

Entrepreneurship as a Career Option for Women with Special Reference to Mushroom Cultivation- A Case of Jammu and Kashmir

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ABSTRACT

Entrepreneurship is globally considered to be a crucial and most significant source for generation of employment. The increasing presence of women as entrepreneurs has led to the change in the demographic characteristics of business and economic growth of the country. Women-owned businesses enterprises are playing a prominent role in society inspiring others and generating more employment opportunities in the country. Thus, present research has focused on assessing the state of women entrepreneurs in Jammu and Kashmir. For doing so, the aim of the present research is to analyze Mushroom cultivation as a successful entrepreneurial option for women entrepreneurship in Jammu and Kashmir. Jammu and Kashmir has been a region of abundant natural resources. But its potentials has not been utilized yet owing to some political and cross border issues. It has kept it untouched for both doing business and establishing business. Owing to these reasons, the area has not seen much development when compared to other states and union territories of the country. With the recent steps taken by ruling government of India, the political and cross boarder situations have been improved and stabilized in the area which presented the area with opportunity to grow and develop. This is the time now for the locals, investors, government and various stakeholders around the country to invest and operate in the area. Hence, it is the golden era for establishing entrepreneurship in the region taking into consideration the women entrepreneurs. Mushroom cultivation requires a temperature of 20-30oC and a relative humidity of 55- 75%. The environmental requirements like sunlight and rainfall is not required for mushroom farming. Further, it does not require fertile agricultural land and can be grown indoors as well. Owing to the growth conditions required by mushroom, Jammu and Kashmir emerges as a perfect territory. Further, the investment required in mushroom cultivation is marginal when compared to the associated profits. This will facilitate in improving the economic conditions of the women entrepreneurs. Herein, both primary and secondary data will be used to analysis the situation. Quantitative analysis will be conducted using survey based methodology. Thus, present research has focused on assessing the state of women entrepreneurs in Jammu and Kashmir with focus on Mushroom cultivation in the region.

Keywords: Entrepreneurship, women entrepreneurs, Mushroom cultivation, Jammu and Kashmir

I INTRODUCTION

This article discusses the fact that a strong economy driven by business entrepreneurs needs a variety of help from all partners and together all can shape and bear an incredible monetary background where entrepreneurship can thrive. The partners can incorporate financial backers, investors, clients, providers, specialist organizations, families, and other pertinent individuals. The mentalities at the society level are therefore huge as business entrepreneurs as a rule and Women business entrepreneurs specifically rely upon numerous stakeholders locally. The schooling of Women is viewed as a usable instrument for Women' enablement, likewise, it has between linkage with extra cultural boundaries like business, well-being, populace, and so forth This empowers females to obtain data and innovative awareness, required for developing and refining their work in the applicable fields of business. In like manner, Women's learning is major for them to go up in money-related effectiveness. Despite the linkage of important outcomes and the improvement made throughout the most recent quite a while, Women's capability remains low diverged from men in Jammu and Kashmir. In various places wherever on the globe, it is seen that womenfolk's entrepreneur linkage could exhibit essential foundations of appreciation about

female's free undertaking, and the world over the associations are consistently seen as a basic instrument for their overall turn of events. Baba (2013). The Women face unequivocal impediments like family obligations which need a redressal to give them induction to the same possibilities as men. Likewise, the expanded contribution of Women in the labor force is essential for advancing the situation of womenfolk in the development. Presently days mushroom is getting a lot of mainstream in our nation, have a decent extension for trade. (Baba, Zargar, Ganaie, Yousuf, & Sehr 2010). About 10 years prior, the public authority advanced the mushroom development for protein mal sustenance, creating business and enhancing the pay of the Women, and procuring unfamiliar trade. As a creation of mushrooms requires a little territory and waste materials and it very well may be utilized from various harvest build-ups, so it is extremely modest to deliver profoundly nutritive options of the meat. It doesn't need an exceptionally gifted administrative staff and can be overseen by provincial Women without any problem. Along these lines, rustic Women can be upheld by teaching and preparing them in mushroom creation innovation. (Baba, Zargar, Ganaie, Yousuf, & Sehr 2010)

Another basic issue that has shown up lately is a woman's strengthening. It was tracked down that the money-related fortifying of ladies might get a course in the nation's growth cycle and in this way the debate is of focal standing. Woman kind is considered by the activists, wonders, and social experts as a central factor out in the open unforeseen growth. India is a nation of answers. As per one view, ladies are being cherished as goddesses deprived of whose favors a work can't be begun and on the other angle, they are put in the constraints of four dividers holding them back from getting their genuine possibility. The rural women are much more-less capable than the standard men in India as there is a downside heading of the family towards the teaching of a young woman's young person or them when everything is said in done. The basic piece of women staying in country zones encounters the malicious effects of monetary neediness similarly as from the data destitution. They are the sincere and obliging laborers in our public economy, in any case, there has been certifiable lopsided by underestimation of common women part in the formative coordinated effort. Regardless of the way that the women work for an extra period as compared to the men and control basically in the remuneration of the family, they are not seen as gainful works. They stay as a quiet force who battle to satisfy their family responsibilities from first light to nightfall.

II WOMEN ENTREPRENEURSHIP

Women Enterprise is characterized as an undertaking claimed and constrained by Women having a base monetary interest of 51% of the capital and giving in any event 51% of work produced in the enterprise to Women. The enterprises advanced in India by Women business people, for the most part, are Agarbatti fabricating, Papad making, Embroidery, Handicrafts for trades, Batik Paintings, Apparels producing, Catering administration, Running eateries, café, sweetmeat slows down, soda pop slows down, and so forth, Running crèches, Running instructional exercise classes, typing/shorthand foundations, Florist shops and cleaning, manufacturing Pickle, Running working Women' hotels, and so on Women makeup almost half of the total population. For a long time, women were regarded as homemakers. They were only allowed to conduct family activities in the four dividers of rooms. However, they have now emerged from the four dividers to participate in a wide variety of activities. In showing jobs, emergency clinics, and regulatory agencies, women are treated equally. In western nations Women's business, people take up any movement of their decision like hardware, designing, building development. However, the Indian Women for the most part take up undertakings with ease, esteem things like food things (pickles, papads, eatables) on weaving, crafted works, lunch packages, and so forth They need ability and assets, consolation from

family, and favorable climate to take up difficulties. In this way, the advancement of Women's business people in the nation is of foremost significance for financial developments.

A country with different exercises Importance of Women's interest has been seen in numerous other coordinated cultivating frameworks. Large numbers of the ranchers who are occupied with hydroponics have different types of revenue like pay work, rural firm, manor crop and so forth For this situation, Women assume a significant part in keeping up the cultivating framework. In North-Eastern India, pigfish cultivating is one of the well-known cultivating rehearses, and here too Women assume a significant part in the combination, beginning from the pig support to the checking fish pond. Mushroom-fish integration is another potential incorporated cultivating model where Women can assume a functioning part. Mushroom development requires ideal stickiness for their development and can be developed nearby fish ponds (Chang & Miles, 2004). The paddy straw utilized in mushroom engendering is enhanced in proteins, inorganic supplements, and natural matter and can be taken care of by cows after utilized in mushroom creation. Thusly, cow excrement can be utilized in culture lakes for fish creation. Aside from that cultivation fish integration likewise a significant incorporation model where Women can make a significant contribution.(Chang & Miles,2004).

III SMALL-LEVEL MUSHROOM PRODUCTION UNIT AS A CATALYST FOR THE UPLIFTMENT OF RURAL ECONOMY AND WOMEN EMPOWERMENT

Including India and other agriculture-based economies like us where the greater part of the village agrarian people is made out of the fringe and landless farmers, mushroom creation can be a basic undertaking for work and pay age. Mushroom creation is a beneficial and gainful little undertaking for rural families having low compensation and it can give low upkeep or possibly ordinary work to metropolitan, common, and unimportant people numerous agrarian countries The joblessness is growing too much higher significance in both the making and the made countries which leaves us with the option of autonomous work as the most ideal approach to help the national economy and the public economy all in all. (Nain, Singh, Sangeetha, Chandel, Kumar, & Peer, 2013) The improvement of mushrooms will help with diminishing the shortcoming of provincial people to dejection and build up their occupation through fructification of a nimble wellspring of nutritious food and trustworthy compensation. Mushroom is an indoor yield that is light self-ruling and needn't bother with any rich land for its turn of events. Also, it might be created on a

restricted scale and needn't bother with any impressive cash related hypotheses, thusly making it a potential competitor for the advancement of the monetary condition of farmers, developing neighborhood, youth, and dealing with the issue of unemployment for both the informed and uninformed people from the country and metropolitan organizations and most especially commonplace ladies. Mushroom advancement is a woman's very much arranged pursuit and is a cultivating adventure that can be taken up by them in their unwinding periods without denying their family liabilities (Chang & Miles,2004).Progress of mushroom improvement tries would lighten the strain ashore, increment the load of food, give supporting security, and lead to status upliftment of women by making extra payments. As demonstrated by an assessment; essentially 50% of the prepared landless common ladies having a spot with a course of action station acknowledged the limited scale mushroom creation advancement following the Krishi Vigyan Kendra, an arrangement program was facilitated. It outfitted them with additional remuneration and set up them as a critical piece of the money related formative correspondence. After an arranging program composed by Krishi Vigyan Kendra, Daleep Nagar, about 60% of the homestead ladies in Rudrapur, Aurangabad, socially perceived the mushroom creation model. This endeavor can be included on a low help premise as little upkeep is needed for mushroom progression and can give ladies work in semi-metropolitan and regular locales. In a close to plan, a 54.44 percent meeting level of the reasonable progression of shellfish mushroom was seen in Bhatni, Salempur, and Bhatparrani squares of the Deoria region. The progression of mushrooms ends up being one such microenterprise that has a

potential for monetizable yield even from the use of agrarian waste moreover being ladies all around disposed of Confined degree mushroom creation units can anticipate a tempting part in the food of regular economy through its commitment to food and food security, extra remuneration and work age, public and close by exchanges, and alleviating openings for the arranging and worth augmentation attempts joined to mushroom creation like pickling, drying, chips, and so on.(Nain, Singh, Sangeetha, Chandel, Kumar, & Peer, 2013)

IV OBJECTIVES AND METHODOLOGY

- (a) **Objective** -This farming activity may play a key role without abandoning home obligations for rural farmers. This type of farming is cost-effective, easy, and excellent for rural locations. Mushroom farming has the help enhance rural women's economic and social status. This study aimed to bring about a change in this situation: To evaluate the professional and social suitability as a choice for women with particular reference to champagne farming.
- (b) **Research Methodology**- The relevance of entrepreneurial training programs in developing sustainable and healthy entrepreneurship within the State is more highlighted by these facts. Awareness camps were hosted around the region by the Jammu and Kashmir Entrepreneurship and attended by hundreds of people with special education and education. However, the question is to whether an extent these training programs have achieved their declared objectives.

V DATA AND ANALYSIS

S. No.	Statement	Yes		No		Uncertain		Total
		No	%	No	%	No	%	
1	Mushroom is a Pure vegetarian food	71	71	22	22	07	07	100
2	It has high nutritive value	58	58	26	26	16	16	100
3	Mushroom strengthens our immune system	47	47	28	28	25	25	100
4	It is a profitable enterprises	81	81	16	16	03	03	100
5	Its production helps to use waste farm produce	55	55	29	29	16	16	100
6	It is good for environment	43	43	31	31	26	26	100
7	Mushroom helps in restoring pollution-damaged habitats	48	48	33	33	19	19	100
8	It requires lesser time and space for its production	88	88	10	10	02	02	100
9	It requires less labour	82	82	13	13	05	05	100
10	It requires less capital	78	78	12	12	10	10	100
11	Its processing is very easy	76	76	17	17	07	07	100
12	Fetching high price	90	90	08	08	02	02	100
13	Its recipe preparation is easy	57	57	23	23	20	20	100
	Mean	67	67	21	21	12	12	100

As mentioned, mushroom cultivation has a cultural acceptance. 90% of agricultural women believed that mushroom growing is a paid activity, 80% of rural women said that the cultivation of mushrooms needs less time and space. 82% Agricultural Women thought the minimal requirement for work in the cultivation of mushrooms whereas 81% Farm Women thought that mushrooms were a lucrative company. On aggregate 67% of farm women embraced the production of mushrooms as an occupation to create money Kapoor and Behl (1983) and Chauhan and Sood (1992) Mushroom growth was also stated to be regarded as a feasible and lucrative endeavor, and the experts universally regarded it as a good revenue, job-generating, and agricultural development endeavor. It was established that mushroom farming is a viable activity for the economic empowerment of rural women. Technical knowledge and skill are urgently needed for women to pursue mushroom farming as an income-generating activity to enhance their family's supplementary revenue. Instead, Chiroro (2004) reports that it's a boon to poverty reduction. The growth of Indian agriculture cannot increase without equal citizens for women. Women have a key part in many elements of the farm family compound agricultural system. Hence, it is crucial to strengthen the status of women employed by recognizing them as key economic sectors to boost their growth performance.

VI IMPACT ON THE RURAL ECONOMY AND WOMEN EMPOWERMENT

This restricted scale, low-effort mushroom creation unit has an arrangement of ramifications for the regular economy similar to on-farm ladies' speculation. The going with bits of these effects have been analyzed in detail: Increasing your understanding: The average citizens' availability to get some answers concerning mushroom creation and its sub-parts prompts a satisfactory extension in the database concerning its food respect, various types of mushroom, treating the earth of mushroom, conveying or filling, packaging, fruiting, collecting, and pooling of gathered produces. This will accomplish the improvement of limits and information capacity of the commoners, normal youth, and rural women. The receptiveness to these information bases would in this manner help in the upliftment of the normal economy and the public economy when everything is said in done. Change of quality: There would be an adjustment in the mentality among the normal people towards the improvement of mushrooms. There is general pessimism identified with the creation of mushrooms in the Indian rustic individuals and it isn't all though perceived as a wellspring of food. Through these confined degree creation units, the nation individuals may take up this undertaking and gain it in their food

fondness. These changes in attitude are depended upon to get past this technique. Change in the Living norm of Rural Households: The simplicity restricted degree mushroom undertaking can be taken up as the helper sort of income with the most un-mechanical and monetary hypotheses with an obvious net advantage. This net benefit will be added to the compensation of commonplace families, bringing about an update of their lifestyle, and it will catalyze the headway of rustic ladies' status in the family and, at last, their fortifying. Mushrooms are high in supplements and have mitigating properties. They have a decent measure of dietary fibers, which assists with forestalling diabetes, coronary illness, hypertension, weight, arteriosclerosis, and colon disease. They contain the supplements B and D, which help to forestall sicknesses like beriberi, rickets, corneal vascularization, and others that are brought about by an absence of these supplements. They have certain restorative properties and capacities as an invulnerable modulator, liver protectant, against diabetic, antagonistic to viral and antifibrotic subject matter experts. Through all of these properties, the mushroom can fill in as the experts of good prosperity for the country people which hence suggests that the workforce made by them will reliably be in its incredible state and add to the common economy (Kumar, n.d.)

It was found out after the research that the public authority started a few interest-free Loan Programs to support little and large entrepreneurial exercises among women in the state for independent work and to empower the business age through their endeavors. They are in Promotion of Women in creative Enterprises programs- i. Under this without interest advance of 5.00 lakh per recipient was given to 38 women business entrepreneurs in inventive undertakings. ii. Women Entrepreneurial Development Initiative-Under this without interest advance of 2.00 lakh per recipient was given to 20 women business people from everywhere in the state. iii. Miniature - cred its Enterprise Development Scheme - This program focuses on the least fortunate of the helpless women and young women who will take up little undertakings yet don't have the cash flow to try and start. A sum going from 10,000/- to 30,000/- is given to the recipients as a without interest credit. Women's entrepreneurship is both identified with the situation with females and the situation with the private enterprise, the examination proposes that compounding the aptitudes of women to contribute in the workforce is the need of great importance. Likewise, to propel the circumstance of women in the public eye by growing the probability to take part in entrepreneurship achievements. In any case, more ambushed activities are additionally expected to help women businesspersons and would-be business entrepreneurs. (Wilson, Kickul, & Marlino, 2007)

VII DISCUSSION

In light of their opportunity to impact the country's social and economic growth, more attention is placed on the role of small businesses and the necessity for women's entrepreneurship to be encouraged and promoted. This required the deployment of carefully designed business development programs around the country on an ongoing basis. Indeed, in industrial entrepreneurship, Jammu and Kashmir have no ancient traditions while educating and business young are strongly focused on white-colored employment, notably government occupations. Today's world is changing quickly with innovation advancement, modernization, industrialization, urbanization, and instruction. In this way, business openings have expanded for rustic women. Entrepreneurship advancement of women will improve the abundance of the country by and large and family specifically. Rural entrepreneurship can be created with appropriate ability preparation. Preparing Program on administration ability ought to be given to women local area. Powerful advances are expected to give enterprising mindfulness, direction, and ability improvement programs for women in country zones. Women entrepreneurs are approaching with their inventive and imaginative thoughts for successful new start-ups and accomplishing their dreams and yearnings in a male-dominated society. Notwithstanding a few obstacles like family commitment and financing issues, and so on, women are effectively difficult the world and making their personality. The job of Women business entrepreneurs in financial advancement is currently being perceived and steps are likewise being taken to advance women entrepreneurship. (Wilson, Kickul, & Marlino, 2007) The public authority offices, different associations, entrepreneurship advancement gatherings, and bodies alongside government and our general public should likewise advance and energize it. The new strategy changes and plans uncover that the government is utilizing on ability advancement of women for guaranteeing feasible entrepreneurship improvement in the country (Kumar,n.d.).

VIII CONCLUSION

In the end, it can be concluded from all the above article that, it very well may be reasoned that the minimal effort limited scope mushroom creation unit can assist with supporting the country economy and give strengthening of the provincial women. The incorporation of mushrooms in their day-by-day diet will enhance extra nourishment to the rustic individuals subsequently; will assist them in living a healthy and prosperous life. The health benefits of mushrooms would mean that the workforce is still in top shape, which would be an additional benefit for the rural economy's growth. Since it is a women-friendly business, the extra pay from these units would have a significant impact on the financial

situation of ranch women living in rural areas. Aside from this, a solid lady of a family implies that they can deal with the family and satisfy their duties all the more effectively along these lines would prompt their status upliftment in the house too in the general public. Every one of these together will fill in as a specialist of strengthening of countrywomen. These ease-limited scope mushroom creation units could likewise fill in as hardware for giving independent work in rustic foundations and add to the country's economy. In short, it can properly be said that these units would function as an apparatus for the height of the country's economy and the strengthening of rustic women through the decrease of destitution and improvement.

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