

UNDERSTANDING **SOCIAL PROBLEMS**



EDITORS

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**ASSAM COLLEGE TEACHERS' ASSOCIATION
DIBRUGARH ZONE**

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UNDERSTANDING SOCIAL PROBLEMS

সামাজিক সমস্যাৰ বোধগম্যতা

সম্পাদকদ্বয়

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*Deepali
Bhattacharya*



অসম কলেজ শিক্ষক সংস্থা

ডিব্ৰুগড় মণ্ডল, ডিব্ৰুগড়
জানুৱাৰী, ২০১৮

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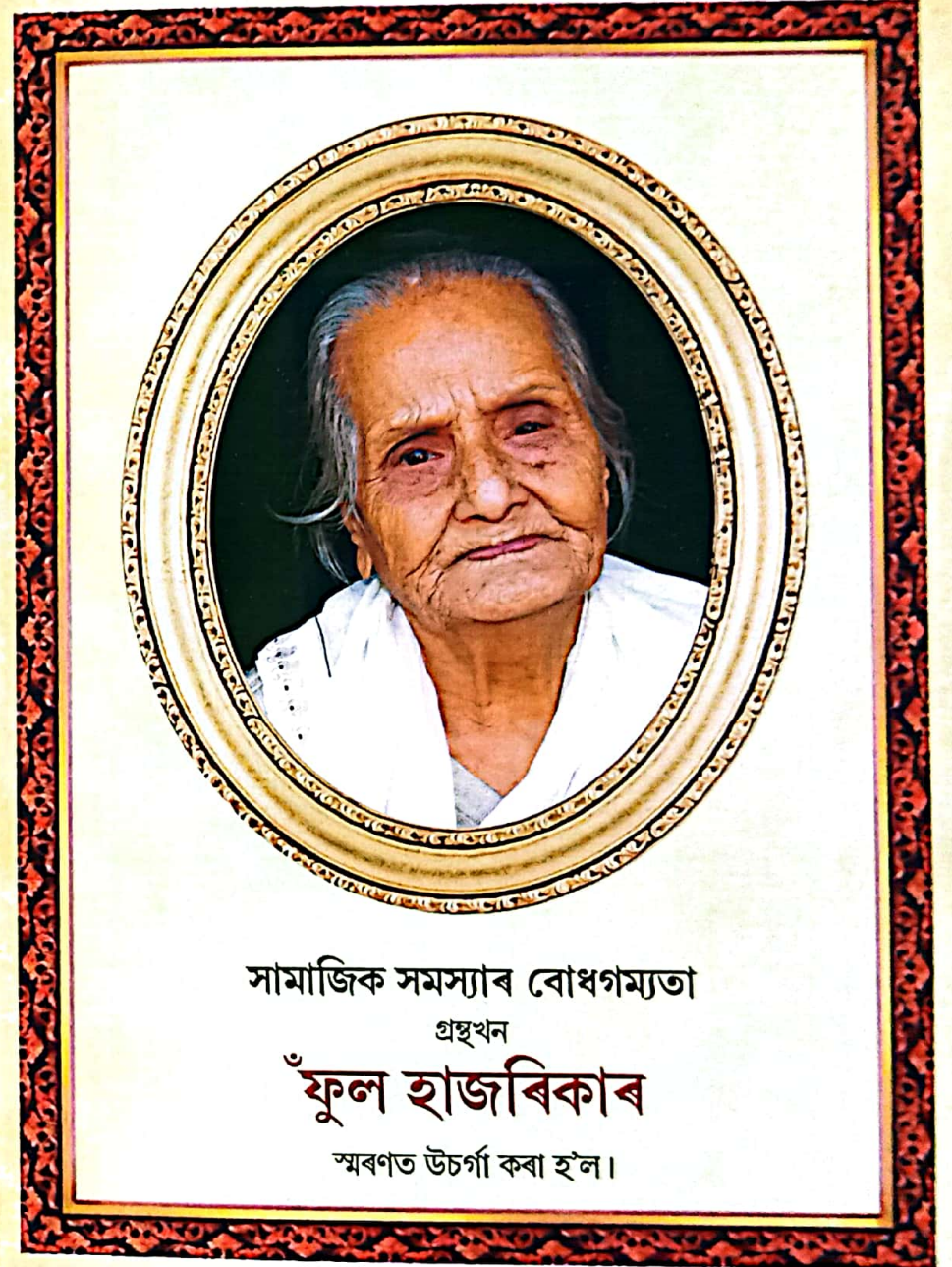
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the nature and magnitude of these social problems by the Social Science Researchers who can try to use theoretical perspectives in the evaluation of social problems to arrive at a logical conclusion.

This is our proud privilege that ACTA, Dibrugarh Zone has decided to publish a book which focuses primarily on the issues related to the society of this era. This book is intended to use in the understanding of social problems and the text also gives a framework for analyzing the issues. In this regard we take the opportunity to offer our sincere thanks to the Secretary Dipankar Sharma and President Mahesh Kumar Jain as well as all the members of ACTA, Dibrugarh Zone for their valuable suggestion, encouragement and financial assistance to publish the book.

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Dr. Diganta Kr. Gogoi
Plabita Das

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Income Generation and Participation of Women in Direct Selling

- Deepali Bhattacharjee

Network marketing or Direct selling is "the marketing of consumer goods by representatives of the producers of the goods (distributors) to customers, bypassing the typical system of fixed retail locations" (Peterson, 1996). It is characterized as a "low cost, low entry-barrier, business opportunity that allows individuals, mostly women, to work a flexible range of hours selling branded goods for commission" (Brodie, Stanworth, and Wotruba 2002). Direct selling is the very familiar shopping media worldwide. It entered into India in 1995. In this market retail shop or outlet is not required. People sell the products from their home only. Therefore, this business is very popular among the women. Network marketing is the industry perceived as being low investment and high return. It employs a large number of people by using verbal communication and little advertising. Some Companies explicitly and symbolically define themselves as feminine, and are 'unabashedly women's world' (Biggert 1989). Oriflame, Avon calls itself "the Company for women". Tupperware deals with kitchenware and airtight container, distributorship given to women only. Some Direct Selling Organisation are built on the assumption that the selling interaction is an all-female one with female seller and female consumer and the products are oriented toward adult women because they deal with cosmetics, with a much smaller selection of items for men and children. In the history of the universe, stars became the building blocks for life. And in the history of direct selling, the points of light that became the building blocks of the industry were women, (Http/Direct selling news). Often we are sharing those things we love, with our friends and family that we

might not even notice how often we engage in this behavior. Therefore, we pay attention to our co-workers who cannot stop talking about the movie or the restaurant they went to over the weekend and how you should go too and the neighbor who recommends his brand of lawnmower or the friend you can ask about a doctor or dentist. We are constantly utilizing our networks to share the things we love and to help us make decisions about purchasing goods and services. In fact, these human tendencies are so strong that they are codified as a marketing strategy called "word-of-mouth" marketing (Misner and Morgan 2009, Constantin, 2009). Today is the era of technology; people adopt online shopping, web-order, still Direct selling is considered to be the best form of marketing with this latest technology. People do not trust corporations, but they do trust their friends and peers - the social network (Direct selling news). Social sharing still leads to social commerce.

Considering the rapid expansion and its impact in the society of the Network Marketing business in India, an attempt has made to study in this subject. A few scholars have already done certain studies in this marketing system analyzing the nature of its expansion, attitude of the people at large towards this type of business etc. But no study has so far been made in Assam for analyzing the growth and expansion of this business and attitude of the people of Assam towards this business. The present study is an attempt in this direction.

The methodology adopted for the study is descriptive. This study based on primary and secondary data collection. For primary data collection, 650 respondents have been selected from respective sample companies. The sample companies are Amway India Enterprises, Oriflame India Pvt Ltd, Tupperware India Pvt Ltd. Secondary data are to be collected from the zonal offices of the sample companies for analyzing the performance of these Network marketing companies. Secondary data have also been collected from Journals, magazines, books, newspapers, internet source and websites.

This paper is going to explore how Direct selling can create employment generation and specially income generation among the women

Though direct selling is a relatively new industry in India, in less than two decades it has provided self-employment opportunities to more than 5 million people, out of which nearly 60 per cent are women. Besides providing additional income opportunities to direct sellers, the industry also generates direct employment in their offices and manufacturing units in India. The size of the Indian direct selling community has more than doubled between 2009-10 and 2012-13. The industry has seen an increase of almost 2.6 million distributors from about 3.2 million in 2009-10 to 5.8 in 2012-13. The industry offers self-employment opportunities to a large number of people, especially women. Direct selling gives women the flexibility to manage their time and balance in their work and personal lives. The industry also offers women financial independence and the improved ability to take care of their families. The industry in FY13 provided self employment to nearly 60 percent (3.4 million) female distributors which increased 1.5 times from 2.2 million in FY10. Also many Companies work towards the empowerment of women (PHD research bureau. Annual Survey of Indian Direct selling Industry 2013-14).

Indian Direct selling Industry has highlighted the industry's growth, prospects and important concerns both from direct seller entities and consumers prospective. Indian Direct Selling industry is people centric industry and has a positive socio-economic impact in terms of self-employment, decent income opportunity and growing skill development. Indian consumer's outlook changed after Liberalization because of the booming economy, rising income of the middle class and the upper middle class, need for labour saving devices and a promise of easier and happy life, highly competitive production and marketing are promoting consumerism. In India during 2001, 11.9% urban women were engaged in Direct selling but it has increased 15.4% in 2011. (India's National Sample Survey 2011 report). In Assam 30million total population, Direct selling market potential, INR 5-10 billion (2025), self-employment generation potential during 2025 will be 0.10-0.15 million people (KPMG, FCCI report)

Some table below have been shown the performance of Network marketing in India:

Table: 1

Gross sale from direct sales Industry during 2011-14

Year	Gross sale of Direct Sale
2013-14	INR 74.722 million
2012-13	INR 71.641 million
2011-12	INR 63.851 million

Source: PHD research bureau Annual Survey of Indian Direct selling Industry 2013-14.

The Table-1 shows that the gross sale of direct sale has increased since 2011 to 2014. During 2011-12, gross sale was INR 63.851 million, in 2012-13 the gross sale increased to INR 71.641 million and during 2013-14 the amount increased to INR 74.722 million.

Table: 2

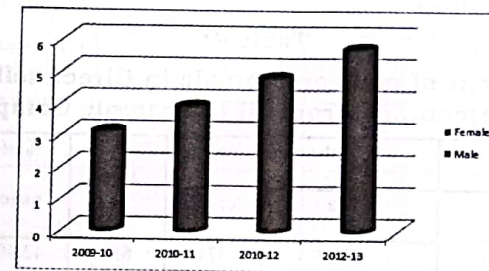
Share of male and female in Direct selling (India).

Year	Male(m)	Female(m)	Total (m)
2009-10	0.9	2.2	3.2
2010-11	1.4	2.5	4.0
2011-12	1.8	3.0	4.9
2012-13	2.3	3.4	5.8

Source: IDSA report (2012-13)

Bar Diagram :1

Increasing trend of distributors joining in Direct selling in India (2009-13)



The diagram: 1: it is seen that the share of male female in Direct selling industry of India from 2009-13. According to this table, the number of distributor have been increasing year after year. The bar diagram is showing the increasing trend of joining of distributor in Direct selling (India). Share of female participation is more than male participation in India.

Table :3

Total number of women distributors and total number of women employees and their percentage in sample company offices in Assam (2014-15)

Name of the sample Companies	Active female distributor	% of female distributor	No of female employee	% of Female employees	% of Male employees	Total employee
Amway	15000	30%	8	32%	68%	25
Oriflame	19600	98%	10	71%	28%	14
Tupperware	5000	100%	2	66.6%	33.3%	3

Source: All the sample Companies head office in Guwahati.

In this table the number of female distributors of all the sample Companies and the percentage of female and male distributors, number of female employee and male employee have been shown.

Table 4:

Involvement of male and female in Direct selling and their percentage from all the sample Companies

State	sex of the respondent		Total	% of male	% of female
	Male	female			
Assam	276	374	650	42.46	57.53

Source: Field survey

**Table :5
One-Sample Statistics**

	N	Mean	Std. Deviation	Std. Error Mean
sex of the respondent	650	1.5754	.49467	.01940

For t-test mean value is found 1.5754 , standard Deviation is .49467 and standard error mean is .01940.

An independent t -test was used to check the male-female involvement in Direct selling of our sample Companies. Here, calculated p value is 0.000(Sig.,2-tailed), which is less than 0.05. The t-test has shown the difference between male and female is statistically significant and we can conclude that there may have some difference in the involvement in direct selling with respect to the sex of the respondent.

Table :6:

Relationship between educational qualification of the respondent and involvement of male female in Network marketing

Sex of the respondent	Non graduate I	More than graduate	Total
Male	41	235	376
Female	88	286	374
Total	129	521	650

Source: Field survey.

Table.6 shows the Chi-square test of male educated distributors and female educated distributor.

$$\chi^2 = \sum \frac{(O_i - E_i)^2}{E_i}$$

$$= 7.205$$

In table value χ^2 for 1 degree of freedom at 5 percent level of significance is 3.84 . The calculated value is 7.205 is much higher than the table value and hence, the result of the experiment said that the more than graduate distributors do more Direct selling business than non-graduate distributors.

Table :7

The income range of the male and female distributors of the sample Companies

Sex of the respondents	Income range below Rs 10000-40000/	Income range above 40000	total
Male	269 (41.38)	7(1.07)	276 (42.46)
Female	363(55.846)	11(1.69)	374(57.538)
	632(97)	18 (2.7)	650

Source: Field survey.

Figures in between brackets are showing percentage.

The Chi-square test indicates that number of female distributors earn more in the income level of below Rs 10000-40000/ and above Rs.40000/ In this chi-square test . 1degree of freedom at 5percent level of significance is 3.84. Since calculation value is more than table value (0.0962). Statistically, it is not significant that income level of the women distributors are more than male distributors.

It has been found that in Comparison with male, the involvement of women in Direct selling is high but success stories of women are very low, women radically try to improve their socioeconomic status through Direct selling, so the success stories are real and are constantly retold by Direct sellers, the average distributor will not become wealthy through her work selling cosmetics or air tight container. Only those, who are dedicatedly do this business and devoting 24 hours a week, attending regular product training, counseling regular with his/her 'upline'. They can get the success in Direct selling e.g. they visit upline place regularly, attend all the meeting and seminar conducted by the Direct selling Company, attend the education system meeting (mostly of the Direct Selling Companies have their own education systems to upgrade the people skill, product sale approach etc) distributors conducted home meeting / party plan in his/her house; they sometime go to the prospects /customers house to show their MLM plan and for product demonstration. Sometime distributor invite their upline to demonstrate the products and describes the qualities of product. They do home meeting among their own (small) team and discuss about some motivational book, product range, demonstration etc. In this business when a simple home maker turns into a business woman which inspired other women to do this business. Perhaps in large scale income generation its success level is very low but in Indian society when a house wife earn a money through Direct selling, gets incentives, foreign trips, rewards, recognition it attracts more women towards Direct selling business. So, this paper tries to highlight the benefits of Direct selling business for women and income source of women if they do this business following all the rules of this business.

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