

- Listen to music
- Watch a comedy

Don't get so caught up in the hustle and bustle of life that you forget to take care of your own needs. Nurturing yourself is a necessity, not a luxury.

#### 8: Adopt a healthy Lifestyle

In addition to regular exercise, there are other healthy lifestyle choices that can increase your resistance to stress.

- Eat a healthy diet. Well-nourished bodies are better prepared to cope with stress, so be mindful of what you eat. Start your day right with breakfast, and keep your energy up and your mind clear with balanced, nutritious meals throughout the day.
- Reduce caffeine and sugar. The temporary "highs" caffeine and sugar provide often end in with a crash in mood and energy. By reducing the amount of coffee, soft drinks, chocolate, and sugar snacks in your diet, you'll feel more relaxed and you'll sleep better.
- Avoid alcohol, cigarettes, and drugs. Self-medicating with alcohol or drugs may provide an easy escape from stress, but the relief is only temporary. Don't avoid or mask the issue at hand; deal with problems head on and with a clear mind.

#### Conclusion

Stress issue has become contemporary, being an occupational hazard in fast pacing IT profession, needs to be addressed without delay. Hence the importance of the study of stress at various levels, among IT employee is growing. At organizational level, well designed coping strategies have become the attention to overcome stress. Stress can make an individual productive and constructive when it is identified and well managed. In times of great stress or adversity, it's always best to keep busy, to plow anger and energy into something positive. Positive attitude and meditation will be helpful for coping the stress. Having broader perspective of life will definitely change the perception of stress. Let us hope that we will be successful in making distress into eu-stress for our healthy lifestyle as well as organizational well being.

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## Role of Women Entrepreneurs in Economic Development: Problem & Remedies

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### Introduction:

A women entrepreneur is one who owns and controls an enterprise having a share capital of not less than 51 percent as partners /shareholders or directors of private limited companies and members of co-operative society. The functions performed by a women entrepreneur are categorized as risk bearing, organization and innovation.

Women entry into business is a recent phenomenon. It is traced out as an extension of their kitchen activities to three Ps, i.e. Pickles, Powder (masala) and Pappad manufacturing. With growing awareness and spread of education over the years, women have started engrossing to modern activities like engineering, electronics and energy popularly known as 3Es. In certain business, women entrepreneurs are doing exceedingly well and excelling their male counterparts. Women entrepreneurs account for about 10 percent of total entrepreneurs in the country.

Women in India are no longer an abla (innocent) and remain confined to within four walls of house. They are participating and performing well in all spheres of activities such as academic, politics, administration, space and industry. Efforts are on at the Government and voluntary agencies levels to tap the hitherto unrecognized and unaccounted for strength of women to integrate them in the process of industrial development, more especially small scale industry development in the country.

When the woman goes forward, the family develops, the village develops and ultimately the nation develops. These words of Pandit Jawaharlal Nehru are often repeated because it is an accepted fact that only when the women are in the mainstream of progress then any economic and social development is meaningful.<sup>1</sup>

### Objectives of the Study:

1. To find out problems faced by women's entrepreneurs in Aurangabad District.
2. To study the general profile of women's entrepreneurs in the district.
3. To study of efficiency of women's entrepreneurs.
4. To study the remedies to overcomes the problems.

### Research Methodology:

The study is basically descriptive; the research instrument for data collection is the interview schedule. The respondents were visited and the interview schedule is taken personally. The interviews of women entrepreneurs on the base of aforesaid objectives.

The study is carried out in only Aurangabad district of Maharashtra. A sample of 50 Women entrepreneurs is taken according to random sampling technique.

### Statistical Technique:

For the Tabulation of data in rows and column researcher used mean, mode and correlation method.

**Table No. 1.1**

### The Details of Taluka wise Male / Female Population of Aurangabad District:

Sr. No	Tahsil	Urban / Rural	Total Urban and Rural Population 2001					
			Rural			Urban		
			Male	Female	Total	Male	Female	Total
1.	Kannad	291267	133197	123667	256864	17868	16535	31103
2.	Soygaon	90142	46367	43775	90142	0	0	0
3.	Sillod	291056	126715	120474	247189	22873	20994	43867
4.	Phulambri	131327	67322	64005	131327	0	0	0
5.	Aurangabad	1165567	137840	125548	263388	474675	427504	902179
6.	Khultabad	101500	46009	42697	88706	6645	6149	12794
7.	Vaijapur	259601	114135	108402	222537	19156	17908	37064
8.	Gangapur	279197	133414	123458	256872	11652	10673	22325
9.	Paithan	287356	129814	123024	252838	17681	16837	34518
	Total	2897013	934813	875050	1809863	570550	516600	1087150

Source: Aurangabad District Census 2001 Statistics 2005-06

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The above Table No. 1.1 is Shows that, total nine talukas are involved in Aurangabad District. above table indicating also indicates tahsil wise rural and urban population and talukawise male and female population of Aurangabad district. We can Find out Women entrepreneurs from the above rural and urban area.

**Table No. 1.2****Profile of women entrepreneurs in Aurangabad districts.**

Sr. No.	Types of Enterprises	Respondents	Percentage
1.	Garment Shops	3	12
2.	Beauty Parlors / Beauty therapy	4	16
3.	Eatables / Vegetables	2	8
4.	Handicrafts	1	4
5.	Architects	1	4
6.	Interior designers	3	12
7.	Education and Training / Computer edu.	5	20
8.	Steel Products	1	4
9.	Engineering Components	3	12
10.	Miscellaneous ( Wall paintings, pots and textile printing, banquet hall, publishing, Manufacturing of jute, dealership of electronic equipments etc.	2	8
	Total	25	100

Source :- ( Field Survey 2015-16)

The Table No. 1.1 is shows that, 20% women entrepreneurs involved in education and training and computer education, 16% women doing Beauty parlors and beauty therapy enterprises, 12% women entrepreneurs are involved in garment shops and engineering components field, 8% of the women entrepreneurs Involved in Eatables, Vegetables and Miscellaneous field and 4% of women entrepreneurs Start their career in the field of Handicrafts, Architects and Steel products in Aurangabad districts.

Finally, Majority of 20% Women entrepreneurs are involved in garments shops and engineering components field and 16% women doing Beauty parlors and beauty therapy enterprises.

**Table No. 1.3****Education of women entrepreneurs in selected Sample of study.**

Sr. No.	Education	Respondents	Percentage
1.	H.S.C.	4	16
2.	Graduate	11	44
3.	Post Graduate	8	32
4.	M.B.A.	2	08
	Total	25	100

Source: Field survey 2014-15

The above Table it is shows that, 44% women entrepreneurs are Graduates, 32% Post Graduate, 16% of H.S.C. Passed and only 8% women entrepreneurs are M.B.A.

Finally, 44% majority women entrepreneurs are graduates.

**Table No. 1.4****Age Group of women entrepreneurs in selected Sample of study.**

Sr. No.	Age Group	Respondents	Percentage
1.	20-30	5	20
2.	30-40	8	32
3.	40-50	7	28
4.	50-60	2	08
5.	60 and above	3	12
	Total	25	100

Source: Field survey 2014-15

The above table we come to the conclusion that, 32% respondents are 40-50 age group, 28% respondents are 40-50 age group, 20% respondents 20-30 age group and 12% respondents are above than 60 age group and 8% respondents are 50-60 age group.

Finally, it is clear that 32% women entrepreneur's respondents are 30-40 age groups are mostly involved in this entrepreneurship.

**Problems Faced By Women Entrepreneurs:**

**1. Finance Problem:-** Women do not generally have property on their names to use them as collateral for obtaining funds from external sources. Women entrepreneurs suffer from shortage of finance.

**2. Scarcity of Raw Material:** Most of the Women enterprises are plagued by the scarcity of raw material and necessary inputs. This is the high prices of raw material and getting raw material at the minimum of discount.

**3. Stiff competition:** Women entrepreneurs do not have organizational set up to pump in a lot of money for canvassing and advertisement. Thus, they have to face a stiff competition for marketing of their products.

**4. Limited Mobility:** Unlike men, women mobility in India is highly limited due to various reasons. A single woman asking for room is still looked upon suspicion.

**5. Family Ties:** In India, it is mainly a woman's duty to look after the children and other members of the family. Man plays a secondary role only.

**6. Lack of Education:** In India, around three fifths (60%) of women are still illiterate. Due to the lack of education, women are not aware of business, technology and market knowledge.

**7. Male-Dominated Society:** The constitution of India speaks of equality between sexes. But, in practice, women are considered as abla, i.e. weak in all respects.

**8. Low Risk-Bearing Ability:** Women in India lead a protected life. They are less educated and economically not self dependent. All these reduce their ability to bear risk involved in running an enterprise.<sup>2</sup>

#### **Conclusion:**

1. Majority of 20% Women entrepreneurs are involved in garments shops and engineering Components field and 16% women doing beauty parlors and beauty therapy enterprises.
2. The Table No. 1.3 shows that, 44% women entrepreneurs are Graduates, 32% Post Graduate, 16% of H.S.C. Passed and only 8% women entrepreneurs are M.B.A. Finally, 44% majority women entrepreneurs are Graduates.
3. The Table No. 1.4 clears that, 32% respondents are 40-50 age group, 28% respondents are 40-50 age group, 20% respondent's 20-30 age group and 12% respondents are above than 60 age group and 8% respondents are 50-60 age group. Finally, it is clear that 32% women entrepreneur's respondents are 30-40 age groups are mostly involved in this entrepreneurship.

#### **Important Suggestion:**

1. Peoples from various societies should change their views to see women.
2. Society, Banks, Government should provide better finance to woman entrepreneurs.
3. Government should organize training camp for women entrepreneurs.
4. Family support should be necessary for women entrepreneurs.
5. Women Entrepreneurs give the entrepreneurial activities base better education.
6. Market is to be make available for the raw material and service for the women entrepreneurs.

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