

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 9<sup>th</sup> 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 overcome 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 9<sup>th</sup> 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 9<sup>th</sup> 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

registered her enterprise under a name Anjali Grugha Udyog.

To run the enterprise, she always finds scarcity of money. She borrows money from Mahila bank, Canara bank, Suvarna Jayanti Rojagar Yojana and State bank of India. She is very sincere in repayment of the loan. She purchased one refrigerator, grinder and mixer which she requires for her business. She also installed a flour mill in front of her house, for which she appointed a person to look after. She constructed extra two rooms from her savings and giving education to her daughters. Quality of her product is good and her relations with the customers are also good, so that she gets orders at home only. Her product has a demand in a supper markets. Two times she got the award of successful entrepreneur.

She is the only person in her family who looks after all the activities like, making the product, getting orders, drying the products, storage and packing of the products. She has been shouldering responsibilities of marketing the products, attending entrepreneurs meetings, borrowing loan and refunding it and exhibit the product in to the exhibition. She is not only taking care of her enterprise but also performing all activities related to child and home care. She is spending 7-8 hrs. on entrepreneurial activities. Her husband helps to sell the products.

Table 1 illustrates that the entrepreneur has invested Rs. 2000/- as an initial investment in 1994 for the purchase of raw material (Rs. 1000 /-) and to purchase some equipments (Rs. 1000 /-) for her enterprise.

**Table 1 : Initial investment**

1. Equipment purchasing	Rs. 1000
2. Purchasing raw material for different products	Rs. 1000

It is evident from Table 2 that total expenditure during one year was Rs.52,000 /-, out of which she spent Rs. 25,000 /- towards the purchase of raw materials to make the products. She paid Rs. 12,000 /- for electricity and Rs. 5000/- each on packing materials, transport and labour

**Table 2 : Annual expenditure pattern of woman entrepreneur**

Expenditure	Amount (Rs.)
1. Raw material for products	25,000
2. Packing material	5,000
3. Transport	5,000
4. Electricity	12,000
5. Labor payment	5,000
Total	52,000

charges within one year .

Table 3 shows income during one year . She gained the amount of Rs. 35,000 /- from selling of papad, wafers, kurdai, wada etc. She also sold the products like chilly powder, turmeric powder and different types of masala, which she earned Rs. 22,000 /-. by selling of pickles, jam and jelly she earned Rs. 20,000/- and by selling of chiwada and sweets she earned Rs. 18,000 /- and grinding flour on grinder she earned Rs. 5,000. Hence total income during one year was Rs. 1,00,000 /- and her net profit was Rs. 48,000/- Net profit during one year = Rs. 1,00,000 – Rs. 52,000 /- = Rs. 48,000 /-

**Table 3 : Annual Income of the woman entrepreneur**

Expenditure	Amount (Rs.)
1. Money from papad, wada, kurdai, wafers etc.	35,000
2. Money from different masala, chilly powder, turmeric powder etc	22,000
3. Money from pickle, jam and jelly	20,000
4. Money from chiwda and sweets	18,000
5. Money from grinding flour on grinder	5,000
Total	1,00,000

From the savings of this enterprise, she is fulfilling her daily needs and her daughters are taking higher education.

### Conclusion:

The study thus concluded recorded that Mrs. Meentai S. Deshmukh is a successful entrepreneur making food products. Woman entrepreneur that is a lady without taking any kind of help from any body can run a business of making and selling of food products because of her hard working ability, devotion to her work and strong self-confidence. This case also proves that a housewife can shoulder responsibilities of the family and bring up her children in good manner. The results are in line with the Soundarapandian (1999). She opined that if mother is an entrepreneur, her children may acquire better education, get clothing and medical care.

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