



STUDY OF MOMPREENEURIAL START-UPS

Mrs. Krupa Brijesh Shah

Assistant Professor. B.Com (Accounting & Finance)
R.D. & S.H. National College & S.W. Science College

Abstract: India is a land of women entrepreneurs. A new genre of women entrepreneurs i. e. Mompreneur is evolving. Mompreneurs are those who first turn mothers and then marry maternity with entrepreneurship. Mothers see the the world through different lens and that is reflected in their business ideas and working models. Mompreneurs have created their businesses that fulfill daily household needs, make business as well house work easily operative, bring out accessible education models for children and other new generations techniques to simplify life. The research study has 20 mompreneurs of Mumbai who started afresh bringing new business ventures into existence after a break. The objectives of the research is to find out the motives of mompreneurs to start their ventures, problems faced in managing it, ability to deal with the maternity pause and fresh ideologies that a startup brings in business.

Keywords: Mompreneur, entrepreneurship

Introduction: In India, more and more women are entering the world of business which was once reserved as a male bastion. The trend is visible in the business sectors too, where not only have they climbed up the corporate ladder but have struck out on their own as

entrepreneurs. Most of these women entrepreneurs have gained the requisite experience in a corporate environment and feel the need to establish their own small or medium enterprise. Women are said to be efficient, confident and a multi-tasker par excellence. They have perfected the balancing act between family commitments and work challenges. The share of female entrepreneurs in India is showing a healthy growth of 71 per cent per year. This comes as a welcome relief after the World Economic Forum ranked India at the 131st position in the list of economic

For Correspondence:

krupashah112@gmail.com.

Received on: April 2018

Accepted after revision: June 2018

Downloaded from: www.johronline.com

A proceeding of Envisage 2018

National Conference on Start - Ups: Innovation To Reality (from Ideas to Markets)

www.johronline.com

135 | Page

participation and opportunity of women among 135 countries.

Momprenuer: *Mothers in India have emerged as a force to reckon with in every possible field and are forging ahead with confidence.* Some of these women are mothers who wish to be their own boss, and manage their lives on their own terms. This makes a way for Momprenuers. ‘**Momprenuer**’, as described by Wikipedia is a female business owner who is actively balancing the role of mom and entrepreneur. The other definition goes a multi –tasking women who can balance both the demands of running the business as an entrepreneur and a time consuming job of motherhood at the same time. There is now a rising group of women who have started their second innings and have jumped right back into promising careers that are governed by their likes, their hobbies and their time.

Some may regard the birth of a child to herald prosperity and success. Others may consider the onset of motherhood as the beginning of a sabbatical in one’s life. In India, there is a huge rise in Momprenuer, which simplifies that there are a large number of talented and creative women who have been discovering uncharted niches, creating jobs and utilizing the potential of a new economy. Since India is the most populated country in the world, there are not enough jobs for every single person. In such an economic condition, being self-employed is a commendable aspect.

There are some famous Momprenuers whose business have flourished and excelled in their domain. They are Mani Pavitra of Pampered Moms, Suchi Mukherjee of Lime Road, Garima Satija of Vine and Dine , Shalini Vij of Hangout and many more.

The some of business areas in which Momprenur have started their ventures are:

1. **Handmade Products Seller:** Many successful mompreneurs have built great businesses off the backs of their crafting skills and consistent ability to produce beautiful,

handmade products and selling it on E-commerce platforms

2. **Interior Designer/Fashion Designer /Wholesaler :**Having an eye for furniture, decorating, and organization, moving with trends and adapting to the changing trends, can make one an designer. Working on owns time schedule and delivery according to the customer satisfaction and taste works as rules for such business.

3. **Photography:** With high demand for wedding photographers, event photographers, candid, specialized and portrait photographers, there’s a lot of opportunity for mompreneurs to tap into this market. They can choose their own events and clients to take on—making work-life balance a little easier to achieve.

4. **Personal Trainer & Dietician:** Another health- and wellness-related business idea for aspiring mompreneurs is personal training and recommending diet and nutrition. With people becoming more health conscious introducing the health concepts of Yoga, Zumba and other forms, one can start a venture with combination of nutrition and training .

5. **Image Consultant:** Being an Image Consultant is transforming personality of people with some acquired skills. Making a personalized change in their approach, behavior, image and other aspects. Acquiring a course and skills one can make a great career in it.

6. **Social Media Manager:** Becoming a social media manager is the perfect work-from-home solution for mompreneurs. Social media managers can help small- or medium-sized business master the art of social media when busy small business owners don’t have the time to do so themselves. This is a great fit for mompreneurs who have worked in digital marketing in the past or have their own bustling social media accounts. Business owners looking to tap into the power of social media will gladly pay for the expertise.

7. **Chef:** This could be the perfect opportunity for mompreneurs who have the time and skills and a hand in winning peoples heart

by taste. Mompreneurs who are busy in the morning and night could easily operate as a personal chef during the day—preparing meals for a families, parties, personalize orders in form of special servings.

8. Baby Products Manufacturer /consultant: As a mother herself, she has first-hand experience with baby products. Tap into this experience to brainstorm things that she can improvise the baby products in the market. Any improvement or radical new product combining it with natural elements can be add to the baby products market which is be the perfect path to entrepreneurship.

9. Teaching: Women have a flare of teaching it may be their own child or other children. Women can master a skill or vocation and enhance it with a centre to train children in that field. Specialised skill training programs, workshops focusing on the child needs can also be a part of teaching.

10. Consultancy: Mompreneurs are those who leave their high paid jobs and enter into maternity phase. They choose to serve family but their expertise and knowledge can be utilized and transformed into consultancy services in the area of taxation, accounting, banking, medical sciences, healthcare, physiotherapy and many more.

11. Personal care and Beauty expert: Eye to the personal care and beauty side, women always has a hand in taking care and guiding others or modifying and grooming people. This becomes a very beautiful venture prospect making in seasonal, customized on the basis of customer and also making it purely suited to the needs to the mompreneuers experience and timing.

Objective of Research:

Main Objective: The main objective of the research is to study the motives of mompreneurs to start their ventures

Sub Objective: The sub objectives of the research are to find out the problems faced in managing it, ability to deal with the maternity

pause and fresh ideologies that a startup brings in business.

Methodology/Approach: Research Methodology is a way to systematically solve the research problem. It includes the various methods and techniques for conducting research Research Design: Descriptive Research Design is used as researcher wants to gain a better understanding of investor, the design used will help in the exploring the investor.

Data Sources: Both primary and secondary data sources shall be used. Primary data shall be collected from questionnaire while, secondary data shall be collected from various sources like books, magazines, journals, internet, etc.

Sampling Unit: The study aims to evaluate the mompreneurs motive behind starting the business. The sampling unit consists of respondents who are mompreneurs and started afresh bringing new business ventures into existence after a break.

Sample Size: For the purpose of the study, total of 20 respondents have been studied. The women are in age group of 25 to 40 years.

Sampling Method: For collecting the responses from the customers Convenience Sampling Method, which is a classification of Non – Probability Sampling Methods shall be used.

Instrument: For the purpose of the study Non-Disguised Structured Questionnaire shall be used.

Observation: Mothers see the world through different lens and that is reflected in their business ideas and working models. The general observations of Mothers who started afresh bringing new business ventures into existence after a maternity break.i.e marrying motherhood with entrepreneurship

Passion for their own ideas: Women after maternity break and when their children learn basic independent task aim to use their creativity, experience and full fill their dreams by starting some new venture.

Family support: The foundation of Mom-entrepreneurship is null and void if Mothers don't have a strong and supportive family

system. The family members who not only support the idea but also help in rearing of the child and helping the women in the family to master her skills and fulfill her dreams.

Challenges for self-fulfillment: Once Mothers feel they have people in the family who can support their rearing up of the child and also the mother can have balance between both motherhood and venture, starts journey of entrepreneurship. She looks for tasks which makes her happy and makes her identification unique in the society.

Women as risk-takers: Women are increasingly taking on huge projects and have started taking risks in order to bring about change. They are open to the introduction of new innovations in business and also provide effective leadership. The time is ripe for more moms to take on entrepreneurship and provide employment to the workforce. Special entrepreneurship programmes and policies for women will further help pave the way forward for women.

Financial Independence: Mompreneurs are women who have chosen motherhood by leaving their well affluent jobs. These women have always been financial independent and now look for combining financial goal and hobbies and that results into a venture.

Own master, Own rules: Mompreneurs are masters of their own business and they operate on their own flexi timing fulfilling the major baby care and household responsibilities ,keeping clients happy and family too happy.

Better work-life integration: Mompreneurs offices are near their kid's routine or in the household premises. This keeps them maintain perfect work life integration. They can easily integrate the work and family life responsibilities.

Boost self-esteem: Most women have had to give up or cut back on their career plans when they become a mother. For a lot of moms, who derived a sense of self-esteem and confidence from their career, it can be devastating to have to

give that up. Motherhood and venture both can be handled flawlessly.

Women Friendly business: Mothers opt for Businesses which are women friendly and can be operated only for a short span of time on daily basis. They prefer to use Social media or word of mouth as a tool for advertising about their business.

Capital Investment: Mompreneurs aim to make initial low investment, once they find the success in the business, they would plunge more capital and make more investment or would employ more asset creation.

Training: Mompreneurs are ready to undertake training of the certain courses in the free time i.e. during nap of their children, maid hours or when other support system of the family is involved with the kids. The readiness to take training and implement a new venture makes mompreneurs ready to face market competition.

Employment: Mompreneurs work flexi hours also also take other women or mothers who can work flexi hours. They not only help employment generation but let other women maintain a work life balance.

Suggestions:

The Suggestions to Mompreneurs:

Creating Balance in the Midst of Busyness: Mompreneurs have two babies to take care. So they need to create a balance between both focusing on the needs of each one in their own each way.

Pay heed to personal Needs: Entrepreneur had two full time jobs therefore she should take care of herself in terms of physical and mental needs. Relax, enjoy and have fun in what one intends to do.

Learn the art of Delegation: Until the woman doesn't learn the art of delegation for his business as well as for his household chores, she will not be able to manage between two.

Flexibility: Have a flexible approach towards household routines as well as business work. Rather than moving in a same pattern, find easy

accessible approaches to work and solve the work.

Make Business work and Home work divide: Timings for business work should only be allocated to business and same goes for household work to. Juggling up both will create a failure and negative connect in business as well as family affairs.

Accept things though they don't operate your way: Mompreneurs cannot find the things happening their own way in both their arenas. Therefore, they should have an art of accepting things easily though they don't operate in their said behavior.

Conclusion:

Thus, for mompreneurs it is said that Maternity is a creative phase where they look for a new beginning, thinking afresh, willing to take on the next phase in life with little inhibition, and most

importantly, making conscious amendments to their lifestyle. This is very akin to the leap one needs to take into entrepreneurship. They have to nurture two babies at same point of time aiming that both create "VALUE".

References:

1. Adrija Bose, Mar 8, 2014, Kids club to toy testing: The rise of India's mompreneurs, www.firstpost.com
2. Ishani Duttagupta, Mar 08, 2015, 8 successful mompreneurs who chose to start up a business while bringing up children, www.economicstimes.com
- 3 Yashodhara, October 20, 2017, Women entrepreneurship: The journey of a mompreneur in India, <https://www.shethepeople.tv>
4. priyanka-golikeri, July, 3, 2017, A baby for the company. www.dnaindia.com