

CHAPTER -1

INTRODUCTION

Entrepreneurship has traditionally been defined as the process of designing, launching and running a new business, which typically begins as a small business, such as a start up company, offering a product, process or service for sale or hire. It has been defined as the capacity and willingness to develop, organize, and manage a business venture along with any of its risks in order to make a profit. While definitions of entrepreneurship typically focus on the launching and running of businesses, due to the high risks involved in launching a start-up, a significant proportion of businesses have to close, due to lack of funding, bad business decisions, an economic crisis or a combination of all of these or due to lack of market demand. In the 2000s, the definition of entrepreneurship has been expanded to explain how and why some individuals (or teams) identify opportunities, evaluate them as viable, and then decide to exploit them, whereas others do not and in turn, how entrepreneurs use these opportunities to develop new products or services, launch new firms or even new industries and create wealth.

Women entrepreneurship has been recognized as an important source of economic growth. Women entrepreneurs create new jobs for themselves and others and also provide society with different solutions to management, organization and business problems. However, they still represent a minority of all entrepreneurs. Women entrepreneurs often face gender-based barriers to starting and growing their businesses, like discriminatory property, matrimonial and inheritance laws and/or cultural practices; lack of access to formal finance mechanisms; limited mobility and access to information and networks, etc.

Women's entrepreneurship can make a particularly strong contribution to the economic well-being of the family and communities, poverty reduction and women's empowerment, thus contributing to the Millennium Development Goals (MDGs). Thus, governments across the world as well as various developmental organizations are actively undertaking promotion of women entrepreneurs through various schemes, incentives and promotional measures.

The present study will throw light on a specific section of the working class – the women engaged in food processing. Women have been taking up variety of careers and sources to earn income. Days have gone when they were confined to four walls doing only household chores. Women, in addition to the stereotyped ones, have readily accepted these days challenging careers. One such work is food processing. Many women have been found to use their skills and knowledge about food in productive ways by engaging in food processing. The food processing may be of different types and quantity, but these enterprises have been found to be great success whether attached with home or not. They have obtained a great acceptance among the general masses. Most of the women have parallel household responsibilities. Thus, they adopt unique approach and attitude towards their own work. The present study will help to understand this approach and will throw light on their knowledge, attitude and practices and problems. It will be of great importance as a contribution to database on working women. It will point out as to how these women differ with respect to other working women. The database will be useful in formulating policies and programs for working women. It will show what they need and thus create a base for program planning for government and non government agencies working in the area of women welfare.

1.2 SIGNIFICANCE OF THE STUDY

The crisis caused by the COVID-19 pandemic in 2020 had a great impact on the business activities of the women entrepreneurs. Pandemic protection measures taken to reduce health risks as well as the introduction of restrictive measures have influenced the changes in the scope, manner and organization of business in most small and medium enterprises, including those owned and managed by women.

1.3 SCOPE OF THE STUDY

This researches showed that women bore the greatest burden of this crisis, the aim of the study was to gain insight into the effects of the pandemic on women's businesses as well as balancing between business and family responsibilities of women entrepreneurs in the changed circumstances.

1.4 STATEMENT OF THE PROBLEM

India's first COVID-19 was announced in January 2020 and then followed by the rise in huge number of cases, in March nationwide lockdown was announced by the Government of India. This marked the beginning of various socioeconomic problems across the country. COVID-19 pandemic spread into all areas of business, especially affecting operations in most women led business firms. The pandemic had an adverse effect on all areas of society particularly MSME sector. Women entrepreneurs were the main victims who experienced the negative impact of this global crisis. Women entrepreneurs e suffered in finding market, along with labor problem and then supply. Some of the major issues faced by women entrepreneurs during these tough times are less demand, limited access to market, reduction in number of labors, reduction in salary, shortage of raw ingredients, operational problems, fear, less funds available for Business etc.

1.5 OBJECTIVES OF THE STUDY

- To analyze the problems faced by the women entrepreneurs during the COVID 19.
- To study the reason behind the women entrepreneurs who began new food business during the COVID 19.
- To discuss the strategic measures adopted to overcome the COVID-19 phase.
- To study the awareness of women entrepreneurs regarding the food safety in terms of COVID 19 protocols.

6 RESEARCH METHODOLOGY

1.6.1 Research Design

The study is based on primary data collected from women entrepreneurs through a structured questionnaire

Descriptive Research Design

Research design is the plan, structure, and strategy of investigation conceived to obtain answers to research questions and to control variance.

1.6.2 Sources Of Data Collection

The study is based on data collected from primary and secondary source. The primary data were collected from field survey through direct personal interview with the help of well-designed questionnaire. The secondary data were collected from books, journals, magazines and websites.

1.6.3 Area of the study

Areas of the study has been conducted among the households on Kannur District.

1.6.4 Source of data

Main source of data are primary data and secondary data.

• Primary Data

Primary data is collected from the respondents with the help of a structured interview schedule. A sample 25 parents who were having children in between 3-10 years, were randomly selected from Kannur district for the purpose of this study.

• Secondary Data

The secondary data is collected from books, journals, dailies, and thesis on the related issues. Apart from the secondary data is also collected from internet for getting the data about the various statutory rules and regulations on advertising. The data is also collected from the websites of various food product companies.

1.6.4 Tools of data collection

Questionnaires are the backbone of the survey and include careful planning and execution.

1.6.4 Tools Of Data Collection

- ❖ Simple bar diagram

Simple bar diagram used for the analysis.

1.7 PERIOD OF THE STUDY

This study was conducted 21 days.

1.8 SAMPLING

• Sample Design

The theoretical basis and the practice mean generalizing from the characteristics of a relatively small portion of the population. It is the method by which the sample is chosen.

SAMPLE SIZE:

The study was conduct a sample of 25 respondents.

1.9 LIMITATIONS OF THE STUDY

- Due to time constrains only a limit sample size taken and analyzed still a larger sample size could increase the accuracy in the result
- The area of study is limited to Kannur District only. Hence the result may not be true for other geographical area.
- Quality of information highly depended on the knowledge of the respondent.
- There is only a limited time to collect data for preparing project report.
- The response of the respondents may or may not be genuine.

1.10 CHAPTER SCHEME

- First chapter deals with introduction chapter and includes introduction, Statement of the Problem, Scope of the study, Objectives of the study, Research methodology, Limitations of the study, Chapter scheme
- Second chapter deals with Review of literature
- Third chapter deals with Profile of the study
- Fourth chapter deals with data analysis and interpretation
- Fifth chapter deals with findings suggestions and conclusion