



WOMEN AND HUMAN RESOURCE DEVELOPMENT AT EMA MARKET: A CASE STUDY

Tomba Chingtham

Assistant Professor, D. M. College of Teacher Education, Imphal.

Voice of Research

Vol. 3, Issue 1,

June 2014

ISSN 2277-7733

Abstract

The present investigation aims to study the contribution of the areas related to the Women and Human Resource Development at Ema Market. This paper attempts to make a thorough, comprehensive and analytical study by exploring the impact of educated women vendors and uneducated women vendors how far they manage their business and economic status, self – sufficient, education of their children and social role. The research outcomes may improve the condition of the women vendors of Ema Market i.e., their problems, their day-to-day obstacles, their financial shortage and inconveniences of their children's education.

Keywords: Women, Human Resource Development, Women Market, Manipuri Women

Human Resource Development is an important committant of economic development. Human resource is the adjunct of capital investment. Human capital formation is acknowledged in the economic development of a nation than the physical development. Human Resource Development constitute both gender; male and female of a country. Man cannot alone take the role of socio-economic development of a country without women. Women is an important ingredient put in the social-economic development of the country. Nearly half of the world population is constituted by women and woman is part and parcel of Human Resource Development. The international, national and state scenario of women status proved that women are also an important factor of the development of a country and their role is remarkable. Development is incomplete without women's participation and contribution.

Role of the Women in Manipur

Manipuri women though take a crucial role in families' economy, they participate in trade and commerce, taking the major initiation in the market. The 'Khwairamband Keithel', the only unique women market on the globe examples the role of Manipuri women in socio-economic life in the state. Khwairamband Keithel is the place where women from different part of Manipur come and share their ideas, socio-economic life. It is not only serves as a market place but also a place where the women shared their views when state is under socio-economic turmoil with the negative movement of the political affairs. They play crucial roles exerting their voices against the pessimistic nature of the state affairs and helps in bringing a constructive result for the welfare of the collective involvement of women in bringing peace with socio-economic prosperity in the state.

Women Vendors of Ema Market

The women vendors of Ema Market are equally found to be active in socio-economic role of the state. In family, they manage their household activities and maintain the harmonious relationship among the family members. The

women vendors assist in establishing moral values and behaviour among their family members and render financial support in the maintenance of their families. They possess the sense of discipline, regularity and systematic management of their domestic affairs as well as trade and business in the market. A unique feature of the women in Manipur is that they take the central role in the business of marketing of almost all goods-the products of agriculture, handloom and handicrafts. The women in the 'Ema Market' which is also known as Sana Keithel of the capital town is constituted both the women of the town, rural and hilly areas. In the rural areas also there are market after the model of Sana Keithel run by women. It is these women who are coming from different villages of Manipur represents the mobility of women in the region.

Self-Help Programme

The new trend in the economic participation of women is the emergence of Self-Help-Groups that is gendered under the principal of 'thrift' that the Manipuri's traditionally termed it as 'Marup'. With the advent of the Self-Help-Group in the State, the Manipuri women are able to produce substitute goods and became more effective in creating economic efficiency of the State by pulling down the rate of import of goods into the State.

Contribution in Education

The Vendors of Ema Market also work hard and encourage their children education. They were aware of the benefit and necessity of education in this 21st Century. They manage their family quite efficiently and also finance the education of their children when their husband were lying negligence from their responsibilities in bringing up their children. There are many examples of Ema Market's women who made their son I.A.S officers, engineers, doctors and scholars, singly without their husband helping hand. The status of Manipuri women is really high in our state. The days of gender discrimination are over and the concept of women participation in the socio-economic and educational perspectives in the new



era. Manipuri women survives independently and courageously face every challenges of living.

R. Brown, the political agent of British give description of women vendor as, “Many of them (women) walk in miles in the morning, buy things from distant villages and sell it in the capital market (Sana Keithel) in the evening. In the evening, the women were hurrying along their wares on their heads and little baby slung on their backs”. This statement on Meitei Women of Ema Market gives a beautiful picture of their bravery, hard working and love of their children. Hence, the present research aims to study the women and Human Resource Development at Ema Market on the educated women vendors and uneducated women vendors how far they manage their business and economic status, self-sufficient, education of their children and social role.

Objectives

To study the economic status of the women vendors of the Khwairamband Market of Imphal.

To find out the educated women vendors and uneducated women vendors how far they manage their business.

To assess how far they are self-sufficient.

To examine their effect on their children’s education.

To examine their social role.

Methodology

The present study was conducted through survey method on the random sample of 100 women vendors, 50 educated women vendors and 50 uneducated women vendors selected from five sectors of Imphal West Ema Market. The sample comprised of 20 vendors of Punsiba Bazar, 20 vendors of Laxmi Market, 20 vendors of Purana Bazar, 20 vendors of new Market and 20 vendors of Cheirap Mamang. The tools for the study were used an Interview schedule which was developed by investigator himself. The data are interpreted in term of percentage.

Results and Discussion

Table 1 – Number of Women Vendors of Ema Market in Relation to Age Group and Working Experience.

Age Group	Numbers	Percentage	Working experience	Numbers	Percentage
30 – 39	10	10 %	0 - 10 yrs	20	20 %
40 – 49	12	12%	11-20 yrs	37	37 %
50 – 59	28	28 %	21-30 yrs	30	30 %
60 – 69	34	34 %	31-40 yrs	10	10 %
70 – above	16	16 %	41-50yrs	3	3 %
Total	100	100 %	Total	100	100 %

The above table shows that the age group of 60 – 69, 34 % of women vendors occupied the market. The next percentage is 28 % that is 50 – 59 age group of women are engaged in vending / trade business.

The vendors of Ema Market have the trade experience of highest in the group 11 – 20 yrs which is 37 % and the second highest trade experience of women vendors falls on 21 – 30 yrs which is 30 %.

Table 2 – How many children do you have?

Responses No. of Children	No. of Women Vendors	Percentage
0 – 3	17	17 %
3 – 5	48	48 %
5 – 7	29	29 %
Above	6	6 %
Total	100	100 %

From the above table, it is quite char that the women vendors lack awareness of family welfare about small family. The maximum number of vendors has children of 3 – 5 and 5 -7 i.e, 48 % and 29%. This may be due to lack of education and poverty.

Objective 1 : To Study the Economic Status of the Women Vendors of the Khwairamband Market Imphal

Table 3 – How Much Profit do You Get in a Day?

Responses	Numbers	Percentage
Rs. 0 – 100	32	32 %
Rs. 100 – 200	36	36 %
Rs. 200 – 300	20	20 %
Rs. 300 – 400	10	10 %
Above	2	2 %
Total	100	100 %

It was found that 36 i.e., 36 % of the women vendors got profit of Rs. 100 – 200 per days. And 32 i.e, 32 % of the women vendors profit of Rs. 0 – 100 per day. Therefore, it can be interpreted that this low profit is the marketing business of the women vendors.

Table 4 – Do You Get Business Loan for the Improvement of Your Business?

If Yes, From Where Did You Get the Loan?

Responses	Numbers	Percentage	Response	Numbers	Percentage
Yes	67	67 %	Private finance body	98	98 %
No	33	33 %	Government	2	2 %
Total	100	100 %	Total	100	100

Out of the sample size of 100, 67 respondents i.e., 67 % of women vendors take business loan and 33 % do not take business loan. So, it can be stated that most of the women vendors take business loan for the improvement of their business.

It was found that 98 i.e., 98 % take loan from the private finance body in high interest and only 2 % of the women vendors take loan from government in low interest. It shows that the government is lacking in providing aids to the women vendors of Ema Market.



Table 5 – Can You Save Some Money From Your Earning?

Responses	Numbers	Percentage
Yes	60	60 %
No	40	40 %
Total	100	100 %

The above table indicates that 60 % of the women vendors can save money though they does not have saving account. They save it in the form of thrift (marup i.e., a type of Self – Help-Group) in low amount but they are in dept though they save money.

Objective 2 : To Find Out the Educated Women Vendors and Uneducated Women Vendors How Far They Manage Their Business.

Table 6 – Are You Aware in Investment and Planning of Your Budget?

Responses of educated women vendors	Numbers	Percentage	Responses of uneducated women vendors	Numbers	Percentage
Yes	46	92 %	Yes	9	18 %
No	4	8 %	No	41	82 %
Total	50	100 %	Total	50	100

92 % of the educated women vendors are aware in investment and planning of their budget and only 18 % of the uneducated women vendors are aware in investment and planning of their budget. Therefore, it can be interpreted that education is must in their business, investment and planning budget.

Table 7 – Could You Able to Communicate with Different Type of Customers?

Responses of educated women vendors	Numbers	Percentage	Responses of uneducated women vendors	Numbers	Percentage
Yes	47	94 %	Yes	5	10 %
No	3	6 %	No	45	90 %
Total	50	100 %	Total	50	100

The above table indicates that 94 % of the educated women vendors are able to communicate with different type of customers and only 10 % of the uneducated women vendors are able to communicate with different type of customers. So, it is interpreted that to become a successful vendor, communication with the customers is very needed. For this, we can say that education is must.

Table 8 – Do You Establish Relation with Other Vendors by Sharing and Cooperation of Your Business?

Responses of educated women vendors	Numbers	Percentage	Responses of uneducated women vendors	Numbers	Percentage
Yes	42	84 %	Yes	33	66 %
No	8	16 %	No	17	34 %
Total	50	100 %	Total	50	100

84 % of the educated women vendors are establish relation with other vendors by sharing and cooperation of their business. However, 66 % of the uneducated women vendors are establish relation with other vendors by sharing and cooperation of their business. It is quite clear that educated women vendors can make good relationship with others by discussing and solving their problems and also in every field of life.

Objective 3: To Assess How Far They are Self-Sufficient.

Table 9 – Is Your Occupation Satisfied or Not?

Responses	Numbers	Percentage
Yes	43	43 %
No	57	57 %
Total	100	100 %

The above table indicates that 43 % of the women vendors are satisfied with their occupation and 57 % of the women vendors of Ema Market are not satisfied with their occupation but still they are continuing their business due to family responsibilities.

Table 10 – Is it Sufficient with Your Income to Run the Family?

Responses	Numbers	Percentage
Yes	30	30 %
No	70	70 %
Total	100	100 %

From the above data it is quite clear that the women vendors are not sufficient for the needs and demands of their family as 70 % of them responses ‘No’ and 30 % can only sufficient their family needs and demands.

Table 11 – Are You Spending More Time and Energy Compared to Your Profit?

Responses	Numbers	Percentage
Yes	60	60 %
No	40	40 %
Total	100	100 %

It was found that 40 % of the women vendors are profitable in their business. However, 60 % of the women vendors are spending more time and energy regardless of their profit in order to fulfill their family needs.

Objective 4: To Examine Their Effect on Their Children’s Education.

Table 12 – Do You Like Your Children to Get the Light of Education ?

Responses	Numbers	Percentage
Yes	100	100 %
No	0	0 %
Total	100	100 %

100 % of the women vendors like their children to get the light of education. This clearly indicates that the women vendors are aware of the importance of education as a basic in life.



Table 13 – How Far Your Children are Educated?

Responses	Numbers	Percentage
Under class X	17	17 %
XI and XII	31	31 %
B.A.	23	23 %
M. A.	20	20 %
Others (professional and technical)	9	9 %
Total	100	100 %

The above table shows that 23 % of the children of women vendors get education upto B.A. standard and 20 % upto M.A .standard but the maximum children’s education falls on XI – XII. And only 9 % of the children of women vendors get professional and technical education. Therefore, it can be interpreted that women vendors understand the significance of education in leading a good life for their children.

Table 14 – How Much You Spend in Your Children’s Education in a Month?

Responses	Numbers	Percentage
Under Rs. 1000	3	3 %
Rs. 1000 – 2000	28	28 %
Rs. 2000 – 3000	61	61 %
Above	8	8 %
Total	100	100 %

61 % of the women vendors spend Rs. 2000 – 3000 in their children’s education. 28 % spend Rs. 1000 – 2000 and only 8 % spend above Rs. 3000 in their children’s education. The expenditure on their children’s education is high in comparison to their income but low in comparison with the present trend of expenditure in education.

Objective 5: To Examine Their Social Role.

Table 15 – Are You a Member of Women Voluntary Organisation (Meira Paibi)?

Responses	Numbers	Percentage
Yes	97	97 %
No	3	3
Total	100	100 %

Out of the 100 women vendors, 97 % of women vendors response that they are members of Women Voluntary Organization (Meira Paibi) inspite of their tight schedules of working.

Table 16 – What are the Objectives of Meira Paibi According to You?

Responses	Numbers	Percentage
To settle family disputes	15	15
To control drug problems	64	64 %
To bring well being for the society	21	21 %
Total	100	100 %

64 % of women vendors claimed that the objectives of Meira Paibi is to control drug problems. 15% and 21% of

women vendors response that the objectives of the Meira Paibi is to settle family disputes and to bring well being for the society.

Table 17 – Do You Participate in any Social Activities?

Responses	Numbers	Percentage
Procession, Hunger Strikes and Sit-in- Protest	100	100 %
None	0	0 %
Total	100	100 %

100 % of the women vendors response that they participate in procession, hunger strikes and sit in protest. Thus, it can be said that the women vendors are actively participate in social activities.

Conclusions and Suggestions

On the basis of the foregoing discussions, the following findings can be discerned:

There are women vendors of different ages in the Ema Market mostly starting from 30 to above 70 years of age. These above 70 years old women can also actively manage their business. Majority of the women vendors have trade experience of 20/30 years.

The women vendors have low profit in their vending business. They are mostly doom in debt. They have no idea of saving account because of their low profit of their business and it is hard for them to save. They save money in the form of thrift (Marup) but that also in low amount.

Most of the women vendors take loan from the private sector and a few from the government. And those who are taking loan from private sector have to pay high interest. Most of the women vendors are poor and if they pay high interest there will be no improvement in the business.

Educated women vendors can invest and plan their vending business properly than the uneducated women vendors. The educated women vendors can easily communicate different type of customers and can also convince to buy their commodities. They also discuss and solve the problems of others by making a good relationship. So, education is essential in every field of life.

The women vendors are not satisfied with their business because of the low profit. The income they got from the business is not sufficient to fulfill the needs and demands of their family. But still they have to continue as there is no other option.

All the women vendors of Ema Market desire to give



education to their children. They said that education is must and its part and parcel of happy life. Without education it will be not fit to survive. They are deeply concerned about their children's education.

Most of the children of women vendors are studying in the private schools inspite of their low income. Because they want to give the best of education to their children. The women vendors of Ema Market are active in social activities. The women vendors, as a collective body always act as a force on issues concerning the social, economic and political life of the people of Manipur. They try to protect not only the interest of their families but also the interest of the state at large.

All the women vendors of Ema Market pay tax for their seat. Even those who are selling things on street are also pay tax equally with those who are sitting at shed. In this government policy, the street vendors feel injustice.

Based on the above situations, it is suggested to improve the condition of the women vendors of Ema Market.

Most of the women vendors take loan from the private sector in high interest. If the government take initiative in financing the women vendors their economical status will improve to a large extent.

Majority of the women vendors do not have saving account and may be they are not aware of it. If they were made to open the saving account then at least they can save some money.

Self-Help-Programme like the insurance are needed to be organized by the government as well as the private sector. If such programmes are given then their condition will be improved.

Majority of the women vendors are not fully aware of the marketing system and trading. They are needed to give proper awareness programme in order to improve trading and marketing.

Women vendors who are sitting at the roadside are also giving tax same as those who are sitting at the shed. If the

government made proper policy and programme for this roadside women vendors the day-to-day problem that are facing by both the women vendors and public will be reduced to a large extent.

Government agencies need to take initiatives in their role for the development of women vendors and if there is co-operation among the women vendors, and women vendors with government agencies their condition will improve obviously.

As women plays a very important role in the society there need an improvement in the knowledge of women in every field of life. The women vendors are needed to aware socially, politically and most important is educationally.

Most of the women vendors are not aware of the family planning. They are needed to give family planning awareness in order to improve their status and control population explosion.

Though some women of the Ema Market are literate but majority of them are illiterate. The government need special programme for education like adult education for these illiterate women vendors.

References

- Best, J.W and Kahn, J.V. Research in Education. Pentice Hall of India, Pvt. Ltd., New Delhi, 1999
- Chaudhury, S.N and Ch. Pratima, National Development and Women. Har Anand Publication, New Delhi, 1992.
- Devi, Jamini, Nupigee Yaikairol. Rai Pravina Brothers Publications, Imphal, 2001.
- Devi Shanti, M. Development of Education in Manipur. Rajesh Publications, New Delhi,2001.
- Mamjuri Chaki Sircar. Feminism in a Traditional Society. Shakhi Books, New Delhi, 1984.
- Thara Bhai, L.Women's Studies in Indian, APH, Publishing Corporation, New Delhi,2000.