

# ASSESSMENT OF THE NUTRITIONAL AND HEALTH STATUS OF WOMEN ENTREPRENEURS IN FOOD PROCESSING UNITS IN TIRUPATI REGION

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## KEYWORDS

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## ABSTRACT

Food and Apparels are the fundamental needs of every human being. Present in our society every one spending a lot of money for good food and fashionable clothes because of this reason the demand is growing day by day. There is a never ending demand and have a many opportunities from young to old people. Business can be started with less investment in food sector. Hence, many people showing interest to start small enterprises. And especially women are entering into entrepreneurship to earn money for solving their family and financial problems. In this journey they are facing many problems related to work and family, some-times they are not able to balance their work and family life. Because of busy timings, self- cooking and serving most of the women entrepreneurs were skipping or eating their meals very lately. Hence, they were suffering with nutritional and health related issues. Major factor was standing in front of fire for long time was affecting on their health. Female entrepreneurs face many obstacles, ranging from limited access to finance and markets to social norms and regulatory blocks. This research paper aims to explore the role of women entrepreneurs in food processing units. It investigates the challenges faced by women when starting and growing their enterprises and evaluates strategies designed to combating their problems. The paper emphasized their role in economic growth and also discussed the various obstacles faced by women entrepreneurs, including financial constraints, limited access to markets, limited support from family nutritional and health related issues etc.

## INTRODUCTION

Mattu, A. in (2004) stated that now day's women entrepreneurs were spreading their wings to high levels, viz. engineering, electronics, commercial and energy. Today, in every field is approachable to skilled and strong-minded modern Indian women. Food and Apparels are the fundamental needs of every human being. Present in our society every one spending a lot of money for good food and fashionable clothes because of this reason the demand is growing day by day. There is a never ending demand and have a many opportunities from young to old people. Business can be started with less investment in food sector. Hence, many people showing interest to start small enterprises. And especially women are entering into entrepreneurship to earn money for solving their family and financial problems. In this journey they are facing many problems related to work and family, some-times they are not able to balance their work and family life. Because of busy timings, self- cooking and serving most of the women entrepreneurs were skipping or eating their meals very lately. Hence, they were suffering nutritional and health related issues.

Major factor like standing in front of fire for long time is affecting on their health.

The women entrepreneurs not only generating employment for other women (some times for male persons also) who are staying near their area, this can increase their income and help in eradicating poverty. Very limited women were in the large scale industries in India, most of the women were concentrated in the small businesses because of finance issues. These women have lot of skills and innovative ideas in producing different home decors (handicrafts) or food processing like preparing snacks (both dry and wet), pickles (veg and non-veg), papad making, fruits and fruit juices, jams and jelly, bakery products, curries preparation etc. which can be more profitable for them and do not need much investment to start this small enterprises. The women entrepreneurs can hire more with a personal approach to manage work very effectively, because women can speak with other women very conveniently. Now a day's women are showing more interest to start food processing units for them and also to fulfill their family needs.

**Objectives**

1. To study the role of women entrepreneurs in food processing Units.
2. To assess the nutritional and Health status of women entrepreneurs in food processing Units.
3. To assess the challenges faced by women entrepreneurs and the strategies developed by them in combating the problems.

#### **Role of women entrepreneur in food processing units**

Jadav and others, in (2004) studied the role demands of women entrepreneurship. They piercing out that it were significant to identify that the available knowledge represents the tip of iceberg. Few features of entrepreneur, energy, self-confidence, long duration involvement, currency as a measure, problem solving nature, goal setting, medium level risk taking, internal locus of control and acceptance of ambiguity and establishing. Women can do multi tasks like cooking, taking care of their family member's especially old dependants, children and husband needs and work both they will manage very well. Sometimes it is very tough to manage both but still they are doing very well. Men and family can't survive without women, in family and at work place they are playing very crucial role.

**1 Financial support:** Women's financial works support directly on growth of family and can effectively dealing with all business problems and poverty reduction is one of the major issues. Because women can have the skill of adjusting money for all things at home, this skill will help in business also to manage all.

**2. Development in Per capita Income:** In India Women entrepreneurs have also been utilizing the opportunities. They are converting the resources like land, labour and capital into country revenue and wealth in the form of goods and services.

**3. Creating of employment for others:** In India women entrepreneurs are playing a crucial role in creating employment for both women and men directly and indirectly by starting small food processing units.

**4. Social Contribution:** Women entrepreneurs are also contributing towards improving the living standards of families in the country.

**5. Improvement in living standards:** by starting the small enterprises, reduction of shortage of necessary produces and they introducing new items can be achieved. Women entrepreneurs in the nation are manufacturing a number of different of goods on a large scale and offering them at lower price, because of it, getting improvement in the standard of life.

**6. Innovative ideas:** Innovation is the key point to entrepreneurship. Women entrepreneurs have contributed many new improvements in the manufacturing of many new products and in the existing. All these have caused in economic development by way of creating employment, more income etc.

**7. Multitasking nature:** Because of women multitasking nature se an do many things at a time so that they an sae money, time and man power. And imrease production rate in enterprise.

#### **8. Supporting groups**

The women entrepreneurs are a lot ambitious by a desire to create a difference in their groups.

#### **9. Filling gaps in the food system**

Women have usually responsible for rising, harvesting, and processing variety foods, as well as handling livestock. Food processing units are better source of income for women who are now involved in these activities.

#### **Challenges faced by women entrepreneurs in food processing units**

Women entrepreneurs always meet gender-based obstacles like unfair property, marriage and traditional practices and laws, less access to formal economic methods, partial access about information and networks (Sharma, 2018).

**1. Limited accessibility to finance:** Access to finance has been a major obstacle faced by women entrepreneurs frequently. Because of male dominating an discriminatory mind set of banks women are facing more difficulty in getting loans.

**2. Lack of knowledge on new technology and information:** Women handled enterprises are small; it is not always easy for

#### **Results and discussion**

**Table 1 distribution of women according to their general information**

S. No	Variable	Classification	Number	Percentage
1	Age in years	25-30 years	8	6.7

them to get proper information. They need to learn about advanced programmes/ schemes / technologies /trainings etc. for tat they should communicate with other members through networking, joining meetings of different organizations and speaking with other entrepreneurs. Many women entrepreneurs are facing this problem.

**3. Manufacture problem:** Manufacture problems related to non-availability of raw material, insufficient machine tools, power problems etc.

**4. Less support from family members:** When women start their enterprise their family members don't support them properly and the main problem arises when they cannot dedicate their entire efficacy in the business.

**5. Lack of accessibility to market:** the marketing skills are as important as access to finance. They must be able to sell their products or services properly in the market. While traditional business of women generally furnishes to local markets, modern women entrepreneur make products or services to reach local markets and even for exports wit in the country or outside.

**6. Less Administrative skills:** business administration skills are very important to run the business in well manner; it will be big difficulty if they don't ae administrative skills. Therefore women must be educated and trained continuously to obtain desired skills and for getting knowledge in all the areas of business management. This can simplify women to shine in the decision making process and improve a good business network.

**7. Competition from other enterprises:** This is the major problem every women facing. They must apply new strategies to overcome stiff competence in the market. The need to stand up is not from other businessmen but also from the male dominated society

**8. Changes in season:** Mainly in food sector seasons change will effect a lot. They need to produce products based on seasons.

**9. Frequently changing customer's interest:** Always entrepreneurs need to know about customers interests. Based on the customer taste they should produce products. Then only they can with stand long duration in the market.

#### **Reasons for the respondents became entrepreneurs**

1. Not having enough money
2. To earn more money
3. Husband not supporting or giving money for home needs
4. Present earning money is not sufficient for children education
5. They don't have sufficient work in their places or very less money owner is giving as wage.
6. To fulfil family needs
7. To improve family living standards
8. Widow women don't want to depend on others or family members or relatives to rise their children.
9. For extra income
10. To prove tem selves
11. Personal interest
12. Don't want to sit simply at home wit out work

#### **Methodology**

The researcher was selected a sample of 120 women entrepreneurs who were staying in Tirupati city for the study and all of them were engaged in food processing activities like producing, processing or packing of various food products. All were running small units by an individuals or group of individuals. The information for the data was collected by using questionnaire method includes general information and food habits of the women entrepreneurs. The nutritional survey was conducted by personal interview on food intake and daily dietary intake to assess the nutritional health status of women. The nutritional status was assessed by calculating and interpreting after measuring the weight in kilograms and height in meters, head, upper arm, lower arm circumference of each woman surveyed.

		30-35 years	39	32.5
		35-40 years	62	51.7
		Above 40 years	11	9.1
2	Educational status	Illiterate	33	27.5
		Primary school	71	59.2
		High school	12	10
		Intermediate	4	3.3
3	Monthly family income	>5000	15	12.5
		10,000-15,000	65	54.1
		15,000-20,000	32	26.6
		<20,000	8	6.6
4	Type of family	Nuclear	78	65
		Joint family	26	21.6
		Extended family	16	13.3
5	Size of the family	<3 members	25	20.8
		4 - 6 members	64	53.3
		7 - 9 members	24	20.1
		>9 members	7	5.8

The above revealed that majority (62%) of the women entrepreneurs were aged between 35- 40 years in the study area. 71 percent of the women were completed their primary school education. Major percent (65%) of the women monthly family income was 10,000-15,000. 78 percent of the respondents belong to nuclear family. And 64 percent of them have 4-6

members in their family. It shows that if women were more educated they can handle business very easily and they can easily solve their problems. Most of the women come under low income group. Having a small family is also a problem as they don't have family members to help and take care of their children when they are busy with business.

Table 2 distribution of women according to their marital status

S.No	Category of women	Number	percentage
	Unmarried	16	13.5
	Married	76	63.2
	Widow	28	23.3

The table 2 indicates that the 13.5 percent of the sample were unmarried women, 63.2 percent of the sample was married women and 23.3 percent of the sample were widows.

Table 3 distribution of women According their nutritional status

S.No	Nutritional status	Number	Percentage
1	under weight	31	25.8
2	Normal	19	15.8
3	over weight	53	44.2
4	obese	17	14.2

Table 3 shows that the 25.8 percent of the women were belongs to underweight, 15.8 percent of them were in normal weight, 44.2 percent of them comes under over weight and 14.2 percent of the samples were obese. The reason for most of the women were in underweight and overweight was their improper eating timings, skipping meals, not having balanced diet and their food habits also. This is also affecting their health. They were suffering with many health issues due to lack of balanced diet. Present days are very challenging days for working and non-working women with nutrition and health issues. While the role of women's in the food processing units vital to produce that all essential resource, food, it inconsistently does not assure women even least levels of nutrition Khushboo Asopa (2018).

#### Health status

The women entrepreneurs expressed that they were suffering from many health problems like head ache, back pain, neck and shoulder pain, leg cramps, fatigue, gastric problems, high blood pressure, stress because of standing and cooking in front fire for long duration. Causes for these health problems were lack of nutritious diet and heavy physical work. Dietary life is the fundamental element affecting health maintenance. Many women entrepreneurs were from middle and low income families and they weren't having proper knowledge about balanced diet. Every one dietary life is impact by many factors such age of the

person, educational status, occupation, income level, status of the family and domicile. Women entrepreneurs have very less time to maintain their health and self-care due to hectic work at enterprise, house hold works, which include taking care of elder people, family dietary life and child care.

#### Strategies applied by women entrepreneurs

1. Developing good quality and safety products
2. Checking quality throughout the product development
3. Focusing on customer interest/ taste
4. Identifying and controlling hazards
5. Trying for continuous improvement
6. Attending different training to learn new technology
7. Giving training to employees and employee involvement
8. Delivering the products in time
9. Taking feedback from customer
10. Checking cost of the product with other enterprises products
11. Implementing reduction of waste (both water and food items)

#### CONCLUSION

The present paper finds out that the half of the women entrepreneurs were from low income level, have less education,

suffering with overweight. The reason for most of the women were in underweight and overweight was their improper eating timings, skipping meals, not having balanced diet and their food habits also. This is also affecting their health. They were suffering with many health issues due to lack of balanced diet.

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