

**CHAPTER - IV**

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**ANALYSIS AND INTERPRETATION  
OF DATA**



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### ANALYSIS AND INTERPRETATION OF DATA

#### A) SHRINGAR BEAUTY PARLOUR: A PROFILE

The researcher is the proprietor of this renowned famous beauty parlour. It got registered as commercial institution under shop act in 1988. This beauty parlour serves beauty hair and body treatments along with training courses. Institute of Beauty Therapy, Hair Dressing and Cosmetology, (Kolhapur) is linked to another new beauty parlour. It was registered in the year 1997. Since 1988, the old beauty parlour has grown in terms of customers size and popularity. The old Shringar beauty parlour is situated near the famous "Temple of Mahalaxmi", in Kolhapur city. While the Shingar Institute is situated branch behind central S. T. bus stand. Both the beauty parlours are well equipped and well decorated. The staff are well qualified. There are four trained experienced lady specialists who provide beautify hair and body treatment and only one maid servant in each beauty parlour.

About 20 clients in each beauty parlour visit for beautification. About 20 students get admission for beauty culture course every year. The students who are from sound economical background get training for a year and then start their own beauty <sup>parlour</sup>. The middle class students start giving services at clients home and lower class students serve in other's beauty parlour.

The photocopies of both the beauty parlours and clients before and after beautification are enclosed behind each page of this section.

The Shringar institute runs government recognized courses under the supervision of district Vocational Education and Examination board, Mumbai. The researcher is selected as a honorary lecturer for Mahila and Bal Sankul, Kolhapur organised by the collector of Kolhapur.



Practical Exam. - B.A.B.T.A.C. ( London )

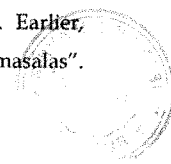


Practical Exam. AROMATHERAPY ( ZURICH)

The researcher conducted training programmes of Beauty culture at Ichalkaranji, Nagar Parishad, Jaysingpur Nagar Parishad, Islampur and so on. She also conducted training programmes for Suwarn Jayanti Sahakari Rojgar Yojana. Under the supervision of the researcher, training of beauty culture was given to the girls and women who are from lower economic category, slum area and the scheduled caste communities. The researcher conducted seminars, workshops and lecture series on personality development, beautification, diet and nutrition in schools, colleges and women's clubs such as "Sakhi Sabala", "Saheli" and Inner wheel. The researcher is honoured by a prestigious membership of Inner wheel club, Kolhapur. She is a life member of "Association of Beauty therapy, Hair dressing and Cosmetology India" and her interviews about beautification are broadcasted by Radio, F.M. Channel, Kolhapur. The researcher has contributed several articles in local newspapers such as 'Sakal', 'Pudhari' and 'Tarun Bharat' (see in the Appendix-A). The researcher has good rapport with women of different classes and castes and she closely observes their changing views towards beautification. She has a lot of experience due to her long interactions with women in Kolhapur city. The researcher, through a review of literature came to know that there are rare-studies in Kolhapur about beautification and impact of modern communication. Therefore, she selected the present topic for the study.

The researcher belongs to a middle class family. Her parents encouraged to study upto standard 11<sup>th</sup>, which she completed in 1975. At that time, pre-degree course was necessary for higher education. She had much interest for higher education. But due to social and economic problems of family, she could not get opportunity to go for further education.

In 1978 She was married according to the customs and traditions. Main occupation of her family is business. She took active part in it. Earlier, she used to make raw material for the hotel, such as "farsan" and "masalas".



BEAUTY SPOTLIGHT  
A DECADE OF  
ASSOCIATION.

Butic Institute of Beauty Therapy and Hair Dressing which was started in the year 1968 got its affiliation from BABTAC (British Association of Beauty Therapy and Cosmetology) in 1983. The past chairman Josephine Wackett was invited to the celebration of the decade long association. Addressing the press, Josephine differentiated between a nurse's job and a beauticians. 'A nurse looks after people when they are sick; a beautician looks after people when they are well' was her

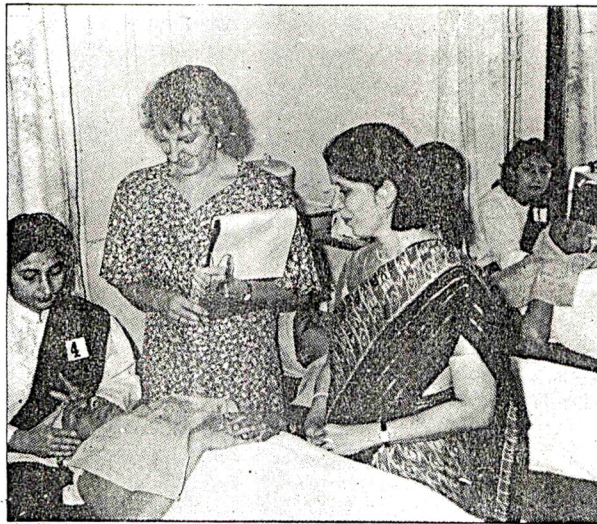
stylist. Whereas here she is supposed to know hair styling also as well as different fields of beauty training. Both are part of beauty as far as are concerned.

Beauty therapy is a serious field and a therapist is a specialised person who should have good knowledge of skin tissues, bone formation, and effects of radiation. She is a masseuse and hence these knowledge are necessary. She praised Maya Paranjaype, the technical director of Butic Institute for the high standard maintained in imparting training in the field of the beauty therapy

cosmetology, developing training professionals of high ethical standard in India.

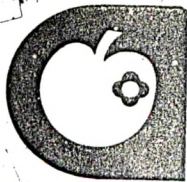
During the first years of its operation (personal charm and personal hair dressing courses were offered). Thereafter, in 1974, a complete diploma course in Beauty Therapy as per British Association curriculum was started with an initial batch of 10 students. As the demand for admission to the institute increased, it shifted to its present premises at Rupadars Lt. Dilip Gupte Mahim in 1983. Here separate classroom, beauty room and dressing room were made available to accommodate a batch of 16 students at a time. With an overwhelming response in Bombay, it opened a branch in Pune.

BABTC is a fast growing organisation of practising professional Beauty Therapists in Britain and has affiliated schools in New Zealand, Australia, and strives for the improvement of ethical, professional and educational standards and maintain these at the highest possible



Joe Wackett and Maya Paranjaype watching a demonstration in progress.

simple conclusion. She further added, everyone has a beauty of their own. Beauty therapy is helping people to show best of what they have; be it a hairstyle, the correct technique of makeup application, looking after one's skin and so on. There is also a difference between the job a beautician does in the West to the job she/he does in our country. Abroad, she is a beautician, not a hair



She was very busy with day to day work. Later when her children grew up, her husband in laws and other relatives encouraged her to go for higher education, diploma courses and look for jobs. At first, her husband took keen interest motivated and provided moral support to her for doing a course on "Beauty Culture in Mumbai".

In Kolhapur there was only one ladies beauty parlour run by the male hair dresser along with his hair dressing salon. His wife was the manager of his parlour. The lady manager imparted her basic literacy about beauty culture. After a month the researcher went to her auntie, who was also a specialist, running a home service beauty parlour in Kolhapur. The researcher requested her to teach about beauty culture. In 1983 the researcher paid Rs.3,000/- for the beauty culture course and had completed 3 months basic training at aunti's parlour. After that the researcher opened a beauty Parlour at her home only for young girls who used to come for hair cut at the beginning on Sunday. The researcher charged only Rs. 5/- for the cut and Rs. 3/- for eye brow shaping. The hair cut made by the researcher was preferred and appreciated by clients. Every time she used to think that, "No, she must improve her skill." Her husband encourage her to go to Bombay for a beauty culture course for two months at Dadar under the guidance of Mrs. Sadhana Kannamwar. Mrs. Sadhana was the student of Mrs. Maya Paranjape's "Butic Institute'. So, join Butic Institute and again did course on Beauty culture, Beauty Therapy, Advanced Hair Dressing and Electrolysis. Thus, she became a beauty therapist.

After the course, she made her parlour well equipped at home and started to find the clients for beauty therapy, such as pimple prone teenager. Initially she offered free treatments. In the beginning, parents of her clients didn't give permission; but after 3-4 treatments they saw improvement in their daughter's and in law's skin and then allowed. She was happy to see the results of beatification, but could not charge for them Electrolysis treatment



C.I.D.E.S.C.O. ( Switzerland ) Examination Group with Examiner, Thorney Craft. 1993



was also given free of cost. It is a very costly treatment. Electrolysis is treatment which removes unwanted hair permanently and safely. After doing the free practice for six months her confidence boosted and she became popular as a beautician in Kolhapur city.

In 1984, her husband's family had only a flat of 1200 Sq. ft. was surrounded by lower caste and class communities, such as Kumbhars and Chambhars. The concept of beauty parlour was unknown for them and also for the citizens of Kolhapur. Even she established the "Shringar Beauty Parlour". But, initially nobody came there to see or to beautify. Some times she felt that, "What other surrounding people must be thinking about her. The lady comes at 10 am and sits there alone up to 6 pm, is a fool?" She did not loose her confidence and ambition.

One day a girl approach her for a course. She knew nothing about beauty culture but was interested in beautification. She was her first student. So, she got a company. After some days young girls and teenagers started coming for hair cut. The researcher maintained regular contact with them, she also studied their social and economic background their problems desire and so on, during the treatment by chatting with them. She always behaved like a friend with her clients. The clients, being satisfied with her treatments, regularly visited her parlour. Gradually, the number of clients increased day by day.

The clients come for beautification for various reasons. Some of them come for saree drapping, makeup, hair style, mehendi etc. on occasion of marriage. Before marriage, many of them visit the beauty parlour for an attractive look. Some clients come for haircut and other regular treatments. Some others come to beautify for special meetings, programmes, ceremonies, fairs and festivals. The society of Kolhapur is semi-modernized. Many ladies of conservative families, irrespective of their community status and class



**आकाशवाण**

**सांगली :** स. ५.५५ गिर्वाणवाणी, प्रभातवंदन, ६.३५ हवामान व कृषिवार्ता, ग्रंथपरिचय, ६.५० दिनविशेष-संकलन-एल् महाजन, ७.१६ प्रजासत्ताक दिना राज्यपालांचा इंग्रजीतून संदेश- मराठी अ. ७.४५ गांधीवंदना, ८.४० चित्रमाला- हिंदी संगीत, ९.१० सुगम संगीत- मराठी, शास्त्रीय संगीत- बिस्मिल्ला खॉं- सनई- तुमरी, दुपारी १२.३२ नारीविश्व-सौंदर्यसाधना मालेत लवचा आणण कस यांची निगा याविषय चोरगे यांची माहिती, प्रकाशाच्या वाटेवर ही कोरगावकर यांनी लिहिलेली श्रुतिका, चित्रपट संगीत-मराठी, १.४५ हिंदी- संगीत, २.२० चित्रपट संगीत-मराठी, कृषिवार्ता- पुनःप्रसारण/कृषि उत्पन्न बाज २.५० सुगम संगीत-मराठी, सायं. ५.३० चरित मानस, ५.४० बहुभाषीय पाठ- बं पाठ क्र. १५ लेखिका- नलिनी मड सहभाग- बळवंत मडगावकर, रोहिणी संजीव वडावकर, ६.३० लोकसंगीत, ७.३ घर माझ शेत- १. कृषि हवागान सूचना, २. संवर्धन- संवाद- ए. बी. पवार, अधीक्षक विद्यालय, कसबे डिप्टी, ८.१५ लोक सुखाची संध्याकाळ- कथामाला- रिकाम गजानन जोशी यांची कथा, ८.३० संगीत-हिंदी, ९.१६ सुगम संगीत, नभोनाट्य/रूपक, १०.०० युववाणी, शास्त्रीय संगीत- प्रकाश धांप्रेकर-गायन-माल

**कोल्हापूर :** सकाळी ७.०० कार्यरूपरेषा, ७.०५ प्रादेशिक बातम्या, ७.१५ राज्याचे राज्यपाल डॉ. पी. सी. अलेक्झांडर

२-११/११  
७/३/१३

**सौ. प्रिया चोरगे यांना 'सिडको' संस्थेची पदविका**

कोल्हापूर, ता.१५ आंतरराष्ट्रीय सिडस्को पदविका परिक्षेत येथील ब्युटिशियन सौ. प्रिया उमेश चोरगे या विशेष प्राविण्यासह उत्तीर्ण झाल्या. ही पदविका मिळविणाऱ्या त्या दक्षिण महाराष्ट्रातील एकमेव ब्युटिशियन आहेत. 'सिडस्को' ही झुरिच (स्वित्झर्लंड) येथील ३० वर्षांची जुनी संस्था असून ती जगातील २७ देशांत कार्यरत आहे. या संस्थेतर्फे मुंबईत ही पदविका परीक्षा घेण्यात आली. त्यात भारतातील निवडक १७ ब्युटिशियननी भाग घेतला होता.



याशिवाय सौ. चोरगे यांनी ब्रिटीश असो. ऑफ ब्युटी थॅरेपी अँड कॉस्मेटोलॉजी लंडन यांच्यातर्फे झालेल्या इलेक्ट्रोलिसिस परिक्षेत प्रथम क्रमांक मिळविला आहे.

कार्यकर्त्यांनी त आमदार श्री. वाढती महाग करावेत त्या आमसभेत अंमलबजाव मागण्या व रोजी झाले तालुक्याती घेण्यात आ बैठकीत दलाचे अध तर प्राध्याप राऊल, प्रा. जाधव गुरु अकृश चक

**सौ. प्रिया चोरगे यांना 'सिडस्को' संस्थेची पदविका**



कोल्हापूर, इंद. १५ - आंतरराष्ट्रीय सिडस्को पदविका परिक्षेत येथील ब्युटिशियन सौ. प्रिया उमेश चोरगे या विशेष प्राविण्यासह उत्तीर्ण झाल्या. ही पदविका मिळविणाऱ्या त्या दक्षिण महाराष्ट्रातील एकमेव ब्युटिशियन आहेत. 'सिडस्को' ही झुरिच (स्वित्झर्लंड) येथील ३० वर्षांची जुनी संस्था असून ती जगातील २७ देशांत कार्यरत आहे. या संस्थेतर्फे मुंबईत ही पदविका परीक्षा घेण्यात आली. त्यात भारतातील निवडक १७ ब्युटिशियननी भाग घेतला होता.

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मद्रास शिल्क निबोसा अन्य गारगोटीतील बांधकाम खात दिव्याने त्याच्या कार्यकल्याणी नण्याचे पक्ष क कार्यकल्याणी त आमदार श्री. दि. २९ वाढती महाग करावेत त्या आमसभेत अंमलबजाव मागण्या व रोजी झाले तालुक्याती घेण्यात आ बैठकीत दलाचे अध तर प्राध्याप राऊल, प्रा. जाधव गुरु अकृश चक

**वनरु शेतक**  
शाहवा मलकापूर विभागातील मार्चपासून शाहूवाडी जंगलानील



Participation in Seminar Mrs. P.U. Chorge with Lillian Maund Chairperson of 'World Aesthetician's Association', Beauty Therapist (London)



Workshop with Beauty Therapist of London

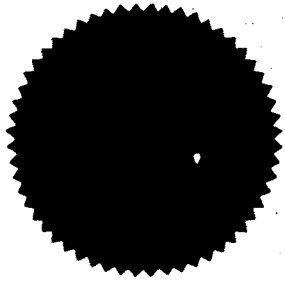
**Confederation of  
International  
Beauty Therapy and Cosmetology  
Diploma**

awarded to Chorage Priya Umesh

who has passed examinations and attained the standard  
required by the Board of Examiners of the  
British Association of Beauty Therapy and Cosmetology Ltd.  
and is thereby a qualified

Beautician - Electrolysis

Chairman Eve Taylor Examining Board Secretary [Signature]



# CIDESCO

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## DIPLÔME INTERNATIONAL CIDESCO

à      to

*Priya Chorage*

Who has passed the International  
Examination at the CIDESCO School  
Qui a passé l'Examen International  
à l'école CIDESCO

Welche(r) die Internationale  
Prüfung in der CIDESCO-Schule  
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CIDESCO Member for Education  
Membre pour l'Education CIDESCO  
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*Handwritten signature and text, possibly including a date like '16.03.1993'.*

NO. *93004.03 Bombay*

Zürich *March 1993*

# CIDESCO

COMITÉ INTERNATIONAL D'ESTHÉTIQUE ET DE COSMÉTOLOGIE

## SPECIALISED DIPLOMA

in

### AROMATHERAPY

# *Priya Chorage*

For the CIDESCO Training  
Für die CIDESCO-Ausbildung  
Pour la formation CIDESCO

No. 93004.03



CIDESCO Board Members  
CIDESCO Vorstand  
Comité directeur du CIDESCO

*Raymond J. ...*  
*Konrad ...*

ZURICH February 1998

background, strictly observe customs and traditions, rites and rituals, traditional norms and taboos etc. Even, some ladies hesitate to cut their hair on auspicious days i.e. Saturday, Nag-Panchami etc.

However, hair, figure, language, speaking style, educational background, economical condition, cast, religion, customs, traditions of all clients different from person to person. The researcher, through a good rapport, understands their life style, thinking views, style of beautification, problems, needs and individual methods of beautification, presumptions and desires about beautification this helped the researcher for developing her personality along with the changing attitudes of the women in Kolhapur. So, many clients, often appreciate her pleasant personality attitude and devotion to the profession."

The researcher had new experiments of herbal cosmetics and beauty problems of clients. She appeared to Cidesco (switzerland ), and Cibatac (London)'s exams in 1993 and got qualified top most qualification of this field. The researcher completed that degree with 1<sup>st</sup> rank. She was the first lady of south Maharashtra who achieved that degrees. It flashed in local newspapers and inspired many women in Kolhapur city. The number of clients increased and many students started to take admission for the course in her Institute. The students come from Miraj, Sangli, Ichalkaranji, Radhanagari and Ratnagiri. Even doctors also take interest in this field. The researcher feels proud of her students. Who after training appear in International exam. of Cidesco. All these factors have made Shringar Institute and Beauty Parlour very popular in Kolhapur city.

Both the institute and beauty parlour have grown not only in size but also in terms of number of clients and students. To illustrate this see the following tables.



Opening Ceremenony of 'Shringar Beauty Parlour'-1980

Opending Ceremony of 'Shringar Beauty Parlour (Branch)  
& institute - 2002





Shringer Institute of Beauty Therapy, Hair Dressing and Cosmetology



Reception Section







The Researcher Mrs. P.U. Chorage consulting with the

#### Skin analysis



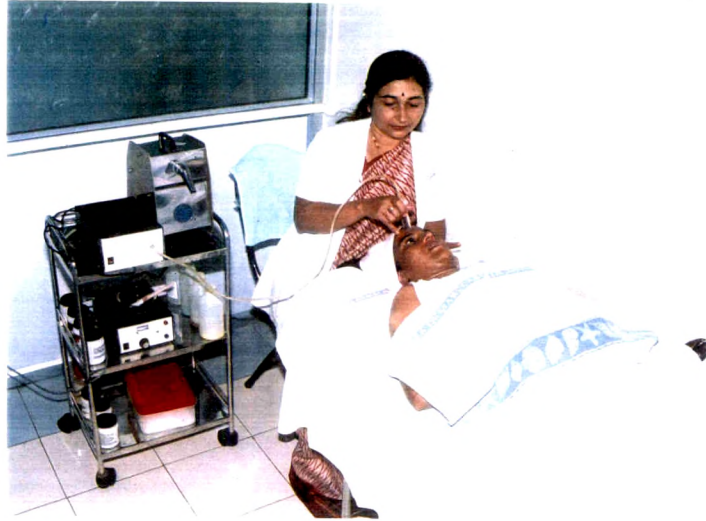


Eye brows - Threading Treatment



Hair Dressing





Vaccum Suction Treatment

Galvanic Treatment





Mask Therapy

Body Massage





Final Result of Beauty Treatments

Lecture in Inner-wheel Club, Kolhapur



Shringar Beauty Institute's Lecture Hall



Certificate Distribution Ceremony





॥ वंचितानाम् सुखबोधाय ॥

जिल्हा परिषीक्षा व अनुत्क्षेण संघटना संचालित

सौ. नलिनी शां. पंत बालावलकर कन्या निरीक्षण गृह / बा

बालकल्याण संकुल, १९२४/२५, मंगळवार पेठ, कोल्हापूर. फोन : २६४६६००, २६२०४५६, २६४५४२९, २६२२

■ स्थापना : २४ एप्रिल १९८५ ■ नोंदणी क्रमांक : ई-८ ■ अनुज्ञाती क्र. / मबाविआ / स्त्रीमुस / कोल्हापूर -

पदाधिकारी :

▶ अध्यक्ष :

मा. लक्ष्मीकांत पवार  
जिल्हाधिकारी, कोल्हापूर

▶ कार्याध्यक्ष :

मा. अशोक कामटे  
पोलिस अधीक्षक, कोल्हापूर

▶ उपाध्यक्ष :

मा. प्रतापसिंह जाधव  
मा. शकुंतला पाटील

▶ खजिनदार :

मा. अं. शैलजा मुंडली

▶ मानद कार्यवाह :

मा. अविनाश वाडीकर

▶ सहकार्यवाह :

मा. भीमराव भोसले

▶ शासननियुक्त सचिव

मा.

▶ पदसिद्ध सदस्य :

मा. आद्युक्त, कोल्हापूर महानगरपालिका  
मा. मुख्याधिकारी जिल्हा परिषद  
मा. विक्ता शंभू चिक्लिस्कर  
मा. अध्यक्षीय अधिकारी, बाल न्यायालय  
मा. अध्यक्ष बाल कल्याण समिती  
मा. जिल्हा महिला व बाल विकास अधिकारी  
मा. कार्यकारी अभियंता सा. बा. विभाग

▶ संस्था सदस्य :

मा. महापौर, कोल्हापूर महानगरपालिका  
मा. अध्यक्ष जिल्हा परिषद  
मा. अध्यक्ष, रोटरी क्लब  
मा. अध्यक्ष, शेतकरी सह. संघ लि.  
मा. अध्यक्ष, ओम श्री लक्ष्मीनारायण बालमुकुंद  
श्री. कृ. पंत दातावलकर कापड दुकान ट्रस्ट

▶ नियुक्त सदस्य :


मा. एच. डी. पाटील  
मा. प्र. डी. सविता जोशी  
मा. दंपक नेवाडकर  
मा. अरविंदकुमार रुईया  
मा. भिकीश पाटील  
मा. सी. मंगला यंडेकर  
मा. कुलदीप कामत  
मा. सी. मणिक जाधव  
मा. प्रदीपभाई कापडीया  
मा. प्रा. सा. तु. भात

संदर्भ क्र / कनिग / १५८२०२१-२००५

दि. ३ / ०२ / २००५

### प्रमाणपत्र

प्रमाणित करण्यात येते की, दि. १ जानेवारी २००५ रोजी सौ उमेश चोरगे, सौदर्यतज्ञ, कोल्हापूर यांनी बालकल्याण संकुल येथी दिनचर्या कशी असावी, स्वतःचे आरोग्य चांगले कसे ठेवावे, आहार कसा या बाबत सखोल मार्गदर्शन केले. त्यांनी मुलींना सौंदर्या बाबत टिप्स दे विविध प्रश्नांचे शंका निरसन केले. सौ चोरगे यांना समाजकार्याची आ सामाजिक बांधिलकीच्या नात्याने त्या संस्थेतील विविध उपक्रमात सह असतात.

  
अधिकारी  
कन्या निरीक्षण गृह /  
कोल्हापूर

मा. प्रा. राम जोशी  
सदस्य

मा. सुरेश शिपूरकर  
सदस्य

▶ सल्लामार मंडळ ◀  
मा. आर. के. करमळकर  
सदस्य

मा. बाबुराव चौगुले  
सदस्य

मा. व्ही. बी. पाटी  
सदस्य

संस्थेस देणगी देऊन ३५ ए.सी. / ८० जी अंतर्गत आयकरात सूट मिळवा.

**Table No. 4.1.1**  
**Shringar Beauty Parlour, Kolhapur.**  
**Client's Record of September / October 2004**

Working Days : 26 p.m.

Per day Clients : 36.30 / 28.57

Beauty, Hair and Body treatments	September	October	Total
Eye-brow, upper lips	206 (21.82%) (51.75%)	192 (26.12%) (48.24%)	398 (23.70%)
Hair cuts	103 (10.91%) (55.97%)	81 (11.02%) (44.02%)	184 (10.95%)
Bleach	78 (8.26%) (56.93%)	59 (8.02%) (43.06%)	137 (8.15%)
Facial	70 (7.41%) (57.85%)	51 (6.93%) (42.14%)	121 (7.20%)
Facial treatments	72 (7.62%) (60.50%)	47 (6.39%) (39.49%)	119 (7.08%)
Waxing	59 (6.25%) (52.67%)	53 (7.21%) (47.32%)	112 (6.67%)
Head massage	118 (12.5%) (59.59%)	80 (10.88%) (40.40%)	198 (11.79%)
Mani cure	31 (3.28%) (50.81%)	30 (4.08%) (49.18%)	61 (3.63%)
Pedicure	78 (8.26%) (62.90%)	46 (6.25%) (37.09%)	124 (7.38%)
Hair dye / Mehendi	98 (10.38%) (61.25%)	62 (8.43%) (38.75%)	160 (9.52%)
Body massage	20 (2.11%) (52.63%)	18 (2.44%) (47.36%)	38 (2.26%)
Thermolysis	11 (1.16%) (40.74%)	16 (2.17%) (59.25%)	27 (1.60%)
<b>Total</b>	<b>944</b> (56.22%)	<b>735</b> (43.77%)	<b>1679</b> (100%)



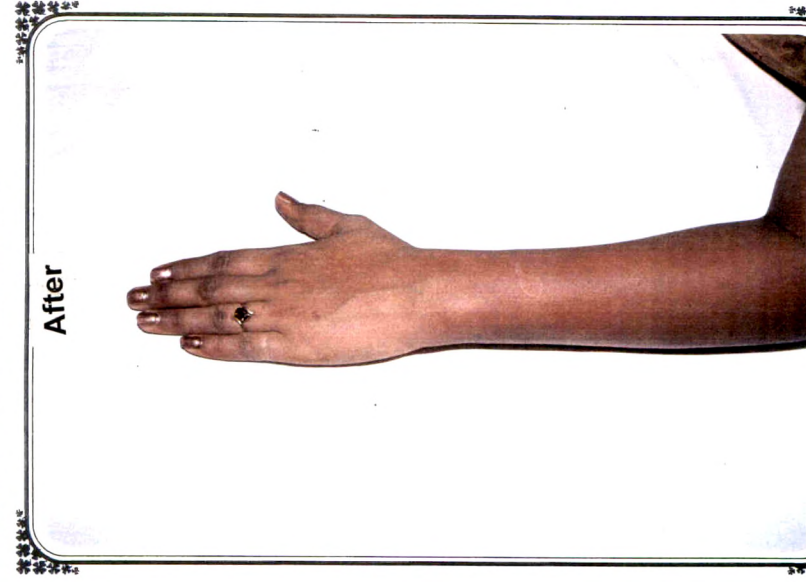
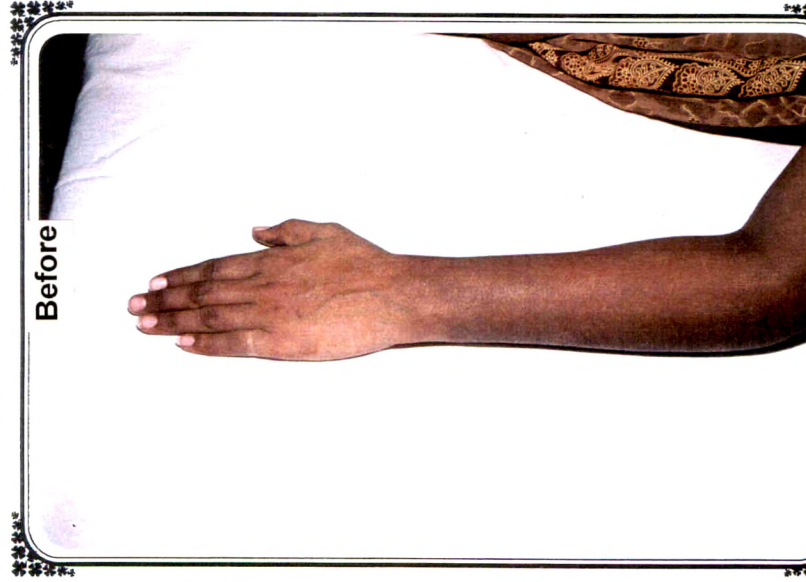
**RESULT OF BEAUTIFICATION - EYEBROW THREADING TREATMENT**



The above table No. 4.1.1 shows that the number of clients has increased to 944 (56.22%) in the month of September 2004 compared to 735 (43.77%) clients in October 2004. This increase is mainly due to Ganapati festival in the city. It indicates the fact that women come for beautification when they have a chance to visit or participate in special occasions, programmes or festivals. Secondly, in terms of beauty treatment items, this table shows that out of 1679 (100%) clients who have taken different types of modern beauty treatment in the studied beauty parlour during September and October 2004, only 184 (10.95 %) clients came mainly for hair-cut while the rest 1495 ( 89.04 %) clients came for various items of modern beauty treatment. These facts suggest that there is growing interest among women towards use of cosmetics and modern beauty treatment.



**RESULT OF BEAUTIFICATION - WAXING TREATMENT**



**Table No. 4.1.2**  
**Social Background of Students in Shringar Institute**  
**Classification of Students in Courses 2001-02 According to Caste and**  
**Community**

Community	Government Course	Private Course	Total
Upper Hindu Brahmin/ Maratha	6 (31.57%) (28.57%)	15 (53.57%) (71.42%)	21 (44.68%)
Other higher caste Jain/ Marwadi/Gujarathi/ Lingayat/Sindhi	1 5.26 (20.00%)	4 (14.28%) (80.00%)	5 (10.63%)
OBC/SC	7 (36.84%) (53.84%)	6 (21.42%) (46.15%)	13 (27.65%)
Christian	3 (15.78%) (60.00%)	2 (7.14%) (40.00%)	5 (10.63%)
Muslim	2 (10.52%) (66.66%)	1 (3.57%) (33.33%)	3 (6.38%)
<b>Total</b>	<b>19</b> <b>(40.42%)</b>	<b>28</b> <b>(59.57%)</b>	<b>47</b> <b>(100%)</b>

Reference: Admission Record of Shringar Institute of Beauty Therapy, Hair Dressing and Cosmetology, Kolhapur 2001-02

The above table No. 4.1.2 shows that, out of total 47 students who got admission in both government and private courses organized by the Shringar Institute in the year 2001-02, 28 (59.57%) students enrolled into private courses, while 19 (40.42%) students got admission in the government courses.

Out of total 19 students in government courses only 7 (36.84%) students belong to OBC and SC categories and 2 students (10.52%) belong to Muslim community and 3 (15.78%) students belong to Christian community respectively. While only 7 (36.84%) students belong to the upper caste Hindu, Jains, Marwadi, Gujarathi and Sindhis. Similarly out of total 28 students in private courses and 2 (7.14%) students and 1 (3.57%) students belong to Christian and Muslim communities respectively. While the 19 (67.85%) students belong to upper caste Hindus, Jains, Marwadies, Lingayat and Sindhis.

These data indicates that, majority of the students 28(59.57%) in the Institute preferred to have private course which is meant for a short period of three to six months. 26 (55.31%) students belonging to upper class Hindus, Jain, Marwadi, Gujarathi and Sindhis had both government and private course. This shows that in both government and private courses majority of students belong to the upper categories or status groups.

**RESULT OF BEAUTIFICATION - HAIR- CUT**



**Table No. 4.1.3****Classification of Students in Courses 2001-02 According to Age Groups.**

<b>Age Group</b>	<b>Government Course</b>	<b>Private Course</b>	<b>Total</b>
15-25	13 (68.42%) (54.16%)	11 (39.28%) (45.83%)	24 (51.06%)
26-35	4 (21.05%) (40.00%)	6 (21.42%) (60.00%)	10 (21.27%)
36-50	1 (5.26%) (14.28%)	6 (21.42%) (85.71%)	7 (14.89%)
50+	1 (5.26%) (16.66%)	5 (17.85%) (83.33%)	6 (12.76%)
<b>Total</b>	19 (6.00%)	28 (10.00%)	47 (100%)

Reference: Admission Record of Shirgar Institute of Beauty Therapy,  
Hair Dressing and Cosmetology, Kolhapur 2001-02

The above table No. 4.1.3 shows that, out of total 47(100%) students who got admission in both government and private courses, organized by the “Shringar Institute” in the year 2001-2002, 24 (51.06%) students belong to the age group of 15-25 and 10 (21.27%) students belonging to the age group of 26 – 35. While 7 (14.89%) students and 6 (12.76%) students belong to the age group of 36-50 and 50+ age groups respectively. This shows that number of students decreases as one looks at the higher age groups. Majority of the students 34 (72.34%) were found in the age group between 15-35.



**RESULT OF BEAUTIFICATION - FACIAL TREATMENT**



Table No. 4.1.4

**Classification of Students in Courses 2001-02 According to their Marital status.**

<b>Marital Status</b>	<b>Government Course</b>	<b>Private Course</b>	<b>Total</b>
<b>Married</b>	4 (21.05%) (22.22%)	14 (50.00%) (77.77%)	18 (38.29%)
<b>Un-Married</b>	13 (68.42%) (52%)	12 (42.85%) (48%)	25 (53.19%)
<b>Divorcee</b>	--	1 (3.57%) (100.00%)	1 (2.12%)
<b>Widow</b>	2 (10.52%) (66.66%)	1 (3.57%) (33.33%)	3 (6.38%)
<b>Total</b>	<b>19</b> <b>(6.00%)</b>	<b>28</b> <b>(10.00%)</b>	<b>47</b> <b>(100%)</b>

Reference: Admission Record of Shirgar Institute of Beauty Therapy, Hair Dressing and Cosmetology, Kolhapur 2001-02

The above table No. 4.1.4 shows that, out of total No. 47 students, 18 (38.29%) students are married women, while 25 (53.19%) students are un-married girls. Only one women who is divorcee had taken private course. While out of 3 (6.38%) widow women 2 of them had government course and only 1 had private course.

These data show that majority of the students 43 (91.48%) who are either married or un-married have preferred private course in the year 2001-02.



**RESULT OF BEAUTIFICATION - HAIR COLOURING**



Table No. 4.1.5

**Classification of Students in Courses 2003-04 According to their Caste and Community.**

<b>Caste and Community</b>	<b>Government Course</b>	<b>Private Course</b>	<b>Total</b>
Upper Hindu Brahmin/ Maratha	13 (31.70%) (46.42%)	15 (71.42%) (53.57%)	28 (45.16%)
Other higher caste Jain/ Marwadi/Guja rathi/Lingayat/ Sindhi	--	2 (9.52%) (100%)	2 (3.22%)
OBC/SC	23 (56.09%) (88.46%)	3 (14.28%) (11.53%)	26 (41.93%)
Christian	--	1 (4.76%) (100%)	1 (1.61%)
Muslim	5 (12.19%) (100%)	--	5 (8.06%)
<b>Total</b>	<b>41</b> <b>(66.12%)</b>	<b>21</b> <b>(33.87%)</b>	<b>62</b> <b>(100%)</b>

Reference: Admission Record of Shringar Institute of Beauty Therapy, Hair Dressing and Cosmetology, Kolhapur 2003-2004

The above table No. 4.1.5 shows that, out of total No. 62 (100%) students, who got admission in both government and private courses organized by the "Shringar Institute" in the year 2003-2004, 30 (48.38%) students belong to upper caste Hindus, Jains, Marwadi, Gujarathi, Lingayat, Sindhi. 26 (41.93%) students belong to OBC and SC categories, while 1 (1.61%) Christian student who had private course 3 (4.83%) OBC students who had private course and 5 (8.06%) Muslim students who had government course. In this year the number of students belonging to OBC and SC categories has significantly increased. Which may be due to improvement in their socio-economic status.



**RESULT OF BEAUTIFICATION - MAKE UP & HAIR STYLE**

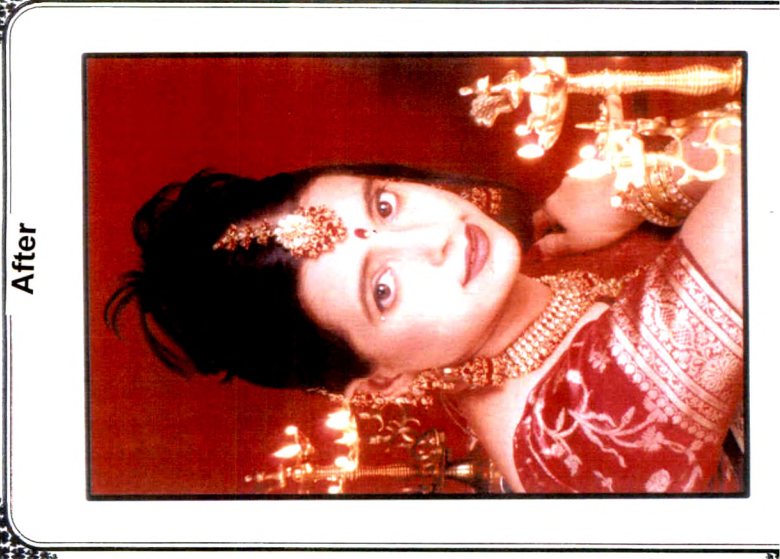


Table No. 4.1.6

**Classification of Students in Courses 2003-04 According to their Age Group**

<b>Age Group</b>	<b>Government Course</b>	<b>Private Course</b>	<b>Total</b>
15-25	28 (68.29%) (80%)	7 (33.33%) (20%)	35 (56.45%)
26-35	12 (29.26%) (52.17%)	11 (52.38%) (47.82%)	23 (37.09%)
36-50	1 (2.43%) (25%)	3 (14.28%) (75%)	4 (6.45%)
50+	--	--	--
<b>Total</b>	<b>41</b> <b>(66.12%)</b>	<b>21</b> <b>(33.87%)</b>	<b>62</b> <b>(100%)</b>

Reference: Admission Record of Shringar Institute of Beauty Therapy, Hair Dressing and Cosmetology, Kolhapur 2003-2004

The above table No. 4.1.6 shows that, out of total 62 (100%) students in both courses 35 (56.45%) of them belongs to the age group of 15-25 and 23 (37.09%) of them belong to the age group of 26-35. This shows that majority of the students 40 (64.51%) to the age group between 15-35. Who had government courses. This table shows that the number of students in government course has increased and the number of students belonging to the age group 36-50 and 50+ has decreased in the year 2003.



Eefore

Magic of theatrical Make - up.

After





Practical Examination of Shringer Institute



Certificate, Distribution of 'Shringer Institute' - 2004



'Beauty Parlour Training Programme' Conducted by Mahila and Bal Kalyan, Ichalkeranji - 2003



Table No. 4.1.7

**Classification of Students in Courses 2003-04 According  
to their Marital Status**

<b>Marital Status</b>	<b>Government Course</b>	<b>Private Course</b>	<b>Total</b>
Married	9 (21.95%) (37.5%)	15 (71.42%) (62.5%)	24 (38.70%)
Un-Married	29 (70.73%) (82.85%)	6 (28.57%) (17.14%)	35 (56.45%)
Divorcee	2 (4.87%) (100%)	--	2 (3.22%)
Widow	1 (2.43%) (100%)	--	1 (1.61%)
<b>Total</b>	<b>41</b> <b>(66.12%)</b>	<b>21</b> <b>(33.87%)</b>	<b>62</b> <b>(100%)</b>

Reference: Admission Record of Shringar Institute of Beauty Therapy, Hair Dressing and Cosmetology, Kolhapur 2003-2004

The above table No. 4.1.7 shows that out of total 62 students in courses, majority of the students 35 (56.45%) students are un-married girls, while 24 (38.70%) students are married women. Only 1 (2.43%) women who is widow had taken government course. While out of 2 (4.87%) divorce both had government course.

Majority of the students 41 (66.12%) have taken government courses and out of which 9 (21.95%) are married women and 29 (70.73%) are unmarried girls. While, number of married women doing private course is 15 (71.42%) and unmarried girls 6(28.57%).

This table shows that the number of married women doing private course is more than those doing government course while un-married girls doing Govt. course is more than those doing private course. The increasing number of married women doing private course may be due to short duration of the course. Similarly, the more number of un-married girls 29 (82.85%) are found in the government course which is meant for one year full course. The reason might be their freedom from married life.







Winners of "Mrs. Kolhapur" contest 2001 and participants with organizer Mrs. Priyadarshini U. Chorage

**B) ANALYSIS AND INTERPRETATION OF RESPONDENT'S DATA**

(In Tables)

**(i) Socio-Economic Background of the Clients in Shringar Beauty Parlour**

**Table No. 4.2.1**

**Caste and Communitywise Distribution of Respondents  
According to their type of family**

Community	Type of Family		Total
	Nuclear	Joint	
Upper Hindu Caste Brahmin/Maratha	19 (51.35%) (67.85%)	9 (69.23%) (32.14%)	28 (56%)
Other Upper Caste Jain/Marwadi/Gujarati/Sindhi/ Lingayat	8 (21.62%) (80%)	2 (15.38%) (20%)	10 (20%)
OBC/SC	5 (13.51%) (71.42%)	2 (15.38%) (28.57%)	7 (14%)
Christian	2 (5.40%) (100%)	--	2 (4%)
Muslim	3 (8.10%) (100%)	--	3 (6%)
<b>Total</b>	<b>37</b> <b>(74%)</b>	<b>13</b> <b>(26%)</b>	<b>50</b> <b>(100%)</b>

The above table No. 4.2.1 shows that majority of the clients 37 (74%) are from nuclear families. Out of them 27 (72.97%) belong to uppercaste Hindu, Jains, Marwadi, Gujarathi, Sindhi, Lingayat. While only 5 (13.51%) belong to OBC and SC categories and 2 clients (5.40%) are Christian and 3 (8.10%) are Muslims.

Out of 13 (26%) clients 11 (84.61%) belong to upper class Hindus, Jain, Marwadi, Gujarathi, Sindhi, Lingayat while only 2 clients (15.38%) from joint families are OBC/SC.

This table indicates that majority of the clients 37 (74%) are from nuclear families. The reason might be due to more freedom and status.



१) शृंगार ब्युटीपार्लर आयोजित मिससेस 'कोल्हापूर २००२' याच स्पर्धेतील वरिष्ठ गटातील विजेत्या स्पर्धेक सौ. स्नेहा कळकूर (द्वितीय), सौ. पल्लवी देशपांडे आणि सौ. सुलभा टोपकर (तृतीय). २) कनिष्ठ गटातील विजेत्या सौ. आशा नामजोशी (तृतीय), सौ. सोनाली पटेल (प्रथम) आणि सौ. शुभांगी कांझर (द्वि) (छाया : )

## सौ. सोनाली पटेल, पल्लवी देशपांडे 'मिससेस २००२' च्या मान

कोल्हापूर दि. २५ : निखळ सौंदर्याला वयाची सीमा नसते याचा प्रत्यय आज शृंगार ब्युटी पार्लर व व्यंकटेश व्हिडिओ यांनी आयोजित केलेल्या 'मिससेस २००२' स्पर्धेत आला. डिमरच्या चमचमणाच्या प्रकाशात संगीताच्या तालावर रॅम्पवर 'सौ' चे लयबद्ध पडणारे पाय. यामुळे उपस्थित प्रेक्षक अचंबित जाले. मिससेस २००२ या स्पर्धेची लहान गटाच्या मानकरी सौ. सोनाली पटेल या ठरल्या तर मोठ्या गटात प्रथम स्थान सौ. पल्लवी देशपांडे यांनी मिळविले.

'मिससेस २००२' ही स्पर्धा दोन गटात झाली. पहिल्या गटाची वयोमर्यादा वीस ते तीस होती, तर दुसऱ्या गटाची वयोमर्यादा वीस ते चाळीस होती. स्पर्धेची पहिली फेरी पारंपरिक फेरी होती. दुसरी फेरी पाश्चिमात्य पेहराव्याची होती. तिसरी फेरी बुद्धिमत्ता फेरी होती. स्पर्धेत तब्बल वीस 'सौ' सहभागी झाल्या होत्या.

पारंपरिक फेरीमध्ये नऊवारी व सहावारी साडी, सलवार कमीज, घागरा चोळी, काश्मिरी पेहराव परिधान केलेल्या 'सौ' रॅम्पवर आल्या. तर दुसऱ्या पाश्चिमात्य फेरीत या 'सौ'नी चक्क जीन्स, वनपीस, सलवार-कमीज परिधान केलेल्या 'सौ'नी उपस्थित प्रेक्षकांच्या मनाचा ठोका चुकविला नाही तर नवल. तिसरी फेरी ही बुद्धिमत्ता फेरी होती. यामध्ये परीक्षकांनी प्रश्न विचारले तसेच स्पर्धेकांनी अभिनय, नृत्य, कविता, ओव्या सादर केल्या.

स्पर्धेत लहान गटात प्रथमस्थान सौ. सोनाली पटेल, द्वितीय सौ. शुभांगी कांझर, तृतीय स्थान सौ. आशा नामजोशी यांनी मिळविले. तर सुंदर केस स्पर्धेत सौ. आशा नामजोशी व सुंदर त्वचा स्पर्धेत सौ. मिनल रायकर विजेत्या ठरल्या. मोठ्या गटात प्रथमस्थान सौ. पल्लवी देशपांडे, द्वितीयस्थान सौ. नेहा कळकूर व तृतीयस्थान

सौ. सुलभा टोपकर यांनी मिळविले. मोठ्या गटात सुंदर त्वचा स्पर्धेत सौ. सुचित्रा आकोळकर व सुंदर केस स्पर्धेत सौ. शुभांगी रतन या विजेत्या ठरल्या.

यावेळी प्रिन्स गुपचे नृत्य; सजावट, फॅशन शो तसेच संदीप शेवाळे यांच्या गुपचा फॅशन शो सादर करण्यात आला. सूत्रसंचालन प्रिया चोरपे यांनी केले. परीक्षक म्हणून सौ. लीना सोहनी, अस्मिता जगताप, यशवंत भालकर, कोरगावकर, सौ. गोरवाडे; निरा पार्टील यांनी काम पाहिले.

लहान गटात वनिता ठाकरे, मनिषा धाक्रवस, विनया लोंडे, मनाली भोसले, मिनल रायकर, अश्विनी धोपेश्वरकर, दीप्ती पन्हाळकर, आरती पार्टील, सविता जाधव, आशा नामजोशी, मुदला जडे, अपूर्णा पिळणकर, सोनाली पटेल, स्नेहा पार्टील, शुभांगी कांझर, कोमल रणदिवे.

मोठ्या गटात सुचित्रा आकोळकर, शुभांगी रतन, प्रिया चोर्पे, कांचन जयरामन सुलभा टोपकर, अश्विनी कबनूर, सुषमा डोईफोडे, विद्या चव्हाण, पल्लवी देशपांडे सहभागी झाले होते.

### स्पर्धेकांचा अपूर्व

सौंदर्य हे बघणाऱ्यांच्या असे खणखणीत उत्तर देणारी स्पर्धेत सहभागी झाल्या होत्या मोठा प्रतिसाद लाभलेली पहिली 'मिससेस २००२' तब्बल तीस 'सौ' सहभागी झाल्या स्पर्धेकांचा उत्साह अपूर्व सायंकाळी चार वाजता सुरू रात्री साडेदहा वाजेपर्यंत चालू

**Table No. 4.2.2****Classification of Respondent's according to  
Family Type & Income (Monthly)**

(Fig. In Rs.)

<b>Type of Family</b>	<b>0-5000</b>	<b>5001-20000</b>	<b>20001-30000</b>	<b>30001+</b>	<b>Total</b>
Nuclear	11 (100%) (29.72%)	16 (80%) (43.24%)	6 (50%) (16.21%)	4 (57.14%) (10.81%)	37 (74%)
Joint	--	4 (20%) (36.76%)	6 (50%) (46.15)	3 (42.85%) (23.07%)	13 (26%)
Total	11 (22%)	20 (40%)	12 (24%)	7 (14%)	50 (100%)

The above table 4.2.2 shows that 11 clients (22%) are from nuclear families and whose monthly income is below Rs. 5000/-. Out of 20 clients (40%) belonging to the monthly income group of Rs. 5001-20,000/-, 16 (80%) are from nuclear families. Out of 12 clients (24%) 20,001-30,000, 6 (50%) are from nuclear families. While only 7 clients (14%) belong to the highest income group (30,001 +). Out of which 4 (57.14%) are from nuclear families.

This table shows that the highest number of clients 20 (40%) are from monthly income group of 5001-20,000 out of which 16 (80%) are from nuclear families. While only 7 clients (14%) belong to the highest income group (30,001 +). Out of which 4 (57.14%) are from nuclear families.



शुभारंभ क्विज़ पार्लर

महिला दिन विशेष ८ मार्च २००४

स्मृतिमंथ फोटो काल्हामुः फोन : २६२७६३० मो: ९८२६७३७२९

**Table No. 4.2.3**  
**Classification of Respondent's according to**  
**Age and Income Group (Monthly)**

<b>Age Group</b>	<b>0-5000</b>	<b>5001-20000</b>	<b>20001-30000</b>	<b>30001+</b>	<b>Total</b>
15-25	1 (9.09%) (25%)	1 (5%) (25%)	1 (8.33%) (25%)	1 (14.28%) (25%)	4 (8%)
26-35	6 (54.54%) (40%)	7 (35%) (46.66%)	2 (16.66%) (13.33%)	3 (42.85%) (20%)	15 (30%)
36-50	6 (54.54%) (27.27%)	9 (45%) (40.90%)	5 (41.66%) (22.72%)	3 (42.85%) (13.63%)	22 (44%)
50+	1 (9.09%) (11.11%)	3 (15%) (33.33%)	4 (33.33%) (44.44%)	1 (14.28%) (11.11%)	9 (18%)
<b>Grand Total</b>	<b>11</b> <b>(22%)</b>	<b>20</b> <b>(40%)</b>	<b>12</b> <b>(24%)</b>	<b>7</b> <b>(14%)</b>	<b>50</b> <b>(100%)</b>

The above table 4.2.3 shows that 15 clients (30%) belonging to the age group of 26-35, 3 clients (5%) are from 0-5000 monthly income group, 7 clients (35%) are from 5001-20000 income group and rest of 5 clients (33.33%) whose monthly income is above 20,000/-. The highest number of clients 22 (44%) belong to the age group of 36-50 and out of which 9 (40.9%) belong to the income-group of Rs. 5001 – 20000/-, 8 clients (36.36%) whose monthly family income is above Rs. 20,000 and only 6 clients (27.27%) belong to the income group below Rs. 5,000/-.

While out of only 4 clients (8%) belonging to the age group of 15-25, one each from income group Rs. 0-5000, Rs. 5001-20,000/- Rs. 20,000, 30,000 and 30+ respectively.

However, the data also shows that 9 clients (18%) belonging to the age group of 50+, out of which 1 (11.11%) from the lowest income group (0-5000), 7 (77.77%) from 5001, 20,000 and 1 (11.11%) from the income group above Rs. 30,000 respectively.

These data indicate that majority of the clients 37 (74%) belong to age groups of 26-35 and 36-50 though they are from different income groups. Majority of them 20 (40%) are from the income group of Rs. 5,001 – 20,000/-.



## सौंदर्यशास्त्र; एक व्यावसायिक दिशा



आजचे युग हे स्पर्धात्मक युग आहे. या युगात स्थान मिळविणे व ते टिकवून ठेवणे यासाठी अनेक समस्यांना तोंड द्यावे लागते. आपल्यातील कलागुणांची ओळख, चाढव्या स्पर्धेबरोबर आपली होणारी तुलना हा खडतर प्रवास करताना स्वतःची प्रेरणा बळून देणे, हे अतिशय महत्त्वाचे आहे म्हणूनच या युगात व्यवसायात स्वतःचे पाय यशस्वीरीत्या रोवण्याची प्रत्येकाला वाटते 'आपले व्यक्तिमत्व हे सगळ्यापेक्षा वेगळे असावे, यानुच 'आर्ट ऑफ लिन्कींग', व्यक्तिमत्व विकासासारख्या कल्पना अधिकाधिक प्रगत झाल्या. सौंदर्य व बुद्धिचार्तुय यांच्या संगमाचे अभूतपूर्व दर्शन दाखविण्याच्या स्पर्धे मध्ये मिस हॅडिगा, मिस युनिव्हर्स, ज्यामुळे व्यक्तिमत्व विकासातील एक विशेष पैलू जास्त प्रगत झाला तो म्हणजे सौंदर्यशास्त्र तसेच एल् ओरियल, गार्निअर, मेबिलीन यासारख्या मल्टीनॅशनल कंपनीज भारतात आल्या आणि ब्युटी इंडस्ट्री हे नवे उद्योजक क्षेत्र प्रसिद्धीस आले. दिवसेंदिवस विकसित होणारी नवनवीन सौंदर्यप्रसाधने आणि उपचार पद्धती यांची ओळख आपल्याला होऊ लागली. यानुच आरोग्याकडून सौंदर्याकडे हा शास्त्रीय दृष्टिकोन सौंदर्यशास्त्राच्या रूपात समोर आला. पुरातन कालापासून चालत आलेल्या सौंदर्यवर्धन पद्धतींना व्यवसाय शिक्षणाचा दर्जा प्राप्त झाला. हे एक क्रियाशील नवित्यपूर्ण क्षेत्र असून यातील अनेक शाखा व उपशाखा कला आणि शास्त्रप्रैमीना शिकण्यास प्रवृत्त करतात. महिलांसाठी हे उत्कृष्ट प्रशिक्षण आहे.

ब्युटिक ? नाह हूमेनसारख्या नामवंत इन्स्टिट्यूट्स हे प्रशिक्षण देतात. कोल्हापूरमधील 'शृंगार इन्स्टिट्यूट' ही स्थाना कोल्हापूर जिल्हाधिकारी या अधिकारातील 'जि. ना. विकास यंत्रणा'ची

मान्यताप्राप्त आहे. येथे महाराष्ट्र राज्य व्यवसाय प्रशिक्षण व परीक्षा मंडळ, मुंबई यांचे एक वर्ष कालावधीचे सर्टिफिकेट कोर्स घेतले जातात तसेच सुवर्ण जयंती योजना समाजकल्याण व महिला बालकल्याण योजनाअंतर्गत विविध उपक्रम राबविले जातात. सांगली, इचलकरंजी, जयसिंगपूर, इस्लामपूर, पेटवडगाव या ठिकाणीही प्रशिक्षण देण्यात येते. अनेक महिलांनी प्रशिक्षणाचा लाभ घेऊन स्वतःचे व्यवसाय सुरू केले आहेत. व्यवसायास आवश्यक शासनाच्या विविध कर्ज व सबसिडी योजनांची सविस्तर माहिती देऊन व्यवसाय उभारणीपर्यंत संपूर्ण मार्गदर्शन या संस्थेद्वारे केले जाते. ब्युटी सेमिनार, वर्कशॉपस, सौंदर्यवियथक चर्चासत्रे, प्रात्यक्षिके, वक्तृत्व, निबंध, मेहेंदी, मेकअप, फॅन्सी ड्रेस, मिसीस कोल्हापूर अशा विविध उपक्रमांद्वारे स्त्रियांच्यात जागृतात कायम ठेवण्यासाठी प्रयत्न शृंगार फॅं केला जातो. सौंदर्यशास्त्र प्रशिक्षणाबरोबर स्त्रीचे व्यक्तिमत्व सर्वांगीने फुलविण्याकडे लक्ष देऊन विविध सौंदर्य उपचार, अल्ट्रायुनिक उपकरणे व प्रगत संयंत्रांनाद्वारे दिले जाते.

संस्थेद्वारा दिले जाणारे प्रशिक्षण कार्यक्रम- १) ब्युटीकल्चर, ब्युटीथेरपी, अँडव्हान्स हेअर ड्रेसिंग, इलेक्ट्रोलायसीस, बाँडीथेरपी, अँटोमोथेरपी इ. तसेच सिडेस्को (स्मिथलॅंड), बँचटॅक (लंडन) या आंतरराष्ट्रीय परीक्षा देण्याची सोय आहे.

संदर प्रशिक्षणानंतर स्वतःचे ब्युटीपाल्सेर सुरू करणे, जांब करणे, मेकअप आर्टिस्ट, कॉस्मेटिक रिप्रेझेंटेटिव्ह डेमान्स्ट्रेटर इत्यादी क्षेत्रात करिअर करता येते.

- सौ. प्रिया चोरो

हेल्थ मॅनेजमेंट व फिजिओथेरापीचा वैशिष्ट्यपूर्ण अभ्यासक्रम

परिपूर्ण आरोग्यसेवेसाठी

शृंगार इन्स्टिट्यूट

Phari, -151618004

## शृंगार ब्युटी पार्लरमध्ये महिला दिनानिमित्त स्पर्धा

कोल्हापूर, ता. ११ : येथील शृंगार ब्युटी पार्लरमध्ये महिला दिनानिमित्त विविध स्पर्धांचे आयोजन करण्यात आले होते. यावेळी शृंगारच्या विद्यार्थिनींनी विविध सांस्कृतिक कार्यक्रमांमधून सामाजिक परिस्थितीचे व कर्तृत्ववान महिलांचे दर्शन घडविले.

पेटवडाच्या उपनगराप्रक्षा सौ. प्रविता साल्से प्रमुख पाहण्या म्हणून उपस्थित होत्या. नगरसेविका सौ. सुरोचिना नायकबडो अध्यक्षस्थानी

होत्या. स्पर्धेचे परीक्षण ज्येष्ठ साहित्यिक शाम कुळे, चौथेवकल चोरो, सौ शक्वनाम नायकबडो, सौ. उषा कोरावक यानी केले. यावेळी सौ. संघ्या दान आणि सौ. अर्चना कांबळे यांच्या हस्ते महिलांचा सत्कार करण्यात आला. शालिनी सोनवणे, सौ. प्रार्थना सम सौ. शारदा पाटील, सौ. स्वाती श रेखा शेवाळे आदी उपस्थित हो शृंगारच्या संवालिनी सौ. प्रिया च यानी सूत्रसंचालन केले.

Daily 'Sakal' - 18-3-200

**Table No. 4.2.4**  
**Caste / Communitywise Classification of Respondent's**  
**Age Group**

<b>Community</b>	<b>15-25</b>	<b>26-35</b>	<b>36-50</b>	<b>50+</b>	<b>Total</b>
<b>Upper Hindu Caste</b>	2 (50%)	7 (46.66%)	12 (54.54%)	7 (77.77%)	28 (56%)
<b>Brahmin/Maratha</b>	(7.14%)	(25%)	(42.85%)	(25.00%)	
<b>Other Upper Caste</b>	--	2 (13.33%)	7 (31.81%)	1 (11.11%)	10 (20%)
<b>Jain/Marwadi/ Gujarati/Sindhi/ Lingayat</b>		(20%)	(70%)	(10%)	
<b>OBC/SC</b>	1 (25.00%) (14.28%)	3 (20.00%) (42.85%)	2 (9.09%) (28.57%)	1 (11.11%) (14.28%)	7 (14%)
<b>Christian</b>	--	1 (6.66%) (50%)	1 (4.54%) (50%)	--	2 (4%)
<b>Muslim</b>	1 (25%) (33.33%)	2 (13.33%) (66.66%)	--	--	3 (6%)
<b>Grand Total</b>	<b>4</b> (8%)	<b>15</b> (30%)	<b>22</b> (44%)	<b>9</b> (18%)	<b>50</b> (100%)

The above table 4.2.4 shows that out of 38 (76%) clients belonging to upper caste Hindus, Jain, Marwadi, Lingyat, Sindhi, Gujarati 9 (23.68%) are from the age group of 26-35 and 19 (50%) are from the age group of 36-50.

It shows that majority of the upper castes and status groups clients 38 (76%) are from the 26-35, 36-50 age group.



## ‘पार्लर’ मुळे कोणाच्याही मदतीविना घर चालविता येते

‘ब्युटी पार्लर’ या व्यवसायाचा वैयक्तिक दृष्टिकोन समजून घेऊन काम करणाऱ्या महिला सौ. प्रिया उमेश चोरगे यांचे पापाची तिकटीजवळ ‘गुगार ब्युटी पार्लर’ नावाचे दुकान आहे.

सौ. चोरगे यांना सहानुभूतीपासूनच केसाचे विविध प्रकार, स्टाईल करण्याची आवड होती. हळूहळू त्या विविध केशरचना शिकत गेल्या. त्याचा उपयोग करून घेण्यासाठी त्यांनी हा व्यवसाय सुरू केला. हा व्यवसाय करताना त्यांना त्यांचे पती उमेश चोरगे यांचे सहकार्य व प्रोत्साहन मिळाले.

कोणताही व्यवसाय उभा करताना प्रत्येकाला अडचणी येतात. त्याचप्रमाणे त्यांनाही अनेक अडचणी आल्या. ब्युटी पार्लरकडे पाहण्याचा लोकांचा दृष्टिकोन वेगळ्या असल्यामुळे त्यांना पटवून देताना त्यांना पार्लरचा वैयक्तिक उपयोग पटवून द्यावा लागला. लोकांच्या

### उद्योगी महिला

विशेषतः महिलांच्या मनातील गैरसमज दूर करावे लागले. बॉडी मसाज, बॉडी थेअरी फक्त त्यांच्याकडेच उपलब्ध आहेत, असे त्यांनी सांगितले.

सौ. चोरगे यांनी ब्युटिकच्या विटिश व स्वीडिश परीक्षा दिल्या असून त्यात त्या प्रथम श्रेणीत उत्तीर्ण झाल्या आहेत. अशा परीक्षा देणाऱ्या कोल्हापुरातील त्या एकमेव महिला आहेत.

त्यांच्याकडे दिवसातून २० ते २५ गिन्हाईके येतात. बॉडी मसाजला जवळजवळ दीड तास लागतो. तोपर्यंत गिन्हाईकांनी ताटकळत बसून राहणे त्यांना आवडत नसल्यामुळे भेटीसाठी वेळ निश्चित केल्याशिवाय त्या गिन्हाईकाला कोणताही भेटत नाहीत.



सौ. प्रिया उमेश चोरगे

१९८९ ला त्यांनी या व्यवसायाची सुरुवात केली. या व्यवसायासाठी त्यांनी एक लाख रुपये भांडवल घातले. व्यवसायातून त्यांना महिन्याला चार ते पाच हजार रुपये मिळतात.

‘पार्लरच्या या व्यवसायात स्त्री आपले घर व्यवस्थित कोणाच्याही मदतीविना चालवू शकते,’ असे त्यांनी सांगितले. मध्यमवर्गीय मुली तर सहा महिन्यांतच शिकून आपले असे स्वतःचे पार्लर घडवू शकतात. सौ. चोरगे या ब्युटी पार्लरचे क्लासेसही घेतात.

पार्लरसाठीची सर्व यंत्रसामग्री, लोशन, क्रीम सर्व मुंबईमधील ‘ब्युटिक’मधून आणतात. या वस्तू जरी महाग असल्या तरी दर्जेदार असतात. त्यांना मदतनीस म्हणून माधवी मोहिते, रेखा कदम, आशा स्वामी या त्यांच्याच विद्यार्थिनी काम पाहतात.

सौ. चोरगे यांना मुंबईच्या ब्युटिक इन्स्टिट्यूटच्या माया परांजपे यांचे मार्गदर्शन मिळाले.

घर सांभाळून व्यवसाय सांभाळणे ही थोडी तारेवरची कसरत आहे. पण विशिष्ट उद्दिष्ट गाठण्यासाठी हे सर्व सहन करावे लागते. काहीतरी मिळवण्यासाठी काहीतरी गमवावे लागतेच.

सौ. चोरगे यांचा आणखी व्यवसाय

घाडवण्याचा विचार असला तरी त्यांना वेळ नसल्याने त्या हा व्यवसाय मर्यादितच ठेवणार आहेत. पण कोल्हापुरात ब्युटिक इन्स्टिट्यूट काढण्याचा त्यांचा विचार आहे.

स्त्रियांनी स्वतःला चार भिंतीत कोडून घेण्याचा जमाना आता गेला

### सुचेता टक्कळकी

आहे. त्या आता विविध क्षेत्रात आपले पाय रोवत आहेत. ज्यांची भरपूर काम करण्याची तयारी आहे त्यांनीच या क्षेत्रात उतरावे. प्रत्येकाने सतत काही ना काही तरी शिकत राहिले पाहिजे. सतत शिकण्याची इच्छा बाळगणाऱ्या ही कधी म्हातान्या होत नाहीत. त्या शरीराने आणि मनाने तरुणच राहतात, असे त्या म्हणाल्या.

२०  
सकाळ  
२९ मार्च  
१९९४

**Table No. 4.2.5**  
**Classification of Respondent's according to**  
**Marital Status and Income**

<b>Marital Status</b>	<b>0-5000</b>	<b>5001-20000</b>	<b>20001-30000</b>	<b>30001+</b>	<b>Total</b>
<b>Married</b>	5 (45.45%) (13.15%)	18 (90%) (47.36%)	10 (83.33%) (26.31%)	5 (71.42%) (13.15%)	38 (76%)
<b>Un-Married</b>	1 (9.09%) (20%)	1 (5.00%) (20%)	1 (8.33%) (20%)	2 (28.57%) (40%)	5 (10%)
<b>Divorcee</b>	2 (18.18%) (66.66%)	1 (5.00%) (33.33%)	--	--	3 (6%)
<b>Widow</b>	3 (27.27%) (75%)	--	1 (8.33%) (25%)	--	4 (8%)
<b>Total</b>	<b>11</b> <b>(22%)</b>	<b>20</b> <b>(40%)</b>	<b>12</b> <b>(24%)</b>	<b>7</b> <b>(14%)</b>	<b>50</b> <b>(100%)</b>

Out of total 38 (76%) married clients 18 (47.36%) belong to the income group of Rs. 5001-20,000 and 10 (26.3%) belong to the income group of 2001-30,000 and 5 (13.15%) each belong to the lowest and highest income groups respectively. Out of 5 (10%) unmarried clients each 1 (20%) belong to the first three income groups, while only 2 (40%) of them belong to the highest income group.

Out of 3 (6%) divorcee clients 2 (66.66%) belong to the lowest income group and 1 (33.33%) is from the income group of 5001-20,000.

Similarly out of 4 (8%) widow clients 3 of them (75%) belong to the lowest income group and only 1 (25%) is from the income group of 20001-30,000.

This table indicates that out of the highest number of clients 20 (40%), 18 (90%) are married and only 1 (5%) each is unmarried and divorcee respectively. Similarly out of lowest 7(14%) respondents who belong to highest income group Rs. 30,000 +. 5 (71.42%) are married and 2 (28.57%) are unmarried.





सांगलीत निर्लप शृंगार ब्युटी सेमिनारच्या पारितोषिक वितरण समारंभ डॉ. सी. रोहिणी डांगे यांच्याहस्ते झाला. यावेळी डांगेची प्रिया चोरगे, सी. गोरे आणि सी. ज्योति कावेरी उपस्थित होत्या.

16/12/95

## 'सौंदर्याचा शास्त्रीय दृष्टिकोनातून विचार करावा'

सांगली : स्त्रियांनी आपल्या सौंदर्यपूर्ण व्यक्तिमत्त्वाविषयी शास्त्रीय दृष्टिकोनातून विचार केला पाहिजे, असे मत कोल्हापूरच्या शृंगार ब्युटीपार्लरच्या संचालिका आणि सौंदर्यशास्त्रातील तज्ज्ञ सी. प्रिया चोरगे यांनी व्यक्त केले.

निर्लप-शृंगार ब्युटी सेमिनारच्या प्रमुख वक्त्या म्हणून त्या बोलत होत्या. हे चर्चासत्र रविवारी सांगली नगरवाचनालयाच्या वेलणकर सभागृहात आयोजित करण्यात आले होते. या चर्चासत्रामध्ये योगासने आणि सौंदर्य या विषयावर डॉ. सी. निवेदिता फडके यांनी आपले विचार व्यक्त केले. तसेच योगासनांची प्रात्यक्षिकेही यावेळी आयोजित करण्यात आली होती.

या चर्चासत्रामध्ये ब्युटिशिअन्ससाठी साजशृंगाराच्या नवनवीन पद्धति, आयुर्वेदिक तसेच अत्याधुनिक अशा पारिचमाल्य उपचारांचा सुयोग्य समन्वय, आहार व व्यायामाच्या पद्धति, नवनवीन प्रसाधने व त्यांचे उपयोग आदि अनेक विषयांवर चर्चा करण्यात आली.

या चर्चासत्रानंतर सायंकाळी हेअर-स्टाईल व साडी ड्रिपिंगच्या स्पर्धा आयोजित करण्यात आल्या होत्या. या स्पर्धांचा बक्षीस समारंभ डॉ. सी. रोहिणी डांगे यांच्याहस्ते झाला. या स्पर्धांपैकी साडी ड्रिपिंग स्पर्धेमध्ये कोल्हापूरच्या लता जाधव प्रथम, सांगलीच्या इला शहा द्वितीय आणि सी. रंजना कदम यांनी तृतीय क्रमांक पटकाविला.

केशरचना स्पर्धेमध्ये प्रीतल आरवारे

यांनी प्रथम, उषा बसागरे यांनी द्वितीय, तर शोभना आरवाडे यांनी तृतीय क्रमांक मिळविला.

या कार्यक्रमाचे सूत्रसंचालन सी. ज्योति कावेरी यांनी केले. स्पर्धा परीक्षक म्हणून सी. सुनिता पाटणकर, सी. शर्वरी जोशी, डॉ. सी. निवेदिता फडके आणि सी. पोटे यांनी काम पाहिले. स्वागत व प्रास्ताविक सी. गीता गोरे यांनी केले. यावेळी निर्लपचे सहा जिल्हाचे वितरक

प्रभाकर गोरे यांनी आभार मानले. कार्यक्रमाचे संयोजन अशोक रेळेकर यांनी केले. निर्लप नॉनस्टिक कुक्येअरतर्फे हा संपूर्ण उपक्रम आयोजित करण्यात आला होता.

या चर्चासत्रामध्ये निर्लपच्या निरनिराळ्या प्रकारच्या भांड्यांची प्रात्यक्षिकेही दाखविण्यात आली. स्पर्धेतील यशस्वी स्पर्धकांनी निर्लपची उत्पादने बक्षीस म्हणून देण्यात आली.

डॉ. सी. रोहिणी डांगे यांच्याहस्ते झाला.

**Table No. 4.2.6**  
**Caste / Communitywise Classification of Respondent's**  
**Marital Status**

<b>Community</b>	<b>Married</b>	<b>Un-Married</b>	<b>Divorcee</b>	<b>Widow</b>	<b>Total</b>
Upper Hindu Caste Brahmin/ Maratha	22 (57.89%) (78.57%)	4 (80%) (14.28%)	--	2 (50%) (7.14%)	28 (56%)
Other Upper Caste Jain/Marwadi/ Gujarati/Sindhi/ Lingayat	10 (26.31%) (100%)	--	--	--	10 (20%)
OBC/SC	3 (7.89%) (42.85%)	--	3 (100%) (42.85%)	1 (25%) (14.28%)	7 (14%)
Christian	1 (2.63%) (50%)	--	--	1 (25%) (50%)	2 (4%)
Muslim	2 (5.26%) (66.66%)	1 (20%) (33.33%)	--	--	3 (6%)
<b>Grand Total</b>	<b>38</b> <b>(76%)</b>	<b>5</b> <b>(10%)</b>	<b>3</b> <b>(6%)</b>	<b>4</b> <b>(8%)</b>	<b>50</b> <b>(100%)</b>

The table 4.2.6 shows that out of total 38 (76%) married clients, 32 (84.21%) belong to the upper class Hindus, Jain, Marwadi, Gujarathi, Lingayat, Sindhi, while only 3 (7.89%) OBC and SC category, 1 (2.63%) Christian and 2 (5.26%) are Muslim women. Out of 5 (10%) unmarried clients, 4 (80%) belong to the upper caste Brahmin and Maratha families and 1 (20%) of them Muslim community. There are 3 (6%) divorcee women who belong to OBC and SC category. Out of 4 (8%) widows, 2 (50%) of them belong to the Brahmin and Maratha caste family. 1 (25%) client each belongs to OBC/SC and Christian community.

**संक्षिप्त वृत्त**

**पळिवडे येथे विशाळी यात्रा**  
 पळिवडे, ता. १२ : येथे आज वार्षिक विशाळी यात्रा असावता साबरी झाली. पारंपरिक रिवाजाप्रमाणे खिरेदेव व नृसिंह देवांच्या पालक्या हावाच निघाल्या. पंचांगा नदीतीरी घालण्याची विश्रांती घेतल्यानंतर पळिवड्याची दर्शन घेतले. यावेळी निघत विविध युकांचे मांडण्यात झाली होती. पाळिवडेही लोकप्रियता आणू शकते. यात्रा यथार्थाचा आस्वाद घेत लोकानी यात्रेचा आनंद लुटला. दरम्यान, आत्रेतील गर्दी लक्षात घेऊन काही उमेदवारांनीही प्रचारासाठी हजेरी लावली.

पत्रकार जनजागृती मोहीम

**मिसेस कोल्हापूर सौंदर्य स्पर्धा पंचवीस फेब्रुवारीला होणार**

कोल्हापूर, ता. १२ : येथील शृंगार ब्यूटी पार्लरर्फे येत्या पंचवीस फेब्रुवारीला विवाहित महिलांसाठी 'दोन वयोगटांत 'मिसेस कोल्हापूर २००२' सौंदर्य स्पर्धा आयोजित केली आहे, अशी माहिती सौ. प्रिया चोरो यांनी आज पत्रकार परिषदेत दिली. त्यांनी दिलेली माहिती अशी : स्पर्धा यांती रो लीस च तीस ते चाळीस वर्षे अशा दोन वयोगटातील होणार आहे. दोन्ही गटांतील पहिल्या तीन विजेत्यांना बक्षिसे व प्रमाणपत्र देण्यात येणार आहेत. यासाठी प्रवेश शुल्क शंभर रुपये असणार आहे. त्यासाठी नाव नोंदणीची बाबीस फेब्रुवारी ही शेवटची मुदत आहे. स्पर्धेसाठी वेगवेगळ्या क्षेत्रातील तज्ञ परीक्षक असतील. येथील शब्द स्मारक भवनात पंचवीस तारखेला सायंकाळी पाच वाजता स्पर्धा सुरू होईल. यात परिचय, पारंपरिक, विशेष तसेच गुणदर्शन अशा फेन्त्या असतील. त्यासाठी केवळ महिलांनाच प्रवेश असेल. त्यासाठी प्रवेश शुल्क नसेल. इच्छुकानी अधिक माहिती व नोंदणीसाठी खालील पत्त्यावर संपर्क साधण्या. पत्ता असा : शृंगार ब्यूटी पार्लर, घसंत - प्रभु कॉलेज, २१२५, ई वार्ड, साईवस एम्बेडगेन, पतीवस पुढाळकळ किना याच ब्यूटीपार्लरचे विनम्रपणे गणेश मंदिराजवळील विठ्ठल खिमाणी अपार्टमेंट येथील कार्यालय.

पत्रकारजागृती ०० फेब्रुवारीला

**विशेष**

दै. तरुण भारत, शनिवार दि. २४ फेब्रुवारी २००१

**ब्यूटीपार्लरच्या क्षेत्रातील यशस्वी उद्योजिका सौ. प्रियदर्शनी चोरे**

**कोल्हापूर दि. २२ (प्रतिनिधी)**  
 स्वक्रीयत्वातील महत्त्वाचा भाग कोणता असेल तर त्याच ग्रहणीमाना! म्हणूनच आज असंख्यपेक्षा दिवस, महत्त्वाचं झालं आहे. ह्यावेळी ब्यूटीपार्लरचा सौंदर्यला-तर वेगळंच महत्त्व आहे. विविध क्षेत्रात विकसितवणी यत्नात असताना आज ह्या आपल्या सौंदर्यासक्त प्रसंग जागृत झाल्या आहेत. प्रियागी ब्यूटीपार्लरसोबत बाळगी रिकलनाही उदरगता आली आहे. समाजाची दीर्घ मुल ओळखून सौ. प्रियदर्शनी चोरे, ब्यूटीपार्लरच्या क्षेत्रातील यशस्वी उद्योजिका म्हणून ह्या देत आहेत. विनम्रपणे गणेश मंदिराजवळील अतिशय भवजुळेल्या गिरिसाहस्री, चोरे, शृंगार ब्यूटीपार्लर, धारणगतात मुळ कोल्हापुरातच वास्तव्य असलेल्या सौ. चोरे यांना सौंदर्यविषयी नेहमीच आवण होती. स्वतःही टापीटीय राहण्याकडेच त्यांचा कल, असायचंय त्यातूनच ब्यूटीपार्लरचे खास प्रशिक्षण त्यांनी घेतले आणि आज एक नामांकित सौंदर्यतज्ञ म्हणून त्या कार्यरत आहेत. मात्र व्यवसाय म्हणून ब्यूटीपार्लर क्षेत्रात त्या आकाशित आल्या. जुनी

अकरावीपर्यंत शिक्षण घेतलेल्या सौ. प्रिया चोरे यांना आपण आणि बहिणीच्या आग्रहाप्रकार कोर्स केल्यावर सौंदर्यविषयी आवड निर्माण झाली. भग मात्र त्यांनी मार्ग बळून पाहिलेच नाही. अविश्वित भाषकाचे नेहमी असले उद्योग करतात. यासारख्या उपहासात्मक तक्रार्यांचा त्यांना अनुभव आल्यावर त्यांनी जिद्दीने मी तर पर्यंतचे शिक्षण घेतले. ब्यूटीपार्लर व्यवसायाकडे पाहण्याचा दृष्टीकोन वेगळा असल्यामुळे केवळ पती आणि पारतोळ असल्यामुळे प्रतिसाहनामुळेच यश मिळाले असल्याची प्राणक कसुती त्यांनी मागेची शीलताना दिली. नेती शारास सर्व आपल्या सौंदर्यबुटीतून अनिकटनीस रूप घेतल्याना प्रिया चोरे

यांनी सौंदर्य, स्वच्छविषयक संदर्भातील अनेक परीसाही दिल्या आहेत. पाचबरोबर ब्यूटीपार्लरचे प्रशिक्षण वर्गही त्या धारकतात. यासर्व कामात त्यांना स्वांच्या व्यावसायिक सहकाऱ्यांची साध मिळाली. हाटिल उद्योगात असलेले त्यांचे पती उद्येश धोरे यांचे व्यावसायिक मार्गदर्शन त्यांना मिळाले. पण रातेत काहीतरी शिकण्याची आवड, एकदा कामाला होऊन देण्याची बुद्धी याचा फायदा झाला. चोरे यांनी सांगितले असल्यामुळे सौंदर्यात आधुनिक तंत्रज्ञानाचा अर्थकार करावा लागत असल्यामुळे या क्षेत्रात गुणगुणकडे खोल तैयारी करावी लागते.



**उद्योगी महिला**

याच गजालतून त्यांनी अनेक महिलांमध्ये केटी केली असून त्यांच्याही त्या ही देतात. दिवसातील ६ ते ७ तास त्या आपण पार्लरसाठी देतात. सर्व कौटुंबिक जबाबदाऱ्या सांभाळून या व्यवसायातून त्या बरेतचे आणि उत्पन्नही मिळवतात. कटिंग, फेशिअर, स्किनिंग, आयनो, वॅक्सींग याखेरीज ब्रायि औईरीही त्या स्वीकारतात. तसेच त्वरेसंदर्भात त्वर, आरोग्य अं न्हिलानी त्या ब्यूटीपार्लर देतात. बोल रच भाव, प्रसन्न, यशस्वी भोस 'आ संभाषण कौशल्य या ब्यूटीपार्लरच्या प्रामुख्याने उपयोग करतात. आल्यास । आदर्यक गुण म्हणून पार्लरला व्याप वाढ केला. त्वर्या सौ. चोरे यांच्याकडे पाह ! भरतीला आहेत. आज ब्यूटीपार्लर ही नगून दैनंदिन जीवनातील गुण बनली व यासाठीच वेगळे क्षेत्र म्हणून स्थिर ब्यूटीपार्लर व्यवसाय निवडून अर्थजनिंबरोबरच प्रशिक्षण मिळवून दे व्यवसाय म्हणूनही पाकडे पाहण्यास हा नाही.

**Table No. 4.2.7**  
**Classification of Respondent's according to**  
**Education and Income (Monthly)**

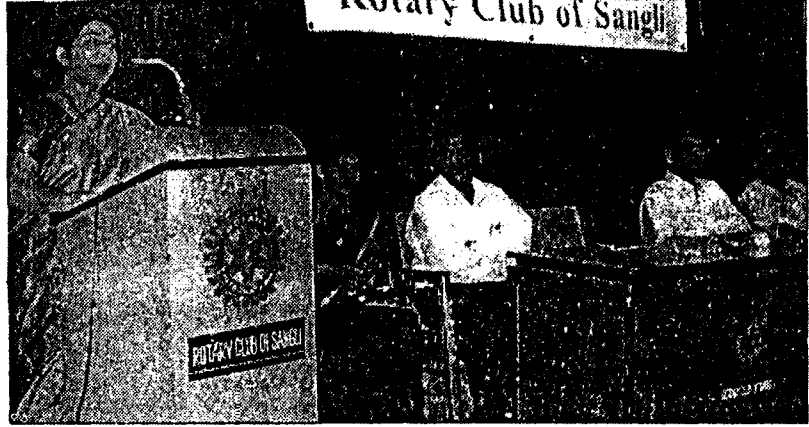
<b>Education</b>	<b>0-5000</b>	<b>5001-20000</b>	<b>20001-30000</b>	<b>30001+</b>	<b>Total</b>
Primary	2 (18.18%) (100%)	--	--	--	2 (4%)
Secondary	3 (27.27%) (33.33%)	4 (20%) (44.44%)	1 (8.33%) (11.11%)	1 (14.28%) (11.11%)	9 (18%)
Graduate	6 (54.54%) (20%)	14 (70%) (46.66%)	6 (50.00%) (20%)	4 (57.14%) (13.33%)	30 (60%)
Post-Graduate	--	2 (10%) (22.22%)	5 (41.66%) (55.55%)	2 (28.57%) (22.22%)	9 (18%)
<b>Total</b>	<b>11</b> <b>(22%)</b>	<b>20</b> <b>(40%)</b>	<b>12</b> <b>(24%)</b>	<b>7</b> <b>(14%)</b>	<b>50</b> <b>(100%)</b>

The above table 4.2.7 shows the highest number of clients 30 (60%) are graduate, out of which 6 (20%) belong to the lowest income group, (0-5000) 14 (16.66%) belong to the income group of Rs. 5001-20000. 6 (20%) belong to the 20001-30000 and 4 (13.33%) belong to the income group of 30001+. 9 (18%) of total clients have secondary education; out of which 3 (33.33%) belong to the lowest income group. 4 (44.44%) belong to the income group of 5001 to 20,000; and 1 (11.11%) each belong to the upper income groups. Only 2 (4%) clients of the lowest income group who have primary education.

Out of rest 9 (18%) clients who have post graduate qualification, 2 (22.22%) of them belong to the income group of 5001 – 20,000/-, 5 of them (55.55%) belong to the income group of 20,001 to 30,000 and rest 2 (22.22%) belong to the income group of 30,000+.

This table indicates that the educational status of the client co-relates with their economic status.





रोटरी क्लब आयोजित व्यक्तिमत्व विकास शिबिरात मार्गदर्शन करताना सौंदर्यतज्ज्ञ सौ. प्रिया चोरगे, व्यासपीठावर डॉ. लेंडवे, मोहन जैन, बायस.

## सर्वांगीण विकासासाठी समतोल हवा

सांगली / प्रतिनिधी ■ स्त्रीने आहार, विहार, व्यायाम व सकारात्मक विचार या चारही गोष्टींचा समतोल विकास साधला तर व्यक्तिमत्त्वाचा सर्वांगीण विकास होऊ शकतो, असे मत सौंदर्यतज्ज्ञ सौ. प्रिया चोरगे यांनी व्यक्त केले.

रोटरी क्लब ऑफ सांगली व महाराष्ट्र उद्योजकता विकास केंद्रांच्यानतीने आयोजित 'व्यक्तिमत्व विकास व सौंदर्य' विषयावर रोटरी हॉल येथे कोलत होत्या. सौ. चोरगे म्हणाऱ्या व्यक्तिमत्त्वाचा विकास करताना शारीरिक व मानसिक

गोष्टींचा समतोल विकास करणे गरजेचे आहे. शरीरात वयोमानाने जे बदल होतात त्यांची चिंता अनेकांना लागलेली असते. अशा नैराश्य आणणाऱ्या गोष्टींचा विचार सोडून सकारात्मक विचार करण्याची गरज असल्याचे सांगून सौ. चोरगे म्हणाल्या, महिला अतिशय किरकोळ गोष्टींमुळे तणावात बाबरतात. त्यामुळे त्यांच्या सौंदर्यावर परिणाम होतो. सौंदर्य भिळवायचे असले तर स्त्रीने रोजच्या दिनचर्येत बदल करणे गरजेचे आहे. स्वतःसाठी लक्ष देताना रोजचा व्यायाम व आहार याकडे जास्तीत जास्त

### सौ. प्रिया चोरगे

लक्ष दिले पाहिजे. तसेच आंतरिक सौंदर्य मिळवल्यानंतर बाह्य सौंदर्यामध्ये जास्तीत जास्त आकर्षक दिसण्यासाठी चेहरा हा महत्त्वाचा घटक आहे. या चेहऱ्यावर मेकअप कोणता लागू होतो? याबद्दल तज्ज्ञांचे मार्गदर्शन घेणे अत्यंत गरजेचे असल्याचे त्यांनी सांगितले. थावेळी डॉ. अशोक लेंडवे, भास्कर डोंगरे, अरूण देव, उदय पाटील उपस्थित होते. स्वागत सुबोध बायस यांनी केले. आभार मोहन जैन यांनी मानले.

Daily Kesari, 26/9/2023

**Table No. 4.2.8**  
**Caste / Communitywise Classification of**  
**Respondent's Education**

Community	Primary	Secondary	Graduate	Post-Graduate	Total
Upper Hindu Caste Brahmin/ Maratha	—	4 (44.44%) (14.28%)	16 (53.33%) (57.14%)	8 (88.88%) (28.57%)	28 (56%)
Other Upper Caste Jain/Marwadi /Gujarati/ Sindhi/ Lingayat	—	1 (11.11%) (10%)	8 (26.66%) (80%)	1 (11.11%) (10%)	10 (20%)
OBC/SC	1 (50%) (14.28%)	1 (11.11%) (14.28%)	5 (16.66%) (71.42%)	—	7 (14%)
Christian	1 (50%) (50%)	—	1 (3.33%) (50%)	—	2 (4%)
Muslim	—	3 (33.33%) (100%)	—	—	3 (6%)
<b>Grand Total</b>	<b>2</b> (4%)	<b>9</b> (18%)	<b>30</b> (60%)	<b>9</b> (18%)	<b>50</b> (100%)

The above table 4.2.8 shows that, out of 30 (60%) graduate clients 24 (80%) belong to the upper caste Hindus and Jain, Marwadi, Lingayat and Sindhi. Only 5 (16.66%) belong to the OBC and SC and 1 (3.33%) belong to the Christian community. And only 2 clients (4%) who have upto primary education 1 each (50%) belong to OBC/SC and Christian community respectively. While there are 9 (18%) post graduate clients who belong to the upper caste Hindus, Jain, Marwadi, Sindhi. Out of rest 9 (18%) clients who have secondary education, 5 (55%) of them are from upper caste Hindus and Jain, 1 (11.11%) from the OBC/SC category and 3 from (33.33%) Muslim category.

This table indicates that majority of the clients who have higher educational status belong to Upper status groups.



Daily 'Pudhari', - 24/11/2003



शृंगारच्या संचालिका सौ. प्रिया चोरो, महाराष्ट्र व्यवसाय परीक्षा मंडळाचे श्री. मा. ग. पाटील, पेटवडगाव उपनगराध्यक्षा सौ. प्रविता सालपे, सदस्या सौ. सावईकर, सौ. पौळ, श्री. पवार, सौ. गोरवाड.

## शृंगार इन्स्टिट्यूटा १०० टक्के निकाल

कोल्हापूर ■ महाराष्ट्र राज्य व्यवसाय शिक्षण परीक्षा मंडळ, मुंबई यांच्यामार्फत घेतल्या गेल्या सौंदर्यशास्त्र २००३ सर्टिफिकेट कोर्स परीक्षेत शृंगार इन्स्टिट्यूट ऑफ ब्यूटी थेरपी, हेअर ड्रेसिंग व कॉसमेटोलॉजी या संस्थेचा सर्व विद्यार्थिनी प्रथम श्रेणीत उत्तीर्ण झाला. त्यांचा गुणपत्रक वितरण समारंभ जिल्हा व्यवसाय शिक्षण व प्रशिक्षण अधिकारी एम. जी. पाटील यांच्या हस्ते झाला. विद्यार्थिनीच्या बशा हल पाटील यांनी प्रशंसोद्गार काढले. तसेच माती परीक्षा रीना मार्गदर्शन केले. यावेळी शृंगारतर्फे प्रथम ३ क्रमांकाच्या विद्यार्थिनींना स्मृतिचिन्ह देऊन त्यांना गौरविण्यात आले. यामध्ये प्रथम क्रमांक-सौ. विद्या विजय जबळकर (विभागून) व

सौ. स्नेहा विनोद बागेवाडी, द्वितीय क्रमांक-कु. मयुरा बापूसाहेब मोरे, तृतीय क्रमांक-सौ. मंजूषा राजेंद्र ओहोळ, तसेच प्रात्यक्षिक प्रथम क्रमांक-सौ. सवेरा सलिल गोरवाडे. पेटवडगावच्या उपनगराध्यक्षा सौ. प्रविता सालपे यांचा यावेळी शृंगारतर्फे सत्कार करण्यात आला. महिलांनी सर्व क्षेत्रात पुढे येऊन समाजाची प्रगती साधवी, असे त्या म्हणाल्या. इचलकरंजीच्या महिला व बालकल्याण अधिकारी सौ. हनिदा गोरवाडे यांनी शृंगारच्या प्रगतीबद्दल प्रशंसोद्गार काढले. बी. एन. पवार यांनी शासनाने कार्य करून यावेळी शृंगारच्या विद्यार्थिनींनी विविध सांस्कृतिक कार्यक्रम सादर केले.

Daily Tarun Bharat 23/11/2003



शृंगार इन्स्टिट्यूटच्या प्रशिक्षणाधी समवेत एम. जी. पाटील, सौ. प्रविता सालपे, प्रिया चोरो आदी.

## शृंगार इन्स्टिट्यूटचा १०० टक्के निकाल

कोल्हापूर : महाराष्ट्र राज्य व्यवसाय शिक्षण मंडळाच्या वतीने घेण्यात आलेल्या सौंदर्यशास्त्र प्रथम गुणपत्रक परीक्षेत येथील शृंगार इन्स्टिट्यूट ऑफ ब्यूटी थेरपी, हेअर ड्रेसिंग व कॉसमेटोलॉजी या संस्थेच्या सर्व विद्यार्थिनी प्रथम श्रेणीत उत्तीर्ण झाल्या. या विद्यार्थिनींना गुणपत्रक वितरण जिल्हा व्यवसाय शिक्षण व प्रशिक्षण अधिकारी एम. जी. पाटील यांच्या हस्ते करण्यात आले. या परीक्षेत सौ. विद्या विजय जबळकर यांनी प्रथम, सौ. स्नेहा बागेवाडी व कु. मयुरा मोरे यांनी द्वितीय तर सौ. मंजूषा ओहोळ यांनी तिसरा क्रमांक मिळवला. प्रात्यक्षिक परीक्षेत सौ. सवेरा गोरवाडे यांनी प्रथम क्रमांक मिळविला. यावेळी पेटवडगावच्या उपनगराध्यक्षा सौ. प्रविता सालपे यांचा शृंगारतर्फे सत्कार करण्यात आला. यावेळी उपस्थिताना इचलकरंजीच्या महिला व बालकल्याण अधिकारी सौ. हनिदा गोरवाडे, बी. एन. पवार यांनी प्रशिक्षणार्थींना मार्गदर्शन केले. शृंगारच्या संचालिका सौ. प्रिया चोरो यांनी आभार

**Table No. 4.2.9**  
**Caste / Communitywise Classification of Respondent's**  
**according to Occupation**

Income group	Clerk/ Bank Employee	'A' Class Officer/ Lawyer/ Teacher	Business- women	Other Workers	Non- Working Women	Total
Upper Hindu Caste Brahmin/ Maratha	6 (85.71%) (21.42%)	7 (87.5%) (25%)	5 (83.33%) (17.85%)	--	10 (40%) (35.71%)	28 (56%)
Other Upper Status groups Jain/ Marwadi/ Gujarati/ Sindhi/ Lingayat	--	--	1 (16.66%) (10%)	--	9 (36%) (90%)	10 (20%)
OBC/SC	1 (14.28%) (14.28%)	1 (12.5%) (14.28%)	--	1 (25%) (14.28%)	4 (16%) (57.14%)	7 (14%)
Chrician	--	--	--	2 (50%) (100%)	--	2 (4%)
Muslim	--	--	--	1 (25%) (33.33%)	2 (8%) (66.66%)	3 (6%)
<b>Grand Total</b>	<b>7 (14%)</b>	<b>8 (16%)</b>	<b>6 (12%)</b>	<b>4 (8%)</b>	<b>25 (50%)</b>	<b>50 (100%)</b>

The table 4.2.9 communitywise classification of respondents occupation shows that out of 28 (56%) upper caste Hindus, 6 (21.42%) are clerical employees, 7 (25%) are 'A' class employees and 5 (17.85%) are having business. While 10 (35.71%) of them are non working women. While out of 10(20%) only 1 (10%) is having business and 9 (90%) are non working women.

On the other side out of 7 (14%) OBC/SC women 1 (14.28%) each belongs to clerical 'A' class employees and other worker occupation groups respectively and while 4 (57.14%) are non working women. There are 2 (4%), Christian women who have other worker occupations. Finally, out of 3 (6%) muslim women, 1 (33.33%) is other worker and 2 (66.66%) are non workers.

This table indicates that out of 25 (50%) non working women majority 19 (76%) belong to upper and other upper status groups, including Maratha, Brahmin, Jain, Marwadi.

Out of total 25 (50%) working women are found in different modern occupations such as business, 'A' class or clerical employees.



**Table No. 4.2.10**  
**Classification of Respondent's according to**  
**Caste and Social Status**

Community	President	Director	Secretary	Member	N.A. NonMember	Total
Upper Hindu Caste Brahmin/Mar atha	2 (100%) (7.14%)	2 (60.00%) (10.71%)	1 (100%) (3.57%)	13 (56.52%) (46.42%)	9 (47.36%) (32.14%)	28 (56.00%)
Other Upper Status groups Jain/ Marwadi/ Gujarati/ Sindhi/ Lingayat	--	1 (20.00%) (10%)	--	7 (30.42%) (70.00%)	2 (10.52%) (20.00%)	10 (20.00%)
OBC/SC	--	1 (20.00%) (14.28%)	--	1 (4.34%) (14.28%)	5 (26.31%) (71.42%)	7 (14.00%)
Christian	--	--	--	--	2 (10.52%) (100%)	2 (4.00%)
Muslim	--	--	--	2 (8.59%) (66.66%)	1 (5.26%) (33.33%)	3 (6.00%)
<b>Total</b>	<b>2</b> (4%)	<b>5</b> (10%)	<b>1</b> (2%)	<b>23</b> (46%)	<b>19</b> (38%)	<b>50</b> (100%)

The table 4.2.10 communitywise classification of respondents social status shows that out of 28 (56%) upper caste Hindus, 2 (7.14%) are presidents, 3 (10%) directors, 1 (3.57%) is secretary and 13 (56.52%) are members of different organizations. While 9 (32.14%) of them are non members. Similarly, out of 10(20%) other upper castes, 1 (10%) is director, 7 (70%) are members, while 2 (20%) of them are non members. On the other side out of 7 (14%), OBC/SC categories, 1 (14.28%) is a director and 1 (14.28%) is a member and 5 (71.42%) are non members.

There are only 2 (4%) Christian respondents who are non members. Out of 3 (6%), Muslim women 2 (66.66%) are members and 1 (33.33%) is non members.

This table indicates that majority of the respondents belonging to the upper status groups are found as members of different organizations and institutions and some of them are placed in higher position.





सौ. प्रिया चोर्गे

सौंदर्य साधना

## सौंदर्यसाधनेचा मध्ययुगीन इतिहास

केला जात असे. १६ व्या शतकापर्यंत सौंदर्य प्रसाधनेही औषधांपासून वेगळी केली जात असत.

यानंतरचा काळ हा मध्ययुगाकडून मॉडर्न हिस्ट्रीकडे जाताना होणाऱ्या बदलाचा काळ होता. १४ व्या शतकात बुद्धिमत्ता दर्शविण्यासाठी आयब्रो शेवट करणे, हेअर साईनसुद्धा काही प्रमाणात शेवट करणे व कपाळ मोठे दाखविणे ही प्रथा रुढ झाली. सुगंध व सौंदर्यप्रसाधनांचा बापर सर्रास सुरु झाला. पण गाल व ओठ बाबर चकक कलसंचा बापर कमी होवून फिकट रंगछटांचा बापर सुरु झाला. पर्सनेलिटीला अधिक महत्त्व दिले जाऊ लागले. शारीरिक ठेवणीकडे लोक लक्ष पुरवू लागले. कमड्यांच्या वेगवेगळ्या कलात्मक फॅशनस येवू लागल्या. केशरचना आकर्षक करून त्यांना वेगवेगळ्या दागिन्यांनी सजविले जात असे.

१५५८-१६०३ हा काळ एलिझाबेथन इरा या नावाने ओळखला जातो. फेशिअल मास्क याकाळी लोकप्रिय होते. अंध्याच्या सालीची पावडर, ऑलम, बोरॅक्स, बदाम पेस्ट यांचा बापर लोशनस व पॅकमध्ये केला जाई. दूध,

लोणी, फळे, भाज्या, बार्डन यांचाही बापर सौंदर्य प्रसाधने बनविताना करीत. सुगंधाचा बापर तर मुक्त हस्ते होत असे. गाल व ओठ रंगीत केले जात पण डोळ्यांचा मेकअप करीत नसत.

१७५५-१७९३ मध्ये मेरी अँटोनीओट फ्रान्सची साम्राज्ञी होती. हा काळ एकस्ट्रा खेगन्स म्हणून ओळखला जातो. उच्चमूल्य स्निपा दूध व स्ट्रॉबेरीने आघोळ करीत व भरपूर सौंदर्य प्रसाधनांचा बापर करीत. सुगंधी पावडरंचा बापर करीत, गाल व ओठाना गुलाबी ऑरेंज कुलर्सनी मेकअप करीत. लहानसे सिल्कचे आकर्षक तुकडे चेहऱ्यावर लावीत. डोळ्यांवर चकचकीत कलर्स लावीत. आयब्रो शेवट करीत असत. अत्यंत सुंदर कमड्यांवर पिशांचा बापर करीत.

१८३७-१९०१ हा काळ व्हिक्टोरियन काळ म्हणून ओळखला जातो. व्हिक्टोरिया ही इंग्लंडची साम्राज्ञी. या काळातील ड्रेस, हेअर साईन्स व मेकअपच्या फॅशनचा प्रभाव इतरत्र फारच पडला. युरोपमधील फॅशनची अमेरिकेत कोंपी केली जाऊ लागली. सौंदर्य प्रसाधनपिशा स्वच्छता व आरोग्याची काळजी

याकडे लक्ष पुरविले जाऊ लागले. स्त्री आरोग्य व सौंदर्य राखून ठेवण्यास मास्कमध्ये मध, दूध, अंडी, फळे, भाज्य ओरंगील यांचा बापर केला जाई. गाल-नेसार्गिक कॅरर येण्यासाठी चिमटे घेतले जा व ओठाना रंग येण्यासाठी ओठ चावले जा

१९२० मध्ये अमेरिकेत औद्योगिक क्रांती झाली व सुबत्ता आली. मूक चित्रपटात हेअर साईन्स, मेकअप व ड्रेस डिजायनिंग प्रभाव अमेरिकन युवतींवर पडला. बॉबकट सुरवात झाली. आय मेकअप, सिपस्टीक रुजचा बापर त्या करू लागल्या. स्त्री हेअर व बॉडी केअरसाठी अत्यंत मज्जी ऑईल्स व लोशनसचे उत्पादन होऊ लागले.

बाबकांनी आपल्या सौंदर्यविषयक शोध व सल्ल्यासाठी पुढील पत्रावर संपर्क साधावा. शंकांचे निरसन 'कोल्हापूर स्पंदने'मधून करण्यात येईल.  
सौ. प्रिया चोर्गे  
गुंणार व्होटी पार्सर  
चिन्तांबी गणपतीजयक, कोल्हापूर

सौ. प्रिया चोर्गे

सौंदर्य साधना

## मध्ययुगीन सौंदर्यसाधनेचा इतिहास

दाढी व अत्यंत बारीक केस ठेवीत. स्त्रियांना मुळीज मधून फॅशनस अधिक समजत. लोकप्रिय स्त्री कलाकार स्वतःची हेअर स्टायल, मेकअप व ड्रेसेससाठी स्पेशल डिझाइनर ठेवीत. पडद्यावरील फॅशनसंची सामान्य महिला नक्कल करीत.

जागतिक महासुद्धानंतर फॅशनस, ड्रेसेस, हेअरस्टायलस व मेकअप मधील इंटरस्ट जास्तच वाढलेला दिसतो. युरोपमध्ये ड्रेसेस व हेअर स्टायलससाठी डिझाईनर्सचा मोठा वर्ग निर्माण झाला. पूर्णवेळ सेवा देणारी स्कीन केअर व बॉडी मसाजगृहे सुरु झाली. कॉस्मेटिक मॅन्युफॅक्चर्स मोठ्या प्रमाणात व्हायटी ऑफ कॉस्मेटिक्सची निर्मिती करू लागले. क्लॉई फाऊंडेशन्स, लोशनस, क्लीनर्स, टोनर्स, मॉइश्चरायझर्स व लिपस्टिक्स, आयशॅडोज व रुज या सौंदर्यप्रसाधनांनी मार्केट गजबजून गेले. भरगच्च ओठ व भुंबया फॅशनमध्ये आल्या.

जाड आयलाइन व खोटाचा पापण्या वापरल्या जाऊ लागल्या. १९६० च्या दरम्यान कॉस्मेटिक्सच्या सहाय्याने फेशिअल फिचर्स मेकअप करणे व अतिशय-पातळ आयब्रोज पुन्हा फॅशनमध्ये आल्या. १९५०-६० चे हे दशक होते.

नंतर म्हणजे १९७०-८० मध्ये कॉस्मेटिक बनविणाऱ्यांनी कॉस्मेटिकमध्ये बरेच बदल केले व असंख्य विविध प्रकारची कॉस्मेटिक्स मार्केटमध्ये आणली. कोणतीही ठराविक हेअरस्टायल अथवा मेकअपचे अधुनाकरण न करता स्वतःतील वैशिष्ट्यांनीशी सुंदर दिसण्यावर प्रामुख्याने भर दिला जावू लागला. दिवसा व रात्रीच्या दोन्ही मेकअपमध्ये डार्क शेडसचा बापर होऊ लागला. शास्त्रशुद्ध स्कीन केअरकडे सर्वांचे लक्ष वेधले गेले. पार्लर्समध्ये हेअर साईनिंग बरोबरच स्कीन ट्रीटमेंट्सही दिल्या जावू लागल्या.

१९८० पासूनही नवनविन मेकअप व

हेअरस्टायलसचा शोध घालूच राहिला. भविष्यात पुढेही तो असाच घालू राहिल. सध्याच्या स्त्री-पुरुषांना शास्त्रशुद्ध स्त्री व हेअर केअरमध्ये व अश कॉस्मेटिक्समध्ये इंटरस्ट आहे. स्त्री हेअरमधून आरोग्य, सौंदर्य व आकर्षकता प्रतिबिंबित व्हावी अशीच सर्वांची इच्छा आहे व प्रयत्नही आहेत.

सुंदर व्यक्तीमत्त का कोणाला नक्क आहे! सर्वांचाच हवे आहे पण लक्षात असू या. सौंदर्यासाठी साधना हवी बर आता आपण भारतीय सौंदर्य साधनेचा विचार करू.

बाबकांनी आपल्या सौंदर्यविषयक शोध व सल्ल्यासाठी पुढील पत्रावर संपर्क साधावा. शंकांचे निरसन दैनिक तमना भारतच्या 'कोल्हापूरची स्पंदने'मधून करण्यात येईल.  
सौ. प्रिया चोर्गे  
गुंणार व्होटी पार्सर  
चिन्तांबी गणपतीजयक, कोल्हापूर

**Table No. 4.2.11**  
**Communitywise Classification of**  
**Respondent's Income**

Community	0-5000	5001-20,000	20,001 – 30,000	30,000 +	Total
Upper Hindu Caste Brahmin/ Maratha	1 (9.09%) (3.57%)	12 (60%) (42.85%)	10 (83.33%) (37.71%)	5 (71.42%) (17.85%)	28 (56%)
Other upper status group	2 (18.18%) (20%)	5 (25%) (50%)	1 (8.33%) (10%)	2 (28.57%) (20%)	10 (20%)
OBC / SC	4 (36.36%) (57.14%)	2 (10%) (28.57%)	1 (8.33%) (14.28%)	--	7 (14%)
Christian	2 (18.18%) (100%)	--	--	--	2 (4%)
Muslim	2 (18.18%) (66.66%)	1 (5%) (33.33%)	--	--	3 (6%)
Total	11 (22%)	20 (40%)	12 (24%)	7 (14%)	50 (100%)

The table 4.2.11 shows that out of 28 (56%) upper Hindu caste's (Brahmin / Maratha) respondents only 1 (3.57%) belong to the lowest income group below Rs. 5000, while 12 (42.85%) respondents belong to Rs. 5,001 – 20,000 income group. 10 (37.71%) respondents belong to Rs. 20,001-30,000 and only 5 (17.85%) of the upper caste Hindus belong to highest income group Rs. 30,000 +. Similarly, out of 10 (20%) other status group respondents, 2 (20%) each belong to the lowest and highest income groups respectively. While 5 (50%) respondents belong to Rs. 5,001 – 20,000 income group and only 1 (10%) belong to Rs. 20,001-30,000 income group.

On the other side out of 7 (14%) respondents belonging to OBC/SC category, 4(57.57%) belong to lowest income group, only 2 (28.57%) belong to Rs. 5001 – 20,000 income group and only 1 (14.28%) belong to Rs. 20,001-30,000 income group. There are only 2 (4%) Christian respondents who belong to the lowest income group only. Similarly, out of 3 (6%) Muslim women clients, 2(66.66%) belong to the lowest income group and only 1 (33.33%) belong to Rs. 5001-20,000 income group.

This table indicates that 38 (76%) respondents belong to the upper status groups. 11 (22%) respondents belong to lowest income group. While 7 (14%) belong to the highest income groups. There are 20 (40%) respondents who belong to lower middle income groups and 12 (24%) respondents who belong to higher middle income groups. Majority of the upper status group respondents 35 (70%) belong to the higher income groups.

करून घेण्याचा निर्णय घेतला आहे. मुख्य मंत्री जोशी काल पत्रकारांशी बोलताना

बंग, सीताराम घनदाट व देवराव झुंके हा उराव मांडणार आहेत.

गदी आटोक्यात न राहिल्याने भाविकांना व्यवस्थित दर्शन घेता आले नाही.

वसुधैवीकर्तव्य कारखान्या दनासाठी वापरण्यात येणारे प

# शृंगार निर्लेप ब्युटी सेमिनार व स्पर्धा : महिलांना सुवर्णसं

सांगली जिल्हा नगर वाचनालयाच्या वेलणकर सभागृहात रविवारी शृंगार, निर्लेप, ब्युटी सेमिनार व स्पर्धा असा कार्यक्रम कोल्हापूर सौंदर्यशास्त्रतज्ज्ञ सौ. प्रिया उमेश चोरगे यांनी आयोजित केला आहे.

त्यांच्या या उपक्रमाविषयी...

कोल्हापूर येथील सौंदर्यशास्त्रतज्ज्ञ सौ. प्रिया उमेश चोरगे यांनी या आधुनिक शास्त्रांना महत्त्व प्राप्त करून देण्याचे काम गेल्या काही वर्षांपासून निष्ठेने चालविले आहे. परंपरागत ब्युटी पार्लरच्या बरोबरीने केशरचना, सौंदर्यउपचार, थर्मोलायसिस आणि या सर्वांचे शिक्षण देणारी शिस्तबद्ध शिक्षण संस्था म्हणून त्यांच्या 'शृंगार ब्युटी पार्लर'ने ख्याति मिळविली आहे.

आपल्या ज्ञानाचा, अनुभवाचा उपयोग गृहिणी, विद्यार्थिनी तसेच इतर ब्युटिशियन्सना व्हावा म्हणून सौ. चोरगे यांनी सांगली येथे रविवार दि. १० डिसेंबर

रोजी 'ब्युटी सेमिनार व स्पर्धा' हा उपक्रम राबविण्याचे ठरवले आहे. या सेमिनारच्या संयोजनासाठी 'सप्तक'चे निर्माते अशोक रेळेकर यांनी पुढाकार घेतला असून प्रभाकर गोरे यांनी 'निर्लेप नॉनस्टिक कुकचेअर्स' या प्रसिद्ध कंपनीतर्फे हे सेमिनार प्रायोजित केले आहे.

सौ. प्रिया उमेश चोरगे यांनी आंतर-राष्ट्रीय सिडेस्को पदविका (स्वित्झर्लंड), इलेक्ट्रोलेसि परीक्षा (बॅब्टॅक, लंडन) व 'ब्युटिक बॉम्बे' यांच्या मान्यताप्राप्त पदव्या मिळविल्या आहेत. या सेमिनारमध्ये अत्याधुनिक सौंदर्यउपचार (अॅडव्हान्स ब्युटी ट्रिटमेंट) प्रात्यक्षिके पहायला मिळणार आहेत. १) ब्लॅक हेडस् व व्हाईट हेडस् रिमूव्हल बुईथ इन्फ्रा २) डबल लेअर्ड फेशियल ३) स्पेशल विंटर केअर फेशियल ४) अॅक्युप्रेसर फेशियल या विषयांवर सविस्तर चर्चा, मार्गदर्शन व प्रात्यक्षिके होतील. तसेच योगप्रवीण डॉ. सौ. निवेदिता फडके, कोल्हापूर या 'आहार व योगाचे सौंदर्यशास्त्रातील महत्त्व' या विषयी मौलिक मार्गदर्शन करणार आहेत. राजवाडा चौकातील सांगली जिल्हा नगर वाचनालयाच्या तिसऱ्या मजल्यावरील उद्योगरत्न वेलणकर



सौ. प्रिया चोरगे

सभागृहात सकाळी ११ ते दुपारी ३ या वेळेत हे सेमिनार होत आहे. तसेच सौंदर्यबरोबरच आहाराशी संबंधित असा हा विषय असल्याने दुपारी ३ ते ४ या वेळात 'निर्लेप'तर्फे निर्लेप उत्पादनांची प्रात्यक्षिके व चहापान प्रायोजित करण्यात आले आहे. सायंकाळी ४ ते ६-या वेळात केशरचना (हेअर स्टाईल) व साडी ड्रेपिंग स्पर्धा आयोजित करण्यात आली असून स्पर्धेनंतर लगेच पारितोषिक वितरण सोहळा होईल.

दिवसभराच्या मौलिक सेमिनारसाठी रु. २०० असे प्रवेश मूल्य असून सहभागी

होणाऱ्यांना दर्जेदार मार्गदर्शन होणार आहे. सायंकाळच्या संध्याचे उच्चिष्ठणाच्या महिलांसाठी संध्या प्रवेश मूल्य आहे. विजेत्यांना वतीने आकर्षक पारितोषिके होईल. नाव नोंदणीसाठी १ रेळेकर, सांगली रेडिओ हाऊस रोड, सांगली (फोन ७६८७१) प्रभाकर गोरे, गोरे आणि कंपनी चौक, सांगली. (फोन ७५३३) ठिकाणी तातडीने संपर्क आवाहन संयोजकांनी केले अर्नेवेळी येणाऱ्या इच्छुकांसाठी क्रमाच्या ठिकाणीही नाव नोंदणी राहिल.

सांगली, मिरज, जयसिंग सरातील महिला, विद्यार्थिनी शिअन्सना सौंदर्यशास्त्राची ओळख घडविण्याचे काम या सेमिनार आहे. शृंगार-निर्लेप ब्युटी व स्पर्धा- रविवार १० डिसेंबर सकाळी ११ ते सायं. ५ - स्थळ जिल्हा नगर वाचनालयाचे वेलणकर सभागृह (३ रा राजवाडा चौक, सांगली. (सौ. अशोक रेळेकर), (प्रायोजक : पि

## शृंगार-निर्लेप ब्युटी सेमिनार व स्पर्धा

सांगली, दि. ८ (प्रतिनिधी) : कोल्हापूर येथील 'शृंगार ब्युटीपार्लर'च्या चालक सौ. प्रिया उमेश चोरगे यांनी दि. १० डिसेंबर रोजी सौंदर्यशास्त्रावर आधारित 'ब्युटी सेमिनार व स्पर्धा' हा कार्यक्रम आयोजित केला आहे. 'निर्लेप नॉनस्टिक कुकचेअर्स' या सुप्रसिद्ध कंपनीतर्फे हा सेमिनार प्रायोजित करण्यात आला आहे. या सेमिनारमध्ये अॅडव्हान्स ब्युटी ट्रिटमेंटची अत्याधुनिक सौंदर्यउपचार प्रात्यक्षिके त्या दाखवतील. यात ब्लॅक हेडस् व व्हाईट हेडस् रिमूव्हल बुईथ

स्पेशल विंटरकेअर फेशियल, डबल लेअर्ड फेशियल, अॅक्युप्रेसर इन्फ्रा फेशियल या विषयांचा समावेश असेल. याबरोबरच योगप्रवीण डॉ. सौ. निवेदिता फडके यांचे आहार व योगाचे सौंदर्यशास्त्रातील महत्त्व यावर मार्गदर्शन मिळेल. हा सेमिनार संपल्यानंतर सायंकाळी ४ ते ६ या वेळात केशरचना व साडी ड्रेपिंग स्पर्धाही ठेवण्यात आली आहे. दिवसभराच्या सेमिनारसाठी रु. २०० व स्पर्धेसाठी रु. ५० एवढे प्रवेश मूल्य ठेवण्यात आले आहे. या स्पर्धेतील

विजेत्यांना निर्लेपच्या वतीने पारितोषिके देण्यात येतील. रवि. दि. १० डिसेंबर १५ रोजी सकाळी ११ ते सायंकाळी ६ या वेळेत सांगली जिल्हा नगर वाचनालयाच्या उद्योगरत्न वेलणकर सभागृहात हा कार्यक्रम होईल. स्पर्धेचे आयोजन ४ ते ६ या वेळेत केले आहे. यावेळी निर्लेप उत्पादनांची प्रात्यक्षिके व चहापानाचा कार्यक्रमही आयोजित करण्यात आला आहे. या कार्यक्रमाचे संयोजन 'सप्तक' निर्माते अशोक रेळेकर व प्रभाकर गोरे यांनी केले आहे.





# सौव्यसाधना

## मुलायम त्वचेलाही महत्व

पुणे ३०/३/०९

**सौव्यसाधना**

वधू-वरांचा साजशुंगार

ती मया मया मय्येत्तं त्वं अस्वत्थां मानस्यै...  
मौल-मौलं विस्तरेत्, या विष्टात् सौम्यात् सौम्यात्...  
कुल-कुलं विस्तरेत्, अस्वत्थां मानस्यै...  
कुल-कुलं विस्तरेत्, अस्वत्थां मानस्यै...  
कुल-कुलं विस्तरेत्, अस्वत्थां मानस्यै...

असा मयास लेणे ठाव हाच हाचाला सौव्यसाधना...  
पुणे ३०/३/०९

**सौव्यसाधना**

वधू-वरांचा साजशुंगार

पुणे ३०/३/०९

**सौव्यसाधना**

वधू-वरांचा साजशुंगार

हादडीचा का बाबाही मनाच्या अगले दिवसापेक्षा वर...  
पुणे ३०/३/०९

**सौव्यसाधना**

वधू-वरांचा साजशुंगार

पुणे ३०/३/०९

**सौव्यसाधना**

वधू-वरांचा साजशुंगार



सौव्यसाधना म्हणजे वधू व वरांच्या सौव्यसाधनेची साजशुंगार...  
पुणे ३०/३/०९

पुणे ३०/३/०९

**सौव्यसाधना**

वधू-वरांचा साजशुंगार

पुणे ३०/३/०९

**सौव्यसाधना**

वधू-वरांचा साजशुंगार

पुणे ३०/३/०९

**सौव्यसाधना**

वधू-वरांचा साजशुंगार

पुणे ३०/३/०९

**सौव्यसाधना**

वधू-वरांचा साजशुंगार

पुणे ३०/३/०९

**सौव्यसाधना**

वधू-वरांचा साजशुंगार

पुणे ३०/३/०९

**सौव्यसाधना**

वधू-वरांचा साजशुंगार

पुणे ३०/३/०९

**सौव्यसाधना**

वधू-वरांचा साजशुंगार

पुणे ३०/३/०९

**सौव्यसाधना**

वधू-वरांचा साजशुंगार

पुणे ३०/३/०९

**सौव्यसाधना**

वधू-वरांचा साजशुंगार

पुणे ३०/३/०९

**सौव्यसाधना**

वधू-वरांचा साजशुंगार

पुणे ३०/३/०९

**सौव्यसाधना**

वधू-वरांचा साजशुंगार





**Table No. 4.2.12**  
**Classification of Respondent's**  
**according to Occupation and Income**

Income group	Clerk/ Bank Employee	'A' Class Officer/ Lawyer/ Teachers	Business men	Other Workers	Non- Working Women	Total
0-5000	1 (14.28%) (19.09%)	1 (12.5%) (9.09%)	1 (16.66%) (9.09%)	4 (100%) (36.36%)	4 (16%) (36.36%)	11 (22%)
5001- 20000	5 (71.42%) (23.80%)	2 (25%) (9.52%)	2 (33.33%) (9.52%)	--	11 (44%) (52.38%)	21 (42%)
20001- 30000	2 (25%) (18.18%)	5 (62.5%) (45.45%)	2 (33.33%) (18.18%)	--	5 (20%) (45.45%)	11 (22%)
30000+	1 (14.28%) (14.25%)	--	1 (16.66%) (14.28%)	--	5 (20%) (71.42%)	7 (14%)
<b>Grand Total</b>	<b>7 (14%)</b>	<b>8 (16%)</b>	<b>6 (12%)</b>	<b>4 (8%)</b>	<b>25 (50%)</b>	<b>50 (100%)</b>

Table No. 4.2.12 shows that there are out of 11 (22%) respondents who belong to below Rs.5000/- income group, 1 (9.09%) each belongs to clerical, 'A' class and business occupations. While 4 (36.36%) respondents each of them belong to other workers and non working women's occupation group.

Similarly out of 11 (22%) respondents who belong to Rs.20001/- Rs.30000/- income group. 5 (45.45%) belong to clerical, 'A' class and business occupations. While 5 (45.45%) of them are non working women. There are 21 (42%) respondents who belong to Rs.5001/- - Rs.20000/- income group. Out of them 11 (52.38%) are non working women, 2 (9.52%) of them each are business women and 4 (19.045) each are clerical and 'A' class employees and 5 (23.80%) are clerk and bank employee.

Similarly, there are 7 (14%) respondents who belong to Rs.30000/-+ income group. Out of them 5 (71.42%) are non working women and 1 (14.28%) each of them is clerical employee and business women respectively.

This table indicates that majority of non working women belong to higher income groups. Similarly majority of the working women except other workers also belong to higher income groups.



**Table No. 4.2.13**  
**Classification of Respondent's**  
**according to Income Group & Occupation**

Income group	Clerk/ Bank Employee	'A' Class Officer/ Lawyer, Teacher	Business- women	Other Workers	Non- Working Women	Total
Upper Hindu Caste Brahmin/M aratha	6 (85.71%) (21.42%)	7 (87.5%) (25%)	5 (83.33%) (17.85%)	--	10 (40%) (35.71%)	28 (56%)
Other Upper Status groups Jain/ Marwadi/ Gujarati/ Sindhi/ Lingayat	--	--	1 (16.66%) (10%)	--	9 (36%) (90%)	10 (20%)
OBC/SC	1 (14.28%) (14.28%)	1 (12.5%) (14.28%)	--	1 (25%) (14.28%)	4 (16.00%) (57.14%)	7 (14%)
Christian	--	--	--	2 (50%) (100%)	--	2 (4%)
Muslim	--	--	--	1 (25%) (33.33%)	2 (8.0%) (66.66%)	3 (6%)
<b>Grand Total</b>	<b>7 (14%)</b>	<b>8 (16%)</b>	<b>6 (12%)</b>	<b>4 (8%)</b>	<b>25 (50%)</b>	<b>50 (100%)</b>

Table No. 4.2.13 shows that out of 28 (56%) upper Hindu castes respondents 7 (25%) are 'A' Class employee, 6 (21.42%) are clerical employee and 5 (17.85%) are business women. While 10 (35.71%) women are non working women. On the contrary, out of 10 (20%) respondents, who belong to other upper status group. Only 1 (10%) is a business women and 9 (90%) are non working women.

Out of 7 (14%) OBC / SC category respondents, 4 (57.14%) are non working women and 1 (14.28%) each of them is a clerical employee, A class employee and other worker respectively.

There are 2 (4%) Christian respondents who are other working women. Similarly out of 3 (6%) Muslim women 1 (33.33%) is other worker and 2 (77.77%) are non working women.

This table indicates that majority of the upper status group women are non working women. Out of 21 (42%) respondents who belong to clerical, 'A' Class and business occupations 18 (85.71%) are upper caste Hindus.

(ii) **Attitudes and Views of Clients in Shringar Beauty Parlour**

**Table No. 4.3.1**  
**Classification of Respondent's**  
**Community Background with their choice**

Do you think women should be confined to their household, chores and behave as per their family norms, traditions and customs ?

Community	Yes	No	Total
Upper Hindu Caste Brahmin/Maratha	3 (37.5%) (10.71%)	25 (59.52%) (89.28%)	28 (56.0%)
Other Upper Status groups Jain/ Marwadi/ Gujarati/ Sindhi/ Lingayat	2 (25.00%) (20.00%)	8 (19.04%) (80.00%)	10 (20.0%)
OBC/SC	--	7 (16.66%) (100%)	7 (14%)
Christian	2 (25.00%) (100%)	--	2 (4%)
Muslim	1 (12.5%) (33.33%)	2 (4.76%) (66.66%)	3 (6%)
<b>Total</b>	<b>8</b> (16%)	<b>42</b> (84%)	<b>50</b> (100%)

The table No. 4.3.1 shows that out of 42 (84%) respondents who answered No to the question, 33 (78.57%) belongs to the upper status groups, 7 (16.66%) belong to OBC/SC category and 2 (4.76%) are Muslim women. On the other side out of 8 (16%) respondents who answered Yes to the question 5 (62.5%) belong to upper status groups 2 (25%) are Christian women and 1 (12.5%) is Muslim women.

This table indicates that although most of the respondents 42 (84%) respondents answered that women should not be confined to their house hold chores and family traditions, still some respondents belonging to the upper caste and religious communities seem to be conservative and orthodox. So they like to confine themselves to their family tradition.

**Table No. 4.3.2**  
**Classification of Respondent's**  
**Income with the choice**

Do you think, women should be confined to their household, chores and behave as per their family norms, traditions and customs ?

Income	Yes	No	No Answer	Total
0 - 5000	--	11 (23.91%) (100%)	--	11 (22%)
5001-20000	3 (75%) (27.27%)	17 (36.95%) (85%)	--	20 (40%)
20001-30000	--	12 (26.08%) (100%)	--	12 (24%)
30001-40000	--	3 (6.52%) (100%)	--	3 (6%)
40000+	1 (25%) (25%)	3 (6.52%) (75%)	--	4 (8%)
Total	4 (8%)	46 (92%)	--	50 (100%)

The table show that out of 46 (92%) respondents, who answered No to this question, 11 (23.91%) belong to below Rs.5000/- income group, 17 (36.95%) belong to Rs.5001/- - Rs.30000/- income group, 12 (26.08%) belong to Rs.20001/- - Rs.30000/- income group, and 3 (6.52%) each belong to Rs.30001/- - Rs.40000 and Rs.40000+/- income groups respectively. While out of only 4 (8%) respondents, who answered Yes to this question, 3 (75%) belong to the income group of Rs.5001/- to Rs.20000/- and 1 (25%) is that of Rs.40000+/-.

This table indicates that most of the respondents 46 (92%) irrespective of their income groups think that women should not be confine to their household chores and behave as per their family traditions.

**Table No. 4.4.1****Caste / Communitywise Classification of Respondent's of respondents views on the Question**

Whether you like natural beauty of a women/artificial beauty or Both.

<b>Income group</b>	<b>Natural</b>	<b>Artificial</b>	<b>Both</b>	<b>Total</b>
<b>Upper Hindu Caste Brahmin/Maratha</b>	5 (55.55%) (17.85%)	–	23 (56.09%) (82.14%)	28 (56%)
<b>Other Upper Status groups Jain/ Marwadi/ Gujarati/ Sindhi/ Lingayat</b>	2 (22.22%) (20%)	–	8 (19.51%) (80%)	10 (20%)
<b>OBC/SC</b>	1 (11.11%) (14.28%)	–	6 (14.63%) (85.71%)	7 (14%)
<b>Christian</b>	–	–	2 (4.87%) (100%)	2 (4%)
<b>Muslim</b>	1 (11.11%) (33.33%)	–	2 (4.87%) (66.66%)	3 (6%)
<b>Grand Total</b>	9 (18%)	–	41 (82%)	50 (100%)

The table No. 4.4.1 shows that out of 9 (18%) respondents who preferred only natural beauty, 7 (77.77%) respondents belong to upper status groups and only 1 (11.11%) each belongs to OBC/SC and Muslim category respectively. While out of 41 (82%) respondents who preferred both natural and artificial beauty, 31 (75.60%) belong to upper status groups, 6 (14.63%) belong to OBC/SC and 2 (4.87%) each are Christian and Muslim respectively.

It indicates that majority of the respondents irrespective of their community background prefer both natural and artificial beauty.



**Table No. 4.4.2**

**Income Group wise Classification of Respondent's views on the Question  
Whether you like natural beauty of a women/artificial beauty or Both.**

<b>Income group</b>	<b>Natural</b>	<b>Artificial</b>	<b>Both</b>	<b>Total</b>
0 – 5000	3 (33.33%) (27.27%)	–	8 (19.51%) (72.72%)	11 (22%)
5001 – 20,000	2 (22.22%) (10.00%)	–	18 (43.90%) (90.00%)	20 (40%)
20,001 – 30,000	3 (33.33%) (33.33%)	–	9 (21.95%) (66.66%)	12 (24%)
30,000 +	1 (11.11%) (14.28%)	–	6 (14.63%) (85.71%)	7 (14%)
<b>Total</b>	<b>9</b> (18%)	<b>–</b>	<b>41</b> (82%)	<b>50</b> (100%)

The table No. 4.4.2 shows that out of 9 (18%) respondents who preferred only natural beauty, 3 (33.33%) belong to below Rs. 5,000/- income group and 2 (22.22%) belong to Rs. 5001 - 20,000 income group; 3 (33.33%) respondents belong to 20,001 - Rs. 30,000 + income group while out of 41 (82%) respondents who preferred both natural and artificial beauty, 18 (43.90%) belong to Rs. 5001 – 20,000 income group, 6 (14.63%) belong to Rs. 30,000 + income group and 8 (19.51%) of them belong to below Rs. 5,000 and 9 (21.95%) belong Rs. 20,001 – 30,000 income group.

This table also indicates that majority of the respondents belonging to the higher income groups have preferred both natural and artificial beauty.

**Table No. 4.4.3**

**Education wise Classification of Respondent's views on the Question  
Whether you like natural beauty of a women/artificial beauty or Both.**

<b>Education group</b>	<b>Natural</b>	<b>Artificial</b>	<b>Both</b>	<b>Total</b>
<b>Primary</b>	1 (11.11%) (50%)	—	1 (2.43%) (50%)	2 (4%)
<b>Secondary</b>	2 (22.22%) (22.22%)	—	7 (17.07%) (77.77%)	9 (18%)
<b>Graduate</b>	5 (55.55%) (16.66%)	—	25 (60.97%) (83.33%)	30 (60%)
<b>Post-Graduate</b>	1 (11.11%) (11.11%)	—	8 (19.51%) (88.88%)	9 (18%)
<b>Total</b>	9 (18%)	—	41 (82%)	50 (100%)

The table No. 4.4.3 shows that out of 9 (18%) respondents who preferred natural beauty, 5 (55.55%) are graduates, 1 (11.11%) is post graduate and 2 (22.22%) each have primary and secondary education respectively. Out of 41 (82%) respondents who preferred both natural and artificial beauty 25 (60.97%) are graduates, 8 (19.51%) are post-graduates and 7 (17.7%) have secondary education.

It indicates that majority of the respondents who have higher educational qualification preferred both natural and artificial beauty.

**Table No. 4.5.1**  
**Classification of Respondent's**  
**Expenditure and Occupation**

Occupation	0-5000	5001-10000	10001-20000	20001-30000	30001+	Total
Clerk/Bank Employee	5 (5.0%) (50%)	3 (25%) (30%)	1 (12.5%) (10%)	1 (33.33%) (10%)	--	10 (20%)
Officer/Teacher/Lawyer	3 (12%) (60%)	1 (8.33%) (20%)	1 (12.5%) (20%)	--	--	5 (10%)
Business-man	3 (12%) (50%)	1 (8.33%) (16.66%)	2 (25%) (33.33%)	--	--	6 (12%)
Other Workers	4 (16%) (100%)	--	--	--	--	4 (8%)
Non-Working	10 (40%) (40%)	7 (58.7%) (33%)	4 (50%) (16%)	2 (66.66%) (4%)	2 (100%) (8%)	25 (50%)
<b>Grand Total</b>	25 (50%)	12 (24%)	8 (16%)	3 (6%)	2 (4%)	50 (100%)

The table No. 4.5.1 shows that out of 25 (50%) respondents who are non working women, 10 (40%) of them spend less than 5000 rupees per year for beautification, 10 (40%) spend between 5000 to 20000 Rs per year for and 5 (20%) of them spend more than 20,000. 21 (42%) respondents who belong to the middle class occupations such as clerical employee, officer, teacher, lawyer and business; 11 (52.38%) of them spend less than 5000 per year for beautification and 9 (42.85%) of them spend between 5000 to 20,000 Rs and only 1 (4.76%) of them spend less than Rs.30000/-.

This table indicates that, majority of the respondents who spend much for beautification, some of them are non working women and others have middle class occupations. The majority of the non working women perhaps belong to upper income groups and higher status groups, therefore they are capable of spending much for beautification and secondly they are more aware of modern advanced items of beautification being influenced by modern communication channels.

**Table No. 4.5.2**  
**Classification of Respondent's**  
**Expenditure and Education**

Education	0-5000	5001-10000	10001-20000	20001-30000	30001+	Total
Illiterate	--	--	--	--	--	0 (0%)
Primary	2 (7.69%) (100%)	--	--	--	--	2 (4%)
Secondary	5 (19.23%) (55.55%)	1 (9.09%) (11.11%)	2 (25.0%) (22.22%)	1 (33.33%) (11.11%)	--	9 (18%)
Graduate	15 (57.69%) (48.38%)	8 (72.72%) (25.80%)	5 (62.5%) (25.80%)	1 (33.33%) (11.11%)	2 (100%) (6.45%)	31 (62%)
Post-Graduate	4 (15.38%) (50%)	2 (18.18%) (25%)	1 (12.5%) (12.5%)	1 (33.33%) (11.11%)	--	8 (16%)
<b>Grand Total</b>	26 (52%)	11 (22%)	8 (16%)	3 (6%)	2 (4%)	50 (100%)

Table No.4.5.2 shows that 31 (62%) respondents are graduates. Out of them 14 (45.16%) respondents spend less than Rs.5000/- for beautification, 7 (22.78%) spend between Rs.5001/- - Rs.10000/- per year again 6 (19.35%) of them spend between Rs.10001/- - Rs.20000/-. 1 (11.11%) spend Rs.20001/- - Rs.30000/- and 3 (9.67) spend more than Rs.30000/-. Out of 8 (16%) post graduate respondents 6 (75%) spend less than Rs.10000/- per year for beautification and 1 (12.5%) each spend between Rs.10001/- - Rs.30000/- respectively. 9 (18%) respondents who have secondary education of status, 5 (55.55%) of them spend less than Rs.5000/- for beautification 1 (11.11%) each of them spend between Rs.5001/- - Rs.10000/- and Rs.20001/- to Rs.30000/- respectively. Only 2 (4%) respondents, who have primary education spend less than Rs.5000/- for beautification.

These facts indicate that higher the educational status of the respondents, more their expenditure for beautification. It is their educational status which determines not only their exposure to modern communication channels but also their awareness about modern items and styles of beautification.

**Table No. 4.5.3**  
**Classification of Respondent's**  
**Expenditure and Marital Status**

<b>Marital Status</b>	<b>0-5000</b>	<b>5001-10000</b>	<b>10001-20000</b>	<b>20001-30000</b>	<b>30001+</b>	<b>Total</b>
<b>Married</b>	17 (65.38%) (44.73%)	11 (100%) (28.94%)	6 (75%) (15.78%)	2 (66.66%) (5.26%)	2 (100%) (5.26%)	38 (76%)
<b>Un-Married</b>	3 (11.53%) (60%)	--	2 (25%) (40%)	--	--	5 (10%)
<b>Divorcee</b>	3 (11.53%) (100%)	--	--	--	--	3 (6%)
<b>Widow</b>	3 (11.53%) (75%)	--	--	--	1 (50%) (25%)	4 (8%)
<b>Grand Total</b>	26 (52%)	11 (22%)	8 (16%)	3 (6%)	2 (4%)	50 (100%)

Table No.4.5.3 shows that 38 (76%) respondents are married women. Out of them 16 (42.10%) spend less than Rs.5000/- per year for beautification, 10 (26.31%) of them spend between Rs.5000/- - Rs.10000/-. 7 (18.42%) of them spend between Rs.10001/- - Rs.20000/- and 5 (13.15%) of them spend more than Rs.20000/- annually for beautification. 5 (10%) of the respondents are unmarried and out of which 3 (60%) spend less than Rs.5000/- and only 2 (40%) spend between Rs. 10001/- - Rs.20000/- per year for beautification. There are 3 (6%) divorce who's annual expenditure for beautification is less than Rs.5000/-. Out of 4 (8%) widows 3 (75%) of them spend less than Rs.5000/- and only 1 (25%) of them spends more than Rs.30000/- per year for beautification.

These data indicate that majority of the respondents who have much expenditure for beautification are married and belong to better of families. Secondly even divorce and widows have preference for beautification and 1 (2%) of the widows spends more than Rs.30000/- annually for beautification. It points to the fact that even divorcee and widows are too modernized and have preferences for beautification, for improving their status.

**Table No. 4.5.4**  
**Age Group wise Classification of Respondent's**  
**Annual Expenditure for Beautification**

<b>Age Group</b>	<b>0-5000</b>	<b>5001-10000</b>	<b>10001-20000</b>	<b>20001-30000</b>	<b>30001+</b>	<b>Total</b>
15-25	2 (7.40%) (50%)	--	2 (28.57%) (50%)	--	--	4 (8%)
26-35	9 (33.33%) (60%)	3 (27.27%) (20%)	2 (28.57%) (13.33%)	--	1 (50%) (6.66%)	15 (30%)
36-50	12 (44.44%) (57.14%)	5 (45.45%) (23.80%)	2 (28.57%) (9.52%)	1 (33.33%) (4.76%)	1 (50%) (4.76%)	21 (42%)
50+	4 (14.28%) (40%)	3 (27.27%) (30%)	1 (14.28%) (10%)	2 (66.66%) (20%)	--	10 (20%)
<b>Grand Total</b>	<b>27</b> (54%)	<b>11</b> (22%)	<b>7</b> (14%)	<b>3</b> (6%)	<b>2</b> (4%)	<b>50</b> (100%)

The table No. 4.5.4 shows that out of 27 (54%) respondents who spend below Rs.5,000, only 2 (7.40%) belong to the age group of 15-25, and 4 (14.28%) belong to 50+ age group. While 9 (33.33%) respondents of this expenditure group belong to 26-35 age group and 12 (44.44%) respondents belong to 36-50 age group.

Similarly out of 11 (22%) respondents who spend between Rs. 5,000 – 10,000, 5 (45.45%) respondents belong to 36-50 age group and 3 (27.27%) each of them belong to 26-35 and 50 + age groups respectively.

Out of 7 (14%) respondents who spend between Rs. 10,001-20,000, 2 (28.57%) each of them belong to 15-25, 26-35 and 36-50 age groups. Only 1 (14.28%) of them belongs to the 50 + age group.

Only 3 (6%) respondents spend between 20,001-30,000 per year. Out of them 1 (33.33%) belong to 36-50 age group and 2 (66.66%) belong to 50+ age group. There are only 2 (100%) respondents who spend above 30,000 per year for beautification, 1 (50%) of them belongs to 26-35 and 36-50 age groups respectively.

This table indicates that the middle aged women specially belonging to 26-35 and 36-50 age group spend much for beautification.

**Table No. 4.5.5**  
**Communitywise Classification of Respondent's**  
**Annual Expenditure for beautification**

<b>Communi- nity</b>	<b>0-5000</b>	<b>5001- 10000</b>	<b>10001- 20000</b>	<b>20001- 30000</b>	<b>30001+</b>	<b>Total</b>
Upper Hindu Caste Brahmin/Ma ratha	11 (44%) (39.28%)	5 (50%) (17.85%)	7 (77.77%) (25%)	3 (100%) (10.71%)	2 (66.66%) (7.14%)	28 (56%)
Other Upper Status groups Jain/ Marwadi/ Gujarati/ Sindhi/ Lingayat	4 (16%) (40%)	4 (40%) (40%)	1 (11.11%) (10%)	--	1 (33.33%) (10%)	10 (20%)
OBC/SC	6 (24.0%) (85.71%)	--	1 (11.11%) (14.28%)	--	--	7 (14%)
Christian	2 (8%) (100%)	--	--	--	--	2 (4%)
Muslim	2 (8%) (66.66%)	1 (10%) (33.33%)	--	--	--	3 (6%)
<b>Grand Total</b>	<b>25</b> <b>(50%)</b>	<b>10</b> <b>(20%)</b>	<b>9</b> <b>(18%)</b>	<b>3</b> <b>(6%)</b>	<b>3</b> <b>(6%)</b>	<b>50</b> <b>(100%)</b>

Table No.4.5.5 shows that out of 25 (50%) respondents who spend less than Rs.5000/- per year for beautification per year (15(60%) respondents belong to upper status groups. While only 6 (24%) belong to OBC / SC category and 2 (8%) each belong to Christian and Muslim communities.

Out of 10 (20%) respondents who spend between Rs.5001/- - Rs.10000/-, 9 (90%) belong to upper status groups and only 1 (10%) belongs to Muslim community. Similarly out of 9 (18%) respondents who spend between Rs.10001/- - Rs.20000/-, 8 (88.88%) belong to upper status groups and only 1 (11.11%) belongs to OBC / SC category.

There are only 3 (6%) respondents, who spend Rs.20000/- - Rs.30000/- per year. They belong to upper Hindu caste. Similarly there are 3 (6%) respondents, who spend above Rs.30000/- per year belong to upper status groups.

This table indicates that those who spend much for beautification they belong to upper status groups.

Table No. 4.6.1

## Age Group wise Classification of Respondent's views on the Question

Have you been benefited directly or indirectly because of your regular beauty treatments YES or NO? If yes, in what way :

- A) Appreciation from husband, in laws, brothers and other relatives      B) Marriage      C) Employment      D) Appreciation from friends / colleagues  
 E) Improvement in Business

Age Group	A	AB	AC	AD	AE	ABC	ABCD	ABCDE	ABD	ABE	ABDE	BCDE	ADE	ACD	CE	Total
15 - 25	-	1 (9.09%) (2.5%)	-	1 (16.66%) (2.5%)	-	-	-	-	1 (11.11%) (2.5%)	-	-	-	-	-	1 (100%) (2.5%)	4 (8%)
26 - 35	1 (100%) (6.66%)	4 (36.36%) (26.66%)	1 (20%) (6.66%)	1 (16.66%) (6.66%)	-	1 (100%) (6.66%)	1 (50%) (6.66%)	1 (50%) (6.66%)	2 (22.22%) (13.33%)	-	1 (50%) (6.66%)	1 (50%) (6.66%)	-	2 (40%) (13.33%)	-	15 (56%)
36 - 50	-	3 (27.27%) (13.63%)	3 (60%) (13.63%)	2 (33.33%) (9.09%)	1 (100%) (4.54%)	1 (100%) (4.54%)	-	1 (50%) (4.54%)	6 (66.66%) (27.27%)	-	-	1 (50%) (4.54%)	2 (100%) (9.09%)	2 (40%) (9.09%)	-	22 (44%)
50+	-	3 (27.27%) (33.33%)	1 (20%) (11.11%)	2 (33.33%) (22.22%)	-	-	-	-	-	1 (100%) (11.11%)	1 (50%) (11.11%)	-	-	1 (20%) (11.11%)	-	9 (18%)
Total	1 (2%)	11 (22%)	5 (10%)	6 (12%)	1 (2%)	1 (2%)	2 (4%)	2 (4%)	9 (18%)	1 (2%)	2 (4%)	2 (4%)	2 (4%)	5 (10%)	1 (2%)	50 (100%)

The above table No. 4.6.1 shows that out of 4 (8%) respondents 1 (25%), each of them belonging to the age group of 15-25 answered AB, AD, ABD and CE respectively. Out of 15(30%) respondents belonging to the 26-35 age group, 4(26.66%) answered AB, 2 (13.13 %) each answered ABD and ACD respectively while 1 (6.66%) each of them preferred A, AC, AD, ABCD, ABCDE, ABDE and BCDE respectively. Out of 22(44%) respondents who come under the age group of 36-50, 6(27.27) preferred ABD, 3(13.63) each answered AB and AC, 2 (9.09) each answered AD, ADE and ACD, while 1(4.54) each of them answered AE, ABC, ABCDE and BCDE respectively.

Out of 9(18%) respondents who are above 50 years age, 3 (33.33%) answered AB, 2 (22.22) preferred AD and 1 (11.11%) each answered AC, ABE, ABDE and ACD.

This table also indicated that the respondents irrespective of their age groups have been directly or indirectly benefited by beautification.



Table No. 4.6.2

**Marital Status Group wise Classification of Respondent's views on the Question**

Have you been benefited directly or indirectly because of your regular beauty treatments YES or NO ? If yes, in what way :

- A) Appreciation from husband, in laws, brothers and other relatives
- B) Marriage
- C) Employment
- D) Appreciation from friends / colleagues
- E) Improvement in Business

Marital status	A	AB	AC	AD	AE	ABC	ABCD	ABCDE	ABD	ABE	ABDE	BCDE	ADE	ACD	CE	Total
Married	1 (100%) (2.63%)	10 (90.90%) (26.31%)	2 (40%) (5.26%)	3 (50%) (7.89%)	1 (100%) (2.63%)	1 (100%) (2.63%)	1 (100%) (2.63%)	2 (100%) (5.26%)	8 (88.88%) (21.09%)	1 (100%) (2.63%)	2 (100%) (5.26%)	1 (50%) (2.63%)	2 (100%) (5.26%)	3 (60%) (7.89%)	--	38 (76%)
Un- Married	--	--	--	1 (16.66%) (20%)	--	--	--	--	1 (11.11%) (20%)	--	--	1 (50%) (20%)	--	1 (20%) (20%)	1 (100%) (20%)	5 (10%)
Divorcee	--	--	2 (40%) (66.66%)	1 (16.66%) (33.33%)	--	--	--	--	--	--	--	--	--	--	--	3 (6%)
Widow	--	1 (9.09%) (25%)	1 (20%) (25%)	1 (16.66%) (25%)	--	--	--	--	--	--	--	--	--	1 (20%) (25%)	--	4 (8%)
Total	1 (2%)	11 (22%)	5 (10%)	6 (12%)	1 (2%)	1 (2%)	2 (4%)	2 (4%)	9 (18%)	1 (2%)	2 (4%)	2 (4%)	2 (4%)	5 (10%)	1 (2%)	50 (100%)

The above table No. 4.6.2 shows that out of 38 (76%) married respondents 10 (26.31%), answered AB, 8(21.05) answered ABD, 3(7.89) each of them, preferred ACD, ABCDE, ABDE and ADE. While 1 (2.63%) each of them answered A, AE, ABC, ABCD, ABCD, ABE and BCDE.

1 (20%) each of 5 (10%) un-married respondents preferred AD, ABD, BCDE, ACD and CE respectively. Out of 3 (6%) divorcee respondents 2 (66.66%) answered AC and 1 (33.33%) preferred AD.

Each 1 (25%) of 4 (8%) respondents who are widow answered AB, AC, AD and ACD respectively.

This table indicates that the respondents irrespective of their marital status have been benefited in one way or other.

**Table No. 4.6.3 : Community wise Classification of respondent's views on the question :**

Have you been benefited directly or indirectly because of your regular beauty treatments YES or NO ? If yes, in what way :

- A) Appreciation from husband, in laws, brothers and other relatives    B) Marriage    C) Employment    D) Appreciation from friends / colleagues  
 E) Improvement in Business

There are following seven tables based on the question :

Community	A	AB	AC	AD	AE	ABC	ABCD	ABCDE	ABD	ABE	ABDE	BCDE	ADE	ACD	CE	Total
Upper Hindu Caste	100 (100%) (3.57%)	4 (36.36%) (14.28%)	1 (20%) (3.57%)	4 (66.66%) (14.28%)	1 (100%) (3.57%)	1 (100%) (3.57%)	1 (100%) (3.57%)	2 (100%) (7.14%)	3 (33.33%) (10.71%)	1 (100%) (3.57%)	2 (100%) (7.14%)	2 (100%) (7.14%)	1 (50%) (3.57%)	4 (80%) (14.28%)	--	28 (56%)
Brahmin/Maratha	--	3 (27.27%) (30%)	--	1 (16.66%) (10%)	--	--	--	--	5 (55.55%) (50%)	--	--	--	1 (50%) (10%)	--	--	10 (20%)
Other Upper Status groups	--	2 (18.18%) (28.57%)	2 (40%) (28.57%)	1 (16.60%) (14.28%)	--	--	--	--	1 (11.11%) (14.28%)	--	--	--	--	1 (20%) (14.28%)	--	7 (14%)
Jain/ Marwadi/ Gujarati/ Sindhi/ Lingayat	--	--	2 (40%) (100%)	--	--	--	--	--	--	--	--	--	--	--	--	2 (40%) (100%)
OBC/SC	--	2 (18.18%) (66.66%)	--	--	--	--	--	--	--	--	--	--	--	--	1 (100%) (33.33%)	3 (6%)
Christian	1 (2%)	11 (22%)	5 (10%)	6 (12%)	1 (2%)	1 (2%)	1 (2%)	2 (4%)	9 (18%)	1 (2%)	2 (4%)	2 (4%)	2 (4%)	5 (10%)	1 (2%)	50 (100%)
Muslim	--	2 (18.18%) (66.66%)	--	--	--	--	--	--	--	--	--	--	--	--	1 (100%) (33.33%)	3 (6%)
Total	1 (2%)	11 (22%)	5 (10%)	6 (12%)	1 (2%)	1 (2%)	1 (2%)	2 (4%)	9 (18%)	1 (2%)	2 (4%)	2 (4%)	2 (4%)	5 (10%)	1 (2%)	50 (100%)

The above table 4.6.3 shows that out of 28 (56%) respondents belonging to upper Hindu caste, 1 (3.57%), each answered A, AC, AE, ABC, ABCD, ABE and ADE respectively. 4 (14.28%) each of them responded AB, AD and ACD respectively. 2 (7.14) each of them preferred the answer ABCD, ABDE and BCDE respectively. Only 3 (10.71%) respondents of this category answered ABD.

Out of 10(20%) other upper categories, 3(30%) answered AB, 5(50%) answered ABD and 1(10%) each preferred AD and ADE respectively.

Out of 7(14%) of OBC/SC category 2(28.57%) each answered AB and AC respectively, while 1(14.28) each preferred AD, ABD and ACD respectively.

Out of 5(10%) respondents, 2(40%) Christian respondents answered AC. Out of 3(6%), Muslim respondents 2(66.66%) answered AB and 1 (33.33%) answered CE.

This table indicates that all the respondents belonging to different status groups and communities have been benefited from beautification in one way or other way of the alternative.

Table No. 4.6.4

## Income Group wise Classification of Respondent's views on the Question

Have you been benefited directly or indirectly because of your regular beauty treatments YES or NO? If yes, in what way :

- A) Appreciation from husband, in laws, brothers and other relatives B) Marriage C) Employment D) Appreciation from friends / colleagues  
 E) Improvement in Business

Occupation	A	AB	AC	AD	AE	ABC	ABCD	ABCDE	ABD	ABE	ABDE	BCDE	ADE	ACD	CE	Total
0 - 5000	-	3 (27.27%) (27.27%)	4 (80%) (36.36%)	-	-	-	-	-	1 (11.11%) (9.09%)	-	-	-	1 (50%) (9.09%)	1 (20%) (9.09%)	1 (100%) (9.09%)	11 (22%)
5001 - 20,000	-	6 (54.54%) (30%)	-	3 (50%) (15%)	-	1 (100%) (5%)	1 (50%) (5%)	1 (50%) (5%)	5 (55.55%) (25%)	-	-	1 (50%) (5%)	1 (50%) (5%)	1 (20%) (5%)	-	20 (40%)
20001 - 30000	-	1 (9.09%) (8.33%)	1 (20%) (8.33%)	2 (33.33%) (16.66%)	1 (100%) (8.33%)	-	-	1 (50%) (8.33%)	1 (11.11%) (8.33%)	-	2 (100%) (16.66%)	1 (50%) (8.33%)	-	2 (40%) (16.66%)	-	12 (24%)
30001-40000	-	1 (9.09%) (33.33%)	-	-	-	-	-	-	1 (11.11%) (33.33%)	1 (100%) (33.33%)	-	-	-	-	-	3 (6%)
40000+	1 (100%) (25%)	-	-	1 (16.66%) (25%)	-	-	-	-	1 (11.11%) (25%)	-	-	-	-	1 (20%) (25%)	-	4 (8%)
Total	1 (2%)	11 (22%)	5 (10%)	6 (12%)	1 (2%)	1 (2%)	2 (4%)	2 (4%)	9 (18%)	1 (2%)	2 (4%)	2 (4%)	2 (4%)	5 (10%)	1 (2%)	50 (100%)

This table No.4.6.4 shows that out of 11(22%) respondents, whoes monthly income is below Rs.5000, 4 (36.36) answered AC and 3 (27.27) preferred AB, while 1 ( 9.09%) each of them answered ABD, ADE, ACD and CE respectively.

Out of 20 (40%) respondents belonging to the income group of Rs.5001 to 20000 per month, 6(30%) answered AB, 5(25%) preferred ABD, 3(15%) answered AD while 1 (5%) each of them ABC, ABCD, ABCDE, BCDE, ADE and ACD respectively.

Out of 12 (24%) respondents who belong to the monthly income group of Rs. 20001-30000, 2 (16.66) each of them answered AD, ABDE and ACD respectively, while 1 (8.33%) each of them answered AB, AC, AE, ABCDE, ABD and BCDE respectively.

Out of 3 (6%) respondents belonging to the monthly income group of Rs. 30001 to 40000, 1 (33.33) each of them answered AB, ABD and ABE respectively.

Similarly out of 4 (8%) respondents whose monthly income is above 40000, 1 (25%) each of them answered A, AD, ABD and ACD respectively.

This table also indicates that the respondents belonging to different income group have been benefited from beautification.

**Table No. 4.6.5**  
**Education Group wise Classification of Respondent's views on the Question**

Have you been benefited directly or indirectly because of your regular beauty treatments YES or NO ? If yes, in what way :  
 A) Appreciation from husband, in laws, brothers and other relatives B) Marriage C) Employment D) Appreciation from friends / colleagues

Education Wise	A	AB	AC	AD	AE	ABC	ABCD	ABCDE	ABD	ABE	ABDE	BCDE	ADE	ACD	CE	Total
Illiterate	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--
Primary	--	--	1 (20%) (50%)	--	--	--	--	--	--	--	--	--	--	1 (20%) (50%)	--	2 (4%)
Secondary	--	6 (54.54%) (66.66%)	--	--	--	--	--	--	1 (11.11%) (11.11%)	--	--	1 (50%) (11.11%)	--	--	1 (100%) (11.11%)	9 (18%)
Graduate	1 (100%) (3.33%)	4 (36.36%) (13.33%)	4 (8.00%) (13.33%)	3 (50%) (10%)	1 (100%) (3.33%)	1 (100%) (3.33%)	1 (100%) (3.33%)	2 (100%) (6.66%)	7 (77.77%) (23.33%)	1 (100%) (3.33%)	2 (100%) (6.66%)	--	2 (100%) (6.66%)	1 (20%) (3.33%)	--	30 (60%)
Post Graduate	--	1 (9.09%) (11.11%)	--	3 (50%) (33.33%)	--	--	--	--	1 (11.11%) (11.11%)	--	--	1 (50%) (11.11%)	--	3 (60%) (33.33%)	--	9 (18%)
Total	1 (2%)	11 (22%)	5 (10%)	6 (12%)	1 (2%)	1 (2%)	1 (2%)	2 (4%)	9 (18%)	1 (2%)	2 (4%)	2 (4%)	2 (4%)	5 (10%)	1 (2%)	50 (100%)

This table No. 4.6.5 shows that out of 2 (4%) respondents who have only primary education, 1 (50%) each of them answered AC and ACD.

Out of 9 (18%) respondents who have secondary education, 6 (66.66%) respondents answered AB, and 1 (11.11) each of them preferred ABD, BCDE and CE respectively. Similarly, out of 9 (18%) post graduate respondents 3 (33.33%) each of answered AD and ACD respectively, while 1 (11.11%) each of them preferred AB, ABD and BCDE respectively.

Majority of the respondents 30 (60%) who are graduates, 7 (23.33%) of them answered ABD, 4 (13.33) each of them answered AB and AC respectively. 3 (10%) of them answered only AD, 2 (6.66%) each of them preferred ABCDE, ABDE and ADE respectively. While 1 ( 3.33%) each of them answered A, AE, ABC, ABCD, ABE and ACD respectively.

This table indicates that all the respondents, though having different educational status have been directly or indirectly benefited from beautification.

Table No. 4.6.6

**Social Status wise Classification of Respondent's views on the Question**

Have you been benefited directly or indirectly because of your regular beauty treatments YES or NO? If yes, in what way :

- A) Appreciation from husband, in laws, brothers and other relatives B) Marriage C) Employment D) Appreciation from friends / colleagues  
E) Improvement in business

Social status	A	AB	AC	AD	AE	ABC	ABCD	ABCDE	ABD	ABE	ABDE	BCDE	ADE	ACD	CE	Total
President	--	--	--	1 (16.66%) (50%)	--	--	--	--	--	1 (100%) (50%)	--	--	--	--	--	2 (4%)
Director	--	1 (9.09%) (20%)	--	--	--	--	--	--	1 (11.11%) (20%)	--	1 (50%) (20%)	--	1 (50%) (20%)	1 (20%) (20%)	--	5 (10%)
Secretary	--	--	--	--	--	--	--	--	--	--	--	--	--	1 (20%) (100%)	--	1 (2%)
Member	1 (100%) (4.34%)	5 (45.45%) (21.73%)	2 (40%) (8.69%)	3 (50%) (13.04%)	--	1 (100%) (4.34%)	1 (100%) (4.34%)	1 (50%) (4.34%)	5 (55.55%) (21.73%)	--	--	--	1 (50%) (4.34%)	2 (20%) (8.69%)	1 (100%) (4.34%)	23 (46%)
Non-Member	--	5 (45.45%) (26.31%)	3 (60%) (15.78%)	2 (33.33%) (10.52%)	1 (100%) (5.26%)	--	--	1 (50%) (5.26%)	3 (33.33%) (15.78%)	--	1 (50%) (5.26%)	2 (100%) (10.52%)	--	1 (20%) (5.26%)	--	19 (38%)
Total	1 (2%)	11 (22%)	5 (10%)	6 (12%)	1 (2%)	1 (2%)	1 (2%)	2 (4%)	9 (18%)	1 (2%)	2 (4%)	2 (4%)	2 (4%)	5 (10%)	1 (2%)	50 (100%)

The above table No. 4.6.6 shows that out of 2 (4%) respondents, who have president status, 1 (50%) each of them answered AD and ABE respectively. Out of 5 (10%) respondents who are directors in different private organizations and institutions 1 (20%) each of them answered AB, ABD, ABDE, ADE and ACD respectively.

Only 1 (100%) respondent who is a secretary of an organisation, answered ACD.

Out of 23 (46%) respondents, who are just members, 5 (21.73%) each answered AB and ABD respectively. 3 (13.04%) preferred AD, 2 (8.69%) each of them answered AC and ACD. While 1 (4.34%) each of them preferred A, ABC, ABCD, ABCDE, ADE and CE respectively.

Even out of 19 (38%) respondents, who do not have such status in any organization, 5 (26.31%) answered AB, 3 (15.78%) each answered AC and ABD, while 1 (5.26%) each of them preferred AE, ABCDE, ABDE and ACD respectively.

This table indicates that the respondents whether they are members or non-members of any organisation have been benefited from beautification in one way or other.

Table No. 4.6.7

**Occupation Group wise Classification of Respondent's views on the Question**

Have you been benefited directly or indirectly because of your regular beauty treatments YES or NO? If yes, in what way :

- A) Appreciation from husband, in laws, brothers and other relatives
- B) Marriage
- C) Employment
- D) Appreciation from friends / colleagues
- E) Improvement in business.

Occupation	A	AB	AC	AD	AE	ABC	ABCD	ABCDE	ABD	ABE	ABDE	BCDE	ADE	ACD	CE	Total
Clerk, Bank Employee	--	1 (9.09%) (14.28%)	1 (20%) (14.28%)	--	--	1 (100%) (14.28%)	1 (100%) (14.28%)	1 (50%) (14.28%)	1 (11.11%) (14.28%)	--	--	--	--	1 (20%) (14.28%)	--	7 (14%)
Officer, Lawyer, Teacher 'A' Cl	--	--	2 (40%) (25%)	1 (16.66%) (12.5%)	--	--	--	1 (50%) (12.5%)	--	--	--	1 (50%) (12.5%)	--	3 (60%) (37.5%)	--	8 (16%)
Business Women	--	--	--	--	1 (100%) (16.66%)	--	--	--	--	1 (100%) (16.66%)	1 (50%) (16.66%)	1 (50%) (16.66%)	2 (100%) (33.33%)	--	--	6 (12%)
Other Workers	--	--	2 (40%) (50%)	--	--	--	--	--	--	--	--	--	--	1 (20%) (25%)	1 (100%) (25%)	4 (8%)
Non Workers	1 (100%) (4%)	10 (90.90%) (40%)	--	5 (83.33%) (20%)	--	--	--	--	8 (88.88%) (32%)	--	1 (50%) (4%)	--	--	--	--	25 (50%)
Total	1 (2%)	11 (22%)	5 (10%)	6 (12%)	1 (2%)	1 (2%)	1 (2%)	2 (4%)	9 (18%)	1 (2%)	2 (4%)	2 (4%)	2 (4%)	5 (10%)	1 (2%)	50 (100%)

Table No. 4.6.7 shows that out of 7 (14%) respondents who have clerical services, 1 (14.28%) each of them answered AB, AC, ABC, ABCD, ABCDE, ABD and ACD respectively.

Out of 8 (16%) respondents, who are class one employees, 3 (37.5%) answered ACD, 2 (25%) preferred only AC and 1 (12.5) each preferred AD, ABCDE and BCDE. Out of 6 (12%) respondents who run business, 1 (16.66%) each of them answered AE, ABE, ABDE and BCDE. While 2 (33.33%) of them answered only ADE. Out of 4 (8%) respondents who are other workers, (maid servants), 2 (50%) answered only AC while 1 (25%) each of them answered ACD and CE respectively. Out of 25 (50%) respondents, who are non workers or housewife, 10 (40%) answered AB, 8(32%) answered ABD, 5 (20%) preferred AD and 1 (4%) each answered A and ABDE respectively. In general, 11(22%) respondents answered AB, 9 (1%) answered ABD, 6(12%) preferred AD, 5 (10%) each answered AC and ACD. 2 (4%) each preferred ABCDE, ABDE, BCDE and ADE. While 1 (2%) of them preferred A, AE, ABC, ABCD, ABE and CE respectively. It means irrespective all the respondents of different communication, educational status, income. Whether one etc. way or other way have been benefited from beautification.

This table also indicates that whether working women or non working women have been benefited from beautification in only way or other.

Table No. 4.7.1

**Community wise Classification of Respondent's views on the Question :**

Whether your attitude towards beautification is largely influenced by - (A) Yours friends; (B) Your relatives;

(C) Modern Electronic Communication Channels; (D) Modern Print Media (Journals, Magazines, Newspapers &amp; Books etc.); and (E) Public Programmes Lectures, Seminars, Speech etc.

Community	D	AB	AC	AD	BC	BD	CD	ACD	ADE	BCD	BCE	ABCD	ACDE	BCDE	ABCDE	Total
Upper Hindu Caste	1 (50%) (3.57%)	1 (100%) (3.57%)	--	2 (100%) (7.14%)	--	1 (100%) (3.57%)	1 (50%) (3.57%)	4 (100%) (14.28%)	--	1 (50%) (3.57%)	--	7 (50%) (25%)	3 (50%) (10.71%)	--	7 (63.63%) (2.5%)	28 (56%)
Brahmin/Maratha	1 (50%) (10%)	--	--	--	--	--	--	--	1 (100%) (10%)	--	--	3 (21.42%) (30%)	1 (16.66%) (10%)	1 (100%) (10%)	3 (27.27%) (30%)	10 (20%)
Other Upper Status groups Jain/ Marwadi/ Gujarati/ Sindhi/ Lingayat	--	--	1 (100%) (14.28%)	--	--	--	1 (50%) (14.28%)	--	--	--	1 (100%) (14.28%)	2 (14.28%) (28.57%)	1 (16.66%) (14.28%)	--	1 (9.09%) (14.28%)	7 (14%)
OBC/SC	--	--	--	--	--	--	--	--	--	1 (50%) (50%)	--	1 (7.14%) (50%)	--	--	--	2 (4%)
Christian	--	--	--	--	--	--	--	--	--	--	--	1 (100%) (33.33%)	1 (16.66%) (33.33%)	--	--	3 (6%)
Muslim	2 (2%)	1 (2%)	1 (2%)	2 (4%)	1 (2%)	1 (2%)	2 (4%)	4 (8%)	1 (2%)	2 (4%)	1 (2%)	14 (28%)	6 (12%)	1 (2%)	11 (22%)	50 (100%)

The table No. 4.7.1 shows that out of 11 (22%) respondents who answered ABCDE, 7 (63.63%) are upper caste Hindus, 3 (27.27%) belong to other upper castes and only 1 (9.09%) is from OBC / SC category.

Out of 14 (28%) respondents who answered ABCD, 7 (50%) are upper caste Hindus, 3 (21.42%) are from other upper castes, only 2 (14.28%) are from OBC/SC and only 1 (7.14%) each Christian and Muslim respectively. Similarly Out of 6 (12%) respondents who answered ACDE, 4 (66.66%) belong to upper castes while 1 (16.66%) each belongs to OBC/SC and Muslim categories respectively.

This indicates that majority of the respondents belong to the upper status groups and communities having influenced by almost all the items of communication while rest of the respondents have answered other items.

Table No. 4.7.2

**Age Group wise Classification of Respondent's views on the Question :**

Whether your attitude towards beautification is largely influenced by - (A) Yours friends; (B) Your relatives;

(C) Modern Electronic Communication Channels; (D) Modern Print Media (Journals, Magazines, Newspapers &amp; Books etc.); and (E) Public Programmes Lectures, Seminars, Speech etc.

Age Groups	D	AB	AC	AD	BC	BD	CD	ACD	ADE	BCD	BCE	ARCD	ACDE	BCDE	ABCDE	Total
15 - 25	--	--	--	--	--	--	--	--	--	--	1 (100%) (25%)	--	2 (33.33%) (50%)	--	1 (9.09%) (25%)	4 (8)
26 - 35	1 (50%) (6.66%)	1 (100%) (6.66%)	1 (100%) (6.66%)	1 (50%) (6.66%)	1 (100%) (6.66%)	--	1 (50%) (6.66%)	1 (25%) (6.66%)	--	--	--	7 (50%) (46.66%)	--	--	1 (9.09%) (66.66%)	15 (30%)
36 - 50	1 (50%) (4.54%)	--	--	1 (50%) (4.54%)	--	--	1 (50%) (4.54%)	3 (75%) (13.63%)	--	1 (50%) (4.54%)	--	5 (35.71%) (22.72%)	2 (33.33%) (9.09%)	1 (100%) (4.54%)	7 (63.63%) (31.81%)	22 (44%)
50+	--	--	--	--	--	1 (100%) (11.11%)	--	--	1 (100%) (11.11%)	1 (50%) (11.11%)	--	2 (14.28%) (22.22%)	2 (33.33%) (22.22%)	--	2 (18.18%) (22.22%)	9 (18%)
Total	2 (4%)	1 (2%)	1 (2%)	2 (4%)	1 (2%)	1 (2%)	2 (4%)	4 (8%)	1 (2%)	2 (4%)	1 (2%)	14 (28%)	6 (12%)	1 (2%)	11 (22%)	50 (100%)

The table No. 4.7.2 shows that out of 11 (22%) respondents who answered ABCDE, 7 (63.63%) belong to the age group of 36-50, 2 (18.18%) are above 50 years and 1 (9.09%) each belongs to the age group of 15-25 and 26-35 respectively.

Out of 14 (28%) respondents, who answered ABCD, 7 (50%) belong to the age group of 26-35, 5 (35.71%) belong to 36 to 50 age group and only 2 (14.28%) are above 50 years. While 6 (12%) respondents who answered ACDE, 2 (33.33%) each belong to the age groups 15 to 25, 36-50 and 50 + respectively.

This table indicates that majority of the respondents belonging to the middle age group have been largely influenced by almost all the items of communication.

Only 1 (2%) belong to 26 to 35 age group is influenced by AB. While rest of the respondents are influenced either 2 or 3 item of the communication.





Table No. 4.7.3

**Marital Status Group wise Classification of Respondent's views on the Question :**

Whether your attitude towards beautification is largely influenced by - (A) Yours friends; (B) Your relatives;

(C) Modern Electronic Communication Channels; (D) Modern Print Media (Journals, Magazines, Newspapers & Books etc.); and (E) Public Programmes Lectures, Seminars, Speech etc.

Marital Status	D	AB	AC	AD	BC	BD	CD	ACD	ADE	BCD	BCE	ABCD	ACDE	BCDE	ABCDE	Total
Married	2 (100%) (5.26%)	1 (100%) (2.63%)	--	1 (50%) (2.63%)	1 (100%) (2.63%)	1 (100%) (2.63%)	1 (50%) (2.63%)	4 (100%) (10.52%)	1 (100%) (2.63%)	1 (50%) (2.63%)	1 (100%) (2.63%)	1 (78.57%) (20%)	3 (50%) (7.89%)	1 (100%) (2.63%)	9 (81.81%) (23.68%)	38 (76)
Un- Married	--	--	--	1 (50%) (20%)	--	--	--	--	--	--	--	1 (7.14%) (20%)	2 (33.33%) (40%)	--	1 (9.09%) (20%)	5 (10%)
Divorcee	--	--	--	--	--	1 (50%) (33.33%)	1 (50%) (33.33%)	--	--	--	--	--	1 (7.14%) (33.33%)	1 (16.66%) (33.33%)	--	3 (6%)
Widow	--	--	1 (100%) (25%)	--	--	--	--	--	--	1 (50%) (25%)	--	1 (7.14%) (25%)	--	--	1 (9.09%) (25%)	4 (8%)
Total	2 (4%)	1 (2%)	1 (2%)	2 (4%)	1 (2%)	1 (2%)	2 (4%)	4 (8%)	1 (2%)	2 (4%)	1 (2%)	14 (28%)	6 (12%)	1 (2%)	11 (22%)	50 (100%)

The table No. 4.7.3 shows that out of 11 (22%) respondents who have been influenced ABCDE, 9 ((81.81%) are married while 1 (9.09) each is unmarried and widow respectively.

Out of 14 (28%) respondents who answered ABCD, 11(78.57) are married and 1 (7.14%) each is unmarried, Divorcee and widow respectively. Similarly out of 6 (12%) respondents, who answered ACDE, 3 (50%) are married, 2 (33.33%) are unmarried and only 1 (16.66%) is a divorcee.

This table indicates that whether married or unmarried, divorcee or widow, majority of the respondents having influenced by almost all the items of communication.

Table No. 4.7.4

**Education wise Classification of Respondent's views on the Question :**

Whether your attitude towards beautification is largely influenced by - (A) Yours friends; (B) Your relatives;

(C) Modern Electronic Communication Channels; (D) Modern Print Media (Journals, Magazines, Newspapers & Books etc.); and (E) Public Programmes Lectures, Seminars, Speech etc.

Education	D	AB	AC	AD	BC	BD	CD	ACD	ADE	BCD	BCE	ABCD	ACDE	BCDE	ABCDE	Total
Primary	--	--	1 (100%) (50%)	--	--	--	--	--	--	1 (25%) (50%)	--	--	--	--	--	2 (4%)
Secondary	--	--	--	--	1 (100%) (11.11%)	--	--	2 (50%) (22.22%)	--	--	1 (100%) (11.11%)	2 (14.28%) (22.22%)	2 (33.33%) (22.22%)	1 (100%) (11.11%)	--	9
Graduate	2 (100%) (6.66%)	1 (100%) (3.33%)	--	1 (50%) (11.11%)	--	1 (50%) (11.11%)	1 (50%) (11.11%)	1 (25%) (11.11%)	1 (100%) (3.33%)	--	--	9 (64.28%) (30%)	4 (66.66%) (13.33%)	--	9 (81.81%) (30%)	30
Post Graduate	--	--	--	1 (50%) (11.11%)	--	--	1 (50%) (11.11%)	1 (25%) (11.11%)	--	1 (50%) (11.11%)	--	3 (21.42%) (33.33%)	--	--	2 (18.18%) (22.22%)	9 (18%)
Total	2 (4%)	1 (2%)	1 (2%)	2 (4%)	1 (2%)	1 (2%)	2 (4%)	4 (8%)	1 (2%)	2 (4%)	1 (2%)	14 (28%)	6 (12%)	1 (2%)	11 (22%)	50 (100%)

The table No. 4.7.4 shows that out of 11 (22%) respondents who answered ABCDE, 9(81.81%) are graduates and only 2(18.18%) are post graduate.

Out of 14 (28%) respondents, who answered ABCD, 9 (64.28%) are graduates, 3 (21.42%), are post graduates and 2 (14.28%) are matriculates. Similarly out of 6 (12%) respondents, who answered ACDE, 4 (66.66%) are graduates and 2 (33.33%) are matriculates.

The rest 18 (36%) respondents, who answered 1, 2 or 3 alternative items.

This table indicates that majority of the respondents are highly educated and thus they are influenced by all the communication channels for their beautification. Only 1 (2%) graduate respondents answered AB.



**Table No. 4.7.5****Social Status wise Classification of Respondent's views on the Question :**

Whether your attitude towards beautification is largely influenced by - (A) Your friends; (B) Your relatives;

(C) Modern Electronic Communication Channels; (D) Modern Print Media (Journals, Magazines, Newspapers &amp; Books etc.); and (E) Public Programmes Lectures, Seminars, Speech etc.

Social status	D	AB	AC	AD	BC	BD	CD	ACD	ADE	BCD	BCE	ABCD	ACDE	BCDE	ABCDE	Total
President	--	--	--	--	--	--	--	--	--	--	--	--	--	--	2 (18.18%) (100%)	2 (4%)
Director	1 (50%) (20%)	--	--	--	--	--	--	1 (25%) (20%)	--	--	--	2 (14.28%) (40%)	1 (16.66%) (20%)	--	--	5 (10%)
Secretary	--	--	--	--	--	--	1 (50%) (100%)	--	--	--	--	--	--	--	--	1 (2%)
Member	--	--	--	2 (100%) (8.69%)	--	1 (100%) (4.34%)	--	1 (25%) (4.34%)	1 (100%) (4.34%)	1 (50%) (4.34%)	--	6 (42.85%) (26.08%)	4 (66.66%) (17.39%)	--	7 (63.63%) (30.43%)	23 (46%)
Non-Member	1 (50%) (5.26%)	1 (100%) (5.26%)	1 (100%) (5.26%)	--	1 (100%) (5.26%)	--	1 (50%) (5.26%)	2 (50%) (10.52%)	--	1 (50%) (5.26%)	1 (100%) (5.26%)	6 (42.85%) (31.57%)	1 (16.66%) (5.26%)	1 (100%) (5.26%)	2 (18.18%) (10.52%)	19 (38%)
Total	2 (4%)	1 (2%)	1 (2%)	2 (4%)	1 (2%)	1 (2%)	2 (4%)	4 (8%)	1 (2%)	2 (4%)	1 (2%)	14 (28%)	6 (12%)	1 (2%)	11 (22%)	50 (100%)

The table No. 4.7.5 indicates that out of 11 (22%) respondents who answered ABCDE, 7 (63.63%) are members of different organizations, 2(18.18%) are presidents and 2(18.18%) are non-members.

Out of 14 (28%) respondents who answered ABCD, 6 (42.85%) each belong to member and non-members respectively and the rest 2 (14.28%) are directors.

Similarly out of 6 (12%) respondents who answered ACDE, 4 (66.66%) are members while 1 (16.66%) each is non-member and director respectively.

It indicates that whether the respondents are members or non-members majority of them have influenced by all the item of communication.

**Table No. 4.7.6**

**Occupation wise Classification of Respondent's views on the Question :**

Whether your attitude towards beautification is largely influenced by - (A) Yours friends; (B) Your relatives;

(C) Modern Electronic Communication Channels; (D) Modern Print Media (Journals, Magazines, Newspapers & Books etc.); and (E) Public Programmes Lectures, Seminars, Speech etc.

Occupation	D	AB	AC	AD	BC	BD	CD	ACD	ADE	ABD	BCD	BCE	ABCD	ACDE	BCDE	ABCDE	Total
Clerk, Bank Employee	1 (50%) (14.28%)	--	--	2 (100%) (28.57%)	--	1 (100%) (14.28%)	--	--	--	--	--	--	1 (7.14%) (14.28%)	--	--	2 (18.18%) (28.57%)	7 (14%)
Officer, Lawyer, Teacher	--	--	--	--	--	--	1 (50%) (12.5%)	--	--	--	--	--	4 (28.57%) (50%)	1 (16.66%) (12.5%)	--	2 (18.18%) (25%)	8 (16%)
Business Women	1 (50%) (16.66%)	--	--	--	--	--	--	2 (50%) (33.33%)	--	--	--	--	1 (7.14%) (16.66%)	1 (16.66%) (16.66%)	--	1 (9.09%) (16.66%)	6 (12%)
Other Working Women	--	--	1 (100%) (2.5%)	--	--	--	--	--	--	--	1 (50%) (25%)	--	1 (7.14%) (25%)	1 (16.66%) (25%)	--	--	4 (8%)
Non Working Women	--	1 (100%) (4%)	--	--	1 (100%) (4%)	--	1 (50%) (4%)	2 (50%) (8%)	1 (100%) (4%)	--	1 (50%) (4%)	1 (100%) (4%)	7 (50%) (28%)	3 (50%) (12%)	1 (100%) (4%)	6 (54.54%) (24%)	25 (50%)
Total	2 (4%)	1 (2%)	1 (2%)	2 (4%)	1 (2%)	1 (2%)	2 (4%)	4 (8%)	1 (2%)	--	2 (4%)	1 (2%)	14 (28%)	6 (12%)	1 (2%)	11 (22%)	50 (100%)

The table 4.7.6 shows that out of 14(28%) respondents, who answered ABCD, 7 (50%) belong to non working women category, 4 (28.57%) belong to 'A' class employees, and 1 (7.14%) each belong to clerical employee, business and other working women category respectively. While 6(12%) respondents, who answered ACDE, 3 (50%) are non working women and 1 (16.66%) each of them belongs to 'A' class employees, Business and other working women category respectively.

Out of 11 (22%) respondents who answered ABCDE, 6 (54.54%) are non working women, 1 (9.09%) is a business women and 2 (18.18%) each belong to clerical and 'A' class employee. This table indicates that whether working women or non working women, majority of them have been influenced by various modern communication channels.

Table No. 4.7.7

## Income Group wise Classification of Respondent's views on the Question :

Whether your attitude towards beautification is largely influenced by - (A) Yours friends; (B) Your relatives;

(C) Modern Electronic Communication Channels; (D) Modern Print Media (Journals, Magazines, Newspapers & Books etc.); and (E) Public Programmes Lectures, Seminars, Speech etc.

Income group	D	AB	AC	AD	BC	BD	CD	ACD	ADE	ABD	BCD	BCE	ABCD	ACDE	BCDE	ABCDE	Total
0 - 5000	1 (50%) (9.09%)	-	1 (100%) (9.09%)	-	-	-	-	-	-	-	1 (50%) (9.09%)	-	5 (35.71%) (45.45%)	2 (33.33%) (18.18%)	-	1 (9.09%) (9.09%)	11 (22%)
5001 - 20,000	1 (50%) (5%)	1 (100%) (5%)	-	1 (50%) (5%)	1 (100%) (5%)	1 (100%) (5%)	1 (50%) (5%)	3 (75%) (15%)	1 (100%) (5%)	-	-	-	3 (21.42%) (15%)	2 (33.33%) (10%)	1 (100%) (5%)	4 (36.36%) (20%)	20 (40%)
20001 - 30000	-	-	-	-	-	-	1 (50%) (8.33%)	1 (25%) (8.33%)	-	-	1 (50%) (8.33%)	1 (100%) (8.33%)	4 (28.57%) (33.33%)	1 (16.66%) (8.33%)	-	3 (27.27%) (25%)	12 (24%)
30000-40000	-	-	-	-	-	-	-	-	-	-	-	-	-	1 (16.66%) (33.33%)	-	2 (18.18%) (66.66%)	3 (6%)
40000+	-	-	-	1 (50%) (25%)	-	-	-	-	-	-	-	-	2 (14.28%) (50%)	-	-	1 (9.09%) (25%)	4 (8%)
Total	2 (4%)	1 (2%)	1 (2%)	2 (4%)	1 (2%)	1 (2%)	2 (4%)	4 (8%)	1 (2%)	-	2 (4%)	1 (2%)	14 (28%)	6 (12%)	1 (2%)	11 (22%)	50 (100%)

The table No. 4.7.7 shows that out of 14(28%) respondents who answered ABCD, 5 (35.71%) belong to below Rs.5000/- income group, 3 (21.42%) belong to between Rs.5001/- - Rs.20000/-, 4 (28.57%) Rs. 20001 - Rs.30000/- and 2 (14.28%) belong to Rs.40000/-+ income group.

Out of 6 (12%) respondents who answered ACDE 2 (33.33%) each belong to below Rs.5000/- and Rs.5001/- - Rs.20000/- income groups respectively.

While 1 (16.66%) each of them belong to Rs.20001/- - Rs.30000/- and Rs.30001/- - Rs.40000/- respectively. Similarly out of 11 (22%) respondents who answered ABCDE, 4 (36.3%) belong to Rs.5001/- - Rs.20000/- income group. 3 (27.27%) belong to Rs.20001/- - Rs.30000/-, 2 (18.18%) belong to Rs.30001/- - Rs.40000/- and 1 (9.09%) each of them belong to below Rs.5000/- and above Rs.40000/- respectively.

This table indicates that the respondents, inspite of belonging to different income groups, have been influenced by various modern communication channels.

When we take into consideration of only C and D answers together, we observe that 49 (98%) respondents, irrespective of their different socio-economic backgrounds, have been largely influenced by modern electronic communication channels as well as print media.