynamic sectors as it changes rapidly. Most problems in the food industry can be solved by technology.

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10. A Study on “Problems Faced By Women Entrepreneurs”

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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

Introduction

Women entrepreneurs are people who consider a selected business venture, initiate the concept and possibility of a start-up, 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.

Objectives

1. To study problems faced by women entrepreneurs.

2. To study about different schemes provided by government for women entrepreneurs.

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 initiatives have also been adopted so as to support and encourage women-founded business enterprises. Some of these schemes are Start-Up India and Stand-up. 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 start-ups 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.

Lal 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

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11. A Study on Problems Faced by Google it Services in Managing Business Enterprises

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Abstract

This research carries out detailed information on entrepreneurship from one of the best search engine based companies named **Google LLC**. It is an American based company which started from the famous Silicon Valley. Many companies are owned by Google namely Alphabet, Nest, DoubleClick, Looker, YouTube, Fitbit Inc and Google (Alphabet) Diversity and Inclusiveness transparency. Apart from these the Tech based company also has its roots in the mobile industry, **Google Pixel** is a smartphone-based company of Google to revolutionize the smartphone market. The pixel phones developed by Google run on either Chrome OS or Android operating systems. The Pixel line includes laptops, smartphones, and tablets, as well as several accessories. Google is known for its innovation which includes both open and closed innovation. The same goes for the Entrepreneurial innovation as Google practises it from top to bottom. Google limits its sharing of resources and information with the other sectors of the company. The best example for this is its Translate Tech. Many search engines have come in competition with Google like Yahoo, Mozilla, Internet Explorer, Microsoft Edge etc. As per many surveys Google comes on top of all these search engines as one of the most used one. Inside Google many Entrepreneurial aspirations have come ahead and are also important because they might affect the economy of all entrepreneurial activities worldwide, especially the US. These things include aspirations related to innovation and their growth in business.

Keywords:- Tech-based, company, Start-ups, Net worth, Web pages, Operators.

Introduction

IT commonly known as Information Technology is now the most important sector in the whole world. Many companies have exceeded in this field and now are the tech giants. Companies like Google, Infosys, Microsoft, Apple, etc. have flourished in this sector over the

years. Now in the current scenario there is no stopping of these companies in their own fields. Google was founded in 1996 as a research project by Sergey Brin and Larry Page who were students of Stanford University, California. Google basically is a Search Engine that provides us information about the whole world with just one search. This start-up which started in Silicon Valley is also known as the home for several tech-based companies. Google now has a total net worth of more than 1000 billion\$ started seeing its growth mainly in the year 1999. The tech.-based company now has a CEO of Indian origin named Sundar Pichai. Google now allows billions of web pages for its users to search for the information they desire through the use of operators and keywords. According to much research, Google is the most dominant search engine in the US with a market share of about 60-70%. Google generates most of its revenue through ads. Google also bought YouTube back in 2006 for an estimated amount of \$1,65 billion. Now surveys suggest that YouTube earns that \$1.65 billion just by ads within 3 weeks.

Objectives

1. **Google's** main motto is to equip and organize the whole world's data, information and to make it useful and accessible for its users universally.
2. That's the reason why search engines make it easier to discover a broad range of information from worldwide sources.
3. Google's main motive is to push down all the limitations of the current existing technology.
4. To provide accurate, fast and easy to use services that can be accessible to anyone and everyone who seeks and is in love to acquire more information

Literature Review

As mentioned by a research paper made by Entrepreneurship is a consistent process of being inspired, adventurous and prepared. It plays a vital role in economic development and brings significant changes in the economies of the market. In the light of changing business scenarios, earlier studies have shown certain factors that affect entrepreneurial development. In the present study, an effort has been made to study those factors that affect entrepreneurial development in the wake of changing business scenario in Indian perspectives

Research Gap

Through various research work and by going through various websites for reference we can say that entrepreneurs in Google are going through ease. Various factors are necessary for a

company to do well in many sectors, fields and innovations. Thus, this survey is held to analyse how entrepreneurship is held inside google, some of its assets as well as liabilities.

This research work also aims at suggesting some opinions which need to be changed in the services provided by the tech. giants. Surveys are conducted with the help of google forms to know how people think about the company and what they would prefer.

Research Methodology

The primary stage of data collection involves generating a questionnaire to understand the situation of the company from a customer feedback point of view. Google is one of the most well-known companies. The main motive of entrepreneurship is to turn small businesses into large ones making the company grow largely. Google, Disney and Microsoft are the best examples of Successive Entrepreneurship. Google includes both primary as well as secondary research for entrepreneurship. The primary one has 7 in person interviews of former employees and some interns.

The questions presented in the survey are

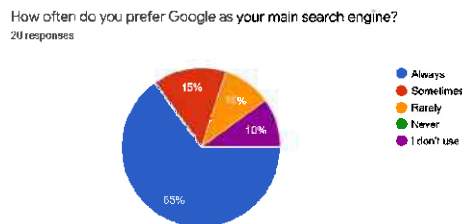
1. How often do you prefer Google as your main search engine?
2. What is your age group as a user of Google Chrome?.
3. Which other search engines would you prefer in place of Google?
4. In which sector Google needs to improve the most?
5. Which is your favourite app built up by Google?
6. Which feature of Google do you like the most?

These are some of the Questions taken in the survey and below are the pie charts of the feedback we received from the people who helped us in it.

There are 6 pie charts with detailed information about what the people think about Google and what alternatives they would prefer instead.

There are also some changes which people would love to see from the services provided by the Tech giants.

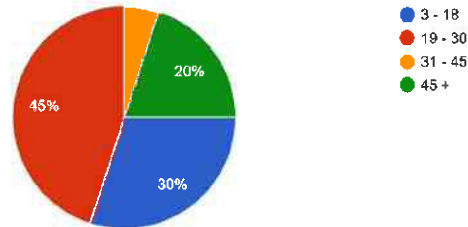
Data Collection and Analysis



Through this Questionnaire 65% chose google as their main search engine using it regularly. While the other 35% chose other options.

What is your age group as a user of Google Chrome?

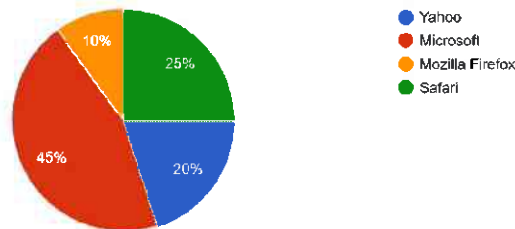
20 responses



The age group was the highest of 19 – 30 covering a total 45% while the others were 30 and 5 % respectively for other age groups.

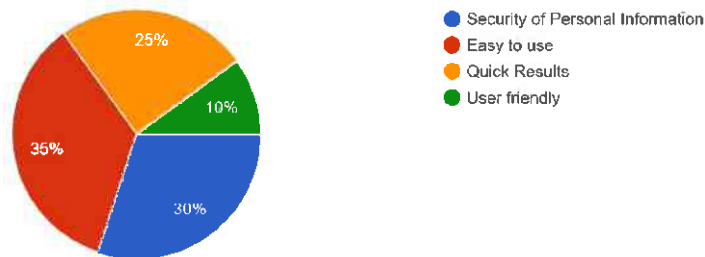
Which other search engines would you prefer in place of Google?

20 responses



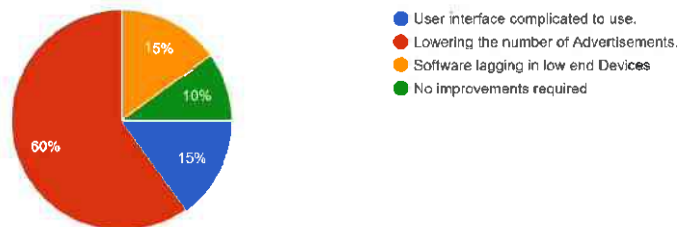
Which feature of Google do you like the most?

20 responses



In which sector Google needs to improve the most?

20 responses



Main Content

Integrating the acquired companies with Google The challenges faced by Google leaders encompass identifying, quantifying, and prioritizing the right synergies to capture value and acquire new capabilities. Not all Google acquisitions have been successful, in fact one-third of Google's acquisitions are failures. Examples of unsuccessful acquisitions include those where Google, after purchase, either sold a company back to its owners or otherwise disposed of it- Formers and Marc Broadcasting for example, which resulted in hundreds of millions of dollars lost. 4 So, what are the key ingredients to a successful integration of capabilities? Key to a successful acquisition is finding the right synergies and managing the process correctly. We can look to both Google's YouTube acquisition in 2006 and Cisco as case studies. The YouTube acquisition benefited the quality of Google's core search product, allowing access to data on video search queries for videos on YouTube. Moreover, the acquisition positioned Google well for future market opportunities such as internet-connected TV, a potentially important platform for YouTube and its content partners that Google can capitalize on⁹. Regarding Cisco, from 1993 - 1996, the company acquired more than 14 companies and as a result, doubled its sales and net income. Its success can be attributed to a mantra of only acquiring companies that will help grow the business (like YouTube for Google) and their process-driven approach to acquisition integration.¹⁰

Cisco's Process-Driven Approach to Acquisition Integration Phase Deal Activity Example Integration Tasks

- 1 Discovery and Planning Scope assessment, business modelling, detailed due diligence, integration planning
- 2 Execution Ensuring operational readiness, activation of employees, resources and integration tasks
- 3 Monitoring Ongoing measurement and adjustment of integration activity

Finally, the management of talent throughout the acquisition process is a big challenge for Google. Finding the right role for each acquire-hire is key. Founders are often the hardest members of the team to retain since they think of themselves as entrepreneurs versus an engineer or a manager and do not want to be tied to a specific role or business unit. There is no scarcity of funding in Silicon Valley and thus money is not an attractive factor for founders to stay with the company that acquires their start-up. The expertise and talent of these firms is often more important than the technology being acquired. "When a firm is making a tech acquisition, they're buying the talent as much as they're buying the technology."¹¹

⁹ "Was YouTube a Good Acquisition for Google?" Quora. N.p., n.d. Web. 07 Dec. 2015.

¹⁰ "Business Management Case Study: How Cisco Applies Company Wide

Expertise for Integrating Acquired Companies Cisco on Cisco." Cisco. N.p., n.d. Web. 07 Dec. 2015 11 "How Google Has Perfected the Silicon Valley Acquisition." Time. Time, n.d. Web. 07 Dec. 2015.

5 2. Transparency at Google Another challenge that Google faces is balancing their ability to maintain transparency without risking sensitive information. Transparency is part of the company culture at Google; employees are kept informed of the latest company decisions, which creates a high level of trust among the employees. For example, when the firm formally surveys its workers each year, 90% of them participate and are able to see their own group's results, as well as everyone else's. Moreover, when the company takes action on the feedback employees collectively provide, it shares all of that feedback too.¹² Additionally, every employee at Google has access to every other employee's goals for the year - from their manager's to the CEO's. Google, by sharing sensitive data with employees, enforces the company's culture of trust and creates accountability for all by providing the data employees may need to drive innovative projects, even if the data is sensitive.

3. Structuring Corporate Entrepreneurship at Google One big challenge that many entrepreneurial corporations face is to determine how to formally structure corporate entrepreneurship. Since entrepreneurship itself does not have any strict guidelines or boundaries, defining what it means to a given corporation is often not an easy task. Google is no exception to this. While Google, with its plethora of ground breaking products, is one of the most entrepreneurial companies in the world, enabling its employees to be entrepreneurial is quite challenging. One way Google tried to enable its employees to be more entrepreneurial is by allowing all employees to dedicate 20% of their workweek to non-core projects. Another strategy used by Google has been to develop "Google Cafes" where employees are encouraged to interact with employees from different teams and potentially find project partners for their non-core projects. Lastly, there is no stigma attached to failure at Google. While an unsuccessful project is defunded, any innovative or beneficial discovery is recorded for future use. Determining the appropriate culture and tools that provide the right amount of freedom to its employees is a challenge that Google seems to be successfully navigating.

4. Hiring the Right Fit While establishing the right culture to promote corporate entrepreneurship is challenging, being able to sustain it through hiring the right employees is even harder. In order for Google to sustain its entrepreneurial culture, Google has to invest heavily in hiring the right people. Hiring mistakes, while detrimental to the culture of the company, can also be expensive. According to a 2012 poll conducted by CareerBuilder, "41% of

participating companies had experienced a cost of at least \$25,000 per single bad hire, while 24% had incurred \$50,000 for a single d12 "Not A Happy Accident: How Google Deliberately Designs Workplace Satisfaction." Fast Company. N.p., 21 Mar. 2013. Web. 7 Dec. 2015 6 hire."13 Google's interview process is known to be one of the most competitive interview processes in the world. In order to receive approval for a budget to hire new employees, managers have to make a strong case for how the new employees will help boost revenues at the company. Recruiters are trained intensively to ensure that they are able to weed out candidates who may not thrive at Google or those who are not technical experts. A brilliant tool that Google is using, called For bar identifies potential candidates based on their google searches for a given programming language. After a few weeks of testing the candidate's technical capabilities via a selection of "online programming games", Google is able to screen candidates for an in-person interview. "In-person interviews are designed to test cognitive ability, leadership ability, role-related knowledge, and Goodliness. The intent is to find someone different, offbeat, who can push and challenge the status quo"14. Google's chief culture officer, Stacy Sullivan, has the sole goal of maintaining the culture at Google, and its hiring managers are the gatekeepers.

Google has maintained its reputation over the years through its great entrepreneurial skills, management and highly skilled CEO's and CFO's. "Innovation time off" by Google is an Entrepreneurship program. Through this program all the employees are allowed to spend 25% of their time on some project which they might think will be beneficial for the company and their customers. Apart from these there are also drawbacks to the company which needs to be resolved internally. In this context we have shown some of the negative as well as the positive aspects of the company. There is also a survey conducted with some pie charts to give a detailed explanation about entrepreneurship in **Google LLC**.

Suggestions

Google is a company known for its perfection but still there are always imperfections which some might not notice. These are some suggestions I would like to give.

Personalisation – This is one of the most major factors which needs to be improved as IP addresses are being pulled away and also the search history of people. All this information are getting out to different means and can thus be misused.

Search engine's volume - Popularity has its own minimum and maximum threshold value. Once these limits are reached the searches get triggered. Whether it is a long- or short-term popularity is dependent on its stickiness.

QDF - Query Deserves Freshness is a short-term popularity filter. Last week Messi winning his 7th Ballon d'or was one of the most famous news stories which broke the internet. This showed a massive surge. Many searches were related to Messi and suggestions too were similar to it.

Misspellings - Spell mistakes are the most common mistakes which we do and google displays it well but some suggestions or auto typing are way too irrelevant.

Automated results - Automated suggestions or results are most often displayed by google with some queries related to time zones, flight tickets, etc.

Blocked Searches – Some of the searches which users block are still shown back to the users. Some of these blocked ads also contain adult content which might not be good for children. The user interface should block contents like these permanently.

Algorithm improvement – The search volumes should give more consideration to those sites with actual content and less consideration should be given to the ones which are popular. The algorithms are set on popularity and priority basis. The searches which contain add are at the top while those without add are placed at the bottom. This is done more for revenue generation.

Conclusion

There are very few companies that can actually rival Google in the field of Entrepreneurship and Innovation. This creates an environment where risk taking, new ideas and new experiments are encouraged. Google develops the world's most unique and impactful products. This requires high emphasis on inside entrepreneurship. Google also focuses on acquisitions to stay ahead of today's competition and thus ensures its relevance in today's world. Google one of the best and finest examples you can get for corporate entrepreneurship at its finest. Google's great entrepreneurship is because it has been able to retain many of its former founders of the company. The most important pillars of Google's success are its morale and transparency. There are also many big challenges faced by google with their post acquisitions, identifying this issue and actively addressing it might solve this problem. The apps owned by Google Inc. are well run by the entrepreneurship skills showed by the company's CEOs and CFOs.

The existing contents and the data collected from the surveys have been well studied and reviewed by people as they suggest google over any other U.I.s. Google provides services with security to their users which people find accessible to use leading to very few users having complaints with the company. The customer feedback of the company has also been good as it provides some free gifts to its customers based on surveys and rating of places. Google is well known for its customer satisfaction as the most of the survey reports suggests that people would prefer Google as their main UI other than any other UIs.

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12. Role of Rural Entrepreneurship in Economic Development

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Abstract

Rural entrepreneurship is nowadays a major opportunity for the people who migrate from rural areas or semi - urban areas to Urban areas. Rural development is more linked than ever before to entrepreneurship. Nowadays Institutions and individuals promoting rural development see entrepreneurship as a strategic development interference that could speed up the rural development progression. This study explores that in most peripheral areas of Portugal women conduct initiatives in entrepreneurial Montemuro (municipality of Castro Daire), where subsistence agriculture continues to be the main economic activity. In favour of the environment there is an urgent need for entrepreneurship in rural areas. The few studies concerning the theme are still incipient, although rural entrepreneurship is an emergent field of study and has emerged as one of the most noticeable ways to promote rural development. The acceptance of entrepreneurship as a central development force by itself won't cause rural development and therefore the advancement of rural enterprises. Moreover, tons of studies specialise in rural entrepreneurs as an entire and tiny research emphasises women's entrepreneurship, particularly in Portugal. To achieve rural development, it has to accept the entrepreneurial point of references as it is the central force of development and economic growth, without its other factors of development will be wasted. The nation's growth strongly depends on the different sectors and there to develop any sector, development, business. In a developing country like India, largely with rural and semi- rural areas, there's a greater opportunity to grow and develop. Thus, rural entrepreneurship is critical, and the paper reviewed the papers of various authors on the subject, namely, the challenges and problems faced by rural entrepreneurs, the qualities required to become a successful rural entrepreneur, remedial measures to address the issues, grass-roots

innovators, various government schemes, and the opportunities available in rural entrepreneurship.

Keywords: Rural entrepreneurs, Innovator, Government, schemes, Remedies, Conceptual ability, UNIDO

Objectives of the research

1. To analyse the roles of rural entrepreneurs in economic development.
2. To study the problems in rural entrepreneurship.
3. To study the major challenges faced by rural entrepreneurship in India.

Introduction

Rural entrepreneurship is the creation of a new business in a rural location that pioneers new products and services, develops a new market for its offers, or employs modern technology. In plain terms, a rural entrepreneur is someone who starts a business in a non-urban location. India is a village-based country. Around three-quarters of India's population lives in rural areas, with agriculture and related activities still providing a source of income for 75% of the workforce. As a result, industrial units are established in rural areas. The progress of rural areas and the level of living of rural people are crucial to our country's economic development. The disparity between rural and urban areas should be narrowed. The rural people's standard of living should be improved because they make up the bulk of India's population. Entrepreneurship in the rural sector offers a solution to the aforementioned issues. The rural sector in India is no longer backward and isolated. Village or rural industries are crucial in the national economy, especially when it comes to rural development. It sees potential in rural areas and works to bring together a unique mix of resources, both inside and outside of agriculture. Rural entrepreneurship adds economic value to the rural sector by developing new production methods, markets, and goods, as well as offering job possibilities, ensuring continued rural development. Rural entrepreneurship is one of the most significant components of a country's and a region's economic development. Rural entrepreneurship is defined as the establishment of industrial and business units in rural areas. Rural entrepreneurship can be seen as one of the solutions to poverty, migration, economic disparity, and unemployment, as well as the development of rural and backward regions. The Indian government has updated the idea of village industry to extend its scope. According to the Indian government, any industry located in rural areas, villages or

towns with a population of 20,000 or fewer and an investment of 3 crores in plant and machinery is assessed as a village industry.

Review of Literature

Entrepreneurship is a buzzword used regularly by politicians, corporations, and research organisations these days. The government has made policies to foster an entrepreneurial culture among Indian youngsters on several occasions. People migrate from rural to urban areas due to a lack of job opportunities, resulting in demographic imbalances. In both sections of the country, these demographic imbalances cause a slew of issues. Rural entrepreneurship is a programme that aims to close this gap by giving job opportunities to residents in rural areas. This is a review study based on past research in the field of rural entrepreneurship conducted by a number of academics and researchers. This study aims to determine how rural entrepreneurship has influenced the social, regional, and economic growth of the region. It also discusses the empowerment of rural women through entrepreneurship. Except for job creation, it has shown a strong impact on all criteria.

Main Content

Rural Entrepreneurship

Many developing countries and transitional economies, particularly those with substantial rural populations, face food insecurity and unemployment. The problem is exacerbated by reliance on obsolete and inefficient technologies, which results in low productivity and delayed economic growth. Although agricultural-based industrial products account for half of all exports from developing nations, processed goods account for only 30% of those exports, compared to 98 percent in the developed world.

UNIDO's goal in this area is to encourage agribusiness and agro-value chain development as a means of promoting sustainable, inclusive business possibilities for the rural poor.

UNIDO provides technical assistance to link resources and markets in agribusiness value chains, as well as strengthen forward and backward industrial linkages, in order to help countries, accelerate their economic transformation, increase employment and income opportunities, and strengthen sustainable livelihoods.

Poor and marginalised rural populations, urban agro-industries, and communities facing human security difficulties or in need of urgent agricultural equipment and food industry rehabilitation all benefit from agro-industrial activity. Agro-based and agro-related enterprises

and industries, including the food, leather, textiles, wood, and agricultural equipment sectors, receive technical cooperation and capacity-building services. UNIDO encourages investment in agriculture and value chain development, forges strategic relationships and links with financial institutions, hosts worldwide conferences and expert group meetings in relevant disciplines, and produces specialised training manuals, guides, and electronic media.

Types of Rural Industries

All the village industries come under the following broad categories:

Agro Based Industries: like sugar industries, jaggery, oil processing from oil seeds, spices, dairy products etc.

Forest Based Industries: like wood products, bamboo products, honey, coir industry, Mineral based industry: like stone crushing, cement industries, wall coating powders etc.

Textile Industry: like weaving, colouring, bleaching.

Engineering and Services: like agriculture equipments, tractors and pump sets repairs etc

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

a. **Creation of finance cells:** Banks and financial institutions that lend to entrepreneurs must set up special finance cells to make it easier for rural businesses to get loans. **Fast payback and low interest rates:** Rural enterprises should be provided with funds that are easy to repay and have low interest rates. In order to provide loans to rural entrepreneurs, it is necessary to minimise onerous paperwork.

Providing training opportunities: Training is critical for the overall development of businesses. It also assists rural entrepreneurs to succeed in their ventures by providing them with the necessary skills to run the business. Currently, the government of India must provide such training facilities to economically weaker entrepreneurs in order for existing entrepreneurs to be able to generate revenue and employment prospects in rural areas.

Rural entrepreneurs should be assured of a reliable supply of rare raw resources on a first-come, first-served basis. Subsidies may be granted from time to time to make rural entrepreneurs' products more affordable and competitive.

Research Methodology

The study used and secondary data sources. Secondary data was collected from the internet and online database.

Findings

In this study we used the secondary data to collect information.

Two ideal types of entrepreneurship are developed: first, rural entrepreneurship, and second, rural entrepreneurship. The former denotes entrepreneurial activities with a limited level of embeddedness that follow a profit-driven and mobile spatial logic. The latter refers to entrepreneurial initiatives that make use of local resources to reconnect people to their surroundings. While both types contribute to local development, the latter has the potential for better resource utilisation in rural areas, and these ventures are unlikely to relocate, even if economic logic would advise it.

There are numerous examples of successful rural business in the literature. Diversification into non-agricultural uses of available resources, such as catering to tourists, blacksmithing, carpentry, spinning, and so on, as well as diversification into activities other than those solely related to agricultural use, such as the use of resources other than land, such as water, woodlands, buildings, available skills, and local features, all fall under the category of rural entrepreneurship. Tourism, sport and recreation facilities, professional and technical training, retailing and wholesaling, industrial applications (engineering, crafts), servicing (consultancy), value added (meat, milk, wood, etc.) and the possibility of off-farm work are examples of entrepreneurial combinations of these resources.

We have found many opportunities for Growth of Rural Entrepreneurship

Food for Work Program, National Rural Employment Program, Regional Rural Development Centers, Entrepreneurship Development Institute of India, Bank of Technology, Rural Innovation Funding, Social Rural Entrepreneurship, Crashed Scheme for Rural Development

With opportunities there comes challenges or threats to rural entrepreneurship which are as follows:

Mall culture is growing, as is poor customer service, power outages, a lack of technical understanding, capacity use, and infrastructure sickness.

Conclusion

Rural entrepreneurs are unquestionably important to India's economic development. They are critical in the transformation of underdeveloped countries into developed nations. In today's global economy, a country's economic policy environment must always be conducive to an organization's success. Entrepreneurs should be able to give a magical touch to any organisation, whether public, private, or joint, in order to achieve innovativeness, speed, flexibility, and a strong sense of self-determination, according to a country's economic policy. Rural entrepreneurship, on the other hand, is the most effective way to alleviate rural poverty in India. As a result, the government should place a greater emphasis on integrated rural development programmes. Also, the majority of the rural youths do not think of entrepreneurship as a career option.

As a result, organisations and the government should develop training and support systems that provide all of the required resources to encourage rural kids to pursue entrepreneurship as a vocation. Aside from that, there should be effective regulated markets, and governments should provide a hand in this regard. To support rural entrepreneurs, standardisation and grading should be pushed, as well as promotional activities. The government should also provide full assistance to non-governmental organisations. In today's environment, entrepreneurship research can assist entrepreneurs not only meet their personal demands, but also contribute to the economic contribution of new companies. Rural entrepreneurship contributes to economic growth by acting as a primary link between innovation and the marketplace, in addition to raising national income by creating new jobs. To sum up, institutions must focus on synergies between education, innovation, and entrepreneurship in order to effect change.

Suggestions

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. Finance is seen 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 favourable terms to those who truly require them.

To address the problem of rural industry marketing, common production-cum-marketing centres 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.

One feature of rural entrepreneurs is that the majority of them enter the business world by coincidence rather than choice. The units become sick due to the lack of aptitude and ability on the part of such entrepreneurs. As a result, training interventions such as Entrepreneurship Development Programmes (EDP) and Women Entrepreneurship Development Programme are needed to build entrepreneurial attitudes and competences among prospective entrepreneurs.

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13. To Study the Challenges Faced by an Entrepreneur with Reference to International Entrepreneurship

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Abstract

The International business environment is changing dramatically. Traditionally competition in international markets was the palatinate of large companies, while small businesses remained local or regional in scope. However, the removal of government-imposed barriers that separate and protect domestic markets, and recent technological advances in manufacturing, transportation and telecommunications, allow even the smallest firms access to customers, suppliers and collaborators around the world. Entrepreneurial enterprises – both large and small, domestically and internationally – are increasingly fuelling economic growth and innovation. These trends are transforming management strategies, public policies, and the daily lives of people around the world. They present both opportunities and formidable new challenges to firms competing in the global arena.

Keywords

1. International entrepreneurship
2. Entrepreneurship
3. Domestic market
4. Business

Objectives

1. To understand the fundamental importance of the global venture in today's changing world
2. To introduce the concept of entrepreneurship from a global perspective, crossing national boundaries
3. To learn the key differences in operating a business in a global versus domestic

environment from economic, political, cultural, and technological perspectives

Scope of Study

1. The critique of international business theories
2. The role of environment for international entrepreneurial firms
4. Importance of institutional approach
5. Multinationals and role of subsidiaries

Introduction

Domestic entrepreneurs square measure distinguished by their importance on a production growth strategy and client specialization strategy. The assembly specialization strategy consists of that specialize in restricted geographical markets. The client specialization strategy incorporates the assembly of a specialty product that's purchased seldom. Thus, for each of the domestic ways, a uniform "closeness" between the producer and client is usually recommended.

This may be a crucial basis underlying the new venture's call to vie in Associate in nursing exclusive domestic context. One aftereffect of the breakdown of the lines of separation, that already separates the disparate fields of entrepreneurship and international business, is that the emergence of a replacement tutorial discipline – International Entrepreneurship (IE). the publication in Journal of International Business Studies of Oviatt and McDougall's seminal 1994 article, 'Toward a theory of international new ventures' (Oviatt and McDougall, 1994).the opposite was the assembly in 1998 of the primary McGill Conference on that is, that brought along leading teachers to begin bridging tutorial analysis in what had historically been distinct and disparate fields. Since then, the combination of international business analysis and entrepreneurship analysis has gained important momentum: 10 McGill Conferences on that is controlled. Associate in nursing can perpetually have a group of business goals in his/her mind to clout the organization. Consistent with business desires, these goals might alter. For start-ups, the introductory goal are going to be to induce the correct resources to kick-start the corporate, whereas for existing businesses; the target may be to stay the corporate managing at full capability, taking care of the revenue and profits.

Literature Review

The problems which usually occur

- A license agreement that doesn't permit the rights to sell the technology (business)

without prior approval from the licensee

- Missing employment agreements that guarantee investors that key workers won't be feat to begin a competitor's business once their investment Inappropriately structured funding agreements with investors
- Missing invention assignment agreements from key workers that are inventors of the technology in several cases, institutional investors might merely go away from deals that need too much renegotiation as a result of these uncertainties and therefore the potential pitfalls.

Main Topic

Why This Frequently Occurs

This mistake happens a lot more often than not, just because early-stage entrepreneurs are alone targeted on what they assume area unit the foremost pressing things.

Most early stage entrepreneurs become mounted on seed fundraising and incrementally advancing their product conception however neglect thought of different vital aspects of the business. Progress is created, however even so this is often like plugging a hole in your boat to stop it from sinking, not realizing it's headed toward a body of water.

This piecemeal, deal-with-it-when-you-need-it, and homemade approach might fulfill for a brief amount of your time. Sadly, as your business gains momentum and interest from refined institutional investors, there'll be grave concern over this legal mire and also the lack of clear possession of the assets and legal structure of the organization. Entrepreneurs have to be compelled to acknowledge that these company hindrances impact your ability to lift future capital and grow your business. Consider this as observation: a building grows atop a foundation that later must be torn up and re-laid so as for the structure to be finished.

How to Avoid this Mistake?

Entrepreneurs must realize at the outset that there are four Essential Components of a business that each must be simultaneously advanced in order for optimal chances of success. These include:

1. Product Development
2. Market Development
3. Financing Development
4. Corporate Development

All entrepreneurs perceive the necessity for the merchandise Development element and that they square measure typically deeply entrenched during this. However, the opposite 3 elements square measure equally essential so as to make a winning business. during this piece we tend to square measure that specialize in the less recognized “Corporate Development” element of the business.

A good company professional person is somebody WHO can assist you with the general impact and alignment of every of the subsequent (and more) to your overall business strategy:

- selecting the proper legal company structure and at acceptable stages
- Properly securing the rights to your name, logos and merchandise names
- Negotiating technology license agreements with rights that square measure required to sell the company within the future
- making founder’s agreements and founders’ stock or choices with buy rights
- making key worker agreement with non-disclosures and assignment of inventions to the corporate
- institution of option plans
- Properly constructing funding and shareowner agreements

Do we need international entrepreneurship?

Expansion of domestic market

In recent years entrepreneurship has become a worldwide dream for voluminous individuals everywhere in the world, however only a few perceive the importance of entrepreneurship and dare to show their dreams into reality. Following area unit the small print that clearly explains the importance of International Entrepreneurship in today’s world. International Entrepreneurship helps in growth of the domestic market on the far side national boundaries. Once any organization or business has coated the domestic market then the company will enter growth for business to the international market.

Increased Sales and profit

International Entrepreneurship helps to contribute within the hike of sales and to earn profit. When the entrepreneurs don't seem to be ready to earn profit or demand for his or her product decreases within the native market then they'll sell their product in foreign markets wherever the life cycle of the merchandise is in favorable condition.

For e.g. In 1994, Apple attained a lot of profits from the international market than from

the native market.

Low manufacturing Cost

International Entrepreneurship will facilitate a decrease in production value. For a few of the merchandise it's pricey to manufacture the merchandise within the home country that results in the rise within the value of the merchandise and somehow affects the sales. With international entrepreneurship we will decrease producing value by manufacturing the merchandise of a similar quality with low producing value in another country that ultimately yields high profit to the entrepreneurs within the finish line.

For e.g Apple manufactures their products in China because of the low manufacturing cost in China.

Globalization of Competitors

International Entrepreneurship helps in the economic process of competitors and customers. International business will increase chance not just for survival and growth however additionally motivates the businesses to face the competition from international entrants in markets that in turn ends up in growth of the market following international scale efficiencies.

Improves image of the company

International Entrepreneurship improves image of the corporate in domestic market that helps to draw in loyal customers and additionally helps in retaining them in long haul

What is distinctive about IE

- **giant scale operations:** To cope up with the world competitors in international business, all the operations are conducted on a awfully vast scale and customarily exploitation special purpose machinery and high talent labors. Productions and promoting area units conducted on an outsized scale. when satisfying the domestic market, the international market is broached.
- **Heterogeneous Markets:** A cross border business is incredibly totally different from one that involves one country. The international market lacks homogeneity on account of variations in climate, language, preferences, habits, customs and measures etc. The behaviors of the international consumers would vary.

IE in emerging economy

- rising economies have the potential to supply a few enticing benefits for foreign corporations, as well as government policies pro economic easing, a fast pace of

economic process, the flexibility to create entry barriers as results of developing first-movers benefits.

- regime tend to favor foreign corporations that invest in their country as these corporations typically have experience in a very specific and technology, and therefore the rising governments have a robust interest to import the corporations advanced data
- initial movers will choose the foremost profitable market segments during which to speculate, access the native selling and distribution channels and build their company image at native level.

The Eclectic theory of Entrepreneurship

One of the explanations why policy manufacturers and students have had such very little steerage in understanding why entrepreneurship varies each temporally Associate in Nursing geographically is that it's inherently an knowledge base subject spanning a broad vary of fields, together with management, finance, psychology, sociology, economics, social science and earth science. The knowledge base nature of entrepreneurship analysis reflects a development that crosses the boundaries of multiple units of observation and analysis, like the individual, groups, enterprises, cultures, geographic locations, industries, countries, and explicit episodes of your time. whereas every explicit discipline is also well suited to research any explicit analytical unit of observation, no discipline is supplied to analyze all. The purpose of Eclectic Theory is to supply a unified framework for understanding and analyzing what determines entrepreneurship. The Eclectic Theory of entrepreneurship integrates the various strands from the relevant fields into a unifying, coherent framework. At the guts of the Eclectic Theory is that the integration of things shaping the demand for entrepreneurship on the one hand, with those influencing the provision of entrepreneurs on the opposite hand. whereas each the demand and provide sides are fashioned by several factors, what results could be a level of entrepreneurship that's equilibrated by these 2 sides. The key to understanding the role of policy is thru characteristic those channels shifting either the demand or the provision sides (curves) by policy instruments. The Eclectic Theory shows that the amount of entrepreneurship is explained by creating a distinction between the provision facet (labor market perspective) and therefore the demand facet (product market perspective; carrying capability of the market) of entrepreneurship. This distinction is typically spoken as that between push and pull factors. The determinants of entrepreneurship

may be studied per level of research. A distinction is created between the small, meso and macro level of entrepreneurship. The objects of study tied to those levels of research are the individual bourgeois or business, sectors of trade and therefore the financial system, severally. The macro perspective focuses on a spread of environmental factors, like technological, economic and cultural variables yet as government regulation. In short, the Eclectic Theory shows that there are some ways within which the amount of entrepreneurship is influenced.

Entrepreneurship Policy Matters

Applying the Eclectic Theory of entrepreneurship to those four countries has generated many new and vital insights into each the prevalence and also the determinants of entrepreneurship. In terms of the prevalence of entrepreneurship, 3 of the countries exhibit a decline followed by a revival. See Figure one.1. This decline lasted till the mid-1970s for the U.S., the first Nineteen Eighties for Deutschland, and also the mid-1980s for the The Netherlands. Seen from the viewpoint of the Nineteen Eighties and maybe even early Nineteen Nineties, this could have been perceived to be a case of divergence across countries. However, AN vital conclusion of this book is that what seems to possess divergence, is, in fact, a method of convergence. All of those countries have practised 1st a decline, however then afterward AN improvement within the importance of entrepreneurship. whereas the precise timing was completely different, the similarities in terms of 1st decline, followed by AN improvement, square measure hanging. The one outlier during this method is France. Just like the alternative countries France exhibited a decline in entrepreneurship going into the Nineteen Seventies and Nineteen Eighties. However, not like the opposite countries, the role of entrepreneurship continuing to say no into the late Nineteen Nineties. 2 hypotheses decoding this trend are often thought-about. the primary involves divergence. Maybe the long-run role of entrepreneurship in France is just completely different than within the alternative countries. The second involves convergence and suggests that, as for the opposite countries, the prevalence of entrepreneurship can begin to extend, however that France had not nevertheless hit very cheap of the trough by the turn of the century.

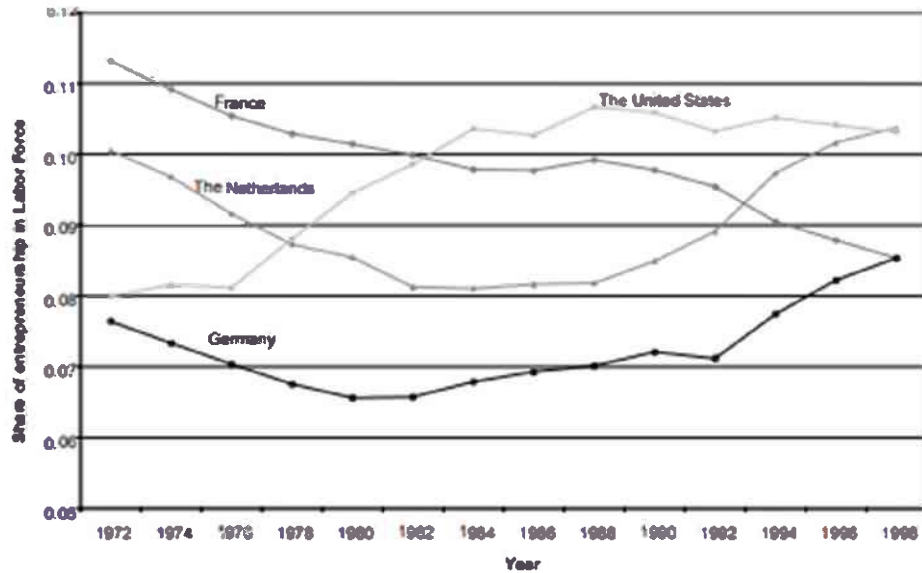


Figure shows developments in entrepreneurship in France, Germany, the Netherlands and the United States.

Creating a brand appeal

Performing well in comes Associate in Nursing tasks isn't the sole aim for an businessperson. making a complete charm is additionally necessary. complete charm means the shoppers should be ready to recall the organization and its products/services and feel a positive reference to it. There square measure varied ways in which to spice up a brand's image.

For instance, hold events and roadshows to move with customers and apprehend their feedback, introduce a service/product in public and marketing, communicate with recent and new purchasers oftentimes, and improve the offerings as and once required.

Growth, growth and growth

For entrepreneurs, the word 'growth' suggests that over one factor. It should be growth in revenue, enlargement of business across the state and country, increase in variety of folks in force, deed data or new purchasers, building on the options of a service or product, additional engagement with audience and community, and selling methods etc. 'Growth' as a goal is therefore, terribly difficult and fulfilling at the same time for a capitalist.

Poorly planned and conflicting agreements

A mistake of entrepreneurs is that as they grow their business, they haphazardly, though accidentally, place along a disorderly array of foundational documents that impedes their ability to lift capital from additional refined investors within the future. These documents area unit

typically piecemealed along once they were required and infrequently by numerous attorneys, and a few were homemade. The result's loosely assembled or fully omitted founder agreements, associate inadequate technology license agreement, missing key worker agreements failing to judge price to the organization from its founders and stakeholders.

Research Methodology

This research was mostly based on secondary data.

- Research papers / Articles
- “International Entrepreneurship” by Robert D. Hisrich
- “Journal of Global Entrepreneurship Research” by Nezammedin Faghih, Mohamad Reza Ali, Maryam Karimzadeh and S. Mostafa Razavi

Conclusion

In order to have the best chance of success, entrepreneurs need to identify key milestones within each of these four development categories and manage and monitor reaching each of them. Be sure to select milestones that demonstrate to investors a reduction in risk for each of these components.

In order to create an overall strategic business strategy, you will need the help of an experienced and seasoned start-up corporate attorney. You need to find one that is experienced with development-stage companies in your sector, someone who is supportive of entrepreneurs, and one with whom you can establish a good working relationship. Realize you will be paying for experienced business and legal advice, not for someone who fills in blanks in boilerplate documents. As a general rule, look for senior partners in small to midsize firms rather than someone in a mammoth law firm that may relegate your work to junior or novice individuals. There are other attorneys you will likely need help from during your business venture such as a Patent Attorney, and possibly a Securities Attorney.

Requisite documents might have merely been omitted, or additional usually if they exist, they contain conflicting language with different documents. As a result, there is also possession problems in poorly written foundational documents. There may additionally be possession uncertainty as a result of verbal agreements created to people World Health Organization might return and claim rights. If multiple founders started the corporate, one might not be operating to advance the business, however they walked away with a massive chunk of equity with no agreement for reacquiring those shares. All this creates reserve obstacles to raising capital

within the future.

Suggestions

Studies at the small level target the decision-making method by people and therefore the motives of individuals to become self-utilized. analysis into the selections of people to become either wage or freelance focuses totally on personal factors, like psychological traits, formal education and different skills, money assets, family background and former work expertise. Studies at the meso level of entrepreneurship usually target market-specific determinants of entrepreneurship, like profit opportunities and opportunities for entry and exit.

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14. To Study the Overall Managerial Skills Essential for Entrepreneurship Development

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Abstract

To run any organisation effectively and efficiently an entrepreneur must have many managerial skills. The aim and goal of this research paper is to explain how managerial skills are important and necessary in the development of an entrepreneur, in order to run the firm/business smoothly.

Entrepreneurs are the force that drives a nation towards economic growth. It helps in the overall development of the nation's production, distribution and expansion of markets. The existing definition of an entrepreneur is a person who can manage the day-to-day task is innovative, has quick decision making, ability to handle risk and many other functions. For the overall development of a nation's economy and industrial development an entrepreneur's managerial skills plays an important role. An entrepreneur is a national asset for any country in today's world.

In India many youths are aspiring to be an entrepreneur, which has resulted in tremendous growth in the number of start-up companies. However due to no proper knowledge many young entrepreneurs fail to climb up the ladder of success.

A successful entrepreneur is not only a person who can manage and run the firm effectively but an individual with a goal, ambition, vision in mind, determination and a person who can look at opportunities with an open mind to the new trends and styles in the market. Through this paper we would understand how managerial skills are nothing but the collection of an individual's abilities to plan, communicate, strategies, delegate, organize, etc.

Key Words:- Managerial skills, Entrepreneurship development, organization, business, Entrepreneurs, firm, employees.

Objectives

- Aims to develop an entrepreneur to work and run the organization effectively and efficiently.
- Focuses on over all development for an entrepreneur.
- Aims to help in the growth of an economy through development of entrepreneurs.
- Helps to maintain a good relation with people within and outside the firm.

Introduction

The process of entrepreneurship development is to enhance the skills and the mind of an individual which includes the development and management of the business or developing organization in their venture along with the associated risks involved. A sufficiently skilled entrepreneur in different areas of business with managerial skills is capable to have a successful business and make one a successful individual. The important skills an individual should pursue to be a successful entrepreneur is the ability to communicate, understand technology, people skills and much more.

In India the rise of start-ups is tremendous, many young people aspire to be a successful entrepreneur, but the problem arises when there is lack of knowledge, improper managerial skills, lack of motivation and insufficient direction/ implementation of plan or idea. This all leads to the failure of an entrepreneur in making the business a success.

Literature Review

In reviewing the literature, some studies have addressed the role of the entrepreneurial skills on the performance of entrepreneurs. As an example, an article conducted by Smith, WL, et al (2007) can be cited here. In this study, management skills are mentioned as the skills needed to organize the work on a day-to-day basis. It also reports the result of a probing study regarding the significance and utilitarian of these skills to individuals pursuing entrepreneurial activities. Based on the results, these skills play a vital role in business start-ups and in the growth for entrepreneurs. Further Msoka Elizabeth M, (2013) conducted research in this field to survey the impact of small and medium enterprises owned by the women in Tanzania. The results disclosed that there was a relationship between entrepreneurship knowledge and performance in the small-scale business. This was due to the educational training that led to a successful functioning of the business. According to the research these women needed training in customer care skills, marketing, business planning, etc. Environs conducted by Ezeani, N. S (2012), the results revealed that management skills, marketing skills and accounting skills are required for successful operation of a business enterprise.

In general, through all this research it has been proven that an entrepreneur requires or should acquire certain managerial skills so as to stay in business and make it grow. Without managerial skills one cannot run a business smoothly.

Main Content

What are Managerial Skills?

These are the skills that define the ability of a person who can manage the task when given a position of responsibility. Managing anything in today's world is no an easy task. One has to be very alert, conscious of his/her decision and be able to take responsibility in case of any hinderance.

In short, these skills help the entrepreneur to help and guide his fellow colleagues to handle business, grow in their career. These skills help in the easy flow of activities.

Some major and essential skills that an entrepreneur should have are as follows:

1. **Technical Skills:** These skills are the abilities and practical knowledge that one needs to have so as to perform certain tasks. These skills usually include programming, accounting, data analysis, information technology, etc. Technical skills are not only related to machines, production tools or other equipment, but also, they are skills that will be required to increase sales, design different types of products and services, market the products and services, etc.
2. **Human Skills:** These skills are the ability of an individual to work in peace and harmony with others individually or in any groups. Some skills are empathy, communication, understanding or reading body language and facial expression, etc. One of the most critical management tasks is to work with people. Without people, there will not be a need for the existence of management and managers. These skills enable managers to become leaders and motivate employees for better accomplishments. Additionally, they help them to make more effective use of human potential in the company.
3. **Conceptual Skills:** The ability of an individual wherein he/she can detect or analyse the problem. These skills help to evaluate the problem and find an alternative solution. It presents the Knowledge or the ability of an individual for more abstract thinking. That means he can easily see the whole through analysis and diagnosis of different states. In such a way they can predict the future of the business or department as a whole.

Apart from these, there are other managerial skills that are essential for running the organization. These are some Primary skills that one needs to get their regular day-to-day work.

These skills are as follows

1. **Communication Skills:** communication is not only where one can interact with another person. But it also includes keen listening, reading body language, facial expression, understanding different perception, etc. It is the skill where one can understand not only his/her opinions but also others' views. Proper communication is the key to have a successful business.
2. **Delegation:** the ability of a person to make sure that the right task is assigned to the right person is called proper delegation of work. It doesn't only mean to assign work to people, but it refers to assigning the specific job to the skilled or person qualified for that job.
3. **Problem Solving:** it not only means to find a solution of the problem that is brought to notice. It actually means that finding the problem at the right time before it can cause any harm and dealing with it in a right manner. As an entrepreneur one should have a sense of awareness in them so as to detect the problem, he should have the ability to react quickly in a manner and make the correct decision at the time.
4. **Team Building:** running an organization is not a one man show. It requires several skilled people from different fields to come together and work in harmony. An entrepreneur alone can't run the entire business all by himself. There are various departments in a firm to run various tasks. When running a large business operating it all alone is not possible. Hence, an entrepreneur should focus on building a team with the right skilled people and motivating them to achieve the goals.
5. **Domian Knowledge:** this term refers to the knowledge that is acquired through learning or by reading about the specific field. Knowledge about the business one has to handle or run is very important. Not knowing what business line, one is in and operating it without any knowledge is a huge risk for the business.

Apart from these, there are many other skills such as:

Forward planning and strategic thinking

Decision Making

Commercial Awareness

Mentoring and many more.

Research Methodology

Most researches are based on two methods, either primary data (the researcher presents the research based upon his/her findings) or secondary data (the researcher presents his/her paper based on the findings of others. Example: journals, magazines, published research papers, newsletters, etc). There are generally two approaches to collect data:

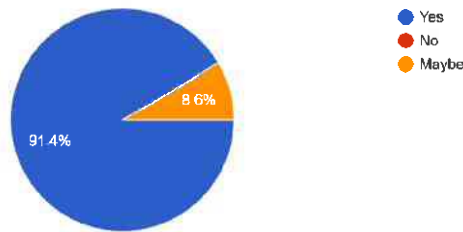
1. **Quantitative Research:** here the data that is collected is usually based on numbers, graphs and the theories or assumptions are confirmed through this data. Here the collected data for the topic is factual information. The various ways to collect quantitative data are – surveys, experiments, content analysis, etc.
2. **Qualitative Research:** In this method the researcher understands the experience, thoughts of the people through various focus groups, case studies, interviews, etc.

In this research paper we used primary data method through quantitative data collection

Findings

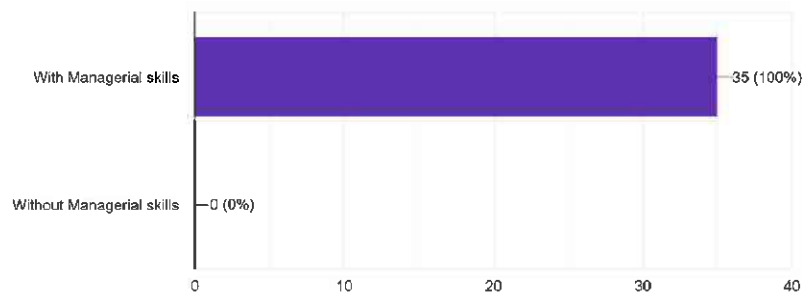
Below are the findings for this study, collected through a survey.

Do you think an entrepreneur should possess managerial skills ?
35 responses



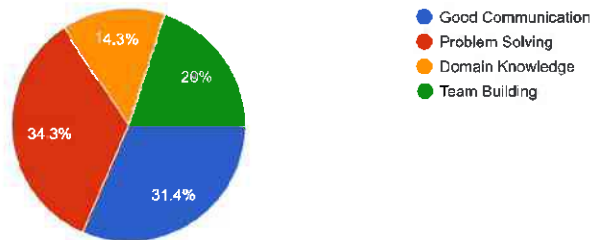
91.4% agree that entrepreneurs should possess managerial skills. While 8.6% think that is not necessary for an entrepreneur to have these skillsets.

According to you is an individual more successful to run an organization with managerial skills or without?
35 responses



100% agree that without managerial skills a successful operation of the organization is not possible.

What according to you is the most important Managerial Skill that an entrepreneur should have?
35 responses



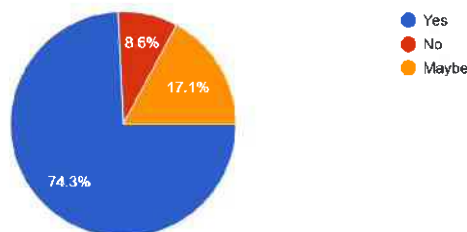
34.3% think that problem solving is an essential managerial skill.

31.4% feel that communication is essential skill that an entrepreneur should possess.

20% think that team building is an important managerial skill.

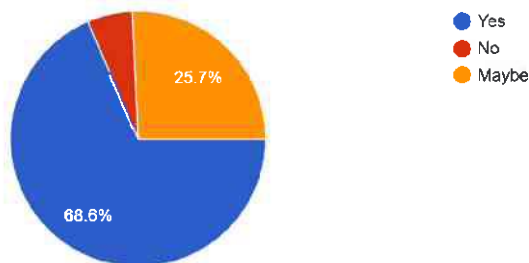
14.3% have voted for domain knowledge to be an important managerial skill.

According to you, should an individual have managerial skills to run their day to day activities?
35 responses



Majority think that managerial skills can be involved in an individual's day to day activities

Is managerial skill a concern for you, Do you think an entrepreneur should inculcate it?
35 responses



Many have supported to the idea that managerial skill is a concern and that an entrepreneur should inculcate it, whereas some do not agree with the above.

Conclusion

As per the findings, majority agree that managerial skills are essential for an entrepreneur. So that he/she can run the business effectively and efficiently.

Also, many believe that managerial skills are also essential in our day-to-day lives. It can be adopted to help one grow as an individual. An entrepreneur is just like a manager. He/she runs and manages the entire organization's day to day task. And managing tasks is not an easy job.

Here an entrepreneur can maintain a healthy working environment through the help of managerial skills. These skills not only develop the entrepreneur but also an individual. Many believe that managerial skills are an essential part to run an organization. Without these managerial skills the functioning of an organization will be difficult. Hence, in conclusion we can say that managerial skills are an essential part to run the daily task. It also helps to get things done through others easily.

Suggestions

Following are suggestions that can be adopted by entrepreneurs to help an organization grow and also help to run the business smoothly:

- Employees should be familiar with the firm's goals, objectives and mission. So that the decisions made by the firm are clear to them.
- Decision made by the organization in regards to the employees, stakeholders, etc. should be explained. There should be transparency within the workplace.
- For a better and healthy working environment good flow of communication, time to time appraisal, uplifting the spirits of the employees is necessary.
- An entrepreneur should not only focus on its competitor's but also the health and betterment of their employees.
- An entrepreneur should recognize the gaps and problems in his managerial skills and correct them.
- Here, an entrepreneur can try to understand his employees, their problems and find a solution to it.
- Entrepreneurs should give the employees reward and recognition. This will help to boost up and motivate them to work. Here, this will help the employee to work and run the day-to-day task effectively.

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15. A Study on Entrepreneurship in Food Industries with Reference to MC Donalds and Burger King

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Abstract

It plays a major role in diversification and commercialization of agriculture, enhances period of your time, ensures value addition to agro products, generates employment, enhances income of the farmer and creates marketplace for export of agro food

Food business leaders are either leveraging technology within their business model as within the continued popularity of quick service restaurants where diners can order from their devices or bucking the trend with pop-up or personalized food businesses that center the experience, not the technology. Successful entrepreneurs exploit entrepreneurial opportunities to determine their enterprises. The food industry can be a setting within which many such opportunities exist. Entrepreneurship, which we understand because the creation of growth-oriented organizations to use mostly economic opportunities is of utmost importance for economies of every type food production is meaningful not only for one producer but also for the customer, and ultimately for the whole region. Therefore, it'd be beneficial to want up the issue of local entrepreneurship within the context of food production.

Local food production can be a subject matter that's becoming more and more popular within the media because it's associated with high quality ingredients. However, local food isn't often known regionally or nationally. Moreover, the term "local food" is defined in various ways.

Keywords: Entrepreneurship, food industry, commercialization of agriculture

Introduction

India's culinary tradition is continually changing. With urbanization, rising incomes, more working women and a proliferation of nutrition outlets, the acceptance of packaged and ready-to-eat food products is increasing, especially among the urban people. Demand for specialty and high-

value processed or packaged and ready to serve/ready to cook or reconstitute food items has increased.

India is that the world's second largest producer of food next to China. India, with diverse agro-climatic conditions, features a production advantage in many agricultural goods, with the potential to cultivate an outsized range of agricultural raw materials required by the food-processing industry. India could be a big producer of spices, spice oils, essential oils, condiments, and fruit pulps

Objectives

- To find out about the food entrepreneur and skills required by food entrepreneurs
- To understand the entrepreneurship in McDonalds and Burger king

Research Methodology

A research methodology is a set of specific procedures or methods for identifying, selecting, processing, and analyzing information about a topic. The methodology section of a research paper allows the reader to evaluate the study's overall validity and reliability. This research is a systematic review of "Entrepreneurship in food industries."

Data can be categorized into two categories: Primary and Secondary.

Secondary data was used to collect the information for this study

Secondary information was collected through websites and URLs.

Food Entrepreneur

- A food or culinary entrepreneur is just someone who starts their own business within the food or culinary industry. It might be someone who creates the following meal kit for a specialty diet .
- For someone who purchases a food truck and launches their own small food business, or someone who opens their own catering company. Food entrepreneurs can address a challenge they see within the food system by combining food, business, and social entrepreneurship.
- The term is so hard to classify because anyone who is doing something new with food and business falls under the umbrella of food entrepreneur. Any self-employed restaurant manager would be considered a food entrepreneur.
- Food entrepreneurs either need a solid in both culinary and business skills, or they need a partner that has the skill set they lack

- Skills required by food entrepreneurs are
 1. Financial reporting and budgeting
 2. Business planning
 3. Public speaking
 4. Management and leadership
 5. Culinary knowledge
 6. Creative problem-solving
 7. Team building
- The types of food businesses owned by food entrepreneurs are Bakeries & Dessert Shops, Pubs, Bars, Restaurants, Delivery Services, Food Trucks etc

Entrepreneurship In Mcdonalds

- With underlying cultural principles, such as “In business for yourself, but not by yourself”, McDonald's creates an “entrepreneurial spirit” where prospective franchisees are empowered and encouraged to make the risk/reward tradeoffs that can result in their becoming a business owner.
- Another key factor to the success of the global brand known as McDonald's is strategic market segmentation. The first key to McDonald's success is their uniformity. Whatever country you visit a McDonald's in, you are assured the same quality, experience, and food.
- Consumers rely on consistency, admiring the equal value regardless of the location.
- The second key to McDonald's global success is their cultural awareness. McDonald's has clearly done their research before they enter into a foreign market.
- McDonald's keeps on top of cultural trends and adapts their menus in order to work cohesively with these trends

Entrepreneurship in Burger King

- Burger King Corporation, a restaurant company specializing in flame-broiled fast-food hamburgers. It is the second largest hamburger chain in the United States, after McDonald's. In the early 21st century, Burger King claimed to have about 14,000 stores in nearly 100 countries. Burger King uses two generic strategies for competitive advantage: cost leadership and broad differentiation.

- The company's primary generic competitive strategy is cost leadership. According to Michael Porter's model, this generic strategy involves minimizing costs, which leads to low prices. Burger King's success as one of the biggest fast food restaurant chains in the world is linked to its effectiveness in applying its generic strategy for competitive advantage.
- Burger King's intensive growth strategies are also major contributors to the firm's global growth. In this regard, the proper combination and implementation of generic and intensive strategies can lead to significant competitive advantage and growth in global business.
- Burger King's generic strategy supports its competitive advantage based on cost, pricing, and product features.
- On the other hand, increasing market share is the main thrust of Burger King's intensive growth strategies.

Conclusion

In conclusion the food production in India may double within the subsequent ten years and there is an opportunity for large investments in food processing, especially in areas of canning, dairy processing, specialty processing, packaging, frozen food/refrigeration and thermal processing. The industry has witnessed fast growth in most of the segments. In India the food processing sector is one of the foremost important in terms of production, consumption, export and growth prospects.

Moreover, providing investors tend to specialize, which it'll therefore be challenging for an investor specializing in one step of the food value chain to invest in an alternate step, funding a food start-up targeting the foremost prominent steps of the food value chain promises to be less challenging for entrepreneurs

Suggestions

- With complete control of the business, the entrepreneur can create the potential to earn higher profits
- a risk management plan that is comprehensive should be in place
- There should be clarity in the business goals, understanding how the business works, developing the food formula, defining the shelf-life of the product, pricing, profit margins and mode of selling

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16. A Study on Role and Responsibilities of Franchisee towards Sustainable Development

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Abstract

The article examines franchising as a business model based on the parties' economic connection. The display of statistics indicating franchise growth trends for domestic and foreign brands is followed by a study of early types of franchising and factors fueling its expansion around the world. The benefits of franchising are highlighted in the essay, which include the ability to withstand economic downturns, foster entrepreneurship and innovation, and reduce corporate risks. It also includes a variety of remarks, observations, and conclusions about the synergies that franchising may provide to both businesses and the Polish economy as a whole.

Keyword : franchising, entrepreneurship, innovation, competitiveness, business risk.



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Introduction

You engage into a business connection with a franchisor when you purchase a franchise. A franchise agreement and financial disclosure form will usually explain the terms (FDD). It's critical that you learn everything there is to know about this connection. Knowing your own tasks and responsibilities, as well as those of the franchisor, will aid you in working as a

machine. Franchising is a business arrangement in which a franchisor (one party) grants or licences franchisees certain rights and powers (another party). Franchising is a well-known business expansion marketing approach.

Between the Franchisor and the Franchisee, a contract is formed. The franchisor grants franchisees the permission to sell its products, goods, and services while also granting them the right to use their trademark and brand name. These franchisees also operate as dealers. In exchange, the franchisee pays the franchisor a one-time fee or commission, as well as a portion of the earnings. Franchisees benefit from not having to spend money on employee training and getting to learn about business practices.

Objectives

1. To maintain competitive advantage over others.
2. To ensure optimum utilization of resources and sustainable development.

Research Methodology

The Franchise Research Institute is committed to producing research results that our clients can depend on. Our methods are ethical, thorough, meet or exceed industry standards, and are transparent to our clients. The Institute provides correct and unbiased interpretations of results in our reports, and stands ready at any time to answer clients' questions about their results and/or the methods upon which they are based. To be fair and ethical to the responding franchisees (who have been promised strict confidentiality) the survey responses will only be made available to the franchisor (or any others) in a form that will make it impossible to identify individual respondents.

The Roles of the Franchisee

1. Commit Resources and Time

You are the boss and the business owner at your franchised location as a franchisee. You must be present at the place, especially during the early stage of your business. To get it off the ground, you'll need to commit some resources, time, and effort.

2. Financial Responsibilities

Franchisees are required to shoulder the financial burden of supporting franchise units. They must furnish or secure finances for start-up charges, adhere to the lease space agreement, pay employees, and pay the franchisor on a regular basis.

3. Leadership Role

As a franchisee, you are once again the ruler of your company. As a result, it is your obligation to encourage and lead by example all of your staff.

4. Communicating with Franchisor or Franchisee Corporate

The franchisee must express all problems, challenges, and needs to the franchisor in order for the franchise business to run properly. In addition, the franchisee is required to submit frequent spending and profit reports. When a company modifies its services or goods, the franchisee is responsible for testing the changes and reporting back to the franchisor.

5. Maintain Franchise Ethics and Standards

The franchisee must adhere to the franchisor's ethics and quality standards, which is critical to the success of the entire franchise network. In fact, a franchisee may be disenfranchised if he or she fails to honour and maintain the national defined standards and professionalism. What exactly does this imply? It means that franchisees must maintain franchise branding, which includes the colour palette, logo, trademarks, and final product.

Responsibilities

As a member of a larger team, when a franchisee runs a successful business, it helps the entire brand, which in turn helps all the other franchisees connected to that brand. Someone who has a good experience at a franchise location will remember that when they're in another city and see the brand's logo on another franchisee's location. Effectively, one franchisee's superb service may gain customers for other franchisees in this way and vice versa.

As a franchisee, a business owner is responsible for the following:

- Paying the franchise fee and royalties to assist in the operation of the larger firm.
- Locating, leasing, and constructing a franchise location. (As previously said, most franchises will assist you much with this.)
- Employee recruitment and training. (While many franchisors provide training for management-level personnel as well as training materials for entry-level employees, franchisees are responsible for ensuring that entry-level staff are properly trained.)
- Operating the firm in accordance with the franchisor's expectations.

Each franchise is different and a franchise agreement will outline exactly what is expected of both parties involved. Ultimately, both the franchisee and the franchisor are working

together to build a stronger brand and grow the business. To find the perfect franchise, sign up for a free FranNet franchise consultation today and get on the path to success!

Conclusion

As such, franchise agreements aren't always anti-competitive. They are utilized to form a distribution network, which provides both parties with chances and rewards. The franchisor uses its expertise in other markets to set up a retail network without having to invest a lot of money. The franchisee, on the other hand, has access to tried-and-true trading tactics. As a result, any agreement that is necessary to support the essential features of the franchise relationship, such as the protection of know-how, the protection of network reputation, or selective distribution clauses, which are typically introduced for efficiency reasons, should not raise competition concerns.

Suggestions

- Speak up and generate better quality leads
- .Build a solid brand Identity.
- Cultivate good franchise connections.
- Manage your time efficiently.
- Hire the best people and treat them right

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17. A Study on Organizational Crisis Management to Eliminate Potential Harm of the Firm in India

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Abstract

Organizational crisis is a hot issue in the world. Being able to effectively respond in the crisis event is relevant to an organization's survival. The purpose of this paper is to effective crisis management depends upon several team-related factors that may influence an organization's response and prevent crisis prone. Organizational research has long been interested in crises and crisis management. Whether focused on crisis antecedents, outcomes, or managing a crisis, research has revealed a number of important findings. However, research in this space remains fragmented, making it difficult for scholars to understand the literature's core conclusions, recognize unsolved problems, and navigate paths forward. To address these issues, we propose an integrative framework of crises and crisis management that draws from research in strategy, organizational theory, and organizational behavior as well as from research in public relations and corporate communication. We identify two primary perspectives in the literature, one focused on the internal dynamics of a crisis and one focused on managing external stakeholders. We review core concepts from each perspective and highlight the commonalities that exist between them. Finally, we use our integrative framework to propose future research directions for scholars interested in crises and crisis management.

Keywords:-

- Crisis management
- Organizational wrongdoing
- Perception management
- Impression management

Introduction

Organizational crisis management is the process by which an organization deals with a disruptive and unexpected event that threatens to harm the organization or its stakeholders. The study of organizational crisis management originated with large-scale industrial and environmental disasters in the 1980s. In a nutshell, organizational crisis management is a diverse range of strategies that help an organization deal with an unexpected negative event that might otherwise cause significant damage. Crises occur for many reasons, including natural disasters, information leaks and security breaches, public defamation, lawsuits or violence. The traditional approach to crisis management believes that crisis management is quench the fire; which means that the crisis managers sit expected deterioration and after its destruction, and try to limit the damage arising from failure.

Methodology

The field of modern organizational crisis management emerged largely in response to the 1982 cyanide tampering of Tylenol capsules (Mitroff, 2001). Since that time, a substantial body of scholarly research and practical wisdom has developed. Despite the use of psychological research by crisis management scholars, organizational crisis management has received substantially less attention within psychology itself. This research provides an overview of the field and highlights current frameworks for understanding the stages of organizational crisis/response. It extends previous theory by applying the "levels of prevention" framework often used in community and health psychology and by offering a new assessment tool based on the "4 factor" framework used in clinical assessment. Areas for psychological consultation and research are discussed.

Objectives

- The objective of crisis management is to eliminate the potential harm to the firm.
- Allow the organization to resume execution of its strategy.
- A good crisis management strategy aims to balance and protect all of a company's interests.

Conclusion

Finally, crisis management aims to safeguard an organisation and its stakeholders against dangers while also minimising the impact of threats. Crisis management is a method for preventing or minimising the harm that a crisis can cause to an organisation and its

stakeholders. Because it assures the stability of any structure's functioning, the organisational crisis management department has become a vital element of the corporation. As a result, one of the most critical aspects of an organization's operation is crisis management.

Case Study Cadbury Crisis

Chocolate consumption in India was quite low in the early 1990s, but it skyrocketed as the decade progressed. The chocolate market was in good shape in the late 1990s. Cadbury and Nestle are the two international corporations that dominate the Indian chocolate market.

National corporations such as Amul and Campco are also contenders in this competition. Cadbury controls more than 70% of the market's overall share. Nestle has risen to the top, with over 20% of the market share. Apart from chocolate, there is a sizable confectionery market dominated by brands such as Parry's, Ravalgaon, Candico, and Nutrine. These are all major national players. Cadbury, Nestle, and Perfetti are some of the most recent newcomers into the sugar confectionery sector.

(Management heaven) There are a few others that make up a small part of these two segments. Chocolate consumption in India is exceedingly low, according to data. When per capita consumption is considered, metropolitan areas use only 160gms. This is a small amount when compared to wealthy countries, where per capita consumption exceeds 8-10 kg. Given this, it would be inappropriate to include India's rural areas, as the likelihood of success would be exceedingly low. This low intake is due to the concept of chocolate consumption. Chocolate is a treat for Indians rather than a snack. The children are the main target group. From the 1970s through the 1990s, India experienced a moderate development rate of roughly 10% per year.

Controversy over Worms

The Food and Drug Administration Commissioner received complaints concerning infestation in two bars of Cadbury Dairy Milk, Cadbury India's flagship brand with over 70% market share, in October 2003, barely a month before Diwali. He issued an order for an investigation and issued a statement to the media. Over the next three weeks, the negative media coverage reached about 1000 clips in print and 120 on TV news stations. Cadbury's reputation and credibility in India, where chocolate is linked with the firm, were put to the test. During the first ten weeks of the festival season, sales volumes plummeted; retailer stocking and display fell, and employee morale – particularly among the sales team – was disturbed. The task at hand was to re-establish trust.

Cadbury defended themselves by claiming that the infection could not have occurred during the manufacturing process and that inadequate storage at retailers was the most likely cause of the reported worm infestation. The FDA, on the other hand, was not convinced. "It was thought that worms got into there at the storage level," FDA commissioner Uttam Khobragade told CNBC-TV18. "But what about the packaging — wrapping was not suitable or airtight, either way it's a production failure with unclear circumstances or poor packaging."

Cadbury and the FDA then exchanged accusations and counter-allegations. Cadbury's sales melted by 30% as a result of negative publicity, at a time when the company is seeing a 15% seasonal boost.

Cadbury's advertising went off for the first time.

Strategy

From the beginning, it was agreed to confront the problem head-on and take whatever efforts were necessary to restore trust. After years of keeping a low profile with the media and allowing its brands and performance to speak for themselves, the corporation sought to establish connections with the media and convert it into an ally and a credible, independent endorser in order to regain stakeholder trust.

Media Coverage: The media relations effort obviously aided in convincing the media that the infestation was actually caused by storage-related issues. From the beginning, all media accounts reflected Cadbury's viewpoint. Bad news always receives a lot of attention. In January 2004, the agency assisted Cadbury in obtaining 378 clips in 11 languages detailing the new packaging and its benefits. Over the course of three months, the media image of the situation has evolved, and a deeper knowledge of the problem has emerged.

Sales: Sales volumes, which had plummeted between week one and week ten of the crisis, had nearly recovered to pre-incident levels by week. after 8 weeks of the new packaging and communication being introduced This demonstrates the re-establishment of consumer and, as a result, trade confidence in the company brand.

Consumer perceptions of the company's image, responsiveness, and behavioural indicators such as the propensity to purchase Cadbury chocolates have all improved significantly. While new product development and promotion played a part in improving customer opinions, strong media coverage and a positive attitude among the trade played a critical role in helping Cadbury reclaim its market dominance.

The Function of Public Relations

Public relations is concerned with your entire organization's/group of organisations' overall communications. It's not like advertising, where you collaborate with an outsourced agency on planning, creative, and media buying. PR necessitates a deep awareness of your organization's inner workings at all levels, from workers to the Board of Directors. It necessitates the fusion of information and communication. A Marketing Services Manager's employment is not part-time. If the PR department is to work and serve the greater goal, it must be self-contained, assisting other departments such as production, personnel, marketing, finance, and corporate objectives. As a result, the PR Director should be a member of the executive team, reporting directly to the CEO. He must also share.

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18. A Study on Last Five Years Report on Rural Enterprises by the Government Regarding their Contributions toward India's GDP

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Abstract

The Global meaning of "ENTREPRENEURSHIP" is the act of setting business/businesses to get building and scaling profit-taking all the possible risks, and the word is originated in New Guinea where the first case was tracked in 1700 BCE here the locals used to exchange skins, foods, and tools for the livelihood. Rural Entrepreneurship means the business setup in the rural areas using rural resources and adding value to the rural area and human resources.

Objective

- As there are several problems faced by rural entrepreneur which needs to be taken care of and resolved, one of the major problems is lack of knowledge, equipment, and resources.
- This research has detailed information about rural entrepreneurship, problems faced by rural entrepreneurs, and the last five years report on rural enterprises by the government regarding their contributions toward India's GDP (GROSS DOMESTIC PRODUCT).

Keywords: Rural Entrepreneurship, enterprises, urban, rural, county, India, growth, problems, resources.

Introduction

India is known for its rich landforms and democracy in the world, and play a crucial part in the world economy as IMF (International Monetary Fund) projected an 11.5% growth rate for India in 2021, this makes India the only major economy in the world with double-digit growth and thus India hold an advantageous position over many countries in the world. A major part of

the landform of India is covered by rural areas thus rural areas contribute a large part to the Indian economy and the total population of India is 1,380,004,388, out of which 898,024,053 population reside in the rural area. But due to lack of opportunity and education in the rural area the migration increases. Since entrepreneurship is something that requires proper education and good resources with a proper facility of funds and technology people migrate from one place to another for better education and job opportunity or opts for agriculture for their livelihood. For the past few years, rural areas have evolved and rural entrepreneurship has emerged as a dynamic concept. Many schemes were also launched for the development of the rural areas by the government since demonetization has led to the closure of small micro industries leaving people unemployed and migrating back to their hometowns.

Definition

Rural Entrepreneurship means setting business in rural areas using available resources which bring value addition to the rural resources by engaging the human resources of those areas which can drive various attempts in primary, secondary, and tertiary and thus act as an important role in economic development.

Thus rural entrepreneurship is something that can be run by any people whether from rural or urban using available material and human resources, bringing value and development which leads to the economic development of the area and thus contributes to the economic growth of the country.

Research Methodology

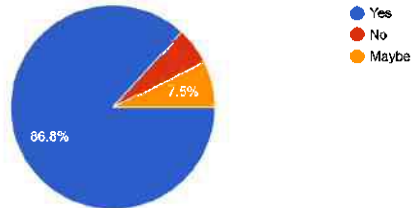
The method used in this research is a questionnaire method to get a rough idea about the knowledge and thought of people regarding rural entrepreneurship. This study is also based on the extensive information published on the various report, research papers, comparative statistical data from the government database.

Findings

The below-attached picture of the survey shows the people understanding of the rural entrepreneurship.

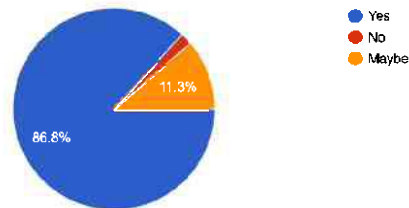
Do you think lack of knowledge and awareness in people is a major problem in India?

53 responses



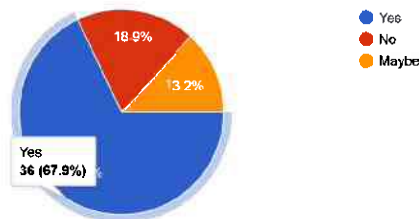
Do you think lack of job opportunities is a major problem for people who are migrating from rural to urban areas?

53 responses



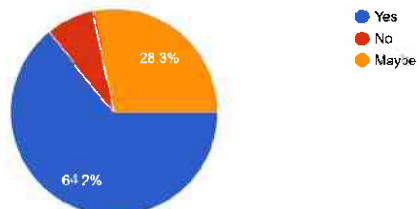
Do you know what is Rural Entrepreneurship ?

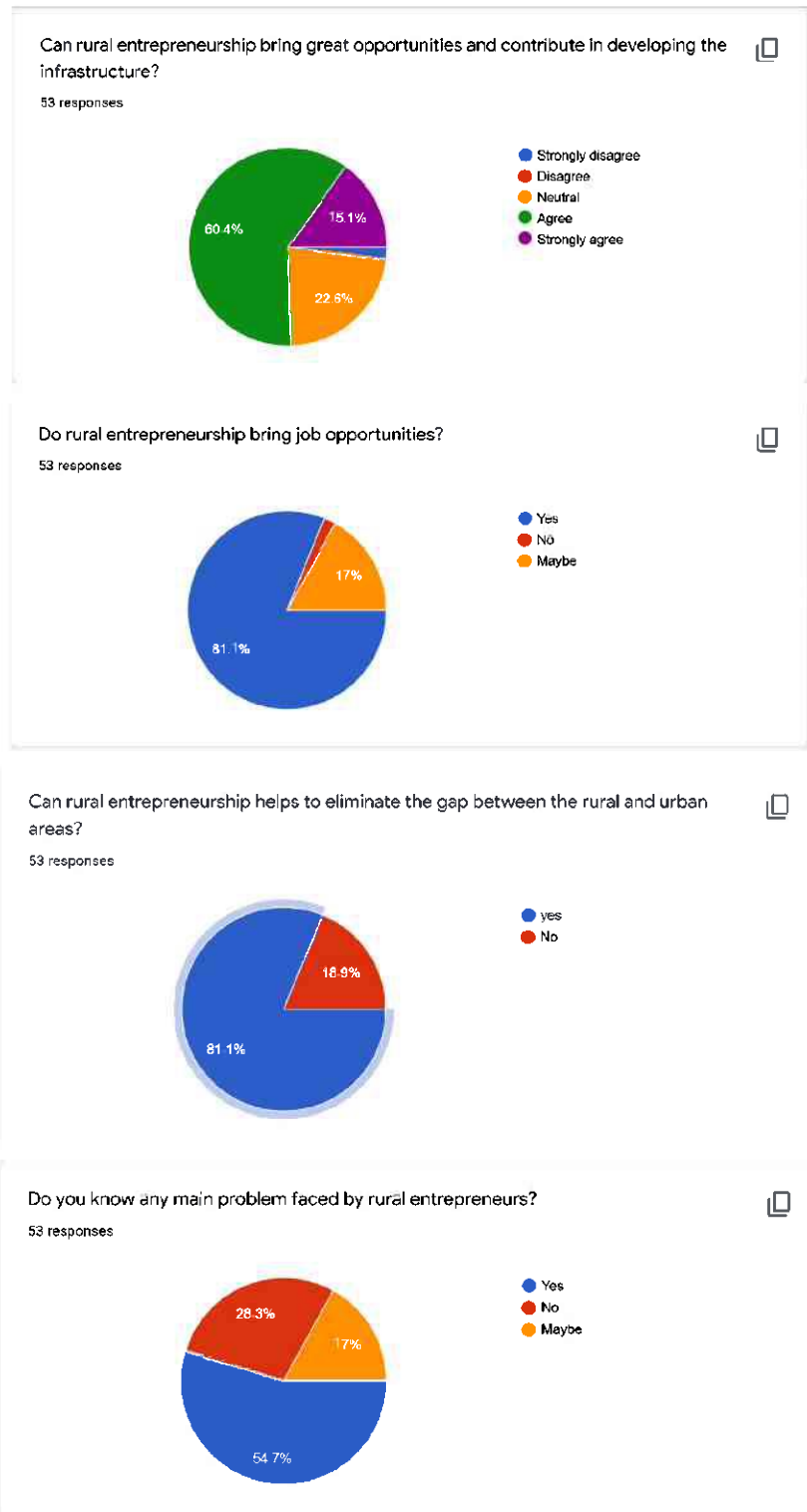
53 responses

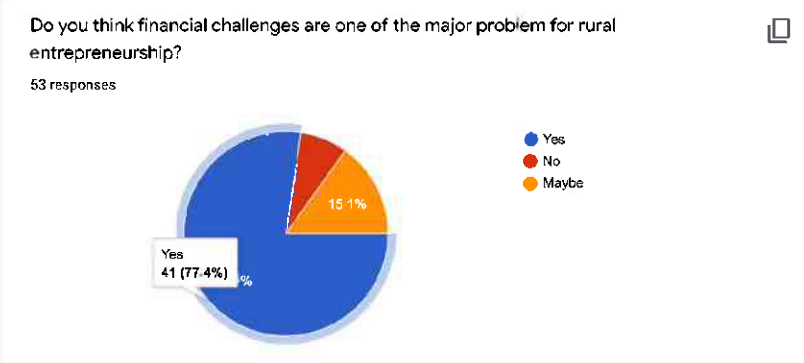
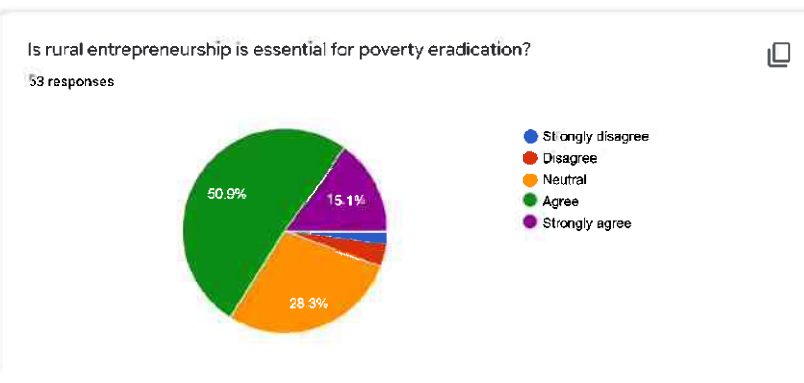
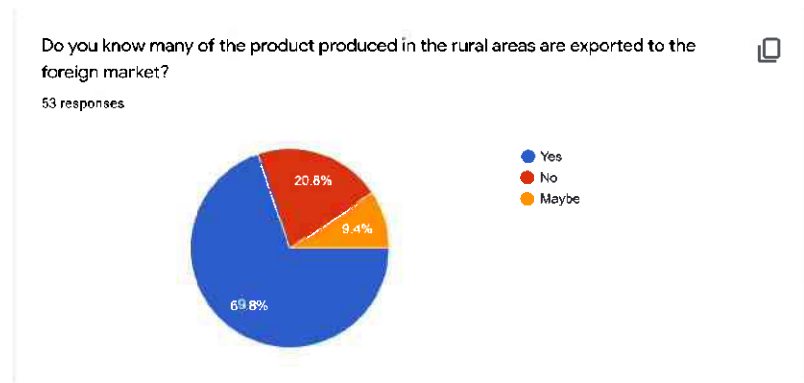
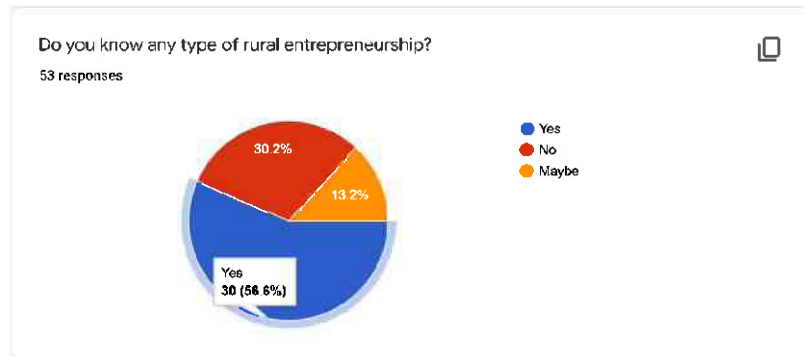


Do you think rural entrepreneurs are changing the shape of the Indian landscape?

53 responses

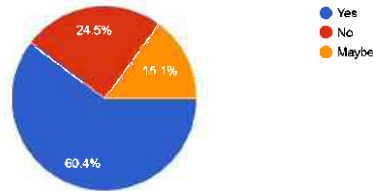






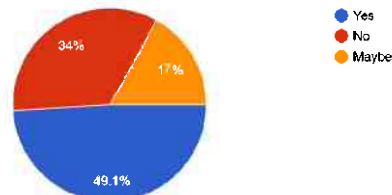
Do you know any scheme launched by government of India to support rural entrepreneurship?

53 responses



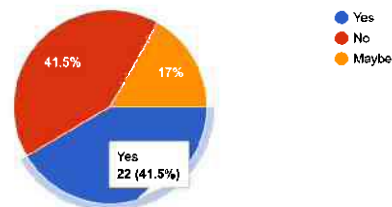
Do you know Uttar Pradesh has the highest share in the number of enterprises and Himachal Pradesh has the lowest share in the number of enterprises?

53 responses



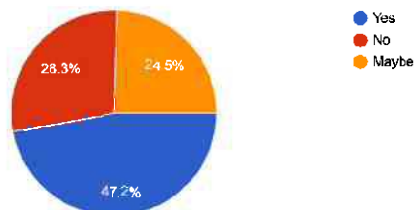
Do you know rural areas of the country has highest share of enterprises with the total of 98.68% when compared to urban areas with total of 98.30%?

53 responses



Do you know as per the survey of 2018 women owned 20.37% of enterprises whereas men owned 79.63% of enterprises in rural areas?

53 responses



Main Content

Rural Entrepreneurship, as defined here, engages with its location not primarily as a space for profit but with “place” as a location of meaningfulness and social life. It is well known that many entrepreneurs are less concerned with monetary incentives and profit being more concerned with the pursuit of personal, societal, or cultural aspirations. Sometimes entrepreneurs even compromise the financial development of their ventures for the achievement of non-monetary aspirations. Rural entrepreneurship thus is conceptualized as an entrepreneurial activity that engages with its spatial context and is embedded in its spatial context through resource use. Based on the definition of entrepreneurship as a function, rural entrepreneurship involves new combinations of place-based or localized rural resources that create value not solely for the entrepreneur but also for the rural place. In contrast to entrepreneurship in the rural, this type cannot be “uprooted” and located elsewhere without losing all or part of its key value proposition due to its intimate engagement with place. Rural places offer certain “location-specific advantages” in the form of material, social and cultural amenities. Such location-specific advantages may result from the particular aesthetic landscape (shaped or untouched by human activity) or heritage-scape, which is the social, cultural, and historical elements that have accumulated over time through the people who live and work in these places. These natural and social, cultural and heritage amenities can be used as unique resources in entrepreneurial activities. These are unique because they are place-specific and no place is made up of the same mix of resources, thus offering distinctive opportunities for entrepreneurship.

In India, rural entrepreneurship plays a vital role in the economy and GDP growth of the nation. As there are a total of 63.39 million enterprises in India out of which 30.9 million enterprises are situated in the rural area and urban has 32.49 million enterprises.

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 labors costs, inspired people around for starting 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.

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

Table 1: Classification of micro, small and medium enterprises

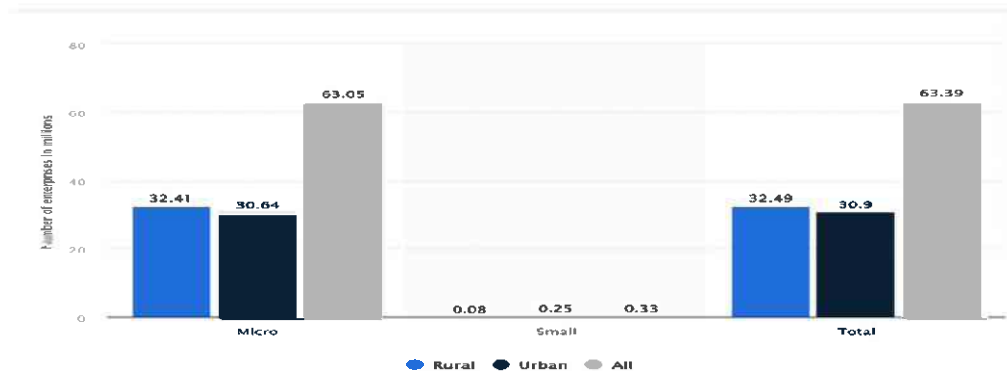
I. Manufacturing Sector	
Enterprise Category	Investment in plant & machinery
Micro Enterprises	Does not exceed twenty five lakh rupees
Small Enterprises	More than twenty five lakh rupees but does not exceed five crore rupees
Medium Enterprises	More than five crore rupees but does not exceed ten crore rupees
II. Service Sector	
Enterprise Category	Investment in equipment
Micro Enterprises	Does not exceed ten lakh rupees
Small Enterprises	More than ten lakh rupees but does not exceed two crore rupees
Medium Enterprises	More than ten lakh rupees but does not exceed two crore rupees

Status of Rural Entrepreneurship (as per 2020)

India's micro, small, and medium enterprise sector, like its population, is second only to China.

The overall number of MSMEs in the country was above 63 million in the fiscal year 2020.

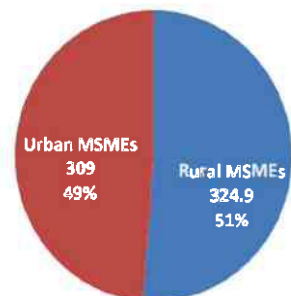
Microbusinesses made up the majority, with a higher percentage in rural areas than in metropolitan ones. The majority of the time, businesses were handled by the proprietors with little or no help and a focus on money.



MSMEs are critical to the economy since they contribute to the market and create jobs in the country. During the financial year 2015, MSMEs produced close to 30 trillion Indian rupees in manufacturing output. In the same financial year, the production of the firms contributed over 31% to GDP.

Size of MSME

According to the 73rd round of the National Sample Survey (NSS) conducted by the National Sample Survey Office, Ministry of Statistics and Programme Implementation in 2015-16, there were 633.9 lakh unincorporated non-agriculture MSMEs (excluding construction) in the country engaged in various economic activities. Thirty-one percent of these MSMEs were



found to be in the manufacturing sector, 36 percent in the trading sector, and 33 percent in other services.

Out of the 633.9 estimated MSMEs, 324.88 lakh (51.25 percent) were in rural areas, while 309 lakh (48.75 percent) were in urban areas.

Category distribution of businesses

With 630.5 lakh estimated firms, the Micro sector accounts for more than 99 percent of the entire estimated number of MSMEs. The Small sector has 3.31 lakh estimated MSMEs and the Medium sector has 0.05 lakh estimated MSMEs, accounting for 0.52 percent and 0.01 percent of total estimated MSMEs, respectively.

Employment

According to the 73rd wave of the National Sample Survey (NSS) conducted in 2015-16, the MSME sector created 11.1 crore employment. Out of the 11.1 crore jobs produced, 360.4 lakh were in the manufacturing sector, 387.2 lakh in the commerce sector, 362.2 lakh in other services, and 0.07 lakh in non-captive power generation and transmission.

The micro sector employs 1,076.2 lakh people, accounting for approximately 97 percent of overall employment in the sector. The small sector, with 3.31 lakh estimated MSMEs, and the medium sector, with 0.05 lakh estimated MSMEs, employ 32 lakh (2.9 percent) and 1.8 lakh (0.2 percent) of total MSME employment, respectively. Rural MSMEs accounted for 45 percent of overall employment, whereas urban MSMEs employed 55 percent of total employees.

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
- a lack of information

- a scarcity of raw materials and,
- a lack of security

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)
- National Manufacturing Competitiveness Programme (NMCP)
- Technology and Quality Upgradation Support to MSMEs
- Procurement and Marketing Support Scheme (P&MS)
- Scheme of Information, Education, and Communication

Suggestions

Rather than doing everything ineffectively, the government should encourage private groups and industry associations to play a substantial role in technological advancement and other areas of rural entrepreneurship. For the various categories of assistance to be provided on time, adequate coordination among various organizations such as MSME-DC, NABARD, SIDBI NSIC, NIESBUD, KVIC, and others is required. To overcome their greatest concern, special cells must be established to provide rural entrepreneurs with concessional and easy financing. Taking into account the situation of rural enterprises, the system for assisting should be made simple, clear, and less time-consuming.

Rural businesses should be encouraged and assisted in establishing marketing cooperatives, which are critical in obtaining a reasonable price for their products.

Training programs should be more structural, taking into account rural entrepreneurs' social and economic backgrounds.

Conclusion

Rural entrepreneurship is unavoidable in the country's economic growth and development, particularly in a country like India, where the majority of the population lives in villages. Rural entrepreneurship contributes to the development of underdeveloped areas by creating job possibilities, Stopping rural youth migration, increasing manufacturing output, expanding infrastructure, and raising living standards all contribute to the abolition of poverty. Entrepreneurial activity in rural areas has increased over time, but they are still significantly fewer than in urban areas. According to the most recent survey, rural entrepreneurs hold 51% of Micro, Small, and Medium Enterprises, with the majority of these enterprises being at the micro-level. Since independence, the government has implemented many programs and initiatives to support and develop rural entrepreneurship but has not achieved the anticipated outcomes. To achieve the intended results in rural areas, the government's rural entrepreneurship development plans and programs must be evaluated.

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19. A Study on Problems Faced by Women Entrepreneurs in Mumbai

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Abstract

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

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

Introduction

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

II. Literature review

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

Lall and Sahai, (2008), direct a relative appraisal of multi-dimensional issues and difficulties of ladies business ventures, and privately-run companies. 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 has been gathered from ladies business people working in the 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-owned businesses however they actually have lower status and face more functional difficulties in running business.

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

III. Objectives of the Study

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

IV. Research Methodology

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

Reasons for Starting an Enterprise in India

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

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

Financial Necessity

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

Financial need is consistently the primary goal for a person to fulfil her lower level requirements. It is out of this need that ladies get spurred to dispatch her venture followed by satisfaction of different necessities like wellbeing and security needs, social need and a feeling of autonomy.

Autonomy

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

Self-Actualisation

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

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

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

Education and Qualification

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

Emotional intelligence

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

Multitasking

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

Pain Tolerance

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

Disadvantages of Women Entrepreneurs

- **Family Considerations:** In many societies, ladies are bound to bear a more noteworthy portion of kid raising obligations. Youngsters might request their moms' full focus, which can be really difficult for female business people to manage. Building and maintaining another business requires a lot of time, which might struggle with one's family commitments. Ladies in the present circumstance should offset their day to day existence with their obligations as business visionaries. For instance, guardians can

convey about the need to dedicate some time during the day exclusively on business, while different occasions can be given to family matters.

- **Certainty:** Although all kinds of people can confront issues of self-uncertainty, or need certainty to contend in the business market, men don't experience the ill effects of a similar level of "prejudgment" as do ladies business visionaries. For instance, male business pioneers may not really accept that their female partners can contend or develop to the extent that men can. The premise of these perspectives are generalisations about ladies. Having female guides and partners can assist with imparting self-assurance in your capacities as a female business visionary.
- **Monetary Barrier:** The principal hindrance of female business is the capital financing obstruction. When beginning a business, business people need to arrange cash-flow to get the business "off of the ground." Female business people frequently get their underlying financing from family advances, investment funds and charge cards. Notwithstanding, ladies can get capital from government startup programs, self-financing and investors. At the point when ladies have promising business thoughts, it is less hard for them to get startup capital. Thusly, having strong marketable strategy helps in diminishing the money obstruction for ladies.

Policy for Development of Women Entrepreneurs

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

- A. Vocational training to be extended to women community that enables them to understand the production process and production management
- B. State Finance Corporations and Financing Institutions should permit by statute to extend purely trade related finance to women entrepreneurs.
- C. The financial institutions should provide more working capital assistance both for small scale ventures and large scale ventures.
- D. Making provision of micro credit system and enterprise credit system to the women entrepreneurs at local level
- E. Industrial estates could also provide marketing outlets for the display and sale of products made by women.

- F. A Women Entrepreneurs" Guidance Cell may be set up to handle the various problems of women entrepreneurs all over the state.
- G. Training in entrepreneurial attitudes should start at the high school through well designed courses, which build confidence through behavioural games.

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

Akhila Srinivasan, Managing Director,

Shriram Investments ltd.Ø Chanda Kochhar,

Executive Director, ICICI BankØ

Ekta Kapoor, Creative Director, Balaji Telefilms Ltd.Ø

Jyoti Naik, President, Lijjat Papad

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

Rajshree Pathy, Chairman, Rajshree Sugars & Chemicals ltd. Ranjana Kumar, Chairman, NABARD.

V. Conclusion

Women entrepreneurship is instrumental for accomplishing financial and cultural development. Regardless of comprising around half of the all out populace of India, the financial cooperation of ladies is exceptionally restricted. Ladies business people of India are currently arising in non customary areas. Ladies business people are a heterogeneous portion having different segments, financial and instructive foundations. 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 for far reaching activity intended to counter these difficulties. Ladies business venture is gathered in five states in particular Tamil Nadu, Kerala, Andhra Pradesh, West Bengal and Maharashtra. The arrangement and mediations of these states should be investigated so the accepted procedures can be copied in different states. Despite the way that administration has outlined and executed different strong measures, ladies business ventures in India remain alarmingly low. Larger part of the ladies possessed foundations are moved in unregistered areas and consequently can't receive the rewards of government support. Sway appraisal of existing approaches and plans might uncover novel manners by which ladies' business ventures can be sustained. Ladies

business is an assorted and complex space which requires broad and serious exploration attempts for unraveling its elements

VI. Suggestion or recommendations

Job to carry out, taking everything into account. India is a male ruled society and ladies are thought to be monetarily just as socially subject to male individuals. Ladies business visionaries confronted loads of issues like absence of schooling, social boundaries, legitimate conventions, significant expense of creation, male overwhelmed society, restricted administrative capacity, absence of self-assurance and so forth Different variables like Pull and Push factors affecting ladies business people. Effective driving money managers in India. Government makes various strides for the upliftment of ladies business visionaries in the seventh long term plan, 8th long term plan and in the ninth long term plan. Ladies have the expected potential and assurance to arrange, maintain and oversee their own undertaking in an extremely deliberate way, proper help and support from the general public, family, government can make these ladies business persons a piece of standard of public economy and they can add to the economic progress of India. The Government has expanded the significance of ladies by embracing different plans and projects for their investment in financial exercises. As innovation speeds up lives, ladies are an arising monetary power, which can't be ignored by the strategy creators. The world's advanced vote based economy relies upon the investment of the two genders. The review arranged different diary and assets of exploration based on specific boundaries worried about ladies business like sex segregation, individual ascribes, financing difficulties, specialty unit, setting and women's activist viewpoints.

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