



# ETHOS

A Journal of research articles in management science and allied areas (refereed)

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ETHOS is a research journal of Rayat Shikshan Sanstha's, Karmaveer Bhaurao Patil Institute of Management Studies and Research (KBPIMSR), Satara and is published in June and December every year. The prime object of this journal is to disseminate knowledge and information surfaced through fundamental and applied research in functional areas of management and allied subjects viz. Organizational Behavior, Organizational Development, Business Communication, Business Economics, Business Statistics, Information Technology and the like. The journal is an effort to provide a platform for exploration and articulation of knowledge of academicians, researchers, students, entrepreneurs, executives and consultants. ETHOS will publish original papers in the form of research articles and case studies. It will also publish book reviews in said areas of management and allied subjects. (Please refer Guidelines for Authors for details).

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## From the Desk of Editor .....

It is a moment of pride to place before you the second issue of 8th volume of Ethos. The journal has completed its eight years of publishing the research articles in the management and allied areas.

Present volume envelopes four articles only. The added sections for case study and book review were proposed but Ethos does not receive the quality papers in this category for this volume. It is an earnest request to all research scholars to contribute in this section also.

Dr Annasaheb Gurav coined important concepts for food preparation management, marketing strategies, marketing mix models, alternative reuse of waste food, consumer behavior and perception, experimental models and emotional appeal to the school going students to the senior citizens etc. Various problems facing by the fishing community were studied and articulated by Dr. Anilkumar Wavare. As it may be some help to reduce the poverty and increase the employment level of stakeholders under study. Premala K. Nalawade and Dr. Vrushali B. Shah studied influence of motivational factors on women entrepreneurship. Rajeshkumar P. Chetiwal and Dr. C. M. Shinde coined the issues and significance of studying the budgeting to improve the situation in colleges.

I hope that the articles contributed by research scholars and academicians would be immensely readable and beneficial to stakeholders. I look forward to your valuable feedback to enable us enthrall readers and ensure continuous improvement.

**DR. B.S. SAWANT**  
*Editor-in-Chief*

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# Hotel Food Waste : An Emotional Appeal

**Annasaheb M. Gurav**

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**Abstract:**

The hotel industry is playing the prominent role in providing meals and facilities for individuals, groups and carrying business transactions in the form of meetings, conference, workshop and entrainments as the service industry. The researcher has studied the "**Hotel Food Waste: An Emotional Appeal**" for minimization of prepared food waste. Hotel is a business enterprise, perhaps, one of the oldest commercial endeavors in the world. The hotel industry is extremely sensitive to economic cycles and especially is India. The researcher has interviewed 966 customers and 19 hotel authorities on the basis of 144 parameters with stratified, clustered and snowball sampling methods and drawn 98 findings, 109 applied suggestions, 12 practicable models on study of which one is presented in this research paper and 18 future research areas have suggested. The researcher has suggested for prepared food marketing, food preparation management, marketing strategies, marketing mix models, alternative reuse of waste food, consumer behavior and perception, experimental models and emotional appeal to the school going students to the senior citizens etc. Human being is with 'life' where 'quality of life' is vital rather than 'quantity of life' through food marketing and food waste control.

**Keywords:** Hotel Food Marketing, Food Waste, Life, Quality of Food, Emotional Appeal.

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**Introduction :**

The hotel industry has been playing an important role in providing meals and facilities for the people and business for meeting and conference. The hotel industry has been contributing to national development and supporting to the other industries and business activities. In present era hotel industry helps to boost tourism sector because of hotels are important attraction of visitors who spend valuable time with pleasure. The hotel industry is known as one of prominent service industry provides food and accommodations of which the researcher has

selected **prepared food waste and waste control by way of emotional appeal** in the selected hotels of Kolhapur city area of Maharashtra state. Hotel or Inn has defined by British law as a "place where traveler can receive food and shelter, provided he is in a position to pay for it and is in a fit condition to be received". Thus, the hotel industries are, perhaps, one of the oldest commercial endeavors in the world. India has its unique culture, traditions and above all natural resources have attracted people from all parts of the world. Considering the importance of hotel industry the research has focused on prepared food and food waste management by way of emotional appeal to the stakeholders. In the pilot study, it has found that there was no specific study has undertaken on this title in Kolhapur area. '**Food**' is the basic need of human being where 'prepared food' management including minimization of waste with maximization of sale of prepared food is required.

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So, the researcher has written an article entitled, "**Hotel Food Waste: An Emotional Appeal**". It has covered the perception of customers and attitude of hotel employees with cross-cultural behavior of different customers in the selected area. The writer has referred age, qualification, number of dependents, income level, frequency of the hotel visit, quality of food, quantity of food, occupation; customers' habits, etc. like 144 attributes for knowing problem of prepared food waste in the sample hotels. Considering global scenario, near about 30% food create as waste and approximate value is \$ 31 corer in developed countries, it means 1/3 create food waste out of world production. Furthermore in India, 70% people are facing hunger problems where near about Rs. 58 thousand crores annual food waste in India, Rajan Saxena, (2010, p.9)

The food waste occurs for many reasons, these causes are similar across all over world e.g. food often spoils when consumers buy more than they needed, buy 1- get 1 free offers, food waste in cultural traditions, etc. Considering the problems of prepared food waste and negative impact on hotel industry, one should focus on emotional appeal to the stakeholders that not to waste food. It is also found that, prepared food waste has created in different stage as after food preparation, before food servicing to customers, during consumption and after consumption. Prepared food marketing and food waste management has challenging job to the hotel industry in the world, India, Maharashtra and Kolhapur too. Hotel industry is a service industry where different types of prepared food have marketed and served to the customers. In a pilot study, it is found that marketing of prepared food is challenging. Due to cut throat competition in the market, the hotels have been offering attractive and substantive quantity and quality of prepared food to the customers whereas the customers could not consume the complete dish of ordered and served prepared food.

#### **Research Methodology:**

Present research is set to test hypothesis, Emotional appeal regarding prepared food waste has not considerably ignored by the hotel authorities in the sample area hotels, where Food Service Management need not require alterations in the selected

hotels. Study has put forth two objectives one is to know the prepared food waste management and emotional appeal to customers in the sample hotels and to know the consumer behavior and perception of the consumers in the sample hotels regarding food and food waste.

The study is useful to help for determining prepared food waste in the sample area hotels and may helps for determination of responsibility regarding prepared food waste. The completed study has significant in the field of Hotel Management and it has encouraging for control of wastage of food items. The wastage has been subsequently turned into alternative food products for birds and animals, input for bio-gas and fertilizers etc.

#### **Food Waste:**

Waste has not just created when consumers through items away. The life cycle of a product is from extractions of raw material to the transportation, processing, manufacturing and use etc. The waste according to WHO (World Health Organization), is defined as "**every substance or object arising from human and animal activities that has to be discarded as useless or unwanted**". The waste can be divided into three categories, namely household waste, hospital and industrial waste and municipal solid waste etc., and municipal waste defined as all solid waste generated in a community except industrial and agriculture waste" and its include residual waste, hotel waste, hospital waste etc. Ramaswamy, V. S. NamaKumari, S., (2009, p.3)

Thus, waste created major problems in a present situation, which hazard to society, as well as environment. The all food cannot consume, and it causes food waste. It is estimated about 870 million people have been undernourished (in terms of dietary energy supply) in the period 2010-12. This figure represents 12.5 percent of the global population, or one in eight people. The majority of these, 852 million, live in developing countries, where the prevalence of undernourishment it has now estimated at 14.9 percent of the population Sontakki, C. N., (1998, p. 2), Therefore, it has to consider global scenario near about 30% food create as waste and approximate value is of \$ 31 corer create as food waste in developing country, it means 1/3 create food waste out of world production. Furthermore in India 70%

people have been facing hunger problems and at the same time near about value of Rs. 58 thousand crores of food waste annually in India Prasanna Kumar, (2010, p. 4) For the understanding the concept of food waste, it can divide between avoidable and unavoidable food waste and avoidable food waste was edible at some point prior to disposal e.g. slice of bread, plate residues etc., the avoidable food waste from hospitality sector could be divided in waste from the kitchen e.g. preparation of meals and waste from the guests plate residue. On the other hand unavoidable food wastes are not edible food waste from preparation and consumption e.g. bones, egg shell, coffee grounds etc. Firoz Khan, (2012, p. 12)

The food waste occurs for many reasons, these causes are similar across all over world e.g. food often spoils when consumers buy more than they need with family sized packaging as like buy 1, get 1 free offers, but some factors have greater variation and are less understood such as food used in cultural traditions, beside this, food waste at the consumer

level, it has so widespread and it occur every day in millions of households, food service venues like hotels, schools, hospitals, and other institutions worldwide and that interventions will be challenging. It means create huge prepared food waste from residual, hotel, school, hospital, etc. K. Rama Mohana Rao, (2011, pp. 1-2)

Considering the problems of prepared food waste as well as its negative impact, herewith noted that increased urge of researcher to study. It is found that in present age increase trend to enjoying hotels and motels with their luxurious life as well as prepared food. It is also found that, prepared food waste created in different stage as before food preparation, before food servicing to customers, during consumption and after consumption. Hence, due to this types of wastes, mostly hotels face direct and indirect cost of hotels like material cost, labour cost and energy cost, its result negatively affect on revenue of hotels as well increased liability and risk of hotels. This can be presented with help of following figures.

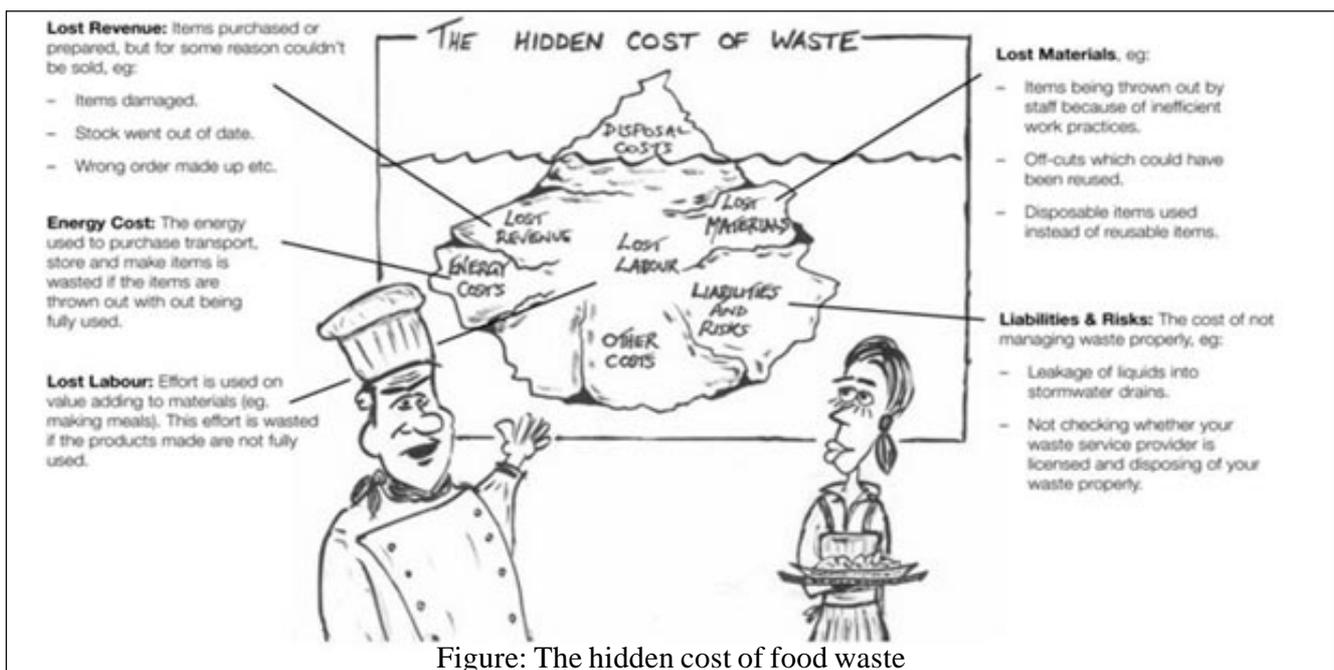


Figure: The hidden cost of food waste

(Sources: fact sheet "Waste Wise Catering", NSW, courtesy of the Department of Environment and Conservation)

From the above figure it shows that the hidden cost of food waste, which negatively affect on material, labour, liabilities and risk, energy, and revenue of hotels. It means waste of hotels adversely affected on performance and growth of hotel. Thus, above figure help to understand that, due to mismanagement what

are the lost occurred by hotel mismanagement, which negatively affect on performance and growth of hotel Srinivasan R., (2012, pp. 25-27).

Therefore, prepared food marketing and food waste management has the challenging job to the hotel industry in the world, India, Maharashtra and

Kolhapur too. Hotel industry is a service industry where different types of prepared food have marketed and served to the customers. In a pilot study, it is found that marketing of prepared food is challenging and considerable waste of prepared food in the hotels. Due to cut throat competition in the market,

the hotels have been offering attractive and substantive quantity and quality of prepared food to the customers whereas the customers could not consume the complete dish of ordered and served prepared food. It means the customers are made waste of ordered prepared food and it is finally turn as waste.

**Model of Emotional Appeal:**

**a. Name of the Model: Emotional Appeal - Hare Ram Hare Krishana.**

(Researcher has not advocating any cast, religion or category)

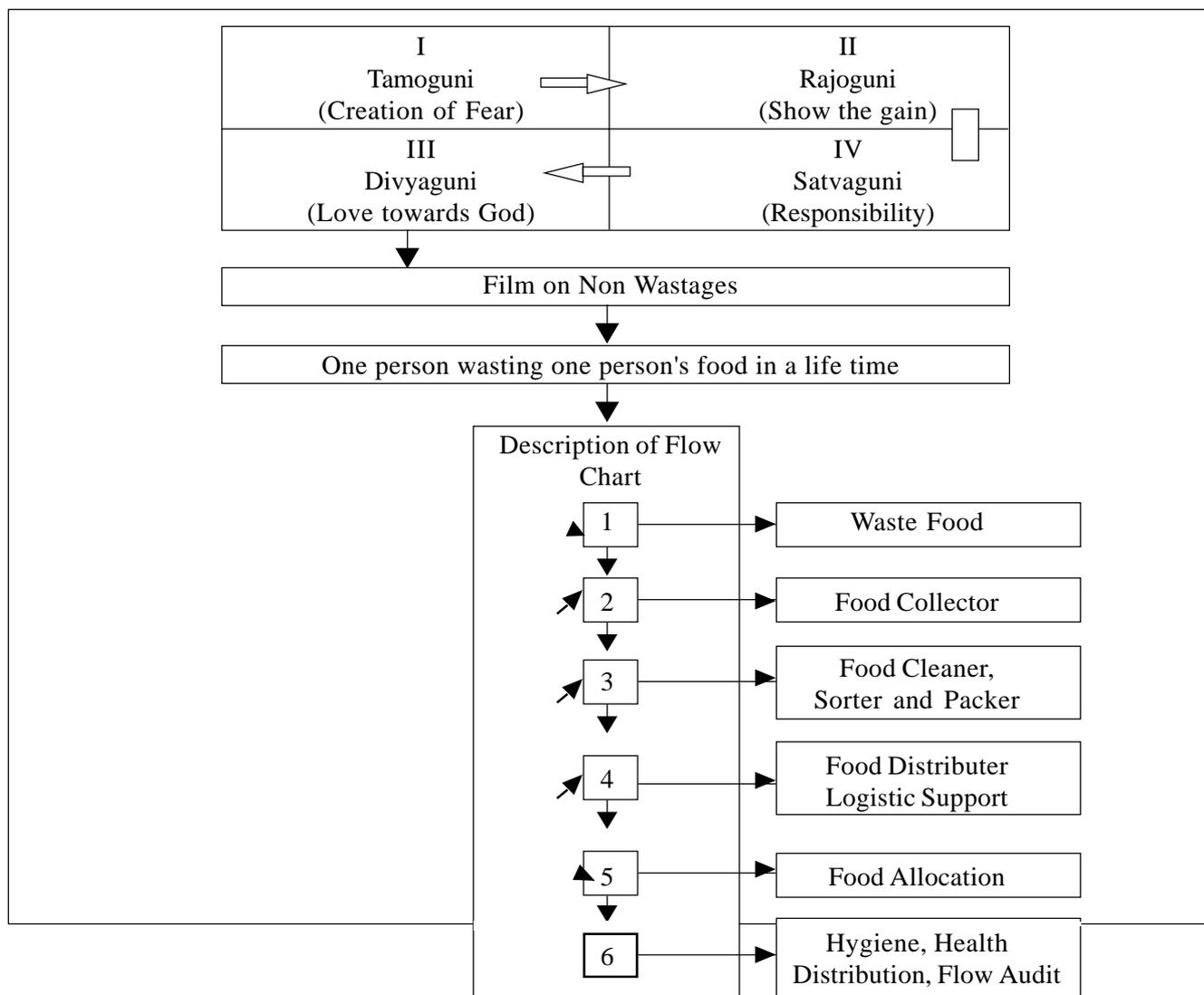
**b. Significance:**

- I. To create value of food among youth and others.
- II. To develop music and create atmosphere in the dining hall for food waste control.

**c. Requirements for Implementation:**

- I. Professional hotel management and devoted employees.
- II. Audio system.
- III. Value education.

**d. Flow of implementation:**



**e. Result:**

The researcher has interviewed on 14-03-2014 for five hours the great Escon Guru Shri Radha Gopinath Das, M. Sc., working as the teacher and joined as a follower of "Escon - Bhagawat Geeta" for development / expansion purpose and doing expansion all over the world. Shri Das is recognized as "Prabhuji" in the Escon family. He is running the orphan school and emphasizes on human values. Shri Das narrated that the 'anna is parabramha' i.e. food is the supreme (ultimate). Food is the Mersey of God i.e. God has graced the food for human being. He narrated the philosophy that the one piece of grain i.e. seed creating number of grains which is required to the human being. He told the research paper writer that if accidentally leg has touched to the food grain then we should do the apology of God and that food should touch the fore head of us because food is the Mersey of the God. To control the prepared food waste Vaidic culture should be developed. The Vaidic culture can create the atmosphere that will help for food waste control. Wastage of the food can be treated as the great offence. It is necessary to train and create awareness among students and society that to take the food as much as required. Wastage of food is nothing but the disrespect to the God. The gurus and devotees should create fear in the mind who creating the waste. It has suggested that to create 4 steps activities for waste control like a. Tamoguni - Create fear, b. Rajoguni - Show the gain to the non food waster, offer the food to the poor and feel the satisfaction of food offer c. Satvaguni - Show the responsibility and d. Divyaguni - Show the love towards Lord by non wasting the food. One should teach the philosophy that give the value to food and respect to food then food will come towards us for fulfilling our needs. It is suggested that develop sensitive or touchy video film regarding mythological thoughts for non wasting served food and show to the students. It is suggested that left out food should be distributed to the poor people based on PERT

(Programme Evaluation and Review Technique) and CPM (Critical Path Method) model. One should teach to the students that **not to waste served food otherwise nature (prakruti) will slap us**. Write the quotations in the home, schools and hotels and on street that, **"every grain saved is equal to every grain grown"** and **"every grain saved is equal to a few lives saved"** and many more.... same slogans, boards and appeals should be exhibited in the hotels for non wasting the food.

It is also suggested that NIC (N=Needs, I=Interest and C=Concerns) communication is required to all hotel customers and young students for food waste control. It is also suggested that the hotels have to design dance, brand ambassador, not to waste motivational music for food maximization of food sale and waste control. Write slogans in the schools, hotels, road side and other places for creating awareness among the existing and would be hotel customers. There is a philosophy that 1. Devrune (God Mersey), 2. Rushirune, 3. Bhootrune (Jeevrune) (responsibility towards lives) 4. Apatarune (responsibility towards belongings) and 5. Pitrurune ) (responsibility towards father) are the five runes (responsibility) where the philosophy is "eat less and give more to society". It is the concept like plowing back in finance; the same plowing back concept should be used for food waste control. To introduce spirituality topic in the school study this will help to the benefit of mankind. It is also suggested that to use the social media for spirituality concept development for food waste control. Bhajan and Rock music experiment can be made for increasing food marketing and minimizing ordered food waste. It is true that at one corner of the human brain where thinking process on wastage has taken place. Thinking on waste control, Doctors and Psychologists should contribute. It is suggested that by way of different techniques and tools human brain should be activated that not to waste the ordered and served food. One should not be the burden to anybody or on the earth. It is calculated

on the basis of this empirical research and assumptions. This model has tested by researcher

with the help of eminent persons in the same field and positive result has found.

**Calculation of Food waste:**

| S.N. | Particulars  | In Turn                              |
|------|--|--------------------------------------|
| 1    | Per person hotel food waste (Minimum)  | 10%                                  |
| 2    | Per person per meal hotel expenditure (Tentative)  | Rs. 200                              |
| 3    | Per person per meal wastage of food. 10% of Rs 200.  | Rs. 20                               |
| 4    | Per person per month 2 times hotel food X 12 months in a year = 24 times in a year.  | 24                                   |
| 5    | Per year per person wastage of ordered food. Rs. 20 X 24 times in a year = Rs. 480   | Rs. 480                              |
| 6    | Average age of the customer who has been taking hotel food.  | 60 years                             |
| 7    | Total food waste in the lifespan of one customer = Rs 480 X 60 years = Rs. 28,800.   | Rs. 28,800                           |
| 8    | India's total population is 121 crores. 1/3 of the population taking food from the hotels. 1/3 of 121cr. of total population | About 40 Crores Population           |
| 9    | Total food waste per year in India. Per person per year waste . Rs.480 X 40 Cr population visiting to the hotels             | About Rs.19,200 Crores loss per year |

Source- Field Work

**Conclusion:**

The researcher has designed "12" practicable models after micro study of the research topic. These all models or systems have tested, experimented (on the pilot basis partly or fully), and having applied significance in the sample area. It has observed that special "marketing strategies" have been adopted for marketing of prepared food. It has also observed that number of vaties (small bowel) served in thali system where more wastage has found, buffet wastages are more, waiters are untrained and hotel management is more bother about marketing but less bother about served food waste. It is necessary to show the customers that the "preparation method" and "test" of concern food, vegetable and non-vegetable items which are going to serve to the customers. It is true that it is somewhat difficult but it is necessary to implement for waste control by emotional way. The researcher has made these experiments that before serving, food preparation style and tentative test has narrated to the customers and customers have appreciated this experiment and they shown very spontaneous positive responses regarding food

preparation methods elaboration and it has affected positively on control of served food waste. It is necessary that the hotel authorities, universities, colleges, schools, catering management schools and other hotel management training institutions should teach and made expert to narrate the "food description" to the customers before serving the food. This model proves its significance for served food waste control. It is recommended that the food waster should punish in kind or cash or notice. Waiter should be punished or penalized if he has not served properly, unnecessarily and completely. It is necessary to design special spoons for complete and clean service of the vegetable, non-vegetable and all other edible items from dish to plate. Standard volume or quantity of the edibles items like salads, pickles, koshimber, papad, roti, gravy, sambar, curry, non-vegetarian syrup etc. should be pre determine and declare to the customers. It has studied that ...

"How is the food, same is in the mind  
Behave according to your mind  
If food is poison some, then mind also poison some"

It has observed and discussed with spiritual guru, Prajapita Bramhakumari-Bahanaji and she narrated that vibrations can motivate for food demands and also control on food waste. 'Love and peace' are the basic parameters for consuming "Shashwat Yogica" with the spiritual base for effective marketing of food and food waste control. Use of 'panchmaha bhutas' is required for increase in sale and decrease in waste. There is a philosophy that 'husband should leave the prepared food in the dish then only wife can able to get the same food', but these days are gone in modern era. It is said that 'company is the group of givers and takers' likewise hotel is a company and stakeholders are the group of people of givers and takers, where hotel should give qualitative and appropriate volume of food as a giver and take the same by the customers and vice-a-versa for effective marketing of prepared food and food waste control in the hotels.

The researcher has interviewed Vittal Kamat, owner of Hotel Orchid and many more hotels and hotel consultant, dated 11-02-2014 at 1.45 p.m. Mumbai. He spoke with the researcher that 'learning to learn' is the mantra of hotel industry. Everyone has to learn regarding the importance of the food. The battles among human beings were, are and will be due to the food or hunger only rather than other variables or reasons. He has started 50 years back "idali" in the Europe with the name "Rice Pudding and Coconut Sauce". Everyone should do respectable work in the field of food and hotel industry where no one has monopoly. He has focused on to increase the FSI of the customers' i.e. thinking ability and attitude of the customers of hotel industry. One should think continuously that no one should go unhappy from my hotel. He said that create "Brand Equity" of yourself and your hotel business. Start any activity as 'ordinary' and put 'Ex' as a prefix and made "Ex-ordinary" i. e. 'Extraordinary'. Don't compromise information, knowledge and wisdom, he said. He said that "bhet sambhala-pet bharel" i. e. take care of meet then it cares your stomach which is very much required for hotel industry. The Researcher has asked about the food waste in the hotel, he responded that our grand mother has not allowed to waste the food at home,

same way we have to take care in the hotels. It indicates culture of the customer helps for non-wasting of ordered food. Hotel should work "eco friendly", waste is valuable if you recycled and reused repetitively. Dr. Kamat has been using water for three times. First time water has used for human consumption, second time recycled water has used for washing and third time water has used for air conditioning i.e. cooler and then garden, so waste is always valuable, if it will be reused properly. Kamat gave the mantra that "Reduce Waste and Reuse Waste" (RW-RW).

It has observed by the researcher that at Zilla Parishad, Kolhapur has conducted survey of the district (Ref. Daily Sakal, Dated 20-1-2014, page 6) regarding malnutrition of the district children. They have examined all talula wise 2,34,000 children of the age group of 0 to 6 of which 1,573 has found very extreme less body weight due to lack of sufficient and qualitative food. They have studied that according to children age and height, their weight is not up to the mark. The Zilla Parishad, Panchayat Samiti and Gram Panchayat Samiti members and officers have decided to take these 1,573 children as guardian i. e. Dattak Yojana to provide qualitative, sufficient, supplementary and supportive food to minimize the malnutrition problem of these children. The Hon'ble CEO of Zella Parishad has taken lead role to solve this less weight problem of the children. The researcher has sighted this example to emphasis the need of qualitative and substantial food to the growing children. If, at one end, the hotel customers have been wasting 30%-40% of prepared ordered food and at another end there is a malnutrition problem in the district. To develop healthy child, qualitative and sufficient food is required and this problem will be minimized, if any one or more of the suggestion (s) or model (s) will be accepted for maximization of food sale and minimization of food waste. At present individuals and families are very particular about food and health. To maintain physical fitness each and every one trying his or her level best by balanced food for maintaining health and hygiene for longer time. It is necessary to plan to take food as per standard schedule. It has observed that quality of preparation, oil quality, ghee, frying

quality, boiling quality, steaming quality, salads, spices, volume of preparation, skill and knowledge of the cook etc. are the dominant factors which are affecting on prepared food sale and ordered food waste. It is observed that "wasting by husband in the plate is required for getting food to the wife" was the philosophy and in Marwadi community wastage of food is treated as prestigious thing (Except Exception). The researcher has discussed in detail regarding why this practice has been following by the specific community, that their intention is very clear that the guest should be satisfactorily or fully consume the food, he should not take partly food i.e. he should be completely satisfied (sampurn trupti) his hunger. Hotel industry is the service industry which is called as people's industry where food is the battery for human being which gets discharged after a while, so frequently charging battery by food is required. Human body required electricity and energy for day to day performance. If a person has been not using the energy then his consumed food can be converted into fats, which makes human being lazy and increase weight of the consumer which leads towards the food waste. To provide food grain to poor and BPL (Below Poverty Line) yellow card holder, the Government of Maharashtra has started "Food Security". Under this Food Security Act, 4 lack tone food grain per month is required. The cost of this food is Rs 800 crores per month. The beneficiaries are 7 crores people. Everyone will get 35 kgs of food grain. (Ref. Daily Sakal Dated 3-12-2013, page 2). This has been started to provide food to the poor masses in Maharashtra. Considering this effort undertaken by the Government, food is very vital and essential for the human being, so wastage is not acceptable. The Government of India will follow the 3-2-1 principal. It means that Rice will provide by Rs. 3 per kg., Whet will provide by Rs. 2 per kg. and Pulses will provide by Rr. 1 per kg. The Government is thinking to provide "Right to Food" through this 3-2-1 pattern. It has found that in India till date 42% Kids (Balake) are under mal-nutrition (Kuposhit). It has observed that in 2006 per person 462.9 grams food was available but today in 2013-14 it is only 404.62 grams per person is available (Ref. Maharashtra Times Dated 25-07-2013, page 11).

The British Institute of Mechanical Engineering has prepared one report and stated that about 50% of the food products i.e. 200 crores tons (2,00,00,00,000) have been wasting. Europe and USA people food wasting has tremendously increased, 87% people facing mal-nutrition problem of which 85 crores people are hungry (Ref. Daily Sakal Dated 18-03-2013, Reader's Letters, page 6). The researcher has also observed in yarta, mahi and fairs more quantity of prepared food wastages have been taking place. The USA has been wasting monthly 40% food waste at the resident. This food is costing \$ 16,500 crore per year which can be sufficient for 15 crores people for two times meals and tentative cost per family per year waste is \$ 2275. One USA family has wasting per month 8.5 kgs pulses, 11 kgs fruits and vegetables, 5 kgs processed fruits, 10 kgs milk and milk products, 5.8 kgs dry fruits, 6.8 kgs sweets, 3.9 kgs edible oil and 4.75 kgs non vegetarian food and total food is 55-75 Kgs. (Ref. Daily Sakal, Agro-One, Dated 12-09-2012, page 9). It indicates that there is considerable waste in USA. The same situation is in India, Maharashtra and Kolhapur too. The researcher has come across that in Pune 5 young persons have been started distribution of collected food from marriages, family functions, religious functions etc left out food collecting and distributing among 300 food needy people in the Pune city namely as "Annachi Factory"(Food Factory) under the name of "Beyond Self" (Ref. Lokmat, Dated 12-03-2012, page 5). The 'World Hunger Index', October 2011, India has at 67 positions in world hunger index. It indicates there is a need to study on hunger problem by way of prepared food control (Ref. Loksatta, Dated 26-04-2012, page 1). It has referred that 1/8 of the world people are hungry, they unable to get food in the world according to United Nations Organizations report. 868 crores people were hungry of which 1.90 crores were in developed countries, 3.70 crores in East-North Africa, 5.30 crores in Latin America, 23.90 crores in Africa and 57.80 crores in Asia (Ref. Daily Sakal, Dated 10-10-2012, page 8). It is very serious matter in the world especially in Asia and India too. Considering this scenario in the world we should not waste the prepared and ordered food. It has observed by the researcher that internal

marketing, interactive marketing, emotional marketing etc. is required for effective food marketing in the hotels. The researcher has conducted Focused Group Discussion (FGD) for study regarding perception and attitude of the hotel customers who are placing order of prepared food and consuming less and wasting more. It has found that Quality of Life (QOL) is poor and people are focusing on quantity of life which leads to more order of prepared food causing more waste. To control food waste it is suggested that one should use "**Broken Window Crime**" principle (minor crime and major punishment) which had used in New-York for crime control and they achieved. To control the food waste, customized products is required which is possible through tab or what's-app technology in the hotels and emotional appeal. The researcher observed that in thali system more quantity of food wastages have found. Uttam Kamble wrote an article in Daily Sakal-Saptrang dated 11-4-12 on why food wasting criminals have increasing? Chipako movement leader Sundarlal Bhahuguna said that, "who are wasting food unnecessarily and arrogantly they are robbing food from the mouth of hungry people and depriving the living right". At present to show the richness, people are wasting food, the marriage organizer is saying that, "in the concern marriage two more eaters row (pangat) would have been taken the food, i.e. that much food is available and I am wasting i.e. I prepared excess food". It should be remembered that, "**food is the individual's property after issuing the order and making payment of it but it will be national property if it has wasted**". The hotel authorities should punish these people who are wasting the food in the hotels although they ready to pay or paid. Mahatma Gandhi and Vinoba Bhave said that "wastage of food means committing ethical, social and political crime and he is rejecting the live of hungry". One survey was conducted in the world regarding food waste. It has informed that to the respondents in the world, 1/3 food has waste which has been eating by the insets and earthworms. If this is the situation, question was asked to the world people that, "if food has wasted in this manner and remaining world people will not get the food, then

what they will do?" The researcher has not get the answer and this research project has failed (Ref. Kolhapur aakashwani, Dated 23-10-2013, at 8.00 am to 8.20 am). It means that the researcher has not got any solution regarding food waste control in the above referred survey. The researcher has come across such type of situation in his research work period. The researcher has worked an honorary Waiter in the hotels for collecting the data and observation and he found the same situation which was arises in the survey study. The researcher has also come to know that food taking after cold drink, wastage is more. Food taking immediately after taking soup, wastage is more. The researcher has found that the hotel authorities have been doing more 'cosmetic effect' for prepared food which don't have any direct relation with the concern vegetable or non vegetarian dish, which helps for effective marketing at the same time it leads to more wastages. 'Sizzler' dish create more wastage, which dish preferred by the sophisticated hotel customers i. e. to attract the hotel customers; sizzler dish is very good but wastage point of view this dish is not advisable. Test, odor, size, preparation method, serving method etc is not suitable at majority of the time, which leads to more wastage. It is also observed that food eating by spoon leads to more wastage rather than food eating by hand (fingers). It is suggested that to motivate the customers, especially school going students to eat the food by fingers and it is also suggested that the hotel should provide 50%-50% one dish of two vegetables which helps for effective marketing and minimization of food waste. It is also suggested that like 'Boskin Robins Ice-cream', hotels should provide food test to the customers before serving the food. It is noted that there is no any standardization in the menu card of the hotel, so it is suggested that the Government authority should made compulsion regarding the informative menu card for the hotel. It is also suggested that the hotels should be used aluminum coating dishes for serving the food which dish has less plate leftover. It is made compulsion that not to use plastic or melamine plates for serving the food to the customers, which leads more plate leftover wastages of the food. It is also suggested that

traditional system e. g. Drown, Patravali, Banana Leaf, Mud Pot etc. should be used because these traditional food serving system having natural properties so plate leftover will minimize. It is also suggested that there should be different colour dishes or bowls for serving the food which helps for more saliva (lalha / mouth watering) in the mouth of the customer, which leads to more consumption of food. It is observed that the same colour vegetables' acceptance by the customers is less. It means that to increase the market and demand of prepared food, colourfull dishes and greavy or greavy base is required, which leads to more consumption and lesser wastages or vice-a-versa. Emotional appeal should made to play school students, guidance regarding not to waste food should be provided, nutrition programmes should be conducted and motivated them, that not to waste the food. It is also suggested that training should be provided through mid day meal programme regarding not to waste food and table manners for non wasting food. It is suggested that the hotel employees should be trained regarding packing of unused food or balance food in the plate. Hotel industry is the "fun" based industry where effective training to the employees is required. The researcher has suggested that to introduce six sigma concepts in every hotel where effective food marketing and control on food waste is possible. Considering above discussion the set hypothesis, "Emotional appeal regarding prepared food waste has not considerably ignored by the hotel authorities in the sample area hotels, where Food Service Management need not require alterations in the selected hotels" has proved.

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## **A Study of Dry Fish Markets in Mumbai City**

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**Abstract:**

Fishing and selling of dry fish is the main income source of Koli community in Mumbai. Traditionally Koli community is doing the business of only fishing. But in city area the fish market is in trader's hand. They are getting more profit rather than fishing. Compared to ordinary fish sell vendors the number of dry fish vendor is less in the market for a simple reason that it is preferred by a few customers. Fresh fish in the market has a lot of customers but dry fish is eaten by a specific group of people. Also dry fish if purchased once then can be stored for a longer time in normal conditions so generally there is no regular demand for this fish.

There are number of problems facing by the fishing community. As a developed city Mumbai having so many problems i.e. Lack of availability of dry fish, Marketing channels, very poor infrastructural facilities, intervention of middlemen, faulty government policies, lack of alarming system regarding changing weather conditions, lack of efficient and well equipped transportation means etc. Dry fish marketing having lot of employment potential. It will help to reduce the poverty and increase the employment level of suburban area of Mumbai. But it is needed to reduce the obstacles in dry fish marketing.

**Keywords:** Dry fish Marketing, Monopoly, Vendor, Poverty, Overfishing

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**Introduction :**

Fishing has always remained as one of the basic and important source of food for the humans, which has now turned as a business. Fishing industry is growing in almost all over the world and this natural resource is benefiting the mankind in various ways. Developing countries have larger population relying on fishing as source of livelihood; India is one of those countries. In India fishing is one of the important occupations which uphold lives many people. Fishing and allied activities have remained

as primary source of living for many people in India. Indian states like Maharashtra, Kerala, and Gujarat are having huge importance of the fishing industry for the livelihood as well development of the state. People working in the fishing are either engaged as fishers or fish sellers or engaged in allied activities in these states. Maharashtra is known for its 'Koli' community, who is main fishing community and is engaged in fishing and related activities for decades.

Kolis of Mumbai are considered as original inhabitants of the city and are engaged into the fishing from a long period. These Koli community people are catching fish and selling into the local markets of the city and earning income for survival. The fishing practices in the city have not changed much for the people of Koli community. Mumbai is economic capital of the country and with extensive growth

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activities the fishing business has also grown a lot. This growth has caused numerous challenges for Kolis in their day to day fishing activities. At the same time it has affected the other allied activities. Problems like overfishing, sea water pollution, and heavy competition in fish catching as well as selling.

Drying fish activities is associated with the fishing community of Mumbai from a long time. Dried fish is preferred by fish eaters for its amazing taste and uniqueness. Fish drying has remained as monopoly for the Koli community where the kolis dry fish and sell it into the markets of Mumbai as well as export it to the other states in India.

**About Fish Drying:**

In almost all fishing villages the fish drying takes place. Koli fisherwomen can be seen drying fish like prawns, shrimp, Bombay ducks and an assortment of larger fish like shark and salmon. Drying fish includes various stages. After catching fish it is sorted and cleaned by the koli fisherwomen, this is a very time taking work and Koli fisherwomen sit for hours and hours near the beach to complete this work. Once the fish is cleaned that is either ready to be dried or salted. Some commonly sold fish are dried shrimp, prawns. There is jawla (tiny shrimp), kardi (prawn), tengli (a kind of anchovy), kolbi (tiny silver fish), bombil (Bombay duck), and mandeli (golden anchovy), as well as salted, dehydrated bangda (mackerel), surmai (kingfish) and halwa (black pomfret). Generally big fish and some specific species are salted other maximum of fish is dried in the sun. Fish species like shrimp, Bombay duck are very well known among the dry fish lovers. Fish species like Mackerel are mainly salted and is consumed at a large scale by the fish eaters.

Fish drying is done under the sun and it takes a long time. This work is mainly done by the koli fisherwomen. This fisherwomen stay near the fish drying area for 14-18 hours so to protect the dried fish. To dry Bombay duck which is very famous amongst the fish eaters' half dry method is used in some cases where the fish is dried only once and removed from when some moisture is left. Other drying fish species like shrimp is dried completely

under the sun. Fishing drying activities of Koli community are impacted by the huge growth of the Mumbai city. This change is affecting the dry fish market also. The dry fish market is undergoing various challenges and problems.

**Research Methodology:**

Present research has been undertaken with an objective to; understand the nature of dry fish market in Mumbai, to study the current situation and problems faced by the dry fish vendors and to suggest possible remedies for the problems.

To understand the market structure of the dry fish market a survey was conducted amongst the fish vendors and fish producers. Fish vendors from markets of dry fish in Mumbai were approached for the data collection. Fish market of Marol, Sewari and local fishing markets in the village vesave and Mahim were also considered in this survey. Respondents were asked a few questions regarding the overall dry fish market and related activities. Details of the data collection are as below.

**Table 1.1: Number of respondents for the study**

| Sr. | Dry Fish Market | No. of respondents | Percentage |
|-----|-----------------|--------------------|------------|
| 1   | Marol           | 20                 | 34         |
| 2   | Sewari          | 20                 | 34         |
| 3   | Vesave          | 10                 | 16         |
| 4   | Mahim           | 10                 | 16         |

As per the table number 1.1, respondents from Marol and Sewari markets of dry fish and Vesave and Mahim local fish markets were considered for the response.

**Nature of the Dry Fish Market:**

Selling of dry fish market happens at regular fish markets in Mumbai. Compared to ordinary fish sale vendors the number of dry fish vendor is less in the market for a simple reason that it is preferred by a few customers. Fresh fish in the market has a lot of customers but dry fish is eaten by a specific group of people. Also dry fish if purchased once then can be stored for a longer time in normal conditions so

generally there is no regular demand for this fish. Unlike fresh fish market dry fish market stocks remain with the vendors for months and so it is also seen that the fluctuations in the prices of dry fish is generally less. Normally prices of dry fish increases before monsoon as many people prefer to buy and store dry fish with them for the rainy season. Looking at an increasing demand the vendors increase prices during this period. The fresh fish market is different from dry fish markets in many aspects; one of them is the competition for sale. It can be seen that there too many fish sellers in the market for the fresh compared to dry fish sellers also there are a number of non Koli sellers who purchase fish from dock and sell door to door, this has created competition for the fishing business and ultimately affecting its profitability. But the dry fish vendors are seen facing less or no competition; this is due to lack of huge customer demand and price advantages.

Dry fish vendors often sale their stock door to door and this they not at a regular basis as the stock is not perishable. Both the fish market conditions are differing from each other but dry fish market is depended on fresh fish market. The unsold fish is generally used for drying and the selling again, this way Kolis reduce waste of fish. Due to competition often koli fisherwomen are left with pending stock which can be consumed or sold next day, although some stock is stored in ice but the one which cannot be stored further is the utilized to prepare the dry fish. There are a few Koli families who do sell fresh fish and the once they are not able to sell remaining stock further they dry it and sell it again. There are a few who are doing this as drying fish is very time taking and requires manpower and hard work.

**Issues of Dry Fish Markets in Mumbai:  
Lack of availability of dry fish**

Dry fish market in the Mumbai is heavily depended on the fish collected from the sea. This fish is used from preparing the dry fish. It has been seen that the fish availability in the sea of Mumbai is decreasing continuously. Below mentioned data in table no. 1.1 gives an overview of percentage decrease in fish landing in Maharashtra.

**Table 1.2: Annual landing between 2002-2006 and 2007-2011 in Maharashtra**

| Species         | % Decrease |
|-----------------|------------|
| Bombay duck     | 25%        |
| Pomfret         | 25%        |
| Sharks and rays | 28%        |
| Prawns          | 35%        |
| Perches         | 42%        |
| Rawas           | 42%        |

*Source: (Central Marine Fisheries Research institute)*

As can be seen from the table the minimum decrease in landing is 25%. According to CMFRI the decrease is basically happening due to problems like overfishing with trawlers, increasing in pollution of sea water and increasing sea water temperature. The overall decrease has affected the dry fish market to some extent. Dry fish market is affected as the raw material fish which is used is decreasing and so causing increase in prices. This has affected the quantity of dry fish and its price too.

The fish vendors and producers of selected study area were asked about the trends in the fish availability and its impact on the dry fish market.

**Table 1.3: Availability of fish into the sea affected the dry fish production**

| Sr. | Dry Fish Market | Yes | No |
|-----|-----------------|-----|----|
| 1   | Marol           | 12  | 8  |
| 2   | Sewari          | 18  | 2  |
| 3   | Vesave          | 7   | 3  |
| 4   | Mahim           | 9   | 1  |

*Source: (Field Data)*

As displayed in the table number 1.3, fish vendors believe that the dry fish production has affected due to decreasing fish availability into the sea. The fish availability has caused less fish catch and fewer fish made available to dry and sale further. As per the data maximum respondents have mentioned that the fish availability into the sea has affected the dry fish production since the dry fish is produced with the cached fish. In the recent years the availability of

some species has been decreased drastically. Famous fish species Bombay duck which hugely consumed by even dry fish eaters has decreased into the sea this has caused less production of dry fish called 'Bombil' which has raised prices for the same.

Factors like overfishing due to huge demand of fish, trawl net fishing done by big fishing companies, increase in the sea water temperature and sea water pollution have contributed to the problem. Fish sellers and producers are aware about the problem.

**Table 1.4: Major causes of less availability of fish**

| Sr. | Dry Fish Market | Over fishing | Trawl Net fishing | Sea water pollution |
|-----|-----------------|--------------|-------------------|---------------------|
| 1   | Marol           | 14           | 4                 | 2                   |
| 2   | Sewari          | 13           | 7                 | 0                   |
| 3   | Vesave          | 6            | 2                 | 2                   |
| 4   | Mahim           | 7            | 2                 | 1                   |

Source: (Field Data)

As per the data in table number 1.4 there are three main reasons for decreasing fish catch. As mentioned above maximum number of respondents from different fishing markets feel that overfishing has caused decreased in the fish availability. This is followed by the factor trawl net fishing and pollution of the sea water. Overall these factors have affected the reproduction of the sea species and has caused less fish stock which has ultimately affected the dry fish market too.

**Table 1.5: Impact of less dry fish production**

| Sr. | Dry fish Market | Less Fish stock | High prices | Lack of demand | Not sure |
|-----|-----------------|-----------------|-------------|----------------|----------|
| 1   | Marol           | 4               | 15          | 1              | 0        |
| 2   | Sewari          | 6               | 7           | 6              | 1        |
| 3   | Vesave          | 1               | 6           | 2              | 1        |
| 4   | Mahim           | 0               | 2           | 7              | 1        |

Source: (Field Data)

Respondents were asked about the impact of less fish availability for them. As it can be seen in the table number 1.5, there is diversity in opinion about

the impact. Still there are more respondents who feel that the less availability of fish caused high prices of the dry fish. The overall fish availability has decreased and it has triggered the prices. These high prices further led to less demand of the dry fish in the market.

### **Lack of Facilities in the Market**

Lack of appropriate facilities during the fish sale is an important issue faced by the dry fish vendors in Mumbai. There are a few market places where dry fish vendors can be found in large numbers. Markets like Marol and Sewari has large number of vendors selling dry fish. In rest part of Mumbai dry fish vendors are very few in numbers selling fish in normal fish markets. Facilities for fish vendors in the market have remained an issue with all the fish vendors. Dry fish vendors face these problems more compared to fresh fish sellers.

There are several fish markets in various parts of the city. These fish markets are mainly used for selling fresh fish and are mostly equipped with some necessary arrangements. These markets have shades for protection from sunlight as well as rains. There is electricity facility and to some extent arrangements for latrine. Compared to these markets dry fish markets are lagging behind in the require infrastructure. Markets like Sewari have no proper sitting areas, electricity and shades. There are public toilets but are properly maintained and unhygienic. The shades are made by the vendors and are temporary so it becomes difficult to sell stock in the rainy season. Electricity and water facility is also not very adequate. Dry fish market of Marol can be seen as an exception to this. Marol market is famous which is run by the 'Marol Bazar Masalee Vikreta Koli Mahila Sanstha'. This group of Koli fisherwomen consists of fisherwomen from different parts of Mumbai. The group struggled with local authorities for the possession of the market place at Marol. During the period of dependence Marol market was in a very bad state, after the independence also the condition of this market did not change much, this market did not have any facility like shades to sit, washrooms, electricity and cleanliness. In the year 2007 the local Koli

fisherwomen established this group and started struggling with government authorities for the various facilities required for this fish market. Around 3000 koli fisherwomen are members of this group at present and due to their struggle this market now has RCC arrangement for selling fish, electricity, permanent shades and public toilets.

**Table 1.6: Major problems you face in the market**

| Sr. | Dry Fish Market | Lack of appropriate shade | Electricity and water | Thefts | Storage of dry fish | Cleanliness |
|-----|-----------------|---------------------------|-----------------------|--------|---------------------|-------------|
| 1   | Marol           | 2                         | 3                     | 1      | 12                  | 2           |
| 2   | Sewari          | 13                        | 5                     | 0      | 1                   | 1           |
| 3   | Vesave          | 8                         | 1                     | 0      | 0                   | 1           |
| 4   | Mahim           | 7                         | 1                     | 0      | 2                   | 0           |

Source: (Field Data)

Table number 1.6 highlights the type of problems faced by the different fish vendors in the dry fish market. Problem like lack of appropriate shade, electricity and water, thefts, storage of dry fish and cleanliness are seen in more or less manner in all the fish markets. Lack of appropriate shade has been reported as a very important issue. As can be seen from the table Marol has a very few respondents mentioning shade as a problem the major reason for this is the work done by the Marol Macchimar Mahil Vikreta Samiti, this group of fisherwomen and vendors have worked for putting up proper shades into the market, such arrangement is missing in the other fishing markets. With issue related to appropriate shade problem of availability electricity and water, thefts and cleanliness are also common but not very severely affecting the vendors. Storage of fish is also a very important issue especially in monsoon season. Lack of storage facility into the market causes vendors to carry fish stock every day to home and bring back next day morning. This process takes a lot of cost and hard work.

#### Prices are not Appropriate

Prices of dry fish are often depended on the prices and sale of fresh fish. Compared to fresh fish prices of dry fish is less fluctuating. Fresh fish is raw material for making dry fish. The daily fish catch

decides the amount of dry fish production. In recent months the prices of fresh fish have increased tremendously and this has affected the dry fish also. Often dry fish is considered as option for fresh fish but this is proportion is less. There are few communities which prefer eating dry fish compared to fresh fish due to the high prices of fresh fish. There is also an increasing demand for dry fish from various states in India as well as other countries. According to sellers of dry fish at Sewari, every community except Gujrathis, Brahmins and Jains eat dried fish. Dried fish is heavily consumed by Kerala and Bengali and Goan people. Indian dried fish is also exported countries like Sri Lanka. Thus increasing demand has contributed to high prices of the dried fish.

The dried fish is sold by the Koli fisherwomen themselves into the market or sold it to the wholesalers who then take it to the local markets of Mumbai and suburbs. The prices of dry fish are comparatively stable than the normal fish cached from the sea. On an average Bombay duck is sold at Rs. 100 to 175 Kg., shrimp is sold at Rs. 150 to 250 a kg., the larger dried fish are sold at prices starting from Rs. 35. The prices vary based on the size of the fish.

**Table 1.7: Price range of dry fish in Mumbai markets**

| Sr. | Species                  | Price Per KG in Rupees. |
|-----|--------------------------|-------------------------|
| 1   | Bombay Duck (Bombil)     | 100 - 175               |
| 2   | Shrimp (Kolbi)           | 150 - 200               |
| 3   | Mackerel (Bangada)       | 110 - 140               |
| 4   | Tiny Shrimp (Jawala)     | 70 - 120                |
| 5   | King Fish (Surmai)       | 120 - 160               |
| 6   | Black Pomfret (Halwa)    | 90 - 130                |
| 7   | Golden anchovy (Mandeli) | 60 - 90                 |
| 8   | Prawn (Kardi)            | 75 - 95                 |

Source: (Field Data)

The prices of dried fish increased tremendously. Various factors and middlemen in the supply chain have caused soaring prices. It is in favor of the vendors if the price increases but due to the

middlemen in the supply the complete profit is not reaching to the dry fish producers, there is also a decrease in the demand for dried fish due to the increasing prices into the market, this increase in price make the fish eaters look for alternate eating options like fresh fish, chicken or mutton.

**Table 1.8: Opinion on the fish prices in the sea appropriate**

| Sr. | Dry Fish Market | Yes | No | Not sure |
|-----|-----------------|-----|----|----------|
| 1   | Marol           | 5   | 14 | 1        |
| 2   | Sewari          | 7   | 13 | 0        |
| 3   | Vesave          | 3   | 7  | 0        |
| 4   | Mahim           | 0   | 10 | 0        |

Source: (Field Data)

Table Number 1.8 shows the response of the fish producers and vendors regarding the increasing prices in the market, since the profits are mostly taken away in the supply chain the dry fish producers and vendors believe that the prices in the market are not much beneficial even though they are increasing. The dry fish market does not experience much fluctuation in the prices but still producers and vendors expects a considerable hike every three months which can help them do better in the business, for the same reason they look at local authorities to help them receive these price benefits.

Fishing business done by the Koli community is still largely under the same nature and shows minimum changes. There are a few areas where the fishers now prefer mechanized boats instead of traditional boats for fishing and also exporting the fish to get better prices. People of the community have also started getting new trends into the business by adding value to what they give to the customers; food festivals like Vesave Food Festivals have added more value to the production of Kolis which has helped increasing profits and customers. Dried fish market has a limited opportunity compared to fresh fish sellers.

Dried fish is also sold in the food festivals with some value addition, this helps the producers and vendors earn more profit. Dried fish is also exported from

Mumbai to other states and other countries but there is need to get more demand and this can be done through adding more value to the final product.

**Lack of Focused Government Policies:**

Kolis of Mumbai are the original inhabitants of the city. Fishing has always remained a main source of living for the people of this community. Huge growth of city has affected the Koli community in various ways. Socio-economic changes are rapidly taking place in the community which are sometimes appreciate and sometimes not. These changes have affected the community in mostly negative way by creating challenges in the fishing business and their survival. To protect the Kolis in this drastically changing environment state government has implemented some policies to help the community to survive and grow.

The available policies are considered as not enough by most of the people in the community. There are also a few policies available for improving the business conditions for Kolis. These policies are also mainly made for the fish catchers and benefiting directly to fish sellers. Dry fish sellers are also not an exception for this; there are no focused policies for the dry fish sellers.

When asked about if the policies these respondents know are enough for betterment of the fish producers and sellers only 1 respondent mentioned that the policies are sufficient and 3 mentioned they are not. Looking at the response it can be said that the benefits are reaching to the maximum of recipients and this is one of the problems of dry fish markets in the city.

This also highlights that there is a need of improving policy framework to improve the status.

**Conclusions:**

1. There are a large number of families from overall fishing villages of Mumbai and nearby which are depended on dry fish markets for their livelihood.
2. Kolis are not the only community which is engaged in dry fishing, there are communities other than them who are doing this business since very long.
3. Dry fish market has remained unfocused since the very beginning

4. With the growth and development of the city, the dry fish producers and sellers are facing problems in their day to day activities of producing dry fish and selling
5. Koliwadās in Mumbai are facing the problem of open spaces for drying the fish. The fishing community is demanding since a long time for the ownership of the land near the sea which kolis are using for drying fish since very long.
6. Drying fish business is facing problems to the less availability of fish into the sea. With the less availability the cost of fresh fish has rose which has also affected the production of dry fish.
7. Dry fish vendors are struggling with various issues into the market. Markets are basically not very structured and are lacking basic facilities like shades, water, electricity and cleanliness.
8. Storage of dry fish has also reported as a major problem especially in the rainy season. Fish producers and vendors do not have any such provision done by the government.
9. Prices of the dry fish are increasing in the market which is ultimately affecting the sales.
10. No direct benefit government policies are available for the dry fish producers and vendors.

### **Suggestions and Recommendations**

1. Dry fish producers need to be given the ownership of the drying areas so to continue the production.
2. Dry fish markets need to be given required facilities by the local authorities. Basic facilities like shades, electricity, and water can be provided jointly taking contributions from the vendors just like Marol fish market where the vendors pay some fees every month which is then utilized for basic facilities and security of the market places.

3. Storage has remained a basic problem which needs to sort out by making permanent shades and lockers available at the dry fish market which can then save transportation cost of the fish vendors every day.
4. Dry fish producers need to be assured minimum per Kg price for the production.
5. Municipal Corporation should provide open land for drying fish which is close to the fishing market or fishing village.
6. There need to be provision for policy to get assured price to the producers of dry fish.

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# **An Analytical Study of Budgetary Control System of Aided Colleges in Shivaji University Jurisdiction**

**Rajeshkumar P. Chetiwal, C.M. Shinde**

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**Abstract:**

Education is very important factor for bringing social, cultural, political and economic development for the nation. Over the years colleges have grown in their numbers, size and complexities. A budget is an important tool for financial planning and control. The management can evaluate performance of every level of the organization through budget. The difference can be shown between planned performance & actual performance through budgets. It is, therefore important to study as to what extent the budgetary practices in colleges have kept pace with contemporary changes in the field of financial management. Thus researcher, after coming across problem of the college finance and realizing the significance of budgeting to improve the situation, taken up this study

**Keywords:** Budget, Budgetary Control System, Higher Education

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**Introduction :**

Budget is a short term finance planning tool of management and it is used to focus attention on company's finance and overall operations of an institute. Budget highlights potential problems and advantages early, allowing management to take steps to avoid these problems or use the advantages wisely a budget is a tool that helps managers in both their planning and control. Budget can be used as a benchmark of a control system that allows managers

to compare actual performance with desired performance. Hence, the budget widely uses as a managerial technique tool in an organization.

One of the major aspects of budgeting is to exercise control over the funds. It has to be ensured that the funds are efficiently utilized. Budgetary control involved deciding about the physical and financial targets, assigning responsibilities and measuring the result at the end so as to ensure that the forecasted goal or objectives are achieved. The financial authorities of an educational institution have the twin objectives of liquidity and accountability. Liquidity is important to ensure that the institution is able to meet its obligation in time. It does not mean that the institution should retain all its sources in liquid accounts like saving bank account. The concept of accountability is unique to public institutions which call for transparency.

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**Literature Review:**

Husain, I. (2006) opined that budget, which is

consider by the traditional managers and education authorities on merely routine exercise of the college, has to be made more effective. It has to be used by the educational authorities as an effective tool of financial planning and control. Budget may also be used as a device to establish a relationship between the planning financial and the academic performance of the colleges.

Dutta, M. (2002) observed that the field of management control is rich and varied. India stands third, having the largest technically trained manpower in the world. But theoretical technical knowledge is only half the story, the other half being its practical applications. With the liberalization of the Indian economy and globalization, there is now a cut throat competition from various corners of the world. As a result, there is now a race to secure a place for survival. In such a scenario, Management Control skills are the cry of the day.

Koontz, Donnel, H. and Cyril (1979) Defined control as the regulation of work activities in accordance with predetermined plans, such as to ensure the accomplishment of the organisations objectives. Control operates through standard and also measures the work performance according to these standards and correct deviations from the standard. It presumes that there is a standard or plan against which performance is compared.

Subhedar, I.S. (2001) opined that Mobilization of resources for the development of institution is not only an obligation of the government, trustees and the principals, but it is also a social responsibility of the teaching and non-teaching staff, parents and students.

Wagh, A.D. and Gadade, S. T. (2013) Evaluating budgeting and budgetary control process in colleges, researchers opined that higher education, especially, education in Arts, Science and Commerce colleges for traditional courses has been a core area covering majority of population in higher education. Similarly, budgeting and budgetary control processes in colleges capture attention. The various sources of income and expenditure, the allocation of expenses and controlling the excess expenses catches the attention of

Government authorities, funding agencies, administrators as well as academicians in higher education. For financial activities, of course, budget is inevitable, which is defined as a formal statement of the financial resources, set aside for carrying out specific activities, in a given period of time. It helps to co-ordinate and to control the activities of the organization. Budgeting in the colleges consists of the planning of academic, financial, and integrating activities. Academic planning is a complex phenomenon due to a variety of changes that have affected the availability of funds for education.

Das A. and Paul G. (2012) revealed that various financial problems associated with the college library budget. It studies the meaning of budget and examined the various techniques of budgeting that may be used in the libraries for fund acquisition and allocation. It draws the necessary steps to be taken for library budget preparation and finally concluded with the role of librarian for better utilization of limited fund.

Chougule, P.N. (2008) he stated that TQM is a philosophy of continuous improvement which can provide any educational institution with a set of practical tools for meeting and exceeding present and future customer needs, wants and expectations. Further TQM is a vision, which the educational institution can achieve only through long term planning by drawing up and implementing annual quality plans, which would gradually lead towards the fulfilment of vision. In his study he makes comparisons as to implementation of TQM principles in the colleges/ higher educational institutions in the rural and urban areas of Southern Maharashtra and in the professional and non-professional colleges in Southern Maharashtra.

#### **Research Methodology:**

Present research put to test hypothesis i.e. more the participation in budget assumes the better managerial performance.

Study has undertaken with an objectives, to review the existing budgetary practices in the colleges, to examine the usefulness of budgetary practices in the colleges of Shivaji University Jurisdiction, to analyze the problems of implementing budgetary control

system in the colleges and to suggest the improvements in proper implementation of budgetary control mechanism in the colleges.

Majority of information was collected from the primary sources. Investigator prepared a questionnaire covering all the Relevant and important dimensions of budgeting in the colleges and data schedule administered these tools on the principals and accountants of colleges in Shivaji University jurisdiction. In order to elicit the information from the principals and accountants the questionnaire contains items probing factual information as well as their opinions about the budgeting and budgetary control in the colleges.

The researcher has prepared district wise list of all aided colleges in Shivaji University Jurisdiction from which the sample was drawn. The following table shows aided colleges in Shivaji University jurisdiction.

**Table: 1: Aided Colleges in Shivaji University jurisdiction**

| Sr. | Type of Colleges                       | Kolhapur  | Sangli    | Satara    | Total      |
|-----|--|-----------|-----------|-----------|------------|
| 1   | Conventional Colleges                  | 28        | 13        | 20        | 61         |
| 2   | Conventional and Professional Colleges | 23        | 23        | 14        | 60         |
| 3   | Colleges of Education                  | 02        | 02        | 01        | 05         |
| 4   | Law Colleges                           | 02        | 02        | 03        | 07         |
| 5   | Engineering and Tech.Colleges          | --        | 01        | 01        | 02         |
| 6   | Pharmacy Colleges                      | --        | --        | 01        | 01         |
|     | <b>Total</b>                           | <b>55</b> | <b>41</b> | <b>40</b> | <b>136</b> |

*Source: (Compiled by Researcher)*

For the selection of colleges from districts under Shivaji University jurisdiction, researcher has used stratified sampling method. Each district has been considered as one strata i.e. Kolhapur, Sangli and Satara. After that types of colleges has been considered as a sub-strata from each district i.e.

Conventional Colleges, Conventional and Professional Colleges, Colleges of Education, Law Colleges, Engineering and Technology Colleges and Pharmacy Colleges. Precision is depend upon the sample size of the stratum and it depends upon variability in each stratum. In stratified sampling the allocation of sample size for different strata is done according to total no. of units in each stratum and variability within each stratum.

The researcher has taken 20 percent of colleges from each sub-strata of each district for the research purpose. Then researcher has used convenience sampling method for the selection of the colleges. The following table shows the sample size:-

**Table: 2: Sample size of colleges**

| Sr. | Type of Colleges                       | Kolhapur  | Sangli    | Satara    | Total     |
|-----|--|-----------|-----------|-----------|-----------|
| 1   | Conventional Colleges                  | 06        | 03        | 04        | 13        |
| 2   | Conventional and Professional Colleges | 05        | 05        | 03        | 13        |
| 3   | Colleges of Education                  | --        | 01        | 01        | 02        |
| 4   | Law Colleges                           | 01        | --        | 01        | 02        |
|     | <b>Total</b>                           | <b>12</b> | <b>09</b> | <b>09</b> | <b>30</b> |

*Source: (Compiled by Researcher)*

Thus a reasonable sample of 20 percent of the aided colleges was considered for the present study, which comes near about 27 colleges. But researcher has taken 30 colleges as a sample for the present study. The sample size is comprise of a representative sample of thirty (30) colleges in total with a sample selection of Thirteen (13) Conventional Colleges, Thirteen (13) Conventional and Professional Colleges, Two (02) Colleges of Education, and Two (02) Law Colleges. Engineering and Technology Colleges and Pharmacy Colleges could not take as a sample because 20% of them from each stratum were less than the 0.5.

**Review the Existing Budgetary Practices:**

1. The accounting system of colleges have been

examined and it is found that 77 Percent of the colleges prepare their accounts with cash basis accounting system and only 23 Percent of the colleges prepare their accounts with hybrid/mixed accounting basis.

2. Preparation of budget by the colleges has been assessed and it is found that 93 Percent of the colleges prepare budget every year and 07 Percent of the colleges do not prepare budget for their financial activities. In 50 Percent of Law Colleges and 08 Percent of Conventional Colleges budget is not prepared.
3. Budget system of colleges has been examined and it is found that 93 Percent of the colleges follow flexible budget system and 07 Percent of the colleges do not have any kind of budget system. In 50 Percent of Law Colleges and 08 Percent of Conventional Colleges do not have any type of budget system.
4. Availability of budget or finance committee is examined and it is found that budget committee is available in 93 Percent of the colleges. Budget committee is not available in 50 Percent of Law Colleges and 08 Percent of Conventional Colleges.
5. It is found that only 30 percent of the colleges invite estimates from the heads of departments or chairman of the activity. In 70 percent of the colleges estimates do not invite from the heads of departments or chairman of the activity.
6. It is found that budget is not prepared for every academic activity in all type of colleges affiliated to Shivaji University.
7. It is found that training facilities do not provide to the staff regarding budgeting and budgetary control by the all type of colleges.
8. It is seen that students do not incorporate in budgeting process by the all type of colleges.
9. Time period for budget is also examined and it is found that 93 Percent of the colleges mentioned that their budget covers one year time period and 07 percent of the colleges do not prepare budget.
10. Frequency of revision of budget is examined and it is found that 37 Percent of the colleges review their budget in six months, 20 Percent of the colleges review their budget in one year, 13Percent of the colleges review their budget in three months and the revision is not done in 30Percent of the colleges.
11. Availability of budget related documents have been examined and it is found that 57 percent of the colleges have budget schedule, 83 percent of the colleges have budget guidelines and budget manual is not available in all type of the colleges.
12. Objectives of preparation of budget have been assessed and it is found that the main objective of preparation of budget in 77 percent of the colleges is device for effective planning and control, 63 percent of the colleges said statutory compulsion, 43 percent of the colleges said planning tool and only 20 percent of the colleges said routine exercise is the objective of preparation of budget.
13. Nature of budgetary process in the colleges has examined and it is found that in 77 percent of the colleges budget is required to be approved by competent authority, in 70 percent of the colleges budget is submitted by the stipulated date and in 23 percent of the colleges delays are caused in receiving sanction.
14. For budgeting purpose heads of departments are consulted by 43 percent of the colleges.
15. Types of budget prepared by the colleges have been examined and it is found that 70 percent of the colleges prepare maintenance budget, 100 percent of the colleges prepare salary budget and 60 percent of the colleges prepare development budget.
16. It is found that cash budget does not prepare in the all type of colleges affiliated to Shivaji University.
17. Methods of budgeting used in the colleges have been examined and it is found that 93 percent of the colleges are using incremental budgeting method for preparation of budget and 07 percent of the colleges do not prepare budget.
18. Investment policy of the colleges for excess money has been assessed and it is found that all

type of colleges prefers to invest/deposit in bank only for their excess money.

19. It is seen that Cash Flow Statement does not prepare by the all type of colleges.
20. Publication of financial statements in college annual report has been examined and it is found that all type of colleges do not publish their financial statements i.e. Receipt and Payment Statement, Budget and Balance Sheet in their annual reports.

#### **Usefulness of Budgetary Practices:**

1. Linkage of budget to mission and goals of the college has been assessed and it is found that 17 percent of the colleges linked their budget to Mission and Goals to large extent, 67 percent of the colleges said about that to some extent, 10 percent of the colleges mentioned to less extent and 06 percent of the colleges have not linked their budget to Mission and Goals.
2. Preparation of budget with reference to the college annual plan, strategic plans and overall goals have been examined and it is found that 37 percent of the colleges said about that to large extent, 47 percent of the colleges mentioned about that to some extent, 10 percent of the colleges mentioned to less extent and 06 percent of the colleges reported to no extent.
3. Proper allocation of budget to the departments has been assessed and it is found that in 10 percent of the colleges allocate budget properly to very large extent, 43 percent of the colleges to large extent, 40 percent of the colleges mentioned to some extent, and 07 percent of the colleges reported about that to no extent.
4. Involvement of staff in the process of budget preparation has been examined and it is found that Staff is involved in the preparation of budget to large extent in only 07 percent of the colleges. In 27 percent of the colleges Involvement of staff in the process of budget preparation is to some extent, to less extent in 53 percent of the colleges and 13 percent of the colleges reported that staff is not involved in preparation of budget.

5. It is found that 53 percent of the colleges maintain documentation of budgetary process to some extent, 37 percent of the colleges to less extent and 10 percent of the colleges do not maintain documentation of budgetary process.
6. In 23 percent of the colleges the receipts and expenditures are as per the budget to large extent, in 53 percent of the colleges it is to some extent, to less extent in 17 percent of the colleges and to no extent in 07 percent of the colleges.
7. It is found that support of the management is provided for the effectiveness of budget execution to large extent in 43 percent of the colleges, to some extent in 43 percent of the colleges, to less extent in 07 percent of the colleges and to no extent in 07 percent of the colleges.
8. It is found that budget holder considers how their action affects on achievement of the set target of the organization to large extent in 17 percent of the colleges, to some extent in 40 percent of the colleges, to less extent in 30 percent of the colleges and to no extent in 13 percent of the colleges.
9. It is observed that coordination among the departments during budget execution is achieved through clear communication and consultation to very large extent in 13 percent of the colleges, to large extent in 37 percent of the colleges, to some extent in 36 percent of the colleges, to less extent in 07 percent of the colleges and to no extent in 07 percent of the colleges.
10. It is observed that budget versus actual comparison and identification of variances is done regularly to large extent in 20 percent of the colleges, to some extent in 30 percent of the colleges, to less extent in 23 percent of the colleges and comparison between budgeted and actual figures and identification of variance is not done in 27 percent of the colleges.
11. It is found that colleges find solutions to problems revealed through budgetary control to large extent in 43 percent of the colleges, to some extent in 50 percent of the colleges and in 07 percent of the colleges to no extent.

12. It is found that budget includes unattainable targets to very large extent in 07 percent of the colleges, to large extent in 10 percent of the colleges, to some extent in 50 percent of the colleges, and to less extent in 33 percent of the colleges.
  13. It is seen that allocation of insufficient funds to the departments or programmes affect budget implementation to large extent in 20 percent of the colleges, to some extent in 63 percent of the colleges and to less extent in 17 percent of the colleges.
  14. It is found that budget process is time consuming and expensive to less extent in 60 percent of the colleges, to some extent in 20 percent of the colleges, to large extent in 03 percent of the colleges and to no extent in 17 percent colleges.
  15. It is observed that there is a tendency by user department, budget process is just to comply the college requirements to large extent in 40 percent of the colleges, to some extent in 50 percent of the colleges and to less extent in 10 percent of the colleges.
  16. It is found that change of staff or implementers of budget affect the achievement of the budget to large extent in 16 percent of the colleges, to some extent in 50 percent of the colleges, to less extent in 24 percent of the colleges and to no extent in 10 percent of the colleges.
  17. It is observed that new projects have different budget guidelines and come with a new set of rules which take time to learn and can be a challenge for budget implementation to very large extent in 10 percent of the colleges, to large extent in 37 percent of the colleges, to some extent in 47 percent of the colleges and to less extent in 06 percent of the colleges.
2. Reasons for the degree of difficulty in implementing budgetary objectives have been examined and it is found that achievement of budgetary objectives is the main reason of difficulty in implementing budgeting in 63 percent of the colleges, 53 percent of the colleges said rules and regulations of governing bodies, 47 percent of the colleges said budgetary realization and 23 percent of the colleges reported that staff relationships and communication are the reasons of difficulty in implementing budgeting.
  3. It is observed that 73 percent of the colleges do not take corrective actions for negative budgeting variance. Only 27 percent of the colleges take corrective actions for negative budgeting variance.
  4. It is found that rewards are not given in the case that positive budgetary variance occurred in all type of colleges.
  5. It is seen that provision to control the expenditure which is crossing the budgeted figure/expenditure is not available in the colleges.
  6. It is seen that provision for judging the progress towards the achievement of educational goals and objectives is not available in the colleges.
  7. It is found that provision for supplementary budget is not available in the colleges.
  8. It is found that 60 percent of the colleges have problem of not having scientific accounting and reporting system, 37 percent of the colleges have problem of defective financial planning, 27 percent of the colleges have problem of poor asset management and 10 percent of the colleges have problem of weak financial organization.

**Problems of Implementing Budgetary Control System:**

1. It is found that difficulty level of implementation of budgetary objectives is moderate in 77 percent of the colleges, very difficult in 03 percent of the colleges and easy in 20 percent of the colleges.

**Testing of Hypotheses:**

**Ho: 1:** More the participation in budget assumes the better managerial performance.

**Table: 3: Correlation of extent of participation in budget and grades**

Participation of management and staff in preparation of budget has considered. The extent of participation is measured on five point Likert type of scale. The grade used as performance measurement.

|        |                     | <b>Grades</b> | <b>X</b> | <b>Y</b> |
|--------|---------------------|---------------|----------|----------|
| Grades | Pearson Correlation | 1             | .625**   | .601**   |
|        | Sig. (2-tailed)     |               | .000     | .001     |
|        | N                   | 28            | 28       | 28       |
| X      | Pearson Correlation | .625**        | 1        | .119     |
|        | Sig. (2-tailed)     | .000          |          | .545     |
|        | N                   | 28            | 28       | 28       |
| Y      | Pearson Correlation | .601**        | .119     | 1        |
|        | Sig. (2-tailed)     | .001          | .545     |          |
|        | N                   | 28            | 28       | 28       |

\*\* . Correlation is significant at the 0.01 level (2-tailed).

Above table shows that the extent of participation by management, staff and grading are correlated. Pearson correlation between extent of management participation and support with performance of college as measured by grading is 0.625 which is significant at 0.01 level of significant. Pearson correlation between extent of staff participation with performance of college as measured by grading is 0.601 which is significant at 0.01 level of significant.

Both the correlations are moderate positive and found to be statically significant.

To test the extent of dependability regression model is used.

**Table 4: Variables entered in regression**

Only one variable is dependent i.e. grading and independent variables are extent of management support and extent of staff participation in preparation of budget as opined by samples.

| <b>Model</b>                        | <b>Variables Entered</b> | <b>Variables Removed</b> | <b>Method</b> |
|-------------------------------------|--------------------------|--------------------------|---------------|
| 1                                   | Y, X <sup>a</sup>        | .                        | Enter         |
| a. All requested variables entered. |                          |                          |               |
| b. Dependent Variable: Grades       |                          |                          |               |

**Table 5 : Regression model summary for extent of participation**

| <b>Model</b>                    | <b>R</b>          | <b>R Square</b> | <b>Adjusted R Square</b> | <b>Std. Error of the Estimate</b> |
|---------------------------------|-------------------|-----------------|--------------------------|-----------------------------------|
| 1                               | .820 <sup>a</sup> | .672            | .646                     | .362                              |
| a. Predictors: (Constant), Y, X |                   |                 |                          |                                   |

Value of r square is 0.672 and adjusted r square is 0.646 which is reasonably good.

**Table 6: ANOVA of model for extent of participation**

| <b>Model</b>                    |              | <b>Sum of Squares</b> | <b>df</b> | <b>Mean Square</b> | <b>F</b> | <b>Sig.</b>       |
|---------------------------------|--------------|-----------------------|-----------|--------------------|----------|-------------------|
| 1                               | Regression   | 6.722                 | 2         | 3.361              | 25.633   | .000 <sup>a</sup> |
|                                 | Residual     | 3.278                 | 25        | .131               |          |                   |
|                                 | <b>Total</b> | <b>10.000</b>         | <b>27</b> |                    |          |                   |
| a. Predictors: (Constant), Y, X |              |                       |           |                    |          |                   |
| b. Dependent Variable: Grades   |              |                       |           |                    |          |                   |

Above table reveals ANOVA is significant at 95% level of confidence, since value of 'f' is 25.633 at 2 degrees of freedom and 'p' value is 0.000

**Table 7: Unstandardized coefficient for model extent of participation**

| Model                         |                              | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig. |
|-------------------------------|------------------------------|-----------------------------|------------|---------------------------|-------|------|
|                               |                              | B                           | Std. Error | Beta                      |       |      |
| 1                             | (Constant)                   | 1.829                       | .313       |                           | 5.839 | .000 |
|                               | Extent of management support | .390                        | .080       | .562                      | 4.869 | .000 |
|                               | Extent of staff support      | .401                        | .087       | .534                      | 4.631 | .000 |
| a. Dependent Variable: Grades |                              |                             |            |                           |       |      |

Above table reveals that model constant is 1.829 of which 't' test is significant. The beta coefficient for extent management support is 0.390 of which 't' is 0.000 which is significant and that to of extent of staff support is 0.401 of which 't' is 0.000 which is significant.

The model found to be significant hence the **null hypothesis is rejected** and alternative hypothesis i.e. more the participation in budget assumes the better managerial performance is accepted.

**The model is :**

$$\text{College Performance} = 1.829 + .390 (\text{extent of management support}) + .401 (\text{Extent of staff support}).$$

**Conclusion:**

Budget is the control tool. The time and expense should not be given much weightage while preparing the budget. It is a requisite in non-profit making institutions. Proper time given and expenses incurred should not be consider as in vain in budget processing. The benefits of budget are very large in terms of control as against the consumption of time and expenses incurred on it.If the colleges prepare the budget with due importance they will realize the usefulness of budgetary control to achieve the Mission and Goals of the institution. Unless and until the adequate funds are allocate to the departments through budget the departments cannot work independently and mutually. The proper allocation of funds is only possible when the educational and financial activities are linked with the objectives of education and they should be regularly monitored.

Unless and until staffs are involved while preparing the budget they will not come to know the importance of budgeting. The suggestions of the staff while preparing the budget should be considered for proper and quick accomplishment of goals.While preparing the budget the actual receipts are not in the control

of the institution but the expenditures are in the control. Considering the receipts the expenditures should be made as per the plan budget.

Only preparation of budget has no meaning unless and untill the budget and actual figures are compared.After the comparison of budget and actual figures the variance should be discussed by budget holder with the management. The reasons should be find out for the variance and proper action should be taken in future. If the variances are not discussed and proper action is not taken then the preparation of budget has no use.While preparing the budget the targets should be fixed which can be attained smoothly. If budget is prepared to achieve the targets which cannot be attained then suitability of the budget will be in question.The strict adherence to budgeting process is not expected but when there is a necessary to deviate from the budget, prior consultation with the management the revised budget can be prepared and then the institution can came to know the usefulness of budgeting process.

**Suggestions:**

1. Budget should be linked to mission and goals of the colleges.

2. College annual plans, Strategic plans and overall goals should be considered while preparing the budget.
  1. The budget should be prepared with consideration of past budgets, actual expenses and requirements in future. These require the proper documentation of budgeting process.
  2. There should be some standard of variance to be fixed. The control can be achieved through identification of variance. After the comparison of budget and actual figures the variance should be discussed by budget holder with the management. The reasons should be find out for the variance and proper action should be taken in future.
  3. Unless and until the corrective action is taken against the negative budgeting variance, the budget will be meaningless as a control tool. The accountability should be fixed for negative budgeting variance and as against the positive budgetary variances should be rewarded.
  4. The usefulness of the budget as a control tool cannot be judged if supplementary budget is not prepared when it is necessary.
  5. Cash Flow Statement should be prepared considering the types of activities like operating, investing and financing. The excess cash generated from one activity can be utilized for other activity if proper budget is prepared.
  6. For the information of all stakeholders financial statements like Receipts and Payments, Balance Sheet, Cash Flow Statement etc. of the colleges should be published in their annual reports.
  7. Representative of the students can be involved in budgeting process.
  8. The personnel involved in budgeting should be properly trained.
  9. It is suggested that colleges should maintain their books of accounts on accrual basis because accrual is the scientific basis of accounting and has conceptual superiority over the cash basis of accounting.
  10. Colleges/University should organize training programmes regarding budgetary process to train the staff.
11. There should be an excellent communication link between budget committee and budget implementers, so as to meet target thereby eliminating undue variances.
12. Cash budget should be prepared separately by the colleges because cash budget enables the assessment of working capital requirements.
13. Budget manual should be prepared by the colleges which include the forms for compiling the basic information necessary for the preparation of budget, time schedule indicating all stages from the start of budget preparation to its approval, the responsibility, financial powers related to budgetary levels and the constitution and function of budget committee.
14. Collection of feedback from the all the stakeholders on budgeting and budgetary control should be introduced by the colleges.

These suggestions need to be implemented as prerequisites to improve the quality of budgeting and budgetary control system in the colleges not only in Shivaji University jurisdiction but also in Maharashtra.

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# **Influence of Motivational Factors on Women Entrepreneurship**

**Premala K. Nalawade, Vrushali B. Shah**

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**Abstract:**

The research is descriptive inferential in nature. Primary data is collected from women Entrepreneurs with the help of structured schedule. Women entrepreneurs in Satara working in manufacturing sector, trading sectors and self-employed. Women was proposed to be taken as sample. Population and sample size was found to be 104 from total population of 140 samples. Sample Size was divided in different strata of population on the basis of weighted average. The population of Women Employees is infinite. The total Women Employee sample size was found 120.

Maximum respondent's reasons for launching own business is 'To fulfill a lifelong goal to become an entrepreneur', is ranked first with mean 4.22, and SD 0.76. And very few respondents 'Mishap in family' is ranked eight with mean 2.26 and SD 0.69. In Socio-Demographic factor 'Encouragement from friends and family' is ranked first with 4.09 and SD 0.66. and very few respondents for 'Occupational background of parents' ranked seven with Mean 2.46 and SD 0.77.

**Keywords:** Women Entrepreneur, Motivation, Choice of Entrepreneurs, Family support, Moral/Emotional Support, Women Employee.

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**Introduction :**

There is a more to successful business than a good idea; there must be a good 'Entrepreneur'. A good entrepreneur is one who is capable of inspiring confidence in people and has ability to motivate them

to work in fulfilling economic goals set. Entrepreneurs have to believe in themselves. People are not scared about failures but are more scared about what their family, relatives or friends will say. Very few people have patience or the ability to stick around. The true entrepreneur should have skill sets to take risk, accept challenges, should be ready to accept the mistakes and take corrective action, and ultimately should not quit. This is the benchmark of entrepreneurship. The CEO of Infosys Narayan Murthy's quote is worth mentioning: 'It has taken me 25 years to become an overnight wonder'

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Women's roles are changing with dynamic speed with changing economic scene when it comes to their careers. Women entrepreneurs are expected to accept challenges, maintain a perfect balance with their personal life and their professional venture to be

independent, get status, get respect in their field and can be economically self-sufficient. Women have made their impression in business and everyday they are taking leap in entrepreneurship. There are various factors which influence entrepreneurship among women.

**Review of Literature:**

Women entrepreneurship has been motivated by gender inequality problems. Women entrepreneur are an inspiration for all other women who strive to achieve great heights in their lives. Constraints and Motivating Factors for Indian Women Entrepreneurs in Small Scale Industries that India is a male dominated society and women are assumed to be economically as well as socially dependent on male members. Motivation factors behind decision of female entrepreneurs in Honduras that push factors are those motivation factors that come out of necessity and pull factors are those that come out of opportunity. Women entering into entrepreneurship researcher found that women in Peru seem to be stimulating by factors that 'pull' them to become entrepreneurs, rather than 'push' them. Motivational factors, entrepreneurship and education Study with reference to women in SMEs. In order to conduct the study SIDCO Industrial Estates in Madurai Region is selected since it is populated with several small and medium scale enterprises.

**Research Methodology:**

Present research put to test null hypotheses i.e. there is no relationship between Motivational Factors and choice of entrepreneurship.

The study carried on to suffice objectives, to influence of various factors on women entrepreneurship and to study role of motivation on women entrepreneurship.

The research is descriptive inferential in nature. Data related to demographic information of respondent, also factors influencing choice of entrepreneurship

**Table 1: Motivational Factors for Entrepreneur**

| (n=104) |  |      |      |      |
|---------|--|------|------|------|
| Sr.     | Particulars  | Mean | SD   | Rank |
| 1       | To gain more respect from others for my skills and talents | 4.14 | 0.81 | 2    |
| 2       | To get recognition   | 3.98 | 0.70 | 5    |
| 3       | For self-esteem  | 4.60 | 0.49 | 4    |

among women factors influencing entrepreneurship is required. Primary data was collected from Women Entrepreneurs with the help of structured schedule. Data was collected through various magazines, journals, documents, literature review, websites, and various reference books.

Women entrepreneurs in Satara working in manufacturing sector, trading sectors and self employed women are proposed to be taken as sample. Population is 140 out of proposed to be taken 104 as sample.

Data was presented in tables and analyzed with the help of statistical tools such as percentages, mean and standard deviation and spearman rank would be used to analysis the data.

**Data Analysis and Interpretation:**

The data is processed and analyzed in accordance with the outline laid down in the research plan. Data analysis refers to the computation of certain measures along with searching for patterns of relationship that exist among data groups. Data related to Motivational factors, has been analyzed with using Mean, Standard Deviations, Spearman Rank. Hypothesis testing has been done using Mann-Whitney U test.

**Entrepreneur Analysis:**

Overall Analysis consists of data analysis of total sample of 104 women entrepreneurs from Manufacturing, Trading or Services sector. Factors influencing on women Entrepreneurship like motivational factors, environmental factors and reasons for success of business were studied. Responses were sought on five point scales one denotes negative perception and five denotes positive perception. Data has processed using Mean, SD, and Rank.

Motivational factors have been presented under the heading Reasons for launching own business and Family Support.

| Sr. | Particulars   | Mean | SD   | Rank |
|-----|---|------|------|------|
| 4   | To fulfill a life-long goal to become an entrepreneur | 4.22 | 0.76 | 1    |
| 5   | Utilizing spare time                                  | 3.86 | 1.06 | 6    |
| 6   | For Earning more money                                | 3.63 | 0.84 | 7    |
| 7   | To support the family financially                     | 4.11 | 0.82 | 3    |
| 8   | Accidents/mishaps in family                           | 2.26 | 0.69 | 8    |

Source: (Field Data)

Above table 1 shows the reasons for launching own business. Table depicts that 'To fulfill a life-long goal to become an entrepreneur' is ranked first with mean 4.22 and SD is 0.76 followed by, 'To gain more respect from others for skills and talents' is ranked second with mean 4.14 and SD 0.81. 'For earning more money and accidents in family' and 'Accidents/

mishaps in family' is ranked seven and eight respectively with mean 3.63 and 2.26 and SD 0.84 and 0.69 respectively.

Seven out of eight reasons have been responded favorably by respondents. The SD of majority variables is below 1.

### Table 2: Motivational Factors for Entrepreneurs

Following table shows Family support received by respondents while starting the business

(n=104)

| Sr. | Particulars  | Mean | SD   | Rank |
|-----|--|------|------|------|
| 1   | Financial Support for enhancement.                                     | 3.13 | 0.99 | 3    |
| 2   | Moral/Emotional Support.   | 3.53 | 1.11 | 1    |
| 3   | Decision Making Support.   | 3.20 | 1.20 | 5    |
| 4   | Interest level of family members in business.                          | 3.60 | 1.10 | 6    |
| 5   | They started feeling proud about me.                                   | 3.12 | 1.18 | 4    |
| 6   | They started getting jealous about me.                                 | 2.92 | 1.09 | 7    |
| 7   | Family Members developed ego problems as I was earning more than them. | 3.34 | 1.27 | 2    |
| 8   | Family members started demanding more money from me.                   | 2.50 | 0.84 | 8    |

Source: (Field Data)

Above table 2 shows the motivational factors are the Family support while starting the business. Maximum respondents given to 'Moral/emotional support' are ranked first with mean 3.53 and SD 1.11 that is marginally not accepted. Followed by, To 'Family members developed ego problem as I was earning more than them' is second rank with mean 3.34 and SD 1.27 which is marginally not accepted. And very few respondents agreed on 'Family members started demanding more money from me' is ranked eight with mean 2.50 and SD 0.84.

It has been seen that there is diverse opinion of respondent regarding family support while starting

the business. Maximum respondent for Moral/Emotional Support is ranked first with mean 3.53 and SD 1.11. And very few respondent for Family members started demanding more money from her is ranked eight with mean 2.50 and SD 0.84.

### Employee Analysis:

Overall Analysis consists of data analysis of total sample of 120 women employees working in various sectors. Motivational Factors influencing on women employees were studied.

Motivational factors presented under the heading motivational factors in employment and family support.

**Table 3: Motivational Factors for Employees**

Following table shows the various Motivational Factors for Respondents in Employment.

(n=120)

| Sr. | Particulars   | Mean | SD   | Rank |
|-----|---|------|------|------|
| 1   | Job helps me to gain more respect from others for my skills and talents | 4.70 | 0.46 | 1    |
| 2   | I get recognition when I do job   | 4.47 | 0.62 | 4    |
| 3   | Job increase my self-esteem   | 4.47 | 0.72 | 4    |
| 4   | It was my lifelong goal to do job                                       | 4.57 | 0.72 | 3    |
| 5   | I wanted to utilize my spare time in better way.                        | 4.67 | 0.54 | 2    |
| 6   | Job provide me good money   | 4.17 | 0.86 | 6    |
| 7   | Job provide financial security.   | 3.33 | 0.91 | 7    |
| 8   | Some family circumstance forced me to take up job.                      | 2.10 | 0.83 | 8    |

Source: (Field Data)

Above table 3 depicts that maximum preference is received by 'Job helps me to gain more respect from others for my skills and talents' is ranked first with mean 4.70 and SD 0.46. Followed by, 'To utilizing my spare time in better way' is ranked second with mean 4.67 and with less SD 0.54. And very few respondents is received by 'Some family circumstance forced me to take up job' is eight ranked with mean 2.10 and SD 0.83 followed by, 'Job provide financial security' is seven ranked with mean 3.33 and SD 0.91.

It has been seen that the maximum preference for motivational factor for doing job are 'Job helps me to gain more respect from others for my skills and talents' and 'I wanted to utilize her spare time in better way' with very high mean 4.70, 4.67 and SD 0.46, 0.54. Very few preference for motivational factors for doing job is 'Job provide financial security,' 'Some family circumstance forced me to take up job' with mean 3.33 and 2.10 respectively and SD 0.91 and 0.83 respectively.

**Table 4: Motivational Factors for Employees**

Following table shows view of respond on extent of support received from family

(n=120)

| Sr. | Particulars  | Mean | SD   | Rank |
|-----|--|------|------|------|
| 1   | Financial Support for career enhancement                         | 4.43 | 0.56 | 5    |
| 2   | Moral/Emotional Support  | 4.70 | 0.59 | 2    |
| 3   | Decision Making Support  | 4.67 | 0.54 | 3    |
| 4   | Interest level of family members in your job profile.            | 4.67 | 0.54 | 3    |
| 5   | Family members feel proud about me.                              | 4.93 | 0.36 | 1    |
| 6   | Family members feel jealous about me                             | 1.80 | 0.84 | 8    |
| 7   | Family members develop ego problems if my income increased them. | 1.80 | 0.75 | 8    |
| 8   | Family members expect more monetary support from me.             | 2.40 | 0.80 | 7    |
| 9   | Overall expectations from me by family have increased            | 2.43 | 0.89 | 6    |

Source: (Field Data)

Above table 4 reveals that family support for doing a job. Most preference is given to 'Family members

feel proud about me' is first ranked with very high mean 4.93 and marginally accepted SD with 0.36.

Followed by 'Moral/ emotional support' is ranked second with mean 4.70, SD 0.59. And very few respondents 'Family members feel jealous about me' is eight ranked with mean 1.80 and SD 0.84 followed by 'Family members develop ego problems if my income increased them' is eight ranked with mean 1.80 and SD 0.75.

It has been seen that maximum preference given to 'Family member feel proud about me' and given 'Moral/emotional support' with mean 4.93 with very less SD 0.59 which is marginally accepted. And very low rank given to the 'Family members feel jealous about me' and 'Family members develop ego problems about my income.'

**Hypotheses Testing :**

Research has set hypotheses on the basis of motivational factor and choice of entrepreneurship and personality and choice of entrepreneurship. The hypotheses are tested by using Mann-Whitney U test. An attempts has been made to find out association between two variables

The Hypothesis was set on the basis of motivational factors and choice of entrepreneurship.

H<sub>0</sub>-There is no relationship between Motivational Factors and choice of entrepreneurship.

Researcher has obtained the level of influence of motivational factors on choice of entrepreneurship and Mann -Whitney U test has been used to test the hypothesis.

**Table 5: Motivational Factors and Choice of Entrepreneurship**

Following table shows the influence of motivational factors on entrepreneurship Mann-Whitney U test has been used to determine the influence.

| Ranks  |              |           |           |              |
|--------|--------------|-----------|-----------|--------------|
|        | Group2       | N         | Mean Rank | Sum of Ranks |
| Group1 | 1            | 16        | 13.44     | 215.00       |
|        | 2            | 16        | 19.56     | 313.00       |
|        | <b>Total</b> | <b>32</b> |           |              |

| Test Statistics <sup>b</sup>   |                   |
|--------------------------------|-------------------|
|                                | Group1            |
| Mann-Whitney U                 | 79.000            |
| Wilcoxon W                     | 215.000           |
| Z                              | -1.848            |
| Asymp. Sig. (2-tailed)         | .065              |
| Exact Sig. [2*(1-tailed Sig.)] | .067 <sup>a</sup> |

Source: (Compiled by Researcher)

The test is not significant indicating that there is no major influence of motivational factor on choice of entrepreneurship.

Hence, Null hypothesis i.e. there is no relationship between Motivational Factors and choice of entrepreneurship is accepted.

**Findings and Conclusions:**

**Motivational Factors Leading to Women Entrepreneurship**

1. Maximum respondent's reasons for launching own business is 'To fulfill a lifelong goal to become an entrepreneur', is ranked first with mean 4.22, and SD 0.76. And very few respondents 'Mishap in family' is ranked eight with mean 2.26 and SD 0.69.
2. There is diverse opinion of respondent regarding family support while starting the business. Maximum respondents open for 'Moral/Emotional Support', is ranked first with mean 3.53 and SD 1.11. And very few respondent for Family members agree on started demanding more money from me is ranked eight with mean 2.50 and SD 0.84.
3. There is 'Use of marketing skills ensures good performance' given maximum preference for the success of business with very high mean 4.57 with very low SD 0.50, which is marginally accepted. Very low preference received by, the 'Using latest technical skills has helped me to succeed' with nine rank with mean 3.20 and SD 0.96.
4. Maximum preference for motivational factor for doing job is 'Job helps me to gain more respect from others for my skills and talents' with very

high mean 4.70, and SD 0.46. Very few preference marked to statement 'Some family circumstance forced me to take up job' with mean 2.10 and SD 0.83.

5. Maximum preference given to 'Family member feel proud about me' and given moral/emotional support with mean 4.93 with very less SD 0.36 which is marginally accepted. And very low rank given to the family members feels jealous about her and family members develop ego problems about her income.

#### **Hypotheses Testing:**

1. The test is not significant indicating that there is no major influence of motivational factor on choice of entrepreneurship.

Hence, null hypothesis i.e. There is no relationship between Motivational Factors and choice of entrepreneurship is accepted.

#### **General Suggestions:**

In the light of the observations made in the study, certain suggestions have been offered to strengthen the women entrepreneurship in India in general and Satara City in particular. They are presented below

1. Women should try to upgrade themselves in the changing times by adapting the latest technology benefits. Women must be educated and trained constantly to acquire the skills and knowledge in all the functional areas of business management.
2. Women entrepreneurs should make optimum utilization of the latest means of communication and information. They should make use of internet, e-commerce, e-marketing for the development of their business.
3. Bank and financial institutions offer excellent financial schemes for women entrepreneurs but there is a lack of awareness among women. There is a need to have large number of awareness camps and workshops at village level to induce financial schemes available to women.

#### **Specific Suggestion:**

1. Attempts by various NGO's and government organizations to spread information about policies,

plans and strategies on the development of women in the field of industry, trade and commerce. Women entrepreneurs should utilize the various schemes provided by the Government

2. Financial help should be provided to women entrepreneurs by government as well as non-government financial agencies as it removes their difficulty in procuring loans. Besides fiscal effort the entrepreneurship development agencies should create awareness among them regarding various loan schemes launched by the government from time to time.
3. Performance of women entrepreneurship should enhance if they receive decision making support from family and interest level of family members in their business increases.
4. Women Entrepreneurship need inputs for studying various area of expertise including managerial and motivational techniques.
5. Women employees would be more benefited by financial support for career enhancement.

#### **Conclusion:**

It can be said today we are in better position wherein women participation in the field of entrepreneurship is increasing at considerable rate. Efforts are being taken at the economy as well as global level to enhance women involvement in the enterprise sector. Thus what is required is to continue with the trend on educating the women, spreading awareness and consciousness among women to shine in all the fields, making them too aware about their rights and strengths. Thus with relevant education, improving economic conditions and financial opportunities more women will definitely be able to be successful entrepreneurs. This will not only change economies of the societies but will change the status of women, which will undoubtedly, bring drastic positive change in growth and development.

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