

FOOD MOOD-THE CAKE SHOP: A CASE STUDY

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ABSTRACT

The position and status of women in any society is an index of its civilization and progress. Women are equally competent in running business but still lacks behind in spite of women empowerment movement in our country, there are social, cultural and economic hurdles in the way of women entrepreneurship and the major problem is lack of entrepreneurial environment. In spite of having the potential and talent, women are deprived of opportunities, information and education. A role of modern women is not confined to the traditional role as a mother and housewife; it has and is undergoing changes. As woman gets educated she begins to think of herself as an independent person, she becomes aware of her own identity, potentials and decision making capabilities.

The case mentioned below is of a women entrepreneur from Kolhapur, Maharashtra. It highlights the status of women entrepreneur. The challenges and barriers faced by her, when she ventured out to carve her own niche in the competitive world of business, specifically in obtaining resources in the form of funding and societal support. The findings state that the women entrepreneur believed in herself, her ability, persistence and her patient which made her take the things in her stride. The researcher also aims to highlight major issues of women entrepreneurs, identify potentialities of enterprising women who are successful and make them a source of motivation for other women to take up entrepreneurship.

'Every day is a new opportunity to get up and do it better than yesterday'!

KEYWORDS: *Entrepreneurship, Women Entrepreneurship, Persistence, Entrepreneurial Environment.*

Introduction

Across the world, entrepreneurs have been considered instrumental in initiating and sustaining socio-economic development both in developed and developing countries. It is a common assumption that majority of women in India are economically non-productive as they are not involved in activities that are financially remunerative. But this trend is gradually changing. Women across regions have started showing interests to be economically independent and are putting their steps at par with men in the field of business. Today business is built around human capital and women are one of the valuable factors. A women entrepreneur is a person who is an enterprising individual with an eye for opportunities and an uncanny vision, commercial acumen with tremendous perseverance and above all a person who is willing to take risk with the unknown because of the adventurous spirit she possesses. The emergence of women entrepreneurs and their contribution to the national economy is quite visible in India. The glass ceilings are shattered and women are found to be indulged in every line of business from papad to power cables. The challenges and opportunities provided to the women of digital era are growing rapidly that the job seekers are turning into job creators. They are flourishing as designers, interior decorators, exporters, publishers, garment manufacturers and still exploring new avenues of economic participation. It is high time that the country should rise to the challenge and create more support systems for encouraging more entrepreneurship amongst women

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