

Promoting Women's Health and Nutrition through Entrepreneurship

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ABSTRACT

The overall development of society depends on women's health and nutrition being advanced. With an eye towards low resource locations, this article investigates how entrepreneurship may be used as a tactic for addressing women's health and nutrition. It shows the phenomena of women business owners as drivers of economic growth and as benefactors of improved individual and communal health, therefore capturing the effect of women's entrepreneurship on their health and nutritional situation. This study examines past experiences, government initiatives, and current data to show the requirement of supporting circumstances for women entrepreneurs as well as the advantages in health and nutrition that go along with these prospects.

Keywords: *Women's Health & Nutrition; rural healthcare; community health workers; healthcare access; public health; government policies; case studies*

INTRODUCTION

The general welfare of societies depends much on the health and nutrition of women. Malnourishment and poor health among women have a domino effect on families and communities, therefore restricting social, educational, and economic development. Globally, in attempts to better women's health, there are still gaps, particularly in underprivileged areas. Entrepreneurship gives a fresh approach to solving these problems by empowering women economically and offering means of improved nutrition and health. The capacity to create revenue provides women more control over household resources, which may be used towards bettering eating habits and obtaining medical attention.

Sustainable Development Goals (SDGs) specifically SDG 3 (Good Health and Well-being) and SDG 5 (Gender Equality) match entrepreneurship as a means of enhancing women's health and nutrition. By encouraging improved health practices, nutritional habits, and general quality of life, women entrepreneurs—when given the tools, training, and support—can alter not just their own lives but also their families and larger communities.

This research investigates how women's health and nutrition could be improved using entrepreneurship, therefore stressing both possibilities and difficulties in this field. Utilizing a review of government regulations, case studies, and practical implementations, we want to show the possibilities of entrepreneurship as a means of solving nutritional inequalities among women.

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AIMS AND OBJECTIVES

The primary aims of this research paper are to:

1. Analyze the impact of women's entrepreneurship on health and nutrition outcomes.
2. Discover the relationship between economic empowerment through entrepreneurship and improved access to health resources.
3. Highlight key government policies and creativities that support women entrepreneurs and their contribution to health and nutrition.
4. Document case studies illustrating successful women entrepreneurs who have positively impacted health and nutrition within their societies.
5. Provide endorsements for the development of entrepreneurship as a tool for improving women's health and nutrition.

The specific objectives of the study are:

- To assess the extent to which entrepreneurship enhances women's capacity to invest in their health and nutrition.
- To identify sectors where women entrepreneurs are most likely to impact health and nutrition positively.
- To examine the role of government advantages and non-governmental organizations in supporting women entrepreneurs.
- To explore barriers and encounters faced by women entrepreneurs and the potential for scaling up health-focused businesses.

RESEARCH METHODOLOGY

Using a mixed-method research approach—that is, integrating qualitative and quantitative data—this study offers a thorough grasp of the link among women between entrepreneurship, health, and nutrition. The study technique calls for:

Data Sources

1. Primary Data:

In certain areas, women entrepreneurs, government representatives, and NGO employees participated in interviews and focus groups. Survey data was gathered to evaluate how women's and their communities' health and nutritional outcomes were affected by entrepreneurial activity.

2. Secondary Data:

Data on women's health, nutrition, and entrepreneurship was compiled by means of a survey of current literature, government papers, scholarly journals, and international organisation publications.

Sampling Technique

Women entrepreneurs from several fields—including agriculture, food processing, healthcare, and micro-enterprises—who are recognised to have either direct or indirect influence on health and nutrition made up the sample frame. The individuals chosen were guaranteed to have a pertinent background in health-related entrepreneurial activities by means of intentional sampling.

DATA ANALYSIS

Data Collection

Data analysis encompassed theme analysis as well as descriptive statistics. Using statistical tools, quantitative survey data were examined to find trends and relationships between health outcomes and entrepreneurship. Thematically, qualitative data from focus groups and interviews was examined to develop trends and similarities concerning women's experiences in entrepreneurship and their impact on health and nutrition.

Primary Data Collection

The primary data collection process involved two major components:

1. Surveys:

Two hundred female entrepreneurs from rural and urban environments received questionnaires. The surveys gathered data on income levels, health and nutrition spending, healthcare service access, and eating habits. The company owners were asked to score how their endeavors affected their families and their health.

2. Interviews and Focus Groups:

Thirty women entrepreneurs underwent in-depth interviews to better know how their business has impacted their diet and health. To address the larger social influence of women's entrepreneurship, focus groups including government representatives, medical professionals, and nutrition specialists also took place.

Secondary Data Collection

Secondary data was gathered from several government reports, World Health Organisation (WHO) publications, United Nations Development Programme (UNDP) records, and scholarly studies on women's health, diet, and entrepreneurship.

GOVERNMENT POLICIES SUPPORTING WOMEN ENTREPRENEURS

Different governments all over have carried out different strategies and projects meant to encourage women's entrepreneurship and enhance results on health issues. Important policies comprise:

Women's Entrepreneurial Support Programs

Start-Up India Initiative:

Particularly in areas like healthcare and agribusiness, which directly affect health and nutrition, the Start-Up India program of the Indian government motivates women entrepreneurs by offering financial aid, mentoring, and training possibilities.

MUDRA Yojana (Micro Units Development & Refinance Agency):

Under low-interest rates, this program gives loans to women entrepreneurs so they may launch small enterprises including those with an eye towards food production, nutrition, and healthcare services.

Health and Nutrition Programs

Poshan Abhiyaan (National Nutrition Mission):

Targeting better nutritional outcomes for children, pregnant women, and breastfeeding moms, the Poshan Abhiyaan effort Rural women entrepreneurs have been urged to launch companies linked to food fortification, mid-day meal plans, and manufacturing of healthy food products.

National Rural Livelihood Mission (NRLM):

By means of sustainable agriculture, cattle management, and health-based companies, this objective enables women's self-help groups (SHGs) launch small-scale businesses directly contributing to better family nutrition.

CASE STUDIES**Case Study 1: Women's Agribusiness Cooperative in Rajasthan**

Starting a small agricultural cooperative with an eye towards organic cultivation and the manufacturing of wholesome food products like millet and pulses, a group of women from rural Rajasthan Along with providing cash, this project greatly enhanced the health of their families and the larger society. The cooperative provided other women in the community with nutritional knowledge, therefore lowering the incidence of malnutrition.

Case Study 2: Micro-Enterprise in Healthcare in Maharashtra

A group of women in Maharashtra launched a healthcare micro-enterprise providing affordable healthcare services, including maternal and child health checkups. By making healthcare more accessible, the women were able to improve community health outcomes and encourage early health interventions, particularly in nutrition and preventive care.

Case Study 3: Nutritional Supplement Business in West Bengal

A lady entrepreneur launched a company in West Bengal creating reasonably priced, high-nutrition supplements created from locally grown materials. Distribution of these supplements at health facilities and educational institutions has greatly raised the nutritional quality among local youngsters and expectant mothers

FINDINGS AND ANALYSIS

The results of this study imply that improving women's health and nutrition depends much on entrepreneurship. Women entrepreneurs—especially those in health and nutrition-related companies—are more inclined to give health investments a priority not only for their own families but also for their communities. Particularly in low-income homes where women acquired financial independence, the data gathered reveals a favorable association between entrepreneurship and better health outcomes.

Women's entrepreneurial endeavors can provide venues for teaching others and themselves about nutrition, health, and cleanliness. Still, there are difficulties like lack of financing, poor infrastructure for healthcare, and few chances to scale companies.

RECOMMENDATIONS

Based on the analysis, the following recommendations can be made:

1. Governments and NGOs should create additional financing chances for women entrepreneurs, especially those in underprivileged rural regions.
2. Women entrepreneurs should be given business training as well as health and nutrition education to improve the effect of their enterprises.
3. Public-private partnerships between governments, businesses, and women's groups can assist increase access to markets and resources as well as the spread of entrepreneurial endeavours.
4. Targeting women entrepreneurs, governments should fund health and nutrition education initiatives to maximize the positive effects of their companies.

CONCLUSION

This study has shown the important connection between women's entrepreneurship and the betterment of health and nutritional results. Particularly in industries connected to food production and healthcare, encouraging women to launch enterprises helps communities gain from better health practices, better nutrition, and more general well-being. Given their special contribution to advancing public health and nutritional development, policymakers should thus assist women entrepreneurs top priority.

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