

## A STUDY ON ENTREPRENEURIAL PROFILE AND PROBLEMS OF HOUSE MESS OF KOTA CITY

**Dr. Ruchi Kulshrestha<sup>1</sup>**

Lecturer, Home science, Govt Girls College, Jhalawar, Rajasthan

**Dr. Prerna Purohit<sup>2</sup>**

Associate Professor, Human Development, Mahatma Jyoti Rao Phoole, University Jaipur

### ABSTRACT

The study aims to highlight the entrepreneurial profile of house mess and challenges/problems faced by mess entrepreneurs in Kota city.

The study was conducted in Kota City Rajasthan. A sample of 200 house mess entrepreneur's respondents who are engaged in an enterprise at the individual level and running successfully. Four areas Kunhadi, Dadawadi, Rajeev Gandhi Nagar and Vigyan Nagar have been selected randomly for study purposes.

The research is based on secondary and primary data. It is exploratory and descriptive. A structured questionnaire was used to interview the respondents. Data is analyzed by frequency and percentage.

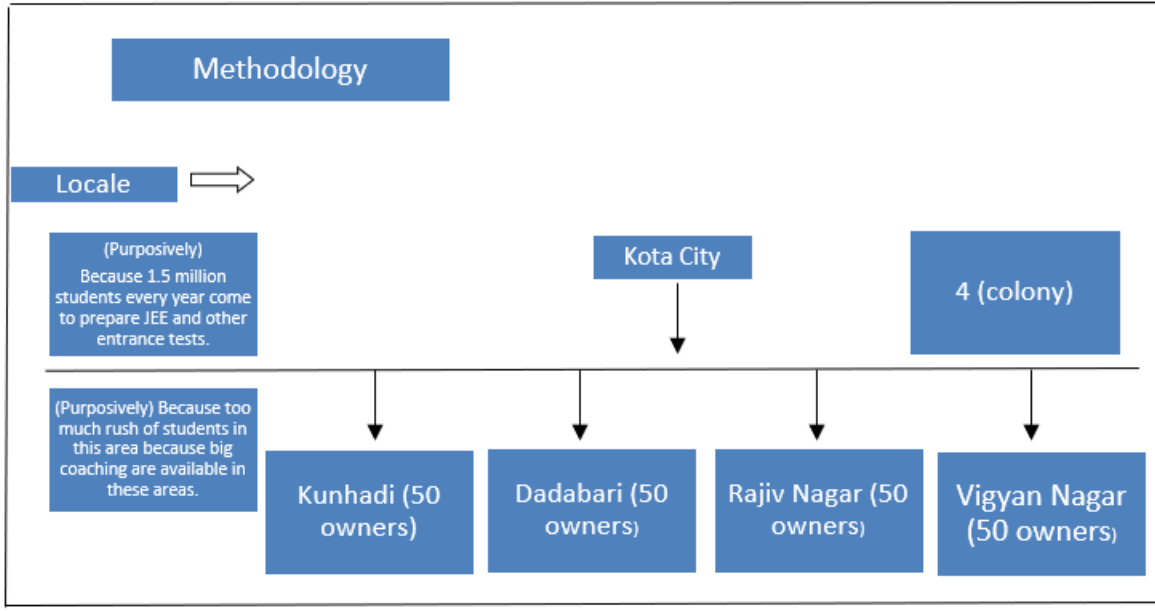
### Introduction

An entrepreneur is an individual who creates a new business, learning most of the risks and enjoying most of the rewards. The process of setting up a business is known as entrepreneurship. Entrepreneurship is a composite skill, which includes imagination, readiness to take risks, and ability to bring together and put to user other factors of production, capital, labor, and land as well as intangible factors such as the ability to mobilize scientific and technological advances, one of the qualities of entrepreneurship is the ability to discover to mobilize an enterprise, thereby contributing to real economic growth. It involves taking risks and making the necessary investment under conditions of uncertainty and innovating, planning and making decisions.

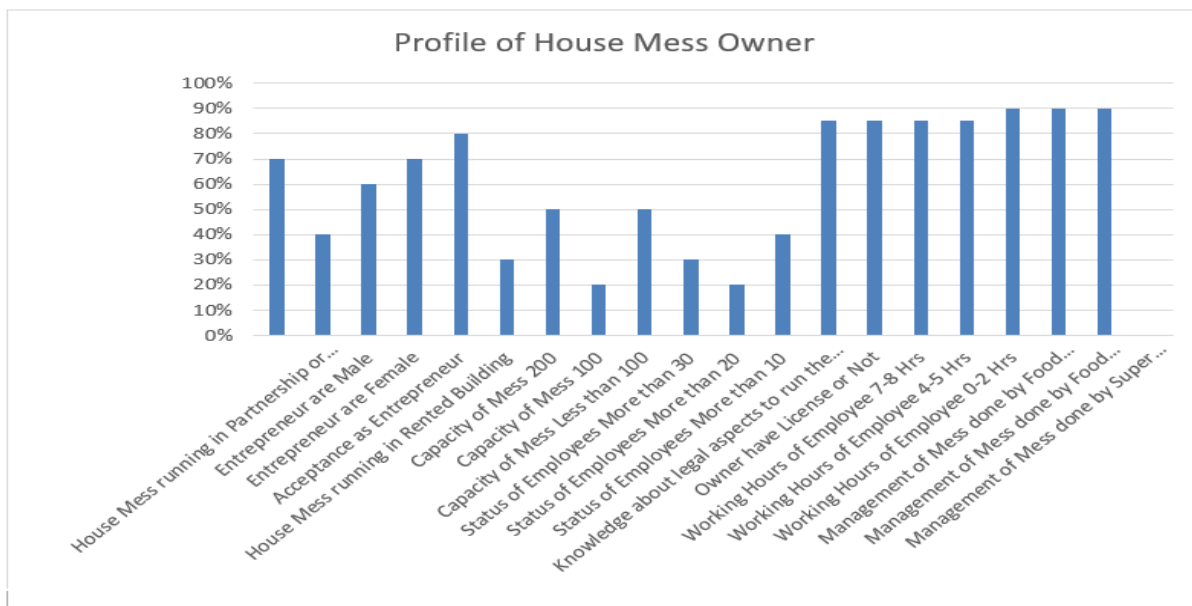
It is a big challenge to run any house mess as well as a restaurant. Rajasthan's tier 2nd city Kota, known as the mecca for IIT and medical aspirants welcomes 1.5 million students every year, who come to prepare for JEE and other entrance tests. Life-size banners and hoardings of coaching classes in the city. Food is a basic necessity for students.

But it is difficult to run a mess or food industry. Although the food industry is a very important part of any coaching institute.

## Methodology



## Results and Discussion: - Profile of Mess Entrepreneur



### Profile of house mess owners –

The results of the study about profiles are shown in Table 1. Results show that management of mess is done by the food purchase committee, by the food cooking committee and by the supervision committee is reported by 90 percent. A big number (85%) of the owners reported that they have a license to run the mess and the working hours of employees are 7-8 hours.

80% of the respondents reported that house mess is running in partnership and also mess is running in rented buildings. Respondents accepting themselves as entrepreneurs reported 70%,

more than half (60%) of entrepreneurs are female 50% of the respondents said that working employees in their mess are more than 30. Half of the owners said that the capacity of the mess is less than 100 students, while 30 percent reported capacity of the mess is 200 students.

**Table- 1 PROFILE OF HOUSE MESS OWNERN -200**

S.N.	Profile Status	f	%
1	Management of mess done by food purchase committee	180	90
2	Management of mess done by food cooking committee	180	90
3	Management of mess done by supervision committee	180	90
4	Working hours of employee are 7-8 hours	170	85
5	House mess is running in rented building	160	80
6	Respondents accept themselves as entrepreneur	140	70
7	Female entrepreneur	120	60
8	Capacity of mess than 100	100	50
9	Status of employees more than 30	100	50
10	Knowledge about legal aspects to run mess	80	40
11	Capacity of mess 200	60	30
12	Status of employees more than 10	40	20

Problems of mess owners: -

When 200 entrepreneurs were interviewed about problems faced by them, 80 per cent reported a lack of education and information, a major problem faced by 70 per cent of the entrepreneurs was that during festival breaks when students go to their home town and diet off there, the owners have to pay to the labourers their salary, that is an extra burden for entrepreneurs, Low risk-bearing activities and legal formalities are too much, these challenges were faced by 60 per cent of the respondents. Half of the respondents realize a pandemic like COVID-19 is a problem in which an extra burden for money has to face the entrepreneur.

Entrepreneurs had to face stiff competition and inappropriate locations of mess or high rent It was reported by 40 per cent of the respondents 30 per cent said that poor staff management and poor marketing strategy are also problems faced by them. very few (20%) reported lack of reporting is also a problem.

## Problems of Entrepreneur of Food Mess



- Lack of Reporting
- Lack of Education and Information
- In festival breaks diet off but had to pay to labours
- Lack of Access to credit
- Low risk bearing activities
- Legal formalities
- Pandemic like Covid
- Stiff competition have to face
- Inappropriate location of mess or high rent
- Poor Staff management
- Poor Marketing Strategy

**Table No. – 2 –Problems faced by entrepreneur of food mess**  
N-200

S.No.	Problems	f	%
1	Lack of education and information	160	80
2	During festival breaks diet off but had to pay to labor	140	70
3	Low risk bearing activities	120	60
4	Legal formalities	120	60
5	Pandemic like covid	100	50
6	Stiff competition has to face	80	40
7	Inappropriate location of mess or high rent	80	40
8	Poor staff management	60	30
9	Poor marketing strategy	60	30
10	Lack of reporting	40	20

## CONCLUSION

Despite having several problems with running mess in Kota city, the mess is running very fast in all the areas as per the demand of students. Thus, some valuable suggestions are that the mess should run in their building rather than a rented house. Staff should be trained. Proper vigilance of raw material & cocked material is compulsory. Here researcher tried to present the entrepreneur profile & problem of house mess.

## References

1. Suman,F.(2022).”Enterpreneurial profile of mess entrepreneur in kotacity,”UnpublishedMaster,sthesis.Govt.girlscollege,jhalawar,U.O.K.,Kota
2. A Report of Ibrahim Hasan,(2022).”5 challenges of entreneurship and how to overcome them”
3. A report(2020-21),Brief industrial profile of Kota district.Micro,small and medium entreprise(MSME)development
4. Gandhi, P.(2021).Entrepreneurship.V.K. Global publications
5. Khosroco,P.(2017).Encyclopedia of information sciences and technology.I.G.I. Global publisher.
6. Bramback,M.(2016),Fundamentals for becoming a suessfulentrepreneur.Pearson education Inc.
7. Jensen,K.,Byers,T.Field,J.(2021)Entreprenurs and the truth.Sangam book Limited,Londen.(U.K.)
8. Molisk,M.(2016).Being a successful entrepreneur,Isn’t only about having the best ideas.