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BEAUTICIAN AS A PROFESSION AND WOMEN EMPOWERMENT A RESEARCH STUDY OF BEAUTY PARLORS IN MANGALORE CITY

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ABSTRACT

Women who have been entering in to remunerative occupation and professions are increasing substantially. Women are absorbing themselves in various occupations and enjoying equal status more or less on par with men. Women are working in all types of jobs such as technical, professional and non-professional in both private and public sectors. Beautician Profession is one of the blooming Professions among women who are moderately educated. It is considered as promising job for women who are not fairly graduated with. This profession that succeeds in Market As long as beauty conscious prevails among women. The Mushrooming Beauty parlours are the actual results that shows the Present Market for this Job.

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

KEY WORDS: Women , Beautician , Women empowerment