

Women Entrepreneurship: Vocal for Local

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Abstract

Vocal for Local is not a new concept in India. It began as a revolution during the Gandhian English periods when English goods were exploited and thrust was given to Indian local goods to protect Indian culture and ethics and to retain India's economy. The goal of vocal for locals is to support local small entrepreneurship and to create a nurturing atmosphere for them to reach their full potential inside the country. India has historically been a country with abundant natural resources. We may lack sophisticated technical advancement, but nature's support is abundant. It is possible to utilize our local products and avoid foreign products and their brands if we have alternatives available in our home country. If we can support each other in our home country, then self-reliance becomes possible. This will automatically increase the country's wealth by not importing; reduce the dependency of the foreign country and also the mobilization of local goods to other foreign countries. With the support of our country's local product, it will have future possibility local for global. This research paper will provide the direction to develop the identity of local brands. Despite the hardships we've all endured in recent months as a result of the lockdown, both existing and aspiring entrepreneurs are focused on their businesses that aren't influenced by outside forces. Women are firmly moving ahead when it comes to defying preconceptions and pushing boundaries. By starting their own business, they are reinventing professional routes and carving out a niche for themselves. In many ways, India's food industry reflects the nation's extensive geographical, cultural, and agricultural variety. In terms of its contribution to GDP, employment, and investment, the food processing segment is one of the key segments of the Indian economy. This industry has had a booming growth throughout the five years ending in 2018–19.

Keywords: -Resources, Mobilization, Self-reliance, Vocal for Local, Local brands.

Introduction

Prime Minister Narendra Modi Ji remarked in his 2020 Independence Day speech "Vocal for Local should become the mantra for every Indian," His long-term ambition is to build Atma-nirbhar Bharat, which translates to "self-reliant India." India is a developing country and by doing efforts of self-dependency the day will come soon when we are known as a developed nation. India has a huge population. Due to unemployment and lack of entrepreneurship opportunities people have shifted to another country. The government of India has taken a step to develop its entrepreneurship with a new initiative name **Start-up India, UMANG, MSME, Mudra yojana scheme, skill development programs, Make in India, Digital India** and also for women some special schemes like Bhartiya Mahila Bank, Annapurna scheme, Dena Shakti, Udyogini scheme, etc to help financially.

The theme of the ongoing 41st India International Trade Fair (IITF) of the 2022 Trade Fair is "**Vocal for Local, Local to Global.**" Vocal for Local is a theme to make ourselves self-dependent to make ourselves reliable, take a new challenge like an opportunity to present ourselves, develop our own business, giving identity to our local brand into global and also be able to employ others. For this first we have to know about people, their choice, their needs, segmentation of the product, price and develop the market.

This is the right time to develop and to provide new business opportunities for expanding the local market by introducing local products in various kinds of utilization in domestic, industrial, and service purposes. It is the time of innovation of ideas with gives output and benefits in time-saving to economic wealth.

Vocal for Local will give employment opportunity to those who will not able two times meal in a day. When employment is generated, it slowly wings on large scale. India has abundant agricultural, natural resources, and the people of India are creative and technically updated. They have several things to know about anything which they want to grow their business ideas. The government also takes initiative to provide knowledge of particular businesses to share their business ideas in **Umang** platform, **mygov.in** the platform, provide some relevant formalities to take the loan for starting their own business and also give suggestions.

Despite the hardships we've all endured in recent months as a result of the lockdown, both existing and aspiring entrepreneurs are focused on their businesses that aren't influenced by outside forces. Women are firmly moving ahead when it comes to defying preconceptions and pushing boundaries. By starting their own business, they are reinventing professional routes and carving out a niche for themselves.

In many ways, India's food industry reflects the nation's extensive geographical, cultural, and agricultural variety. The national cuisine map of India is a glorious microcosm of the country's rich cultural past. It includes everything from sweets to cereal, vegetables to fruits, pickles to herbs, traditional confections to local drinks, meat and poultry to aquatic items.

A well-established food processing industry with a greater level of processing aids in reducing waste, enhances value addition, encourages crop diversification, assures a better return for the farmers, promotes employment, and boosts export revenues. Additionally, this industry can deal with important problems like food inflation, food security, and feeding the masses with wholesome, nutritious food.

In terms of its contribution to GDP, employment, and investment, the food processing segment is one of the key segments of the Indian economy. This industry has had a booming growth throughout the five years ending in 2018–19 at an average annual growth rate (AAGR) of about 10.00%. In the 2018–19 fiscal year, the sector made up as much as 8.98% and 11.11%, respectively, of the GVA (Gross Value Added) in the Manufacturing and Agriculture sectors.

Micro Food Processing Enterprises in India

number of unorganized sector food processing businesses	Micro business employment in food processing, as a percentage	The proportion of micro businesses in rural areas	% of family-based micro businesses
2500000	74%	66%	80%

In 2017, Global Entrepreneurship Summit was held in Hyderabad, where the Women Entrepreneurship Platform (WEP) was first come into existence in large. For this, 3 pillars are decided to exist.1- Will Power, 2-Idea, 3-Power. Women have to accept challenges. She has ambitious, hard-working, patient, motivator, adventurous, conscious. Under WEP, some facilities are available to aware like free credit ratings (No benchmark taken to take a loan), right advice by experts in that fields, and skill development programs i.e. seminar, training, etc. these training centers provide skills to develop products efficiently, these products are mainly home-based product or small, medium sector local, handloom products. PM Modi Ji also motivated the people to extend support to the local artisans and weavers by buying Indian handlooms and handicrafts. Our local artists and weavers

would profit more as the world becomes more aware of the richness and diversity of Indian handlooms and handicrafts. **Jaswantiben Jamunadas Popat** is a co-founder of Lizzat Papad. She had invested her capital investment Rs80 in 1956 with seven women. With time seven became hundreds and hundreds became thousands. Now thousands of women in the chain changed the form from a small home business into large cottage entrepreneurship. Now this industry has 60 branches and its turnover is more than Rs800 crore and also providing employment to 42000 women. **Her local product has got branded global image.** Their products are exported in England, The USA, Singapore, Thailand, and The Netherlands. In 2021, she was awarded **Padam Shri Award.**

Vocal for Local has one more best example of Patanjali started in 2006 by Balkrishna and Baba Ramdev. They have made products of Ayurved, herbal, healthy, FMCG, beauty with natural Indian agricultural resources, and in today's date, it has become a global brand. One more fact about this company M/S Patanjali Research Foundation Trust, Haridwar is approved as a "Research association" for scientific Research for the aim of clauses (II) of sub-section (1) of section 35 of the Income-tax act 1961. It shall apply with the effect from the date of the publication in the Official Gazette as the previous year 2021-22 and accordingly apply for the assessment year 2022-2023 and 2027-2028. The Research donation is received in cash or online, a cheque from all statements of record properly will have to maintain in a separate book to get exemption in tax. This is the best way to enhance business opportunities developed in success. Patanjali has also its application "OrderMe". This is suitable to its customer and through online basis; it is also covering their loyal customer.

Sinha K. and Modak K.C. (2019) researched Indore city with 580 respondents and discovered that there is a favorable association between moment marketing and consumer buying behavior. Companies can boost sales by properly focusing on moment marketing.

According to Sarika Srivastava (2020), in her research paper "Being a successful brand, Vocal for Local is a new mantra of success for Indian FMCG companies". This article attempted to investigate changes in advertising strategies implemented by chosen FMCG sectors to strengthen the Indian economy, as well as common themes that support the 'Vocal for Local' movement.

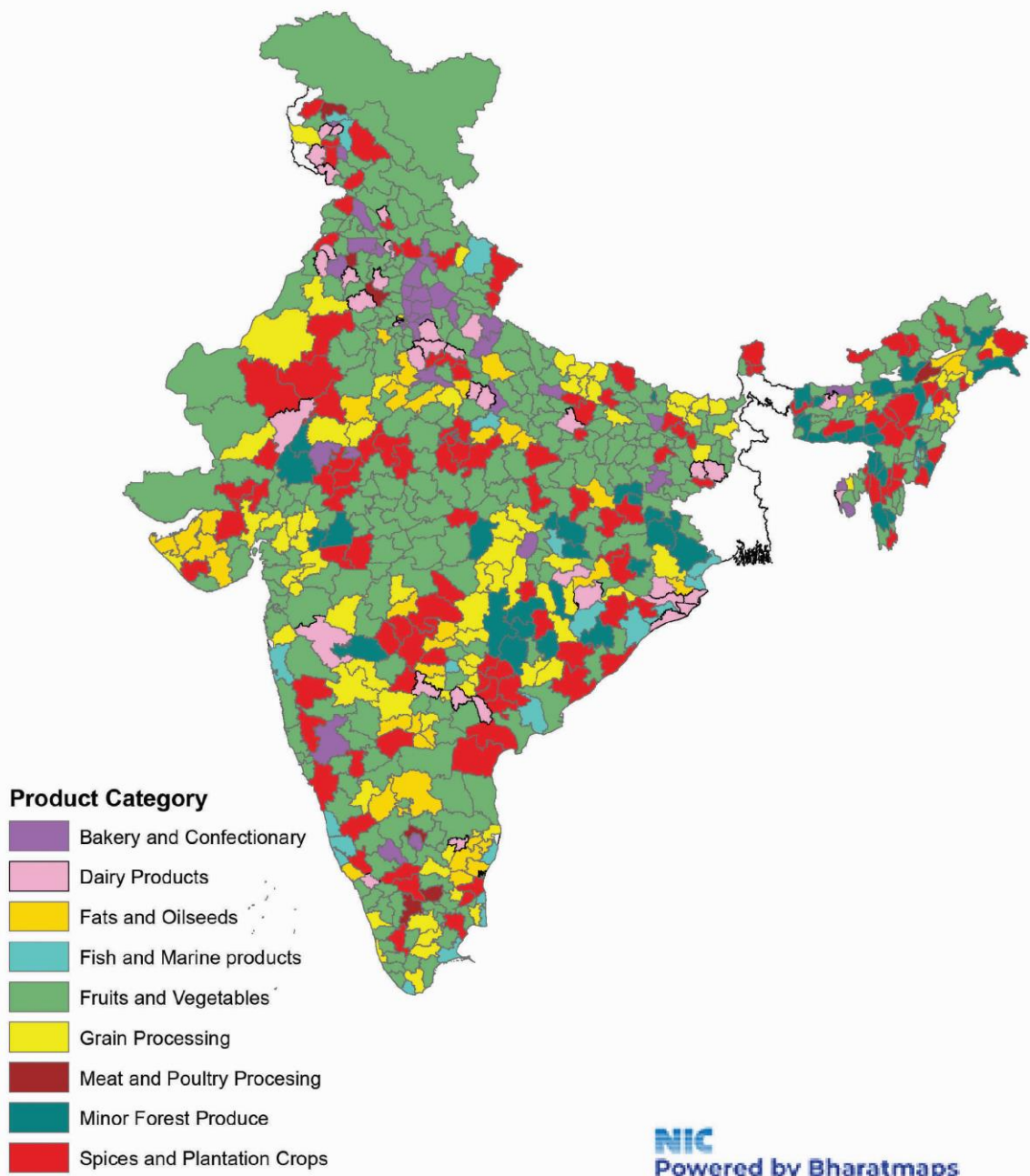
According to Udayan Chakraborty (2020), in his research paper "Vocal for Local: Reviewing Global Experience with an Indian Insight", he said that local democracy issues in India can only be addressed from an Indian perspective.

There are so many opportunities to start own business. The government of India has started a start-up plan to start your business and provide loan schemes. The government has also liberalized availing loan facilities. Some new schemes are launched in several years. Through a set of services and supports, the program aims to aid small-scale food processing businesses. These consist of:

- Training and financial assistance for upgrading technology.
- Assistance with the integration of already-existing businesses into legal frameworks.
- Support for Producers Cooperatives (PCs), Self Help Groups (SHGs), and Farmer Producer Organizations (FPOs) along their full value chain.
- Support from marketing for their incorporation into the structured supply chain.
- In order to comply with and register under several regulatory regimes.

The Scheme would be put into action from 2020–2021 to 2024–2025 during a five-year period with a budget of Rs. 10,000 crore. The One District One Product (ODOP) strategy is the Scheme's central idea. It is a component of a larger plan for concentrated agro-industrial development that is centered on each district and provides a range of financial incentives, lending, marketing, and regulatory support.

A total of 137 different goods, including fruits and vegetables, makhana, moringa, milk products, bread items, jaggery, pickles, and papad, have been chosen by 707 districts of the 35 States and UTs in the nation. A GIS ODOP digital map of India has been created with information on all the States and UTs' ODOP products. Stakeholders will be able to map their value chain and locate resources thanks to it.



One District One Product (ODOP) was launched by the Uttar Pradesh government. The goal of the state government was to choose one distinctive product from each of Uttar Pradesh's 75 districts and establish a traditional industrial centre for that particular product. The tiniest Uttar Pradesh towns and districts enjoy enormous popularity for their unique and specialized goods and crafts. There are items that are unique to India, such as the age-old and nutrient-rich kalanamak chawal, the uncommon and fascinating wheat-stalk craft, the renowned zari-zardozi and chikankari clothing embroidery, and the intricate and magnificent horn and bone work that substitutes ivory for a more environmentally friendly material. Many of these items are GI-tagged, which indicates that they have been certified. The ODOP's main goals-

- Local crafts and talents should be preserved, developed, and the arts should be promoted.
- Solve the issues of spatial imbalance and economic inequality.
- Provide the chances for ODOP products to become a global brand.
- Increased wages and employment locally, reducing the need for job migration.

- Helped in crucial areas, including technology, skill development, infrastructure, and financing.
- Increase total exports of the chosen goods.

GOVERNMENT DATA RECORD AS

- Indian farmers must be connected to consumers all over the world through the food sector. In an effort to promote investments along the whole value chain, the Ministry of Food Processing Industries (MoFPI) is taking action.
- Grain, sugar, edible oils, drinks, and dairy products make up the majority of the food processed in India.
- Fruits and vegetables, poultry and meat processing, fisheries, food retail, the dairy industry, and other sub-sectors make up India's food processing business. With a total production – 2022 of nearly \$ 159 billion, the industry employs over 1.93 million people.

Mudra Yojana (micro units development and refinance agency limited) started in 2015. This scheme has further three plans. Shishu, Kishore, and Tarun. Under the Shishu plan, individuals can take up to Rs 50000. In the Kishore plan eligible person can take Rs.50000 to 500000 and in the Tarun plan Rs.500000 to 1000000 facilities are provided.

Bharatiya Mahila Bank was established in 2013 as a public sector bank. The vision of this bank is to empower women. This bank provides a loan of a maximum amount of Rs.20crores for manufacturing enterprises and also provided collateral-free loans up to Rs.1crore under CGTMSE.

Annapurna scheme is for those women who want to start food catering services. For this Rs.50000 amount can be taken as a loan. This amount will be used in purchasing cooking gas connections, raw materials, and relevant catering things. This amount will be repaid in 3 years.

Dena Bank has a special program for female entrepreneurs that provide them with the financial resources they need to start a business. Loans are available following RBI guidelines, with the amount varied depending on the sector in which a woman seeks to start a business. Agriculture, MSMEs, education, housing, and retail trade are all eligible for this credit. Borrowers may potentially qualify for a special interest rate of 0.25 percent less than the current rate.

Udyogini scheme is for the rural, underdeveloped woman whose age between 25 to 65 years and family income should be less than Rs. 150000. The loan amount grants up to Rs. 3lakh and government propose 30% subsidy on loans to take easy repayment for women.

These some kinds of schemes are available to start a business. For starting the business, first, needs to know about their local area then what are demands and needs, how to develop products, and allocate in the price?

Numerous obstacles, such as the high cost of institutional loans, limited access to cutting-edge technology, and chances for value addition, beset the micro food processing industry. Other difficulties this market segment has include lack of industry expertise, lack of branding, and lack of marketing efforts for their products.

Opportunities and challenges for the food processing industry:

- Infrastructure bottlenecks in the supply chain
- Inadequate integration of manufacturing and processing
- Low capacity utilization Seasonality of operation
- Institution-specific supply chain gaps
- Criteria for quality and safety are not prioritized
- Lack of innovation and product development activities.

The organized retail sector is growing, young demographics, altered consumption patterns, rise in disposable incomes, rapid urbanization, rise in nuclear families, and rising demand for functional and processed foods all contribute to India's food processing industry having enormous growth potential. In this review paper, I have acknowledged current works of the various research article published on Vocal for Local Women Entrepreneurship and various Government policies launched by Ministries

to make women empowerment by providing financially stronger. Various banks are giving subsidized loans. This paper explains about how various schemes are working in India in food processed sector, women are getting employment in their local home areas and contributing to the growth of themselves and also contributing to the Nation. Women are also providing employment to other men, women. They are uplifting old customs and ethically trying to become a successful entrepreneur. Finally, I conclude that these women's Schemes are Building our nation stronger mentally and economically and therefore further research is suggested in the field of women entrepreneurship.

Due to the enormous export potential of processed foods as well as the rising domestic demand, the agriculture industry will continue to develop as long as it is supported by effective marketing, cutting-edge technology, and a steady supply of raw materials from farmers that meet high quality standards at stable prices. Farmers' revenue would be greatly increased by connecting farm productivity to the market, bringing together producers, processors, and merchants.

The goal of the policy should be to foster an environment that promotes the adoption of technologies and best practices as well as better access to markets, services, and infrastructure that reduce food loss and waste.

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