

Vol. 1
Issue- 12
Dec. 2014



ISSN: 2348-1390

IMPACT FACTOR: 0.889

NEW MAN INTERNATIONAL JOURNAL OF MULTIDISCIPLINARY STUDIES

A REFEREED AND INDEXED e- JOURNAL

**Special Issue on
MANAGING UNORGANISED
SECTOR IN INDIA**
Prospects & Challenges

Guest Editors

DR. RAJESH KUMAR SHASTRI & DR. RAVINDRA TRIPATHI
DEPARTMENT OF HUMANITIES AND SOCIAL SCIENCES
MOTILAL NEHRU NATIONAL INSTITUTE OF TECHNOLOGY
ALLAHABAD, INDIA

www.newmanpublication.com

**NEW MAN
PUBLICATION**

ISSN: 2348-1390

NEW MAN

INTERNATIONAL JOURNAL OF
MULTIDISCIPLINARY STUDIES

A REFEREED AND INDEXED JOURNAL

INTERNATIONAL IMPACT FACTOR: 0.889 (IIFS)

Guest Editors

DR. RAJESH KUMAR SHASTRI & DR. RAVINDRA TRIPATHI

Department of Humanities and Social Sciences
Motilal Nehru National Institute of Technology
Allahabad, India

NEW MAN PUBLICATION
PARBHANI (MAHARASHTRA)

Contact: +91 9420079975 +91 9730721393 nmpublication@gmail.com

Full Journal Title:	NEW MAN INTERNATIONAL JOURNAL OF MULTIDISCIPLINARY STUDIES
FREQUENCY:	MONTHLY
Language:	ENGLISH, HINDI, MARATHI
Journal Country/Territory:	INDIA
Publisher:	NEW MAN PUBLICATION
Publisher Address:	NARWADI, DIST. PARBHANI-431516
Subject Categories:	LANGUAGES, LITERATURE, HUMANITIES , SOCIAL SCIENCES & OTHER RELATED SUBJECTS
Start Year:	2014
Online ISSN:	2348-1390
International Impact Factor:	0.889 (IIFS)
Indexing:	Currently the journal is indexed in: Directory of Research Journal Indexing (DRJI), International Impact Factor Services (IIFS) Google Scholar &

NMIJMS DISCLAIMER:

The contents of this web-site are owned by the NMIJMS and are only for academic publication or for the academic use. The content material on NMIJMS web site may be downloaded solely for academic use. No materials may otherwise be copied, modified, published, broadcast or otherwise distributed without the prior written permission of NMIJMS.

Academic facts, views and opinions published by authors in the Journal express solely the opinions of the respective authors. Authors are responsible for their content, citation of sources and the accuracy of their references and biographies/references. The editorial board or Editor in chief cannot be held responsible for any lacks or possible violations of third parties' rights.

ABOUT THE EDITORS:



Dr. Rajesh Kumar Shastri is the Assistant Professor in the Department of Humanities and Social Sciences, Motilal Nehru National Institute of Technology Allahabad. He has more than 13 valuable years of work experience in academics. Dr. Shastri has achieved an expertise into the area of HRM, Public policy, NGO management. He is a MBA in HRM and Ph.D under the supervision of Prof.(late) Mukund Lal, ex head and dean faculty of Business Management, Banaras Hindu University. Being into academics from last many years, Dr. Shastri not only excelled as a teacher but performed a role of a founder and started “Master in Social Work”, a Post Graduate Program in National Institute of Technology for the first time in history of National Institute of Technology. In his career he has contributed numerous Research papers in many International & National journals also serving as Associate Editors of Two International Journal. He is also a reviewer of several international journals. Dr. Shastri contributions have never been confined to a particular field; rather he always utilized the immense knowledge. Considering his expertise in various areas he has also been invited for delivering Special Lectures by Ministry of Small Scale Industries, NCRI (MHRD) and various Universities and Institute. Dr. Shastri has organized more than eight seminars and workshops and training programmes at national level.



Dr. Ravindra Tripathi is the Assistant Professor in the Department of Humanities and Social Sciences, MNNIT Allahabad. He obtained B.Com, M.Com and D. Phil (Finance) Degree from University of Allahabad. He stood first in order of merit in M.Com Previous and Final examination. He won three gold medals of University of Allahabad. He has also Completed CA Foundation, CA Intermediate course of ICAI and PGDFM. His areas of specialization include Accounting & Financial Reporting, Corporate Finance & Taxation, and Managerial & Welfare Economics. He has also served at Institute of Management Studies, VBS Purvanchal University Jaunpur, KNIPSS Sultanpur & United Institute of Management of UP Technical University and Faculty of Commerce, Banaras Hindu University Varanasi as a faculty member for teaching in management course. He has published more than 30 research papers in various national and international journals and edited books. He has presented more than 20 research papers in various national and international conferences. He has Associate Editor of Asian Journal of Business Management and Current Research Journal of Economic Theory and Reviewer of various international journals including computational Economics, Springer, Netherlands (SCI Indexed) and Journal of Cleaner Productions, Elsevier, USA (SCI Indexed). He has organized various workshops, conferences and short term courses at national level. He is currently working on a major project titled “New Horizons for Unorganised Manufacturing Sector in India: An Empirical Study in Uttar Pradesh & Maharashtra” sponsored by ICSSR, New Delhi. He is the editor of two books namely Rural Development in India & Dimensions of Public Policy.

Contents

Sr. No.	Title	Author /Authors
1	Ensuring Occupational Safety and Health for Managing Industries in Organized Way: India's Leading Automobile Manufacturer at a Glance	Jagannath Ghosh
2	FDI: An Alarm for Survival of Unorganized Retail Sector	Dr. Vishnu Prakash Mishra & Ajeet KumarYadav
3	Problems and Challenges Faced By Unorganised Sectors: An Indian Perspective	Nitika Diwaker & Tauffiqu Ahamad
4	Art Womens (Association of Rural Trained Womens): Organising the Unorganised	Faisal Akhtar & Asif Akhtar Khan
5	Linking the Unorganized Sector and Safe Public Space for Women	Usha Bharti Singh
6	A Study of Linkage between Organised Urban Retail Market and Unorganized Rural Retail Market in India	Indal Kumar
7	Child Labor: Status & Its Relationship with the Unorganized Sector in Uttar Pradesh	Chaitanya Dev & Sheifali Srivastava
8	Marketing, Branding and Packaging of Products of Unorganised Sector and Its Effect on Impulse Buying In India	Sanjay Kumar Yadav, & Anupam Srivastava
9	The Status of Women Workers in the Unorganized Sector	Tauffiqu Ahamad, Jitendra Kumar Pandey & Anil Kumar Mishra
10	Women Entrepreneurship in Rural India and Sustainable Economic Development	Krishna Mani Tripathi
11	Financing access to Unorganized Sector: Problems and Challenges	Priyanka Tandon Dr. Ravindra Tripathi
12	Challenges Faced by Women Fish Vendors in Unorganized Markets: A Case Study	Dr. Anitha S. & Ms. Aswathy S S
13	The Unorganized Agro Processing Sector: With Special Reference to Allahabad District	Kallan Prasad
14	Women in Informal Sector: Challenges & Strategies	Kirti Agrawal
15	To Develop Unorganized Sector is an Important Call for Development of Indian Economy:	Dr. Ravindra Tripathi , Nikhil Yadav, Yogesh Arora

16	Socio – Economic Study on Women Street Vendors	Nitika Diwakar & Renu Anand
17	Unorganized Indian Agriculture and Food Security Act	Surendra Kumar
18	Role, Problems and Challenges of Women Workers in Unorganized Sector	Arti, & Dr. Rajesh Kumar Shastri
19	Unorganized Sector: A different sector still treated indifferently	Malavika Srivastava
20	Organizing the Human Resource in the Unorganized Sector	Monisha Gupta
21	Child and Maternity Care Services of Women in the Unorganized Sector	Rajshree Singh
22	Problems, Challenges and Prospective Of Women in Unorganized Sector As Home Based Workers	Ramesh Chandra
23	Role of Automobile Industry in Employment Generation in India: An Analysis of TATA Motors and Mahindra & Mahindra	Santosh Kumar Maurya
24	A Study of Women Labour in Unorganised Sector- In Indian Perspective	Abhishek ¹ , Pankaj Tiwari ² & Arvind Mishra
25	Role of NGOs in Women Empowerment in Uttar Pradesh	Abhishek, Manvi Bhargava & Dr. Rajesh Kumar Shastri
26	Social Security for Upliftment of Unorganized Sector: A Relook	Dr. Ambalika Sinha & Divya Sharma
27	An Empirical Study on the Status of Women Workers in Unorganized Sector	Ms. Lovely Srivastava Dr. Ambalika Sinha, Dr. Ravindra Tripathi & Ms. Geetu Yadav
28	Unorganised Sector and India's Informal Economy- Challenges And Prospects	Pankaj Singh,
29	Purchasing priorities of online users and its impact on offline retailers	Dr. Saurabh Mishra
30	Technological Advancement and Unorganized Sector: A study of urban unorganized retail sector in Indian scenario	Dr. Kavita Chauhan Faiz Rehman Abbasi

31	Socio-economic Conditions of Female Beedi Workers in Allahabad District: A Case Study	Pankaj Tiwari, Dr. Namrata Parashar
32	Child Labour in Unorganized Sector: Problems and Causes	Tauffiqu Ahamad, Danish Pravej & Anam Waqar
33	Child Labour in Unorganized sector in India	Nagendra Pratap Bharati, Dr.Rajesh Kesari
34	Comparative Study on Private and Government Hospitals Working In Hyderabad	Faimunissa Ahmed Khan, & Arjumand Fatima
35	The Mother of Every Good & Service Sector	Geetu Yadav , Dr. Ambalika Sinha & Lovely Srivastava
36	Flexibility in Labour Laws and Mindset of People: Factors Responsible For Child Labour in Unorganised Sector	Ravi Prakash Gupta, Prof Vidya Agarwal,
37	Child Labour and Education	Mrs. Sangeeta Chauhan Dr. P.K. Astalin
38	“A Study on Financial Inclusion Initiatives Undertaken By Indian Banking Industry”	Mr.Harshit Eric Williams & Mr.Azhar Abbas
39	Strategy Lessons for Micro Enterprises in Automotive Component Industry	Dr. Sanjeev Arora
40	Effectiveness of MGNREA in Generating Assured Wage Employment and Creation of Durable Assets	Ravi Kant Dwivedi,
41	Women Empowerment through Media: An Empirical Study on the Development of Tribals of Rural Bengal.	Debasis Mondal, Debotri Chakraborty
42	Role of Education in Women Empowerment: A Case Study on Social Development of the ‘Santal’ of Birbhum District, West Bengal.	Debotri Chakraborty, Debasis Mondal
43	Child labour in the Unorganized Sector: Examining the Surrogate Role of MNCs	Dr. Feza Tabassum Azmi, Adeeba Irfan
44	A Pragmatic Study of Unorganized Sector in India in context to Banarsee Silk Saree, Madhubani Paintings & Carpet industry	Ridhwan-Un-Nissa Dr Pratika Mishra

The editors have retained the documentation methods employed by the respective authors.

Preface

Indian economy has preponderance of informal and unorganized sector both in terms of number of workers and enterprises. More than 90% of workforce and about 50% of the national product are accounted for by the informal economy. A high proportion of socially and economically underprivileged section of society is concentrated in the informal economic activities. The high levels of growth of Indian Economy during the past two decades are accompanied by increased informalisation. There are indications of growing inter linkages between informal and formal economic activities. There has been new dynamism of the informal economy in terms of output, employment and earnings. Faster and inclusive growth needs special attention to informal economy. Sustaining high levels of growth are also intertwined with improving domestic demand of those engaged in informal economy, and addressing the needs of the sector in terms of credit, skills, technology, marketing and infrastructure. During the 1990s, globalization of economies has contributed to informalisation of workforce in many industries and countries. The financial crisis originated from USA with the collapse of Lehman Brothers in mid-September 2008. The crisis further intensified and spread to other countries as well as in India primarily through slowdown in export and decline in portfolios flows. The net portfolio flows to India soon turned negative. Under the circumstances there is a renewed interest in unorganized sector worldwide. There is a process of rethinking the unorganized economy. Due to inherent contradictions of unorganized sector, the tension has again turned towards unorganized sector. This reconvergence of interest stems from the fact that the unorganized sector has not only grown world-wide but also emerged as a potential expected place of work. There is high potential of employment and output expansion.

The situation calls for immediate steps towards the upliftment and promotion of this sector so that creativity, innovation and greater employment opportunities with a conducive environment with appropriate level of social security can take place. By promoting this sector import can be reduced to a large extent thereby reducing the cost mandatory financial burden.

For fulfilling the vision of Shri Narendra Modi, Hon'ble Prime Minister of India towards Make in India, it is imperative and vital to concentrate heavily on developing unorganized manufacturing sector at a faster pace. The key challenges of unorganized manufacturing sector includes lack of technical know-how, availability of financial support, lack of social security, innovation in the existing product, branding, packaging & marketability of the product, logistics and supply chain management and organization and governance. Therefore it is recommended to formulate the policies exclusively for

unorganized manufacturing sector covering all the feasible solution challenges mentioned. There is also an urgent need to make proper linkage and communication in between organized and unorganised manufacturing sector with greater emphasis on alliances towards fronting and backing support.

It is in this milieu that the Department of Humanities and Social Sciences, MNNIT Allahabad decided to organize a National Conference on “Managing Unorganised Sector in India”. The conferences was indeed proved as a unique platform for the Social Scientists, Scholars, Development Professionals, Researchers, Industries and Academia to join hands together, disseminate new thoughts on innovation, planning and implementation of socio-economic programs in urban and rural India for developing unorganized sector of India. We invited theoretical as well as empirical research papers from across the country. We received ideas and analytical views of contemporary development issues and policy related emerging scenarios. We have selected few papers based on the recommendation of editorial review committee for the special issue of New Man International Journal of Multidisciplinary Studies on “Unorganized Sector”. The broad aim of this special issue is to create knowledge and help the strategy formulator to develop strategies for the benefit of unorganized sector in India. It contains research papers, based on the theme of Managing Unorganised Sector: Problem, Challenges and Prospect of Unorganised Manufacturing Sector, Financing to Unorganised Sector, Women Empowerment and Unorganized Sector, Child Labour in Unorganised Sector, Managing Workforce in Unorganised Sector, Managing Workforce in Unorganised Sector, Supply Chain Management in Unorganised Sector, Marketing, Packaging & Branding of Unorganised Sector’s Product, ICT and Unorganised Sector. They tried to exhibit the problems and possibilities of changing needs of public policy for Unorganised Manufacturing Sector of the country in different approaches. The contributors also have analysed the past experiences, present status and future prospect regarding formulation of public policy for holistic development.

We are greatly indebted to Prof. P. Chakrabarti, Director of MNNIT Allahabad for inspiring us and providing guidance to publish the conference proceeding in the form of special issue of the journal.. We are thankful to Prof. Niroj Banerji, Head Department of Humanities and Social Sciences. The editors are highly obliged towards Prof. R. K. Srivastava, Coordinator TEQIP MNNIT Allahabad for providing financial support. We are thankful to Dr. Ambalika Sinha, Associate Prof. of Department of Humanities and Social Sciences. We extend our sincere thanks to all contributors of this book for sharing their hard core research work on this academic platform. We convey our special thanks of Organizing Committee of the national conference namely, Mr. Abhishek, Mr. Taufique Ahmad, Ms. Shatabdi Bagchi, Ms. Lovely Srivastava, Ms. Geetu Yadav, Mr. Nikhil

Yadav, Ms. Priyanka Tandon and Mr. Iftaqar Ahmad without whom support this programme would not have been successful. Last but not the least, we are extremely grateful to NEW MAN Publication, India for publishing the research papers in the special issue of the journal, which can be a useful tool for knowledge dissemination in the era of globalization and it will further facilitate for the research and policy level development.

Suggestions are invited from all the stakeholders.

With best regard

MNNIT Allahabad

Dr. Rajesh Kumar Shastri & Dr. Ravindra Tripathi

December15, 2014

Guest Editors

rkshastri@mnnit.ac.in, ravindra@mnnit.ac.in

ENSURING OCCUPATIONAL SAFETY AND HEALTH FOR MANAGING INDUSTRIES IN ORGANISED WAY: INDIA'S LEADING AUTOMOBILE MANUFACTURER AT A GLANCE

JAGANNATH GHOSH
PHD RESEARCH SCHOLAR,
UNIVERSITY DEPARTMENT OF COMMERCE
AND BUSINESS MANAGEMENT
RANCHI UNIVERSITY, RANCHI

Abstract

Ensuring occupational safety and health (OSH) by providing proper work environment is duty of organizations from moral & legal viewpoint to create organised industry. OSH reflects managerial policy that maintains workers health, working capacity, moral value, quality, safety, work culture, social climate, productivity, smooth operation aiming workers physical & mental wellbeing. This explanatory research attempts this crucial issue quoting a study of Tata Motors, among world's leading and largest Indian automobile manufacturer, how efficiently they address OSH by policy formulation, assessment, implementation, minimizing workplace diseases/ risk-lost days/injuries, as a benchmark of organised sector. They do safety perception survey, maintain safety standards, have OSH professional team-steering committee-divisional safety council-standard procedure, identify hazards, executes ergonomics & medical checkup, distribute guidelines, identify training need. They foster training & equipment, review performance, conduct safety audit, educate & reward. This paper motivates Indian present companies to follow guidelines and implement safe/healthy working environment to overcome occupational hazards/risk enhancing operation in organised way in every sector.

Keyword : Company, Health, Safety, Workers, Workplace,

Introduction: Occupational safety and health

Occupational safety and health (OSH) is crucial in terms of legal, moral, social and financial reasons. Every organisation has a fiduciary responsibility to take care that all stakeholders especially the workforces who are linked with the particular organisation must be safe at always. Legal background for occupational safety and health practices connects to the compensatory and preventative outcomes of laws which ensure employees safety and health. Ethical thrust will

make the company arrange the security of employee's lives and protection of their health as responsibility. Additionally occupational safety and health is a means to decrease the chances of workers accidents and related injury as well as sickness and related costs, comprising sick leave, medical care and disability benefit costs. Ex Governor of U.S. state of Connecticut, Jodi Rell tells that, "At the end of the day, the goals are simple: safety and security." Occupational safety and health (OSH) is in many places known as occupational health and safety or workplace health and safety. This is the field of study dealing with all kind of protection and safety, health management and social welfare of human resource involved with job. The objective of occupational safety and health initiative is to render a healthy and safe work place and related situation. Occupational safety and health also covers the area out side work place nowadays. It protects the various aspects of employee family members, co-workers, management, consumers or user of product and service, members of distribution channel, and all other people, on whom, workplace environment may have any impact. For this reason, the term occupational safety and health is uttered as occupational health and occupational and non-occupational safety in the USA and it includes complete safety for tasks accompanied outside of work place.

Relevance and Background of study

American author and researcher Tom Roth comments that, " Employers who report receiving recognition and praise within the last seven days show increased productivity, get higher scores from customers, and have better safety records. They're just more engaged at work." Two important organisations that have connection in this field are International Labour Organisation and World Health Organisation. According to them, the main Emphasise in occupational safety and health is on three basic motto. These are the upgradation of work environment and making the work conducive to safety as well as health, secondly the maintenance and improvement of employee health and working capability; thirdly growth of work place and work cultures in proper direction. The direction should support safety and health in workplace. It should also induce a constructive social climate and hurdle free operation. In this way, occupational safety and health may enhance productivity of the organisation. The emergence of work culture is here to have a symbol of the required value systems of the organisation. This organisational culture's outcome is seen practically in the human resource policy, leadership style, training-development policies, policy for workers participation and quality control system of the undertaking.

According to United States Senator Arlen Specter, "There's nothing more important than our good health-that's our principal capital asset." According to International Labour Organisation and World Health Organisation, occupational safety and health is to target multiple matters. It should prevent damage of workers from health backed by their work conditions; the creation and retaining of the good extent of mental, physical and social welfare of employees in every job; maintaining workforces in a work environment aligned with his psychological and physiological capabilities; the protection of workers in their employment from risks resulting from factors adverse to health etc. In short, it helps matching of work to worker and of each worker to his work in a safe and sustainable manner. Roman philosopher and political theorist Marcus Tullius Cicero says, "The safety of the people shall be the highest law." India also has so many rule

related to occupational safety and health like Factories Act 1948, Indian Electricity Act 1910, Indian Boilers Act 1923, Indian Atomic Energy Act 1962, Dangerous Machines (Regulations) Act 1983, Mines Act 1952, Plantation Labour Act 1951, Dock Workers (Safety, Health and Welfare) Act 1986, Petroleum Act 1934, Explosives Act 1884, Manufacture Storage and Import of Hazardous Chemicals Rules 1989 etc.

Literature Review

Heinrich (1931) was among the beginner researchers to nurture the field in the costs of accidents in workplace. Adam Smith during 1776, in his work “The Wealth of Nations”, argued that workers’ wages vary as per work conditions which they experience. It shows that there is a matter of risk in workplace. In 1978, the Supreme Court of Canada stipulated a maximum amount to be awarded for physical and mental harm by workplace injury that was \$100,000. Different measurement concepts noted in clinical sciences, psychology and program evaluation may be implemented to OSH audits as per Lipsey (1983); McDowell (1987) and Stewart (1992). Cooper (1998) pointed that OSH audit is more than a hazard identification task and it must pursue a thorough appraisal of OHS management. Leigh et al (2000) emphasized regarding indirect costs of occupational risk belonging to the lost scopes of the injured worker, his family, the co-workers, the employer as well as the community. According to Goodchild et al (2002), due to workplace injury, quantity of human capital is decreased which has adverse effect on society’s capacity to produce goods and services both long and short term. Rates of occupational fatalities and accidents in India and China, are similar. It is respectively, 10.4 and 10.5 fatalities per 100,000 while 8,700 and 8,028 accidents per 100,000 as per ILO and WHO report (2003). Access Economics (2006) depicts that damage caused by accidents include organization’s equipments, machines and other property that create equipment repair/replacement costs, wastage of goods, clean-up/rearrangement costs etc. As per Benjamin O. Alli’s “Fundamental Principles of Occupational Health and Safety” (2008), OSH performance varies among several economic sectors within nations. Empirical data prove that, highest rates of workplace mortality take place globally in forestry, agriculture, construction and mining. ILO has shown a calculation that tropical logging accidents are responsible for more than 300 deaths per 100,000 workers. According to InfoChange News (April 2009), India has legislation about occupational safety and health for above 50 years. Still regulatory authorities are only 1154 factory inspectors, 1400 safety officers and 27 medical inspectors. These figures are not sufficient for taking care of formal organizations which only has about 1/10th of total workforce of our country.

Objective

According to Government of India, Ministry of Labour and Employment, the basic objective of National Policy on Safety, Health and Environment at workplace is to overcome the occurrence of work related diseases, injuries, disaster, fatalities and loss of country’s assets as well as getting top class occupational health, safety and environment performance and also to ensure well-being of workers and society. The objective of this research is to convince the present corporate strategy makers about the role and importance of occupational safety and health. The paper puts

focus on different issues associated with workplace hazards and necessary precautions which should be implemented by the respective employers. The paper highlights the case of Tata Motors, the leader in automobile industry as a benchmark in this field. The industry policy makers will be acquainted about the OSH policy and execution process of this industrial legend and will be motivated to ensure an effective OSH system in their production houses also. Thus the paper attempts to draw attention of academic and corporate sector to have an in-depth thought regarding safety and flourish of work life of contemporary industry's human resource in ethical, legal and managerial perspective.

Research Methodology

The present research is an exploratory one. It explores the various issues of occupational safety and health in contemporary Indian context mainly. The paper addresses various matters in this field and describes the multiple steps taken by one of world's largest automobile manufacturer Tata Motors for ensuring occupational safety and health which makes the study as a descriptive research. The research is based totally on secondary data. The information has been taken from different books, reports, projects, article and websites (corporate, informational and educational) for constructing the paper in objective oriented manner. The case of Tata Motors has been produced as a centre point of the paper that renders the category the paper as a case study. The case of Tata Motors has been studied from Tata Motors: Occupational health and safety chapter as well as their website. Again the references have been drawn about other researches, conceptual background, focus of the study and concluding portion including Govt of India, ILO, WHO etc from proper sources as their websites and other online form as report/project/article/book etc.

Tata Motors

The enriched "company profile" section depicted in Tata Motors website: www.tatamotors.com gives a broad view of this benchmark company. Established in 1945, Tata Motors Limited (previously known as TELCO or Tata Engineering and Locomotive Company) is an India based multinational vehicle producer company having headquartered in Mumbai belonging to Tata Group. Its automobile range includes trucks, passenger cars, coaches, vans, construction equipment, buses and military vehicles. This is largest automobile company of India, having consolidated revenues of INR 2,32,834 crores (USD 38.9 billion) in 2013-14. Tata Motors is leader in commercial automobile in all sectors and one of the top players in passenger automobile counted among best products in the compact car, midsize car and utility vehicle groups. This is fourth largest bus manufacturer and fifth largest truck manufacturer of the world. Tata Motors Group has more than 60,000 employees who follow the mission "to be passionate in anticipating and providing the best vehicles and experiences that excite our customers globally." The company's presence is spread across length and breadth of India. Today, above 8 million Tata vehicles run in India, since its rolling in 1954. Tata Motor's production houses in India are in multiple places such as Jamshedpur (Jharkhand), Lucknow (Uttar Pradesh), Pune (Maharashtra), Sanand (Gujarat); Pantnagar (Uttarakhand) and Dharwad

(Karnataka). The company by strategic alliance with Fiat in 2005, manufactures automobiles at Ranjangaon (Maharashtra) both Fiat and Tata cars and Fiat power trains. Tata Motor's sales, services, dealership and spare parts network comprises over 6,600 touch points globally.

Tata Motors Health and Safety approach

Tata Motors "Occupational health and safety" chapter (Page 37-40) gives a detail description of their OSH philosophy and policies. Maintenance of safe work place is a matter of importance to them. They accept that a safe work situation imparts a feeling of confidence and security among their employees that ensures their productivity. They have laid down a companywide mechanism of occupational safety and health policy. The policy along with their robust execution and assessment evaluation assists them achieve their objective to minimise occupational injuries and workplace diseases. They work hard to ensure that all workers working within their premises of manufacturing units are safe from all related risks related to occupational safety. In this connection, the company has pursued an evaluation of the present safety systems through DuPont. Also they are attempting to raise the safety standards restlessly. This task may enable them to locate the gaps and assess existing situation. As an ingredient of this diagnostic, a safety perception survey has also been carried on to comprehend workers insights about safety.

Throughout their plants, they have devoted safety and health professionals teams dedicated to install safe work methods. Safety considerations have been installed into formal operating process at each operation in the work premises. Occupational hazards have been specified in identified areas of works comprising the paint shop, foundry, welding line and so on. Their corresponding job related safety mechanisms have been arranged. The company has procedures to take care that all the employees stepping into the factory premises are medically fit to accomplish the task for which they are assigned. Tata Motors has made a mandate for all employees to go through a primary health check-up during joining as well as same checkups at regular time frequency. A range of activities on fitness and wellness have been taken throughout the units. A 'Health Index' has been incorporated and an ergonomics study has been undergone to upgrade the occupational environment. Safety inspections and happenings are subjects to high preference for the top management which is directly involved in all safety related initiatives. A steering committee under the headship of Managing Director attends health, safety and environment matters in every monthly to have grip on performance and locate the areas of improvement. Occupational safety is ensured by a divisional safety council structure which includes the safety steward, divisional head, medical officer, and maintenance and production representative as well safety officer from the plant safety department. Employees take part in several IR committees and proactive safety committee to recommend and help to implement advancements at the work units. At present 210 of Tata Motors workforces belong to statutory plant level safety committees having equal representation from non-management and management staff. Apart from statutory plant level safety committees, the company holds management level safety committees also at their every plant.

The amount of reportable injuries are consistently reducing, the extent of near misses has risen resulted by enhanced safety awareness among Tata Motors staffs. Every identified injury is

reported and investigated. Among reportable injuries to their employees, 3 were sustained by ladies resulting loss of 149 working days. They strive for meeting their goal of zero fatalities in their work place. ZAP meetings take place throughout each plant and. Injury rate and lost day rate are taken into account with care.

They have laid down a company wide system for contractor safety management to nurture a safety culture within their contract workforce. The characteristics of this system are Frequent safety trainings regarding work to contractor workmen, Depositing safety report in proper format by each contractor by second of every month, Analyzing of safety performance on a single platform, Distribution of safety guidelines for contractors with work order, Execution of personal protective equipment provision in contractors job order, Mandatory safety induction training for each contractor before starting work within the plant premises, Regular supervision and audit of contractor work area, Appraisal of contractors on the basis of their safety efforts and rewarding near miss reporting as well as workdays free of incident, Getting a declaration from contractor according to requirements of the safety department (certifications, list of equipments, list of workers with their medical records etc). Tata Motors choose service providers on basis of techno-commercial evaluation comprising of judgment of their safety practices. Also, they have a safety committee meeting in monthly basis with the service provider, as a joint participating device for handling any grievance. The in charge of the contract cell as well as its senior members participate in this meeting followed by formulating a broad plan to implement the work points, having the steps being evaluated in corresponding safety meeting. They tend to foster bi-yearly safety performance review of the service providers to promote the better safety tasks.

In Tata Motors Lucknow plant, they have begun a mechanism of “Safety Alert Card” to upgrade their reporting about incident and near miss. Their workers fill up a card including the details of any happenings and then drop the same into a collection centre on shop floor. It helps them to grasp incidents in a regular and timely manner and to execute proper trainings needed to save form those unfortunate happening in future course of time. They have also initiated a unique suggestion campaign in addition, in order to obtain concepts on upgrading safety steps from their workforces and making them aware on safety matters. They select topics related to safety each month, for making their employees aware. Recently they have discussed on topics such as storage and handling of hazardous materials, fire safety, over head safety, safe material handling, road safety, electrical safety and so on. The management is also alert about the uninterrupted well being of their workforce through employee health programmes apart from workplace safety procedures. Employee health programme comprises of the Awareness on chronic diseases like hypertension and diabetes with treatment support for that, Lectures and seminars on Health awareness, Issuing diabetic card for record of necessary tests and their results and Blood testing.

Medical centers are present in each of their locations and render uninterrupted services. It includes paramedical staff, qualified doctors and emergency basis medical equipment. SA 8000 team of Pune is a dignified example of altruistic service and societal responsibility by broadcasting some crucial commodities to the employees in scrap yard. They have given head scarves, summer coats, caps etc to the employees of scrap yard and attempt to repeat it bi-

annually. Within this broad activity, a medical check up of all the women workers also has taken place in their dispensary. The women being found subjected to adverse health conditions have been provided free consultancy and medicines by doctors of Tata Motors.

Suggestion to contemporary industries

According to Indian independence movement leader Mahatma Gandhi, “It is health that is real wealth and not pieces of gold and silver.” All employers’ responsibility is to take care that the occupational environment provides safety and health consciousness because work place hazards may occur any time in the workplace. It is the responsibility of the management to prevent accidents and protect employees from, occupational risks. But the accountability of management a bit further, to provide awareness of workplace hazards as well as a promise to accomplish all functions as per suitable safety and health policy in workplace. Employers should clarify how to do their tasks, as well as how to protect lives, activeness, mental and physical health of them and their co-workers during work. Managers and incharges should ensure that people are properly trained for the work and related aspects for which they are assigned. Various information programmes are to be arranged to foster information on the safety measures, precautions, health matters of job, and devices for prevention or minimising occupational hazards. Broadcasting safety and health messages will make a proper habit in workers. There should be choice of proper mechanism and technology that in which way works should be carried on. Again the management should impart safety and health training as a fundamental step for overcoming hazard. Employers should have regular evaluation on the efficiency of prevention and control of workplace hazards, and protection from work risks. In this regards a safety audit may be conducted. There must be all required arrangements of medical facilities. Proper systems must be there for compensating workplace injuries, including rehabilitation and way to get back to work. Additionally mental health of the workers should be taken into account by management for smooth working. There may be proper job description of works as all related risks of works should be known and eligibility of workers should be measured before joining. It should be remembered by the management that “Prevention is better than cure” and all arrangements are to be ready to ensure a safe and healthy environment which makes the work place free of negative occurrence. As per British racing driver Jackie Stewart, “It takes leadership to improve safety.”

Conclusion

Spiritual teacher and author Anne Wilson Schaef tells that, “Good Health is not something we can buy. However, it can be an extremely valuable savings account.” Health and safety of workforce is a significant issue of a corporation’s growth and effective working. This is a crucial parameter for success of an organization. This maintains an occupational environment that is free from hazard in any industrial set up. Organisations should focus on acquiring high organizational safety and health as much as they thrust for different prime objectives of their concerns. It is accepted that proper emphasize on health, safety and welfare of workforce would ensure value in all areas of an undertaking. It would decrease absenteeism and turn over, raise employee morale and accountability towards company, reduce chances of work place injuries and illnesses,

improve productivity, decrease cost of compensation, enhance quality of manufactured products and/ or rendered services, save from legal action, increase good will and a lot more. The Constitution of India too has mentioned provisions for maintaining occupational health and safety for workforce in some of Articles such as. 24, 39 and 42. The Constitution of India quotes about the rights of citizens and also stipulates the Directive Principles of State Policy that aim to the tasks of the state to be guided. These Principles asks for ensuring the health and condition of employees (men and women) with just and humanistic environment for work. The major to minor issues like rules of labour and safety in mines and oil fields, the welfare of labour including provident funds, conditions of work, old age pension and maternity benefit etc are well laid down in writing. The Ministry of labour, Government of India and Labour Departments of the States and Union Territories are responsible for overseeing safety and health of workers of their territories. Directorate General Factory Advice Service, Directorate general of mines safety, Labour Institute, Ministry in technical aspects of occupational safety and health etc are some bodies in this regard. After all the policy is “safety first”. According to Roman historian Tacitus, “The desire for safety stands against every great and noble enterprise.”

Acknowledgement: The paper acknowledges different authors of papers/books/projects and organizations like ILO, WHO, Tata Motors etc for taking assistance in form of data.

Appendix: Total safety performance of plants (Source: www.tatamotors.com)

	2008-09	2009-10	2010-11
Near Misses	240	1350	1632
Reportable Injuries	161	145	113
Lost days	8065	1931	2179
Fatalities	1	0	0
Minor injuries	1056	814	783

Reference:

- 1) Book: Alli Benjamin O; fundamental principles of occupational health and safety; Second edition, 2008; International Labour Office, Geneva.
- 2) Book : Aswathappa K., Bhat K.Shridhara; Production and Operation Management; Himalaya Publishing House, Mumbai; First Edition, Reprint 2007
- 3) Book: David J Campbell; Organizations and The Business Environment; Butterworth Hienemann, Oxford; First Edition, 1997.
- 4) Book : John A Pearce, Rechar B Robinson and Amita Mital; Strategic Management Formulation Implementation and Control; Tata Mc graw Hill, New Delhi; 12th Edition, 2012.
- 5) Book: Khanna O P; Industrial engineering and Management. Dhanpat Rai Publication, New Delhi; 1999 Edition
- 6) Book : Prasad L M; Strategic Management; Sultan Chand and Sons, New Delhi; Fifth Edition, 2008.

- 7) Book : Tanchoko J.M.A., Tompkins James A., White John A., Yavuz A.; Facilities Planning; Wiley India, New Delhi; Third Edition, 2010
- 8) Report : Bigelow Philip L. and Robson Lynda S; Occupational Health and Safety Management Audit Instruments A Literature Review; Institute for Work & Health, Toronto, ON Canada, 2005
- 9) Report : Lebeau Martin and Duguay Patrice; The Costs of Occupational Injuries A Review of the Literature; Scientific division IRSST – Communications and Knowledge Transfer Division and Institute de recherche Robert-Sauve en sante et en securitee du travail, 2013
- 10) Website : http://business.gov.in/legal_aspects/
- 11) Website : <http://infochangeindia.org/agenda/>
- 12) Website : <http://labour.kar.nic.in/>
- 13) Website : <http://www.ilo.org/>
- 14) Website : <http://www.tatamotors.com/ /sustainability/>

FDI: An alarm for survival of unorganized Retail Sector

Dr. Vishnu Prakash Mishra* and Ajeet KumarYadav**

* Assistant Professor, Department of Management Studies, United Institute of Management, Allahabad

** Research Scholar, Department of Management Studies, Lingayas University

Abstract

India is the most favorable retail destination in the world. A T Kearney, a US based global management consulting firm has ranked India as the fourth most attractive nation for retail investment among 30 flourishing markets. The retail market, (including organized and unorganized retail) was at rupees 23 lakh crore in 2011-12, is expected to reach rupees 47 lakh crore by 2016-17, and is expected to grow at a CAGR of 24 per cent and attain 10.2 per cent share of the total retail sector by 2016-17. Foreign Direct Investment (FDI) has helped organized retail to grow substantially in countries such as Thailand, Malaysia, Brazil, Poland, China etc. The Indian government allows 51% FDI in multi-brand retail and 100% FDI in single brand retail sector. This research paper will try to find out the fact and figure about the survival and rethinking of unorganized retailing. An attempt has been made in the present study to make an Exploratory Research based analysis of changes in the size and structure of Indian retail market over last few years.

Keywords- FDI, Organized Retail, Unorganized Retail, CAGR, Exploratory Research

An overview of Retail Sector-

Retail is the sale of goods to end users, not for resale, but for use and consumption by the purchaser. The word retail is derived from the French word retailer, meaning to cut a piece off or to break bulk. In simple terms, it implies a first – hand transaction with the customer. Retailing can be defines as the buying and selling of goods and services.

For centuries now, India has been operating within her own unique concept of retailing. India started its Retail Journey since ancient time. In Ancient India there was a concept of weekly HAAT, where all the buyers and sellers gather in a big market for bartering. It takes a pretty long times to and step to shape the modern retail. In between these two concepts (i.e. between ancient retail concept and the modern one there exist modern Grocery/ mom and pop shops or Baniya ki Dukan. Still it is predominating in India So the Indian retail industry is divided into two sectors-organized and unorganized. The Indian retail industry is now beginning to evolve transformation that has swept other large economies. There is a vast change in Indian retail, the liberalization of the consumer goods industry initiated in the mid-80's and accelerated through the 90's has begun

to impact the structure and conduct of the retail industry. The concept retail, which includes the shopkeeper to customer interaction, has taken many forms and dimensions, from the traditional retail outlet and street local market shops to upscale multi brand outlets, especially stores or departmental stores. Hence, focusing on two aspects of retail marketing i.e. store retailing and non store retailing. Store Retailing as the departmental store, which is a store or multi brand outlet, offering an array of products in various categories under one roof, trying to cater to not one or two but many segments of the society and Non store retailing as the direct selling, direct marketing, automatic vending. The most important debate concerning the implications for the expansion of the organized retailing in India revolves around whether it is going to have positive impacts on the economy as a whole as compared to the traditional unorganized form of retailing.

Methodology employed

The present study is based on secondary data and information collected from a variety of sources. An attempt has been made in the present study to make a systematic analysis of changes in the size and structure of Indian retail market over last few years. This analysis is useful to understand the expected future changes in the Indian retail market and the implications of recent policy changes adopted by Government of India. Collecting and compiling data and information from various available sources, relevant ratios and percentages have been calculated and analysed.

Retailing in India

For centuries now, India has been operating within her own unique concept of retailing. Retailing in its initial period was witnessed at the weekly haats or gathering in a market place where vendors put on display their produce goods. After that the market saw the emergence of the local banyas and his neighborhood 'Kirana shops'. These were the common local mummy-daddy or multipurpose departmental stores, located in residential areas. However, the post liberalization era, saw retail industry undergoing a revolutionary change. The change in the organized retail industry is visible in the form of new retailing formats, modern techniques, exclusive retail outlets, emergence of retail chains etc. Retailing is one of the most prominent industries in developed markets whereas in developing economies the concept had occurred much later. The contribution of US retail sector to the GDP was 31% at current market prices in 2008. In developed economies, organized retail has a 75-80% share in total retail while in developing economies; it is the un-organized retail that has a dominant share.

The figures regarding relative shares of organized and traditional retail in total retail for few countries are presented in Table 1.

Table 1: Relative Share of Organized and Traditional retail in Selected Countries, 2010

S. No.	Country	Total Retail Sales (US\$ bn)	Share of Organized Retail	Share of Traditional Retail*
01.	USA	2983	85	15
02.	Japan	1182	66	34

03.	China	785	20	80
04.	United Kingdom	475	80	20
05.	France	436	80	20
06.	Germany	421	80	20
07.	India	322	4	96
08.	Brazil	284	36	64
09.	Russia	276	33	67
10.	Korea (South)	201	15	85
11.	Indonesia	150	30	70
12.	Poland	120	20	80
13.	Thailand	68	40	60
14.	Pakistan	67	1	99
15.	Argentina	53	40	60
16.	Philippines	51	35	65
17.	Malaysia	34	55	45
18.	Czech Republic	34	30	70
19.	Vietnam	26	22	78
20.	Hungary	24	30	70

Source: Girish K. Nair and Harish K Nair (2011), “FDI in India’s Multi Brand Retail Sector”: How to Get Ready for the Big Play”, Munich, GRIN Publishing . * Author’s Calculations

The Indian retail sector is highly fragmented. More than ninety per cent of its business is being run by the unorganized retailers like the traditional family run stores and corner stores. The organized retail in India is at a very nascent stage. However, in order to increase its share in total retail, attempts are being made so as to bring in a huge opportunity for prospective new players. India's retail sector is heading towards modernization. New formats such as departmental stores, supermarkets and speciality stores, Westernised malls are fast appearing in metros and tier-II cities. Table 2 presents the figures for relative shares of organized and traditional retail in Indian retail market.

Table 2: Indian Retail Market (Organized & Traditional) percentage share

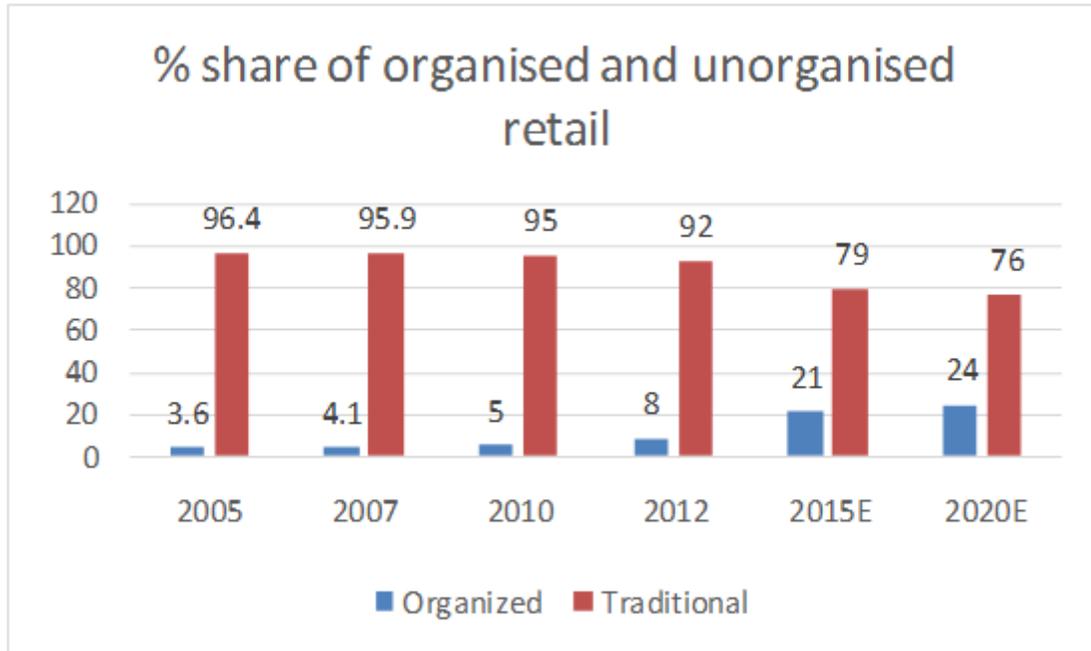
Year	Organized	Traditional
2005	3.6	96.4
2007	4.1	95.9
2010	5.0	95.0
2012	8.0	92.0
2015E	21.0	79.0
2020E	24.0	76.0

*E – Expected

Source:

1. Deloitte (2011),” Indian Retail Market: Embracing a new trajectory”, September, [12] (For 2005 and 2015)

2. FICCI(2011), “Sector Profile”, 2 December,[7] (For 2010 and 2020)
3. Deloitte (2013), “Indian Retail Market Opening more doors”, January,[13] (For 2012)



source: Author’s Compilation

Figure-1

The Table 2 reflects that during the periods 2005-07 and 2007-10, the increase in share of organized retail was not much. During these periods it increased by 13.9 percent and 21.9 percent respectively. However thereafter organized retail is penetrating the market at a more rapid pace. During the period 2010-12 share of organized retail rose by 60 percent, its share in total retail had just doubled and is expected to increase by 2.6 times during 2012-15. As mentioned in FICCI (2011), over the next 10 years India's retail market is expected to grow at 7% and by 2020 it is expected to reach a size of US\$ 850 billion. The expected growth in traditional retail is estimated to be at 5% while organized retail is expected to grow at 25%.The traditional and organized retail are expected to reach a size of US\$ 650 billion(76% of total) and US\$ 200 (24% of total)billion respectively by 2020.

Segment analysis

Table 3 and 4 gives an account of the relative contribution of various segments in Indian retail market along with the penetration of organized retail in years 2007 and 2012 respectively.

Table 3: Total, Organized and Traditional Retail Market in India (2007)

Sl. No.	Segments	Total Retail Market (Rs Billion)	Organised Retail Market (Rs Billion)	Traditional Retail Market (Rs Billion)	Penetration of organised Retail (%)	Penetration of Traditional Retail (%)
(1)	(2)	(3)	(4)	(5)	(6)	(7)
1	Food & grocery	8,680 (59.56)	61 (10.2)	8,619 (61.7)	0.70	99.30
2	Beverages	518 (3.55)	16 (2.7)	502 (3.6)	3.09	96.91
3	Clothing & Footwear	1,356 (9.30)	251 (42.0)	1,105 (7.9)	18.51	81.49
4	Furniture, Furnishing, Appliance and Services	986 (6.77)	101 (16.9)	885 (6.3)	10.24	89.76
5	Non Institutional Health care	1,159 (7.95)	24 (4.0)	1,135 (8.1)	2.07	97.93
6	Sports goods, Entertainment , Equipment and Books	395 (2.71)	63 (10.5)	332 (2.4)	15.95	84.05
7	Personal care	617 (4.23)	33 (5.5)	584 (4.2)	5.35	94.65
8	Jewellery, Watches etc	863 (5.92)	49 (8.2)	814 (5.8)	5.68	94.32
9	Total retail	14,574	598	13,976	4.10	95.90

Note: Figures in parentheses show the percentage share in total

Source:

1. For columns 2,3 &4, ASA (2012), “A Brief Report on Retail Sector in India”, August, ASA and Associates chartered accountants[15]
2. For columns 5,6 &7, Author’s calculations

Table 4: Total, Organized and Traditional Retail Market in India (2012)

Sl. No.	Segments	Total Retail Market (USD Billion)	Organised Retail Market (USD Billion)	Traditional Retail Market (USD Billion)	Penetration of organised Retail (%)	Penetration of Traditional Retail (%)
(1)	(2)	(3)	(4)	(5)	(6)	(7)
1	Food and Grocery	310.8 (60.0)	4.56 (11.0)	306.24 (64.0)	1.5	98.5

2	Apparel	41.44 (8.0)	13.68 (33.0)	27.76 (6.0)	33.0	67.0
3	Mobile and telecom	31.08 (6.0)	4.56 (11.0)	26.52 (6.0)	14.7	85.3
4	Jewellery	20.72 (4.0)	2.49 (6.0)	18.23 (4.0)	12.0	88.0
5	Food service	25.9 (5.0)	2.90 (7.0)	23.00 (5.0)	11.2	88.8
6	Consumer Electronics	15.54 (3.0)	3.32 (8.0)	12.22 (3.0)	21.4	78.7
7	Pharmacy	15.54 (3.0)	0.83 (2.0)	14.71 (3.0)	5.3	94.7
8	Others Footwear	56.98 (11.0)	9.12 (22.0) (4.0)	47.86 (10.0)	16.0	84.0
9	TOTAL	518	41.46	476.54	8.0	92.0

Note: Figures in parentheses show the percentage share in total.

Source: Author's compilation and calculations using information from (i) Deloitte (2013), "Indian Retail Market Opening more doors", January[13], (ii) ASA (2013). A Brief Report on Retail Sector in India, August [18], and (iii) Michael Page (2013), The Indian Retail Sector Report 2013.

Total Retail Market

As shown in Table 3 and 4 (also in Fig.2 and Fig.3), in both the years (2007 & 2012), Food and Grocery is the biggest contributor in total retail. This segment contributed about 60 percent of total retail. The next two major contributors in 2007 are Clothing & Footwear (9.30%) and Non Institutional Health care (7.95%). Sports goods, Entertainment, Equipment and Books segments together contributed the least (2.71 percent) followed by Beverages (3.55%) and personal care (4.23%) from the bottom end. Furniture, Furnishing, Appliance & Services and Jewellery, Watches etc occupied 6.77% and 5.92% shares respectively in total retail in 2007.

In 2012, after Food and Grocery (60%), the next two segments at second and third place, as per their relative share in the retail market are Apparel (8%) & Mobile and telecom (6%). Food service and Jewellery had 5%, 4% shares respectively in total retail market. Consumer Electronics and Pharmacy had equal share (3%) in total retail market.

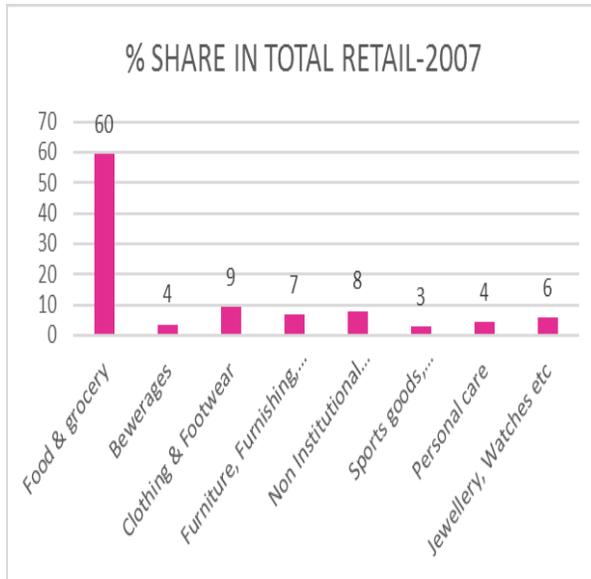


Figure-2

Organized Retail Market

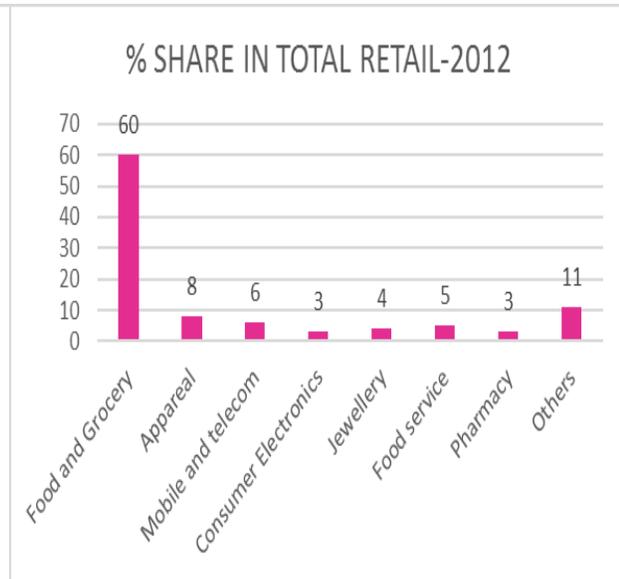


Figure-3

Fig. 4 and Fig.5 clearly indicates that Clothing/Apparel segment is the biggest contributor in organised retailing in India in both the years of study. In 2012 it alone accounted for 33 percent of organized retail followed by Food & Grocery and Mobile and telecom with each having 11 percent share in organized retail.

Penetration of Organized Retail

As revealed by Table 3, in the year 2007 penetration of organized retail in Food and Grocery segment was negligible (0.7%) i.e. this segment was dominated by traditional retail. Organized retail had highest penetration in Clothing & Footwear(18.51%) followed by Sports goods, Entertainment, Equipment and Books(15.95%) and Furniture, Furnishing, Appliance and Services(10.24%).In Jewelry, Watches etc & Personal care penetration of organized retail was 5.68% an 5.35% respectively.

In 2012, the Food and Grocery segment is dominated by traditional retail but organized retail penetration in this sector had more than doubled. It rose from a meager 0.7% in 2007 to 1.5% in 2012.In this year organized retail had highest penetration in Apparel (33.0%) followed by Consumer Electronics (21.4%) Mobile and Telecom (14.7%), Jewellery (12%) and Food service (11.20%) segments.

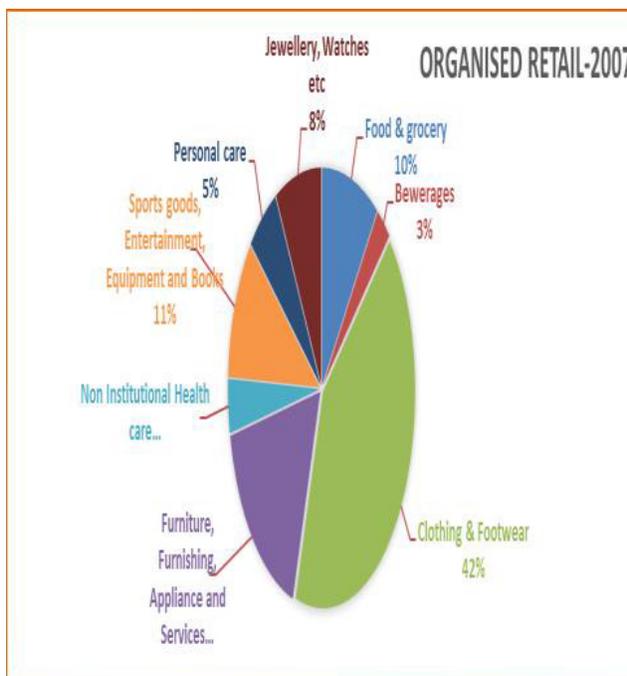


Figure-4

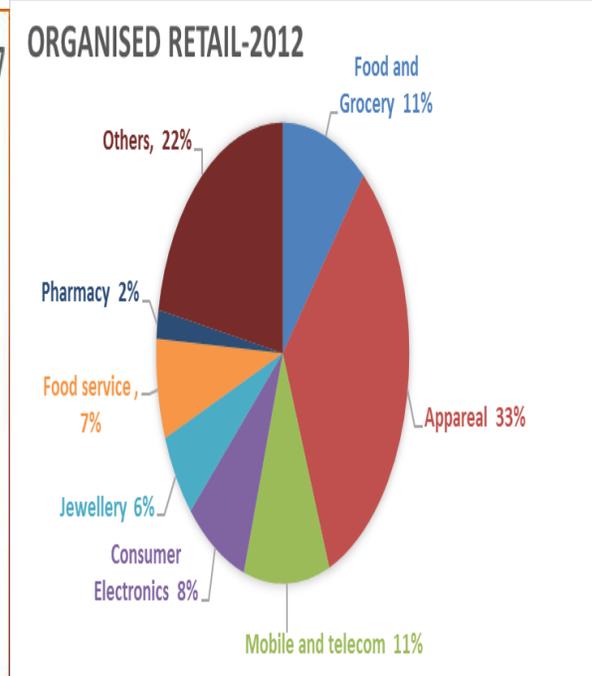


Figure-5

Organized vs. Unorganized Sector

Future of retail sector in India is swerving- on one side organized retail is marching into life of urban consumers, while on the other our neighborhood ‘Grocery stores’ are resisting fiercely with their existing strong foothold. India today is at the crossroads with regard to the retail sector. A shift between organized and unorganized retail sector is evident, which has led to a number of speculations on the fate of Indian retail. Unorganized sector cannot ignore. In any newspaper or television channel, we find hordes of news about happening in organized retail sectors, which is indeed fairly real situation. While the role of organized retail sector in growth of economy cannot be denied, but one thing is also of extreme importance that unorganized retail format is a support to a large chunk of population- providing direct employment to 39,500,000 individuals. So there is no way that government or anyone can discount these foundation stone of Indian economy.

Emerging trends in Indian retailing

In the retail, the emerging sectors would be food and grocery, apparel, electronics, e-commerce, fashion and lifestyle. Incorporation of technology in the organized retail segment has been something to reckon with in the past few years. Use of computers for merchandise planning and management, control of inventory costs and supplies and replenishment of goods done electronically, internal store billing, etc has changed the face of product retailing. Online retail business is the next gen format which has high potential for growth in the near future. After conquering physical stores, retailers are now foraying into the domain of e-retailing.

The retail industry is all set to test waters over the online medium, by selling products through websites. Food and grocery stores comprises the largest chunk of the Indian retail market. An emerging trend in this segment is the virtual formats where customer orders are taken online through web portals which are delivered at the door step the very same day or the following day. This trend has been catching up with most of the large sized retail chains that have their websites.

FDI in retail

The trade sector includes wholesale and retail trade in all commodities whether produced domestically, imported, or exported. It covers activities of purchase and selling agents, brokers, and auctioneer. The Rs 14,79,787 crore trade sector with a share of 15.8% in GDP, grew by 4.8% in 2012-13. A study in 2008 by the International Council For Research on International Economic Relations (ICRIER) has estimated the employment in retail trade at 13.1 million, constituting 7.3% of the workforce in the country. A large number of small and decentralized traders dominate the Indian retail market. One estimate puts their number at 1.3 crore.

In 2012, the government allowed 100% FDI in single brand retail for the first time. Several single-brand retailers entered India in many sectors: apparel and beauty (e.g. Brooks Brothers, Kenneth Cole, Sephora, and Armani Junior), standalone boutique (e.g. Roberto Cavalli and Christian Louboutin), and food (e.g. Starbucks and Dunkin' Donuts). In multi-brand retail, the government allowed 51% FDI starting in early 2013 with preconditions about investment, sourcing, store locations, and state government approval. Online shopping is in the early stages, with e-commerce sales at less than 1% of total retail sales, but growth is expected as more people access the internet. Mobile phones, electronic appliances, apparel, movies, music, and books are the fastest-growing categories.

Both wholesale and retail trade within the country is governed by many controls, multiple organizations, and a plethora of orders. This has resulted in a fragmented market hindering the free flow of goods within the economy, higher transportation cost, and in general, a lower level of efficiency and productivity. Unfettered flow of goods and services is an essential pre-requisite for building a common national market that will promote growth and trade across regions and also enable specialization and higher levels of economic efficiency.

Impact of Organized retailing on unorganized sector

Unorganized retailers in the vicinity of organized retailers experienced a decline in their volume of business and profit in the initial years after the entry of large organized retailers. According to the Indian Council for Research in Impact of Organized Retailing on Unorganised sector International Economic Relations (ICRIER), there would be no long term impact due to the entry of organized retail chains on the neighborhood kirana shops in the country. In clear terms the impact of organized retailing on unorganized sector is as follows:

- a. The adverse impact on sales and profit weakens over time,

- b. There is some decline in employment in the West region which, however, also weakens over time.
- c. The rate of closure of unorganized retail shops in gross terms is found to be 4.2% per annum, which is much lower than the international rate of closure of small businesses.,
- d. The rate of closure on account of competition from organized retail is lower still at 1.7% /annum.

The Grocery stores and pan shops are seen as part of community life and hence unorganized retail will stay but ICRIER observes that if organised retail does not grow, the unorganised sector will not be able to handle the surging demand. Hence the share of organised retail will grow at a rate between 45 and 50% per annum. The observation rings true as well, this is being witnessed in some urban centres already. It has come out with certain valuable recommendations. It suggests a nationwide uniform licensing policy to aid modern retailing which will help carry the countries retail sector to the USD (US Dollar) 590 billion mark in 2011-12. It suggests better access to cheaper institutional credit so the Grocery stores can take on competition from organised retail. Presently, only 12% of unorganized retail enjoys access to institutional credit. Another recommendation by ICRIER is worth a serious try. It suggests cash and carry outlets which will sell to unorganized retail and procure from farmers. This can help unorganised retail to buy at wholesale prices for eventual retailing, thereby generating a handsome margin. Farmers too can benefit since they can sell at lucrative prices and realise the sale proceeds in a swift and transparent manner. Once this cushion is provided, unorganised retail can have no grouse against the government and even if it has, the government can ignore it. Being unorganised retailing is at serious step; there are still challenges for organised retailing in India. Traditional retailing has been established in India for some centuries. It has a low cost structure, mostly owner operated, has negligible real estate and labour costs and little or no taxes to pay. Consumer's familiarity that runs from generation to generation is one big advantage for the traditional retailing sector. In contrast, players in the organised sector have big expenses to meet, and yet have to keep prices low enough to be able to compete with the traditional sector. Moreover, organised retailing also has to cope with the middle class psychology that the bigger and brighter sales outlet is, the more expensive it will be.

Conclusion

Therefore, with the generous use of Global and Local Experiences, Indian retailers are going to improve their bottom lines with efficient management of Supply Chain and Logistics. At the same time, Indian Retailers like Future Group with retail stores like Big Bazaar, Pantaloons and Reliance Retail are also going to show the world as to how it can be managed in a more innovative and efficient manner.

References:

- Kotler, Philip and Keller, Kevin Lane, Marketing Management, 13th edition, Pearson Education.
- Kothari, C.R., Research Methodology, 2nd revised edition, New Age International Publisher.
- Economic Survey 2013-14, government of India 2014, Oxford University Press.
- http://zenithresearch.org.in/images/stories/pdf/2013/July/EIJMMS/18%20_EIJMMS_VOL_ISSUE7_JULY2013.pdf
- <http://www.thesij.com/papers/IFBM/2014/January-February/IFBM-0201540101.pdf>
- <http://iosjournals.org/iosr-jbm/papers/vol8-issue3/A0830105.pdf>
- <http://www.innovativejournal.in/index.php/ijbm/article/view/6/6>
- <http://info.shine.com/industry/retail/7.html>
- www.iosjournals.org

Problems and Challenges Faced By Unorganised Sectors: An Indian Perspective

Nitika Diwaker* & Tauffiqu Ahamad**

Department of Humanities and Social Sciences MNNIT Allahabad

* Student Master of social work, Department

** Research Scholar,

Department of Humanities and Social Sciences,

Motilal Nehru National Institute of Technology Allahabad

Abstract

The unorganized sector of the economy refers to the house-hold based manufacturing activity and small scale and tiny sector of industry. An unorganized sector is one in which there is no stability in profits or gains. Its production is limited and it is confined to limited area. It requires less man power and investment. The handicrafts, artisan professions, khadi and village industries, such as handloom sector, beedi making, agarbatti making, hand paper manufacture and match box industries etc., can be located in the unorganized sector of the Indian economy. The National Commission for Enterprises in the Unorganized Sector (NCEUS) was established by the Government of India as an advisory body on the informal sector to bring about improvement in the productivity of informal enterprises for generation of large scale employment opportunities on a sustainable basis, particularly in the rural areas. There are policies and programmes of Indian government for the development of unorganized sectors and workers of unorganized sectors. The unorganized workers social security act 2008, the unorganized workers social security rule 2008 , Aam Admi Beema yojana , Rashtriya Swasthya Beema yojana are being discussed here after.

Keywords:

Introduction

The Indian economy is characterized by the existence of a vast majority of informal or unorganized labor employment. As per a survey carried out by the National Sample Survey Organization (NSSO) in 2009–10, the total employment in the country was of 46.5 crore comprising around 2.8 crore in the organized and the remaining 43.7 crore workers in the unorganized sector. Out of these workers in the unorganized sector, there are 24.6 crore workers employed in agricultural sector, about 4.4 crore in construction work and remaining in manufacturing and service. The dictionary meaning or we can say the simple description of

unorganized sectors is termed as the unorganized sector of the economy refers to the house-hold based manufacturing activity and small scale and tiny sector of industry. An unorganized sector is one in which there is no stability in profits or gains. Its production is limited and it is confined to limited area. It requires less man power and investment. The handicrafts, artisan professions, khadi and village industries, such as handloom sector, beedi making, agarbatti making, hand paper manufacture and match box industries etc., can be located in the unorganized sector of the Indian economy. Government of India, for the development and welfare of organized sectors and its workers has established The National Commission for Enterprises in the Unorganized Sector (NCEUS). The National Commission for Enterprises in the Unorganized Sector (NCEUS) was established by the Government of India as an advisory body on the informal sector to bring about improvement in the productivity of informal enterprises for generation of large scale employment opportunities on a sustainable basis, particularly in the rural areas. The Commission was mandated to recommend appropriate measures to enhance the competitiveness of the informal sector in the global economy and to link the sector with the institutional framework in areas such as credit, raw material, infrastructure, technology up-gradation skill development, and marketing.

Categories of unorganized labor force

The Ministry of Labor, Government of India, has categorized the unorganized labor force under four groups depending on occupation, nature of employment, especially distressed categories and service categories.

Under Terms of Occupation

Small and marginal farmers, landless agricultural laborers, share croppers, fishermen, those engaged in animal husbandry, beedi rolling, labeling and packing, building and construction workers, leather workers, weavers, artisans, salt workers, workers in brick kilns and stone quarries, workers in saw mills, oil mills, etc. come under this category.

Under Terms of Nature of Employment

Attached agricultural laborers, bonded laborers, migrant workers, contract and casual laborers come under this category.

Under Terms of Specially Distressed Category

Toddy tappers, scavengers, carriers of head loads, drivers of animal driven vehicles, loaders and unloaders come under this category.

Under Terms of Service Category

Midwives, domestic workers, fishermen and women, barbers, vegetable and fruit vendors, newspaper vendors, etc., belong to this category.

Welfare measures for the unorganized sector

The Ministry of Labor and Employment in order to ensure the welfare of workers in the unorganized sector which, inter-alia, includes weavers, handloom workers, fishermen and fisherwomen, toddy tappers, leather workers, plantation laborers, beedi workers, has enacted the Unorganized Workers' Social Security Act, 2008. The Act provides for a constitution of the National Social Security Board which shall recommend the formulation of social security schemes, viz. life and disability cover, health and maternity benefits, old age protection and any other benefits as may be determined by the Government for the unorganized workers. Accordingly, the Ministry has constituted a National Social Security Board.

Problems faced by unorganized sector workers

Unorganized workers (UW) in India have increased many folds post independence. Around 52% of UW's are engaged in agriculture & allied sector and they constitute more than 90% of the labor work force. UW also contributes 50% to GDP (according to National Commission for Enterprises in the Unorganized Sector i.e. NCEUS). So it is of utmost importance to look into the plight of this poverty-stricken and downtrodden class of India. As per "Ministry of Labor and Employment " definition: Unorganized sector means an enterprise owned by individuals or self-employed workers and engaged in the production or sale of goods or providing service of any kind whatsoever, and where the enterprise employs workers, the number of such workers is less than ten. "Unorganized worker" (UW) means a home-based worker, self-employed worker or a wage worker in the unorganized sector and includes a worker in the organized sector who is not covered by any Acts mentioned in Schedule II of the Unorganized Workers Social Act 2008. Mahatma Gandhi National Rural Employment Guarantee Act (MNREGA): flagship program is not implemented through Labor and Employment Ministry (LEM) but is by Rural Development Ministry. LEM has no say in MNREGA.

ISSUES INVOLVED:

- Insufficient labor laws
- No social security
- No guaranteed minimum wages
- Bonded labor (they don't complain about this because if they do their master may remove them) considering their ignorance)
- Child Labor (they are the most exploited among them)
- Working Women – issue of harassment at work place
- Low literacy among them
- Low incomes which they don't complain about
- Vulnerable to diseases

Implementation of Unorganized Sector workers' Social Security Act, 2008

The Union Labor & Employment Minister Shri Mallikarjun Kharge has informed the Rajya Sabha that recognizing the need to provide social security to unorganized workers. The Government has enacted the Unorganized Workers' Social Security Act 2008. The Act provides for constitution of National Social Security Board at the Central level which shall recommend formulation of social security schemes viz life and disability cover, health and maternity benefits, old age protection and any other benefit as may be determined by the Government for unorganized workers. As a follow up to the implementation of the Act, the National Social Security Board was set up on 18.08.2009, and it has since held five meetings recommending extension of coverage of social security schemes viz Janshree Bima Yojana, Rashtriya Swasthya Bima Yojana, Old Age Pension to certain category of unorganized workers.

The Rashtriya Swasthya Bima Yojana (RSBY) was launched on 01.10.2007 to provide smart card based cashless health insurance cover of Rs. 30000 to BPL families (a unit of five) in the unorganized sector. More than 2.79 crore BPL families have been covered as on 29.02.2012.

The Government has launched the Aam Admi Bima Yojana (AABY) to provide insurance against death and disability to landless rural households. More than 1.98 crore lives have been covered under AABY as on 29.02.2012. Indira Gandhi National Old Age Pension scheme (IGNOAPS) was expanded by revising the eligibility criteria. The persons living below poverty line and above the age of 60 years are eligible for old age pension of Rs. 200 per month. For persons above the age of 80 years, the amount of pension has been raised to Rs. 500 per month. More than 1.90 crore beneficiaries have been covered under IGNOAPS as on 29.02.2012.

Similar Social Security Board shall be constituted at the State Level also. As per available information, States of Karnataka, West Bengal, Chhasttisgarh and Assam have constituted State Social Security Board and framed Rules under the Unorganized Workers' Social Security Act, 2008. State of Gujarat, Orissa, Kerala and Tripura have framed rules only. State of Tamilnadu has, however, informed that there is no requirement of constitution of State Social Security Board in the State as it is already implementing various welfare schemes for unorganized workers.

ASSESSMENT OF UNORGANIZED SECTORS SOCIAL SECURITY ACT (2008)

Pros: Envisages creating National Social Security Board which will be chaired by Union Minister for Labor and Employment & Director General (Labor Welfare) as Member-Secretary [both ex-officio].•Envisages creating State Social Security Board at state level which will be chaired by Minister for Labor and Employment of the concerned state & the Principal Secretary or Secretary (Labor) as Member-secretary [both ex-officio].

Cons: No separate provision for unorganized workers.

- Only contains available social security schemes in the country.
- No legal binding on the part of government or the one who employs.

- No eligibility criteria, no benefit details, minimum wages etc. have been envisaged in the act.
- Act has a serious lagging on the legislative and intent front. Basically, eyewash has neither addressed problems nor given solution.

SOCIAL SECURITY

Social Security can be defined as “the provision of benefits to households and individuals through public or collective arrangements to protect against low or declining standard of living arising from a number of basic risks and needs.

Some examples of social security measures:

1. Medical care of all sorts
2. Provident Funds/Gratuity
3. Medical Care of all sorts

Except some medical treatment and age-old pension schemers with meager amount of benefit (around Rs. 100 to 200 per month) there are no special social security measures available for the unorganized workers in the country. The organized sector on the other hand enjoys a lot of social security measures which establishes a question that why it can't be don't for unorganized workers. Social Security legislations for mainly urban and organized workers in the country are as follows:

1. Payment of gratuity Act 1971
2. Workmen compensation Act 1923
3. Maternity benefit Act 1971
4. Employees state insurance Act 1948
5. Employees provident fund and the miscellaneous provisions act 1952

MAJOR LIMITATIONS OF THE ACT

Neither agricultural laborers have been brought under the purview of the Act nor a separate bill for agricultural laborers tabled. But, the minister claims that they are also covered. NCEUS had prepared two Bills, one on social security and the other on working conditions. The latter has been dumped and the Bill passed confines itself only to social security in its most diluted/truncated form.

The 2008 Act appears to have excluded vast sections of unorganized workers like agricultural laborers, the unorganized laborers in the organized sector including contract laborers and the informal laborers in the formal sector, the anganwadi workers, para workers like ASHAs and parateachers, and those the cooperative sector. This exclusion reveals the true colours of the

“Politics of Inclusiveness” of the UPA. The Act is applicable only to a small section of unorganized laborers whose income limit is expected to be notified by the government. There is every possibility that the subsequent notification will include parameters to exclude good number of unorganized workers from the applicability of the law and the schemes.

The workers in the construction sector are exempted from making any payment because a cess was collected from the sector for providing health insurance and other facilities. But there is no provision to collect a mandatory cess from the employers in other sectors. Only the BPL unorganized workers have been exempted from paying any premium only in the case of one scheme – 'Rashtriya Swasthya Bima Yojana – providing for a paltry health insurance cover of up to a maximum of Rs.30,000 for a family of five. As a result, workers in other sectors would have to pay the premium amount. The passage of the Act is not accompanied by any legally stipulated guarantee for the establishment of a Central Welfare fund. There is no provision for penalties in the Act to punish those employers who violate it.

“Social Security” to the unorganized workers has been narrowed down to ten paltry social security schemes. Most of these schemes like old age pension or maternity benefit (or even the meager Bima Yojana, for that matter) is already existing/ongoing schemes and there is nothing new in them. As a result of dropping the Bill on conditions of work prepared by the Arjun Sengupta Commission, working conditions of unorganized workers including hours of work, mandatory holidays, industrial safety, job security, industrial relations and trade union rights, guaranteeing minimum wages, bonus etc., would remain unregulated and unenforced.

The government has not acknowledged the principle of unemployment allowance in the case of job losses for unorganized workers or any form of employment and wage/income guarantee. It was recognized in the case of NREGA and the State governments in West Bengal and Tamil Nadu introduced a meager payment of Rs.500 per month for organized industrial workers in case of loss of jobs but a comprehensive unemployment/job-loss allowance is yet to take shape in India as in the West. What is social security in the absence of unemployment allowance? The national and state boards for unorganized workers provided for in the Act are advisory bodies and like the National Labor Commission they are toothless bodies. While implementation is left to the district bureaucracy, there is no independent enforcement or watchdog/oversight body with representation from unions and there is no appellate authority even.

Not only there is no penalty against the defaulting employers, there would be no action against the bureaucrats who refuse to register any unorganized worker under any of the twin scheduled schemes. The special problems of migrant workers, especially inter-State migrants, among unorganized workers, especially the problem of security, have been totally ignored by the Act. The special problem of women unorganized workers do not figure in the Bill. The problems of security, sexual harassment, proper accommodation for migrant women workers, issues relating to nature of work and industrial safety, gender wage gap, non-payment of wages, childcare facilities at work spot etc., have been totally neglected.

Aam Aadmi Bima Yojana (AABY)

Aam Admi Bima Yojana, is a social security Scheme for rural landless household was launched on 2nd October, 2007 at the hands of the then Hon'ble Finance Minister at Shimla. The head of the family or one earning member in the family of such a household is covered under the scheme. The premium of Rs.200/- per person per annum is shared equally by the Central Government and the State Government. The member to be covered should be aged between 18 and 59 years.

Benefits

On natural death Rs. 30000/-

On Death due to accident/on permanent total disability due to accident (loss of 2 eyes or 2 limbs)
Rs. 75000/-

On partial permanent disability due to accident (loss of one eye or one limb) Rs. 37500/-

A separate fund called "Aam Admi Bima Yojana Premium Fund" has been set up by Central Govt. to pay the Govt. contribution. Fund is maintained by LIC. A free add-on benefit in the form of scholarship to children is also available under the Scheme.

Rashtriya Swasthya Beema Yojana

Rashtriya swasthya bema yojana started rolling from 1st April 2008. RSBY has been launched by Ministry of Labor and Employment, Government of India to provide health insurance coverage for Below Poverty Line (BPL) families. The objective of RSBY is to provide protection to BPL households from financial liabilities arising out of health shocks that involve hospitalization. Beneficiaries under RSBY are entitled to hospitalization coverage up to Rs. 30,000/- for most of the diseases that require hospitalization. Government has even fixed the package rates for the hospitals for a large number of interventions. Pre-existing conditions are covered from day one and there is no age limit. Coverage extends to five members of the family which includes the head of household, spouse and up to three dependents. Beneficiaries need to pay only Rs. 30/- as registration fee while Central and State Government pays the premium to the insurer selected by the State Government on the basis of a competitive bidding.

The RSBY scheme is not the first attempt to provide health insurance to low income workers by the Government in India. The RSBY scheme, however, differs from these schemes in several important ways.

Empowering the beneficiary – RSBY provides the participating BPL household with freedom of choice between public and private hospitals and makes him a potential client worth attracting on account of the significant revenues that hospitals stand to earn through the scheme.

Business Model for all Stakeholders – The scheme has been designed as a business model for a social sector scheme with incentives built for each stakeholder. This business model design is conducive both in terms of expansion of the scheme as well as for its long run sustainability.

Insurers – The insurer is paid premium for each household enrolled for RSBY. Therefore, the insurer has the motivation to enroll as many households as possible from the BPL list. This will result in better coverage of targeted beneficiaries.

Hospitals – A hospital has the incentive to provide treatment to large number of beneficiaries as it is paid per beneficiary treated. Even public hospitals have the incentive to treat beneficiaries under RSBY as the money from the insurer will flow directly to the concerned public hospital which they can use for their own purposes. Insurers, in contrast, will monitor participating hospitals in order to prevent unnecessary procedures or fraud resulting in excessive claims.

Intermediaries – The inclusion of intermediaries such as NGOs and MFIs which have a greater stake in assisting BPL households. The intermediaries will be paid for the services they render in reaching out to the beneficiaries.

Government – By paying only a maximum sum up to Rs. 750/- per family per year, the Government is able to provide access to quality health care to the below poverty line population. It will also lead to a healthy competition between public and private providers which in turn will improve the functioning of the public health care providers.

The Information Technology (IT) Intensive – For the first time IT applications are being used for social sector scheme on such a large scale. Every beneficiary family is issued a biometric enabled smart card containing their fingerprints and photographs. All the hospitals empanelled under RSBY are IT enabled and connected to the server at the district level. This will ensure a smooth data flow regarding service utilization periodically.

Safe and foolproof – The use of biometric enabled smart card and a key management system makes this scheme safe and foolproof. The key management system of RSBY ensures that the card reaches the correct beneficiary and there remains accountability in terms of issuance of the smart card and its usage. The biometric enabled smart card ensures that only the real beneficiary can use the smart card.

Portability – The key feature of RSBY is that a beneficiary who has been enrolled in a particular district will be able to use his/ her smart card in any RSBY empanelled hospital across India. This makes the scheme truly unique and beneficial to the poor families that migrate from one place to the other. Cards can also be split for migrant workers to carry a share of the coverage with them separately.

Cash less and Paperless transactions – A beneficiary of RSBY gets cashless benefit in any of the empanelled hospitals. He/ she only needs to carry his/ her smart card and provide verification through his/ her finger print. For participating providers it is a paperless scheme as they do not need to send all the papers related to treatment to the insurer. They send online claims to the insurer and get paid electronically.

Robust Monitoring and Evaluation – RSBY is evolving a robust monitoring and evaluation system. An elaborate backend data management system is being put in place which can track any transaction across India and provide periodic analytical reports. The basic information gathered

by government and reported publicly should allow for mid-course improvements in the scheme. It may also contribute to competition during subsequent tender processes with the insurers by disseminating the data and reports.

Conclusion

Unorganized sectors, the sectors of household manufacturing activities, i.e. of small scale or tiny industries which hardly has any sustainability of profit or margin. The unorganized sectors and the workers of unorganized sectors both can be termed as intangible or invisible because there recognition is very limited which is almost nil in comparison with the organized sectors problems faced by unorganized workers are like no social security , sexual harassment at the place of work , low skill , higher illiteracy rate , low incomes , etc. To overcome these issues National Commission for Enterprise in Unorganized Sectors was set up by the Government of India. Government of India has also made certain rules and acts, schemes for the welfare and development of workers of unorganized sectors. Although the schemes are being made by the government but due to lack of awareness and low literacy rate the workers of unorganized sectors are not able to prevail the benefits of the government schemes made for them. Lack of awareness and low rate of literacy are the deep hurdles in the development of sectors which in return provides inadequate and vulnerable living conditions.

References:

- ❖ Charboneau, f. Jill (1981). “The women entrepreneur”, american demographics 3 (6), 21-24.
- ❖ David, K., 1992 “Human Behaviour at work” Tata McGraw Hill Publishing Company, Ltd., New Delhi.
- ❖ Gup Knight F.H. (1921): Risk Uncertainty and Profit, Harper and Row, New York.
- ❖ Krech and Crutch (1962): Individual in Society, McGraw Hill, Inc. New York. 1962. p.7 ta, D., 2000 “Rural Banking for Woman” Social Welfare, Vol.45, No.12.
- ❖ Rao. M.K. - 2005, Empowerment of Women in India, Discovery Publishing House, New Delhi.
- ❖ Sindhi Swaleha - 2012, Prospects & Challenges in Empowerment of Tribal Women, Journal of Humanities & Social Science, Volume-6, Issue-1.
- ❖ Prasad Narendra - 2007, Women and Development, APH Publishing, New Delhi.
- ❖ Panigrahy R.L. & Dasarathi B. - 2006, Women Empowerment, Discovery Publishing House, New Delhi.
- ❖ Pati Jagannath – 2005, Media And Tribal Development, Concept Publishing Company, New Delhi.

Art Womens (Association of Rural Trained Womens): Organising the Unorganised

Faisal Akhtar* & Asif Akhtar Khan**

*Research Scholar, Department of Business Administration, DDU Gorakhpur University, Gorakhpur, faisal.ims13@gmail.com

**Asst. Professor, Dept. of Management Studies, Central Institute of Plastics Engineering and Technology (CIPET), Ministry of Chemicals & Fertilizers, Govt. of India, Lucknow, India, asifakhtarkhan1@gmail.com

Abstract

Women constitute 48.46% of the country's population of 1210.19 million (Census of India, 2011). According to UNDP report released on the occasion of international women's day on March 08, 2010, if more women work, India's GDP will raise by 4%. It can make Indians 5% richer than otherwise projected by 2015 and 12% richer by 2025.

India is a land of craftsmen. Indian textiles have been well known in Europe, Greek and Roman times. From 1600 to 1800 AD, India was the biggest exporter amongst the textile exporting countries.¹ Embroidery is particularly the domain of women. One very popular embroidery known as 'chikankari' has its specialty since historic era. The wonderful embroidery is known worldwide for its beauty of intricate work done by hand. ART Womens^N registered themselves for welfare of women chikan artisans. The motivation was, A UNICEF sponsored study conducted in 1979 on the condition of Chikan artisans, showed that Chikan artisans were highly exploited.

ART Womens^N is basically formed for organising the unorganised women artisans and caters the 'chikan garment' market directly. ART Womens do assist artisans in enhancing their life style, education, health etc. by providing fair wage. ART Womens organised the, unorganised 'chickenkari Industry'. The effort of the concern is studied under sub headings: organising the man, money, machine, method, and material.

Objective: This case will address problems and conclusions while organising the unorganised retailing of 'Chikankari' e.g. Issues of women, Market Development, Organising Operations etc.

Keywords: Entrepreneurship, strategy, Organised Retailing, Women Entrepreneurship, Chikan Embroidery.

Introduction

The Chikan industry plays a prominent role in the handicraft sector of the country. India is a land of craftsmen. Indian textiles have been well known in Europe, Greek and Roman times. From 1600 to 1800 AD, India was the biggest exporter amongst the textile exporting countries.² In India there are many popular embroidery clusters such as chikankari of Lucknow, katha of Bengal, phulkari of Punjab, kutchi embroidery of Gujarat & kashidakari of Kashmir. Each style of embroidery is different from the other and has its own beauty and significant value.³

The rulers of Awadh, specially the Mughals, were very fond of art and cultural activities such as music, poetry, architecture and handicrafts. Lucknow is also known around the world for its many fine handicrafts. Some of the most popular names in this list are chikankari, hand block textile printing, zari/zardozi [gold and silver embroidery], ivory or bone carving, terracotta and many others that are practiced by various artisans of Lucknow. Chikankari is the most popular amongst these and is recognized worldwide. Chikankari is the name given to the delicate art of hand embroidery traditionally practiced in the city of Lucknow.⁴

William Hoey, writing in 1880 about the trade manufacturers of the United Province, states that chikan was always a favourite employment of muslim women in the domestic sphere. Hoey describes two types of workers. On the one hand there were male professional chikan workers doing the best work and getting paid the highest piece wages. On the other hand there were women and children working long hours for little amounts of money, or lesser quality work including Indian style garments, handkerchiefs, and pieces for inserting into separately prepared articles.⁵

Due to the variety of stitching-styles involved in chikankari, it is claimed to be a unique kind of hand embroidery that is impossible to imitate in any other part of the world. The most skilled embroiderers possess a broad repertoire of twelve to seventy five stitches.⁶

Lucknow based ART Womens stumbled upon its unique business model while trying to find a solution to the problems it faced in the course of its operations. It has successfully established itself in the Indian Chikankari industry and is currently among the largest player in the segment. Its operations are, however, centered in the northern part of India. With competition getting intensified, will the company be able to sustain its current rate of growth with helping its craft womens. What possible challenges could the company face?

Today, there are only a handful of craftsmen and women who practice the true chikankari, but they are almost a vanishing breed. The Central and State government is making valiant efforts to sustain their craft by opening workshops where chikankars are trained to produce quality work, if not exactly reproduce the earlier aesthetic glory of chikancraft.’ State Government organizations like the U.P. Export Corporation and the U.P. Handicraft Board are trying to ensure fair wages to the chikan workers, and prevent the exploitation of the chikankar but their efforts do not cover the entire gamut of the chikan workforce.

After independence in 1947, the U.P. Government tried to revive Chikan craft by setting up Government schemes and Government centers where chikan is taught, free material made available, infrastructural facilities provided free of cost and finally the product marketed by the Government agencies so that the chikan worker would benefit economically and chikan itself would improve qualitatively.

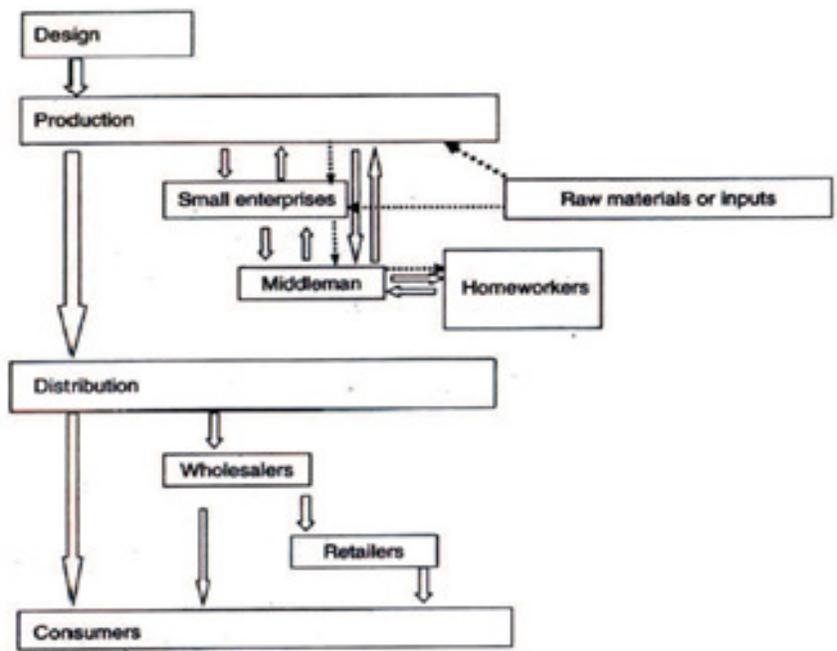
In the last twenty five years the Central and State Government has made a conscious effort to revive chikan craft. It has done tremendous work to organize the chikan work force, ensure good wages and encourage proper marketing and ultimately produce a good quality chikan. There are agencies, which have played a major role in reorganizing chikan craft and giving it a new life force and direction.

The Chikan

Chikan embroidery is an art that continues growing gaining more admirers all over the world. Recently designers and bollywood movies have become enthralled with this age old art and are using it for their latest fashion weeks or blockbusters. Chikan garments can take approximately 10 to 15 days to be made since they are done entirely by hand. The chikan industry has five main processes namely cutting, stitching, printing, embroidery, washing, and finishing. Cutting is carried out in the lots of 20-50 garments.

The layouts are done to minimize wastage of materials. Stitching of the garments is done by machine. Printing is carried out by the use of wooden blocks dipped in dyes like Neel and safeda (which are washed out after the embroidery has been done).

Embroidery- After this, the fabric is embroidered by women - It takes an artisan at least 4 to 5



Source: Mehrota and Biggeri, 2007:65

days to embroider a Fashion Temptations chikan ensemble (Each piece has to be completed by one artisan as the handiwork of each artisan differs). Only those with artistic and nimble handiwork can master the art of chikan. Washing and finishing which is the last process and includes bleaching, acid treatment, stiffening, and ironing. After all the processes are complete the garment is ready for sale. No two garments in chikan can ever be totally identical because the handiwork differs from hand to hand thus giving

infinite permutations and combinations. In manufacturing of chikan embroidery goods, the usual procedure followed is of subcontracting the work. Job workers are hired on per piece basis.¹³

The soul of artistic sense of Lucknowi chikan is immense in creativity. The embroidery is delicate, beautiful and 'soothing to eye'. 'ART Womens' provides public with the finest quality of Lucknawi chikan. They export, manufacture and supply all kinds of chikan work.

Chikan Industry

The art of Chikan embroidery in India is about 400 years old and it is believed that this is a Persian Craft, which came to India with Noorjahan, the queen of Jahangeer the Mughal Emperor. At that time it was designed and practiced by her and other begams (wives) of Mughal Emperors. Chikankari flourished under the patronage of the rulers of Awadh. Later when the capital of Awadh shifted to Lucknow from Faizabad, in the year 1722, the knowledge of the craft came to Lucknow.

Chikan embroidery in Lucknow is the biggest artisan cluster of India. There are about 2.5 lacs

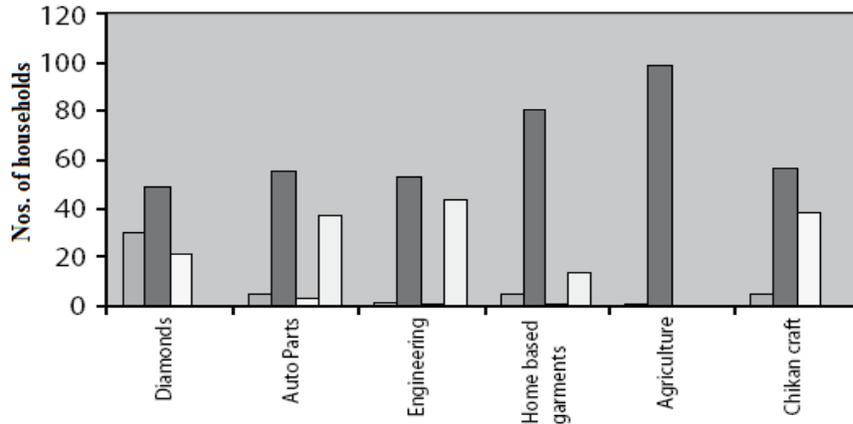
Crafts Clusters in Uttar Pradesh		
Craft	Location of Cluster	Operation Jurisdiction
Copperware	Vill.Salla (Almora)	M&SEC, Almora
Metalware	Varanasi Town	M&SEC, Varanasi
Cotton Carpet	Fatehpur (Barabanki)	M&SEC, Barabanki
Chikan Embroidery	Vill. Bijnore (Lucknow)	M&SEC, Barabanki
Tharu Embroidery	Behraich	M&SEC, Barabanki
Chikan Embroidery	Vill.Kakori (Lucknow)	M&SEC, Barabanki
Woolen Carpets	Uttarkashi	M&SEC, Almora
Copperware	Khareti Patti	M&SEC, Almora
Handblock Printing & Painting	Varanasi Tower	M&SEC, Varanasi
Woodcrafts	Khojawan	M&SEC, Varanasi
Zari & Zardozi	Lohata (Varanasi)	M&SEC, Varanasi
Stone Crafts	Ram Nagar (Varanasi)	M&SEC, Varanasi
Hand Block Printing	Lucknow	M&SEC, Barabanki
Blue Pottery	Nizamabad (Azamgarh)	M&SEC, Varanasi
Musical Instruments	Meerut	M&SEC, Saharanpur
Stone	Agra Town	M&SEC, Agra
Ghungroo	Jaleshar (Etah)	M&SEC, Agra

Source: Export Promotion Council for Handicrafts and Council of Handicraft Corporations and Development Commissioner (Government of India).

artisans of hand embroidery associated with this cluster. Apart from this, the artisans from other fields such as Cutting, Stitching, Hand Block Textile Printing, Jali work and Washer men are also a part of this cluster. The total numbers of artisans associated with Chikan Embroidery Cluster, other than chikankari artisans, are about 5000. The artisans of Chikan Embroidery are scattered in and around Lucknow within a radius of about 125 K.M. The districts covered are Unnao, Barabanki, Lakhimpur, Hardoi etc. Some other villages where one can find few artisans of Chikankari are Raibareilly, Sultanpur and Faizabad.

Though exports of Chikan craft, like other handicraft export products, have been seeing a decline in their markets during the last 25 years or so, there has been a sudden and huge fall in the exports after the global financial crisis. According to the figures released by the Export Promotion Council of Handicrafts (EPCH), exports of embroidered and crocheted goods, which amounted to Rs. 51,450 million in 2007-08, declined to Rs. 29,360 million in 2008-09; a decline of more than 40 percent. Since majorities of the Chikan workers are informal workers, who work at home and are paid very low wages, and do not have access to any social protection, this crisis has meant the loss of livelihoods for a number of people. Lucknow is a major centre for Chikan craft and was therefore selected for this study.

As per the figure The highest percentage of workers who left one sector for employment in another sector was in



- Unemployed at present
- Undertaken similar work with lower wage
- Shifted to another sector/ work
- No change

Source: Prof Indira Hirway (Centre for Development Alternatives), Dr. Santosh Kumar and Dr Jignasu Yagnik (Entrepreneurship Development Institute, India), Prof. Amita Shah, Dipak Nandani and Hasmukh Joshi (Gujarat Institute of Development Research) and Self Employed women's Association (SEWA Teams in UP, MP and Gujarat), Nov, 2009, Published by UNDP India.

another sector was in Chikan craft (38 percent) followed by gems and jewellery (21 percent), this percentage was lowest in the auto parts and engineering industries (only one percent each). A large number of skilled workers in the selected sectors have been forced to shift to unskilled work. The percentage of such workers is 38 percent in the Chikan craft sector, 32 percent in gems and jewellery industry and eight percent each in the auto parts and in the

engineering industries. On an average, about 11 percent of skilled workers have shifted to unskilled work, implying waste of their skills acquired over the years. The higher percentage of such workers in Chikan craft is due to the huge loss of demand for these products in the global market. Such a shift can result in deskilling of the workers in the long run.

Phases in the Evolution of Chikan Industry

Till 1860

Till 1860 this artistic embroidery was the craftsmanship of the ladies of royal mogul families. The products were in use by royal family member's only.⁷

From 1860 to 1947 (till the time of India-Pakistan partition)

After 1860 till 1947, the only commercial product was TOPI PALLA. The main buyers were of Muslim Community and main markets were Dhaka (now in Bangladesh) and some areas that are now in Pakistan, Hyderabad and Lucknow. In this decade the business was in good condition. Few manufacturers were catering to the entire market.⁸

After 1947 till 1970

After partition the main markets of Topi Palla of Chikan Embroidery were not easily accessible because they became foreign markets for Indians. It forced the manufacturers to develop new products and they started producing Gents Kurta and after that Saris.⁹

From 1970 to 1990

Some manufacturers started manufacturing Ladies Suits (with or without dupattas) and even Luncheon sets. But this period is also seen as the worst period of Chikan embroidery. Because of producing only lower value products, consumers started using the products as night wear.¹⁰

From 1990 to 1999

This period can be referred to as the Golden Period of this cluster. New products, such as Suit lengths were developed and manufacturers started producing high value products. Some reputed fashion designers also included Chikan Embroidery in their samples and catalogues which highlighted the Chikankari at national and international levels.¹¹

From 1999 till date

Introduction of work on Georgette has kept the manufacturers in business. An overall general business slump in the economy has been affecting this cluster also and a decline in turnover has been observed. Sudden changes in fashion also adversely affect the performance of this industry, as the manufacturers are not able to cope with the changes. But nevertheless this era gave Chikankari products a good advertisement through media especially T.V serials and films.¹²

ART Womens: Organising the Unorganised

The efforts of ART Womens are studied under sub headings: organising the man, money, machine, method, and material.

Organising the manpower

Chikan embroidery not only provides employment to about 250,000 artisans of different crafts, but people from non-craft base also earn their livelihood by associating themselves with this craft. Expected number of non-artisans earning their bread and butter from this craft is about one million.¹ they are contractors, manufacturers, retailers, raw material providers or employees with manufacturers. William Hoey, writing in 1880 about the trade manufacturers of the United Provinces, states that chikan was always a favourite employment of women of some castes in the domestic sphere. Hoey describes two types of workers. On the one hand there were male professional chikan workers doing the best work and getting paid the highest piece wages. On the other hand there were women and children working long hours for little amounts of money, or lesser quality work including Indian style garments, handkerchiefs, and pieces for inserting into separately prepared articles.⁵ Chikan as an export industry grew producing goods for populations outside Lucknow, instead of only for the local elite, with the labour of impoverished women and children desperate even for small wages.¹⁴ In a classic restatement of how gender stereotypes can influence perceptions of skills, chikan is now defined as women's work and as such can never be regarded with the respect that is given to men's work.¹⁵

ART Women always focuses on women employment and empowerment. In its factory womens do come on a regular basis to perform their art work/chikankari in spite of practicing chikankari at homes. This is the way ART Women is making manpower organised from unorganised. Earlier women were taking cloths to their homes to perform chikankari. When it is done they

come to office and handle it over to the owner, thus it was not an organised way. ART Women did it, they organised it.

Organising the money

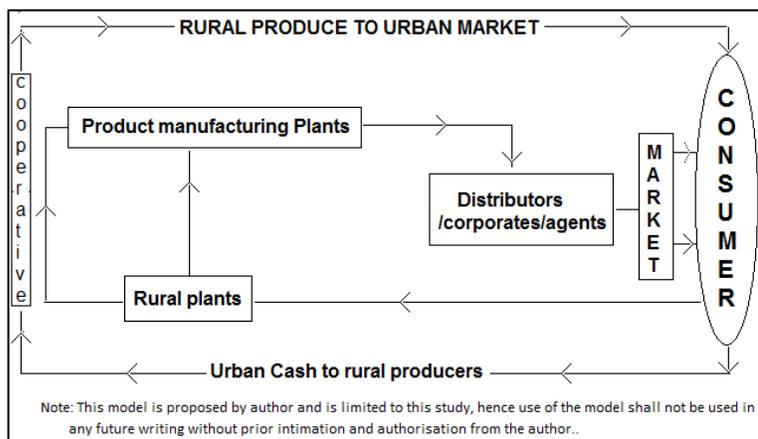
ART Women has track record in proving their concern an effective organisation. This in turn resulted them a reputation in the market. This way they have encashed their goodwill in taking financial support from financial institutions like SIDBI and other financial Institutes. ART Womens organised money.

Organising the material

The basic raw material for manufacturing of Chikan Embroidery products is cloth, which is easily available in India. Availability of various variety of cloth in the market provides manufacturers with opportunities to produce many varieties of products. ART Women believes in bargaining with the suppliers of raw material i.e. chikan cloths and also keeps in mind the quality of raw material, so as to cater the best chikan garments.

Orrganising the machine

Some manufacturers have established their embroidery centers in villages, where they provide work to a group of artisans and make them payment on monthly basis instead of the regular job work pattern. Here they have a good control on the quality of embroidery.⁷ ART Womens also redesigned their mechanism of establishing embroidery centers in village areas. Above is the diagrammatic presentation of ART Women mechanism of organising the production process.



Organising the method

As the artisans of Chikan Embroidery are mostly residing in rural areas and are unorganised therefore they are not directly related to the manufacturers. The contractors of the area come to Lucknow and contact the manufacturer for work. Afterwards he sublets the work to the rural artisans. Manufacturers feel ease in this process as they have to deal only with one person i.e. the

contractor and not with a group of artisans.⁷ ART Womens had made centers at various villages which help the village womens to get them paid fair in their own locality.

^N(Note): ART Womens is a fictitious name, representing the vision of the concern under study, mainly for plotting a track to carry the real life situation in to the class room environment.

References:

1. Arya, Pankaj and Sadhana, Shilp. 2002. Diagnostic Study, Artisan: The Chikan Embroidery Cluster, Lucknow, Uttar Pradesh. New Delhi: UNIDO CDP. Sponsored by SIDBI (Small Industries Development Bank of India). Available at:<http://www.clustercollaboration.eu/documents/270930/0/Diagnostic+Study+Report+of+Chicken+Embroidery,+Lucknow.pdf>, accessed on 24th February, 2013.
2. Ibid.
3. Lucknow City Magazine. 1988. 'Charm of Chikan.' September.
4. Hoey, William. 1880. A Monography on Trade and Manufactures in Northern India. Lucknow: American Methodist Press.
5. Wilkinson-Weber, Clare M. 1999. Embroidering Lives: Women's Work and Skill in the Lucknow Embroidery Industry. Albany: State University of New York Press.
6. Pankaj arya, shilp sadhana, diagnostic study artisan the chikan embroidery cluster lucknow, uttar Pradesh, cluster development programme, India, www.smallindustryindia.com
7. Mehrotra, Santosh and Biggeri, Mario (eds.). 2007. Asian Informal Workers: Global Risks, Local Protection. Routledge.
8. Oldenburg, Veena Talwar. 1984. The Making of Colonial Lucknow, 1856-1877. Princeton, N.J.: Princeton University Press.
9. Wilkinson-Weber, Clare M. 1999. Embroidering Lives: Women's Work and Skill in the Lucknow Embroidery Industry. Albany: State University of New York Press.

Linking the Unorganized Sector and Safe Public Space for Women

Usha Bharti Singh

PhD Student

at Baba Sahib Bhimrao Ambedkar University

Lucknow

Abstract

Apart from the questions of equal wage payment and health concerns, the question of safe public space for women is another concern, especially in the unorganized sector. Because the absence of safe public space for women is not just the concerns of young 'modern' girls working in the BPO, but it affects all sections of women, especially in the unorganized sector which exposes them to several vulnerabilities. The women from the lowest strata of society are the immediate sufferers of the insecurities of the unorganized sector. It has also led to feminization of poverty at a mass scale. It is directly related to the sexual violence and harassment of women at workplace and the expansion of the trafficking in women. Lack of institutional support from the state, the people and especially women are caught in the vicious circle of exploitation and poverty.

Key Words: safe public space, women, society, unorganized sector

Linking the Unorganized Sector and Safe Public Space for Women

The question of safe public space is an issue not only for the poor women caught in the exploitation of unorganized sector but also for all those women who step out of the house. Unsafe public space is an issue that plagues each and every sphere of women's education, mobility and education. The issue of women's mobility and its interaction with the dimensions of patriarchy has its own literature. Also unsafe public space for women is directly related to the lack of access to education and opportunities of economic growth and self dependence. Both of these are the push factors for the women (mostly illiterate, partly literate, poor single women and woman headed household) into the unorganized sector of the economy. Because economic self dependence is important determinant in reducing exploitation and income inequality but here we will focus on how the unempowered women in the unorganized sector negotiate space in the public sphere.

Apart from the questions of unequal wage payment and health concerns, the question of safe public space for women is another concern, especially in the unorganized sector. Because the absence of safe public space for women is not just the concerns of young 'modern' girls working in the BPO, but it affects all sections of women, especially in the unorganized sector which exposes them to several vulnerabilities. The women from the lowest strata of society are the immediate sufferers of the insecurities of the unorganized sector. It has also led to feminization of poverty at a mass scale. It is directly related to the sexual violence and harassment of women at workplace and the expansion of the trafficking in women. Lack of institutional support from the state, the people and especially women are caught in the vicious circle of exploitation and poverty.

“Making women equal partners in the national development processes and equipping them to make informed choices in order to actualize their self worth through empowerment are goals to which the government is committed. There is a long way to go but the endeavor is ceaseless” India Country Report, Fourth World Conference on Women, Beijing, 1995.

As far as the emergence and existence of unorganized sector is concerned, I believe it has always existed, right from the start of civilization. The exploitative regimes of the unorganised sector accompanied by the intense violence are a pre-requisite to the maintenance of this sector. The emergence of the LPG economy after the 1990's and the gradual retreat of the government from its welfarist policy has further aggravated the exploitation in the unorganized sector, making it more vulnerable for the women. In the current scenario, crony capitalism along with its feature of aggressive privatization of common collective resources has resulted in wide scale poverty and displacement, especially for the tribals. For a forcefully displaced tribal woman, negotiating a dignified public space, body integrity and a reasonable wage at a construction site from the elite employer has its own predicaments.

In the context of not only India but the whole of South Asia, the unorganized sector of the economy is managed and severely controlled by the organized crime. The type of economy run in the unorganized sector is the basis on which lies the structure and strength of the organized sector of the economy managed, and supported by the governmental organizations. Even though a lot of poor laborers are the victims of the exploitation in the unorganized sector, but women and children are more vulnerable and suffer from several levels of discrimination, inequality and unequal wage payment and feminization of the labour market. Another important dimension to the unorganized sector is the mass scale migration from poor states to the developed states. Uneven development along with increasing unemployment has led to the further expansion of unorganized sector. There are numerous push and pull factors for the migration to metropolitan cities for a better living. Often in an attempt to escape the rural scenario, they often enter into legal hassles (this is not just a problem with trans-national migrants). And once the migrant

labors enter into legal hassles, they are easily trapped in the exploitative unorganized sector and retained as bonded labour. Thus for the students of demography, gender studies and human rights activists, it is important to see the thin inter linkages between bonded labour, trafficking, and illegal forced migration.

The unorganized sector also involves trafficking of women for the purpose of sexual slavery and prostitution, and trafficking of women for the purpose of marriage in the marriage market of those states that has poor sex ratio. This sort of trafficking has been reported from developed states like Western Uttar Pradesh, Punjab, Haryana, Maharashtra and others

Reinforcing cycle of inequality in the labour market and in the distribution of domestic work, which results in low payment for women, is particularly damaging for the female headed households. In my view some of the gender concerns in the unorganized sector are:

1. Lack of proper working conditions and space, often workers are forced to work in the cramped space. This is a matter of concern in the retail and manufacturing sector.
2. Lack of privacy and washroom facilities for the female workers which exposes them to several health complication.
3. Sexual harassment at workplace, this is a problem widely associated with the women working as field labourers, at brick kilns, women working at coal mines.
4. Unequal wage payment for the same amount of work, and
5. Lastly, the inclusion of children in large numbers into this sort of unhealthy, unhygienic and exploitative working conditions.
6. Lack of safe public space for women.

One very important thing to be kept in mind is the fact that the working conditions in the unorganized sector is exploitative, both for men and women, The exploitation becomes more exploitative for women due to several reasons, a) the wage inequality hurts especially for the poor women, where every penny counts, b) the sexual vulnerability to which the women are exposed when they work as bonded labour, the rape committed in the brick kilns, in the cramped garages, open fields etc are highly unreported and are often the source of girl procurement for the flesh market, c) the third disadvantage they have is the double burden they have to undergo when they work as labour for 16 hours and work another eight hours in home as home maker, d) Another problem is to make sure that their children are safe when they are engaged in the work. This problem becomes even more significant when women are engaged as daily wage labour at construction site, at brick kilns or in the open agricultural fields e) the fact that they don't get maternity leave and have to work even when they are pregnant is burdensome and violation of their body, f) and the last reason is the stigma they face once they are violated. Often this sort of daily violations goes unreported due to the lack of institutional support and lack of grievance addressal forum for the victim.

The solutions to the serious gender concerns will not come in overnight. To a large extent it involves a serious effort from the side of the state and policy makers. There are many who argue that there is feminization of the economy and the labour market; no doubt there has been this process, but the female parts of the labour force are at the lowest strata. And illiterate poor women are often absorbed by this sector at a great cost of their lives and dignity. One of the solutions would be the education of girls and women, and the skill acquirement by the female labour. The education and mobility of women has its own set of debates and arguments which will not be discussed here. Another solution to the problems of the unorganized sector could be bringing it under the ambit of the organized sector and manage it with those activists and organizations who have been working for the reform and proper management of this sector, and the proper implementation of the labour laws.

One important point to be noted here in the context of prostitution and trafficking is that trafficking is an organized crime done efficiently, it is a crime against humanity and violation of human rights and it has to be controlled and eliminated, while the sex work in the red light area or the massage parlors come under the spectrum of unorganized sector. Because not every sex worker is a victim of trafficking. Although sex workers are coming together for agitation and demanding access to citizenship, equal human rights and dignity of work. Lawmakers must realize the fact that sex work cannot be abolished or done away with in the absolute sense and neither it is a case of women gone astray. Not only in this sector but also in the context of others, policy makers and the HRD ministry need to engage with deeper structural barriers such as poverty, gender discrimination, social inequalities and the violence inflicted

Improved economic development, a slight improvement in the human development report and India in the list of nuclear superpower countries does not always mean an improvement in the gender development and bridging the gap of gender discrimination in wage inequality and inequality in the access to opportunity and education.

A Study of Linkage between Organised Urban Retail Market and Unorganized Rural Retail Market In India

Indal Kumar

Ph.D. Scholar, NGBU, Allahabad

Abstract

This study has been conducted on the basis of linkage between organised urban retail market and unorganised rural retail market in India. There are different factors which affect the decision-making of the customers while choosing any product. Retail market provides the final goods to the consumers. This market is an important source of generating self employment in India. It is differentiated into two categories such as organised retail market and unorganised retail market. Unorganised retail market like kirana stores which are not registered and have not follow any legal formalities but organised retail market run by the registered retailer with few employees providing comfort and self service facility to the customers. There are various kind of facilities provided to the customers in organised urban retail market and unorganised rural retail market. Organised urban retail market and unorganised rural market are linked for the purpose of selling goods and services.

Key words: Customers, Unorganised Rural Retail Market, Organised Urban Retail Market Linkage, Goods and Services.

Introduction

Retailing consists of all activities involved in selling of goods and services to the consumers for using their personal, family, or household goods. It covers sales of goods ranging from automobiles to clothes and food products, and services range from hair cutting to air travel and computer education retailing is one of the largest sectors in the global economy. In India for a long time the corner grocery store was the only option available to the consumers. With the increasing demand of the customers spurred by varying trends, hopeful needs for variety, the conventional retail gave rise to modern retail format. The conventional food and grocery has seen the appearance of supermarkets/grocery chains, convenience stores and hypermarkets. Conventionally, retailing has not been a structurally organized industry in India. Organized retail system was seen only in fabrics, with large mills building their own fashionable stores like Raymond's, Bombay dyeing etc. The Indian retail industry is divided into two broad categories such as organized and unorganized sectors. Unorganized/Traditional retailing refers to the conventional formats of low-cost retailing, for example, the kirana shops, general stores, paan ki dukan ,convenience stores, hand cart and street vendors etc.

Large-scale refers to the scale of process of retail business which in turn absolutely refers to a chain of stores. Modern –format mostly refers to self-service. However, some of the self-service stores also called as “Supermarkets”, are in the approximately 500 square feet or less in size and are nothing more than independent mom-and-pop stores. And organized retail usually means large-scale chain stores which are corporatized, apply modern-management techniques and are very likely to be self-service in nature. Most of the estimates of organized retail market size refer to only large-scale retail. Modern retail market has seen an important growth in the past few years with large scale investments made by Indian corporate houses primarily in food and grocery retailing. The total retail (organized and unorganized) industry in India is estimated to be Rs 20 lakh crore in 2010. This is accepted to reach Rs 27 lakh crore by 2015. Organized retail, which is approximate to be Rs 1.0 lakh crore (5% share) in 2010, is proposed to reach Rs 3.0 lakh crore (11% share) by 2015. It is a tripling of the current size and scale of organized retail in the next five years, i.e. 2010-2015. Organized retail will produce at a fast pace. Retail Formats in India: Hyper Marts/ Super Markets: large self – servicing outlets offering products from a variety of categories. Examples Spencer’s, Big-Bazaar. Mom-and – pop Stores: they are family owned business catering to small sections they are individually handled retail outlets and have a personal care. Departmental Stores: these are general retail merchandisers offering quality products and services. Examples like Ebony, Shopper’s Stop, Westside. Convenience Stores: are located in residential areas with slightly higher prices goods due to the convenience offered. Examples like in &Out, Safal, 6ten. Shopping Malls: the largest form of retail in India malls offers customers a various types of products and services including entertainment and food under a roof. E-trailers: are retailers given that online buying and selling of goods and services. Discount Stores: these are company outlets that give discount on the MRP. Examples like Subhiksha, Koutons, Nike, and Levis. Vending: it is a comparatively new entry in the retail sector. Here beverages, snacks and other small products can be bought via vending machines. Category Killers: small specialty stores that offers a diversity of categories. They are branded as category killers as they focus on definite categories, such as electronics and fair goods. This is also known as Multi Brand Outlets or MBO’s.

Review of Literature

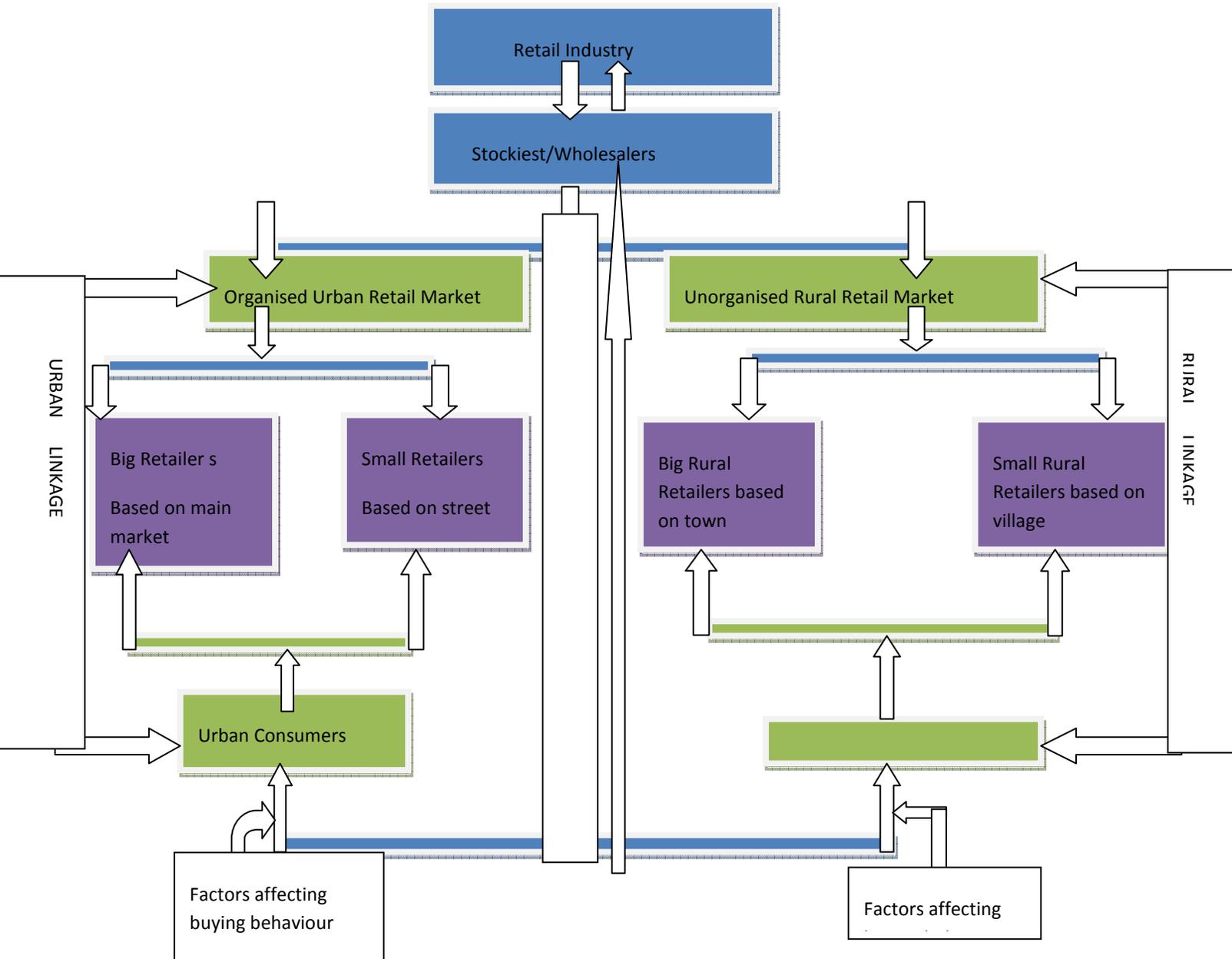
Mathew Joseph: Unorganized retailers are in the area of organized retailers knowledgeable a decline in their volume of business and profit in the opening years after the entry of large organized retailers. The poor impact on sales and profit weakens over time. There was no confirmation of a decline in overall employment in the unorganized sector as a result of the entry of organized retailers. There is an opportunity of employment decreasing in the West region. The closure rate of unorganized retail shops in gross terms is found to be 4.2 per cent annually which is much lower than the international closure rate of small businesses. The closure rate on account of competition from organized retail is lower still at 1.7 per cent annually. There is aggressive response from conventional retailers through enhanced business practices and technology up gradation. A widely held of unorganized retailers is dedicated to stay in the business and compete, while also want to the next production to continue demand of the products. Small retailers have been extending more credit to attract and retain customers. **Kumar, & Narwal, (2011)** through their research concluded that the kirana shops being affected by malls are only a celebrity. He further over and done with that in wickedness of the available opportunities to the organized retail to grow in India these kirana shops also were benefited from this increasing economy. **Sivaraman.P, (2011)** this study has been done the impact of organized retailers was obviously noticeable on the business of unorganized retailers in requisites of

sales, profit and employment. Due to their financial infirmity these small retailers constantly struggled to introduce changes in their existing retail practices. Some kind of involvement was mandatory for their future survival.

Objectives

1. To understand organised urban retail market
2. To understand unorganised rural retail market.
3. To identify the channel of distribution from organised retail market to unorganised retail market.

Results and discussion:



The above diagram describes the innovative steps of linkage for selling of goods and services for the rural and urban retail market. Educational background plays an important role in using supply of goods and services. It helps the farmer's proper understanding and usage of supply chain management in the farm operations. The increasing internationalization of business has largely freed. The world is seeing a growing economic interdependence and technological advances in commercialization and transportation contributing to the emergence of large global corporate. Agriculture and fishing and other allied activities are the main occupation of rural people. The rural people receive very good rainfall and have all means of efficient transportation networks and marketing facilities. Supply chain management is very effective weapons to identify the risks and mitigate the risks. Management of risk is nothing but earning profits farmers and farm workers are more and more acquainted with the marketing efficiency through linkage of organised and unorganised retail market. Marketing efficiency is essential for good market performance. The movement of agricultural goods from organised retail market to unorganised retail market to the consumers at the lowest possible cost and consistent with the price of the goods desired by the consumers. It empowers firms to keep their channel members happy, loyal and well-motivated towards trade by offering full assurance. India has three things which will gain confidence building and enhancement of skill and knowledge. This 3-D is democracy, Demography and Diversity. Democracy motivates the ability to think. Demography with over half of the Indian population fewer than 25 years ago provides requirement environment as innovation in the agribusiness for the young. Diversity of culture and language provides an environment in which. Three innovation marginal farmers and farm workers normally show a lack of confidence to take-up challenges and risk. Agribusiness requires strong confidence, attention, problem solving, flexibility and inner strength. Self confidence is an important asset for enhancing physical power and Meta power to take up challenges and risk. Uttar Pradesh is the fastest growing rural market of India. The growing market of India provides the opportunities and approach should be one of market seeding. The market provides opportunities and opinion for the rural and urban marketers and low penetration level suggests opportunities. The marketers need to have information system that track sales to different market and help to identify market potential. Low income group consumption is clear signal that marketer need to address the bottom of pyramid with cost effective value for money product in India. India offers bigger growth opportunities through greater penetration and then consumption of FMCG, s products. India differs by geography, occupation, social factors. This place is directly connected from urban to rural markets with trains, roads, national highways and airways also. This may be also fruitful to FMCGs companies to penetrate the rural and urban consumers. This in turn influence of product design, promotion, pricing, and use of distribution channels.

Conclusion

I would like to be concluded on the basis of selling of goods and services from organised urban retail market to unorganised rural retail market. India is at the turning point with respect to the retail sector. Both modern and traditional retailers will co-exist in India for some time to come, as both of them have their own competitive advantages. The *kirana* has a low- cost structure, suitable location, and customer familiarity whereas modern retail offers product width and depth and a better shopping occurrence. One of the key objectives of this study was to find the consumers' perception towards organized and unorganized retailers across demographic profiles. This study explain that Customers like to buy fruits & Vegetable from air-conditioned supermarkets because of its quality products but due to the high prices they still feel conventional to buy these kinds of products either from the local

mobile vegetables seller or from the nearest vegetable market. The study further exposed that nearness was a most important comparative advantage of unorganized outlets. Unorganized retailers are having a relatively strong advantage because of their ability to sell movable items, stipulation of credit, bargaining and home delivery facilities. The organized retailers are having a better advantage because of the store image, product availability, and price discounts. This study observed that due to changes in income and improved quality. The consumers' perception towards organized and unorganized retailers differs on the basis of quality and price. They preferred to buy different products from the organized and unorganized retailers. From the study it was found that when compared to the unorganized retail format most of the respondents had a good image about the organized retailers. Even the unorganized retailers had a good share in the market, but due to factors such as space, parking etc. a gap existed between both the formats. The customers wished for more outlets to be opened. In spite of the massive potential and growth opportunities available for the organized sector, it will not produce a major impact on the unorganized retailers because of the attitude of the Indian consumers cannot think of a life without having a local kirana store near their locality.

Reference

1. Joseph Mathew, Nirupama Soundararajan, Manisha Gupta, and Sanghamitra Sahu (2008) Impact of Organised Retailing on Unorganised Sector Working paper ICRIER, 222
2. Sivaraman. P. (2011) the future of unorganised retailing in Kanyakumari district. Asian Journal of Management Research, 2(1).
3. Munjal, A., Kumar, A., & Narwal, P. (2011) International Journal of Engineering & Management Sciences. 2(3):156-162.
4. Bhattacharyya, Rajib. (2012) The opportunities and challenges of FDI in retail in India. IOSR Journal of humanities and social science, 5(5):99-109.
5. Chandu, K.L. (2012) The new FDI policy in retail in India, Asian journal of management research, 3(4):100-106.

Child Labor: Status & Its Relationship with the Unorganized Sector in Uttar Pradesh

Chaitanya Dev & Sheifali Srivastava
Students MBA, 3rd Semester
School of Management Studies,
Motilal Nehru National Institute of Technology, Allahabad
dev.chaitanya@hotmail.com | sheifali12@gmail.com

Abstract

This paper is an endeavor to determine the current status of child labor and its relationship with the various subsectors within the unorganized sectors of Allahabad district of Uttar Pradesh. It is derived from a survey of 100 respondents selected randomly. It is solely based on the analysis of primary data collected through questionnaire method which indicates that the majority of the employed children are aware of child labor being illegal and are not even illiterate. The report also tells that a majority of the children are not stopped from child labor in these sectors by anybody. The awareness of children regarding their health related issues caused due to their indulgence in their jobs is also minimal. It also states a significant number of the children employed are of age 12 years or below. The daily income of a substantial portion is below Rs. 66.

Keywords: Child Labor, Unorganized Sector, Status, Relationship, Uttar Pradesh

Introduction

Child labor is known to have a catastrophic place in the world, but least has been able to successfully cure this social wound from the face of the earth. There are various miseries through which the children usually undergo such as manhandling, bad treatment, human trafficking, sexual abuse etc. In spite of so many global conventions throughout the world and legislations made within the parliament and the assemblies of the country and the state itself, the status of child labor remains more or less the same as previously reported by journalism and other concerned bodies.

It is even more serious as a significant portion of the unorganized sector throughout the country thrives on the services provided by child labor, the reasons being the inexpensiveness, vulnerability and poverty of the children who usually get in. The population incumbent of this

malaise is reported to be 60 million in India (India Tribune, 2014)¹ which is quite a whopping figure.

The major concern towards child labor and eradicating it as quickly as possible is to free the forthcoming India from sustained backwardness as the children the future of any country. The status is alarming and the measures are not as far-reaching. Even if the measures do reach a few, the implementation faces a stir because of various factors such as abject poverty, insistence from parents, lack of interest in studies, family occupation and large family size.

The fight against this menace requires strict action, awareness programs, poverty alleviation at mass level and most of all tough legal and administrative implementation. Bereft which, the future of the country will continue to be uncertain.

Objectives of the Study

The study was carried out keeping in mind the following objectives:

- i) To assess the status of the children employed in the various subsectors of the unorganized sector in the state of Uttar Pradesh.
- ii) To understand the relationship of the unorganized sector with child labor.
- iii) To obtain the level of awareness among the children who are employed as workers in various subsectors of the unorganized sector with respect to the lawlessness involved in child labor.
- iv) To make feasible propositions about the problem.

Research Methodology

Research Design

The design of the study is a combination of descriptive and exploratory methods rooted on survey schedule.

Sample Design

A sample of 100 respondents was selected through convenient sampling technique from the child labors in district Allahabad of Uttar Pradesh. They were categorized on the basis of the subsectors within the unorganized sectors they were employed in.

Universe & Population

All the children employed in the various subsectors of the unorganized sector in Uttar Pradesh and in Allahabad district of Uttar Pradesh are the Universe and the Population of the study respectively.

Sample Unit

The child labor between the ages of 6-14 years, working in one of the various subsectors within the unorganized sector in Allahabad was taken as the sample unit.

Data Collection

The study is solely based on primary data collected through structured schedule duly filled with the help of the child laborers in the unorganized sector in Allahabad district of Uttar Pradesh.

Statistical Techniques

The data was fed into the SPSS Software (Statistical Package for Social Sciences) and thereafter correlation & crosstab techniques of the SPSS were applied on the data. Moreover, tabulation, percentage and graphical representation from the data also proved helpful in analysis and reaching the conclusions.

Data Analysis

Table 1

Crosstab between the age of the child labors and their working hours at different sectors of unorganized sectors

Age * Working_Hours Crosstabulation							
Count							
		Working_Hours					Total
		1 to 4 hrs	5 to 8 hrs	9 to 12 hrs	12 to 15 hrs	15 & above	
age	6 to 9 yrs	4	4	0	0	0	8
	10 to 12 yrs	12	12	4	0	0	28
	13-14	0	40	8	12	4	64
Total		16	56	12	12	4	100

(Source: Primary Data Collected)

Table 2

Crosstab between working hours and the monthly income of the child employed in the unorganized sectors

Working_Hours * Monthly_Income Crosstabulation							
Count							
		Monthly_Income					Total
		below 500	500 - 1000	1000 - 1500	1500 - 2000	2000 & above	
Working_Hours	1 to 4 hrs	12	4	0	0	0	16
	5 to 8 hrs	0	4	12	4	36	56
	9 to 12 hrs	0	0	0	0	12	12
	12 to 15 hrs	0	4	0	4	4	12
	>15 hrs	0	0	4	0	0	4
Total		12	12	16	8	52	100

(Source: Primary Data Collected)

Table 3
Crosstab between the age and the monthly income of the child labor in the unorganized sectors

Age * Monthly_Income Crosstabulation							
Count							
		Monthly_Income					Total
		below 500	500 - 1000	1000 - 1500	1500 - 2000	2000 & above	
Age	6 to 9 yrs	4	0	0	0	4	8
	10 to 12 yrs	8	8	0	4	8	28
	13-14	0	4	16	4	40	64
Total		12	12	16	8	52	100

(Source: Primary Data Collected)

Table 4
Crosstab between the number of child laborers who stay with family and whether the children employed there were stopped from child labor by anybody around them

Stay_with_family * Anyone_stopped_from_child_labor Crosstabulation				
Count				
		Anyone_stopped_from_child_labor		Total
		yes	no	
Stay_with_family	yes	20	64	84
	no	0	16	16
Total		20	80	100

(Source: Primary Data Collected)

Table 5
Crosstab between the number of child laborers who go to school and are doing the jobs at their will

Go_to_school * job_at_will Crosstabulation				
Count				
		job_at_will		Total
		yes	no	
Go_to_school	yes	20	8	28
	no	64	8	72
Total		84	16	100

(Source: Primary Data Collected)

Table 6
Crosstab between the age that the child laborers started working and their educational qualification

Age_started_working * Educational_qualification Crosstabulation								
Count								
		Educational_qualification				Total		
		Illiterate	Below Primary	Primary	Secondary			
Age_starte d_working	3 to 5 yrs	4	4	4	4	16		
	6 to 9 yrs	8	0	8	4	20		
	10 to 12 yrs	16	0	0	12	28		
	13-14	4	0	16	16	36		
Total		32	4	28	36	100		

(Source: Primary Data Collected)

Table 7

Correlations between the working environment in the unorganized sectors and the physical or mental discomfort felt by the child laborers

Correlations			
		Working_Environment	Physical_or_mental_discomfort
Working_En vironment	Pearson Correlation	1	-.553**
	Sig. (2-tailed)		0
	N	100	100
Physical_or _mental_dis comfort	Pearson Correlation	-.553**	1
	Sig. (2-tailed)	0	
	N	100	100
**. Correlation is significant at the 0.01 level (2-tailed).			

(Source: Primary Data Collected)

Table 8

Crosstab between the working environment in the unorganized sectors and the physical or mental discomfort felt by the child laborers

Working_Environment * Physical_or_mental_discomfort Crosstabulation					
Count					
		Physical_or_mental_discomfort		Total	
		yes	no		
Working_En vironme nt	Very Good	0	4	4	
	Good	0	76	76	
	Moderate	0	12	12	
	Poor	4	4	8	
Total		4	96	100	

(Source: Primary Data Collected)

Table 9

Crosstab between the various unorganized sectors and whether or not anybody stopped them from child labor around them

Type_of_unorganized_sector * Anyone_stopped_from_child_labor Crosstabulation				
Count				
		Anyone_stopped_from_child_labor		Total
		yes	no	
Type_of_unorganized_sector	Auto repairshop	8	24	32
	Dhaba	4	4	8
	Road side eateries	8	16	24
	Rag pickers	0	8	8
	Kirana Shop	0	4	4
	Electronic shop	0	4	4
	Carpentry	0	20	20
Total		20	80	100

(Source: Primary Data Collected)

Table 10

Crosstabs between the educational qualification of the child laborers and their awareness about the illegality of child labor

Educational_qualification * Aware_child_labor_illegal Crosstabulation				
Count				
		Aware_child_labor_illegal		Total
		yes	no	
Education_qualification	Illiterate	24	8	32
	Below Primary	0	4	4
	Primary	24	4	28
	Secondary	28	8	36
Total		76	24	100

(Source: Primary Data Collected)

Table 11

Crosstabs between the different unorganized sectors and the age of the child laborers employed therein

Type_of_unorganized_sector * age Crosstabulation					
Count					
		age			Total
		6 to 9 yrs	10 to 12 yrs	13-14	
Type_of_unorganized_sector	Auto repairshop	0	4	28	32
	Dhaba	0	0	8	8
	Road side eateries	4	8	12	24
	Rag pickers	4	4	0	8
	Kirana Shop	0	4	0	4
	Electronic shop	0	4	0	4
	Carpentry	0	4	16	20
Total		8	28	64	100

(Source: Primary Data Collected)

Findings

It is found that most of the children employed in the unorganized sectors in the sampled population worked for 5 to 8 hours daily, which is 56% and the age group that was the most employed in the various sectors is of 13 to 14 years children. (Table 1)

It also came out that while 52% of the population earned more than Rs. 2000 per month, but a significant portion i.e. 48% earned less than Rs. 66 per day. In fact, the children comparatively younger in age than the average age got even less, i.e. around Rs. 40 to 50 per day which usually depended upon daily earning from the business throughout the day. This also signaled that the income depended on the prudence of the employer. It is also observed that 64.29% of the children working for 5 to 8 hours a day earned more than Rs. 2000 a month, which in some cases was as much as Rs. 250 a day. (Table 2& 3).

While majority of the child labourers of the unorganized sectors stayed with their families, 76.2% of them were not stopped by anybody from working as child laborers. (Table 4)

An interesting fact that came out is that a majority of the children who go to school in the surveyed population are doing their jobs at their will, as much as 71.42%. The rest 28.58% were engaged in the job were doing in for other reasons such as insistence from parents, insufficient income, lack of interest in studies et al. 11% was the figure for children who didn't go to school in terms of not doing the jobs at their will. A majority of 89% who didn't go to school said that they were engaged in the job at their own will. (Table 5). A deliberate inclusion in child labour is evident from the fact that 68% of the child labourers are not illiterate and 25% of the population which started working from 3 to 5 years has completed their education till 7th class. 36% of the total population is educated till class 7th.

(Table 6) The same also indicates the failure of government policies to abandon child labour at the grass root level and even education has not been able to fight this menace.

Despite of being educated to some level, the respondents were not aware of the implications of the workplace environment and its effect on their physical and mental health. A moderately significant negative correlation was observed between the questions as to how was their working environment and if it had any negative effect on their physical and mental health. The replies which came unanimously were that the environment was good and it didn't have any effect on their physical or mental health. This result can be seen as a biased view as they might be afraid of confessing the reality in front of their employers. (Table 7 & 8)

While majority of the child labourers (80%) were not stopped from child labour in the unorganised sectors, 25% of the children working in the auto repair shops, 50% working at dhabas & 33% at roadside eateries were stopped by customers, parents, labor law officials, police etc. The rest of the sectors didn't have anybody participating in stopping in child labour. (Table 9)

The table 10 reinstates the level of deliberation in the involvement of primarily educated children into child labour.

The last table 11 tells that a majority of the children employed (64%) in the unorganized sector are 13 to 14 years old but a significant portion (36%) is aged below 12 years, a serious matter of concern.

All above analysis tells us the status and the relationship of child labor with the unorganized sectors in Uttar Pradesh by and large.

Conclusion & Propositions

It can be seen that there is a significant relationship between the unorganized sectors in Uttar Pradesh and child labor. The reasons that lead to the employment of child labor in this sector are manifold such as low cost of labor, commitment to work, easy control etc. The situation in Uttar Pradesh is not very bright as the paper concludes that despite of being educated to a certain level, despite staying with their families, and despite of all legislation and awareness activities the child labor is still prevalent and flourishing in the unorganized sectors.

We can't only blame one party for it. The families of children, the government and the unorganized sector, all are equally responsible for curbing this menace if they wish to see any change. It is a distant dream and otherwise can happen only if poverty, the greatest and perpetual among all the issues is carefully dealt with.

The report also tells that health awareness programs related to ill effects of child labor should be launched and the inclusion of all sections of society should be ensured and implemented.

The laws are arcane if they find use in only being passed and published; there is no awareness among the common masses about the articles which are there for the penalization of those who employ child laborers and the articles which indicate the rights available to children. At the end, the unorganized sector itself should shrug itself off from this inhuman practice. The management of unorganized sectors can definitely play a role in the abolition of child labor as it shall organize to a great level, the disorganization that prevails in the sector in Uttar Pradesh.

References

1. India Tribute. (2014). Over 60 million child labourers in India! Retrieved from the India Tribune Website: http://www.indiatribune.com/index.php?option=com_content&id=2884:over-60-million-child-laborers-in-india&Itemid=400 last accessed on 25.11.2014 at 9:57 PM IST.
2. Satyanarayana, A. & Somvanshi, V. (2009). A Socio-Psychological Study of Child Workers in the Unorganised Sector of Allahabad City. Growing up in a Globalised World: An International Reader, (Proceedings of 8th International Conference on Asian Youth and Childhoods held at Lucknow during November 22-24, 2007). (pp. 210-225). Macmillan, 2009.
3. Rani, J. (2013). A Study of Working Conditions of Child Labourers Working in Unorganized Auto-Repair Sector in Haryana. Retrieved from the website portal: http://theglobaljournals.com/paripex/file.php?val=December_2013_1387193397_c3c38_08.pdf last accessed on 25.11.2014 at 10.15 PM IST.
4. Mani, R. (2011, September 8, 12:38 IST). Eradicating child labour. Times News Network. Retrieved from the Times of India Website: <http://timesofindia.indiatimes.com/city/allahabad/Eradicating-child-labour/articleshow/9909014.cms> last accessed at 24.11.2014 at 5:45 PM IST.

Marketing, Branding and Packaging of Products of Unorganised Sector and Its Effect on Impulse Buying In India

Anupam Srivastava

Research Scholar (Marketing)

Joseph School of Management

SHIATS Allahabad

Uttar Pradesh

&

Sanjay Kumar Yadav,

Research Scholar (Marketing).

Department of Management Studies,

Gurughasidas Vishvavidalaya,

Bilaspur, (C.G.)

Abstract

Unorganised markets offer big attractions to the marketers, it is tough to enter this market and take a sizeable share of the market within a short period. The reason behind it is literacy, low income, daily Vegas with lack of transportation, communication and distribution channel. Apart from this this market is developing very fast and offers an opportunity and challenge for the marketers. This paper will focus on marketing, branding and packaging of products and its effect on this sector to meet the challenge of creation and retention of customers and entry to unorganised market with good product; packaging has become need of an hour. On the other hand increased purchasing power of customers has attracted the attention of marketers. The study would also reveal about the problems faced by this sector with regard to FMCG products on impulse buying. How brand and packaging of product is positioned or how do it motivate to buy the products? The unorganised sector has a grip of strong country shops, which affect the sale of various impulsive products in unorganised market.

Key words: Attitude change, attractiveness of market, factors of growth, effect on impulse buying.

Introduction

The Indian Economy which is fastest growing economy in the world has achieved an impressive average Gross Domestic Product of 7.02% (2009 to 2013) during a recent slowdown. The key

factor of this growth is booming domestic market by increasing consumption over the last some years. Unorganised marketing is defined as the process of developing, pricing, promoting, distributing, rural-specific goods and services leading to exchange between urban and rural markets which satisfies consumer demand and also achieves organizational objectives this marketing amounts to dealing with various inputs, projects and services meant for the rural market. In this sense it is different from agricultural marketing which means marketing of rural products/output to the urban consumer or institutional market (Dogra, 2008). The objective of rural marketing in the current phase is the improvement of the quality of life by satisfying the needs & wants of the customers, not through attend-alone products or services, but by presenting comprehensive & integrated solutions which might involve a set of inter-related products & services. Today's consumers in unorganized as well as in organized sector becoming more knowledgeable, more sophisticated, and more demanding (Parikh, 2006).

Overcoming attitudes and habits

The Indian Rural FMCG market is mostly unorganized Creating distributive reach is not sufficient to tap the rural markets. Market development can be a difficult task because in rural India, both *consumption* and *penetration* of Soaps is quite low. For instance, even for other personal care products only three out of 10 people in rural areas use toothpaste or talcum powder, or shampoo and skin care products, and only six use washing powders. The Rural FMCG Market of India is still unexplored and it provides tremendous growth opportunities. The loan waiver announced in the Union Budget 2008, would certainly facilitate and it is generally dominated by small time retailers. Rural India mostly depends on agriculture, directly or indirectly for livelihood. Further, almost 70% of Indian population lives in rural India in around 6, 00,000 villages.

Impulse buying

Impulse buying research began in the (1950s).It is defined as "an unplanned purchase" that is characterized by "(1) relatively rapid decision-making and (2) a subjective bias in favour of immediate possession" (Rook & Gardner, 1993, et al.).It is described as more arousing, less deliberate, and more irresistible buying behaviour compared to planned purchasing behaviour. Highly impulsive buyers are likely to be unreflective in their thinking, to be emotionally attracted to the object, and to desire immediate gratification (Hoch &Lowenstein, 1991; Thompson 1990).

Psychological concept of Impulse buying

In the psychological framework for impulse buying, it is defined as a kind of emotional behaviour. According to a study by Weinberg and Gottwald (1982), impulse buying behaviour occurs because of emotions. Affective, cognitive and reactive factors are the three factors involved in impulse buying behaviour. The affective factor means that impulse buying is prompted by intense emotional factors. In addition, it is highly emotional-related behaviour.

Concerning the cognitive factor, impulse buying is irrational decision making where consumers have little control of the cognitive process. Finally, the reactive factor is when shoppers enact buying behaviour automatically because of a particular stimulus. In other words, impulse buying behaviour is highly influenced by external and internal stimuli. The research that categorizes impulse buying as irrational behaviour is in the psychological framework. In addition, the emotional elements are critical determinants that trigger impulse buying behaviour.

Objective of study:

1. To overview the changes of buying behaviour of customers of unorganised sector in India.
2. To study the role of 'susceptibility to influence on consumer Impulse buying behaviour.
3. To study the factors responsible for changes in unorganised sector.

Literature review

Simon and Sullivan (1993) The related literature stream concerns the influence of rural marketing communications on marketing outcomes. (Godrej, 1995, pp. 155). Rural India is also in the way of change, perhaps in an even more significant manner. Brahmankarnd Gupta (2000). This seems to be a fairly good growth by rural consumer awareness. Recent developments, which has taken place in the rural areas under the five- year plans and other such special programs, are phenomenal. The overall growth of the economy has resulted into substantial increase in the purchasing power of the rural communities. Due to implementation of these plans, in each and every village men as well as women are getting the good opportunity of their own business (Income Index of Rural India and Growth of Rural Households in each Income Category (from 2005 to 2009). In recent times, rural India has witnessed a wave of change. Dinesh Malhotra, general manager of Linter land (rural arm of Lintas), points out, "media exposure and increasing literacy levels, people in rural India are now demanding a better lifestyle. Abhishek Malhotra (2010) added that the aspiration was always there, and increasingly money is coming in. Rana J. (2012) studied that, the Indian market is quite attractive and challenging. Although the marketers are taking effective steps to capture this market still there is a large scope. Jain. A, (2012) studied that, the brand awareness in rural areas particularly in respect of beauty care and health care products is showing an increasing tendency. Most of the people both from illiterate & literate groups prefer branded products with the belief that quality is assured as the manufacturers are reputed companies. For Ex: Colgate Tooth Paste, Head & Shoulder shampoo. People are not worried about the price of the product. They are showing willingness to spend higher price when they realize that they can afford to spend. Dr. Singh J., and Saikh (2012) has studied that, the marketers must understand the role of family in influencing the buying of consumer durables more particularly in the rural areas. The marketers must design their advertising messages as well as visuals in such a way that these penetrate well into the minds of the family members. Dr. Singh. P., et al (2012) found that, the issue of rural product generation through industrialization therefore needs to be viewed from a new angle and on far more scientific lines. The core of a scientific approach is to understand the market opportunities for

rural product along with the country's development priorities and to chalk out a strategy where rural industries have an important role to play. Dixit (2012) concluded that, the fact remains that the rural market in India has great potential, which is just waiting to be tapped. Progress has been made in this area by some, but there seems to be a long way for MNC marketers to go in order to derive and reap maximum benefits. Moreover, India is expected to emerge as the fifth largest consumer economy of the world by 2020. Things are sure changing for the better.

Research Methodology

Paper is mainly based on secondary data available from different published literature and case studies on rural marketing and data is collected from the unstructured questionnaire is collected from various books, journals magazines and various search engines on internet to find relevant data.

Discussion

CHANGING ATTITUDES OF RURAL CONSUMERS

Past	Present
Simple living	Consume while it lasts
Simplicity	Status driven
Centralize purchase decision	Democratic Purchase decision
Patience	Expediency
Security	Risk taking
Poverty stricken choices	urban choices

Factors responsible for growth and attractiveness of rural markets

Today, marketing in unorganised sector of consumer products, durable products, automobile products, telecommunication and financial services along with agricultural inputs in rural areas. Marketing in this sector is in its developmental phase and future market for the survival of most of the companies. The reason behind this change is there socio - economic changes (lifestyle, habits and tastes, economic status). Literacy level (25% before independence – more than 65% in 2001)*. Infrastructure facilities (roads, electricity, media)

- Increase in income
- Increase in expectations
- Huge potential of unorganised market is now visible

Now marketing in this sector represents the emergent distinct activity of attracting and servicing unorganised markets, fulfil the needs and wants to persons, households and occupations of rural people.

Trend toward Marketing and Consumerism:

Consumer protection has historically not given in India especially in rural market. But due to changing the scenario of rural market government has recently attempted to set up consumer forums. The growing number of rural people working in urban India, but continuing to live in their villages, has brought an item of conspicuous consumption into the village. This is supplemented by villagers who have migrated to urban India, but visit their village during holidays with gifts for their family and friends. This has stoked the curiosity of hitherto satisfied villagers. The rural consumer though not dissatisfied with his shopping basket, is now ready to buy products that does not view as basic necessities, or as essential to everyday life. The new consumer is born and growing day by day.

N-Logue communication has been set up by the telecommunication and computer network(Tenet) of I.I.T., a group which is dedicated to evolving technically superior and cost effective solution for a country like India. n-Logue is a business providing internet, voice, e governance, and other rural services through a network, which has revolutionized the rural consumer buying behaviour by providing the easy availability of most of the services of rural people at their home, which was impossible due to geographical heterogeneity.

Rural Marketing is growing at a far greater speed than its urban counterpart, the reason behind is that to name a few companies like Colgate, Eveready batteries, LG Electronics, Phillips ,Airtel, Life Insurance Corporation, Britannia, Hero and Honda are trying to seep in rural markets.

Increase in literacy and education- Rise in literacy and educational level among rural people and the resultant inclination to lead sophisticated lives also has a bearing in boosting their purchasing power.Thus there exists tremendous potential in rural India and the companies are coming forward to harness it for the prospects of marketing their products and services. Thus, making a dash to the hinterland is enabling the companies to make up for the sluggish urban demand.

Tax benefit on agricultural products- One of the big reason for the rising disposable incomes of villages is that agricultural income is not taxed and another reason is good monsoon during the past 10 years have raised farmers' incomes. Non-farm sectors now account for almost 50% of total rural incomes. It's a market that corporate cannot afford to ignore it.

Attractiveness to Corporates

Due to cut throat competition in the Urban Markets Rural market is largely unexplored and untapped Rural Market becomes attractive to corporates The Rural Market is being seen as a growing opportunity mainly because of the following – Rural Demand is growing rapidly Purchasing power has increased There would be opportunities for new entrants as compared to urban population being loyal to specific brands.

Today, rural marketing is marketing of consumer product, durable products, automobile products, telecommunication and financial services along with agricultural inputs in rural areas. Rural marketing is in its developmental phase and future market for the survival of most of the companies. The reason behind this change is there:Socio - economic changes (lifestyle, habits and tastes, economic status). Literacy level (25% before independence – more than 65% in 2001)*. Infrastructure facilities (roads, electricity, media)

- . Increase in income
- . Increase in expectations
- . Huge potential of rural market is now visible

Now rural marketing represents the emergent distinct activity of attracting and servicing rural markets, fulfil the needs and wants to persons, households and occupations of rural people.

Trend toward Marketing and Consumerism- Consumer protection has historically not given in India especially in rural market. But due to changing the scenario of rural market government has recently attempted to set up consumer forums. The growing number of rural people working in urban India, but continuing to live in their villages, has brought an item of conspicuous consumption into the village. This is supplemented by villagers who have migrated to urban India, but visit their village during holidays with gifts for their family and friends. This has stoked the curiosity of hitherto satisfied villagers. The rural consumer though not dissatisfied with his shopping basket, is now ready to buy products that does not view as basic necessities, or as essential to everyday life. The new consumer is born and growing day by day.

N-Logue communication has been set up by the telecommunication and computer network (Tenet) of I.I.T., a group which is dedicated to evolving technically superior and cost effective solution for a country like India. n-Logue is a business providing internet ,voice, e governance, and other rural services through a network, which has revolutionized the rural consumer buying behaviour by providing the easy availability of most of the services of rural people at their home, which was impossible due to geographical heterogeneity.

Rural Marketing is growing at a far greater speed than its urban counterpart, the reason behind is that to name a few companies like Colgate, Eveready batteries, LG Electronics, Phillips ,Airtel, Life Insurance Corporation, Britannia, Hero and Honda are trying to seep in rural markets.

Increase in Literacy and Education-Rise in literacy and educational level among rural people and the resultant inclination to lead sophisticated lives also has a bearing in boosting their purchasing power. Thus there exists tremendous potential in rural India and the companies are coming forward to harness it for the prospects of marketing their products and services. Thus, making a dash to the hinterland is enabling the companies to make up for the sluggish urban demand. Tax benefit on agricultural products- One of the big reason for the rising disposable incomes of villages is that agricultural income is not taxed and another reason is good monsoon during the past 10 years have raised farmers' incomes. Non-farm sectors now account for almost 50% of total rural incomes. It's a market that corporate cannot afford to ignore it. Attractiveness to Corporate- Due to Cut Throat competition in the Urban Markets Rural market is largely unexplored and untapped Rural Market becomes attractive to Corporates The Rural Market is being seen as a growing opportunity mainly because of the following – Rural Demand is growing rapidly Purchasing power has increased There would be opportunities for new entrants as compared to urban population being loyal to specific brands.

Conclusion

The total trend in India is undergoing a massive change the reason that, the customers of unorganised sector are now days have good potential and capacity to purchase the branded products of their wants. The of increasing level of their incomes along with several motivating

factors like Media, promotion, direct sales(Amway),improved infrastrure facilities, easy availability of transportation, availability of ATM, kisan credit card, increasing level of education awareness and employment are the big reasons to changing their buying behaviour. Highly involvement of corporate like BSNL, LG, HUL AIRTEL and ITC have revolutionised the marketing trend of unorganised in India. Apart from this up till now unorganised sector is the untapped sector with high potential. Companies like Airtel by providing the facility of money transfer by mobile has given a wonder full opportunity to the rural customers to enjoy the various services like paying the bills of electricity, booking the train ticket, transfer of the cash and online booking of the goods same like urban customers and can simply enjoy through their mobiles.

Reference

1. Ahmed Feroz et.al. (2009), Not so durable”, Business World, 28-32. Action, G. S. (2003). Measurement of Impulsivity in a Hierarchical Model of Personality Traits: Implications for Substance Use. *Substance Use & Misuse*, 38, pp. 67-83.
2. Adelaar, T., Chang, S., &Lancendorfer, et.al. (2003). Effects of media formats on emotions and impulse buying intent. *J. Inform. Technol.* 18(4), pp.247–266.
3. Ajzen, I. (1988). Attitudes, personality, and behaviour, Chicago, IL, Dorsey Press. Black, D.W., (2007).A review of compulsive buying disorder. *World Psychiatry* 6, pp.14–18
4. Cobb, Cathy J. and Wayne D. Hoyer. (1986). Planned versus impulse purchase behaviour. *Journal of Retailing*, 62(Winter), pp.384–409.
5. Cosmos, S.C.(1982).Lifestyles and consumption patterns .*Journal of Consumer Research*, Vol. 8, pp. 453-5
6. D'Antoni Jr JS, Shenson HL. (1973). Impulse buying revisited. A behavioural typologyRetail; 49 pp.63–76
7. Chand S & company, (2011) *Indian Economy* New Delhi.
8. C.Rajendra KumarSanjay, S.Kaptan (2006),”Rural Marketing: New Dimension”, Adhyayan Publishers & Distributors, New Delhi.
9. Dittmar, H. (2005). Vulnerability factors and processes linking sociocbody image. *Journal of Social and Clinical Psychology*, 24, pp.1081-1087
10. Doval Pankaj (2009),”Car, bike cos take a rural turn”, *The Times of India*.
11. Gupta V.(1973), “Changing agriculture and marketing of consumer goods” in new opportunities in changing agriculture, IIM Ahmadabad, Jan., pp61-75.
12. Hunderekar S.G. (1995),”Management of Rural Sector”, New Delhi: Mittal Publications
13. Jha M. (1988), “Rural marketing Some Conceptual Issues”. *Economic and Political Weekly*.
14. Kaur Manpreet, (2013), “A Case Study on Hindustan Unilever Limited”*International Journal of Applied Research and Studies (iJARS)* ISSN: 2278-9480, Volume 2, Issue 6.
15. Krishnamacharyulu C.S.G. and ramakrishnan(2008), “Rural Marketing”Text and cases, Dorling kindersly,(India)Pvt Ltd.

The Status of Women Workers in the Unorganized Sector

Tauffiqu Ahamad* Jitendra Kumar Pandey** Anil Kumar Mishra***

* Institute Research Fellow, Department of Humanities and Social Sciences, Motilal Nehru
National Institute of Technology Allahabad

**Research Scholar Department of Political Science, University of Allahabad

*** Research Scholar Department of Political Science, University of Allahabad

Abstract

The status of women in India has been subject to many great changes over the past few millennia. From equal status with men in ancient times through the low points of the medieval period, to the promotion of equal rights by many reformers, the history of women in India has been eventful. Evaluating, promoting and monitoring the status of women are the need of the day for many cogent and pressing reasons. The prime reason is that the well being of a household is centered on the welfare and status enjoyed by women. When the status of women is improved, it enhances the quality of human resources available for development. In modern India, women have adorned high offices in India including that of the President, Prime minister, Speaker of the Lok Sabha, and Leader of Opposition and so on.

Since the times immemorial, worth of the work done or services rendered by women has not been recognized. India is a multifaceted society where no generalization could apply to the entire nation's various regional, religious, social, and economic groups. Nevertheless, certain broad circumstances in which Indian women live affect the ways they participate in the economy. Indian society is extremely hierarchical with virtually everyone ranked relative to others according to their caste (or caste-like group), class, wealth, and power.

Keywords: Status of Women, unorganized sector, welfare, multifaceted society, regional, religious, social, and economic groups.

Introduction

The labor market in the developing countries is markedly different from that in the developed countries. The most striking feature of labor markets in the developing countries is its non homogeneous character. The labor markets in these two worlds differ in their sectoral composition with the vast majority of employment being in the non-agricultural sectors in the developed world whereas the developing world is still predominantly agricultural. The status of the vast majority of workers in the developed countries is of wage and salary earners, whereas in the developing countries there is a predominance of self employment. This non-homogeneous character of the labor markets in developing countries also implies that the nature of employment

and the manner in which it is created is different in the two worlds. "Almost all the employment in developed economies is created within the recognized institutional framework as the economic agents which create these jobs operate within the existing laws and regulation". These economic agents are the government, and private enterprises, including non-corporate entities, and the employment thus created is governed by the prevailing labor laws and regulations. In contrast, in the developing countries the vast majority of the population is left to fend for itself and create employment out of its own ingenuity, skills and capital. This leads to vast differences in the nature of employment and the creation of a dualistic structure of "formal" and "informal" components of the labor markets. The reasons for the growth of the informal sector are important from the point of view of developing policies. Whatever may be the reason, the growth of the informal sector in the emerging labor markets is inevitable. Women's employment in the informal sector is also likely to rise due to various reasons. With the adoption of the structural adjustment programme, women tend to lose ground in the formal sectors of the economy. Stagnating and falling incomes of households due to poor performance of the economy also lead to increased entry of women into the labor markets. According to India's constitution, women are legal citizens of the country and have equal rights with men (Indian Parliament). Because of lack of acceptance from the male dominant society, Indian women suffer immensely. Women are responsible for bearing children, yet they are malnourished and in poor health. Women are also overworked in the field and have to complete all the domestic work. Most Indian women are uneducated. Although the country's constitution says women have equal status to men, women are powerless and are mistreated inside and outside the home. The process of globalization, export-oriented industrialization and relocation of industries from the developed to the developing countries also lead to the increase in the employment in the informal sector. Women's employment is often favored in many of these industries.

Employment in the Informal Sector

The broader concept of "informal employment" was defined by the 17th ICLS as all informal jobs, whether carried out in formal sector enterprises, informal sector enterprises or households - "employees are considered to have informal jobs if their employment relationship is, in law or in practice, not subject to labor legislation, income taxation, social protection or entitlement to certain employment benefits". Informal employment comprises of the Persons employed in the informal sector including:

- ❖ Own-account (self-employed) workers in their own informal enterprises;
- ❖ Employers in informal enterprises;
- ❖ Employees of informal enterprises;
- ❖ Contributing family workers working in informal sector enterprises; and
- ❖ Members of informal producers' cooperatives

Review of Literature

A review of the previous studies on the status of women workers in the unorganized sector is necessary to know the areas already covered. This will help to find out new areas hither to unexplored and to study them indepth.

The important studies are as follows:

Cauvery et. al. (1993) in their article “Gender Poverty Nexus in Informal Sector”, had analyzed the awful condition of women laborers in the unorganized sector. The general objectives of the study were to determine whether gender poverty nexus exists among female domestic servants to analyse market forces behind its existence to study the institutional causal factor if any and to investigate the supply and demand factors accounting for its continuance. **Girija (1995)** in her study “Status of Women Workers in Madras City” has attempted to understand the status of women construction workers in Madras city. The primary purpose of this study is to gain some insights into the lives and working conditions of women construction workers, their socioeconomic background and the way they are subjected to. The study found out that the majority of workers had no proof of any employment, the wage rates are the lowest for women labour, they were not provided any amenities, the living conditions of workers in general were worse, and women were not given opportunities to improve their skills. **Renana Jhavala (1995)** in this paper “Strategies for Survival” has described the strategies that would empower the women in the people’s sector and bring them in the mainstream of economic reforms and development. The author also points out that women get economically stronger and as their employment, income and social security improve they will be a powerful force in contributing to the economic development of India. **Manonmoy (1995)** in her analytical study on the problems of women labour has examined in details the “Problems and Prospects of Women Labour in India”. The progress of women in India is mostly their multifarious domestic work, family responsibility, illiteracy and restrictions imposed on them by the society to which they belong.⁵

Neetha Tapan (1995) made an attempt to study “Women Labor in Unorganized Sector in India.” The study reveals the position of women in this sector. According to him most of the women in India are working in the unorganized sector. Working in the unorganized sector means working without legal protection without job security and low wages.

Joseph Raj (1996) in his article “Women Worker Participation in India” says that in the last three decades women’s work participation rate in the country as a whole has been significantly lower than that of man. This is influenced by demographic factors. In India agriculture accounts for 65 percent of total employment of which the women’s share is 82 percent.

Tripathy (1996) in this article “Unorganized Women Workers – the way ahead”, points out that the activities of informal sector in which women are employed in large number and ignorance, seasonal nature of employment, heavy physical work are some of the commonalities of informal women workers.

The author stresses that the need of the hour is to educate and organize the unorganized women laborers.

Navin Chandra (1996) in his paper “The Organizing Question and the Unorganized Labor” Organizing the unorganized workers” points out that over 90 percent of the work force lack the power of organization. The unorganized sector constitutes 91.5 percent while the organized labour comprises

8.5 percent of the labour force. The author also points out that 95.8 percent of the female labor force is employed in the organized sector. The author also examines various models in economic theory and their implications for unionization.

Lakshmy Devi (1997), the study by "Determinants of Labor Force Participation among Women in Kerala Some Evidence from a Micro- Level Study", attempts to explain the female labor force participation at the micro level, its characteristics and all relationships that affect women and their efforts.

Objectives of the Study

- ❖ To highlight the plight of women work force in the unorganized sector
- ❖ To know the scope for women employment.
- ❖ To bring out the problems and prospects of women workers in the unorganized sector
- ❖ To analyze the social and economic impact of women workers in the unorganized sector

Research Methodology

The study is based on secondary sources. The secondary sources of data have been collected from various books, journals, periodicals, reports of both private and government organizations.

Conceptual Definitions

Unorganized Sector: "The unorganized sector consists of all unincorporated private enterprises owned by individuals or households engaged in the sale and production of goods and services operated on a proprietary or partnership basis and with less than ten total workers".

Unorganized workers: "Unorganized workers consist of those working in the unorganized sector or households, excluding regular workers with social security benefits provided by the employers and the workers in the formal sector without any employment and social security benefits provided by the employers".

"Unorganized non-agricultural sector" consists of all unincorporated private non-agricultural enterprises owned by individuals or households engaged in the production and sale of non-agricultural goods and services and operated on a proprietary or a partnership basis and employing less than ten persons.

"Unorganized non-agricultural worker" means a self employed nonagricultural worker, a home worker or a wage worker employed or engaged in the unorganized non-agricultural sector.

"Unorganized non-agricultural worker" means an unorganized nonagricultural sector worker and also includes workers in the organized nonagricultural sector not protected by the existing laws relating to conditions of work and/or social security.

Informal Economy: The informal sector and its workers plus the informal workers in the formal sector constitute the informal economy.

Development of Women in India

There is no doubt that India is in the midst of a great revolution in the history of women. The evidence is everywhere; the voice of women is increasingly heard in Parliament, courts and in the streets. While women in the West had to fight for over a century to get some of their basic

rights, like the right to vote, the Constitution of India gave women equal rights with men from the beginning. Unfortunately, women in this country are mostly unaware of their rights because of illiteracy and the oppressive tradition. Names like Kalpana Chawla: The Indian born, who fought her way up into NASA and was the first women in space, and Indira Gandhi: The Iron Woman of India was the Prime Minister of the Nation, Beauty Queens like Aishwarya Rai and Susmita Sen, and Mother Teresa are not representative of the condition of Indian women.

Education and Economic Development

Though it is gradually rising, the female literacy rate in India is lower than the male literacy rate. Compared to boys, far fewer girls are enrolled in the schools, and many of them drop out. According to the National Sample Survey Data of 1997, only the states of Kerala and Mizoram have approached universal female literacy rates. According to majority of the scholars, the major factor behind the improved social and economic status of women in Kerala is literacy. Under Non-Formal Education programme (NFE), about 40% of the centres in states and 10% of the centre's in UTs are exclusively reserved for females. As of 2000, about 0.3 million NFE centre's were catering to about 7.42 million children, out of which about 0.12 million were exclusively for girls. In urban India, girls are nearly at par with the boys in terms of education. However, in rural India girls continue to be less educated than the boys.

Women Employment in India

India's economy has undergone a substantial transformation since the country's independence in 1947. Agriculture now accounts for only one-third of the gross domestic product (GDP), down from 59 percent in 1950, and a wide range of modern industries and support services now exist. In spite of these changes, agriculture continues to dominate employment, employing two-thirds of all workers. India faced economic problems in the late 1980s and early 1990s that were exacerbated by the Persian Gulf Crisis. Starting in 1992, India began to implement trade liberalization measures. The economy has grown-the GDP growth rate ranged between 5 and 7 percent annually over the period and considerable progress has been made in loosening government regulations, particularly restrictions on private businesses. Different sectors of economy have different experiences about the impact of the reforms. In a country like India, productive employment is central to poverty reduction strategy and to bring about economic equality in the society.

Although most women in India work and contribute to the economy in one form or another, much of their work is not documented or accounted for in official statistics. Women plow fields and harvest crops while working on farms, women weave and make handicrafts while working in household industries, women sell food and gather wood while working in the informal sector. Additionally, women are traditionally responsible for the daily household chores (e.g., cooking, fetching water, and looking after children).

Although the cultural restrictions women face are changing, women are still not as free as men to participate in the formal economy. In the past, cultural restrictions were the primary impediments to female employment now however; the shortage of jobs throughout the country contributes to

low female employment as well. The Indian census divides workers into two categories: "main" and "marginal" workers. Women account for a small proportion of the formal Indian labor force, even though the number of female main workers has grown faster in recent years than that of their male counterparts.

Status of Women in India

Highlights the fact that the status of women has raised over the period both in terms of education and employment. The Male – Female Gap in Literacy Rate has been reduced considerably which reveals the fact that doors is wide open for the female to get educated. With regards to the work participation, the participation of middle aged female is more and appreciable. Employment by Industry and Gender reveals that the female participation is more in case of Community, Social, and Personal Services. The informal employment rate is more comparing to the formal sector that too is more in case of Agriculture sector.

Economic Impact of Women Workers of Unorganized Sector

It is known from the survey that the women in tiles industries have topped in earning income and buying Household articles, Fishnet industries and coir industries have more score for both earning income and spending. Women of gloves industries have more earnings and spending than other variables and the women from brick industries also have more earnings and spending. Therefore it is concluded that the women who work in the unorganized sector were able to earn more and were prepared to spend more.

Social Impact of Women Workers of Unorganized Sector

Freedom, Knowledge, improved Self image, change in the Standard of living, Life style, Positive attitude, Social Participation, Decision making ability, Fellowship with others, Self Confident , Communication skill, Leadership qualities, Public Participation, Skill development, Responsibilities in the society, Self awareness, Domestic violence, Responsibilities in the working place, Bargaining and negotiating power, Problem solving capacity, Leisure time, Responsibilities at home, Superstiousness and Work load. The items are arranged as per Paired Sign test. The women still have Superstiousness and have not bothered about the hard work though they possess improved standard of living and other traits in their lives.

Female Workforce Participation

Women workforce constitutes an integral part of total workforce in India. On 31st march 2004, women constituted 19 per cent of the total workforce. The participation of women in the labor force has always been lower than that of men, in the rural as well as urban areas. The work participation rate for women has increased significantly. In 1981, work participation rate for women was only 19.67 per cent which increased up to 22.73 per cent in 1991 and 26.68 per cent in 2001. In the women workforce, women from rural areas are greater in number as compared to

the urban women. Amongst rural women workers, a majority is employed in agriculture and some are employed in cottage industries. In the urban areas, women workers are primarily employed in the unorganized sectors.

Women in the Informal Sector

The Resolution concerning Statistics of Employment in the Informal Sector, adopted by the Fifteenth International Conference of Labor Statisticians in 1993 defined the informal sector as the informal sector is regarded as a group of household enterprises or unincorporated enterprises owned by households that include informal own-account enterprises, which may employ contributing family workers and employees on an occasional basis; and enterprises of informal employers, which employ one or more employees on a continuous basis. The enterprise of informal employers must fulfill one or both of the following criteria: size of unit below a specified level of employment, and non-registration of the enterprise or its employees. This framework proposed by the ICLS Resolution allows countries to adapt the basic operational definition and criteria to their specific circumstances. In particular, flexibility is allowed with respect to the upper limit on the size of employment; the introduction of additional criteria such as non-registration of either the enterprise or its employees; the inclusion or exclusion of professionals or domestic employees; and the inclusion or exclusion of agriculture. Women are over-represented in the informal sector worldwide. The informal sector is the primary source of employment for women in most developing countries.

Wage Workers in the Unorganized Sector

Wage workers are persons employed for remuneration as unorganized workers, directly by employers or through agencies or contractors. Wage workers include casual and temporary workers, migrant workers, or those employed by households including domestic workers. Wage workers also include regular workers in the unorganized sector. Different groups of wage workers face different types/grades of vulnerabilities.

Self-employed Workers in the Unorganized Sector: These are persons who operate farm or non-farm enterprises or engage in a profession or trade, either on own account, individually or with partners, or as home-based workers. Own account workers include unpaid family workers also.

Unprotected Wage Workers in the Organized Sector: Unprotected workers in the organized sector are mainly in the categories of regular, casual and contract workers who remain unprotected because of non-compliance of the provisions of the existing laws. This is a growing segment in the organized sector.

Conclusion

The existence of a differential payment for labor markets services between men and women is taken as a universal phenomenon in almost all countries regardless of the nature and structure of the economic system. In the last two decades many countries have undertaken liberalization

programmes and have opened up their economies to the forces of globalization. Given the structural change ushered in by these economic reforms, an important policy question is the extent to which these have impacted on women. It is not implausible that reform policies may impact differentially because of gender differences in access to resources, household production activity, and labor markets attachment. The fact that the status of women has raised over the period both in terms of education and employment. The Male – Female Gap in Literacy Rate has been reduced considerably which reveals the fact that doors is wide open for the female to get educated. With regards to the work participation, the participation of middle aged female is more and appreciable. Employment by Industry and Gender reveals that the female participation is more in case of Community, Social, and Personal Services. The informal employment rate is more comparing to the formal sector that too is more in case of Agriculture sector.

References:

1. Girija P.L.T (1995), "Status of Women Workers in Madras City", ICSSR. Research Abstracts Quarterly, Vol. XXIV, No. 1 and 2, Jan – June, pp. 81-93
2. Renana Jhavala (1995), "Strategies for Survival", Social Welfare, Vol. 42, No. 5-6, Aug-Sept, pp.16 23.
3. Manonmony, N (1995), "Problems and Prospects of Women Labour in India", Southern Economist, January, pp. 17-18.
4. Neta Tapan (1995), "Women Labour in Unorganized Sector in India." Southern Economist, October 1, 1995, p. 7.
5. Joseph Raj (1996), "Women Worker Participation in India", Southern Economist, December 1 & 15, p.17
6. Tripathy, S.N. (1996), "Women Labor in Construction Sector; A Study in Orissa", Discovery Publishing House, New Delhi, pp. 105-122
7. Panduranga Reddy (1996), "Construction Workers", Yojana, Vol. 34 No.23, December, pp.16-31.
8. Karoline Davis (1997), "Status of Women Construction Site Workers" Women's Link, Vol. 3, No.1, Jan-March, pp. 14-21.
9. Veena Kumari (1998), "Socio – Economic Status of Women in India", Southern Economist, Vol. 37, No. 7, August, pp.3-6.
10. Gurumoorthy, T.R. (1998), "Women in Labour Force: Problem and Prospects", Kurukshtra, Vol.I, No.15, March, pp. 40-43.
11. Gajalakshmi (1998), "Problems and Prospective of Women Labour in India" Mohit Publications, New Delhi, pp. 1-270
12. Alka Srivasta (1999), "Violence against Women - The Rural Scene" Women's Link, Vol.5, No.1. January-March, pp.24-27.
13. Nirmala (2004), "The Changing Status of rural Women in India", Kisan World, Vol. 31, No.5, May, p. 27.
14. Aleyamma George (2004), "Status of Women and Education in India", The Hindecon, Vol. XIII, p. 64.
15. Priya R. Devi and Kumari (2004), "Women and Development in India" , Kisan World, Vol. 31, No.9, September, p.15.
16. Kumar and George Clement R (2005), "The Women in India", Kisan World, Vol.32, No. 6, June, p.17.
17. . Monimozhi and Kalpana M (2006), "The Women Labour in Rural Areas in India". Kisan World, Vol.33, No., 2, February, p. 49.

Women Entrepreneurship in Rural India and Sustainable Economic Development

*Krishna Mani Tripathi
Research scholar
Department of Economics, University of Allahabad

“The extent to which society gives equal protection to its women is a measure of its progress”
– Swami Vivekananda

Abstract

The paper indicates and emphasizes the women entrepreneurs as the potentially emerging human resource in the 21st century to overcome the economic challenges in global perspective. Women of 21st century is no more a traditional resource confined to homes only rather an educated, knowledgeable and innovative part of the overall population possessing the capacity to transform economies into thriving enterprises. Developing and developed nations have realized that developing women entrepreneurship is indispensable to flourish as economically dominant nation in the modern high-tech world.

In the recent past sustainable development of women has emerged as an important issue. In the present day scenario sustainable development of women is considered as a land mark of progress for any country; hence the economic sustainability of women is of at most importance to social scientists, economists, policy makers, reformers and NGO's. The self help groups have paved the way to the rural women for economic sustainability and independence. Majority of the rural women of SHGs are Micro – Entrepreneurs very few are associated with Small Scale Enterprises. Those women are not only developing with sustainable economy but also able to develop other women economically sustainable by providing job opportunities. The rural women entrepreneurs with the sustainable economic development are able to contribute to the family's, community's and the nation's development.

The present study deals with history of women's economic development, current context of women in SHGs, opportunities & constraints of women entrepreneurs. This paper tries to highlight the women's sustainable development is inevitable and possible with some helping hand.

I. Introduction

“When women move forward, the family moves, the village moves and the nation moves” These words of Pandit Jawaharlal Nehru is the central theme in the socio-economic paradigm of the country as it is an accepted fact that only when women are in the mainstream of progress can any economic and social development be meaningful (Saha and Banerjee, 2001).

Entrepreneurship has gained greater significance at global level under changing economic scenario. Global economy in general and Indian economy in particular is poised for accelerated growth driven by entrepreneurship. An entrepreneur is a person who is able to look at the environment, identify opportunities to improve the environmental resources and implement action to maximize those opportunities.

The women are under increasing scrutiny even at the dawn of the 21st century. Women constitute half the world’s population still majority of the women do not have equal access to land, credit, technology, education, employment and political power. In every society, women play critical roles in the family and outside. In nut shell, women have a profound and pervasive effect on the health and happiness of their families, communities and local ecosystem. Therefore, inequalities that are detrimental to them be it to their physical and mental health, income-earning ability, education and a decision making power, to name just a few, are detrimental as well to society at large and to the environment (Gupta, 2000).

Entrepreneurship has been globally felt as a developmental & progressive idea for business world. Scott, (1986). Therefore entrepreneurship is considered as vital ingredient for not only globalization but at the same time for creating diverse opportunities for future potential performers. Mitra, (2002). To exploit the human resource to their optimum potential is one of the greatest challenges faced by innumerable business organizations in the contemporary economic world, where progress is quantified and consumed as an entity. Brush, (1992).

Entrepreneurship is not just confined to any one gender now rather due to multi-faceted economic pressures women have turned up & realized that the survival of their families & their own potential lies only in working side by side with men. (Marlow, 2002).

Education of woman have no doubt given them immense confidence & encouragement to serve & discover new business avenues. However the ground realities do differ to a great extent as far as geographical boundaries are concerned.

Women’s development is directly related to nation’s development. Therefore sustainable development of Women’s resources, their abilities, interests, skills and other potentialities are of paramount importance for the mobilization and development of human resources. The development of women is an integrated and unified concept, stretching across economic, social and cultural fields (Mehta and Sethi 1997).

II. Objectives Of The Study

The need of more women entrepreneurs has to be studied for two reasons, the first one is that women entrepreneurship is an important untapped source of economic growth and the second

reason is that the women entrepreneurs create new jobs for themselves and others; they can provide different solutions to management, organization and business problems.

The present study aims at fulfilling the following objectives.

1. To study the profile of women entrepreneurs.
2. To explore the difficulties of women entrepreneurs in rural India
3. To suggest measures for uplifting the status of women entrepreneurs

III. Methodology

This paper and the researcher has adopted the method of reviewing different research articles, research journals, and case studies, to collect data about entrepreneurship and woman entrepreneurship which is consequently incorporated as a concept paper drafted by the researcher.

IV. Rural Women Entrepreneurship

The growth of the economies of many countries is due to the increasing participation of women in entrepreneurial activities. It is because of guidance and counseling extended to the women in SHGs to unearthen their hidden entrepreneurial capabilities by providing skills, knowledge, adoptability and sensitizing them towards socio-economic status in the society. A woman who can accept challenges, adventures and an urge to become economically independent can transform into an 'Entrepreneur'. A woman entrepreneur can contribute positive values to the family, community and the society. Globally women are indulging from teaching to technical areas. In India by breaking the glass ceiling women entrepreneurs are developing and intruding into the male dominated arena as garment manufactures, farm owners, business women with many commodities, establishing firms like, tiffin centers, milk centers, petty shops etc.

The most appropriate definition of entrepreneurship that would fit into the rural development context is the one which defines entrepreneurship as: "a force that mobilizes other resources to meet unmet market demand", "the ability to create and build something from practically nothing", "the process of creating value by pulling together a unique package of resources to exploit an opportunity". However, the existing generation of entrepreneurship also is passing through the transition period. They experience financial resource limitation to promote or to develop a venture and there is also look of research and innovation to meet with marketing challenges.

Indian rural economy is also experiencing behavior of entrepreneurial. Aim of most farmers is to earn profits from farming as from any other business, if he determines the objectives. A farm business necessary requires deliberate decision and proper investment, after assessing risk and available resources to maximize profit. Therefore, entrepreneurship is not simply adoption of new activity but it is transformation of a person from traditional to modern India. Organizations will face seven trends in the next decade as they fight to survive, grow and remain competitive.

- Speed and uncertainty will prevail.
- Technology will continue to disrupt and enable.
- Demographics will dictate much of what happens in business.
- Loyalty will erode.
- Work will be done anywhere, anytime.
- Employment as we know it will disappear.

The basic entrepreneurial principles should be applied to rural development. This would result in:

- Better distribution of farm produce resulting in the rural prosperity.
- Entrepreneurial occupation rural for youth resulting in reduction of disguised employment and alternative occupations for rural youth.
- Formations of big cooperatives like Amul for optimum utilization of farm produce.
- Optimum utilization of local resource in entrepreneurial venture by rural youth.

V. Advantages Of Women Entrepreneurship

Sustainable development of women especially rural women is not so easy but it is a challenge. Micro entrepreneurship is an answer to this challenge. Like a Telugu Proverb “Chukka Chukka Sammudramainattu” (water drops will collect as sea) micro entrepreneur is like a water drop will add to the nation’s economy to solve the nation’s unemployment and other advantages like.

- Develop individual economic independence.
- Enhance the personal and social capabilities like
- Create awareness
- Develop social net working
- Enhance the self confidence
- Improve the standard of living
- Urge to achieve
- Dare to participate in political affairs
- Economic empowerment
- Able to participate in decision making activities.
- Solve the problems of rural women and the village.

Contemporary trends in business world have increased the fertility rate for entrepreneurship development globally. Large organizations lead to challenging situations in all spheres therefore small & medium scale enterprises are encouraged to open up new business avenues with new and diversified products and services to satisfy the consumer needs by cutting costs at the same time. Delmar, carter and Jones, (2000).

Motivational factors influencing woman to join the leading group of entrepreneurs are of two types. One is entrepreneurship by choice, and the other is entrepreneurship by necessity.

- a) Women become entrepreneurs by choice due to the following factors:
- To materialize their idea into a capital
 - For their empowerment and freedom
 - To prove their worth among their male family members
 - To establish their own rules for their work
 - To overcome the deficiencies they faced during their job experience
 - A long term standing desire to own their own company
 - Working for someone else did not appeal to them
- b) *By necessity they are motivated to be entrepreneurs are:*
- To improve the quality of life of their children
 - To share the family economic burden
 - To adjust and manage household and business life successfully on their own terms
 - Due to the death or sickness of their husband
- c) Other than these motivational factors some secondary motivations also exist among women entrepreneurs.
- Women want fair treatment and improved compensation
 - Prior industry & work experience as a very important factor in determining their startups success.
 - Women believe more than man that prior experience is crucial
 - Many women believe that a track record is particularly valuable under these conditions because it demonstrates their confidence.

VI. Problems Being Faced By Women Entrepreneurs in Rural Areas

Several studies around the world have been carried out which throw light on the challenges faced by women entrepreneurs. Though the three major stages in the entrepreneurial process – of creating, nurturing and nourishing – are the same for men and women, there are however, in practice, problems faced by women, which are of different dimensions and magnitudes, owing to social and cultural reasons. The gender discrimination that often prevails at all levels in many societies impact the sphere of women in industry too, and a cumulative effect of psychological, social, economic and educational factors act as impediments to women entrepreneurs entering the mainstream.

Due to gender discrimination girls are socialized differently controlled by social norms, morals, beliefs, practices without any rights and decision making powers. Because of these reasons women entrepreneurs are facing many constraints like lack of confidence, dual roles, rigid and male dominated market conditions etc.

Some of the important barriers faced by women are discussed below:

- A. Access to Finance:** - Access to finance is a key issue for women. Accessing credit, particularly for starting an enterprise, is one of the major constraints faced by women entrepreneurs. Women often have fewer opportunities than men to gain access to credit for various reasons, including lack of collateral, an unwillingness to accept household assets as collateral and negative perceptions of female entrepreneurs by loan officers. In addition to this, women entrepreneurs in developing countries continue to suffer from poor overall assets, poor enforcement of financial rights and the existence of unequal inheritance rights and consequently poor access to community and social resources. Gender-based obstacles – conventional thinking, cultural and social values, and lack of collateral – all aggravate the difficulties faced by women.
- B. Access to Markets:** - The ability to tap into new markets requires expertise, knowledge and contacts. Women often lack access to training and experience in on how to participate in the market place and are therefore unable to market goods and services strategically. Thus, women-owned SMEs are often unable to take on both the production and marketing of their goods. In addition, they have often not been exposed to the international market, and therefore lack knowledge about what is internationally acceptable. The high cost of developing new business contacts and relationships in a new country or market is a big deterrent and obstacle for many SMEs, in particular women-owned businesses. Women may also fear or face prejudice or sexual harassment, and may be restricted in their ability to travel to make contacts.
- C. Access to Training:** - Women have limited access to vocational and technical training in South Asia. In fact, women on average have less access to education than men, and technical and vocational skills can only be developed on a strong foundation of basic primary and secondary education. South Asia is characterized by low enrolment among women in education, high dropout rates and poor quality of education. When training is available, women may be unable to access it because it is held at a time when they are meeting family responsibilities, or the content and method of delivery may not be appropriate. Besides, most technical trainings that are offered to girls at the post-school levels, in the women polytechnic for instance are limited to traditional careers, such as secretarial practice, dress designing, etc. Thus, the exclusivity of training acts as limiting factor itself.
- D. Access to Networks:** - Women have fewer business contacts, less knowledge of how to deal with the governmental bureaucracy and less bargaining power, all of which further limit their growth. Since most women entrepreneurs operate on a small scale, and are generally not members of professional organizations or part of other networks, they often find it difficult to access information. Most existing networks are male dominated and sometimes not particularly welcoming to women but prefer to be exclusive. There are hardly any women-only or women-majority networks where a woman could enter, gain confidence and move further. Lack of networks also deprives women of awareness and exposure to good role

models. Few women are invited to join trade missions or delegations, due to the combined invisibility of women-dominated sectors or sub sectors and of women as individuals within any given sector.

- E. Access to Policymakers:** - Most women have little access to policymakers or representation on policymaking bodies. Large companies and men can more easily influence policy and have access to policymakers, who are seen more as their peers. Women tend not to belong to, and even less reach leadership positions in, mainstream business organizations, limiting their input into policymaking through lobbying. Women's lack of access to information also limits their knowledgeable input into policymaking.
- F. Traditional Views on the Role of Women in the Society:** - One characteristic that clearly distinguishes most businesswomen from their male counterparts is the added responsibility society often puts upon them in their roles as mothers and wives. The time taken up and the emotional burden created by these dual role responsibilities often interfere directly with the conduct of business for women in ways that do not apply to the majority of men in South Asia. The often-prevailing attitude that the women's place is at home and that her first priority is to look after the home and family constrain many married women from venturing into entrepreneurship. Because of this patriarchal bias and role prescriptions, ambition, self-confidence, innovativeness, achievement motivation and risk-taking ability, which are essential for an entrepreneurial career, are inhibited. Women entrepreneurs also face restrictions hampering their mobility.
- G. Statistical Invisibility:** - Most countries do not collect statistics on the sex composition of business owners or operators. Indeed, statisticians would argue that such statistics are methodologically problematic because many businesses have multiple owners and operators, some of whom might be men and some women. In the Asia-Pacific region, for example, only Australia currently undertakes a survey of entrepreneurs, while the Philippines are planning to collect data on the sex composition of business operators. Although few general statistics on the sex composition of business owners and operators are available, a number of comparative studies of women-owned and men-owned or operated businesses show quite distinct differences.

VI. Steps Taken By Government To Improve Position Of Women Entrepreneurs

Keeping in view the contribution of small business to employment generation, balanced regional development of the country, and promotion of exports, the Government of India's policy thrust has been on establishing, promoting and developing the small business sector, particularly the rural industries and the cottage and village industries in backward areas. Governments both at the central and state level have been actively participating in promoting self-employment opportunities in rural areas by providing assistance in respect of infrastructure, finance, technology, training, raw materials, and marketing. Some of the support measures and programmes meant for the promotion of small and rural industries are discussed below:

- **NATIONAL BANK FOR AGRICULTURE AND RURAL DEVELOPMENT (NABARD)** :- NABARD was set up in 1982 to promote integrated rural development. Since then, it has been adopting a multi-pronged, multi-purpose strategy for the promotion of rural business enterprises in the country. Apart from agriculture, it supports small industries, cottage and village industries, and rural artisans using credit and non-credit approaches. It offers counseling and consultancy services and organises training and development programmes for rural entrepreneurs.
- **THE RURAL SMALL BUSINESS DEVELOPMENT CENTRE (RSBDC)** It is the first of its kind set up by the world association for small and medium enterprises and is sponsored by NABARD. It works for the benefit of socially and economically disadvantaged individuals and groups. It aims at providing management and technical support to current and prospective micro and small entrepreneurs in rural areas. Since its inception, RSBDC has organised several programmes on rural entrepreneurship, skill up gradation workshops, mobile clinics and trainers training programmes, awareness and counselling camps in various villages of Noida, Greater Noida and Ghaziabad.
- **NATIONAL SMALL INDUSTRIES CORPORATION (NSIC)** This was set up in 1955 with a view to promote aid and foster the growth of small business units in the country. This focuses on the commercial aspects of these functions.
 - a) Supply indigenous and imported machines on easy hire-purchase terms.
 - b) Procure, supply and distribute indigenous and imported raw materials.
 - c) Export the products of small business units and develop export-worthiness.
 - d) Mentoring and advisory services.
 - e) Serve as technology business incubators.
 - f) Creating awareness on technological up gradation.
 - g) Developing software technology parks and technology transfer centres.

A new scheme of performance and credit rating“ of small businesses is implemented through National Small Industries Corporation (NSIC) with the twin objectives of (i) sensitising the small industries about the need for credit rating and (ii) encouraging the small business units to maintain good financial track record.

- **SMALL INDUSTRIES DEVELOPMENT BANK OF INDIA (SIDBI):-** This has been set up as an apex bank to provide direct/indirect financial assistance under different schemes, to meet credit needs of small business organisations. It coordinates the functions of other institutions in similar activities; recommend measures considered necessary for improving the productivity of small enterprises in the informal sector; generate more employment opportunities on a sustainable basis, particularly in the rural areas and enhance the competitiveness of the sector in the emerging global environment.

- **RURAL AND WOMEN ENTREPRENEURSHIP DEVELOPMENT (RWED):-**
The Rural and Women Entrepreneurship Development programme aims at promoting a conducive business environment and at building institutional and human capacities that will encourage and support the entrepreneurial initiatives of rural people and women. RWE provides the following services:
 - Creating a business environment that encourages initiatives of rural and women entrepreneurs.
 - Enhancing the human and institutional capacities required to foster entrepreneurial dynamism and enhance productivity.
 - Providing training manuals for women entrepreneurs and training them.
 - Rendering any other advisory services.

- **WORLD ASSOCIATION FOR SMALL AND MEDIUM ENTERPRISES (WASME):-** It is the only International Nongovernmental Organisation of micro, small and medium enterprises based in India, which set up an International Committee for Rural Industrialisation. Its aim is to develop an action plan model for sustained growth of rural enterprises.
Apart from these, there are several schemes to promote the non-farm sector, mostly initiated by the Government of India. For instance, there are schemes for entrepreneurship through subsidised loans like Integrated Rural Development Programme (IRDP), Prime Minister Rojgar Yojana (PMRY), schemes to provide skills like Training of Rural Youth for Self Employment (TRYSEM), and schemes to strengthen the gender component like Development of Women and Children in Rural Areas (DWCRA).

- **SCHEME OF FUND FOR REGENERATION OF TRADITIONAL INDUSTRIES (SFURTI) :-** To make the traditional industries more productive and competitive and to facilitate their sustainable development, the Central Government set up this fund with Rs. 100 crores allocation to begin within the year 2005. This has to be implemented by the Ministry of Agro and Rural Industries in collaboration with State Governments. The main objectives of the scheme are as follows:
To develop clusters of traditional industries in various parts of the country;
To build innovative and traditional skills, improve technologies and encourage public-private partnerships, develop market intelligence etc., to make them competitive, profitable and sustainable; and to create sustained employment opportunities in traditional industries.

- **THE DISTRICT INDUSTRIES CENTERS (DICS):-** The District Industries Centers Programme was launched on May 1, 1978, with a view to providing an integrated administrative framework at the district level, which would look at the problems of industrialisation in the district, in a composite manner. In other words, District Industries Centers is the institution at the district level which provides all the services and support facilities to the entrepreneurs for setting up small and village industries.

- **ENTREPRENEURIAL POLICY:-** Policy to support the development of small, micro enterprises is an important part of the democratic governments' strategy to create better life. As per the policy micro enterprises are engaged with one or 5 employees usually the owner and her family. It is an informal, license free, business with turnover Rs.3,00,000/- per year. Trust, SHG women and micro finances are funding the micro enterprises. The major advantage of the sector has its employment potential at low capital cost. The micro, small and medium enterprises development (MSMED) Act 2006 seeks to facilitate the development of these enterprises and also enhance the competitiveness. Micro, small and medium industries policy 2008 also design for the same and to sustain the MSME sector. The policy extends the provisions to entrepreneurs like 15 per cent capital subsidy on the value of the plant and machinery, 20 per cent low tension power tariff till 36 months, 100 per cent subsidy on the net value of value added tax. Women entrepreneurs are eligible to get the required loan from the banks for 2 per cent less interest than the male entrepreneurs.

VII. Sustainable Development of SHGs Rural Women Entrepreneurship

The role of micro-credit is to; improve the socio economic status of women in households and communities. The micro entrepreneurship is strengthening the women sustainable development and removes the gender inequalities. Self Help Group's saving are extended as micro credit to its members to promote the micro and small scale enterprises to alleviate poverty and to provide sustainable economic development of the community. Women constitute 90 per cent of total marginal workers of the country Rural women are playing a direct and indirect role both in farm operations and domestic chores. Besides they are capable to manage the livestock activities with their savings and are able to increase the income levels of their families, and community. Now a day's rural women are achieving sustainable development by associating with the technical knowhow and are able to cope up with the changing scenario of the production field. By acquiring new skills they are able to setting their own enterprises for their sustainable development and also they are able to develop other women of their villages.

Majority of the SHG women of rural areas and urban areas are managing micro enterprises with livestock and domesticated activities because they can be managed with micro finances. Very few are associated with agriculture and its allied activities. It is evident that micro entrepreneurs will have continuous income and can contribute to their sustainable development.

IX. Conclusion & Suggestions

The study helps the research to understand women entrepreneurship policies and its implementation through agencies. The women entrepreneurs are studied in the policy implementation point of view only & the other aspects like psychology, behavior of the women entrepreneurship are out of the scope for the present study. The author has mentioned the need of training as well as financial assistance to the women entrepreneurs can motivate Indian women to hold a lions share in the GDP of the country. The literature regarding the entrepreneurial

ventures by the women leads to conclude that the state is the major player in the development of the entrepreneurs and other aspect of entrepreneurship in women can also be studied and a research can be pursued.

It is quite clear that rural entrepreneurship cannot be developed without significant training. Therefore, instead of just schemes (financial and developmental) as the carrot for entrepreneurship development an intensive training needs to be provided to the youth in rural India. What's required is to create a devoted team to take up rural entrepreneurship training as per integrated rural development program.

To manage agricultural sector and non-enclave projects in rural areas, rural entrepreneurs need to apply entirely different management and administrative concepts. Otherwise, we shall be only creating islands of apparent prosperity in the ocean of rural poverty. Rural entrepreneurship is the answer to removal of rural poverty in India. Therefore, there should be more stress on integrated rural development programs. The problem is that most of the rural youth do not think of entrepreneurship as the career option. Therefore, the rural youth need to be motivated to take up entrepreneurship as a career, with training and sustaining support systems providing all necessary assistance.

It is evident that micro entrepreneurship is contributing not only to the sustainable development of women entrepreneurs but also to the sustainable development of the country's economy. It will enhance the status of SHG women and also the type of entrepreneurship. The success of women will contribute to the success of entrepreneurship in that local area market and added to the overall nation's economic development.

The problems of women at the domestic front can be solved with the help family members who can share the women's responsibilities. Whereas obstacles faced by the women entrepreneurs with regard to their enterprise can overcome by extending equal opportunities on par with men entrepreneurs with regard to finances, market facilities, marketing skills, access to all kinds of information. Besides, they may be provided equal share, equal access to resources, and net working.

By enhancing the abilities of rural SHG women as micro entrepreneurs they can contribute and involve in the nation's entrepreneurial activities. Rural women of India are intelligent, hand working, competent, rich with indigenous knowledge, potential and skilled persons. But the only requirement they needed is timely information, resources, finances, permissions, training with regard to technical knowhow, family support especially male members, Government's loan facility with proper interest and subsidy. Besides, the net working of all the women micro entrepreneurs of the local area can be of a greater help to form the MACS, trusts, associations to have recognition, to extend mutual cooperation, support, knowledge to enhance the motivation, capabilities, confidence, work culture and income to erect them with individual sustainable development and contribute to the families' community's and Nation's sustainable development. Entrepreneurship is presently the most discussed and encouraged concept all over the world to overcome economic challenges. Women being the vital gender of the overall population have great capacity and potential to be the contributor in the overall economic development of any nation. Therefore, programs and policies need to be customized to not just encourage entrepreneurship as well as implement strategies which can help support entrepreneurial culture among youth.

Media has the potential to play the most vital role in entrepreneurial development by creating and highlighting all such platforms which can bring out the creativity and innovation among the women and men to grow entrepreneurship culture in society.

Developing countries are definitely in dire need to encourage women entrepreneurship as women workforce is promptly available to exploit the unexplored dimensions of business ventures. Developed nations should primarily focus on entrepreneurial educational programs in order to develop women entrepreneurs.

Generally speaking, globally business world has realized and is working on war footing to create entrepreneurship as the final remedy to overcome all types of business and market challenges.

References

1. Aldrich, h. (1989), "networking among women entrepreneurs", in o. Hagan, c. Rivchun, and d. Sexton. Eds., "women owned businesses". New york: praeger, pp. 103-132.
2. Allen, s., and truman, c., eds. (1993), "women in business: perspectives on women entrepreneurs", london: rutledge press.
3. Birley, s. (1989). "female entrepreneurs: are they really any different?" *Journal of small business management* 27 (1), p.32-37.
4. Bowan, donald d. And robert d. Hisrich (1986). "the female entrepreneur: a career development perspective", *academy of management review*. 11(2), 393-407.
5. Bowen, d.d., and r.d. hisrich (1986). "the female entrepreneur: a career development perspective", *academy of management review* 11(2), 393-407.
6. Bruni attila, silvi gherardi and barbara poggio (2004). "entrepreneur-mentality, gender and the study of women entrepreneurs". *Journal of organizational change management*, 17(3), 256-268.
7. Brush, c.g., carter, n.m., gatewood, e.j., greene, p.g., & hart, m.m. (eds). (2006). "growth oriented women entrepreneurs and their businesses: a global research perspective", cheltenham, uk: edward elgar publishing ltd.
8. Brush,c. (1992). "research on women business owners: past trends a new perspective and future directions", *entrepreneurship theory and practice* 16(4), 5-30.
9. Charboneau, f. Jill (1981). "the women entrepreneur", *american demographics* 3 (6), 21-24.
10. David, K., 1992 "Human Behaviour at work" Tata McGraw Hill Publishing Company, Ltd., New Delhi.
11. Gupta, D., 2000 "Rural Banking for Woman" *Social Welfare*, Vol.45, No.12.
12. Karbanda, S. 1992 "Organing of working women for social change", *Social Welfare*, Vol.38, No.8.
13. Mehta, S and Sethi, N.1997 "Targeting women for Development", " *Social Welfare*, Vol.34, No.10.
14. Mishra I, 1996 "Small steps to a brighten future", *social welfare*, vol.xlv, No.12.
15. Saha, S. and Banerjee, T.2001 'Women partners in Development', *Employment News*, Vol.XXV, No.49.

Financing access to Unorganized Sector: Problems and Challenges

Dr. Ravindra Tripathi
Assistant Professor, HSS, MNNIT

&

Priyanka Tandon
Research Scholar, HSS, MNNIT

Abstract:

Unorganized sector plays an important role in India's growth this is because majority of population are involved in this sector. It gives employment to more than half of the population. So there is major concern of the government towards this sector. more than 90% of the workforce and nearly about 50% of the national product is accounted for by the unorganized sector. Access to finance has been major problem for this sector all around the world. This paper focuses on problem and challenges unorganized sector faces in raising finance from financial institutions. Number of studies over the world were found which concluded that finance is one of the major problem for unorganized sector. Paper also focuses on measures taken to improve the accessibility of finance.

Keywords : unorganized sector, SMEs, financial Institutions

Introduction

Unorganized Sector

The employment activities are classified among formal and informal sector. The informal sector is also known as unorganized sector. Both the word is used interchangeably. But in India, the activities are classified as organized and unorganized sector. The concept of informal sector was first used in the study of Ghana (Raju, 1869)¹. The term informal sector came into scene in 1972 during Kenya mission (Bangasser, 2000)². After that considerable amount of data have been collected and research is being done to understand the concept of unorganized sector in depth. The term unorganized sector was coined by British economist Keith Heart in 1971 (D'souza, 2013)³. But the role of informal sector cannot be ignored in Indian economy since National Sample Survey organization in its report Informal sector and conditions of employment in India mentions that nearly 82% in the rural areas and 72% in the urban areas were engaged in unorganized sector. Unorganized sector plays a crucial role in the development of the economy. It also plays major role in providing employment to vast section of the Indian population. It gives birth to new and emerging entrepreneurs. This sector is highly labor intensive which is the main reasons behind the huge employment in this sector. As per the report of the National statistics

commission, 2012, more than 90% of the workforce and nearly about 50% of the national product is accounted for by the unorganized sector. The term informal or formal sector is used internationally but in India is formally recognized as organized and unorganized sector. Raju (1869, concept section, para.1)⁴ synonymously called unorganized sector as ‘unregulated’ or ‘unprotected’ or ‘sweated’ or ‘traditional’ or ‘household’ or ‘peasant’ or ‘unenumerated’ sector. The main sections of the society which are highly involved in unorganized sector are socially and economically deprived sections. Informal/unorganized sector characterized by the (Bangesser, 2000)⁵ in his report to ILO titled “*ILO and the Informal Sector: An Institutional History*” are as follows:

- Entry to the sector is easy.
- They are unregulated and competitive markets.
- It involves family ownership.
- They small scale of activity and operations.
- They have the skill acquired outside the formal school system

Definition of the Unorganized Sector

The concept of the informal sector was born from the Kenya mission of ILO 1972. The international definition of informal sector as defined in the resolution of the 15th international conference of Labour Statisticians (ICLS) January 1993 as “*Informal sector consists of unincorporated household enterprises which differ from formal enterprises in terms of technology, economies of scale, use of labor intensive processes, and virtual absence of well maintained accounts*”. According to the report of the National Commission for Enterprises in the unorganized sector titled “Report on conditions of Work and Promotion of livelihood in the unorganized sector”, unorganized sector can be defined as “*The unorganized sector consists of all unincorporated private enterprises owned by the individuals or household engaged in the sale and production of goods and services operated on proprietary or partnership basis and with less than ten total workers*”. Employment in the informal sector includes all the jobs of the informal sector, or persons employed in at least one informal enterprise (Hussmans, 2000)⁶. The unorganized sector was Largely ignored by the government of developing economies and statisticians. So economies and their respective research agencies are now focusing on research in unorganized sector since it contributes maximum to the GDP (Hussmans,1997)⁷.

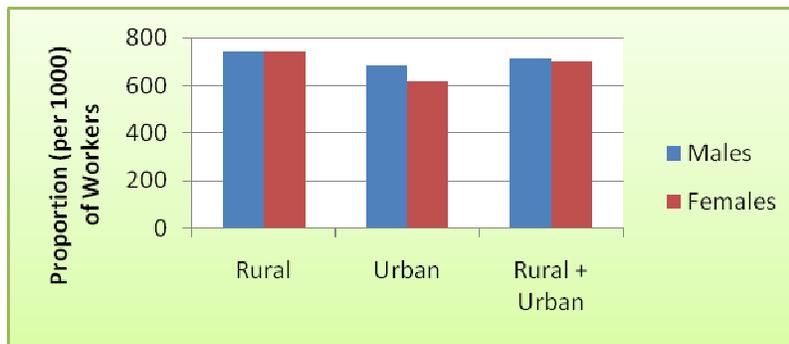
As per the economic survey 2007-08, the agriculture labors constitute the highest share of the unorganized workers i.e. 52%. In 2009-10 workers about 74% in rural areas and 67% in urban areas were employed in informal sector. The proportion was similar for males and females (74% each) in rural areas while in urban areas the proportion was higher for males (69%) than the females (62%). In 2004-05 the percentage of worker was 78% while it declined in 2009-10 to 71%. The decline was more for rural females nearly to 12% and urban females nearly to 3%. Whereas for both rural and urban males the decline was 5% (Ministry of Statistics and Programme Implementation, 2012)⁸. The National sample Survey Organization conducted its 66th round of survey on informal sector where it gives the following figures.

Table1: Proportion (per 1000) of workers engaged in Proprietary and Partnership enterprise and employers households during 2009-10

2009-10 (66 th Round)			
Category of Workers	Employer's Households	P&P Employer's Households	P&P
Rural			
Male	7	749	742
Female	17	762	744
Total Person	10	752	742
Urban			
Male	10	695	685
Female	78	694	616
Total Person	22	695	673
Rural +Urban			
Male	715	723	767
Female	698	737	795
Total Person	711	726	775

Source: NSS Report No. 539 : Informal Sector and Conditions of Employment in India

Figure 1: Proportion (per 1000) of workers engaged in Proprietary and Partnership enterprise and employers households during 2009-10



The government realized the worth of this sector in economy and hence established National Commission for Enterprises in the Unorganized Sector (NCEUS) on 20th September, 2004. The present chairman of the commission is Mr. Arjun Sengupta. The commission is set up as an advisory body and to continuously keep an eye on the development and productivity of the informal sector. The commission focuses on generation of the large scale employment in this sector especially in rural areas. The unorganized sector includes the household sector and micro enterprises (Charmes, 1997)⁹. SME faces number of barriers and hurdles in raising finance to carry out their production and manufacturing activities which is assumed to be the basic reason

for their inefficiency. The government of India had enacted the Micro, Small and Medium Enterprises (MSMED) Act, 2006. The act defines:-

- A **Micro enterprise** is an enterprise where the investment in Plant and machinery does not exceed Rs. 25 lakhs.
- A **Small enterprise** is an enterprise where the investment in Plant and machinery is more than Rs. 25 lakhs but not more than Rs. 5 crore.
- A **Medium enterprise** is an enterprise where the investment in Plant and machinery is more than Rs. 5 crore but not more than Rs. 10 crore.

NEED OF FINANCING TO UNORGANIZED SECTOR

The role of unorganized sector is the economic and social development is well known fact. This sector is the Endeavour towards innovation and creativity. Unorganized sector in India is mostly in the form of SME which is the chief source of employment for vast section of population (Seshasayee, 2006)¹⁰. MSME sector contributes 8% of the country’s GDP, 45% of the manufactured output and 40% of the export (Prime Minister Task Force Report, 2010)¹¹. Capital is the startup for any business hence is crucial for enterprise. Without capital one cannot manage the factors of production such as raw material, labours, plant and machinery etc. The need of financing to unorganized sector is as follows:

Review of Literature

Studies conducted globally which show that SME sector face a problem in access to credit (Bebczuk, 2004¹⁰; Slotty, 2009¹¹; Balling et al.2009¹²). Kulshreshtha (2011)¹³ in his paper highlighted the problems in measuring the unorganized sector and steps taken by Indian Central Statistical Office. Goyal (2011)¹⁴ studied about the determinants of gross value added to the informal sector. The paper further analyzes about the sources of finance which is classified as institutional and non-institutional and types of labor which is classified as skilled and non-skilled labor are significant in determining the gross value added. Biswas (2014)¹⁵ conducted a study on MSME sector. He studied about the financial constraints of the MSME sector. Irwin, D. and Scott, J. M. (2010)¹⁶ conducted a study on SME of UK. He uses univariate statistical analysis to find out the reasons for barriers in raising bank finance. He is specially focused on personal characteristics such as ethnicity, gender and education. Ayyagiri (2010)¹⁷ analyzes about the role of SME in employment in manufacturing sector. The study focuses both developed and developing economy. Vaidyanathan (2001)¹⁸ highlighted some areas in his study which are role of various financial institutions in economy, effectiveness of these institutions in value delivery system, regulatory mechanism for such type of institutions, the need to change the mechanism to adapt to the Indian conditions and situations.

Similar studies had been conducted in other economies which are summarized as under:

Author	Economies	Findings
Haas &Horen(2010) ¹⁹	Bangladesh	Analyzed with syndicated loan market and how banks adjust their lending behavior. They found that there are multiple problem such as raw material transport leading to bank finance by SME.

European Commission Bureau (2013) ²⁰	Euro Areas	SME faced bank finance crisis than the large firms. The reasons behind are absence of detailed financial statements, smaller size, short track records.
Kauffmann(2005) ²¹	Africa	Access to finance is poor in Africa due to high risk of default among SMEs and due to inappropriate financial facilities.
Abor&Biekpe(2006) ²²	Ghana	Access to finance is the basic problem of Ghanaian SMEs. Various schemes are made to address the challenges of finance.
Nkuah,Tanyeh,& Gaeten (2013) ²³	Ghana	Lack of access to growth is the major factor hampering the growth of the SME sector. Important reasons underlying the lack of access to finance are lack of collateral security, inadequate creditworthiness, lack of managerial competence
IntertradeIsland(2013) ²⁴	Ireland	Major important issue for SME Finance is Demand, lack of financial literacy, lack of balance sheet “right sizing”.

Sources of Financing to Unorganized Sector

The various sources of finance are:

1. **Internal sources:** - These are the sources of funds that are available within the firm. The various internal sources of funds available to the small business are:

Personal sources: This is the cheapest source and readily available. Personal saving are the most convenient sources of funds (Gulani & Usman, n.d). A study conducted by Aggarwal, Klapper & Singer. (2012)²⁷ in Africa on Financing to small business in context of role of microfinance where they asked respondents the reasons behind their large scale savings and conclude that 20% of the people respond that they save their income in order to start a business which is the second most important reasons followed by precautionary motive (which is almost 29%).

Borrowings from friends and family: Entrepreneur can borrow funds close friends and family members. They can directly give money or can invest in the business. This is the cheapest source and most frequently available. However, it involves high interest, stress and risk.

Retained Profits: These are the profits retained by the owners from the past earning profits. This is the cash generated by the firm when it trades profitably. The firm retained every year profit and then collectively uses this fund for starting up any new business or expanding the existing business. Amati.(2012, December 1&2; pp.9)²⁸ have given the concept of “Initial and Unorthodox sources of finance”

where they included entrepreneur savings, profit reinvestments, friends and family savings, second mortgage, personal credit cards, customer advance, delay of payments, premise sharing, employing relatives at below market salaries.

2. **External Sources:** These are the sources of funds which are raised outside the firms or business. This includes:

Bank loans: The entrepreneur can borrow loans from banks and other financial institutions. Now-a-days RBI is focusing on financing to SME sector or unorganized sector which in banking terminology is called priority sector lending. As per the report of Reserve Bank of India “Operations and Performance of Commercial Banks” the credit to priority sectors by public and private sector banks was 36.3% and 37.5% which was lower than overall target. The loans can be long term and short term.

Debt Financing: Debt financing involves borrowing funds from public or other interest people with an obligation of repayment after a fixed period of time. Debt instruments carries fixed rate of interest which is mandatory to pay every year irrespective of profit or loss. It includes loans from banks, financial institutions and others. Debt financing also includes wide variety of sources such as leasing and credit cards (OECD, 2011)²⁹

Business Angels: They are interested in businesses with high growth. They take high risk. They are wealthy individuals who have successful in business. The primary motive of business angels is to increase the financial returns. They also share their skills, knowledge and experience.

Venture Capital Funding: Metrick & Yasuda (2010)³⁰ defined venture capital as a “financial intermediary” (p.3) which takes the investors capital and invest directly to the portfolio of companies. It is the most risky source since it involves financing to start-ups or new business. Venture capitalist comprises the mixed characteristics of bankers, stock market investors and entrepreneur in a single (Pandey, 2010, p.253)³¹. Venture capital financing is done in three forms in India: equity, conditional loans and Income notes.

Institutions involved in financing to Unorganized Sector

1. **Small Scale Industries Development Bank of India (SIDBI):** SIDBI was established under Indian Companies Act 1956 on April 2 1990. It is the wholly owned subsidiary of IDBI. SIDBI is “the principal financial

institution for the promotion, financing and development of the small scale sector” (Fernando, 2011, SIDBI Objective Section, para 3)³². The primary function of SIDBI is to grant loans and advances to the small scale industries.

2. **Commercial Banks:** Reserve Bank of India introduced the concept of Priority sector lending As per RBI, priority sector are those sectors which do not get timely and adequate credit. They include agriculture and its allied activities, micro and small enterprises, poor people, housing etc. Commercial banks are asked to lend 40% of the net bank credit to priority sectors (NCEUS, 2007)³³. They are basically small value loans. Banks give first preference to these sectors since they are the major contributors in Indian economy.
3. **State Financial Corporation (SFCs):** The main objective of SFCs is to provide financial assistance to small scale sectors and also to provide employment opportunities. The lending is done by the way of loans and debentures.
4. **Regional Rural Banks (RRBs):** RRBs are the commercial which are located in the rural areas. The fundamental objective of RRBs is to promote and develop agriculture, trade and commerce in rural areas. RRBs are regulated by Reserve Bank of India.
5. **Co-operative Banks:** Co-operative banks mainly finances to those enterprises which are formed on the co-operative basis whether upward integration or downward integration. Units which work on co-operative basis are handlooms, handicrafts and some village industries.
6. **National Bank for Agriculture and Rural Development (NABARD):** NABARD was established in 1982 with the objective to assist agriculture and agriculture related activities.

A very small proportion of the credit goes to the unorganized enterprises through indirect channel (NCEUS, 2007)³⁴. There are intermediaries which finances to the unorganized sector enterprises such as Self Help Group (SHG), NGOs, Voluntary agencies and micro-finance institutions.

Problems and Challenges

SMEs are facing numerous problems and challenges while running their manufacturing activities such as lack of proper guidance, access to technology, skill, market awareness etc (Yadav, 2012)³⁵. Some of the important issues concerning the MSME sector are as follows:

- Access to timely and adequate credit.
- High cost involved in credit access.

- Problem of storage, designing and packaging.
- Lack of access to global market.
- Inadequate infrastructure facilities, such power, water, transport etc.
- Lack of skilled workers.

SME business is full of creativity and innovation and hence it involves high level of risk. Due to this feature of SME business some lending agencies or banks resist in supplying credit to them. The conditions for SME financing is worst as compared to large enterprise because it involves high cost of transaction, information asymmetry and higher risk involved in activities (Duan, Han & Yang, 2009)³⁶. Another problem that typically set apart SME is lack of Collateral (Issues in SME Financing, n.d)³⁷. Problem of financing to unorganized sector is the main issue to be focused since lack of credit affects the enterprises and restricts the growth of the firm. Many researchers have been conducted on the financing of SMEs and had come up various problems such as:-

- Majority of SMEs work in unorganized sector. They do not maintain proper accounting records which creates hindrances in lending procedure (Biswas, 2014)³⁸
- SME projects are new ideas of the entrepreneurs. They involve risk and bank do not finances the risky project.
- New entrepreneur face problems in getting finance since they do not have any credit history.
- Banks generally require security for any credit or advances which acts as a barrier in financing to the enterprises.
- Lending procedure in banks is generally long and takes lot of time to complete it.

Some of the challenges and problems faced by the other economies in facing financing problems are namely Africa's SME has limited access to finance because of high risk of default, SMEs rarely meet the conditions of financial Institutions, capital market is in their infancy stage, shareholding is rare and no long term financial instruments is available (Kauffman, 2005)²¹. The reason for finance gap in Ghana is due to information asymmetries between financier and borrower (Abor & Biekpe, 2006)²². (Report on support to SME in developing countries through financial intermediaries, 2011) highlighted the barriers for financing to SMEs such as banks can earn high profit in their core market so they give less emphasis to risky SME market, high lending cost. European SMEs were dissatisfied with the high interest rate of the banks, services provided by the banks, information asymmetry (Balling, Bernet and Gnan, 2009)³⁸.

Conclusion

Unorganized sector plays a crucial role in the economy. Government and Reserve Bank of India are working hard to provide timely and easy access to finance to unorganized sectors by way of various policies and programmes such as priority sector lending, Financial Inclusion, collateral free loans. Today there is huge demand by this sector but government hardly meet out this demand. On the other side, banks also face various problem in providing finance since enterprises in unorganized sector do not properly maintain books of accounts. Banks do not have trust and confident on new set up. Banks are highly rigid about the credit

worthiness of the customer. Finally, it can be concluded that unorganized sector faces various problems with regard to accessibility of finance. To overcome this, government and other participating agencies must go ahead to support and must give momentum to the working of this sector.

References

1. Raju, R. S. (1989). *Urban Unorganized Sector in India*. Retrieved from 1
2. Bangasser, P. E. (2000). *The ILO and the informal sector: An Institutional History*. London: International Labour Organization.
3. D'Souza, A. P. (2013). *Unorganized Sector: Role of an entrepreneur and challenges in self employment*. *International Journal of Scientific and Research Publications* , 1-5.
4. Raju, R. S. (1989). *Unorganized Sector: Concepts and Characteristics* (pp.10-12). New Delhi: Mittal Publications.
5. Bangasser, P. E. (2000). *The ILO and the informal sector: An Institutional History*. London: International Labour Organization.
6. Hussmans, R. (2000). *Defining and measuring Informal employment*. Geneva: International labour Organization.
7. Hussmans, R. (1997). *Informal Sector: Background and Statistica definition*. AFRISTAT (pp. 10-24). Bomako: Eurostat, World Bank, ILO, Orstom, Afristat.
8. Ministry of Statistics and Programme Implementation. (2012). *Informal Sector and Conditions of employment in India (Report No. 539(66/10/2))* Retrieved from www.indiaenvironmentportal.org.in/files/file/informal%20sector%20and%20employment%20in%20india.pdf informal sector and conditions of employment in India.
9. Charmes, J. (1997). *The new definition of the informal sector and its consequences for measurement systems and methods*. AFRISTAT (pp. 59-75). Bomako: World bank, Afristat, Eurostat, ILO and Orstom.
10. Seshasayee. R (2006, July). *Financing SMEs: Industry Perspectives*. CAB Calling
11. NCEUS. (2008). *Contribution of the Unorganised sector to GDP Report of the Sub Committee of a NCEUS Task Force*. New Delhi: NCEUS.
12. Bebczuk, R. N. (2004). *What Determines The Access To Credit By SME In Argentina*. *Documento De Trabajo Nro .*
13. Slotty, C. F. (2009). *Financial Constraints And Decision To Lease-Evidence From Germany Smes*. *House Of Finance .*
13. Kulshreshtha, A. C. (2011). *Measuring The Unorganized Sector In India*. *Income And Wealth* , 123-134.
14. Goyal, P. (2011, November). *Sources Of Finance And Its Role In Explaining Performance Of India's Unorganized Manufacturing Sector: A Cross Section Analysis Using NSSO Data*. Retrieved October 10, 2014, From Www.Academia.Com: HYPERLINK

- "https://www.academia.edu/4294471/Sources_Of_Finance_And_Its_Role_In_Explaining_Performance_Of_Indias_Unorganized_Manufacturing_Sector_A_Cross_Section_Analysis_Using_NSSO_Data_Parth_Goya"
https://www.academia.edu/4294471/Sources_Of_Finance_And_Its_Role_In_Explaining_Performance_Of_Indias_Unorganized_Manufacturing_Sector_A_Cross_Section_Analysis_Using_NSSO_Data_Parth_Goya.
15. Biswas, A. (2014). *Financing Constraints For MSME Sector. International Journal Of Interdisciplinary And Multidisciplinary Studies* , 60-68.
 16. David, I., & Scott, J. M. (2010). *Barriers Faced By Smes In Raising Bank Finance. International Journal Of Entrepreneurial Behaviour & Research* , 245-259.
 17. Ayyagari, M., Beck, T., & Kunt, A. D. (2007). *Small And Medium Enterprises Across The Globe. Small Business Economics* , 415-434.
 18. Vaidyanathan, R. (2001). *Indian Financial System: The Unorganized Sector, Integration Is The Key. Chartered Financial Analysts*.
 19. De Haas R and Van Horen N. *The Crisis as a Wake-up Call. Do Banks Tighten Screening and Monitoring During a Financial Crisis, 2010, DNB Working Paper No. 255*
 20. European Commission Bureau (2014, July). *SME access to finance in the euro area: Barriers and Potential Policy Remedies. Retrieved from HYPERLINK*
"https://www.ecb.europa.eu/pub/pdf/other/art2_mb201407_pp79-97en.pdf"
https://www.ecb.europa.eu/pub/pdf/other/art2_mb201407_pp79-97en.pdf.
 21. Kauffman. C. (2005). *Financing SMEs in Africa. OECD Development Centre. Retrieved from October 15, 2014, From Www.Oecd-Library.Org: HYPERLINK*
"http://www.lcaew.com/~/.Finance/.../Best-Practice-Guideline-Sme-Finance.Pdf"
[WWW.ICAEW.Com/~/.Finance/.../Best-Practice-Guideline-Sme-Finance.Pdf](http://www.lcaew.com/~/.Finance/.../Best-Practice-Guideline-Sme-Finance.Pdf).
 22. Abor, J., & Biekpe, N. (2006). *Small Business Financing Initiatives in Ghana. Problems and Perspectives in Management* , 69-77.
 23. Nkuah, J. K., Tanyeh, J. P., & Gaeten, K. (2013). *Financing Small And Medium Enterprises (Smes) In Ghana: Challenges And Determinants In Accessing Bank Credit. International Journal of Research In Social Sciences* , 12-25.
 24. Intertradeireland. (2013, December). *ACCESS TO FINANCE FOR GROWTH FOR. Retrieved October 15, 2014, From Www.Intertradeireland.Com: Www.Intertradeireland.Com/.../Accessstofinancereportfinal10.01.14.Pdf*.
 25. Aruwa, S. (n.d.). *FINANCING OPTIONS FOR SMALL AND MEDIUM SCALE ENTERPRISES IN NIGERIA. Retrieved October 15, 2014, from www.academcia.com: https://www.academia.edu/305870/FINANCING_OPTIONS_FOR_SMALL_AND_MEDIUM_SCALE_ENTERPRISES_IN_NIGERIA*

27. Aggarwal, S., Klapper, L., & Singer, D. (2012, February). Financing Business in Africa: The role of Micro Finance. *The World Bank Research Group*. Retrieved from HYPERLINK "https://openknowledge.worldbank.org/bitstream/handle/10986/3261/WPS5975.txt?sequence=2"
<https://openknowledge.worldbank.org/bitstream/handle/10986/3261/WPS5975.txt?sequence=2>
28. Amati, L. (2012, December 1&2). Sources of financing for innovative SMEs: Public sector funds, Banks, Business Angels, and Seed funds and Venture capitalists. *World Intellectual Property Organization*.
29. OECD (2011). "Financing High growth firms: The role of angel investors". Working draft. OECD Paris
30. Metrick, A., & Yasuda, A. (2010). *Venture Capital and the Finance of Innovation* (2nd ed.). United States of America, John Wiley & Sons, Inc.
31. Pandey, I.M., (2010). *Venture Capital Financing*. Vikas Publications.
32. Fernando, A.C., (2011). *Business Environment*. The Dorling Kindersley India (Pvt) Ltd.
33. National Commission for Enterprises in the Unorganized Sector. (2007). *Financing of enterprises in Unorganized sector & the creation of national fund for unorganized sector (NAFUS)*. Retrieved from www.nceus.gov.in
34. Yadav, R.J. (2012). *Issues in SME Financing*. Retrieved from WWW.IIBF.org.in/documents/research-report/Report-30.pdf issues in SME financing by Ram Jass Yadav.
35. Duan, H., Han, X., & Yan, H. (2009). *An Analysis of causes for SME financing difficulty*. *International Journal of Business and Management*, 73-75.
36. *Issues in SME financing* (n.d). Retrieved October, 22, 2014 from HYPERLINK "http://www.infodev.org/articles/issues-sme" <http://www.infodev.org/articles/issues-sme> - financing
37. Biswas, A. (2014). *Financing Constraints For MSME Sector*. *International Journal Of Interdisciplinary And Multidisciplinary Studies*, 60-68.
38. Balling, M., Bernet, B., & Gnan, E. (2009). *Financing SMEs in Europe*. SUERF – The European Money and Finance Forum, 3-128s.

BIBLIOGRAPHY V 1033

Challenges Faced by Women Fish Vendors in Unorganized Markets: A Case Study

Dr. Anitha S.* & Ms. Aswathy S S**,

*Assistant Professor, Department of Personnel Management,
Loyola College of Social Sciences, Trivandrum and.

** Research Associate, Loyola College of Social Sciences, Trivandrum.

Abstract

Women form a major part of the fisheries in Kerala especially in the southern region of Kerala. This paper analyses the challenges and issues faced by the women fish vendors in unorganized markets (street markets) in Trivandrum. The paper illustrates the challenges faced by retail women fish vendors specifically in the unorganized markets. The external and internal environment analysis helps to analyze the money management, work life balance and other work related issues faced by women in unorganized fisheries sector. The paper aims to bring an in-depth analysis of selective cases from Trivandrum.

Key words: Unorganized Markets, Street Fish Markets, Women Fish Vendors, Challenges, Retail Vendors

Introduction

Kerala is rich with its coastal line of 590 Km (marine), which forms 10% of India's total coastline Kerala is a leading fish producer and consumer, which is backed by highly skilled population of fishermen and a rich resource of marine wealth. (Aerthayil, 2000). Kerala is a leading fish producing state in the country. Kerala is the fourth largest state in India in terms of fish production after West Bengal, Andhra Pradesh and Gujarat. Fisheries are an important sector which contributes to the income and employment generation in the unorganized sector. Fisheries provide employment to 11.25 lakh fishermen. There are marine and inland fishermen in Kerala. The marine fishermen are more in Trivandrum followed by Alappuzha and then Kollam. (Department of Fisheries, 2005).

Women play an active role in the secondary sector of marine fisheries. The major secondary activities are, fish marketing, peeling, processing, repairing net and other allied activities. The marketing of fish forms the major secondary activity in the fisheries sector. In the backdrop of Kerala, men are into active fishing and them from the major part of the primary fishing activity. The fish brought in by them are marketed by the women and they form the major part of the secondary activity. Women market the fish in markets both organized and unorganized and also

door to door selling is also practiced. The paper aims to explore the challenges faced by women in the street markets in depth and understand the plights of women in the street markets.

Background of the Study

The study aims to understand the challenges faced by retail women fish vendors in street fish markets in general. And specifically to understand the challenges faced by women in the street market in terms of money management, infrastructure and to understand any other relevant factors that affect women fish vendors in street markets.

Case study research focuses on the desire to gain in-depth understanding of a single or small number of “cases,” set in their real-world contexts (Bromley, 1986, p. 1). The study adopted case study method and qualitative data was collected in depth by unstructured interview with the participants to understand the challenges in the sector. The studies in this sector have thrown much light into the life aspects of the fish vending women. This study aim to explore the challenges faced by women in unorganized fish markets. In order to understand the challenges more effectively, case study method was adopted and selected three cases from three different street fish markets in Trivandrum. Trivandrum was chosen for the study because; it has the higher population of marine fish workers. Street markets or unorganized fish markets in most cases lack a proper place of selling and they gather at street side. The problem of space is more pertinent in the urban areas due to scarcity of land and accessible space for setting up markets. The secondary data for the study was obtained from the literature review and from the publications of various departments of Kerala.

Objective of The Study

To understand the challenges faced by retail women fish vendors in street fish markets.

Case Study

Table -1:Profile of the Participants

Case	Native Place	Market Place
Case 1	Poonthura	Manacaud
Case 2	Valiyaveli	Kumarapuram
Case 3	Veli	Kesavadasapuram

Case 1

The participant is a 40 year old woman from Poonthura fishing village. The day of the lady starts at 4 am in the morning, she along with other vendors travels to the shore to collect fish. They

mostly take fish from Valiyathura. In case of non-availability of fish in Valiyathura, they move to other wholesale markets in the city(Pangode or KumariChanda). From the fish landing center she moves to the market around 8 am. The selling of the fish continues till late night. She takes fish for around Rs 2000/- and if she manages to sell the whole fish she gains a profit ranging from 500- 1000 per day after the expenses. But in most of the days she could not sell the whole fish and fish may get spoiled due to poor storage mechanisms in the market.

Her family consists of husband, mother and her two children two are studying in school. Husband goes for fishing in another person's boat. After the fish trading she prepares the food along with the mother and then retires for the day.

On days when she does not get enough profit, she gets the fish for credit and has to pay back the next day. She also gets money from local money lenders at interest rates varying from 10% to 20%. She is not aware of the interest free loan schemes offered by the "Matsyafed". She is a member of self-help group and from there she gets small loans ranging from Rs 10000 to 50000. She has to pay back the loan in ten months.

The only day of rest she takes is on Sunday. She rarely finds time for herself. She finds it difficult even to save Rs10 per day after the household expenses. She has a bank account in a nationalized bank and she has never used it except for the loan from the SHG. The SHG has helped her to maintain some thrift and she saves a meager amount in the SHG.

Transport to the fish landing center and to the market is mostly by shared auto rickshaw. She finds it difficult to travel in bus.

The infrastructure in the street market is very poor. It does not have a shade or roofed area, the market joins in the open space in the junction. There is a roundabout in the junction and the ladies occupy the roundabout. They do not have access to toilets in the area. They have to travel back home to use the toilet. This creates many health problems for them. Otherwise the market is neat and they maintain it pretty well. They face the fear of eviction always. She gathers the working capital mostly from the money lenders or by credit scheme.

Case 2

The second participant is a 55 year old woman from Valiaveli village. The day of the lady starts at 7 am in the morning. She collects fish from Pettah market and sells the fish in the street market at Kumarapuram. She also sells to some hostels in the area. She completes the day's trade by 2.30 pm and reaches back home by 3.30 pm. According to her the market is very dynamic these days and on most days she fails to complete the fish she had brought. She normally takes fish for Rs 1500/- and gains a profit around Rs 500 per day.

Her family consists of two daughters, two sons in law, and the four grandchildren. The household chores are taken care of by the daughters and the financial burden is also shared by them. The grand children study in lower primary school.

She also has a zero balance bank account for loan purpose. She never used the bank account other than that. She is a member of the Self Help Group (SHG) and has borrowed Rs 50000 from

the SHG and has to repay within ten months. She had taken the loan for fish vending. She is able to repay the loan from SHG. For her the help from SHG is very valuable. She is not aware of the schemes from Matsyafed for providing credit for fish vending.

Her mode of travel is mostly by bus and in some days she takes an auto rickshaw.

The infrastructure in the market is very poor and the place is very unhygienic and dirty. Even after a small rain the place gets water clogged making it difficult for the women to sit there and sell the fish. The toilet facilities are not available nearby. They have to travel 3 km to use pay and use facility in the nearby hospital. There are no facilities for waste disposal and they have to carry the waste of the fish to home after the sale.

Case 3

The participant is 58 years old and is from Veli village. She takes fish from Pangode market and sells fish in the Kesavadasapuram market. Her day starts at 6 am in the morning, she gets fish from the wholesale market and then reaches the point of sale by 8 am in the morning. She leaves the place by 9 pm at night. She fish for Rs 3000/- and the left over fish is kept in the freezer maintained by her in the market. On a very busy day she makes a profit of Rs 1000/-.

She is single and makes her living out of fish vending. She has a bank account which is not used and for her SHG microfinance helps in fish vending. She saves small amounts in the SHG and she converts the savings to gold ornaments. When in need she pledges the gold to get money for vending. She is also not aware of the schemes of Matsyafed. She travels by shared auto rickshaw.

The infrastructure of the market is better compared to others. They have their own make shift arrangements to prevent sun and rain. They clean the place by themselves. And the place is neat and clean. They also do not have access to any public toilets. They are allowed to use the toilet of a nearby house.

Findings and Conclusion

The paper outlined a case study method to understand the life of a retail fish vendor woman. Regarding the money management, they still gather the working capital from money lenders. And the use of bank account is negligible. The fish vendors are not at all aware about the micro finance schemes given by the govt. through 'Matsyafed'. More awareness programmes need to be done from the part of the govt. to help these women in unorganized sector. They have been financially included in most of the aspects but left with lacunae in certain areas. The SHGs have helped them to develop a savings habit. If not the SHG give them a platform to thrift based activities. The participants find it very difficult to save the money and keep aside for their needs. They keep aside very little time for their needs. Health of these women is one crucial area which is unaddressed. They have no recreation other than the religious festivals. The infrastructure in markets is very poor compared to organized markets.

Reference

- i. Bromley, D. B. (1986). The case-study method in psychology and related disciplines. Chichester: John Wiley & Sons.
- ii. Aerthayil, M. (2000) Chapter II: The background of Kerala. In: Fishworker's Movement in Kerala (1977-1994)- The Role of Non-Party Political organisations in Social Transformation in India. *New Delhi, Indian Social Institute. p 13-21*
- iii. Ayyappan, S. and Krishnan (2004) Fisheries sector in India: Dimensions of development. *Indian Journal of Agricultural Economics, 59(3): 392-412.*
- iv. B. Ganesh Kumar, K.K. Dattaa, P .K. Joshia, P .K. Katiha, R. Suresh, T . Ravisankar, K. Ravindranath and Muktha Menon (2008). Domestic Fish Marketing in India – Changing Structure, Conduct, Performance and Policies. *Agricultural Economics Research Review, V ol. 21 2008 pp 345-354*
- v. Samar K. Data, Srijan Pal Singh ,Milindo Chakrabarti ,Subho Biswas ,Sah Bittu.(2010).A Perspective on Fisheries Sector Interventions for Livelihood Promotion. W.P. No. 2010-02-03 February 2010

The Unorganized Agro Processing Sector: With Special Reference to Allahabad District

Kallan Prasad

Research Scholar, Saltnat Bahadur P.G. College, Badlapur, Jaunpur

An unorganized sector unit is one where the number of workers in the enterprise is less than ten. It is known as informal sector also. The sector is very diverse and vast. Along with various manufacturing units most of the agricultural activities are in unorganized sector. This sector may be or may not be registered under factory act 1948. The workers do not have secured contract of jobs. These workers are not eligible for any formal social security measures. Unorganized workers work in organized sector also. As a large majority of the economic activities are performed outside the formal regulatory system. The informal sector in less developed countries unlike in developed countries, is labour intensive, generate low income and provide little capital accumulation. The informal sector includes all private unincorporated enterprises or households engaged in the production and sale of goods and services. In rural areas the unorganized worker mainly comprises landless agricultural labourers, small and marginal farmers, share croppers those engaged in animal husbandry, poultry and fishing activities rural artisans, forest workers etc. Whereas in the urban areas, it comprises mainly of manual labourers engaged in carpentry, construction, trade, transport, communication, street vendors, hawkers, head load workers, garment makers etc. The share of informal sector in total employment is increasing. Its share in G.D.P. has also been increasing. Number of informal workers including agriculture was 92.13 percent of the total workers in 2011-12.

An agro processing industry (API) is defined as 'one which processes bio-mass i.e. agricultural raw materials, which include ground and tree crops as well as livestock and fisheries to create easily exportable form, enhance nutritive value and extract chemicals for other uses. Thus API covers a fairly broad spectrum of products based on a wide range of raw materials from agriculture and allied sectors like horticulture, plantation, animal husbandry and fisheries. Agro processing is said to be an enterprises that processes agricultural material. The degree of processing may vary tremendously, ranging from cleaning to milling, cooking, mixing and chemical alteration that create a textured food of biological origin. Warehousing, chilling, plants and cold storage are also included in agro processing industries. Rice mills, dal mills, oil mills, fruit canning, dairy products processing, cotton ginning, sugar mills, Gur, Khandsari are included in food processing industries. These are nation's important manufacturing sector and are important export items. They provide important nutrient for human diet.

It is one of the most heterogenous sector of manufacturing covering marine products, dairy products, meat products, fruits and vegetable, sugar, edible oil and beverages. Processing

sector is a fast growing sector of the economy. During the last 5 years ending 2012-13, the sector has been growing faster than agriculture sector at an annual growth rate of around 8.4 percent. A study by the Central Institute for Post Harvest Engineering Technology in 2010 assessed that post harvest losses of agricultural products amount to Rs. 44000 crore annually. The study put the losses in range of 0.8 percent to 18 percent and attributed them to several factors including non availability of facilities for aggregation, packaging storage, transportation and cold chain and low level of processing of agricultural produce. Post harvest losses probably average 10 to 20 percent, being particularly high in horticulture, livestock and fisheries. Although India ranks second in world production of fruits and vegetable, only 6-7 percent of this is processed compared to 65 percent in USA and 23 percent in China. A well developed food processing industry is expected to increase farm gate prices, reduce wastage, ensure value addition, promote crop diversification, generate employment opportunities and boost export. The Ministry of Food Processing has targeted several schemes to reduce wastage and increase value addition in food chain. Farming and food processing is carried out at household, micro, small and large scale. It is commodity and location specific and thus it could help in reducing regional inequalities. \

The condition of food processing industry in unorganized sector was studied in Allahabad on the basis of primary data available from District Industries Centre Allahabad. The data is related to unorganized manufacturing units established during 31 March, 2007 to March 2013. For the purpose of the paper 39 unorganized sector manufacturing units out of total units established since 2006-07 were studied. Processing of available data show that number of workers in the units is very small. Most of units were having 5 to 7 employees, 15 units had 1 to 4 workers. While 21 units were having 5 to 7 workers in their units, only in three units number of employment was 8 to 10. This shows that 92.3% units were working with up to 7 persons of employment per unit. Highest concentration is of those units where per unit employment is 5 to 7 persons. In other words 53.8% units were with employment 5 to 7 person per unit. Most of the units were owned and managed by men. Ownership of women was in six units only out of 39 total unorganized manufacturing units. 84.6% units were owned by men while only 15.4% units were owned by women. It is remarkable that none of unit had seasonal or casual nature. All the units operated throughout the years. Thus employment in the units has been of the continuous nature, though there was no security of jobs in the manufacturing units partnership and co-operative form of organization was not found in practice in unorganized, manufacturing units. All the units were operating in sole individual ownership form of organizations. This may be because of very low scale of operation and investment. It was found that out of 39 units 38 were operating in sole individual ownership. Now a day's a number of micro and other unorganized units are working for organized sector enterprises but in the present study none of the units was working for other enterprises. They did not work to perform outsourcing. They are working for their own business. These were independent units. The gestation period was very small because all the units started production in the same year, when they were established. \

Dispersion of units has been more or less equal in rural and urban areas of the district. This is because of availability of raw material in the district as whole. This strengthens idea of Alfred Weber that most of industries locate at the centers of availability of raw material. It is also shows that growth of unorganized, manufacturing sector in Allahabad is organic or natural

because Allahabad district is rich in agricultural activities. Initial investment in all the units is less than rupees 25 lakhs showing that all the units are micro units in present context of classification of industries. Most of the units are producing for home market. It is to be mentioned that Uttar Pradesh has emerged as near leader in agro processing sector in India. The finding of the survey shows that all the units worked in food processing sector. The following is the summary of the characteristics of the unorganized manufacturing units. (Table 1 and 2)

Table -1

Distribution of Units			Total employment			Ownership			Nature of operation		
Area	Units No.	%	No. of worker	Units No.	%	Gender	Units No.	%		Units No.	%
Rural	19	48.7	1-4	15	38.5	Male	33	84.6	Parential	39	100
Urban	20	51.3	5-7	21	53.8	Female	06	15.4	Seasonal	00	
			8-10	03	7.7				Causal	00	
Total	39	100		39	100		39	100		39	100

Source- District Industry Center Allahabad

Table - 2

Nature of Activity				Type of Organization			Nature of Enterprises		
Activity	Units No.	%	Type	Units No.	%	Form	Units No.	%	
Mfg./ Assemble/ Processing	38	97.4	Prop.	38	97.4	Ancillary	00	00	
Rep and Maint	00	00	Partner	00	00	Independent	39	100	
Service	01	2.6	Pvt. Co.	00	00				
			CoOp	00	00				
			Others	01	2.6				
Total	39	100		39	100		39	100	

Source- District Industry Center Allahabad

The utilization of fruits and vegetable for processing in organized and unorganized sectors is estimated to be around 2.2 percent of total production. Over the last few years, there has been a positive growth in ready to serve beverages, fruit juices and pulps, dehydrated and frozen fruits and vegetables products, tomato products, pickles convenience vage spice pastes, processed mushrooms and curried vegetables. About 80 percent of fruits and vegetables produced are processed in Brazil, Philippines, and in Malaysia. In India about 2 percent of

horticultural produce is being processed. About 30 percent of it is wasted due to the lack of post-harvest processing facilities, cold storage and cold chains. It was found that most of the units are working at low level equilibrium. Producers are satisfied with their low scale of production. They are indifferent for any break through. There is urgent need for motivation and skill development, to make them competitive and expansion of the unit. The existing infrastructural facilities for food processing industries are inadequate and need up-gradation and modernization. There is considerable scope for expansion of fruits and vegetable processing industry. There is urgent need for developing packing stations with associated facilities. World class infrastructural facilities are essential for processing industry to enhance the export of fruits and vegetables in export with other exporting economies of the world.

Women in Informal Sector: Challenges & Strategies

Kirti Agrawal

Research Scholar, Nehru Gram Bharti University

Abstract

Informal sector has usually been neglected by Governments and policy makers alike in past. However, now it is being increasingly realized that the sector needs the necessary attention and boost, being a vital segment of the economies. Although the informal sector makes up a significant portion of the economies in developing countries, it is often stigmatized as troublesome and unmanageable. However, the informal sector provides critical economy opportunities for the poor and has been expanding rapidly since the 1960s. This sector represents about 380 to 400 Million workers, or about 91% to 92% of the active population of our country. In other words, the organised sector represents only 8% -9% of the active population. As such, integrating the informal economy into the formal sector is an important policy challenge.

Women form a major part of labor force in informal sector worldwide, especially in developing countries like India. They face specific problems and challenges which must be addressed; like unequal wages, poor working conditions, gender bias, sexual harassment, and dirty kind of work allotment etc.

This Paper attempts to collect details on above mentioned aspects and to stimulate positive action from all the stakeholders for developing strategies on improving the life & contributions of women workforce in informal sector.

Introduction

Over the past two decades, employment in the informal sector has risen rapidly in all regions in the world. Until the recent economic crisis, it was only the once-rapidly-growing economies had experienced substantial growth of modern sector employment. However, in the wake of recent global economic crisis, most of these countries have experienced a decline in formal wage employment and a rise in informal employment.

The informal sector makes up a significant portion of the economies in developing countries. It provides critical economic opportunities for the poor and has been expanding rapidly since the 1960s. As such, integrating the informal economy into the formal sector is an important policy challenge in present times.

Informal Sector: An Overview

The informal sector was historically recognized as an opposition to formal economy, meaning it included all income earning activities beyond legally regulated enterprises. However, this understanding is too inclusive and vague. As the International Labor Organization defined the informal sector in 2002, the informal sector does not include the illegal economy. While production or employment arrangements in the informal economy may not be strictly legal, the sector produces and distributes legal goods and services.

The informal economy also does not include the reproductive or care economy, which is made up of unpaid domestic work and care activities. The informal economy is part of the market economy, meaning it produces goods and services for sale and profit. Unpaid domestic work and care activities do not contribute to that, and as a result, are not a part of the informal economy.

The original use of the term 'informal sector' is attributed to the economic development model put forward by W. Arthur Lewis, used to describe employment or livelihood generation primarily within the developing world. It was used to describe a type of employment that was viewed as falling outside of the modern industrial sector. An alternative definition uses job security as the measure of formality, defining participants in the informal economy as those 'who do not have employment security, work security and social security.' While both of these definitions imply a lack of choice or agency in involvement with the informal economy, participation may also be driven by a wish to avoid regulation or taxation. This may manifest as unreported employment, hidden from the state for tax, social security or labour law purposes, but legal in all other aspects.

Prominent Dutch sociologist Saskia Sassen writes that the modern or new 'informal' sector is the product and driver of advanced capitalism and the site of the most entrepreneurial aspects of the urban economy, led by creative professionals such as artists, architects, designers and soft-ware developers. While this manifestation of the informal sector remains largely a feature of developed countries, increasingly systems are emerging to facilitate similarly qualified people in developing countries to participate

Characteristics & Segments of Informal Sector

The informal sector is largely characterized by several qualities: easy entry, meaning anyone who wishes to join the sector can find some sort of work which will result in cash earnings, a lack of stable employer-employee relationships, a small scale of operations, and skills gained outside of a formal education. Workers who participate in the informal economy are typically classified as employed.

The type of work that makes up the informal economy is diverse, particularly in terms of capital invested, technology used, and income generated. The spectrum ranges from self-employment or unpaid family labor to street vendors, shoe shiners, and junk collectors. On the higher end of the spectrum are upper-tier informal activities such as small-scale service or manufacturing businesses, which have more limited entry. The upper-tier informal activities have higher set-up costs, which might include complicated licensing regulations, and irregular hours of operation.

However, most workers in the informal sector, even those who are self-employed or wage workers, do not have access to secure work, benefits, welfare protection, or representation. These features differ from businesses and employees in the formal sector which have regular hours of operation, a regular location and other structured benefits.

The most prevalent types of work in the informal economy are home-based workers and street vendors. Home-based workers are more numerous while street vendors are more visible. Combined, the two fields make up about 10-15% of the non-agricultural workforce in developing countries and over 5% of the workforce in developed countries.

While participation in the informal sector can be stigmatized, many workers engage in informal ventures by choice, for either economic or non-economic reasons. Economic motivations include the ability to evade taxes, the freedom to circumvent regulations and licensing requirements, and the capacity to maintain certain government benefits. A study of informal workers illustrated other economic reasons for staying in the informal sector, as well as non-economic factors. First, they felt they would earn more money through their informal sector work than at a job in the formal economy. Second, even if workers made less money, working in the informal sector offered them more independence, the chance to select their own hours, the opportunity to work outside and near friends, etc. While jobs in the formal economy might bring more security and regularity, or even pay better, the combination of monetary and psychic rewards from working in the informal sector proves appealing for many workers.

Statistics

We need to remember that this sector represents about 380 to 400 Million workers, or about 91% to 92% of the active population of our country. In other words the organized sector represents only 8% -9% of the active population.

The informal economy under any governing system is diverse and includes small-scaled, occasional members (often street vendors and garbage recyclers) as well as larger, regular enterprises. Informal economies include garment workers working from their homes, as well as informally employed personnel of formal enterprises. Employees working in the informal sector can be classified as wage workers, non-wage workers, or a combination of both. Statistics on the informal economy are unreliable by virtue of the subject, yet they can provide a tentative picture of its relevance: If agricultural employment is included, the percentages rise, in some countries like India and many sub-Saharan African countries beyond 90%. Estimates for developed countries are around 15%.

In developing countries, the largest part of informal work, around 70%, is self-employed. Wage employment predominates. The majority of informal economy workers are women. Policies and developments affecting the informal economy have thus a distinctly gendered effect.

Contribution in GDP

The contribution of the informal sector – not only its size - is quite large. The contribution of informal sector income to total household income is significant in many regions: for example, in several African countries, informal sector income accounts for nearly 30 percent of total income and over 40 percent of total urban income. The contribution of the informal sector to gross domestic product (GDP) is probably also significant. For those countries where estimates exist, the share of the informal sector in non-agricultural GDP is between 45 to 60 percent.

Women in Informal Sector

Women are over-represented in the informal sector worldwide. This basic fact has several dimensions. Firstly, the informal sector is the primary source of employment for women in most developing countries. Existing data suggest that the majority of economically active women in developing countries are engaged in the informal sector. In some countries, virtually all of the female non-agricultural labor force is in the informal sector. In India and in Indonesia, the informal sector accounts for nine out of every ten women working outside agriculture. Secondly, the informal sector is a larger source of employment for women than for men (UN 2000). The proportion of women workers in the informal sector exceeds that of men in most countries. Thirdly, women's share of the total informal workforce outside of agriculture is higher than men's share in 9 out of 21 developing countries for which data are available.

The composition of the female informal workforce varies somewhat across regions. In many countries in Latin America and Asia, although the majority of workers are self-employed or contributing family members, at least 20 percent of women in the informal sector are casual wage workers.

At a workshop held at New Delhi by SEWA, it was seen that even though India has the highest number of people in informal employment, there is a dire need to work for better health conditions of women workers on multiple levels.

India has the highest rate of informal employment in Asia which stands at a staggering 84 per cent, according to experts who discussed issues related to occupational health of women workers at a workshop in Delhi. Professor Frances Lund and Dr Lesly Jayne from WIEGO (Women in Informal Employment: Globalizing and Organizing) jointly discussed their work, done in collaboration with Indian organisations. Involved in three levels of work – research, action and policy & influence - which includes efforts to harbour commitments through policy dialogues and influencing public perception of workers in the informal economy, they highlighted their work with the Indian NGO - SEWA in Ahmedabad, Gujarat.

Segments of Women Employment in Informal Sector

The vast majority of women in the informal sector are home-based workers or street vendors.

Home-Based Workers: As used here, the term “home-based workers” refers to three types of workers who carry out remunerative work with their homes – dependent subcontract workers, independent own account producers, and unpaid workers in family businesses – whereas the term “homeworkers” refers to the first category only. Despite the limitations to existing official statistics, available evidence suggests that home-based work is an important source of employment, especially for women, throughout the world: over 85 percent of home-based workers in most countries are women.

Despite working from their homes, many home-based workers are linked to the global economy through global subcontracting chains, also called global value chains. A key dimension of global integration of the economy is a restructuring of production and distribution into global value chains. In these “global assembly lines”, lead firms place orders or outsource to suppliers who put out work to sub-contractors who operate small production units or, in turn, put out production to home workers.

Street Vendors: In all countries where data is available, informal traders – mainly street vendors - represent a very high proportion (73-99%) of employment in trade and a significant share (50-90%) of trade gross domestic product (GDP). Considered another way, street vendors constitute a significant share of total employment in the informal sector and street vending units constitute a significant share of total enterprises in the informal sector.

Women account for more than 50 percent - and up to 90 percent - of informal employment in trade, except in those countries (such as Tunisia and India) where social norms restrict women’s mobility outside the home.

Problems Faced by Women Workers

The informal sector workers are obviously not a homogenous lot. They are involved in a variety of occupations; both in rural and in urban sector. There are men and women and, there are therefore obvious sexual differences/ discriminations. Women sometimes get half of the wages men get for the same work and there is therefore preference for women.

Their wages are very low, subsistence wages in most cases; the Dalit among the informal sector workers are obliged to do “dirty work” and are considered impure. Finally women workers of the informal sector do not enjoy parity in terms of wages and working conditions; finally these workers are unprotected in the sense that in most cases they do not have social protection, social security and are not entitled to old age pension.

Gender and Employment in the Informal Economy

- The majority of women in the informal sector are own account traders and producers or casual and subcontract workers; relatively few are employers who hire paid workers
- Men and women tend to be involved in different activities or types of employment even within the same trades: in many countries, for example, male traders tend to have larger scale operations and to deal in non- food items while female traders tend to have smaller scale operations and to deal in food items.

Gender and Incomes in the Informal Economy

Average incomes of both men and women are lower in the informal sector than in the formal sector. The gender gap in income/wages appears higher in the informal sector than in the formal sector and exists even when women are not wage workers. The relatively large gender gap in income/wages in the informal sector is largely due to two interrelated factors:

Informal incomes worldwide tend to decline as one moves across the following types of employment: employer – self-employed – casual wage worker – sub-contract worker

- Women worldwide are under-represented in high income activities and over-represented in low income activities (notably, subcontract work)

Why do so many women who work in the informal sector remain poor despite their contributions to the economy? There is no simple answer to this complex question. Furthermore, we would need to understand why women are over-represented in the informal sector and why women are concentrated in certain segments within the informal sector.

Many observers argue that women are less able than men to compete in labor, capital, and product markets because they have relatively low levels of education and skills or are less likely to own property or have market know-how. Other observers argue that women's time and mobility are constrained by social and cultural norms that assign the responsibility for social reproduction to women and discourage investment in women's education and training.

Steps being taken to Ensure Dignity of Women Labor Force

Recognizing the power of the joint action of grassroots organizations, research institutions, and international development agencies, the founders of Home Net and Street Net, and representatives from UNIFEM decided to establish a global research-policy network to promote better statistics, research, programs, and policies in support of women in the informal economy. This network called Women in Informal Employment: Globalizing and Organizing (WIEGO) was established in early 1997.

The Global Movement of Women in the Informal Sector

During the 1980s, various trade unions, grassroots organizations, and non-governmental organizations working with home-based workers and street vendors – in both the North and the South – began to establish linkages. In the mid-1990s, at two separate meetings in Europe, these organizations came together to form two international alliances of women in the informal economy: one of home-based workers called Home Net, the other of street vendors called Street Net. At the first Street Net meeting in 1995, the founding members drafted an International Declaration that sets forth a plan to promote national policies to support and protect the rights of street vendors.

At the first Home Net meeting in 1994, the founding members planned a global campaign for an international convention that would recognize and protect home-based workers. The culmination of that campaign was the June 1996 vote at the annual general conference of the International Labour Organization (ILO) in favor of an international convention on homework. During the final year of the campaign, Home Net commissioned researchers at Harvard University to

compile available statistics on homework for dissemination at the 1996 ILO annual conference and requested the United National Development Fund for Women (UNIFEM) to convene a policy dialogue in Asia with government delegations to the ILO conference. These initiatives contributed to a complicated negotiation process leading to the eventual ratification of the ILO Convention on Homework in 1996.

Recently, the Government of India asked representatives of the Self- Employed Women's Association (SEWA) – who are also founding members of HomeNet, StreetNet, and WIEGO - to participate in a process to formulate a national policy on home-based work.

Conclusion

Both formal and informal sectors are destined to coexist and be like two wheels of any economy. Women constitute a major part of the informal sector. It is hence; vitally important to understand the specific requirements of women engaged in the informal sector and ensure them the dignity of work, equal opportunity to perform major roles, equality of wages, proper working conditions, safety and security from any kind of harassment and mechanism to redress their problems.

References

1. en.wikipedia.org/wiki/Informal_sector
2. https://www.princeton.edu/~achaney/tmve/.../Informal_economy.html
3. www.businessdictionary.com/definition/informal-sector.html
4. nweb90.worldbank.org/eca/eca.../2e4ede543787a0c085256a940073f4e.
5. www.iariw.org/papers/2009/5a%20naik.pdf
6. https://www.princeton.edu/~achaney/tmve/.../Informal_economy.htm
7. www.thehindu.com › Opinion › Columns › Chandrasekhar
8. www.jnu.ac.in/SSS/CISLS/
9. wiego.org › ... › Statistics › Concepts, Definitions & Methods
10. unstats.un.org/unsd/class/intercop/training/escap99/escap99-16.PDF
11. wiego.org › Informal Economy › Occupational Groups
12. www.cpahq.org/cpahq/cpadocs/module6mc.pdf
13. fedina.org/777/2011/10/Decent-work-for-informal-sector.pdf
14. iosrjournals.org/iosr-jhss/papers/Vol4-issue1/D0412936.pdf
15. in.boell.org/2012/05/25/informalisation-womens-work-india
16. southasia.oneworld.net › News
17. www.nber.org/papers/w8823
18. www.springer.com › Home › Economics › Development Economics

To Develop Unorganized Sector is an Important Call for Development of Indian Economy:

Dr. Ravindra Tripathi *, Nikhil Yadav**, Yogesh Arora***

*Assistant Professor MNNIT Allahabad, ** Institute Research Fellow MNNIT Allahabad,
***Institute Research Fellow Bundelkhand University, Jhansi .

Abstract:

Unorganized Sector contribution in economy has an important role in self employment income as well in GDP but unorganized sector is lagging behind organized sector so in this paper I would like to discuss about importance of this multidimensional and how it contribute for economy and society as whole with this I want highlight what major course of action should be take to policy makers.

Key Words: Unorganized sector, Informal sector, contribution, development.

Introduction:

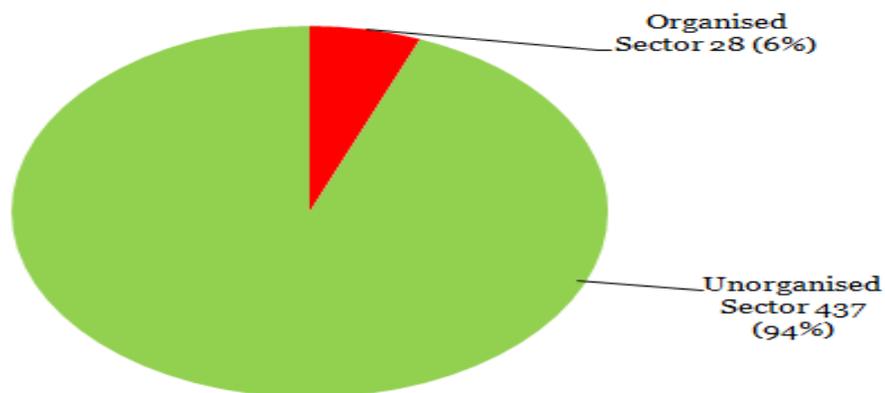
Unorganized sector were started in 1970 through Inter National Labor Organization and through different other institutions as “Dual Economy” but latter on it replaced Informal word It defined informal sector for those activities which are not recorded, recognized and regulated by government authorities ILO (1972). Informal Economy considered as “Non Observed Economy” OECD (2002) so meaning of informal economy and unorganized sector exchange each other. ILO (2002) Discuss about informal workers and defined to those people, s employment come outside to labor law or legal issues. NCEUS (2002) defined of the “unorganized sector”: “The unorganized sector consists of all unincorporated private enterprises owned by individuals or households engaged in the sale and production of goods and services operated on a proprietary or partnership basis and with less than 10 total workers” here NCEUS 2002 definition is base on quantity of unorganized work Rather than nature .90th session International Conference of Labor Statisticians (ICLS) never suggested any employment size for Informal sector or Unorganized Sector they focused on suggested definition on nature basis of Unorganized Sector It is important noted definition a every dimension each sectors of the economy, in this reference

to most other definitions which do not include agriculture, while it is largely unorganized in so far as the informal/unorganized enterprises included in it have no legal personality of their own separate from their owners'. Farmers are very small in their capital income as well as in their marketing, financing activity are very scattered so it also needs to include in unorganized sector.

Contribution of Unorganized sector in Indian Economy:

Unorganized sector is contribute in a important role in economy it contribute 90 percent in employment and 50 percent accounted for national product by Informal economy .and there large portion of socially and economically backward people are depended on Unorganized Sector and last two decade informal sector growth is very high and working as complementary role for formal economy so there is high interlink between both formal and informal sector so Informal sector need of high attention for improvement of earning, productivity, skills , marketining activity, credit ,technology and infrastructure **National Statistical Commission (2012)**.It is increasingly realized that “lack of reliable statistics on the size, distribution and Economic contribution of the sector . . . has been a major constraint in providing a realistic understanding of the significance of the Indian economy, leading to its neglect in development planning.” (NCEUS 2008, P.64). As per data NSSO 2009-10 unorganized employment contributions is very high so skill development also need to take attention to improve productivity of who people are engage in Unorganized but major strata of labors are unskilled and low productive in comparison to organized sector or formal sector so there is need to skill development institutions and colleges to develop skill in manpower it .

Total Employment During 2009-10



Total Employment: 465 million

Figures in million
Source: NSSO 2009-10

In Unorganised sector person normally work in multiple units and pursue multiple job due to insecurity in jobs but they not able to procure minimum level of nutrition other thing for livelihood. According data Gross Value Added available in India so far, it has been seen that GDP from unorganized sector is almost half of the total GDP. Normally they are same. Ancillary Units production units not or hardly maintaining any accounts and remaining invisible or non-observable in most of the times, so there measurement is not possible but they contribute in GDP. **National Statistical Commission (2012).**

Share Unorganised and Organised sector contribution in GDP data edit by NSC 2012

Report.

Segment and Sector	Shares in Employment		Shares in Net Domestic Product
	1993-94	1999-2000	1997-98
Unorganised Agriculture	63.56	59.95	28.84
Unorganised Non-agriculture	29.17	33.00	31.62
All Unorganised	92.73	92.95	60.45
Organised Agriculture	0.39	0.35	1.08
All organised	7.27	7.05	39.55
Organised and Unorganised Segments Combined (all sectors)	100.00 (374,271,353 persons)	100.00 (398,441,131 persons)	100.00 (Rs. 1,233,920 Crores)

Notes: 1. The organised sector employment estimates are derived from the Quarterly Employment Review, published by the Directorate General of Employment and Training (DGE&T). The figures given all as at the mid points of the NSS Rounds. These figures are known to be underestimates because: (i) establishments employing 10 to 24 persons in the private sector in the metropolitan areas of greater Mumbai and Calcutta are not covered at all; (ii) the data for these smaller establishments in other places are collected. "on a voluntary basis" (iii) part time employees are excluded, (iv) new establishments may be left out of the lists of establishments maintained at the Employment Exchanges

2. The unorganised sector employment estimates are derived as a residual by subtracting organised sector estimates from usual principal and subsidiary status (UPSS) employment estimates interpolated for the mid-points of the NSS Rounds.

Contribution in GDP as different per source an compression Table of NSSO

Item	CSO	Kolli & Hazra	Sub Group
1 .Definitions of unorganised Sectors	Follows different criteria for different industry groups mainly dictated by availability of data	Enterprises employing upto 5 workers with certain exemptions as informal sector which is a sub set of the CSO's unorganised sector.	Proprietary and partnership enterprises employing less than 10 workers 55.42% in 1999-2000 and 49.94% in 2004-05
2 .Share of Unorganized Sector	Varies between 57 and 60 percent since 1993-94	58.5 % of NDP belongs to unorganized sector of which 47.7 % is informal n 2001-02.	Value added per worker estimated from 55th, 56th and 57th round unorganized sector surveys.
3. Methodology	The GDP estimates of unorganized sector in each compilation category are initially prepared for a bench mark year by using labour input method. The labour input data is obtained from Census of Small Scale Industry, NSS surveys on Employment & Unemployment, DGET etc. For the subsequent years, the benchmark year estimates are extrapolated with appropriate physical indicators and the relevant price indices	Employment estimates from 55th round for all compilation categories. Value added per worker for services from 57th round and for the rest of the sectors from 55th round. Multiplying the employment with value added per worker to arrive at the informal sector estimates. Keeping the overall unorganised sector as defined by CSO constant	Employment estimates from 55th and 61st Round EUS survey. Apportioning was not limited only unorganized sector GDP. In the services sector total GDP was apportioned

Source: Contribution of the Unorganized sector to GDP Report of the Sub Committee of a NCEUS (National Commission for Enterprise in Unorganized Sector) Task Force (JUNE 2014)

Challenges of Unorganized Sector:

- Due to lack of brand Unorganized sector unable to face challenges against organized houses that competition become the causes for low profit and bound unorganized units to sale their product and services in regional area only so it an important cause for underdevelopment of unorganized sector in India .
- Another problem which are currently unorganized sector facing face that is lack of social security like Provident fund, insurance etc. Sethuraman, (2011) discuss in his paer about social security issue problems in developing countries and highlighted informal sector and ask to reivive social security and inculde informal sector in social security for developoment of informal sector ,activites .it would be a good opportunited for developing country in future.
- Lack of financial support due to different though norms and standards because unorgnized units unable to ful fill after banking sector reforms unorgnised sector faces lot of problem for finanancing .NECUS (2007) in reoprt found that bank non adherence the RBI norms for finincing . in this reoprt also mention unorgnised units normaly take help of different government schemes ,and they prefer loan from bank . in rural areas unorganised enterperneure apart from credit expenditure small baroower bear many other expenses due to distance bank branches / number time vist bank to sanctioned loan etc.
- Unorgained Sector unable to invest in R&D so they face the problem of new technology and invovation in their product . agircultre have less problem of R&D due to esatblishment agriculture Universites and they full fill gap of the R&D.
- Lack Proper infrastructre (road ,electricity& tarnportion)Unorgnised sector face problem of market for their product many time they sell their product at very low price in lack of proper market .

Conclusion:

In Unorganized Sector there are so many challenges which need attention to Indian policy makers because there contribution in economy is very significant major challenges are lack of brand equity , social security problem ,financing problem ,lack of standardized norm for Unorganized worker if these challenges also an opportunity for Indian economy in respect of contribution of Unorganized Sector in economy policy makers as well every pillars of the society must take attention to develop Unorganized sector through development of this strata of economy can lead Indian economy towards develop nation .

Recommendations

- For development of brand government can open co-operative for each product wise or regional expertise base under which group of unorganized Unit can sell they their product, government can also make provision to use of their product in day to day government or public uses activity for example few year ago Indian rail ministry had made the provision to ban fiber glass to use over there .which promoted pot makers business.

- For proper social security government should promote saving habit as well there need some provisions like insurance for unforeseen losses and unemployment compensation for unorganized labor.
- To solve the problem of financing government need re –define priority sector lending. NECUS (NOV 2007) there is need of innovative lending instrument like cluster lending in which cluster of enterprises work in one cluster and by this they full fill their individual and collective need of entrepreneur this type instrument is very popular in world wide . There also need to extent role of SIDBI to financing unorganized unit.
- Small training institution also need involve in R&D as well training to unorganized units labor. How agriculture universities full fill gap of R&D in same pattern these small institutions can also full fill gap R&D.
- To solve infrastructure problem government entity can develop regional expertise basis area for Unorganized manufacturing units

REFERENCES:

- International Labour Organization (ILO) (2002b) women & man in the informal economy, Report 6, Geneva: International Conference,90th session.
- The Organisation for Economic CO-operation and Development (OECD 2002) measuring the non-observed Economy-A hand book frame, OECD Publications.
- ILO (1972) Employment, incomes & equality: A Strategy for increasing productive employment in Kenya, Geneva I.L.O.
- Report National Commission for enterprises in unorganized sector Jan,2009
- National Commission for Enterprises in the Unorganized Sector (2009) The Challenge of Employment in India p10-23
- Sethuraman, S. C. (2011). *Social Protection and the Informal Sector in Developing Countries*:. Washington, D.C.: Social Protection Advisory Service, The World Bank. Radhakrishna, P. R. (2012). *Unorganised Sector Statistics*. Delhi: National Statistical Commission
- *Report financing of enterprises in the unorganised sector & creation of a national fund for*. New Delhi: National Commission for Enterprises in the Unorganised Sector Nov 2007 .
- Report 90th session International Conference of Labor Statisticians
- Blades D. & Ferreria F. ‘The Informal Economy In Developing Countries : An introduction ‘Review of Income and Wealth, Series 57 Special Issue.S1 to S7.Williams C.& Lansky M. (2014) Informal Employment in Developed and Developing.
- Rajan, S. Irudaya (2001) “Social Security Initiatives in Kerala”, Center for Development Studies, Tiruvanathapuram, Kerala, India, Presented at The World Bank, Washington DC.
- Ratnam, Venkata (1999) “India” in Trade Unions in the informal sector: Finding their bearings.

Socio – Economic Study on Women Street Vendors

Nitika Diwakar* & Renu Anand**

*Student, MSW , MNNIT Allahabad

**Ph.D Student NGBU, Allahabad

Abstract

Street vending is an important activity of unorganized sectors. Women who have a broken family, divorced or separated from husband, insufficient husband's income and poverty, pressure from in-laws to work are the factors responsible for making women to do street vending. They have low skill and poor economic conditions. In comparison with other trades it is easy to enter this trade for the poor migrants as well as lower income groups living in the city. Comparatively women face much more problems in street vending rather than men. Women are generally affected by the crimes like eve teasing, sexual harassment, rapes, etc. Street vending is not an easy task for women.

Key words: Women Street Vendors, problems, challenges, socio-economic

Introduction

Women are almost half the adult population. They contribute two third of the world's working hours and yet earn only 1% of the world's property. In developing countries the reality of most women is that they are compelled by poverty to seek and income, either as the sole earner of the family or to supplement income of the family. For most women workers, the quality of employment is poor without any skill or access. The rise of female participation in the informal sector is more due to economic compulsion than any change in work ethos. The journey of the women vegetable sellers began from the poverty which forces them to work for the livelihood of themselves and their families. Street vendors are identified as self-employed workers in the informal sector who offer their labour to sell goods and services on the street without having any permanent built-up structure. The women who are without any skill or knowledge are left with no other option then adopting the works like housemaids and vegetable selling and selling fruits or nuts on vendor. Factors which force the women to engage in such kind of unorganized work are like breakup of the family owing to death or divorce, unemployed husband, domestic violence and pressure of in laws to earn for their family. In rural India, the prosperity of the household depends on the prosperity of agriculture and allied occupation in any particular point of time vis-à-vis the role of women in innumerable activities connected with farming, dairying,

sericulture etc. Doing any kind of work or job is not an easy task for women. They are the sufferers of the crimes like eve teasing, rape, sexual harassment, etc.

Poverty, Vulnerability and Informal Work Status: the High Congruence

When 92 per cent of the country's workforce is employed in the informal or unorganized economy (i.e. those who work in the unorganized sector plus the informal workers in the organized sector), it is but natural that there is a high congruence between the poor and the vulnerable segments of the society (who may be called the common people). But, there is an empirical challenge to demarcate, the segments that constitute the group of the poor and the vulnerable and then to link them up with the informal economy skills. Women workers are usually at the lowest-paid end of any sector, they are usually termed as unskilled, even though very often their work, though low-paid, requires a certain level of technique. Furthermore, many of the skills that women learn are those that are in some way connected to care and reproduction, which are often not regarded as skills at all. For example, some skills which are not recognized

Now, but which exist with local populations -- women in forest areas, have a skill of recognizing and using herbal plants. Often a woman's skills may not be regarded as skills at all, either by the person who is documenting the skills, or even by the women themselves. Secondly, the potential marketability of a particular skill is never recognized. This refers to a woman's skills which currently may not be marketed but which may have a good market potential like embroidery or knowledge of herbs. Finally, the 'care' skills of the women can no longer be sidelined. Only then will a measurement of a woman's skill will capture the extent of her 'specialization'. One unfortunate tendency that has been noticed in the desperate search for employment that goes on in the unorganized sector is the tendency towards deskilling. Workers lose their traditional or acquired skills when they cannot find employment with these skills. Social Security Social security still eludes most workers in the informal sector, especially women workers. Existing schemes are mainly restricted to the organized sector, barely ten per cent of the Indian workforce, where employer-employee relationships can be clearly established. For the millions in the unorganized sector or informal economy, social security continues to be a missing link in their struggle for survival. And yet, it is these unorganized workers who are the poorest of workers, and are most exposed to shocks and multiple risks that threaten their very survival. The problem is more acute for women workers. They play the triple role of a worker, housewife and mother, The lack of capital and assets, low and irregular income, aided by frequent accidents, sickness and other contingencies, poor working and living conditions, low bargaining power and lack of outside linkages and opportunities for skill up gradation - all these interlinked factors drag these women into deprivation, trapping them in the vicious circle of poverty. Child care provisions and maternity benefits are the crucial needs for the women worker. The most productive years of a woman's life are also the reproductive years of her life. In the absence of any provision for maternity leave and child care, a woman worker often has to leave her job to have a child and take care of the infant. The working mother is bogged down by the burden of

Child care, leading to the decline in the productivity of the mother as well as negative impacts on the health of both the mother and the child. Old age Pension and insurance to cover her during

crisis are her other needs. The Indian woman worker lives and works under many constraints. She belongs to the poorer families in the village or town. She also belongs to backward caste, schedule caste or minority. Being a woman she would have a lower status in her family. Her family would own few assets and have few opportunities for better work, and such assets or opportunities that existed would be in for the males of the family and not for her. Often, she may be a widow or live alone with her children. She faces a crushing work burden---of work for income, work for subsistence, work for the household and care work of children and aged. The

Policies of liberalizations have an adverse effect on her life. Even when it creates opportunities, the working conditions are very poor. Coupled with it are the trends of increasing casualization and women's lack of access to skills and technology. The shrinking role of the state further adds to her burdens. However, it is not possible to give a blanket response to counteract the destructive forces of liberalization. It has to deal with all the situations of loss and gain of employment on a case-to-case basis.

Objectives

- (1) To identify the role of women street vendors in the developing countries.
- (2) To identify the causes behind street vending
- (3) To know about challenges being faced by women street vendors
- (4) To know the various policies and bills passed by the government to protect the rights and interest of women street vendors
- (5) To know the ways to improve the condition of women street vendors

Working Conditions

Street vendors have poor social protection and their working conditions on the streets expose them to a variety of safety and health issues. Women vendors earn less, on average, than men vendors. The lack of toilets has an adverse effect on women's health and many suffer from urinary track infections and kidney ailments. The mobile women street vendors also face security issues. Vendors are often regarded as public nuisance. They are accused of depriving pedestrians of their space, causing traffic jams and having links with anti-social activities. The municipal authorities and housing societies, aided by the media, have targeted vendors at frequent intervals. "The lack of recognition of the role of the street vendors culminates in a multitude of problems faced by them: obtaining license, insecurity of earnings, insecurity of place of hawking, gratifying officers and musclemen, constant eviction threat, fines and harassment by traffic policemen."

Compared to male traders, women are more likely to have lower levels of education, prior work experience, and relevant skills; be single heads of households and main income earners ; have greater pressures on their time; have less time: for trade, to learn new skills, for leisure, and for sleep

Women as Street Vendors: Where, Why, and How?

Poor women in particular have always had to work; in many cities around the world, they work as street vendors and formal traders. They are rarely included in a country's labor statistics because they are far more likely to be working in the informal rather than the formal sector (and thus are not "counted" among the employed or economically active). Faced with a paucity of statistics on street vendors in general, and women hawkers in particular, it is difficult to quantify with any precision the extent of female participation. Street vending is one of the few readily accessible avenues of employment open to women who need to earn a living. The low cost of entry into many types of hawking and vending as well as schedule flexibility is an attractive factor for some women.

Role of Women Street Vendors in India

Women street vendors play very important role in India by generating employment and income opportunities. They sell different kinds of goods like clothes and hosiery, leather, molded plastic goods and different kinds of goods necessary for household, which are manufactured in small scale or home based industries. Street vendors provide the market for home based manufactured products as well as agricultural product.

Eleven major arguments in support of street vending:

1. Street vending contributes directly to overall level of economic activity and to the provisions of goods and services.
2. Citizens have constitutional right to choose their occupation and to engage in entrepreneurial activities.
3. Street vending is an actual or potential source of government tax revenues.
4. Street vending serves as a social safety-net.
5. Street vending is a laboratory for entrepreneurship, family business and social interactions.
6. Street vending provides entrepreneurial opportunities to people who cannot afford to buy or rent fixed premises.
7. Street vending greatly expand the range of places and times where goods and services can be provided, and sometimes they also offers goods and services which are not available in off-street locations.
8. Street vending brings life to dull street.
9. Because of its low capital requirements and its potential mobility, street vending is a very effective way to cater for seasonal, sporadic and special demands.
10. Street vending offers its workers considerable flexibility in working hours and levels of activity.

Challenges faced by Women Street Vendors

1. Street Vendors faces many problems as they are vulnerable population, who are neither protected by government, NGOs, labour union nor by any labour law. They are deprived by laws made by government in respect of labour union.
2. The street vendors always suffer competition with other street vendors because of fluctuation in market prices, insecure and irregular employment. Their incomes are often minimal and their sales fluctuate. Another reason for decrease in income of street vendors is that they are forced to pay 15 to 20 percent of their daily income as bribes to local police.
3. Street vendors are usually associated with encroachment of public spaces, causes traffic congestion, inadequate hygiene, and poor waste disposal. Safety of food has been increasingly become a concern in regard to street vendors. No Government agency is authorized to verify the content of food as they are not regulated by any government agency.
4. The government does not recognize the contribution of street hawkers towards economic and social well-being of urban population. They survive without government support. But lately, government has passed “Street Vendors Bill 2013”, which protects the rights of street vendors.
5. Negative impact of online shopping on retailers and street vendors- Online shopping is a form of electronic commerce whereby consumers directly buy goods or services from a seller over the internet without an intermediary service. Online shopping has become the trend and the new mode of purchasing. There are around 1000s of online marketing enterprises selling cosmetics, clothes, shoes, accessories, vitamin supplements, etc. literally the entire range of consumer items. The trend is very clear; retail shop demand will fall and even shrunk. Online shopping is indeed having an adverse impact on the retail sector.
6. Uncertainty and insecurity: The basic problems of women street vendors is insecurity and uncertainty as their profession is considered illegal, but according to government of India assessment done in 2004 shows around 2.5% of local poor urban population survive by working in this occupation. If government provide license to street vendors, they can be protected by harassment and eviction by local authorities and local police.
7. Another important aspect of challenges of women street vendor is being a women they become the victim of the crimes like eve teasing, sexual harassment, rape, human trafficking .

Legal Aspects

1. National Policy on Urban Street Vendors, 2009

Highlights of the policy

1. This policy recognizes the positive role of street vendors in providing essential commodities to people at affordable prices and at convenient places-
2. . 2. This Policy also aims to reflect the spirit of the Constitution of India on the right of citizens to equal protection before the law (subject to reasonable restriction) as well as their right to practice any profession, occupation, trade or business; and the duty of the State to strive to minimize the inequalities in income, and to adopt policies aimed at securing that the citizens have the right to adequate means of livelihood as enshrined in Article 14, 19(1)(g), 38(2), 39(a), 39(b) and 41 of the Constitution.
3. This Policy recognizes that to be able to practice any profession or to carry on any occupation, trade or business is a fundamental right of every citizen in our country. A person who wants to buy some items in wholesale and sell the same in retail by hawking is actually exercising such a right.
4. This Policy recognizes that street vendors constitute an integral and legitimate part of the urban retail trade and distribution system for daily necessities of the general public.
5. A centre piece of this Policy is the role of Town Vending Committee (TVC) to be constituted at City/Town level. A TVC shall be coordinated by a convener who should be nominated by the urban local body concerned. The Chairman of TVC will be the Commissioner/ Chief Executive Officer of the concerned urban local body. The TVC will adopt a participatory approach and supervise the entire process of planning, organization and regulation of street vending activities, thereby facilitating the implementation of this Policy.

2. The Street Vendors (Protection Of Livelihood And Regulation Of Street Vending) Bill, 2012

Highlights of the Bill

1. The Bill aims to protect the livelihood rights of street vendors as well as regulate street vending through demarcation of vending zones, conditions for and restrictions on street vending.
2. Any person intending to undertake street vending needs to register with the Town Vending Committee (TVC). He may then apply for a vending certificate that will be issued based on various criteria.
3. The state government shall frame a scheme for street vendors. The local authority shall, in consultation with the planning authority, frame a street vending plan once every five years.
4. The TVC comprises of the municipal commissioner, representatives of street vendors, local authority, planning authority, local police, resident welfare association and other traders associations.

5. This Bill shall not apply to Railways land, premises and trains

3. Street Vendors Bill, 2013

The Upper house of the Indian Parliament passed the street vendors (protection of livelihood and regulation of street vending) Bill, 2013. The bill aims at creating a conducive atmosphere where street vendors are able to carry out their business in a fair and transparent manner, without the fear of harassment and eviction. Some features of street vendor Bill 2013 are as follows:

1. The bill provides for constitution of a Town Vending Authority in each local authority, which is the fulcrum of the bill, for implementing the provision of the bill.
2. In order to ensure participatory decision making for aspects relating to street vending activities. It has been provided that 40% members of the Town Vending Committee will be from amongst street vendors to be selected through election, of which one-third shall be women.
3. It has been provided that no street vendor will be evicted until the survey has been completed and certificate of vending issued to the street vendors.
4. The mechanism is to provide universal coverage, by protecting the street vendors from harassments and promoting their livelihood.
5. Relocation of street vendors should be exercised as last resort. It means re-allocation should be avoided as far as possible unless there is clear and urgent need for land in question.
6. The bill also provides for promotional measures to be undertaken by the government towards availability of credit, insurance and other welfare schemes of social security, capacity building programs, research, education, training programs etc. for the street vendors.
7. The bill specially provides that the rules under the bill have to be notified within one year of its commencement, and schemes have to be notified within six months of its commencement to prevent delay in implementation.

Conclusion

Street vendors are very important part of the informal sector in the country. Women form a large segment of street vending in almost every city. Street vending is not only a source of self-employment to the poor in cities and towns but also a means to provide „affordable“ as well as „convenient“ services to a majority of the urban population. Street vendors are often those who are unable to get regular jobs in the remunerative formal sector on account of their low level of education and skills. They try to solve their livelihoods problems through their own meager financial resource. They are the main distribution channel for a large variety of products of daily consumption like fruits, vegetables, readymade garments, shoes, household gadgets, toys, stationery, newspapers, and magazines and so on . The importance of this sector cannot be

undermined, especially considering that the government does not have the capacity to provide jobs to the millions of unemployed and underemployed women in India .

References

- i. Women in informal employment: Globalizing and Organizing
- ii. Street Vendor in India: An Overview Rachna, CASIRJ,5(3) ISSN 2399 9202
- iii. National Association Of Street Vendors Of India – NASVI
- iv. Bhowmik, S., ‘Hawkers in the Urban Informal Sector: A Study of Street Vending in seven Cities of India’ on behalf of National Alliance of Street Vendors of India.
- v. The Street Vendors (Protection of Livelihood and Regulation of Street Vending) Bill, 2013
- vi. National Policy on Urban Street Vendors, 2009. Government of India

Unorganized Indian Agriculture and Food Security Act

Surendra Kumar

Faculty Member, Institute of Cooperative Management,
Bhopal

Abstract

Development of the economy depend on mainly two sectors namely organized and unorganized sectors. As name itself revealed, organized sectors are those where the terms of employment are regular and people have assured work. They enjoy security of employment adequate natural resources, income, full time employment etc. On other hand unorganized sectors are those who operate on a small scale low and uncertain income and no social welfare and security. Agriculture is one of the most unorganized sector in india and most sufferer of uncertainty. Smaller farm holding and low income are the major factors of food insecurity. The present paper tries to find out the govt.policies on food security and its impact on rural poor's.

Key Words: Organized &Unorganized Sector, Food Security, Food Security Bill.

Introduction

Development of the economy depend on mainly two sectors namely organized and unorganized sectors. As name itself revealed, organized sectors are those where the terms of employment are regular and people have assured work. They enjoy security of employment adequate natural resources, income, full time employment etc. On other hand unorganized sectors as Definition by NSO are "Enterprises typically operating on a small scale with a low level of organization, low and uncertain wages, and no social welfare and security."

In India nearly 92 per cent of workforce is in the unorganised segment, with the entire farm sector falling under the informal category, while only one-fifth of the non-farm workers are found in the organised segment. Estimates suggest that in the non-farm sectors, as we move up the income ladder, the share of the informal sector gradually declines. However, as far as the agricultural sector is concerned, irrespective of economic class, the share of the unorganised workforce remains flat. The coverage of social security schemes has been extremely sparse among the economically and socially vulnerable sections.

There are nearly 3/4 of the population working in unorganized sectors like daily wage earners, vegetable vendors, agents, brokers, foot-path traders etc who are not having Trade Unions to defend or increase their salaries/wage or to protect their jobs. Hence the Laws applicable to them introduced by the government never reach them. Labour Laws or not applicable here as they are not coming under any office or working hours. Unorganized sectors never can collectively protest or protest their rights. For example Agricultural farmers are employed only in seasons otherwise they are not employed. But unorganized sectors are playing major role in India in various fields and to make them organized is a quite an impossible task.

The terms unorganized and informal sectors are often used interchangeably. The informal sector may be broadly characterized as consisting of units engaged in the production of goods or services with the primary objective of generating employment and incomes to the persons concerned (15 ICLS, ILO, 1993). These units typically operate at a low level of organization, with little or no division between labour and capital as factors of production and on a small scale. Labour relations - where they exist - are based mostly on casual employment, kinship or personal and social relations rather than contractual arrangements with formal guarantees. The National Commission for Enterprises in the Unorganized Sector (NCEUS) has referred to the concepts of unorganized as “The unorganized sector consists of all unincorporated private enterprises owned by individuals or households engaged in the sale and production of goods and services operated on a proprietary or partnership basis and with less than ten total workers”

The major unorganized sector is agriculture, the largest employer providing more than 60 percent of the jobs and is the prime arbiter of living standards for seventy percent of India’s population living in the rural areas. These factors together with a strong determination to achieve self-sufficiency in food grains production have ensured a high priority for agriculture sector in the successive development plans of the country.

Indian agriculture has progressed a long way from an era of frequent droughts and vulnerability to food shortages to becoming a significant exporter of agricultural commodities. This has been possible due to persistent efforts at harnessing the potential of land and water resources for agricultural purposes. Indian agriculture, which grew at the rate of about 1 percent per annum during the fifty years before independence, has grown at the rate of about 3 percent per annum in the post independence era.

Objectives

The objective of the present paper is to identify the unorganized position of the Indian agriculture and status of food security among the rural poor’s and agricultural producers.

Research Methodology

The study is based on secondary data available on agriculture and on food security policies available on different ministries websites and prior studies.

Food Security Dimensions:

Despite high production in agriculture ensuring food security have to be a great important issue for a country like India where more than one-third of the population is estimated to be absolutely

poor and one-half of all children malnourished in one way or another. A broadly conventional description of food security now goes beyond adequate availability of food. It includes Access to adequate food to all people at all times for an active and healthy life.

The multi-dimensional concept of food security has the following components;

- i. **Food Availability** defined as aggregate supply, ensured either through sustainable growth in production or through imports or both and encompasses both the inter-temporal and spatial stability of supplies for every section of the population.
- ii. **Food Accessibility** defined in terms entitlement to access adequate food, whether through
Production, labor, trade or transfer based entitlements.
- iii. **Absorption of food**- a function of environmental hygiene, nutrition practices and access to primary health care and clean drinking water.
- iv. **Sustainability** involving conservation and enhancement of natural resources.

Challenges among Food Security

Despite above facts there are certain measure challenges among food security in India are-

1. **Hunger & Malnutrition:** According to a report of united nations more than 85 crore population of world is suffering from hunger ,malnutrition and deases based on nutrition while food grain production is more . In India large numbers of children are dying due to pneumonia, meningitis and malnutrition. Approx 47-48% children in India are suffering with malnutrition. Government of India is trying to come up with this problem with national food security mission.
2. **Food Grain Storage:** India has achieved a significant growth in food grain production in recent past years, but major problem is storage which has been raised by different media and supreme court has also raised the issue too.
3. **Negligence of Corse Grain:** After green revolution we focused on farming of wheat and rice, where India achieved a significant growth which resulted in the form of problem of food grain storage, malnutrition and low soil fertility and high water consumption. While Farming of Corse Food Grain will not only decrease the malnutrition problem but also increase the fertility of soil .Corse grain farming reduces the consumption of insecticides and pesticides.
4. **Climate Change:** Climate change is the major threat before food security in the world , due to global warming world is facing problem

Food Security Policies in India

Since majority of Indian rural poor are unorganized. The government has taken several majors to protect their food security needs. after independence government launched many schemes toward food security some of them are-

- Entitlement Feeding Programmes

- I. ICDS (All Children under six, Pregnant and lactating mother)
- II. MDMS (All Primary School children)
- Food Subsidy Programmes
 - a. Targeted Public Distribution System (35 kgs/ month of subsidized food grains
 - b. Annapurna (10 kgs of free food grain for destitute poor)
 - Employment Programmes
- MANREGA - National Rural Employment Scheme (100 days of employment at minimum wages)
 - Social Safety Net Programmes
 - I. National Old Age Pension Scheme (Monthly pension to BPL)
 - II. National Family Benefit Scheme (Compensation in case of death of bread winner to BPL families)

Food Security Act

India has an over abundance of food grains stocked in warehouses, yet millions of India's poor are left without food. The government's national food security bill 2013 seeks "to provide for food and nutritional security in human life cycle approach, by ensuring access to adequate quantity of quality food at affordable prices to people to live a life with dignity." It provides food at a subsidized rate to nearly two-thirds of the country's 1.2 billion population. Some features of food security bill are as -

It will cover nearly 75% of rural population and 50% of the urban population are entitled for three years from enactment to 5 kg food grains per month at ₹ 3 , ₹ 2 and ₹ 1 per kg for rice, wheat and coarse grains respectively .

1. The states are responsible for determining eligibility criteria.
2. Pregnant women and lactating mothers are entitled to a nutritious "take home ration" of 600 Calories and a maternity benefit of at least Rs 6,000 for six months;
3. School Children 6 months to 14 years of age are to receive free hot meals.
4. The central government will provide funds to states in case of short supplies of food grains.
5. The current food grain allocation of the states will be protected by the central government for at least six months.
6. The state government will provide a food security allowance to the beneficiaries in case of non-supply of food grains.
7. The Public Distribution System is to be reformed.
8. The eldest woman in the household, 18 years or above is the head of the household for the issuance of the ration card.
9. There will be state- and district-level redress mechanisms; and

- 10.State Food Commissions will be formed for implementation and monitoring of the provisions of the Act.
- 11.The cost of the implementation is estimated to be 1.25 lac crore, approximately 1.5% of GDP.
- 12.The poorest that are covered under the Antodaya Yojna will remain entitled to the 35 kg of grains allotted to them under the mentioned scheme.

Conclusion

Since agriculture is one of the most unorganized sector and it has wide span, so none of the single policy can meet out the problems of this sector. Yet food security bill2013 is one of the most important and powerful tool to give right to food to every nationals if the implementation is proper with view of last person of the society.

References

- i. Alderman, H. (1986) “The effect of food price and income changes on the acquisition of food by low-income households”, International Food Policy Research Institute, Washington, D.C.
- ii. Indian Council of Agricultural Research, 1998: National Agricultural Technology Project, p.193, ICAR, New Delhi.
- iii. Centre for Monitoring Indian Economy Pvt. Ltd., Mumbai(CMIE) (1997) Directory of Indian Agriculture, p.402
- iv. Indian Agriculture in Brief (2000) Directorate of Economics and Statistics, Department of Agriculture and Cooperation, Ministry of Agriculture, Govt. of India, New Delhi.
- v. Economic Survey of India, 2008-09 (The Government of India)
- vi. <http://www.who.int/trade>
- vii. <http://www.foodsecuritynews.com>
- viii. <http://www.sccommissioners.org>
- ix. <http://www.nceus.gov.in>

Role, Problems and Challenges of Women Workers in Unorganized Sector

Arti, Masters Student* & Dr. Rajesh Kumar Shastri**

*M.S.W 1st year, Motilal Nehru National Institute of Technology Allahabad, India

**Assistant Professor, Motilal Nehru National Institute of Technology Allahabad, India

Abstract

Unorganized sector comprises of major part of Indian Economy. In unorganized sector, those enterprises and employments are involved which are unregistered under any legal provision. More than 90% man power contributes in unorganized sector globally. In, Indian scenario, 86% of human resource is employed in unorganized sector. 91% of women workers in unorganized sector are rendering their services. This study focuses on presenting real picture of current conditions of women workers in India who are involved in different kinds of unorganized occupations. This paper throws light on their role, nature of work, living standards and their problems which they are facing frequently in unorganized sector. This paper outlines the acts and schemes by Indian government framed for empowerment of women economically and to prevent them from exploitation.

Key Words: Unorganized Sector, Women Workers, Exploitation, Problems, Empowerment.

Introduction

Our Indian constitution assures equality of men and women. Besides of so many efforts from past years, female section of society is deprived in compared to male section. They are not given first priority in social and economic decisions in her own family. According to United Nations Development Programme (UNDP) report, women are involved in doing 67% work of world; still they are socially and economically deprived. They are receiving only 10% of the universal income and have 1% part in global assets. This discrimination also persists in their work place in unorganized sector. In informal sector, women workers don't get same wages for same nature of work for same hours done by men. They are exploited at workplace. They are some acts i.e. The Unorganized Workers Social Security Act, 2008, Domestic Workers Welfare and Social Security Act, 2010 etc. but due to their improper implementation, women workers are forced to work and live in miserable conditions in unorganized sector.

Unorganized Sector: An Overview

The National Commission For Enterprises in the unorganized sector (NCEUS), government of India defined the unorganized sector which consists all unincorporated enterprises owned by individuals or households less than 10 total workers involved in sale or production of goods and service on proprietary and partnership. (Report on conditions of work of work and promotions of livelihood in the unorganized sector Academic foundation, 1 Jan. 2008 P.1774)

The unorganized sector lacks all features of organized sector. It can be notified by the salient features i.e. seasonal employment, no employer and employee relations, no well-defined rights and lack of social security. Domestic paid workers, street vendor, construction laborers, agricultural laborers and home based workers are engaged in unorganized sector.

Nature of Unorganized Sector:

- a) No restriction on entry and exit.
- b) Autarchy and resilience.
- c) Ownership is in family hands in unorganized sector.
- d) It may be legal or illegal.
- e) Ignorance of government towards this sector.
- f) No record of income.

Research Methodology

The study is descriptive in nature and based on secondary data. So secondary sources have been used for data collection. In this regard, data is collected and reviewed from various reports, journals, books and official websites relevant to area of the present enquiry.

Objective of the Study

This paper has an attempt:

- a) To study the role of women workers in unorganized sector.
- b) To understand the nature of work of women workers in unorganized sector.
- c) To describe the present working conditions of women worker.
- d) To outline the problems of women workers in different industries of unorganized sector.
- e) To outline some act and laws of government to prevent women workers from exploitation.
- f) To find out the measures to empower the women in unorganized sector.

Role of Women Worker

In unorganized sector 96 % of women are employed. In the unorganized sector, women workers in construction industry brick making, domestic paid works, household industries etc. In rural informal sector women workers are involved in agriculture, dairy, fisheries etc. (Dr. Vandana Dave 2012).

They are working in very risky and insecure work conditions. They are not benefited with adequate wage and medical facilities. They are exploited in many ways .They are no proper laws

for making their working conditions better and to prevent them health hazards. Local factors fixed their wages, working hours (Jenna.N, n .d)

Women work for long hours without proper safety and security; they don't get proper overtime for extra hours and leave. There is no social security for omen workers in unorganized sector. (National Commission for Enterprises in Unorganized Sector, NCEUS, 2004, para 1.4 g.h.i.)

The main concerns are highlighted in study of commission tour:

1. Lack of concern of government towards women workers.
2. How women are still unnoticed at all level (Bhatt. E. 1998)

Review of Literature

Dave (2012) attempted to explain the socio-economic conditions of women workers, nature of work, working conditions, their wages prejudices on ground of gender and other problems faced in working unorganized sector. She conducted this study on 350 women worker who were involved in construction work, agriculture area and domestic paid workers. She found in her study that most of the migrated women were working in construction industry. They are exploited in great extent. They were not paid fairly for doing same work in comparison of men and for same hours of work. The main causes of their problem were illiteracy and poverty.

Vasudev and Romica (2012) administered a study on women workers in organized sector and unorganized sector. They tried to find out the status of women worker in their family, their participation in financial decision and in home responsibilities.

Usha P.E., defines the impact and key factors of women workers in unorganized sector in their study. It is found in study that in textile sales sector, women works are getting very less wages than minimum fixed wages for their work. They are divested form service advantages i.e. increment, pension, P.F. and insurance. They belong to lower class and they face exploitation in different manners.

Unni (1989) inferred by their study that women workers bear more work but still they are most underprivileged section of the workers. They work for 12 to 14 hours daily but still their work are not counted as economic activity. Their work is not a part of National Product.

Saran and Sandhewar (1990) explained the problem of female worker employed in unorganized sector. Study disclosed the fact that women workers are facing problem of exploitation, low wages, and long working hour's i.e. migrant worker for 14-16 hours and local workers work for 8-10 hours. Some factors such as illiteracy, socially backward classes and obligations are usual. They were struggling with many problems reprimand, fraud, menacing, assault and sexual exploitation in unorganized sector.

Sultania (1994) carried a micro level on women workers involved as contract laborers They analyzed the features, description, contracting, reasons of inequality and its impact on women. They found that women worker are sexually, socially, economically exploited in construction industry .The feature of illiteracy, lower wages, men's supremacy, long working hours i.e. 10-12 hours per day, absence of medical and leave benefits were found present.

Anand (1998) examined the attributes of migrant women construction workers and taken interference strategy to smoothen the services and make them aware about their rights and usage. According to Anand, NGO and other organization are very crucial units in creating awareness, unionism and cooperativeness for raising better wages and their working conditions.

Srinivasan (2000) focused on women's occupation and its trend in their study. He came to the conclusion that in unorganized sector, women workers had not right to raise voice and there is no legal support.

Singh (2002) concluded after study on domestic paid workers of Ranchi district, that due to ignorance and lack of education, they are deprived and exploited. There were also loopholes in recruitment system. They were not getting proper wages, medical facilities and leaves. They were not professional trained. They were unaware about alternative income sources. Bargaining powers was also lacking in domestic workers. Fatalism and credulity were all around them. It is reported in the study, the large no of dependent as a cause of their lower living standard and indebtedness.

Jyoti Bharat (2008) focused on social economic conditions of female domestic workers. It described the pitiable living conditions of them. She applied two stage random sampling. She taken slum ass first And index women as a second stage study. For secondary data collection, she used Urban Local bodies for database. The recommendations of study are beneficial for enhancement of working living circumstances.

Das Kabita, Das B.K. Mohanty, Subhransubala (2012) conducted his study to know intensity of social security of women workers in unorganized sector in Odisha. They selected Keonjhar, Mayurbhanj and Cuttack district for his sample survey. They enquired 1000 random selected women from each district about measures of taken by government of Odisha, The findings showed lack of social security measures in unorganized sector.

Ramesh P Babu (2012) conducted study on ' Rethinking Social Protection of India's working poor in the organized sector'. The main concern of social security low wages, lower working and living conditions, seasonal employment, absence of social security were the features of their study.

Geetha K.T. (2010) focused on socio economic study of women workers in urban organized sector. In his study primary data collected through interview schedule which is conducted on 100 women. Study concludes that women workers were overwhelmed with work and deprived in unorganized sector .The study endorsed for preparing policies for improving working and living situation of working women in unorganized sector.

Problems and Challenges of Women Workers in Unorganized Sector

1. There is no sustainability of employment of women workers in unorganized sector.
2. They are not getting proper training in unorganized sector.
3. Women belonging to lower caste and communities face more disparity in social terms.

4. They don't get right to raise their voice and interrupt in financial decision in their own family.
5. Exploitation is the main problem of female workers in unorganized sector.
6. In unorganized sector women are exempted from maternity benefit and child care facilities.
7. Women workers frequently face discrimination due to gender inequality
8. In unorganized sector women workers do not have benefit of minimum wage act or factories Act.

Acts and Programs for Women in Unorganized Sector

Government of India has formulated some act and programs for women workers in unorganized sector-

1. **Domestic workers and social security Act, 2010:** Women and child are more vulnerable exploitation so government has formulated this act for providing them better working conditions including registration.
2. **Mahatma Gandhi National Rural Employment Guarantee Act (MGNREGA):** MGNREGA has played a remarkable role in employment of women workers in organized sector. It has created better working conditions same wage to women and men.
3. **Unorganized sector workers Act 2008:** The workers felicitation center (WFC) is responsible for implementing the act. Under this act , various schemes are
 - a) Janani Suraksha Yojna
 - b) National Family Benefit Scheme
 - c) Rastriya Swasthya Bima Yojna
4. **Cooperative intervention:** Cooperative provides employment and opportunities provided to women worker for earning income. Corporate tries to make balance in individual need and communing needs by empowering them.

Measures for empowerment of women in unorganized sector:

1. Providing basic education to women so that they become aware about the schemes and facilities about the schemes for them.
2. Make women aware of technical and financial assistance available to women entrepreneurs, and to encourage them through concessions and incentives.
3. A trade Union should be formed among women workers.
4. Adequate training should be provided to women workers
5. There should be proper guidelines for recruitment process working hours and for health hazards.
6. A supervisory body should be established to monitor the proper implemented of legislation and provision related to women workers
7. There is need of more effective poverty alleviation program.
8. Co-operative should be promoted because they are important role in improving the socio-economic conditions of women workers
9. Government should focus on promoting gender equality and empowerment of women.

Conclusion

Women workers have dual responsibility of home and work. There are various reasons for pitiable conditions of women in unorganized sector i.e. gender discrimination, poverty, lack of basic knowledge, ignorance of government, inadequate laws which are failing to prevent them.

For the betterment of women in unorganized sector, government need to prepare statistics records of employed women. On the basis of this record government has to prepare programs for educating women for their rights. Central and state government had launched many schemes for providing support to women but there are not sufficient to overcome the problems of women workers. There is need of effective implementation of these schemes and laws for empowering the women workers.

References

- i. Anand, Vaijayanta 1998, "Advocating for the Rights of Construction Workers: Nirman's Experience", The Indian Journal of Social Working, 59(3)
- ii. Babu P. Remesh (2012) Rethinking Social Protection for India's Working Poor in the Unorganised Sector, pp.3-4.
- iii. Bharat Jyoti (2008), Report on Socio-economic Status of The Women Domestic Workers, Ministry of WCD, pp.11-13.
- iv. Bhatt.E,(1988), "National Commission on Self Employed women & the women in the informal sector", The Report by NCEUS,para 2.2-2.13
- v. D.Rajasekhar ,Suchitra J.Y. (2006) Employment Security for The Unorganised Sector Workers in Karnataka,Working Paper, Institute for Social and Economic Change,2006,pp.1-3.
- vi. Dr. Vandana Dave (2012), "women workers in unorganized sector" women's link, vol. 18, no. 3, july-september
- vii. Geetha K.T.(2010), Women in Informal Sector-A Case Study,IJBEMR,Volume-1,Issue-2,December 2010,pp.23-26.
- viii. Jena.N,n.d. "Gender Dimension of Unorganised Manufacturing Sector in India" retrieved from <http://centad.org/>
- ix. Kabita Das, B.K Das (2012)Subhransubala Mohanty,Social Security in Informal Sector:A Myth,Odisha Review,pp.60-61.
- x. National Commission for Enterprise in Unorganized Sector, NCEUS,2004, para 1.4.g.h.i retrieved from http://www.nceus.gov.in/Report_Bill_July_2007
- xi. Report of the Committee on Unorganised Sector Statistics, National Statistical Commission, GOI, and February 2012.
- xii. Saran, A.B. and Sandhewar, A.N 1990, "Problems of Women Workers in Unorganised Sector (Brick Klines, Quarries and Mines of Bihar and West Bengal)", Northern Book Centre.
- xiii. Singh, Vinita 2002, "Female Domestic Workers: A Case of Violated Human Rights", Legal News and Views,16(1):14-17.
- xiv. Srinivasan, M.V. 2000, "Women Workers in Unorganised Sector", 6(4).
- xv. Statistical issues relating to the informal economy (NCEUS 2008).

- xvi. Sultania, Madhu 1994, "Women Contract Labourers: A Deprivation Syndrome", Classic Publishing House, Jaipur.
- xvii. The Unorganized Workers Social Security Act, 2008, Social Change, 39(1):110-120.
- xviii. Unni, Jemmol 1989, "Changes in Women Employment in Rural Areas 1961-81", Economic and Political Weekly, p. 23.
- xix. Usha. P.E, "determinants and consequences of women's work in the unorganised sector", Kerala Research Programme on Local Level Development, Centre for Development Studies, Thiruvananthapuram.
- xx. Vasudev and Romica, "status of women in family: a study among women workers of organised and unorganised sectors in urban Bangalore", Thesis, Christ university, 2012.

Unorganized Sector: A different sector still treated indifferently

Malavika Srivastava*

Visiting Faculty, Indraprastha Institute of Technology & Management, Indraprastha University,
New Delhi

Abstract

Unorganized or informal sector constitutes an essential part of the Indian economy. More than 90% of workforce and about 50% of the national product are accounted for by the informal economy. Still they are suffering from insecurity and are deprived from the rights due to them. There are certain Acts, Laws and Legislations developed by Government for their wellbeing, but they are not much useful because of the lack of awareness lying with the workforce of unorganized sector. They lack the skills in themselves and quality in their products and production methods. Therefore, there still is a room for improvements in their conditions so that they can lead a bit better life.

Keywords: Unorganized, Informal sector, Indian Economy, workforce, national product.

Introduction:

Unorganized or informal sector constitutes an essential part of the Indian economy. More than 90% of workforce and about 50% of the national product are accounted for by the informal economy. A high proportion of socially and economically underprivileged sections of society are concentrated in the informal economic activities.

The terms “unorganized” and “informal” sectors are often used interchangeably. The informal sector may be broadly characterized as consisting of units engaged in the production of goods or services with the primary objective of generating employment and incomes to the persons concerned (15 ICLS, ILO, 1993). These units typically operate at a low level of organization, with little or no division between labor and capital as factors of production and on a small scale. Labor relations are based mostly on casual employment, kinship or personal and social relations rather than contractual arrangements with formal guarantees.

A snap shot of how Unorganized Sector differs from Organized:

S.No.	Organized Sector	Unorganized Sector
1.	The enterprises or places of work where the terms of employment are regular and therefore, people have assured work. They are registered by the Government and have to follow its rules and regulations which are given in various laws such as the Factories Act, Minimum Wages Act, Payment of Gratuity Act, Shops and Establishments Act etc.	The enterprises or places of work are not registered by the Government and does not follow any rules or regulations. There are no terms of employment.
2.	Workers enjoy security of employment.	Workers do not enjoy security of employment.
3.	They work only fixed number of hours. If they work more they get paid more	There is no fixed number of hours.
4.	Workers enjoy benefit like paid leave, Provident Fund and medical benefits.	Workers do not enjoy any benefits.

Unorganized Sector defined:

"The unorganized sector consists of all unincorporated private enterprises owned by individuals or households engaged in the sale and production of goods and services operated on a proprietary or partnership basis and with less than ten total workers". The definition of the unorganized enterprise constituting the unorganized sector given here is a generic one in the sense that it has no legal personality of its own (other than the person who owns it); it is small in employment size and, more often than not, associated with low capital intensity and labor productivity. The diverse nature of these enterprises is often a response to the demand for a variety of low-price goods and services produced in different modes of self-employment, unpaid family labor and wage work.

Unorganized or informal employment defined:

"Unorganized workers consist of those working in the unorganized enterprises or households, excluding regular workers with social security benefits, and the workers in the formal sector without any employment/ social security benefits provided by the employers". The employees with informal jobs generally do not enjoy employment security (no protection against arbitrary dismissal) work security (no protection against accidents and illness at the work place) and social security (maternity and health care benefits, pension, etc.) and therefore any one or more of these characteristics can be used for identifying informal employment.

Table 1: Showing the share of Unorganized Sector in different categories of work:

Tabulation Category/Description	Share of Unorganized Sector
Agriculture and Forestry	99.9
Fishing	98.7
Mining	64.4
Manufacturing	87.7
Electricity, Gas, Water Supply	12.4
Constructions	92.4
Wholesale and Retail Trade	98.3
Hotel & Restaurant	96.7
Transport, Storage & Communication	82.2
Financial Intermediation	32.4
Real Estate, Renting and Business activities	81.4
Public Administration and Defense	2.6
Education	37.9
Health & Social work	55.1
Other Community, Social & Personal Services	92.5
Private Households with employed persons	100
Extra Territorial Organizations and Bodies	87.8
Grand Total	94

Source: Report by National Commission for Enterprises in the Unorganized Sector

Categories of unorganized Labor:

The Ministry of Labor and Employment, Government of India has classified the unorganized labor force into four groups based on their occupation, nature of job, especially distressed categories and service categories:

In terms of occupation: It includes small and marginal farmers, share croppers, fishermen, fisherwomen, beedi rollers, landless agricultural workers, animal husbandry workers, labelling and packing workers, leather workers, weavers, workers in brick-kilns and stone quarries, building and construction workers, artisans, salt workers, workers in saw mills and oil mills, etc.

In terms of nature of job: It includes attached agricultural laborers, migrant workers, bonded laborers, contract and casual laborers.

In terms of especially distressed categories: It includes toddy tappers, scavengers, and head load carriers, drivers of animal-driven vehicles, loaders and un-loaders.

In terms of service categories: It includes midwives, domestic workers, fishermen, barbers, newspaper vendors, vegetable and fruit vendors, etc.

Along with these four categories, there is also a large population of unorganized labor workforce like cobblers, auto drivers, sericulture workers, handicraft artisans, hamals, power loom workers, handloom weavers, physically handicapped self-employed persons, lady tailors, rickshaw pullers, carpenters, tannery workers and urban poor.

Major characteristics of unorganized sector:

1. The unorganized workforce is present across India in enormous numbers.
2. Majority of the unorganized workers do not have stable employment as the sector suffers from major seasonal employment opportunities.
3. Fragmented and scattered workplace.
4. Employer-employee relationship does not exist formally.
5. The unorganized workforce in rural areas is divided based on caste and community. Though it is less in urban side, it cannot be ruled out completely as most of them migrate from rural areas.
6. They are subjected to slavery and destitution due to their low wages which is inadequate to meet their livelihood needs.
7. They are significantly exploited and encounter poor working conditions and low wages compared to a similar job in formal sector.
8. The basic technologies and old production relations are still existent in unorganized sector and the workers are not encouraged to implement advanced technologies or better production relations. The illiteracy and limited exposure to the outside world are also stated as reasons for such condition.
9. Trade unions do not provide sufficient support to the unorganized workers.
10. Unorganized sector does not have adequate and effective labor.

Relevance of Unorganized Sector:

1. Provides income earning opportunity to the largest number of workers in India.
2. Forms the basis of livelihood for millions.
3. Employs both men and woman.
4. Employs children in some industry
5. Part of the labor market which is unregulated and to a large extent unprotected.
6. Attempt to improve the socio-economic conditions of the unorganized sector will create hurdles in the smooth functioning of market-led economy.

Contributions to National Product and Net Domestic Product:

1. 92% of the total workforce in a country was employed in the unorganized sector.
2. 370 million workers constitute the workforce of unorganized sector.
3. Over 60% share as per current price in NDP.
4. Contribute significantly to National Product.

Are they socially Secure?

When independent India's constitution was drafted, social security was specially included in List III to Schedule VII of the constitution and it was made as the concurrent responsibility of the central and state governments. A number of directive principles of state policy relating to aspects of social security were incorporated in the Indian constitution. The initiatives in the form of Acts, Laws and Labor Legislations reveal the attention given to the organized workers to attain different kinds of social security and welfare benefits. Though it has been argued that the above Acts are directly and indirectly applicable to the workers in the unorganized sector also, their contribution is very negligible to the unorganized workers.

In spite of the fact that not much has been done in providing social security cover to the rural poor and the unorganized labor force, the country has made some beginning in that direction. Both the central and state governments have formulated certain specific schemes to support unorganized workers, which fails to meet the real needs and requirements of the unorganized sector labor force.

Which was proved when firstly, National Rural Employment Guarantee Act -2005 (NREGA) doesn't provide common wage in different states and limits itself only to hundred day's work for those registered worker under the Act. What about the rest of the days in a year? As per this Act, the work guarantee applies in rural areas only, what about the urban poor?

Secondly, when recently introduced, Unorganized Sectors' Social Security Act (2008) was questioned about its provisions for an unorganized worker in this Act other than some guidelines about the available social security schemes in the country. How can it be called an Act unless it has the legal binding and provisions of rights to work and entitlements under it? Here as per the Act nothing is mentioned about what constitutes appropriate and adequate social security for the vast mass of unorganized workers and their dependents, what eligibility criteria, if any, ought to be prescribed, what will be the scale of benefits that the workers and their families are entitled to receive and under what conditions, what will be the funding arrangements that must be put in positions to meet the cost of social security and so on.

Thirdly, even the provisions and procedure of the Minimum Wages Act (1948) is so vague and futile that different states of India have fixed meager wages and that too with so much of variations from state to state.

In fact a comprehensive Act, catering to the security needs of the unorganized sector such as Food, Nutrition, Health, Housing, Employment, Income, Life and accident, and old age remains a dream in India. Still the cries of the unorganized sector goes unattended with the governments laying red carpets for the corporate and so called investors at the expense and sacrifice of the working class.

Hardships of Unorganized Sector:

Problems of the Workforce:

- 90% of workforce in vast informal sector.
- Little awareness of workplace hazards.
- Living areas close to work areas.
- Extended work hours and exploitation of workers.
- No service of occupational safety/services.
- Lack of implementation of Health & Safety legislation.
- No concept of Trade/Labor Union.

Woman workers and 'beedi' workers:

- Desperately Poor
- Low wages, fraudulent contractors, disease causing environments
- Child labor, and >50% women
- Deplorable social conditions.

Problems faced by Government:

- Problems of definition and identification
- Workforce uneducated about the benefits of organized sector
- Scattered nature of sector
- Employers avoid any form of regulation
- Same labor laws cannot be applied.

Problems from the Organized Sector:

- Unfair Competition
- Loss of Employment
- Legal "Bullying"
- Buyer preference for the "cleaner" retail store
- Financial aid not available to the unorganized sector easily to compete.

Issues and Challenges for the workforce of Unorganized Sector:

It is widely acknowledged that the informal sector in India suffers from a low productivity syndrome, compared to the formal sector. The prominent features of the sector are lower real wages and poor working / living conditions. Further, the sector is characterized by excessive seasonality of employment (especially in the farm sector), preponderance of casual and contractual employment, atypical production organizations and work relations, absence of social security measures and welfare legislations, negation of social standards and worker rights, denial of minimum wages and so on. Poor human capital base (in terms of education, skill and training) as well as lower mobilization status of the work force further add to the vulnerability and weaken the bargaining strength of workers in the informal sector. Thus, the sector has become a competitive and low cost device to absorb labor, which cannot be absorbed elsewhere, whereas any attempt to regulate and bring it into more effective legal and institutional framework is

perceived to be impairing the labor absorbing capacity of the sector.

Pointing out certain major issues faced by unorganized sector is as under:

1. **Issues relating to the working conditions and welfare of workers:** These include two distinct components: physical conditions of work and the duration and the timing of work. The physical conditions at the work place would include space, ventilation, illumination, temperature, humidity, hygiene and so on, that affect the health and safety of workers. Issues related to duration and timing of work include the length of the work day, the spread over, hours of rest, overtime work, and hours of work per week, night work, and paid holidays during the week and so on.
2. Issues relating to the remuneration at work, wage levels, wage forms, pay period, advances and so on.
3. Issues relating to social security benefits for the workers
4. **Issues relating to the industrial/labor relations:** These include issues related to the trade unions such as recognition and registration and mechanisms available to workers in the unorganized sector for redressal of grievances and disputes.
5. Issues relating to the conditions of work of disadvantaged workers, such as forced labor, bonded and child labor and disadvantaged groups arising from discrimination based on gender, caste, religion or any such characteristic of the workers.
6. Issues relating to expanding employment and employability, through enterprise development, technology, marketing and credit enhancement and through skill development and training.

Despite of so many issues and challenges with unorganized sector, a fact which cannot be denied is that unorganized sector plays a very essential role in making up of Indian Economy, but still more importance is given to the players of organized sector. But there is a severe need of uplifting the status of unorganized workforce in our country.

Conclusion & Suggestions:

The unorganized sector comprises mainly of workers in small scale industries, casual workers in the construction trade and transport sectors and those who work as street vendors, head-load workers, garment makers and rag-pickers. Protection and support for the unorganized sector workers is very necessary for both economic and social development. The government laws protecting these workers should be strictly implemented and those who exploit these workers should be punished severely. In fact a comprehensive Act, catering to the security needs of the unorganized sector such as Food, Nutrition, Health, Housing, Employment, Income, Life and

accident, and old age should be developed so that the cries of the unorganized sector does not go unattended with the governments who lay red carpets for the corporate and so called investors at the expense and sacrifice of the working class.

Therefore, there is a need to safeguard their rights in following ways:

- 1) Government should initiate in developing certain Laws and Acts for serving the interest of people working in unorganized sector.
- 2) Only laying down such Laws is not enough, awareness about the existence of such laws for their well being should also be created among them by providing proper training.
- 3) Timely skill up gradation should be done so that they are updated with various changes taking place in their working environment.
- 4) They should be provided with opportunities to find out new jobs.
- 5) Measures for productivity improvement in the current field of work should be taken.
- 6) Measures for quality and cost-wise enhancement of their product should be taken.

It can be said that by actualizing the above mentioned steps will improve their income as well as their socio-economic status.

References:

1. Contribution of the Unorganized Sector to GDP Report of the Sub Committee of a NCEUS Task Force, Report by National Commission for Enterprises in the Unorganized Sector. June 2008.
2. Report on Conditions of Work and Promotion of Livelihoods in the Unorganized Sector, Report by National Commission for Enterprises in the Unorganized Sector. August 2007.
3. P. Mohanraj, (2013), Changing Scenarios of Unorganized Sectors in India: An Empirical Study.
4. J. Tomy, The Unorganized Sector in India.
5. Article on Key Labor Issues in the Unorganized Sector.
6. Article on Workforce in Organized/Unorganized Sector.

Organizing the Human Resource in the Unorganized Sector

Monisha Gupta

UGC-JRF (PhD Scholar in Management)
Nehru Gram Bharati University, Allahabad
monishagupta6@gmail.com

Abstract

Indian economy has preponderance of informal and strong unorganised sector both in terms of number of workers and enterprises. This segment of economy has inbuilt vulnerabilities, and the study of unorganised sector based on reliable data is important because more than 90 percent of workforce and about 60 percent of the national product are accounted for by the unorganized sector. Although the unorganized sector is dominant, the inherent contradiction lies in the fact that largely, workers are deprived of some of the basic rights for livelihood and quality of work life. Hence, there is need to provide an appropriate platform through which the unprivileged workers can express their voice on issues concerning their work and livelihood. India, being a welfare State, has taken upon itself the responsibilities of extending various benefits of social security and social assistance to its all types of human resource.

Key Words: Unorganized Sector, NCEUS, Human Resource, HR Practices, Unskilled Labour

Introduction

The vast majority of Indians earn their living through work in the unorganised segment of the economy. However, they produce, on the average, only one eighth of the income generated per worker in the organised segment. These workers live under the extreme conditions of poverty and deprivation. These are typically people not educated, with poor health, employed in jobs with little security and with inadequate access to productive assets. By the year 2008, more than 90 percent of Indian workers employed in the unorganised segment produced roughly 60 percent of national income or net domestic product (NDP), while the remaining 10 percent generated nearly 40 percent of NDP.

It is widely acknowledged that the informal sector in India suffers from a low social security of the work force, compared to the formal sector. The prominent features of the sector are lower real wages and poor working / living conditions. Further, the sector is characterized by excessive seasonality of employment (especially in the farm sector), preponderance of casual and contractual employment, atypical production organizations and work relations, absence of social

security measures and welfare legislations, negation of social standards and worker rights, denial of minimum wages and so on. Poor human capital base (in terms of education, skill and training) as well as lower mobilization status of the work force further add to the vulnerability and weaken the bargaining strength of workers in the informal sector. Thus, the sector has become a competitive and low cost device to absorb labours.

Literature Review

Unorganized Sector

In the mid 1950s, W. Arthur Lewis developed a theoretical model of economic development based on the assumption that there was an unlimited supply of labour in most developing countries and that this vast pool of surplus labour would be absorbed as the modern industrial sector in these countries grew. It was therefore assumed that the traditional sector comprised of petty traders, small producers and a range of casual jobs would eventually be absorbed into the formal economy and disappear. This argument became less convincing since the 1970s when case studies on informal sector in various parts of the world began to reveal the highly active existence of men, women and children crowding at the bottom of the urban economy in Third World countries. So many studies have revealed the vast number of workers, in the Third World, striving hard to survive on the fruits of their labours outside the formal sector of the economy.

Unorganized sector was first coined by the British economist Keith Hart in 1971, which emerged as a one of the dynamic and vibrant sector. This sector broadly corresponds to the household sector which includes private unincorporated enterprises. The unorganized sector also includes some formal activities on which there is no regular system of data availability.

Unorganized sector contributed significantly and expanded rapidly in the Indian economy. The contribution of formal activities in the unorganized sector is quite small. High population, unemployment and ample number of degree holders are some of the reasons for self-employment generation in an unorganized sector. The Government of India set-up a 'National Commission on Enterprises in the Unorganized/Informal Sector (NCEUS) through a resolution dated 20th September, 2004 as an advisory body and watchdog for the informal sector . It defined the unorganized sector in the following manner:

“The unorganized sector consists of all unincorporated private enterprises owned by individuals or households engaged in the sale and production of goods and services operated in a proprietary or partnership basis and with less than ten total workers”

Following this definition, in agriculture, only the plantations and other types of organized agriculture (i.e. corporate or co-operative farming) are excluded. Thus, very large part of the workers engaged in agriculture is included.

Secondly, the NCEUS defined unorganized or informal employment as follows:

“Unorganized workers consists of those working in the unorganized enterprises or households, excluding regular workers with social security benefits, and the workers in the formal sector without any employment/social security benefits provided by the employers”

This definition excludes casual or contract workers and thus captures unorganized sector employment in a more realistic manner.

Work and Workers of Unorganized Sector

The Indian Economy is characterized by the existence of a vast majority of informal or unorganized labour employment. As per the Economic Survey 2007-08, 93% of India's workforce include the self employed and employed in unorganized sector. The Ministry of Labour, Government of India, has categorized the unorganized labour force under four groups in terms of occupation, nature of employment, especially distressed categories and service categories.

1. In terms of Occupation: Small and marginal farmers, landless agricultural labourers, share croppers, fishermen, those engaged in animal husbandry, beady rolling, labelling and packing, building and construction workers, leather workers, weavers, artisans, salt workers, workers in brick kilns and stone quarries, workers in saw mills, oil mills etc. come under this category.
2. In terms of Nature of Employment: Attached agricultural labourers, bonded labourers, migrant workers, contract and casual labourers come under this.
3. In terms of especially distressed categories: Toddy tappers, Scavengers, Carriers of head loads, Drivers of animal driven vehicles, Loaders and un-loaders come under this category.
4. In terms of Service categories: Midwives, Domestic workers, Fishermen and women, Barbers, Vegetable and fruit vendors, News paper vendors etc. belong to this category.

In addition to these four categories, there exists a large section of unorganized labour force such as Cobblers, Hamals, Handicraft artisans, Handloom weavers, Lady tailors, Physically handicapped self employed persons, Rikshaw-pullers, Auto drivers, Sericulture workers, Carpenters, Tannery workers, Power loom workers and Urban poor.

Though the availability of statistical information on intensity and accuracy vary significantly, the extent of unorganized workers is significantly high among agricultural workers, building and other construction workers and among home based workers. According to the Economic Survey 2007-08 agricultural workers constitute the largest segment of workers in the unorganized sector (ie. 52% of the total workers).

As per the National Sample Survey Organization (NSSO), 30 million workers in India are constantly on the move (migrant labour) and 25.94 million women workforce has been added in the labour market from the year 2000 onwards. The latest report of the NSSO uploaded by the close of May 2011 about the casual workers in India between 2004-05 and 2009-10 compared to that of the period between 1999 – 2000 and 2004-05 very clearly shows that there is significant increase in the number of casual workers and decline in the number of regular workers. This report also shows a substantial shift between 1999-00 and 2009-10 in the structure of the labour force which can be broadly divided in to self employed, regular, and casual workers. (Casual workers are employees who do not enjoy the same benefits and security as tenured employees. All daily wage employees and some categories of contract employees are casual labourers.)

Characteristics of Workers of Unorganized Sector

- The unorganized labour is overwhelming in terms of its number range and therefore they are omnipresent throughout India.
- As the unorganized sector suffers from cycles of excessive seasonality of employment, majority of the unorganized workers does not have stable durable avenues of employment. Even those who appear to be visibly employed are not gainfully and substantially employed, indicating the existence of disguised unemployment.
- The workplace is scattered and fragmented.
- There is no formal employer – employee relationship
- In rural areas, the unorganized labour force is highly stratified on caste and community considerations. In urban areas while such considerations are much less, it cannot be said that it is altogether absent as the bulk of the unorganized workers in urban areas are basically migrant workers from rural areas.
- Workers in the unorganized sector are usually subject to indebtedness and bondage as their meagre income cannot meet with their livelihood needs.
- The unorganized workers are subject to exploitation significantly by the rest of the society. They receive poor working conditions especially wages much below that in the formal sector, even for closely comparable jobs, i.e., where labour productivity are no different. The work status is of inferior quality of work and inferior terms of employment, both remuneration and employment.
- Primitive production technologies and feudal production relations are rampant in the unorganized sector, and they do not permit or encourage the workmen to imbibe and assimilate higher technologies and better production relations. Large scale ignorance and illiteracy and limited exposure to the outside world are also responsible for such poor absorption.
- The unorganized workers do not receive sufficient attention from the trade unions.
- Inadequate and ineffective labour laws and standards relating to the unorganized sector.

Problems of Unorganized Sector

1. **Problems of the workforce:** 90% of workforce in vast informal sector, little awareness of workplace hazards, living areas close to work areas, extended work hours, exploitation, no concept of occupational safety/services, lack of implementation of Health & Safety legislation, no concept of Trade/Labour Union.
2. **Problems of women workers and ‘beedi’ workers:** Desperately poor low wages, fraudulent contractors, disease causing environments, child labour, and more than 50% women deplorable social conditions.
3. **Problems faced by Govt.:** Problem of definition and identification, workforce uneducated about the benefits of organized sector, scattered nature of sector, employers avoid any form of regulation, unorganized sectors contribute to almost 60% of GDP (apart from providing livelihood to population), same labour laws cannot be applied
4. **Problems from the Organized Sector:** Unfair competition (Walmart, Reliance), loss of employment Legal “bullying”, buyer preference for the “cleaner” retail stores, financial aid not available to the unorganised sector easily to compete.

Need for Organizing the Workers in Unorganized Sector

The need for organizing the workers in the unorganized sector has to be understood in the light of the nature of work and workers in this sector. The workforce in the unorganized sector in a developing country like India comprises “workers who are engaged in a variety of occupations or employments are victims of invisibility” (NCL, 2002). One of the unique aspects of the workforce in the unorganized sector is that a large proportion of women workers are employed in certain categories (Jaitly, 1997). Furthermore, lack of job security and social security benefits is another aspect of workers’ deprivation in this category (NCL, 2002). The basic distinction between the organized and unorganized sector pertains to the protection of workers of the former through different legal enactments. Nevertheless, in India, there are certain Central Acts for the specific categories of the unorganized sector, like the Beedi & Cigar Workers (Conditions of Employment), 1966; Motor Transport Workers Act, 1961; The Building & Other Construction Workers (Regulation of employment & Condition of Service) Act, 1996; Shops and Establishments Act etc. Moreover, some of the generic labour legislations are also applicable to the unorganized sector as well. However, it appears that the effectiveness of these few legal enactments gets reduced due to institutional bottleneck, lack of infrastructure and skewed trade union activities.

With the advent of globalization and resultant reorganization of production chains led to a situation where production systems are becoming increasingly atypical and non-standard, involving flexible workforce, engaged in temporary and part-time employment, which is seen largely as a measure adopted by the employers to reduce labour cost in the face of stiff competition. No doubt, it obviously indicates that these flexible workers in the new informal economy are highly vulnerable in terms of job security and social protection, as they are not deriving any of the social protection measures stipulated in the existing labour legislations. The insecurities and vulnerabilities of this modern informal sector labour are on the rise, as there is a visible absence of worker mobilization and organized collective bargaining in these segments owing to a multitude of reasons.

Effective Measures for the Workers of Unorganized Sector

It is proposed to train workers and artisans of unorganized sector to enable them to adopt modern tools and techniques, international standards and sizing and hence make them competitive in the market. It will help to integrate unorganized sector with the organized sector in all industries.

Ministry of Labour and Employment, Government of India is running various training programs for the unskilled workers which are governed by Central Board for Workers Education. Government has also made insurance schemes, policies and laws available for the labours of both organized and unorganized sectors of India. Schemes like ‘Rajiv Gandhi Sastha Bima Yojna’, ‘Janashree Bima Yojana’, etc. many other such schemes and policies for the betterment and upliftment of labours are present.

Mahatma Gandhi National Rural Employment Guarantee Act (MGNREGA) is for the labours aims at enhancing livelihood security of people in rural areas by guaranteeing hundred days of employment to the unemployed families in a financial year to a household.

Apart from these there are various HR practices for regular workers which can also be implemented in the unorganized sector. Some of these practices are:

Provident Fund: Under Statutory practices provident fund (P.F.) is compulsory contributory fund for the future of the employee after his retirement or for his dependents in case of his early death. Any organizations employing twenty or more persons have to give P.F. to the employees. Even contract labour is also included but casual labour is excluded from this act of P.F 1952. So there should be provision of P.F. for the workers of unorganized sector.

E.S.I Act 1948: Employee State Insurance Act also ensures one of the statutory benefits. The main objective of E.S.I is to provide to the worker medical relief, sickness cash benefits, maternity to the women worker, pension to the dependents of the deceased workers and compensation for fatal and other employment injuries including occupational diseases. Any organization employing ten or more persons is cover under this act. Every employee including casual temporary employees whether employed directly or through a contractor who is in receipt of wages upto Rs 10000 per month is entitle to be insured under the ESI act. This act should be applicable for those enterprises where number of workers is less than ten and monthly wages are less than 10000.

Gratuity Act. 1972: This is also under the statutory benefits. The gratuity act 1972 envisages providing a retirement benefit to the workmen who have rendered long and unblemished service to the employer. Gratuity is offered to an employee who has worked for 5 years continues in an organization. This act should also cover the workers of unorganized sector.

Bonus Act 1965: This is also a statutory benefit which aims at providing for the payment of bonus linked with profits or productivity to the employees. Every employee receiving salary or wages upto Rs 10000/- per month and engaged in any kind of work whether skilled, unskilled managerial, supervisory etc. is entitled to bonus for every accounting year if he has worked for at-least 30 working days in that year. The minimum bonus which an employer is required to pay even he suffer losses during the accounting year at the rate of 8.33% of the salary or wages during the accounting year. So there should be transparency in distributing the bonus.

Safety and Security Practices: Safety refers to the absence of accident and a trouble free work environment. Industries should follow safety policies for the worker who are working in the sites like wearing helmets, goggles, laying of nets why working also wearing the safety devices like safety belts etc. A proper measure of fire is also followed like keeping adequate water supply facilities, keeping fire fighting equipments like hydrants or sprinklers.

Financial Practices: This is also one of the standard HR practices it comprise of proper adequate wages to the employees like fare wage and minimum wage which must be followed by every enterprises. It also comprise of different types of incentives or extra payments beside salary long term and short term incentive. This HR practice must be follow by every enterprise of unorganized sector then only the condition of workers can be improved.

Medical Practices: Under this scheme the insured employee is provided the benefits like a) Outpatient treatment or attendance in a hospital, dispensary, clinic or other institutions. b) By visit to the home of the insured person. c) Treatment as in patient in a hospital or other

institution. An insure person shall be entitled to medical benefits during any week for which contribution are payable or in which he or she is eligible to claim sickness or maternity benefits or eligible for disablement benefit. Different accidental benefits are also covered under the scheme. This scheme should be implementing in the unorganized sector.

Conclusion

As unorganized sector plays very big role in the economy of the country and in GDP, it becomes necessary to organize this sector. It is undeniable that labours are exploited in unorganized sector. There are very less prerequisites for the social security of workers from the government side. Work force is very crucial for this sector as it is labour oriented segment of economy. HR Practices play a pivotal role in shaping this sector for its rapid growth and development. There is not very much allegation against the organized group violating the standard labour practices norms in the country but the unorganized sector has serious allegation of violating the labour welfare rules. There are anomalies in the pay structure duration of employment in the labour practices of the unorganized sector. Unorganized sector comprises of more than 90% of work in the country. So there is great need on the part of the government to monitor the happenings of labour practices in this sector. Then the sector will be able to enjoy the boom as an unmixed blessing.

References

- i. NCEUS (2006) Social Security for Unorganised Workers, Govt. of India, New Delhi.
- ii. NCEUS (2009), The Challenge of Employment in India: An Informal Economy Perspective, Report of the National Commission or Enterprises in the unorganized Sector (NCEUS), Government of India, Academic Foundation, New Delhi.
- iii. NCL (2002), Report of the study group on Social Security, Second National Commission on Labour (NCL), Ministry of Labour, Government of India, New Delhi.
- iv. Report of the Committee on Unorganised Sector Statistics, National Statistical Commission, Government of India, February 2012
- v. Anthony P. D'souza (2013), Unorganized Sectors: Role of an Entrepreneur and Challenges in Self-Employment, International Journal of Scientific and Research Publications, Volume 3, Issue 6, ISSN 2250-3153
- vi. Dr. John, Social Security for Unorganized Labour in India, Abhinav Journal, Volume No.2, Issue No.2, ISSN 2277-1166
- vii. Rinoj P.K., A study on Unorganized Sector and India's Informal Economy, Paripex - Indian Journal of Research, Volume : 3, Issue : 7, ISSN - 2250-1991
- viii. Sastry, N S (2004): 'Estimating Informal Employment and Poverty in India', Discussion Paper Series – 7, Human Development Resource Centre, UNDP, India.
- ix. Bhalla, Shiela (2003): 'The Restructuring of the Unorganised Sector in India', Report on a Project Funded under the Planning Commission Scheme of Socio-Economic Research, Institute for Human Development, New Delhi.

Child and Maternity Care Services of Women in the Unorganized Sector

Rajshree Singh

Research Scholar, Nehru Gram Bharti University, Allahabad,

Abstract

According to recent census 2011, the total population of India is 1.21 billion. In 2001, 309 million persons were migrants based on place of last residence, which constitute about 30% of the population. The female and children are considered associated migrant in India. They are more vulnerable to health and social issues. Since its independence, India has become a world leader in medical advancement due to its incredible medical education system and state-of-the-art private medical facilities. It is now a major provider of health services and contains some of the most highly skilled and qualified medical providers in the world. Quality health care, however, remains inaccessible for many undeveloped Indian regions especially weaker section like children and women. Lack of national care has produced severe health issues throughout the nation. This lack of national healthcare infrastructure is having severe and lasting effects on the livelihoods of Indian citizens. The present study was conducted to assess the various aspects of maternal and child health issues among the children and women.

Key words: Health services, Quality health care, Livelihoods, Medical facilities

Introduction

Provision of good health and health services for workers in unorganized sector is a daunting challenge for the health care providers and policy makers. The problem is more established among the children of workers in the construction industry. Children have special needs for growth and development, which are not met because of poor access to the basic health facilities and life amenities due to the temporary nature of stay of their parents at the construction sites. A married woman in India migrates to urban areas to work as construction workers in unorganized sector along with their families as per estimates of National Sample Survey 2011-2012 very large. Data shows the impact of working pattern, migration of parents, and living conditions upon nutritional and developmental parameters of children is very critical. However, growth and health situation of children belonging to the under-privileged section of community of India is very less. Furthermore, no data is available to compare nutritional status of these children to WHO 2012 standards. Anthropometric standards by WHO 2012 are most reliable tools to assess child nutritional status everywhere in world regardless of ethnicity, socio-economic status, and type of feeding. With this background, the present study was conducted to explore the child and

maternal care services and to estimate the health and nutrition status among children and women. The study envisages the strategies for strengthening the child and maternal health status among the under-privileged groups.

Unorganised Sector

The Indian economy is characterised by the existence of a vast majority of informal or unorganised labour employment. As per a survey carried out by the National Sample Survey Organisation (NSSO) in 2011–12, the total employment in the country was of 46.5 crore comprising around 2.8 crore in the organised and the remaining 43.7 crore workers in the unorganised sector. Out of these workers in the unorganised sector, there are 24.6 crore workers employed in agricultural sector, about 4.4 crore in construction work and remaining in manufacturing and service.

Welfare Measure for the Unorganised Sector

The Ministry of Labour and Employment in order to ensure the welfare of workers in the unorganised sector which, inter-alia, includes weavers, handloom workers, fishermen and fisherwomen, toddy tappers, leather workers, plantation labourers, beedi workers, has enacted the Unorganized Workers' Social Security Act, 2008. The Act provides for a constitution of the National Social Security Board which shall recommend the formulation of social security schemes, viz. life and disability cover, health and maternity benefits, old age protection and any other benefits as may be determined by the Government for the unorganised workers. Accordingly, the Ministry has constituted a National Social Security Board.

Social Protection Programmes in India

Sarva Shiksha Abhiyan (SSA: Education for All): The Right to Education (RTE) Act, enacted in 2009 and enforced from 1.4.2010, gave a statutory base for providing education. SSA, launched in 2001-02, addresses the educational needs of children in the age-group of 6-14 years by strengthening educational infrastructure in terms of opening of new schools, construction, renovation and expansion of school buildings and providing other amenities like text books etc. It covers about 194 million children in over 1.22 million habitations.

National Rural Health Mission (NRHM)

In order to provide health security, especially to women, children and the poor residing in rural areas, NRHM was launched in 2005. It adopts a synergistic approach covering vital determinants of health like nutrition, sanitation, hygiene and safe drinking water. Its major goal is to reduce infant and maternal mortality rate, prevention of communicable and non-communicable diseases etc. The programme has been instrumental in the decline in the infant mortality rate from 58 in

2005 to 50 in 2009 and increase in the institutional delivery from 10.84 million in 2005-06 to 16.21 million in 2009-10.

Janani Suraksha Yojana (JSY)

Janani Suraksha Yojana, launched on 12.4.2005 is a safe motherhood intervention under the NRHM. It is being implemented with the objective of reducing maternal and neo-natal mortality by promoting institutional delivery at among poor pregnant women.

Maternity Benefits for Women Workers

Women as bearers and rearers of children provide the foundation for generating future workers for any economy. Reproduction involves not only procreation but also the nurture and care of a growing child. The International Labour Organization believes that maternity leave is important as it introduces the risk of complications following labour and allows time to establish breastfeeding (ILO, 2000). As early as 1919, the ILO had laid down maternity related entitlements for women workers. Women workers were entitled to 12 weeks of leave with cash benefits; daily breaks for nursing and protection against dismissal during leave. It also stipulated that medical benefits provided should include prenatal and postnatal care by a midwife or a qualified medical practitioner or a hospital, if necessary. More recently, the ILO Convention 2000 extended the minimum paid maternity leave to 14 weeks with a compulsory leave of six weeks after the birth of the child (ILO 2000). The convention also provides for allowances to be paid out of public funds for women who do not qualify. In the Indian Constitution, Directive Principles recognized the importance of maternity benefits, stipulating that States should make provisions for securing just and humane conditions of work and for maternity protection. In the years following independence, two important legislations, Employees State Insurance Act (1948) and the Central Maternity Benefit (MB) Act of 1961 became operational. In the seventies and eighties, the women's movement was able to bring back focus on women's work and its invisibility. Two important reports namely the 'Towards Equality Report' (1974) submitted by the Committee on the Status of Women in India (CSWI) and the 'Shramshakti' Report (1988) by the National Commission on the Self-Employed Women were both crucial in highlighting contribution of women's work and need for strong institutional arrangements for maternity benefit and child care arrangement.

Conclusion

The study findings confirm the inequity of health among children of construction workers. The perspectives of mothers show their awareness about breast-feeding, complementary feeding, balanced diet, and immunization. Mothers were unable to practice their knowledge; main reasons were not able to care for child during long working hours, unavailability of proper cooking and living facilities, and dependence on labour contractor for utilization of available health schemes. Interventions aimed at mainstreaming the children and their mothers working in unorganized sectors, in the existing health programs for women and child development, are strategies to combat child malnutrition in India. Enforcement of strict legislations ensuring good living

conditions and access to health care and health benefits are required to ensure health equity among children and women.

References

- i. Nuzhat P, Patil NH. Women in informal sector: A case study of construction industry. J 2010; 1:83-6.
- ii. National Sample Survey 2004-05. Building and other construction workers [Internet]. Available from: <http://labour.nic.in/dglw/SCchemes/>
- iii. Abrol A, Kalia M, Gupta B, Sekhon A. Maternal Health Indicator among Migrant Women Construction Workers. Indian J Community Med 2008; 33:276-7.
- iv. World Health Organization. WHO Anthro (version 3.2.2) [Internet]. Available from: <http://www.who.int/childgrowth/software/en/> [Last cited on 2012 Jun 10].
- v. Government of India. “*Indian Labour Statistics*” (various Issues), Labour Bureau, Ministry of Labour, Government of India.
- vi. National family health survey III
- vii. Chandrima B Chatterjee, Identities in Motion; Migration and Health In India, published by The Center for Enquiry into Health and Allied Themes (CEHAT) Mumbai www.cehat.org

Problems, Challenges and Prospective Of Women in Unorganized Sector As Home Based Workers

Ramesh Chandra

Ph.D Research Scholar, Department of Applied Economics
University of Lucknow, Lucknow, Uttar Pradesh
Chandra.iiml@gmail.com

Abstract

The Indian constitution is one of the most progressive in the world and guarantees equal rights for men and women. Despite the advances women have made in many societies, women's concerns are still given second priority almost everywhere. They continue to face discrimination and marginalization both subtle and blatant and do not share equally in the fruits of development. Their contribution is not given due credit. Women workers in unorganized sector lag behind the males in terms of level and quality of employment. Such women, when they have to perform dual of both outside employment in harsh and hostile working conditions and manage their homes, come across problems, which needs a loud hearing. The women are often illiterate, unskilled socially backward and economically weak which often hide their work participation. Poverty, lack of access to education and inadequate health facilities are their major problems. The working women in unorganized sector are living a life far below from satisfaction. They do marry, bear children, and get old but under these phases of life, they live the same life. They suffer from many problems like unhygienic environment, no medical facilities, no awareness regarding laws. It is the need of the hour that Government, NGOs and common people come forward for the betterment of these beautiful creations of GOD. According to census 2001, women constitute 48.26 percent of the total population in India and 25.67 percent of female population is designated as workers.

Keywords: Organised, Unorganised, Women, Domestic, Workers, Employment, Urban Insurances, Corporation, Sector, Rural, Empowerment

Introduction

India is known for its huge geographical spread and magnitude of its populations. It has a huge working population of 406 million (based on NSSO Survey of 1990-2000). Almost 92 per cent of this workforce is in the unorganised sector. There are numerous occupational groups pursuing economic activities from generation to generation without formal schooling and scattered all over the country with diffused employer-employee relationship. The women working in the informal sector are not included in the official statistics and their work is undocumented and considered as disguised wage work, unskilled, low paying and does not provide benefits to the worker. India was one of the first countries in the world to give women the right to vote. The Indian constitution is one of the most progressive in the world and guarantees equal rights for men and women. Despite the advances women have made in many societies, women's concerns are still given second priority almost everywhere. They continue to face discrimination and marginalization both subtle and blatant and do not share equally in the fruits of development. Their contribution is not given due credit. Women workers in unorganized sector lag behind the males in terms of level and quality of employment. Such women, when they have to perform dual of both outside employment in harsh and hostile working conditions and manage their homes, come across problems, which needs a loud hearing. These women are often illiterate, unskilled socially backward and economically weak which often hide their work participation. Poverty, lack of access to education and inadequate health facilities are their major problems. These workers continue to labour under many severe problems. These women workers working in unorganized sector are generally exploited. They are made to work for long hours and wages paid to them are not according to their work. The women workers are living below the minimum accepted standards without adequate shelter and toilet facilities

The occupation wise distribution of employment indicates that 62 per cent of the workers are engaged in agriculture, 11 per cent in industry and 27 per cent in the services sector. A characteristic feature of the employment situation in the country is that the percentage of workers employed on regular salaried employment 16 per cent is small. The bulk of the workforce is either self-employed 53 per cent or employed in casual wage employment 31 per cent. In India the term social security is generally used in its broadest sense, it may consist of all types of measures preventive, promotional and protective as the case may be. The measures may be statutory, public or private. The term encompasses social insurance, social assistance, social protection, social safety net and other steps involved. There are number of models of providing social security to the workers in the unorganised sector. These may be classified as under, centrally funded social assistance programmes, Social insurance scheme. Social assistance through welfare funds of Central and State Governments, and Public initiatives. The centrally funded social assistance programmes include the employment oriented poverty alleviation programmes such as Swarnjayanti Gram Swarajgar Yojana, Jawahar Gram Samridhi Yojana and Employment Assurance Scheme. National Social Assistance Programme (NSAP) comprising old age pension, family benefit and maternity benefits to address the social security needs of the people below poverty line. The social insurance schemes include several schemes launched by the Central and the State Governments for the benefit of weaker sections through the Life Insurance Corporation of India and General Insurance Corporation of India. Several public

institutions and agencies are also imparting various kinds of social security benefits to the selected groups of workers. Among these Self Employed Women's Association (SEWA) has made significant achievement in promoting social security through the formation of cooperatives.

Definition Of Unorganised Labour

Although, it is difficult to give a concise and holistic definition of unorganised labour. Unorganised labour stands for scattered and fragmented workforces working individually sometimes loosely associated, in various occupations. Unorganised labour is not formally cohesive in any recognized association and union with defined ideology, goals and areas of specialization. The unorganised sector of the economy in India is the largest sector in term of employment of the workforce. It consists of agriculture and such related activities as forestry, livestock and fishing as well as non – agriculture. The bill of National Commission for Enterprises in the unorganised sector, 2006 presented by the government of India, broadly divided the works of unorganised sector into self-employment and wage workers. According to social security act 2008 unorganized workers are “ Home based workers, self employed workers or wages workers in the unorganized sector, if it is regular not more ten and includes a worker is organized sector who is not covered any of the Acts mentioned Schedule 1 of Act”

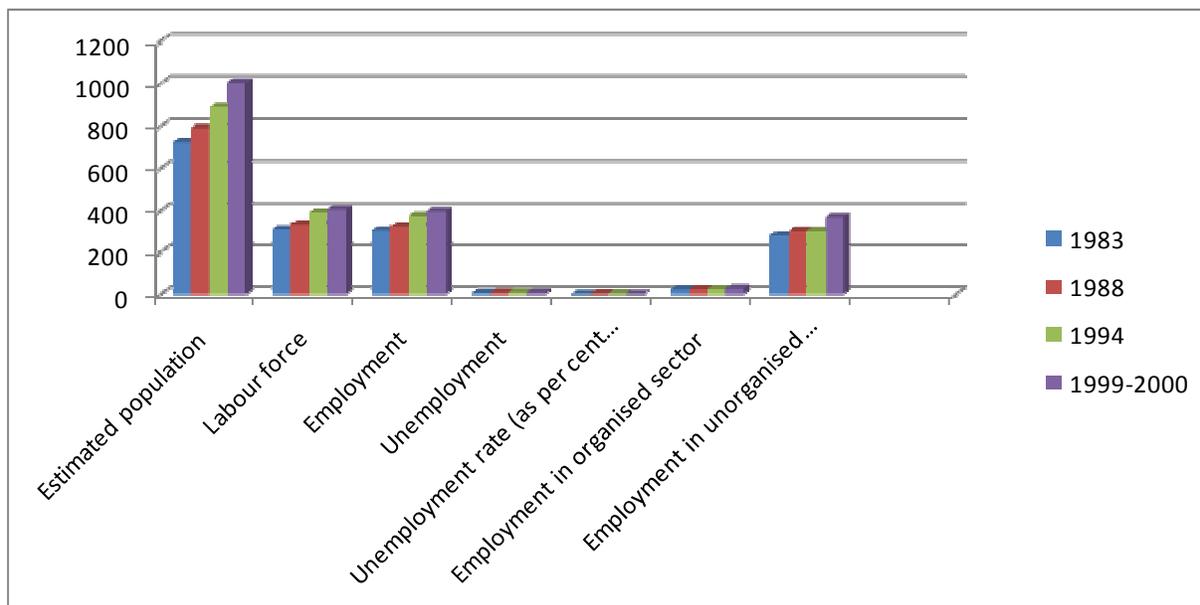
Organised And Unorganised Sector Employment In India

In India, a major chunk of labour force is employed in the unorganized sector. The unorganized / informal employment consists of casual and contributing family workers; self employed persons in unorganized sector and private households; and other employed in organized and unorganized enterprises that are not eligible either for paid, sick or annual leave or for any social security benefits given by the employer. According to the results of the National Sample Survey conducted in 1999-2000, total work force as on 1.1.2000 was of the order of 406 million. About 7 per cent of the total work force is employed in the formal or organized sector (all public sector establishments and all non-agricultural establishments in private sector with 10 or more workers) while remaining 93 per cent work in the informal or unorganized sector. The NSS 55th round, 1999-2000 also covered non-agricultural enterprises in the informal sector in India. As per that survey, there were 44.35 million enterprises and 79.71 million workers employed thereof in the non-agricultural informal sector of the economy. Among these 25.01 million enterprises employing 39.74 million workers were in rural areas whereas 19.34 million enterprises with 39.97 million workers in the urban area. Among the workers engaged in the informal sector, 70.21 million are full time and 9.5 million part times. Percentage of female workers to the total workers is 20.2 percent.

Table- 01: Employment in Organised and Unorganised Sector (1983 -2000)

Year	1983	1988	1994	1999-2000
Estimated population	718.21	790	895.05	1004.1
Labour force	308.64	333.49	391.94	406.05
Employed	302.75	324.29	374.29	397
Unemployment	5.89	9.2	9.2	9.05
Unemployment rate (as per cent of labour force)	1.91	2.76	2.79	2.23
Employment in organized sector	24.01	25.71	25.71	28.11
Employment in unorganized sector	278.74	298.58	298.58	368.89

Sources: NSSO (1983-2000)



The table and chart given above describes major employment trends for the organized and unorganized sector for the years 1983, 1987-88, 1993-94 and 1999-2000. It is evident that throughout this period a large portion of the workforce in India is found to be employed in the unorganized sector. Out of 397million workers in 1999-2000, it is estimated that 369 million workers (nearly 93 per cent) are employed in the unorganized segment of the economy whereas only 28 million workers (7 per cent) are engaged in the organized sector. The share of unorganized employment in the economy has displayed remarkable steadiness over the years. The share of informal employment has risen from 92 per cent (nearly 276 million out of 300 million) in 1983 to 93 per cent in the 1999- 2000.It is clear that employment opportunity in the organized sector has remained more or less stagnant, showing only a marginal increase from 24 million in 1983to 28 million in 1999-2000.The largest numbers of

informal workers are in agriculture. In fact, 98.84 percent of the employment in agriculture is informal. In the non-agricultural sector, the highest numbers of informal employees are in retail trade, construction, land transport, textiles etc. Thus, the unorganized sector plays a vital role in terms of providing employment opportunity to a large segment of the working force in the country and contributes to the national product significantly. The contribution of the unorganized sector to the net domestic product and its share in the total NDP at current prices has been over 60%. In the matter of savings the share of household sector in the total gross domestic saving mainly unorganized sector is about three fourth. Thus unorganized sector has a crucial role in our economy in terms of employment and its contribution to the National Domestic Product, savings and capital formation.

Prospective Of Women Workers

These issues of gender sensitization and women empowerment remained one of the most pressing issues of our time and will continue well in time to come. The emancipation of women from the age old patriarchal structure of the society has been one of the cherished objectives of social reformists, political thinkers and feminist institution. In this epoch making process, the campaign for gender equality in all walks of life have achieved some of the historic landmarks in getting equal socio-economic and political rights and liberties. However Women are still far behind in the actual distribution of social status, economic value and political authority. Women contributes almost half (49.7 per cent) of the global total population. The actual participation of women in all spheres of human interactions has been extremely poor. Similarity, the percentage of women work force is highly negligible. Women contributes to the 66 percentage of the world work, produce 50 percent of the global food, but receive only 10 per cent of the income output and own 1 percent of the property (UNICEF 2007). In the case of India, the scenario is quite pathetic as the participation of women in socio-economic and political domain is extremely minimal and marginalized. According to the statistical analysis presented by the registrar general of India, the work participation of women which was 19.67 per cent in 1981 has increased into 25.63 in the year 2001 (Gol,MOLE,2009-2010). Women are more employed in unorganised sector than organised sector. The highly restrictive culture of Indian society has been a major factor for low participation of women in public sector. Consequently 90 per cent of female forces are engaged in unorganised sector (The World Bank, 1991). Women are predominately, engaged in agricultural and informal household labour. According to the latest analysis of Ministry of labour 30.79 per cent total women workforce is employed in rural area mostly engaged on agriculture activities (Gol, MoL&2007-2008).

Presently, unorganised sector women workers are well organised under the aegis of Self Employment women's Association (SEWA), A Non Government Organisation (NGO) of poor, self-employed women workers fighting for their basic socioeconomic and political rights. The organisation was established in 1972 by the noted Gandhian and civil right leader year 2008 (SEWA, 2008)

Challenges of Women Workers

One of the two main tasks entrusted to our Commission is to propose umbrella legislation for workers in the unorganized sector. We have also been asked to see that the legislation, and the

system that will be built around it, will assure at least a minimum protection and welfare to workers in the unorganized sector. We are deeply conscious of the urgency and importance of this task. In fact, both the main tasks entrusted to our Commission are urgent and difficult. But in a sense, it can be said that visualizing a system of effective protection and welfare for the unorganized sector is a shade more difficult and complicated, if only because of the dimensions and variety of the workforce in the sector, and the various factors that have to be taken into consideration. Unlike the organized sector, in this sector we are dealing with workers who have not acquired a high profile, tasted the benefits that can be gained from organization, or derived the advantages flowing from high visibility. In the unorganized sector, we have to deal with workers who are engaged in a variety of occupations or employments, ranging from those like forest workers, tribal's trying to follow traditional vocations within their traditional habitats, and fishermen who venture out to sea in vulnerable canoes, to those who are working in their homes with software, or assembling parts for a highly sophisticated product. Many of them are victims of invisibility.

Problems Faced By Home Based Women Workers

1. Lack of Collective Bargaining skills
2. Home Based Women Workers have little to access to education and skills including the information and skills needed to sell their own products in the market.
3. Many Home Based Workers are overworked and are exposed to dangerous chemicals and unhealthy and even toxic substances.
4. Family members including children are also exposed to these occupational hazards, they lack occupational health and safety.
5. The life of women working in home based work sector is very tough as they have to perform a dual role.
6. Low and irregular incomes
7. Invisible to policy makers and to the general public, as well as to the final consumers of goods and services they provide.
8. Lack of social security not being covered under most of the social protection schemes.
9. Lack of capital to make improvements in tools, technologies raw materials, storage areas and other livelihood related necessities.
10. Lack of sufficient resources for health, safety, security and other needs that allow home based workers to pursue their economic activities.
11. Inadequate housing and habitual conditions: work from home in poor, cramped spaces with bad lighting and ventilation.

These problems help create conditions that allow the exploitation of home based workers by middlemen and contractors. It is important to reverse these contributing factors to enable home based workers to avoid exploitation and become empowered and take charge of their own futures.

Conclusion

From study, it can be easily estimated that the home based workers working in unorganized sector are living a life far below from satisfaction. The low earning of these women cannot meet with their daily needs. They do marry, bear children, and get old but under these phases of life, they live the same life. They live under unhygienic environment which results dangerous diseases. They work more than men as they have to play a dual role working both in and outside the home. They have no medical facilities even at the critical moment of giving but to children. A few of them are assisted by other members of family in household work otherwise they have to work solely. No doubt, there are laws to protect women and prevent exploitation but these laws (the Interstate Migrant Workmen Regulation of Employment and Conditions of Service Act, 1979, The Bonded Labour System (Abolition) Act, 1976 and Maternity Benefit Act, 1961), but these legislations are not practically and strictly implemented. It is the need of the hour that government and NGOs must come forward to improve the lot of these women. The Trade Union and Voluntary Organizations can play a vital role in making them conscious of cleanliness, health, education and above all their rights and this can be done only with the joint efforts of the government, NGOs and common people.

References

- i. National Commission for Enterprises in the Unorganised Sector, 2007. Report on Conditions of Work and Promotion of Livelihoods in the Unorganised Sector
- ii. Belser and Rani (2010) "Extending the Coverage of Minimum Wages in India: Simulations from Household Data" International Labour Organisation, Conditions of Work and Employment Series, Geneva.
- iii. Government of India, (2006), Economic Survey, 2005-2006 New Delhi. Government of India Ministry of Labour and Employment, (2009), Annual Report, 2008-2009, New Delhi.
- iv. International Labour Organisation (2010), "Wage Pollicise in Times of Crisis", Global Wage Report 2010-2011, Geneva.
- v. SEWA, (2008), I Annual Report 2008, Available at, <http://www.sewa.org/>
- vi. Spodek, H. (1994), "The Self-Employed Woman's", Indian Journal of Labour Economics:41(4)206.
- vii. UNICEF, Gender Equality – The Big Picture 2007, Availability.

Websites

- i. <http://labour.kar.nic.in/eandt/etiindex.htm>
- ii. <http://dget.nic.in/schemes/cts/nvts.pdf>
- iii. <http://www.unicef.org/>

Role of Automobile Industry in Employment Generation in India: An Analysis of TATA Motors and Mahindra & Mahindra

Santosh Kumar Maurya

UGC- NET/JRF

Research Scholar, Department of Management Studies
Nehru Gram Bharati University, Allahabad

Abstract

The Indian automotive industry is being rapidly integrated into the global automotive supply chain and global automotive companies are looking to India not only for its burgeoning consumer market but also as an efficient supplier base. New technologies in the production process are constantly being introduced, and processes in the sales and service arena are shifting to meet the changing market. Today, it is amongst the main drivers of growth of Indian economy. Tata, Hyundai, Fiat, Ford Motors, TELCO, Maruti Suzuki, Hindustan Motors, Mahindra and Mahindra and Escorts has opened up numerous opportunities for persons with an automobile engineering, mechanical engineering and technical diplomas in this area, not only technical's there are lots of middle level and low level workers also. With the establishment of many automobile and ancillary manufacturing and assembling plants, both in the private and public sectors, employment avenues are expanding in the fields of design and manufacturing of automobiles. Increase in the production of commercial vehicles/ passengers cars, automobile sector can expect to have a wide range of opportunities both for wage paid and self-employment ventures in the coming years. In fact, the automobile industry is the barometer of the economic and social transformation taking place in the country. It is one of the major sources of employment and is likely to generate employment for thousands of new hands directly and indirectly, in near future.

Keywords: Employment, Automobiles, Opportunities, Manufacturer.

Introduction

The automotive industry in India is one of the larger markets in the world and had previously been one of the fastest growing globally, is now seeing flat or negative growth rates. India's

passenger car and commercial vehicle manufacturing industry is the sixth largest in the world, with an annual production of more than 3.9 million units in 2011. According to recent reports, India overtook Brazil and became the sixth largest passenger vehicle producer in the world (beating such old and new auto makers as Belgium, United Kingdom, Italy, Canada, Mexico, Russia, Spain, France, and Brazil), grew 16 to 18 per cent to sell around three million units in the course of 2011-12. In 2009, India emerged as Asia's fourth largest exporter of passenger cars, behind Japan, South Korea, and Thailand. In 2010, India beat Thailand to become Asia's third largest exporter of passenger cars.

As of 2010, India is home to 40 million passenger vehicles. More than 3.7 million automotive vehicles were produced in India in 2010 (an increase of 33.9%), making the country the second (after China) fastest growing automobile market in the world in that year. According to the Society of Indian Automobile Manufacturers, annual vehicle sales are projected to increase to 4 million by 2015, no longer 5 million as previously projected. By 2050, the country is expected to top the world in car volumes with approximately 611 million vehicles on the nation's roads.

The majority of India's car manufacturing industry is based around three clusters in the south, west and north. The southern cluster consisting of Chennai is the biggest with 35% of the revenue share. The western hub near Mumbai and Pune contributes to 33% of the market and the northern cluster around the National Capital Region contributes 32%. Chennai, is also referred to as the "*Detroit of India*" with the operations of Ford, Hyundai, Renault, Mitsubishi, Nissan, BMW, Hindustan Motors, Daimler, Caparo, and PSA Peugeot Citroën is about to begin their operations by 2014. Chennai accounts for 60% of the country's automotive exports. Gurgaon and Manesar in Haryana form the northern cluster where the country's largest car manufacturer, Maruti Suzuki, is based. The Chakan corridor near Pune, Maharashtra is the western cluster with companies like General Motors, Volkswagen, Skoda, Mahindra and Mahindra, Tata Motors, Mercedes Benz, Land Rover, Jaguar Cars, Fiat and Force Motors having assembly plants in the area. Nashik has a major base of Mahindra & Mahindra with a UV assembly unit and an Engine assembly unit. Aurangabad with Audi, Skoda and Volkswagen also forms part of the western cluster. Another emerging cluster is in the state of Gujarat with manufacturing facility of General Motors in Halol and further planned for Tata Nano at their plant in Sanand. Ford, Maruti Suzuki and Peugeot-Citroen plants are also set to come up in Gujarat. Kolkata with Hindustan Motors, Noida with Honda and Bangalore with Toyota are some of the other automotive manufacturing regions around the country.

Car Companies in India – Latest Trends and Developments

India as a nation might be seeing a rate of economic growth that is the lowest in this decade but some sectors are still performing well, as per experts and the automobile industry is one of them. In the first 4 months of the 2012-13 fiscal car sales have increased in India by 5.6 percent as per statistics provided by the Society of Indian Automobile Manufacturers (SIAM). The Society had set a target of 10-12 percent for the period and the growth is still lesser than that. However, compared to 2011-12, when the industry was pretty flat, these figures represent a better

condition. IHS Automotive has forecast that by 2016 the yearly rate of growth of sales for the automobile industry will be 10.9 percent taking the sales figure to approximately 4.88 million.

Government initiatives for Indian automobile industry

The Indian Government has introduced the National Automotive Testing and R&D Infrastructure Project (NATRIP) that will look to create core competencies in the national automotive sector that are at par with global standards. This project will also help the Indian auto industry become a key part of the world economy. The project will aim to create the very best infrastructure in testing, research and development, and validation and help the industry gain international repute. The project will invest INR 1718 crores in 3 automotive centers across the country for establishing top class homologation facilities. These centers are:

Table No.:1

Name	Zone
Manesar	Northern India
Ahmednagar and Pune	Western India
Chennai	Southern India

The government has also announced the **Automotive Mission Plan** for 2006-2016 and aims to make India a global center for the automobile industry. The plan aims to focus on the following areas:

- Making and designing of automobiles
- Making and designing of auto components

It also looks to take the industry output to 145 billion US dollars by 2016, which is expected to account for at least 10% of the GDP by then. This can also generate extra job opportunities for 25 million people by that time. The plan also aims to make sure that the industrial production reaches the INR 600000 crore marks by 2016 – at present the figure stands at INR 169000 crores. The plan will also look to increase the role played by this sector vis-à-vis the national economy and other important parts of it. The plan also looks to bring up the automobile certification and testing facilities in India at par with global standards.

Indian Automobile Industry Major Bodies

The Department of Heavy Industry of the Ministry of Heavy Industries and Public Enterprises is

responsible for promotion of the national auto industry's development and growth. It helps the industry in its achievement plans in the following ways:

- Policy initiatives
- Promotion of technological up gradation and collaboration
- Appropriate interventions for trade and tariff restructuring
- Promotion of research and development

The Society of Indian Automobile Manufacturers (SIAM) is the leading industry body and represents 46 of the top vehicle and engine makers in the country. It is a crucial medium of communication for the industry with governmental, international and Indian organizations. It functions in association with the various companies and is an active participant when it comes to creating rules, policies, and regulations for the industry.

Table No.:2 Employment Generations in Automobile Sector of India

Year	Employment status (in millions)
2007-08	10.0
2008-09	11.5
2009-10	12.5
2010-11	13.0
2011-12	13.1

Source: <http://www.bls.gov/iag/tgs/iagauto.htm>

Literature Review

According to India brand equity foundation 2012, manufacturing sector holds a key position in the Indian economy. The ability of the manufacturing sector to absorb excess labor from the agriculture sector and shift the same to services renders it the driving force in the development process of an economy. While, the Indian manufacturing sector has witnessed remarkable growth in recent years; its contribution to GDP and employment is well below its true potential. There is a need for strong commitment from the government as well as the industry for the sector to enter the next orbit of high growth and employment generation.

Ministry of External Affairs Government of India, 2012 says that Automobile industry one of the key drivers of the national economy as it provides large-scale employment, having a strong multiplier effect. Being one of the largest industries in India, this industry has been witnessing impressive growth during the last two decades.

According to Sbhutani, Jun 2006, the automobile industry in the country is one of the key sectors of the economy in terms of the employment opportunities that it offers. The industry directly employs close to around 0.2 million people and indirectly employs around 10 million people. The prospects of the industry also has a bearing on the auto-component industry which is also a major sector in the Indian economy directly employing 0.25 million people.

According to Rinki chakrabarty and others, in May 2003, they have found that over the last decade, the Indian automobile industry has become more competitive. India now has developed a skilled labor force in the automobile industry with the entry of global players and also growth in the domestic industry.

Objectives of Study

1. To investigate the employment generation in Indian Automobile Industry.
2. To test the role of automobile industry in employment generation in India.

Hypothesis

H₀: There is no significant role of Automobile industry in employment generation.

H₁: There is significant role of Automobile industry in employment generation.

Research Methodology

The study is based on social research. In this paper we have used available facts or information to analyze the factors and evaluation of the data.

Scope of Study

In the proposed study we will only investigate the employment generation in those companies which have their production plants in Indian automobile industry. In this way we will try to investigate growth of employment and upliftment of social status of employees.

Source of Data

This study is purely based on the secondary data such as annual report, magazine, news paper, Indian automobile report, and automobile company website.

Population Size

We take entire automobile industry those who have established manufacturer plant in India.

Sample Size

This study involves the analysis with respect to the sample of two automobile manufacturer companies in India namely- TATA and MAHINDRA & MAHINDRA out of 34 companies which are engaged in manufacturing(in fact 122 automobile companies have business in India). These two companies cover 21.77% of market share in automobile industry in the country.

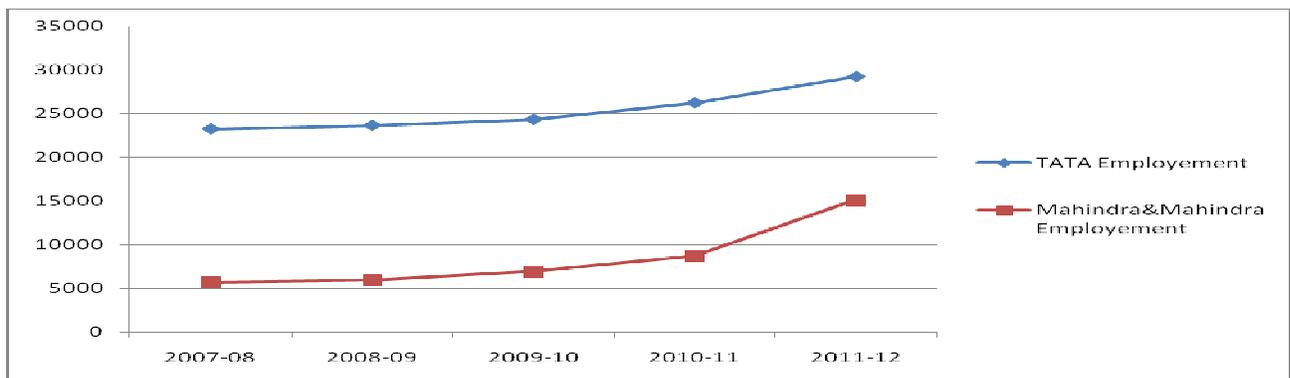
Findings

We select only two automobile (car) manufacturers company TATA Motors and Mahindra &Mahindra. In the respect of employment growth we choose five years employment data 2007-08 to 2011-12. In five year data TATA Motors increase their employees 23,230 to 29,217 and

Mahindra & Mahindra increase 5,690 to 15,147 (Table no.3) employees in their company. The last five years employment growth tally as per Table No.4 shows that Tata Motors group is 25.77% and Mahindra & Mahindra group have massive change of more than 160%. This result is also a danger alarm for TATA group for future growth of Mahindra And Mahindra. It may be HR strategy of M&M for take over the largest share of Indian Automobile industry near future.

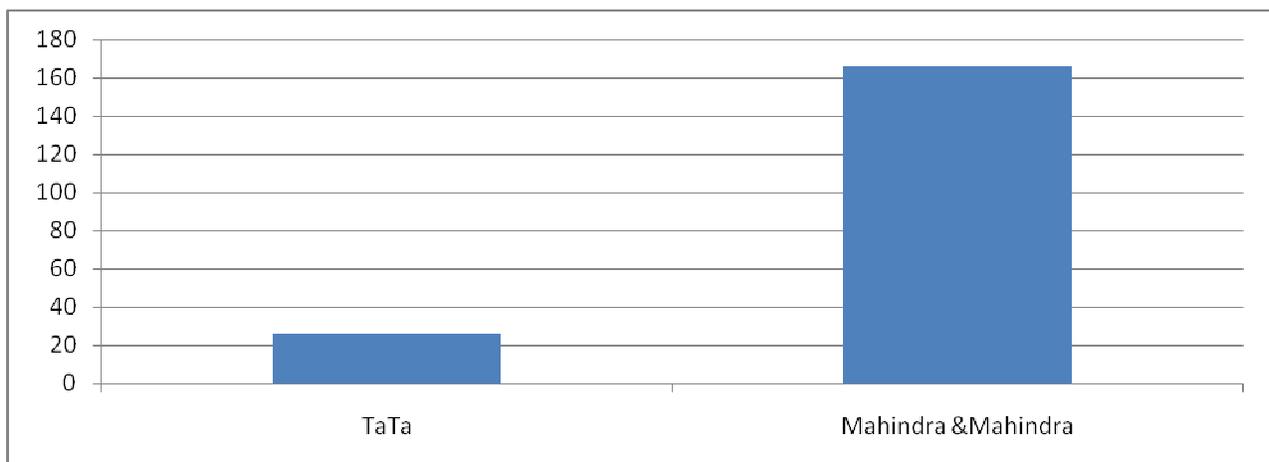
In India there has 34 car manufacturers company. In automobile industry the employees has semi skilled and skilled person. With the reference of this five years data we say there is lots of employment generation in automobile industry.

Table No.:3 Employment generations in TATA and Mahindra &Mahindra



Source: (<http://www.tatamotors.com>, Sixty-Seventh Annual Report 2011-2012 page-59)

Table no.:4 Comparative growths in employment opportunities in Tata and Mahindra &Mahindra in last five years



Source: Mahindra & Mahindra annual report march-2012

Suggestions

The automobile industry in India, there is lots of opportunities for the employment. This dynamic industry currently accounts for almost 7% of our GDP and employing about 17 million people both directly and indirectly. Contribution of India in global auto industry development is

becoming increasingly important. There are so many associate company related to automobile industry such as tyres, lights, rubber parts, steal parts, etc. Need of searching such resources by which instead of petrol, diesel, and LPG gas needed to search other alternative which should be cheaper for running of the automobile industry. In our suggestion government should be provide subsidy in automobile industry and help in new research and development for the future growth of employments generation in automobile industry.

Reference

1. <http://www.cnbc.com/id/100294010>, date and time 26/12/12, 06:15 AM
2. <http://oica.net/wp-content/uploads/all-vehicles-2010-provisional.pdf> 26/12/12, 06:20AM
3. Nair, Vipin V. (7 September 2009). "Suzuki, Hyundai's Indian Car Exports Beat China's". Bloomberg.com. Retrieved 1 September 2010.28/12/2012, 07:30 PM
4. Gulati, Nikhil (9 September 2010). "India Car Sales Touch Record High". Online.wsj.com. Retrieved 28 November 2010.29/12/2012, 01:32PM
5. "India second fastest growing auto market after China". Thehindubusinessline.com. 10 April 2010. Retrieved 28 November. 30/12/2012, 08:23 PM
6. <http://web.mit.edu/ipc/publications/pdf/00-012.pdf> , 31/12/2012, 08:35PM
7. <http://www.cargroup.org> , 31/12/2012, 09:12PM
8. <http://www.indiainbusiness.nic.in>
9. <http://www.ibef.org/download/Role-of-Manufacturing-in-Employment-Generation-in-India.pdf>,date-07/01/2013 ,03:02pm
10. <http://www.docstoc.com/docs/64150894/Research-Paper-on-Auto-Industry-pdf>,date-07/01/2013,03:40pm
11. <http://business.mapsofindia.com/automobile/car-manufacturers>,date-07/01/2013,time-05:37pm
12. [http://www.tatamotors.com/investors/pdf/2012/Sixty-Seventh Annual Report 2011-2012 page-59](http://www.tatamotors.com/investors/pdf/2012/Sixty-Seventh%20Annual%20Report%202011-2012%20page-59) date-4/1/2013time-05:00PM
13. [http://www.scribd.com/doc/11617891/Tata-motors-Sixty-third Annual-Report-2007-08](http://www.scribd.com/doc/11617891/Tata-motors-Sixty-third%20Annual-Report-2007-08) page-16 date-4/1/2013 time-05:45pm
14. [http://www.tatamotors.com/investors/Sixty-fourth annual report 2008-09](http://www.tatamotors.com/investors/Sixty-fourth%20annual%20report%202008-09).pdf date-4/1/2013, time-06:27pm
15. [http://www.tatamotors.com/investors/Sixty-fifth Annual-Report-2010](http://www.tatamotors.com/investors/Sixty-fifth%20Annual-Report-2010).pdf date-4/1/2013 time- 06:56pm
16. Mahindra & Mahindra annual report march-2012 date-6/1/2013 time-12:05AM
17. Mahindra & Mahindra Annual report 2010-11pdf page-32 date-5/1/2013 time-10:22 PM
18. <http://www.siamonline.in/ac2012/index.html>52nd **SIAM** ANNUAL CONVENTION 2012 date-08/01/2013,time-05:11pm

A Study of Women Labour in Unorganised Sector- In Indian Perspective

Abhishek¹, Pankaj Tiwari² & Arvind Mishra³

1Research Scholar, 2& 3 P.G. Students
Department of Humanities and Social Sciences, Motilal Nehru National Institute of
Technology, Allahabad, abhishekmnitt@gmail.com

Abstract

Women constitute half of the world population, do two-thirds of the world's income and own less than hundredth of the world's property. In India 90% of women are employed in unorganized sector, without fair wage and standard of living. Domestic women laborers do get a paltry sum for the unpleasant work they perform. Some of them are exploited economically as well as physically. With the growth of industrialization & urbanization landless laborers in the absence of assured source of employment in rural areas migrate to urban areas in search of employment. In urban areas women's are generally employed in informal sectors like weaving, handicraft, tailoring, and sale of fish, agriculture laborers, domestic helpers and constructive activities. So an attempt has been made in this paper to understand the conditions of women laborers in unorganized sector.

Keywords: Women Labor, Unorganized Employment, Gender Discrimination

Introduction

In India around thirty crore people are working in the unorganized sector and the number is on the rise. The meaning of unorganized sector, popularly known as unprotected sector, could be without regular source of income and working throughout the year. They constitute the fringes of society and are not getting a chance to be a part of the mainstream economy. Indian economy is to a great extent characterized by large number of people working in unorganized sectors as unorganized workers; transitional nature of the Indian economy, disparity in education, skill and training are some of the major factors abetting such a large concentration of workers in an area most vulnerable to exogenous economic vicissitudes. Women working in the unorganized sector deserve a separate mention as they are much marginalized. Women have always worked, albeit the definition of work if seen only through the prism of contribution to national input will mean different things to different people. Women, who might not be 'working' in the narrow definition of work, are still engaged in socially productive and reproductive labor. It is observed that there

is no legal protection system, bearing and rearing of children remains the first responsibility of women workers and there is not much help from the government and legal frame work of the country. Social security and sustained human development for workers of the unorganized sector are big question marks. A large percentage includes migrant workers. High rents and living expenses, low and irregular salaries, unequal wages for male and female workers, no overtime payment, no standard daily working hours, no public holiday and no prior notice for dismissal from work constitute some of their trials. The vendors face problems like dependence on money lenders, lack of dignity, and delay in payments, underemployment, and violence against employees, oppression and maltreatment by local authorities. Poor relations between the employers and employees, discrimination at work, sexual harassment, poor health/medical care and denial of terminal benefits, torture and poor working conditions echo the common plight of workers in almost all spheres of this sector.

The Unorganized Sector

Organized sector workers are distinguished by regular salaried jobs with well-defined terms and conditions of employment, clear-cut rights and obligations and fairly comprehensive social security protection. The unorganized sector, on the other hand, has no such clear-cut employer-employee relationships and lacks most forms of social protection. Having no fixed employer, these workers are casual, contractual, migrant, home based, own-account workers who attempt to earn a living from whatever meager assets and skills they possess.

The First Indian National Commission on Labor (1966-69) defined ‘unorganized sector workforce’ as those workers who have not been able to organize themselves in pursuit of their common interest dues to certain constraints like casual nature of employment, ignorance and illiteracy, small and scattered size of establishments.

Unorganized Employment includes:

- Own-account workers working in their own informal enterprise
- Own-account worker producing goods exclusively for own final use by their household.
- Contributing family workers, irrespective of whether they work in formal or informal sector enterprises
- Members of informal producers’ cooperatives
- Employees holding informal jobs, whether employed by formal sector enterprises, informal sector enterprises or as domestic worker employed by households

Segment of unorganized sector

- Wage work for informal enterprises
- Domestic work without a regular contract
- Casual day labour without a fixed employer
- Unregistered or undeclared work for formal or informal firms
- Temporary and part-time work for formal firms

Examples

- Agriculture: landless labourers, small farmers, traditional artisans, animal husbandry
- Industry: workers in brick-kilns, construction, Beedi-making, incense stick
- Services: workers in local transport, shops, domestic servants, community services like street cleaning, street vendors, garbage collectors
- Small Workshops: shoe makers, garment makers and embroiderers
 - At Home: garment workers artisans or craft producers
 - On Rivers, Ponds, Lakes, and Oceans: fishermen, shippers

Unorganized Employment

Employees are considered in unorganized employment when their employment relationship, in law or practice, is not subject to:

- National labor legislation
- Income taxation
- Social protection or
- Entitlement to certain employment benefits e.g. paid annual leave, sick leave, etc.

Table-1: Estimates of Employment in India

Industrial Category	No. of persons (in millions)	
	Formal Sector	Informal Sector
Agriculture	1.39	238.87
Non-Agriculture	26.68	131.5
Mining & Quarrying	1.01	1.25
Manufacturing	6.71	37.07
Electricity, Gas And Water	1	0.04
Construction	1.17	16.36
Trade, Hotels And Restaurants	0.49	40.37
Transport, Storage & Comm.	3.15	11.48
Financial Services	1.65	3.29
Community Services	11.49	21.64
All Sectors	28.07	(93%) 370.37

Source: NSSO (Ministry of Statistics and Programme Implementation)

Table-2: Urban Labour Force Characteristics

Urban	Share (in percentage)		
	Male	Female	Total
1. Employed	51.8	13.9	33.7
2. Unemployed	2.4	0.8	1.6
3. Labour Force (1+2)	54.2	14.7	35.3
4. Not counted in the labour force	32.8	71.7	51.4
5. Working age population (3+4)	87	86.4	86.7
6. Non-working age population	13	13.6	13.3
7. Population (5+6)	100	100	100
Rural	Share (in percentage)		
	Male	Female	Total
1. Employed	53.1	29.9	41.9
2. Unemployed	0.9	0.3	0.6
3. Labour Force (1+2)	54	30.2	42.5

Table-3: Rural Labour Force characteristics

4. Not counted in the labour force	30.3	53.9	41.7
5. Working age population (3+4)	84.3	84.1	84.2
6. Non-working age population	15.7	15.9	15.8
7. Population (5+6)	100	100	100

Source: NSSO (Ministry of Statistics and Programme Implementation)

Women Worker in Unorganized Sector

A woman is identified as a daughter, sister, mother, a wife, a daughter-in-law but never as an independent person. To be born as a woman means to live from early infancy to the last day of life. Almost 400 million people (more than 85% of the working population in India) work in unorganized sector and of these about 120 million are women. According to an estimate, by the National Commission on Self-Employed Women (1988a), of the total number of women workers in India, about 94 percent are in the informal or unorganized sector whereas just 6 percent are in the organized or formal sector. Thus there is no exaggeration in saying that the unorganized sector in India is the women's sector. Though women are entering the work force, they are least recognised as workers many a times. A large number of women work without pay. A significant proportion of women are self-employed which means they are engaged in informal work. They have poor working conditions and they lack social security. There is inequality within this informal work. Women are disproportionately represented and they occupy lower quality jobs within the self-employment. In the case of highly but the gender pay gap still persists due to the inequality and the lack of anti-discrimination laws.

Indian society has got a significant role in the increasing number of women workers in the informal economy. There are regional, religious, social and economic groups which are independent of each other. Indian society is hierarchical with everyone ranked according to their caste, class, wealth and power. In addition to that, home-based work etc. is not accounted in the statistics. In addition to that, women are traditionally responsible for the daily household chores. As a result of the cultural and other restrictions more and more women are involved informal work than in the formal work, where the jobs are unskilled and low-paying with little benefits.

Problems and Challenges

Studies conducted in several parts of the country indicate the awful conditions of the women workers in these sectors. The women workers face a number of difficulties such as, in many cases, they are not considered as workers which make their income very low when linked to the earnings of the male workers. Often they are considered as workers which are out-of-date and low skilled according to the requirements of the market. They also have to take care of their children at home and at the same time have to work to support their families. In fact, they are doing double the amount of work and paid less than half when compared with their male counter parts. The women who are engaged in domestic work and street vending face difficulties such as sexual harassment and abusive language. Domestic workers have to work in three to five houses per day without any bonus or overtime. They face sexual harassment and many a times their working conditions are very bad. Migrant domestic workers face such difficulties in a more intense manner. Sometimes the recruiting agents compel the women to engage in sex work. Also they are paid very less and due to the lack of bargaining power, they are not in a position to demand more. They are replaced frequently, in case of better wage demands, as they are in

surplus in the market. There are still cases where women workers are neglected of the benefits and facilities like equal payment vis-à-vis their male counterparts, maternity benefits, proper child care services and indifferent attitude of the employers towards women workers. Research shows that women and girls, who tend to work harder than men, are more likely to invest their earnings in their children.

Table-4: Profile of Women Workers in the Informal Sector

Sector/Group	Reasons for a particular Employment	Priority Issues	Wages	Organising Challenges
Rag Pickers	Economic compulsion, Unskilled, Drunkard/Non cooperating Husbands, Only job available near residence	Health & Safety, End to exploitation by middlemen	Per Kilogram (Commission)	Competition among selves, fear of losing work, Not protected by labour law
Domestic Workers	Economic compulsion, Unskilled, Drunkard/Non cooperating Husbands	Recognition as worker, better living conditions, protection against dismissal	Negotiable	Isolated & invisible in homes, Fear of employers & losing jobs, Not protected by labour laws
Coolies	Economic compulsion, Unskilled, Drunkard/Non cooperating Husbands	Identifying employer, end to exploitation by middlemen	Contractual	Often in scattered location, dominated by men in sector, child care and home care
Vendors	Economic compulsion, find the pride in being self-employed, Unskilled	Facilities-storage, shelter, toilet, water, protection against police,	Uncertain	Not regarded as workers by selves and others, No forums for bargaining

		harassment, safety & security		
Beauticians	Find the pride of being self-employed, helping hand to husband, savings for children's higher education	Excessive overtime, lack of institutional support	Uncertain, Net Profit basis	Lack of time, child care and home care, health issues
Construction Labour	Economic compulsion, No other skills, Drunkard/non cooperating husband, No other options	Identifying employer, end to exploitation by middlemen	Daily wages	Often in scattered location, dominated by men in sector, child care and home care
Garment Workers	Economic compulsion, Can work at home	Living wage, right to organise, excessive overtime, security of employment	Work based (Commission)	Women workers are seen as "seasonal", "supplementary" wage earners, Harassment of trade unions

Source: NSSO Survey, GOI, Ministry of Labour & Employment

Conclusion

No doubt, there are laws to protect women and prevent exploitation but these laws (the Interstate Migrant Workmen Regulation of Employment and Conditions of Service Act, 1979, The Bonded Labour System (Abolition) Act, 1976 and Maternity Benefit Act, 1961 etc.), and legislations are not practically and strictly implemented. The very vastness of the country, the scattered nature of women workers, their lack of education and legal literacy, the indifferent attitude of the government-bureaucracy and the general status of women in society caused vulnerability to women. It is the need of the hour that government and Non-Government Organizations must come forward to actively and efficiently deal with the plight of these women. The Trade Unions and Voluntary Organizations can play a vital role in making them conscious of health, education and above all their rights. Women should be provided education and training to enhance their

sense of self-worth and self-esteem and to enlighten them regarding their right to good health. Therefore a credible employment strategy needs to focus to enhance educational level of the workers, social status of workers including women, specific industries that can absorb a higher proportion of males and females and creation of quality job.

References

- i. V. Gandotra and S.Patel, (ed.),(2009) Women, Working Conditions and Efficiency, New Delhi.
- ii. H.L. Kaila, Women, Work and Family, New Delhi, 2005.
- iii. A. Widge, Women in the Informal Sector: Multi disadvantages of Domestic Workers, New Delhi, 1995.
- IV. Neha Mittal, Women Workers in Unorganized Sector: Socio-Economic Perspective, Rajasthan, August 2012.
- v. Kamala Kanta Mohapatra,(2012)Women Workers in Informal Sector in India: Understanding the Occupational Vulnerability, Orissa ,November 2012
- vi. Report of the Committee on Unorganised Sector Statistics, National Statistical Commission, GOI, and February2012.

Role of NGOs in Women Empowerment in Uttar Pradesh

Abhishek*, Manvi Bhargava** & Dr. Rajesh Kumar Shastri***

*Research Scholar,

**P.G. Student,

***Assistant Professor,

Department of Humanities and Social Sciences, Motilal Nehru national institute of technology,
Allahabad

Abstract

Empowerment of women facilitates sustainable development by the uplifting the economic, social and political status of women in India. Empowering the women in these aspects is necessary to convert the idle society into self-sustainable society. Women empowerment can be achieved through provision of adequate education facilities, political support, and effective legislation system and employment generation for women. In this context NGO and the self-help groups play a very pivotal role in women empowerment by providing basic education, vocational training, training for self employment, legal aid, protection for women and self-awareness programme. Thus they are mainly concerned with the upliftment of the women in the society. This paper looks into the dynamism of the process through which women empowerment is achieved and the status of women are uplifted with the aid of NGO's and self-help groups in Uttar Pradesh.

Key Words: Empowerment, Self Sustainable, Non-Government Organization, Self Help Groups, Upliftment.

Introduction

This paper is based on the fact that economy of a nation can be improved only when the quality of life of the citizens of a nation can be effectively improved only by raising the standards of living of the people on the street and in backward areas. In India like in many other developing countries women plays a very important role in the upliftment of the nation in all the aspects like social, political, economical and legal. Empowerment means control over material assets, intellectual; resources & ideology this involves ability to get what one wants & to influence others on our concerns with reference to women the power relation that has to be involved includes their lives at multiple levels, family, community, market, & the state. The question surrounding women's empowerment the condition and position of women have now become critical to the human rights based approaches to development. Empower the women in social, political, economical and legal aspects became necessary to convert the idle society into self-sustainable society. Women empowerment can be achieved through political power, education, employment, NGO and SHG. Among these, NGO and SHG dominate and fruitful success of the women empowerment needs to occur along multiple dimensions including: economic, socio-cultural, familial/interpersonal, legal, political, and psychological. Since these dimensions cover

a broad range of factors, women may be empowered within one of these sub-domains. Human development report since 1999 demonstrated that practically no country in the world treats its women as well as men according to the measures of life expectancy wealth and education. S. Mukhopadhyay in her study reports that female work participation rate in U.P. is reported as 11% with a Gender gap of 52% equal to West Bengal but less than Punjab. 56% women are in community service 17% in Manufacturing & 8.6 rural women in agriculture. Only 4% women as against 10% men are in the formal sector.

Literature Review

Since, the 1980's the Government of India has shown increasing concern for women's issues through a variety of legislation promoting the education and political participation of women (Collier, 1998). International organizations like the World Bank and the United Nations have also focused on women's issues, especially the empowerment of poor women in rural areas. Since the late 1980s and early 1990s, nongovernmental organizations (NGOs) have moved beyond the traditional focus of women's health and education to addressing the underlying causes of deprivation through the promotion of economic and social empowerment (Narayan, 2002; Sadik, 1988). Voluntary organization is not a new phenomenon in our country. Voluntary effort has always been an important part of our culture and social tradition. The need for organizing people into accredited associations and their involvement and participation in rural development have now been fully recognized. In recent years, they have increased in considerable number, acquired greater importance and significance and put up many new experiments in the field of rural development. Voluntary organization can play a crucial role in rural development by supplementing government efforts as they are close to the minds and hearts of the rural people. They have their roots in the people and can respond to the needs and aspirations of the community very effectively. They can experiment new approaches to rural development. (Dhillon & Hansra -1995). Literatures suggest that NGO interventions positively contribute to women empowerment (Ahsan Ullah, 2003: 21). This Paper focus on the role of NGO's located in areas of Uttar Pradesh.

A large and growing body of literature (Rowlands 1995; Oxaal and Baden 1997; Hainard and Verschuur 2001) has documented that woman empowerment is essentially a bottom-up process rather than something that can be Formulated as a top-down strategy. Also, a considerable has become a central element of development programme for the new millennium. Empowerment approaches to finding effective ways to support women and enable them to mobilize for change comes from within them, not from outside (Rowlands 1997). According to Zimmerman and Rappaport (1988), empowerment is the ability of individuals to gain control socially, politically, economically, and psychologically through access to information, knowledge, and skills; decision making; and Individual self-efficacy, community participation, and perceived control.

Research Methodology

We have use secondary data for the purpose of this project. The main sources of secondary data are company's manual, annual general reports, journals, newspapers and concerned websites.

Objective of the Study

The study is a humble effort to assess the NGO programs and the impact of NGO based on the purpose of women empowerment and various processes applied by the NGOs, promotion of SHGs, the background of NGOs, and their role in the process of Women Empowerment. The following are the specific objectives of the Study.

- To study background of the NGOs which are extensively involved in the process of women empowerment in the state of Uttar Pradesh
- To study the various methods used for Women empowerment on by NGO's in Uttar Pradesh.
- To Study the various experiences gained and problems faced by the NGOs during the women empowerment process in Uttar Pradesh.

Overview of Women Empowerment

Women, although they constitute half of humanity, are socially, economically and politically marginalized. The nature of empowerment can be diverse, depending upon the parameters that define the lack of power within the institutional framework in operation. For the past several decades, national governments, non-governmental organizations and international agencies have been aware and concerned about the status of women. Efforts have been made by these bodies to improve women's literacy, nutritional and health levels and enhance their income-earning capacity. As Mayoux (1998) suggests, Empowerment is a process of internal change, or power within, augmentation of capabilities, or power to, and collective mobilization of women, and when possible men, or power with, to the purpose of questioning and changing the subordination connected with gender, or power over. Empowerment is a process of internal change, or power within, augmentation of capabilities, or power to, and collective mobilization of women, and when possible men, or power with, to the purpose of questioning and changing the subordination connected with gender, or power over. Thus self confidence and self esteem plays an important role in this change. The concept of participation in NGO's programme is related to involvement in programmes that are organized by NGOs to improve the community situation.

Non Government Organisation

A non-governmental organization is any non-profit, voluntary citizens' group which is organized on a local, national or international level. Task-oriented and driven by people with a common interest, NGOs perform a variety of service and humanitarian functions, bring citizen concerns to Governments, advocate and monitor policies and encourage political participation through provision of information. Some are organized around specific issues, such as human rights, environment or health. They provide analysis and expertise, serve as early warning mechanisms and help monitor and implement international agreements. Their relationship with offices and agencies of the United Nations system differs depending on their goals, their venue and the mandate of a particular institution. Promoting employment is of particular interest to some NGOs working with poor woman. Nonprofit organization, term is usually applied only to organizations that pursue wider social aims that have political aspects, but are not openly political organizations such as political parties.

Self Help Group

- a. The SHG offers the canvas to conduct social intermediation, provide women the opportunity to acquire the ability and entitlement to their own lives, set their own agenda, gain skills, solve problems and develop autonomy. Self help assist the rural area people in their financial needs that ensures that unemployed a low level people get the better opportunity and they start to earn their livelihoods by themselves.
- b. The ideal size of an SHG is 10 to 20 members.
- c. From one family, only one member (More families can join SHGs this way)
- d. The group consists of either only men or of only women. (Mixed groups are generally not preferred)
- e. Women's groups are generally found to perform better.
- f. Members have the same social and financial background
- g. Compulsory attendance.

National Policy for the Empowerment of Women (2001)

The Constitution of India not only grants equality to women, but also empowers the State to adopt measures of positive discrimination in favors of women. From the Fifth Five Year Plan (1974-78) onwards has been a marked shift in the approach to women's issues from welfare to development. In recent years, the empowerment of women has been recognized as the central issue in determining the status of women.

Goal and Objectives

- a. The goal of this Policy is to bring about the advancement, development and empowerment of women. The Policy will be widely disseminated so as to encourage active participation of all stakeholders for achieving its goals. Specifically, the objectives of this policy include:
- b. Creating an environment through positive economic and social policies for full development of women to enable them to realize their full potential
- c. The de-jure and de-facto enjoyment of all human rights and fundamental freedom by women on equal basis with men in all spheres – political, economic, social, cultural and civil
- d. Equal access to participation and decision making of women in social, political and economic life of the nation
- e. Equal access to women to health care, quality education at all levels, career and vocational guidance, employment, equal remuneration, occupational health and safety, social security and public office etc.
- f. Strengthening legal systems aimed at elimination of all forms of discrimination against women

- g. Changing societal attitudes and community practices by active participation and involvement of both men and women.
- h. Mainstreaming a gender perspective in the development process.
- i. Elimination of discrimination and all forms of violence against women and the girl child; and
- j. Building and strengthening partnerships with civil society, particularly women's organizations.

Partnership with the Voluntary Sector Organizations

The involvement of voluntary organizations, associations, federations, trade unions, non-governmental organizations, women's organizations, as well as institutions dealing with education, training and research will be ensured in the formulation, implementation, monitoring and review of all policies and programmes affecting women. Towards this end, they will be provided with appropriate support related to resources and capacity building and facilitated to participate actively in the process of the empowerment of women.

Various Role and Functions of NGO

Women Empowerment has been the central agenda for both government and NGO's Voluntary action promoted by voluntary agencies engaged in development play a significant role at the grass roots level in the regions of Uttar Pradesh the success of rural development depends upon the active participation of the people through Non Government Organizations. The various roles of NGOs are like Educating the Rural Women, Supplementation of Government Efforts, Efforts Organizing the Rural Women, Building various Model and Experiment, Ensure Women's Participation in their empowerment, Mobilizing the optimum Resources, Promoting Rural Leadership, Representing the Rural Women, Promoting Technology in Rural areas, Activating the Rural Delivery System, Providing effective & efficient Training to Rural Women etc.

Current Status of Non-Government Organisations for Women in India

According to the Indian Constitution, women are legal citizens of the country and have equal rights with men (Indian Parliament). Owing to the lack of acceptance from the male dominant society, Indian women suffer tremendously. Women are responsible and expected to give birth to healthy children yet they themselves are malnourished and in poor health. Women are also overworked because of working in the field and also carrying out all of the domestic work all by themselves with no help from the male members in their household. Most Indian women are uneducated. All the Indian constitution states firmly that women are equal to and have equal rights with men; women are considered powerless and are mistreated inside and outside the home. This why the need for NGOs working towards women empowerment and development is so vital in India. During the past two decades, non-governmental organizations (NGOs) working in development have increased their profiles at local, national and international levels. NGOs have come to be recognized as important actors on the landscape of development, from the reconstruction efforts in India.

Conclusion

Overall there is significant impact of NGO on women of the selected areas. After joining organization, drastic changes are seen in the life style of women. Now women have started earning money, becoming independent and self motivated. They can take their own decisions in some matters and give their suggestions in family concerns. The study found significant difference in NGOs' efforts towards implementation of interventional measures in the area of health and to increase literacy level of women. After lots of efforts of NGOs in the area of women empowerment, still the situation is not improved at the paramount level. About 70% of the respondents said that they had no power / freedom to spend their own money. It can be concluded that in India, there is a significant role of NGO in women empowerment.

References

1. T.N. Rao, 1998, 'Impact analysis of NGO intervention in the development of rural women'.
2. Rama Sahoo, 2008, 'Importance of Women NGOs in alleviating poverty and improving the Economic Condition of the poor'.
3. Anu Singh Lather, Shilpa Jain & Sona Vikas, 2009, "Women Empowerment in Urban India: A Study of Working Women Professionals in Delhi, Delhi Business Review, 10(2) and July-December.
4. Shiva Kumar Lal, "A Study of Issues and Challenges in Empowerment of Women Through Their Participation in the Panchayat Raj Institution: A Case Study of Allahabad District of Uttar Pradesh.
5. Haider, Rumel and Akhtar, Rasheda. (1999). The Role of NGO and Women's Perception of Empowerment: An Anthropological Study in a Village. Empowerment, vol. 6.
6. Mayoux, Linda, (2000), 'Micro-Finance and the Empowerment of Women: A Review of the Key Issues', Geneva, International Labor Organization, available on-line at [Ilo_data/public/english/employment/finance/United Nations Development Fund for Women \(UNIFEM\), Sep. 2006, News Release.](http://ilo_data/public/english/employment/finance/United_Nations_Development_Fund_for_Women_(UNIFEM),_Sep._2006,_News_Release)

Social Security for Upliftment of Unorganized Sector: A Relook

Dr. Ambalika Sinha* & Divya Sharma**

*Associate Professor, Department of Humanities and Social sciences
Motilal Nehru National Institute of Technology, Allahabad

**Research Scholar, NGBU, Allahabad
sharma.19divya@gmail.com

Abstract

This paper deals with social security related to unorganized sector. The term Unorganized sector was coined by the British economist Keith Hart in 1971. The unorganized sector in India consists of units engaged in the production of goods and services with the primary objectives of generation of employment and incomes to the persons producing the goods and services. Unorganized sector contributed significantly and expanded the Indian economy rapidly. Home-based workers, street vendors, agricultural laborers, and other miscellaneous help providers constitute the unorganized sector. The Government of India set-up a 'National Commission on Enterprises in the Unorganized/Informal Sector on September, 2004. This commission works as advisory board and keeps an eye on this sector. Government of India has many policies catering to the needs of unorganized sector. Now question is that are these policies enough for the unorganized sector and are they being implemented correctly, is there a requirement to improve the existing policies or is there a need for new policies as time is changing rapidly. Attempt in this study is to answer these questions.

Key words: Unorganized sector, Policies, Social Security

Introduction

We all know that India is one of the fastest developing countries in the world. Despite this in India people face problem of illiteracy, poverty, poor health etc and some of the population is also deprived from the basic needs. It is extremely difficult to imagine the living conditions of such people. If a family is not able to fulfill its basic needs how come they can think of other needs? Such conditions make those poor families helpless to other kind of situations like illness life cycle change etc. The helpless of the such persons /families to such situation can be

reduced by policies that protect their livelihoods, increase their human capital and assist them in crises. We called such policies as social security policies.

Objectives of the Study

1. To understand the concept of unorganized labor and social security
2. To understand the various laws related to social security of unorganized labor.
3. To find out that is there any need to make any improvement in such social security polices/laws.

What is Social Security?

In the Indian context, the term social security encompasses social assistance, social safety nets, social insurance, micro-insurance or “insurance for the poor,” social protection, and any other preventive, promotional or protective measures. Social Security is the protection that society provides for its members against the economic and social distress that otherwise would be caused by substantial reduction or ceasing of earnings resulting from sickness, maternity, employment injury, unemployment, invalidity, old age, and death; the provision of medical care; and the provision of subsidies for families and children. The strategies for providing social security include the preventive, mitigating, and coping aspects. If we talk about our constitution we find **Article 41** Right to work, to education and to public assistance in certain cases The State shall, within the limits of its economic capacity and development, make effective provision for securing the right to work, to education and to public assistance in cases of unemployment, old age, sickness and disablement, and in other cases of undeserved want and **Article 42** Provision for just and humane conditions of work and maternity relief. The State shall make provision for securing just and humane conditions of work and for maternity relief. This gives us clear idea about the seriousness of social security with reference to India.

Social Security and Unorganized Labor

1. The first National Commission on Labor (1966-69) has defined unorganized labor as those who have not been able to organize themselves in pursuit of common objectives on account of constraints like casual nature of employment, ignorance and illiteracy, small and scattered size of establishments and position of power enjoyed by employers because of the nature of industry etc. Nearly 20 years later the National Commission on Rural Labor (NCRL: 1987-91) visualized the same scenario and the same contributory factors leading to the present status of unorganized rural labor in India*. There are different terminologies used so interchangeably to signify the unorganized sector like informal sector, informal economy, and even informal labor which often highlights the most affected part of the sector, namely, the labor. “Informal labor is a labor whose use is not governed either by state regulations or by collective agreements between workers and employers.” It is not necessary that an unorganized labor is also an unskilled labor. An

important feature of labor market situation in India is the predominance of unorganized employment. The dominance is such that since early 80's and ever before that more than 90 percent of the total work force has been engaged in the unorganized sector to earn their income and livelihood. The analysis of trend and pattern of growth in employment shows that, over the years, formal employment growth has always been less than that of total employment, indicating a faster growth of informal employment.

Further a broad segment consisting of agriculture (both organized and unorganized) and organized non farm sector, which currently absorbs nearly 70 percent of total workforce, is showing the signs of negative growth rate and it is being predicted that these sectors will cease to absorb more and more labor force. Time to time Indian government implements various social security policies for the unorganized labor as they understand their vulnerability. It is rightly true that when independent India's constitution was drafted, social security was specially included. The initiatives in the form of acts such as Workmen Compensation Act (1923), The Industrial Disputes Act (1947), The Employees State Insurance Act (1948), The Minimum Wages Act (1948), The Coal Mines Provident Funds and Miscellaneous Provisions Act (1948), The Employees Provident Fund and Miscellaneous Provisions Act (1952), The Assam Tea Plantations Provident Funds/Scheme Act (1955), The Maternity Benefit Act (1961), The Seamen's Provident Fund Act (1966), The Contract Labor Act (1970), The Payment of Gratuity Act (1972), The Building and Construction Workers Act (1996), etc for the organized workers and not for unorganized workers. Although not much has been done in providing social security cover to the rural poor and the unorganized labor force, the country has made some beginning in that direction. Both the Central and State Governments have formulated certain specific schemes to support unorganized workers. The old age pension scheme was introduced in all states and union territories due to the increasing life expectancy the number as well as proportion of the aged in total population would as is the trends in other countries steadily increase. Kerala was the first to introduce this programme in 1982, the scheme for agricultural workers aged 60 years and above. The government of Andhra Pradesh introduced a pension scheme for landless agricultural workers in 1984. The Government of Andhra Pradesh introduced a special programme (Arogya Sri) for the development of economically backward people pertaining to the provision of free medical services.**

Social Security and Laws

General Legislations– Although prima facie it does not cover the unorganized sector, but these laws should be considered; as the unorganized workers comes within their purview on the basis of the enacted provisions, supported by judicial interpretation. The table given below is the summary of some of the legislations which provide social security.

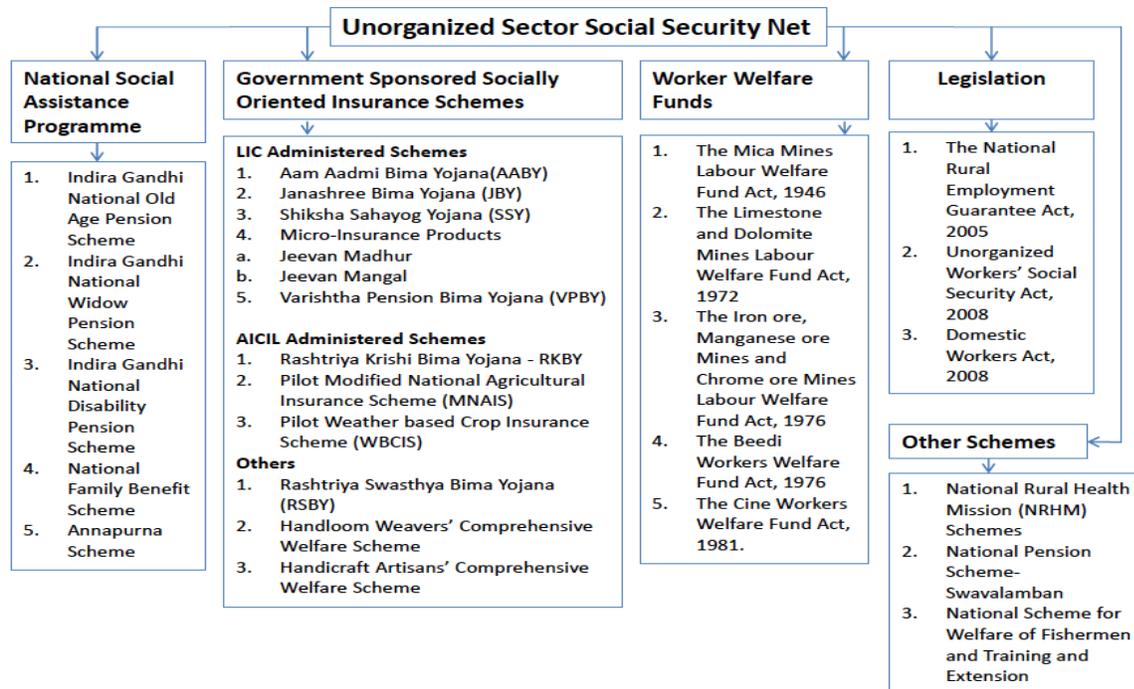
Laws	Objective	Coverage	Eligibility	Benefits
Workmen's Compensation Act, 1923	To provide compensation for workmen in cases of industrial accidents/occupational diseases resulting in Disablement or death.	Persons employed in factories, mines, plantations, railways and other establishments mentioned in Schedule II of the Act	The benefits are payable in respect of work-related injuries to the workers dependents not covered by the ESI Act.	Compensation for death, disablement, and occupational Disease.
Employees State Insurance Act, 1948 (Here in after ESI)	To provide for health care and cash benefits in the case of sickness, maternity and employment injury	Factories/establishments to which the law is made applicable by the Govt.	Employees drawing pay not exceeding Rs.5000 per month.	Benefits to sickness, maternity, disability dependents, and death.
Employees' Provident Fund & Miscellaneous Provisions Act, 1952	To provide compulsory provident fund, pension, deposit linked insurance.	Factories/Establishments employing 20 or more employees (in Scheduled industries); other establishments notified by the central Govt.	There is no wages limit for coverage provided the workman is not covered by the ESI Act.	Provident fund, pension, and refundable Withdrawals.
Maternity Benefit Act, 1961	To provide for maternity protection before and after child birth.	Factories, mines, plantations, commercial and other establishments to which the law is extended	There is no wages limit for coverage provided the woman is not covered by the ESI Act	Payment for actual absence up to 12weeks on average daily wages, minimum wage or Rs.10.
Payment of Gratuity Act, 1972	To provide for payment of gratuity on ceasing to hold Office.	Factories, mines, oilfields, plantations, railway companies, shops and establishments also to other establishments to which the law is Extended.	Five years continuous service is required for Entitlement of Gratuity.	15 days wages for every completed year of service or part thereof in excess of 6 Month subject to Maximum of Rs. 3, 50,000. The seasonal employees are entitled to gratuity at a rate of 7 days wages for each Season.

Special Legislations– There is some special laws designed only for the unorganized class. Some of those are:

1. Contract Labor (Regulation & Abolition) Act, 1970 – It aims to regulate the employment of the contract labor in every establishment employing twenty or more workmen and also to provide for its abolition in certain circumstances
2. Inter-State Migrant Workmen (Regulation of Employment and Conditions of Service) Act, 1979 – An act to provide the employment of inter-State migrant workmen and to provide for their conditions of service.
3. Cine-workers welfare Fund Act, 1981 – An Act to provide for the financing of activities to promote the welfare of certain cine-workers. "cine-worker" means an individual who has been employed in connection with the production of not less than five feature films to work as an artiste (including actor, musician or dancer) or to do any work, skilled, unskilled, manual, supervisory, technical, artistic or otherwise; and whose remuneration with respect of each of any five feature films, has not exceeded 1600/- per month in case of monthly payment and Rs. 8000/- where such remuneration has been by way of a lump sum.
4. Iron Ore Mines, Manganese Ore Mines and Chrome Ore Mines Labor Welfare Fund Act, 1976 – An Act to provide for the financing of activities to promote the welfare of persons employed in the iron ore mines, manganese ore mines and chrome ore mines.
5. Limestone and Dolomite Mines Labor Welfare Fund Act, 1972 – An Act to provide for the levy and collection of a cess on limestone and dolomite for the financing of activities to promote the welfare of persons employed in the limestone and dolomite mines.
6. Mica Mines Labor Welfare Fund Act, 1946 – An Act to constitute a fund for the financing of activities to promote the welfare of labor employed in the mica mining industry.
7. Beedi Workers welfare Fund Act 1976- An Act to provide for the financing of measures to promote the welfare of persons engaged in beedi establishments.
8. Building and other Construction Workers (Regulation of Employment and conditions of service) Act, 1996- An Act to regulate the employment and condition of service of buildings and other construction workers and to provide for their safety, health and welfare measures and for other matters connected therewith or incidental thereto.
9. Unorganized Workers' Social Security Act, 2008 - Finally, India has enacted an Unorganized Workers' Social Security Act, 2008 for providing social security to the Unorganized Sector. The government has passed the bill on social security of unorganized workers in the Lok Sabha on December 17, 2008. It provides for framing of schemes by the Central as well as State Governments and funding of central government schemes. To achieve its objective, there is a provision for the

constitution of the Board at the State level and also the funding of State Government Schemes for record keeping by district administration and for the setup of the workers facilitation centre. Finally it empowers the Governments at Central and State levels for framing the rules. All unorganized sector workers above 14 years are entitled to register themselves and receive a ‘smart’ identity card***

10. Here is an attempted to give a clear picture of social security for unorganized labor through this table-



Problem Areas

While these schemes represent an important step forward in India’s ability to provide adequate, reliable, and affordable social protection options for its vulnerable population, they still suffer from considerable weaknesses:

1. Fragmented Ownership Structure and Lack of Coordination: This is, perhaps, the biggest challenge in the present institutional design of social security schemes. AABY is under the Ministry of Finance, and RSBY is under the Ministry of Labor and Employment. Moreover, multiple stakeholders own the social security schemes. For example, AABY is a scheme that can be said to be owned by three entities. At the national level, the scheme is administered by the Life Insurance Corporation of India (LIC) but the implementation is done through state level nodal agencies. For instance, in Andhra Pradesh, there are two levels of Nodal Agencies to administer the scheme – the Society for Elimination of Rural Poverty (SERP) is responsible for overall facilitation, monitoring and evaluation of the Scheme, while at the district level the Zilla

Samakhya functions as implementation agency for overall management of the Scheme. None of the entities in the scheme have an explicit marketing role leading to a lack of delineation of clear responsibilities on customer awareness, customer acquisition, and customer servicing. The same holds true of other social security schemes as well; there is an absence of any clear idea about who owns the customer under RSBY and AABY. While the matching government contribution in NPS-S and payment of premium for health and life insurance are incentives for enrolling into the program, it should be noted that the distribution channel of the product and the implementation of the scheme are just as, if not more, important than the design.

2. Wide Disparities in the Coverage of Social Security Schemes: Since social security is a subject in the Concurrent List of the Constitution, there are several instances of overlap between social security schemes provided by the Centre and the state governments. For instance, many states provide a minimum pension floor that has come into conflict with the centrally provided National Old Age Pension Scheme (NOAPS) and the NPS. While it is admirable that some states provide higher benefits to their citizens, a lack of coordination between the centre and the state governments has led to inequitable distribution of social security benefits across India, where richer states provide much higher benefits compared to poorer ones. There are also wide disparities in the coverage of social security schemes across states. For instance, beneficiaries in two states, Andhra Pradesh and Maharashtra, accounted for 52% of all beneficiaries covered under the AABY scheme. Additionally, close to 80% of all claims processed under the scheme were from Andhra Pradesh.

3. Low Levels of Product Innovation, Development and Learning: As a result of this fragmented ownership structure, data on social security schemes are captured separately today. For example, analysis of RSBY data is contracted out to GIZ, life insurance data is housed at LIC, and pension data is housed by the Central Record Keeping Agency and owned by PFRDA. There is no way to access data on usage across schemes for a single individual, as datasets are not merged. Fragmented collection of data combined with the lack of human resources devoted to data analysis has resulted in low levels of product innovation, development, and learning. Access to high-quality data relating to take-up and use of social security by beneficiaries is a prerequisite for identifying weaknesses and innovating on changes to drive the design and implementation of schemes.

4. Problems with Identification of Beneficiaries: Moreover, schemes like AABY and RSBY rely on beneficiary lists like the BPL list (merged with other employment lists such as NREGA workers' or railway porters' list) to identify beneficiaries. The use of such lists is fraught with multiple difficulties. First, people move in and out of poverty frequently due to various income and health related shocks that can occur instantaneously, and a listing exercise conducted once every ten years is an inadequate mechanism to capture these shifts in economic well-being. Second, there is a question on the veracity of BPL lists as being actually representative of the true BPL population. BPL lists often suffer from the dual problems of capture of benefits by those who are undeserving due to the mis-allocation and the non-issuance of BPL cards to those

who deserve them. These problems have served to further the inequitable distribution of social security benefits.

5. Multiple Window Architecture: The fragmented ownership structure and the lack of coordination among the different Ministries running the scheme have led to an equally fragmented delivery of schemes. Currently, an unorganized sector worker who is eligible under all three schemes has to enroll at three separate windows in order to be completely covered under the scheme- she has to enroll for health insurance at an RSBY enrolment station, buy a pension through an aggregator such as a bank or MFI, and enroll for life insurance through one of LIC's nodal agencies. Further, the nodal agency led delivery model¹ does not provide ease of access to the beneficiary on a continuous basis. Currently, most enrolments are done through enrolment camps that are run periodically – once a year. If a beneficiary were to miss this camp, it becomes very difficult to get access to the product. ****

Conclusion

It is appreciable that India has taken several initiatives for protecting the unorganized workers; India had a long tradition of social security and social assistance system directed particularly towards the more vulnerable sections of society. but it is just a mere beginning to say the most. The money spent for the social security is very low. The social security initiatives of the Centre, and State indicated that the needs are much more than the supports provided. Social security and sustained human development for workers of the unorganized sector are big question marks. We have never ending list of unorganized labors in India. The needs are pretty high and the instant measures may be considered as a little step. There should some measures designed in such a way that it ensure all citizens will meets their basic needs like an adequate nutrition, shelter, health care and clean water supply, guarantee of work and adequate and fair wages, protection during child birth, child care, illness, disability, death, unemployment, widowhood and old age benefits etc. The idea must be to create a setup where all the people could maintain an adequate standard of living consistent with social norms. ***

Websites

- i. ****<http://www.ifmr.co.in/blog/2014/06/05/what-ails-social-security-for-the-indian-unorganised-sector-challenges-in-design-and-implementation>
- ii. *<http://pib.nic.in>
- iii. ***Faisal Fasih Research Assistant (NUJS),”Social Security of Unorganized Workers in India”
- iv. ** Dr. K John “Social Security for unorganized labor in India”, Abinav National Monthly Refereed Journal of Research in Commerce and Management (ISSN 2277-1166).

An Empirical Study on the Status of Women Workers in Unorganized Sector

¹ Ms. Lovely Srivastava ² Dr. Ambalika Sinha,
³ Dr. Ravindra Tripathi & ⁴ Ms. Geetu Yadav

¹ & ⁴ Research Scholar (UGC-JRF), ² Associate Professor, ³ Assistant Professor,
Department of Humanities & Social Sciences, MNNIT Allahabad,

Abstract

Unorganised Sector is key part of the Indian economy. More than 90% of Workforce and about half of the national product are accounted for by the informal economy. Informal employment is generally a larger source of employment for women than for men in the developing world. In unorganised sector, the share of women worker are more than half in term of working hours but they get less remuneration/wage as compared to their counterpart. In informal sector female workers work as piece rate workers, self-employed workers, unpaid family workers, casual worker and regular workers etc. In our country out of total population 48.46% is shared by female, in which 25.67% female are working.¹ The 94% of total working female are engaged in informal.² On the contrary, of this woman in this sector is highly depondent. They are working at very low wages for the same work and duration of working as compared to male workers. Many of these women workers are primary earners of their family. The objective of this paper is to study the status of female workers in unorganised sectors and to identify the factors behind it. In this study secondary data is etracted from various sources like Report of NCEUS (2004-13) have used. This paper also discuss the measures taken by government for improving the conditions of these workers in this sector.

Keywords: Unorganised Sector, Employment, Labour Input, Women Status, Government Schemes

Introduction

In India 93% of total workforce is employed in the unorganised sector, out of this 80% of workers are working in farm sector while rest 20% are non-farm workers working in the organised sector. The share of Unorganized Sector in National Income is more than 30%, which is mainly come from agricultural activities.

¹ Census 2011

² National Commission on Self-Employed Women (1988a),

"Unorganised workers consist of those working in the unorganised enterprises or households, excluding regular workers with social security benefits, and the workers in the formal sector without any employment/ social security benefits provided by the employers".³ In other words the workers who are not able to systematize their selves to achieve common objective because of some limitations such as informal nature of employment, unawareness, illiteracy, small size of establishments with low capital investment, per person employed, scattered nature of establishments, better strength of the owner etc.

The workers of informal sector do not have privileges of employment as the workers of organised sector have. They are not entitled for: (1) Job security i.e. no protection against firing (2) work security i.e. non- coverage from any accidental losses and illness at the work place (3) social security i.e.no maternity and health care benefits, pension, etc. (4) NO leave rule i.e. no paid leave provision.

In unorganised sector, the share of women worker are more than half in term of working hours but they get less remuneration/wage as compared to their counterpart. In informal sector female workers work as piece rate workers, self-employed workers, unpaid family workers, casual worker and regular workers etc. In our country out of total population, 48.46% is shared by female, in which 25.67% female are working.⁴The 94% of total working female are engaged in informal.⁵ On the contrary, of this woman in this sector is highly despondent. They are working at very low wages for the same work and duration of working as compared to male workers.

Objective of the Study

In India the contribution of unorganised sector is huge in creating employment and providing growth to the economy.The male and female both joint hands together in working and earning for the family. Although the condition of female workers working in unorganised sectors are very poor and vulnerable.They donot gets those facilities and benefits which is easily available to female workers of unorganised sector.The objective of this paper is to study the status of female workers in unorganised sectors and to identify the factors behind it.This paper also discuss the measures taken by government for improving the conditions of these workers in this sector.sectors.

Methodology

In this study secondary data is extracted from various sources like Report of NCEUS (2004-13) .

Status of Women Workers in Unorganised Sector

In the informal sector based on their work women workers are categorized as Rag Picker, Domestic workers, Coolie, Vendors, Beauticians, Construction labourers, Garment Workers, sales workers, on Dhabas etc. They selected these jobs due to one or some other reasons.

³ National Commission for Enterprise in Unorganized Sector (NCEUS) 2004

⁴ Census 2011

⁵ National Commission on Self-Employed Women (1988a),

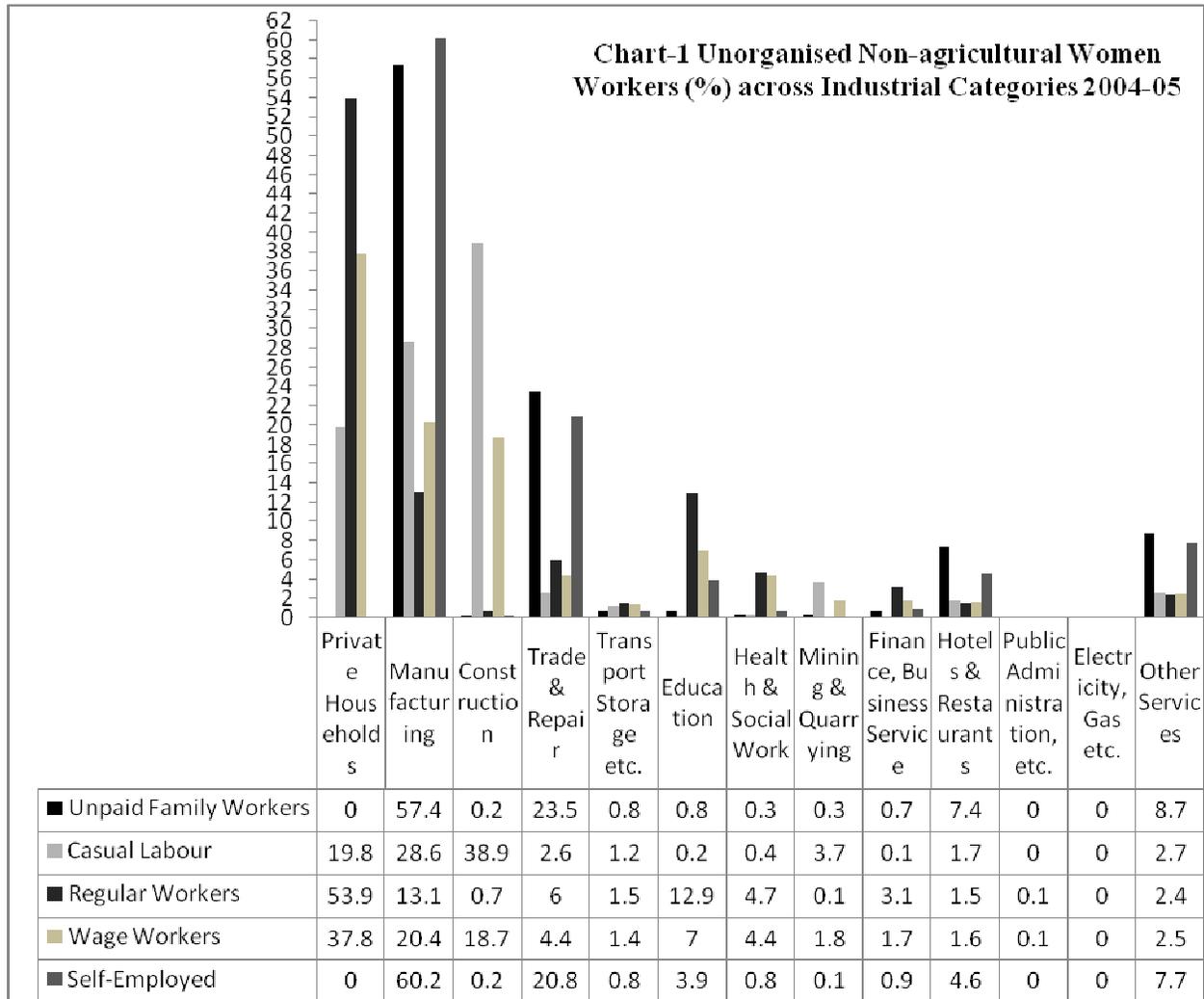
Table: 1- Job Profile of the Women Workers in Unorganised Sector

Sector/ Group	Reasons for a particular Employment	Wages	Priority Issues	Challenges
Rag Pickers	Economic Compulsion, Drunkard/Non cooperating Husbands, Only job available near residence	Commission on per Kilogram	Health & Safety issues, End to exploitation by middlemen	Competition among selves, fear of losing work, Not protected by labour law
Domestic Workers,	Economic Compulsion, Drunkard/ Non cooperating Husbands	Negotiable	Recognized workers, better living Conditions and working environment,	Isolated & invisible in homes, Fear of employers & no security of jobs, Not protected by labour laws
Coolie,	Economic Compulsion, Drunkard or Non cooperating Husbands,	Contractual & Negotiable	Identifying employer, No fear of exploitation by middlemen	Often scattered on different location, men dominance apprehension regarding child care and home care
Vendors	Economic Compulsion, Unskilled, self satisfaction & proud to be self employed	Uncertain or Depends on sale	Facilities of basic amenities, protection against mental and physical harassment, safety & security	Unrecognized workers, No opportunity for bargaining
Beauticians	self satisfaction & proud to be self employed, helping hand in family earnings for the better livelihood	Uncertain, Based on number of customer attended and on net profit	no fixed working hours which is depended on workload, lack of institutional support	Shortage of time for child care and home care, health issues
Construction Labourers,	Economic Compulsion, no other options, Drunkard or Non-Cooperating Husbands, single earner of the family with no other skill.	Daily wages depends on number of days worked	Identified employer, Less fear of exploitation by middlemen	Job location is not certain, men dominance , apprehension regarding child care and home care
Garment Workers & Sales Women/ Girls	Economic Compulsion, flexibility to work at home	Commission based on jobs performed	Living wage, right to organise, no fixed working hours which is depended on workload, security of employment	Women workers are seen as " not regular workers" or "additional" wage earners, exploitation, Harassment of trade unions
Lady Tailors and Boutique Owners	self satisfaction & proud to be self employed, helping hand in family earnings for the purpose of better livelihood	Uncertain, Based on number of orders and on net profit	no fixed working hours which is depended on workload which may increase in festival & wedding seasons, lack of institutional support	Shortage of time for child care and home care, health issues

Source: Adopted from (Mohapatra, 2012)*and amended by authors

Table1: shows the categories women workers in unorganised sector. All the women workers are forced to choose these jobs. Economic Compulsion is the common reason to join this sector for all of them (**Dave, 2012**). Only some of them like Beauticians, Lady Tailors and Boutique Owners are working for improving their livelihood and maintain a living standard. These women workers are facing problems of getting appropriate wages for their work although her counterpart is getting more payment for same work and for same duration. The women is managing both the end of their work at home as well as working location single-handed. Due to which she gets heavily loaded with work. This created various health issues among themselves. Women predominates the most susceptible work and form large portion of home workers. Their working hours are long without having any health and safety regulation. They are not allowed to get overtime rates, weekly holidays etc. as compared with other organized workers. They do not have any social protection for their job in case of any hard situation and health issues.⁶ In the National Income Statistics, the participation of women workers is low at 26% compared to 52% of men. Sexual harassment in women workers is very common in night shift working. They have to work for long hours, even in advanced state of pregnancy. They were suffered from HIV AIDS & other sexually transmitted diseases, respiratory problems, arthritis and reproductive problems are more prevalent among women working in mines (**Krishna, 2011**). The domestic women workers gets an increment in wages and other benefits after working of long period say 7-10years. They also get some monetary (Baksish) and non-monetary (gifts etc.) on some special occasion such as festival and weddings. The women workers are working in this sector are mostly unskilled and finds easy to enter in this sector and get job. Through this, they can easily earn their bread and butter. However, due to illiterate or less literate they hugely exploited by their employer in terms of low wages, long working hours, no payment for overtime etc.

⁶ NCEUS, 2004, para 1.4.g.h.i)



Data Source: NCEUS 2007

Chart-1 depicts the percentage of women workers are working in non-agricultural fields in various industries in the form of Unpaid Family Workers, Casual Labour, Regular Workers, Wage Workers and Self-Employed. In the electricity and gas industry and public administration, the participation of women workers is 0% while in case of manufacturing, they have highest participation and in private households, it is second highest. In manufacturing sector, most of the women works are either self-employed (60.2%) or working as unpaid family workers (57.4%) as a supporting hand of their family. Their self-earning is almost zero. In Education, most of women workers are regular and paid workers. They are recognized and registered workers. In construction Industry highest number of casual women, workers are working as compared to other Industries. The participation of unorganised women workers in finance & business service is very low from 3.1% to 0.1% only. In case of mining & Quarrying, Trade & Repair, Health & Social Work, Hotels & Restaurants and Transport Storage etc. the women are averagely working.

Government's Initiatives for Improving Women's conditions in Unorganised Sector

Social Security was the precondition in constitutional establishment that was included in List III to Schedule VII of the constitution. It is the parallel responsibility of both the central and state governments. The government has made several acts for improving women's workers condition in unorganised sector such as:

1. **The National Commission on Self-employed Women and Women Workers (NCSEW) (GOI 1988):** The government has fixed a rate of payment work done for the 8hour in domestic as well as outside work.
2. **Social Security Act (2008):** The Unorganised Workers' Social Security Act has cam into enforcement in May 2009. Under this act the registration of unorganised, self-employed and wagemworkers becomes mandatory. Social security schemes covers the life and disability cover, health and maternity benefits, old age protection, employment injury benefits, housing, educational schemes for children, skill up gradation, funeral assistance, and old age homes.⁷
3. **Minimum Wages Act (1948):** It is so fuzzy and useless that different states of India have fixed terribly inadequate wages and that too with so much of variations from state to state.

4. Unorganized Sector Workers Act 2008

The welfare schemes envisaged under the Act are:

- i. Indira Gandhi National Old Age Pension
- ii. National Family Benefit Scheme
- iii. Janani Suraksha Yojana
- iv. Handloom Weavers' Comprehensive Welfare Scheme
- v. Handloom Artisans' Comprehensive Welfare Scheme
- vi. Pension to Master Craft persons
- vii. National Scheme for Welfare of Fishermen and Training and Extension
- viii. Janshree Bima Yojana
- ix. Aam Admi Bima Yojana

⁷The Hindu, Feb. 16,2010

- x. Rashtriya Swasthya Bima Yojana
- xi. Employees State Insurance (ESI)
- xii. Employees Provident Fund (EPF)

5. The Contract Labour Act (1970)

6. The Building and Construction Workers Act (1996)

The other initiative taken by the government is 'Skill Development Programme'. Under the scheme the government has planned to provide vocational training to around 3.1 million unorganised workers both women and men. As per the Eleventh Five-Year Plan and the National Policy on Skill Development, it is targeted to skilling or up-skilling 500 million people by 2022 in India.

Conclusion

The status of women workers is very poor. Their condition is vulnerable although they are working for long hours as compared to their male counterpart. These women are unskilled or semiskilled and forced to choose work in unorganised sector due to economic compulsion. For improving the condition of these workers, the government has made various Acts. To provide them social security against any risk on their employment. For this purpose both the central and state governments have formulated certain specific schemes to support unorganized workers but it failed in meeting with the real needs and requirements of the unorganized sector labour force especially for women workers. They have been unsuccessful in implementing the basics of social security schemes, including skill building, at both state and national levels. This failure is not as a result of lack of resources rather due to lack of priorities, omissions, negligence and discrimination by governments and other players are leaving labourers down.

Suggestions

Although the government has taken many initiatives for improving, the conditions of labour forces of unorganised sector but these are not so beneficial for women workers. The government has to make policies regarding:

- i. Provision for payment of overtime to the home based workers.
- ii. To provide basic amenities at the locations where women workers are working.
- iii. There should be some paid leave provision in unorganised sector.
- iv. Flexibility in working hours of ill health and pregnant women.
- v. There should be arrangement of crèche for the children care.
- vi.

References

- i. Chauhan Poonam and Sharma Gulnar (Dr.) “Cooperatives intervention and social Empowerment of Indian women: an empirical Study” Abhinav- Journal of Research in Commerce & Management.
- ii. Dave Vandana, (2012) “ Women Workers in Unorganized Sector" Women’s Link, 18(3):9-17.
- iii. Krishna, M. (2011) “Supporting Services For Working Women In India In Unorganised Sector:A Critical Analysis” pp.1-11.
- iv. Mohapatra Kamala Kanta (2012) “Women Workers in Informal Sector in India: Understanding the Occupational Vulnerability” International Journal of Humanities and Social Science, Centre for Promoting Ideas, USA, 2(21):197-207*
- v. India: 2008, Government of India Publication Division.
- vi. Women And Men In The Informal Economy: A Statistical Picture, Employment Sector, International Labour Organization, Geneva, 2002
- vii. Report of the Committee on Unorganised Sector Statistics, National Statistical Commission, GOI, and February 2012.
- viii. NSSO 61st (2004-05) Round Survey on employment-unemployment, NCEUS reports on Definitional and Statistical issues relating to the informal economy (NCEUS 2008).
- ix. Gupta Anvita etal Women Working in Informal Sector in India: A saga of Lopsided Utilization of Human Capital 011 International Conference on Economics and Finance Research 011 International Conference on Economics and Finance Research IPEDR vol.4 (2011) © (2011) IACSIT Press, Singapore IPEDR vol.4 (2011) IACSIT Press, Singapore

Unorganised Sector and India's Informal Economy- Challenges And Prospects

Pankaj Singh,
Research Scholar
UPTU, Lucknow

ABSTRACT

This research paper reviews about unorganised sector and India's informal economy. Unorganised sector was coined by the British economist Keith Hart in 1971. This sector broadly corresponds to the house hold sector which includes private unincorporated enterprise. Unorganised sector contributed significantly and expanded sector rapidly in the Indian economy. High population, unemployment and increasing number of degree holders are some of the reasons for self employment generation in an unorganized sector.

This paper is based on role of unorganised sector in India's informal economy. It highlight about present scenario of unorganised sector, status, challenges and problems faced by unorganised labour. It must be remembered that 'formal' enterprises also have 'unorganised' employees, and, in fact, there is an increasing tendency to informalise employment relationships in the formal sector. Employees of enterprise belonging to the unorganised sector have no job security and poorer chances of growth and no leaves and paid holidays. They have lower protection against employees indulging in unfair or illegal practices. In short, the lack of registration, organisation and social protection does not have its origin in the free play of social forces. It results the capitalists to become richer and richer by squeezing the life blood of the working forces. A large 'invisible' section of workers are employed in what is called 'home-based work' where, typically, workers use their own premises to do piece-rated work. This not only includes traditional crafts, handloom weaving but also more modern industry such as electronics.

Keywords – Unorganised Sector, Informal Economy, Social Security, Problems of Unorganised Labour and Importance to Indian Economy

INTRODUCTION

In India, the informal sector is commonly referred to as the 'unorganised sector' and the workers working in them referred to as 'unorganised workers'. The term 'informal economy' is used conjointly to represent the informal/unorganised sector and informal/unorganised workers. Informal sector workers are characterised by low educational level, poor financial capacity, possessing at best low-end skills, inferior working conditions, and low bargaining capacity due to lack of the organisational skills. Workers in the informal sector get low wages and if they are self-employed, their income is usually very low.

Informality or unorganised term does not imply a particular mode or location of labour used. It can be in self employment, in casual wage employment and in regular wage employment, just as it can be in urban as well as in rural areas. Informal labour is a labour whose use is governed neither by state regulations nor by collective agreements between workers and employers. Informal labour has been viewed as labour engaged in urban small scale enterprise as self employment as labour engaged in traditional activities, as wholly unskilled labour, and as labour whose use is not subject to any rules or norms.

In rural areas, the bulk of the informal sector workers comprise of landless agricultural labourers, small and marginal farmers, sharecroppers, persons engaged in animal husbandry and fishing, forest workers, toddy tappers, workers in agro-processing and food processing units, artisans such as weavers, blacksmiths, carpenters and goldsmiths, etc.

On the other hand, the urban informal sector workers comprise of manual labourers in construction, carpentry, trade and transport, small and tiny manufacturing enterprises and persons who work as street vendors and hawkers, head load workers, rag pickers, etc.

There is a need to recognise the skills of unorganised labour that its skills are acquired the formal education system. In the context of neo-liberal economic policies of hire and fire in which, the organised sector itself is getting informal through contractual labour and outsourcing of labour. There are workers who are equally or even more educated and skilled but for no labour rights, wages, job or social security protection.

In developing economies, the share of informal sector employment in the total employment is very high; it ranges from 35 to 85 per cent in Asia, 40 to 97 per cent in Africa, and 30 to 75 per cent in Latin America. The concept of informal sector was first used in the year 1972 by the International Labour Organisation (ILO) in its Kenya Mission Report. The sector was identified to be characterised by:

- a) Ease of Entry and Exit,
- b) Family Ownership,
- c) Small Scale Operation,
- d) Unregulated Competitive Markets

- e) Labour Intensive Techniques of Production,
- f) Reliance on Indigenous Resources in Production,
- g) Skills Acquired informally, i.e. without attending any School or College.

Employees of enterprise belonging to the unorganised sector have no job security and poorer chances of growth and no leaves and paid holidays. They have lower protection against employees indulging in unfair or illegal practices. In short, the lack of registration, organisation and social protection does not have its origin in the free play of social forces. It results the capitalists to become richer and richer by squeezing the life blood of the working forces.

MAJOR CHARACTERISTICS OF THE UNORGANIZED WORKERS

1. The unorganized labour is overwhelming in terms of its number range and therefore they are omnipresent throughout India.
2. As the unorganized sector suffers from cycles of excessive seasonality of employment, majority of the unorganized workers does not have stable durable avenues of employment. Even those who appear to be visibly employed are not gainfully and substantially employed, indicating the existence of disguised unemployment.
3. The workplace is scattered and fragmented.
4. There is no formal employer – employee relationship
5. In rural areas, the unorganized labour force is highly stratified on caste and community considerations. In urban areas while such considerations are much less, it cannot be said that it is altogether absent as the bulk of the unorganized workers in urban areas are basically migrant workers from rural areas.
6. Workers in the unorganized sector are usually subject to indebtedness and bondage as their meagre income cannot meet with their livelihood needs.
7. The unorganized workers are subject to exploitation significantly by the rest of the society. They receive poor working conditions especially wages much below that in the formal sector, even for closely comparable jobs, i.e., where labour productivity are no different. The work status is of inferior quality of work and inferior terms of employment, both remuneration and employment.
8. Primitive production technologies and feudal production relations are rampant in the unorganized sector, and they do not permit or encourage the workmen to imbibe and assimilate higher technologies and better production relations. Large scale ignorance and

illiteracy and limited exposure to the outside world are also responsible for such poor absorption.

9. The unorganized workers do not receive sufficient attention from the trade unions.
10. Inadequate and ineffective labour laws and standards relating to the unorganized sector.

PRESENT STATUS OF UNORGANISED SECTOR IN INDIA

The Indian economy is characterised by the existence of a vast majority of informal or unorganised labour employment. As per the economic survey 2007-2008 ninety three percent (93%) of India's workforce include the self employed and employed in unorganised sector. The ministry of labour, government of India has categorised the unorganised labour force under four groups in terms of Occupation, nature of employment, especially distressed categories and service categories.

- 1. In terms of Occupation-** Small and marginal farmers, landless agricultural labourers, share croppers, fishermen, those engaged in animal husbandry, beedi rolling, labelling and packing, building and construction workers, leather workers, weavers, artisans, salt workers, workers in brick kilns and stone quarries, workers in saw mills, oil mills etc. come under this category.
- 2. In terms of Nature of Employment-** Attached agricultural labourers, bonded labourers, migrant workers, contract and casual labourers come under this.
- 3. In terms of especially distressed categories-** Toddy tappers, Scavengers, Carriers of head loads, Drivers of animal driven vehicles, Loaders and unloaded vehicles come under this category.
- 4. In terms of Service categories-** Midwives, Domestic workers, Fishermen and women, Barbers, Vegetable and fruit vendors, News paper vendors etc. belong to this category.

In addition to these four categories, there exists a large section of unorganized labour force such as cobblers, Hamals, Handicraft artisans, Handloom weavers, Lady Tailors, Physically handicapped self employed persons, Rickshaw pullers, Auto drivers, Sericulture workers, Carpenters, Tannery workers, Power loom workers and Urban poor.

Unorganized workers are significantly high among agricultural workers, building and other construction workers and among home based workers. According to the Economic Survey 2007-08 agricultural workers constitute the largest segment of workers in the unorganized sector (i.e. 52% of the total workers).

The latest report of the NSSO uploaded by the close of May 2011 about the casual workers in India between 2004-05 and 2009-10 compared to that of the period between 1999 – 2000 and

2004-05 very clearly shows that there is significant increase in the number of casual workers and decline in the number of regular workers.

All these NSSO reports are clear evidences to prove that the labour market of India has been undergoing tremendous transformations, including growth of informal sector activities, deterioration in the quality of employment (in terms of job security, terms and conditions at work), Weakening of worker organizations and collective bargaining institutions, marked decline in social security etc. To a greater extent, these transformations could be related to the ongoing globalization process and the resultant efforts on the part of employers to minimize the cost of production to the lowest levels. It is also evident that most of these outcomes are highly correlated and mutually reinforcing.

CHALLENGES IN UNORGANIZED SECTOR IN INDIA

The growth of formal employment in the country has always been less than that of total employment, indicating a faster growth of employment in the informal sector. Thus, the country is currently in a state of **“Informalisation of the Formal Sector”**, where the entire increase in the employment in the organized sector over this period has been informal in nature. Still unorganised sector facing a lot of challenges in informal economy despite of this fact that Indian government taking a lot of steps after independence.

- 1.**It is widely acknowledged that the informal sector in India suffers from a low productivity syndrome, compared to the formal sector. The prominent features of the sector are lower real wages and poor working / living conditions.
- 2.** Further, the sector is characterized by excessive seasonality of employment (especially in the farm sector), preponderance of casual and contractual employment, atypical production organizations and work relations.
- 3.** Absence of social security measures and welfare legislations, negation of social standards and worker rights, denial of minimum wages and so on.
- 4.** Poor human capital base (in terms of education, skill and training) as well as lower mobilization status of the work force further add to the vulnerability and weaken the bargaining strength of workers in the informal sector. Thus, the sector has become a competitive and low cost device to absorb labour, which cannot be absorbed elsewhere,
- 5.**The alarming expansion of informal sector, in recent times, has adversely affected employment and income security for the larger majority of the workforce, along with a marked reduction in the scale of social welfare / security programme.

6. The incomes of unorganised labour have not grown at the staggering rate of their employers; indeed adjusted for inflation their incomes have often fallen over the last two and half decades, driving them into deeper poverty.

7. With the advent of globalization and resultant reorganization of production chains led to a situation where production systems are becoming increasingly atypical and non-standard, involving flexible workforce, engaged in temporary and part-time employment, which is seen largely as a measure adopted by the employers to reduce labour cost in the face of stiff competition.

8. No doubt, it obviously indicates that these flexible workers in the new informal economy are highly vulnerable in terms of job security and social protection, as they are not deriving any of the social protection measures stipulated in the existing labour legislations.

9. The insecurities and vulnerabilities of these modern informal sector labours are on the rise, as there is a visible absence of worker mobilization and organized collective bargaining in these segments owing to a multitude of reasons.

SOCIAL SECURITY MEASURES IN UNORGANISED SECTOR

It is rightly true that when independent India's constitution was drafted, social security was specially included in List III to Schedule VII of the constitution and it was made as the concurrent responsibility of the central and state governments. A number of directive principles of state policy relating to aspects of social security were incorporated in the Indian constitution.

The initiatives in the form of Acts such as the Workmen's Compensation Act (1923), the Industrial Disputes Act (1947), the Employees State Insurance Act (1948), the Minimum Wages Act (1948), the Coal Mines Provident Funds and Miscellaneous Provisions Act (1948), The Employees Provident Fund and Miscellaneous Provisions Act (1952), the Maternity Benefit Act (1961), the Seamen's Provident Fund Act (1966), the Contract Labour Act (1970), the Payment of Gratuity Act (1972), the Building and Construction Workers Act (1996) etc. reveal the attention given to the organized workers to attain different kinds of social security and welfare benefits.

Though it has been argued that the above Acts are directly and indirectly applicable to the workers in the unorganized sector also, their contribution is very negligible to the unorganized workers. Almost 400 million people - more than 85% of the working population in India - work in the unorganised sector. Of these, at least 120 million are women. But still there is no special attention on the women workers in organized sector.

FINDINGS

Following are the Findings from the above study.

- 1.**Unorganised sector work is characterised by low wages that are often insufficient to meet minimum living standards including nutrition, long working hours, hazardous working conditions, lack of basic services such as first aid, drinking water and sanitation at the worksite, etc.
- 2.** Parents often take the help of children to supplement their own earnings, and this is a major reason for the widespread prevalence of child labour in the unorganised sector.
- 3.** Women are given low and unequal wages. Sexual harassment is common but unarticulated due to fear of loss of employment. There is no question of paid leave and maternity benefits.
- 4.** Living in hopeless poverty, most workers in the unorganised sector barely manage a subsistence existence. There is no question of saving, particularly for times when they are unable to work.
- 5.**Hazardous work conditions often cause accidents, loss of limbs, etc. Such disability is disastrous because there are no other sources of income for these households. More importantly, there is no provision of old age security such as a pension.
- 6.** The lack of savings and support systems also mean that there is no fall-back in other emergencies, especially major illnesses or the death of an earning member in the family.
- 7.** The rising costs of private healthcare and the systematic dismantling of the public health system in these times of liberalisation are a major reason for the huge indebtedness of households in the unorganised sector.
- 8.**Workers engaged in the unorganised sector do not have the benefit of several laws such as the Minimum Wages Act or the Factories Act. They are also not covered by statutory welfare measures such as maternity benefits, provident fund, gratuity, etc, all of which were put in place after intense struggles by the Indian working class in the pre- as well as post-Independence period.
- 9.** In fact a comprehensive Act, catering to the security needs of the unorganized sector such as Food, Nutrition, Health, Housing, Employment, Income, Life and accident, and old age remains a dream in India. Still the cries of the unorganized sector goes unattended with the governments laying red carpets for the corporate and so called investors at the expense and sacrifice of the working class.

10. In spite of the fact that not much has been done in providing social security cover to the rural poor and the unorganized labour force, the country has made some beginning in that direction. Both the central and state governments have formulated certain specific schemes to support unorganized workers which fail in meeting with the real needs and requirements of the unorganized sector labour force.

DISCUSSION AND SUGGESTIONS

Predominance of informal employment has been one of the central features of the labour market scenario in India. While the sector contributes around half of the GDP of the country, its dominance in the employment front is such that more than 90% of the total workforce has been engaged in the informal economy. As per the latest estimation of a Sub-committee of the National Commission for Enterprises in the Unorganized Sector (NCEUS), the contribution of unorganized sector to GDP is about 50% (NCEUS 2008).

This national level pattern of informal workers occupying around 90% of the workforce is more or less similar in the case of most of the prominent states in the country. Among the unorganized sector workers, a considerable proportion (about 65%) is engaged in agricultural sector, which in turn indicates the prominence of rural segment in the informal economy.

1. The setting up of tripartite boards with representation of workers, employers and the government that will register the workers, regulate their working conditions and implement social security welfare schemes.
2. There is a pressing need to provide insurance, especially health insurance cover to the workers.
3. Government should make strong legislation to protect the interest of unorganised labour.
4. NGOs and other government agencies should come forward to identify the importance of unorganised sector in informal economy because a very large population is engaged in this sector due to poverty and huge unemployment.
5. Various schemes like health protection, social security and social justice should be promoted for those labours which engaged in unorganised sector because they are also contributing to nation's GDP.

CONCLUSION

There is no doubt that the vast unorganised working sections in the country will launch yet another sustained struggle to ensure that their fundamental Constitutional rights are legally actualised. Several campaigns, nationally and locally, and struggles launched by the workers themselves have attempted to ensure that the legislation is implemented.

A large 'invisible' section of workers are employed in what is called 'home-based work' where, typically, workers use their own premises to do piece-rated work. This not only includes traditional crafts, handloom weaving but also more modern industry such as electronics. The use of cheap labour in the unorganised sector is the major source of profit for employers and contractors who exploit the workers' lack of collective bargaining power and state regulation.

Unorganised sector workers do not earn more than Rs 80-90 per day. Some may appear to earn more but the work is often seasonal and the total earnings amount to roughly the same. In order to earn more, workers work longer and harder. This is particularly the case for self-employed persons such as vendors, rag pickers, and petty traders, who make their services available from the early hours of the morning to late at night, in all types of inhospitable working conditions.

By and large, there are three types of issues of unorganised sector workers that need to be addressed. One is the regulation of their working conditions, the second is provisioning for conditions in which they are unable to continue to work, such as old age and disability, and the third is measures to help them overcome situations of insecurity, such as major illnesses and the liability of losing employment or being laid off at the will of the employer, for which they have no legal remedy.

In terms of overall employment, over 92% of the country's working population is engaged in the unorganised sector, and that the majority of women workers also work in this sector. Yet, in spite of their vast numbers, and their substantial contribution to the national economy, they are amongst the poorest sections of our population. It is therefore imperative that urgent steps are taken to improve their condition this is the Constitutional obligation of those who govern the country.

At last but not least, now days there is an increasing tendency to informalise employment relationships in the formal sector.

REFERENCES

- Planning Commission of India (2007). "Labour Laws and Other Labour Regulations". The Government of India.
- Chandra Korgaokar and GeirMyrstad (1997). "Protecting children in the world of work (see article on Child Labour in the Diamond Industry)". International Labour Organization. pp. 51–53.
- "Economic Survey 2010-2011". The Government of India. 2012.
- M Swaminathan (1991). "Understanding the informal sector: a survey".
- S Chakrabarti. "Gender Dimensions of the Informal Sector and Informal Employment in India". p. 3.
- "Unorganized Labour". Ministry of Labour, Government of India. 2009.

- Sheila Bhalla (2003). "The restructuring of unorganised sector in India". Planning Commission, Govt of India.
- P.R.N. Sinha (2004). Industrial Relations, Trade Unions, and Labour Legislation. Pearson Education. pp. 92–110.
- Bhattacharjea, A. (2006). "Labour market regulation and industrial performance in India: A critical review of the empirical evidence". Indian Journal of Labour Economics 39 (2).
- Debashish Bhattacharjee (1999). Organized labour and economic liberalisation India: Past, present and future. International Institute for Labour Studies.
- Hasan, R., D. Mitra and B.P. Ural (2007). "Trade Liberalisation, Labour Market Institutions and Poverty Reduction: Evidence from India States". India Policy Forum 3: 71–122.
- Aditya Gupta. "How wrong has the Indian Left been about economic reforms?".
- Rana Hasan, Devashish Mitra and K.V. Ramaswamy (2007). "Trade Reforms, Labor Regulations, and Labor-Demand Elasticities: Empirical Evidence from India". The Review of Economics and Statistics 89 (3): 466–481. doi:10.1162/rest.89.3.466.
- "Chronicles of the rise and fall of the Indian software engineer". Outlook Business. Outlook Publishing India Pvt. Ltd. Retrieved 14 March 2013.
- "The labor law implementation in India is very weak compared to many developed economies". jobgayi.com. Retrieved 14 March 2013.
- Markus Poschke (2009). "Employment Protection, Firm Selection, and Growth". Journal of Monetary Economics 56 (8): 1074–1085. doi:10.1016/j.jmoneco.2009.10.013.
- "Employing Workers - 2011 data (based on input from ILO, OECD, local governments and private employers)". The World Bank. 2012.
- <http://pib.nic.in/newsite/PrintRelease.aspx?relid=71533>.
- "Minimum wage hiked by Rs.15". The Hindu (Chennai, India). 8 April 2011.

Purchasing priorities of online users and its impact on offline retailers

Dr. Saurabh Mishra

e-mail:saurabhmishraiita2012@gmail.com

Abstract:

E-commerce is one of the growing markets in India and is one of the favorite destinations of the youngsters for online purchase now days. Growing popularity and increasing internet penetration in the country has increase the sale through e-commerce website in past few years drastically and contributed at lot in the economic development of the country although their presence is only 2 to 3% in the market. This paper will explore the impact of e-commerce business on offline unorganized retailers from users perspective. The research is based on the questionnaire and the youngsters and students from the Allahabad city has been taken for the study into consideration.

Key words: E-commerce website, online purchase, Promotional activities, Discounts.

Introduction

E-commerce positioned itself at key place in modern marketing era. The traditional brick and mortar are now focusing on internet marketing and are developing their own websites using web analytic techniques. India is one of the fast growing country of the world for internet usage and is going to be the second largest market place in the world by end of 2014. Indian internet population is 278 million as of now and it is expected to reach up to 370 million by 2015. There are direct relationship (positive correlation) between internet penetration, PC and Broadband connections. Currently in India 55 millions PC are in use and 15 millions PC are having broadband connections. It is expected that by 2015 PCs will reach 216 million. It is also estimated that by 2015 broadband connection will increase by 39.5 million. The rate of growth of internet population in India is very fast & which have a huge potential of opportunities for the online marketers as well as for offline. Internet has become one of the popular ways of reaching at target market and gives more freedom to interact with the brands.

E-commerce in India

The concept of e-commerce started in 1970 when commercial transaction was taking place by using Electronic Data Interchange (EDI) and Electronic Funds Transfer (EFT). E-commerce refers to buying and selling of product and services by use of Internet to third party or consumer. E-commerce business enabled customers to reach across the globe. Indian E-commerce industry has come a long way and growing at a fast pace of 43.8% of CAGR especially in the business to consumer segment (B2C).

In India around 9 to 10 million users are doing transaction online, user penetration is about 11% for online transaction. Majority of them transacting for travel sites, penetration is expected to reach 38

million by 2015. Those who are only transacting for travel tickets are 6 to 7 million while through e-commerce websites are 2 to 3 millions.

Online retailers almost offer all the product & services through their websites. The products which are frequently purchased by the Indian consumers are Mobile, Books, Computer accessories, toys, gifts & travel tickets. The major services are financial services which includes both banking and insurance.

In recent years online retailers have been very aggressive in their strategy and focus more on marketing and promotional activities to attract the consumers. Table 1 shows the list of approaches adopted by the online retailers in India to attract the consumers:

Table1: Marketing & Promotional offers by online retailers

1	Discounts on products
2	Cash on delivery
3	30 days return policy
4	Money back guaranty
5	Equated Monthly Installment (EMI)
6	Exchange offer
7	Try & Buy services
8	Flash Sale offer
9	Season sale
10	Festival Dhamaka
11	The Big billion day
12	Big day/Biggest sale of the world

Discounts on product are simple discounts given by the online retailers but these discounts are general more than the offline retailers. Cash on delivery is one of the important features of online shopping which has changed the perception of Indian consumer. It is believed that 50% of online transactions in India are based on cash on delivery.

The feel of insecurity during the transaction has been replaced by the COD (Cash on Delivery offer). There was a sudden increase in the consumers' participation by adopting the Cash on Delivery features by the online retailers.

Return policy is also one of the important features of the e-commerce business, consumer can return the products within 30 days from the date they receive the product if they do not satisfy with the performance of the product or they can get back their money.

For costlier product EMI facilities have been provided by the e-commerce at very nominal interest and installment period was extended up to 24 months. EMI is available for all the electronics items as well as for other items like kitchen & home appliances. Online retailers are also offering exchange of old product with new one same as earlier given by the offline retailers or by the consumer durables in the market. These offers are basically for TV, Washing machine, Fridge etc.

Try & buy service is also promoted by the e-commerce as these are applicable only for footwear & Apparel item categories.

Flash sale is also called deal of the day offer promoted by the e-commerce frequently during the festive season or on certain interval. Deal of the day added retailers to liquidate their unsold stocks on extremely discounted prices for certain hours.

All the e-commerce companies operating in India operate as marketplace. Indian law does not allow FDI in e-commerce that to sell product directly to the customers. E-commerce in India only link buyers & seller in marketplace and provided services such as delivery, payment and storage of product.

Research Methodology

To know the impact of e-commerce on unorganized retailers, user’s perspectives were taken into the consideration. It is established from the various reports that youngsters are key drivers behind the growth of e-commerce in India and are key contributors also.

The data was collected from the targeted group of internet savvy users from various institutions of Allahabad city. The Institutions included are IIIT, Allahabad, University of Allahabad and SHIATS .The data was collected by use of questionnaire, both qualitative and quantitative data were collected. Qualitative data was collected to develop the questionnaire for the quantitative analysis. For qualitative data Delhi techniques were used.

The sample size of the data was 250.The data was collected from the 198 respondents out of 250 prospective respondents.

Objective & Research question

“The main objective is to find out whether e-commerce affecting the sale of offline unorganized retailers?”

Sub research questions

To achieve the main research question sub research questions were designed and these are:

1. Whether people go for online purchase?
2. The reason for online purchase?
3. What they prefer to buy?
4. How many times they buy?

The offline unorganized retailers are those retailers who are lacking technical, managerial & accounting standardization.

To achieve the answer of the following research question following four hypotheses were developed:

1. *Discounts* potentially affects sale of unorganized retailers.
2. *Sale offers* affects sale of unorganized sector.
3. *Variety of product* affects sale of unorganized sector.
4. *Convenience* affects sale of unorganized sector.

Reliability test

For further analysis of the data reliability test has been conducted for data. The reliability test was done by calculating Cronbach’s Alpha test .Cronbach’s Alpha test was done through IBM SPSS Statistics 21 and the calculated value is 0.802, which implies that data collected is excellent for the further study (Cronbach, 1951).

Table 2: Reliability statistics

Cronbach's Alpha	N of Items
.802	19

Finding & Analysis

From the figure 1 it is clear that 58% of respondents frequently visit the e-commerce websites and make purchases while 34% make purchases through e-commerce occasionally, while 8% don’t make any transactions through e-commerce websites.

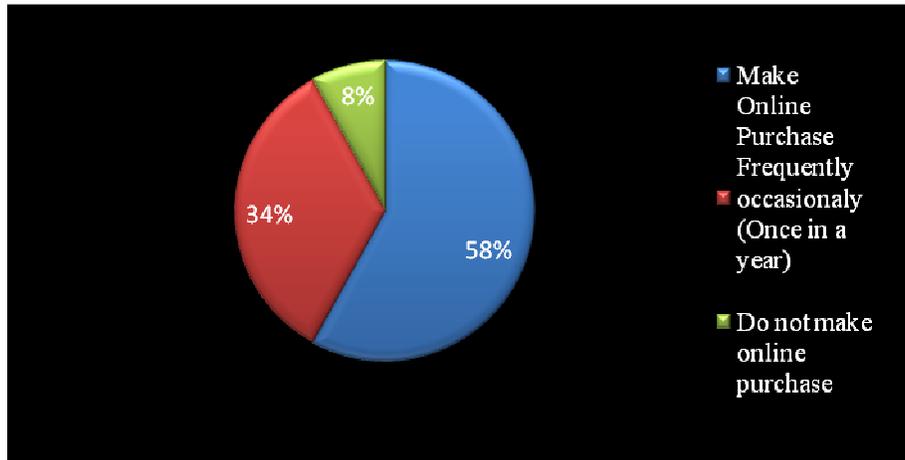


Figure 1: Respondents make online purchases

Table 3 gives the correlation between those who make purchases and item purchased by them. From the table we can see that there is strong, positive and statistically significant correlation between mobile, toys, travel and apparel with make purchases. In other words we can say that those who make purchases they likely to purchase mobile, toys, apparel and book the travel tickets through online. It is reported that 40% of IRCTC tickets are booked through online only.

In table 5 correlations are given between those who make purchases and remain items purchased by the respondents. It is clear from the table that these item and make purchases do not have strong correlation. We can interpret that those who make purchases are less likely to buy these products as compare to the product purchased in table 3.

Table 3: Correlations between make purchases & item purchased by the users

		MP	Mobile	Toys	Travel	Apparel
MP	Pearson Correlation	1	.754**	.660**	.861**	.623**
	Sig. (2-tailed)		.000	.000	.000	.000
Mobile	Pearson Correlation	.754**	1	.495**	.675**	.510**
	Sig. (2-tailed)	.000		.000	.000	.000
Toys	Pearson Correlation	.660**	.495**	1	.586**	.488**
	Sig. (2-tailed)	.000	.000		.000	.000
Travel	Pearson Correlation	.861**	.675**	.586**	1	.610**
	Sig. (2-tailed)	.000	.000	.000		.000
Apparel	Pearson Correlation	.623**	.510**	.488**	.610**	1
	Sig. (2-tailed)	.000	.000	.000	.000	

** . Correlation is significant at the 0.01 level (2-tailed).

Table 4 gives correlation between make purchases and diwali sale. There is strong, positive and significant correlation between these two variables and is statistically significant. We can say that those who make purchase also participated in Diwali sale. These support hypotheses 2.

Table 4: Correlation between MP & Diwali sale

		MP	Diwali sale
MP	Pearson Correlation	1	.609**
	Sig. (2-tailed)		.000
Diwali sale	Pearson Correlation	.609**	1
	Sig. (2-tailed)	.000	

** . Correlation is significant at the 0.01 level (2-tailed).

Table 5: Correlations between make purchases & item purchased by the users

		MP	Watches	Computer	AV	Gift	Consumer.D	FTWS
MP	Pearson Correlation	1	.307**	.415**	.428**	.278**	.382**	.454**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000
Watches	Pearson Correlation	.307**	1	.166*	.115	.005	.162*	.274**
	Sig. (2-tailed)	.000		.026	.123	.947	.030	.000
Computer	Pearson Correlation	.415**	.166*	1	.380**	-.031	.226**	.221**
	Sig. (2-tailed)	.000	.026		.000	.677	.002	.003
AV	Pearson Correlation	.428**	.115	.380**	1	.000	.145	.350**
	Sig. (2-tailed)	.000	.123	.000		.995	.052	.000
Gift	Pearson Correlation	.278**	.005	-.031	.000	1	.165*	.258**
	Sig. (2-tailed)	.000	.947	.677	.995		.026	.000
Consumer.D	Pearson Correlation	.382**	.162*	.226**	.145	.165*	1	.589**
	Sig. (2-tailed)	.000	.030	.002	.052	.026		.000
FTWS	Pearson Correlation	.454**	.274**	.221**	.350**	.258**	.589**	1
	Sig. (2-tailed)	.000	.000	.003	.000	.000	.000	

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

Table 6 :Correlations between make purchases & reason for purchase

		MP	Convenient	Discount	VP
MP	Pearson Correlation	1	.474**	.682**	.441**
	Sig. (2-tailed)		.000	.000	.000
Convenient	Pearson Correlation	.474**	1	.197**	-.012
	Sig. (2-tailed)	.000		.008	.869
Discount	Pearson Correlation	.682**	.197**	1	.157*
	Sig. (2-tailed)	.000	.008		.034
VP	Pearson Correlation	.441**	-.012	.157*	1
	Sig. (2-tailed)	.000	.869	.034	

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

Table 6 gives correlation between make purchases and reason for purchase. From the table we can see that those who make purchases have strong & positive correlation with the discount factor and are statistically significant. While the rest of factor which are convenient and variety of product are not strongly correlated with those who make purchases, which signifies that they

make purchases because they get more discounts on e-commerce websites. This supports hypotheses 1.

Hypotheses 4 is not supported as convenience is not the major reason to buy product through e-commerce websites, because in our sample taken into consideration discounts is more important than any other factors.

Hypotheses 3 is also rejected as from table 5 we can see that there are no strong correlation with items like computer, gift, watches, audio & video etc. We can interpret it that variety of product or increase in product category does not make buyer to increase the online sale it is the discount and some other factors are responsible.

Conclusion

From the above small research we can see that e-commerce business is potentially affecting the business of unorganized retailers particularly for the products like mobile phones, apparel, toys and travel tickets. E-commerce websites are giving more discounts as compare to offline retailers in all the categories of product in general and more specific for the items like mobile & apparel.

References:

1. Retailers stumble as traffic heads to e-commerce sites. <http://www.business-standard.com/article/companies>.
2. The rise and rise of e-commerce in India, 2013. <http://www.ibef.org>.
3. Retailing, <http://www.indiainbusiness.nic.in>.
4. Internet accesses, <http://en.wikipedia.org>.
5. Internet usage in Asia. Internet World Stats. <http://www.internetworldstats.com>.
6. E-commerce in India. <http://en.wikipedia.org>.
7. E-commerce wars what is real deal amid all the offers and discounts? <http://yourstory.com>.
8. Are deep-discounts in e-commerce anti-competitive? <http://blog.ipleaders.in>
9. Nidhi mathen, Abhishek (2014). Online promotion: Exploring the Emerging opportunity in Indian market. Working paper series, IIMA.
10. E-Commerce Market in India – Report, 2014-15. <http://indiamicrofinance.com/>
11. Internet users in India. <http://www.thehindu.com/sci-tech/technology/internet>.
12. Saurabh Mishra and Madhvendra Misra, “An Assessment of Roi in Online Perspective Leading To A Critical Review And Framework Development Towards Standardization Of RoI Practices,” Journal of Internet Banking and Commerce, 2012, vol. 17, Issue. 1.
13. Saruabh mishra et.al. (2013).Key factor leading ROI of e-commerce websites-Users perspective, IJBGM.
14. Cronbach, L. J. “Coefficient alpha and the internal structure of tests.” Psychometrika 22:3, 1951, pp. 297-334.
15. Selz. D. and Petra Schubert (1999).Web Assessment – Measuring the Effectiveness of Electronic Commerce sites going Beyond Traditional Marketing paradigms, in: Proceedings of 32 HICSS conference, Hawaii, 1998.
16. Chaffey (2001) Optimizing e-marketing performance – a review of approaches and tools. In Proceedings of IBM Workshop on Business Intelligence and E-marketing. Warwick, 6th December 2001.

Technological Advancement and Unorganized Sector: A study of urban unorganized retail sector in Indian scenario

Author

Dr. Kavita Chauhan
Associate Professor
Centre for Management Studies
Jamia Millia Islamia - New Delhi
Email: kavitachauhan77@gmail.com

Co-author

Faiz Rehman Abbasi
Research Scholar
Centre for Management Studies
Jamia Millia Islamia – New Delhi
Email: dealwithfaiz@gmail.com

Abstract

Retailing in India is one of the oldest professions professed in the society. It began with barter system by traders of local area and has seen remarkable changes during the historical advent of the society. Though it remained almost the same for nearly two millenniums, but last two decades have seen astronomical changes in the retail sector. Retail sector has been unorganized since its inception however the technological advancements have made it quite organized. Be it in terms of consumer choice, consumer behavior, consumer satisfaction or consumer feedback; technology is playing a crucial role in making the sector organized to a large extent. Still impact of technology on branding or sales growth is in their nascent stage which has to be studied scientifically. The paper conceptually tries to shed light on the rapidly changing unorganized urban retail industry in India because of the technological advancements.

Keywords: Retailing, Unorganized sector, Technological development, social media, social media promotion

Introduction

- (a) **History of Retailing (Evolution – Pre 1990s):** The evolution of retail dates back to ancient era. The origin of retail is as old as the trade itself. Barter system is considered to be the oldest trade form. For centuries, buyers and merchants used to assemble at a predefined place for exchange of goods. Till then, goods were exchanged in lieu of goods. As time rolled by, bartering evolved as a trade and goods were sold in exchange of

money. People used to assemble at *Haats* where trade was finalized. *Haats* are the exclusive example of present day malls. In line with malls, different sellers used to sell variety of products. Entertainment programmes were of special attraction on these places. Itinerant salesman was also common in that period. These were the door to door sales man who ferried daily needs along with specialty goods. They can be called 'early entrepreneurs' as well who had the foresight of realizing consumers need with an eye on their own profit margin. Later retailers opened independent stores known as *kirana* shops or mom and pop stores. This is one of the most prominent and recognized form of retailing in India till today. Traditional in nature, these stores stock limited variety of merchandise depending upon the customer requirements in a specific region. This format of retailing also gave birth to facilities such as phone ordering, credit facility, home delivery and customization in terms of offering & packaging for valued customers.

PDS or Public Distribution System would alone appear to be the single largest retail chains in the country. Started at the time of World War II, it was scrapped after the war was over. But as the world moved towards the fiftieth year of the twentieth century, India had to reintroduce PDS due to inflationary pressures. Mela's are another good example for unorganized retail sector. Mela's are fairs that virtually every state in India has its own ranging from product fairs to religious fairs. Book fair, Trade fair, Eid fair or Diwali fair can be easy examples. Then came an era dominated by manufacturers trying to establish their retail presence. Bombay Dying, Raymond's and Bata are examples to name a few.

(b) The winds of change (Conceptualization and Expansion; 1991 – 2005): After July, 1991 as India progressed towards a new era of globalization and liberalization, Indian unorganized retail sector too moved towards newer horizons. With increased free trade between nations and boundary-less business market, traders could market their product at any part of the world. The cultural barriers got reduced which further paved way for global village effect. The major change during this phase was marked by the growth of internet. This was one of the most important technological developments for both the organized and unorganized retail sectors. Advent of internet revolutionized communication and permitted critical information to be shared among the business counterparts and individuals. Growth of internet widened the knowledge sphere of both retailers and consumers. E-mails started the practice of sending customized messages on a mass level keeping economic considerations under control. Advent of plastic money simplified the transaction process for the consumers. Banking industry was also in its reformation phase which further assisted the growth of unorganized retail sector. Foreign and multi-national banks touched the Indian soil and with them came new technologies for banking transactions which further eased the transaction process. Urban unorganized

retailer had also started keeping debit/credit card transaction machines to facilitate the payment process. QR scanner codes and itemized electronic bills started becoming a normal feature. Technological development worth mentioning during this transition phase of retail industry is the telecom boom which revolutionized communication and collaboration.

(c) Contemporary Years (Consolidation and Growth; 2005 onwards): This is perhaps the most active phase of the Indian retail industry. Retailing has witnessed its golden period during this phase. Retail sector in the past decade has observed tremendous growth in terms of retail revenue, customer satisfaction and consumer feedback. After Lehman Brothers collapsed, global recession followed which swallowed the economy almost every nation. The Indian retail sector was also not untouched by this global economic slump. Subhiksha's operation became languish and required liquidity injection. Indian retail giants like Reliance and Pantaloons too had to scale down their operations and kept their expansion plans on safe racks for the right time. The organized retail sector had to bear the brunt of this economic recession but the unorganized sector kept growing in this recessionary phase as well. Small retailers escaped the heat of such a widespread fire. It may be mainly because unorganized sector deals with the day to day needs of the masses which are important for the existence. These intrinsic needs can't be avoided and hence consumers are forced to knock the doors of the unorganized retailers. This phase has also witnessed the rise and rise of social media. Social media has evolved as the highest-flying technological tool. Since its proper inception in 2004, social media has dramatically changed the way advertising and brand promotion used to work. With the evolution of social media, the unorganized sector has got new wings to fly and touch higher skies. Individual seller/retailer by using the power of social media can share his/her products and services with the whole world with minimal spending. The wide reachability of social media combined with nominal monetary investment makes it a powerful technological tool to strengthen the unorganized retail sector.

Technological Impact

(a) Plastic Money: Indian economy has blossomed with the dawn of Liberalization, Privatization and Globalization. Retail and banking sector are not an exception too. These reforms have dared the banking sector to shake hands with the velocity of technological development. Also banking and retail sectors too need to join their hands together. Due to technological revolution, transaction mechanism in banking system have covered a long way and undergone an incredible transformation. A number of inventive mechanisms for making payments have developed after Privatization and Globalization of the Indian economy. Plastic Money is one such mechanism used for payments and transactions.

Money since a very long time has been a medium of exchange and has served as a payment tool. Earlier barter system was used as a payment mode for trading of goods. As decades rolled by, money has changed its structure from metal coins to paper cash. Today, after technology took another giant leap, money has attained a formless shape as electronic money or plastic card. The various types of plastic cards include credit card, debit card, Amex card, Visa and MasterCard, Smart card and ATM cards. Advent of plastic money has transformed the unorganized retail sector as well. With the ease in banking process and affiliations, even small retailers now keep plastic card transaction machines which facilitate customers to have cashless shopping. This has simplified the payment process for the customers in the fragmented retail sector. Also, customer purchasing power increases due to use of plastic money as they do not have to ferry large cash in their pocket. Along with the above facts, the safety parameter attached with the plastic money transactions further fuels its use among the customers.

(b) Net Banking: Technology has become an indispensable part of the banking and retailing sectors. Internet has revolutionized the way we used to do things. Bricks and mortar bank branches and long queues in the banks are now things of the past. With the arrival of net banking, the transaction mechanism has further simplified itself to enable customers to shop more effortlessly. Internet has provided a platform to the banking and retail industry for streamlining their payment processes. This technological development has aided the urban unorganized retail segment too. Due to this technological tool, small merchants too can display their products online and can provide options to customers for online payment for the goods/services purchased. Customers always look for convenience – be it for selecting and shopping for merchandises or for payments. This technological tool strengthens the hands of the unorganized segment retailer and simplifies the payment gateway for the customers.

(c) Social Media Promotion: The biggest technological advancement, not only for unorganized retail sector but for the entire economy, in the last decade has been Social Media. If we talk specifically about unorganized retail sector in India, social media is in its nascent stages. Retailers are still not totally aware about the power of social media promotion. Social media has brought a radical change in the world of advertising and marketing. More than two third of the world's total internet population is actively attached with social media and the figure seems to rise exponentially with time. Facebook, the most popular social media site has as of now more than 1.3 billion users. If we count Facebook as a nation it would rank second in the world. Imagine what we could do to reach the second most populated nation in the world. But social media is more than it meets the eye. At first look, Facebook to social media is just like Tata is to salt. It

defines the category. But upon closer inspection, it reveals that it is much more than Facebook, more than a consumer experience, consumer feedback or a marketing tool. It is as prosperous and diverse as other forms of human interaction. Social media now touches almost every facet of our lives. Social media has grown faster than any other advertising and promotion medium. Radio took around 38 years to reach an audience of 50 million, TV took more than a decade to reach the same number but Facebook and Twitter took less than a year to reach 100 million audiences. This technological tool carries the power to revolutionize the unorganized retail sector and take it to newer and undiscovered heights. Retailers can display or launch their products in front of the global buyer community and can get instant feedback. Also due to technological advancement in the payment systems even geographically dispersed buyers can be tapped.

Study & Approach

Retailing is one of the strongest pillars of Indian economy. The contribution of retail industry to India's GDP is more than 15 percent. Often being hailed as one of the sunrise sectors in the economy, Indian retail industry has indeed come a long way. In ancient times the concept of barter system was prevalent in the form of weekly '*Haats*' where all the buyers and sellers used to assemble at a predefined market place for bartering. As decades rolled by, barter system gave way to the traditional *kirana* stores/mom & pop shops. This format of retailing still preponderates in India but the Indian retail industry got divided into two fractions – organized sector and unorganized sector. Organized retail involves licensed retailers employing more than 10 workers and brags about their large and luxurious retail outlets offering branded merchandises. On the other hand of the spectrum is unorganized sector, which comprises traditional retailing formats consisting of mobile sellers, pavement vendors, *Kirana* merchants, small retail outlets, handicrafts and artisans. The unorganized retail sector consists of private enterprises, having worker strength of less than 10 people and operating on partnership or proprietary basis.

Retailing in India is predominantly unorganized. More than 95% of retail revenue comes from the unorganized channel. This data is complemented by an AT Kearney survey, which says that an overwhelming proportion of the Rs. 400,000 crore retail market is unorganized in India. In fact, only Rs. 20,000 crore is generated through organized retail channel. This illustrates that the retail sector in India is highly fragmented and unorganized. Also the unorganized retail blanket dwarfs the organized retail format. Retailing in the unorganized sector is a source of livelihood than a profit sloping trade. Due to technological advancements, retailing has undergone remarkable change and has taken a modern outlook. But still, the unorganized retailing has its own space cemented in the heart of the Indian consumers. The chief reasons why Indian

consumers prefer to remain loyal to the unorganized sector can be bulleted into the following points:

Many of these retail outlets are running for more than one generation. With time, it has gained the trust of the consumers and the consumers have become accustomed to this format of retailing. Also these outlets are managed proficiently and hence efficiently fulfill the needs of the customer.

- In India, a large portion of employment is seasonal in nature. Hence the cash flow in the consumer pocket is not properly distributed throughout the year. At this instant, local retailer is of great help which offers credit facility to the needy consumers. This type of facility by large retail giants is a distant dream.
- Proximity of the store is another big reason. Consumers prefer convenience and we can easily find a local retail store on every corner of the street which reduces the walking distance.
- Indian consumer has a bargaining mentality. This mannerism can be relished only at unorganized outlets. No matter how low/discounted prices the organized segment offers but they never appreciate or allow bargaining.

As the unorganized sector captures the maximum portion of the retail revenue, the organized sector is also slowly spreading its wings. Due to rise in employment rate and disposable income levels, Indian consumers have begun to turn towards branded merchandises and there has been a swing in the direction of organized retailing.

Advertising and retailing goes back a long way. First mode of advertising/promotion was word of mouth. Positive or negative word of mouth information flowed in the local vicinity. With passage of time, came into existence flashy billboards and print advertisements which were joined by broadcast radio. TV ads also attracted great attention due to sparkling visuals. But all these promotion mediums were autocratic in nature. They preached about the “We write and you read” model. Social media came into picture as a democratic model which focused on “We write and we read” model. Social media arrived in an era when consumers were not listening anymore. Interruptive marketing had seen its day and consumers wanted to take steering in their own hands.

Most of the generic solutions available for online sales and brand promotion may suit well for limited geographical area but for locations geographically spread across the globe with customers sitting at every possible remote location, all generic solutions become severely dwarfed in terms of functionality and capability. And for such a wide based communication platform, social media is the need of the hour.

Social media is a phenomenon that has drawn a lot of attention both to companies and individuals interacting on the networking landscape. However, when it comes to giving a clear definition of what impact of social media really is and whether this impact is monitored in terms of company spending on it, the understanding of the term is very minimal.

Conclusion

The purpose of this research paper is to underscore the effect of technological developments on the urban unorganized retail sector in the Indian context. Though the fact cannot be refuted that unorganized sector has imbibed the emerging technologies for its constant growth but as far as social media as a technological tool is concerned, unorganized market stills needs to cover a long way. Due to rise in employment rate and disposable income levels, Indian customers are have started inclining towards organized sector and hence a tough competition is expected in near future. Lack of government policies towards unorganized sector further adds fuel to the fire. Unorganized retailers have to rely on their own capital for sustaining their business hence funds are always a problem. Deficiency of knowledge, skills and formal training is also a grave issue. With all these handicaps there is stiff competition with organized sector that have access to all the pathways of promotion and branding due to funds overflowing from their investors pocket. But unorganized sector suffers predicament of their limited capital which restricts them from tasting the fruits of print and electronic media. Hence, in this ultra-competitive environment unorganized retailers need to focus their attention and energies on social media. Social media as a branding and promotional tool is the biggest technological gift of this century. Social media has revolutionized and modernized the way promotion and branding happens. On one side it has amplified the reach of unorganized retailers towards their customers; on the other side it has brought branding and promotional budgeting expenses within their reach. Social media promises enormous business benefits for unorganized sector and the opportunity to interact with anyone, anywhere and anytime is too life-changing to overlook. Social media has changed the expectation of passively reading or listing to traditional media and no hope of immediate interaction with more active conversation and immediate feedback. Social media is not only a sales generating vehicle or a branding tool but it has more benefits than it meets the eye. Social media can also be used in public relations, customer support, market research and customer relationship management in order to leverage the unorganized sector. The electrifying fact is that many of the hidden benefits of social media are yet to be discovered which will definitely impact both retailer and consumer life. Consequently, unorganized sector should jump the gun and embrace social media imminently if the sector wishes its growth-cart to fly high.

Acknowledgement

This paper is a part of author's on-going doctoral research work. The author is very grateful to Dr. Kavita Chauhan for her valuable and constructive suggestions at various stages of development of this paper. Without her encouragement and unfathomable support it was not possible to write this paper. I am also thankful to other authors whose work on similar topic gave me a defined direction to move forward. I have mentioned their names and their works in the reference section.

References

1. Bansi Patel and Urvi Amin (2012), "Plastic Money: Road map towards cash less society", Paripex Indian Journal of Research, Vol. 1, No. 11, ISSN-2250-1991.
 2. Sushma Patil (2014), "Impact of plastic money on banking trends in India", International Journal of Management Research and Business Strategy, Vol. 3, No. 1, ISSN-2319-345X.
 3. Frank Mattern (2012), "Turning buzz into gold", McKinsey & Company white paper.
 4. Dr. Mandeep Singh (2012), "Retail in India : Historical Perspective", Spectrum: A journal of multidisciplinary research, Vol.1, Issue 6, ISSN-2278-0637.
 5. Dr. N Rajendhiran, M. Arivalagan and U. Malini, "Key driving factors and socio-economic impact of FDI on the unorganized retailing sector- in India, Paripex Indian Journal of Research, Vol.2, Issue 8, ISSN-2250-1991.
 6. Dr. Ishwara and P. Ravi D (2014), "Impact of FDI on unorganized retail sector", IRJA-Indian Research Journal, Vol. 2, Series 2, Issue: March 2014, ISSN-2347-7695.
 7. V. Laxmipathy and Dr. S. Kareemulla Basha, " Globalization – its impact on Indian retail industry-opportunities and challenges, International Journal of Marketing, Financial Services and Research, Vol.1, No. 2, ISSN-2277-3622.
 8. Amit Rohilla and Manoj Bansal, " Globalization in retail culture, FDI in retail, opportunities, challenges to democratic elements in India, Vol. 2, Issue 7, ISSN-2249-877X.
 9. Dr. Pankajakshi. R and Dr. S. Kavitha, "An insight into the Indian retail industry-a holistic approach", E ISSN No. – 2351-685X
-

Socio-economic Conditions of Female Beedi Workers in Allahabad District: A Case Study

Pankaj Tiwari, Dr. Namrata Parashar
Department of Humanities & Social Science
Motilal Nehru National Institute of Technology, Allahabad

Abstract

One of the important unorganized industries especially in rural areas is beedi making industry. More than 80 percent of the beedi making centers are rural in nature. Therefore, beedi making is considered to be a rural-based industry. Beedi rolling is mostly made by women and girls sitting at home and cheap female laborers are largely available in these rural areas. Beedi workers are vulnerable segments of the country's labour force which has increased involvement of women laborers in beedi rolling activities. The condition of beedi workers at present as well as in the past have not been conducive. The beedi industry is present all over the country. This paper aims at gaining insight into the socio – economic condition of female beedi workers. An exhaustive survey among women beedi workers was carried out in this regard in Allahabad district. Majority (nearly 98 percent) of the beedi workers were from the marginalized sections of the society and therefore they were socially and economically backward. Poverty was the main reason that induced the respondents to take up beedi work as an occupation. Majority 72% of the respondents were working for contractors which showed that they were subjected to exploitation. 58 % of the respondents earned less than Rs. 3000 Rs per month which is not adequate to maintain their family. Majority 70 percent of the respondents stated that their health problems were due to their occupation.

Keywords: Unorganized Workers, Beedi, Socio, economic,

I. INTRODUCTION

The beedi industry accounts for about 90 percent of the employment of the Indian tobacco industry. Currently, about 10 percentage of the beedi manufacturing takes place in the organized sector. The Government estimates show about 4.4 million workers in the beedi industry, but the trade unions claim that there are over 7.0 million beedi workers in India. However, out of total workers in the beedi industry, about 90 percent are home based workers and most of them are women workers. The child labour is also engaged in the beedi production activity. The total number of child laborers in India is estimated at 50 to 115 million, out of which, around 2,

00,000 children are working in the beedi industry. They are involved in beedi rolling which is largely a home based activity. Most of the children start rolling beedis at the age of 14 or 15. Also, many of them are not registered and they do not have their own passbooks. They produce beedies in the name of the mother, who is engaged in other work elsewhere. So, looking only at records and figures, the problem of child labour in the beedi industry is virtually non-existent and the children are simply spending their childhood rolling beedis inside their homes.

Out of all the states, Madhya Pradesh accounts for the highest share of employment followed by Uttar Pradesh, Andhra Pradesh, Karnataka and West Bengal. All the other states together had less than 10 percentage share of employment in India. Informal sector workers are generally not represented in the institutions and organizations of the labour movement. The main concentration of beedi workers are engaged in tobacco industry. The Parliamentary standing committee on subordinate legislation (1990) says that 20 million laborers and 6 million farmers are engaged in cultivation of tobacco. The size of the unorganized sector indicates its importance as a major force both economically and politically. In addition the unorganized sector is a major provider to the gross national product of the country contributing about 63 percent of the country's national income in 1994 – 95 .These numbers point to the urgent need to deal with issues of social security of these workers and producers. Historically, the system of social security in India, as elsewhere was started with the organize sector. The first social security legislation was the workmen's compensation Act, 1923. The size of the unorganized sector has been growing over the last few decades. In 1971 the unorganized sector comprised 89 percent of the workforce, whereas in 1995 it was 92.5 percent. This increase in the result with 96 percent of all female workers being in this sector .

II. OBJECTIVES AND METHODOLOGY OF THE STUDY

Unorganized sectors are facing many problems such as unemployment, low wages, and irregular payment of wages, non availability of social security and welfare facilities, and unfair working conditions. The beedi workers at Allahabad district are facing several problems, such as poverty, illiteracy, unemployment, sickness, low wages and irregular payment of wages. Their socio-economic and health conditions are actually bad. The beedi leaves cause various forms of health hazards both to the workers and also to the people staying around. The people who are engaged in making beedi work are facing serious problems including poverty, health hazard, family problems, poor housing facilities, insufficient nutritious food, unhygienic the environment condition, illiteracy, physical stress and debts etc. This papers attempts to study and analyze the conditions of beedi workers. The findings of the study will be useful for NGO, other unorganized sectors and government agencies. Proposed research is carried to study the economic problems, expenditures distribution, family problems of the beedi workers. Further, the paper also suggests measures to improve socio-economic condition of these workers.

A survey was conducted among beedi workers in Allahabad district. In Allahabad district, there are nearly 70 families involved in making beedi work. These beedi workers are from down south rural areas of Allahabad and Kaushambi districts. These families have migrated nearly

25 years back in search of jobs. As the objective of the study was to assess the socio-economic conditions of the female beedi workers in Allahabad district, so we collected data from 100 women beedi worker through schedule method and the secondary data were collected from Statistical hand book of Allahabad district compiled by Department of Assistant Director of Statistics. Appropriate websites, journals and news papers were also reviewed.

III. RIGHTS OF BEEDI AND CIGAR WORKERS

A few state governments have indeed made efforts to ensure social justice to the workers by enacting special laws for regulating the conditions or work of these laborers, but these laws are ineffective because of the highly mobile nature of the industry producers who move from the area where any such law is in force to places where no such law exists. The ability of these two sets of law in ensuring the welfare of the workers has thus been far from satisfactory. To fill the void, union government felt it necessary to formulate a central legislation that would deal exclusively with the worker's welfare and by uprooting exploitation found to be exiting in the society. In order to achieve this objective following laws came into existence-

- The Beedi and Cigar Workers(Conditions of Employment) Act 1966
- The Beedi Workers Welfare Cess Act, 1976
- The Beedi Workers Welfare Fund Act 1976

Amongst the other laws having a bearing on beedi workers are, the Minimum Wages Act, 1948, and Industrial Employment (Standing Orders) Act 1946, and the Maternity benefits Act, 1961.

The salient features of the Acts are:

Beedi and Cigar Workers (Conditions of Employment) Act, 1966. It provides for coverage regarding daily hours of work, weekly rest, leave with wages, maternity leave, benefits and welfare amenities such as drinking water, toilet facilities, canteen, etc. Although the term worker includes home workers as well, in practice these provisions apply only to the factory/ common shed workers.

The Beedi Workers Welfare Cess Act, 1976 aims to collect taxes by way of cess or by imposing excise duty on manufactured beedi.

The Beedi Workers Welfare Fund Act, 1976 was passed with the objective to promote financial assistance to the workers. The beedi Workers Welfare Fund Rules, 1978 specify that the owner of an establishment or a factory or contractor should maintain a register of works and provide statistics and other information as required by the government from time to time. The main significance of the welfare measures is in the health sector as the beedi workers as a category of workers is involved in health hazardous occupations.

IV. TRADING MODEL AND WORKER'S PROBLEM IN BEEDI INDUSTRY

The beedi industry is home-based and the work is done mainly through following three modalities:

Direct system - The employers provide the workers with raw materials and the workers deliver back the ready beedi to them next day.

Sale -Purchase System- In the books it is shown that the worker buys raw material from 'Company A', while they give the prepared beedi to 'Company B', 'Company C' does the packaging and 'Company D' does the marketing. All these companies are "on paper" only and their owners are all from one family itself. This system is adopted so that the workers can be defined as "own account" workers and employer-employee relationship cannot be established. This way the employers can evade the labour laws.

Through Contractor: i.e. raw material is given to the beedi workers through the contractors employed by the employers. The workers roll the beedi and deliver the finished product to the contractor.

Problems of workers-

- Inactive position throughout, unhygienic working conditions and the constant breathing of Tobacco, are just a few health hazards; there is also a high occurrence of other diseases such as T.B, Mycosis, Cancer, Skin problem, Eye problems etc. While some of these ailments are also caused by the general conditions of the poor, occupational health hazards in beedi making cannot be denied.
- Most of the women beedi workers are houseless.
- Some of the women beedi workers who have the house but it is not in good condition have required financial assistance to repair their existing houses.
- Inadequate arrangement for children's education.
- They are paid less than what is their due.
- The rate of rejection is high, viz. 150 to 200 beedi per 1000 and not only is they not paid the labour for the rejected beedi but money for the raw material is deducted too. And secondly, if there is even one beedi less or defective in a pack of 25 the entire pack is rejected.
- 80% of the women of this industry are uneducated and know nothing apart from beedi making.
- Women work during advanced stage of pregnancy also which affects the unborn child and birth of unhealthy child. There is hardly any facility of maternity leave though law does provide for it.
- There is no awareness or education on family planning as a result of which they have large families and so, heavy burden of bringing them up.
- They tolerate all sorts of violence in the hands of attainders because if they argue, they may lose their work.

Over the past few years, there is a recession in the industry due to following reason-

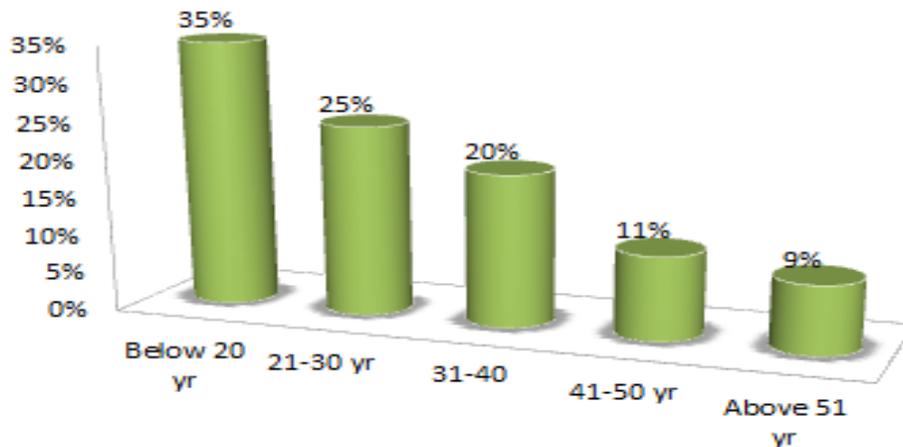
- The chewing of Gutkha by the people instead of smoking beedi.
- There is a 15% to 20% decrease in the growth of tobacco in the region where, instead of tobacco, bananas and potatoes are grown.
- The policy of prohibition on smoking in public places.

- Cigarette smoking has increased by 10%.
- Small cigarettes have come in the market and their rates being competitive, people prefer to buy them as it is also a status symbol.
- Employers have enough stock of beedi in their godowns.
- New foreign cigarette companies have come to India, which, with their new technology, can produce 6,000 cigarettes per minute.

V. FINDINGS AND DISCUSSIONS

Data collected is presented in terms of frequency distribution by considering variables like age group, education, working hours, monthly income etc. The correlation between the variable of age and qualification and their relation with the satisfaction level was applied, that generated several interesting results.

Figure 1: Distribution of the workers on the basis of Age



Majority 82 percent of the respondent were below 40 years. This is the period during which a person's earning capacity is at its peak. After 40 years, a woman has several health problems and therefore she will not be able to work hard. This factor is important for a socio – economic study.

Figure 2: Distribution of the workers on the basis of Education

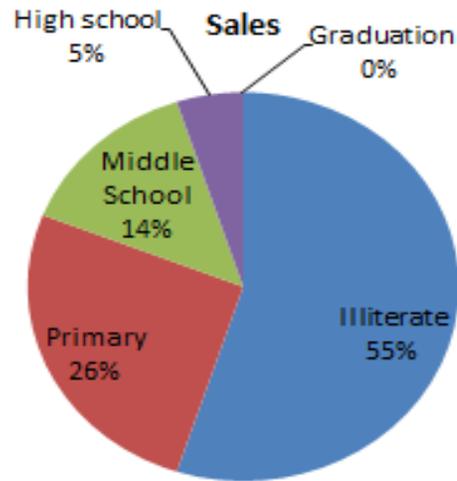


Figure 3: Distribution of the workers on the basis of Working Hours

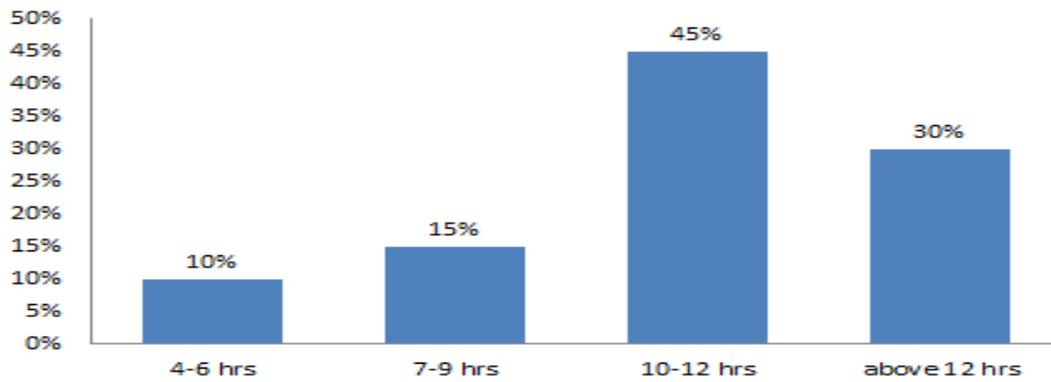


Figure 4: Distribution of the workers on the basis of Monthly income

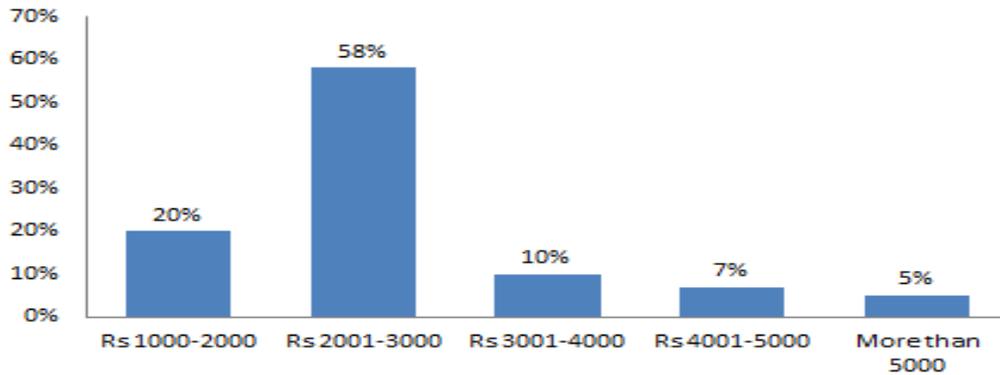
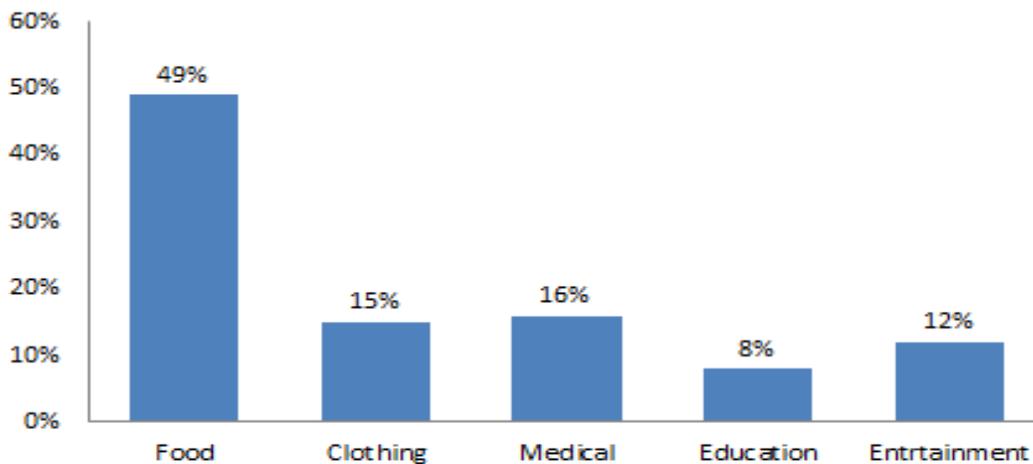


Figure 5: Distribution of the workers on the basis of Expenditure Pattern



This section presents the main findings of the study. It can be observed from figure 1 that around 80 percent of workers were below 40 years of age. 35 percent of the workers were muslims. 95

percent of the workers were from marginalized sections of the society. Figure 2 shows that 26 percent of the workers had reached primary education. 14 percent of the workers had studied up to the level of middle school. Majority 65 percent of the workers were married and 35 percent of the workers were unmarried. Majority 58 percent of the workers were from nuclear families. This shows the influence of urban life style in the rural community. All the 35 percent of the muslim workers stated that their mother tongue was Urdu. 38 percent of the workers had 10-20 years of experience in beedi work. Figure 3 shows the percentage distribution of workers on the basis of their working hours. It can be observed that 45 percent of the workers were working for more than 10 hours which is crossing the ILO specification regarding hours of work per day. Majority 62 percent had work for less than 20 days. Therefore their earning capacity was also less. A sizeable group of 45 percent received weekly wages and 35 percent got daily wages. It is important to note that majority 85 percent of the workers were paid on piece rate basis. Poverty was the main reason that induced the workers to take up beedi work as an occupation. 40 percent of the workers were stated that their family members were also involved in beedi rolling work. Majority 60 percent of the workers were working for contractors which showed that they were subjected to exploitation. 48 percent of the workers rolled 31-40 bundles daily. This shows that workers were involved in very hard work. Figure 4 shows the distribution of workers on the basis of their monthly income. It was found that 58 percent of the workers earned less than Rs.3000 per month. Therefore the income they got was not enough to help the family. Figure 5 presents the distribution of expenditure pattern of beedi workers. A sizeable group of 49 percent of the workers stated that food was their priority expenditure. Majority 55 percent of the workers did not have any saving habit. Majority 60 percent of the workers had taken to meet their day to day expenses. 40 percent of the workers had no saving while only 40 percent of the workers had their saving in chit fund, post office, bank or insurance. Majority 80 percent of the workers stated that they had health problems. A sizeable group of 60 percent of the workers preferred to go to the government hospital as the services were free. Majority 75 percent of the workers sated that their health problems were due to their occupation. Majority 60 percent of the workers were living in rented houses. A sizeable group of 47 percent of had been living under thatched house. This type of roofing radiates a lot of heat and can cause a lot of health problems. Majority 70 percent of the workers were not satisfied with the sanitation facilities in their house. A sizeable group of 52 percent of the workers stated that they had housing problems. Around 34 percent of the workers expressed that they had a spouse who hand drinking habit as a result 59 percent of the workers stated that this was a serious problem they faced in the family. 80 percent of the workers' stated that their children were not going to school and were engaged in beedi rolling. Majority 47 percent of the workers were male domination at home. Majority 45 percent of the workers were members of Self Help Groups (SHG) groups. Only 65 percent of the workers were involved in community program in their village. Majority 75 percent of the workers were not interested in any political party. While 66 percent of the workers stated that the status of women in their community was good, 35 percent felt it was bad. 58 percent of the workers felt that the visual media was an important means for spending their leisure time. This basic research can be further extended for further study and surveys to find out the human rights violation against beedi workers. Remedial measures can be initiated such as the formation of SHG's for conducting self – employment training programs. Awareness regarding the rights of beedi

workers can also be promoted by the NGO. The NGO can take up issues concerning the female beedi workers like their working condition, health problems and vocational training programs.

VI. CONCLUSION

This paper presented the socio-economic condition and problems of women workers in unorganized sector of beedi industries. A case study was done in Allahabad district by conducting survey among the beedi workers in this area. Findings of the research indicates that the women beedi workers do not have any basic facilities. The welfare scheme for women are not bringing a desired result or we can say such schemes failed to reach them. They are deprived of their basic rights and they are exploited by the contractors too. So there is an urgent need for the protection of their right. Initiatives are required to support and rehabilitate them so that they can be equally treated in the society.

References:-

- 1) Gupta Viswananth (1989). Women workers in Trade Union, Manushi Publication, New Delhi
- 2) Sushila Srivatsava (1987). Exploitation of women and children in Beediwork, Social Welfare Journal Published by Central Social Welfare Board, New Delhi
- 3) Augustine E.A. (1986). Rights of Beediworkers & cigar workers, Indian Social Institute, New Delhi
- 4) Aghi MB, Gopal M(2001) Exploiting women and children-India's beediindustry. Lifeline 6:8-10.
- 5) Dharmaliagam.A (1993), Female BeediWorkers in a South Indian-Village, Vol – XXVIII No. 27-28, July 03, Economic Political Weekly .
- 6) Shram Sakthi (1991). Published by National Commission for Women, New Delhi.
- 7) Sushila Srivatsava (1987). Exploitation of women and children in Beediwork, Social Welfare Journal Published by Central Social Welfare Board, New Delhi

Child Labour in Unorganized Sector: Problems and Causes

Tauffiqu Ahamad*, Danish Pravej** & Anam Waqar **

*Institute Research Fellow

**Student Master of social work, Department of Humanities and Social Sciences,
Motilal Nehru National Institute of Technology Allahabad

Abstract

The problem of child labour in unorganized sector is a bottomless socio-economic problem challenged by almost all countries of the world. It, still, is a serious problem mostly of the evolving as well as under developing countries. In detail; children mostly from low-income countries are being misused on the global market for regulatory gains. This problem also is a huge social problem in India as India still drops under the group of developing nations. Several studies have made it very clear that a huge number of children in India are used as labour at a very primary period of their life. Most of these children are not aware of the rights and freedoms available for them as they are not enclosed by the educational systems of the government. Poverty and illiteracy among the parents of these children are measured as the core cause of this problem. Home-based workers, street vendors, agricultural labourers, and other miscellaneous help providers constitute the unorganized sector of the economy. Thus, we need to focus more and more on these difficult problems in order to check the popularity of child labour in India.

Keywords: Child Labour, Socio-Economic, Global Market, Educational Schemes.

Introduction

The problem of child labour in unorganized sector is not only a problem of the children. It, in fact, is a bottomless common problem. Today, this issue has become a key issue on both the domestic as well as international phase. There is little difference that a child's entrance to her basic rights of education and development will be narrow if she is a child labourer. It follows that, under the child rights method, indecision on the part of the state or the civil society groups to address the problem of child labour is similar to inactively accepting the rejection of basic rights to children. While child rights outline is now acknowledged by the Indian State, it is also marked that child labour is seen more as an indicator to other social problems like poverty and unemployment, than as a problem in itself. The indicative vision on child labour by the State and the society prevents the opportunity of the direct interference in this regard; in detail the issue is even seen as a temporary phase until the larger problem is solved; and this offers the State and the society a genuine space to admit the reality of child labour.

The unorganized sector in India is broadly characterized as consisting of units engaged in the production of goods and services with the principal objectives of generation of employment and incomes to the persons producing the goods and services. Home-based workers, street vendors, agricultural labourers, and other miscellaneous help providers constitute the unorganized sector of the economy. These units typically operate on a small scale and at a low level of organization with little or no division between labour and capital as factors of production. Homemade workers are involved in the making of products like incense sticks, retail garments, artisanal items, embroidery, food item preparation, kites, home decoration substantial, etc.

There are many forms of child labour universal. Children are involved in agricultural labour, mining, manufacturing, domestic facility, types of creation, sifting and begging on the streets. Others are confined in forms of captivity in armed conflicts, forced labour and debt bondage as well as in commercial sexual abuse and illegal activities, such as drug trafficking and prepared begging and in many other approaches of labour. Many of these are “worst formulas” of child labour as they are especially harmful, morally disgraceful, and they interrupt the child’s freedom and human rights. Child labour inclines to be focused in the unorganized sector of the economy. For some work, children have no payment, only food and a place to sleep. Children in unorganized sector work receive no compensation if they are injured or become ill, and can seek no safety if they suffer violence or are harmed by their employer.

Objectives

- To identify several factors responsible for the popularity of child labour.
- To estimate the role played by the government in supervisory child labour.
- To find out some measures to contest against this social criminal.
- To advocate for better implementation of child labor laws and guidelines, including developing and positive innovative ways to ensure employer agreement.

Research Methodology

In this paper only secondary data are used and these are collected from related books, journals, website, government report etc.

The Roots and Meanings of Child Labour

Child labour is a complex problem and several factors influence whether children work or not. Poverty emerges as the most convincing reason why children effort. Poor families spend the bulk of their income on food and the income provided by working children is often critical to their existence. However, poverty is not the only factor in child labour and cannot defend all types of employment and subjection. Countries may be equally poor and yet have relatively high or rather low levels of child labour. The negative effect on the physical and mental levels of children includes specific worries of child labor and its significances on mental health.

Causes of Child Labour in Unorganized Sector

The issue of child labour is a very composite matter in a country like India where over 45% of the population is still living under the poverty line. Thus, poverty may be known as the chief cause that required the children to work. It is in fact the financial backwardness of the guardian that forced their children to work. In many poor families children are behave as a cause of income by their guardian.

The administrators are of the view that the problem of child labour cannot be totally eliminated due to extensive alternate employment chances before them. According to the social researchers, poverty is the main foundation of child labour. Apart from this parental unawareness, extreme populations, illiteracy, lack of right supervision are also some other blamable causes of child labour in India.

The Major Features of the Unorganized Child Labours

- The unorganized labour is crushing in terms of its number range and therefore they are ever-present during India.
- As the unorganized sector agonizes from sequences of unnecessary seasonality of employment, common of the unorganized workers does not have stable strong paths of employment.
- The workplace is spread and fragmented.
- There is no formal employer – employee relationship
- In rural areas, the unorganized labour force is highly stratified on caste and community reflections. In urban areas while such thoughts are far less, it cannot be said that it is overall absent as the bulk of the unorganized workers in urban areas are basically migrant workers from rural areas.
- Workers in the unorganized sector are frequently subject to appreciation and slavery as their lacking income cannot meet with their livelihood needs.
- The unorganized workers do not accept satisfactory attention from the trade unions.
- Insufficient and useless labour laws and principles relating to the unorganized sector.

Problems Faced By Child Labours in Unorganized Sector

- Lack of Skills
- Less exposure to Information & Technology
- Lack of Formal Training
- Absence of non-farm policy
- Marketing support
- Non-competitive products
- Unable to thrive competition
- Application of out-of-date left over technologies

A survey conducted by NCERT 7th All India Education Survey (2002) reveals below facts on child labour –

- At present there are 18 million children labour in India 20% of children working to work as internal help.
- 91% working children are in rural India.
- 85% of working children are in the unorganized sectors.
- About 80% of child labour is involved in agricultural work.
- Millions of children work to help their families because the adults do not have suitable occupation and income thus surrendering schooling and chances to performance and relaxation.
- Children also work because there is claim for inexpensive labour.
- Large number of children works because they do not have admission to good quality of schools.
- There are around 2 million child commercial sex workers between the age of 5 and 15 years and about 3.3 million between 15 and 18 years.
- 500,000 children are compulsory into this trade every year.
(Source: Child Labour and Human Rights by Tulan Oza, And Wiki)

Suggestions for reducing Child Labour in Unorganized Sector

Children are the future of a society. There is a saying that, “today's children are tomorrows nation creators.”

Childhood is the best time of human life because at this stage children are free from all pressures. It is the most creative stage of a human life. Therefore, this period of human life should not be wasted by compelling them to work as labourers. Here, we would like to recommend some processes for glance the incidence of the preparation of child labour in India:

- Several acts concerning to security of child rights should be executed properly.
- At the primary phase of their life no children should be used as labours.
- Media should also performance an dynamic role in increasing awareness to people about the cruel possessions of child labour.
- As poverty is the primary origin of child labour thus the government should take bold stages for removing poverty.
- People should be given appropriate education of family planning so that the unnecessary growth of population can be organized.
- The volunteer societies to have a very important role to perform to ensure that the privileges of the child are secure.
- Some attentiveness groups should be planned by the NGO's and other government experts.
- Again the strategies and performances of the government should also be executed correctly to defend children from being abused.
- Awareness should be produced among people to defend human rights of the children.

- Also, reporting appropriate education to the children is very compulsory because it can increase their behavior. Education also makes them responsive of their upcoming life as well as about their own moralities.

Recommendation

The labour market of India has been undergoing tremendous conversions, including growth of informal segment activities, descent in the quality of engagement (in terms of job security, terms and illnesses at work), weakening of worker organizations and combined negotiating organizations, striking decline in public safety etc. To a greater extent, these transformations could be related to the ongoing globalization process and the resultant efforts on the part of employers to minimize the cost of production to the lowest levels. It is also evident that most of these outcomes are highly correlated and equally highlighting. A earlier study recommends that the emergent in solemnization of labour market has been central to most of these conversions, which highlights the utility of understanding the growth of unorganized sector in India and its consequences.

With the introduction of globalization and resultant reorganization of production chains led to a situation where production systems are becoming increasingly atypical and non-standard, concerning stretchy workers, engaged in temporary and job-sharing employ, which is seen mainly as a quantity approved by the employers to reduce labour cost in the face of firm struggle. No distrust, it evidently specifies that these elastic workers in the new informal economy are highly exposed in terms of job security and social security, as they are not initiating any of the social security processes restricted in the existing labour legislations. The uncertainties and liabilities of this modern informal sector labour are on the rise, as there is a visible absence of worker mobilization and organized collective bargaining in these segments owing to a multitude of reasons.

Conclusion

Poverty is one of the important factors for this problem. Hence, implementation alone cannot help solve it. The Government has been arranging a lot of importance on the rehabilitation of these children and on improving the economic status of their families.

Many NGOs like CARE India, Child Rights and You, Universal March against Child Labour, etc. have been working to finish child labor in India. The child labor can be stopped when information is explained into guideline and action, moving good intention and ideas into defending the health of the children. The resolution of young children is higher and they cannot protest against judgment. Converging on popular strategies to mobilize communities against child labor and rehabilitation of child workers into their homes and schools has proven crucial to breaking the cycle of child labor. A multidisciplinary method linking advisors of medical, mental and socio-anthropological level is needed to curb this evil.

References

- i. Agarwala, H.O: Human Rights, New Delhi, 2003.
- ii. Laxmikanth, M : Indian Polity for Civil Services Examination, 3rd Edition, published by
- iii. Tata McGraw Hill Education Private Limited, 7 West Patel Nagar, New Delhi-110008.
- iv. Bharali, Ananda& : Human Rights and Duties (ed), Kasturi Printers and
- v. Chutia, Thagendra : Publishers, G. K. Market, 3rd Floor, Rajgarh Road, Near Bihutali, Ghy-
- vi. Internet Source www.google scholar.com
- vii. Wiki www.wikipidia.com

Child Labour in Unorganized sector in India

*Nagendra Pratap Bharati,
**Dr.Rajesh Kesari

*Research Scholar, Management, NGBU Allahabad

**Associate Professor, NGBU Allahabad

Abstract

Unorganized sector covers about half of the GDP of our country. The present study is carried out with child labor construction workers, agriculture laborers and domestic helpers working in the unorganized sector in the India. An attempt has been made in the paper to understand the socioeconomic condition of child laborers families. This sector is characterized by seasonal employment (in agricultural sector) contractual work, no social security and welfare legislations, no rights and minimum wages. Lack of skill and education, few new openings in organized sector, unawareness of legal rights, deficient work quality and terms of service draws the labor into the available vortex of the unorganized sector. Here they face problems like poor health conditions, substandard working life, and harassment at work, inadequate and unequal wage structure, long working hours, poor housing facilities, lack of safety measures, and no proper education for children of workers. In the present paper the researcher tries to make an attempt to understand the research related to the working and living conditions of child workers in the unorganized sector and identify the gaps for further research.

Key Words - Child Labour, Unorganized sector, Workers, Living condition, Socio-economic condition

Introduction

An Unorganised Sector can be defined as the sector where the element of the Organised Sector is absent. In the absence of a more analytical definition, the landscape of the unorganised sector becomes synonymous with the kaleidoscope of unregulated, poorly skilled and low-paid workers. While defining an unorganised sector we can say that it is a part of the workforce which has not been able to organise in pursuit of a common objective because of constraints such as casual nature of employment, ignorance and illiteracy, small size of establishments with low capital investment, per person employed, scattered nature of establishments, superior strength of the employer etc. “The unorganized Sector consists of all private enterprises having less than ten total workers, operating on a proprietary or partnership basis.” - by National Commission on Enterprises in the Unorganized Informal Sector in 2004.

The term ‘unorganised sector’ has been defined by the National Commission for Enterprises in the Unorganised Sector (NCEUS) Government of India as the sector which “consists of all unincorporated private enterprises owned by individuals or households engaged in the sale or production of goods and services operated on a proprietary or partnership basis and with less than ten total workers”. Easy entrance, local operations, ambiguous legal standing, ready requirement of labor, education and skill deficit, no fixed regulations of working hours or payment, poor rate of reparation, ignorance regarding and lack of possible government intervention and help characterizes this sector. The demand for child labour, related to technological change in today’s developing economies, has not received much attention in contemporary debates on child labour. The present study was done to assess the effects of technological change and industry restructuring on the existence of child labour.

Objectives

To understand the areas of research carried out in connection with working and living conditions of child workers in unorganized sector.

To undertake an in depth study on working and living conditions of child workers in unorganized sector.

Research Methodology

This study is based on secondary data. In this regard various libraries were visited and some online journals were reviewed. The methodology of this study to analyze the secondary data obtained from web-based and review of print literature etc. to understand child labor in unorganised sector in India.

Review of Literature

Child labor is the practice of having children engages in economic activity, on part or full-time basis. The practice deprives children of their childhood, and is harmful to their physical and mental development. Poverty, lack of good schools and growth of informal economy are considered as the important causes of child labor in India

The 2001 national census of India estimated the total number of child labour, aged 5–14, to be at 12.6 million, out of a total child population of 253 million in 5-14 age group–A 2009-2010 nationwide survey found child labour prevalence had reduced to 4.98 million children (or less than 2% of children in 5-14 age group) The child labour problem is not unique to India; worldwide, about 217 million children work, many full-time.

In 2001, out of 12.6 million child workers, about 120,000 children in India were in a hazardous job. Estimates that India with its larger population, has the highest number of labourers in the world under 14 years of age, while sub-saharan African countries have the highest percentage of children who are deployed as child labour. International labor organisation estimates that agriculture at 60 percent is the largest employer of child labour in the world, while United

Nation's food and nutrition origination estimates 70% of child labour is deployed in agriculture and related activities. Outside of agriculture, child labour is observed in almost all informal sector of the Indian economy.

Companies including have been criticised for child labour in their products. The companies claim they have strict policies against selling products made by underage children, but there are many links in a supply chain making it difficult to oversee them all. In 2011, after three years of Primark's effort, BBC acknowledged that its award-winning investigative journalism report of Indian child labour use by Primark was a fake. BBC apologized to Primark, to Indian suppliers and all its viewers

Article 24 of India's constitution prohibits child labour. Additionally, various laws and the Indian Penal Code, such as the Juvenile Justice (care and protection) of Children Act-2000, and the Child Labour (Prohibition and Abolition) Act-1986 provide a basis in law to identify, prosecute and stop child labour in India.

Child labour acts and laws

After independence from colonial rule, India has passed a number of constitutional protections and laws on child labour. The Constitution of India in the Fundamental Rights and the Directive of State Policy prohibits child labour below the age of 14 years in any factory or mine or castle or engaged in any other hazardous employment (Article 24). The constitution also envisioned that India shall, by 1960, provide infrastructure and resources for free and compulsory education to all children of the age six to 14 years. (Article 21-A and Article 45)

India has a federal form of government, and child labour is a matter on which both the central government and country governments can legislate, and have. The major national legislative developments include the following

The Factories Act of 1948: The Act prohibits the employment of children below the age of 14 years in any factory. The law also placed rules on who, when and how long can pre-adults aged 15–18 years be employed in any factory.

The Mines Act of 1952: The Act prohibits the employment of children below 18 years of age in a mine.

The Child Labour (Prohibition and Regulation) Act of 1986: The Act prohibits the employment of children below the age of 14 years in hazardous occupations identified in a list by the law. The list was expanded in 2006, and again in 2008.

The Juvenile Justice (Care and Protection) of Children Act of 2000: This law made it a crime, punishable with a prison term, for anyone to procure or employ a child in any hazardous employment or in bondage.

The Right of Children to Free and Compulsory Education Act of 2009: The law mandates free and compulsory education to all children aged 6 to 14 years. This legislation also mandated that 25 percent of seats in every private school must be allocated for children from disadvantaged groups and physically challenged children.

Dr. S.C. Srivastava, national fellow, Secretary General, National Labor Law Association, New Delhi; discussed on the 'Labor Laws in India'. He further discussed on the insurance schemes, policies and laws available for the labors of both organized and unorganized sectors of India. Some villagers from the research areas were invited to the seminar to get the solution to their problems from Dr. Srivastava himself. Schemes like 'Rajiv Gandhi Sastha Bima Yojna', 'Janashree Bima Yojana', etc. Many other such schemes and policies for the betterment and upliftment of labors were also discussed. This discussion made a clear impact on the invited villagers as they found some remedy to their daily problems regarding 'LABOR ISSUE'.

India formulated a National Policy on Child Labour in 1987. This Policy seeks to adopt a gradual & sequential approach with a focus on rehabilitation of children working in hazardous occupations. It envisioned strict enforcement of Indian laws on child labour combined with development programs to address the root causes of child labour such as poverty. In 1988, this led to the National Child Labour Project (NCLP) initiative. This legal and development initiative continues, with a current central government funding of 6 billion, targeted solely to eliminate child labour in India. Despite these efforts, child labour remains a major challenge for India.

BONDED CHILD LABOUR IN INDIA

Srivastava describes bonded child labour as a system of forced, or partly forced, labour under which the child, or usually child's parent enter into an agreement, oral or written, with a creditor. The child performs work as in-kind repayment of credit. In this 2005 ILO report, Srivastava claims debt-bondage in India emerged during the colonial period, as a means to obtain reliable cheap labour, with loan and land-lease relationships implemented during that era of Indian history. These were regionally called *Hali*, or *Halwaha*, or *Jeura* systems; and by colonial administration the *indentured* labour system. These systems included bonded child labour. Over time, claims the ILO report, these traditional forms of long-duration relationships have declined.

In 1977, India passed legislation that prohibits solicitation or use of bonded labour by anyone, of anyone including children. Evidence of continuing bonded child labour continues. A report by the Special Rapporteur to India's National Human Rights Commission, reported the discovery of 53 child labourers in 1996 in the state of Tamil Nadu during a surprise inspection. Each child or the parent had taken an advance of Rs. 10,000 to 25,000. The children were made to work for 12 to 14 hours a day and received only Rs. 2 to 3 per day as wages.

According to an ILO report, the extent of bonded child labour is difficult to determine, but estimates from various social activist groups range up to 350,000 in 2001. Despite its legislation,

prosecutors in India seldom use the Bonded Labour System (Abolition) Act of 1976 to prosecute those responsible.

According to one report, the prosecutors have no direction from the central government that if a child is found to be underpaid, the case should be prosecuted not only under the Minimum Wages Act, 1948 and the Child Labour (Prohibition & Regulation) Act, 1986, the case should include charges under the Bonded Labour Act of India. The few enforcement actions have had some unintended effects. While there has been a decrease in children working in factories because of enforcement and community vigilance committees, the report claims poverty still compels children and poor families to work. The factory lends money to whoever needs it, puts a loom in the person's home, and then the family with children works out of their homes, bring finished product to pay interest and get some wages. The bonded child and family labour operations were moving out of small urban factories into rural homes.

Conclusion

In India around thirty core people are working in the unorganized sector and the number is on the rise. The meaning of unorganized sector, popularly known as unprotected sector, could be without regular source of income and working throughout the year. They constitute the fringes of society and are not getting a chance to be a part of the mainstream economy. From the above review of literature, we have many legal protection systems to prevent child labour in India. But child labour increase at time to time in unorganized sector in India. So we can say child labour and unorganized sector are big question marks in India.

References

1. Report on Conditions of Work and Promotion of Livelihoods in the Unorganised Sector. Academic Foundation, 1 Jan 2008, p.1774.
2. Child labor cases ILO, United Nations. 2008.
3. Mario Biggeri and Santosh Mehrotra (2007) Asian Informal Worker: Global Risk Protection Rutledge
4. National child labor project Retrieved 12 September 2011.
5. Labour and employment statics Ministry of Statistics and Programme Implementation, Govt of India (January 2014), page 2
6. Children and work annual report Census 2001. 2008. p. 108.
7. FAO, United Nations report. 2006.
8. International Labour Organization - an Agency of the United Nations, Geneva. 2011.
9. The Wall Street Journal. 3 January 2012.
10. Christiaan Grootaert and Harry Anthony Patrinos (1999) The Policy Analysis of Child a Comparative study. Palgrave macmillan
11. 11 Pacific Economic review (The World Bank)
12. Indrajit Bairagya (2009), Measuring the Informal Economy in Developing Countries,
13. Pgs 1-5.

Comparative Study on Private and Government Hospitals Working In Hyderabad

Faimunissa Ahmed Khan, & Arjumand Fatima

Student of AMS college
Himayath Sagar Road, Kismatpur, Yenkapalli,

Abstract

The concept of an informal/unorganized sector began to receive world-wide attention. In India, however, the term informal sector is of recent origin, and has been in use only during the last two decades. The present paper intends to study the needs and requirement of the services towards peoples in government hospital. The study focuses on how private hospitals manage to meet the needs and requirement of the people compare with the government hospitals. A structured questionnaire is used to collect the data required for the study. Basing on variation and other statistical method sampling 6 hospitals 3 private and 3 government hospitals are considered for the present study.

The environment and the services of government hospital slighter compare with the private hospital though immense hospitals, medical equipment medicines are available still proper services are not provided to the public which leads to high risk on the health. The Government healthcare providers have to realize that they cannot serve same services to the people but a proper hygiene and effective service need to be provided on all segments of population.

Key Words: government hospital, unorganized, private hospitals and changes required.

Background

The health care industry, or medical industry, is an aggregation of sectors within the economic system that provides goods and services to treat patients with curative, preventive, rehabilitative, and palliative care. The modern health care industry is divided into many sectors and depends on interdisciplinary teams of trained professionals and paraprofessionals to meet health needs of individuals and populations.

The health care industry is one of the world's largest and fastest-growing industries. Consuming over 10 percent of gross domestic product (GDP) of most developed nations, health care can form an enormous part of a country's economy.

For purpose of finance and management, the health care industry is typically divided into several areas. As a basic framework for defining the sector, the United Nations International Standard Industrial Classification (ISIC) categorizes the health care industry as generally consisting of:

1. hospital activities;
2. medical and dental practice activities;
3. "Other human health activities".

As this is comparative study on government and private hospital in Hyderabad. We have seen lot of differences in both private and public in many terms no dough with the data collected has shown more response towards private hospitals then public hospitals.

Private sector seems to be much more effective in influencing policy making, satisfying the public at the local or national levels then the Public sector. One reason for this is that issues of concern to governments such as the condition of Government schools in Hyderabad, and hospitals—are less complex than those dealt with by private the election of a given official.

Service to Mankind Is Service to God

Expanding healthcare access is a critical priority for the Government of India and the private sector. Efforts to date have addressed numerous issues and much progress can be reported. Yet the gap between the aspiration - of providing quality healthcare on an equitable, accessible and affordable basis across all regions and communities of the country - and today's reality is all too apparent. The extent of change and improvement in India's healthcare system over the past decade is remarkable. The Government of India's initiatives, as well as private sector actions and public-private-partnership programs, have all contributed to this progress. Yet much more remains to be done. Understanding the current state of healthcare access is one important and foundational element for determining priorities, resource allocations and goals for the future.

Need For the Study

Some studies conducted in the recent years have made attempts to develop multi-dimensional scales and measure quality of healthcare services in the developing nations. The current study seeks to assess the perception of patients, public towards quality Hospitals that is Private and services in Hyderabad.

Objectives of the Study

- To compare and contrast the differences in healthcare standards and facilities in private and public sector hospitals in Hyderabad.
- To draw attention of policy makers of healthcare system and make suggestions for the betterment with the help of public advices.

- To identify key problem solving and carrying out root cause

Public Perceived Difference in Public and Private Hospital at Hyderabad

Cost: Cost of treatment at a public healthcare facility is more affordable than that available at a private healthcare facility, and is dependent on the nature of treatment. The economic burden of a treatment is significant for both poor and affording class of people, However, due to lack of physical reach, availability of quality treatment, and other practices, people are forced to use more expensive private hospitals.

Quality of Services: .The standard of something as measured against other things of a similar kind; the degree of excellence of something.

Patient Satisfaction: The study shows that the first important factor that influences the overall service quality as perceived by people is satisfaction. Hospitals need to focus on patient giving them personal attention, providing in correct help and suggestion easy in and out service, doctor availability, behavior of doctors and staff emergency service and ensuring the accuracy of billing system etc as per the study and the feedback taken this was effectively practices in private then the public hospitals.

Timeliness: It includes observation of patients according to appointment, availability of the doctors according to promised time, and delivery of reports according to promised time. These three items were measured against four point Like ranging from 1= Excellent to 4 poor.

Behaviors of Staff and Doctors: Importance of understanding the high need for discipline professionalism empathy towards individual is very important this is high requirement both in private and public hospitals.

Methodology

The present study intends to focus work structure of private and Government health services in Hyderabad, for this study three private hospital and three government hospitals comparative feedback has been taken from 100 general public and patients. This study answers many structured problems that the public faces. This study has been done through primary data and secondary data, the statistical pie charts, bar charts graphs, scatter diagram has been used.

Analysis of the Study

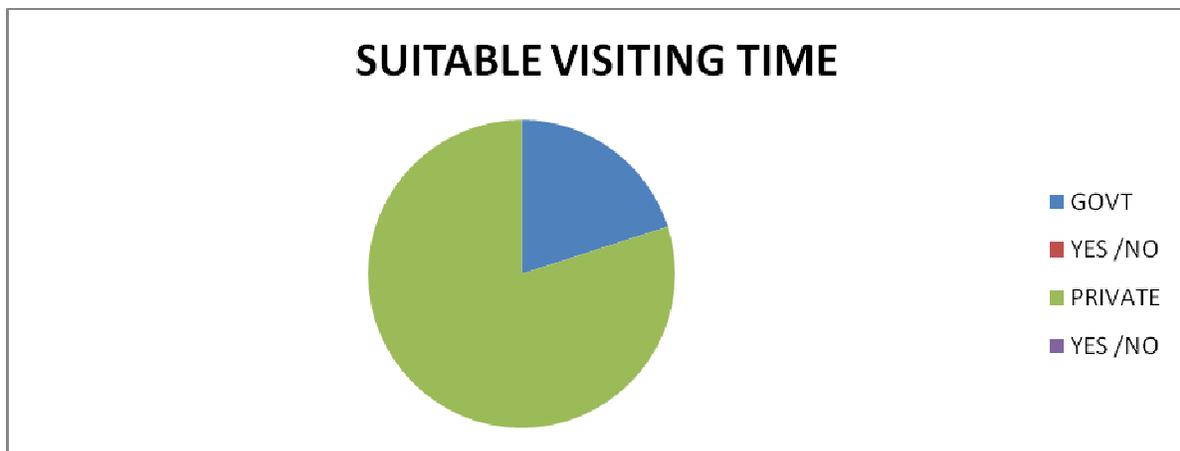
The data was analyzed by simple statistical way to present the study in a meaningful way. The analysis reveals that there is more positive feedback from the public on private working hospitals then the government. Based on the study some suggestion has been outlined on the way of working and management of hospitals.

The below table No 1: Illustrates the study on government and private hospitals and the experience and feedback of people with the same.

Table No: 1

Hospitals		Name of Hospital	Number of people
3	Private	Apollo/Care/Kamineni	50
3	Government	Osmania/ Nilofer/Gandhi	50
Total 6	2	6	100

The below chart 2: illustrated on the basis of suitable visiting times either in Government or private hospital.



The below chart 3: illustrate accommodation rate on the ward with regard to private and Government hospital in Hyderabad:

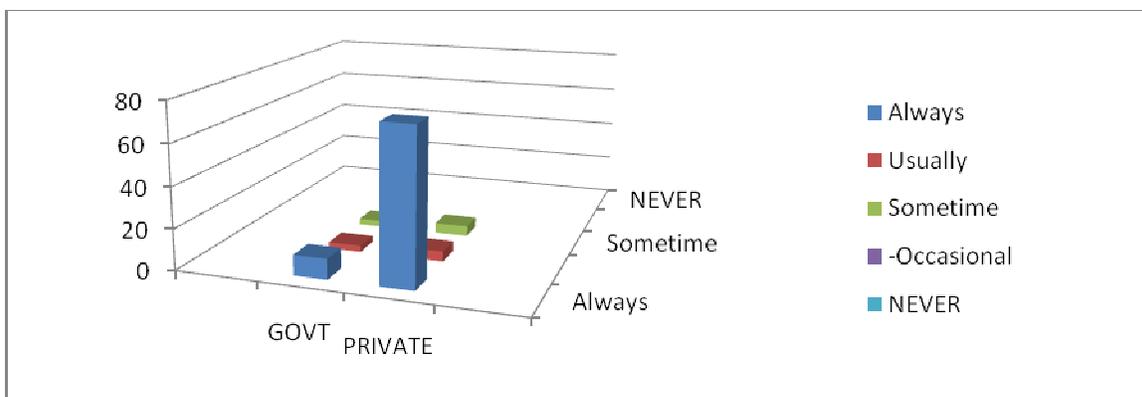


Chart 4: Rate the cleanliness in private or Government Hospital?

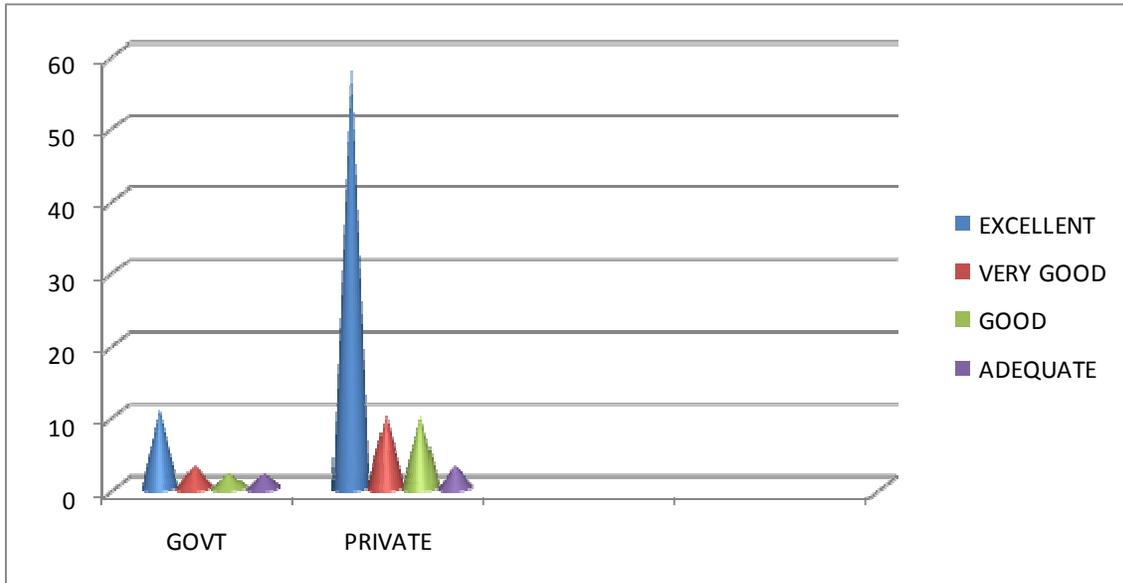


Chart 5: Rate of the bathroom facilities at Government and private hospital in Hyderabad

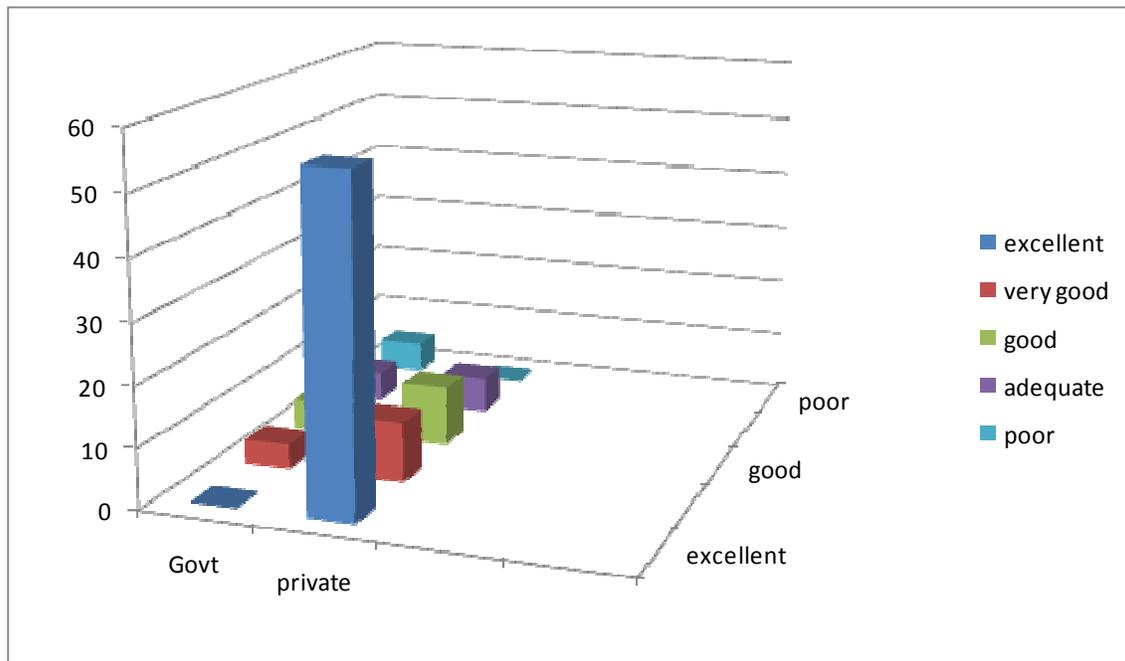


Chart 6: pain management treated in a sympathetic manner in comparison with Government and Private hospitals?

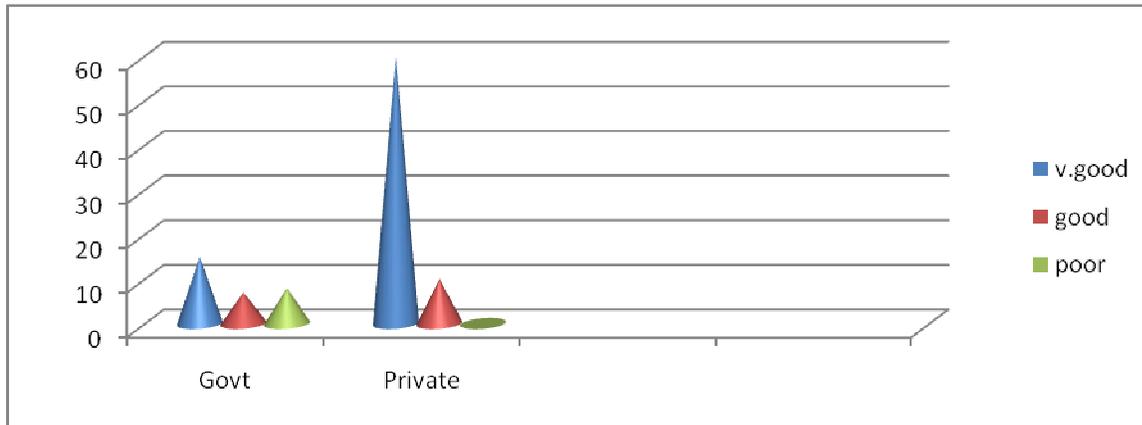


Chart 7 How would you rate the quality of the food and canteen facility in Public and Private hospitals.

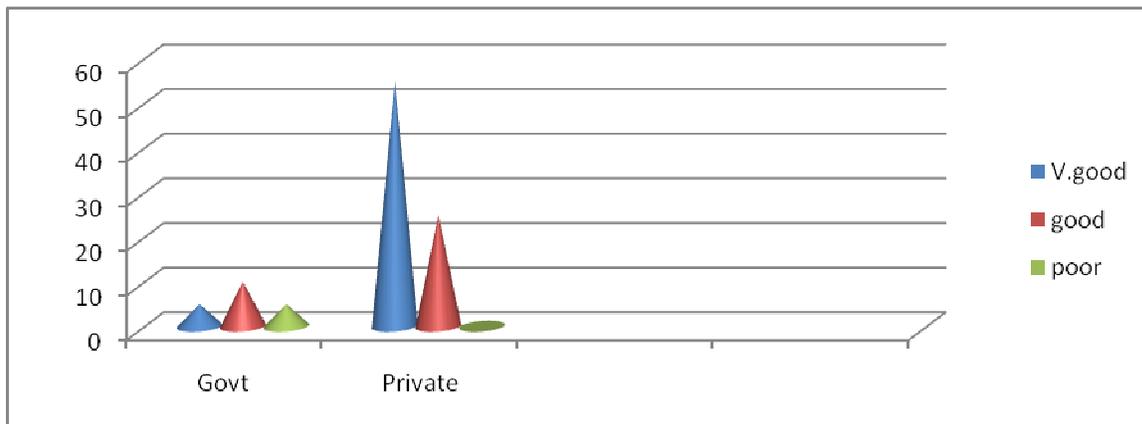


Chart 8: Prefer hospital in public Government or private

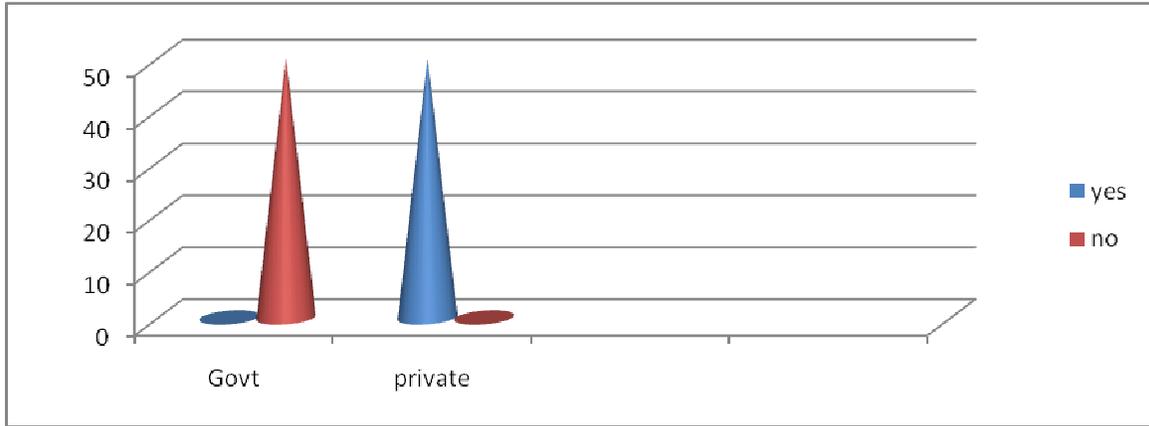


Chart9: How would you rate the Space of private hospital or Government Hospital?

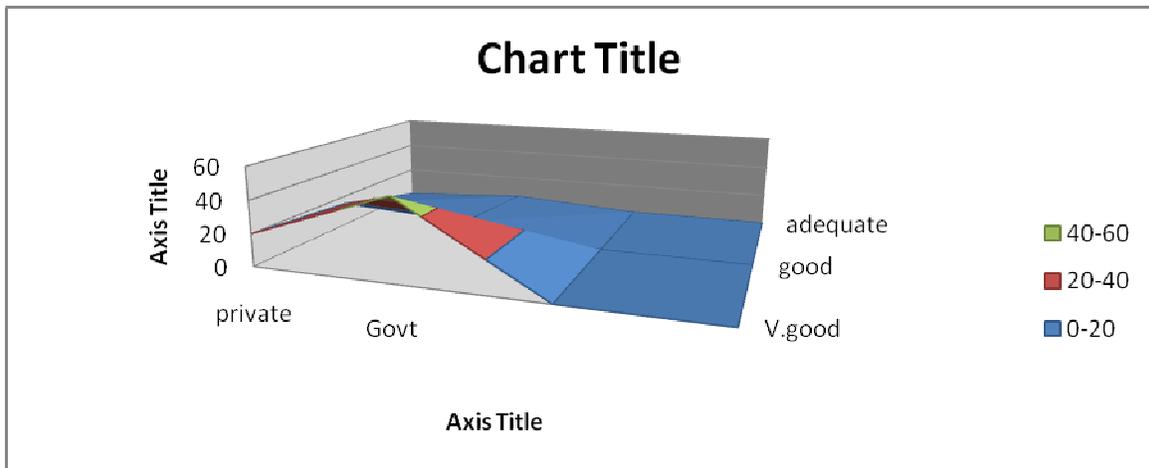
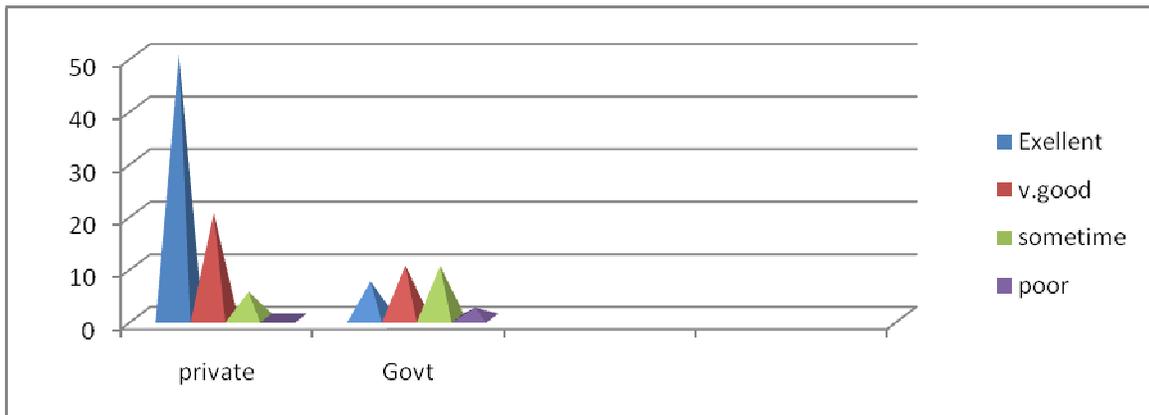


Chart 10: Time Management in Government and Private Hospitals



Based on the above study and out come some specification have been outlined on basis of work environment and internal management of both the hospitals in consideration.

Specific Suggestions

1. **Staff Behavior:** Employees are the important asset of the organization. Small but significant number of health-care workers show disrespect for colleagues, dole out verbal abuse and engage in other unacceptable behavior. Now a new report suggests this kind of poor workplace communication can also contribute to medical errors, even if other preventive steps are being taken.
2. **Executing Quality Improvement Programs:** Quality is one of the main ingredients of all successful organization it includes everything in the organization work environment as. Especially for hospitals as 10 % of GDP comes from this industry and there is a history of revelation of hospital worldwide.
3. **Hospital Hygiene:** As hygiene is one of the fundamental rights of every human being. That's why the World Health Organization (WHO) has chosen May 5 as Save Lives: Clean Your Hands Day, its annual campaign to get health workers to practice better hygiene. The WHO has a simple five-step framework for getting health care workers to ensure they keep their hands clean, but it won't worker until hospitals get serious about pushing hand washing, before and after a worker sees a patient.
4. **Food Arrangements Needed To Be Strengthen:** There are various factors which influence customer's expectations of services. They include efficiency, confidence, helpfulness, personal interest reliability. The dietary units stand as the second major department of a hospital from the point of view of expenditure. Except the well-established hospitals, patients are not happy with the quality of food supplied to them. That is why most of them get food from their houses or from relatives. There is a problem of excess diet consumption when compared to the number of in-patients in the hospital resulting huge expenditure.
5. **Personnel:** Delegating the responsibility with authority to the personnel and establishing interpersonal relationship for the purpose of co-ordination of work, so as to get the work done together effectively, and in accomplishing the objectives of the organization.
6. **Strong Policies and Practice:** There are both excellent and poor performing hospitals worldwide. To promote greater use of practices and policies that enhance quality in hospitals, this study identifies and describes the key ingredients that have contributed to the success of hospitals that are sets as an example of many high-performing hospitals to those who do not have or practice the policies.

The key elements of a successful strategy can be organized into the following categories:

1. Developing the right culture for quality;
2. Attracting and retaining the right people to promote working environment;
3. Updating the right in-house processes for improvement; and
4. Giving staff the right tools to do the job.
7. **More Attention to Patients:** Efforts should be made to reduce the patients load at the higher level facilities that doctors and other staff can give more attention to the patients.

8. **Hospital Infrastructure:** The efforts also needed to strengthen infrastructure and human resources.
9. **Medicine Availability:** Patients in are suffering due to non-availability of emergency drugs/ life saving drugs. The emergency drugs/life saving drugs is defined as drugs which require immediate administration within minutes post or during a medical emergency. These medicines have the potential to sustain life and/or prevent further complications and are prescribed for both out-patients and in-patients. The non-availability of these drugs in government hospitals has posed serious problems forcing patients to buy these drugs from outside
10. **Regular Patient Feedback and Implementation:** Data need to be collected within or at the end of a visit, usually with a very brief written or even verbal question. It is used to find out patients' experience when it is fresh in the mind, and usually focuses either on a specific area of interest to the team, or on the general experience of the patient during the visit. In our example of visit preparation, the medical assistant might give the patient a form asking their preferences when they begin the visit. It is helpful if the form is introduced by a team member. It is very important to set realistic expectations for the amount of time and effort needed to see results in this work once feed back of the patient is generated.
11. **Public Hospitals Have Access To Safety Funds And Grants:** Many public hospitals have reimbursed more suppliers then the private.

Suggestions

The present study indicates that there has been an extensive development in health care services in public and private hospital. However still there are many changes need to be acquired to reach the services to the public from government hospital. The cost of treatment at a public healthcare facility is much more affordable than at a private centre. However, due to lack of physical reach, availability of quality treatment and other practices, patients are forced to use more expensive private facilities, thus exacerbating affordability challenges. The majority of out of pocket expenses are due to medicines, though they have not increased their share of the affordability burden.

Summary and Conclusion:

Private hospitals are making better efforts as compared to the public hospitals. As the private hospitals have to depend on customers in order to meet the financial constraints and gain profitability. As results of this study shows that private hospitals like the other service organizations are focusing on their patients demands and developing themselves in order to provide maximum healthcare facilities to their patients. All these efforts led these hospitals towards continuous improvement in the processes, system and provide continuously quality of healthcare service to their patients. It can be concluded from the analysis and the responses of data collected that in private hospitals where compare to the government hospital are very satisfactory. Public health care system is very good in terms of space and operational equipment however services towards patient are inadequate in providing the good services, government hospitals must select a strategy that gives highest "healthcare access" benefit to the people Quality services need to be provided to the patient in order for quick recovery. Whereas the poor quality of healthcare services delivered to

patients by public hospitals as compare to the private hospitals are due to the many factor. These factors include: government funding, lack of government interest in development of new healthcare projects and overburdened public hospitals due to rapid growth in population and Comparison of Service Quality between Private and Public Hospitals.

References

1. World Health Organization (2011) Global health observatory. Geneva: World Health Organization.
2. Parasuraman A., Zeithaml V., & Berry L. (1988). SERVQUAL: a multipleitem scale for measuring consumer perceptions of service quality.
3. Ravimohan SM, Kaman L, Jindal R, Singh R, Jindal SK. Postoperative pulmonary function in laparoscopic versus open cholecystectomy: prospective, comparative study. *Indian J Gastroenterol.* 2005;24:6-8.
4. Zorzetto AA, Urban LABD, Liu CB, Cruz OR, Vitola MLM, Awamura Y, et al. O uso da ultrasonografia no diagnóstico e evolução da apendicite aguda. *Radiol Bras.* 2003;36:71-5
5. Kharbanda AB, Fishman SJ, Bachur RG. Comparison of pediatric emergency physicians' and surgeons' evaluation and diagnosis of appendicitis. *Acad Emerg Med.* 2008;15:119-25.
6. Yedidia MJ (1994) Differences in treatment of ischemic heart disease at a public and a voluntary hospital: sources and consequences. *Milbank Quarterly*, 72, 299–327.
7. Roter DL, Stewart M, Putnam SM, Lipkin M Jr, Stiles W & Inui TS (1997) Communication patterns of primary care physicians. *JAMA* 277, 350–356.
8. Howie JG, Porter AM & Forbes JF (1989) Quality and the use of time in general practice: widening the discussion. *BMJ* 298, 1008–1010.
9. Camilleri D & O'Callaghan M (1998) Comparing public and private hospital care service quality. *International Journal of Health Care Quality Assurance Inc. Leadership Health Service* 11, 127–133.
10. Lertiendumrong J (2001) Unit Cost of Care at General and Regional Hospitals in 1999–2000, Health System Research Institute, Bangkok.

The Mother of Every Good & Service Sector

Geetu Yadav *, Dr. Ambalika Sinha ** & Lovely Srivastava *

*Associate Professor

** Research Scholar (UGC-JRF),
MNNIT, Teliarganj, Allahabad (U.P)-211004

Abstract

Day by day India is becoming the home of unbalanced economy. The rich class is getting richer and the poor class is getting poorer. This unbalance situation is generating many problems like unemployment, malnutrition, child labor, suicide of farmers, etc. This is really an important issue to be focused and we need to find out the solutions. The farmer class on which the whole primary sector depends is the biggest sufferer, despite of doing day and night hard work. We need to find out a solution which will connect the primary and secondary sector. In other words when the gap between the unorganized sector and organized sector will be bridged, then it will lead to a simultaneous growth of both the sectors. This paper will be focusing upon some measures which will help to sort out this major issue.

Key Words: Unorganized sector, organized sector, linking etc

1. Introduction:

The Indian economy is standing on those hidden sectors which are not in notice of anyone working day and night. We are getting everything under one roof in malls because; someone is there who is bringing those things on time. It is not only in the case of non perishable goods rather perishable too. But unfortunately we are not able to do anything for them. Day by day India is becoming the home of unbalanced economy. The rich class is getting richer and the poor class is getting poorer. This unbalance situation is generating many problems like unemployment, malnutrition, child labor, suicide of farmers, etc. This is really an important issue to be focused and we need to find out the solutions. The farmer class on which the whole primary sector depends is the biggest sufferer, despite of doing day and night hard work. We need to find out a solution which will connect the primary and secondary sector. In other words when the gap between the unorganized sector and organized sector will be bridged, then it will lead to a simultaneous growth of both the sectors. This paper will be focusing upon some measures which will help to sort out this major issue.

The unorganized sector refers to those operating units whose activity is not regulated under any statutory Act or legal provision and/or which do not maintain any regular accounts.

- Central Statistical Organisation (CSO, 1980)

Informal sector incorporates the unincorporated proprietorships or partnership enterprises. In the unorganized sector, in addition to the unincorporated proprietorships or partnership enterprises, enterprises run by cooperative societies, trust, private and limited companies are also covered. The informal sector can therefore, be considered as a sub-set of the unorganized sector.

-National Sample Survey Organisation (NSSO, 1999).

But here we will use both the terms inter-changeably.

Author	Research Objective	Outcome of the Study
<i>Kulshreshtha and Singh (1998)</i>	To examined the contribution of unorganized segment and also the share of its different sub-sectors to NDP from 1980-81 to 1994-95	They found that though the contribution of the unorganized segment to the total NDP has been declining progressively over time, it accounts for a large share (over 60%) to the consumer goods industries
<i>Subrahmanya (2002)</i>	described the structure, growth and importance of unorganized manufacturing sector in terms of its sub-sectors from 1978-79 to 1994-95	Found the growth of unorganized manufacturing sector in the early 1980s, and decline since mid 1980s.
<i>Rani and Unni (2004)</i>	analyzed the impact of economic reforms on the organized and unorganized manufacturing sector from 1984-85 to 1999-00	Found (a) economic reform policies had a differential impact by industry groups, and (b) automobile industry and the infrastructure sector helped the growth of the unorganized manufacturing industry.
<i>RBI (1993)</i>	reviewed on changing composition of net value added and relative growth rates between organized and unorganized sectors from 1980-81 to 1988-89	argued for an increase in weights of secondary and tertiary sectors as against primary sector in terms of NDP

2. The Unorganised Sector In India

There are more than one third of the people living in the world face extreme conditions of deprivation and poverty. These people are mainly found in remote rural areas where there is no reach of organised sector. These people are mainly indulged in the unorganised sector like selling of vegetable and fruits, grocery etc at the local level. There is no argument on the fact that the unorganized sector contributes to the progress of the country. So the appropriate term for this sector has been accepted world wide as “Informal Economy”. Informal economy is very vast and diverse in its nature (Chen 2002). In 80’s and before that around 90% of the total work force has been engaged in the unorganised sector and earn their livelihood.

Table1. Trends in Employment in Organized and Unorganized sectors in India (In Millions)

Year	Organized	Unorganized	Total workforce
1983	24.01(7.93)	278.74(92.07)	302.75
1987-88	25.71(7.93)	298.58(92.07)	324.27
1993-94	27.37(7.31)	347.08(92.69)	374.45
1999-00	28.11(7.08)	368.89(92.91)	397.00
2005-06	26.46(7.54)	358.45(92.46)	384.91

Note: Figures in the brackets are percentages to the respective totals.

Source: Ministry of Labour and Employment, Director General of Employment and Trainee and Economics Survey (Various Years).

The unorganised employment has been mainly targeted by Government of India in its Tenth Plan Period (2002 – 2007) including small and medium enterprises (GOI. 2002). We need to understand the problems, needs, issues, and changes that are taking place in this sector. The unorganized sector in India needs supportive policy measures like the linking of these sectors with the organised sector. It is also necessary to improve the working conditions, productivity and wages of the workers in this sector so that the benefits of globalization may spread equally to the working masses who are also working hard at the back stage for the growth of the economy. In India people are divergently employed in this sector both in urban and rural areas.

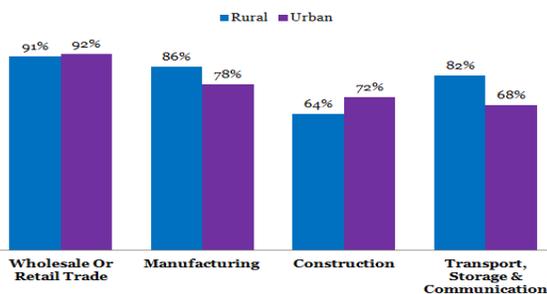
3. The Link Between The Organised And Unorganized Sector

In economics literatures, many schools of thought are there regarding the relationship of organized and unorganized sector. But mainly two are there; the first one says that unorganized sector is an autonomous segment of the economy which does production for within the segment

consumption. The second school believes that the unorganised sector has a dependent relationship with the organized sector. According to the third school, the unorganized sector is integrated with the f through complementary linkages. In India, the complementary linkage between the organized and unorganized sectors is taking place by sub-contracting. Unlike in the past, a large number of informal sector's firms now days are producing their products by receiving direct contracts from the organized firms/ agencies/ contractors. The contracts are on the sale of outputs, supply of raw materials and equipments etc. There are some sectors in India which are highly unorganized and if any connecting link is established between this and the organised sector then a lot of growth and development can be seen for both the sectors. For instance furniture market in India is highly unorganised and branded furniture is limited up to few cities only. People in India mainly buy their furniture from the local shops only rather than the big brand showroom like Durian, Godrej etc for domestic as well as official purpose. If these unbranded local furniture markets get connected with branded organised brands then surely it is going to develop and grow both the sectors.

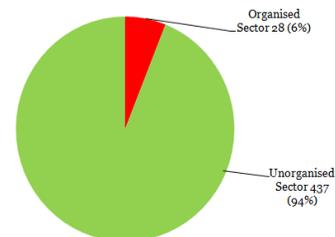
According to NSSO report total employment during 2009-10 only 6 % people are employed in the organised the rest 94% are employed in unorganised sector. For Indian economy to grow it very necessary that the whole unorganised sector needs to grow. Unorganised sector is not limited up to agricultural activities only rather it is equally participating in the non agricultural activities also.

Unorganised Sector: Non-Agricultural Activities During 2009-10



Source: NSSO 2009-10

Total Employment During 2009-10



Total Employment: 465 million

Figures in million
Source: NSSO 2009-10

Our Indian economy depends on three sectors i.e. primary sector or agricultural sector, secondary sector or industrial sector and tertiary sector or service sector. All three sectors directly or indirectly depend on the unorganised sector.

In the developing country like India everybody wants to get job in the formal sector. At the present scenario, formal sector is unable to absorb all the work force. Those who are unable to find job in the formal sector or retrenched by the formal sector generally get absorbed in the informal sector. If formal sector squeezes (i.e., job cut in the formal sector), the retrenched people immediately move to informal sector. On the other hand, if formal sector expands, people

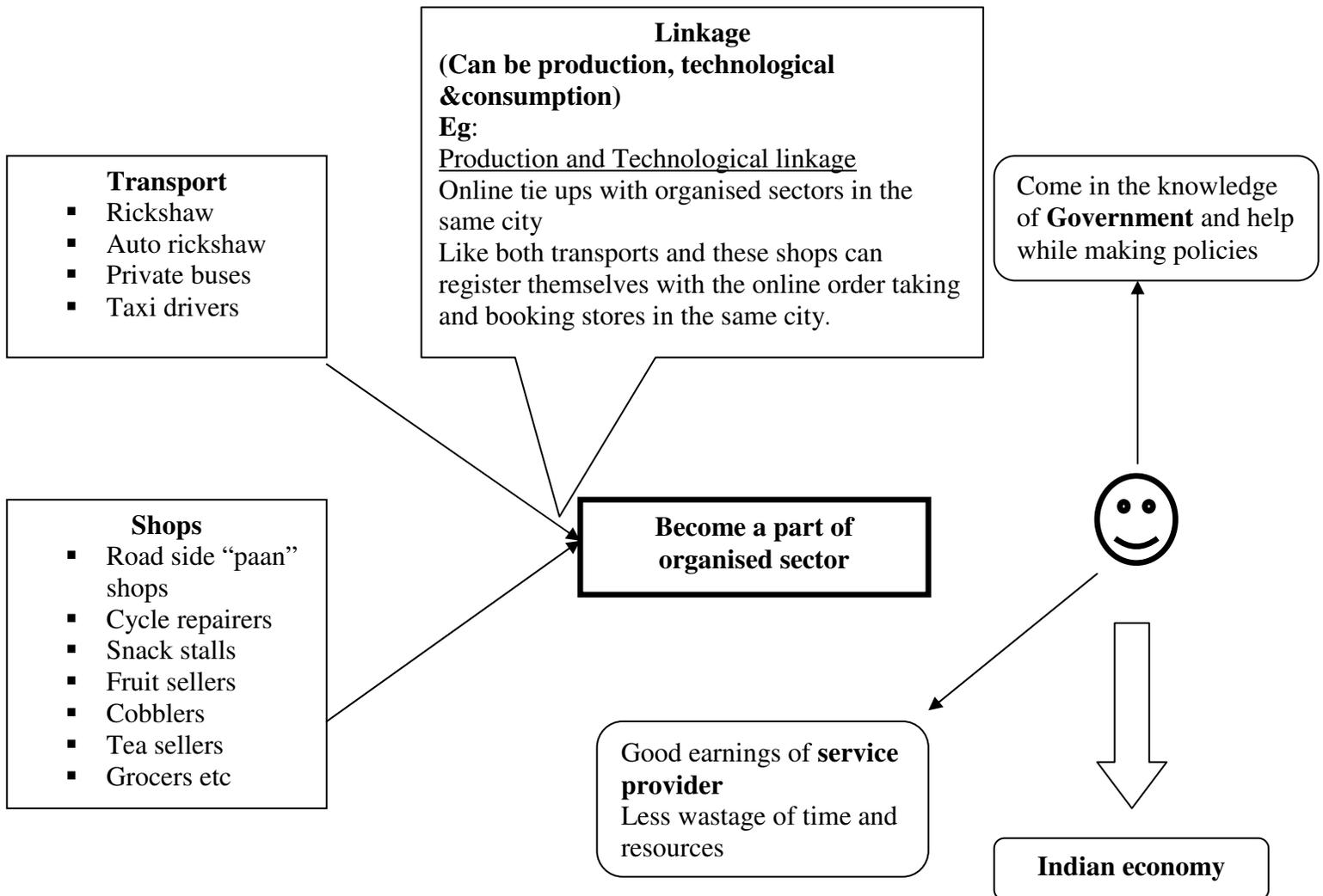
move from informal sector to formal sector. That means informal sector serves the role of „reserve army of labour“. In this context, it is important to note that a large number of workers are working in the formal sector without having any social security benefit (i.e., contract workers). That means there is a percentage of informal employment within the formal sector. Informal sector is also divided into two broad categories: traditional household based informal sector and modern informal sector (Ranis and Stewart (1999). Traditional informal sector is characterized as very small size, low capitalization, low labour productivity, static technology and household based production unit. Modern informal sector is characterized as larger in size, capital intensive and more dynamic in technology.

In economics literatures, several schools of thought have developed regarding the formal and informal sectors“ relationship. According to first school, informal sector is an autonomous segment of the economy producing mainly for consumption within the sector. The second school believes that the informal sector has a dependent relationship with the formal sector and is exploited by the formal sector. According to the third school, the informal sector is integrated with the rest of the economy through complementary linkages (ILO, 1991).

Formal and informal sector are linked through production linkages, consumption linkages and technological linkages. According to **Ranis and Stewart (1999)**, traditional informal sector produces consumer goods only, sold mainly to the low income consumer. Now-a-days informal sector is producing both consumer goods and capital goods and serving both low and middle income consumers. These goods are competing with the goods produced by the formal sector. The consumer goods produced now days by the informal sector are mainly consumed by the sector itself and the people engaged in the formal sector. Thus the intermediate products and simple capital goods produced by the informal sector that used the sectors own need and partly serve the demand of the formal sector. Thus, modern informal sector’s production is supplementary to and as well as competitive with the formal sector.

For Instance:

Two main Unorganised Sectors seen in Allahabad (Pictorial representation by author)



It is pertinent to note that the National Commission for Enterprises in the Unorganized Sector (NCEUS) has extensively referred to the concepts and results of NSS survey unemployment and Unemployment. While addressing the issues of employment in informal sectors, the NCEUS noted that: „employment in India can be meaningfully grouped into four categories to reflect quality and its sectoral association. These are (a) formal employment in the formal or organised sector, (b) informal employment in the formal sector, (c) formal employment in the informal sector, and (d) informal employment in the informal sector. We find that the Indian economy is dominated by (d) constantly around 86 percent of employment as of 2004-05.“The related issues

of statistical framework for the unorganized sector statistics were also detailed in NCEUS reports on Definitional and Statistical Issues relating to the Informal Economy (NCEUS 2008)

4. Conclusion:

There is an urgent need to make unorganised sector registered somewhere so that Government should have a record of it. It will not only help the Government to take better decision while making policies but also to the workers of informal sector. If the Government will be having a record they can sanction some subsidies and lower interest loans to them also .As this sector is the mother of every sector so we should not forget to contribute to it and prevent its exploitation by organised sector.

5. References:

Research Papers and Government Reports:

1. National Sample Survey Organization (NSSO) statistical data.
2. International Labour Organisation (ILO) Report, 1991.
3. National Commission for Enterprises in the Unorganized Sector (NCEUS) Report (2008).
4. Reserve Bank of India Report 1993.
5. Bairagya Indrajit. Liberalization, Informal Sector and Formal-Informal Sectors' Relationship: A Study of India. *Paper Prepared for the 31st General Conference of The International Association for Research in Income and Wealth* .St. Gallen, Switzerland, August 22-28, 2010.
6. John K.(Dr.). Social Security For Unorganized Labour In India. *National Monthly Refereed Journal Of Reasearch In Commerce & Management Volume No.2, Issue No.2 ISSN 2277-1166*
7. Tholkappian C. Organised and Unorganised Sector Employment in India:Macro Stand Point. *International Journal of Research (IJR) Vol-1, Issue-4, May 2014 ISSN 2348-6848.*

Flexibility in Labour Laws and Mindset of People: Factors Responsible For Child Labour in Unorganised Sector

Prof Vidya Agarwal,
Education Department, University Of Allahabad

&

Ravi Prakash Gupta,
Former Director Finance, UCIL, DAE, GOI

Our country is having ample population of children and the practice is continuing to engage the children pre-dominantly in the unorganized sector in India. We know and understand the constitutional provisions governing child labour in our country.

- No child below the age of fourteen years shall be employed to work in any factory, or mine, or engaged in any other hazardous employment (Article 24)
- The State shall provide free and compulsory education to all children between six years and fourteen years (Article 21 (A))
- The State shall direct its policy towards securing that the health and strength of workers, men and women of the tender age of children are not abused and that they are not forced by economic necessity to enter vocations unsuited to their age and strength (Article 39-e)
- Children shall be given opportunities and facilities to develop in a healthy manner and in conditions of freedom and dignity and their childhood and youth shall be protected against moral and material abandonment (Article 39-f)
- The State shall endeavour to provide within a period of ten years from the commencement of the Constitution for free and compulsory education for all children until they complete the age of fourteen years (Article 45)

Encouragement of Child Labour Due To Deficiency in the Rules & Norms Pertain To Regulate Child Labour in Our Country

Due to the increase in wage of workers in the organized and also in the unorganized sector. Hence, the employer both of organized and unorganized sector are keeping child labour in spite of the jobs for children are well defined and the laws protecting our citizens aged below 18 years are often inadequate.

In fact almost all the elderly citizens of our country are keeping child labour to assist in the domestic work taking the advantage that child labour be available at lesser wage and they work for their owners since morning to late evening, whereas, workers of eighteen years and above is to be paid by the employer twice & more than the wages paid to child labour. Besides, those workers work for 8 hours, whereas, child labour work for 12 hours a day.

For regulating child labour usage/employment “The Child Labour (Prohibition and Regulation) Act,1986” is the key law governing and preventing child labour in our country. The Act prohibits the employment of children below the age of fourteen years in hazardous industries.

Therefore, the above Act provides a scope for employment of these children in non hazardous industries. Besides, this Act gives leverage for employment of children between fourteen and sixteen years in hazardous industries.

During the year 2012, the government introduced a draft The Child Labour (Prohibition and Regulation) Amendment Bill, 2012. The above Bill is under discussion level, and it is proposed to add a new category “adolescence”, for persons of fifteen to eighteen years of age group, those will be prohibited to work in all hazardous industries.

Engaging a child less than fourteen years of age in any type of occupation – except where the child helps his family after study hours from school is set to become a cognisable offence punishable with a maximum of imprisonment of three years or fine up to Rs. 50,000.

For removing the deficiencies in the rules & norms, it is necessary and must so that the right to education and abolition of child labour to be prepared early in such manner so that the required amendments in acts and rules be appropriately incorporated in the right to education and abolition of child labour to lead their childhood in doing study and develop themselves for their good future.

The reforms in child labour laws is slow which can be seen that the government added working in households and roadside eateries and motels under the prohibited list of hazardous occupations, and it was only in 2008 that employment involving exposure to excessive heat and cold, stone mining and stone quarries were included to the list of prohibited occupations. Other laws, too, allow persons aged less than eighteen years to be employed.

The Factories Act, 1948, prohibits the employment of children less than the age of fourteen years.

However, an adolescent aged between fifteen and eighteen years can be employed in a factory if he obtains a certificate of fitness from an authorised doctor, based on the list of National Legislation and Policies against Child Labour in our country which is mentioned in the website of International Labour Organisation.

Even the Mines Act, 1952 prohibits the engagement of persons aged less than eighteen years in a mine. However, it states that apprentices above sixteen years may be permitted to work under proper supervision, based on the International Labour Organisation website.

To overcome such deficiencies, it is proposed that once the amended The Child Labour (Prohibition and Regulation) Bill is passed, it would supersede other laws and encouraged in the effective prevention of child labour.

For prevention of child labour in our country the M C Mehta case (1996), in which the Supreme Court directed both the Union and the state governments to identify all children working in hazardous processes and occupations, to withdraw them from work, and to provide them better

education for their development from through a consolidated fund. However, it is to be encouraged that the directions are given by the apex court be fulfilled within reasonable period.

Misuse of Child Labour

Non compliance and violations are noticed in the following sectors: Domestic help, agriculture, roadside eateries, coal mining and so many other areas. Agriculture sector requires curbing child labour. This sector is left out of the scope of any child labour laws. The mainly child labour is engaged in agriculture sector and considerable violations take place in this sector. The Act regulating the child labour is applicable to hazardous industries.

Domestic help at homes is required attention to curb the violations of child labour. Nowadays unauthorised placement agencies, are exploiting the child labour and providing child labour to their employer at such terms and conditions those are more beneficial to the owners and detrimental to child labour.

The Delhi state government brought out The Draft Delhi Private Placement Agencies (Regulation) Bill, 2012. The contents of the bill mainly cover that no agency shall employ, engage or deploy anyone under the age of eighteen years as a domestic help. The Bill is yet to be passed. However, its violation provisions for a jail term for a year and a fine of Rs. 20,000.

The Delhi High Court summoned the state government labour secretary due to non compliance of its earlier directions for regulating placement agencies through an executive order. The directions were given on the basis of a public interest writ petition moved by Shri Satyarthi's NGO Bachpan Bachao Andolan. The age limit for juvenile crime is eighteen years, according it is to be taken for child labour.

One of our citizens Shri Kailash Satyarthi has won a Nobel Prize for his contribution and efforts against child labour. Lastly, we have to introspect ourselves to curb the misuse of child labour in India.

Child Labour and Education

Dr. P.K. Astalin

Asst. Professor, Dept. of Education, University of Allahabad, Allahabad

Mrs. Sangeeta Chauhan

Asst. Professor, Dept. of Education, Sampurnanand Sanskrit University, Varanasi

Abstract

Children are future citizens of the Nation and their adequate development is utmost priority of the many children are “hidden workers” working in homes or in the underground economy. This article discusses the concept of child labour in unorganized sectors. The main causes of child labour in unorganized sectors are industrialist’s willingness to exploit children, poverty, parental unawareness regarding the harms of child labour in unorganized sector, uneducated parents and guardians, over population and urbanization and availability of cheap child labours etc. Finally, authors conclude that the child labour in unorganized sectors can be eliminated by the educating parents as well as making awareness about solidarity center programs.

Introduction

“A Child is a father of the Man.”

– William Wordsworth

Child is very important for the development of the society at large. The development of the Nation is exclusively based on the status of the Child. It is also true that this is one of the vulnerable groups in the society. We can also further add that Children are the Assets of the Nation. Children plays very significant role in the Nation building. All these make obligatory on everyone to protect and provide various safeguards to the children. Indian population has more than 17.5 million working children in different industries, and incidentally maximum are in agricultural sector, leather industry, mining and matchmaking industries, etc.

It is our prime duty to provide care and protection towards children as they are innocent. For the progress of the community at large we need to pay attention towards education of children. In reality there are various social evils with children; one of them is Child Labour. The Child Labour system is in existence in developing and underdeveloped counties. As per the information available, India is one of the Countries where in large number of children below the age of 14 years working in various organizations. If there is no proper distribution of work among the member of the society then children automatically forced to do work for their survival. Unemployment of adult members of the particular family results into Child Labour.

Every human being is a social animal. In any Country protection of children and young people is of prime importance. So the responsibility to provide healthy atmosphere to the children to their fullest physical and mental development rests on all the civilized society.

History of child labour can be traced to some dark realms of industrialization. In India, children used to help and accompany their parents in agricultural and other household activities in ancient times. Thus, we see that child labour is not quite a new thing to the world. But during 1780 and 1840s, there was a massive increase in child exploitation. During the industrial revolution, it was very common to find children working in factories. In 1788, more than 60% of workers in textile mills of England and Scotland were children. Since industrialization, children have been seen working in factories, mines, some having their own small business like selling food, flowers, polishing shoes, serving as waiters in restaurants and as domestic servants as well. The most controversial and worst forms of child labour and exploitation included military use of children, child trafficking, organized begging and child prostitution etc.

Concept of Child Labour and Unorganized Sector

The term child labour is used for employment of children below a certain age, which is considered illegal by law and custom. The stipulated age varies from country to country and government to government. Child labour is a world phenomenon which is considered exploitative and inhuman by many International Organizations. According to International Labour Organization child labour refers to work that leads to the deprivation of one's childhood and education opportunities. In other words, the term child Labour is defined as work that deprives children of their childhood, their potential and their dignity and that is harmful to their physical and mental development.

In India, according to Child Labour (Prohibition and Regulation) Act (1986) the child labour defined as a working child between age of 5-14 who are doing labour or engaged in economical activity either paid or unpaid. The definition of child as given under Child Labour (Prohibition and Regulation) Act (1986) also defines "child" means a person who has not completed his fourteen years of age.

On the base of above mentioned definition the term "child labor" means as work that deprives children of their childhood, their potential and their dignity, and that is harmful to physical, mental development. It refers to work that is mentally, physically, socially or morally dangerous and harmful to children, and obstructs their schooling during the age of 5 – 14.

The Concept of unorganized sector is given as:

- The unorganized sector of the economy refers to the house-hold based manufacturing activity and small scale and tiny sector of industry.
- An unorganized sector is one in which there is no stability in profits or gains.
- Its production is limited and it is confined to limited area.
- It requires less man power and investment.
- The handicrafts, artisan professions, khadi and village industries, such as handloom sector, beedi making, agarbatti making, hand paper manufacture and match box industries etc., can be located in the unorganized sector of the Indian economy.

Causes of Child Labour in unorganized sector

United Nations Ex General Secretary Kofi Annan quoted, “Child Labour has serious consequences that stay with the individual and with society for far longer than the years of childhood.” The issues relating to Child Labour has given significance at national and international level. The main prime purpose behind this is to provide effective safeguards to the children all over the globe. India accounts for the second highest number where child labour of the world is concerned. Africa accounts for the highest number of children employed and exploited. Over population, poverty, parental illiteracy, lack of proper education, urbanization and availability of cheap child labours are some common causes of widespread child labour in unorganized sector.

In this sequence, parental unawareness regarding the bad effects of child labour, the ineffectiveness of child labour laws in terms of implementation, non-availability and non-accessibility to schools are some of the other factors to encourage the child labour in unorganized sector. It is also very difficult to immature minds and undeveloped bodies to understand and organize themselves against exploitation in the absence of adult guidance. Moreover, illiterate and ignorant parents do not understand the need for wholesome physical, cognitive and emotional development of their child. Parents are themselves uneducated and unexposed, so they do not understand the importance of education for their children.

Some industrialists have a negative attitude towards their developments by using the child labour in unorganized sector. Sometimes multinationals prefer to employ child labourers in developing countries especially in garment industries only because they can be recruited for less pay and more work can be extracted from them and there is no problem of union with them. This attitude also makes it difficult for adults to find job in factories, forcing them to drive their little ones to work in factories. Orphanage is another reason of child labour in unorganized sector.

Moreover, willingness to exploit children is the most responsible cause for child labour. This is the root of the problem. Even if a family is very poor, the incidence of child labour will be very low unless there are people willing to exploit these children.

These main causes of child labour in unorganized sector can be summarized below:

- Willingness to exploit children
- Poverty
- Parental unawareness regarding the harms of child labour in unorganized sector
- Uneducated parents and guardians
- Over population and urbanization
- Availability of cheap child labours

The Role of Education to Eliminate Child Labour

Education is a very important part of development. Child labor is one of the worst forms of exploitation. Child workers are deprived of education, forced to work in dangerous situations, beaten and sexually abused and crippled by work related illnesses and injuries. Children are sold or indentured to employers who pay impoverished families for the use of their children. An ensuing cycle of poverty pushes adults from their jobs and drives down wages worldwide. Although most countries have laws against child labor, and it is banned by officially recognized conventions (agreements) between nations and the United Nations and the International Labor

Organization (ILO), child labor exists globally. The Solidarity Center and our partners around the world are exposing the problem of child labor, pushing for policies that prepare young people for the workplace, and promoting more effective national action plans to curb this intolerable abuse of worker rights and human rights. Through Solidarity Center programs, more kids are staying in school—while their parents earn decent wages so their children don't have to work. The Solidarity Center believes that at the heart of an effective anti-child labor strategy is the understanding that government must be willing to safeguard rights that allow individuals, unions and other civil society actors to promote decent work, have access to education and participate in democratic advocacy.

There major role of education to eliminate the child labour in unorganized sector which are given below:

- Be a responsible citizen and ensure you do not employ child labour.
- Act as a responsible citizen and ensure that your society does not employ child labour.
- Educate and create awareness amongst people employing child labourers and the parents sending their children to work.
- Eliminate of poverty of parents with the help of various poverty elimination programmes of government policies and acts. In this regards, The World Band, International Monetary Fund can help in eradicating poverty by providing loan to the developing countries.
- Abolishment of child trafficking
- Implement the effective anti-child labor strategy.
- Create awareness about the 86th Amendment of the Constitution in the year 2002, the provision for free and compulsory education between the age group of 6 to 14 years has been included as fundamental right under Article 21A.
- Create awareness about the role of NGOs among parents and guardians.
- Motivate to people about education for the child is the basic right by birth, labour.
- Making and implementing proper and strict implementation of the labour laws.

Conclusion

It is rightly said by Nelson Mandela “There can be no keener revelation of a society's soul than the way in which it treats its children.” Poverty is one of the important factors for this problem. Hence, enforcement alone cannot help solve it. The Government has been laying a lot of emphasis on the rehabilitation of these children and on improving the economic conditions of their families. Many NGOs like CARE India, Child Rights and You, Global March Against Child Labor, etc., have been working to eradicate child labor in India. The child labor can be stopped when knowledge is translated into legislation and action, moving good intention and ideas into protecting the health of the children. The endurance of young children is higher and they cannot protest against discrimination. Focusing on grassroots strategies to mobilize communities against child labor and reintegration of child workers into their homes and schools has proven crucial to breaking the cycle of child labor. A multidisciplinary approach involving specialists with medical, psychological and socio-anthropological level is needed to curb this evil.

It is in this context that we have to take a re-look at the landmark passing of the Right of Children to Free and Compulsory Education (RTE) Act 2009, which marks a historic moment for the children of India. For the first time in India's history, children will be guaranteed their right to quality elementary education by the state with the help of families and communities. Substantial efforts are essential to eliminate disparities and ensure quality with equity. Successful implementation of the Act would certainly go a long way in eradicating child labor in India.

References

1. Kalpana Srivastava (2011) "Child labour issues and challenges" retrieved from <http://www.ncbi.nlm.nih.gov/pmc/articles/PMC3425238> dated on 11.12.2014. dated on 08.12.2014.
2. "Unicef, Guide to the Convention on the Rights of the Child." Retrieved from <http://www.unicef.org/crc/> dated on 08.12.2014.
3. "Origin and Causes of Child Labour and its Possible Solutions" <http://www.lawyersclubindia.com/articles/OriginandCausesofChildLabouranditsPossibleSolutions3194> dated on 08.12.2014.
4. Sandip Satbhai (2010). "Child labour In India- Issues and Responses." retrieved from http://www.academia.edu/1760827/Child_labour_In_India_Issues_and_Responses_2/12 dated on 08.12.2014.
5. Justice P.S. Narayana & Anita Gogia, (1st Edition, 2007). "The Laws Relating to Children In India" Gogia law Agency, Hyderabad
6. **Website Links:**
7. <http://www.childlabour.in/child-labour-in-india.htm>
8. http://en.wikipedia.org/wiki/Child_labour_in_India
9. <http://www.ilo.org>

“A Study on Financial Inclusion Initiatives Undertaken By Indian Banking Industry”

¹Mr.Harshit Eric Williams & ²Mr.Azhar Abbas

¹(Assistant Professor) M.Com, MBA, NCFM &MDP (IIM-L)

² (BBA Final Student)

Joseph School of Business Studies; Sam Higginbottom Institute of Agriculture, Technology & Sciences
(Deemed to-be university) Allahabad

Abstract

Over the past decades financial growth has been the priority in India. It has been observed that an safe, easy and affordable credit and other financial services for the poor and vulnerable groups, disadvantaged areas and lagging sectors hasbeen recognized as a pre-condition for accelerating economic growth and thus reducing poverty disparities in the society. Despite of many efforts; India has faced several challengesin upgrading the standards over financial inclusion and the major constrain is the large number of population size which don't have an easy access to reasonable finance. Therefore, much importance need to be given to financial inclusion in India, as it give financial stability to under-privilege section of society and provide economic development. Hence the Indian banks are aiming to reduce income disparities and poverty and enable socially excluded people to integrate a better atmosphere for the economy by actively contributing to the development. In the view of above statement this article will focus on three major aspects firstly, scope and coverage of financial inclusion in India; secondactivities initiated by the RBI towards financial inclusive growth; and understand the factor's affecting financial inclusion in the banking sector.Financial inclusion is possible only through proper mechanism and governance of banking sector.Thus, article concludes the various initiatives taken by R.B.I and various banks for encouraging financial inclusion services; so as to achieve rural, social and economic growth.

Keywords: Financial Inclusion, Financial Services, Financial Stability, Economic Development & Governance

Introduction

Financial inclusion has indeed far reaching positive consequences, which can facilitate many people to come out of the abject poverty conditions. It is widely believed that financial inclusion provides formal identity, access to payments system and deposit insurance, and many other

financial services. Universally, it is accepted that the objective of financial inclusion is to extend the scope of activities of the organized financial system to include within its ambit the people with low incomes. In India, there is a need for coordinated action amongst the banks, the government and related agencies to facilitate access to bank accounts to the financially excluded. In view of the need for further financial deepening in the country in order to boost economic development, there is a dire need for expanding financial inclusion. By expanding financial inclusion, inclusive growth can be attained by achieving equity. The policy makers have already initiated some positive measures aimed at expanding financial inclusion. However, the efforts are opined by many as not commensurate with the magnitude of the issue. There is also a need on the part of the academicians and researchers to study the issue of financial inclusion with a comprehensive approach in order to highlight its need and importance.

Literature Review

Rangarajan Committee (2008)

He stated that: “Financial inclusion may be defined as the process of ensuring access to financial services and timely and adequate credit where needed by vulnerable groups such as weaker sections and low income groups at an affordable cost.” The financial services include the entire gamut of savings, loans, insurance, credit, payments, etc. The financial system is expected to provide its function of transferring resources from surplus to deficit units, but both deficit and surplus units are those with low incomes, poor background, etc. By providing these services, the aim is to help them come out of poverty.

Michael Chibba (2009)

Noted that Financial Inclusion is an inclusive development and Poverty Reduction strategy that manifests itself as part of the emerging FI-PR-MDG nexus. However, given the current global crises, the need to scale-up Financial Inclusion is now perhaps more important as a complementary and incremental approach to work towards meeting the MDGs than at any other time in recent history.

Joseph Massey (2010)

Said that, role of financial institutions in a developing country is vital in promoting financial inclusion. The efforts of the government to promote financial inclusion and deepening can be further enhanced by the pro-activeness on the part of capital market players including financial institutions. Financial institutions have a very crucial and a wider role to play in fostering financial inclusion. National and international forum have recognized this and efforts are seen on domestic and global levels to encourage the financial institutions to take up larger responsibilities in including the financially excluded lot.

Oya Pinar Ardicetal (2011)

Explained that using the financial access database by CGAP and the World Bank group, this paper counts the number of unbanked adults around the world, analyses the state of access to deposit and loan services as well as the extent of retail networks, and discusses the state of financial inclusion mandates around the world. The findings indicate that there is yet much to be done in the financial inclusion arena. Fifty-six percent of adults in the world do not have access to formal financial services.

Objectives of the Study

1. To understand the scope and coverage of financial inclusion in India.
2. To study the activities initiated by the RBI with special reference to financial inclusion.
3. To understand the factor's affecting financial inclusion in the banking sector.

Limitations of the Study

1. Secondary data related to Financial Inclusion initiatives in banking industry in limited.
2. Table and charts are confined to 2008 to 2013; still more has to be explored.

Methodology of the Study

Secondary research was conducted to review the present status of financial inclusion in India. Research methodology explains and chooses the best (in terms of quality and economy) way of doing it. The nature of research is descriptive and research types are qualitative; information and data for the research has been collected through secondary sources i.e. published articles, journals, news papers, reports, books and websites." Various graphs and tables have been used. Data has also been collected from the websites of the Reserve Bank of India and also taken from various committee reports submitted to Government of India on Financial Inclusion.

To Understand the Scope and Coverage of Financial Inclusion in India

Theories of development advocate that financial development creates enabling conditions for growth through either a 'supply-leading' (financial development spurs growth) or a 'demand-following' (growth generates demand for financial products) channel. Earlier theories of development hypothesized that a rise in inequality was inevitable in the early stages of development. The early literature on the subject focused on the need to develop an extensive financial system that could tap savings and then channel the funds so generated to a wide spectrum of activities. The modern development theory perceives the lack of access to finance as a critical factor responsible for persistent income inequality as well as slower growth.

A large body of empirical literature suggests that developing the financial sector and improving access to finance may accelerate economic growth along with a reduction in income inequality and poverty. Benefits of growth, therefore, tend to concentrate in the hands of those already served by the formal financial system. In mature financial systems on the other hand, financial institutions develop appraisal techniques and information gathering and sharing mechanisms, which then enable them to finance even those activities or firms or individuals that are at the margin, thereby promoting their growth-inducing productive activities.

However, developed financial systems also encounter difficulties in serving low income groups for financing their consumption and other needs. This, in turn, encourages entrepreneurship and productivity. Inclusive finance, including safe savings, appropriately designed loans for poor and low-income households and for micro, small and medium-sized enterprises, and appropriate insurance and payments services can help people to enhance incomes, acquire capital, manage risk, and come out of poverty.

Table-1: Major Milestones in Financial Inclusion In India

1969	Nationalization of Banks
1971	Establishment of priority Sector Lending Banks
1975	Establishment of Regional Rural Banks
1982	Establishment of NABARD
1992	Launching of the Self Help Groups bank Linkage Programme
1998	NABARD sets a goal for linkage one million SHGs by 2008
2000	Establishment of SIDBI foundation for Micro Credit
2005	One million SHF linkage target achieved three years ahead of date 2006 Committee on Financial Inclusion
2007	Proposed Bill on Micro Finance Regulation introduced in parliament.

Table-2: No. of Commercial Bank in India

Banks /year	2008	2009	2010	2011	2012	2013
Number of commercial bank	173	170	167	167	173	155
Scheduled commercial bank	169	166	163	163	169	151
RRB's	90	86	82	82	82	64
Non-scheduled commercial bank	4	4	4	4	4	4

Source: Statistics relating to Commercial Banks at a glance, RBI

The table :2 shows that the number of commercial banks in India between march 2008 and 2013, it clearly states that the in the year 2008 it was 173, in the year 2009 it was showing a slight decreasing trend (170) the same trend followed by the year 2010 it shows that 167 commercial banks in India, the same trend followed by the next year(2011) also, but in the year 2012 it has been increased to 173, unfortunately in the year 2013 again it has come down to 155. In case of scheduled commercial bank also showing as the decreasing trend from the year 2008- 2013, the same trend followed by the RRBs also, but the trend of the Non scheduled bank is the steady trend since 2008 to 2013.

Table -3: Number of Bank offices in India

Areas/years	2008	2009	2010	2011	2012	2013
a) Rural	30927	31598	32529	33868	36503	39439
b) Semi urban	18027	19337	21022	23299	26144	28691
c) Urban	15566	16726	18288	19046	20650	21720
d) Metropolitan	14267	15236	16364	17806	19080	19961
All Indian level bank offices	78787	82897	88203	94019	102377	109811
Trend percentage	100.00%	105.20 %	111.95%	119.33 %	129.94%	139.37%
Actual increasing percentage	Base	5.20%	11.95%	19.33%	29.94%	39.37%

Source: Statistics relating to Commercial Banks at a glance RBI

Note: Number of bank offices includes Administrative Offices.

Classification of bank offices according to population, for years is based on 2001 census Table: 3- explains about the number of bank offices in India from 2008 – 2013, it clear from the above table that the number of bank offices have been increased since 2008 to 2013, the increasing trend is as 5.20 per cent, 11.95 per cent, 19.33 per cent, 29.94 per cent and 39.37 per cent for the years 2009, 2010, 2011, 2012, 2013 respectively.

Table: 4 -Population per offices

YEARS	2008	2009	2010	2011	2012	2013
Population per office	15000	15000	14000	13000	13000	12000

Source: Statistics relating to commercial banks at a glance RBI

The above table -3- shows that the populations per office is decreasing trends year after year continually since 2008 – 2013, It was 15000 population per office in the year 2008, but in the year 2013, it shows that only 12000 populations per office .

Table-5: Aggregate deposits and credit level of Scheduled Commercial Bank(Rs. billion)

Deposits and credits year	2008	2009	2010	2011	2012	2013
a)demand deposits	26726.30	33110.25	38472.16	45662.64	52837.52	60881.55
b)time deposits	5243.10	5230.85	6456.10	6417.05	6253.30	6622.99
Aggregate deposits	31969.40	38341.10	44982.26	52079.69	59090.82	67504.54
Bank credit	23619.13	27755.49	32447.88	39420.83	46118.52	52604.59
Percent of credit allowed	73.88%	72.39%	72.22%	75.69%	78.04%	77.93%

Source: Statistics relating to Commercial Banks at a glance RBI

Note: Aggregate deposits, bank credit of Scheduled Commercial Banks in India are as per "Form-A" return under Section 42(2) of the Reserve Bank of India Act, 1934 From the above Table -5: it is pragmatic that the deposit level and credit level are increasing style for all the years, in case of aggregate deposit level in the year 2008, it was 31969.40 billion rupees where as in 2013 it has mount up to 67504.54 billion rupees as the same style the credit also shows the increasing style in the year 2008 it was 23619.13 billion rupees ,in the year 2013 it has rose up to 52604.59, but in case of the credit allowed through it shows both increasing and decreasing style of all the year but the decreasing level of percentage is very low as the final result it shows as the increasing trends.

Table-6: No. of ATM's in India

Number of ATMS /year	2008	2009	2010	2011	2012	2013
Number of ATMS	34789	43651	60153	74505	95686	114014
Trend percentage	100.00%	124.47%	172.91%	214.16%	275.04%	327.73%
Increasing level of ATMS	Base%	24.47%	72.91%	114.61%	175.04%	227.73%

Source: Statistics relating to Commercial Banks at a glance RBI

Expansion of Banking Infrastructure: As per Census 2011, 58.7% households are availing banking services in the country. There are 102,343 branches of Scheduled Commercial Banks (SCBs) in the country, out of which 37,953 (37%) bank branches are in the rural areas and 27,219 (26%) in semi-urban areas, constituting 63 per cent of the total numbers of branches in semi-urban and rural areas of the country. However, a significant proportion of the households, especially in rural areas, are still outside the formal fold of the banking.

Activities initiated by the RBI with Special Reference to Financial Inclusion

The Reserve Bank of India setup a commission (Khan Commission) in 2004 to look into Financial Inclusion and the recommendations of the commission were incorporated into the Mid-term review of the policy (2005-06). In the report RBI exhorted the banks with a view of achieving greater Financial Inclusion to make available a basic "no-frills" banking In India, Financial Inclusion first featured in 2005, when it was introduced, that, too, from a pilot project in UT of Pondicherry, by Dr. K. C. Chakraborty, the chairman of Indian Bank. Mangalam Village became the first village in India where all households were provided banking facilities. These intermediaries could be used as business facilitators (BF) or business correspondents (BC) by commercial banks. The bank asked the commercial banks in different regions to start a 100% Financial Inclusion campaign on a pilot basis. As a result of the campaign states or U.T.s like Pondicherry, Himachal Pradesh and Kerala have announced 100% financial inclusion in all their districts. Reserve Bank of India's vision for 2020 is to open nearly 600 million new customers' accounts and service them through a variety of channels by leveraging on IT. However, illiteracy and the low income savings and lack of bank branches in rural areas continue to be a road block to financial inclusion in many states. Apart from this there are certain in Current model which is followed. There is inadequate legal and financial structure. India being a mostly agrarian economy hardly has schemes which lend for agriculture. Along with Microfinance we need to focus on Micro insurance too account.

The government of India recently announced "**Pradhan Mantri Jan DhanYojna,**" a national financial inclusion mission which aims to provide bank accounts to at least 75 million people by January 26, 2015. To achieve this milestone, it's important for both service providers and policy makers to have readily available information outlining gaps in access and interactive tools that help better understand the context at the district level. MIX designed the Inclusion Lab India FI workbook to support these actors as they craft strategies to achieve these goals.

In India, RBI has initiated several measures to achieve greater financial inclusion:

1. Opening of no-frills accounts
2. Relaxation on know-your-customer (KYC) norms
3. Engaging business correspondents (BCs)
4. Use of technology
5. Adoption of EBT

6. GCC

To extend the reach of banking to those outside the formal banking system, Government and Reserve Bank of India (RBI) are taking various initiatives from time to time some of which are enumerated below:-

1) Opening of Bank Branches 2) Each household to have at least one bank account 3) Swabhimaan Campaign; and 4) Setting up of Ultra Small Branches (USBs)

Factors Affecting Financial Inclusion in the Banking Sector

Who are the excluded and why?

Many people across the globe are excluded from mainstream banking. These range from people with low income to people with low information and accessibility to people with no social security or insurance cover. The main reasons behind exclusion are:

1. Lack of information:
2. Insufficient documentation
3. Lack of awareness
4. High transaction charges
5. Lack of access
6. Illiteracy

A number of factors affecting access to financial services have been identified:

1. Gender issues
2. Age factor
3. Legal identity
4. Limited literacy
5. Place of living
6. Psychological and cultural barriers
7. Social security payments
8. Bank charges
9. Terms and conditions
10. Level of income
11. Type of occupation
12. Attractiveness of the product

Suggestions

Based on the above findings the followings suggestions and recommendations have been suggested for the further improvements of the financial inclusion services of the banking sectors in India,

1. Number of commercial bank may be increased in India, though maximum population in India are using the banking services, if the banking sectors opened banks in the remote and rural areas all the people can utilize the services of the banking sectors at the level best for the improvement of the life standard of the themselves.
2. Since independence, the Government had been dependent on its machinery first and then, after nationalization, on banks to reach the poor . But government machinery suffered all the demerits of bureaucracy and corruption and hence, failed miserably .
3. The banking sectors have to liberalized the security level of the borrower to borrow money from the bank in an easiest way, they banking sectors have to announce the new schemes offered by them to all the citizen of India for the roper utilization of the fund.
4. Though many of the banks are providing the technical services to the customers, most of the customers are not aware of the services provided by them, hence the banking sectors have to create the awareness to the members and the customers about the services provided by them, hence the banking populations can use all the financial and non-financial services of the all the banks in India ,

Findings

From the above study on Financial Inclusion findings are as follows:
1. Number of commercial bank, scheduled commercial bank, RRBs and non scheduled commercial banks number are reduced during the period between 2008 and 2013.
2. Total number of the bank offices have been increased in almost all the areas (urban, semi-urban, suburban, rural and metropolitan) the increasing trend also shows the high rate of increasing during the study period between 2008 and 2013,
3. Population per office is showing all the years from 2008 to 2013 steadily the decreasing trends only.
4. Aggregate deposits and credits granted are all the years increasing, the granting credit by the banking sectors shows the increasing trend forever , the per cent rate also very high year to year.

Conclusion

Financial inclusion has, in reality, far reaching positive consequences which can help resource poor people to access the formal financial services in order to pull themselves out of abject poverty. The focus on the common man is particularly imperative in India as he is the

more often ignored one in the process of economic development. Indeed, with the process of financial inclusion, the attempt should be to lift the resource poor from poverty through coordinated action amongst the banks, the government and other related institutions in order to facilitate access to bank accounts and other related services.

References

1. Mohan Rakesh (2006), Economic Growth, Financial Deepening and Financial Inclusion, Address by Rakesh Mohan, Deputy Governor, Reserve Bank of India at the Annual Bankers' Conference 2006, November 3, Hyderabad.
2. Rajan R G and Zingales L (1998), "Financial Dependence and Growth",
3. Rajan R G and Zingales L (2003), Saving Capitalism from Capitalists, Crown Business, New York.
4. Rangarajan Committee (2008), "Report of the Committee on Financial Inclusion", Final, January
5. The Hindu Business Line (2008), "Commercial Banks Should Address Inclusion Issue", Tuesday, September
6. Agarwal Amol (2008), "The Need for Financial Inclusion with an Indian Perspective", Economic Research, March 3, IDBI Gilts, India.
7. Financial Reports of RBI 2013.

Strategy Lessons for Micro Enterprises in Automotive Component Industry

Dr. Sanjeev Arora

Assistant Professor, Guru Nanak Dev University College, Jalandhar

Abstract

In the present times, the automotive industry is one of the fastest growing industries of India. The feeding industry for the big automobile manufactures/Original Equipment Manufacturers (OEMs) is the automobile component industry which mainly consists of micro, small and medium enterprises. In the supply chain of the automobile industry, there are many micro enterprises in the unorganised sector that are the Tier-3/Tier-4/Tier-5 suppliers.

Despite the growth in vehicle manufacturing, the micro enterprises in component manufacturing still face a hard competition from the other big sized producers. Sometimes the big enterprises do a backward integration due to the inefficiencies of their suppliers. The micro enterprises need to remain responsive to stay in the industry and keep supplying to Tier-2/Tier-3/Tier-4 component manufacturers.

Keeping in mind the growth prospects of the industry and the role of supply chain partners in it, a study of ten micro component manufacturers in the unorganized sector and ten medium and small sized component manufacturers was made with regard to the adoption of generic strategies. A questionnaire containing twenty one questions on a 5-point Likert scale to understand the generic strategies was administered to the sample organizations. It is investigated with the help of t-test as to how the adoption of strategies differs between the two sets of manufacturers.

It is concluded that the big sized enterprises make use of dual strategy position in contrast to the generally held belief of employing a focused strategy. The study gives important lessons for the micro enterprises. It shall go a long way in emphasizing a case for mixed strategy position in automotive component manufacturing organisations to remain competitive.

Keywords: Automotive Industry, Automotive Component Manufacturers, Supply Chain, Generic Strategies, Strategy, t-test.

Introduction

The Indian automotive industry is a greatly developed one and is the sun rise industry. It plays instrumental role by producing a variety of vehicles such as light, medium and heavy commercial vehicles, multi-utility vehicles, passenger cars, scooters, motor-cycles, mopeds, three wheelers, etc.

As per the Ministry of Heavy Industries and Public Enterprises (2012), the gradual liberalization of the automobile sector since 1991 has contributed to the progressive growth of number of automobile manufacturing facilities in India; the automobile industry provides direct and indirect employment to 12.5 million people; the contribution of the automotive industry to GDP has risen from 2.77% in 1992-93 to 5% in 2011-12, and is expected to rise more; and the industry is contributing 20% to the pool of indirect tax collections.

According to the Economic Surveys as prepared by Ministry of Finance (2009 and 2010), production in the automobile industry has grown at a compounded annual growth rate (CAGR) of 11.5% during the five years from 2004-05 to 2008-09 with a slowdown in growth in the year 2008-09 due to the global recession which put immense pressure on the purchasing power of consumers.

The gross turnover of the automobile manufacturers as per Society of Indian Automobile Manufacturers (SIAM) is depicted with the help of a table and a figure as follows:

Table 1 Gross Turnover of Automobile Manufacturers in India

	2006-07	2007-08	2008-09	2009-10	2010-11
(In USD Million)	30,476	36,612	33,250	43,296	58,583
(USD Conversion Rate)	45	40	46	47	46
(In Rs Million)	1,371,420	1,464,480	1,529,500	2,034,910	2,694,820

Source: Society of Indian Automobile Manufacturers (2013).

Gross Turnover of Automobile Manufacturers (in Rs Million)

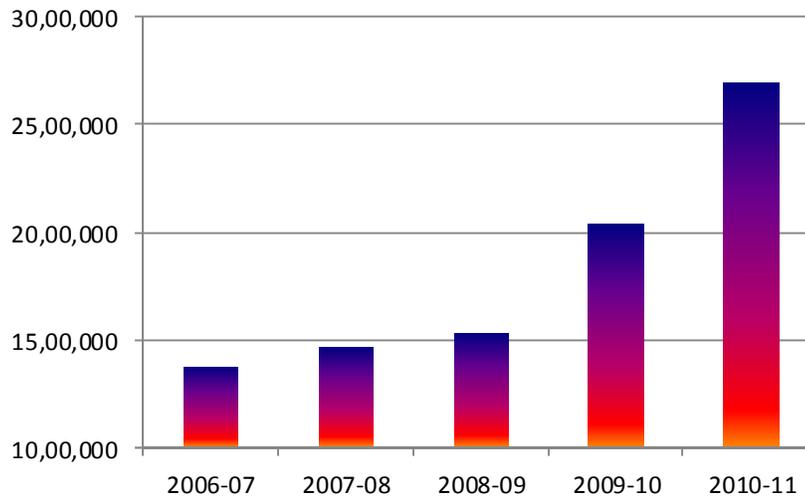


Figure 1 Gross Turnover of Automobile Manufacturers

The Table 1 and the Figure 1 show that there is marked increase in sales of automobile manufacturers in the years 2009-10 and 2010-11. These data shed light on how the growing automobile industry has a lot of potential to contribute in the growth of the Indian economy.

Automotive Component Industry

Automotive component industry is the feeding industry to the automobile manufacturers. The automotive component industry produces a range of components for the automobile manufacturers. Various types of components/parts include engine parts, driver transmission & steering parts, body & chassis parts, suspension & braking parts, and electrical parts, etc. A brief outlook of various types of components is given hereunder:

- Engine & Exhaust Parts (e.g. pistons, gaskets, valves, oil filters etc.)
- Electrical & Electronic Parts (e.g. dynamos, ignition coils, alternators, air bags etc.)
- Equipments (e.g. wiper, sensors, head lamps, switches etc.)
- Interiors (e.g. seats, headrests, carpets etc.)
- Driver Transmission & Steering Parts (e.g. clutch assembly, ball joints, transmission gears etc.)
- Suspension & Braking Parts (e.g. brake drums, brake shoes, suspension parts, wheel

cylinders etc.)

- Body & Structural Parts (e.g. bumpers, fuel tanks, plastic moulded parts, rubber components etc.)
- Tyres & Tubes
- Batteries
- Other(s) (such as fan belts, accessories, bolts, nuts, rivets etc.)

The percentage of various types of parts in the total component sales is presented with the help of a pie chart as follows:

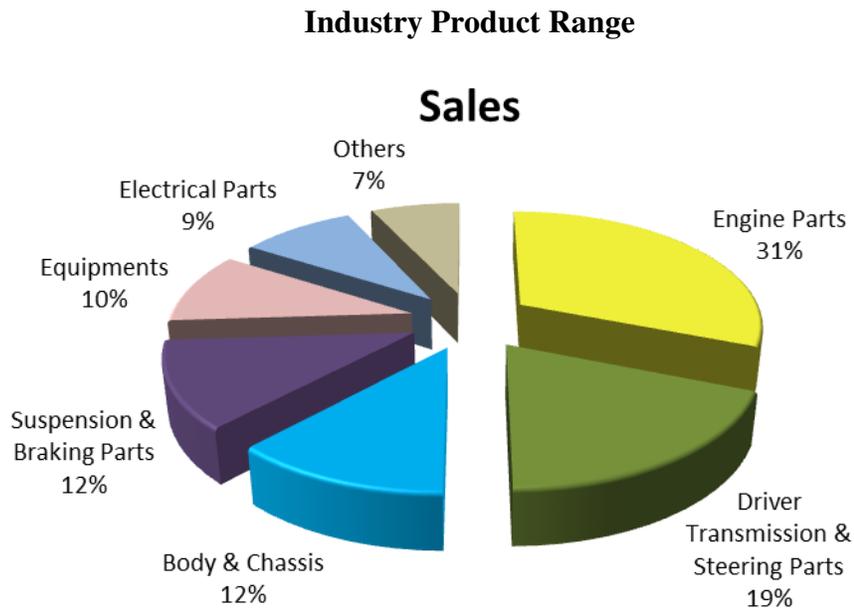


Figure 2 Industry Product Range

Source: Automotive Component Manufacturers Association of India (2013).

As part of a supply chain in automobile manufacturing, the component manufacturers can be classified in the different categories as follows:

- Tier-1 manufacturers/suppliers: These are the manufacturers that produce automobile components to be supplied directly to the Original Equipment Manufacturers (OEMs). These manufactured components are fitted in the automobiles that are manufactured/ assembled by the OEMs.
- Tier-2 manufacturers/suppliers: The Tier-1 manufacturers do not always manufacture whole of the components themselves. Many a times they purchase components from other manufacturers which are to be processed further. These other manufacturers which supply to the Tier-1 manufacturers are called as Tier-2 manufacturers/suppliers.

- c) Tier-3/4/5 manufacturers/suppliers: The Tier-2 manufacturers/suppliers get components from the Tier-3 manufacturers for further processing. The Tier-3 manufacturers buy components from the Tier-4 manufacturers and so on.

Component Manufacturers as Supply Chain Partners

In the last few years, the management of supply chain has become a crucial issue in big manufacturing organizations (Stevenson, 2005). For the creation of value for customers and other stakeholders, it has become imperative to assimilate the vital business activities across the supply chain. Liker (2004) studied the world's biggest automobile company, Toyota. From his book, 'The Toyota Way', and an interview of Katsuaki Watanabe, the then President of Toyota (Stewart & Raman, 2007), two points about suppliers and performance measurement are worth mentioning:

1. Toyota considers its suppliers of auto component manufacturers as its extended network. Hence it trains the employees of component manufacturers, interferes in their cost reduction programmes, make them measure everything, etc.
2. Toyota measures almost everything; main three categories are as follows:
 - a. Global performance measures at company level (financial, quality and safety measures)
 - b. Operational performance measures at plant level (process specific)
 - c. Stretch improvement metrics at business or work group level

Review of 'Generic Strategies'

"A strategy is a set of goals and major policies" (Tilles, 1963). Also strategy needs to be explicit to see that it is complete and understood (Tilles, 1963). Miles and Snow (1978), Miles, Snow, Meyer, and Coleman (1978), Porter (1996), Hambrick and Fredrickson (2005) consider strategy or strategic plan to be about those choices which express a business aspiration. There are many connotations of the term 'strategy' (Simons, 1995) and there does not seem to be an agreement over one meaning. Here, various dimensions of strategy are taken to develop a generic view about the strategies adopted by companies under study. Collis and Rukstad (2008) find positive relation between strategic clarity among company executives and the success of the organisation, but noticed that most of the companies are unable to describe or say their strategy clearly and precisely. The term 'strategy' is generally defined in terms of important and long-term decisions about business (Wheelen & Hunger, 1995) that are designed to create competitive advantage (Ireland et al., 2008). Some of the authors are of the view that the word 'strategy' can concern even to the seemingly small or short-term or less important decisions (Mintzberg, 1987; Collins & Porras, 1994).

Chase, Jacobs, Aquilano and Agarwal (2006) highlight through a case study that various automakers differ in their strategies towards their suppliers or the auto component manufacturers. The present research is done on Strategic Business Unit (SBU) strategies rather than corporate wide organizational strategies. Govindarajan and Gupta (1985) link business unit strategies with control systems in strategic business units (SBUs), and their impact on performance. It is imperative to go through some business level strategy issues. De Wit and Meyer (2004) describe business level strategy as a paradox which could be best understood as a

debate on two opposing points of view. De Wit and Meyer (2004) give the opposing perspectives the names 'outside-in perspective' and 'inside-out perspective' in business level strategy. According to De Wit and Meyer (2004), on the one hand 'outside-in' perspective is characterized by emphasizing markets over resources; having opportunity-driven orientation; finding fit through adaptation to environment; having strategic competitive advantage through bargaining power and mobility barriers, whereas on the other hand 'inside-out' perspective is characterized by emphasizing resources over markets; having internal strength-driven orientation; finding fit through adaptation of environment; having strategic competitive advantage through superior resources and imitation barriers.

Some of the important archetypes of generic strategies are given below in the table:

Table-2 Generic strategy typologies

Author(s)	Generic strategy typology
Mintzberg (1973)	Entrepreneurial, Adaptive, Planning mode
Miles and Snow (1978)	Defender, Prospector, Analyzer, Reactor
Porter (1980)	Differentiation, Cost leadership, Focus
Treacy and Wiersema (1993)	Operational excellence, Customer intimacy, Product leadership

Research Methodology

The present study is a descriptive one and is done on a total of twenty automotive component manufacturers out of which the ten are micro component manufacturers in the unorganized sector and the other ten are medium and small sized component manufacturers. As the research concerns the strategic issues, the two sample sets have been selected based on the references provided by the Original Equipment Manufacturers (OEMs) and the Tier-1/Tier-2 suppliers in the Punjab region. The sampled manufacturers are the supply chain partners to various Tier-1/Tier-2 suppliers and the OEMs like International Tractors, Hoshiarpur. The study concerns the adoption of generic strategies in such companies. A questionnaire containing twenty one items on a 5-point Likert scale to understand the generic strategies is administered to the selected organizations.

Questions on Generic Strategies

Based on the review of various generic strategy typologies, a question on generic strategies is being asked from the respondents on twenty one items as follows:

1. Utilization of full production capacity
2. Policy of competitive and low pricing
3. Manufacturing superior quality products

4. Sales only to a limited number of customers
5. Having a culture of making risky and bold decisions
6. Growth in business through improvements in existing products
7. Premium pricing of proprietary goods
8. Highly cost-efficient technologies for large scale production
9. Tendency toward addition of more stages of production, from input supply to final output
10. Manufacturing of broad range of components across multiple segments
11. Flexible technologies to manufacture a vast range of components
12. Continuous innovations for new product developments through R&D
13. Continuous stress on cost control & reduction
14. Timely deliveries of output to customers
15. Location of plant near OEMs
16. Organization structure based on functional areas of business with extensive division of work
17. Tendency toward addition of more components
18. Tendency toward addition of more customers/markets with same components
19. Incentives to employees/labour against performance standards
20. Tight controls in place to ensure regular progress & to avoid surprises
21. Growth through Joint ventures/Acquisitions/Licensing/Franchising etc.

Data Analysis

The data collected from the twenty respondents is investigated with the help of t-test as to how the adoption of strategies differs between the two sets of manufacturers. The following table shows the mean values for the two sets of samples for all the 21 strategy variables:

Table-3: Mean scores of Generic Strategy Items: Micro vs. Small & Medium Automotive Component Manufacturers

Sr. No.	Generic Strategy Item	Micro level manufacturers	Small & Medium level
1.	Full production capacity	4.0	4.5
2.	Competitive and low pricing	4.7	4.0
3.	Mfg superior quality products	3.8	4.9
4.	Limited customers	4.7	2.5
5.	Risky and bold decisions	3.6	1.9
6.	Improvements in existing products	3.7	4.8
7.	Premium pricing	1.2	3.1
8.	Cost-efficient technologies	4.0	4.3
9.	Addition of more stages of	3.4	4.2
10.	Mfg broad range of components	1.5	4.0
11.	Flexible technologies	1.9	4.0
12.	Continuous innovations	1.4	3.8
13.	Cost control & reduction	4.0	4.6
14.	Timely deliveries	4.5	4.7
15.	Location near OEMs	4.5	3.9
16.	Structure based on functional areas	4.4	3.9
17.	Addition of more components	1.5	4.5
18.	Addition of more customers	2.1	4.5
19.	Incentives to employees	2.5	3.8
20.	Tight controls	3.6	4.0
21.	Growth through JV/Acquisitions	1.0	3.1
Grand Mean		3.1	3.9
p value		.018	
Interpretation		The two samples are significantly different at $\alpha=.05$	

Results

The t-test result shows significant difference between the two sets of samples. Also, the analyses of overall means for different items reveal relevant information. It is to be noted that on a scale of 1 to 5, the value of '1' corresponds to 'no emphasis/importance given to the item in the automotive component manufacturing enterprise' whereas the value of '5' corresponds to 'very

strong emphasis/importance given to the item in the automotive component manufacturing enterprise'. So the following conclusions can be drawn:

- a. Micro level manufacturers give:
 - i. strong or very strong emphasis on utilization of full production capacity, policy of competitive and low pricing, manufacturing superior quality products, sales only to a limited number of customers, growth in business through improvements in existing products, highly cost-efficient technologies for large scale production, tendency toward addition of more stages of production (from input supply to final output), continuous stress on cost control & reduction, timely deliveries of output to customers, location of plant near OEMs, organization structure based on functional areas of business with extensive division of work, and tight controls in place to ensure regular progress & to avoid surprises;
 - ii. moderate emphasis on having a culture of making risky and bold decisions, and incentives to employees/labour against performance standards;
 - iii. less or no emphasis on premium pricing of proprietary goods, manufacturing of broad range of components across multiple segments, flexible technologies to manufacture a vast range of components, continuous innovations for new product developments through R&D, tendency toward addition of more components, tendency toward addition of more customers/markets with same components, and growth through joint ventures/acquisitions/licensing/franchising.

- b. Small & Medium level manufacturers give:
 - i. strong or very strong emphasis on utilization of full production capacity, policy of competitive and low pricing, manufacturing superior quality products, growth in business through improvements in existing products, highly cost-efficient technologies for large scale production, manufacturing of broad range of components across multiple segments, flexible technologies to manufacture a vast range of components, continuous innovations for new product developments through R&D, continuous stress on cost control & reduction, timely deliveries of output to customers, organization structure based on functional areas of business with extensive division of work, tendency toward addition of more components, tendency toward addition of more customers/markets with same components, and tight controls in place to ensure regular progress & to avoid surprises;
 - ii. moderate emphasis on sales only to a limited number of customers, premium pricing of proprietary goods, tendency toward addition of more stages of production (from input supply to final output), location of plant near OEMs, incentives to employees/labour against performance standards, and growth through joint ventures/acquisitions/licensing/franchising;
 - iii. Less or no emphasis on having a culture of making risky and bold decisions.

Strategy Lessons for Micro Enterprises

From the above results and discussions, it is clear that the generic strategies adopted by Micro level manufacturers are cost leadership (Porter, 1980) or defender type (Miles & Snow, 1978) as

they place more emphasis on existing products, cost efficiency & control, low pricing, tight controls, etc., and less emphasis on new product developments, innovations, offering broad range of components, addition of more customers, etc.

And the Small & Medium level manufacturers place more emphasis on many practices, like on existing products, cost efficiency & control, low pricing, tight controls, etc. on one hand, and on new product developments, innovations, broad range of components, addition of more customers/OEMs, etc. on the other hand.

It can be concluded that the medium and small sized enterprises make use of dual strategy position in contrast to the generally held belief of employing a focused strategy. The study gives important lessons for the micro enterprises for the adoption of mixed strategies rather than focusing merely on the cost leadership strategy. It shall go a long way in emphasizing a case for mixed strategy position in automotive component manufacturing organisations to remain competitive.

References

1. Automotive Component Manufacturers Association of India. (2013). Annual Report 2012-13. Retrieved on October 15, 2013 from http://acma.in/pdf/ACMA_Annual_Report_2012-13.pdf
2. Chase, R. B., Jacobs, F. R., Aquilano, N. J., & Agarwal, N. K. (2006). Operations management: For competitive advantage (11th ed.). India: Tata McGraw Hill.
3. Collins, J. C., & Porras, J. I. (1994). Built to last- Successful habits of visionary companies. New York: Harper Collins Publishers.
4. Collis, D. J., & Rukstad, M. G. (2008). Can you say what your strategy is? Harvard Business Review, 86(4), 82-90.
5. De Wit, B., & Meyer, R. (2004). Strategy: Process, content, context- An international perspective (3rd ed.). UK: Thomson Learning.
6. Govindarajan, V., & Gupta, A. K. (1985). Linking control systems to business unit strategy: Impact on performance. Accounting, Organizations and Society, 10(1), 51-66.
7. Hambrick, D. C., & Fredrickson, J. W. (2005). Are you sure you have a strategy? Academy of Management Executive, 19(4), 51-62.
8. Ireland, R. D., Hoskisson, R. E., & Hitt, M. A. (2008). Strategic management. India: Cengage Learning.
9. Liker, J. K. (2004). The toyota way: 14 management principles from the world's greatest manufacturer. US: McGraw-Hill.
10. Miles, R. E., & Snow, C. C. (1978). Organizational strategy, structure, and process. New York: Mc-Graw Hill.

11. Miles, R. E., Snow, C. C., Meyer, A. D., & Coleman, H. J. (1978, July). Organizational strategy, structure, and process. *Academy of Management Review*, 3(3), 546-562.
12. Ministry of Finance. (2009). Economic Survey. Industry- Sector-wise Growth Profile 2008-09, 206-212. Ministry of Finance, Government of India. Retrieved September 22, 2010 from <http://indiabudget.nic.in/es2008-09/chapt2009/chap85.pdf>
13. Ministry of Finance. (2010). Economic Survey. Industry Chapter 9 (2009-10), 208-232. Ministry of Finance, Government of India. Retrieved September 22, 2010 from <http://indiabudget.nic.in/es2009-10/chapt2010/chapter09.pdf>
14. Ministry of Heavy Industries and Public Enterprises. (2012). Annual Report, 2011-12. New Delhi: Government of India. Retrieved March 15, 2013 from http://dhi.nic.in/annrep/dhi_annrep1112_3-4.pdf
15. Mintzberg, H. (1973). Strategy-making in three modes. *California Management Review*, 16(2), 44-53.
16. Mintzberg, H. (1987). The strategy concept I: Five Ps for strategy. *California Management Review*, 30(1), 11-24.
17. Porter, M. E. (1980). *Competitive strategies*. New York: The Free Press.
18. Porter, M. E. (1996). What is strategy? *Harvard Business Review*, 74(11/12), 61-78.
19. Simons, R. (1995). *Levers of control: How managers use innovative control systems to drive strategic renewal*. Massachusetts, US: Harvard Business School Press.
20. Society of Indian Automobile Manufacturers. (2013). Gross Turnover of the Automobile Manufacturers in India. Retrieved on November 18, 2013 from <http://118.67.250.203//scripts/gross-turnover.aspx>
21. Stevenson, W. J. (2005) *Operations Management* (8th ed.). India: Tata McGraw Hill.
22. Stewart, T. A., & Raman, A. P. (2007). Managing for the long term: Lessons from Toyota's long drive. *Harvard Business Review*, 85(7/8), 74-83.
23. Tilles, S. (1963). How to evaluate corporate strategy. *Harvard Business Review*, 41(7), 111-121.
24. Treacy, M., & Wiersema, F. (1993). Customer intimacy and other value disciplines. *Harvard Business Review*, 71(1), 84-93.
25. Wheelen, T. L., & Hunger, J. D. (1995). *Strategic management and business policy*. Reading, MA: Addison-Wesley.

Effectiveness of MGNREA in Generating Assured Wage Employment and Creation of Durable Assets

Ravi Kant Dwivedi,

Research Scholar,

Life Member Awadh Economic Association Faizabad,

Life Associate Member Insurance Institute of India Mumbai

Abstract

This paper is an Endeavour to review rural development programmes in India with a special reference to MGNREGA. A humble attempt has been made to understand impact of MGNREGA in wage employment generation and durable asset creation in rural areas. Development of unorganized-informal sector aims to enhance people's lives; residing in both industrial and non-industrial societies, geographically centered and remote areas, earning their livelihood through modern manufacturing or service oriented employments and conventionally dependent on rural areas. As India has the largest population of poor people included in unorganized sector, their development has assumed high priority. After the first three decades of experimentation, the government launched major schemes those were precursors to MGNREGA. MGNREGA guaranteed wage employment as a legal right. The scheme is credited for reducing distress migration, providing household food security, enhancing the bargaining power of rural labour, generating eco-friendly employment and strengthening climate resilient agriculture. However, scope of this paper is limited to only employment generation and creation of assets in rural economy and suggestions have been made likewise.

Keywords:

MGNREGA, Multi-dimensional Poverty, Employment Generation, Durable Asset, Village Panchayat

Overview:

India is the leading democracy of the world and the world's fourth largest economy, populated with 1.2 billion people. India is experiencing an elevated growth. IMF raises India GDP to 5.6% for FY 2014 from 5.4% and maintaining at 6.4% for FY 2015. India has seen a milestone agriculture revolution that transformed the nation from unceasing dependence on grain imports to exporter of food. Since independence life expectancy has more than doubled, literacy rate has

grown to 74.04% (2011) from 12% at the end of British Rule in 1947 and health conditions have improved. India has an unrivalled youth demographic. 65% of its population is 35 years old or under and half of the country's population is under 25 years of age. Thus India has largest and the youngest work force. Further, the country is in the middle of a gigantic wave of urbanization as some 10 million people move to towns and cities each year in search of livelihood and better opportunities. It is the largest rural-urban migration of this century.

There is also different face of India. Over 68.8% of the populations living in rural area are primarily dependent on natural resources for their livelihood. More than 55% population is directly dependent on agriculture. A majority of these families spend over 90% of their earnings on basic needs such as food, fuel and health care. Over 35% of the rural families being poor, tackling their problems is the national priority to ensure social justice and better quality of life. India's HDI value for 2013 is 0.586. India is ranked at 135 among the medium development countries. At India's present rate of progress on Human Development, it may take some 15 years for India to get to where China is today. India accounts for a colossal 40% of those who suffer from 'Multi-dimensional Poverty' –an UNDP's term for deprivation i.e. they suffer from overlapping deprivations in education, health and living standards.

India lags far behind all other BRICS nations on HDI. According to the Eleventh Five Year Plan (2007-12), the number of Indians living on less than \$1 a day, called Below Poverty Line (BPL) was 300 million that barely declined over the last three decades ranging from 1973 to 2004. The rural working class dependent on agriculture was unemployed for nearly 3 months per year which was rising due to a downward trend of the agricultural productivity and in turn also aggravating poverty.

Background:

Community development has been in core of 19th century reform movements. During freedom movement, Mahatma Gandhi gave considerable attention to rural upliftment and reconstruction. He observed that true independence could be enjoyed only when the rural economy was strengthened and poverty eradicated.

In 1957, a three-tier-system of rural local government, called 'Panchayati Raj' was established. These were Gram Panchayat (Village level), Panchayat Samiti (Block level), Zila Parishad (District level). The aim was to decentralize to the process of decision making and encourage people's participation in community development. The government experimented with various schemes on community development from 1960-90. The remuneration has been a combination of wages and food grains across all the schemes. The initial programmes aimed at upliftment of the rural poor, covered agriculture, animal husbandry, roads, health, education, employment, social and cultural activities. However, food security being the main cause of concern, agriculture received significant attention.

Rise of MGNREGA:

In 2005 to converge employment generation, infrastructure development and food security in rural areas the government integrated Sampoorna Grammen Rozgar Yojana (SGRY) and re-introduced Food for Work Programme (FWP) into a new scheme called The National Rural Employment Guarantee Act 2005 (later populated as Mahatma Gandhi NREGA). It is an Indian labour law and social security measure that aims to guarantee the 'right to work' and ensure livelihood security in rural areas by providing at least 100 days of guaranteed wage employment in a financial year to every household whose adult members volunteer to do unskilled manual work. At minimum wage rate and within 5 km radius of the village, the employment under MGNREGA is an entitlement that creates an obligation on the government failing which an unemployment allowance is to be paid within 15 days. Besides, the Act mandates 33% participation of women. In addition to this, the aim of MGNREGA is to create durable assets that would augment the basic resources available to the poor.

What distinguishes this Act from other programmes of the government is the fact that while funds for works have been made available by the Central and State Governments, the decisions regarding the identification of the village needs and consequently the works to be under taken, their prioritization and implementation have all been left to the local Village Panchayats. The statue is hailed by the government as the largest and most ambitious social security and public works programme in the world. Currently, total 646 districts which include 6,597 blocks and 2, 47,415 Village Panchayats are covered under MGNREGA.

Employment Generated by MGNREGA:

MGNREGA as a legitimate employment programme and cash transfer to marginalized section of the society is a step forward for capacity building of rural poor. Its provisions are in line with the UN millennium development goal of eradication of hunger and poverty through employment generation. There were 2.2 million Jobs created in five-year period during 2007-08 to 2011-2012 by MGNREGA. Poverty was reduced at an extraordinary rate from 2009-10 to 2011-12 at about 5 percentage points a year. The norm for throughout its long poverty reduction history is a maximum of 2 percentage points a year. It is a very large success story. MGNREGA has played a considerable role for the inclusion of marginalized and rural poor at the grass root level to eliminate poverty, hunger and unemployment.

The involvement of contractors is banned. Labour intensive works; flood control, rural connectivity, water conservation and water harvesting, renovation of traditional water bodies, drought proofing, irrigation canals, irrigation Facilities to Scheduled Castes/ Scheduled Tribes/Indira Awas Yojna/Land Reform Beneficiaries and land development etc. are being carried out under MGNREGA. The Act gives power to the daily wage labours to fight for their right to receive the wages that they must receive and not just a means of providing social security to its people but also an opportunity to endorse over all rural development and modify the balance of power in rural society.

Government has given greater emphasis on this programme. Budgetary allocation to MGNREGA year on year basis reveals it. However, numbers of assured days of employment provided on average to households are less than 100. It is against the soul of act which ensures 100 days of wage employment and subject to further studies.

Specifics	2014-15*	2013-14	2012-13	2011-12	2010-11	2009-10	2008-09	2007-08	2006-07
Budget Outlay (in crore)	34000	33000	33000	40000	40100	39100	30000	12000	11300
Total HHs worked (in cr)	3.4	4.79	4.99	5.04	5.49	5.26	4.51	3.39	2.10
Average days of employment provided per HH	31.9	46	46	43	47	54	48	42	43
Average persondays for SC HHs	31.9	45.4	45	47.7	78.8	86.5	63.4	39.4	23
Average persondays for ST HHs	30.5	49	50	39.6	53.6	58.7	55	42	33

Source: <http://www.nrega.nic.in>, Provisional till Oct' 14*, HH – House Hold

Assets Creation through MGNREGA:

A broad assessment of MGNREGA in 2008 by the Center of Science and Environment stated that MGNREGA has huge potential for revival of village economy provided its focus remains on the creation of productive durable assets. Durable assets do not necessarily mean only brick and mortar structures. Rejuvenated and replenished natural resource base; land, water, and biodiversity, is even more valuable assets as the lives and livelihoods of 68.8% of total Indian population living in rural areas depend upon productive capacity of these natural resources.

Works under MGNREGA can be taken up on both community and private lands. Small and marginal farmers, SC/ST/IAY beneficiaries are eligible for taking up works on their own lands. Though, the proportion of works taken up on private lands was a mere 11% in 2013. This needs to be raised. Such a shift in emphasis would incentivize small holders to take up works leading to restoration and revival of their own farmland, higher productivity and as a result more agricultural employment. The productive value of small landholdings could be enhanced further with material and technical inputs from effective junction with other ongoing agricultural development programmes. An increase in cultivable land, irrigation and cropping intensity on private farmlands may generate additional agricultural employment to keep small and marginal farmers, SC/ST and IAY beneficiaries gainfully occupied on their farms. There may be rise in

water availability and the area under irrigated crop production from making water structures, a shifts in cultivation pattern from mono-cropping to two-three crops a year, improvement in soil quality and increase in soil organic carbon, leading to improved fertility and crop yields and a decline in Multi-dimensional Poverty. However, there is need of further studies on this in detail.

Specifics	2014-15*	2013-14	2012-13	2011-12	2010-11	2009-10	2008-09	2007-08	2006-07
No of works taken (in lakhs)	92.12	94.6	104.62	73.6	51	46.2	27.8	17.9	8.4
No of works completed (in lakhs)	8.37	25.79	25.53	14.3	25.9	22.6	12.1	8.2	3.9

Source: <http://www.nrega.nic.in>, Provisional till Oct'14*

The CAG reports that the mismanagement of MGNREGA works resulted in a declining trend in the number of works resulted in a declining trend in the number of works completed since the law was enacted. This reportedly affects the realization of the primary objective of the Act which is to provide livelihood security and to create durable assets.

Due to higher wage rate available in local market male workers did not turn up for MGNREGA related works. This could lead to higher involvement of women in MGNREGA. And eventually, it resulted in undertaking of small works of less utility instead of big and tangible projects. There is need of further studies to understand whether small labour intensive works on private land would be in more line to women empowerment and household development or large scale heavy construction works related to infrastructure development of rural economy would be beneficial.

Conclusion:

MGNREGA has stirred the change in relationships between ordinary people and people in the position of power. The Government of India has been encouraging people's participation in various community development programmes since independence by decentralizing decision making process and reinforcing Village Panchayats in many ways. MGNREGA has played a vital role in poverty removal, creation of durable assets and also women empowerment. Overall wage levels have increased due to MGNREGA though the key benefit of the scheme lies in the reduction of wage volatility. This highlights that MGNREGA may be an effective insurance scheme against poverty. However, the key question is whether various provisions of the Act are being implemented properly for the desired impact. The scheme is implemented more like target driven and less like demand driven which does not last in long run. MGNREGA funds should not be used in supply driven mode. The programme could have a greater impact on poverty reduction and rural development if there were a broader understanding of the nature of poverty, and especially the constraints faced by women of unorganized sector. The programme needs to find ways of improving its relevance to the daily lives of people and addressing multi-dimensional poverty, not just income poverty, through suitable modifications to programme design. Initially ratio between wage and material has been 60:40. Attempts may be made to

change this ratio to make MGNREGA development oriented by creating concrete assets. Though it need remember that objective should remain focused on employment generation and development and maintenance of rural infrastructure. ILO estimates that along with other social security schemes it would cost less than 4% of GDP to provide 100-day employment scheme universally in India. There are requirements of associating MGNREGA with other ongoing rural development programmes, making people more aware so that ownership can be taken on Village Panchayat level. This will make MGNREGA demand driven and eventually establish it as a fully fledged sustainable wage employment provider and help to create more meaning full assets.

Acknowledgment:

The author expresses his sincere thanks to Dr. Vinod Srivastava, Faculty - Department of Economics and Rural Development, RML Awadh University, Faizabad and Dr. Shailendra Tripathi, Faculty - Department of Economics, Firoz Gandhi College, Raebareli, Kanpur University for their valuable discussions and comments in this study.

References:

1. M.K.Gandhi1941. Constructive Programme: Its meaning and places. Navjeevan Publishing House, Ahmedabad: 9-20
2. N.G. Hedge, Community Development in India: An Overview, Ulaanbaatar, Mongolia. August 21-26, 2000
3. MGNREGA Sameeksha, Ministry of Rural Development, Government of India, 2012
4. Yogesh Kumar, Assets Creation, Up-gradation and Maintenance: Review of Progress of MGNREGA through 2007-08 to 2012-13
5. Dr. Indira Hirway and Shampa Batabyal: MGNREGA and Women's Empowerment, 2011
6. Government of India: Economic Survey 2013-14
7. World Bank: India Country Overview 2013
8. Human Development Report Tokyo, 24 July 2014
9. IMF World Economic Outlook Report, October 2014

Websites

<http://planningcommission.nic.in>

<http://rural.nic.in>

<http://nrega.nic.in>

Women Empowerment through Media: An Empirical Study on the Development of Tribals of Rural Bengal

Debasis Mondal,

Research Scholar,

CJMC, Visva-Bharati University, Santiniketan, West Bengal.

&

Debotri Chakraborty,

Research Scholar,

Dept. of Anthropology, Visva-Bharati University, Santiniketan, West Bengal.

Abstract

The present paper examined that the impact of media on women empowerment among the tribal women of Birbhum district West Bengal. I led out this study among the four different tribes of rural Bengal. They are 'Kol', 'Kora', 'Oraon' and 'Santal' respectively. The data has been collected from four villages such as 'Kurumbo Ghosh', 'Jaljalialia', 'Dhultikuri' and 'Bondanga' as well. The main objectives of this study are (a) to assess the academic achievement of the tribal women of Birbhum District, West Bengal, (b) to examine the using habits of media among the tribal women of Birbhum district West Bengal, (c) to analyze the media's role in tribal women empowerment. Observation participant & Interview techniques were used for the collection of empirical data from the field. The present study explored that media are not too much important in their day to day life. Media like news paper, television and radio are used by the tribal women, only for entertainment in which is failed to create awareness about women empowerment.

Introduction

India is a country of villages as the majority of its population lives in villages and far flung remote areas. This paper discusses that how tribal women can be empowered through media. The term women empowerment covers a vast landscape of meanings, interpretations, definition & disciplines ranging from psychology & philosophy to the highly commercialised self help industry & motivational sciences. Sociological empowerment often addresses members of groups that social discrimination processes have excluded from decision making processes. Discrimination based on disability, race, ethnicity, religion or gender. Empowerment as a methodology is often associated with feminism. Empowerment is not essentially political alone; it is a process having personal, economic, social and political dimensions with personal empowerment being the core of the empowerment process. Women empowerment in India is heavily dependent on many different variables that include geographical location (urban/rural),

educational status, social status (caste & class) and age. Policies on women's empowerment exist at the national, state and local (panchayat) levels in many sectors including health, education, economic opportunities, gender based violence, & political participation. Women's equality in power sharing & active participation in decision making in political process at all levels will be ensured for the achievement of the goals of empowerment. All measures will be taken to guarantee women equal access to & full participation in decision making at every level. Media is an important tool of rural communication. It play positive role in promoting empowerment among the disadvantage sections of the society. The main focus of this paper is to find out media's role in tribal women empowerment in rural areas. Women are belonged to the tribal groups, they are still considered as the weaker sections of the society. Indeed, women belongs to the upper class are more empowered and their status are much better than the middle class and lower class of the families. In fact, men belong to the upper class and the middle class families are in favour of that their women should be empowered. Indeed, it can be said that women in tribal society should be educationally empowered otherwise the overall development of the tribal communities can not be possible at large. Education plays an important role in changing women's status and attitudes in family as well as society. Thus, a health education can lead to women to participate in development process and creates awareness about women's rights and it is also empowering at the all level.

Review of Literatures

- In their paper on '*Print Media Framing of Women in Entrepreneurship: Prospects for Women Empowerment*', Okere Samuel & Justina Sam-Okere (2013) analyzed that print media framing of women in the world of entrepreneurship can serve as an important tool for enhancing their socio-economic empowerment. Therefore, for The Punch newspaper to fulfil the mission of being a veritable instrument of social change, it will have to increase its numerical quota frame of women while maintaining the characterisation frame of positive image in its column feature of "Big Naira Begins with Small Kobo".
- Shailashree B. (2013), in her paper on '*Media and Political Empowerment of Women in Kolar District of Karnataka: A Study*', stated that the Role of Mass Media in political empowerment of women is very crucial in a country like India. Mass Media assists women in accessing resources for their development by means of exposure, knowledge and information. At last she concluded that Stree Shakthi Programs have brought social change in the village but it has not made the women politically conscious or politically empowered and the mass media have not really played any major role in their lives in making political decisions.
- In her paper on '*Women Empowerment and the Role of Press: An Analysis of Newspaper Coverage's of 1993 West Bengal Panchayat Elections*', Ghosh Jhumur (2012) explored that the ground reality in the aftermath of the implementation of the 73rd Amendment Act during the 1993 panchayat election in the state through the newspaper content on the issue in a selection of the most widely circulated newspapers. She also found that the response of the women candidates, nominated in the reserve seats, the reaction of the other panchayat

members and that of the political parties reflected through the news reports during the period. The paper also investigates the role played by a mass media (newspapers) with respect to women empowerment.

- Meena Devi Longjam (2013), in her paper on '*Empowering Women Through Alternative Media*', she specially highlighted the positive perspectives of alternative media as a developmental tool to portray and resonates the views and ideas of the oppressed and marginalized women at the grass root level.

Research Questions

- Why tribal women are still less aware about their rights?
- Why tribal women are neither socially developed nor empowered: where is the media's role?

Objectives of the Study

- To assess the academic achievement of the tribal women of Birbhum District, West Bengal.
- To examine the media using habits of the tribal women of Birbhum District, West Bengal.
- To analyze the media's role in tribal women empowerment.

Research Design and Methods

Research Approaches: - . Qualitative and Quantitative both the approaches were employed for picking up the empirical data from the field. Hence, the secondary data were picked up from various sources like books, journals, articles, conferences, published and unpublished research work etc. Methods & Techniques: - A Case Study method has been applied by following observation participant and in-depth interview techniques for picking up the empirical data from the field. Structure questionnaire and some open ended questions had been used as a tool of data collection. Universe & Population:-Here, the research universe is scheduled tribes and the population are four sub-caste such as 'Kol', 'Kora', 'Oraon' and 'Santal'. The present study has been made in Kankalitala Gram Panchayat & Jalandi Gram Panchayet of Birbhum district, West Bengal. Four villages have been taken such as 'Kurumbo Ghosh', 'Jaljalialia', 'Dhultikuri' & 'Bondanga' for the fulfilment of this research study. Sampling: - Non probability samplings like purposive sampling were utilized here as well. Sample Size: - The total sample size is 115, Whereas 8 'Kol', 43 'Oraon', 17 'Kora' and 52 'Santal' families are the main respondents of these four villages. Hence, the total tribal population are 246 females and 279 males respectively.

Results and Discussions

The present data has been picked up by doing hardcore field work in 'Kol', 'Kora', 'Oraon', and 'Santal' villages of Birbhum district, West Bengal. In fact, I have been distributed the population of these three villages in various categories such as village, gender specific tribes, education etc. The tables framed out the educational status of 'Kol', 'Kora', 'Oraon', and 'Santal' tribes. Hence, the total five tables such as village wise population distribution, households wise population distribution, specific caste wise population distribution, and distribution of population

by education and sex-wise and two bar charts have been utilized for the presentation of whole primary data in this favour. The Present study has been led out in four villages of Birbhum district, West Bengal. The empirical data has been framed out and also discussed through the presentation of five tables & two charts. These tables and charts are shown below:-

Village	Households	%
Kurumbo Ghosh	8	6.95
Jajalia	12	10.43
Dhultikuri	43	37.39
Fhuldanga	52	45.21
Total	115	99.98

In the first table indicates the distribution of sample household based on the villages. There are total four villages. In 'Kurumbo Ghosh' village, there are total 8 Kol families, the percentage is 6.95. In 'Jajalia' village, there are total 12 'Kora' households. The percentage is 10.43. In village 'Dhultikuri', there are total 43 'Oraon' families. The percentage is 37.39. In 'Fhuldanga' village, there are total 52 households & the percentage is 45.21.

Villages	Male	%	Female	%	Total	%
Kurumbo Ghosh	13	2.48	11	2.09	24	4.57
Jajalia	42	7.99	36	6.86	78	14.85
Dhultikuri	109	20.76	86	16.38	195	37.14
Fhuldanga	115	21.9	113	21.52	228	43.42
Total	279	53.13	246	46.85	525	99.98

In the second table, we have seen the distribution of sample population based on the villages. The village 'Kurumbo Ghosh', consisting of 24 individuals, out of which 13 are males & 11 are females. In village 'Jajalia', there are 78 individuals out of which 42 are males & 36 are females. In village 'Dhultikuri' the number of total individuals are 195, between them 109 are males & 86 are females. The village 'Fhuldanga', consisting of 228 individuals, out of which 115 are males & 86 are females.

Specific Tribes	Male (Nos.)	Male (%)	Female (Nos.)	Female (%)	Total	Total (%)
Kol	13	2.48	11	2.09	24	4.57
Kora	42	7.99	36	6.86	78	14.85
Oraon	109	20.76	86	16.38	195	37.14
Santal	115	21.9	113	21.52	228	43.42
Total	279	53.13	246	46.85	525	99.98

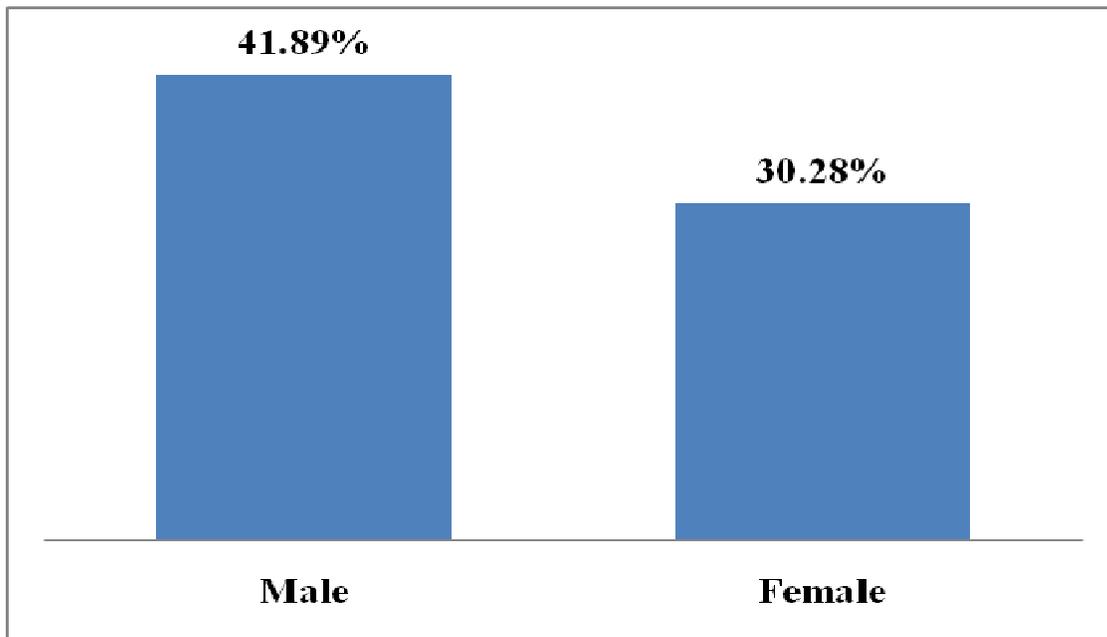
In this third table indicates the distribution of sample population in accordance with their specific tribes. There are four specific tribes. Here, the percentage of 'Kol' tribes is 4.57. The percentage of 'Kora' tribes is 14.85. The percentage of 'Oraon' tribes is 37.14. The percentage of 'Santal' tribes is 43.42.

Class Standards	Male	%	Female	%	Total	%
Illiterate	59	11.24	87	16.58	146	27.81
Pre-Literate	64	12.19	54	10.28	118	22.47
I-IV	49	9.33	32	6.09	81	15.43
V-VIII	74	14.09	51	9.71	125	23.8
IX-X	26	4.95	17	3.24	43	8.19
XI-XII	4	0.76	5	0.95	9	1.71
U.G	2	0.38	0	0	2	0.38
P.G	1	0.19	0	0	1	0.19
Total	279	53.13	246	46.85	525	99.98
Literacy Rate	41.89%		30.28%		72.17%	

The above table represents the educational status of respondents of the four mentioned villages. In those villages there total 146 individuals are illiterate out of which, 59 are males (11.24%) & 87 are females (16.58%) & the total percentage is 27.81. The number of literate individuals are 118, between them 64 are males (11.47%) & 54 are females (10.97%). The total percentage is 22.47. Now the numbers of individuals whose are between class I to class IV, 81. Out of 81 there are 49 males (9.33%) & 32 females (6.09%). The total percentage is 15.43. In between class V to class VIII, the total numbers of students are 125 & the total percentage is 23.8. Out of which 74

are males (14.09%) & 51 are females (9.71%). In secondary section, between classes IX to class X, there are total 43 students & the total percentage is 8.19. Out of them 26 are males (4.95%) & 17 are females (3.24%). In higher secondary , between class XI to Class XII there are total 9 students, out of them 4 are males (0.76%) & 5 are females (0.95%) & the total percentage is 1.71. Out of 4 villages, in UG (Under Graduation) section there are 2 students both are male & the total percentage is 0.38%. In PG (Post Graduation) out of four villages there are only 1 male student is there & the percentage is 0.19. The total number of individuals are 525, out of which 279 are males (53.13%) & 246 are females (46.85%) & the percentage is 99.98%. The total literacy rate of the four villages is 72.17% & the individual male female percentage is 41.89% & 30.28 respectively.

Chart No: 1_Literacy Rate of Tribals of Four Villages, Birbhum District, and West Bengal



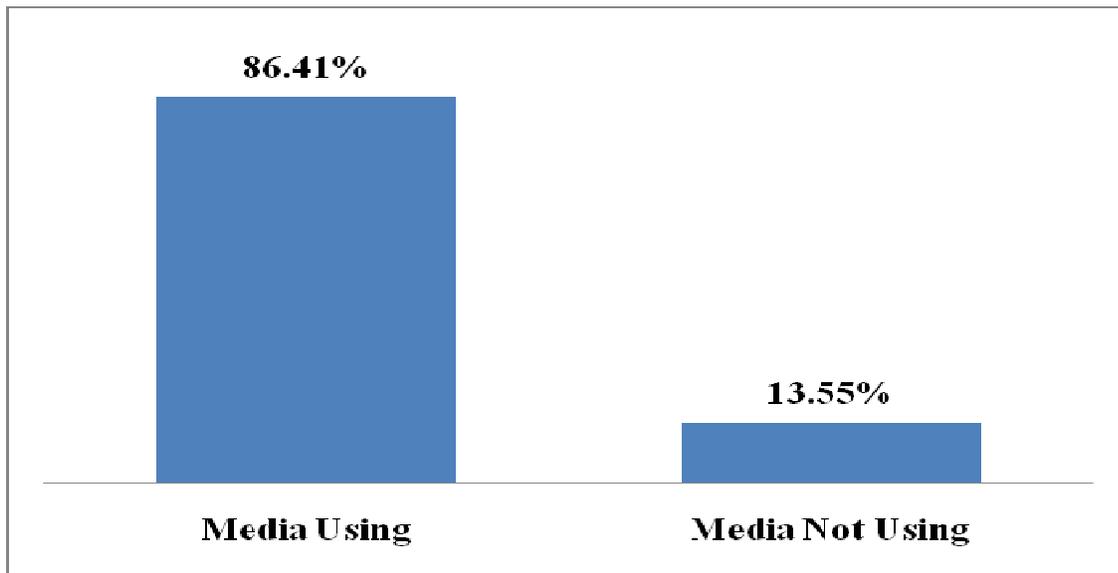
The chart one shows that the literacy rates of the respondents both males and females are respectively. Here, the male literacy rate is 41.89% and female literacy rate is 30.28% which is significantly lower among the tribal women of Birbhum district, West Bengal.

Table No:5 Media Used by Tribals of Four Villages, Birbhum Dsistrict, West Bengal		
Media Used by the Villagers	Total	Total (%)
Newspapers	1	0.56
Television	53	29.94
Radio	4	2.25
Mobile	95	53.67

Internet	0	0
Media Not Used by the Villagers	24	13.55
Total	177	99.97
Media Using - 86.42%	Media Not Using - 13.55%	

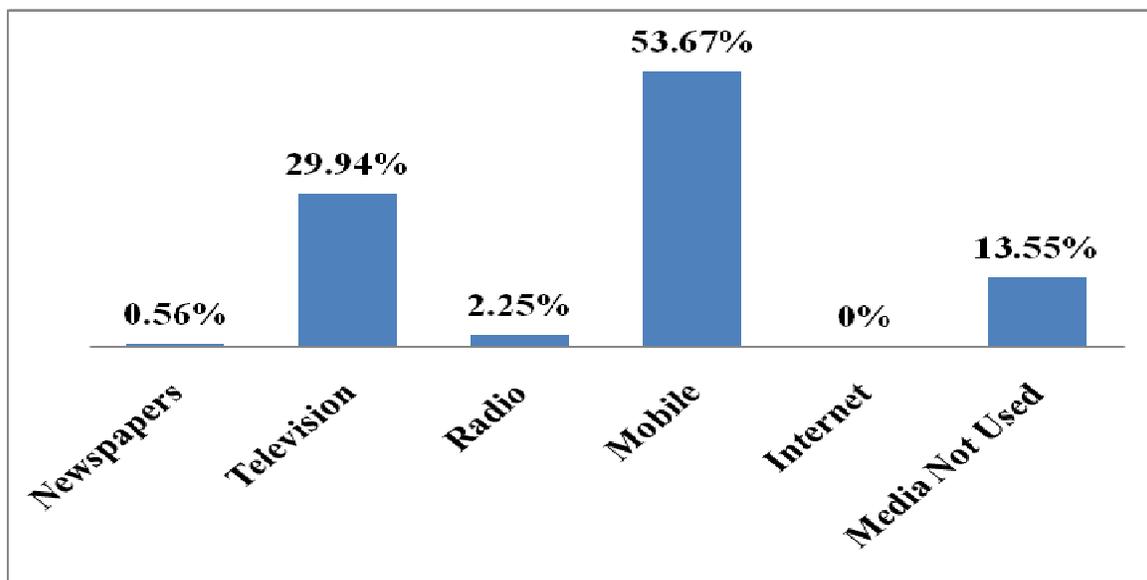
In the above table we have seen that the use of media by the tribal people of the four mentioned villages of Birbhum district, West Bengal. Among the four villages only 1 household has used newspaper & the percentage is %. Television used by the 53 households & the percentage 29.94%. Radio used by the 4 households & the percentage is 2.25%. Mobile used by 95 families & the percentage is 53.67%. No media have been used by 24 families & the percentage is 13.55%. Community radio & internet did not use by the tribal peoples of those villages.

Chart No.:2 Media Using and Non- Using Habits of Tribals of Four Villages, Birbhum District, West Bengal



The second chart denotes the using habits of media among the tribal peoples of Birbhum district, West Bengal. It showed 86.42% tribal people are using media and only 13.55% are not using media. It means media has reached at the houses of marginalised sections and other disadvantaged sections of the society.

Chart: 3 Different Using and Non Using Media Habits of Tribals of Four Villages, Birbhum District, West Bengal



The Chart indicates that using and non using media habits of the villagers on those villages of Birbhum District, West Bengal. It has been showed that only 0.56 % peoples are reading news papers, 29.94% are watching television, 2.25% are listening radio and 53.67% are using mobiles in those respective particular. It has been also found that 13.55% villagers are not using any sort of media till today.

The development of any nation or region is indicated by the level of women empowerment. Any nation's development is highly dependent upon the empowerment of weaker sections of the society like tribal women in particular. In tribal areas, women's economic opportunities remain restricted by social, cultural and religious barriers. Tribal women are mostly exploited by their employer because of their unawareness about their pay structure and other working contracts. The main obstacles behind this ignorance are lack of knowledge, education and blind faith upon the employer. Thus, they are living with that false belief that nobody listens to them in because of they are women. They don't know that they are equally important and their contributions are countable in national development. For this reasons 'education for all' is strongly recommended and focused on by our Indian government. India has made a considerable progress in this sector and with all the efforts the literacy rate grew to 74.04% in 2011. Tribal peoples are the greater workforce in rural India. Visiting those villages, it has been found that the 23% of them are attended the classes between seven to eight and others even cross the primary school levels. There are so many causes existing which are affecting the growth of tribal women education. Tribal youth starts working from an early age because of poor economic condition. The other causes are like poverty, unavailability of jobs in the rural areas, scarcity of agricultural land resources and behind all that lack of self motivation for obtaining education. The conditions of tribal women are significantly worst due to their low educational status. In studied villages, educated tribal women have been admitted to say that the media can play a constructive role for the betterment of their socio-economic development in the society. They have unanimously agreed that only educated women can access the media especially talking in favour of television channels. In fact, they are getting the relevant information in regard to health, education; and

women rights especially by watching the television channels. By the by, Tribal women living in rural areas and those are having low levels of education they are unaware about the developmental messages scattered by the media time to time. In the present days, women empowerment is also necessary for the development of any transforming country. Now days, most of the tribal women are victimized in rural areas and the main reason is low level of education and they are less aware about their rights. Media are also playing key role for the development of tribal women and also focussing issues and problems that rose in tribal areas. This education can solve these major problems and finally this will help them in self awareness. The women in tribal communities are much more active in their works rather than the male. They have to work both in households sector as well as in the working sector but they don't have any recognition in the society. The main reason behind this situation is unawareness about their rights and freedom given by the constitution of India. Though they are economically independent but they can't make any major decision related to family matters. Even they are more educated than the tribal boys, but still they are trampling underfoot into the males of the society. From the above discussion, it can say that only the proper awareness can change the life of the women. For this media can plays a very important role in their personal life; societal development & in overall make a developed nation. Government has already opted various schemes for women in every part of life like 'Widow pension, 'Kanyashri', '33% reservation' & also various other projects for tribal women but besides all that there are a huge gap between taking those facilities. Literate persons are aware of every schemes but the tribal, who are in the villages they are unaware of those schemes which is only for them. Tribal women are not too much media oriented. They are accustomed with their traditional media but in case of other media like print or audio they are totally detached with them. They haven't any kind of interest about news or the happenings. They have interest only in their surroundings. They have their own world. The other media like audio-visual and mobile, these are used by them just for only entertaining purposes. Newspapers, radio, television and mobile, all are failed to create awareness among the tribal women in respect of their demands, rights and condition. They are almost in same condition as before. The proper knowledge based awareness can change the whole scenario of the tribal society. For this, at first we have to aware them about their rights and their importance in the society; even, it has no doubt about that a nation can't be developed without the progress of weaker sections of the society like tribal women. Women are the pillar of success for any society. They are the backbone of any nation. So, the media should have to focus on those issues which are creating hindrance on the pathway of tribal women development.

Conclusion

The present paper revealed that media like news paper, television and radio are used by the tribal groups only for entertainment in which is failed to provide empowerment to the tribal women. Media are not too much important in their day to day life. The present study also shows that tribal women play very outstanding role for the advancement of the tribal society. It is also the fact that we can't able to change the situation unless or until empowered them through education. So, media are only succeeded to promote women empowerment when the tribal peoples are educationally developed and participate to make a developed society as well as a developed nation.

References

- i. Agarwal Meenu (2009) Women Empowerment and Globalisation: A Modern Perspective, Kanishka Publishers & Distributors, New Delhi.
- ii. Das Sanjay Kanti (2012) 'an Analysis of Constraints in Women Empowerment in Tribal Area: Evidences from Assam', Asian Journal of Research in Social Science & Humanities (AJRSH),2(4).
- iii. Ghosh Jhumur (2012), 'Women Empowerment and the Role of Press: An Analysis of Newspaper Coverages of 1993 West Bengal Panchayat Elections', Global Media Journal- Indian Issue, Summer Issue / June, 3(1).
- iv. Khan Ahmad Chesham & Arif Moin (2013) 'Women Empowerment: Role of New Media', Excellence International Journal of Education and Research 1(3):206- 216.
- v. Kumudha A., Thilaga S. (2014) 'A Literature Review on the Role of Mass Media in Rural Development', International Journal of Research in Computer Application & Management, 4(01).
- vi. Narasaiah. M.L. (2006) Women & Development, Discovery Publishing House, New Delhi.
- vii. Okere Samuel & Justina Sam-Okere (2013) 'Print Media Framing of Women in Entrepreneurship: Prospects for Women Empowerment', IOSR Journal Of Humanities And Social Science (IOSR-JHSS) 9(6):31-38.
- viii. Prasad Narendra (2007) Women and Development, APH Publishing, New Delhi.
- ix. Panigrahy R.L. & Dasarathi B.(2006)Women Empowerment, Discovery Publishing House, New Delhi.
- x. Pati Jagannath (2005) Media And Tribal Development, Concept Publishing Company, New Delhi.
- xi. Puthira Prathap D. & Ponnusamy K. A. (2006)'Mass Media and Symbolic Adoption Behavior of Rural Women', Studies in Media & Information Literacy Education,6(4):1-10.
- xii. Patil Pinki (2013)Empowerment of Women, Indian Streams Research Journal,3(2)
- xiii. Rani G. Sandhya, Rajani N., Neeraja P.(2011) An Analysis of Tribal Women's Education in India, International Conference on Social Science and Humanity,5
- xiv. Rao. M.K. - 2005, Empowerment of Women in India, Discovery Publishing House, New Delhi.
- xv. Sindhi Swaleha (2012) Prospects & Challenges in Empowerment of Tribal Women, Journal of Humanities & Social Science,6(1).
- xvi. Suguna M.(2011) Education and Women Empowerment in India, International Journal of Multidisciplinary Research,1(8).
- xvii. Shailashree B. (2013) 'Media and Political Empowerment of Women in Kolar District of Karnataka: A Study', International Journal of Humanities and Social Science Invention, 2(9):55-59.
- xviii. Taxak Pratima (2013) Women Empowerment through Higher Education, International Indexed & Refereed Research Journal, 4(40).
- xix. Ghosh Jhumur (2012)'Women Empowerment And The Role Of Press: An Analysis of Newspaper Coverages of 1993 West Bengal Panchayat Elections', Global Media Journal- Indian Issue, Summer Issue / June,3(1)

Role of Education in Women Empowerment: A Case Study on the Social Development of the 'Santal' of Birbhum District, West Bengal

Debotri Chakraborty,

Research Scholar,

Dept. of Anthropology, Visva-Bharati University, Santiniketan, West Bengal.

&

Debasis Mondal,

Research Scholar,

CJMC, Visva-Bharati University, Santiniketan, West Bengal.

Abstract

The present paper examined that the role of education in women empowerment with special reference to 'Santals' women of Birbhum district West Bengal. The main objectives of this study are (a) to assess the academic achievement of the 'Santal' women, (b) to analyze the importance of education in promotion of social, economic and political empowerment among the tribal women of rural Bengal. The study is based on the both primary and secondary sources. Observation and Interview techniques were used for primary data collection from the field. The present study revealed that despite low literacy the 'Santal' women's are neither socially empowered nor developed. Therefore, educational up-liftment is so much necessary for social development of the 'Santal' women of rural Bengal.

Key-Words: Education, Women empowerment, Social Development, Santal.

Introduction

“If you educate a man you educate an individual, however, if you educate a women you educate a whole family. Women empowered means mother India empowered.” PT.J.L.NEHERU

Education in its general sense is a form of learning in which the knowledge, skills, and habits of a group of people are transferred from one generation to the next through teaching, training, or research. Education frequently takes place under the guidance of others, but may also be autodidactic. Any experience that has a formative effect on the way one thinks, feels, or acts or considered as educational. Education is commonly divided into stages such as preschool, primary school, secondary school and then college, university or apprenticeship. The wealth of knowledge acquired by an individual after studying particular subject matters or experiencing life lessons that provide an understanding of something. Education requires instruction of some sort from an individual or composed literature. The most common forms of education result from

years of schooling that incorporates studies of a variety of subjects. Education seeks to develop the innate inner capacities of human being. By educating an individual, we attempt to provide some desirable knowledge, understanding, skills, interests, attitudes and critical 'thinking. That is an individual acquires knowledge of history, geography, arithmetic, languages and sciences. He develops some understanding about the deeper things in life, the complex human relations, and the cause and effect relationship and so on. He gets some skills in writing, speaking, calculating, drawing, operating some equipment etc. He develops some interests in and attitudes towards social work, democratic living, and co-operative management. As an individual in the society, he has to think critically about various issues in life and take decisions about them being free from bias and prejudices, superstitions and blind beliefs. Thus, he has to learn all these qualities of head, hand and heart through the process of education.

Women's empowerment is a process in which women gain greater share of control over resources - material, human and intellectual like knowledge, information, ideas and financial resources like money - and access to money and control over decision-making in the home, community, society and nation, and to gain power. According to the country report of the Government of India, 'Empowerment means moving from a weak position to execute a power'. According to Bhumali Anil and Sampa Poddar (2005), Empowerment is in fact, a process in which a person assumes an increased involvement in defining and promoting his own agenda for development in respect of social, economic and political matters. The goals of women's empowerment are to challenge patriarchal ideology, to transform the structures and institutions that reinforce and perpetrate gender discrimination and social inequality and to enable poor women to gain access to and control over both material and informational resources. Bhuvan Dasarathi (2006) remarked that the word women empowerment essentially means that the women have the power or capacity to regulate their day- to- day lives in the social, political and economic terms, a power which enables them to move from the periphery to the centre stage. Social development or social change is the phrase that refers to the alteration of social order within a society. It may also refer to the notion of socio cultural revolution, or 'social progress'. This is the philosophical idea that society always moves forward by dialectical means, or evolutionary means. Social development refers to the development of interaction with the human world around, including relationships with others and also the social skills we need to fit into our culture or society. Social development is when environmental factors affect the development of humans, and changes their way of living or growing.

Review of Literatures

In their paper on 'Scheduled Tribe Women: Educational Development in India', Talavar Yamanoorappa Yenkoba and D. J Shashikala (2013) viewed that scheduled tribes are most neglected sections, as they are living in remote, hilly and forest areas. Even though social status of women is equal or higher in few tribes, still their educational status is lower. The statistics of 2001 revealed that the literacy rate of Scheduled Tribe girls is only 34.76 as against male literacy rate of 59.17. They discussed about the national and state level statistics on educational development of scheduled tribe women. They showed in the statistics that the gender-wise

enrolment of the STs in primary and secondary education, it is proved that there is low education among the scheduled tribe population in India.

In her paper on 'Women Empowerment and Education', Jagdeep Singh Pooja (2013) explored that women education in India has a major anxiety of both the government of India and the society who played a very important role in the enlargement of women education in the country. The Education of women is the most powerful tool to change the position in society. The improvement of women's education in rural areas is very slow. This means women folk in our country are illiterate, backward and exploited.

In their paper on 'Empowerment of Women through Education', Jahan Aijaz and Shashikal A.D.J. (2013) corroborated that the most potent weapon related to women's empowerment is education. Education plays an important role in changing women's attitude towards empowerment and their status in family and society. A healthy well educated informed and well employed woman will definitely be able to assert her rights and make concrete contributions to the development process. Thus education does lead to women development and creates awareness about women's rights and is thus empowering at the all level.

In her paper on 'Education and Women Empowerment in India', Sehrawat Joyti (2014) admitted that women constituting the half of the nation are still in social bondage and suffer a lot in the society. Much has happened to raise the educational and social situation of women at the level of policy and rhetoric but perhaps more effort is needed to translate intentions into concrete action to remove the policy performance gaps and the distance between the textual and the contextual position of women. This paper analyzes the concept, women empowerment by incorporating all divergent views with sufficient logical reasoning. It will also explain the problems faced and the possibilities ahead in achieving women empowerment through education.

In their paper on 'Empowering Women through Education and Influence: An Evaluation of the Indian Mahila Samakhya Program', Kandpal Eeshani, Baylis Kathy and Arends-Kuenning Mary (2012) pointed out that participation in a community level female empowerment program in India significantly increases participants physical mobility, political participation, and access to employment. The program provides support groups, literacy camps, adult education classes, and vocational training. We use truncation-corrected matching and instrumental variables on primary data to disentangle the program's mechanisms, separately considering its effect on women who work, and those who do not work but whose reservation wage is increased by participation. We also find significant spill over effects on non-participants relative to women in untreated districts. In their paper on 'An Analysis of Tribal Women's Education in India', Rani G. Sandhya, Rajani N. & Neeraja P. (2011) stated that the fact remains that a large number of tribal women have missed education at different stages and in order to empower them there is a great need of providing opportunities so as to enable them to assume leadership qualities for economic self-reliance and even social transformation. It is often alleged that the level of aspiration of these women as a group is low and they are quite satisfied with what they are and with what they have. It is most often not true only to womenfolk but to everyone who feels helpless and frustrated.

However in order to develop and raise their level of aspiration, adequate educational opportunities are to be provided so that they get motivated to participate, support and also ultimately learn to initiate their own programmes of development.

Objectives of the Study

To examine the educational achievements of the ‘Santal’ of Birbhum District, West Bengal.
 To analyze the importance of education in women empowerment with special reference to the ‘Santal’ of Birbhum District, West Bengal...

Research Methods

Research Approaches:- Qualitative and Quantitative both research approaches are employed in order to get empirical data from the field. Hereafter, the secondary data were pickup from various sources like books, journals, articles, conferences, published and unpublished research work. Methods & Techniques: - A Case Study method has been applied by following observation participant and in-depth interview techniques to take up the primary data by doing minute field work. Structure questionnaire and some open ended questions had been used as a tool of data collection. Universe & Population:-In this present study, the research universe is only the scheduled tribes women and the population are just only one tribes like ‘Santali’. The present study has been made in ‘Fuldanga’ and ‘Bondanga’ villages which fall under Ruppur gram panchayat of Birbhum district, West Bengal. Sampling: - Non probability sampling like purposive and convenience sampling technique were utilized here as well. Sample Size: - The total sample size is 112 households. Hence, the total male and female population of these two tribal villages are 165 and 274 respectively.

Facts and Findings

The present data has been picked up by doing hardcore field work in two ‘Santal’ villages of Ruppur Gram panchayat of Birbhum district, West Bengal. The total three tables such as, households-wise population distribution, village-wise population distribution, educational status and one bar chart has been utilized for the presentation of whole primary data for serving the purpose of this research study. These tables and charts are as follows:-

Table No:-1

Distribution of Households of the Santal of Two Villages, Ruppur Gram Panchayat, Birbhum District, West Bengal		
Villages	Households	%
Bondanga	52	46.42
Fuldanga	60	53.57
Total	112	99.99

Table-1:-In the first table indicates the distribution of sample on the household basis of two villages. In 'Bondanga' there are total 52 'Santal' families and the percentage is 46.42. In 'Fuldanga' there are total 60 'Santal' families and the total percentage is 53.57.

Table No:-2

Distribution of Population of Two Villages as per Sex, Ruppur Gram Panchayat, Birbhum District, West Bengal						
Villages	Male	%	Female	%	Total Population	%
Bondanga	115	21.33	114	21.15	229	42.48
Fuldanga	150	27.83	160	29.68	310	57.51
Total	265	49.16	274	50.83	539	99.99

Table-2:-In the second table, we have seen the distribution of population based on the sex ratio of two villages. The village 'Bondanga' consisting of 229 individuals, the total percentage is 42.48. Out of which 115 are males (21.33%) & 114 are females (21.15%). In 'Fuldanga' village, there are 310 individuals, the total percentage is 57.51. Out of which 150 are males (27.83%) & 160 are females (29.68%). The total numbers of individuals, of those villages are 539 (99.99%). Out of which 265 are males (49.16%) & females are 274 (50.83%).

Table No:-3

Educational Status of the Santal of Two Villages, Ruppur Gram Panchayat, Birbhum District, West Bengal						
Class Standards	Male	%	Female	%	Total	%
Illiterate	64	11.87	101	18.74	165	30.61
Pre-Literate	39	7.23	48	8.9	87	16.14
I-IV	40	7.42	30	5.57	70	12.99
V-VIII	40	7.42	29	5.38	69	12.8
IX-X	74	13.73	52	9.65	126	23.37
XI-XII	3	0.56	4	0.74	7	1.3
U.G	4	0.74	10	1.85	14	2.59
P.G	1	0.19	0	0	1	0.19
Total	265	49.16	274	50.83	539	99.99
Literacy Rate	37.29%		32.09%		69.38%	

Table-3:-The above table represents the educational status of respondents of the two mentioned villages. In those villages there total 165 individuals are illiterate out of which, 64 are males (11.87%) & 101 are females (18.74%) & the total percentage is 30.61%. The number of Pre literate individuals are 87, between them 39 are males (7.23%) & 48 are females (8.9%). The total percentage is 16.14%. Now the numbers of individuals whose are between class me to class IV, 70. Out of 70 there are 40 are males (7.42%) & 30 females (5.57%). The total percentage is 12.99%. In between class V to class VIII, the total numbers of students are 69 & the total percentage is 12.8%. Out of which 40 are males (7.42%) & 29 are females (5.38%). In secondary section, between classes IX to class X, there are total 126 students & the total percentage is

23.37%. Out of them 74 are males (13.73%) & 52 are females (9.65%). In higher secondary, between class XI to Class XII there are total 7 students, out of them 3 are males (0.56%) & 4 are females (0.74%) & the total percentage is 1.3%. Out of five villages, in UG (Under Graduation) section there are 14 students & the total percentage is 2.59%. Out of which, 4 are males (0.74%) & 10 are females (1.85%). In PG (Post Graduation) out of two villages there is only 1 male student & the percentage is 0.19%. The total number of individuals are 539, out of which 265 are males (49.16%) & 274 are females (50.83%) & the total percentage is 99.99%. The total literacy rate of the villages is 69.38% & the individual male and female rates are 37.29% & 32.09%.

Chart:-1

Literacy Rate of Santals of Two Villages, Ruppur Gram Panchayat, Birbhum District, West Bengal

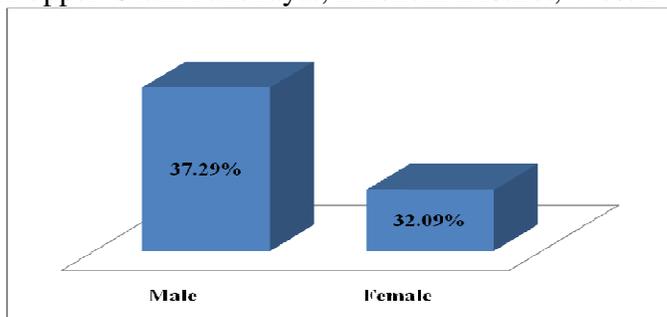


Chart – 1:-The chart one shows literacy rate of the respondents both males and females respectively. The male literacy rate is 37.29% and female literacy rate is 32.09%, which is significantly lower among the tribal women of Birbhum district, West Bengal.

In developing countries like India, education was given prominence both as basic right as a major enabling factor for social development. Education is an essential key element which is being taken as an important prerequisite for making the tribal women capable to take decisions in respect of social, political and economical matters. For the development of any nation, there is the need of an inclusive progress of the weaker and isolated sections of the society. The magnitudes of literacy among the tribal women are very low. In fact, the literacy rate of the tribal population is much lower than the other categories in India. There are several initiatives has been taken from the government sides for the up-liftment of the tribal education but the academic achievements of tribal women have not been met the success as per the expectations due to several factors like poverty, lack of self motivation, cultural taboos and non-availability of jobs in rural areas. Empowerments of tribal women are a serious matter of discourse today in Indian society. Empowering tribal women is a way forward idea to create a stronger rural India. In fact, poor economic condition is the most crucial factor that are affecting tribal livelihood in several ways. Tribal women play very crucial role in their families. They are looking after their families and work harder to earn money because the intact family economy depends on them. The other reason behind poor education is early marriages of girls. For this, the girls sacrifice their every needs and demands at their teenage. They are suffering from serious health problems like malnutrition, anaemia, various gynaecological problems. Education provides basic knowledge and skills to cope with the situation. The well educated tribal women can socialize their children's with values and behavioural patterns of the community. So, it can be said that education is reasonably a good indicator of social development as well as national

development. From the quantitative data, it has been found that the educational statuses of the 'Santal' women's are much lower in compare to the men in tribal society. It is one of the major barriers that are creating hindrance in the pathway of tribal educational development. The conditions of the tribal women are not changed till today although several decades have been passed away. For a long time of interaction, it has been found that the 'Santal' women are very much eager to get the taste of higher education but the economical burdens and cultural barrier make them stopped to enroll in the educational institution. They are still exploited within their community and also outside the community, but at the end of the day they contribute their family financially. Most of the 'Santal' women's are dropped out just after finishing the line of secondary education. The observations showed that the 'Santal' women's are neither educationally coming to the forefront of the society nor empowered in social, economical and political ways of life. By the by, education can provide opportunities for employment in the skilled and prestigious high income jobs and training that are having important consequences for the whole family's welfare as well as for its individual. It also develops social relationships and social skills that are required to fit them into the society. From the above discussions and interaction, it can be hypothesized that empowerment of the 'Santal' women's are only possible if the status of education is increased in particular. So, it can be analyzed that a revolutionary step with its proper implementation can change the whole scenario of tribal education in India.

Conclusion

The present paper concluded that education is an important factor by which tribal women can be empowered and get well placed in society. It also brings a reduction in inequalities and functions as a means of improving their status within the family and society. A well educated tribal woman will be definitely taking part in the development process of a nation. In the end, the study resulted that despite low literacy; the 'Santal' women's are neither socially empowered nor developed. Therefore, educational up-liftment is so much necessary for social development of the 'Santal' women's of rural Bengal.

References

- Anuradha .R.Vijaya & Reddy Lokanadha G.-2013,'Empowerment of Rural Women through Vocational Education and Training', Conflux Journal of Education, Voliume-1, Issue-2.
- Bhuyan Dasarathi -2006, 'Empowerment of Indian Women: A Challenge of 21st Century', Orissa Review, pp: 60-63.
- Borain M.P. - 2003, 'Empowerment of Rural Women: Towards Reversal of Gender Relations', TheIndian Journal of Social Work, Volume – 64, No – 4, October-2003...
- Bhumali Anil and Poddar Sampa - 2005, Development of Rural Women through Education and Empowerment, Abhijeet Publications, Delhi.
- Gupta N.L- 2003, Women's Education Through Ages, Concept Publications, New Delhi.
- Jagdeep Singh Pooja – 2013, 'Women Empowerment and Education', Golden Research Thoughts, Volume-3, Issue-1, July-2013.
- Jaidrath Madhumati - 2012, 'Women Empowerment and Development', Golden Research Thoughts, Volume-2, Issue-5, Nov-2012.

- Jahan Aijaz and Shashikala.D.J. - 2013, 'Empowerment of Women Through Education', Golden Research Thoughts, Volume-2, Issue-10, April. 2013.
- Kandpal Eeshani, Baylis Kathy and Arends-Kuenning Mary – 2012, 'Empowering Women through Education and Influence: An Evaluation of the Indian Mahila Samakhya Program', Bonn, Germany, The Institute for the Study of Labor (IZA), IZA Discussion Paper No. 6347, February-2012.
- Naidu P.R. - 2009, Tribal Development in India: A Curtain Raiser, Adhyayan Publishers & Distributors, and New Delhi.
- Pani Niranjana, Sahoo Jitendra-2008, Tribal Development, Mahamaya Publishing House, New Delhi.
- Rao.R.K. – 2001, Women and Education, Kalpaz Publications, Delhi.
- Rani G. Sandhya, Rajani N., Neeraja P. -2011, An Analysis of Tribal Women's Education in India, International Conference on Social Science and Humanity, IPEDR, Volume-5, IACSIT Press, Singapore
- Sindhi Swaleha-2012, Prospects and Challenges in Empowerment of Tribal women, IOSR, Volume-6, Issue- 1.
- Suguna M.-2011, 'Education and Women empowerment in India', ZEINTH IJMR, Volume-1, Issue-8.
- Sehrawat Joyti – 2014, 'Education and Women Empowerment in India', Indian Streams Research Journal, Volume-4, Issue-3, April-2014.
- Thakur Ashutosh - 2001, Tribal Development and its Paradoxes, Author Press Publication, Delhi.
- Talavar Yamanoorappa Yenkoba and D. J Shashikala – 2013, 'Scheduled Tribe Women: Educational .Development in India', Golden Research Thoughts, Volume-3, Issue (Oct)- 4

Child labour in the Unorganized Sector: Examining the Surrogate Role of MNCs

Dr. Feza TabassumAzmi* & Adeeba Irfan**

*Assistant Professor

**Research Scholar

Department of Business Administration
Faculty of Management Studies and Research
Aligarh Muslim University, Aligarh-202002, INDIA

Abstract

With an estimated 12.6 million children engaged in hazardous occupations, India has the largest number of child laborers under the age of 14 in the world. For many, poverty, lack of awareness among parents, inadequacy of school facilities and ineffective enforcement of child labor laws block access to education. This indeed is a gross violation of the spirit of our constitution and the legal framework.

Thousands of children are working in the unorganized sector in India. What is even more glaring is that behind these sweat shops are big corporate MNCs names known for their lofty ideals and philanthropic mission statements. This paper explores the rampant practice of child labour in the unorganized sector that caters to MNCs and serves as a safe conduit for these global corporations to procure goods cheaply. It points out the strategies that need to be delineated and the action plan required to be put in place in order to curb this surrogate practice that MNCs have adopted.

Keywords: children, education, unorganized, global corporations

Introduction

According to ILO, the term “child labour” is defined as work that deprives children of their childhood, their potential and their dignity, and that is harmful to their physical and mental development. It refers to work that is mentally, physically, socially or morally dangerous and harmful to children; and interferes with their schooling by:

- ❖ depriving them of the opportunity to attend school;
- ❖ obliging them to leave school prematurely; or
- ❖ requiring them to attempt to combine school attendance with excessively long and heavy work

Broadly 4 kinds of child labour have been identified by ILO:

1. *Light work*: not likely to be harmful to their health or development, and not such as to prejudice their attendance at school, or their capacity to benefit from the instruction received - It usually deprives them of fun, a major requirement for a healthy childhood and a very few times may affect the mental development e.g. helping out with family business for most of the time after the school.
2. *Regular work*: attending work regularly instead of school - These children are education deprived. Their mental growth is likely to be affected e.g. sewing as a regular job
3. *Hazardous work*: work in dangerous or unhealthy conditions that could result in a child being killed or injured (often permanently) and/or made ill (often permanently) as a consequence of poor safety and health standards and working arrangements - there is a definitive physical and/or mental damages and possible trauma besides being education deprived e.g. working in Fireworks or cement factories.
4. *Unconditional worst forms of child labour*: The worst forms of child labour as defined by Article 3 of ILO Convention No. 182:
 - (a) all forms of slavery or practices similar to slavery, such as the sale and trafficking of children, debt bondage and serfdom and forced or compulsory labour, including forced or compulsory recruitment of children for use in armed conflict;
 - (b) the use, procuring or offering of a child for prostitution, for the production of pornography or for pornographic performances;
 - (c) the use, procuring or offering of a child for illicit activities, in particular for the production and trafficking of drugs as defined in the relevant international treaties;
 - (d) work which, by its nature is likely to harm the health, safety or morals of children.

In its most extreme forms, child labour involves children being enslaved, separated from their families, exposed to serious hazards and illnesses and/or left to fend for themselves– often at a very early age.

Children in employment are those engaged in any activity falling within the production boundary for at least one hour during the reference period. This refers to economic activities of children, covering all market production and certain types of non-market production (own work). It includes forms of work in both the formal and informal economy; inside and outside family settings; work for pay or profit (in cash or in kind, part-time or full-time), or as a domestic worker outside the child’s own household for an employer (with or without pay). The terms “working children”, “children in economic activity”, and “children in employment” are used interchangeably.

Child labour is a subset of children in employment. It includes those in worst forms of labour and employment below the minimum age. It is therefore a narrower concept than “children in employment”, excluding all those children who are working only a few hours a week in permitted light work.

According to UNICEF- with an estimated 12.6 million children engaged in hazardous occupations, India has the largest number of child laborers under the age of 14 in the world.

About one half of India's 230 million children aged 6-14 do not attend school, and qualify as child laborers. For many, poverty, lack of awareness among parents, inadequacy of school facilities and ineffective enforcement of child labor laws block access to education. Srivastava (2011) explains that poverty plays a major role in child labor, and that it needs laying a lot of emphasis on the psychoanalysis of these children and also on improving the economic conditions of their families.

In the drive for universal education, all children not in school have been subsumed as working children. Such a development is ill-advised. With a redefinition of child labour, the number of working children is set at more than, 10 times the official figures available from Census and NSSO reports. Such a development only aggravates the problem (Lieten, 2002)

The National Sample Survey Organization (NSSO), in a report put out in January 2014, has found that child labour is rampant both in urban and rural areas. It has been found that Gujarat has one of the highest percentages of child workers. The NSSO has found that, in urban Gujarat 2.2 per cent of children in the age-group 5-14 are in the workforce, which is higher than most Indian states, except West Bengal (12.6 per cent) and Uttar Pradesh (4.4 per cent). Things are worse in rural areas, where Gujarat's 4.3 per cent of children in the age-group 5-14 are the workforce, which is again higher than all major Indian states, except Jharkhand (6.7 per cent).

The state-wise details of working children as per NSSO Survey 2009-10 are given in Table 1.

Take in Table 1 here

It is also worthwhile to note that majority of the child workers are in unpaid family and domestic work that deprives them of their childhood rights and basic education. The break-up on the basis of employment is presented in Exhibit 1

Take in Exhibit 1 here

Legal Safeguards in India

The Child Labour (Prohibition And Regulation) Act, 1986 states that no child (a person who has not completed his fourteenth year of age), shall be employed or permitted to work in any of the occupations set forth in Part A of the Schedule or in any workshop wherein any of the processes set forth in Part B of the Schedule is carried on.

Whoever employs any child or permits any child to work in contravention of the provisions of Sec. 3 shall be punishable with imprisonment for a term which shall not be less than three months but which may extend to one year or with fine which shall not be less than ten thousand rupees but which may extend to twenty thousand rupees or with both.

Whoever, having been convicted of an offence under Sec. 3, commits a like offence afterwards, he shall be punishable with imprisonment for a term which shall not be less than six months but which may extend to two years.

Factory's Act, 1948, Chapter VII Clause 69 talks about the prohibition of employment of young children. It clearly mentions that no child who has not completed his fourteenth year shall be required or allowed to work in any factory.

The Mines Act, 1952: The Act prohibits the employment of children below 18 years of age in a mine. Further, it states that apprentices above 16 may be allowed to work under proper supervision in a mine. *The Juvenile Justice (Care and Protection) of Children Act, 2000*: This law made it a crime, punishable with a prison term, for anyone to procure or employ a child in any hazardous employment or in bondage. *The Minimum Wages Act, 1948*: Prescribes minimum wages for all employees in all establishments or to those working at home in certain sectors specified in the schedule of the Act.

The Constitution of India grants right against exploitation, given in Articles 23 and 24, provides for two provisions, namely the abolition of trafficking in human beings and *Begar* (forced labor), and abolition of employment of children below the age of 14 years in dangerous jobs like factories and mines.

The Constitution (Eighty-sixth Amendment) Act, 2002 inserted Article 21-A in the Constitution of India to provide free and compulsory education of all children in the age group of six to fourteen years as a Fundamental Right in such a manner as the State may, by law, determine. The Right of Children to Free and Compulsory Education (RTE) Act, 2009, which represents the consequential legislation envisaged under Article 21-A, means that every child has a right to full time elementary education of satisfactory and equitable quality in a formal school which satisfies certain essential norms and standards.

The RTE Act provides for the right of children to free and compulsory education till completion of elementary education in a neighborhood school. It clarifies that ‘compulsory education’ means obligation of the appropriate government to provide free elementary education and ensure compulsory admission, attendance and completion of elementary education to every child in the six to fourteen age group. ‘Free’ means that no child shall be liable to pay any kind of fee or charges or expenses which may prevent him or her from pursuing and completing elementary education.

Child labour in any form is thus, considered a gross violation of the spirit and provisions of the constitution and the legal framework of the state (Gentleman, 2010). Olga(1996) explained in the light of studies by UNICEF that child labor is actually keeping developing countries poor, because a child at work is directly proportional to an adult out of work.

Child labour in Unorganized Sector

Hundreds of child laborers are currently working in some 400 registered bangle units of Ferozabad. They work for eight to ten hours and manage to earn 30 to 35 rupees day. It is reported that 25% workforce in the Khurja pottery industry is below the age of 14 years. Unprotected child workers are made to remove pebbles from liquid clay. They are not provided with masks or gloves thus, exposing them to hazardous skin related injuries. There are more than a lakh children working in the carpet industry of Bhadohi. Children work in looms under sub-human condition

The last Census indicated that some 2 lakh children are working in the pan, beedi and cigarette industry. . This despite beedi manufactures being classified by the India Child Labor Prohibition and Regulation Act as hazardous work.

According to the National Commission for Protection of Child Rights (NCPCR) report, there were about 40,000 child labourers in Varanasi district in 2001 in the saree/silk industry. Children admit that they do not go to school and are often beaten by their employers.

In south India, at every stage of the silk industry, bonded children as young as five years old work 12 or more hours a day, six and a half or seven days a week. They breathe smoke and fumes from machinery, handle dead worms that cause infections, and guide twisting threads that cut their fingers. Children sit at cramped looms in dim rooms.

Similar is the scenario in gem polishing industry of Jaipur. Children between six to eleven years; work with the sunrise in the morning, after procuring water for the family, up to sun-set in the evening. Their wages are often nil for initial two years and Rs. 30/- per month thereafter since many of them are bonded workers. Children work in cramped places. Because of powdered dust in the atmosphere at the work place, they suffer from breathing troubles. The children grind the gems on the whetstone and after that the gems are shaped.

UNICEF estimates that approx. 20% of mine workers are children. All children in the mining industry are undergoing serious physical, social, sexual, psychological and environmental exploitation and trauma.

It is not only the SMEs or unorganized sector that houses child labour, big names known for their lofty ideals and principles are no far behind.

Walmart, the biggest company in the world and a coveted employer, operates sweatshops with kids in several countries that manufacture goods sold in their stores. Wal-Mart has been fined about \$200,000 for violating 1,436 child labor laws by the US Department of Labor for employing children and making them work at least ten days in a row. This fine was the largest fine that the state ever levied for child labour.

Nike has been accused of using child labor in the production of its soccer balls in the Third World countries. More than 2000 children, some as young as 4 and 5 years of age, are involved in the production line. Majority of these children work in Asia, e.g in the nations of India, Pakistan, Bangladesh and Indonesia. The work areas in these facilities are unsafe, noisy, unsanitary, injurious, and very dangerous. **Adidas** too buy their clothing from local sweatshops which employ and many times exploit children through long working hours, bad working conditions, and extremely low pay.

Disney has sweatshops in third world countries that would have children working on toys and clothing about sixteen hours a day on low wages.

Hindustan Lever Ltd., the Indian subsidiary of Unilever, is making use of hazardous forms of child labour in cotton seed production in India on a large scale. An estimated 25,000 children, mostly girls, work an average of ten to thirteen hours a day for Hindustan Lever. An estimated 12,375 children work under terrible conditions on cottonseed farms in Andhra Pradesh which supplies their produce to MNCs like **Bayer and Monsanto**. Dutch MNC **Advanta** and US-Dutch Company **Emergent Genetics** are some of the others who get produce from these farms.

The cottonseed production industry is the largest employer of child labour in India. Around 450,000 children are employed in this sector across the country, mostly by Indian-owned companies who supply to MNCs around the world. The children receive no education, earn less than Rs 20 a day and are exposed to poisonous pesticides like Endosulphan in the course of their work. The companies unilaterally fix a price for farmers that make it almost impossible for them to employ adults. Cottonseed production is extremely labour-intensive. The sector is 'unique' in the sense that nine out of 10 employees are children aged between 6-14 years. Generally, they are bonded to their employer through advances paid to their parents.

Although Unilever has informed the Dutch press that it would like to contribute to a solution of the child labour problem in cottonseed production in India, though in its press release of May 5, 2003, it rejects the accusation of using child labour.

Chocolate companies like Hersey's, Nestle and Mars among others source cocoa beans for making chocolates. About 43% of the cocoa beans from Africa come from the labor of children.

Children as Employees

These companies established factories in several small countries to make their products. Workers, many of them minors and children are kept in unhygienic and sub-human conditions.

Firms are incentivized to employ children rather than adults due to several reasons. The most important reason is cheap wages at which children are employed. On an average, a child earns 30% less than a woman does, and 55% less than a man. This provides a cost-effective alternative to manufacturers and employers. Since in lot of cases, children are employed in labor-intensive low-skill jobs, they serve as an available and easy source of cheap, unskilled, and not-demanding labor.

Another reason is that children also have reportedly higher efficiency and productivity levels. ILO reported that children have 40% more productivity than adults. Children are keen learners, sincere and dedicated to their work. This makes them highly productive. Their high levels of performance and productivity can also be attributed to the fact they are apprehensive of the harsh treatment likely to be meted out to them in case of negligence or low performance. Children are also believed to be fine craftsmen because of their small and nimble fingers which gives them the ability to complete work with more precision than adults.

Most importantly employers prefer children as employees due to their docile, submissive and subservient behaviours. Children perform out of fear of being abused. Many employers prefer children owing to the reason that there is complete absence of union problems and any other forms of IR disturbances such as labour unrest, grievances, conflicts, disputes, strikes etc. Children are not likely to claim their rights, raise voice against oppression or injustice and do not insist on demands like welfare, collective bargaining or benefits.

MNCs Responsibility: Chain of passing the buck.

Companies like Nike, Adidas, Apple etc. claim that do not directly produce their goods but buy them from sub-contractors. For instance, companies like HLL and Bayer who thrive on child labour in the cottonseed industry, claim that they do not employ the children themselves; rather

they buy through agents or sub-contractors. These agents are called 'seed organizers'. These agents procure the reduce from big land-owners and farmers who further procure it from small farmers. Thus, it's a long chain of passing the buck.

Most MNCs maintain that most of their work is contracted out to independent suppliers and they are not aware about any such practices at these facilities. It is important to note that even if a corporation does not directly employ children, it can still be at fault of exploiting children. Unfortunately, MNCs also exercise a policy of "don't ask don't know" turning a blind eye to the practices of their subcontractors and suppliers. Big MNCs like Apple, obsessed as it is with details, must know this. Or, if they don't, it's because they don't want to know.

Remedying the Problem

The problem of child labour is a major challenge for the developing countries. Children work at the cost of their right to education which leaves them trapped in the poverty cycle. Although the Constitution of India guarantees free and compulsory education to children between the age of 6 to 14 and prohibits employment of children younger than 14 in 18, child labour is prevalent in almost all sectors of the Indian economy.

Many manufacturing firms and sweatshops are strategically located at poverty-stricken areas to attract children to work as labourers. Poverty is the main reason why kids work. The worst form of child labour is bonded labour. Children are "sold" by their parents for a petty sum, a loan or to pay off debts. This is common in India, especially in the unorganized sectors.

In general, the overall contribution of child labour in developing countries such as India is so substantial that stopping it would harm the economy and therefore the issue is still under continuous debate. As per the ILO, there are tremendous economic benefits for nations by sending children to school instead of work. Without education, children do not gain the skills such as English literacy and technical aptitude that will increase their productivity in the future to enable them to secure higher-paying jobs that will lift them out of poverty.

Considering the magnitude and extent of the problem and that it is essentially a socio-economic problem inextricably linked to poverty and illiteracy, it requires efforts from all sections of the society to make a dent in the problem. Abolishing child labour has to be a long-term carefully implemented strategy and not a one-shot solution. What is necessary is to convince and motivate these workers and their families to voluntary withdraw themselves from employment and to shift the responsibility of work to adults in the family. However, this may not be possible without a concomitant support-system in place. It needs a gradual plan of providing rehabilitation and relocation facilities to child labour along with adequate educational opportunities. It also requires a well-designed sensitization program for child workers and their families to enable them to understand the future benefits of education. Needless to say, if these steps are not taken, child workers who are stopped from working will end up in even more dangerous, stealthy and anti-social forms of work.

Weiner (1996), states that India remains so far behind the rest of Asia that it will take a major infusion of resources and political leadership to catch up. As the economy opens and employment opportunities grow with the expansion of the country's consumer industries, the

governing middle class may recognize that the country needs a more literate population and therefore must invest in its children. But it will take a major coalition of locally based groups, the active participation of the media, the contribution of researchers and the information they disseminate, the support of investors, educators, social activists and trade unions and international donor agencies to get India to address the way it treats the children of the poor

Basu (1999) examines how The National Child Labor Project (NCLP) plan was launched in 9 districts having high child labor count in the country. Under this scheme, funds are given for running special schools for child labor. Most of these schools are run by the NGOs in the district. Under the scheme, these children are provided informal /formal education along with vocational training, and a stipend of Rs. 100 per month. Free health check-up is also done for them. Similar such initiatives are needed in other parts of the country as well.

The government needs to take more proactive steps to tackle this problem along with simultaneous rehabilitative measures. MNCs and corporate too need to take upon themselves greater responsibility by refusing to employ child labour or accepting goods from sub-contractors who do so. Several MNCs like IKEA resolve never to employ child labour. NGOs and child rights organizations are already doing their bit. Several NGOs are working in this direction. Few years back, Pratham, an Indian NGO was involved in one of the biggest rescue operations when around 500 child laborers were rescued from zari sweatshops in Delhi.

What is needed is a more concerted effort from government, NGOs, companies as well as the general public to gradually erase child labour from the country. It also requires a coordinated and multidimensional effort to tackle the mindsets vis-a-vis issues related to child labour. There is a need for psychologists, medical practitioners and educators to team up for a more inclusive and broad-based approach to handling this process of transition. Unless this is done, child labour will continue to be a malaise for the country.

References

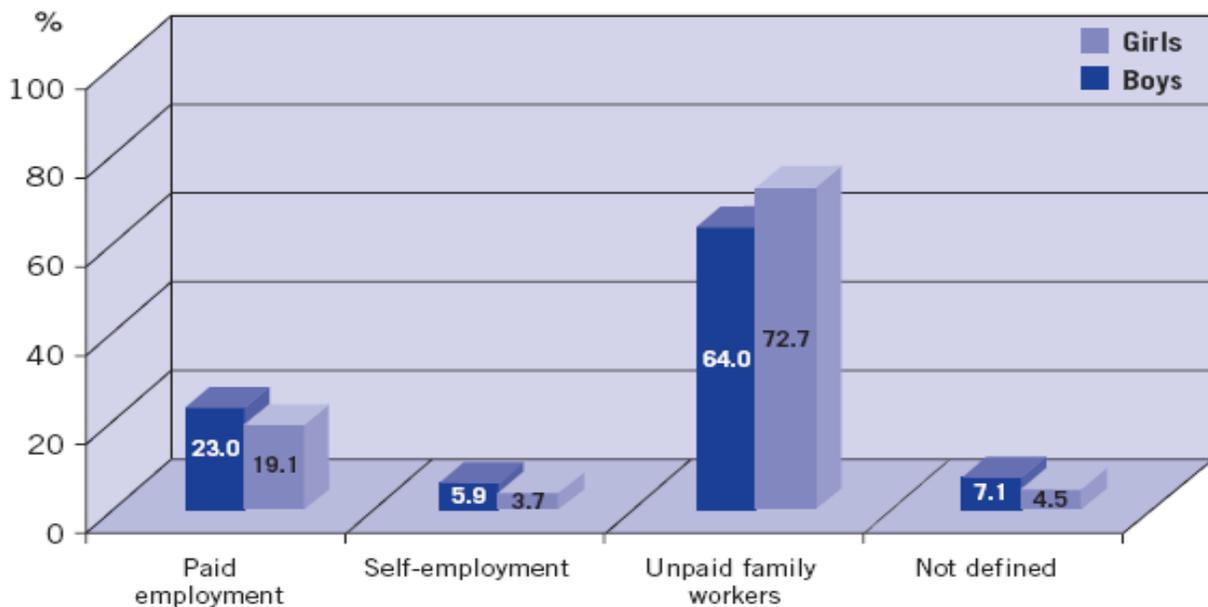
- 1) Basu, K. (1999). Child Labor: Cause, Consequence, and Cure, with Remarks on International Labor Standards; *Journal of Economic Literature*, No. 2 pp 1083- 1119.
- 2) Child Labour, UNICEF Child Protection Information Sheet. July 10 2010. <http://www2.unicef.org/protection/index_3717.html>.
- 3) Gentleman, A. (2010). Children's Domestic Labor Resists India's Legal Efforts, *New York Times*, 18 February, 2010.
- 4) Initiatives towards Elimination of Child Labour-Action Plan and Present Strategy. National Child Labour Project. Government of India, 25 Apr. 2010
- 5) Lietai, G. K. (2003). Child Labour in India: Disentangling Essence and Solutions, *Economic and Political Weekly*, Vol. 37, No. 52, pp. 5190-5195
- 6) Olga, N. (1996). The Paradox of Child Labor and Anthropology: *Annual Review of Anthropology*, Vol 25, No,1, 237-251.
- 7) Srivastava, K. (2011). Child labor issues and challenges; *Journal of Industrial Psychology*, Jan-Jun; 20(1): 1-3.
- 8) Weiner, M. (1996). Child Labour in India: Putting Compulsory Primary Education on the Political Agenda, *Economic and Political Weekly*, Vol. 31, No. 45/46, pp. 3007-3014

Table 1: State-wise Distribution of Child labour

Rank	States	Male	Female	Total	% of Child Labor
1	Uttarakhand	1160114	615219	1775333	35.62
2	West Bengal	389211	162373	551584	11.07
3	Rajasthan	136239	269697	405936	8.14
4	Gujarat	166432	224255	390687	7.84
5	Bihar	235309	41213	276522	5.55
6	Maharashtra	120600	140073	260673	5.23
7	Andhra Pradesh	108923	125739	234662	4.71
8	Karnataka	110589	115908	226497	4.54
9	Madhya	149142	41875	191017	3.83
10	Assam	156488	32666	189154	3.80

Source: NSSO Estimate of Child Labor in Major Indian States, 2009-10 (Age group 5-14) (in thousands)

Exhibit 1: Occupation-wise Distribution of Child labor



Source: NSSO, 2009-10 (Age group 5-14)

A Pragmatic Study of Unorganized Sector in India in context to Banarsee Silk Saree, Madhubani Paintings & Carpet industry

Ridhwan-Un-Nissa* & Dr Pratika Mishra**

*Research Scholar

**Asst. Professor, School of Mgmt Studies
Ansal University Gurgaon

Introduction

An informal and unorganized sector gives crucial part to the Indian economy. A High proportion of socially and economically under privileged section of the society are involved in the informal economic activities even about 50 percent of the national product and also more than 50 percent of work force are by the informal economy of the country. A high level of growth is seen in the Indian economy from past two decades due to increase in formalization. In terms of output, earnings and employment there is a new dynamism of the informal economy. Indications of growing interlink between informal and formal economic activities are also noted. Sustaining high level of growth or to have a faster growth a special attention is needed by improving domestic demands of those who are involved in Informal economy and also by fulfilling the needs like skills, technology, marketing, finance and infrastructure of the sector according to the report

Importance of Unorganized Sector Statistics, 2012

Indian informal sectors are not officially documented in Indian official documentation neither it is being used by national accounts statistics there is predominant place of informal or unorganized sector in the Indian economy as for as contribution to employment and GDP is considered, the role of this sector can hardly be ignored. The survey report of NSS in 2004-2005, on informal sector and condition of employment brought to the light that there are nearly 72 percent of workers in the urban areas and 82 percent of workers in the rural areas were engaged in this sector for employment. The national commission for enterprises in unorganized sector.

As per ICLS 1993, Informal sector is regarding a group of production units owned by households which form a part of household sector as unincorporated enterprises, household enterprises or equivalently.

Informal sector: "An unorganized sector consist of all unincorporated private enterprises which are owned by households and individuals doing the sale and production of goods and services operated in proprietary or partnership basis having less than 10 total workers" ICLS,2003

The terms “Unorganized and Informal” sectors are rarely used interchangeably. The term Informal sector is broadly characterized by primary objective to generate employment and income to concerned persons by units involved in production of goods and services. These units operate in much unorganized manner without any division of Labor and Capital which are the factors of production in small scale. Relations with labor are mostly based on personal or social basis with casual approach without any formal agreement or contracts Reddy,2012.

Radhakrishna,2012 in a reports claimed that unorganized sector includes mostly Small enterprises, Agriculture and allied activities, Artisans, village & cottage industries with specified credit limits. Also organizations covered under household sectors mainly individuals like business persons, professional and self-employed, traders, wage and salary persons, pensioners, money lenders, stock brokers, dealers, unemployed etc. All unincorporated private enterprises which are owned by individuals or household doing sale or production of goods and services with less than 10 total workers and are operated on partnership and proprietary basis. There are other entities also like proprietary concerns, self-help groups, partnership firms which are covered under micro financial institutional activities. Most of the above entities of unorganized enterprises have access to organized loans and refinance facilities extended by the scheduled commercial banks including RRBs. Some more also could be included under three tiered cooperative credit structure systems like PACS(Primary agricultural cooperative societies) and FSS/LAMPS (Farmer service societies/large sized). Other financial cooperative institutions like SCBs (State Cooperative Banks), UCBs(Urban Cooperative banks),PCARDBs/SCARDBs(Primary & State Cooperative Agriculture and Rural Development Banks),etc.

Economic Contribution of Unorganized Sector

The informal or unorganized sector serves formal sector by full filling their wide range of demands and contributes to the Indian economy. In urban areas the manufacturing and construction enterprises (does not include farm workers or non-profit organizations) are mostly self-own enterprises and operated in self employ mode according to **Sharma, 2012 in a report.**

Estimation of GVA of unorganized sector

In the Indian NAS, the estimates of GDP and GVA for unorganized sector are estimated through indirect methods, using the indicator procedure with Benchmark. As per the statistics in India, it has been seen that GDP from unorganized sector nearly half of the total GDP. The nature of this sector is distinguished by spreading or multiplying small production units and not maintaining any accounts as **per the report on unorganized sector 2012**

Recently (January 2010), as per the report unorganized sector statics, the prime Ministers Task force has highlighted various issues on MSME enterprises in concern of Credit to these

enterprises, large part of which is unorganized and informal sector. The issue of credit to unorganized sector is of critical importance as large number of enterprises operates in India which contributes to the Indian economy and their distribution to various sectors and welfare needs to those who are engaged in these entities.

In past a committee was set up by RBI under the chairman **Prof. P .Venkataramaiah (2001)** to examine the situation of unorganized financial sector and accordingly recommend for improvement in the sector, all this was done on advice of National statistical commission.

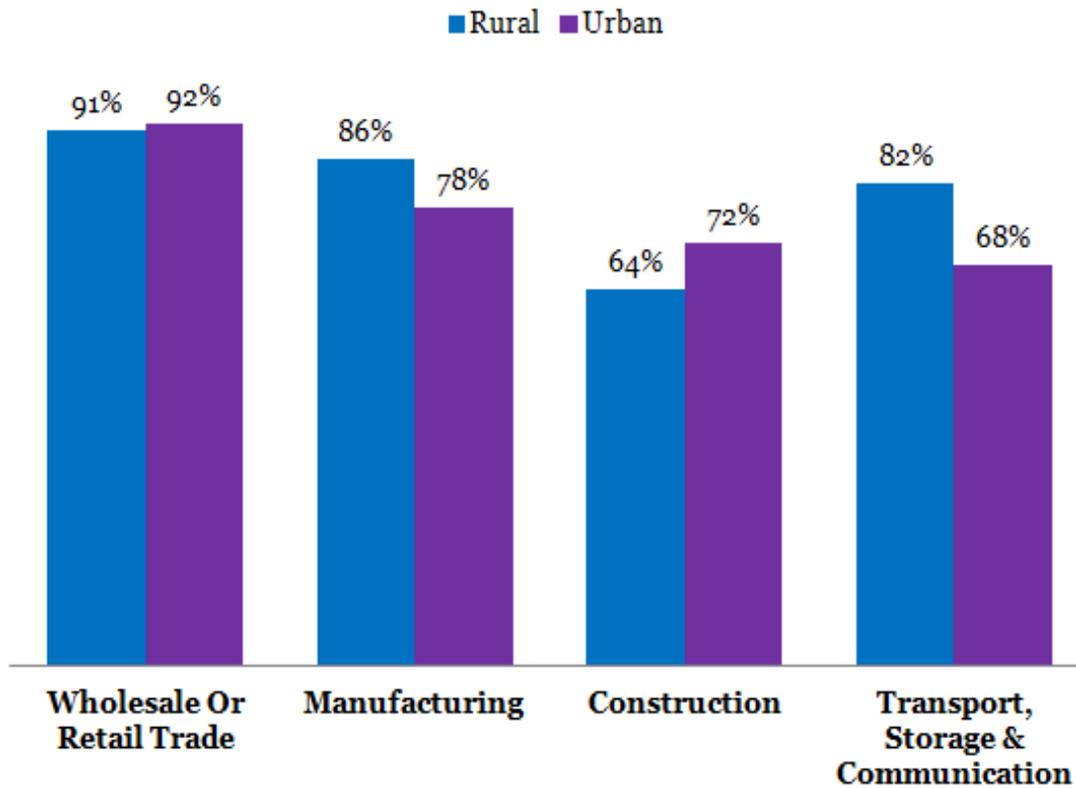
BSR-1(Basic Statistical return 1) has been in existence from past 38 years and it was launched in December 1972.BSR-1 consist of two parts BSR-1A and BSR-1B.In BSR-1A banks maintain report of loan account and level data for large borrow accounts and for every account information such as organization, type of account, amount outstanding, occupation etc. are collected. Under BSR-1B totals for small borrowal account are collected according to occupation. The main objective of BSR-1 is to get micro level information from commercial banks about their credit operations otherwise these are not secure for regulatory purposes.In bsr-1 systems number of changes has been made with the passage of time some of which are stated as below.

- Some of the new parameters have been introduced with the passage of time.To match with related systems and economic conditions, detail codes of parameters also get revised.
- Returns became annual from 1990(as on 31st march) which till 1989 was half yearly(June and December).
- The credit limit over 10000 were categorized as a large borrowal while as at the same time credit limit up to 10000 was considered as small borrowal till 1983,which then was revised as 25000 from 1984 and in 1999 it again got revised to 2 lac.

As per **Venkataramaiah, 2001** to implement special program and formulating development policies in the informal financial sector, some other categories and group were also working e.g. NGO's and SHGS. These organizations received funds not only from Indian financial institutes but also from abroad because most of them were credit linked by banks.

Some Facts about the unorganized sector in India:

Unorganised Sector: Non-Agricultural Activities During 2009-10

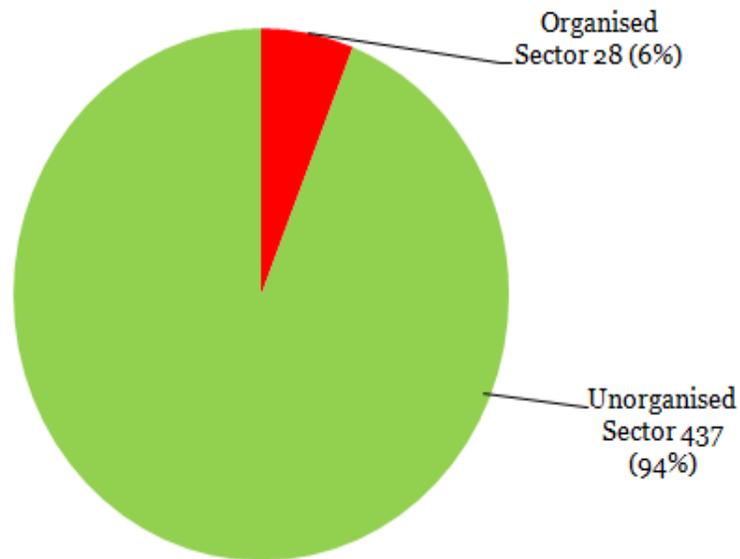


Source: NSSO 2009-10

Source: <http://nitib.wordpress.com/2013/08/19/the-great-informalisation-about-50-of-indian-gdp-from-unorganized-sector/>

http://www.indg.in/social-sector/unorganised-labour/informal_sector_in_india_-_approaches_for_social_security.pdf

Total Employment During 2009-10



Total Employment: 465 million

Figures in million
Source: NSSO 2009-10

Source: <http://nitib.wordpress.com/2013/08/19>

Major Field of Unorganized Sector in India are:

1. Banarsee Silk Saree
2. Madhubani Paintings
3. Carpets
4. Bhagalpur Silk
5. Kashmiri Kadhai (Dress Material, Shawls, Blankets etc)
6. Kanjavarum

Three fields that have been covered in this study are given as Under:

Carpets:

An innovative Portal on Handloom will have a very major impact on the industry which will carry all the important information about the trade. Around 30% of the total export is contributed by the handloom industry which is amount the highest handloom producing country in the world. This proposed portal will give the information like latest market trends, documentation, branding, new marketing strategies etc. Indian carpet industry will find it difficult to compete with Chinese industry in terms of volumes and prices. Innovative range of products with lower volume is going to be mantra for success in Indian Carpet industry. Hence, efficient coordination and management of activities is a key for success for any Indian carpet business. This offers an opportunity for consolidation of activities for reduction in costs, improvements in quality standards, better product development and timely delivery of products thereby driving the growth. **Bashir,Gupta, Mishra et al 2011**

According to **Rastogi,S.K, Ahmad,I 2001** Carpet industry of India exports handmade carpets worth rupees 3000 cr, the value of export product cost Rs 10,000 cr INR globally. Largest Volume is contributed by India but there value stands 3rd after realization of low unit value, there contribution is high volume wise but value wise 3rd rank given to India because of the low unit value which shows the value realization is lower. Wherein we compare Pakistan's carpet industry exports, their value is around 1000 cr although Pakistan handmade carpet Industry relay only on hand knotted carpet. They made rear hand tufted, loom made etc. diversity and customer meeting ability enhance potential of India to add value and volume much further expected growth of Industry will reach goal of 10,000 cr in exports globally in five years.

According to **Chowdhury 2001**, Not only the international but the domestic market also played an important role in creating the demand for the carpets including the customers like corporate offices, railways airports and hotel industry. More efforts are required to achieve the potential growth in this vibrant sector and domestic economy on the whole. Its beauty, its labor intensiveness, socio-economic condition of involvement of men and labor, skilled workers and basic infrastructure set up.

As per **Eric 1997**, India by the contribution of 2500 plus exporters cum manufacturers and 2 lakh artisans are ready for the big leap. Some major stores and departmental stores of other countries are considering India is lacking in basic infrastructure, support of marketing, commercials and government, to achieve the potential growth, men who are involved in this sector of producing carpet there social-economic condition must be fair and kept in mind, it is true to explain that handmade carpets like handicraft are of aesthetic value.

In order to improve the socio-economic status of this sector there has to be a special attention given to this trade in general & artisan's community. The regions mentioned above for the manufacturing of these carpets needs to be geared up for the capturing of world market share of carpets.

Government intervention and private-public-partnership is required to achieve this. It is very important to identify the weak areas of this sector and provide then the special attention to achieve the complete objective. Special areas which need the attention for improvement in the quality up gradation by means of Government of India intervention or/and Public-private-partnership through 11th five year plan for the growth and development of this sector are given bellow:

Specific Areas	Mode of Intervention
1. Raw Material	P-P-P
2. Common Facility Centre	P-P-P
3. Human Resource Development	GOI
4. Market Intelligence	P-P-P
5. Information Technology	P-P-P
6. Quality Culture	P-P-P
7. Infra-Structure	GOI

Issues faced by workers:

Srivastava 2007, Labors involved in carpet weaving industry are mainly children, faces number of health issues by working at in inappropriate conditions, specially situation where they get exploited, they are forced to work for twelve or more hours a day permitted for 2 meals a day work, rest and sleep at same place and suffer. They is no differentiation in the wages of adults and children. Working conditions are not suitable or they are dangerous, dirty, spread diseases and risk the health of labor and their families. Kids who are present there they inhale air mixed with small particles of thread all day and weavers children who play near the loom are exposed to nails, electrical wire and rusty tools, same young ladies working while their babies are sleeping in their laps which intend infants to health issues.

In early 1990's people rebel and started campaign against child labor of carpet Industry and import of Indian carpet resulting into an disaster, No of families loose there earning and the situation became worst due to poverty to avoid negativity for workers the whole sector need solution consequently exporters, Indian carpet manufacturers ailing with UNICEF, under the guideline of IGEP starts ngo ROUMARK in 1994 for the well fair of carpet industry workers 80% of the businessmen used their family as a laborer in their own business, some of them nearly 50% haired labors, fact about the family engagement in profession i.e. 20 family involved in this profession if average of family member is 6 then almost five members are involved. 123 members- 85 are artisans; children actively show interest and get engaged in their profession. In this handicraft work remunerations are based on volume and quality of carpets. Mostly artisans sell their product to the contractor or middle men. Contractor and master craftsmen fix the rates **Eiland,2003**

Supplying the carpets on the condition of raw materials from contractors and manufacturers. The manufacturing of carpets is a very tough task in itself knot after knot and weaving of carpets is a very painful task. These carpets are used for so many purposes e.g. floor covering, interiors decoration etc.

To improve the social-economic conditions of the craftsman of carpet Industry, there are few remedial measures which are given bellow:

- **Lending finances for the motivation of trade.**
- **Intensive and extensive promotional efforts for carpets in India.**
- **Special measures taken by the government to improve the condition of workers in the carpet industry.**
- **Government has to ensure that there is no harassment from public officials in prospect of child labor.**

Banarsee Silk Saree:

India has a rich culture and heritage of handicraft and handloom industry. Indian are focused across the world for their excellent in workmanship and production of most beautiful hand-woven textile. Traditional handloom weavers are second to none as far as their artistic skills are concerned. Manufacturing of textile in India is the 2nd largest occupation after agriculture in India. The Craftsmanship uniqueness and aesthetic are main pillars of survival in handloom industry. After all the strong competition faces from mill textiles there is still a great demand for the handmade fabrics thus Fitch a very high price in modern industrialized market.

Singh and Rana, (2002)

Since from the ages or we can say from ancient times, India's hand woven textiles has been one of the world's largest and most renowned industry for making saree a traditional dress. Varanasi which is home to lakhs of weavers and is a prominent commercial center known for the finest quality of silk in North India even Patanjaliin second century BC and Pali literature(**Sukul,1974**) described silk of Banaras as the finest silk.

As per **Kosambi 1990**, The handloom industry in India is a tradition oriented caste based and labour intensive with the legacy of craftsmanship and decentralized setup that is spread throughout the country. As per the census of handloom production there are total 576 handloom in India. However 823 families are involved in handloom weaving in Banaras.

As per **Singh 1971**, Temple town of Up Banaras (Varanasi) is famous for its Brocades and Saree Throughout the world. The finest Examples of superb craftsmanship of India artisans are the ethnic Banarseesaree. Though there is a huge demand and readymade market banarsee silk sarees there are also issues which are needed to be addressed immediately for further improvement and sustainability of this traditional craft.

Issues needed to be addressed:

Raw Material: Raw material plays an important Role for the production. Nearly half of the weavers purchase raw material from manufacturing of Banarsee Silk Saree Purchase the same on Credit from local dealers, because it saves their time, money and energy and also at the same time reduces the risk stock accumulation. Very few weavers purchase raw material on cash

where as 35% of the weaver purchase the same on cash and credit, Socio Economic Status of Weavers might influence the mode of payments. **Ahivasi 1973**

Distribution Channels: The main market of banarsee silk saree is domestic however the saree enjoys readymade markets both national and international. The data shows that majority of the products are sold in the local markets which is 74% and showroom 68%. The demand of small banarsee silk sarees is less in the other states because of their own traditional textile. The export of these saree is 11% the main problem faces by the weavers is the storage facility which forces them to sell their produce monthly, Banarsee Silk saree are the status symbols being rich gorgeous and thus the same are being adored during auspicious occasions. The weavers sell 50% of their stock during festive seasons. The table given below also shows that almost 66% of the labors work for their masters on wages and rest 30% work in co-operative societies who on completion of work returns to their respective owners. Sometimes it becomes the need of the Hour for the weavers to sell their product directly on retail basis (25%) and to wholesale (15%).

Marketing & Financial Issues: A number of issues are needed to be addressed e.g. provisions of raw materials knowledge about the low cost and scientific techniques of weaving, financial assistance, special training to improve weaving technologies, finishing and dyeing and other inputs is needed. Banarsee silk saree have not only demand domestically but internationally. That is why to open new doors for this silk weaver sector there is an immediate need of centralization of this sector in order to enhance consistency and uniformity and regularity not only in production but also in marketing strategies and distribution channels. The market captivation of banarsee silk saree nationally and internationally is very fast hence the sector needs the special and immediate attention by the govt. Further adding to the above mentioned conditions to improve the socio economic condition of banarsee saree there is a need to advertise and publicize the trade by exhibitions displays and trade fairs. In the old ages to meet the demand of the consumers various types of modifications and up gradations were made in the designs, saree length, kinds of zari, type of yarn, reed count and Banaras sarees as per the socio economic positions. Weavers were used to keep provision for raw material at reasonable prices, trainings were given to improve existing technology and low cost techniques for weaving, dyeing and finishing with financial backup and other necessary inputs as per the day need. Weaving sector needed to be centralized to enhance consistency, uniformity and regularity in the production to open appropriate channel for marketing of silk sarees and other silk goods as the Banaras silk sarees and goods have market value in the overseas country also, However this industry still needs attention of state government on local Banarasi weavers to improve socio economic status and also to promote, publicize and expose Banarasi silk sarees through various mediums of advertisement, exhibitions, trade fairs and showrooms. **Anonymous, 2005**

Competition: But in the recent past these weavers and this industry of sari weaving is getting worse and worse due to tough competition with Dhaka, Chinese and south Indian silk, lack of raw material, changing fashion trend, high cost and low returns with lacking technique expertise. Such a worst situation is affecting the lives of saree weavers. Extreme cases of poverty, unemployment, illiteracy, symptoms of degrading health are noted and these domestic affairs are making economic condition worse with increasing loans and debts. Weavers are very strongly attached to their profession as from their childhood they get absorbed in this work and they have

got no other working skills to get new work, such worsening economic conditions with pressure forcing them to commit suicides. The declining status of Banarasi silk saree is a matter of great concern today as it is also creating social problems and decreasing opportunities results in shifting of occupational structure. The industry needs immediate attention of government, specifically articulated plans to regain its glory and make its presence in globalized market **Zaman, 2011.**

Other Issues: The most important and common problems faced by the weavers community was the lack and interrupted electricity supply (96%) another problem faced by the weaver is promotion of silk saree (94%). In addition to these major problem there are some related problems which are production and shortage and price hike of raw materials, lack of transportation and price instability. Some other problems are also identified among the weavers which are low remuneration 76% community wellbeing 30% lack of incentives and other constrains from government which are 19%. **Zahir 1998**

Madhubani paintings: India being the most rich and diversified country in terms of folk art and craft. Bihar is one of the top appreciated state all over the world because of their extremely rich tradition of artistry and innovation which had a great aesthetic value and their adherence to the tradition.

According to **Jakobson 1987**, Madhubani which is literally means forest of honey is a significant northern region of Bihar with distinct regional identity and language the reportedly span 2550 years Madhubani Painting which had a traditional significance was a domestic ritual activity unknown to the outside world. It was in 1934 during the earth quack damage inspection the British colonial officer in Madhubani district Williams G archer discovered the painting on the walls of Maithili homes leaving him awestruck. That century was ruled by legendary artists from Modern western region of the world like Picasso, Miro. William G Archer was mesmerized by artistic level and similarities to the work of great artists of the world. He took black and white picture of those paintings which now are the earliest record of Madhubani Paintings. The existence of paintings was also mentioned in a 1949 article in Marg an Indian Art Journal.

This form of traditional art took a transitional change during natural calamity in the region. Drought from 1966 to 1968 crippled the agricultural economy of the region. Agriculture being the only mean of the income in the state lead to the economic depression making survival of mankind difficult. The alternate source of income was initiated by director of all India handicraft board Ms Papul Jayakar Bombay based artist Mr Bhasker Kulkarni was sent to Maithili to encourage women to replicate their moral painting on paper. To facilitate sales it was during this time when tradition domestic activity become economy generating activity in Bihar. The unknown art was exposed to the world for appreciation and soon it became a source of income to ensure survival **Whitehead 1989.**

According to **Vequaud, Yves, 1977**, in no time this tradition art form became internationally unknown as some foreign scholars promoted the art form immensely. Yves Vequad a French novelist and journalist in early 1970's wrote a book on the basis of his research on Maithili paintings and produced a film. The Woman painter of Maithili. The art form and the income

generated by it gave another dimension to the society. It became an occupation which was not bound to any particular class or section of society. A German Anthropologist film maker and social activist Erika Moser promoted this art from among Dusadh Dalit Community. Dalits gave another vision to this art form. They captured their oral history by describing the adventures of RahaSalhesh and depiction of their primary Deity-Rahu. The bold composition and figure based on traditional tattoo pattern called Goidma locally added another distinctive new style to the region's flourishing art scene.

In earliest from, Madhubani Paintings were made by women of the Brahmin and the kayasth's wing traditional style. Two types of painting appeared as Arpana (floor painting) and kohbar (wall painting). The tradition style of preparing a painting involves specific steps and raw materials extracted directly from the nature. Paintings were coated with paste of cow dung and mud which created the base or back ground material of painting. Later the paintings were made up of natural colors on paper previously treated with cow dung. The paintings techniques were simple outline were done with kalams and cotton wrapped bamboo sticks. A bamboo sticks, with its end being slightly frayed served as brushes which were dipped in colors and applied to the medium. **Samaras 2002.**

Overview of Madhubani painting market

Madhubani painting market has less customer interface and direct sales due to lack of marketing arrangement. Which also results in unawareness of changing scenario and trends, So they wait for state organized retail exhibitions or melas during winters i.e. between October to February as per **Eisner 1995**. Most of them from their units to sell their product use the medium of local traders or inter-mediators who visit them and purchase at very low cost .As even in the Exhibitions many of them don't get chance to go, so they send their products through others who get chance to go. There are only few painters who work on direct orders. Orders are mostly on small size such as handmade paintings, Tassar fabric such as Dupattas, Sarees, Cushion covers and wall hangings which they get from middlemen, local traders, exporters and direct customer. The margin is also very low and most of them don't even get regular orders **Cole, Knowles 1996**. According to the **Das 2011**, suggested that these are some of the market avenues which were available to them:

1. Accessibility and Communications

Transportation is now affordable these days by Bihar state Transport, Bihar state tourism i.e. VOLVO buses as well as private tour & Transport. Now any part of Madhubani is reachable within 5-6 hours from Patna. Train services has also increased by increasing number of trains like weekly ones to Kolkata, direct express trains to Delhi, intercity express trains from Jain agar to Patna and more like these.

Cell phone services are now available with every family member today. Access of Telecommunication is not an issue. But however the cost of international calling or in other state is found costly for painters or producers to get in regular touch with buyers. Internet as a medium is good but practically Painters don't use it due to lack in knowledge.

1. Participation in Craft bazaar

Craft Bazaar or Exhibitions held in winters every year between October to February and painters don't find cost effective to go on their own when sales constantly has been reduced from past couple of years. It is estimated that only 10-15 percent of the Traditional painters get chance to

participate in these exhibitions. The painters who send their product through others have to lower their selling price up to 70-80 percent and the person who is taking that painting can sell it up to margin of 60-70 percent without knowing him/her.

It was also mentioned that state owned organizers have withdrawn their financial support to cover the lodge, board and travelling expenses of Painters. So they send their product through others. Most of the craft mela except Dilli Haat are poorly arranged, not doing any publicity, no transparency in selection criteria which results in that lot of mediators got involved as “Artists”.

2. Competition:

According to respondents in the survey there are not more than 2000 genuine Madhubani painters in the region but DCH has issued more than 25000 Identity Cards in last eight year. It was also mentioned that there are 10000 ID card holders in the Benipatti region as there is no selection based on their talent or creativity. Artists feel the quantity is increasing in very good numbers but quality of paintings have decreased as in a family of 8-10 members there are only 2 painters but every member of their family have ID card holder. Genuine artists have been marginalized and they don't even consult on matter of promotion with them.

Some of the other Madhubani painting clusters such as Ranti, rashidpur, Simri, Rayam, Samalia etc. are in Bihar itself direct competitors with Jitbarpur paintings. There are also other paintings and printed textiles with different styles in different locations of India like Tribal art of Warli in Thane, Maharashtra, Classical Thanjavur, Pattachitra of Odisha, Kalamkari of Srikalahasti and Pedana. But Paintings like Madhubani have Geographical Identities.

3. Packaging

There are no fine packaging for protection of paintings stored in painter's house even they don't do any special treatment for the color fastness which results in darkening of paintings over the time but to protect paintings from Rat and stains they rolled the paintings to put it in metal boxes. Large proportions of the painting are made on paper which can have water damage and moisture but by using acid free paper reduces the chances of damages. Due to not using high quality paper in paintings cause permanent rolling and crease marks. They don't sell Madhubani Paintings as pre-packaged pieces.

4. Local agents & intermediary

Artists are very highly depended on intermediaries. As these intermediaries have all set buyers and market segment even some of them have their web portals and invest resources to establish contact with potential buyers and which is not shared with Artists. So to cover their investment these intermediaries negotiate with painters at lowest price so they buy it at Rs500-700 and sell at Rs3500. So they depend on state and central government as well as traders to boost up the sale of paintings. For survival they sell their paintings at reduced cost as negotiated by intermediaries, so that they can sell at higher margins

5. Craft Market events

A huge two days marketing event was held last year in Hotel Ashoka, New Delhi by DCH and COHANDS. The amount expended was in cores but Jitbarpur painters were critical about such a high cost event as in this amount buyers and sellers meet could be organized in which organizers can sponsored two women per cluster to carry their paintings. This could be a huge platform for direct meeting with buyers and to showcase your talent.

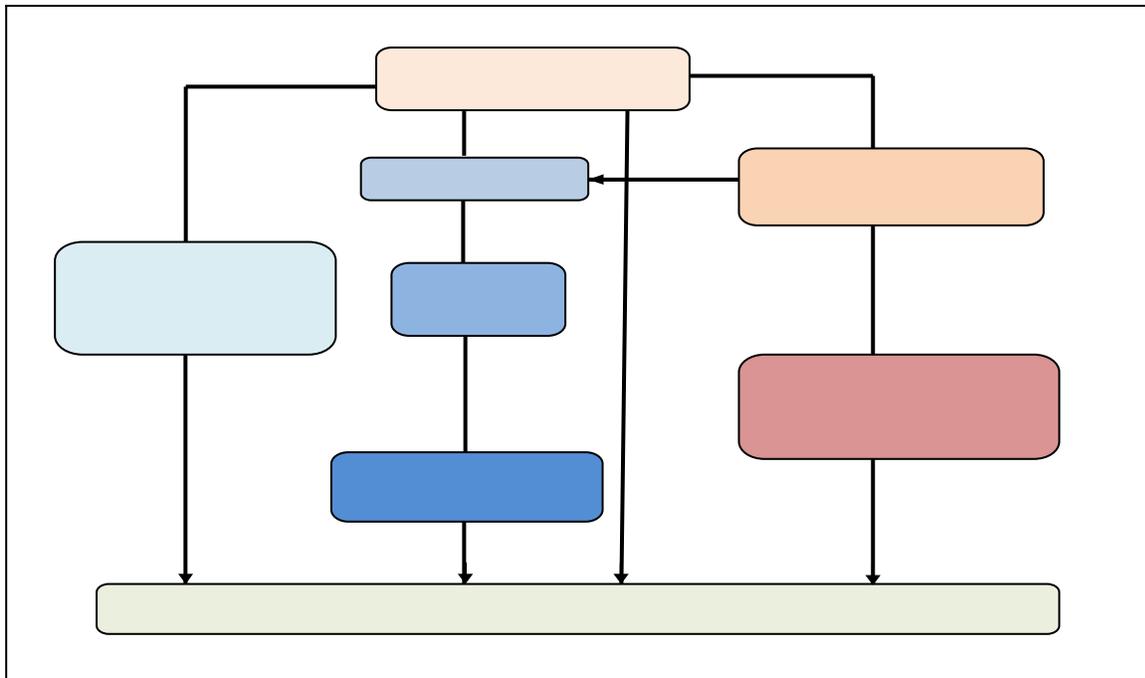
6. Handicraft Corporation and Emporiums

There are only two states that run crafts emporium in the country, one in Patna and second in New Delhi. At New Delhi house they display only few renowned painters as others don't get chance to display due to not having any clear selection criteria based on skills, seniority, state and award winners. So that one can even take advantage of those criteria.

The MSME units in Jitabarpur area have mostly their own production and sale. But in marketing events it is common to carry works of other artist to increase the availability of paintings for sale. On the other side some practitioners and non-traditional painters copy the designs and style of other painters. Which results in lacking innovations or new designs? So the better known painters keep their information on work secret from other painters.

Present Sales Channel

Sales at various marketing events is not assured because of unsure of travelling and stay costs achieved from sales as mostly do not attend on their own costs even mostly women do not attend these events ever since travel and dearness allowance support was withdrawn. In Jitbarpur cluster an average artist do not have direct interaction with ultimate customers.



Five common Problems that have been identified for all the three sectors are stated as under:

- Lack of Marketing Skills
- Distribution Channels are not proper
- Lack Of Finances
- Price fluctuation & Availability Of Raw material
- Lack market Information

- Other Issues with workers

Proposed Framework for the Solution, One Stop Shop for all the needs



As per the study about these handicraft trades in India, the artisans working in these sectors are not very well educated and as per the reports the internet penetration in India is of about 17%. Therefore keeping in view these facts, I will suggest that these artisans should have a dedicated portals in there regional language and should be trained properly to use these portals, so that they should have an easy excess to the information which is very important for them to grow in there sectors. This web portal should have all the information about Current Market Scenario, Marketing Strategies, Distribution Channels (Direct Access to buyers), Availability of Raw material, Easy Finances Available, Other Issues of workers e.g. health etc., which will help these artisan to understand there trade and get the maximum benefit out of it.

Conclusion:

The conclusion that has been drawn from the study is that, 50% of the GDP contribution in the economy comes from the unorganized sector and 93% of the employment has been generated by the same sector including agriculture. The market of these sector with respect to Banarsee Silk saree, Madhubani Painting & Carpets which are not in demand domestically but internationally as well despite the Unorganisation that these sector has faced. The proposal that I have out forward in this study is the interactive portal for the artisans by means of which they can have a direct access to the information ad also the government taking the measure for the benefit of the same.

References:

1. Ahivasi, D., 1973, Uttar BhartiyaVastra. *Ph.D. Thesis*, Banaras Hindu Univ., Banaras (India).
2. Anonymous, 2005, Diagnostic study of handloom silk cluster Varanasi (Uttar Pradesh). Ministry of Textiles, Govt. of India, New Delhi.
3. Cole, A. L., & Knowles, J. G. (1996). Reform and "being true to oneself": Pedagogy, professional practice, and the promotional process, *Teacher Education Quarterly*, 23, 109-126.
4. Chowdhry, G.,(2001)“Challenging Child Labor: Transnational Activism and India's Carpet Industry”,*The ANNALS of the American Academy of Political and Social Science*, Vol. 575, No. 1, 158-175
5. Das, 2013, *Madhubani Paintings: Its Existance and Possibility*, International Journal of Scientific and Research Publications, Volume 3, Assam.
6. Eisner, E. W. (1995). What artistically crafted research can help us understand about schools.*Educational Theory*, 45, 1–6
7. Eiland,E. 2003, *Oriental Rugs Today: A Guide to the Best New Carpets from the East*,Published by Emmett Eiland's Rugs, ISBN 1893163466, 9781893163461
8. Eric McGuckin,“Tibetan Carpets”,*Journal of Material Culture*, Vol. 2, No. 3, 291-310 (1997)
9. Jakobson, R. (1987). *Language in literature*. Cambridge, MA: Harvard University Press, [Original work published in 1956]
10. Kosambi,D.D (1990):The culture and civilisation of ancient India in Historical outline, Vikash Publication, New Delhi.
11. Rastogi,S.K, Ahmad,I, Pangtey,B.S and Mathur, 2003, N.,“Effects of Occupational Exposure on Respiratory System in Carpet Workers”,*Indian Journal Of Occupational and Environmental Medicine*,VOL. 7, NO.1.
12. Singh, R.P.B. and Rana, P.S. (2002): *Banaras Region-A Spiritual and Cultural Guide*, Indica Books, Varanasi.
13. Sukul, K. N (1974): *Varanasi down the Ages*, Published by K.N.Sukul Patna.
14. Singh, R.L (1971): *India-A Regional geography*, National Geographical Society of India, Varanasi Socio-economic survey of “Banaras sari” weavers employed in factories in

- Varanasi city, unpublished M.A survey report, 2006-07, Department of Geography, B.H.U, Varanasi.
15. Samaras, A. P. (2002). *Self-study for teacher educators: Crafting a pedagogy for educational change*. New York: Peter Lang.
 16. Vequaud, Yves, 1977, *The Women Painters of Mithila*, London: Thames and Hudson
 17. Whitehead, J. (1989). Creating a living education theory from questions of the kind, "How do I improve my practice?" *Cambridge Journal of Education*, 19(1), 41–52.
 18. Zaman, 2006, *Benarasisaree loses market to India*, New Age, Vol 1,
 19. Zahir, M. A., 1998, *Handloom industry of Varanasi. Ph.D. Thesis*, Banaras Hindu Univ., Banaras (India).
 20. Srivastava, *The Innovation Journal*, The Public Sector Innovation Journal, Volume 12(2), 2007, Article 5.
 21. Zainual Bashar et al, 2011, *Stimulating the Growth Trajectory of Indian Carpet Industry through Technological*
 22. *Intervention: A Case Study Approach*, *Int.J.Buss.Mgt.Eco.Res.* Vol 2 No 2.