

Women development through cookery and bakery skill – A case study

Urmila Khot

Associate Professor

Vivekanand College Kolhapur (Autonomous)

Email:uskhot1008@gmail.com

Abstract: The aim of the study was to find impact of imparting cookery and bakery skill to women by either government or private institutions. In order to collect primary data the questionnaire was prepared and data collected with direct visit and interaction along with women. The study consist of the annual income raised during financial year, changes in their decision making capacity and confidence level, problems faced during inception of the business, employment generated due to acquired skill, women empowerment and contributions to the society and economic development of the country. It was overall concluded that almost 100% of women are earning as per their business set up and time devoted for the day. They got recognition in the society and few got awards for their contributions. Another important aspects in terms of contribution to the society was the employment generation and contributions towards economic development of the country. If similar skilling has been done in scale it would benefit to women fraternity and support towards employment generation and contribute to economic development.

Keywords: Bakery, Cookery, Skill, Women Empowerment

Introduction:

Government of India has initiated mission Skilling India to empower the people of the country with skill sets which make them more deployable in their work environment either organized or unorganized. It has also encouraged aspirants to seek required skill set in their domain of interest either through government/private training sector or at work place with earn while learn.

India is a country today with 65% of its youth in the working age group. This demographic advantage can only be obtain through skill development of the youth. It would add economic growth of the country in general and their personal growth in particular. (Skill Developement, n.d.)

The Indian food industry is considered as one of the sunrise sectors due to its high growth potential and profitability. The Indian food processing industry accounts for 32 per cent of the country's total food market and is ranked fifth in terms of production, consumption, export and expected growth. It contributes 8.8% of gross value addition in Manufacturing, 13% of India's export and almost 6% of Industrial Investment. India is not only a large producer of food but also has vast and growing consumer base along with. But Despite its strong agricultural production

base, a significant amount of food produce gets wasted in India due to inadequate infrastructure. (Resources, n.d.)

The major segments in the food processing sector in India comprise of fruits and vegetables, dairy, edible oils, meat and poultry, non-alcoholic beverages, grain-based products, marine products, sugar and sugar-based products, alcoholic beverages, pulses, Aerated beverages, Malted beverages, Spices, and Salt. Out of these segments, Dairy (16%), Grain-based Products (34%), Baker-based products (20%), and fish and meat products (14%) contribute to a major portion of industry revenues, apart from the manufacture of beverages.

India is the second largest producer of Fruits and Vegetables (F&V), accounting for 82 million tonnes and 10.9% of global fruit production, and 47 million tonnes and 8.4% of vegetables production. The prominent processed items are fruit pulps and juices, fruit-based ready-to serve beverages, canned F&V, jams, squashes, pickles, chutneys, and dehydrated vegetables.

It is estimated that the level of processing in F&V is about 2% and the wastage is about 25%. Juices and drinks from F&V dominate the produce in the organised sector, while pickles dominates the produce in the unorganised sector. (Resources, n.d.)

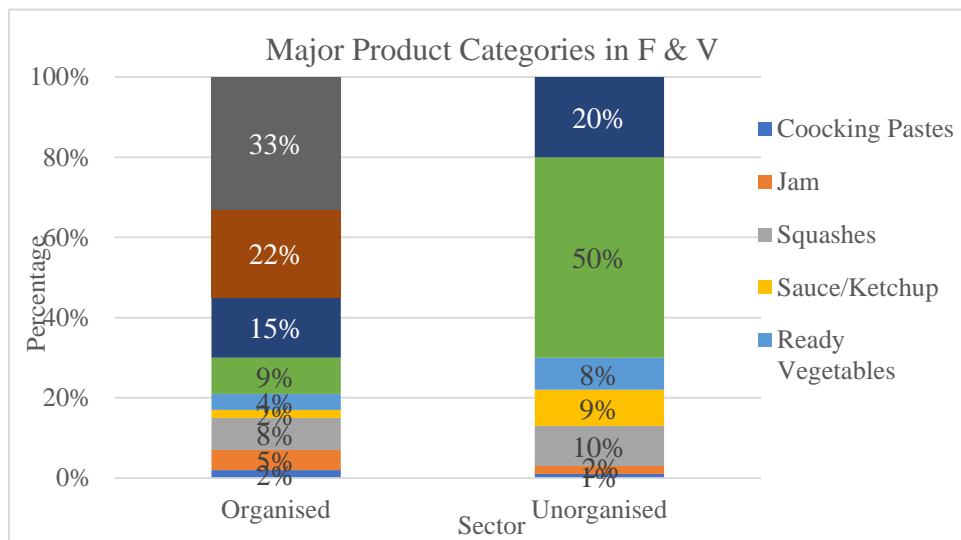


Figure 1 Major Product Categories in F & V

Source: FICCI Knowledge Paper on ‘Processed Food and Agribusiness’

Projected Industry Size and Human Resource Requirements:

The Food Processing Industry is expected to grow from Rs. 3,600 billion in 2008 to over Rs. 15,600 billion by 2022. For the projected growth in the Food Processing Industry, it is expected that the requirement of human resource would increase from about 8.5 million in 2008 to about 17.8

(NSDC)

Table 1 Projected size and human resource requirement for the Food Processing Industry (in '000 persons) till 2022

Sector	Size of Industry (Rs. Billion)					Human Resource and Skill Requirement				
	2008	2012	2018	2022	CAGR	2008	2012	2018	2022	Incremental (In '000 persons)
Fruit and Vegetables Processing	159	259	543	887	13.1%	140	183	273	357	216
Dairy Products	572	881	1686	2597	11.4%	1126	1385	1887	2320	1194
Bread and Bakery	714	1137	2288	3646	12.4%	3420	4348	6235	7928	4508

Source: ASI, NSSO, MOFPI Vision 2015, IAMR study on Food Processing Sector, and IMAcS analysis

Aims and the Objectives of the study:

The aim of this research was to study holistic changes in the women after acquiring required skills and either working as entrepreneur or doing job. By considering the need of imparting skill to women's in the area of food industry in general and bakery and cookery in particular. It was decided to identify the women those who acquired the skills either from government or private institutes in addition to where they work. Further it was decided to map the changes happened in their life.

The objectives of the study

1. To quantify the enhancement in the income of their family
2. Improvement in the confidence and decision making capacity
3. To identify the problem faced as women
4. To quantify the contributions towards society and nation

Research Methodology:

Research methodology was envisaged to study the impact of skill acquired women on their holistic development on the following aspects and analysis was done.

Geographical area:

Ichalkaranji city and nearby villages area demarcated to study impact of skill acquired bakery and cookery women's. Ichalkaranji has been considered as the Manchester of Maharashtra and major citizens involved in the textile business. Most of population come under lower and middle income group. It was reported that consumption of bakery and cookery items are reasonably high as compared to other part of nearby districts.

Sample collection:

Women having age group of 18 to 40 was selected for study having bakery and cookery skill pursued either from government and private institutes.

Data collection:

Data collection has been done through primary surveys using schedule method. Questionnaire has been prepared to collect information related to family background, income, problem faced as women, confidence and decision making capacity and contribution towards society and family. Data gathered through direct interview.

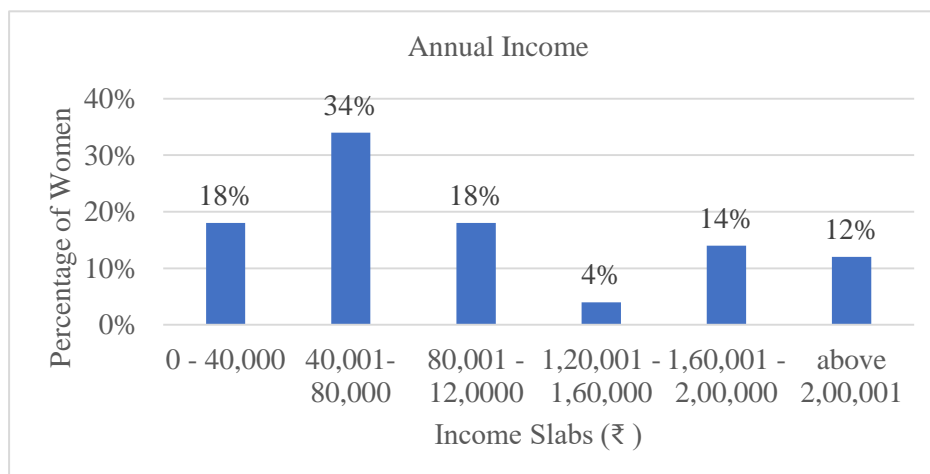
Data analysis:

Primary data collected through questionnaire was tabulated using excel software and different graphs were plotted. With reference to graph, analysis was done on the basis of the objectives of the study.

Results & Discussions:

Data analysis has been done on the basis of objective of study. Results discussed on the basis of the following

1. Contribution to family income



It has been observed from the Fig 2 that annual income of 100% skilled women has increased due to skill acquired in the cookery and bakery. 18% women's earned up to 40000, 34% from 40001 to 80000, 18% from 80001 to 120000, 4% from 120001 to 160000, 14% from 160001 to 200000 and 12% above 200000 respectively.

2. Decision making power

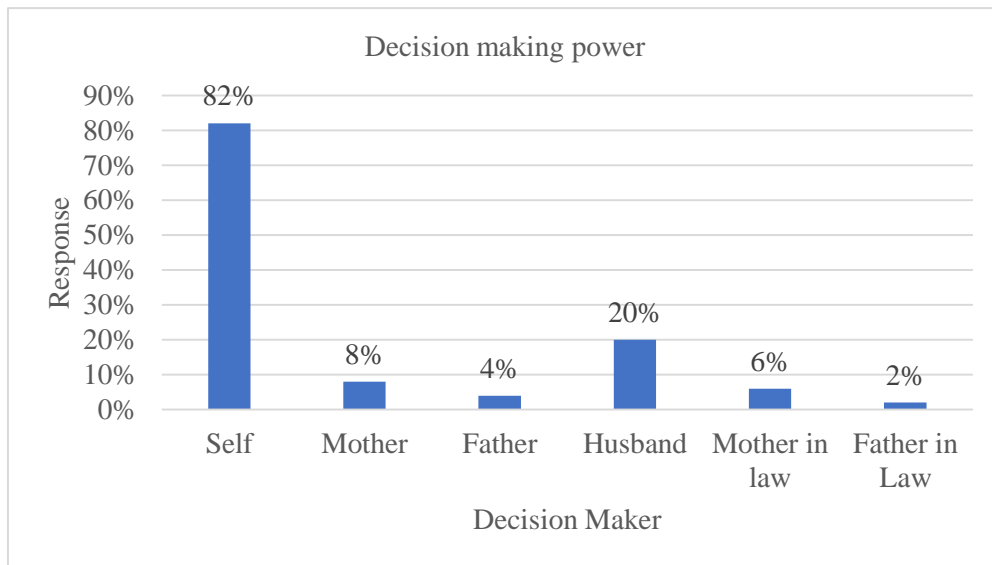


Figure 2 Decision making capacity of Women

Fig. 3 shows that 82% of women took their decision by own. Earlier they were dependent on their family members. It happens due to their self confidence in decision making which would help to support their family business.

3. Problem faced during inception:

The study was conducted to identify problem faced during starting of the business being as women. According data related to capital investment, business opportunity, competition and any other issues faced by the women were studied at length.

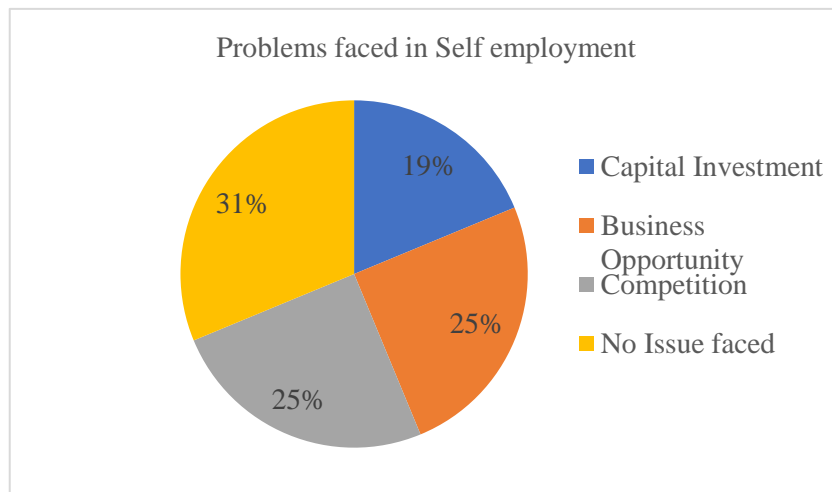


Figure 3 Problems faced by women

Fig.4 shows that, only 19% of the women faced to raise capital investment, 25 % to find business opportunity, 25% find competition among others and 31% did not faced any problem to start their business.

4. Employment generation:

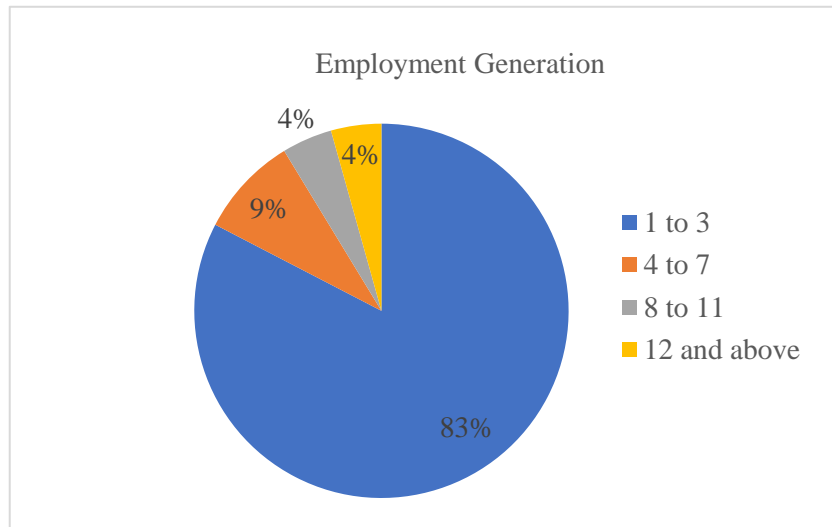


Figure 4 Employment Generation due to Skill

How much employment could be generated by the skill acquired by cookery and bakery was identified through questionnaire. It feel very interested to present with reference to fig. 5 that 83 % of women created employment opportunity between 1 to 3, 9% between 4 to 7, 4% generated between 8 to 11 and 4% women generated employment for more than 12 persons.

5. Women Empowerment

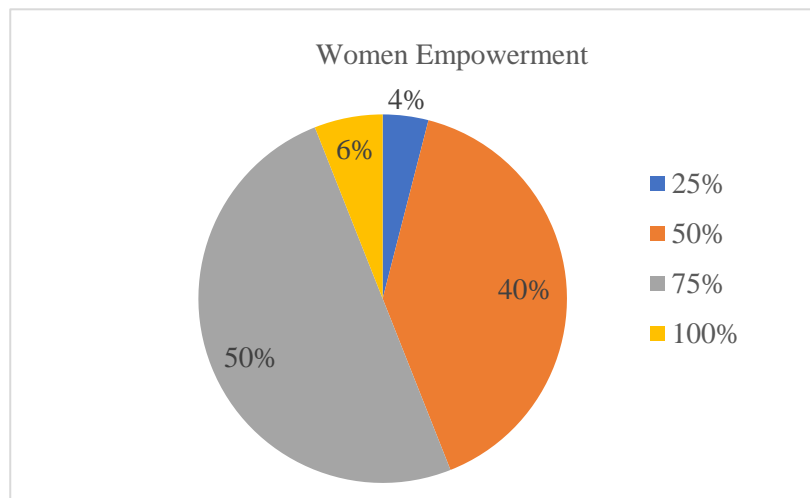


Figure 5 Women Empowerment

Fig 6 highlights that, 6% women feel that they are empowered 100%, 4% women feels that 25% and 40% feels that they are empowered with 50% and 50% feels they are empowered with 75%. Overall it was observed that almost all women feel they are empowered.

Conclusions and Suggestions:

The Study on Women Empowerment through Cookery and Bakery Skill acquired was conducted using primary data collected through direct question answer with women. It was concluded with different parameters as follows

1. 100% of women start earning from 24000 to 200000 per annum.
2. 100 % women earn confidence and 82% of them start taking decisions on their own.
3. 98% of women start spending money in their interest.
4. 100% women got recognitions in the society and recipient of different awards at their places.
5. 50 % of women involved in the self-help groups as a member and office bearers and got benefits for their business promotion in the society.

Overall it shows that if such skill sets are provided to the women in big scale it would definitely contribute to their family, society and the economic development of nation.

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