

Entrepreneurship in Home Science

Abstract

The Capacity and willingness to develop, organize and managed a business venture along with any of its risks in order to make a profit. The most obvious examples of entrepreneurship in the starting of new business. The study included a sample size of forty under graduate and forty post graduate home science students. The study revealed that 22.5% respondents graduate level said that home science is good for career and post graduate students said that home science is very interesting subject. Majority of respondents felt that home science syllabus is not suitable for entrepreneurship.

Keywords: Entrepreneurship, Home Science, Career.

Introduction

Entrepreneurship is the process of starting a business, a startup company or other organization. The entrepreneur develops a business plan, acquires the human and other required resources, and is fully responsible for its success and failure. Home Science is a interdisciplinary field of knowledge with focus on Food and Nutrition, Fabric & Apparel Designing, Human Development, resource Management and Communication & Extension. Earlier it prepared an individual to obtain recent scientific information to cope with the day to day problems but today efforts are been made to provide facilities to invigorate theoretical knowledge of the launch entrepreneurship programs successfully. Entrepreneurship started catching up in 1980s just as professionalism in management caught up in 1970. During Early 20th century, DEWING equated entrepreneurs with business promoter and viewed the promoter as one who transformed ideas into a profitable business. Stumper played with the world of innovation and emphasized innovation as the function of entrepreneur. Caisson in his work, describes an entrepreneurs as someone who specializes in taking judgmental decisions about the coordination of scarce resources.

Entrepreneurship is basically a fusion of talent, idea, capital know-how, commitment and perseverance to create and built something from practically nothing. Fundamentally it is a creative act. This creative process can be risky, uncertain and haphazard but it is always dynamic. Entrepreneurs are persons who initiate, organize, manage and control the affairs of business units that combine the factors of production to supply goods and services. Home Science is one such profession in which students acquire knowledge of many activities so that after completion they can start any of the enterprises. Home Science is one such profession in which students acquire knowledge of many activities that after completion can start any of the enterprises. Many job opportunities in the area of Home Science are like food product tester, kitchen food assembler, quality, control technician, dietary assistant, dietician, food technologist, nutritionist, backer.

The Home Science Graduates / Post Graduates can set up confectionary, Ice-cream parlors and Bakery. They can use innovation skill to involve their own products which are more nutritive and different from the conventional ones and add variety at parties. Child Development enriches emotional relationship among family members. The most important amongst a family are the children. They must be brought up in an atmosphere conducive to growth and development. The Home Science graduates can run childhood care unit like care center, crèches, nursery school, pre-school teacher, child development counselors, psychologist, social worker etc.

In case of Fashion Design this domain of Home Science focus on the selection, construction and care of clothing, its effect on the family income, the behaviors and chemical nature of different textile, type of weaves quality, colors, nature of synthetic fiber like rayon, nylon etc. The possible job opportunities are employee in a textile industry, employee in an embroidery unit. Textile technician, fashion designer, fashion



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advertising, fashion journalist, employee in the dry cleaning shop. In the area of interior decoration, such centers can provide services for decoration of various setting like offices, hospital, school. The interior designing graduate can chose profession showroom assistant, housekeeping instructor window display designer, furnishing buyer, interior design assistant etc.

Objective of the Study

1. To study awareness about Home Science.
2. To study job opportunities in Home Science.
3. To study problem faced by the respondents.

Methodology

The study was conducted in Jwala Devi Vidhya Mandir Post Graduate College Kanpur about 350 girls students was in the college. Out of them 250 was under-graduate students and 100 were Post Graduate students. For the selection of representative samples, random sampling was adopted, each strata

i.e. under-graduate and post graduate students. The students were selected forty from graduate level and forty from post graduate level selected for the study. The schedule was prepared and the selected students were interviewed on the schedule personally by the investigator.

Result and Discussion

Table-1 revealed that seventy five respondents graduate level were less twenty years and twenty five percent respondents above twenty years in graduate level and in post graduate level seventy percent above twenty years and thirty percent age less twenty years.

It is clear from table 1 that 82.5% respondents graduate level living in nuclear family and rest of living in joint family, 77.5% post graduate level students living in nuclear family and 22.5% students living in joint family.

Table-1 General Information about the Respondents

A	Characteristics	B.A.(N=40)		M.A.(N=40)	
		Frequency	Percentage	Frequency	Percentage
1- Less 20	Age-	30	75.0	12	30.0
		10	25.0	28	70.0
1- Nuclear	Family size-	33	82.5	31	77.5
		07	17.5	09	22.5
1- General	Caste-	25	62.5	20	50.0
		10	25.0	15	37.5
		05	12.5	05	12.5
1- Urban	Area	35	87.5	27	67.5
		05	12.5	23	57.5

It is seen from table-1 that 62.5 % respondents belonging general category twenty five percentage in other backward category and only 12.5 % respondents belonging in schedule caste category, in graduate level. In post graduate level fifty percentage belong in general category and 37.5% in other backward category and only 12.5% belonging in schedule caste category.

Most of respondents of graduate level 87.5% belonged in urban area and 12.5% in rural area. 67.5% respondents of post graduate level belonged in urban area and 57.5% belonged in rural area.

Table-2 Criteria for Selection Home Science Subject by Respondents

	Characteristics	B.A.(N=40)	M.A.(N=40)
1	Interested	8(20.0)	9(22.5)
2	Forced by parents	2(5.0)	3(7.5)
3	Forced by teacher	5(12.5)	2(5.0)
4	Only choice	2(5.0)	2(5.0)
5	Useful for life	6(15.0)	3(7.5)
6	Developing career	9(22.5)	10(25.0)
7	Become good housewife	4(10.0)	5(12.5)
8	More opportunity for Entrepreneurship	4(10.0)	6(15.0)

Figures in Parenthesis Indicate Percentage

It is observed that 22.5% graduate level respondents said Home Science developing good career and twenty five percentage post graduate said

same. Twenty percentage graduate level respondents and 22.5% post graduate level said it is interested subject. Maximum fifteen percentage respondents reported that home science is useful for better life. 12.5% respondents said subject choose forced by teacher. Only 5% respondents felt that they had only choice for home science

Table-3 Awareness and Preferences of Entrepreneurial Opportunities

	Entrepreneur	B.A.(N=40)	M.A.(N=40)	Total(N=80)
1.	Fashion Designer	12	15.0	12(15.0)
2.	Nursery school	20	25.0	20(25.0)
3.	Psychologists	10	12.5	10(12.5)
4.	Nutritionist	10	12.5	10(12.5)
5.	Child development counselor	6	7.5	6(7.5)
6.	Home decorator	6	7.5	6(7.5)
7.	Food service from home	4	5.0	4(5.0)
8.	Decorative and Creative item	6	7.5	6(7.5)
9.	Job in baking	4	5.0	4(5.0)
10.	Social worker	2	2.5	2(2.5)

Table 3 depicts that twenty five percentage respondents said that most of opportunity in home science as nursery school teacher, 12.5% respondents said psychologist and Nutritionist opportunity for the job. Fifteen percentage respondents said that home science is good for fashion designer and 75% respondents said home

science is good for child development counselor, home decorators and decorative and creative item. Five percentage students felt that opportunity in home

science as a food service from home and job in bakery.

Table-4 Problem Faced by The Respondents for Self Employment

S. no.	Problems	B.A.(N=40)*		M.A.(N=40)*	
		Frequency	Percentage	Frequency	Percentage
1	Insufficient syllabus	30	75.0	32	80.0
2	Lack of fund	35	87.5	35	87.5
3	Lack of family support	20	50.0	20	50.0
4	Lack of knowledge	28	70.0	23	57.5

***Response Multiple Choice**

Table-4 clearly revealed that students seventy five percentage under graduate reported that In sufficient syllabus of home science. Eighty percentage post graduate level respondents reported as same. 87.5% respondents felt in Lack of fund for any entrepreneurship.

Seventy five percentage respondents said they have lack of knowledge any entrepreneurship and other job opportunities and 57.5% respondents post graduate level respondents reported they had no any knowledge about job opportunity. Fifty percent respondents felt that lack of support from family member.

Other Many Opportunity in Home Science

You will be called an entrepreneur when you undertake income earning project as a small scale business. After studying Home Science at school level you will find many opportunities to be a wage earner or self-employed or an entrepreneur. The possible opportunities for wage employment are job in bakery, job in bakery department of hotel industries, employee of saving and investment schemes, staff of showroom of furniture, equipment and other household goods, employee in government emporium, craft centers, production units of household commodities. The

possible opportunities for self-employment/ entrepreneurship are producer of household craft items, decorative articles and creative items, Owner of nursery school, day care center paying guest accommodation, boutique, knitted garment unit, weaving unit and fabric enrichment unit, canteen, supplier of packed meals and food service from home , manager of outdoor catering service for parties.

Conclusion

The finding of the present study revealed that majority of respondents wants to nursery teacher & Fashion designer. The respondents were having low level of knowledge about entrepreneurship and there is lack of support of funding and family members and the syllabus of home science is not suitable for entrepreneurship.

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