



# WOMEN ENTREPRENEURSHIP: With special reference to Shri Mahila Griha Udyog Lijjat Papad.

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**Abstract:** *Women entrepreneurship has been recognized as an important factor of economic development. Women entrepreneurs can originate new jobs for themselves and others. However, they still represent a minority of all entrepreneurs. Women are an essential part of key economic activities and for nation development. Women entrepreneurs often face gender-based barriers to starting and growing their businesses, like discriminatory property, matrimonial and inheritance laws and or cultural practices, lack of access to formal finance mechanisms, limited mobility and access to information and networks, etc. Women's entrepreneurship can make a particularly strong contribution to the economic well-being of the family and communities, poverty reduction and women's empowerment. Thus, governments across the world as well as various developmental organizations are actively undertaking promotion of women entrepreneurs through various schemes, incentives and promotional measures.*

**Key Words:** *Women entrepreneurship, dynamics, micro small and medium enterprises, skill development, policy initiatives.*

## 1. INTRODUCTION :

Gender equality is a basic human right, and it is also fundamental to having a peaceful, prosperous world. But girls and women continue to face significant challenges all around the world. Women are typically underrepresented in power and decision-making roles. We believe that healthy, educated and empowered women and girls are agents of change. When women and girls are supported, they gain opportunities to speak up for their rights, and also to advocate for their communities. They are also able to rise in social standing, and they can feed this into future generations. Education is one of the most important means of empowering women with the knowledge, skills and self-confidence necessary to participate fully in the development process.

Empowering women is essential to the health and social development of families, communities and countries. When women are living safe, fulfilled and productive lives, they can reach their full potential contributing their skills to the workforce and can raise happier and healthier children. They are also able to help fuel sustainable economies and benefit societies and humanity at large. A key part of this empowerment is through education. Girls who are educated can pursue meaningful work and contribute to their country's economy later in life.

Women entrepreneurs are those women who think of a business enterprise, initiate it, organize and combine factors of production, operate the enterprise and undertake risks and handle economic uncertainty involved in running it.

World over 1/3 rd of the entrepreneurial ventures are run by woman entrepreneurs. Due to economic progress, better access to education, urbanization, spread of liberal and democratic culture and recognition by society, there has been a spurt in woman entrepreneurship in India.

Special incentives and drives have been created in India to bolster the growth of women entrepreneurs. Schemes like Start-up India and Stand-up also make special case to promote entrepreneurial drive among women. Gradually but steadily, world over, women entrepreneurs have emerged as successful entrepreneurs while earning many accolades for themselves.

According to Schumpeter – “Women entrepreneurs are those women who innovate, initiate or adopt a business activity”.



According to Government of India – “A woman entrepreneur is defined as an enterprise owned and controlled by a woman having a minimum financial interest of 51 percent of the capital and giving at least 51 percent of the employment generated in the enterprise to women.”

According to Frederick Harbison – “Any women or group of women which innovates, initiates or adopts an economic activity may be called women entrepreneurship”.

## **2. Objectives of the Study:**

- To study the dynamics of women entrepreneurship in India.
- To find out the challenges of women entrepreneurship.
- To provide the strategic steps for entrepreneurship development among women.
- To provide recommendations for the policy makers and heads of the institutions.

Shri Mahila Griha Udyog Lijjat Papad popularly known as Lijjat, is an Indian women worker cooperative involved in manufacturing of various fast-moving consumer goods. The organisation main objective is empowering women by providing them employment opportunities. Started in 1959 by seven Gujarati women in Mumbai with a seed capital of only Rs.80. It had an annual turnover of more than Rs.1600 crore in 2019. It provides employment to 45,000 women across the country.

Lijjat was started by seven Gujarati women from Bombay (now Mumbai). The women lived in Lohana Niwas, a group of five buildings in Girgaum. They wanted to start a venture to create a sustainable livelihood using the only skill they had i.e. cooking. The seven women were Jaswantiben Jamnadas Popat, Parvatiben Ramdas Thodani, Ujamben Narandas Kundalia, Banuben. N. Tanna, Laguben Amritlal Gokani, Jayaben V. Vithalani, and Diwaliben Lukka.

The success of the organization stems from the efforts of its member sisters who have withstood several hardships with unshakable belief in the strength of a woman. The Institution will always and ever be grateful to Pitamaha; Late Shri Dattanibapa (Shri Purshottam Damodar Dattani) for his contributions towards the Institution who showed the correct path and guided the Institution till his last breath. Currently Lijjat has branches in 17 Indian States i.e. Andhra Pradesh, Bihar, Delhi, Gujarat, Haryana, Jharkhand, Jammu & Kashmir, Karnataka, Kerala, Madhya Pradesh, Maharashtra, Orissa, Punjab, Rajasthan, Tamil Nadu, Uttar Pradesh, West Bengal.

The “Branch Manager” or “Sanchalikas” of various branches form a central management committee that looks after Lijjat overall activities makes decisions on behalf of all sisters and administers the organization with the help of sisters and employees.

The main Values:-

Shri Mahila Griha Udyog Lijjat Papad is synthesis of three different concepts, namely

- (1) The concept of Business
- (2) The concept of family
- (3) The concept of Devotion

The Management of SMGULP

Current Office - Bearers

Smt. Swati R. Paradkar - President

Smt. Pratibha E. Sawant- Vice-President

Smt. Sharda D. Kubal- Secretary

Smt. Priyanka G. Redkar- Secretary

Smt. Namita N. Sakpal- Treasurer

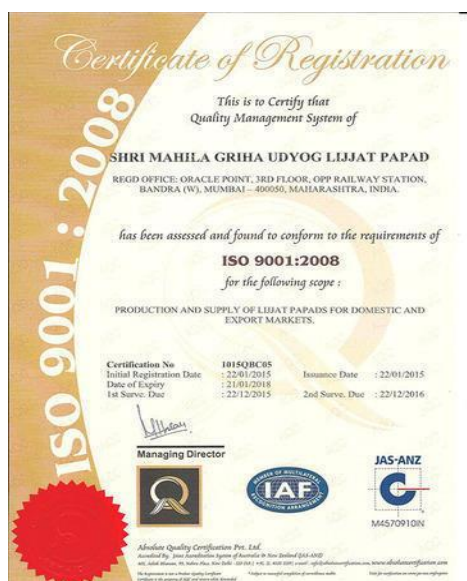
Smt. Sheetal S. Koyande- Treasurer

## **3. The Institution has received many Awards over the years but the few to remember are:-**

- ❖ Lijjat Papad has been chosen as a Power Brand 2010-2011 by the Indian Consumer and received the Award on 4th February 2011 in New Delhi by our President Smt. Swati R. Paradkar.



- ❖ The Economic Times Award given to the Institution for Corporate Excellence; Business Woman Of the on 6th September 2002.
- ❖ At the National Convention on ;Rural Industrialisation held by Khadi & Village Industries Commission
- ❖ along with Ministry of Agro and Rural Industries at New Delhi on 14th March 2003, Institution received
- ❖ the Best Village Industry Institution; award from Honourable Prime Minister Shri Atal Bihari Vajpayee.
- ❖ Received Brand Equity Award at the hands of Honourable President of India Dr. A.P.J Abdul Kalam at Vigyan Bhavan, New Delhi



ISO 9001-2008 certified company

#### 4. Products Lijjat produced different products and the list of the products is as follows:

1. Papad- There is seven varieties of Pap ads for Local Market and fourteen varieties for Exports which is in different flavours like Papad with Udad with pepper, garlic chillies and red chillies, Udad special, Moong and Moong special and Punjabi masala special.
2. Traditional Masala- It includes Standard Chilly Powder, Black Pepper Blendeed Powder, Premium Chilly Powder, Kashmiri Chilly Powder, Turmeric powder, Coriander powder, Black Pepper Blended Powder, Guntur Hot Chilly Powder, Cumin Powder, Black Pepper Fine Powder, Black Pepper Powder and Red Premium Chilly Powder.
3. Ready Mix Masala- It adds wide varieties like Garam Masala, Tea Masala, Sambar Masala, Special Sunday Masala, Shahi Garam Masala etc.
4. Jeera Papad- It is Lijjat's Special papads in long form with Jeera.
5. Appalam- It is specially made from Udad and Rice Powder available in South.
6. Gehu Atta- The gehu atta of Lijjat made from superior quality of wheat.
7. Chapati- The chapaties are made from fresh Wheat Flour available in Mumbai.
8. Detergent- It is available in SASA Detergent Powder, SASA Detergent Cake, SASA Liquid Detergent, SASA Nilam Detergent Powder.

Government both Union and Central have put in a number of schemes exclusively for promotion of women entrepreneurship namely:

- i. Stand-Up India Scheme for Women Entrepreneurs.
- ii. Trade related Entrepreneurship Assistance and Development (TREAD) Scheme for Women.
- iii. Mahila Coir Yojana.
- iv. Mahila E-haat....
- v. Magalir Udavi Scheme
- vi. Prime Minister's Rozgar Yojana (PMRY)
- vii. Development of Women and Children in Rural India (DWCRA)
- viii. Mudra Yojana Scheme for Women



ix. Udyogini Scheme

x. TRYCEM

## 5. Conclusion:

From the above discussion, it is concluded that in developing country like India, SMGULP is a symbol of progress. The managers can pick up an interesting lesson from SMGULP which is holding its core values from the past 56 years i.e. the concept of business adopted by the organization for empowering the women which deals in producing quality products at reasonable price, along with this concept the organization have adopted the concept of mutual family affection, concern and trust and the concept of devotion because the organization is the place to dedicate one's energy for the benefit of all instead of their own benefit. The membership of the organization has expanded from the initial number of 7 sisters under one building to over 43,000 sisters throughout India. Presently, the organization is wide spread with its central office at Mumbai and its 81 Branches and 27 Divisions in different states all over India. With a seed capital of Rs. 80 in the year 1959 Lijjat has an annual turnover of around Rs. 6.50 billion (over 100 million USD) in 2010, with Rs. 290 million in exports. It provides employment to around 43,000 (in 2015) women. The economic empowerment is not only the aim of the organization but it makes the women self-confident and self reliant and uplift their standard of living. "When the women move forward, the family moves, the village moves and the nation move.

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