

# **EMPLOYABILITY SKILLS LEADING TO EMPOWERMENT IN BEAUTICIAN INDUSTRY A RESEARCH STUDY OF BEAUTY PARLORS IN MANGALORE CITY**

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## **ABSTRACT**

*Women who have been entering in to remunerative occupation and professions are increasing substantially. Women are absorbing themselves in various occupations and enjoying equal status more or less on par with men. Women are working in all types of jobs such as technical, professional and non-professional in both private and public sectors. Beautician Profession is one of the blooming Professions among women who are moderately educated. It is considered as promising job for women who are not fairly graduated with.*

*Women with moderate education when start up a profession like beauticians, certainly 'Increases self confidence & self-esteem' tops the list among personality development through entrepreneurship. These will definitely make challenges in roles and responsibility in family secures first rank among family support. Women beauticians gain popularity and good reputation in society depending on their skill handling in customer, service and reputation. However financial freedom, reputation both at society and family certainly gain empowerment of women.*

*The most successful beauty parlors have a steady client base that makes regular visits. This is a Manageable business for moderate educated women as it requires simple business skills with little bit of financial Management and Customer retaining skills. Self Confidence, Motivation, risk Management skills are very essential for establishing Beauty Parlor as successful business*

*However this is not a glamour's profession as it looks, the present study mainly focused with women who are moderately educated and running the beauty parlors on small scale based type of business . The Methodology of research is as follows. The present study is undertaken to identify the women entrepreneurs in beauty care services at Mangalore.*

**Keywords: Employability Skills, Beautician Industry, Empowerment**

Women who have been entering in to remunerative occupation and professions are increasing substantially. Women are absorbing themselves in various occupations and enjoying equal status more or less on par with men. Women are working in all types of jobs such as technical, professional and non-professional in both private and public sectors. Beautician Profession is one of the blooming Professions among women who are moderately educated. It is considered as promising job for women who are not fairly graduated with. This profession that succeeds in Market As long as beauty conscious prevails among women. The Mushrooming Beauty parlours are the actual results that shows the Present Market for this Job. The result is that beauty parlors can be seen in almost every neighborhood and street, from low-income neighborhoods to busy streets and markets to posh suburbs. They offer a variety of services, priced to suit their local clientele.

Beauty Parlours are falling to the Category of Service Industry, Where Service is only primary attracting element for customers to the saloons. It is fairly simple to start a beauty parlor , A woman needs but a one room shop, not necessarily a very fancy one. Many salon owners opt to use an extra room in their home, thus avoiding rental costs. The furniture needed is also basic: one or two chairs and a table for massages and facials. While the infrastructure needed to start a salon is relatively easy to acquire, formal training is a must generally six Month training, both in classes and as an assistant to an experienced beautician, before opening their own salon.

## I. INTRODUCTION

Employability skills required to make people, especially women employable is the need of the hour. In the rapidly changing economy, ensuring livelihood and also contributing positively to the labour force is needed. Training on skills like, Haircutting, Tailoring, and Cooking etc. makes women with minimum qualifications (8th class pass), employable in the job market. As a beautician the person will be carrying out face and body treatments for clients to help them look and feel better. This profession needs a person to be open and friendly, the need to make clients feel relaxed and also be a good listener.

Beauty therapists undertake a range of therapeutic facial and body care treatments and aim to improve their clients' appearance and well-being. Their skills are required by both women and men. However in this study we are taking only women beauticians. It is necessary to add that in the study conducted by the researchers, men are also entering into this field. The role of a beautician or beauty therapist is to apply and sell make-up, skincare and other cosmetic products, provide beauty treatments such as electrolysis, massage, facials, manicures and pedicures, waxing and spa therapy. The job also undertakes some administrative work and the professions require keeping records of clients.

### 1.1 Knowledge Beauticians need

- a friendly and caring demeanour
- a well-groomed appearance
- an interest in people's requirement
- good stamina - therapists need to stand for long periods while providing service to clients
- an eye for detail
- to be sensitive to clients' needs

## 1.2 Apprentice training

Apprentice training is very much needed when a person enters this profession as there are no schools where formal training is given. Therefore it is necessary for would be beauticians in Mangalore to enter into a formal training contract with an employer (owner of the beauty parlour). The person will have to spend time working and learning practical skills on the job and undertaking structured training with employer. The person should assess their skills and when they are competent in all areas, you may become an entrepreneur and start your own beauty parlour.

## II. THE QUALIFICATIONS AND SKILLS A BEAUTICIAN NEEDS FOR SUCCESS

You'll need to know what qualifications and skills a beautician needs for success before deciding to make it your new career. Many people are attracted to becoming a beauty therapist simply because of the glamorous lifestyle it offers. They fail to consider all the special skills, qualifications, and knowledge that are vital to having a successful career as a beautician.

In order to be successful, a beauty therapist must have acquired specific types of knowledge and several years of specialised training. Freelance beauticians, mobile beauticians, spa owners, and beauty salon owners require numerous skills and qualifications outside the realm of simple beauty therapy.

### 2.1 A successful beautician will

- Be outgoing, people orientated, and relaxed. The beautician must be able to get along with and be comfortable working with everyone.
- Be trustworthy, discreet, and dependable. The beautician has to be able to keep confidences, not be prone to gossip about others, and must be someone the clients can rely on, even in emergencies.
- Be able to perform work in an unobtrusive, non-invasive manner.
- Have a steady hand and be detailed-oriented. Some treatments require lots of delicate and detailed work.
- Have the ability to be involved in close contact with intimate parts of a stranger's body, despite how squeamish it makes the beautician feel. This may mean working with someone who is obese, or who has bad body odour.
- Have an artistic flair and creativity. You must be able to envision what will or won't suit a particular client, especially if you specialise in make-up and hairdressing.
- Have excellent time and stress management skills. Must be able to make and keep appointments, despite any delays. Must be able to work calmly and accurately despite stress level.
- Have a love of learning. You will constantly have to be learning new things, such as new techniques and styles. You'll also have to be continually taking new courses in order to maintain any special certifications and licensing you may obtain.
- Be dedicated and passionate about the beauty therapy industry. It requires long hours of hard work to progress through the training levels to arrive at the professional career levels.
- Be interested in the scientific and medical fields. A beautician must be able to recognise medical conditions, and understand how the chemicals in the various products work or interact. He or she must also understand the basics of anatomy, physiology and dermatology.

- Must have business management skills, if planning on working as a freelance beautician, a mobile beautician, a spa owner, or a salon owner.

These may seem too high a level of skill and qualification levels for some people. However, many of these skills and qualifications can be acquired throughout the training and work experience periods. Others may be innate skills and qualifications that you already have, but they are just well-hidden. There are many wonderful career opportunities waiting for those people who have the qualifications and skills a beautician needs for success.

## 2.2 Women empowerment

Women with moderate education when start up a profession like beauticians , certainly ‘Increases self confidence&self-esteem’ tops the list among personality development through entrepreneurship. These will definitely Make challenges in roles and responsibility in family secures first rank among family support. Women beauticians gain popularity and good reputation in society depending on their skill handling in customer, service and reputation. However financial freedom, reputation both at society and family certainly gain empowerment of women. The most successful beauty parlors have a steady client base that makes regular visits. This is a Manageable business for moderate educated women as it requires simple business skills with little bit of financial Management and Customer retaining skills. Self Confidence,Motivation , risk Management skills are very essential for establishing Beauty Parlor as successful business

However this is not a glamour’s profession as it looks, the present study mainly focused with women who are moderately educated and running the beauty parlors on small scale based type of business . The Methodology of research is as follows. The present study is undertaken to identify the women entrepreneurs in beauty care services at Mangalore.

## III. RESEARCH METHODOLOGY

The researcher had selected 30 respondents from the list of registered association of beauty parlors in Mangalore. The simple random sampling method was utilized to select sample, Anschedule is adopted to interview the respondents as researcher did not want to bother the them when they are at work. The information was recorded using voice recorder and later it was analyzed using statistical analysis and summary interpretation.

### 3.1 Objective of the study

1. To study socio-economic profile of selected women beauticians,
2. To understand the various employment skill required for the beautician profession
3. To examine the relationship between this profession and empowerment
4. To overview various challenges faced by women beauticians

### 3.2 Socio demographic Profile

Age group of the respondents- All 30 respondents are falling in to category of 30-40 years

Age in years	Frequency	Percentage
Up to 30	2	6
30 – 40 Years	26	86
Above 40 years	2	6
Total	30	100

Age group and marital status among the respondents 25 are married, 3 are unmarried, Two respondents are separated from husbands. The world of beauty culture has opened up many opportunities for women entrepreneurs. The job has really supported women who re moderately educated with. In this study respondents opined that they had taken up the job after the marriage and after having the children in the family , due to financial burden , have taken up this job mainly to support family income.

### 3.2 Education and other Training

Education and other Training	Frequency	Beautician Course
SSLC	18	18
PUC	12	12
Degree	-	-
Total	30	30

While examining the education level of respondents 18 of the respondents were SSLC holders , 12 of them finished PUC and also Obtained basic course in Beautician.

### 3.3 Financial support

Observing at the financial support obtained , While asking on details of financial support obtained to start up this entrepreneurship , out of 30 , two women have obtained the financial support from SHG loan linkages, where in 20 of them got loan from Nationalized Banks and remaining eight of them got support from family, husband and friends. (Hand loans).

### 3.4 Financial Management of the parlor

It was quiet interesting to note that twenty two respondents opined that they will have to manage the financial details of the organization, where in eight members opined still they are depending on husband for financial management of the parlor. The study findings in this matter of financial management dependency shows that decisional level-in-family, financial management level caused significant influences on the levels of perceived empowerment of women entrepreneurs.

### 3.5 Family support

<b>Opinion on family support</b>	Frequency	percentage
Always supportive	19	64
Non supportive	4	13
In different	7	23
Total	30	100

The above table clearly states that how family is supportive in terms of the family member an entrepreneur. However large or small may be the establishment women always require family support to manage both at home and work place.

**IV. ARE YOU AWARE OF THE SKILLS REQUIRED FOR RUNNING THIS BEAUTY PARLOR?**

Good time keeping skills, Good behavior, Attitude, Listening skills  
Communication skills, Human relation skills , Customer care- Regular customer/ Walk ins , Financial Management and Customer retaining skills. These are all some of the skills respondents are aware of , on running a entrepreneurship like beauty parlors.

**4.1 Opinion on Potential**

<b>Opinion on Potential</b>	<b>Agreement</b>	
I am Good	SA	12
	A	12
	CS	6
	DA	0
	SDA	0
I am different	SA	12
	A	10
	CS	8
	DA	0
	SDA	0
I am Successful	SA	4
	A	17
	CS	9
	DA	0
	SDA	0

While understanding the opinion on potentials 12 respondents strongly agreed that they are good , 12 of them strongly agreed that they are different , 17 agreed that they are successful. Understanding self is very essential for a women not only being an entrepreneur but being a women to asses her levels in terms of emotional intelligence. The economic pressures of inflation, influence of the women’s movement and the psychological need to develop one’s ‘self-identity’ are encouraging the women to take a more active role outside the home to pursue full time careers. This shift from private to public domain gives an impression that women have finally liberated from shackles of patriarchal norms. However, a closer look at the scenario makes us realize that

working women are enjoying a particular status in the society. The traditional picture of woman is very different from what is today. They are equally enjoying a beautiful status in all spheres of life.

**4.2 Opinion on status of women**

	<i>Agreement</i>	
<i>The employment of women raises her status in society</i>	<i>SA</i>	<i>20</i>
	<i>A</i>	<i>10</i>
	<i>CS</i>	<i>0</i>
	<i>DA</i>	<i>0</i>
	<i>SDA</i>	<i>0</i>
<i>Women in the present scenario should necessarily work out side?</i>	<i>SA</i>	<i>17</i>
	<i>A</i>	<i>10</i>
	<i>CS</i>	<i>3</i>
	<i>DA</i>	<i>0</i>
	<i>SDA</i>	<i>0</i>
<i>Education and occupation bring a social status to women?</i>	<i>SA</i>	<i>10</i>
	<i>A</i>	<i>18</i>
	<i>CS</i>	<i>2</i>
	<i>DA</i>	<i>0</i>
	<i>SDA</i>	<i>0</i>
<i>Women should have a job</i>	<i>SA</i>	<i>22</i>
	<i>A</i>	<i>8</i>
	<i>CS</i>	<i>0</i>
	<i>DA</i>	<i>0</i>
	<i>SDA</i>	<i>0</i>

While asking opinion of respondents, , 20 women strongly opined that whether employment raises her status in society. The above data’s analyses about the opinion of women on necessity of working women to work outside , 17 women said it is necessary to work out side and agreed strongly, 10 of the women said not (agree ) necessary to work outside. 22 of the respondents said that women should have a job. It is the always self-decision of the women to work out side. Education, leadership qualities and other organizational effectiveness skills led the women to work out side. Today Importance of education for women is given more, Women are

more acquired higher education and in order to make use of attained education, to get the financial independence, and social status it is obvious that women should necessarily go out for work.

**V. DOES YOUR IN-LAWS / HUSBAND/PARENTS FREQUENTLY VERIFY ABOUT THE FINANCIAL SAVINGS**

For the above question 2 of the respondents said that , family especially husbands verifies their salary and other financial matters, 10 said only some times they are verified whereas 18 of them said family s never interfering in verifying the financial matters.

**Table showing Family Members Frequently Verify Financial Savings**

<i>SI NO</i>	<i>Opinion</i>	<i>Frequency</i>	<i>Percentage</i>
<i>1</i>	<i>Always</i>	<i>2</i>	<i>20</i>
<i>2</i>	<i>Sometimes</i>	<i>10</i>	<i>56</i>
<i>3</i>	<i>Never</i>	<i>18</i>	<i>24</i>
	<b><i>Total</i></b>	<b><i>100</i></b>	<b><i>100</i></b>

**VI. WHAT ARE YOUR AREAS OF SALARY EXPENDITURE?**

**Table Showing Areas of Salary Expenditure**

<i>SI NO</i>	<i>Types</i>	
<i>1</i>	<i>Family expenditure</i>	<i>24</i>
<i>2</i>	<i>Recreational activities</i>	<i>10</i>
<i>3</i>	<i>Religious Activities</i>	<i>16</i>
<i>4</i>	<i>Personal up keep</i>	<i>30</i>
<i>5</i>	<i>Ornaments</i>	<i>22</i>
<i>6</i>	<i>Repayment of personal loans</i>	<i>30</i>
<i>7</i>	<i>Education of family members</i>	<i>26</i>

The above data summarizes that Major part of the earnings of working women spend for family expenditure, where in few cases the respondents are main bread earner of family, Hence they are primarily performing their role in struggling to escape cycle of poverty.

**VII. ARE YOU FREE TO SPEND YOUR EARNINGS TO YOUR PERSONAL MATTERS?**

The above data signifies 22 of respondents are having all the freedom to spend their earnings for their personal matters.



**VIII. ARE YOU INVOLVED IN THE DECISION MAKING PROCESS FOR YOUR FAMILY MATTER?**

**Table Showing Involvement in Decision Making**

<i>SI NO</i>	<i>Aspects</i>	<i>Respondent s</i>	<i>Percentage</i>
1	<i>Superior in decision-making in serious matters</i>	10	33
2	<i>Involvement only in simple matters</i>	15	50
3	<i>No freedom in decision making</i>	5	17
	<b><i>Total</i></b>	<b>30</b>	<b>100</b>

When decision making freedom of entrepreneur women at home is being asked 10 respondents superior in decision making in serious matters of family , where as 15 of respondents said Involved only in simple matters , where in 5 said that they do not have freedom in decision making in any of the family matters.

**IX. CONCLUSION**

Women's entrepreneurship has come long way. Job is potential in empowering women and transforming society. Success in business makes women entrepreneurs financially independent and also gives them the strength to overcome setbacks in life. Mere activities of women in economic sphere have notensured a meaningful perception of empowerment by women entrepreneurs. Entrepreneurial economic activities of women have already been playing a significant role at the core level of social life i.e. the family. However, this entrepreneurial role of women, in general, has yet to be a significant determinant inthe lives of women entrepreneurs, particularly outside their families.

It is fact that, ' when there is development of women, family develops, the society develops and the country develops'. They are the catalyst of development and with them we prosper, but without them we are poor. Time went out when Indian women are confined to four walls of their homes with their immense strength and potential. Now they are the important part of economic development.

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