

A Case Study:

A successful women entrepreneur making food products

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ABSTRACT

A case study of a successful woman entrepreneur making food products in Nagpur city of Maharashtra state was conducted. She is 40 years old, educated up to 9th standard, having two daughters. Family is nuclear and having small own house. Her husband is helping her in packing and selling the products without backing. With her own courage, she started her business, borrowing money from bank to over come from the economic crisis. From the business of making and selling food products she built two extra rooms and educating her daughters. She performs all activities related to her enterprise except selling the products. She is running her business successfully but she is facing problem of scarcity of money.

Key words : Food product, Entrepreneur

The entrepreneur is an economic man, who strives to maximum profits by innovation. However, the entrepreneurs are not simply innovators, they are men with a will to act, to assume risk and to bring about a change through organization of human efforts. Entrepreneurship can be defined as a creative and innovative response to the environment. These can take place in variety of fields of social endeavor business, industry, agriculture, social work and a like (Nandapurkar, 1982).

Lalitha Rani (1996), revealed that both men and women of working age constitute the main strength of economic development of nation. Women from an important segment of the labour force and the economic role played by them can not be isolated from the frame work of development as the role and degree of integration of women in economic independence and social status.

In India, women have been considered as a major human resource since women constitute 60 per cent of the rural unemployment and 56 per cent of the total employment (Kala *et al.*, 2002). Human resource management plays a vital role to successful entrepreneurship. As reported by Pujar (1988) in Maharashtra, 48 per cent of women entrepreneurs were manufacturing readymade garments and food articles like potato wafer, pickle, sweet, flour, masala papad and chilly powder.

METHODOLOGY

A case study of a successful entrepreneur making food products of Mrs. Meenatai Satishrao Deshmukh from

Nagpur city District of Maharashtra was conducted. She was interviewed personally with the help of structured interview schedule. The food product enterprise was selected purposively. In order to know the economics of the enterprise, initial investment, expenditure during one year and income during one year was calculated. Finally, net profit during one year was calculated.

FINDINGS AND DISCUSSION

Mrs. Meenatai Deshmukh is 40 years old, living at Bajajnagar plot no. 50, Nagpur. She is educated up to 9th standard, having two daughters. Her family is nuclear. She has her own house. Her birth place is Honala, District Buldhana. Her father is very rich person. She was married to Shree Satishrao Deshmukh, who was educated only up to 9th standard. At the time of marriage, he was working under a contractor. Now a days, he is doing nothing so that he is helping Meenatai for selling and packing the products.

Six year after the marriage, her-in-laws separated them from their family. At that time, her husband also left the job. Due to economic crisis, she decided to start making and selling of wafers, papad, sandage and wada. She started her business in 1994 on a small scale. Nowadays she is making variety of products like mungwadi, masala mungwadi, sabudana papad, sabudana chakali, potato wafers, potato papad, poha papad, lasun papad, jawar papad, rice chakli, shewai, sandge, turmeric powder, chilly powder, different types of masala, dahi mirchi, palak papad, pickle, jam, jelly etc. She also makes chiwda and sweets as per the order from the people. She