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WOMEN'S PARTICIPATION IN WARANA BAZAR.

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CHAPTER-IV

WOMEN'S PARTICIPATION IN WARANA BAZAR

4.1 INTRODUCTION :

Our country has made tremendous progress in various fields out of which the co-operative movement is of the greatest importance. As for Maharashtra, we can speak of a 'Co-operative Maharashtra', such is the net-work of co-operative societies spread all over Maharashtra. Not only that, the co-operative movement in Maharashtra has become a light-house to the rest of the country.

While speaking about the greatness of co-operative movement, one may ask this question, How much is the share of women in the co-operative movement ? Answer to this question is negligible.¹

The Indian women's struggle for women's liberation started quite sometime back. They realised that women have an important role to play in the social, political and economic development of the country. They realised that for the performance of the role expected of them, society should grant them an equal status with men.

In ancient India, women enjoyed a very high status in society, which is evident from the fact that many religious rituals were not regarded as complete unless women were

present. The field of education was also open to them. But, with the change in the social, political and economic pattern of the country the status of women, ^{witnessed a decline. This situation continued for} quite a long period until reformists like Raja-Ram Mohan Roy, Ishwar chandra Vidyasagar, Gopal Krishna Gokhale, Mahatma Jotiba Phule and others started a social movement for the improvement of ~~the~~ women's conditions. Later, the leadership of women's movement was taken up by such eminent women as Kamala Devi Chattopadhaya, Sarojini Naidu, Dr. Muthulaxmi Reddi and others.

The movement for women's emancipation gradually gained momentum, and as a result the women of India were granted equality in all spheres of life along with men. The constitution of India declares : "The state shall not discriminate against any citizen on grounds of sex, religion race, caste or place of birth or any of these."² Thus, our constitution has given equal rights to women. However, it is one thing to lay down the law and it is another to translate the letter of the law into reality. The lot of the women in India is not happy. By, and large, the majority of women in India are dominated by men in their life. Their lack of education, their economic dependence and also lack of knowledge, skills and especially social conventions compel them to be totally dependent on the men folk. The women should be given education and also enabled to acquire

technical skills so that, they can gain economic independence. Once women are educated, skilled and economically self-reliant they will be able to enjoy the rights conferred on them by the constitution. With rapid industrialisation of our country the role of Indian women in economic activity is fast becoming more active and she is not any more a mere "House-wife". In any developing society, the productivity of every constituent person has to increase, be it a man or a woman. The utilisation of every human hour for productive purposes, can increase the Gross National Income and this only can help to achieve our aim of socio-economic development. Women contributing 50 per cent of the total population, cannot go on playing the passive and limited role of a traditional house-wives, doing duties within four walls of their homes. They have to help their family to increase their earning and thereby achieve a better living standard. If at all we have to compete with the developed nations in the 21st century, it is absolutely essential that we count on women participation in the development of a nation like ours. In today's scientific and technological world, where the life-cycle and the social-structure is changing very fast, the Indian woman is taking more and more part in this phenomenon. In many fields the women have shown their calibre. The life of late Prime Minister Smt. Indira Gandhi is an ideal example of this. But

it is very sad that in co-operatives the women are almost totally ignored. The former Prime Minister Shri. Rajiv Gandhi often made reference to the most backward class i.e. no other than women. And that's why the Government of India had to implement the regulations by which the women who are more than 50 percent had been given equal rights with men. Now, in panchayat Rajya system women are given 30 percent seats.

In fact, women do not lag behind men in any field. The only thing that is wanted is proper opportunity may it be political field or social field or educational field, in all these field women have created history. Right from Maharani Laxmibai to late Prime Minister Mrs. Indira Gandhi, have shown spark of their wisdom and thus have made history. Ujwala Roy, who voyaged round the oceans was born in this country. Aarati Pradhan, who crossed The English Channel was also born here. Take the example of educational field. at the SSC/HSC exams. girls have topped the merit-lists. Women are coming up fast and showing great progress in administration and police department. They are becoming pilots and scientists and even railway, engine drivers. Now they have left the life within four -walls. They are slowly but surely capturing every field. Now it is high time for men to change their attitude towards women.

If we speak about only co-operative movement, women are getting opportunities to some extent, today there are

many small and big co-operative societies run by women successfully. But there is a great need for giving more opportunities to women in all the co-operative societies.³

4.2 INVOLVEMENT OF WOMEN IN WARANA CO-OPERATIVE COMPLEX :

The seeds of 'Warana Co-operative complex' were sown with the establishment of a co-operative sugar factory in 1955. Sarakar, Maharshi, Honorable Shri. Tatyasaheb Kore, the founder of Warana Co-operative Complex, saw the vision of a co-operation for the total development of the people with dreams of allround development of Warana Valley, he then catalyzed a chain reaction of socio-economic and welfare activities in co-operative sector.⁴ Thus, with the continuous and ceaseless efforts for the last 35 years he has made his vision come true.

In all the developmental activities Tatyasaheb Kore made special efforts to increase women's participation, Especially in co-operative Dairy and Poultry, Co-operative consumers stores (Warana Bazar) the women have given priority for the membership and this starting was made by the establishment of 'Shri. Warana Bhagini Mandal'.

Workers wives should get financial assistance for their family someway or the other, and so Tatyasaheb and Shri. Naiksaheb, Managing Director of Sugar Factory, made special efforts to start Lijjat Papad Kendra in Warananagar.

Thus, on 25th September, 1974, with due permission from Shri. Mahila Grih Udyog, Bombay, the working of 'Lijjat Papad Mahila Udyog Ltd.' was started. The Lijjat Papad Kendra in Warananagar is the only centre which is run successfully in rural areas. In this centre, now there are about 250 women working. These Bhagini earn from Rs. 12 to 40 per day. The most important of all is that, in off season of sugar factory, workers wives run their family by working for papad.

The main objective in starting the Bhagini Mandal is to help the needy women of Mandal and so various edibles, pickles, spices are prepared and then they are sent to 'Warana Bazar' for sale. Besides these chutney machine, Grinding mills, stitching of school uniforms are also in full swing.

As a national duty for all the women, National Saving scheme has started. In this scheme about 300 to 350 women have participated, 'Jata-Nirmulan' programme is also implemented by the Mandal and this has helped to reduce blind-faith among the illiterates in Warananagar area. Dowry victims and those women who are forsaken by their husbands are given work in the Mandal's cottage industry. Thus, this Bhagini Mandal gives a helping hand to their family and share some financial burden of their family. Thus, we can say that because of the Bhagini Mandal, there is a marked change in the life of women of this area.

Women have a very positive role to play in the poultry and Dairy activities. Rearing of cattle and poultry birds is most suited to rural women. She gets means of production at her door step, what better tools could there be to achieve 'Garibi' Hataw ?

Thus, because of continuous and restless efforts on the part of Tatyasaheb Kore and his colleagues, ample service opportunities of work have been provided to the women of this area.

This is a general review of women's increasing role in Warana Co-operative complex, it is a thing of pride that the women of Warana have been playing a positive role in their unique experiment of 'Integrated Rural Development and setting an example of how women's creative potential could be used for the betterment of the family in particular and the society in general.⁵

In this way, 'The Warana Co-operative Complex' has shown that the women's participation in the co-operative industries can be a successful venture.

4:3 WOMEN'S PARTICIPATION IN WARANA BAZAR :

4.3.1. NEED OF WOMEN IN CONSUMER CO-OPERATIVE STORES LIKE WARANA BAZAR :

Women play an important role in Consumer Co-operative Stores. The importance of women in decision taking in the household is beyond doubt. Women are the real consumers in

the sense that they have to make purchases to cater to the needs of the household. They know better than men where the shoe pinches in regard to supply and prices. If women take the initiative in forming consumers' co-operatives, they could be very effective not only in ensuring adequate supplies at fair prices but also in avoiding the consumption of adulterated goods. Similarly women's co-operative could function for the specific purpose of striving for better living which inter alia includes avoidance of extravagance, curbs on wasteful festivities, regulation of food habits, more nutrition in daily diet of the people etc.

Although we have in Bombay city a co-operative consumers store of modest proportions being run by women, generally, no attempt has been made so far to enlist the sympathies and support of women even as loyal customers. But this aspect should not be ignored. Special efforts must be made to secure the participation and the co-operation of women's organization. Their active interest can also be evoked by making special arrangements for the sale of the products of institutions run for or by women.⁶

Warana Bazar, the first co-operative departmental stores in rural part of India started functioning from 2nd April, 1978, which is now one of the models for other societies in India to follow. This is the recent activity in which women have a dominant role to play.

Now-a-days we only hear about women's emancipation, agitation, women's freedom etc. But Warana Bazar has brought it into practice. From the very beginning Warana Bazar has made it a point to give preference to women in the activities of the store i.e. in employment, management, membership etc. women are the best judge of the quality and standard of goods. In order to increase fame and efficiency of Warana Bazar, there is a great need of this curious women members. This policy is adopted by the management of Warana Bazar.⁷ On this basis, the present study tries to examine actual women's participation in the activities of Warana Bazar.

We have collected the primary data with the help of questionnaire, regarding 'Women's Participation in Warana Bazar', and tabulated it into research methodology.

4.3.A) WOMEN'S PARTICIPATION AT THE FORMATIVE STAGE OF WARANA BAZAR :

Since its beginning, Warana Bazar has given preference to women in membership. Initially, the women membership was very low. In 1978-1979 the total members were 1,363, out of which 1,144 were male and 219 were female. The percentage of female members to total members was only 16.07 percent. This shows simply a nominal women's share as a members. But at present, this picture has totally changed. In 1989-1990 the total members are 4,331, out of which 2,887

are female and only 1,444 are male. The percentage of women members to total members is 66.66. Thus there is a tremendous increase in women membership. The main reason behind this is that it is the policy of management to give more preference to women in membership.

4.3.A.1 OBJECTIVES OF WARANA BAZAR IN THE BEGINNING :

With the help of our questionnaire, we asked the sample women members (172) regarding the objectives of Warana Bazar in the beginning. Out of 172 sample women members, those who have become members of Warana Bazar since its inception could answer this question and those sample female members, who have become share holders recently could not answer this question. The answer given by respondents is shown in Table No. 4.1.

TABLE 4.1
OBJECTIVES OF WARANA BAZAR IN ITS INCEPTION

Factors	First preference/priority	Second preference/priority	Third preference/priority
	1 2 3 4 5 6 7 8 9	1 2 3 4 5 6 7 8 9	1 2 3 4 5 6 7 8 9
Total number of respondents giving priorities.	3 01 103 - - - 70 - 02	03 02 01 02 - 21 - 09	06 02 01 02 - 05 - - 03

Objectives of 'Warana Bazar' in the beginning :

- Code : 1 Providing goods to the consumers at a reasonable rate by the wholesale and retail departmental stores.
- 2 Giving promotions to sell purchase and to industrial co-operative institutions.
- 3 To distribute essential commodities at a reasonable rate.
- 4 To encourage the development of co-operative movement.
- 5 To avoid managerial and occupational limitations in the buying and selling process.
- 6 To encourage self-help, thrift and mutual aid among the shareholders.
- 7 To provide pure unadulterated and better quality goods at a reasonable rate.
- 8 To supply goods by providing less price facility to the private business(i.e. wholesale and retail traders)
- 9 To supply the daily necessary goods of life.
- 10 Others.

SUMMARY :

1. First preference/priority No. 1 To distribute essential commodities at a reasonable rate.
2. To provide pure, unadulterated and better quality goods at a reasonable rate.
3. Providing goods to the consumers at a reasonable rate by the wholesale and retail departmental store

(Contd....Table 4.1)

		goods
Second Preference/Priority No. 1	1	To provide pure, unadulterated and better quality at a reasonable rate.
	2.	To supply the daily necessary goods of life
	3.	Providing goods to the consumers at a reasonable rate by the wholesale and retail departmental store.
Third Preference/Priority No. 1	1	Providing goods to the consumers at a reasonable rate by the Wholesale and retail departmental stores.
	2.	To encourage self help thrift and mutual aid among the shareholders.
	3.	To supply the daily necessary goods of life.

Table 4.1 gives prioritywise classification of responses regarding various objectives of Warana Bazar, in the beginning. In our questionnaire, we had given nine alternatives, but we have classified responses only upto the third priority. It is also to be noted that some of the respondents gave only first or second priority, whereas some respondents gave equal priority to more than one objectives.

On the basis of information given in this table, the picture that emerges is a following type :

1. 103 respondents have given first preference to the objective that is To distribute essential commodities at a reasonable rate and 70 respondents have given first preference to the objective that is to provide pure, unadulterated and better quality goods at a reasonable rate.
2. 21 respondents have given second preference to the objective that is to provide pure, unadulterated and better quality goods at a reasonable rate and only 9 respondents gave their preference to the objective that is-to supply the daily necessary goods of life.
3. 6 respondents gave their third preference to the objective that is providing goods to the consumers at a reasonable rate by the wholesale and retail departmental store and only 4 respondents gave their third preference to the objective that is to encourage self help, thrift, and mutual aid among the shareholders.

Thus with the help of this table we can say that majority of the respondents gave their preference to the objective that is to distribute essential commodities at a reasonable rate.

4.2 LEADERSHIP QUALITIES IN THE PROMOTION OF WARANA BAZAR :

With the help of our questionnaire we asked the sample women members under whose leadership Warana Bazar get promotion, either by male or female. The answer given by them is shown in the following table.

TABLE 4.2
LEADERSHIP QUALITIES IN THE PROMOTION OF WARANA BAZAR

Sr.No.	Type of response	Total number of respondents
1.	Male	83(48.25)
2.	Female	80(46.52)
3.	No response	9(5.23)

Note : Figures in brackets indicates percentage to the total sample women members (172).

From the above table it is clear that, out of 172 respondents 83 (48.25%) respondents replied that because of male leadership Warana Bazar has got promotion, while 80 (46.52%) respondents replied that under female leadership

Warana Bazar has got promotion and 9(5.23%) respondents did not answer the question in this respect.

Actually, Warana Bazar has got promotion because of male leadership.

4.3 *Number* OF WOMEN MEMBERS AT THE INCEPTION :

With the help of our questionnaire we asked the respondents whether they had become share-holders of Warana Bazar since its inception. The answer given by them is shown in the following table 4.3.

TABLE 4.3
NUMBER OF WOMEN MEMBERS AT THE INCEPTION

Sr.No.	Types of response	Total number of respondents
1.	Yes	63(36.63)
2.	No	109(63.67)

Note : Figures in brackets indicates percentage to total sample women members (172).

From the above table it is seen that out of 172 respondents 63 (36.63%) respondents replied affirmatively. It means that they have become members of Warana Bazar since its inception. While 109 (63.67%) respondents replied negatively. It means, they have become members recently.

Thus with the help of above table we can say that majority of the women have become members of Warana Bazar recently.

4.4 MOTIVATION BEHIND BECOMING A MEMBER :

In our survey, we asked the sample women members, by which reason they have become the members of Warana Bazar. In this respect we found following type of answers.

TABLE 4.4
MOTIVATION BEHIND BECOMING A MEMBER

Sr.No.	Nature	Total number of respondents
1.	Willingly	62(36.04)
2.	Advice by male from family	106(61.63)
3.	Advice from other women	-
4.	By understanding the importance of cooperation	4(2.33)
5.	Others	-

Note : Figures in brackets indicates percentage to total sample women members (172).

From the above table, it is clear that 106 (61.63%) respondents replied that they have become members of Warana Bazar because of the advice by male from the family. And 62 (36.04%) respondents replied that they have become members

willingly, and only 4(2.33%) respondents replied that by knowing the importance of cooperation they have become members of Warana Bazar.

Thus, roughly we can say that still majority of the women are dominated by male, Though they have given equal status with male, they have no freedom to express their own opinions. What is needed is the freedom from dominance of men upon their life.

TABLE 4.5

NUMBER OF WOMEN MEMBERSHIP PER FAMILY

Sr.No.	Members of Warana Bazar per family	Total Number of respondents
1.	1	119(69.18)
2.	2	21(12.21)
3.	3	12(6.97)
4.	4	13(7.56)
5.	5	3(1.75)
6.	6	-
7	7	-
8	8	4(2.33)

Note: Figures in brackets indicate percentage to total sample women members (172).

It can be seen from table 4.5 that out of 172 sample respondents, 119 respondents have only one female members in their family. Their percentage^{to} total was 69.18. While 21 respondents have only two women members in their family. their percentage to total was 12.21, 28 respondents are in the margin of 3 to 5 women members in their family. Their percentage to total was 16.28. And there were only four respondents, who were having 8 women members (2.33%) in their family.

CONCLUSION :

With the help of above tables, regarding 'Women's participation in the formation of Warana Bazar,' we can say that, though today majority of the women are members of the Warana Bazar, their participation in the formative stage is very low.

4.3.B) WOMEN'S PARTICIPATION IN THE 'SHARE CAPITAL OF WARANA BAZAR':

Financial position of any consumer co-operative depends on its share-capital.

Warana Bazar has not directly distributed the dividend among members. But members have been benefiting indirectly by getting 25 per cent returns on their investment in shares by way of discount coupons and distribution of commodities at concessional rate comparing to the market rate, during Deepavali and Gudhi Padava.

Since its beginning, Warana Bazar has been giving preference to women in share-capital. Out of total members almost 70 per cent are women members, and it is supposed to be a revolution in the co-operatives.

Table 4.6 shows share purchased by women in the beginning and at present.

TABLE 4.6
SHARE PURCHASED INITIALLY AND NOW

Sr.No.	No.of Shares	Shares purchased at the beginning	Present shareholding
1.	Below Five	36	33
2.	6 to 10	26	74
3.	11 to 20	13	54
4.	21 to onwards	3	11

As per table 4.6, in the beginning 36 respondents have purchased five or less than five shares and 26 respondents have purchased in between 6 to 10 shares. While at present, we found 74 respondents bought in between 6 to 10 shares and 54 respondents bought 11 to 20 shares.

4.7 WAYS AND MEANS ADOPTED FOR THE PURCHASED SHARES :

In our survey we asked the sample women members by which way they have purchased the shares. The answers given by them are shown in table 4.7

TABLE 4.7
WAYS AND MEANS ADOPTED FOR THE PURCHASED SHARES

Sr.No.	Ways and means adopted for the purchased shares	Total number of Respondents
1.	By own income	8(4.65)
2.	Economy in household Expenditure	50(29.07)
3.	With financial help from family Members	114(66.28)

Note : Figures in brackets indicate percentage to total sample women members (172).

From the above table it is clear that out of 172 respondents 114 (66.28%) respondents raise their funds with financial help from family members, while 50(29.07%) respondents raise their funds by making economy in household expenditure, and only 8(4.65%) respondents raise their capital by self-income.

It can be seen with this table that majority of the women have to depend upon male in many respects. Only a small portion of women are able to earn money. Majority of the women have to depend upon men as they don't have employment opportunities

4.8 PRESENT NUMBER OF WOMEN MEMBERSHIP IN WARANA BAZAR :

At present 67 per cent women and 33 percent males are the members of Warana Bazar. Initially, this percentage was 16 per cent of female and 84 percent of male. Thus, there is more than 4 times increase in women membership. So we asked our respondents whether today's women membership (67%) of Warana Bazar is sufficient or not. The answers given by them are shown in the table 4.8.

TABLE 4.8
PRESENT NUMBER OF WOMEN MEMBERSHIP

Sr.No.	Nature	Total number of respondents
1.	Sufficient	146(84.88)
2.	Insufficient	22(12.79)
3.	No response	4(2.33)

Note : Figures in brackets indicate percentage to total sample women members (172).

From the above table it is seen that, out of 172 respondents, 146(84.88%) respondents replied that, present number of women members is sufficient, while 22(12.79%) respondents replied that present women membership is insufficient. While 4(2.33%) respondents did not answer to this question.

CONCLUSION :

With the help of above information we can say that, women's participation in share-capital of Warana Bazar is somewhat satisfactory.

4.3.C) WOMEN'S PARTICIPATION IN THE MANAGEMENT OF WARANA BAZAR :

Right from the beginning, (1978) Warana Bazar has been giving preference to women in its management. Initially the Board of Directors was consisted of nine members, out of which two directors were women. Later on as a result of increase in membership of the store, the number of members in the board of directors also increased. At present total number of board of directors is 17 members, out of which seven directors are women.

To examine sample women members opinion regarding this, we asked them whether the number of women members in management is sufficient or not. The answer given by them is shown in the table 4.9.

**TABLE 4.9
PARTICIPATION OF WOMEN MEMBERS IN THE MANAGEMENT**

Sr.No.	Number of Women in Management	Total number of respondents
1.	Sufficient	120(69.77)
2.	Insufficient	25(14.54)
3.	No response	27(15.69)

Note: Figures in brackets indicates percentage to total sample women members (172).

Table 4.9 indicates that out of 172 respondents 120 (69.77%) respondents replied that present number of women in management is sufficient, while 25(14.54%) respondents replied that present women membership in management is not sufficient. While 27(15.69%) respondents did not give any response to this question.

4.10 ELECTION OF BOARD OF DIRECTORS :

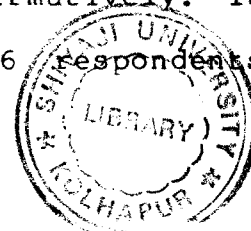
With the help of our questionnaire, we asked the respondents, whether the board of directors of Warana Bazar is elected or not. The answer given by them is shown in the Table 4.10.

TABLE 4.10
ELECTION OF BOARD OF DIRECTORS

Sr.No.	Types of response	Total number of Respondents
1	Yes	46(26.74)
2.	No	2(1.16)
3.	No response	124(72.1)

Note : Figures in brackets indicates percentage to total sample women members (172).

From the above table it is seen that, out of 172 respondents, 46(26.74%) respondents replied affirmatively. It means elections are held by Warana Bazar, 26 respondents



replied that they do not know anything about the election.

CONCLUSION :

With help of the above information, regarding management, we can say that, women's participation in the management is very low. Majority of the women are unaware about the management.

4.3.D) WOMEN'S PARTICIPATION IN THE EMPLOYMENT OF WARANA BAZAR :

Since its beginning Warana Bazar has been giving employment opportunities to women, particularly economically weaker sections of women. From top to bottom means from management to workers, women have been given employment opportunities. In godown nearly 37 women have got jobs by way of cleaning, weighting, packing and labelling of goods. Nearly 16 women are working as a salesgirls. Thus, 53 women have got employment opportunities directly. Instead of this, there are seven women in management. Thus, there is a wide-scope for women in employment. Apart from this there are some women/^{who}get daily wages by preparing Lijjat Papad, Pickles, spices, edibles, stitching of school-uniforms etc. and these itmes are sent to sell to Warana Bazar, with a view to provide incentives to the women workers. Thus, Warana Bazar has given employment opportunities for women on a large scale.

We asked the sample women members whether Warana Bazar has given employment opportunities to economically weaker

sections of women members. The answer given by them is shown in the table 4.11.

TABLE 4.11
THE
EMPLOYMENT OPPORTUNITIES TO WOMEN WHO ARE FROM WEAKER SECTIONS

Sr.No.	Types of response	Total number of respondents
1.	Yes	82(47.67)
2.	No	-
3.	No response	90(52.33)

Note : Figures in brackets indicates percentage to total sample women members (172).

From the above table it is clear that only 82 (47.67%) respondents replied affirmatively. While 90(52.33%) respondents could not express their opinion regarding this. And there was nobody who gave negative answer. From this table it is clear that majority of the respondents are unaware regarding the working of Warana Bazar.

4.12 EMPLOYMENT OPPORTUNITIES TO LOCAL WOMEN :

From the information given above, it is clear that, Warana Bazar has given employment opportunities to economically weaker women. But whether Warana Bazar has provided employment to local women or not. To evaluate respondents view regarding this, we asked them above question. The answer given by them is shown in the table 4.12.

TABLE 4.12
EMPLOYMENT OPPORTUNITIES TO LOCAL WOMEN

Sr.No.	Type of response	Total number of respondents
1.	Yes	118(68.61)
2.	No	-
3.	No response	54(31.39)

Note : Figures in brackets indicatespercentage to total sample women members (172).

The above table shows that 118 (68.61%) respondents replied that local women have given employment opportunities by Warana Bazar, while 54(31.39%) respondents replied that they did not know about this question.

4.13 STATUS OF WOMEN WORKERS :

In Warana Bazar 53 women are working as a worker. To examine their marital status we discussed with the managerial body of the store. The information given by them is shown in the table 4.13.

TABLE 4.13
STATUS OF WOMEN WORKERS

Sr.No.	Marital status	Nature		Total Women workers
		Open category	Reserve category	
1.	Married	12	14	} 16 53
2.	Unmarried	7	1	
3.	Widow	18	1	

From the above table it is clear that total number of women workers is 53. Out of which 37 (69.18%) are from open category and 16(30.19%) are from reserve category. In case of open category, out of 37 women workers, 12 are married, 7 are unmarried and 18 are widow. In case of reserve category, out of 16 women workers, 14 are married, 1 is unmarried and 1 is widow.

Thus, from the above table we can say that, majority of the women workers are married in open as well as in reserve category. In case of open category the number of widow women is also high.

4.14 RECRUITMENT OF WOMEN WORKER :

In Warana Bazar recruitment procedure is somewhat like this- Every vacancy is published in newspaper and applications are invited. At the same time a list of candidates is also taken from Employment Exchange Office. A written test of the candidates is taken at the first stage. Then selected candidates are called for oral interview. Interview is held before the board of directors, and thus, deserving candidates are selected as per the vacancies.

To get accurate information regarding recruitment of women worker, we discussed with the authority. They told us that, while evaluating post of employees, (male as well as female) their efficiency, regularity, honesty, affinity to the store and treatment given to ^{the} customers etc. are taken into consideration. At the same time preference has been given to those women who are needy, widow, handicapped. In general there is no any discrimination between male and female in recruitment procedure.

4.15 SALARIES OF WOMEN WORKERS :

The salaries paid by Warana Bazar to workers are based on education, type of work, experience etc. But there is not deliberate discrimination in salaries between male and female

To know the opinion of women workers regarding their salaries, we asked the women workers whether the salaries paid to them are adequate or not. Out of 53 women workers majority of the women workers replied affirmatively i.e. salaries paid

to them are adequate.

On the basis of above informations, we can say that, majority of the women workers are fully satisfied with the salaries which they get.

4.16 DURATION OF WORKING HOURS :

Duration of working hours of the store is as- :

1. 10 am to 1 p.m. Saleing
2. 1 p.m. to 2 p.m. - Lunch break.
3. 2 p.m. to 7 p.m. - Saleing.

To evaluate ~~woomn~~^{women} workers view regarding duration of working hours, we asked this question to women workers. In our survey, we found that, majority of the women workers are satisfactory with the duration of working hours. This duration is also favourable for saleing.

CONCLUSION :

With the help of above information regarding employment, we can say that, though, Warana Bazar has given preference to women in employmentt since its beginning, their actual participation in employment is very low. Total number of workers of Warana Bazar is 139. Out of which 86(61.87%) are male workers and only 53(38.13%) are female workers. Thus, the ratio of female workers to male workers is very small as 66.66% women are members of Warana Bazar, while 38.13% women are workers of Warana Bazar. Therefore, there is need to

increase the number of women workers. However, the women workers who are working in Warana Bazar are fully satisfied with the working of the store.

4.3.E) WOMEN'S PARTICIPATION AS A CUSTOMER :

The success of consumers cooperatives depends upon the satisfaction of consumers. In this direction efforts are being made by Warana Bazar.

Women are by nature good at various ~~tasks~~ ^{sales}. They are the best judge of the quality and standard of the goods. Taken into consideration the role of women in purchasing and consumption of domestic goods, Warana Bazar has been concentrating on female membership rather than male membership.

In order to attract customers particularly women customers, various steps have been taken by Warana Bazar, e.g. surplus sale, one day free sale, clearance sale, festival sales, different type of exhibitions, demonstrations such as crylin painting etc.

Once in a year, particularly for women 'Warana Bazar' arranges gatheirng during 'Sankranti'. On this auspicious time articles are distributed free as a token. The idea behind organising such auspicious ceremony is to ~~come~~ ^{come} to know the action and reaction of women, regarding the functioning of Warana Bazar. It also develops social life. Sometimes valuable suggestions are made by women to the respective authorities, ^{at this time,}

To examine, actual participation of women as a customer, the researcher has conducted a survey on 29th and 30th August, 1990. By standing at the counter the researcher calculated the daily women customers served by the store. The picture which we get is as follows. :

There are 18 sections (but shirting-suitings and controlled cloth, these two sections are considered to be one section. So actually there are 17 sections). Each sections details are as under.

1. SELF-SERVICE SECTION :

All the necessary goods i.e. washing soaps, toilet soaps, cleaning powders, sugar, coffee, all spices, match boxes etc. are kept in this section. This is the most favourite section to all the customers and particularly for women.

In this section on an average total number of customers was 946, out of which 813 were male customers and 133 were female customers. Their percentage was 85.94 and 14.06. respectively. The average sale of a day of this section was Rs. ~~2-226~~. 18176

Thus, the above picture shows that, though this section is particularly, for women/^{their} participation as a customer is very small.

2. STATIONERY :

In this section on an average total number of customers was 150 out of which 125 were male customers and 25 were female customers. Their percentage was 83.33 and 16.67 respectively. This picture also shows that majority of the customers are male.

3. FOOTWEAR :

In this section on an average total number of customers was 25. Out of which 20 were male customers and 5 were female customers. Their percentage was 80 and 20 respectively.

This also shows a small portion of women as a customers.

4. HOUSEHOLD :

In this section on an average total number of customers was 86, out of which 76 were male customers and 10 were female customers. Their percentage was 88.37 and 11.63 respectively.

This also gives a nervous picture. Because, though household section is particularly meant for women, their participation as a customer is very low.

5. SHIRTING-SUITINGS AND CONTROLLED CLOTH :

In this section on an average total number of customers was 36, out of which 30 were male customers and 6 were female customers. Their percentage was 83.33 and 16.67 respectively.

This also shows women's small participation as a customer.

6. SAREES :

In this section on an average total number of customers was 18, out of which 6 were male customers and 12 were female customers. Their percentage was 33.33 and 66.66 respectively.

This section gives somewhat satisfactory picture. Because this section is particularly for women.

7. READYMADE GARMENTS :

In this section on an average total number of customers was 53, out of which 44 were male customers and 9 were female customers. Their percentage was 83.02 and 16.98 respectively.

This also shows small participation of women as a customer.

8. TOWELS AND BED SHEETS :

In this section on an average total number of customers was 32, out of which 29 were male customers and 3 were female customers. Their percentage was 90.62 and 9.37 respectively.

This also shows women's small participation as a customer.

9. COSMETICS :

In this section on an average total number of customers was 125, out of which 53 were male customers and 72 were

female customers. Their percentage was 42.4 and 57.6 respectively.

10. MEDICINE :

In this section on an average total number of customers was 225, out of which 170 were male customers and 55 were female customers. Their percentage was 75.55 and 24.44 respectively.

11. ELECTRIC AND CYCLE SECTION :

In this section the total number of daily customers was 66. All the customers were male. the total daily sales of this section was Rs. 2,768.10.

12 AGRO-SERVICE SECTION :

In this section the total number of daily customers was 66. All these customers were male, as this section is related to males. The total daily sales was Rs. 2860.75.

13. LOOSE GROCERY :

All the wholesale goods, kersene etc are sold by this section.

In this section on an average total number of customers was 1625, out of which 975 were male customers and 650 were female customers. Their percentage was 60 and 40 respectively. The total daily sales was Rs. 15969.15..

14. GODOWN :

In this section the goods are cleaned, packed properly weighted and labelled. All this work is done by women workers only. Nearly 37 women are getting employment opportunities.

But in our survey, we found that the total number of daily customers was 24. All these customers were male. The total daily sales was Rs. 16,263/0.

Thus, with the help of this picture we can say that, though in this section, women's participation as a workers is high, women's participation as a customer is very low.

15. SUGAR :

In our survey period we found that, the total number of daily customers was 132, out of which 99 were male customers and 33 were female customers. Their percentage was 75 and 25 respectively. The total daily sales was Rs. 2,956/0

16. ICE-CREAM :

In this section we found that, the total number of daily customers was 150, out of which 75 were male and 75 were female. Thus their was the equal percentage (50%) of both male and female customers. The total daily sales was Rs. 350.0

This gives somewhat a satisfactory picture of women's participation as a customer.

17. PETROL:

number of

In our survey period we found that, the total /daily

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customers was 800. All these were male customers. No any women customer came to this section. The total daily sales (in two shifts) was Rs. 24,000.

Thus, we found the above type of picture in our survey period. This gives somewhat a nervous picture of women's participation as a customers. But this is not an accurate picture as it is two days sample survey and also a survey in the month of August, which is somewhat^{-of}/off season.

Therefore, to get accurate and detail information, we discussed with each and every salesman in charge of each section. They have given general picture of customers percentage to the each section. This is shown in the table 4.14.

TABLE 4.14
CUSTOMERS PERCENTAGE TO EACH SECTION

Sr.No.	Section	Male customers (%)	Femal customers (%)
1.	Self-service	50	50
2.	Stationery	65	35
3.	Footwear	75	25
4.	Household	60	40
5.	Shirting-Suiting and controlled cloth	90	10
6.	Sarees	25	75
7.	Readymade garments	65	35
8.	Towels & Bed sheets	90	10
9.	Cosmetics	25	75
10.	Medicine	75	25
11.	Electric and cycle	100	-
12.	Agro-service	100	-
13.	Loose grocery	60	40
14.	Godown	90	10
15.	Sugar	75	25
16.	Ice-cream	50	50
17.	Petrol	100	-
total		1195	505
Percentage		70.29	29.71

SOURCE: Discussion with each and every salesman incharge of each section)

Thus, with the help of above discussion we can say that, women's participation as a customer is very low. It is round about 29.71 percent.

2.17 URGE TO BUY GOODS FROM WARANA BAZAR :

In our survey we asked our sample women members for which purpose they bought goods from Warana Bazar. The answer given by them is shown in table 4.15.

TABLE 4.15
URGE TO BUY GOODS FROM WARANA BAZAR

Factors	First preference/priority	Second preference/priority	Third preference/priority
	1 2 3 4 5 6 7	1 2 3 4 5 6 7	1 2 3 4 5 6 7
Total number of respondents giving priority	125 02 08 02 06 05 04	82 45 03 08 04 18 02	06 - 05 - 04 02 -

Urge to buy goods from Warana Bazar :

Code 1. Pure and unadulterated goods.
 2. Reasonable rate.
 3. Fair weight
 4. Packing goods.
 5. Time saving.
 6. Good quality and variety.
 7. Self handling.

SUMMARY : First Preference/Priority -
 1. Pure and unadulterate of goods.
 2. Fair weight.
 3. Time saving.
 Second Preference/ Priority ---
 1. Pure and unadulterated goods
 2. Reasonable rate
 3. Good quality and variety.
 Third Preference/Priority ---
 1. Pure and unadulterate goods.
 2. Fair weight.
 3. Time saving.

Table 4.15 gives prioritywise classification of responses regarding various purposes of buying goods from Warana Bazar. With the help of our questionnaire, we asked the respondents their purpose behind buying goods from Warana Bazar. We have classified responses given by them upto third priority. It is important to note that, some of the respondents gave only first or second priority whereas some respondents gave equal priority to more than one purpose.

On the basis of the information given in the above table, the picture that emerges is a following type. :

1. 125 respondents have given first preference to the purpose i.e. pure and unadulterated goods and 08 respondents have given first preference to the purpose i.e. fair weight. While only 6 respondents have given their first preference to the purpose i.e. time saving.
2. Similarly 82 respondents have given their second preference to pure and unadulterated goods, 45 respondents have given their second preference to reasonable rate and 18 respondents have given their second preference to the purpose i.e. good quality and variety.
3. 6 respondents have given their third preference to the purpose i.e. pure and unadulterated goods, 5 respondents to the purpose of fair weight and 4 respondents to the purpose of time saving.

Thus with the help of above table we can say that, majority of the sample women prefer to make their purchases by Warana Bazar because of pure and unadulterated goods.

4.18 PRICES OF GOODS FROM DIFFERENT SECTIONS - COSTLIER/CHEAPER/FAIR ?

In our survey, we asked our respondents, that out of their total purchases which goods they feel either costlier/cheaper or at fair rate. The answers given by them are shown in the following table.

TABLE 4.16

PRICES OF GOODS FROM DIFFERENT SECTIONS COSTLIER/CHEAPER/FAIR

Sr. No.	Nature	Commodities	Number of responses.
1	Costlier commodities	Textiles	77
		Utensils	104
		Stationery	15
		Loose grocery	6
2	Cheap commodities	Commodities from self service section.	43
		Stationary	17
		Cosmetics	8
3	Fair price commodities	Households All goods (except textiles & Utensils)	16 63
		Agro service	4

From the above table it is clear that, majority of the respondents (104 and 77) replied that, textiles and utensils are costlier compare to prevailing market price level. In this direction, we discussed with the member of purchase committee. They explained that though the prices of particular commodities are higher than the prices of prevailing *private* market, the quality is definitely superior. Besides particular commodities majority of the respondents replied that prices of almost all commodities are fair.

4.19 PERCENTAGE OF PURCHASES MADE FROM WARANA BAZAR TO TOTAL PURCHASES :

We asked the sample women members, what is the percentage of their purchase from Warana Bazar to total purchases. The answer given by them are shown in the table 4.17.

TABLE 4.17

PERCENTAGE OF PURCHASES MADE FROM WARANA BAZAR TO TOTAL PURCHASES

Sr.No.	Range (%)	Total number of Respondents
1.	1 to 25	11(6.39)
2.	26 to 50	70(40.70)
3.	51 to 75	42(24.42)
4.	76 to 100	49(28.49)

Note : Figures in brackets indicates percentage to total sample women members(172).

From the above table it is clear that 70 (40.70%) respondents make their 26 to 50% purchases from Warana Bazar. 49(28.49%) respondents make their almost 100%. Purchases from Warana Bazar, while only 11 (6.39%) respondents make their almost 25% purchases from Warana Bazar.

Thus roughly we can say that, majority of the respondents make their nearly 50% purchase from Warana BAZAR.

CONCLUSION :

With the help of the above information, regarding women customers we can say that, their participation as a customer is very small. It is nearly 25%.

Thus in our study (survey of 172 sample women members) we found that, though women's participation as a membership is very high (66.66%) their participation in other activities of Warana Bazar is nominal. In management their participation is 41.17%, in employment it is 38.13% and as a customer their participation is only nearly 29.71 per cent.

The main reasons behind all this is high rate of illiteracy among women and dominance of men over women, which is supposed to be outcome of our social conventions.

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