



A STUDY ON SOCIO-ECONOMIC CONDITION OF BARBER SHOPS WITH SPECIAL REFERENCE TO SATARA CITY

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ABSTRACT:

The development of a rural area depends on its quality at the local level and the economic welfare of the people and the improvement that is taking place in them, economically and ideologically. Due to the current situation in rural areas, people are living in many places, so the nuclear community has been forced to close its business in rural areas and move to urban areas. Therefore, it is more expensive to do business in urban areas than in rural areas as it requires renting space and lack of skills, which increases competition and leads to lower income. During the Corona period, the nuclear community suffered a great deal of economic loss and starvation in various places.



KEY WORDS: Socio Economic, Barber Shop, Development of rural area.

INTRODUCTION

The son and father of Sangli district have warned the government to commit suicide as they are fed up with the situation in Corona. During the Corona period, the people of the nuclear community kept their shops closed for more than 7ty days, which created a problem of subsistence. More than 70 %of salon and beauty parlor shops in Maharashtra are rented out and due to non-availability of rent, the nuclear community is in financial straits. It was also demanded that the government should allow regular beard and hairdressing as per the rules to start financial income or the government should provide financial assistance of Rs. 10,000 to each nuclear community. At the same time, the National Nuclear Federation and the Maharashtra Nuclear Corporation have demanded that the government should insure the artisans. The number of nuclear community in Maharashtra is around 50 lakhs. Andhra Pradesh, Gujarat, Punjab, Tamil Nadu and many other places where the business of the nuclear community is operating, but the Maharashtra government has called for the closure of the nuclear community has created economic problems. Bhagwanrao Bidve, National President, Nuclear Federation, has expressed the view that the government needs to understand the economic problems of the nuclear community and address them properly and immediately. According to the researchers, the closure of all types of businesses in the country, not just in Maharashtra, has created financial problems for all types of businesses but it has created a financial dilemma or problem for the small business owners who are involved in the nuclear community because the low capital recurring daily subsistence of the nuclear community has created their financial problems.

Inclusive Policy and Barber Community:

A hairdresser is a person who trades in men's hairdressing and hairdressing, beard, hairdressing etc. The Barber community is known by different names in the country. The main tools used in this business are comb scissors and razors. In the current situation, there are different types of electric tools available for hairdressing and shaving. The first haircutting salon in Mumbai was started by Lonakar and Badnerkar, while Nandan Kalelkar went to London to study modern hairdressing and started the first nucleus shop in Mumbai and then in Pune. Nandan Kalelkar is known as the first barber to do nuclear business in Pune. In Gujarat and Maharashtra, a person from the nuclear community works in many places as a mediator to arrange marriages for many auspicious deeds. In the current situation, in many places in Maharashtra, they are giving information about the wedding invitations a day before the wedding for a small fee. In many cities of Maharashtra, people of Barber community also play instruments like Sanai Choughada Tutari Nagara Dhol etc. In the past, people in the hairdressing community used to surgically remove the hair follicles. In the present situation, it is customary for children to shave their heads, after the funeral, to shave their hair, to take orders, to invite for many auspicious deeds doing business.

Table No. 1
Current Rate Sheet for Hair and Beard and other
Special Items in Satara City: 2022

Items	Rate (Rs.)
Simple Cutting	100 Non A/c
Simple Beard	70
Special Cutting	150 A/c
Special Beard	100 Non A/c
Fum Saving	80
Skin Plich	500
Facial	1500
Color Highlight	500
Body Spa	40000
Hair Spa	5000
Hair Staining	1500 to 5000

Source: field work, 2022

Table No. 1 categorizes the current conditions for hair cutting and shaving as well as other skin cleansing costs. The fair table shows that it will be beneficial for the common people of the society to buy cleaning materials themselves and clean the house. Many people have the mentality that fashion is more important than the value of money in today's modern world and a lot of money is spent on shaving and cutting hair. It is widely used to entertain people using cosmetics at large events. Excessive use of cosmetics can have a detrimental effect on the skin.

Chart No. 1
Financial Management of Barber Community and Awareness:



The chart above shows that individuals in the nuclear community have to manage their finances to support their families, but lack of awareness in financial management often leads to higher costs. For this research, the researcher has also elaborated on the research paper on the factors related to financial management, education, health, working capital required for business, savings, investment, daily income, daily expenses, bank loans, etc.

REVIEW OF LITERATURE:

Saint Sena Maharaj, who is famous all over India, belonged to the Navi community. Many of his abhangs are famous for their traditional business. There are many types of abhangs known as "We shave the hair of the Warik community and everyone". Shivaji Maharaj's Mawla 'Jiva Mahala and Shiva Kashid' were both balutedars and belonged to the Barber community. Jiva Mahala tried to remove the crisis that befell Chhatrapati Shivaji Maharaj. As a result, many people like Jiva Mahala in the navy community have worked with great men. In particular, Jiva Mahal's hometown is Kondwali Budruk in Wai taluka of Satara district and this village has been relocated due to Dhoom dam. Jiva Mahala belonged to the Barber community. His elder brother was Tana Mahale. Shivaji Maharaj was 25 years old when Jiva Mahala saved his life. Jeev teaches us to run the dandapatta. In the present situation, the young people of Barber community, who are 25 years old, are unable to do their traditional business due to the epidemic and they are facing financial difficulties. The nuclear community has been facing a lot of economic problems in the Corona era, so the government needs to take some help to bring this community in the stream of economic development, taking into account the old context and the performance of Jiva Mahala. Krishna Gaikwad belonged to the Barber community. Among them, other communities have done great injustice to his business. A person from the Barber community has been the subject of a controversy. What is special is that Barberis balutedar. The nuclear society does not do any harm to any person in the society while shaving or hairdressing but in the present situation, it is being neglected at the local level as well as at the state level, and as a result, the income from all sections of the society has come to a standstill, which has resulted in huge economic losses. Workers in the nuclear community are living in poverty due to the Quranic situation.

A Brief Overview of Barber Shops in Satara City:

There are a total of 500 Gents and 1500 Ladies shops in Satara city. Gents' haircuts cost 100 rupees and beards 70 rupees. The current situation is a concept called UNICEF Parlor in which the ladies cut the hair of the gents and the gents cut the hair of the ladies. Possibly this society has been active in this business since the age of ten because the hand can be twisted at the age of ten, in which the movement of the wrist is done properly at the age of 6teen. So from the age of 6teen, these people prefer to do their traditional business. In Maharashtra, Javed Habib has started hair cutting shops in the name of that person. Out of these, 5 branches are operating in Satara city under the name of Javed Habib. They charge Rs. But it costs a hundred rupees per person. Researchers interviewed Atul Sontakke and Santosh Sontakke at Sai Nagari while collecting the information. People in this business suffer from a variety of ailments, including back pain and eye problems. They suffer from various ailments like leg cramps and fatigue. This society can make a living in a very good way but provides less for the future because the money that comes in every day is spent daily so some people in this business can get less wealth but most people are doing their traditional business in a simple way. Haircuts and shaving in a new way are expensive due to the rising cost of cosmetics. The new method includes body massage, hair spa, body spa, eming, boarding Medicare and many more.

2000 to 5000 for body spa, 2 2000 to 5000 for straightening hair, 1500 to 5000 for color highlighting and 5 % for color highlighting. This business earns a daily income but due to physical fatigue it incurs huge expenses. This business can only be done properly for 40 years after which it becomes physically impossible for the person doing business to do this business. According to him, the money earned from this business does not last long but he can meet his daily subsistence needs in the right way. It is possible to do business in one's own shop but it is not possible to do business by renting space. In this business 80% of the people do not have land and 20% of the people cultivate less land.

Approximately, this community has a maximum of ten houses in a village, so this community, though sparse, has been working for a long time to solve the problems of the people in the actual community.

Problems of the Study:

In the cities of Satara, people from the barber community are doing their traditional business but they are experiencing many kinds of financial problems while doing traditional business. There is a big difference between daily income and household expenses, so individuals in the nuclear community have to borrow money through various means to meet various expenses. Due to the need for working capital, this society is doing its business by borrowing a large amount from banks, lenders, credit unions, friends and relatives. While doing business, according to the opinion of the customer, he has to change his mind set. Due to lack of education, he does not understand the most important information of the society. He makes his living by providing equal services to people from all walks of life.

OBJECTIVES OF THE STUDY:

The main purpose of writing this research paper is to study the financial management of the nuclear community in Satara City.

1. To Study the financial Management of Barbers Shops.
2. To Study the way of life of the Barber Community.
3. To suggest the remedies.

Significance of the Study:

During the Corona period, the nuclear community continued its subsistence business with a variety of occupations as its traditional business was closed. Nuclear society has traditionally played an important role in maintaining the personal hygiene of each individual. In the wooden age, citizens have to face many problems to maintain personal hygiene

Therefore, the nuclear community has an important place in terms of maintaining cleanliness. Citizens can fall prey to many different diseases if they do not maintain personal hygiene. The nuclear community has to do a lot of work like shaving, cutting hair and cleaning the face, especially since it does not cause any inconvenience to the citizens. Citizens have to suffer from many diseases during this highway period, so the government should give priority to start solar business. If the nuclear community does not keep its citizens clean, then in the real sense, the citizens can get various diseases and because of its spread, it can spread to others, so the nuclear community has a very important place. Citizens have to suffer from many diseases during this highway period, so the government should give priority to start solar business. If the nuclear community does not keep its citizens clean, then in the real sense, the citizens can get various diseases and because of its spread, it can spread to others, so the nuclear community has a very important place. Saloon rates were reduced during this highway period because the nuclear community was facing financial crisis due to lack of customers but some people in the nuclear community are safeguarding their social responsibility. The nucleus community has its own subsistence village for its subsistence. This research will be of benefit to the research institutes, universities, colleges, colleges, schools, research students, etc., who are conducting research on nuclear society in rural as well as urban areas.

Scope of the Study:

India is a country of villages. In every village in India, the nuclear community is doing its traditional business. The nuclear community has to face many financial problems while doing traditional business. In every state of India, the nuclear community plays its role by setting up its own corporations. The nuclear community is doing its business in every village but the researcher has chosen Satara district of Maharashtra and Satara city of Satara district as the area of study. Although the nuclear community is scattered all over India, the researcher has chosen only the city of Satara to write a research paper from the point of view of financial analysis of the nuclear community in Satara.

Period of the Study:

The researcher has chosen the period from 1, April 2021 to 31 March, 2022 to write this research paper. Researchers have made a detailed analysis of the methods used by the nuclear community during this period to manage their finances.

RESEARCH METHODOLOGY:

To do this research, the researcher has written a research paper by collecting primary as well as secondary information. Its detailed explanation is given below.

DATA COLLECTION:

The researcher has written the result paper using primary and secondary tools, the details of which are given below.

Primary Data:

While conducting a study on the financial management of the nuclear community in the city of Satara, the researcher collected information on the basis of interviews, questionnaires and observations with a person involved in the nuclear community business.

Secondary Data:

While doing this research, the researcher has also used some secondary tools including serial books, reference books, reference books, research papers, research articles, internet newspapers, government reports, annual reports, research papers, etc.

RESEARCH METHOD:

While writing this research paper on financial management, the researcher has studied 500 gents and 1500 ladies nuclei in the city of Satara, a select few shops in the Nhavi community. In this, the researcher has written a research paper by collecting 10 percent information like simple random sampling method.

Table No. 2
Sample Selection

Total No. Barber Shops	Sample Selection	Percentage
2000	200	10%

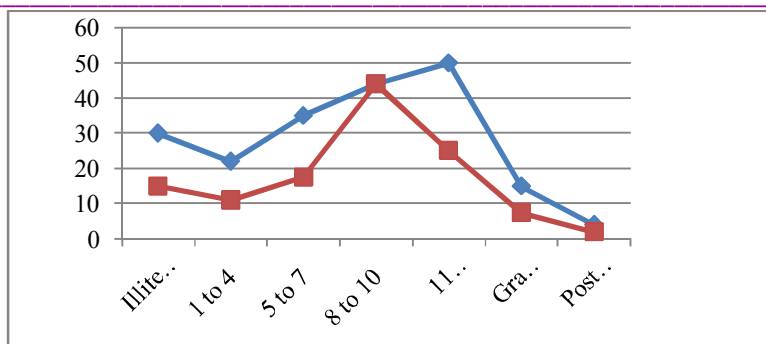
DATA ANALYSIS AND INTERPRETATION:

While conducting this research, the researcher has given a detailed overview of the daily income of the nuclear trader, the main income, the main business rent, the loan, the savings, the investment, the way in which the loan is taken, the savings made and the required working capital.

Table No. 3
Education Level

Education Level	Frequency	Percentage
Illiterate	30	15
1 to 4	22	11
5 to 7	35	17.50
8 to 10	44	44
11 to 12	50	25
Graduate	15	7.50
Post Graduate	4	2
Total	200	100

Source: field work, 2022



The table above shows the education of individuals in the Barber community. In Satara, 15 %of the population is illiterate, 11 %have completed their education up to 4th standard and 17 %have completed their education up to 7th standard. 26 %have completed 10th standard and 25 %have completed college education. In the present scenario, 7 %of the people in Satara city are graduates who have continued their traditional business and 2 %have completed post-graduate education while doing traditional business. According to researchers, education should not be the reason for doing any business. According to researchers, barber businesses in the city of Satara are highly educated and engage in traditional occupations to meet their own subsistence expenses.

Table No. 4
Monthly Income Level

Income Level	Frequency	Percentage
30000 up to	120	60
50000 up to	38	19
70000 up to	20	10
100000 up to	12	6
150000 up to	6	3
180000 up to	4	2
Total	200	100

Source: field work, 2022

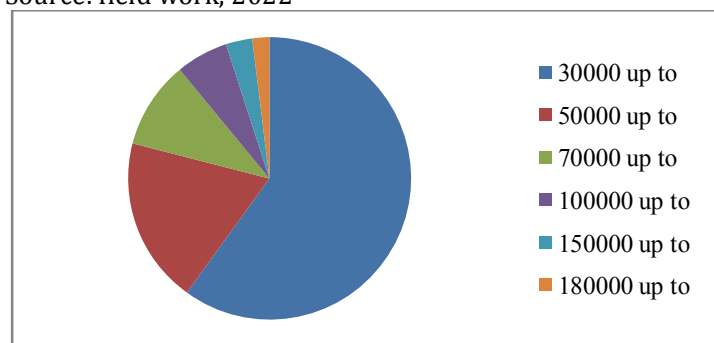


Table 4 shows the monthly income of individuals in the Barber community. 60 %earn up to Rs 30,000 per month while 19 %earn up to Rs 50,000. Also, ten percent of the people get an income of Rs. 70,000. From one lakh to one lakh 50 thousand rupees, the number of persons in the barbaric society is 3 to 60 %each. The table above shows that 2 % of the people earn up to Rs. According to researchers, the higher the income, the lower the number of people earning, that is, the lower the number of higher earners and the higher the number of lower income earners.

Table No. 5
Ownership Pattern of Accommodation

Ownership pattern of accommodation	Frequency	Percentage
Own house	150	75
Rented	30	15
Own house but built on another's land	20	10
Total	200	100

Source: field work, 2022

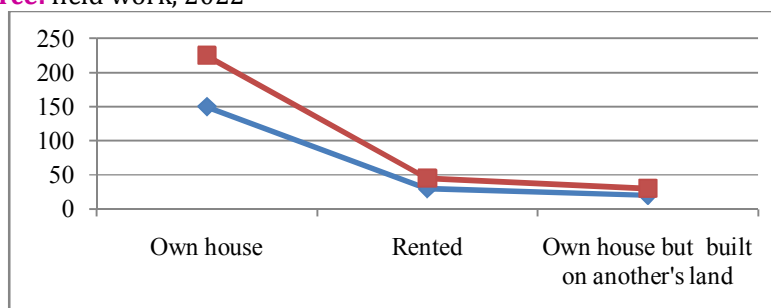
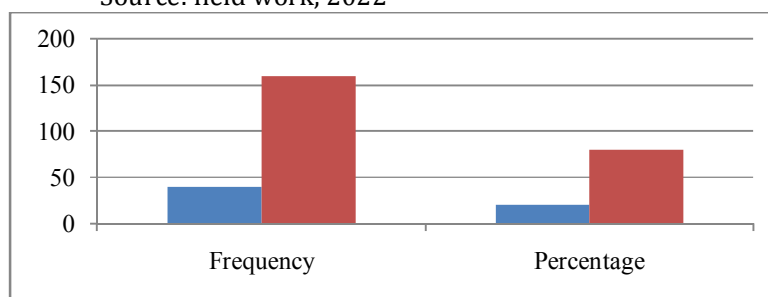


Table 5 categorizes the occupants according to their own and rented houses. 75% of the people do their business in their own house i.e. near home while 15% of people do their business by renting rooms. In particular, 10 % of the people have a house in their own space and due to lack of space; they do their business on rent in another's space.

Table No. 6
Loan Taken

Reponses	Frequency	Percentage
Yes	40	20
No	160	80
Total	200	100

Source: field work, 2022



Most of the people did not take loans as the traditional occupation of the barbaric society was related to their artistic talents.

Table No. 7
Reason for Receiving Loan

Response	Frequency	Percentage
Illness	35	17.50
Child Education	83	41.50
Child Marriage	62	31.00
Purchase or Repair a Land	20	10.00
Total	200	100

Source: field work, 2022

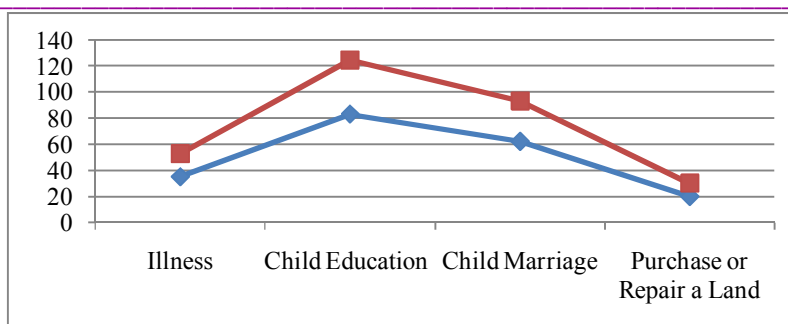


Table 7 shows the classification according to the loans taken by individuals from the barbaric community. While 17 %of the people have taken loans for their own illness, 31 to 41 %of the people in the society have taken loans each for their own child marriage and teachers. Ghatke people have taken loans to repair the land. According to researchers, 80 %of the people do not have land but 20 %people are repairing their land with loans.

Table No. 8
Source and Size of Loan Taken

Sources	Frequency	Percentage	Amount	Percentage
Relatives	30	15	100000	16.13
Banks	48	24	200000	32.26
Credit Society	42	21	150000	24.19
Money Lender	60	30	120000	19.35
Friends	20	10	50000	8.06
Total	200	100	620000	100

Source: field work, 2022

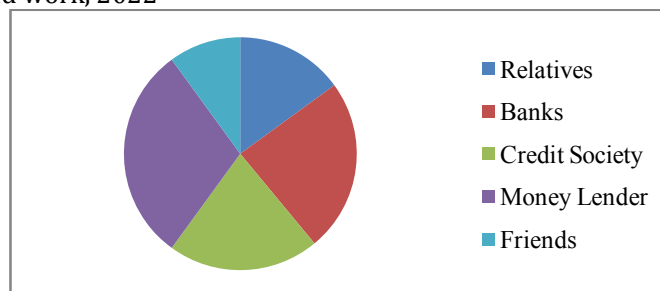
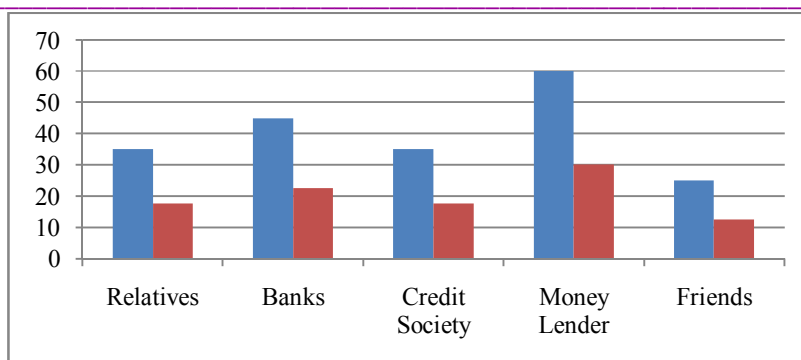


Table 8 shows the borrowed routes and the number of loans. Fifteen %have taken loans of up to Rs 1 lakh from relatives, while 21 to 24 %have taken loans of Rs 1.5 lakh to Rs 2 lakh from banks and credit unions. 30% of the people have taken loans from moneylenders up to 120000 and 10% of the people have taken loans from friends up to 50 thousand rupees. According to the researchers, after completing their education up to class X, individuals in the community actively participate in carrying on their traditional business by borrowing money in any situation as well as investing capital close to them.

Table No. 9
Place and Size of Savings

Place of Savings	Frequency	Percentage	Amount	Percentage
Relatives	35	17.50	150000	17.05
Banks	45	22.50	300000	34.09
Credit Society	35	17.50	200000	22.73
Money Lender	60	30	150000	17.05
Friends	25	12.50	80000	9.09
Total	200	100	880000	100

Source: field work, 2022

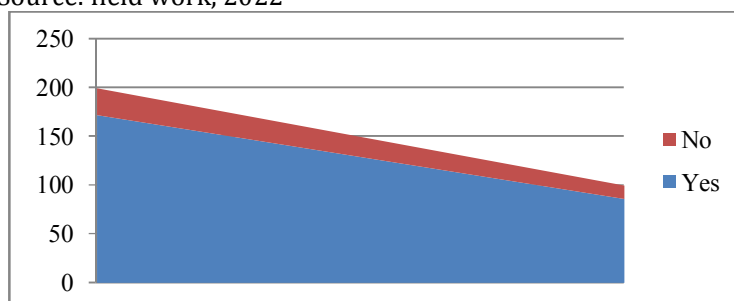


In Table 9, individuals from the Barber community are categorized according to the number of places they are saving and the actual number of those who have saved. In the Barber community, 17 % are saving between Rs 1.5 lakh and Rs 2 lakh in relatives and credit unions, while 30 % are saving money with moneylenders. 12 % have saved money with their friends.

Table No. 10
Need of Working Capital

Need of working capital	Frequency	Percentage
Yes	172	86
No	28	14
Total	200	100

Source: field work, 2022



In Table 10, individuals from the barber community are classified according to their need for working capital. 86% of people need time to make progress in their business, while 14% of people have created working capital by doing their traditional business.

CONCLUSION:

The above discussion shows that individuals in the barber community need a large loan if they want to make progress in their business. There are also 500 gents and 1500 ladies parlor shops in the city of Satara, earning a minimum of Rs.1000 per day and a maximum of Rs.6000 per day. But as the current situation has changed, so has the financial turnover in this business. In the cities of Satara, between Rs 5 lakh and Rs 18 lakh is spent daily by locals and outsiders on shaving their own beards and hair as well as cleaning their faces. People in this society are active in their traditional business by getting education up to 10th standard because they are old enough to get used to the wrist and move. Professionals who get maximum profit incur huge losses of GST so simple beard and simple hair cutting is beneficial to most shopkeepers. In Satara cities, body massage charges from Rs 100 to Rs 500. You have to spend a lot of money to cover your family expenses while doing daily business. Also no one in this society manages finances but in the current situation financial management takes time. According to researchers, barber businesses in the city of Satara are highly educated and engage in traditional occupations to meet their own subsistence expenses. According to researchers, the higher the income,

the lower the number of people earning, that is, the lower the number of higher earners and the higher the number of lower income earners.

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