

**WOMEN AND SELF-EMPLOYMENT:
A SOCIOLOGICAL STUDY OF BEAUTICIANS
IN KALABURAGI DISTRICT**

**A Thesis submitted to
GULBARGA UNIVERSITY, KALABURAGI
In fulfillment for the Award of the Degree of**

DOCTOR OF PHILOSOPHY

**IN
SOCIOLOGY**

Submitted by

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M.A.

Under the guidance of

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CHAPTER-VI

RESULTS, DISCUSSION AND CONCLUSION

7.1. Introduction:

Many of the studies were already made on educated women engaged in organized sector employment and illiterate or low-educated women, who are working in unorganized sector. There are many of the sociological studies on women working in unorganized sector work such as domestic works, construction workers, etc. Few of the studies have also made on the women working in artistic occupations and handicrafts, which are ancestral and caste-based occupations and self-employed women in conventional sectors such as small business, animal husbandry, handicrafts, etc. Rarely, the research studies are made on modern self-employment such as beauticians, Computer DTP workers, Female Gyms, Dieticians, etc. These occupations are more demand due to impact of modernization. They are hopes for many of the women who are low educated but got good skills in these self-employment activities. On the other hand, there are also risk factors such as competition, higher investment, lower prices, lower profit, etc. Hence, the present research work is made on women engaged in modern self-employment with special reference to female beauticians in Kalaburagi district.

It is observed that, in Kalaburagi city many of the female beauticians are managing their parlours in big shopping malls and complexes, whereas in rural areas, the beauticians have opened their parlours at their own households. In terms of services provided and beauty products used, the female beauticians working in Kalaburagi city are using variety of products and their charges and fees is also higher compared to female beauticians in villages and towns. The

collected primary data on the female beauticians is already analysed, interpreted and discussed in the previous chapters.

7.2. Major Results:

Following are the major results or findings from the present research work.

1. To conduct the present study, total 310 female beauticians living in villages, towns of Kalaburagi district including the city were surveyed using questionnaires.
2. Age of the female beauticians revealed that, 35.16% of the female beauticians are in the middle age group, between 26 to 35 years followed by, 29.35% are in higher age group, that is between 36 to 45 years, only 24.52% are in the lower age group, between 18 to 25 years and the remaining only 10.97% are in old age group, that is between 46 to 60 years. It is revealed that, beautician profession is recent one and gaining popularity in the last two decades and hence, compared to older female beauticians, more and more young and middle-aged groups are engaged in the profession.
3. Basic education of the female beauticians shows that, 47.10% are graduates followed by 18.39% are just completed 12th standard or diploma, 17.42% are post-graduates and remaining only 17.09% are completed 10th standard only. It is observed that, in villages and towns, the female beauticians are low-educated compared to those are working in Kalaburagi city.
4. Religions of the female beauticians disclosed that, 80.97% of them are Hindus, 17.10% are Muslims and 1.93% are Christians. Surprisingly, it is noted that, none of the female beauticians are working in Kalaburagi district belongs to Buddhist, Jains and such other religions.

5. The castes of the female beauticians depicted that, 13.55% of the female beauticians are belongs to scheduled castes, 2.58% are belongs to scheduled tribes, 61.61% of the female beauticians belongs to other backward classes including minorities and the remaining 22.26% belongs to others or forward castes. It is noted that, the weaker sections such as scheduled castes and scheduled tribes are always backward in society and as such, still they are facing social stigma of inequality. Hence, only few of females belongs to these castes are working as beauticians. On the other hand, many of the forward castes thought that, beautician work is of lower status and are hesitated to work in such profession. In this way, there is dominant population of other backward classes including minorities among female beauticians.
6. Marital status shows that, 68.07% of all the female beauticians are married and living with their husbands, 26.77% are unmarried and living single, 2.26% are widows and 2.90% are divorcees or separated from their husbands. It is observed that, the female beauticians have to prepare brides during the marriages or females during family ceremonies and it is believed that, preparing brides or females by widows or divorcees become inauspicious in such family occasions. Hence, generally widows or divorcees are not engaged in profession of beautician.
7. The residential status of female beauticians depicted that, 46.13% of them are living in their own concrete house followed by, 30.97% are living in their own house with thatched roof, 18.71% are living in rented house and the remaining 4.19% are living in temporary stay or huts respectively. The residential status of majority of the female beauticians revealed that, they belong to middle class families.
8. The nativity of the female beauticians disclosed that, 46.45% of all the female beauticians are from the same native place and are living in the same place since birth, 21.61% have migrated to present place since 05

years, 14.84% are settled in the present place since 06 to 10 years, 12.26% are settled in the present place since 11 to 15 years and the remaining 4.84% of the female beauticians are settled in the present place since more than 15 years.

9. 46.13% of all the female beauticians are living in joint family whereas, 53.87% are living in nuclear or single families. It shows that, there is increase in nuclear or single families.
10. On their extent of participation in family decision making, 18.06% of the female beauticians have stated that their parents or parents-in-law are making the family decisions, 29.68% have mentioned that their husbands are only making the decisions, 43.55% beauticians have expressed that they are making decisions along with their husbands, 4.52% of the beauticians have responded that they are making family decisions alone and 4.19% have remarked that the others such as their children are making family decisions. It is noted that, though nearly half of the female beauticians have agreed that they are participating in making the family decisions, still majority of them are deprived from their own family decision making.
11. 4.52% of the female beauticians have no children, 45.81% have only 1-2 children, 45.81% have 3 to 4 children, 5.16% have 5 and more children and it is not applicable to 26.77% of the female beauticians as they are unmarried till now.
12. Only 54.52% of the female beauticians have agreed that their children are going to schools and colleges to get education, whereas 14.19% have disagreed to the same and it is not applicable to 31.29% of the female beauticians as they are unmarried or have no children.
13. 14.19% of the female beauticians have agreed that their children have already completed higher education and are not going to any schools and colleges to get education and it is not applicable to 85.81% of the female

beauticians as they are sending their children to schools and colleges to get education or few of the female beauticians have no children and even they include unmarried respondents.

14. As expressed by the female beauticians, 29.68% have agreed that their aim to send their children to get education is to get good government job for them, the aim of 20.64% of the female beauticians to send their children to get education is to get good job in private sector, that of 10.32% of the female beauticians is to engage their children in modern self-employment, 8.06% of the female beauticians have agreed that, the nature of education given to their children is to get better marriage prospects and it is not applicable to 31.29% of the beauticians as they have not children and many of them are unmarried so far.
15. 65.48% of all the female beauticians have agreed that status of women is inferior to men in family and society, whereas only 27.74% have agreed that status of women is equal to men in family and society and only 6.77% of them have felt that status of women is superior to men in family and society.
16. Only 43.23% of the female beauticians have agreed that there is improvement and development of status of working women due to employment or self-employment, 38.29% have felt that there is no difference in the status of working women and 18.38% have agreed that the status of working women is also inferior.
17. All the female beauticians have agreed that, education is essentially needed for girls. It shows that, all the beauticians have identified the significance of education in the life of girls.
18. On the level of education needed for girls and among the female beauticians, 11.29% have expressed that basic education is needed for girls, 37.10% have stated that higher or technical education is needed for girls, 40.00% have mentioned that there is need of professional education

for girls and 11.61% have agreed that other type education such as to provide self-employment is needed for girls.

19. Among all the female beauticians, 35.48% have expressed that purpose of girls' education is to get government job, 15.48% have agreed that purpose of girls' education is to get good job in private sector, 36.46% have mentioned that girls' education is aimed to engage them in modern self-employment and only 12.58% have remarked that education of girls is to help to get better marriage prospects for them.
20. 42.58% of the female beauticians have agreed that the future of girls is depending on the education level of the girls, 26.77% have stated that future of girls is depending on employment of the girls and the remaining only 30.65% of the female beauticians have felt that, future of girls is depending on husband and good family after their marriages.
21. Many of the female beauticians have given many aspects in which they are expecting equal participation of women in their families and society. Particularly, among all the female beauticians, 62.26% have expressed that, there is need for equal participation of women in social status and family decision making, 53.87% have stated that, there is need for equal participation of women in economic independence, 36.45% have agreed that there is need for equal participation of women in their children's education and 15.42% have also given other aspects in which there is need for equal participation of women.
22. Of all the female beauticians, 26.77% have expressed that the marital relations with their husbands is best and cordial, 24.52% have mentioned that there is cooperative and understanding in their marital relations with their husbands, 16.77% have agreed that there is satisfactory marital relations with their husbands and it is not applicable to 31.93% of the female beauticians as they include widows, divorcees and unmarried respondents.

23. Many of the female beauticians have given many ways to improve status of women in society. Particularly, as stated by all female beauticians, 55.80% have agreed that, higher education may improve status of women in society, 46.45% have felt that employment of women helps to improve status of women in society, 37.42% have opined that engagement of women in self-employment may improve the status of women in society and 15.48% have also given other ways to improve status of women in society.
24. On the attitudes of husband and their family members towards their self-employment, 39.68% of the female beauticians have stated that their family members and husbands are fully cooperate and encourage their profession, 38.06% have expressed that their husband or their family members don't interfere in their self-employment and are not interested in the same, 13.87% of the female beauticians have agreed that their husbands and family discourage or non-operative in their beautician's business and the remaining 8.39% have responded that their family members are also engaged in similar self-employment.
25. The advantages gained by female beauticians due to their self-employment revealed that, 18.06% have gained equal social status, 44.52% have gained economic independence, 22.90% have gained fame and recognition in society and surprisingly, 14.52% have gained disadvantage such as lower status and bad name for the same.
26. Among all the female beauticians surveyed on the disadvantages faced by them due to their self-employment, 49.68% have expressed that they can't able to find adequate time to look after their families, 26.45% have stated that there is stress, strain and frequent ill health, 20.97% have agreed that they are unable to participate in socio-religious and cultural activities and 2.90% have given other disadvantages got from their beautician profession.

27. On the frequency of visit of the female beauticians to holy places, it is found that, 40.00% of them are visiting to holy places daily or weekly, 11.93% are visiting to holy places monthly, 38.71% are visiting to holy places occasionally or during festival seasons and 9.35% are not at all visiting to any of the holy places.
28. The reasons furnished by the female beauticians for not or occasionally visiting to holy places revealed that, 39.35% of them don't find time to visit to such holy places, 5.48% are not interested to visit such holy places, 3.22% of the female beauticians don't believe in religion and god and it is not applicable to 51.94% of the female beauticians as they are regularly visiting to holy places.
29. Only 56.77% of the female beauticians are participating in socio-religious and cultural activities actively, whereas 12.58% are not participating in such activities and 30.65% are occasionally or rarely participating in socio-religious and cultural activities.
30. 25.16% of all the female beauticians have agreed that self-employment activities restricted their visit to holy places and also restricted to participate in socio-religious and cultural activities, whereas 30.00% have disagreed to the same and 44.84% of the female beauticians have not expressed their views on the same.
31. On the social life satisfaction of all the female beauticians, it is found that, 52.90% are fully satisfied, 44.20% are satisfied to a greater extent and only 2.90% of the female beauticians are not satisfied in their social life.
32. The family occupations of 26.46% of the female beauticians is agriculture and animal husbandry, that of 30.00% of the female beauticians is industry, business and self-employment, family occupations of 18.06% of the female beauticians is employment in organized sector and the family occupations of 25.48% of the female

beauticians is employment in unorganized sector. It is found that, the female beauticians are from different families, which were engaged in different types of economic activities of family occupations.

33. As stated by the female beauticians surveyed, husbands of 10.97% of beauticians are engaged in agriculture or animal husbandry, that of 24.19% are self-employed or engaged in business and industries, husbands of 20.32% are working in organized sector, husbands of 12.58% of the female beauticians are working in unorganized sector or seasonal employment and it is not applicable to 31.94% of the female beauticians as they include divorcees, unmarried and widows. Like their family occupations, the husbands of the female beauticians are also working in different occupations.
34. On the location of the beauty parlours, 47.10% of all the beauty parlours are located in a separate room at the residences of the female beauticians, 33.87% of the beauty parlours are located in independent shops and the remaining only 19.03% of the beauty parlours are located in shop in big malls or complexes. In most of the villages and towns, the beauty parlours are located in the separate room at the residences of the female beauticians. Only the beauty parlours in towns and cities are located in independent shops and few of beauty parlours are located in shops at malls or shopping complexes especially in Kalaburagi city.
35. Among all the female beauticians, 12.26% of the female beauticians have mentioned that their beauty parlours are owned by them including their families, 36.13% have remarked that, their beauty parlours are located in one room in their own house, 48.06% have expressed that their beauty parlours are on rent basis and only 3.55% have stated that their beauty parlour shops are on lease basis.
36. As stated by all the female beauticians, 17.42% are paying monthly rent of Rs. 5001 to Rs. 10000 followed by, 10.97% are running their beauty

parlours at their rented house, 7.42% are paying monthly rent to their shops between Rs. 2501 to Rs. 5000, even 6.14% of the female beauticians are paying rent of more than Rs. 10000 per month, 3.87% are paying monthly rent between Rs. 1001 to Rs. 2500 pm, only 2.23% are paying monthly rent of less than Rs. 1000 per month and it is not applicable to 51.94% of the female beauticians as they are running their beauty parlours at their own shops or own houses or leased shops. It is highlighted that, rent paid by a few of the female beauticians is higher and probably they have got bigger shops and running other business-like female health club, female gym, etc along with their beauty parlours.

37. Only 20.32% of the female beauticians have registered in Municipality Corporations or Municipalities or Panchayats, whereas a great majority that is, 79.68% of the female beauticians have not registered. It shows that, they are unaware about such rules or neglected such rules.
38. On their daily working hours, 5.81% of the female beauticians are working only for 02 to 03 hours daily, 19.03% are working 03 to 05 hours daily, 30.97% are working for 05 to 07 hours daily, 40.00% of the beauticians are working for 07 to 10 hours daily and even 4.19% of the female beauticians are working for more than 10 hours daily. It shows that, depending on the location of the beauty parlour, they are getting working opportunities and, on that basis, they have daily work hours.
39. On the special education gained, 70.64% of the beauticians have got such training from Government sponsored or institutional certificates or vocational training, 10.65% have got training from different cosmetics companies or corporate organizations and 18.71% of the beauticians were worked in beauty parlours to learn the skills.
40. Only 3.23% of the female beauticians have gained beautician training from VLCC, 3.87% have gained training from Ansoos, 0.97% of the female beauticians have gained training from Loreal, 2.58% have gained

beautician's training from other private cosmetics companies and it is not applicable to 89.35% of the female beauticians as they have gained training from other institutions such as government institutions, NGOs, private beauty parlours, etc.

41. On the period of training gained, 3.23% of the female beauticians have gained training for only three months, 49.68% have gained training for six months, 28.38% have gained training for one year and it is not applicable to 18.71% of the female beauticians as they were learnt their skills by working in other beauty parlours.
42. On the areas of specialization in beautician course learnt by the female beauticians, 4.52% have gained specialized training in hair, 4.84% were gained training in skin or face, 0.96% of the female beauticians have gained training in Spa management, 70.97% have gained training in all the areas of beautician course and it is not applicable to 18.71% of the female beauticians as they were learnt these skills by working in well-established beauty parlours.
43. Among all the female beauticians, 36.45% have stated that they are working as beauticians since 11 to 15 years followed by, 30.32% have expressed that they are working as beauticians since 05 to 10 years, only 23.55% have mentioned that they are working as beauticians since more than 15 years and the remaining only 9.68% have agreed that they are working as beauticians since less than 05 years respectively. It shows that, a great majority of the female beauticians have rich experience in beauty parlour skills as they are experienced for more than 10 years.
44. Rarely the female beauticians have taken franchise from big cosmetic companies. It is revealed that, only 0.97% of the female beauticians have gained franchise from VLCC, 1.61% have gained franchise from Anoo's, 0.64% have gained franchise from L'Oréal, 2.90% have gained franchise from other private cosmetics companies and it is not applicable to

- 93.88% of the female beauticians as they have not gained franchise from any of the cosmetics private companies. It is found that, all the female beauticians who have gained franchise are working in Kalaburagi city. The reasons for not getting franchise from private companies is that, it is costlier and small-scale female beauticians are unable to keep large amount of deposit with companies and also show higher sales turnover.
45. On the kinds of assistance gained from private cosmetics manufacturing companies, 3.55% of the beauticians are getting training from such companies, 6.13% are getting free beauty products and offers on sales and it is not applicable to 93.88% of the female beauticians as they are not franchising of any of such cosmetic manufacturing companies.
46. A few of the female beauticians covered under the study are engaged in many of the additional business and self-employment activities. Particularly, of all the female beauticians surveyed, 11.29% are selling cosmetics to their customers, 1.29% are engaged in female massage and spa, 1.94% are running female gyms, 4.52% are franchise to sell beauty products and cosmetics and 87.42% are not engaged in any additional business and self-employment activities.
47. On the nature of products and cosmetics using, 8.71% of the female beauticians are using only herbal and ayurvedic products and cosmetics in their beauty parlours, 10.97% of the beauticians are using chemical based cosmetics in their parlours and 80.32% are using both ayurvedic or herbal and chemical based cosmetics in their beauty parlours.
48. On the source to purchase cosmetics for their beauty parlours, it is found that, 52.58% of the female beauticians are purchasing the cosmetics and beauty products from their local departmental stores and shops, 6.13% are purchasing the same through fixed orders with the dealers located in other towns and cities and 41.29% are ordering and getting cosmetics and beauty products online. It is highlighted that, though local

departmental stores and shops constitute main source to purchase cosmetics and beauty products for majority of the female beauticians, still internet has become more powerful source for many of the female beauticians.

49. The ways to select the cosmetics for their beauty parlours, 18.06% are getting advice and suggestions from their friends, 28.06% are getting referring, watching and reading advertisements in television, magazines, etc, 24.20% are searching fashion and beauty web sites, 15.48% are browsing web sites of leading brands in fashion and beauty products and 14.20% are browsing social media like Facebook, WhatsApp, Linked Inn, etc. There is higher impact of mass media and internet on the purchase decisions of the female beauticians.
50. The different sources from where the female beauticians are getting knowledge on new products, methods and processes disclosed that, 11.29% of the female beauticians are getting knowledge from television programmes, 7.10% are getting knowledge from newspapers and magazines, 19.68% are getting knowledge from different web sites, 40.65% of the female beauticians are getting knowledge from social networking web sites such as Facebook, WhatsApp, LinkedIn, etc, 13.87% of the female beauticians are getting such knowledge from their friends and 7.41% are getting such knowledge from other sources such as instructions mentioned on different cosmetics and beauty products.
51. It is found that, none of the female beauticians have owned more than one beauty parlour or shop dealing with beauty products and cosmetics in their town, village or city.
52. On the daily average number of customers served by female beauticians depicted that, 23.23% of the female beauticians are serving only less than 05 customers, 20.64% are serving average 05 to 10 customers daily, 31.29% of the female beauticians are serving average 11 to 20 customers

in a day, 18.71% are serving average 21 to 40 customers in a day and the remaining 6.13% are serving more than 40 customers daily. When the visits of customers is analysed, it is found that, in villages, lesser customers are being served by beauticians, whereas in Kalaburagi city, especially the beauticians located in shopping malls and complexes near to market or main roads are serving more and more customers.

53. Of all the female beauticians on the type of customers visiting regularly to their beauty parlours, 5.16% have stated that, economically poor classes are visiting to their parlours, 20.00% have mentioned that many of their customers belongs to lower middle class, 34.84% have remarked that their customers belongs to upper middle class, 27.42% have responded that their customers are belongs to economically higher classes and 12.58% have expressed that their customers belongs to elite groups in society.
54. 19.68% of the female beauticians have agreed that, only 20% to 50% of their customers are regularly visiting to their parlours, 49.03% have agreed that there are 50% to 75% of their customers, who are regularly visiting to their parlours and 31.29% have stated that more than 75% of their customers are visiting regularly to their beauty parlours. It shows that, a great majority of the beauticians have permanent or regular customers from different classes.
55. 44.84% of the female beauticians have agreed that they were housewives and unemployed before they have started their self-employment as beauticians, 36.45% were students and 18.71% of the female beauticians were engaged in outside private jobs before they have started their self-employment as beauticians.
56. The reasons furnished by the female beauticians for choice of beautician as their personal career revealed that, 20.97% of the beauticians have found it as attractive and popular profession, 13.23% have started the

same due to lack of income in their families, 30.00% have found good income and wealth in beauty parlour work, 14.52% were educated, but unemployed and to get employment, they have started beauty parlours, 9.35% have started beauty parlours due to their personal interest in the same and 11.93% have felt that, there is no or lesser competition in beauty parlour business and as such, they have started their own beauty parlour.

57. Of all the female beauticians on the motivation to start self-employment in beauty parlour, 19.03% have expressed that their parents or parents-in-law were motivated them, 39.68% have stated that their husbands have motivated them to start beauty parlour, 36.45% have agreed that they have their own personal interest to start self-employment in beauty parlour and 4.84% have mentioned that other persons such as their friends and relatives have motivated them to start beauty parlour business.
58. All the female beauticians have owned the same as single proprietor and as such, they have invested capital investment, working themselves and getting profits for themselves as single owner.
59. As stated by all the female beauticians surveyed, 7.74% are earning annual income of less than Rs. 36000 from their beauty parlours, 23.55% are earning annual income between Rs. 36001 to Rs. 72000 from their beauty parlours, only 18.39% are earning annual income between Rs. 72000 to Rs. 1.2 lakhs from their beauty parlours, 21.29% of the female beauticians are earning income between Rs. 1.2 lakhs to Rs. 2.4 lakhs from beauty parlours and 29.03% are earning annual income of more than Rs. 2.4 lakhs from their beauty parlours. Hence, it is summarized that, there is middle income for majority of the beauty parlours and few are earning only lower income from their parlours.

60. As mentioned by the female beauticians, the family incomes of only 1.61% of the female beauticians is less than Rs. 48000 per annum, that of 29.03% of the female beauticians is between Rs. 48001 to Rs. 1 lakh, family incomes of 31.29% of the female beauticians is between Rs. 1 lakh to Rs. 2.5 lakhs per annum, that of 17.10% of the female beauticians is between Rs. 2.5 lakhs to Rs. 5 lakhs and the family annual incomes of 20.97% of the female beauticians is more than Rs. 5 lakhs.
61. On the worth of properties owned by beauty parlours run by female beauticians, 36.13% of the female beauticians have expressed that their beauty parlours have owned properties worth between Rs. 25001 to Rs. 50000 followed by, 25.81% have remarked that their beauty salons have owned properties worth between Rs. 50001 to Rs. 1 lakh, 17.74% have mentioned that their beauty parlours have possessed properties worth less than Rs. 25000 only, 13.55% of the beauticians have stated that their beauty parlours have owned properties worth between Rs. 1 lakh to Rs. 2 lakhs and only 6.77% have responded that their beauty parlours have owned properties worth of more than Rs. 2 lakhs respectively.
62. 40.00% of all the beauticians were borrowed loans from nationalized banks and finance corporations to start their beauty parlour, 13.87% of the female beauticians were borrowed loans from private banks and cooperative banks to start their own beauty parlours, 14.52% were borrowed loans from private money lenders to start their beauty parlours and only 31.61% of the female beauticians were invested their own money to start the beauty parlour.
63. The amount of loans borrowed by the female beauticians to start their beauty parlours revealed that, 31.61% have not borrowed any loans, 17.10% have borrowed loans of less than Rs. 25000, 43.22% of the female beauticians have borrowed loans between Rs. 25001 to Rs.

50000, only 6.13% have borrowed loans between Rs. 50001 to Rs. 1 lakh and 1.94% have borrowed loans of more than Rs. 1 lakh.

64. On the promotion of their products, facilities and services and as stated by the female beauticians, only 25.16% have undertaken promotion through communication to their relatives and friends, only 11.61% were published advertisements in newspapers, handbills and pamphlets and majority that is, 63.23% were not undertaken any kind of promotion or publicity of their beauty parlours.
65. The attitudes of female beauticians on beauty parlour business compared to other self-employment, 23.55% of the female beauticians have agreed that there are more opportunities in beauty parlour business compared to other self-employment, 15.81% have felt that there is constant growth in their beauty parlour, 10.64% have opined that there are lesser growth and opportunities in their beauty parlour business, 12.58% have remarked that beauty parlour business is indispensable for livelihood even there is no growth in their self-employment and 37.42% have attitude that beauty parlour is no risk business for women.
66. The risk factors in their beauty parlour as stated by the female beauticians disclosed that, 37.74% have mentioned that there are health problems, 22.26% have opined that there is lower views of female beauticians in society and as such, they have lower status, 12.26% have felt that there are complaints from customers and 27.74% have agreed that there is lower income for more work in their parlours.
67. It is highlighted that, 42.59% have agreed that there are more nearby customers for them, 19.35% have mentioned that there is lower capital, lower risks and higher rewards for their beauty parlour, 4.52% have stated that they have possessed company franchise, which is more beneficial for them, 30.64% have expressed that they are undertaking all types of beauty and fashion processes and activities in their parlour and

- 2.90% have given other types of positive points or advantages for their own beauty parlour compared to others.
68. The difficulties, drawbacks and weaknesses of the beauty parlours as stated by the female beauticians depicted that, 32.90% have agreed that there is much competition faced by their beauty parlours, 19.35% have expressed that there is inadequate financial resources, raw materials, space, etc for their beauty parlours, 35.49% have stated that there is lower price paid by customers with more work, 7.42% have mentioned that there is lack of skilled manpower and 4.84% have given other weaknesses and drawbacks of their beauty parlours.
69. 47.42% of the female beauticians have agreed that there are increased professional health problems faced by them whereas, only 33.87% have disagreed to the same and 18.71% of the beauticians are unaware or not commented on the same.
70. The health status of female beauticians disclosed that, 52.58% of the female beauticians are always fine, 37.42% are fine with occasional minor health problems and 10.00% of the female beauticians are always facing health problems.
71. Of all the female beauticians surveyed, 9.03% are facing problem of Dermatitis, 13.23% are facing respiratory and inhalation problems, 5.16% are facing viral and bacterial infection, 10.00% are facing muscular-skeleton problems such as back pain, limb pain, etc, 8.06% are facing problems from chemical reactions such as skin allergy, etc, 1.94% are also facing other health problems and it is not applicable to 52.58% of the female beauticians as their health is always fine.
72. As stated by the female beauticians, 15.48% are facing problem of occupational stress, 10.00% are facing problem of anxiety and mental tension, 5.48% are facing depression and 69.04% are not facing any of the occupational psychological health problems.

73. The precautions taken against health risks, 41.61% of the female beauticians are using hand gloves and masks in the beauty parlours, 10.32% are maintained exhaust fans at their beauty parlours, 13.88% are undergoing frequent medical check-ups, 1.29% are going for other preventive measures and only 32.90% have not taken any of such precautions in the beauty parlours to avoid risks or ill health.
74. 16.77% female beauticians especially in Kalaburagi city have employed one or two workers to work in their parlour, whereas 83.23% are running their parlours on their own and none of the workers are employed in their beauty parlour.
75. Among all the female beauticians, 18.06% have stated that self-confidence and hard work has made them to be successful, 7.42% have agreed that the financial support to beauty parlour has made them to become successful women entrepreneur, 25.16% have felt that popularity gained by them due to their hard work has made them successful women entrepreneur and 49.36% have opined that their professional skills and expertise have made them to become successful entrepreneur in beauty parlour business.
76. Only 18.39% of the female beauticians are highly respected in society, 41.93% are somewhat respected in society and 39.68% are not respected and have poor status in society.
77. On their beautician profession, only 22.58% have felt proud, 23.55% have felt that, it is profession to ensure economic security, 47.74% of the beauticians have felt that, it is like other self-employment for women and only 6.13% have felt inferior and disliked their profession.
78. The reasons furnished for their feeling to show inferiority and disliking Beautician Profession, 4.19% of the female beauticians have felt that there is poor public impression for beauticians, 1.94% have felt that there is poor earnings from beauty parlours and it is not applicable to 93.87%

of the female beauticians as they are feeling proud and satisfied about their professions.

79. The benefits gained by female beauticians from various Government welfare schemes, it is found that, 33.23% of the female beauticians have gained benefits from SGSY, SJSRY, PMRY, IRDP and such other welfare schemes, 20.63% have gained benefits from Karnataka Mahila Abhuvruddhi Yojane, 13.23% have gained benefits from Self-Help Groups, 7.10% of the female beauticians have gained benefits from other welfare schemes and only 25.81% of the female beauticians have not gained benefits from any of such welfare schemes.
80. On the success rate of their beauty parlour in terms of growth and progress since last five years, it is found that, 25.48% of all the female beauticians have agreed that their beauty parlours are completely successful, 38.06% of the female beauticians have felt that their beauty parlours are moderately successful, 20.98% have mentioned that their beauty parlours are moderately unsuccessful and the remaining 15.48% of the female beauticians have remarked that their beauty parlours are completely unsuccessful.
81. As stated by the female beauticians, 55.81% have agreed that the status of their families has increased after they have started beauty parlours, 14.19% have felt that their family status has been decreased after they have started beauty parlour and 30.00% have opined that there is no change in status of their families after they have started their beauty parlours.
82. As expressed by all the female beauticians, after they have engaged in self-employment, 8.06% have gained social status and respect, 13.23% have gained economic status and respect, only 3.87% of the female beauticians have gained family decision making authority and a great

majority that is, 74.84% of the female beauticians have gained all the types of status and respect mentioned above.

83. On the benefits gained by the female beauticians other than profit from their beauticians' profession, 20.97% of the female beauticians have stated that they have gained social status, recognition and respect, 36.77% have expressed that they have gained social contacts, 19.03% have remarked that they have gained more freedom and self-confidence and 23.23% have mentioned that they have gained popularity.
84. Of all the female beauticians on the measures to be taken to improve the status of women and achieve gender equality, 26.45% have suggested for higher education of women, 15.48% have suggested for socio-economic empowerment, 17.10% have suggested for reservation for women in employment and 40.97% have suggested for assistance to women to start self-employment.
85. It is disclosed that after their involvement in beauty parlour business, the female beauticians have gained equality in many aspects and areas. Particularly, among all the female beauticians, 30.00% have gained gender equality in family and society, 11.29% have gained religious and caste equality, 8.71% have given other areas in which they have achieved gender equality and 14.19% have not gained gender equality in any of the areas.
86. The economic benefits gained by the female beauticians other than profits revealed that, 18.06% have gained bank loans easily, 26.13% have gained social contacts and knowledge, 43.23% have gained economic security and independence and 12.58% have not gained any economic benefits except profits.
87. As stated by the female beauticians surveyed, 56.77% are expecting land and financial assistance from the Government to their beauty parlours followed by, 21.61% are expecting free training and development from

the Government, 15.81% are expecting tax rebates and concessions from the Government and 5.81% are having other expectations from the Government.

7.3. Suggestions from the Study:

Following suggestions are made from the present study:

1. The female beauticians are educated and employment to generate income for their families. Hence, considering their roles played at their self-employment, education and concern towards their own families, it is suggested to the family members of the female beauticians to provide equal authority and freedom to make family decisions.
2. Beautician's profession is modern self-employment like other dignified professions. As such, the people and society should increase their impression towards the profession and respect the female beauticians.
3. It is found that, many of the female beauticians are paying costly rent to their houses which accommodated their beauty parlours or rent for their shops. Hence, it is suggested to the Government to provide financial assistance or loans at concessional rates of interests to buy house or shop for the beauty parlour. In this respect, it is suggested to the Government to prefer female beauticians in allotment of houses in villages under different housing schemes.
4. It is suggested to female beauticians to register their beauty parlours under Municipal Corporations, Municipalities and Panchayats, which help to gain various facilities such as financial assistance, loans, tax rebates, if any easily. Even such registration helps to get insurance for their businesses.
5. It is suggested to the female beauticians to go on frequent training organized by various cosmetics companies so as to get modern expertise and knowledge in their profession and improve their self-employment.

6. It is suggested to the female beauticians to diversify their business by introducing various other types of services such as selling cosmetics, female gyms, women under-garments, health clubs, etc so that they can improve their self-employment.
7. It is suggested to the Government, nationalized banks, financial institutions, etc to assist or lend loans to the female beauticians by forming various schemes of financial assistance and loans under concessional rates of interests so as to increase and promote self-employment among women.
8. Based on the competition in their respective location or area, it is suggested to the female beauticians to advertise their beauty parlour and services so as to attract customers and promote their business.
9. It is suggested to female beauticians to take precautions to maintain their health during their work at beauty parlours by following safety measures such as using hand gloves, face masks, fitting exhaust fans, etc at their parlours.
10. It is suggested to female beauticians to visit healthcare centres periodically so as to avoid their physical as well as psychological health problems. As they are working under psychological pressure, occupational stress and physical work, it is suggested to them to perform Yoga, meditation, physical exercises, etc.

7.4. Discussion and Conclusion:

The primary data was collected from total 310 female beauticians working in villages, towns and Kalaburagi city. It is found that, almost all the female beauticians are of lower and middle age, that is between 18 to 40 years. The beauty parlour profession is newer compared to other self-employment and as such, younger and middle-aged females are engaged in this profession. The general education of the female beauticians disclosed that, though majority of

them are graduates and highly educated still few of them have gained education only up to 10th or 12th standard and completed their certificate courses in beauticians. The people of Hindu religion are dominated in Kalaburagi district and as such, a great majority of the female beauticians are belongs to Hindus and there are also considerable portion of beauticians belongs to Muslim religion. Females from other backward classes dominated among female beauticians. It is noted that scheduled caste and scheduled tribes are treated as lower castes in society and forward castes hesitated to enter into beauticians' profession as they feel it is profession with lower status and as such, majority of the female beauticians are from other backward classes.

The marital status of the female beauticians revealed that, majority of them are married and there is also considerable portion of these beauticians are also unmarried and single. The residential status of the female beauticians disclosed that, they belong to middle class group as most of them are living in their own concrete houses or own houses with thatched roof. As expressed by almost female beauticians, they are from same native place or settled in the place in the past 10 years. Majority of the female beauticians are living in nuclear or single families; still nearly half of these beauticians are living in joint families. Surprisingly, it is noted that though self-employed outside and generating income on their own, nearly one-third of the female beauticians don't have possessed the authority to make the family decisions in their own families. It reveals the gender inequality faced by these female beauticians. Some of the female beauticians especially living in rural areas have more children. The female beauticians are aware about the advantages of education for their children and as such, all of them are sending their children to schools and colleges to get education and children of a few of the female children are highly educated. Though self-employed outside to generate income at par with men, still the psychology of the female beauticians has not changed as they have

agreed that, status of women is lower or inferior to men in family and society. Surprisingly, it is also expressed by female beauticians, the position and status of women working outside is not improve and develop and there is no change of their social status and respect.

All the female beauticians have agreed that education is essentially needed for female children and such education should be technical, professional or higher education so as to work outside in employment preferably in Government or modern self-employment. The female beauticians have hoped that, the future of girl children is depending on their education and employment and only few of them have felt that future of girl children is depending on their husbands and family members. Almost all the female beauticians have expected need for equality in social status, family decision making, economic independence and children's education. Those who are married and living with husbands have possessed cordial, best, cooperative, understanding and satisfactory marital relations. All the female beauticians have agreed that, through higher education, self-employment and employment helps to increase the status of women in family and society. It is found that, almost female beauticians have agreed that their family members cooperate and encourage them or don't interfere in their beautician's profession and meagre female beauticians felt that their family members discourage them and shows no cooperation. Such discouragement is due to lower status associated with the beauty parlour occupation by forward castes.

To a greater extent, economic independence is gained by female beauticians from their profession. Even there are also advantages such as equal status, fame and recognition gained by some of the female beauticians due to their self-employment. Surprisingly, meagre female beauticians surveyed have felt that, they have gained lower status due to their professions. The female beauticians are also facing problems such as inadequate time for their families,

stress, strain, ill health and difficulty to participate in socio-religious and cultural activities. As such, many of the female beauticians are visiting to holy places only during festivals, occasionally or monthly. Even few of the female beauticians have agreed that, they are rarely participating in socio-religious and cultural functions and ceremonies due to inadequate time. It is revealed that, almost all the female beauticians are fully or moderately satisfied in their social life.

The beautician profession is caste based and no congenital skills are required. But mainly the profession is highly based on the skills possessed through education and practice. Consequently, irrespective caste and occupation background of their families, female beauticians are successfully become self-employed as beauticians. When the family occupations of the female beauticians are analysed, it is found that there is no relationship between their self-employment with their family occupations and female beauticians from different family occupations are engaged in beautician profession. Even the information furnished by the married female beauticians disclosed that, the occupations of their husbands have no relationship with their self-employment.

The location of the beauty parlours shows that, in almost all villages and towns surveyed, the female beauticians have set up their parlours only in their residences or households, whereas only in few towns and Kalaburagi city, the beauty parlours are opened by female beauticians in Shopping Malls and Shopping Complexes. It shows that, the beauty parlours at villages and towns have not become so popular and earning lesser amount of profit and hence, it is not economical to open beauty parlour in independent shops in villages. Nearly half of such beauty parlours are rented including parlours located in rooms of rented houses.

It is surprising to note that, an overwhelming majority of the female beauticians have not registered their beauty parlours with the local authorities such as Panchayats or Municipalities or Municipal Corporation and even many of the female beauticians are unaware of necessity of such registration and getting licenses to their self-employment. When the working hours of the beauty parlours are analysed, it is found that, majority of the female beauticians open their parlours up to 7-8 hours daily.

To get the skills and techniques required for their profession, a great majority of the female beauticians have gained training from Government sponsored schemes at approved and recognized training and educational institutes and organizations. Some of the beauticians have learnt such skills by working at other beauty parlours and a few of them have undergone training programme organized by private companies producing cosmetics such as Anos, VLCC, Loreal, etc. Such training gained by majority of the female beauticians vary between 06 months to one year. It is highlighted that, almost all the female beauticians have gained training in beautician course, which includes all the specializations rather than single or only selected few of the specializations such as hair, massage, etc. It is found that, majority of the female beauticians have gained professional experience for 05 to 15 years. Rarely, the beauticians have gained franchise of the private cosmetic companies and it may be due to costlier terms of such companies. Apart from their routine beauticians' work, it is depicted that, a few of the beauticians are engaged in other activities such as selling cosmetics, running female gyms, etc. The beauty products used by female beauticians in their beauty parlours include both chemical based as well as ayurvedic. They are buying these cosmetics and beauty products from local departmental stores or even many of them are buying these cosmetics online. Advertisements in mass media, web sites of different companies producing cosmetics, social media and advice of expert beauticians

online are playing important role in influencing the selection decisions of cosmetics.

In many of the cosmopolitan cities and metropolitan cities, the beauticians were maintaining and managing more than one or series of beauty parlours. But in the present study, it is revealed that, the female beauticians are managing only one beauty parlour. It is revealed that, majority of the female beauticians are serving on an average up to 20 customers daily and only meagre number of female beauticians are serving more than 20 customers daily and these beauticians have also employed workers in their beauty parlours and as such, they are not facing any additional work burden.

It is observed that, the customers of female beauticians are from economically different classes. Economically poor customers are rarely visiting and served by female beauticians. Majority of the customers visiting the beauty parlours include the women belonged to middle classes. The female beauticians living in villages and towns are serving women customers belongs to economically poor and middle class. Only few of the female beauticians especially in Kalaburagi city are serving women belonged to economically higher class or elites. The study has revealed that, many of the female beauticians have possessed permanent customers as they have agreed that, more than 50% of their customers are regularly visiting to their beauty parlours.

Before starting their beauty parlours, almost female beauticians were housewives, unemployed or students and it shows that, beauty parlour has become major source for their livelihood. The different factors such as good income, earning of wealth, attractive and popular occupation, self-interest, lesser competition and poor family income have made the female beauticians to choose their career in beauty parlour. Even many of the persons in their families such as husband, parents, parents-in-law and even they have motivated

themselves to start their beauty parlours. The ownership of all the beauty parlours owned by female beauticians revealed that, they are sole proprietorship. In other words, female beauticians are single owners of their beauty parlours. Majority of the female beauticians are earning annual income of less than Rs. 2 lakhs, it shows that, majority of them are earning lesser income compared to their expenses and physical work. Due to their additional income, their families are getting higher family income that is more than Rs. 5 lakhs per annum.

It is observed that few of the female beauticians have owned shops in shopping complexes to run beauty parlours and maintained different tools and machineries needed for their self-employment. As such, they have invested higher amount in beauty parlour. Consequently, it is found that, except few who possessed properties worth more than Rs. 1 lakh, majority of these female beauticians have owned properties worth up to Rs. 1 lakh in their beauty parlours. As such, most of these female beauticians have invested money by borrowing loans from nationalized banks, cooperative banks, financial corporations, private money lenders and only few of them have invested their own money. Such borrowings of the female beauticians are up to Rs. 50000 from banks and financial corporations.

It is highlighted that, a great majority of the female beauticians are not undertaking any promotion such as advertisements, pamphlets, handbills, etc, but only few of them are making publicity of their beauty parlours through their relatives and friends. On the growth and progress of their beauty parlours, the female beauticians have agreed that, it is an indispensable for their livelihood with constant growth and more opportunities and it is also no risk business for women. Still, majority of the female beauticians have felt that, there are problems of ill health, lower status or poor social impression and lower income of more work. On their beauty parlours, many of the female beauticians have

expressed positive points or advantages that, there are fixed customers living nearby to their parlour and they are serving and performing all the types of beauty work and even few of them have felt that, they have invested lower capital and taking lower risks for higher rewards. Though female beauticians are earning higher rewards, still many of them have felt that there are drawbacks such as lower price for more work, inadequate financial resources, competition and problem of space or area for their shops or parlours.

It is surprisingly to note that, nearly half of the female beauticians are facing occasional health problems due to their work. Such health problems generally faced by female beauticians include respiratory and inhalation problems, muscular-skeletal problems, dermatitis, allergy, adverse chemical reactions, etc. Even few of these beauticians are also facing few of the psychological problems such as occupational stress, anxiety, depression, etc. To get self-care of their physical health, many of these beauticians are using hand gloves, masks, exhaust fans at parlours and going for frequent medical check-ups.

Almost of the female beauticians are working single at their beauty parlours and only a few have employed 1-2 workers at their beauty parlours. It is noted that, all the female beauticians are working in the business in the last five years to more than 20 years and the different factors that have made them as successful beautician include self-confidence, hard work, professional skills, expertise, social contacts gained through hard work, etc. Though all of these female beauticians have become successful professionals, still more than one-third of them have agreed that there is lower or poor social status for their occupation. Of course, majority of the female beauticians have agreed that they are getting higher respect and status or there is no change in their status and respect due to their professions. It is noted that, beautician profession has brought women not only financial rewards like income, but also brought social

status, recognition, social contacts, impression and respect in society. Hence, many of female beauticians feel that it is profession like other occupations of self-employment. But, few of the female beauticians feel proud about their profession and they feel it assure their economic security in life. A few of the female beauticians feel inferior about this profession as there is lower earnings and poor public impression for the beautician occupation.

To encourage self-employment among females, the Government has initiated many of the welfare schemes such as Prime Minister Rozgar Yojana, Swarna Jayanti Swarozgar Yojana, Karnataka Mahila Abhivruddhi Yojana, etc and even the Self-Help Groups formed by women are mobilizing the savings and encourage women to start self-employment by extending financial assistance from the accumulated savings. Apart from these, the nationalized banks have also initiated many of the loan schemes for self-employment of women. It is observed that, majority of the female beauticians have gained benefits from such welfare schemes to start and renovate their beauty parlours. Except few of the female beauticians, majority of them found their beauty parlour as successful enterprise in the last five years. Even due to beauty parlour business, most of the female beauticians have agreed that the status of their families has been increased. Consequently, the female beauticians have gained socio-economic status and even few of them have gained their participation in family decision making. Other than profits and financial rewards, many of the female beauticians have gained social respect, social contacts, self-confidence, economic freedom, popularity, etc personally. Due to all these impacts, majority of the female beauticians have opined that, there is need for higher education, socio-economic empowerment, reservations in employment and assistance to women to start self-employment, etc for women so as to achieve gender equality in family and society. In the present study, women are engaged in modern self-employment and taken up beautician's profession and few of

them have gained gender equality in family and society, a few of them gained religious and caste equality and majority of them have gained economic equality in family and society. Economic security and independence is greater achievement made by female beauticians by engaging themselves into beautician profession. Few of these beauticians have also gained social contacts and easier loans easily. Though, female beauticians are earning good income, they feel that, the land or shop required for their profession is costlier and hence, many of them expect that the Government to provide necessary land and shops to open their beauty parlours. Even few of them expect tax rebates, concessions, free training and financial assistance from the Government.

To conclude, beauticians' profession is playing significant role in the livelihoods of lakhs of women in India and it is growing self-employment among women. The women engaged in this profession can invest lesser amount of capital and earn average income so that they can manage their families. As it requires modernized skills and latest knowledge on cosmetics and fashion trends, relatively there is lesser competition for female beauticians. As the beauty parlour serving different classes of women, there is increase in social contacts for female beauticians. Apart from these, due to their skills and expertise, female beauticians gain popularity in family and society. Those women, who hesitate to work outside under the control of males in organized and unorganized sector, can take up such modern self-employment and earn sufficient income. There is constant and continuous growth in beautician's profession as there is increase in customers, increase in skills and expertise and consequent increase in incomes of beauticians. Due to their self-employment, female beauticians have gained social status, gender equality and respect in their families. Many of these females have also gained the participation in family decision making due to impact of self-employment. Realizing the same, the Government has encouraged women to participate in modern self-employment

by assisting female in training to learn beautician's skills and financial assistance to start beauty parlours under various self-employment schemes and many of the banks and financial institutions are also providing loans and advances to female beauticians to start their own beauty parlours.

Still, a few of the female beauticians are facing problems. Such problems include mainly health problems and for which, these beauticians have to take necessary precautions such as wearing masks and hand gloves, etc during their work. It is found that, as few thinks, it is profession with lower status, but it is noted that, it is modern profession based on education and skills and hence, it is most essential for many of the women. Realizing its significance, the society have to give respect to female beauticians and their professions. Overall, it is suggested to the Government to identify the modern professions reserved for women such as beauticians' profession and encourage and promote such professions, so that women can gain gender equality, economic freedom, equal status and respect in families and society.