

WOMEN IN THE ECONOMY-Guest Lecture by Prof. Suman Dad

As a part of gender equity promotion series, Mewar University organized a guest lecture on the role of women in economy on 17th September 2016. The speaker of the day was Prof. Suman Dad, Professor, Department of Economics, MPPG College, Chittorgarh. The lecture was intended both for students and faculty members.

Guest lecture started with presenting the Indian perspective on women and economy that women play a major role in the economy of a nation, including housewives. Housewives are the largest workforce in the world, the most underpaid and receive undue scoff. If she is paid the role of a housewife's duties can amount to billions of dollars annually. A woman purchases household goods not limited to food items, but clothing, accessories, and many daily use items as simple as a scrub to wash dishes. She is the dictator of large companies producing goods in manifold, she purchases the chips and cold-drinks her child consumes and treats guests with, she decides which commodities will be used and in what quantity. Most shopping outlets are directed towards women. Women are ultimately the largest consumers in the market, especially so in the Indian market where culture is upheld by women, where it's the wifely duty to ensure all goods are stocked in the house and family members are able to work without a hiccup. Yet women are the most overlooked consumer of the market, and the corporate which target female-consumers lack the female workforce within their company.

Lecture ended with a note of introspection that a developed and progressive country needs both genders to play an active part in economy and politics. No society can be strong if half of the population is left out. Why should one gender be underrepresented? That would be like having two hands, but only working with one.