

CAREERS FOR WOMEN



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FOREWORD

Sharing of economic activity by women is neither a new phenomenon or a new development. From time immemorial women in India have played a significant role both in economic field as well as at homes. The recent expansion in education has contributed change in the outlook, values, attitudes and approach towards living and has caused awakening in women for recognition of their role and more and more participation in the work force breaking social and religious barriers, etc. It has helped to change the position of women in the labour market and to raise their social and economic status.

The present publication "Careers for Women" in the World of Work Series, provides information not only in respect of traditional occupations but also new and emerging occupations being accepted by women. Efforts have been made to cover the occupations which are more suitable to women. However, it is felt to tell that this list is not exhaustive, only suggestive, as women are now entering in all the areas of economic activities whether wage paid employment or self-employment.

Suggestions for improvement are welcome.

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CAREERS FOR WOMEN

The Constitution of India guarantees equality of opportunities in matters relating to employment and directs the Centre and the State Governments to secure equal rights for an adequate means of livelihood, equal pay for equal work and just human conditions of work for all irrespective of sex, caste, creed or religion. It also makes special provisions for women to help them improving their status in society. Despite concerted efforts at improving the status of women, Indian women are still lagging behind in many spheres. The status of women in large segments of Indian society could not be raised except by opening up opportunities of independent employment for them. Women graduates leaving Colleges/Universities need somehow to imbibe that work, even if it must be undertaken for necessity, is not only a means to earning bread, but to acquiring an identity. They must be made to realise that knowledge and skills, acquired are not an irrelevant excrescence but a meaningful instrument for shaping of a worthwhile life.

India is the second largest populated country in the world. As per 1981 Census the female population of India was 331 millions as against 117 millions at the beginning of the century i.e. 1901. Thus, over 8 decades i.e. 1901-1981, the female population has increased by 213 millions or by 182%. During the same period the male population has also increased by 233 millions or by 193%. It is estimated that the female population in the year 2001 will be around 480 million. It is estimated that women labour force in 2000 A.D. will be 118.4 million. Although as per 1981 census there were 933 women as per 1000 males, yet their share in employment was only about 21%. More than 3/4th of female population live in rural areas and about 88% of them are also employed in rural sector. Another feature of the female labour is that to a large extent it is unremunerated as the same is covered within the household or family enterprise. An ILO study has estimated that the value of unpaid household work constituted 25 to 39% of the total gross national product in developing countries. The Seventh Five year plan also acknowledges that about 54% of the rural women and 26% of urban

women are engaged in marginal occupations in order to supplement the family income.

Education is one of the most important factors which determines the status of a person. The level of education plays an important role in determining one's suitability for a job. The literacy* amongst women has gone up from 0.69% in 1901 to 24.82% in 1981. During the same period the literacy rate for male has gone up from 9.83% to 46.89% during the last 80 years, the increase in literacy rate amongst males which was 37% as against 24% amongst females. Still it is considered far from satisfactory. If we further analyse the literacy rate by level of education, it is observed that literacy rate of matriculates or Higher Secondary among female was 12.43% as against 17.27% amongst male as per 1981 census. Amongst graduates it was still lesser i.e. 2.96% as against 4.42% amongst males. The enrolment during 1950-51 to 1984-85 of female students has shown a significant growth. It has risen from 162,000 to 43,45,000 at high/higher secondary level and from 19,000 to 900,000 at graduation and post graduation level. Even in faculties such as medicine and law, percentage was much lower as compared to male counterparts though there is great need of specialists in these fields and work environment is also quite congenial for women.

Under the New Education Policy lot of emphasis is being laid on vocationalisation of subjects. Vocational subjects are being introduced at +2 level to check the growing enrolment in general education and preparing students to take up their own jobs. Even at the under-graduate level Delhi University has introduced some of the vocational subjects such as Computer Science, Electronics, Industrial Relations and Personnel Management; Entrepreneurship development, Business Data Processing, Family and Child welfare and Secretarial Practice. Tourism, Office Management, Retail Trade, Insurance Stores Management were introduced earlier at Under-graduate level in Delhi University. The response of girls in these subjects has been quite encouraging.

* Source — Table 4.1, 4.5 — Women in India — A Statistical Profile — 1988 — Deptt. of Women & Child Devt. Ministry of Human Resource Development.

** Source: Table 4.8 — Women in India. A statistical Profile, 1988.

Various universities have started separate courses for women. Delhi University (Management faculty) provides a Certificate course in Office Supervision for women. Graduates of minimum 19 years of age are eligible for this course. Recently Padmavathi Women University has been established at Tirupathi (A.P.) to provide special courses to enable women become economically independent. To provide a wide range of training opportunities for women, a National Vocational Training Institute for Women (NVTI) was set up at Delhi in March, 1977. Three Regional Centres were also started at Bombay, Bangalore and Trivandrum. These institutes provide training in basic skills, advanced skills and also arrange Instructor's training in a few selected trades. During the Seventh Five year Plan, it is proposed to set up five additional Regional Centres. In addition, the Vocational Training opportunities also exist in ITI's. In all the ITI's women can undergo training. As on Dec. 1987* about 249 women ITI's/Women wings were set up with about 19,825 sanctioned seats. Besides, under Apprenticeship Training Programme there are 146 designated trades in 218 specified industries for boys and girls. The duration of training for trade apprentices varies from 6 months to 4 years depending upon the requirement of the trade. The trainees are generally inducted twice a year during Feb. March and August September. The educational requirements vary from 5th standard to 10th standard or equivalent. The rate of stipend during the training period varies from Rs. 290, Rs. 330, Rs. 380 & Rs. 400 per month during 1st, 2nd, 3rd and 4th year respectively depending upon the year of training. The number of women apprentices undergoing training was 5274 out of 1,39,319 as on 31st Dec, 1988.

The modern way of life and high cost of living has encouraged the women to go for jobs. The number of women registered with Employment Exchanges at the end of Dec, 1988 was 54.61 lakhs. It is an indication of their interest in salaried jobs. There has been significant growth of women registrants as we see that at the end of Dec, 1980, the number of women registered with Employment Exchanges was only 23.50 lakhs. Almost 50,000 women are placed every year in the employment through Employment Exchanges.

* Annual Report Ministry of Labour Vol. II (1988-89)

One of the most striking feature of the employment market in India during the past few decades has been the increasing number of women seeking employment in all walks of life. The age old social customs, prejudices and barriers discouraging the employment of women are getting slowly diluted. Today, we find that more and more women are taking up executive, managerial and professional jobs. Some of them have been risen to top positions of administration in public as well as private sector. As on 1st Jan, 1987 there were 339* women out of 4548 in IAS (Indian Administration Serv.) and only 21* out of 2439 in IPS (Indian Police Service). The Government proposes to increase the representation of women in Civil Services to 20% by 1990. The ratio of women employees has increased considerably from eight to thirteen percent now due to sustained and conscious efforts by the Government to attract women to take civil jobs. Indian Railways employ about 43,000 women. These few examples show that employment pattern of women is taking a radical change although slowly. Even now, a good number of women workers prefer to opt for the professional jobs such as teaching, nursing, sales, secretarial jobs as they have found these jobs more suiting to their temperament.

If we analyse the women employment in the organised sector we find that it has risen to 14% in 1981 from 11% in 1971. During this period, although, there has been a decline in agricultural and allied activities and construction work yet there has been a significant increase in manufacturing, transport, communication and service sector. Similarly in the unorganised sector there has been growth from 18% in 1971 to 21% in 1981.

If we study the female work force by occupations in various sectors of economy during 1971 and 1981 census, we find that there was a significant growth in Administrative, Executive and Managerial worker while there was decline in manual occupations.

1. TEACHING OCCUPATIONS

"The true aim of every one who aspires to be a teacher should be to kindle minds". Teaching is a vast field which provides employment as pre-primary and primary teachers in Montessori, Nursery, Kinder-

* Source: 1: Annual Report Vol. II (1988-89) Ministry of Labour.
2: Table 5.22, 5.23-Women In India-A statistical Profile, 1988.

garten and basic primary schools; Secondary/Senior Secondary School Teachers; subject specialist Teachers; Teachers for Physically handicapped; Physical Education Teachers and College/University teachers. By and large, women teachers are mostly engaged in teaching in primary and secondary schools. However, there is a plenty of scope for starting one's own nursery school or private coaching institute at one's own place. Large number of private and government schools exist in big and small towns where both male and female teachers are employed. The number of women teachers in all types of schools for general education rose to 11.00 lakhs in 1986-87 from 1.15 lakhs in 1950-51.

Those who join as pre-primary or primary school teachers are generally matriculates, possessing a diploma or certificate in Nursery/Elementary Teaching. In high/higher secondary schools mostly trained graduate teachers are engaged who are degree holders possessing one year post-graduate Bachelor's degree in education (B.Ed.). There are a good number of Institutes which impart training in education. In 1985-86, about 37,400 girls as against 48,000 boys were undergoing training in B.Ed. Some of the Universities also allow teachers to appear privately for B.Ed. or M.A. degree course. The recruitment in Government managed institutions is generally through Employment Exchanges. However, Public Schools or Private Schools prefer to advertise their vacancies leading newspapers for filling up their positions.

Senior Secondary Schools also employ post-graduate trained teachers popularly known as subject specialists. They, generally, teach one particular subject to Senior Secondary classes. They are post-graduate in their subjects and possess either B.Ed. or M.Ed. degree. The recruitment pattern for them is the same as opted for trained graduate teachers. As the number of women teachers available for jobs is increasing day by day, there is a tough competition in recruitment of teachers. Women teachers qualified for teaching science subjects may have better employment opportunities.

In addition, there are teachers to teach vocational Subjects like art, craft, music homescience etc. Schools also employ one or two physical education teachers. In some schools Yoga teachers are also

employed. Those who opt for these positions possess specialisation in their own fields e.g. those who want to be music teachers should possess a degree or diploma in music. Those who opt for drawing or art teaching should possess a degree or diploma in Commercial Art. There are a number of Institutions which impart training in these fields. However, one should prefer to undergo training in a recognised Institute.

Under new Educational policy a number of vocational subjects such as banking, stenography, interior decoration, salesmanship, advertising, insurance, library science, textile designing, etc. are being introduced at +2 level. A good demand of teachers may be expected to teach these vocational subjects in the near future.

Apart from regular teaching staff, there are other teachers who teach the physically handicapped or mentally retarded children. These teachers are senior secondary school certificate holders or graduate with training in their respective fields. Those who possess right temperamental qualities are more suited for these positions. Facilities for specialised training are available in school for Mentally handicapped children, Bombay; Government Post-Graduate Basic Training College, Chandigarh; Training College for Teachers, Lucknow. National Institute for the Mentally Handicapped, Secunderabad (A.P.) admission to these Institutes is open to matriculates who are sponsored by the employers. The selected candidates are paid monthly stipends and on completion of training are absorbed by their employers. The Welfare Ministry also has got various training programmes for rehabilitating physically handicapped people and run various institutions to assist them. Several voluntary organisations run schools for physically handicapped or mentally retarded children. Generally, they employ these specialised teachers. Hence, they have very limited employment opportunities.

Universities and Colleges also offer good job opportunities to the women. They may join as Lecturers and rise to the level of Professor/Head of the Department. Only those who secure 1st class/high 2nd class in their Master's Degree with M.Phil or Ph.D. degree are, generally, employed as lecturers. The women lecturers are not only employed in Colleges exclusively meant for women but also in other colleges and university faculties. Those who pursue further

education in science discipline are appointed as Demonstrators in Laboratories.

In all the college/universities, the pay grades and service conditions approved by UGC are applicable in case of lecturers who enjoy a good running scale. UGC has also emphasised that those who are appointed as lecturers should have some published material at their credit. Those who have an aptitude for writing may utilise their subjects. Published material at their credit also helps in their promotion to senior level positions such as readers, Associate Professor etc

2. LIBRARY SCIENCE

The Librarian is one who maintains books, journals and other publications in a systematic manner in a library by selecting publications to be purchased, classifying, cataloguing and arranging them. She also provides guidance to the visitors in selecting suitable reading material for study or pleasure. She is also supposed to maintain records of books and issue publications to the readers.

Libraries vary considerably in size from small collection of books administered by one person to large departmental libraries with number of branches and employing a good number of staff. Their functions and purpose are also different e.g. there are public reading libraries for general public and on the other hand we have specialised libraries designed to serve special groups of scientists engineers and technologists, medical personnel etc. In a library the persons who work—may be known as librarian, deputy/assistant librarian, cataloguer, reference librarian, documentation assistant/officer, counter assistant, etc. A librarian is assisted by a group of workers known as library technicians/assistants. Their duties include sorting and checking of the material coming into library, lending the books and physical maintenance of books and journals. The Counter Assistants issue books and ensure that they are in order when returned.

The scope of the librarians is wide ranging. Schools, Colleges, Universities, welfare Associations, Ministries, Public Sector Organisations, Industrial Houses, National and International organisations, Trade Union Organisations and important Clubs etc. all have libraries

as per their need. Those who aspire for a career in Library science have to undergo a professional course in the subject. The certificate course of one-year duration is open to matriculates. Diploma in Library science is also available in Women Polytechnics. It is open to matriculates. Degree in Library Science is open to graduates. One may also go for post-graduate degree in Library Science of one year duration. Ph.D. in Library Science is also available in the University of Delhi, Banaras Hindu University and Punjab University, Chandigarh.

Library work being of indoor nature is generally liked by women. The recruitment in the school, and college libraries and other similar organisations is done through Employment Exchange. In the Government Departments and Ministries the Junior level positions are filled either through Employment Exchanges or Staff Selection Commission. The Senior level positions are filled through UPSC. In the Ministries they are placed in the grade of Rs. 2200—4000 or 3000—4500. The Library Assistants are placed in the grade of Rs. 1400—2300.

3. INTERPRETER/TRANSLATOR

The interpreter translates the spoken passages for a foreign language into another specified language. They translate orally what is said by one person into a language that can be understood by other people. There are two kinds of interpreters: Simultaneous and consecutive. The simultaneous interpreter is able to convert to a second language a spoken sentence which still is being completed in the first language. He should also know the speaking habits of the person whose speech he is interpreting. Generally, in all international conferences, the simultaneous interpreters are engaged.

The consecutive interpreter waits until the speaker has paused and then covers to the second language what the speaker has said to that point. The speaker must then wait until his/her interpreter has finished in order to start his/her next sentence. In this process every sentence is repeated twice, hence this method takes double the time compared to simultaneous interpretation.

An interpreter should always be placed in such a position that she can see and hear both clearly all that is going on. In international

conferences they are often seated in a glass-cabin. Interpreters are generally employed in embassies, large import export agencies. Sometimes they get short-term assignments. They travel with the VIPs on tours to other countries.

Translators change written material from one language to another while retaining the sense and content of the material. Interpreters and translators are usually graduates possessing good knowledge of two languages. The translators are appointed to translate the material, publications, circulars, orders etc. into Hindi and other regional languages in State and Central Government Offices, Public Undertakings and major Private Organisations. Staff Selection Commission also conducts a written test for selecting Hindi Translators. Subjects of examination are:

(i) General Hindi, (ii) General English, (iii) Essay and Precis writing.

Candidates aspiring for the post of Senior/Junior Hindi Translator may fulfil the following conditions:—

Junior Hindi Translators

Master's Degree with English/Hindi at degree levels

or

Bachelor's Degree with Hindi and English as main subjects plus recognised diploma/certificate in translation from Hindi to English and Vice-Versa.

or

Two years experience of translations work in Central/State Government/Government of India Undertakings in addition to the Bachelors' Degree.

Senior Hindi Translators

1. Master's Degree in/with Hindi and English as main subject at degree level.

2. Diploma/Certificate in translation course. Diploma and certificate courses in translation are available in most of the universities.

4. COMMERCIAL AND SECRETARIAL PRACTICE

The Commercial and Secretarial Practice refers to white collar non-engineering jobs mainly supporting manpower employed in commercial activities, administration and other allied fields. It mainly includes the positions such as Clerk, Typist, Receptionist, Private Secretary-cum-Stenographer, Stenographer, Accounts Clerk* and Office Assistant.

The Central and State Governments and important industrial and Business Establishments both in Private and Public Sector, require these persons. The number of women in these occupations is quite substantial and is on increase day by day. The reasons for the popularity of these jobs among women are regular hours of work and mainly desk work.

Clerk — The State Public Service Commissions, Staff Selection Commission, Railway Recruitment Boards, Banking Services Recruitment Boards, etc. recruit men and women for clerical jobs. The advertisements regarding competitive examinations appear in Employment News and other leading Newspapers. The Staff Selection Commission conducts Clerk's Grade examination to meet the requirements of Central Govt. Delhi Administration, Municipal Corporation, New Delhi, Municipal Committee, Delhi Electricity Supply Undertaking, etc. The educational requirements are matriculates in the age group of 18-25 years. The Lower Division Clerk is entrusted with routine work of clerical nature such as registration of dak, maintenance of various registers, indexing, recording, comparing, despatch and preparation of various periodical statements, submission of routine and simple drafts. The job requires good typing knowledge also. The recruitment is through a written test comprising 4 parts i.e. General Intelligence, English Language, Numerical aptitude and Clerical aptitude. The questions are of objective multiple choice type and candidates are required to qualify in each of the 4 parts separately. The pay grade prescribed is Rs. 950—1500. In Clerks Grade Examination 86, conducted by SSC, the number of successful women candidates was 6623 out of 23,269, which comes to about 28.5%. Similar type of tests are also conducted by various recruiting agencies e.g. State Public Service Commissions, Banking Services Recruitment Boards, Railway Recruitment Boards, etc., to recruit persons in Clerical cadre.

Stenographer — The Stenographer take dictation English/Hindi or other regional languages. They transcribe the notes of dictation on typewriter. They are usually attached with one or more officers/business executives. In a small office they have to attend also to clerical duties. Most of the private organisations prefer female stenographers/private secretaries.

The recruitment of stenographers in Central Government is either through UPSC or SSC. Matriculates in the age group of 18-25 years are eligible to appear in written test. The examination consists of a stenographic test at the speed of 100 & 120 w.p.m. in case of UPSC and 80 & 100 w.p.m. in case of Staff Selection Commission. In stenographer's examination, 1986 conducted by Staff Selection Commission the percentage of successful women candidates was about 46 which is quite encouraging. Those who join Central Government as Stenographer through UPSC may appear in limited Departmental Examination for Section Officer held by UPSC after having five year's experience.

Receptionist/Telephone Operator — A receptionist is an inquiry Clerk who receives visitors and clients, and provides them the required and necessary information. She arranges meetings and interviews with the concerned officers. This position is most suiting to those who are sociable in temperament and are willing to meet persons from different walks of life. The Receptionist should possess pleasant personality and should know etiquettes as it is the first point of contact for any visitor. The educational requirements are matriculation. However, Graduates who have good command over language are preferred. The knowledge of foreign language is considered as asset. In some small concerns, the Receptionist is also supposed to operate telephone switch board. The certificate course in Reception is available in Food Craft Institute located at important towns in the country. Those who want to learn the operation of PBX should undergo 3 months training available in various institutes. Telephone Operators who are employed by the telephone department of the Central Government have to undergo a 10 week in service training programme in the Department.

The Department of Railways also employ a good number of women as Reservation Clerks besides clerks/stenographers in their offices. The recruitment to this position is through Railway Recruitment Boards. Generally the educational requirement is a degree.

The Public Sector Undertakings also conduct objective type tests for recruitment to the clerical grade. In the Private Sector written tests are held for recruiting typists and stenographers particularly. The educational and other requirements are almost similar as prescribed in the Government.

5. SALES OCCUPATIONS

Selling is complimentary to marketing which is more concerned with overall strategy. The salesman, company representative, sales engineer or professional salesman is responsible for selling a company's product or services to the consumers who may themselves resell or use it. Thus, it is observed that a large number of salesmen are concerned with selling of products to retailers and equally large number of them is selling accessories and components to other industrial and commercial concerns and yet others are selling plants and equipment and other services. It is a field in which not one but a range of careers is available. There are men and women selling computers, machine tools, office equipment, print space, paper, consumer's goods and services. The more technologically or scientifically complex are the products or services being sold, the more complex and lengthy is the sales process. Those who deal in selling of products which are of complicated nature are specially trained or qualified in their own fields e.g. medical representative who sells medicine should possess a degree in pharmacy or medical science.

The salesman has to build up a good working relationship with the clients. Personal qualities play an important role in this profession. Self-confidence, persistence and initiative are a must. One should always be ready to meet new people and prepare to get on with all types of persons. Selling demands physical and mental stamina. Those who want to achieve success should know about the customer's requirements. Proper dress and ability to express oneself are also considered assets in this profession.

Women, generally, prefer to work as Counter salesgirl, door to door canvasser, demonstrator, insurance agent, market surveyor, etc. They are mostly engaged as salesgirls in departmental stores, State Government Emporia, Central Cottage Industry Emporium etc. Good job opportunities are available in the pavillions set up in the exhibition.

Selling jobs are generally on commission or commission-cum-salary basis. Graduates with sociable temperament and good personality can find suitable job opportunities in this area. However, those who handle engineering goods or medicine have to acquire a skill in the respective fields. One can also specialise in the field of retail trade at under-graduate level in the various colleges of Delhi University. Bharitya Vidya Bhavan, YMCA/YWCA and some other institutions also run evening classes for courses in marketing and salesmanship. One can also specialise in the area of marketing in MBA.

5. (A) Insurance Agent — Those who opt to work as Insurance Agent need not be highly qualified although good education may provide them better chances of success. The Insurance is of two types, Life and General (Fire, Accident and Theft, etc.). The broad principle of insurance is that a person pays a prescribed amount of money called premium to the Insuring Organisation at regular intervals for a specific period. The protection to the person or property insured starts right from the time the first premium is paid. Most of us go for insurance to ensure a certain income after retirement or to meet the eventualities due to accident, fire or theft. The Insurance Agent is supposed to help the policy holders or his dependents as the case may be, in getting the payment of compensation after completing the required formalities. The Insurance Agent should have the knowledge of the various schemes and their applicability. It is a field which is expanding year after year. Although it is a field oriented career, still women may do it while staying at home. She may contact the clients in their offices or homes as per their convenience. It is not a full time job, but contacts pay a those who have good social circle may get good clientele.

6. MEDIA CAREERS

Journalism is one of the most important instruments of the communication. It includes drafting and editing of newspapers,

periodicals and magazines. It may be roughly divided into 4 main types - (1) Newspapers, (2) Magazines and Reviews, (3) Trade and Professional Journals and (4) Magazine Digests.

The persons who aspire for a career as a journalist in a newspaper, periodical, advertising agency, broadcasting station or in a government publicity organisation should possess basic grasp of the language concerned and extensive vocabulary. It is considered as an ideal profession for the educated Indian women. It could, if necessary, be done on part-time basis from the home. However, women constitute less than 5% of the work-force in journalism, rising to 10% in the metropolitan cities.

Newspapers, magazines, periodicals etc. provide a lot of job opportunities to the journalists in various cadres. The important positions are — Reporter, News-Reader, Sub-Editor, Make-up Sub Editor, Lead Writer, Commentator, Cartoonist and Artist, Ad-Writer, Freelance Journalist and Correspondent.

A press reporter must study the background, analyse facts and sequences and write stories which would give a readable material for the readers. The material should be of public interest and factual. It should be precise and to the point. This profession may not suit to those who like desk work or feel shy. Those who are interested in meeting people from different walks of life, attending functions and want to work on odd hours would be able to rise in this profession. A good Press Reporter is one who makes the authentic statement and does not work under any pressure. There are many areas in reporting in which one may specialise e.g. sports, films, cultural functions, political development, art etc. Women reporters prefer to work for magazines/periodicals meant for women and children covering social events and cultural activities.

Those who prefer desk work may join as sub/Assistant Editors. Sub-Editors select, check and arrange in a suitable form the large volume of information received from the reporters. Their duties include choosing headlines and shaping stories material to fit spaces and also verifying the statements which may be doubtful. One has to work under pressure operating to strict guidelines

particularly in newspapers. Women journalists prefer the editing jobs of magazines and periodicals or Sunday supplements of the newspapers.

There are innumerable educated talented and dynamic women for one reason or other are unable to do a regular job. Even a part-time job may not suit to some of them for various reasons. It offers them an excellent solution in freelancing. Those who want to start their career as freelancer should possess good English, an observant eye, willingness to learn and will to persevere in case of occasional disappointments. Advance planning is essential and time is also an important factor as there are many others in competition.

Although institutional training is not a must for a career in journalism, but it helps a lot in making a success in career. Training in Journalism and mass communication is imparted by twenty five universities at Certificate, Diploma and Degree level. Some of the universities e.g. Mysore, Osmania, Calcutta and Kerala have a provision for masters' degree in Journalism. Bangalore University offers B.Sc. (Communication) and M.Sc. (Communication) courses. Punjab Agriculture University offers a two year course in Agricultural Journalism for science graduates. The Indian Institute of Mass Communication, New Delhi set up in August, 1965, is one of the premier institutes who imparts training in journalism. A Nine-month postgraduate diploma course in journalism advertising and public relations is available in this Institute. There is a five month diploma course in news agency services for persons from News Agencies. Various short-term courses for professionals are also arranged by this Institute. Jamia Mass Communications Research Centre of Jamia Millia Islamia University, New Delhi, has a post graduate course in mass communication of 2 years' duration open to graduates. Bhartiya Vidhya Bhavan through its network of Institutes located in various important towns of the country also provides courses in mass communication. The duration of post-graduate diploma course is generally one year and classes are held in the evenings.

Apart from the Institutional training, the individual must have an interest and aptitude for this vocation Journalism requires an aptitude for perceiving, comprehending and reporting major happenings and events because of their human interest or their strange and unusual flavour. This aptitude must also consist of an interest in

people, a foundness for questioning and unearthing the "who, what, when, where, how and why" of events and facility for turning out a well written story, keeping in mind the on-rushing deadline which has to be met. Newspaper work often lends the way to creative writing.

The personal qualities are more important because the senior level positions demand a taxing combination of attributes; not merely the powers of expression but of observation and encyclopaedic knowledge, a gift for human relations and the moral courage to accept all the consequences of the written word, whose impact can be greater than of the sword. The journalists are not only employed in newspapers, but are also engaged by Press Council, Press Information Bureau, four News-Agencies (Press Trust of India, United News of India, Samachar Bharti and Hindustan Samachar) Registrar of Newspapers for India, Publications Division, Films Division and Directorate of Advertising and Visual Publicity, etc.

Akashvani and Door-Darshan also provide good job opportunities to women as writers, set designers, researchers, special effects experts, photographers. These organisations being government departments, the women generally prefer to work there. All-India Radio brings out four fortnightly programme journals. It also brings out a monthly journal 'India Calling' in English. In All-India Radio and Doordarshan the lower level posts are filled either through Employment Exchanges or Staff Selection Commission. Generally the vacancies of Announcers are filled by the concerned stations and Transmission executives are recruited through Staff Selection Commission. Senior level posts including Gazetted Officers of Group A & B are recruited through Central Information Service Examination conducted by UPSC on All-India basis. These posts generally include Programme Executives Assft. Station Directors and Station Directors.

Part-time jobs as Announcers and News Casters are more popular with housewives and even women students. For being an announcer one must have easily audible and deep clear voice. The correct pronunciation and good knowledge of current affairs is also a must. Those who opt for T.V. pleasing personality is a must. One has to take audition test before getting a job. There are announcers not only in English and Hindi but in regional and foreign languages also.

Those who opt for foreign languages may contact Directorate of External Services, All India Radio. AIR schedule includes 17 languages. Announcers are employed by Airlines also to announce the arrival and departure of planes at the airport.

In India the number of publications is on increase inspite of Electronics Media coming up. The number of newspapers registered with the Registrar of Newspapers for India was about 23,600 as against 20,700 in 1983. The newsprint demand has increased to 5,32,000 in 1986-87 as against 4,55,000 tonnes in 1984-85. The number of radio stations has increased from 88 in 1985 to 94 in 1987. This growth shows that there would be a good demand for journalists in future. The number of T.V. Transmitters will increase to 392 from the present 217 with the implementation of VIIth Five Year Plan Scheme.

6(A) PUBLIC RELATIONS

The Careers in Public Relations although challenging are liked by women. Public Relations complement advertising. Where advertising created highly vocal and persuasive campaigns in the active promotion of a particular product or service, public relations is rather more of a low-key, back-room activity. The job of a public relation officer is similar to that of a lawyer who presents the case to the best advantage of his client.

Public Relations requires a particular skill in knowing how to reach particular audiences through the mass media. It involves a detailed insight into the organisation and operation of the press, T.V. and radio etc. It also demands technical knowledge of printing, photography, film and exhibition work etc. Personal qualities play an important role in this field. A good public relation Officer should be fairly knowledgeable at least in her own field. She should possess a charming personality, pleasing manners and observe proper protocol. Sociable temperament, smartness and tactfulness are considered assets in this profession. The honesty and organisational ability pays a lot. Good rapport with media people is considered a must in this profession.

No organisation—public or private—can function effectively without active cooperation of the public relation officer. In private business, they play an important role of liaison between the organisation and particular departments concerned. They are considered as a bridge

between the government and organisation. They have to develop good relations with top policy formulators of the Government. In a private concern one may start her career as a liaison officer. The liaison officer has to run about a lot from pillar to post for licence quota, collection of bills, getting fresh order and attending to many other similar odd jobs. In the process, they become the key person of the organisation.

A PRO is also a link between establishment and the workers in a factory. As such she has to protect the interest of both the parties. The PRO plays an important role in settling issues. A good PRO should organise occasional get-together with management. PRO is also responsible for planning and preparing a wide range of printed material such as annual report, recruiting literature, house magazines and Journals, promotional or scientific films and visual aids etc. She also arranges conferences including press conferences.

Besides private sector and firms, PROs are also employed by various government departments and public sector undertakings. All the State Governments have fulfilled Directorates of public relations. They are responsible for keeping the public informed of progress and the development programmes in the States. They also bring out small pamphlets on various projects and development plans. They also insert from time to time such supplements in the leading newspapers of the country. There are also special information centres for all the States in the Capital which are headed by the Directors of Public Relations for the States. They cater to the detailed information on State Development through the Directorates of Public Relations. Most of the Central Ministries recruit information officers who assist in highlighting the main activities of the concerned ministries. The Directorate of public relations attached to the Ministry of Defence maintains the fulfilled department to highlight the major activities in all the three forces of Defence. Similarly the Family Planning Programmes are also given a wide publicity through DAVP. The Ministry of Information and Broadcasting, through its various wings such as DAVP, Publication Division, Press Information Bureau etc., also undertakes the public relations work of various Ministries except that of the Railways. DAVP issues big posters and sign boards carrying important messages which are displayed at the

Railway Stations, Airports, Road crossing and other important public places. Various types of media including radio and TV are also used by DAVP for publicising the important developments and information of public interest. Indian Airlines, L.I.C., Shipping Corporation of India and other public sector undertakings also employ Public Relations personnel under one name or the other.

Those who aspire for a career in public relations should have a good knowledge of journalism and advertising. Only persons with experience may find success in this line. The demand for public relations officers is increasing slowly. But with the increase a greater emphasis is being laid on professionalism.

6(b) ADVERTISING — Today we find advertisements in newspapers, magazines and periodicals, roadside-boards, cinema slides etc. Even while witnessing programmes on Radio/T.V. we see a number of advertisements catching our attention. Sometimes they are so arresting that viewers prefer them to main programmes. Advertisements have made a certain place in our life. That is why the manufacturers of consumer products care most to create awareness about their products through advertisements. The level and type of advertising may even change at different stages in a product life-when it is introduced to the market. Advertising provides basic information and seeks to encourage consumers to try it. Once the product is established, the formula may change to one of brand competition and generally maintaining an image before the public. Advertising uses every available 'Medium' through which to communicate i.e. newspapers, journals, magazines, T.V. and radio, posters, packaging, cinema, exhibitions and direct mailings. Thus, we find that advertising has got three aims i.e. to attract, inform and persuade.

These advertisements are prepared by advertising agencies spread all over the country. The number of advertising agencies which were 45 in 1945 has gone to 336 in 1985. During the same period their bill receipts have increased significantly from 5 crores to 580 crores. It would be of interest to note that 30% of the bill receipts is shared by 10 top most advertising agencies.

The advertising agency before launching an advertisement tries to find out about the proposed product/services, the existing and potential buyers and the competitive products available in the market. Sometimes to gather this information they have to take assistance of some market research organisation. Market research involves obtaining, collecting and analysing data-mainly statistical to provide the basis for marketing policies. The idea of the advertisement films is conceived by a visualiser. However, it is given a shape on the paper by the copy writer. It is finalised in a meeting attended by the clients and team of experts of the agency. Only after approval of the client the work on the film is started.

In fact advertisement is something which is imposed on the consumers. We do not purchase periodicals, magazines to see, an advertisements witness the programmes on radio/T.V. to see a particular advertisement. Hence, everyone in the team has to ensure that the advertisement becomes attractive and catchy to the viewers. For this purpose there should be something new in every film. Good advertisements convince the readers and listeners and viewers. Advertisements written in simple terms and in a clear direct style are most apt to convince the consumer as it is the language he understands. It has been observed that short arresting ads on T.V. and films make a lasting impact on the audience. The advertising is existing profession for young people. It pays very well and it is one of the hardest working professions. It is a profession with a variety of jobs.

The big advertising agencies have various departments such as account management, copy writing, art studio, media, market research and production etc. The art department advises clients suitability of the medium through which the advertisement is to be released. The production department ensures that the blocks and copy are ready for the printer at the right time. This department also assists in locating the right faces for the T.V. ads. Modelling is now closely connected with the advertising world. It is to an extent instant acting. It is more popular among smart girls. Modelling is generally limited to cities like Bombay, Delhi and Calcutta where business and industry flourish. It is a very fragile business because it takes time to establish yourself and when everything is at its peak, you discover that you have lost glamour and colour. Age is something which puts

many a model out of work. Generally the working life span diminishes and fades at the most within a 5 years period. Modelling is purely a photographer's art to a great extent. But still good features are a must. Although make-up and light arrangements help in presentation e.g. to display fashionable dresses, good height and slim body is preferred. Models who have created sensations charge between 3 to 5 thousands for a session. Some join this profession to jump to films. Some well known personalities in their own fields also enter the profession of modelling.

Television, as an advertising medium, has come to stay in India. The reach it offers is unmatched. Today there are 227 Transmitters spread all over India which cover more than 75% of the country in a geographical sense. The commercial services of Doordarshan started in January, 1976. The schemes of sponsored programmes was started in 1983 enabling various organisations and business houses to sponsor either programmes produced by them or imported by them or programmes produced by Doordarshan.

The job opportunities in the field of advertising are mostly in advertising agencies, private business houses and DAVP. There are various positions such as models, copy writers, coordinators, script writers, photographers, lay-out assistants, artists and production coordinators. Generally, graduates who have specialised in mass communication including advertising and public relations may find suitable opportunities. The good job opportunities are also available to those who have degree or diploma in commercial art or possess professional qualifications in the field of accountancy or business management. Film and T.V. Institute of India, Pune, Xavier Institute of Communication, Bombay, Sophia Polytechnic, Bombay and National Institute of Design, Ahmedabad also offer specialised courses for those who look for a career in advertising. The recruitment in an advertising agency is generally through contract. Occasionally positions are advertised in leading dailies.

7. FASHION DESIGNER

The Fashion Designer creates original style for men and women and children's wears. She keeps in touch with the latest trends. She must spend time in visiting textile manufacturing and sales establish-

ments to learn of the latest fabrics and their uses and capabilities. She must know about fabrics, weave, drape qualities and strength of materials. A good understanding of textiles and their potentiality underlies much of the designers' work. She must also occasionally visit museums and art galleries to get ideas about colours and designs. She must also visit places where people assemble in great number such as sports events, business and professional meetings and picture halls; etc, to discover what the people are wearing. She should read magazines about Fashion such as Femina, Eves Weekly etc.

She should possess a sound knowledge of various kinds of fabrics and techniques involved in adding designs to the fabrics, whether it be by printing, dying or weaving. The design of a particular fabric is related with its use. Recently large scale textile firms have started using automation and computer-aided designs. This has made the designer directly involved in the process of production. It would not be an exaggeration to say that success or failure of a whole-sale textile house depends on the ability of its designer who produces garments which are in line with a fashion trend. She also chooses and adopts designs keeping in view of the demand and economics of mass market.

A number of institutions have come up in all big cities which offer courses for dress designing. In 1980, the Department of Dress-making and Fashion Coordination was started in PV polytechnic of the SNDT University for women in Bombay. There are 40 seats. Those who have passed + 2 are eligible for admission to this diploma course. Besides, YWCA which imparts a diploma in Fashion Designing and Dress making, South Delhi Polytechnic for women and the International Polytechnic for women also conducts a Certificate course of one year duration and a diploma course of 2 years duration. The most reputed institution in this area is National Institute of Fashion Technology, Indira Gandhi Stadium, IP Estate, New Delhi.

The Institute has been established by M/o Textiles, Government of India to meet the training needs of the garment industry. It prepares men and women for careers in fashion and its related fields. It has a liaison with a renowned Fashion Institute of Technology, USA. This Institute started a short-term course of 4 months duration on fashion

designing in January, 1987. The other courses which have recently been introduced in this institute are :

Two-year Fashion Design Diploma

It was started in 1987 and there are 25 seats. The admission test is held simultaneously in Delhi, Bombay Madras and Calcutta. Candidates who have passed +2 with 50% marks or above and have the creative ability and aptitude for fashion-related art and design are eligible for this course. The entrance test comprises art-related question and objective type questions pertaining to the fashion and apparel industry.

Apparel Merchandising and Marketing

This is a two year course introduced in 1988. It includes a course in buying, merchandising, retail operations, fashion coordination, advertising and publicity, styling, fashion and colour forecasting and international marketing etc. This course is reinforced by field trips, organisation of fashion shows and fashion presentations.

This course is open to Graduates in Arts, Science, Commerce securing at least 50% marks in aggregate. Candidates with three years qualifications in textile Technology after 10+2 and/or minimum three years experience after 10+2 in a garment manufacturing or export concerns are also eligible to apply. There are 30 seats.

Garment Manufacturing Technology

This is a two year course introduced in 1988. This programme includes business administration, industry and engineering concepts and techniques of production. It also covers the techniques of procuring a fabric, cutting it on assembly line stitching, finishing and packing.

This course is open to Engineering degree holders (Mech./Textile) or science graduates, with atleast 50% marks in aggregate. Those who possess at least three year diploma in Textile Technology after 10+2 and/ or persons with three years experience in garment manufacturing concerns as machine operators, foremen, assistant production managers etc. are also eligible to apply. This course has 25 seats.

Admission announcements appear in the national press and admission forms are made available on payment of Rs.10. The Hostel facilities are also available for students. This Institute also provides placement services to the students. Part-time jobs and summer employment opportunities for the students may also be had through placement service.

Part-time courses—Introduction to fashion art, introduction to draping and pattern making, fashion art for fashion coordinators, fundamentals of apparel marketing and fashion merchandising are also available in this Institute. These courses are held in the evenings between February and May.

Most of the girls who have acquired professional skill in this field may find suitable jobs in garment manufacturing concerns, Export and Fashion Houses as a designer, fashion coordinator, stylist and pattern maker. Some of them who have good resources at their command may also find avenues of employment in the film world where although income is very high yet equally uncertain. In film line, there is insecure business. With the changing time, men are also becoming dress conscious. The teenagers, today, are very keen about the new pattern and styles of their dresses. This has created good employment opportunities for fashion designers.

8. ARTS & CRAFTS

A large number of talented women artists practice arts for channelising their expressions. Some of them do it as a hobby while others take it as a Career. Those who achieve skills are employed in Central and State Governments, Educational Institutions, Private advertising agencies, Colleges of art and Crafts, Kala academies and other organisations concerned with the development of art. The employment opportunities are also available in All India Radio, T.V. and Cinema. Some of them who have expertise in this field may go for teaching in the concerned subjects.

For achieving skills in Art, it is not necessary that one should have institutional training on a regular basis. One may also learn it at the feet of their Gurus/Ustads. There are various well-known figures in this field who have not undergone institutional training. However, number of institutions impart training in Music, Dance, Commercial

Art, Sculpture and Dramatics, etc. National school of Drama, New Delhi offers a three year Diploma course in Dramatic Arts. Those who have passed +2 examination and have participated in at least 10 productions are eligible for admission. Age limits prescribed are 18-30 years. The eligible candidates are interviewed by an expert Committee who assess the aptitude and the talent of the candidates. The finally selected candidates get Rs. 450 as monthly scholarship. Another important Institute is Film and T.V. Institute of India located at Pune. They have a three year course in Motion Picture, Photography, Film Editing and Cinematography open to those who have passed Senior School Certificate Examination and possess diploma in photography/film arts. They have also 1½ year diploma course in Sound Recording and Sound Engineering open to Science Graduates or Diploma holders in Electronics or Radio Engineering. There is also one year diploma in Film Division open to diploma holders in cinematography. Besides these Institutes there are various Lalit Kala and Sangeet Kala Academies which conduct various courses. National Dance School, New Delhi; Sri Ram Bhartiya Kala Kendra, New Delhi are imparting training in Dancing. Bhartiya Vidya Bhavan located at Ahmedabad, Jaipur and New Delhi impart training in Lalit Kala. The training in music and dancing is also available in various Universities. Certain minimum standards are prescribed for admission to these courses.

Talented women artists particularly in the field of dramatics may find suitable position in T.V. serials which are becoming very popular these days. Popular faces may also find suitable job opportunities in advertising Agencies either on regular or contract basis.

9. AIR HOSTESS

The Air Hostess looks after the passengers on board and provides them information and assistance. Her major role is to ensure that passengers feel comfortable. She gets briefing on various aspects of her flight duty before each flight. During the flight she gives safety instructions and provides reading material etc. to the passengers. She also serves meals/refreshments. She looks after the infants, the invalid and the unaccompanied children. She is also trained in First-aid and in case of need she provides first-aid to the passen-

gers. She also ensures that no unauthorised person enters the plane.

Graduates or +2 with 3 years Diploma in Hotel Management and catering in the age group of 19-25 years are eligible. She should be eligible for Indian Passport. Certain physical standards are also laid down for this position. The minimum height should be 154.5 cms, the weight varies from 43.55 kg to 59 kg in proportion to height. She should possess pleasing and presentable personality, well modulated and pleasant voice, fluency in English and normal eye-sight (without glasses). She should have clear complexion and even teeth. She should be unmarried. The knowledge of first-aid and foreign language is preferred. There is 6 to 8 weeks training before joining. On completion of the training they get about Rs. 2000 per month in addition to medical assistance, annual air travel concession tickets etc. They have to fill up a bond to serve the air-lines for a period of 3 years from the date of appointment.

The vacancies of Air Hostess are advertised in leading newspapers. There is also reservation for SC/ST candidates.

10. HOTEL & CATERING INDUSTRY

This industry offers ample job opportunities at all levels to young men and women with varying qualifications. The job opportunities are available in management, catering, cookery, house-keeping and front office to suit individual temperament. However, jobs in house keeping and front office are more suitable to young women who have a taste for up-keep, interior decoration and welcoming important persons from various walks of life. The front office is responsible for the reception of guests, making advance booking and allocating rooms. It is also responsible for keeping account of all meals and other services provided to guests and preparation of final account. Reception has to maintain detailed records of rooms and guests and keep rest of the staff informed about arrival and departure of the guests. Front office has to coordinate with various departments such as house-keeping for room status, food and beverage regarding charges and groups meals, finance regarding cash, credit and billing. Reception staff is expected to have a neat appearance, tidy, friendly but firm, good at recognising customers and welcoming them. The

Receptionist should be courteous, polite and tactful. The house keeping department is instrumental to ensure the cleanliness and comfort of guest rooms , restaurants and other public spaces in a hotel. The house-keeper works closely with the front office and reception staff. They keep them informed about the availability of rooms. This department is responsible for maintaining stock of linen, guest supplies etc. They have to submit requisitions for room supply, furniture-renovation and replacements including maintenance of all electrical gadgets available in the guest rooms.

Young women are also engaged in other departments of the hotel such as Food and Beverage. Those who wish to join this industry should undergo a professional training. There are at present 12 Institutes of Hotel Management, Catering and Nutrition in the country running three year diploma course. Admission to this diploma course is open to those who have passed +2 stage examination with 50% marks in aggregate. The selection is through a Joint Entrance Examination generally held in May. There are 855 seats available for boys and girls in these 12 Institutes. Examination fee is Rs. 80. There is also reservation of seats for SC/ST candidates.

Recently a Welcome-group Graduate School of Hotel Administration has been set up at Manipal (Karnataka). This Institute is affiliated to Mangalore University and provides a three year Degree Course in Hotel Administration. The admission is open to those who have passed +2 stage with minimum 50% of the aggregate marks. The admission is through an Entrance Examination followed by Group discussion.

There are 12 food craft Institutes which provide certificate course in various trades such as cookery, bakery, confectionary, hotel reception and book-keeping, house keeping etc. The period of training ranges from 6 months to one year. Matriculates with 50% marks are eligible for admission.

Those who can not afford institutional training may undergo on-the-job training under the apprenticeship Act, 1961. Nine trades such as Cook, House-keeper, Receptionist Restaurant Hostess are covered under these programmes. The period of training ranges between one to three years and educational requirement is 10th standard. The

minimum age prescribed is 16 years. During the training period, the trainees are paid stipends ranging from Rs. 290 p.m. to Rs. 380 p.m. depending upon the year of training. Some of the reputed Hotels pay higher rates of stipends to the trainees. Admission to the apprenticeship training programme is made twice a year.

Women possessing professional qualifications in the field may find wage-paid employment opportunities in starred hotels—both in public and private sectors. It is expected that the hotel industry will be required to cater to 2.5 million tourists by 1989-90. In order to accommodate the tourists, the hotel industry will require 59,000 rooms. At present there are about 500 approved hotels in the public and private sectors with 32,000 rooms capacity. The Government has already approved about 200 new hotels which are likely to be completed in next 2-3 years. These hotels will provide about 15,000 rooms. Thus, it is expected that by 1989-90, about 47,000 rooms will be available for the tourists. It shows that still there will be a gap of 12,000 rooms. The Government is providing incentives to this industry. Some of the State Governments have already recognised Tourism as an Industry and provides certain incentives to set up the hotels. Tourism Industry also earns foreign exchange. In the year 1986-87, the foreign exchange earnings from tourism was 1780 crores as against 1460 crores in 1985-86. Recently, it has also been observed that the occupancy rate in starred hotels has increased from 85 to 90% as against 70% in 1981. In view of this it is expected that a good number of young women with professional training will be absorbed in this Industry in the near future.

11. BANKING INDUSTRY

Banking sector provides good employment opportunities to educated women work force. In the Banking Industry the proportion of women in responsible positions is considered to be the highest. Banking industry employs a good number of women officers, Branch Managers, Divisional Managers and even Directors. A sizeable percentage of educated women are also employed in the clerical cadre of the banking industry. It is because of the fact that

this industry provides security of job, good salary and ample promotional avenues with regular hours of working. Today, even some bank branches are run solely by women.

Banking Industry has shown tremendous growth since nationalisation. During 1959-87 about 28,000 rural branches have been added. As on June, 1989 the number of bank branches was 56,300 as against 8,262 in June 1969. It is expected that number of bank branches will go up to 81,000 by December, 1990. During the same period, the advances to agriculture have increased from 2% to 16% and credit to Small Scale Industries have gone up from negligible level to 13%. There have also been a significant growth in the employment. In June, 1969 there were only 2 lakh employees. It is likely that number of employees will go 14 lakhs by Dec., 1990. This industry has provided job opportunities to young men and women with varying qualifications. There are not only clerks, stenographers and typists but a good number of officers like Agricultural Officers, Personnel Officers, Engineers, Legal Experts, Economists, Computer Professionals etc, are also engaged. With the changing role of banks there is diversification in the employment opportunities.

After nationalisation, in June, 1969 the recruitment policy has undergone a tremendous change. The Reserve Bank of India, State Bank of India, Nationalised Banks, Cooperative Banks and Foreign Banks have their own policies and frame-work regarding recruitment of staff and officers. In Foreign Banks the recruitment is not very significant. Twenty nationalised banks are governed by the guidelines and recruitment policy issued by the Banking Division, Ministry of Finance, Government of India, for recruiting clerical staff and Probationary Officers. Fifteen Banking Services Recruitment Boards (BSRBs) have been set up to cater to the staffing needs of the nationalised banks. There is reservation of posts for SC/ST, physically handicapped and Ex-servicemen. They also enjoy relaxation in age limit and examination fee etc. Graduates in the age group of 18-26 years are eligible for clerical cadre. The recruitment to the clerical cadre is through a written test consisting of objective and descriptive type of questions. Those who qualify in the written test are called for

interview. Finally selected candidates are placed in the grade of Rs. 520 to 1660. The Probationary Officers are recruited on All-India basis through BSRBs. The graduates in the age group of 21-28 years are eligible. The selection is made through a written examinations—objective as well as descriptive: Those who qualify in the written test are called for group discussions followed by an interview.

In the State Bank of India the recruitment to the Officer's cadre is through Central Recruitment Board located at Bombay. Zonal recruitment boards recruit the staff in the clerical cadre. The pattern of examination is almost similar to BSRB's pattern. Salaries are slightly higher as compared to nationalised banks.

The recruitment of officers in Reserve Bank of India (R.B.I.) is through R.B.I. Services Board. The recruitment to the clerical cadre is through the zonal offices of R.B.I. The written examination held for recruitment to clerical cadre is similar to BSRB's pattern. Salaries in R.B.I. are higher as compared to State Bank of India or the nationalised banks.

The recruitment to technical positions in the banking industry is generally through interview alone. The educational requirement for these posts is degree in the respective field with two to three years' experience.

The expansion in the Banking Industry is now rural based. Women generally do not accept the senior level positions on promotion if posted outside particularly at rural sites.

12. THE NURSE

The nursing is as old as universe itself. "The nurse works so that others may live." Although in the earlier days it was considered a religious duty yet with the passage of time nursing has become institutionalised. The nurse helps people to prevent illness promote health, prevent disability and rehabilitate the disabled. She provides bed-side care to patients in cases of illness. She assists physicians in examinations and operation of the patient. She main-

tains records of patient's treatment, temperature, pulse rate etc. She also renders first-aid. She prepares patients for the operation also.

There are three types of nursing programmes – (i) B.Sc. Nursing (ii) General nursing and Midwifery course and (iii) Auxillary Nursing course.

B.Sc. Nursing Course — This course is open to those who have passed +2 examination with Biology, Physics and English. The minimum age prescribed is 17 years. Duration of course is 4 years.

General Nursing & Midwife Course — This is open to those who have passed 12th class. The age requirements are 17—32 years. Duration of the course is 3½ years.

Auxillary Nurse's Course — This is open to matriculates in the age group of 16—35 years. The duration of the course is 1½ years.

Post-graduate in nursing is also available to those who have passed B.Sc. (Nursing) — The duration of course is 2 years.

Post-graduates in Nursing can also go for M. Phil Nursing of one year duration. These courses are more useful to those who want to join teaching in nursing.

A qualified nurse may start her independent practice in big towns. She may join private Nursing Homes. Generally, they are employed in Hospitals, Central Government Health Scheme, Railways and Armed Forces, Employees State Insurance Corporation etc. These days specialisation in Nursing is also available, e.g. one may specialise in Neuro-Nursing, Psychiatry, Paediatric, Orthopaedic, Intensive care and Coronary Care. Good job opportunities for qualified nurses are available in foreign countries particularly in Gulf countries.

12 (A) MEDICAL LABORATORY TECHNICIAN — The job of Medical Laboratory Technician (MLT) is to perform medical tests in hospitals or clinical laboratories to assist the Physician, Surgeon or a Medical specialist in the diagnosis, treatment or prevention of diseases. She

has to set and operate various instruments/equipments in a clinical laboratory for conducting various types of test. She is mostly engaged in the department of Anatomy/Physiology, Cardiology, Neurology, Bio-Chemistry, Pathology and Micro-biology:

One has to undergo the institutional training for a certificate course or a diploma in the trade. The duration of certificate course varies from one to two years. Educational requirements are matriculation. The diploma course is open to those who have passed 10th class with science (bio-group) and is available in Womens' Polytechnics. The admission to diploma course is based on merit. These technicians may find employment in Laboratories attached to Hospitals, Nursing Homes, Medical Research Institutions, Clinics, Pharmaceutical concerns and with private Physicians. They are also employed by Defence Medical Institutions and local bodies.

In the Central Government establishments they are generally recruited through Employment Exchanges and placed in the scale of Rs 1400—2600. The pay grades vary from State to State. With the expansion of the medical facilities in the existing hospitals/institutions, the scope for their employment has expanded considerably. (It is expected that in the years to come qualified MLT will find suitable job opportunities as there is, of late, great emphasis on medical laboratory tests for proper diagnosis of diseases.)

12 (B) PHYSIOTHERAPIST — Physiotherapy is healing and rehabilitation by physical means and is one form of treatment that may be ordered by a Doctor to help the patient to recover to the proper functioning of his body and to help him return to complete normal life. She may teach an elderly woman to walk again after a fracture or an operation. The scope of physiotherapy has widened considerably since many new methods of treatment have come up.

One who aspires a career as Physiotherapist should not only undergo academic and professional qualification but should also possess personal qualities. She should have a warm understanding of people and their difficulties. She should have a sincere desire to help them. Patients need encouragement before they are able to make the personal effort that helps them towards recovery. She

must be able to establish a friendly relationship with the patient without losing professional touch. She has to work in close cooperation with Doctors, Nurses, Radio-graphers, Occupational Therapists, Social workers and Administrative staff of the hospital.

Degree/Diploma course in Physiotherapy are available in various institutes. The duration of the courses are 3½ years and 2 years respectively. These courses are open to those who have passed +2 examination with Science (Medical Group). The minimum age prescribed is 17 years. The courses start from June/July. Post-graduation in Physiotherapy of 2 years duration is available at Bombay University. Admission requirement to this course is Degree in Physiotherapy or its equivalent. Posts-graduate Certificate in Rehabilitation of 3 months' duration and Post-graduate Diploma in Rehabilitation of one year duration are available at All-India Institute of Physical Medicine and Rehabilitation, Haji Ali Park, Mahalaxmi, Bombay.

Physiotherapists in Central Government are placed in the grade of Rs. 1400—2300 and may rise to the level of Supdt. in the grade of Rs. 2375—3500. Physiotherapists can also set up their own clinics. Some of the leading manufacturers of electronic Exercisers and Physiotherapy equipment also provide loan facilities to Physiotherapists who want to set up their own rehabilitation Centre. Big hospitals, Medical Colleges, Nursing Homes and even District level Hospitals have got Physiotherapy departments where these persons are employed.

12 (C) OCCUPATIONAL THERAPIST — The Occupational therapist is closely concerned with helping patients to make as full a recovery as possible from the disabilities caused by injury or disease. She helps patients by providing activities in which they can take part and which will help them on their way back to normal life. Patients are referred to the occupational therapy department by the medical staff. The occupational therapist's job is to understand the problems that the patients face and to think out solutions that will help them to retain their independence.

nce and self-respect. This needs imagination and ingenuity as well as a fund of good will, practical ability, a strong artistic sense and a great deal of enterprise.

The occupational therapist also works with patients suffering from psychiatric disorders. Sometimes the activities these patients undertake are purely recreational but often they are designed to help them move back to a normal environment.

The Occupational Therapist needs to share many of the qualities and much of training of the Physiotherapist. She also needs to study Anatomy and Physiology, Psychology, Medicine and Surgery, and to have a full understanding of the nature of the patient disability. In addition she needs to have practical ability, to be good at making and designing things, and, particularly in Psychiatric work, to have artistic ability.

Those who have completed 17 years of age and have passed +2 with English, Physics, Chemistry and Biology are eligible for admission to Diploma courses in Occupational Therapy. Most of the courses start in June/July every year.

Qualified Occupational Therapists are employed in rehabilitation deptt. of various hospitals and nursing homes.

13. POLICE

Risky, hazardous yet exciting — a profession considered to be a male prerogative otherwise is now attracting women into its force. Whether one is a constable, Sub-inspector or Police Officer, everyone requires an air of confidence, adventure and determination to deal effectively with those who belong to the criminal world.

The National Expert Committee on women prisoners has recommended induction of more women in Police Force in view of their special role in tackling women and child offenders.

The Committee has also recommended that women police recruitment as well as promotion should be protected through reservation. The committee has also observed that women Police have a greater potential to cool, defuse and de-escalate many situations.

* Report submitted to Govt. in Feb. 1988. (CSR—April, 1988) Hindustan Times 13/3/88.

They are specially needed in areas where police come in contact with women so as to obviate complaints of indignity and misbehaviour towards women. There are about 3000 women in Police force all over the country, which is hardly 0.4% of the entire police force. It is very much less as compared to the lady police force in other countries e.g. there are 12% in Singapore, 7% in England and Wales and 5% in U.S.

At present, women can enter directly in Police force either as constable or as an IPS Officer. For women constables, the educational requirements are matriculation. The minimum height and weight prescribed are 157 cms (relaxable by 5 cms for SC/ST) & 45 Kg. Eye sight is 6/6 without glasses and the person *in question* should be free from colour blindness. The age limit is 18 to 25 years (relaxable to SC/ST) and pay scale prescribed is Rs. 950-1400. Eligible candidates have to appear before Selection Board. The posts are filled through Employment Exchanges. By now there is no recruitment of women at Asstt. Sub-Inspector level. At the officers' level one can enter Police Force through IPS examination, a part of the Civil Service Examination, conducted by the UPSC every year. The graduates in the age group of 21—26 years are eligible to appear in this examination which consists of two parts—preliminary and main. It would be of interest to note that a woman was directly recruited to the Indian Police Service for the first time in 1972. Now there are 12 women in IPS besides 5 working as Deputy Supdt. of Police and 15 Inspectors in different States.

14(a) PROFESSIONAL MANAGEMENT—Professional Management is one of the many fields wherein women have penetrated profoundly to reach the top managerial positions. She has proved herself as one of the most effective instrument in the proper utilisation of available human and material resources. Now, she has a crucial role to play in planning, production, organising, coordinating, marketing and controlling of activities of many big and small organisations and commercial/industrial houses. In fact managers are deemed to be pillars of the organisation and unless the pillars are well laid out and cemented purposefully; they will not bear fully the load of the organisational structure both present and future. It is, therefore,

essential that right type of managers are selected, engaged and made competent by imparting certain training under a system of training programme. The demand for professionally trained managers is growing day by day and more and more centres imparting management education are coming up. At present there are more than forty such centres spread all over the country. These centres offer various types of management courses.

There are two types of courses in management viz.,

- (i) Diploma Courses and
- (ii) P.G. Degree Courses

The Degree course in Management is called M.B.A. (Master of Business Management). It is a two year full time degree course, whereas for practicing managerial and supervisory personnel, there are facilities for part-time M.B.A Degree course. Its duration is three years. The minimum educational qualifications for admission is a graduate from any discipline/back-ground with atleast 50% marks in the aggregate. Part-time candidates for M.B.A. must be sponsored by the organisation where serving. Written test is followed by group discussion, extempore speech contest and an interviews.

There are four Indian Institutes of Management located at Ahmedabad, Bangalore, Calcutta and Lucknow. A common admission test is held at all India level sometimes in December at various centres. Usually, more than 50% candidates having engineering background are selected. Remaining selected candidates are generally from commerce, science, law, economics and agriculture disciplines. The candidates may opt for the appropriate optional papers or any of the above sub-disciplines.

The Diploma in management is in a particular discipline. The duration of the Diploma course is generally one academic year. Some of these are listed below.

- | | |
|---|----------|
| (1) Diploma in Marketing Management (DMM) | — 1 year |
| (2) Dip. in personnel Management and Labour Welfare (DPMLW) | — 1 year |
| (3) P.G. Diploma in Business management (DBM) | — 1 year |
| (4) P.G. Diploma in Business and Industrial Management (DBIM) | — 1 year |

- | | |
|---|----------|
| (5) Dip. in Marketing and Sales Management (MSM) | — 1 year |
| (6) Dip. in Industrial Relations and Business management (IRBM) | — 1 year |
| (7) Diploma in Export/Import Management | — 1 year |
| (8) Diploma in Materials Management | — 1 year |
| (9) Diploma in Tourism & Travel Management | — 1 year |
| (10) National Diploma in Industrial and Factory Management (DIFM) | — 1 year |
| (11) National Diploma in Office & Systems Management (DOM) | — 1 year |
| (12) Diploma in budget Management (DIPM) | — 1 year |
| (13) Diploma in Production Management | — 1 year |
| (14) Diploma in Hotel Management | — 3 year |
| (15) Diploma in Hospital Administration | — 1 year |

The Diploma courses are run by most university faculties of management as well as the other institutes. Panjabi University of Patiala, Institute of Personnel Management and Industrial Relations, Chandigarh U.T. and Indian Institute of Computer Management, B-4, Samet, Keshav Nagar Ahmedabad-380027 conduct correspondence diploma courses in management studies. These are one year duration courses. Graduates in any stream of study are eligible for admission. Open universities also offer courses in Management. Recently Delhi University has started Degree in business studies. This course is open to those who have passed +2 examination with atleast 50% marks. The admission is done through an objective type test followed by an interview. Birla Institute of Technology and science, Pilani also offers four year integrated course in Management.

After completing Degree/Diploma courses, prominent organisations induct the successful candidates as management trainees for a limited period of 6 months to 24 months. During this period scholarships ranging from Rs. 750 p.m. to Rs. 1500 are given to trainee. After completion of the stipulated training period, the management trainees are absorbed in regular management cadre of the organisations concerned. Initially they are employed as Assistant managers in their respective trades.

Women generally prefer to work in the fields of personnel management, labour welfare, advertising and general administration.

Some women have been handling the financial management par excellence. Women have also proved successful entrepreneurs, managing the affairs of their ventures more efficiently than their male counterparts. There is a vast field for women to display their competence and acumen in managerial skills by starting their own enterprises or by joining a paid employment in reputed concerns after their education in management techniques and skills.

14(B) COMPUTER OCCUPATIONS — India has the distinction of being one of the forerunners in computer science among the developing countries of the world. She is passing through the age of computer revolution. Although she has a late start in this field yet her success on this front are quite impressive. Right type of atmosphere for manufacture, growth, installation and introduction of computers in various departments has been provided by the Government. It is evident from the fact that computers have already started functioning in government departments and organisations like Indian Airlines, Air India, Indian Railways, Oil and Natural Gas Commission, Indian space research organisation, Nuclear Power Centres, Meteorological department etc., thereby saving huge pecuniary resources and the most valuable time. It is increasing its fangs to reach other departments like education, business and finance, banking institutions etc. Thus, computer has created new horizons of employment potential. Computers are now used in diagnosing illness, guiding missiles, spacecraft, coordinating air-defence and performing other jobs of daily routine.

Computers are extensively utilised in business and commerce. Banking, management, stock exchange Insurance and other financial accounting work are some of the examples of the use of computers in business and commerce.

Computers are increasingly being used in travel and tourism through concerted and coordinated efforts of booking and time synchronisation of passenger facilities in rail, air, sea and road travel. Use of computers has also enriched facilities in hospital services and diagnosis of patients. They have a big hand in the smooth, efficient and accurate communication through telephones and telegraph system and overseas communication. Big employment exchanges

are also being computerised to provide better and efficient services to the job seekers and employers.

There are two major areas of the computer which provide good employment opportunities. They are :

- (1) Computer hardware
- (2) Computer software

Computer hardware implies designing, manufacture and maintenance of computers besides manufacture of parts and other components related to this area.

Computer Software requires programming of the computer with the help of computer languages such as Algol, Fortran, Cobol, Pascal, Basic etc. These languages are used for programming, feeding of data and analysing the same for actual results.

Those who wish to be a computer professional, are required to acquire one or the other training certificate/Diploma/Degree for being eligible to claim a certain position.

The Indian Institutes of Technology(IITs); Banaras Hindu University (BHU) Varanasi; Indian Institute of Science (IIS), Bangalore; Birla Institute of Technology & Science(BITS) Pilani; Universities of Roorkee and Jadavpur and regional engineering colleges at Warangal, Tiruchirapalli, Allahabad and various other institutes offer the B.Tech. Degree in computer science. The admission to these institutes is through the Entrance Examination, open to both-male and female candidates who have passed 12th standard with science subjects. It is a four year degree course.

The main stress in Master of Computer Application (MCA) is given on data processing in a number of environments—commercial, industrial, scientific and administrative. Those who complete the course may achieve the position of Computer Programmers who may develop well structured computer application system on their own.

This course is of three years duration. The minimum qualifications for admission to this course are:

B.Sc in Maths/Physics/Statistics/Computer Science

or

B.Sc, (Applied Science)

or

B.Com.

or

any other equivalent and relevant qualifications. Candidates who have secured 70% or above marks in the above degrees are considered for admission to (MCA). SC/ST candidates are considered with 60% marks at their credit.

Application for this course are invited in May every year and admissions are over by August. The institutes and universities offering this course are: University of Delhi; Jawahar Lal Nehru University, New Delhi; Hyderabad; Poona; Aligarh; Baroda; Anna University, Madras; P.S.G College of Engg. and Technology, Coimbatore; Thapar Institute of Engg. and Technology, Patiala; B.M.S. college of Bangalore; B.I.T. Ranchi; VJTI, Bombay and Regional colleges of Engineering at Tiruchirapalli and Allahabad and various other institutes.

For under graduates, there are courses which provide them training in online data operation. Those completing this course become trained Programmer Assistants and are able to work in Data entry, word processing, financial accounting, text editing and inventory control departments. The course is of one year duration. Those who have completed their tenth class course successfully are eligible for admission to this course. This course is available at NVTI, New Delhi, CTI, Madras, RVTI Bangalore and Bombay and the ITI's at Rae Bareilly, Hyderabad, Lucknow, Hissar, New Delhi, Pondicherry, Vishakhapatnam and ATI's at Kanpur and Hyderabad.

Besides, there are various institutes which offer part-time courses, private institution also offer similar courses as narrated above. Admission to M.Tech degree in computer science is open to those who have attained the B.Tech Degree in computer science. Apart from B.Tech. and M.Tech degree some institutes offer B.Sc. and M.Sc. degree in computer science. The B.Sc. degree is a three year course and M.Sc. is a two year course. Post graduates are generally taken as system programmers and analysts.

The Universities of Andhra, Gujarat, Guwahati, North Bengal (Darjeeling), Utkal, Poona, Vilabhvidyanagar, Bangalore, Kerala, Madurai Kamraj, Osmania, Jodhpur, Kurukshetra, Punjab, Jammu, Aligarh, Hyderabad and Bhopal offer one year diploma course in computer application. There are other institutes which offer one and a half year diploma course in computer application. These institutes are generally polytechnics for men and women run both by the Government and Private organisations.

The field of computer software and hardware offers various and wide ranging positions. Some of these are:

System Analyst:

A System Analyst is a generalist who should possess strong knowledge of computer programming. She commands enough practical knowledge and experience about series of inter-related program, estimating the time and hardware systems, resource requirements and designing, writing and debugging the program. She must have the ability to appreciate the importance of details and preparation of the feasibility study.

A Systems Analyst should possess a university degree preferably in computer science or engineering. She should also possess a professional training in systems analysis and programming. He is expected to possess 4-6 years practical experience in the field of developing and maintaining large applications and the expert knowledge in one or more of computer languages.

Computer Programmer:

A Computer Programmer has to make programmes in such a way that it produces specific output on the basis of inputs, which too are specific. She achieves her goal without compromising in any way the requirements, restrictions and other demands of the job.

Qualifications for recruitment vary from organisation to organisation. She should possess a graduate degree in any discipline and a diploma in computer programming from a well known institute. She should also have the knowledge of at least two computer languages.

Data Entry Operator:

Data Entry Operator is a junior level computer professional. A person desiring to be a data entry operator must be a matriculate in

science and must have a training in data entry. The training is available in ITI's.

Console Operator:

Console operator is responsible for electronic data processing. She should possess a master's degree in Computer Science/Research Operations/Statistics/Physics/Mathematics or engineering. She must also have some experience of electronic data processing, computer programming, systems design and analysis.

WOMEN ENTREPRENEUR

The hidden potentials of women have gradually been undergoing a change regarding their growing sensitivity and compatibility towards their role in national growing and economic status. Women have become aware of their existence, their rights and their work situation. They are now well set on the road towards the goal. Women have recently sought to overcome various barriers. This departure from the pre-occupation of women in household activities has resulted in their taking up economic and marginal activities. They have taken, of late, an increasingly initiated action for generating economic activities. Greater emphasis on the role of women development, in general, and entrepreneurship in particular, is gaining momentum at the governmental level.

Educationally, women are not lagging behind in any discipline. They possess Graduation, Post-graduation and Doctoral Degree in Arts, Commerce, Science and other professional trades. They are now, the engineering graduates, diploma holders and certificate holders in engineering and non-engineering trades. Generally, due to various social economic and personal reasons, they take to wage-paid employment in academic institutions, commercial concerns and big industrial houses. The reasons being :

1. Initial lack of confidence in their own abilities.
2. Society's lack of confidence in Women's abilities.
3. Lack of proper motivation and guidance.
4. The sense of fear in social set up that the entrepreneurship would break the traditional nucleus social system of the society.

Although the reasons enunciated above restrict most educated women from taking to self-employment yet a good number among them are able to see through the huge potential left unutilised and untapped in them. If properly motivated, they take to entrepreneurship. Entrepreneurship is no ivory tower. It is an uphill task where perseverance and determination and the will to succeed are tested to the utmost.

The women entrepreneur should possess the following qualities to become self-employed :

1. Capacity to work hard
2. Imagination
3. Foresight
4. Sense of responsibility
5. Sociable temperament
6. Capacity to take independent decisions.
7. Risk taking.
8. Managerial skill
9. Leadership qualities
10. Business acumen.

Realising the potentials of vast entrepreneurial talents among women which could be harnessed to create employment opportunities, the small industries development organisation through its net-work of small industries service institutes in the country, has planned to develop those talents among the weaker sections of the society and women. These organisations have been motivating women entrepreneurs to take up small industries of their own. Technical assistance and guidance is being provided to them on types of products and activities which could be taken up by them for gainful self-employment.

Special incentives have been initiated to help women take up entrepreneurial careers. These include preference in allotment of land, sheds in industrial estates, granting of loan, subsidy and stipend etc. The rate of interest is 9 to 12.5% p.a. on IDBI loans to women as against 12.5 to 15% of the normal interest rate. IDBI (Industrial Development Bank of India) has also some special programmes for women entrep-

reneurs. Several Financial Corporations in different states have special schemes for women entrepreneurs.

In addition, the entrepreneurial development training programmes are being conducted exclusively for women entrepreneurs normally covering a duration of one month. The entrepreneurial development programme amongst women is a full-time training course. The training courses cover theoretical and practical aspects. These courses are product/process oriented. The participants are groomed in the production of marketable goods and services together with their techno-managerial aspects. The demonstration and training in the technical aspects are also covered. In selecting the product/process for the training course, the local needs and skills are the main criteria. During the period of training, the trainees are given a stipend of Rs. 100 per trainee per month.

The training programmes help in raising the achievement and motivation level of entrepreneurs to a higher degree. In order to maximise the benefits of the training programmes adequate post training support is provided to the trainee women to set-up successfully their industrial ventures. SISI's draw up and conduct their entrepreneurial development programmes for women with the active cooperation of State level agencies like Directorate of Industries, State Financial Corporations, State Small Industrial Corporations, Banks etc. so that the much required post training support is made available without much constraints.

There are hundreds of industries which women entrepreneurs may be able to set up easily. There are about 860 items exclusively meant for small scale industries. Lots of immunities for the prospective women entrepreneurs are granted to help establish them successfully. Special subsidy of 15% in fixed assets and marketing-buying of finished goods etc. are also provided as facilities.

In view of the above facilities, grants and subsidies etc., women who are interested in self-employment ventures and also want to generate employment for many more hands, may come forward to avail of the opportunities of loans, land etc. The society needs to provide an environment under which women can enjoy individual identity rather than act as proxies to the men, all the time. Some of

the social customs and norms related to the property ownership, before and after marriage, require readjustment to facilitate lending and acquisition of assets.

We have covered the various fields which provide ample employment opportunities to the women. However, they are also participating in other economic activities. We find number of women employed as Tourist Guides, Decorators, Performing Artists, Commercial Artists, Beauticians, Physicians, Social Workers, Assemblers in Electronic Industry and Watch Industry etc. They are also working as Agriculture Scientists, Doctors, Scientists, Chartered and Cost Accountants, Pilots, Engineers, Lawyers, Photographers, Editors, Press reporters, and Company Secretaries etc. In the field of self-employment they are also not lagging behind. Not only they are managing the garment and electronics industry, knitted garments but they have boldly ventured into other areas. This shows that women are no more confined to traditional areas of employment. They are now excelling in the fields which were by now considered the male dominated areas.

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