

Attitude of the women workforce towards their own status in unorganized sector of Ludhiana district of Punjab

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■ **ABSTRACT** : The study was conducted in three blocks and six wards of Ludhiana district of Punjab. Seven villages and eight localities were randomly selected from selected blocks and wards. A sample of 200 (100 Rural and 100 Urban) women was selected randomly according to the availability of workers in unorganized sector. Self constructed attitude scale was developed. The data were collected with the help of interview schedule. Majority of rural and urban respondents reported that the family expects them to prioritize household requirements followed by little or limited interface with outside world. Around hundred per cent of respondents favoured that family circumstances forces to work for meager wages and without social security. The attitudes of women workforce towards their own status did not differ significantly between the rural and urban category of the workers engaged in unorganized sector. Majority of the rural and urban respondents expressed unfavourable attitude towards their own status. There is a need to provide counseling to the women working in the unorganized sector so that they can develop their self esteem, confidence, respect and positive self image.

■ **KEY WORDS** : Attitude, Rural and urban women work force, Unorganized sector

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Traditionally, a woman's place was at home and her employment outside home was looked upon with disfavour, because of the tradition of women staying home while their husbands go to work. She moved within the narrow sphere of her kitchen, cookery, child bearing and rearing, catering to the relatives, in-laws and husband. Yadav *et al.* (1998) examined a study on familial constraints of working women and reported problems of negligence of duties, feeling fatigued when returned from job and did not get cooperation from husband and family members due to the household activities they had to perform employment activities. Singh (2004) said that among women who were working due to the economic necessity, majority were dissatisfied with the time they spent with their children and the time they allocated to their home.

No doubt employed women are financially independent, support their families and bring a positive change in the social status, but they are still ignored by different ways. Different problems such as attitude of the family and society members,

prejudices and unrecognition that the employed women encounter with regard to their status and role in the economic life, adversely affect the utilization of their talents and work capabilities. Keeping these in view, the present study was conducted to study the attitude of rural and urban women workforce engaged in unorganized sector towards their own status.

■ RESEARCH METHODS

The study was conducted in three blocks and six wards of Ludhiana district of Punjab in 2012. Seven villages and eight localities were randomly selected from selected blocks and wards. A sample of 200 women (100 rural and 100 urban) was selected randomly according to the availability of workers in unorganized sector. Data for the study was collected through interview schedule. Responses were measured on three point continuum *i.e.* favourable, undecided and unfavourable which was assigned the weight-age of two, one