



INVIGORATING INHERENT CAPACITIES- A STUDY OF WOMANHOOD AND SMALL- SCALE BUSINESSES

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The background

This research paper aims to study the potential of housewives to establish small-scale businesses. From an ancient period, we knew housewives as an individual typically women, who manage household chores like cooking, cleaning, child care, and caring for other family members, etc. Regarding the housewives' perspective of the world housewife means an individual who plays important role in maintaining a home and family responsibilities. In recent years, the perspective of the world and people are shifted towards women's empowerment to explore their potential in different fields including entrepreneurship. This research paper will examine the potential of housewives to establish small businesses containing their challenges, opportunities, their skills, and talents, the paper will also include the success stories of housewives, who have already established businesses. The paper will begin by providing an overview of the challenges that housewives face when it comes to starting a small business, including a lack of access to capital, limited networks, and the time constraints that come with managing a household. It will also examine the benefits that small businesses can bring to housewives, such as increased independence, flexibility, and personal fulfillment.

The elements

Nowadays world's interest is growing in exploring the potential of housewives to establish and run small-scale businesses. This literature review examines different examples in this area and highlights the potential of housewives to become entrepreneurs and discusses the factors that contribute to their success. This literature review aim is to examine the existing research on this topic and also examine key factors which influence the potential of housewives and also help to establish small-scale businesses. In the book, "The Rise of Women Entrepreneurs", the authors Jeanne Halladay Coughlin, Andrew R. Thomas want to explain female entrepreneurs play a very important role in creating wealth and jobs for nations. The author's perspectives are female entrepreneurs are innovations. Female entrepreneurs play a vital role in the economic development of any nation. They are the driving force behind creating new jobs, generating wealth, and stimulating economic growth. Women entrepreneurs have the potential to bring about positive change in their communities and societies around the world. They bring innovative ideas, fresh perspectives, and unique skill sets to the table that can help create sustainable businesses that benefit everyone. By investing in female entrepreneurs, nations can create an environment where everyone has an equal opportunity to succeed and contribute to their country's success.

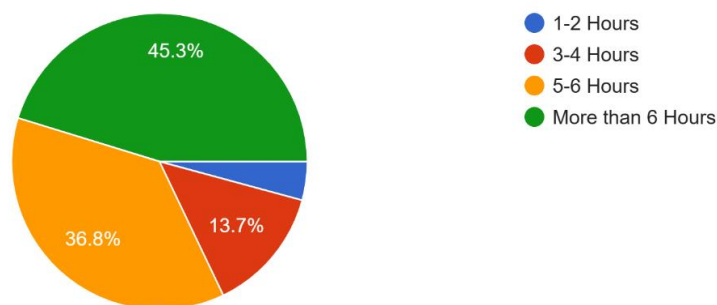
The potential of housewives to establish small-scale businesses has been studied in various academic studies. The success of these businesses is influenced by factors such as education and skillset, social networks, entrepreneurial characteristics, motivation, and government support. These findings can help policymakers and entrepreneurs develop effective strategies to promote and support small-scale businesses run by housewives. The Ministry of Micro, Small, and Medium Enterprises (MSMEs) is playing a vital role in promoting women's entrepreneurship in India. The ministry has launched several initiatives to support women entrepreneurs and help them grow their businesses. These include providing access to resources such as financial assistance, mentorship, training, and networking opportunities. Moreover, the ministry also guides how to start a business and offers tax incentives for start-ups run by women. With the help of these initiatives, the government is helping to create a conducive environment for women entrepreneurs so that they can be successful in their business ventures.

Structure 20 questions were circulated among 100 people, 95 responses were collected through online surveys and 5 responses were collected through personal interviews. Out of those 20-question data analysis and data, interpretation was done on some questions.

Analysis and Interpretation

How many hours do you spend on household chores daily?

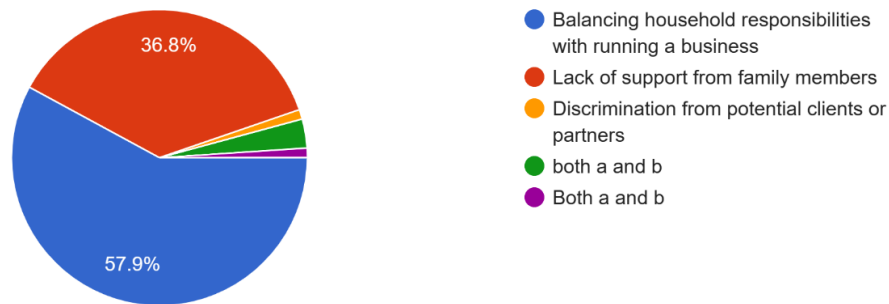
95 responses



The number of hours that housewives spend on household chores can vary greatly depending on various factors, such as the size of the household, the number of family members, the type of household chores, and whether they have any help from other family members or outside services. However, it is common for housewives to spend several hours per day on household chores. From this response, it gets understood that housewives averagely spend 5-6 Hours on household chores and mostly they spend more than 6 hours timing for household chores. By prioritizing tasks, seeking help from family members, taking breaks, and using modern technology housewives can effectively manage stress and workload. This survey understands that most housewives manage by using all approaches like taking help from family members, prioritizing tasks, and taking breaks.

Which of the following is a challenge specific to housewives when establishing a small-scale business?

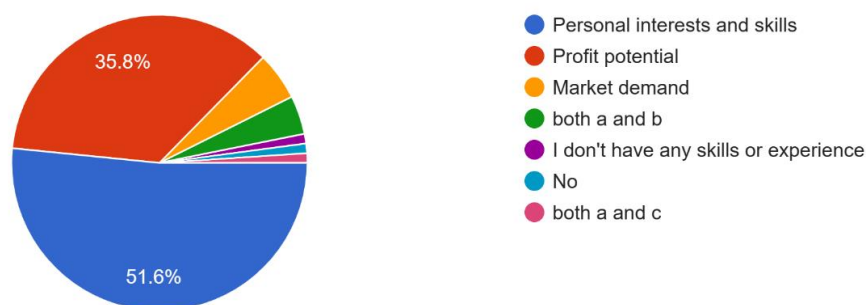
95 responses



This survey understands that many housewives face many challenges while establishing problems like balancing household responsibilities with running a business, lack of support from family members, and discrimination from potential clients or partners. 57.9% of housewives face balancing household responsibilities with running a business and the second result is toward lack of support from family members. Few housewives thought that both options are challenges while establishing a business. Sometimes family does not support housewives and sometimes balancing household responsibilities while running a business is a very difficult task for housewives. Housewives face the challenge of balancing household responsibilities with running a business because they have multiple roles to fulfill, and each role requires a significant amount of time and effort. Running a business requires a lot of dedication, time, and energy, which can be difficult to manage along with the responsibilities of maintaining a home. Housewives typically have responsibilities such as cooking, cleaning, taking care of children, and other household chores. These responsibilities are time-consuming and require attention throughout the day. In contrast, running a business demands a different set of skills, such as marketing, sales, accounting, and managing employees. It can be challenging to balance the demands of the household and the business, especially when both require attention simultaneously.

What is an important factor to consider when choosing a small business idea as a housewife?

95 responses



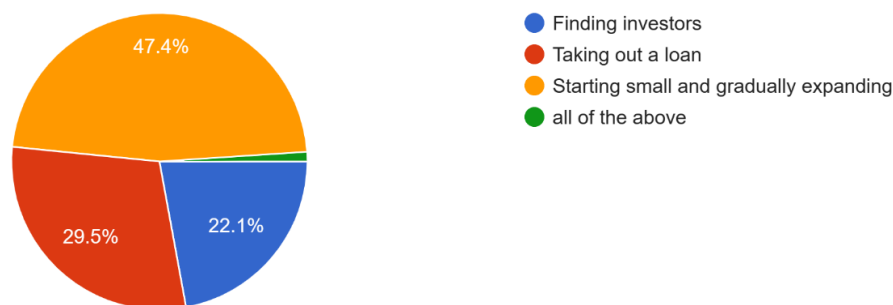
When choosing a small business idea, housewives should consider various factors such as personal interests and skills, profit potential, market demand, and resources available. Each of these factors plays an important role in determining the success of a small business. Personal Interests and Skills: A housewife should consider her interests and skills when choosing a small business idea. Doing what she loves and is passionate about can help her stay motivated and committed to the business. Starting a business based on your interests and skills can be a great way to turn your passion into a profitable venture. By choosing a

business idea that aligns with your interests and skills, you are more likely to enjoy what you do and be motivated to work hard to make it successful. Profit Potential: The profit potential of a business is also an essential factor to consider. It is crucial to choose a business idea that has a significant profit margin and a clear path to revenue. Housewives want to make sure that their businesses can generate enough income to support their families and make it worth their time and effort. Conducting market research and analyzing your competition can help you determine the potential profitability of your chosen business idea.

Market Demand: The market demand for a product or service is also an important factor to consider. Housewives should choose a business idea that has a high demand in the market to ensure a steady flow of customers. Some housewives thought that they should consider both factors which are personal interests and skills and profit potential and some of them think that they should consider personal interests and skills and market demand as well.

Which of the following can help overcome the challenge of lack of financial resources?

95 responses



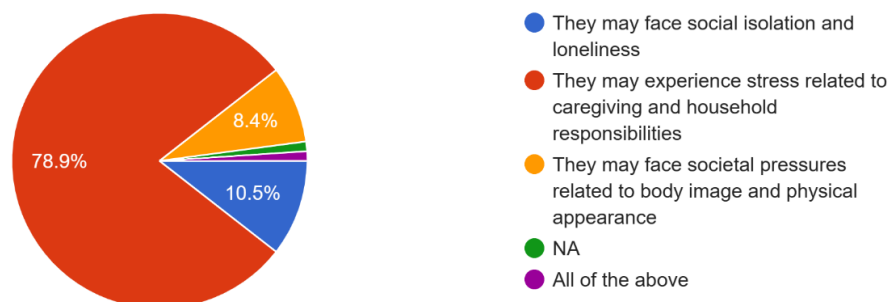
Starting small and gradually expanding can be a helpful strategy for overcoming the challenge of a lack of financial resources. Due to the following reasons – helps to build momentum, reduces risk, allows for experimentation, and helps to attract investors. Taking out a loan can be a way to overcome the challenge of a lack of financial resources by providing access to capital that can be used to start or grow a business, cover unexpected expenses, or pursue other financial goals. Reasons like Providing immediate access to capital helps to build credit, allows for flexibility, and can be structured to meet your needs. It is important to keep in mind that taking out a loan also comes with the responsibility of repaying the borrowed funds with interest. Before taking out a loan, it is important to carefully consider your ability to repay the loan and the potential risks involved. It may also be helpful to consult with a financial advisor or accountant to determine the best course of action for your situation.

Similarly finding investors is also very hard for some points because every investor wants a return on his or her investment. It is hard for housewives to find investors. Finding investors, taking out a loan, starting small, and gradually expanding can all be helpful strategies for overcoming the challenges of a lack of financial resources. Each of these approaches can provide access to capital that can be used to start or grow a business or pursue other financial goals. Finding investors can be a way to secure funding without taking on debt. Investors may be willing to provide capital in exchange for an ownership stake in your business or a share of future profits. This can be a good option for businesses with high growth potential, as investors may be more willing to take on risk in exchange for the potential for significant returns. Taking out a loan can be a way to access immediate capital that can be used to cover expenses or invest in a business. Loans can be structured in a way that works for your financial situation, such as with a manageable repayment schedule, a fixed or variable interest rate, or a specific loan amount. Starting small and gradually expanding can be a way to build momentum, reduce risk, and experiment with different strategies without risking too much money. This can be especially helpful for new businesses or projects that are still in the early stages

of development. Overall, a combination of these approaches can be a smart way to overcome the challenges of a lack of financial resources.

How do social and cultural factors impact the mental health of housewives?

95 responses



Housewives may experience stress related to caregiving and household responsibilities in various ways. Here are some common causes - Overwhelming workload, lack of recognition, isolation, financial stress, lack of personal time, high expectations, criticism, and judgment. This survey understands that many housewives face social and cultural factors that impact their mental health of housewives. Housewives may experience stress related to caregiving and household responsibilities in various ways. By understanding these challenges, spouses, family members, and friends can offer support and help housewives manage their stress and responsibilities effectively. Social and cultural factors can impact the mental health of housewives, including stress related to caregiving and household responsibilities. By understanding these factors, policymakers, healthcare providers, and communities can develop strategies to support the mental health and well-being of housewives.

Conclusions

The potential for housewives to establish small-scale businesses is significant. Housewives possess unique skills and experiences that can be leveraged to create successful and sustainable businesses. The literature suggests that housewives face several challenges when starting and managing businesses, including financial constraints, lack of support, and societal and cultural barriers. Housewives are often seen as the unsung heroes of the household who do not receive recognition for their hard work and dedication. A recent survey has revealed that many housewives spend more than 6 hours a day on household chores, which is a significant amount of time spent on domestic duties. This survey highlights the importance of recognizing and appreciating the efforts of housewives in maintaining a clean and comfortable home for their families. It also brings to light the need to provide support to housewives so that they can manage their workloads more efficiently and have more time for leisure activities. Through this survey, it gets understood that housewives faced balancing household responsibilities with running a business challenge while establishing a small-scale business. This research also helps to examine important factors to consider when choosing a small business idea as a housewife and most housewives choose their interests and skills while selecting a business idea. This research examines that starting small and gradually expanding can help to overcome the challenge of lack of financial resources. This survey analysis that social and cultural factors impact the mental health of housewives as they may experience stress related to caregiving and household responsibilities. However, the literature also highlights several strategies that can help housewives overcome these challenges and establish successful businesses. These strategies include providing access to financial resources and business training, creating supportive networks, and changing societal attitudes toward women entrepreneurs. Overall, the potential of housewives to establish small-scale businesses is promising, and efforts to support and empower them should be prioritized. By doing so, we can create

more opportunities for women to achieve economic independence and contribute to the growth and development of their communities.

Suggestions

1. Research to understand the specific skills and experiences that housewives possess, which could be leveraged to establish successful businesses. This research could help to identify the most promising business opportunities for housewives and help them develop relevant skills.
2. Investigate the financial and non-financial barriers that housewives face when starting and managing businesses. This research could help policymakers and stakeholders identify and address the specific challenges that housewives face.
3. Explore the role of supportive networks, including family members, friends, and business associations, in supporting housewives who are establishing small-scale businesses. This research could help to identify the most effective strategies for building and leveraging these networks.
4. Analyze the impact of cultural and societal factors on housewives' ability to establish and manage businesses. This research could help to identify the most significant challenges and barriers that housewives face and suggest ways to address them.
5. Evaluate the effectiveness of various programs and initiatives that aim to support housewives in establishing small-scale businesses. This research could help to identify the most effective strategies for supporting housewives and inform the development of future programs and initiatives.

By researching the potential of housewives to establish small-scale businesses, we can identify the challenges and opportunities that exist in this area and develop effective strategies to support and empower housewives to achieve economic independence and contribute to their community's growth and development.

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