



The Profile of Enterprise Run by Womens in Kota, District of Rajasthan

The present study was conducted with objective to draw to the information the profile of innovative women entrepreneurs based on their personal and business characteristics. Data are compile form a sample of 300 women entrepreneurs in Kota Rajasthan. The study found that Kota Rajasthan women entrepreneurs were hard working, determined and goal oriented even though they faced a to off problems in managing their business. They were successfully running their enterprise with support from family.

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Introduction :

Women entrepreneurship is the process where women organize all the factors of production, undertake risks, and provide employment to others. Women entrepreneurship plays an imperative role in the growth of any society development of entrepreneurship culture and qualitative business development services are the major requirement for industrial growth. Entrepreneurship emerges from an individual's creative spirit into long term business ownership, employment creation, capital formation and economic security. Entrepreneurial skills are essential for industrialization and for alleviation of mass unemployment poverty.

Women entrepreneur constitute 10 % of the number of the number of entrepreneur in the country. This has been a significant growth in self-employment of women with women now starting new ventures at three times the rate of men. They constitute 50% of the population of our country with a lower literacy rate than men. This statistical fact indicates that for the economic growth of the nation, women should not be encouraged to make their share of economic contribution towards the country.

As women in developing countries acquire competence and experience, and as the artificial barriers to their full participation in the economic life of their communities gradually fall, the integration of feminine values into the workplace should create a more humane and balanced work environment. Because of their unique leadership style, women-run enterprises generally provide a caring, cooperative work environment in which individual growth and development are fostered. At the same time, women's ways of leading are proving themselves particularly effective in today's turbulent economic world.

Objective of study :

To study the profile of enterprises run by women in Kota Rajasthan.

Methodology :

The study was conducted in Kota district of Rajasthan. The study area a number of women entrepreneurs are pursuing a varsity of activates such as tailoring, handicrafts and selling of garments productions.

In the present study 300 women entrepreneurs were selected by randomly sampling. Questionnaire techniques were used for investigation. It consisted of questions pertaining an details of business activates, socio- economic profile, experience of the women entrepreneur who is engaged with her own entrepreneur or is engaged families business.

The data were analyzed through categorization, scoring and in percentage for statistical treatment in focused of the objectives of the study.

Results and Discussion :

To determine the problems of women entrepreneurs, it is important to study the profile of enterprise operated by the women.

It can be observed from table no.1 that 63 percent of enterprises were production unit, 37 percent women were exchange units and run their enterprise.

Table 1 : Type of Enterprise

Type of enterprises	No.	Percentage
Production unit	189	63%
Exchange unit	111	37%
Total	300	100

Table 2 given above shows the nature of problems faced by women entrepreneurs. Out of the total, 22 percent faced customer problems, majority i e. 28 percent found

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Type of Enterprise

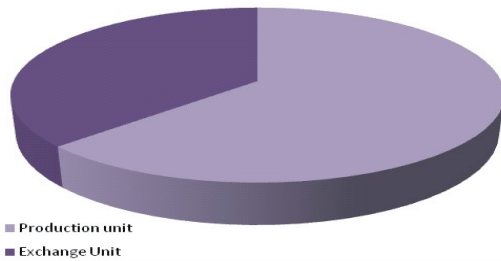


Table 2 : Difficulties faced before starting enterprise

Difficulties	No.	Percentage
Family	42	14
Financial	84	28
Employees	9	3
Raw material	36	12
Lack of education	36	12
High cost of production	27	9
Transportation	-	-
Technical	-	-
Machinery	-	-
Land	-	-
Building	-	-
Customers	66	22
Market	-	-
Total	300	100

finance as their major hurdle. There for only 3 percent had employees related issues, 12 percent women's had lack of education and equally result 12 percent had problems in getting raw materials whereas considerable 14 percent had family related issues. And few 9 percent women had high cost of product as the major problem.

Table 3 : Type of Organization

Type of organization	No.	Percentage
Public	6	2
Partnership	39	13
Co-Operative	30	10
Joint family	21	7
private	51	17
own	153	51
Total	300	100

Types of Organization

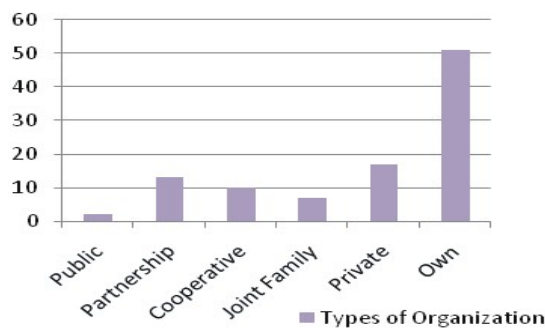
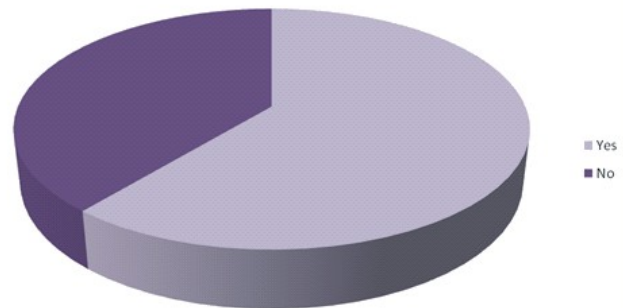


Table 3 show that 51 percent women have their own organization, whereas 17 percent women were run their private enterprise, some of women were partnership organization which was 13 percent, 10 percent had co-operative enterprises or very few 7 percent women were joint their family business and 2 percent responded public organization.

Table 4 : Financial help needed for starting business

Financial help needed for starting business	No	Percentage
Yes	183	61
No	117	39
Total	300	100

Financial Need

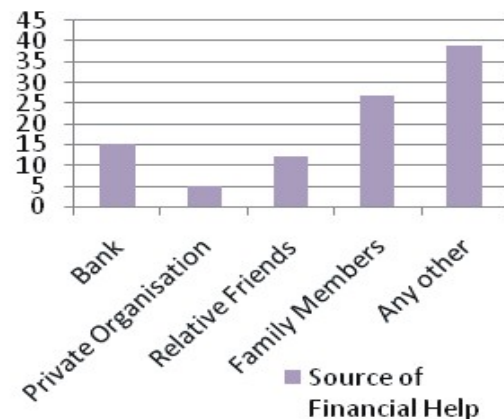


On analyzing the results as seen in table 4, it was found that 61 percent of women entrepreneurs got the financial help for starting business, whereas 39 percent of them denied any such help.

Table 5 : Source of financial help

Source of financial help	No	Percentage
Government	-	-
Bank	45	15
Private organization	15	5
Relative friends	36	12
Family members	81	27
Any other	6	2
Nil	117	39
Total	300	100

Source of Financial Help



The table number 5 show that 27 percent of women had taken financial help from there family members and 15 percent women go for a bank loans. Other 12 percent women entrepreneurstook financial help from relatives / friend, 5 percent womentaken help from private organization. Only few women took any other options for financial helpand largenumbers of women entrepreneurs did nottook any financial help for anywhere i e own their resources.

Table 6 : Satisfied with transportation facility

satisfied with transportation facility	No.	Percentage
Yes	264	88
No	36	12
Total	300	100



A majority of the level 88 percent women entrepreneurs responded that they were satisfied with transportation facility, only 12 percent as evident from table were found not satisfied with the facilities.

Table 7 : Reason why your product is preferred by costumers

Reason of product is preferred by costumers	No.	Percentage
Quality	153	51
Brand/ Mark	51	17
Good will	72	24
Any other	24	8
Total	300	100

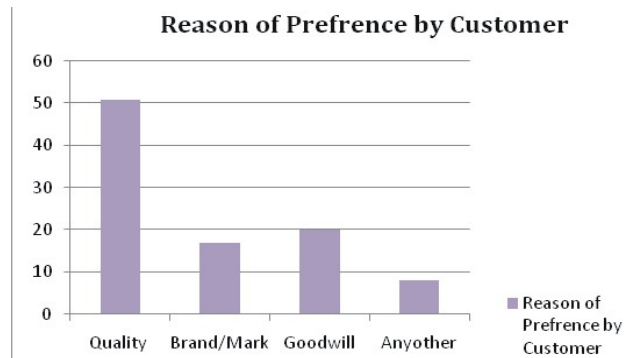


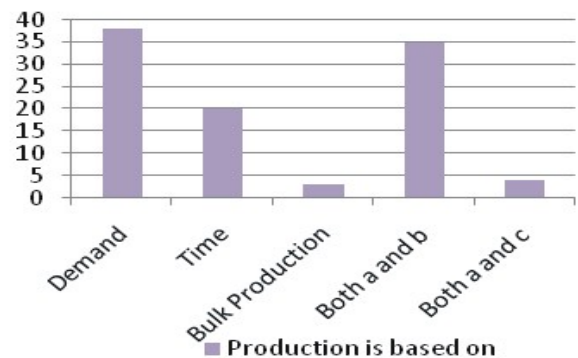
Table number 7 reported about the reasons of products preferred by costumers. Maximum 51 women entrepreneurs

were respondent their quality of products, whereas 24 percent women entrepreneurs selected their good will good in a market, 17 percent responded that they have a brand and mark were sufficient for product preferred and just a only 8 percent of women were responded they have no any others reason for product is preferred by costumers.

Table 8 : Production is based

production is based	No.	Percentage
demand	114	38
time	60	20
Bulk production	9	3
Both a, b	105	35
Both a, c	12	4
Both b, c	-	-
All a, b and c	-	-
Total	300	100

Production is based on



It can be observed from table 10 that 38 percent women entrepreneursresponded that their product is based on demand and the closely result 35 percentage women took demand and time, 20 percent women were chose their production on a time. And the remaining 3 percent women respond that their based is on demand and bulk production of their enterprises.

Table 9 : Product selling type

Product selling type	No.	Percentage
Own	150	50
Wholesalers	84	28
Retailers	66	22
Total	300	100

Product Selling Type

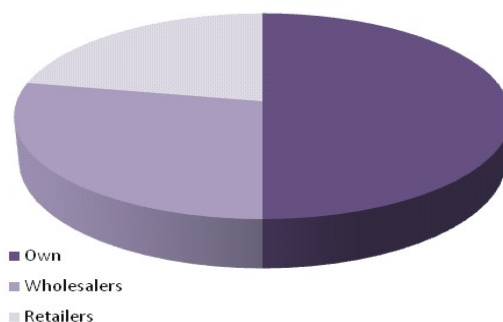


Table number 9 gives information about product selling or marketing strategy by women entrepreneurs. 50 percent of the entrepreneurs is own selling. Only 28 percent give their product to the wholesalers for sale of their product, whereas 22 percentage to the retailer product selling.

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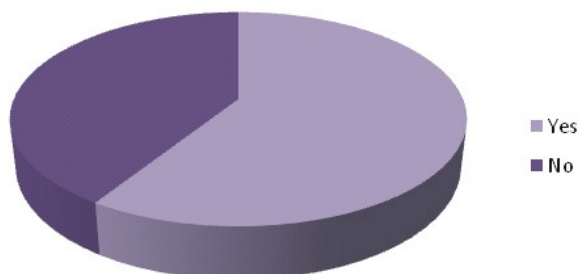
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Table 10 : satisfied with profit margins

satisfied with profit margins	No.	Percentage
Yes	177	59
No	123	41
Total	300	100

Satisfaction with profit margin



It can be observed in result from table 10 below that almost half i.e 41 percent of women responded were not satisfied with profit margins, and 59 percent were found to be satisfied with the profit margins.

Table 11: profit affected due to bargaining by customers

profit affected due to bargaining by customers	No.	Percentage
Yes	222	74
No	78	26
Total	300	100

Reason for affecting profit



It can be noticed from table number 11 given below that as high as 74 percent of women responded that their profit affected due to bargaining by customers, 26 percent responded bargaining by customers have no role in profit.

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To Study About The Effectiveness of Yoga / Exercise on Menstrual Cramps

In this present study, the purpose is to observe the effectiveness of yoga/exercise on menstrual cramps. A sample of 25 women was selected. The locale was confined to Meerut city. So after this research the result showed that yoga is very helpful and effective to relieve menstrual cramps.

DR. SHWETA TYAGI

Introuction :

Yoga, an ancient system of healing, exerts a positive influence on health and well-being, by changing the way we think, feel and respond to life situations. Yoga is also an alternative therapy for relieving pain and fatigue.

A woman's menstrual cycle is often linked to her emotional well-being. Many also believe that one must avoid exercising during periods. But how true is this claim? Should a woman actually take a 4-6 day break from workouts every month.

Everyone is aware of the basic, ground benefits of regular exercise. It helps in regulating healthy blood pressure, keeps the heart healthy, conditions and tones muscles, helps in joint flexibility - all while helping healthy weight control. Exercise also keeps a host of lifestyle diseases at bay, and is a known way to fight and recover from life-threatening serious illnesses as well. But exercising, while menstruating, is proven to be even more beneficial. A moderate intensity workout helps in alleviating cramps (also known as dysmenorrhea) and also keeps the feeling of bloating at bay. From Day One until the menstruation ends one should stick to the practice of those asanas that help women keep healthy and that do not create an obstruction to the menstrual flow. Those asanas have to be selected which do not make her run out of energy or bring any hormonal disturbance.

The standing forward extensions (uttistha paschima pratana sthiti), such as Uttanasana, Adho Mukha Svanasana, Prasarita Padottanasana, Parsvottanasana preferably with the head supported help during menstruation. In order to soften the abdomen one has to first do the concave back movement before going to the final posture.

Ardha Chandrasana and Utthita Hasta Padangusthasana II, help to check the heavy bleeding, back-ache and abdominal cramps.

Dr Archana Dhawan Bajaj, Consultant Obesity/Gyne, Fertility and IVF Expert at Nurture, New Delhi, says (about the relationship between exercise and menstruation cycle): "A menstrual cycle can be divided into six different phases. On an average, the first three are related to changes in the lining of the uterus and the final three are related with the processes occurring in the ovary. As a physiological effect of menstruation, one might feel tired, fatigue, depressed and more prone to acne. This makes the menstruation period an uneasy time. Therefore, an increased intensity in strength training is beneficial during the menstruation: Since the metabolic rate lowers during menses, hence one should increase their exercise and calories intake by 20-25%."

Other than this, exercising or doing yoga during your periods also helps in effective blood circulation, thus relieving headaches and other aches and pains caused by the blood loss and iron depletion. In some, exercising regularly also helps in curbing the insatiable craving for junk food.

Hypothesis :

(1) There is significant difference between the effects of yoga/exercise on menstrual cramps.

(2) Yoga/exercise during menstruation is helpful in relieving menstrual cramps.

Method :

Sample :

Sample was selected from territorial boundaries of Meerut city. The sample consisted of 25 subjects.

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Tools of the Study :

For the purpose of present study, one tool will be used as given below: The questionnaire on the effect of stress and painkiller on working women.

Procedure :

To collect the real facts, contact was established with them. After making instructions clear to them they were asked to fill the questionnaire. For the purpose of data collection there are total 50 questions in questionnaire researcher figure out some questions related to the effect of stress and painkiller on working women. Data has been analysed by chi-square. On the basis of that questions, researcher scored them to count total number of 'yes' response and 'no' response. It is ensured that each subject has responded to each of the item. At the end scoring was done with the help of manual.

Interpretation :

After the calculation the total score of knowledge of painkillers according to all the dimension 13 out of 25 women did not know the effect of painkiller they use to consume during menstruation to relieve the abdominal pain and rest 12 were, aware about its result on health, which indicated that from the selected data only 48% women scored high in 'no' response that means less women score knowledge of effect of painkillers.

Result and Discussion :

Table 1 : Total Percentage of Women doing Yoga / Exercise to Relieve Menstrual Cramps

Variable	Yes	No
Women doing yoga/exercise	44%	56%

Table 1 indicates that 56% women do not do yoga/exercise to control their menstrual cramps. And 44% of women do yoga to relieve menstrual cramps. So we find that the percentage of women who do not do yoga/exercise to control menstrual pain is higher. Researchers found that yoga/exercise have a great impact on menstrual cramps. So the percentage of women should be increased who believe in yoga/exercise to control abdominal pain during menstruation.

According to The New York Times, gentle and restorative yoga poses, along with meditation help to ease cramps, pain and mood dysfunction during menstruation. Currently there is no medical or scientific literature that deems any yoga pose dangerous for menstruating women.

Conclusion :

(1) It is concluded that yoga/exercise is very helpful to control abdominal pain during menstruation.

(2) According to the percentage fewer women do yoga/exercise to relieve menstrual cramps. So this percentage must increase.

(3) Women doing yoga/exercise finds it helpful controlling abdominal pain. So they don't use drug/medication which is good for health.

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