

International Multidisciplinary Research Journal

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WOMEN AND SELF-EMPLOYMENT WITH SPECIAL REFERENCE TO BEAUTICIANS

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ABSTRACT

Due to impact of globalization, there is increase in education and employment among females. There are also increasing opportunities in self-employment for females and major of these businesses include computer DTP, Beauticians, Female Gym and Health Fitness, Physiotherapy, etc. Compared to all other types of self-employment among women, beauty care industry is vast developing. Though there is development in beauty care industry, it is not free from problems and challenges. Due to increase in popularity and earnings, untrained females are also working as beauticians. Illegal activities run by a few of the beauty parlours have spoiled the reputation of the female beauticians. The present paper explored the advantages and challenges of female beauticians in India.



KEYWORDS: Women and Self-employment, globalization, Entrepreneurship.

INTRODUCTION

Entrepreneurship or self-employment is a human activity which plays a major role in economic development. At the centre of the process man or woman stands as an organizer of the resources, as worker and as the user of goods and services produced. Of these three roles, the organizer's function is very important. Without him or her, the resources of production remain resources and can never become goods or services. It signifies the importance of entrepreneurship in economic development.

Hence, the entrepreneur is defined as a catalyst or a change agent in the economic life of all organized societies. The development of an economy is a stupendous task and in such circumstances the role of entrepreneur becomes more challenging than ever before.

As described by the National Sample Survey 62nd Round Report, the Self-employed are "persons who operated their own farm or non-farm enterprises, or were engaged independently, in a profession or trade, on own account or with one or a few partners who were deemed to be self-employed in household

enterprises. The essential feature of the self-employed is that, they have autonomy (decide how, where and when to produce), and economic independence (in respect of choice of market, scale of operation and finance), in carrying out their operation.

The remuneration of the self-employed consists of, a non-separable combination of two parts: a reward for their labour, and a profit of their enterprise. The combined remuneration is wholly determined by the revenue earned from sales, after netting out the value of purchased inputs, used in production" (NSS Report, 62nd Round). The idea of self-employment in India is more of a survival strategy where individuals meet their basic needs from their own resources. Overall, self employment in India is a subsistence economy (Bhatt, 2000).

As stated by Tami Gurley-Calvez, et al (2009), entrepreneurs play a vital role in stimulating economic growth through innovation and job creation. Researchers and policymakers have long been interested in the factors that determine entrepreneurship, but until recently, little was known about differences between male and female entrepreneurs. Women are far less likely than men to become self-employed, and recent research suggests that women enter self-employment for different reasons than their male counterparts. For example, women appear to base their decisions on lifestyle and family factors, whereas men are motivated by earnings potential.

Self-employment in the context of development is presumed to be important for a number of reasons that have to do with poverty reduction and employment generation. The thrust on self-employment is often based on the supposition that it signifies micro entrepreneurship, which is superior to wage employment and could eventually grow into small or medium enterprise and thus entrepreneurship. In developed countries, the literature on self-employment is often related to entrepreneurship and risk taking and thus is viewed as a positive aspect of capitalist development (Bordia Das, 2003).

Martha Chen, et al (1999) used the term 'home based workers' for self employed workers. The self-employed is also means entrepreneurship or small scale entrepreneurship. The term "home-based workers" refers to two types of workers who carry out remunerative work within their homes - dependent subcontract workers and independent own account workers - whereas the term "homeworkers" refers to the first category only (Fisseha, 1991). The self-employed or small entrepreneurs or home based workers include the home based small scale industries, street sellers, vegetable sellers, small traders, people engaged in handicrafts, etc.

REVIEW OF LITERATURE:

Beauty industry is of recent one and only a few of the studies were made on female beauticians in India. The secondary literature collected on female beauticians is reviewed as under.

Roshni Narendran (2011) writes on "Are the Female Entrepreneurs of Beauty Salons in India, Victims of Bad Publicity?" in 'International Journal of Diversity in Organisations, Communities and Nations'.

Chitra, et al (2014) conducted a study and published a paper "Influence of Personal Factors on Women Entrepreneurs for Success in Beauty Salon Industry" in 'International Journal of Information Technology and Computer Science'.

Dharmendra Kumar (2014) in his paper entitled "Socio-Cultural Influence on Women Entrepreneurs: A Study of Uttarakhand State" published in 'International Journal of Trade and Commerce'.

Jain (2015) published a paper on "Professional Woman of Jain Harivansh Puranaa" in 'International Journal of Current Research in Life Sciences'.

Phukan and Saikia (2016) have published a paper entitled "Factors Affecting Career Choice of Women in Beautician Course: A Study in Sivasagar District" in 'International Journal of Applied Research'.

SIGNIFICANCE OF THE STUDY:

Female beautician's employment is increasing all over India and especially, during marriage seasons they have greater demand. As such, in Kalaburagi district, there is also increase in numbers of beauty parlours including female gyms. As such, females are increasingly become conscious about health care and beauty. Due to all these factors, female beauticians have bright career future. Still, they are not free from problems and challenges. It is noted that due to illegal activities discussed above, in a few beauty parlours, female beauticians have lower attitudes of public. Hence, the proposed study is proved as significant in analyzing the social life and economic activities of female beauticians in Kalaburagi district.

5. Objectives of The Study

The proposed study has following objectives:

- 1.To look into the social background of female beauticians;
- 2.To study the attitudes of people and public towards female beauticians;
- 3.To study the socio-economic benefits gained by female beauticians through their self-employment;
- 4.To study the education and training gained by female beauticians and benefits gained by them from welfare

schemes of the Government;

5.To explore the problems and challenges faced by female beauticians in their profession.

RESEARCH METHODOLOGY:

(i) The Field:

Kalaburagi district is the field for the present study and it was earlier known as Gulbarga district and constitutes total seven talukas. There are total 918 villages and 220 Panchayats in the district. As per the Census of 2011, the district has the geographical area of 10954.97 Sq.Kms and total population of 2564892 people. Of the total population, 1307061 are males and 1257831 are females.

Collection of Primary Data:

Collection of Primary data is an important step in every research study. Based on statistical data on the registered beauty parlours, the researcher will visit and analyze the conditions and facilities that are available in beauty parlours. Based on the facilities in beauty parlour and services provided by female beauticians, the researcher makes sample survey to collect the primary data.

Analysis, Interpretation and Discussion:

The primary data collected through the Interview Schedule will be coded and tabulated so as to represent the data in the form of Tables. The tables are analyzed with the percentages, so as to make analytical study and also help for comparison of different kinds of the data. Cross tabulation and statistical techniques such as Chi-Square and diagrammatical representation of data will also be used wherever necessary. Based on analysis of primary data, the findings will be derived and based on findings, the suggestions are given for the overall development of female beauticians in particular and beautician industry in general.

Beauty care industry is flourishing industry in India with a growing number of beauty conscious women and their demands for variety of services cater to the importance and growth of this industry. Thousands of beauty care services providers have sprung up all over the country in the last decade as a significance of being beautiful is increasing. At the social level, physical beauty is an advantage as being beautiful gives a person much more confidence. The beauty services industry in India has been witnessing increased number of international players in which is earlier women centric has started concentrating on male grooming which resulted in unisex salons. The middleclass segment has upgraded their consumption lifestyle and increased their willingness to buy beauty products and services. Personal factors also play a vital role in success of the beauty salon business. Their interaction with the customers, ability to explain the customer about the services, suggesting the required service for a particular client, good interpersonal skill, ability to convince the clients, pleasing personality and attitude also determines the level of success in this beauty salon business by accepting that there is a significant relationship between personal factors and success of women entrepreneurs in beauty salons (Chitra, et al, 2014).

Female beautician profession is not new one, but it has its own history. Chapter 8, verse 46-49 and 90 of the Jain Harivansh Purana (Jain, 2015) written 1700 years ago, reflect the services of a beautician all these services like massage, beautifying with makeup, hairdo etc. are provided by professional woman of today also who is called a beautician. During those days, this profession is reserved for women only.

At present, beauty care sector has been gaining importance as a career choice both among male and female. At present more and more people are interested in the career of beautician and owing beauty salons. There is also increasing demand for the services of those beauty salons as more and women have grown more conscious of their beauty and looks (Phukan and Saikia, 2016). In this respect, female beauty parlours are playing significant role in maintaining health care and beauty of women in India. Beauty care employment has also given self-employment to lakhs of female entrepreneurs in India and especially, in cities, there is increasing demand for beauticians and even during ceremonies like marriages, family functions, etc, female beauticians are playing significant role in beauty care of females. Consequently, there is increasing economic status of females engaged in self-employment from beauty parlours.

Though, beauty parlours are good form of self-employment for women, they are not away from problems. A study conducted by Roshni Narendran (2011) revealed that, in Kerala, beauty salons are commonly

called 'beauty parlours'. In the interview with this female entrepreneur, she later revealed that many people also establish brothels in the guise of massage and beauty parlours. The Indian police have identified some of these activities and arrested some of the offenders. Regrettably, the publicity damages the credibility of other salons and customers fear to render services from similar businesses. Another female entrepreneur also supported societal misconceptions, and responded as 'This profession is seen as illegal and parlours are viewed as places for illegitimate activities. Therefore, it is difficult for people to trust us'. As only two female entrepreneurs expressed the belief that prejudices had developed among the people, some secondary research was warranted to verify such allegations. In a recent newspaper article, a police official stressed that many businesses disguised as beauty parlours are established all over the country (India) as a ploy to run brothels and participate in sex trafficking. Nowadays people are beauty conscious, so the government should encourage this profession. Most people look at it as an illegal profession. There are also people who are not qualified to run a beauty parlour. Sometimes people who were employed at another beauty parlour start their own independent businesses. Such unqualified people should be removed from the business. It also shows that there is also unprofessionalism that is beauty care by unqualified women as beauticians.

CONCLUSION:

To conclude, beautician profession has increased self-employment opportunities for females. To get expertise in beautician profession, there is need for training and practice, which has been provided by the Government through its welfare schemes and NGOs are organizing such short term training courses. Due to health and beauty conscious among women, there is increasing demand for beauticians in cities, towns and even they are gradually started in many of the villages. So, there is bright business for female beauticians.

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