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Women Market, Social Economic Impact, Case study on Ema Keithel (Women Market) Manipur India

Tripti Panwar

Research Aspirant on Women and Plantation Workers

ABSTRACT

The paper reviews the Market of North east India leaded by Women called "Ema Kathel" (Women Market) a market owned by women, every task from producing, packing and selling everything done by women themselves. The position of Women in World was still improving there is a place in north east India where women do not only do household chores also go out for business and doing very well.

The paper describes the original position of women in the world and their roll in business and suggesting the way to improve their position by comparing with North east India. What kind of business they are doing how they manage to get resources. Another section of the paper describes why it's only happening in north India rather in a whole part of India.

The purpose of this study is to present a systematic and analytical review of the available content based on a field survey conducted, that women position in not only to bear a child and to do house chores but women can do far better in business, entrepreneurs as well.

It is hoped this study will inform every part of the world that women are as good in doing business, leading entrepreneur as they manage the home.

Keywords: *Women Market in India.s*

INTRODUCTION

Since the ancient time, women play an important role in building nation. It would be right to say that man cannot alone take the role of social economic development of the nation. Woman is an important ingredient put in the social economy of the country. Nearly half of the world's population is constituted by women also are an important factor in the development of a country and of course the results are remarkable. In India, women are the symbol of strength and handwork. In social economic development, as well contribution of women is far imagination. Every single task in marketing in north east markets is being done my women itself. Whether it's harvesting, manufacturing, packing or selling .women are doing great in every field of the marketing process.

ROLE OF EMA (WOMEN)

Ema, its literal meaning is Ei mean blood and Ma mean mother that means mother by blood. In the north east, every middle age women are called as Ema. Women are the life line of the north east market. They play a very important role in the north east market. In Manipur, they have a separate market known as 'Khwairambal either' or 'Ema keithel'. Ema Keitel is only of its kind of market in whole India It's a unique example of empowered women and self-sufficient social economic life in the state. Women come in this market every day not just to sale the goods but to come and share their views on social economic turmoil under political affairs. Also, they set together and discuss how they can bring change in their strategies of selling to improve marketing and also to cop

up with the adverse political atmosphere at some point in time. At some point in time, they come on streets to fight for their rights and to protect their market stability when the situation of economic breakdown gets worst they give suggestion and help the movement to bring the constructive result that is good for the social economic development of the state.

WOMEN SELLER OF WOMEN MARKET

The women seller of ema market is equally found to be active in the social economic role of the state. In the family, they manage their household activities and do their house chores. The women seller's assists in establishing moral values and behavior among family members and render financial support in the maintenance of their families. They possess the sense of discipline, regularity and systematic management of their domestic affairs as well as trade and business in the market. As a unique feature of the women in Manipur they take a central role in the business of the marketing of almost all goods such as agriculture, handlooms, handicrafts, the women in Ema market (keithel) comes from different parts of the state that represent the mobility of women in the region.

FINANCIAL SUPPORT OF EMA MARKET

For any business financial support is a major key to start. The new trend in the economic participation of women is the emergence of self-help groups that are gendered under the principle of 'thrift' that the Manipuri term is 'Markup'. With the advent of a self-help group in the state, the women are able to produce substitute goods and become more effective in creating economic efficient.

OBJECTIVES

- To study the economic status of the women vendors of women market in Manipur, North East India.
- To find out the educated women vendors and uneducated women vendor how far they manage their business.
- To assess how far they are self-sufficient
- To examine their effect on their family.
- To exam how they manage their house chores with business.
- To examine their social economic roles.

METHODOLOGY

The present study was conducted through survey method on the random sample of 100 women vendors. Vendors are selected from Ema Market in Imphal. The tool for the study has used an interview followed by questioner methods.

CONCLUSION AND SUGGESTIONS

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

There are women vendors of different age in Ema Market starting from 18 to 90. Most of the age between 30-60. The women vendors have a low-profit margin. They mostly doom in debt. They generally do not have saving accounts, they save through Markup. Most of the women vendors take loans for their business from private sectors or from rich business men. Most of the women are from a poor family but manage to survive lively hood. Generally, they communicate in their native language that is Manipuri but some of them know Hindi and English as well.

The women vendors of ema market are active in social activities. The women vendor as a collective body always acts as a force on an issue concerning the social economic and political life of the people of the state. They always try to protect not only the interest of their family but also the interest if the state at large.

All the women vendor of Ema market pay tax for their seats. Even those who sell things on streets are also paid tax equally with those who are selling at the shed.

Based on the above situation, it is suggested to improve the condition of women vendor of the Ema market and also suggested to promote such type of women market in another place of India as well because it is the only example of women empowered market in the nation.

Most of the women take loans to start their business from private sectors for that they have to pay high-interest rates. If the government take initiative in financing the women their economic status will improve to a large extent.

The majority of the women vendor do not have saving accounts and may be they are not aware of it, if they were made open the saving accounts at least they can save money for them.

The majority of women are not fully aware of the marketing system and trading. They needed to give proper awareness program in order to improve trading and marketing

Women vendor sitting on the roadside are also giving tax same as those sitting under the shed. If the government make proper arrangement for their sitting and make proper policy for these women the problem of these women can be reduced to a large extent.

As women play an important role in the development of the society there needs an improvement in the knowledge of women in every field of life. The women vendor needed to aware socially, politically and most important are educational.

The government need to bring special programme for education of women and needed to initiate policies to uplift women vendor.

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