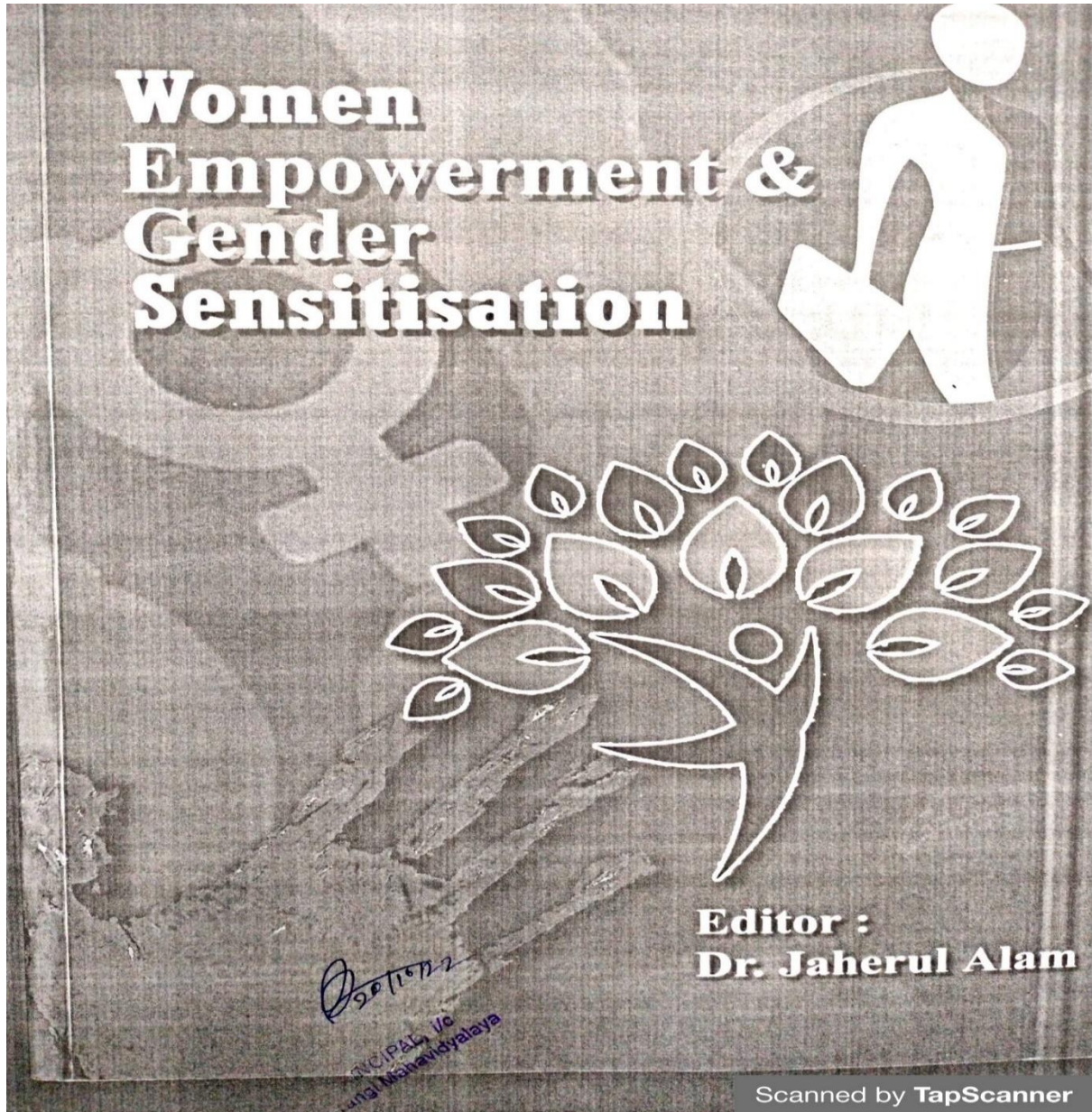


2019-20

Articles / Chapters published in Books

1. Nava Kamal Bora

Beauty Parlour as a means of Economic Empowerment of Women: A study in Golaghat District of Assam.



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PRINCIPAL, i/c
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This Edited Book is a collection of research papers/articles on women empowerment and gender sensitisation in Indian context and the book is entitled as ***Women Empowerment and Gender Sensitisation***, published by Knowledge Publications.

Editor : **Dr. Jaherul Alam**

Published by:

Knowledge Publications

Publishing your knowledge

Contact:

Shivam Books, Book Bazar, M. N. Road,
Panbazar, Guwahati, Assam- 781001

&

D K Enterprise, Khairabari, Barpeta Road,
PO- Barpeta Road, Dist- Barpeta, Assam
Pin- 781315

Contact No. 700214112/7002935051/9859572724

Website: www.knowledgepublications.in

E-mail: publishingyourknowledge@gmail.com

ISBN : 978-81-933014-4-9

Frist Edition : May, 2020

Price: ₹ 800.00

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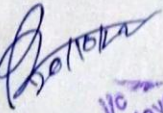
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Beauty Parlour as a Means of Economic Empowerment of Women: A Study in Golaghat District of Assam

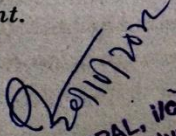
Nava Kamal Borah

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Abstract:

Women economic empowerment and women entrepreneurship are closely related to each other. Economic empowerment helps the women in economic independence and entrepreneurship leads to empowerment of women. Beauty parlour is a micro service enterprise for economic empowerment of women and it is popular among the women. Beauty parlour can be started with minimum investment by acquiring a short period of training such as 3 months, 6 months, 1 year etc. It becomes to be the best alternative for economic empowerment of women. Consciousness of beauty has dawned on rising affluence. Beauty parlours or beauty salons help them to keep up themselves both physically and mentally. As an enterprise beauty parlour helps the women for creating the habit of willingness to work, save and invest. Further, as more and more of women are motivated by the factors of economic independence or family difficulty are the option for setting up of beauty parlour. This type of enterprise creates job opportunities for the job seekers i.e. women convert themselves from job seekers to job givers from their enterprise. They not only become self-employed but help their family also. This paper is an eye opener in the direction to understand the economic empowerment of women through beauty parlour.

Keywords: Economic Empowerment, Entrepreneurship, Self-Employment, Development.


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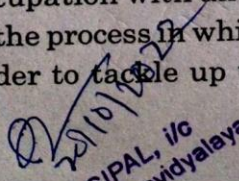

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1. Introduction:

A beauty parlour or beauty salon is an establishment which deals with cosmetics treatments not only for men but for women also. It includes hair salons and spas. Beauty parlours offer the services related to skin health, facial, foot care, nail manicures, aroma therapy, oxygen therapy, mud baths, even meditation also. Now-a-days, beauty parlour becomes necessary for every age of men, women and children. It makes the people good looking by the application of cosmetics treatments of hair and nourishment of skin by various methods. In ancient times people used sandal wood, oil, turmeric powder, milk etc. for the treatment of the skin but in the modern era life style is fast changing and women have become more conscious about their make-up and beauty. Women become more educated so, they want proper treatments of their skin, hair, nails and teeth. Women beauty parlours are generally run by the women who are fully trained as beautician and their economic independence encourages them to resort this type of services.

Women empowerment is the process of empowering women by creating power in individuals over their own lives, society and community. Empowered women are able to access the opportunities available to them without any restrictions. Women's economic empowerment is about equipping and allowing them to make life determining decision through the different problems in the society. Women's economic empowerment is also the ability of women to enjoy their rights and to achieve benefit from the resources and they are able to manage risks and improve their socio-economic status. In the context of women and development, economic empowerment must include more choices for women to make on their own.

Beauty parlour is such an enterprise through which women can make their lives better. It is a way for generating income and self-employment. Women enter to this business mainly for two factors i.e. pull factor and push factor. Pull factor is the process in which women are encouraged to start an occupation with an urge of doing something independently and push factor is the process in which women are compelled to take up their own business in order to tackle up their economic difficulties and responsibilities. Beauty


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