



(The study is conducted by the 11th batch participants of Gender and Governance Training Program of Democracywatch)

A Study on the Sales Girls of Dhaka City

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Preface

Democracywatch, a trust and a registered NGO was established in 1995 with the aim of strengthening Democracy in Bangladesh. We ventured out to achieve this through creating awareness of democratic process, values, human rights and good governance and thereby foster democratic culture. These are to be implemented through education, training of youth especially women, concluding research, increase capacity of democratic institutions and advocacy. Democracywatch trained around 25000 youths sofar in “Life skills” and “Lifestyle” course on basic skills for developing as a confident, aware and competent human being ready to contribute as leaders towards ushering in a better society.

Democracywatch developed a special gender and governance training to add its leadership program. Awareness of gender issues is one of the main themes of training the youths of tomorrow. So an innovative training program called Gender and Governance Training Program (GGTP) and later named as Gender and Governance Sensitization Program (GGSP) was introduced in 2005 funded by CIDA. After two terms of funding by CIDA the Royal Danish Embassy, the Program for Asian Project (PAP) gave us the necessary support. Young public university graduates both male and female came forward to undertake this innovative and purposeful training program. Our rich pool of resource persons includes renowned academics and researchers on gender, politics, sociology and law. These immensely enriched trainings attracted well attributed women and men. The training period was only four months. It was highly regarded as it incorporated some additional components which are not readily found in other short courses i.e. research on gender issues and internship with reputable development and economic organizations. Both of these gave the participants of the course practical knowledge and hand on experience. This inculcated in many of the participants being well placed in renowned international and national NGOs and also engaged in big corporate. We feel elated that the course has been successful in creating female and male leaders in our society within such a short time.

We are proud to present the research reports that each batch has produced. These researchers are rather empirical with small sample size, as it had to be finished within the course period on a shoestring budget. These studies need to have a sympathetic view by its readers. Nevertheless topics selected often created a lot of interest among the stakeholders and academics when they were presented by the students at our seminars. Hope this study is useful to some in their own work and in giving an insight on women’s plight in our society.

To end I thank Mrs. Taherunnesa Abdullah, Magsaysay Award Winner, Prof. Salahuddin M. Aminuzzaman, Prof. A.S.M Atiqur Rahman of Dhaka of Dhaka University, Mr. Saiful Islam our Monitoring and Evaluation Team Leader and the gender unit for helping the students in completing the reports of these researchers. The students would have been at a loss without their all out support.

I congratulate and thank all the participants for their hard work and willingness to learn about importance of gender in all spheres of the society and contribute in achieving it.

Last but not the least my deepest gratitude to our donors Norad, CIDA, PAP and Royal Danish Embassy for their support.

Taleya Rehman
Founder Executive Director
Democracywatch

Acknowledgement

We, the participants of the 11th batch of the “Gender and Governance Sensitization Program” of Democracywatch conducted the research titled –“**A Study on the Sales Girls of Dhaka City**” as part of our training program. In doing this research we received guidance and support from people, without which this research would not have been possible. As such we would like to thank a number of people for their contribution to this research work. First of all we would like to thank Mrs. Taleya Rehman for always being so enthusiastic about our research and taking time out of her busy schedule to guide us in different stages of research. We thank Mrs. Tahrunnesa Abdullah for her precious advice and guidance. We express our sincere gratitude to Prof. A. S. M. Atiqur Rahman, Institute of Social Welfare and Research, University of Dhaka for acquainting us with basic research methods. It’s due to his excellent teaching on the theoretical aspects of social research that we felt comfortable in undertaking this field of research. We would like to convey our special thanks to Ms. Mansura Akhter, Ms. Anupama Anam and Ms. Syeda Nazneen Jahan for their continuous guidance and suggestions in every stage of the research. Thanks to all the respondents for their time and sharing with us valuable knowledge and experience on the study subject.

Participants of the 11th Batch

Gender and Governance Training Program
Democracywatch
September – November 2009

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SUMMARY

Most of the women in Bangladesh are employed in unpaid or self employed Agriculture, Forestry and Fishery sectors, where the share of the women employees is 78.8%. More recently, women have started taking up paid employment in greater numbers, particularly in the manufacturing, clerical, and service sectors. In service sector, women are generally employed in low status and low paid jobs.

Women's involvement in enterprises were confined in sectors that were dominated by traditional gender role, such as food and beverage, beauty parlor, health, education, weaving, tailoring and wholesale and retail apparel trade. But the situation is improving slowly. Today women are also in occupations, which were solely controlled by the male before. Now, some of them possess top management post in private and public sector enterprises, sit in the most important policy making bodies of the country, are entrepreneurs and own enterprises. Women are now seen also as owners and managers of cold storage, shipping lines, advertising firms, travel agencies, interior decoration, and engineering workshops and even garment industries and shops in the shopping malls, etc. Currently, many of them are working as sales girls in departmental stores, chain shops, boutique shops, restaurants etc. Many people are still under the impression that sales jobs are only for men. However this is no longer the case and women of Dhaka city are increasingly joining this non traditional occupation; "**Sales job**". Women are better suited to handle sales positions than their male counterparts. Such opportunities are ideal for educated women with personalities, energy and skills. Experience as sales girls strengthen their skills on professionalism and builds their confidence to become self sufficient.

It is expected that the findings of this study will help in identifying background of women who are joining as sales girls, reason for choosing this profession and how to create an environment for more women to join this profession.

The findings of this study will create awareness among the authority for improvement and betterment of the situation of this sector. The findings of the study may also help the future researchers who are interested to work on this issue by providing them with methodological and conceptual insights and empirical evidence.

Dhaka city was selected as study area considering that sales girls are accessible, security, easy transportation and other facilities of the investigators. Survey method includes interview using structured questionnaire with both close and open ended questions. A total of 120 respondents selected on the basis of purposive sampling method

Analysis:

Most of the respondents are young, unmarried with educational level SSC and HSC. More than three fourth of the respondent' age ranges from 18 to 27. Seventy five per

cent respondent completed SSC among whom 59% completed HSC. More than two third of the respondents are single.

A number of respondents are from low income families, having reasonably large family and limited number of earning members. More than one third (38%) of the respondents monthly family income ranges from Tk. 5,000 to Tk. 10,000 which is followed by income range Tk.10,000 to Tk.20,000 (41%). Fifty five percent respondents come from reasonably large family having 5-7 family members and 58% cases only 1-2 earning members in the family. These findings show that in a number of cases family economy of the respondents has forced them to work as sales girls.

The respondents (120) working in 93 different shops which is categorized according to products sold. In two cases there is no specific information on the products sold. Seventy seven percent cases these shops are selling clothing materials mostly readymade garments for adults and children including under garments. Some shops have added sari materials and two shops are selling only sari. Majority of the respondents are working in boutiques and readymade garment shops.

Due to inflation women, mainly from middle class were engaged in various income generating activities to supplement family income. After independence, large number of women received training in tailoring and embroidery. Many of them were making dresses for women and children and supplying to shops selling readymade garments. This might have encouraged women and men to start this boutique shops in selected areas. Boutique is a new venture generally with fancy decorations which is different from traditional markets for readymade garments and employing educated girls as sales girls for marketing of goods. Easy access, respectable position, security etc. is attracting more educated girls to join this new profession.

Thirty nine percent of the respondents have less than one year experience and 44% respondents' work experience in this job is 1-3 years.. This shows that profession of sales girls is a recent one and not yet popular as job preference for girls.

Majority (83%) of the respondents are engaged in full time job. Most (87%) of the respondents themselves or in consultation with family/husband have taken the decision to under take this job. This shows that these girls are more empowered to take their own decisions and also sales jobs for girls have more acceptability in the family and society.

Economic needs have pursued them to take this profession. Around three fourth (73%) of the respondents mentioned that they have chosen this job in order to become self sufficient and another 38% wants to supplement family income. Most (73%) of the respondents' present employment as sales girl is the first job. Thirty two respondent had previous job experience as handicraft producer, school teacher or private tutor etc.

Majority (84%) of the respondents mentioned that they have not signed any service contract. This shows that either these enterprises have no service rule for the employees or employees are not given any written contract. In the informal sector this is very common for which the employees are often being exploited. 79% of the respondents mentioned that they work for eleven to twelve hours per day and 97% of the respondents work for six to seven days a week.

Most of the respondents are paid low salary. 29% of the respondents mentioned that their salary is below four thousands. Around half (48%) of the respondents' salary ranges from 4-6 thousands. Half of the respondents are not satisfied with their salary. The respondents (70%) expectation of their salary ranges between Tk.4 to 8 thousands.

Sixty nine percent respondents get festival bonus. Only nine respondents get conveyance allowance. More than three fourth (77%) of the respondents mentioned that they have toilet facility which is essential for girls working for long hours. In addition, some enterprises have food court from where they can buy their lunch and prayer room facilities.

Majority of the respondents use their income to meet their own expenses (72%) and educational expenses (19%). Sixty three percent respondents said that with their monthly salary they supplement family income. Forty five percent respondents said that they can save some money from their income.

More than three fourth (76%) of the respondents mentioned that they have more work pressure during the religious festivals like Eid ul Fitr, Eid ul Azha etc. Also, work pressure increases during observance of special cultural events such as Pohela Boishakh, International Mother Language Day, Valentines Day, Pohela Falgun etc. A few days after such festivals or events, there is less work pressure.

More than three fourth (76%) of the respondents mentioned that they have no prior training related to this job. 29 respondents who received some training only 17 of them had formal training.

Out of 120 respondents only 28 mentioned that they face some problems related to their jobs such as family and neighbors do not like them to work, delay in returning home, misbehavior of the authority at work place, salary is not paid on time, problems in dealing with some customers and physical tiredness since they had to stand all day. Around one third (34%) of the respondents mentioned that being women they face problems at work place, on the way to and from the work place and in the family.

Recommendations:

The respondents made various recommendations regarding their profession such as increased salary (78%), fixed working hour (52%), transport facility (65%), job security (56%) etc.

Chapter One

1.1 Introduction:

Economic, social, and political developments in Asia have brought with them profound changes in the status of women. In general, women's conditions have improved with economic development and social and political change that favors equality and individual rights. At the same time, cultural traditions, especially those related to family life, continue to have a strong influence on the status of women in the region. Until recently in most Asian countries, few women attended secondary school or university, and few worked outside the home. Over the past 50 years, larger and larger proportions of women have completed primary and secondary school.¹ The proportion of women attending university, although much smaller, is also growing. More recently, women have started taking up paid employment in greater numbers, particularly in the manufacturing, clerical, and service sectors.

In service sector, women are employed in low status and low paid jobs. In clerical jobs women are poorly represented. In administrative position, there is little woman participation, which clearly shows the frustrating job situation for the women in Bangladesh.

Most of the women are employed in unpaid or self employed Agriculture, Forestry and Fishery sectors, where the share of the women employees is 78.8%².

Due to the growth of the Ready Made Garments sector (78% of the employees are women), the share of women in production sector has increased; presently, the share of women in production sector is 10%. Only in "sale" sector, the job share of women is more than their male colleagues; the share of women in this sector is 5.4. % whereas the male only 2.4% of the jobs of this category³.

Previously, women's enterprises were confined in sectors that were dominated by traditional gender role, such as food and beverage, beauty parlor, health, education, weaving, tailoring and wholesale and retail apparel trade. But the situation is improving slowly. Today women are also in occupations, which were solely controlled by the male before. Now, some of them possess top management post in private and public sector enterprises, sit in the most important policy making bodies of the country, are entrepreneurs and own enterprises. Women are now seen also as owners and managers of cold storage, shipping lines, advertising firms, travel agencies, interior decoration, and engineering workshops and even garment industries and shops in the shopping malls, etc. Currently, they are noticed as working as sales girls in departmental stores, chain shops, boutique shops, restaurants etc.

¹

² & ³ Economic Policy Paper on Women Entrepreneurs in Bangladesh

Sales jobs exist in every industry and every country in the world, and require just as much professionalism as any other field. Many people are still under the impression that sales jobs are solely aimed at men throughout the industry. However this is not the case and women of Dhaka city are continuing to increase their presence in the non traditional occupation “**Sales job**”. Now-a-day women are getting involved into different sectors of job market for financial solvency.

Since the beginning of eighties women from other districts started to migrate to Dhaka city in search of jobs such as jobs in readymade garment industries. Most of these girls are illiterate or semi literate and come from low income families. However, presently girls with various levels of education are looking for job opportunities in different service sectors including job of sales girls in different enterprises,

Women’s entry in sales sector is a non traditional job sector for them. It is also a process of women’s empowerment. Presently, in the super markets and boutique houses (Aarong, Kay Kraft, Anjans, Nandan Kutir etc) of Dhaka city a substantial number of girls are engaged as sales girl. Currently one stop shopping malls are also giving preference to recruit girls for their sales section.

Now a day, women are better suited to handle sales positions than their male counterparts. Ramon Avila, distinguished Professor of Marketing said that “In sales, you have to be really people oriented,” he said. “You have to listen and understand the client’s wants and needs. If you can empathize with what they are going through, you are going to do well in sales. Women are generally better at that than most men.”

Such opportunities are ideal for educated women with personalities, energy and skills. Experience as sales girls strengthen their skills on professionalism and builds their confidence to become self sufficient.

1.2 Literature Review:

A study conducted by Bangladesh Institute of Labour Studies (BILS) on **Social Safety-Net Condition in Bangladesh with special focus to Minimum Wage (MW) and Maternity Protection (MP) Rights**. This study mentioned that the approximate ratio of formal and informal sector in Bangladesh is 20:80 and the ratio between public and private sector is 30:70. However 51% of employment is covered by agriculture - forestry and fishery sector, the production and transport sector cover 6.4% of employment, 1% of employed people in clerical occupation, 4.5% in sales and 1.2% in service sector. Women are increasingly entering into job market mainly in ready-made garments and allied sector, tea gardens, NGOs, health care services, food processing industry, export processing zones, services sectors and commercial enterprises and informal sector i.e. construction, agriculture etc.

Another study on **Economic Policy Paper on Women Entrepreneurs in Bangladesh** revealed that previously, women’s enterprises were confined in sectors that were dominated by traditional gender role, such as food and beverage, beauty parlour, health, education, webbing, tailoring and wholesale and retail apparel trade. But the situation is improving slowly; today women are also in occupations, which were solely controlled by

the male before. Now, some of them possess top management post in private and public sector enterprises, sit in the most important policy making bodies of the country, are entrepreneurs and own enterprises. Women are now seen also as owners and managers of cold storage, shipping lines, advertising firms, travel agencies, interior decoration, engineering workshops and even garment industries, etc.

From the findings of these studies, it is clear that women are emerging their skills in non traditional sectors such as sales. They are working in a male dominated profession with confidence, though it is not fully recognized by the society. But their entry proves that society is changing and so is changing the people's view. Sales profession is developing in the arena of Bangladesh. If given proper attention it could be the source of income of many people especially for the women folk who are now a days contributing in their family and society. This is why we have taken our objectives and decided to work on the Sales Girls of Dhaka City.

1.3 Objectives of the study:

The objectives of this research are as follows:

1. To identify the background of the girls joining as sales girls and motivation for joining this profession.
2. To know nature of the work and the facilities they receive
3. To identify the challenges related to this job sector
4. To have suggestions for the improvement of this job sector.

1.4 Rational of the study:

For many years, women have been encouraged to enter non-traditional areas of employment to improve their economic prospects. During the 1970s or 80s, teaching and nursing were largely female professions. Things have changed; women dominate several more occupations now a days, like lawyers, physicians, bankers, journalists, economists, psychologists, consultants and many more. Even the share of IT professionals and scientists is growing to some extent. Moreover, another new area have been intervened by our women, the sales sector. It is expected that the findings of this research will help to know about their background, reason for choosing this profession and how to create an environment for more women to join this profession.

It is expected that the findings of this research will create awareness among the authority for improvement and betterment of the situation of this sector. The findings of the research may also help the future researchers who are interested to work on this issue by providing them with methodological and conceptual insights and empirical evidence.

1.5 Definitions of concepts:

Sales Girls: Generally sales girls are those who work or sell any product from shopping center such as Nokia, Agora, Aarong, Almas, Otobi and other small shops etc. Sometimes they work in managerial position and supervise the work of the sales girls.

Boutique: A boutique, from the French word for "shop," is a small shopping outlet, especially one that specializes in elite and fashionable items such as clothing and

jewellery. In the strictest sense of the word, boutiques would be one-of-a-kind but more generally speaking, some chains can be referred to as boutiques if they specialize in particularly stylish offerings. Recently, the term "boutique" has started being applied to normally-mass-market items that are either niche or produced in intentionally small numbers at very high prices.

Readymade Garments: Ready-made garments are mass-produced finished textile products of the clothing industry. They are made from many different fabrics and yarns. Their characteristics depend on the fibers used in their manufacture.

1.6 Research Methodology:

Research Area: Dhaka city was selected as research area considering that sales girls are accessible, security, easy transportation and other facilities of the investigators.

Target Population: Women Sales Girls of Dhaka City

Data Collection Techniques: It has been decided to use Survey method as data collection technique for this research.

Sample size: 120 sales girls were selected purposively according to access facilities.

Data Collection Tools: It has been decided to work with a pre-tested semi-structured interview schedule with both close and open ended questions will be included.

Data Collection Methods:

Considering the nature of variables, numbers and types of respondents and their comments quantitative procedures of data collection were applied.

Period of study: September – November 2009

1.7 Limitations:

Several limitations were faced while conducting the research. These are –

1. Employers discouraged to talk with their sales girls.
2. Sometimes sales girls do not want to talk with us about their personal information.
3. Most of the respondents are teenagers so they feel uneasy to talk with us.
4. Most of the respondents work in boutique houses so that maximum information was same.

Chapter Two

Findings of the Sample Survey:

Table 2.1: Background Information of the Respondents:

Sl	Age Group	Frequency	Percentage
1	Under 18	16	13
2	18-22	57	48
3	23-27	37	31
4	28-32	07	06
5	33-37	03	02
6	37+	00	00
	Total	120	100
Sl	Educational Qualification	Frequency	Percentage
1	Below S.S.C.	12	10
2	S.S.C.	39	33
3	H.S.C.	50	42
4	Graduate	16	13
5	Others	03	02
	Total	120	100
Sl	Marital Status	Frequency	Percentage
1	Single	83	69
2	Married	37	31
	Total	120	100
Sl	Monthly family income (in thousand)	Frequency	Percentage
1	5-10	45	38
2	10-20	49	41
3	20-30	18	15
4	30+	08	06
	Total	120	100
Sl	No. of family member	Frequency	Percentage
1	2-4	44	37
2	5-7	66	55
3	8-11	09	07
4	12+	01	01
	Total	120	100
Sl	Earning member of Respondents family	Frequency	Percentage
1	1-2 person	69	58
2	3-4 person	47	39
3	5-6 person	04	03
	Total	120	100

Analysis: Most of the respondents are young, unmarried with educational level SSC and HSC. More than three fourth (79%) of the respondents' age ranges from 18 to 27. 69% respondents are single.

A number of respondents belong to low income families with reasonably large family size and limited number of earning members. More than one third (38%) of the respondents' monthly family income ranges from tk. 5,000 to tk. 10,000 which is followed by income range tk. 10,000 to tk. 20,000 (41%). Fifty five percent respondents come from family having 5-7 members and 58% cases only 1-2 earning members in the family. These findings show that in a number of cases family economy of the respondents has forced them to work as sales girls.

The respondents (120) working in 93 different shops which is categorized according to products sold (table-2)

Table 2.2: Number of shops visited according to category of products sold*.

SI	Category of products sold:	Number of Shops
1	Boutique Shops	46
2	Readymade Garments	14
3	Children's clothing	2
4	Sari and Shalwar Kamiz	1
5	Sari	2
6	Under Garments	4
7	Clothing Materials	1
8	Shoes	2
9	Bags	1
10	Watch	1
11	Cosmetics	1
12	Handicrafts	1
13	Gift	3
14	Books	2
15	Cards and Stationary	1
16	Food Items	4
17	Fast Food	1
18	Super Mall	2
19	Furniture	1
20	Corrugated Tin Sheet	1
21	Not specified	2
	Total	93

* Names of the shops are given in the annex.

Analysis:

In two cases there is no information on the products sold. Seventy seven percent cases these shops are selling clothing materials mostly readymade garments for adults and children including under garments. Some shops have added sari materials and two shops are selling only sari. Majority of the respondents are working in boutiques and readymade garment shops. This may be due to women's legacy towards sewing.

Due to inflation, women, especially from middle class are engaged in various income generating activities to supplement family income. After independence, a large number of women were given training in tailoring and embroidery. Many of them are making dresses for women and children and supplying to shops selling readymade garments.

This might have encouraged women and men to start boutique shops in selected areas. Boutique is a new venture generally with fancy decorations which is different from traditional market for readymade garments. These Boutiques employing educated girls as sales girls for marketing of goods. Easy access, congenial environment, customer who are mostly female, security etc. is attracting more educated girls to join this new profession.

Table 2.3: Work experience in this job

SI	Work experience in this job	Frequency	Percentage
1	Less than 1 year	47	39
2	1-3 years	52	44
3	3-5 years	16	13
4	5 years above	05	04
	Total	120	100

Analysis: Thirty nine percent respondents have less than one year experience in this job and 44% of the respondents working as sales girls for 1-3 years. This shows that profession of sales girls is a recent one and not yet popular as job preference for girls.

Table 2.4: Type of work

SI	Type of work	Frequency	Percentage
1	Part time job	21	17
2	Full time job	99	83
	Total	120	100

Analysis: Majority (83%) of the respondents are engaged in full time job.

Table 2.5: Person responsible for decision to take this job

SI	Person responsible for decision	Frequency	Percentage
1	Self	77	64
2	Husband	02	02
3	Both	28	23
3	Family	12	10
5	Others	1	01
	Total	120	100

Analysis: Majority (99%) of the respondents have taken the decision to under take this job either by them or in consultation with family/husband. This shows that these girls are more empowered to take their own decisions and also job as sales girls is gradually having more acceptability in the family and society.

Table 2.6: Reason behind involvement in this job

SI	Reason behind involvement in this job	Frequency (N=120)	Percentage
1	Self sufficiency through own income	87	73
2	Spend time	15	13
3	For the sake of family	45	38
4	Others	00	00
	Total	147	

* Multiple responses

Analysis: Economic needs have pursued them to take this profession. Around three fourth (73%) of the respondents mentioned that they have chosen this job in order to become self sufficient and another 38% wants to supplement family income.

Table 2.7: Background of Previous work experience

SI	Previous work experience	Frequency	Percentage
1	Yes	32	27
2	No	88	73
	Total	120	100
SI	Name of previous work*	Frequency (N=32)	Percentage
1	Private tuition	03	09
2	Handicraft (boutique, toy making, showpiece making)	12	38
3	Office work	06	19
4	Teaching	04	13
5	Others	19	59
	Total	44	

*multiple response

Analysis: Most (73%) of the respondents' present employment as sales girl is the first job. Thirty two respondents who had previous job experience worked as handicraft producer, school teacher and private tutor etc.

Table 2.8: Respondent's status of service contract, working hour and working day.

SI	Provision of service contract	Frequency	Percentage
1	Yes	19	16
2	No	101	84
	Total	120	100
SI	Working hour per day	Frequency	Percentage
1	4 hour	5	04
2	8 hour	22	18
3	11-12 hour	93	78
	Total	120	100
SI	Working day (Per week)	Frequency	Percentage
1	5 days	03	02
2	6 days	103	86
3	7days	13	11
4	Others	01	01
	Total	120	100

(*Others = 4days per week)

Analysis: Majority (84%) of the respondents mentioned that they have not signed any service contract. This shows that either these enterprises have no service rule for the employees or employees are not given any written contract. In the informal sector this is very common for which the employees are often being exploited. Around 78% of the respondents mentioned that they work for 11-12 hours per day and 97% of the respondents work for six to seven days a week.

Table 2.9: Respondents monthly salary and satisfaction level

SI	Monthly salary(In thousand)	Frequency	Percentage
1	Below 4 thousand	35	29
2	4-6 thousand	57	48
3	6-8 thousand	20	17
4	8-10 thousand	04	03
5	Above 10 thousand	04	03
	Total	120	100
SI	Satisfaction level	Frequency	Percentage
1	Yes	37	31
2	No	59	49
3	Moderately satisfied	24	20
	Total	120	100
SI	Expect ed salary	Frequency	Percentage
1	4-6 thousand	50	42
2	7-8 thousand	33	28
3	9-10 thousand	26	22
4	Above 10 thousand	11	08
	Total	120	100

Analysis: Most of the respondents are paid low salary. Salary of around half (48%) respondents ranges from Tk. 4-6 thousands. Another 29% of the respondents mentioned

that their salary is below four thousand. As such, around half of the respondents are not satisfied with their salary and another 20% is moderately satisfied. However, 70% respondents' expectation of their salary ranges between Tk. 4 to 8 thousands.

Table 2.10: Other facilities enjoyed by the Respondents at workplace

SI	Other facilities enjoyed	Frequency	Percentage
1	Bonus	83	69
2	Toilet facility	92	77
3	Food court	58	48
4	Prayer room	26	22
5	Conveyance allowance	09	08
6	Others	08	07
	Total	276	

* Multiple responses

Analysis: Sixty nine percent respondents get festival bonus. Only nine respondents get conveyance allowance. More than three fourth (77%) of the respondents mentioned that they have toilet facility which is essential for girls working for long hours. In addition, some enterprises have food court from where they can buy their lunch and prayer room facilities.

Table 2.11: Utilization of income and savings

SI	Utilization of Income	Frequency, N=120	Percentage
1	Meet own expenses	86	72
2	Family support	76	63
3	Meet educational expense	23	19
4	Others	04	03
	Total	189	
SI	Savings of the Respondents	Frequency	Percentage
1	Yes	54	45
2	No	66	55
	Total	120	100

Analysis: Majority of the respondents use their income to meet their own expenses (72%) and educational expenses (19%). Sixty three percent respondents said that with their monthly salary they supplement family income. Forty five percent respondents said that they can save some money from their income.

Table 2.12: Work pressure and its duration

SI	Work pressure	Frequency	Percentage
1	Yes	28	23
2	No	91	76
3	Moderately busy	01	01
	Total	120	100
SI	Time of heavy work pressure	Frequency	Percentage
1	Cultural festival	50	42
2	Religious festival	86	72
3	Morning and evening of each day	18	15
4	Others	18	15
	Total	172	
SI	Time of reduced work pressure	Frequency	Percentage
1	After festival	55	46
2	Afternoon	18	15
3	End of month or year	21	18
4	Always same	16	13
5	Others	20	17
6	No response	12	10
	Total	120	

Analysis: More than three fourth (76%) of the respondents mentioned that they have more work pressure during the religious festivals like Eid ul Fitr, Eid ul Azha etc. Also, work pressure increases during observance of special cultural events such as Pohela Boishakh, International Mother Language Day, Valentines Day, Pohela Falgun etc. A few days after such festivals or events, there is less work pressure.

Table 2.13: Pre job training attended by the Respondents

SI	Pre job training	Frequency	Percentage
1	Yes	29	24
2	No	91	76
	Total	120	100
SI	Type of Training	Frequency	Percentage
1	Formal training	12	41
2	Informal training	17	59
	Total	29	100

Analysis: More than three fourth (76%) of the respondents mentioned that they have not received any pre service training. Twenty nine respondents who received some training only 12 was formal training.

Table 2.14: Problems faced by the respondents to pursue this job

SI	Problems faced by the respondents	Frequency	Percentage
1	Yes	28	23
2	No	92	77
	Total	120	100
SI	Type of problems	Frequency	Percentage
1	Delay in returning home which family/neighbors do not like	7	25
2	Misbehavior of the authority at work place	5	18
3	Family/Neighbors do not like her to work	2	07
5	Problems in dealing with some Customers	10	36
6	Physical tiredness(always stand)	2	07
7	Salary is not paid on time	2	07
	Total	28	

Analysis: Out of 120 respondents only 28 mentioned that they face some problems related to their jobs such as family and neighbors do not like them to work, delay in returning home, misbehavior of the authority at work place, salary is not paid on time, problems in dealing with some customers and physical tiredness since they had to keep standing most of the time.

Table 2.15: Problem faced as 'Women'

SI	Problem faced as 'Women'	Frequency	Percentage
1	Yes	41	34
2	No	79	66
	Total	120	100
SI	Type of problem faced being 'Women'	Frequency	Percentage
1	At work place	22	28
2	In the family	20	25
3	On the way/road	33	42
4	Others	04	05
	Total	79	100

Analysis: Around one third (34%) of the respondents mentioned that being women they face problems at work place, on the way to and from work place and in the family.

Table 2.16: Future plan of the respondents

SI	Continuation of work as sales girls	Frequency	Percentage
1	Yes	32	27
2	No	88	73
	Total	120	100
SI	Reason behind not continuing this profession	Frequency	Percentage
1	Due to low salary, and hard work	30	34
2	This profession is not socially recognized	02	02
2	Looking for opportunity for better jobs	25	28
3	Want office job	10	12
4	Want to start self business/ enterprise	09	10
5	Wants to live as housewife	09	11
7	Pursue higher study	03	03
	Total	88	100

* Multiple responses

Analysis: Seventy three percent respondents mentioned that they do not want to continue with the profession as sales girls because of low salary, and hard work. Some of them want to pursue higher study, start self business/ enterprise, live as housewife, prefer office job, look for better jobs etc.

Table 2.17: Recommendations for the development of this profession

SI	Recommendations	Frequency	Percentage
1	Increase salary	93	78
2	Fixed working hour	62	52
3	Transport facility	78	65
4	Job security	67	56
5	More development of this sector	42	35
6	No opinion	13	11
7	Others	29	24
	Total	384	

* Multiple Responses.

Recommendations:

The recommendations by the respondents:

- Want increase in salary (78%)
- Fixed working hours (52%).
- Transport facility (65%) to and from work place
- Assurance of Job security (56%).
- Further development of this sector (35%) is needed.
- 11% respondents has no opinion

Chapter Three

Recommendations

a. Service recommendations

1. Sales girls are compelled to compromise with low salary structure, long working hour and job insecurity because of fewer job opportunities. Therefore the state can take steps to construct a standard salary structure, standard working hour for the sales girls.
2. Sales girls often feel insecure with their job as most of the time they do not sign any contract before joining. They only have verbal confirmation of their job including the information of salary, working hour, conveyance allowance etc. So Government and stakeholders can take initiatives to ensure job contract for the sales girls.
3. Government and Non-government organizations can provide more information support and training to women regarding their sales profession, customer dealing, marketing etc. so that they can become more skilled and pursue with this profession.
4. Shop owners and authority should ensure essentials facilities such as toilet, prayer room and transport to the sales girls as they work in the shops for long hour and returned home late.
5. Government, non government organizations and media can advocate the prospect of this profession so that this profession gets social recognition and more skilled women join this profession.
6. Create more scope for this profession so that more educated and trained women join in this profession and contribute in the national economy. It will also help them to become economically empowered.

b. Study recommendations

1. The research is conducted on small sample and of particular study area. This type of research should also be conducted on other sales girls of different area of Dhaka City to know their status regarding their profession.
2. Women are emerging in frontline and engineering roles, as well as scientists, managers, and field workers. Throughout the world women are working side by side with male counterparts in a wide range of industrial profession. They are working as geologists, refinery workers, offshore rig workers, drillers, and office managers. So, there is scope of conducting research on other non traditional job sectors where women are working to reveal the progress and prospect of women in these professions.

Annex-1

References

1. *The Changing Status of Women in Asian Societies*
2. Women's shifting roles; Column - Mamun Rashid; Published On: 2008-11-04;The Daily Star
3. Terms of Reference For Research on Social Safety-Net Condition in Bangladesh with special focus to Minimum Wage (MW) and Maternity Protection (MP) Rights; BILS
4. Economic Policy Paper on Women Entrepreneurs in Bangladesh

Annex-2

Name of Enterprise Visited:

SI	Name of organizations	Type of Shops
1	Best way (Kids Wear)	Clothing (children)
2	Noborupa	Boutique
3	A to Z	Gift shop
4	Nobobi	Readymade Garments
5	Level -1, Bosundhora city	no specification
6	Gift corner	Gift shop
7	Ononna Shari House	Sari
8	Kashbon	Boutique
9	Troyee	"
10	Ahona	"
11	Rongila	"
12	Nokshi	"
13	Daijen	"
14	Tonushri	"
15	Bangal	"
16	Procchod	"
17	Poruya (book Shop)	Book shop
18	Abul khaer group	Food item
19	Style & Beauty	Under garments
20	Lean (Lingerie shop)	"
21	Meghna group Industries (Fresh brand)	Food item
22	Noksha	Boutique
23	Bata	Shoes
24	Gulf Emporium	Handicrafts
25	Britto	Boutique
26	Hatchani	"
27	Otobi Limited	Furniture
28	Sonet	Boutique
29	Banglar Mela	"
30	Apex	Shoes
31	Shari kutir	Sari
32	World of Titan	Watch
33	Westecs	Readymade garments
34	Rong joyee	Boutique
35	Dubai Cosmetics	Cosmetics
36	Valinda Boutique	Boutique
37	Marks Milk Powder	Food item
38	Priti lota bostro bitan	Clothing Materials
39	Motif	Boutique
40	Grameen	"
41	Banglar Shova	"
42	Sweet Dreams	Under garments
43	Kids zone	Children's cloths
44	Noholi	Boutique
45	Dhak dhol	"
46	Nari Mela	"
47	Bibiana	"
48	Sadakalo	"

49	Sanoara Group	Food item
50	High Tech	-----
51	Women's Fashion	Boutique
52	Jogi	"
53	Shopno	Super mall
54	Life style	Under garments
55	Chondro Bindu	Boutique
56	Easy Barzar	Readymade garments
57	Gypsy	Boutique
58	Prince Bazar	Readymade Garments
59	Coin Fashion Wears	"
60	Anupoma Boutique house	Boutique
61	Dirghoyee	"
62	Rongon	"
63	Key Kraft	"
64	Super Bag	Bag shop
65	Kingshuk Prothoma	Boutique
67	Swaty Fashion & Fabrics	Readymade Garments
68	Grameen Tant Mela	Boutique
69	G Mart	"
70	Hongkong Fashion	Readymade Garment
71	Top collection	"
72	Beshvusha	Boutique
73	Anjons	"
74	Nalonda (Fast Food)	Fast food
75	Papiras (Book Shop)	Book shop
76	Grameeen Best Wear	Readymade garments
78	Polly Check	"
79	Deshal	Boutique
80	Jordana	Cosmetics
81	Nayori	Boutique
82	She & he Fashion house	Readymade garments
83	Text Mart	"
84	Carre family	-----
85	1 to 99	Gift shop
86	Nigars Boutique	Boutique
87	Elomelo	"
88	Tanjim Boutique	"
89	Karim & Co. (Cards & Stationary)	Cards and Stationary
90	Angona	Boutique
91	Sopono (Super Shop)	Super shop
92	Rex	Readymade Garment
93	Saatrong	Boutique

Annex-3

List of the Participants

1. Rabeya Akter
2. Sharif Ahmed
3. Farhana Afroze
4. Bilkis Rumman Ety
5. Sanjida Akhter
6. Aparajita Alam
7. Abidur Rahman
8. Sanjida Hossain
9. Sadia Rahman
10. Asma Jahan Mukta
11. Md. Arifur Rahman
12. Fahmida Khanam
13. S.M.Sohel Rana