

Women Entrepreneurs in Food sectors

Ms. Poornima

India is a vast country with an estimated population of about 1.21 billion of which nearly half are women. Entrepreneurship amongst women in India is relatively a recent phenomenon. Various programmes are being conducted to improve the status of women, their access to resources and so on. But peripheral interest has been shown in developing a realistic and well-designed plan and programme for promoting women entrepreneurs. For the longest time in History, women have been synonymous with cooking and vice versa, but only in the domestic confines.



Some women chose to fight the existing scheme of things and step out in domains prohibited to them, and some chose to revolutionize the face of food altogether. In this decade many women entered into the big enterprises and proved their talent with their competencies and capabilities. Women in India are potentially competing with men in almost all the sectors of the economy and Food sector is one of them. In food sectors, women work in many domains with different positions like INDRA NOOYI, who is the CEO of PepsiCo, Rashmi Daga-Founder and CEO of Fresh menu, Nishamadhulika- who runs the most subscribed cooking channel on you tube, Patricia Narayan- director of Sandeepa chain of restaurants etc.



Women participate very little in entrepreneurship, despite some progress being made in women's literacy rates. Only two percent of all entrepreneurs were women in 1971. In the modern era, it has now climbed by almost 10 %. Women Entrepreneurs may be defined as the woman or group of women who initiate, organize and co-operate a business enterprise. Government of India has defined women entrepreneurs as an enterprise owned and controlled by a woman having a minimum financial interest of 51% of the capital and giving at least 51% of employment generated in the enterprise to women. Majority of the women entrepreneurs are involved only in the micro enterprise. There has undoubtedly been a qualitative movement in women entrepreneurs over the past 20 years, moving from low-cost, low-tech domains to high-cost, high-technology, and more respectable business fields.

It is well known that women business owners are effective catalysts for societal upheaval and potent tools for the economic development of any country. There has undoubtedly been a qualitative movement in women entrepreneurs over the past 20 years, moving from low-cost, low-tech domains to high-cost, high-technology, and more respectable business fields. It is well known that women business owners are effective catalysts for societal upheaval and potent tools for the economic development of any country. For the longest time in History, women have been synonymous with cooking and vice versa, but only in the domestic confines. Some women chose to fight the existing scheme of things and step out in domains prohibited to them, and some chose to revolutionize the face of food altogether.



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Ms. Poornima is currently working as an Assistant Professor in the department of Nutrition & Dietetics, Geeta University, Panipat Haryana. Her area of specialization is Food Science & technology/Food & Nutrition/Nutrition & Dietetics. She has completed M.Sc. in Food technology from GJU HISAR, Haryana, and pursuing Ph.D. in Food & Nutrition), BPSMV, Khanpur Kalan, Sonipat. She has presented research papers in more than 12 international and National conferences and published in more than 6 in national & International Journals. She is Life time member of ASSOCIATION OF FOOD SCIENTISTS & TECHNOLOGISTS (AFSTI), CSIR-CFTRI, Member of IEDC in University, Member of university website committee, and Mentor of Graduation students.