



WOMEN'S ENTREPRENEURSHIP THROUGH HOME SCIENCE EDUCATION

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ABSTRACT: -

Women Entrepreneurship is considered as an important tool in eradicating poverty and unemployment. Women play an important role in economic welfare of the family. Education for women's development should include education self-reliance, personal development, social development, productive capacity. Home Science education not only gives degree but it is designed to develop all parameters, personality, socially and economically. Home Science provides over all development, employment and income earning opportunities. It provides opportunities for wage and self-employment. Home Science education through, one can open their own units and earn money-like printing, dyeing, surface ornamentation units, bakery units. Home Science education provides a way to women for make their own business. Home Science education has proved that women along with being home maker, she can be a teacher, dietician, designer, administrator, entrepreneur, craft maker, and optimistic. Home Science education utilizes and proves the women's potential in day to day life.

Key Words: -Entrepreneurship, Home Science, surface ornamentation, development, women.

Introduction:-

The word 'entrepreneur' is derived from the French word 'enterpredre' which means to undertake. In early 16th, the Frenchmen who led military expeditions were referred to as "entrepreneurs". The term 'entrepreneurship' refers to the functions performed by an entrepreneur. It is the process involving various actions to be undertaken by the entrepreneur in establishing a new enterprise.

Importance of Women Entrepreneurship:-

Women are trying their level best to attain quality of opportunities in various ways which are different over the time and among societies. Women entrepreneurship enables to pool the small capital resources and skill unavailable with women. Entrepreneurship is suitable to women and it is possible to do work when she has free time. Self-employed women has no restrictions and time bound work which makes it easy for her to manage the responsibilities of work, home and child at a home. Women play an important role in economic welfare of the family. It is generally felt that the role of women in traditional societies is just confined to the household management based on traditional values, attitudes and customs.

As per census of India 2011 women constitute 48% of Indians population out of this total 78% engaged in agriculture, 16% in other nonagricultural pursuits with only 6% in household industries. Amongst women workers in rural area 88% are employed in agriculture area as labors and cultivators. In urban area 80% are employed in unorganized sector like household industries, petty trades and service building and construction etc.

Women are actively participating in various agro based and non-agro based enterprise preservation, tailoring, embroidery, knitting, weaning, soap and detergent making, candle making, soft toys making, rakhi making, painting etc.

Meaning of Home Science:-Home Science consists of two words, that is 'Home' and 'Science'. The word Home refers to the place of residence, where the family lives the word 'Science' refers to 'Knowledge' based on facts, principles and laws, by combining these two words. The meaning of Home Science can be derived as application of scientific knowledge in a systematic manner towards improving the quality of Home and family life. Home Science is an art and Science of daily living. Home Science is a composite subject that deals with daily life situations. Accordingly it's consists of those areas that are related to our life. Home Science teaching has sustained itself as a major employment sphere in research and in extension of social services.

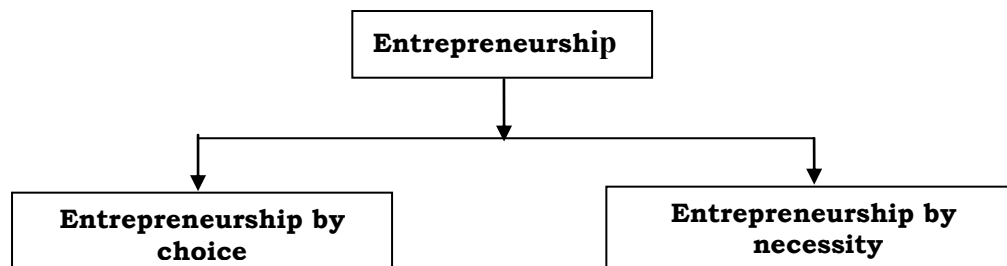
Need of Women Entrepreneurship:-

"Pandit Jawaharlal Nehru" said that, "When Women move forward, family moves and the village moves and the nation moves". Employment gives economic independence to women. The role and degree of integration of women in economic development is always an indicator of women's economic independence and social status. Women Entrepreneur is entitled to necessary backup support of specialized experienced persons the need for

providing proper environment for Entrepreneurship is of vital importance.

Types of Entrepreneurs:-Entrepreneurship are of two types, one is Entrepreneurship by

choice and the other is Entrepreneurship by necessity.



OBJECTIVE OF STUDY:-

- 1) To understand the concept of women Entrepreneurship.
- 2) To study women Entrepreneurship through Home Science Education.

Methodology:- The present study is based on data from secondary sources. Secondary data is obtained from various published and unpublished records, books, magazines and journals.

Review of Literature:-

Accordingly to NamrataKhatri(2017) Home Science Education has released women power on the outside world of work.Home Science education has proved that women along with being Home maker, she can be a teacher, researcher, entrepreneur and administrator. Thus it utilizes and proves the women is potentials in every field of life.

According to Dr.Sudha Babel &Surbhi Sharman (2016), Women fall under the category of excellent skill development category the feedback of the whole training was found to be very fruitful and had applicability for entrepreneurship development. It was also found that rural women were eager to adapt the jute as an enterprise.

According to Seemaprakalpa (2013), Women from average socio-economic back-ground, they are doing effort for earning a living by utilizing resources and it's multiplication for familiar economic security instead of keeping in banks and other saving security providing

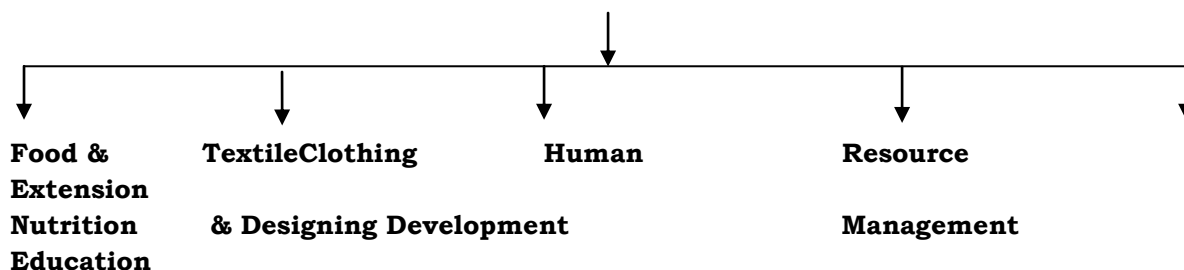
organization. Therefore, Government/ Non-Government/ concerned organization should give emphasis on these kinds of entrepreneurs.

Women entrepreneurs need encouragement and support from their families, social circles and most importantly the government. Government should make initiations to provide financial supports to women entrepreneurs (Shashtri&Shinha, 2010).

Women need for effective enterprise management a large quantity of cooperation and encouragement in the sphere of activity, at all levels home and in society and from governmental organizations (Rajani and Sarada, 2008).

Home Science Education and Women:-

All over the world, the movement for empowering the women's status has always emphasized. Education is the most significant instrument for women's development should include education self-reliance, personal development, social development, productive capacity. Home Science education is not only developed to educate the girls merely to obtain the degree but also it provide all over development for enhancing earning capability of women's. In Home Science education all aspects of personality and other treads for betterment of life is designed. It is designed to attain the fullest development in all prospects, personality, socially and economically.

AREAS OF HOME SCIENCE:-**Areas of Home Science**

Food And Nutrition:- It deals with nature of food, the constituents of food, food required for the growth and maintenance of body functions, food needs at the different stages of life; preparation of food in a way so as to conserve the maximum Nutritive value and preserve its flavors.

Textile Clothing and Designing:- Textile design is essentially the process of creating designs for women, knitted or printed fabrics or surface ornamented fabrics. Textile designers are involved with the production of these designs, which are used, sometimes repetitively, in clothing and interior decorative items. This domain of Home science focus on the selection, constitution and care of clothing; its effect on the family income. The behavior and chemical nature of different textile. Types of weaves the quality , color , shrink ability & durability of fibers, quality of natural fibers

like silk , wool, cotton, nature of synthetic fiber like nylon, rayon, polyester, decron and orlon etc.

Human Development:-human development enriches emotional relationship among family members, the most important amongst a family are the children.

Resource Management:-It undertakes the study of managing the home economically and effectively. The home implies the basic facts about housing design, furnishing which will save money & labor & methods of getting the maximum work done through the minimum equipment.

Extension Education:-it undertakes betterment of people & for changing their behavior. It is the dissemination of useful research findings and ideas among rural people to bring out desirable changes in their social & cultural behavior.

Job Opportunities in the Area of Home Science:-

Vocational area	Job opportunities after senior secondary	Opportunities of further education	Job opportunities after advanced course
Food and Nutrition	Dietician, Food laboratory aide, dietary aide, food product tester, kitchen food assembler, quality control technician, short order cook, baker helper, waiter/waitress, dining room attendant, cake decorator	Diploma in hotel management and catering, BSc Home Science, diploma from polytechnics/ vocational institutions, diploma in related subjects through distance education	Food technician, dietary assistant, dietetic technician, food technologist, nutritionist, caterer, food service manager, specialty cook, chef
House keeping	Guest service clerk, housekeeping maid, host/hostess, establishment guide, lodging facilities, attendant	Diploma in hotel management and catering, BSc Home Science, diploma from polytechnics/ vocational institutions, diploma in related subjects through distance education	Guest house manager, housekeeping manager, hospitality supervisor, hotel/motel manager, convention coordinator
Interior Designing, Furnishing and Maintenance	Showroom Assistant, Interior Design Aide, Furnishings Sales Associate	Diploma in Hotel Management and Catering, BSc Home Science, Diploma from Polytechnics/ Vocational	Window Display Designer, Interior Design Assistant, Photo- stylist Furnishings Buyer, Housekeeping Instructor

		Institutions, Diploma in related subjects through Distance Education	
Consumer Services	Advisor Consumer rights, Product Demonstrator, Sales representative, Consumer Reporter, Personal Shopper, Staff of Consumer Forum	BA/BSc Home Science, Diploma in Communication and Journalism, Diploma in Public Relations, Diploma in consumer Protection Law	Food\Consumer Products Tester, Product Representative, Public Relations Representative Consumer News writer
Family and Human Services	Adult day care worker, residential care aide, elder care worker, family aide, personal home care aide, home maker's aide	BA/BSc Home science, diploma of Special Educators/ child development Counselors	Social Service technician/Aide, Community Worker
Child development and Education	Pre-school Aide, Family child care provider, recreation aide, teacher Aide	Diploma of Special Educators/Child Development Counselors, Child guidance and counseling certificate course, BSc Elementary Education	Child Day care Supervisor, Preschool teacher, Special Education Aide, After-school Program Supervisor
Fashion Design, Manufacturing and Merchandising	Fashion Design Aide, Fabrics/Accessories Estimator, Sales Associate Costumer Assistant, Employee in a dry cleaning shop, Employee in a garment manufacturing firm, Employee in a textile industry, Employee in an Embroidery unit, dyeing and printing unit	BSc Home Science, Fashion Designing from Institution of Fashion Technology, Polytechnics/ institution	Assistant Designer, Fashion Illustrator, Textile Technician, Computer Imaging Consultant, Merchandise Displayer, Fashion Buyer

Home Science and Woman Entrepreneurship:-

Home science is an interdisciplinary field of knowledge with focus on food and nutrition, fabric and apparel designing, human development, resource management & Extension. Earlier it prepared on industrial obtain recent scientific information to cope with the day to day problems but today efforts are being made to provide facilities to invigorate .the theoretical knowledge of the students through field training & research laboratories so that they are able to launches entrepreneurship programs successfully. Home science can enrich the woman economically and can make them independent as well as self-reliant. Home science education provide skill and knowledge which makes them optimistic. Women / students have confidence to make their own business like craft, soft toy making, Knitting, weaning, open bakery centers, candle making.

Opportunities for Wage Employment:-

- ❖ Staff of consumer organization.
- ❖ Advisor of consumer rights.
- ❖ Sales representative of consumer goods and services.

- ❖ Representative of saving & investment schemes.
- ❖ Employ of saving & investment schemes.
- ❖ Staff in show rooms and furniture, equipment and other household goods, craft centers, production units of household commodities.
- ❖ Employ in nursery school, day care center, crache, balwadi.
- ❖ Caretaker in hotel, office.
- ❖ Laboratory attendants in Homes science colleges & schools offering Home science.
- ❖ Employ in dry cleaning shop.
- ❖ Staff of catering center, dietetic department in hospitals, cafeteria, canteen, food commodity store etc.
- ❖ Employ in a garment manufacturing firm, textile industry, designing unit, etc.

Opportunities for Entrepreneurship/ Self Employment:-

- ❖ Producer of household craft items, decorative articles & creative items.
- ❖ Owner of a nursery school, day care center, crèche, balwadi.
- ❖ Owner of a guest house or paying guest accommodation.
- ❖ Owner of dry cleaning shop
- ❖ Owner of canteen

- ❖ Supplier of packed meals and food services from Home- pickle, papad, other Nutrition's preservative products
- ❖ Owner of bakery, processed and preserved food
- ❖ Manager of outdoor catering service for parties
- ❖ Conducting classes in cooking and soft toys making
- ❖ As a textile designer
- ❖ Fashion designer
- ❖ Tailor and finisher for stitched garments
- ❖ Owner of boutique,
- ❖ Owner of knitting, garments unit, weaving unit and fabric enchainment, knitting, weaving etc.
- ❖ Owner of printing units
- ❖ Owner of different dying units
- ❖ Make different types of fancy door curtains
- ❖ Designer in lace making
- ❖ Retail Bayer
- ❖ Fashion illustrator
- ❖ Merchandiser
- ❖ Fashion stylist

Conclusion:-Entrepreneurship among women, no doubt improves the wealth of the nation. Women play an important role in economic welfare of the family and nation. Home science education provides complete equal access to and control over factors contributing such empowerment. Home Science Education provide different skills, lifelong teaching for self-development, employment and income earning opportunities in different area of home science. It provide opportunities for wage employment and self-employment through home science one can open their own units and earn money like printing units, dying units, knitting and weaving units, surface ornamentation units, boutique, owner of bakery. Home Science education provide a way to women for make their own business. Home Science Education has proved that women

along with being home makers, she can be teacher, dietician, designer, administrator entrepreneur.

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