

Impact of Globalisation and Women's Work in the Beedi Industry- A Study

Prof (Dr.) Harish B. Bapat * Corresponding Author

Professor & Dean Faculty of Management, Medicaps University, Indore (M.P.)

Email:- prof.harishbapat@gmail.com

Navaneetha Krishnan Rajagopal

Faculty, Business Studies, University of Technology and Applied Sciences, Salalah

Email:- bba_rnk@yahoo.co.in

Prof. Manoj Kumar Mishra

Professor, College of Business and Economics, Salale University Fitcha, Ethiopia

mkmishraeco@gmail.com

Dr. Anil Thakur

Assistant Professor, Department of Economics,

A. S. College Deoghar Jharkhand

Email:- anilthakurkhagaria@gmail.com

Sumanta Bhattacharya

Research Scholar, Department of Textile Technology

University Name: MAKAUT, West Bengal

Email:- sumanta.21394@gmail.com

Abstract

This study sheds light on the impact of women's participation in the beedi industry of India. The Indian economy has been developed with the help of the beedi industry as almost 90% Indian adults consume beedi as indigenous cigarettes. Workers in the beedi industry are paid fewer wages than other industries. This industry needs to be developed by the authorities so that they can engage in a new system to develop their socio-economic condition. A comparative analysis has been followed by collecting different journals from the different authentic sites. Thus this research is much significant for the researchers to understand the impact of globalisation and women's work to develop the Indian economy.

The study also focused on the implementation of globalisation on the social and economic position of Indian women, from where future scope on the core topic could be extrapolated. Limitations that were present in the research were jotted down to highlight the shortcomings of the study. Recommendations were provided at the end for the continuous improvement of the research for the forthcoming days.

Keywords: *Globalisation, Discrimination, Women workers, Socio-economic condition*

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1. Introduction

The Beedi industry of India is an unorganised sector with burdensome number of employees. It is predominantly haphazard as the investment is much lower in this industry. Workers work in this

industry however they earn fewer wages as compared to other industries. Thus, this industry needs innovation with globalisation techniques to improve the business and work procedures within the organisation. There are a lot of women workers in this industry as they are dominated by the male of their families. Therefore, the beedi industry in India has an effective impact on increasing productivity and profit within the organisation. This study looks into the impact of the necessity of globalisation and contribution of women workers to increase profit and productivity.

The main objectives of the research is-

- To discuss on the involvement of women in beedi industry in India
- To analyse the factors that govern the globalisation of beedi industry in India
- To evaluate the role of in globalisation on the women’s involvement in beedi industry in India
- To identify challenges faced by women whole working in beedi industry

2. Background

Beedi is a common tobacco item for the majority of Indian adults. It is an indigenous smoking product with a rolling leaf rolled with string. It is much cheaper than other smoking and tobacco items. Almost 7.7% of Indian adults do consume this smoking beedi as it is cheaper than other items. This industry share 85% of the market of all smoking products and workers who work in this industry earn less than other industries (India, 2022). This industry has been an organised sector in forest however; gradually it became unorganised under government strict regulation, rules and prohibition. Thus, this industry is much more dismantled to enjoy tax benefits and trade benefits.



Figure 1: Women beedi worker and socio-economic condition
(Source: Influenced by Pande, 2019)

Registered beedi companies produce more than 2 million beedis throughout the year whereas the unregistered companies produce less than 2 million beedis. This industry is contributing to the economy of India by increasing the production and workers. Number of women workers is more than male workers, still, they earn less than male to INR 7000 to INR 8000 (Panmeer, 2019 p. 123). As per the new GST policy, the companies which have a turnover rate of more than 4 million are exempted from the tax restrictions by the government. This sector contributes 0.9% of the employee rate in India and 0.74 million women workers are there in this industry. Thus the increased rate of women workers in this industry is a global phenomenon as mentioned by the economists and educationalists.

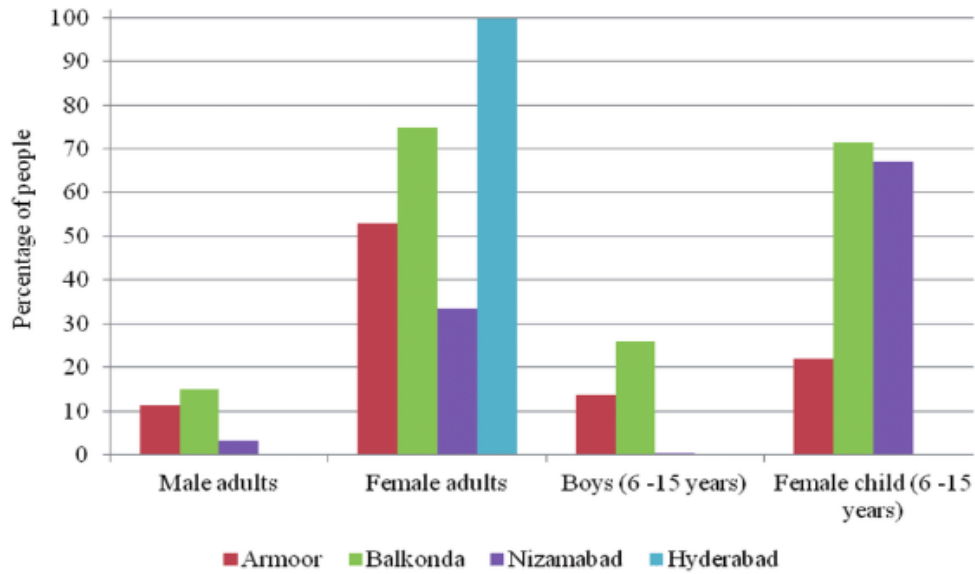


Figure 2: Number of workers appointed in beedi industry
 (Source: Researchgate, 2019)

Above figure shows that female workers are more than male workers in this industry Hyderabad has more female workers than other cities and the female workers contribute a lot to the economy of this country as this industry has become unevenly distributed. The Beedi industry has become an important source of income as it shows the statistical views of the data and information of the women workers. As mentioned by Pande, (2019 p.165), it is much important for the women as they contribute a large part to the economy while working at their home.

Basically, the women workers are informal workers in the Beedi industry as it has been calculated by the experts. Globalisation of this industry of Beedi that is called indigenous cigarettes is much required to make this industry much organised and structured. Thus, this industry needs many innovative ideas and innovations so that women workers are interested in performing their best.

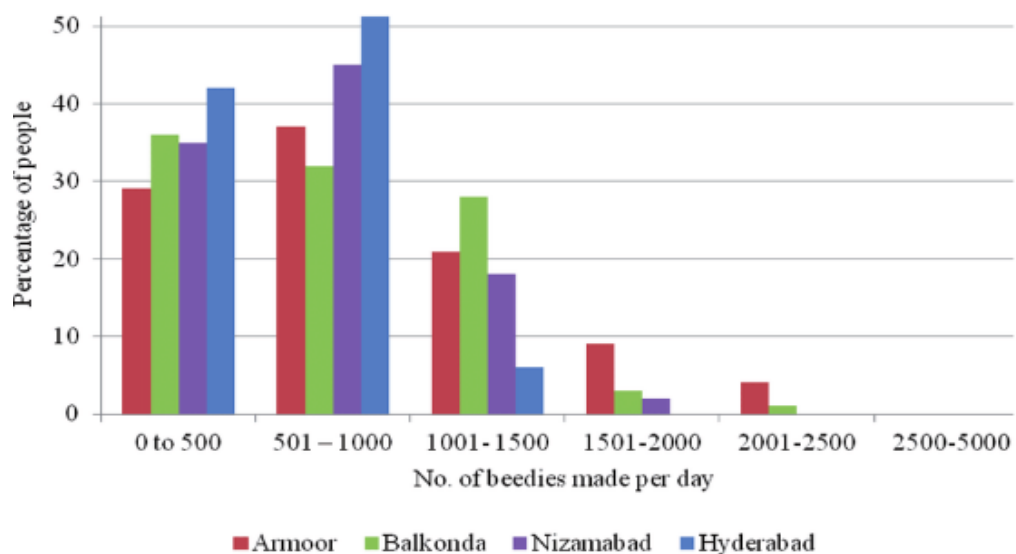


Figure 3: Quantity of beedi produced per day
 (Source: Researchgate, 2019)

Above figure implies that Hyderabad produces more beedi than other cities of India. Women workers work in this industry to get a statistical increase in the economy and tax of this country. Thus, globalisation is much needed in this industry so that women are not discriminated against. In India, production of beedi is a village-based home crafts and thus, most of the women workers take part in this industry (Gopal, 2018 p.68). In order to increase the employment rate along with the income, the less educated and poor women find a way to earn their meals by working in this industry.

Thus, economic globalisation is required in this industry so that class distinction can be restricted by the government and women can also find a new way to continue their talents and activities. Therefore, a globalised system is required in the beedi industry so that class, gender and race discrimination can be reduced (India, 2022). It is also needed for the women workers so that they can get equal advantages with the male workers within an industry.

3. Methods

Methods of a study define the reliability and validity of conducting the research programme by gathering information and data. It defines the process and techniques of data collection for conducting a research programme (Flick, 2020 p.33). It is much required for a research programme so that business objectives are met. It helps to define the quality of research by showing the data collection process to understand the different impacts of conducting the research. In order to conduct this research, a secondary research process has been followed for collecting the data and information.

A systematic review has been followed to complete the comparative analysis process. Moreover, positivism philosophy has been followed by the researchers to conduct this research along with the descriptive research design (Kumar, 2018 p.54). Moreover, a deductive approach has been followed to gather the scientific knowledge from the journals in order to conduct the research. Along with that, the journals have been collected from Google Scholar and Proquest as these sites have authentic peer-reviewed journals so that the research process can be secured enough.

The research has been conducted by following a comparative analysis with a systematic review. Thus, this process has been followed by the researchers so that business objectives are reached properly to understand their difference and importance. Along with that, a Boolean table has been made to identify the keywords that have been searched for collecting information from the journals. Thus, a PRISMA diagram has also been developed to show the steps of research for selecting the journals in a proper step (Mohajan, 2018 p.32). Thus, this research has been done following a secondary qualitative research. ***[Referred to appendix 1]***

Collected data has been analysed with a comparative analysis process by making a themes and code table and bibliography of the selected journals. Thus, this research has been conducted by the researchers by following proper methods of data collection and analysis. A number of 10 journals have been selected to gather data and information from the authentic sites. As per the views of Pandey & Pandey (2021 p.42), random sampling technique has been chosen by the researchers so that this research can be conducted properly to develop the ideas and principles of conducting this research. Thus, a qualitative secondary data analysis has been followed by the researchers so that information can be collected and analysed properly. Thus, information has been collected to complete the research authentically. ***[Referred to appendix 2]***

4. Result

Author	Year	Design of the study	Number of samples
Desai	2020	Case study analysis	20 participants
Goswami	2020	Cross-sectional study	19 sample
Mallick & Satpathy	2019	Experimental study	55 male
Manhas	2020	Qualitative experimental study	89 participants
Mazumdar	2019	Cross-sectional study	20 sample
Sedai et al.	2022	Cross-sectional study	30 male
Singh & Pattanaik	2019	Quasi-experimental study	10 samples
Singh	2022	Cross-sectional study	55 participants
Springer	2018	Qualitative study	15 samples
Suresha	2019	Case study analysis	20 samples

Table 1: Data extraction table
(Source: Developed by researcher)

Authors	Study design	Measured outcomes	Result	Quality review
Desai, (2020)	Case study analysis	Exploitation of women regarding liberty and wages	Effective planning is needed to make the industry globally to change the state of women	This study represents the comparison between the male and female workers in India
Goswami, (2020)	Cross-sectional study	Contribution of women to a globalised sector in economy	Women have a significant role in developing the global economy by making social changes.	This study presents an important part of women towards the society and it also empowers women to proceed forward for increasing productivity.

Mallick & Satpathy, (2021)	Experimental study	Exhausted socio economic condition of the women beedi workers	Women are lagging behind as they are discriminating against their wages and they are left behind due to poor socio economic condition	This paper analyses the qualitative study of the poor socio economic conditions of the women of Indian villages
Manhas, (2020)	Qualitative experimental study	Globalisation is required to improve the Indian economy	The importance of globalisation in Indian economy along with improving the state of women	This journal presents the importance of globalisation in Indian economy to develop the beedi industry.
Mazumdar, (2020)	Cross-sectional study	Diplomacy of India supports the globalisation challenges	The Indian democratic situation helps to mitigate the challenges regarding the economy and wages.	This study represents the economic condition much significantly as it is much required to make the beedi industry globalised despite the challenges.
Sedai et al. (2022)	Cross-sectional study	Women empowerment in order to develop socio economic condition	The women need to be empowered so that the unorganised industries can be developed with the help of women workers despite the social challenges	This study is much effective for motivating the women by developing proper strategic movement along with developing strategies to improve the socio-economic conditions of women.
Singh & Pattanaik, (2019)	Quasi-experimental study	Poverty causes the unpaid work of women	Indian women have poor economic conditions and thus they are forced to work in the unorganised industry.	This paper shows the reasons for women staying back by the women as they are poor and they are discriminated against by unpaid work.

Singh, (2022)	Cross-sectional study	Unorganised sectors of India have more women workers	The unorganised sectors focus on developing their system by paying fewer tax tariffs to the government and thus they appoint women workers in their industry.	This study is significant as it makes clear about the socio-economic condition of women who are working in the unorganised sector.
Springer, (2018)	Qualitative study	Importance of globalisation to improve economy	Globalisation is required in India to have an improved advertising and promotional strategy. Along with that, it is required for improving the economy of India.	This paper has an improved quality to develop the Indian economy by engaging digitised advertising and promotion for the women.
Suresha, (2019)	Case study analysis	Women employment rate is less in India due to wage system	Women are paid fewer wages than male workers and they are discriminated against by the male workers in the beedi industry of women due to less education.	This study presents a significant study of women wage conditions by developing the employment rate in the beedi industry and shows the necessity of engaging education of women.

Table 2: Data synthesis table

(Source: Developed by learner)

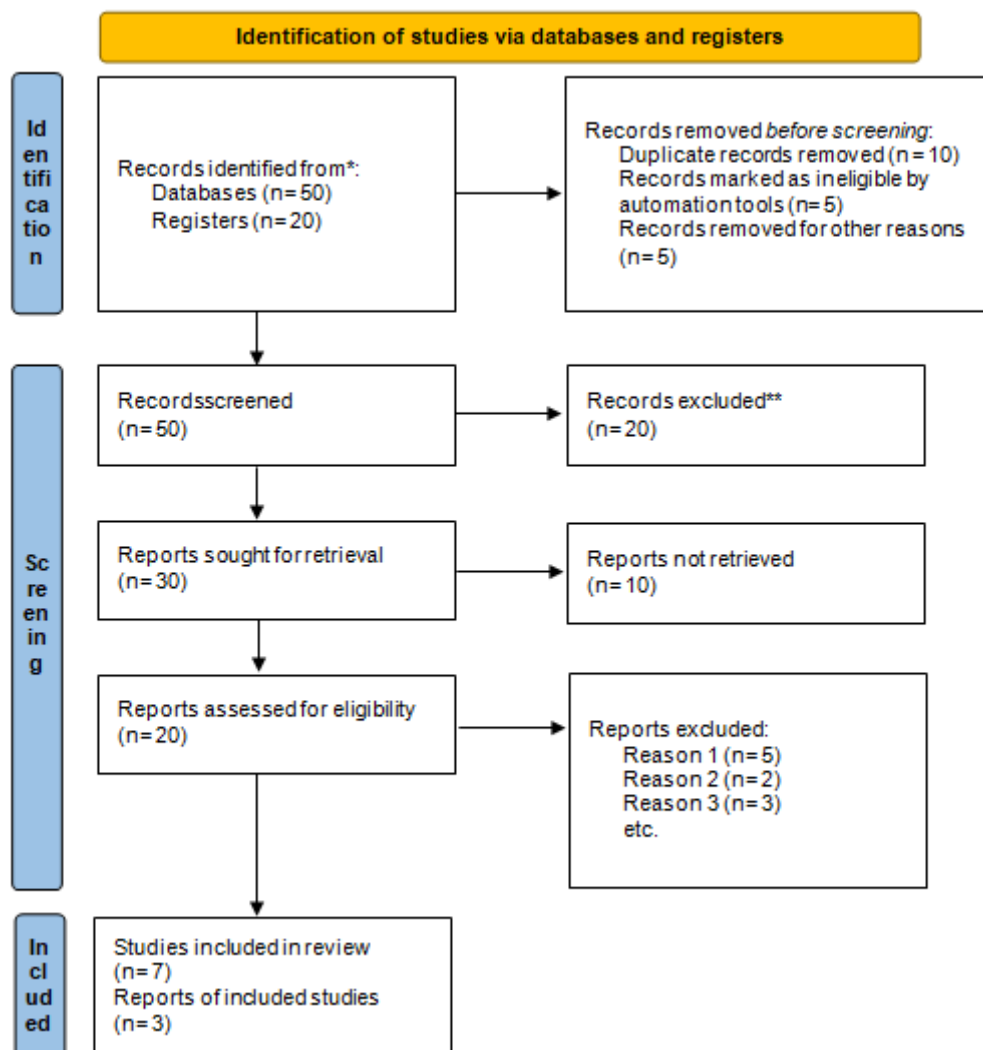


Figure 4: PRISMA Diagram
 (Source: Developed by researcher)

Authors	Objectives	Themes	Keywords
Desai, (2020) Goswami, (2020) Mallick & Satpathy, (2021) Manhas, (2020)	To ensure the importance of women employment for developing Indian economic condition	“Unorganised sectors have more women employees as they can be discriminated against due to poor economic conditions”.	discrimination
			Economic condition
			labour
			Women workers
			Unorganised industry
			Exploitation

Mazumdar, (2020) Sedai et al. (2022) Singh & Pattanaik, (2019)	To empower the Indian women for developing their socio economic condition supported by the democratic government	“Women workers need to be empowered to reduce discrimination and increase wages”	Discrimination
			Democratic
			Poverty
			Empowerment
			Economic condition
Singh, (2022) Springer, (2018) Suresha, (2019)	To make the unorganised industry global to improve the socio economic condition of women	“Globalisation is required in beedi industry to improve the socio economic conditions of Indian women”	Beedi industry
			Globalisation
			Economic state
			development
			Poverty
			Indian women

Table 3: Axial coding table
(Source: Developed by researcher)

5. Analysis

5.1 “Unorganised sectors have more women employees as they can be discriminated against due to poor economic conditions”

Women are discriminated against in different industries of India as they are less educated. The unorganised industries are focusing on developing their business by paying less tax rate to the government of India (Desai, 2020 p.32). Beedi industry is an unorganised industry in India and it is developed by the researchers by developing different strategies to develop the economic condition. Women can be convinced easily and thus they are discriminated against by the authority of the un-organized industries (Goswami, 2020 p.23).

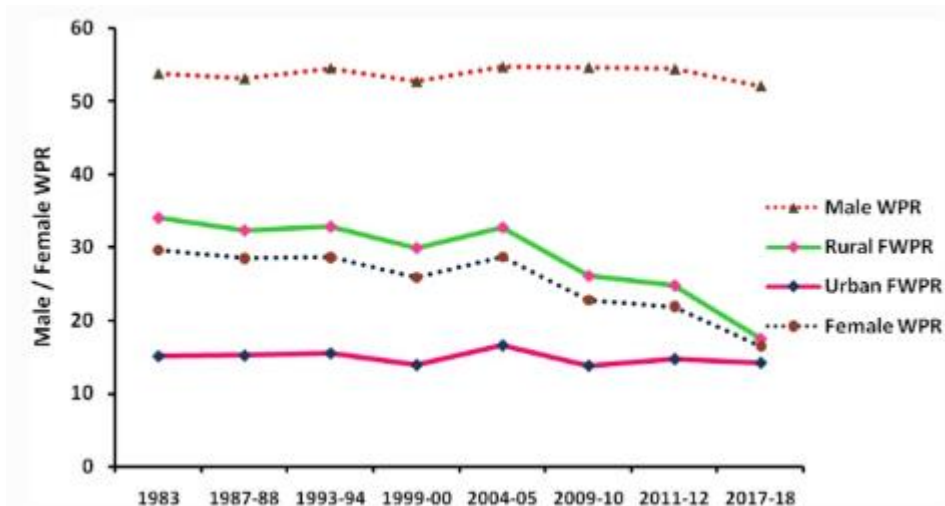


Figure 5: Work participation rate by male and female
 (Source: Influenced by Desai, 2020)

Above figure shows the rate of women participation in the work in the unorganised beedi industry of India. Thus, this industry has to focus on developing different strategies so that women cannot be discriminated against in socio economic conditions (Mallick & Satpathy, 2021 p.54). It is much required for women so that they cannot be discriminated against and increase their participation in different industries. Educational status, poverty, weakness and health conditions are the reasons for women working in the unorganised sectors of India by developing their workforce (Manhas, 2020 p.60).

5.2 “Women workers need to be empowered to reduce discrimination and increase wages”

Women empowerment is much required in this 21st century so that they can fight for protecting their rights in different countries. It is needed so that they can be motivated by themselves to develop the current situation by improving their educational and socio economic conditions. Gender discrimination is one of crucial issues in the workplace for developing the system and it has to be reduced by the government (Mazumdar, 2020 p.113). Women empowerment would help to reduce discrimination in the workplace. In the beedi industry of India, women are the main workers as they provide their best to develop the current situation of the economy.

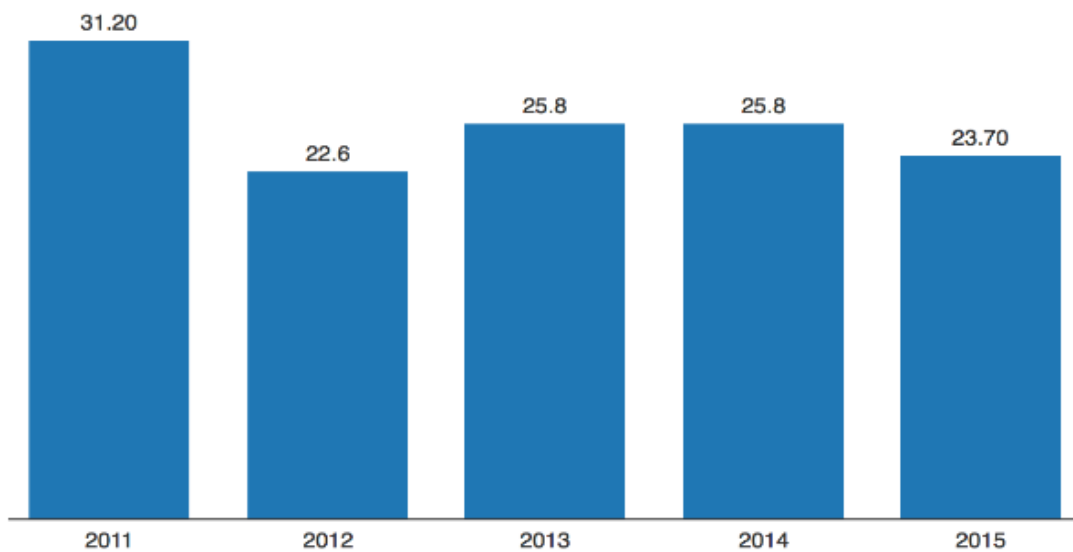


Figure 6: Women labour force in different years
 (Source: Influenced by Sedai et al. 2022)

Women labour force has been increased in the beedi industry as women are lagging behind due to their educational and socio economic status. They are less educated than male workers working with them. As commented by Singh & Pattanaik (2019 p.234), they are paid less despite their increased workforce and thus they are discriminated against by the male authority of the industries. Thus, women need to be empowered so that they can protect themselves against any kind of discrimination.

5.3 “Globalisation is required in beedi industry to improve the socio economic conditions of Indian women”

Globalisation in the business helps develop the economy. The Indian economy can be developed with the help of a globalised economy. It is much required for the beedi industry to be globalised so that the female workers can provide their best by developing their economic status. The Beedi industry shares 85% of the smoking products in India (Springer, 2018 p.78). Thus, the Indian economy can be developed with the help of globalisation strategies. Socio-economic conditions of women are much poorer and thus it needs to be developed. In beedi industry in India, women workers are discriminated against as they are paid less than male workers despite their increased participation.

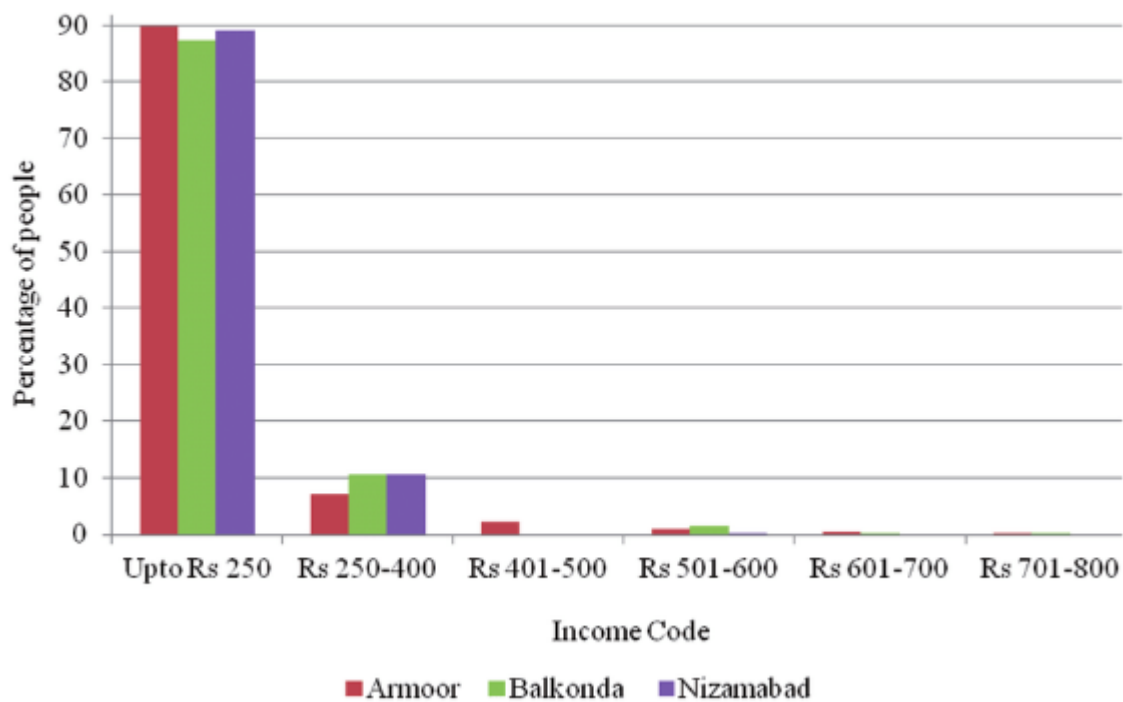


Figure 7: Income code by women in different states of India
 (Source: Influenced by Suresha, 2019)

Socio-economic conditions of women can be developed with the help of globalisation in the beedi industry. It would be helpful as it would bring new strategies to increase profit and revenue of this industry. Increasing rate of women in the beedi as home-based crafts is a global phenomenon in India (Singh, 2022 p.79). Thus, globalisation is required for the women workers of India to improve their socio economic conditions. Women can be helpful by increasing their active participation in the unorganised industry to make it organised and profitable.

6. Discussion

This study helps to understand the impact of globalisation in the beedi industry of India. The beedi industry of India is an unorganised sector so it can save its taxes by providing low taxes. Hyderabad

has more women endangered in their state by developing work participation rate in the beedi industry (India, 2022). The first theme discusses the economic conditions of the unorganised sectors of India to contribute to the Indian economy. It is much required for the industry so that productivity and profit can be increased with the engagement of women workers. According to Goswami, (2020), unorganised sectors need to be developed by engaging more women workers in their industries. It is needed for the women so that they can enhance their system by developing the economy.

Second theme of this study focuses on the importance of women's empowerment to develop their socio-economic education. The poverty and poor economic condition of women are due to less education and participation in academic areas (Mazumdar, 2020). Women of Indian villages are much shy, rigid and conservative to develop their education and change the existing system of being discriminated against and dominated by the patriarchal society. Thus, women empowerment is required for the women so that they can develop their knowledge by adopting and taking part in the Indian education system. It is needed for the women so that they can protect themselves from any kind of discrimination.

There is a tremendous need for the concept of globalisation to reach the intertwined social, economic and cultural aspects of India. Such a method is required for the improvement in the socio-economic condition, especially of Indian women. The liberation of the Indian women from the barriers of patriarchy and the social norms are extensively necessary to bring forth the discriminated case to the limelight. Other factors such as social restrictions, extreme levels of poverty, insufficient facilities for the improvement of their individual work and being excluded from the society can be down regulated once globalisation can breach the patriarchal norms.

According to the findings by Sedai et al. (2022), most of the positive impacts which have been generated by the improvement of the working nature of Indian women due to globalisation are in the departments of professional work, their respective roles in families and improvement of the caste system towards abolition. It has been reported that due to the advent of globalisation, Indian women have more work, are being actively engaged for the improvement of the livestock and are also being approached for matters involving society. In the household structure, these women are voicing their rights and demands for equity and equality. Also, inter-caste marriages have turned out to be a diminished feat in the suburban areas because of globalisation and the improvement of the thought process of the society.

7. Conclusion

Hence, from the study, it can be gathered that the improvement of the social and economic position of Indian women, in the Beedi Industry, due to the concept of globalisation has been immense. The study shed light on the various pieces of literature which examined the position of such women, provided a detailed analysis on the background of the core topic and also jot down the discussion of the reviewed literature from journals. The future scope for the study would keep on improving because of the evolving nature of the social and cultural norms which govern the rulings of the world. Nonetheless, the incorporation of current facts and statistical data would upgrade the study for future research. It is important to inculcate more liberal methods and scientific tools into the industrial backgrounds for lessening the harsh conditions imposed upon the workers and improvement of the working social dynamics of the society. This would not only aid the betterment of the women in India but would also act on a global scale.

8. Research Limitation

In the study conducted, the major limitations have been due to the involvement of only ten journals. The secondary research approach in the study could have provided some degrees of biased data, which might hamper the obtained results. Chunks of inaccurate, vague or incomplete data were excluded from the study, which might have contained minute amounts of relevant data. Another chief limitation that had occurred was regarding the fact that most of the online journals which could have been utilised are either paid or could not be accessed. This also hampered the researcher from obtaining the desired amount of statistical data and facts.

9. Recommendation

Globalisation has been one of the most important concepts for the improvement of the social and economic status of people on a worldwide scale. Not only has it been a necessity for heightening the global economy, but it also expanded the narrow mindedness of humans. From the study, it can be recommended that such a positive feat should be allowed to perish. An expanded nature of globalisation should be inculcated into the working class, amongst the women and other genders who face acute discrimination from society. According to the findings by Preeti(2022), **human rights** must be amalgamated with globalisation for providing a much larger beneficial impact on the community (p. 8). Changing the **laws, regulations** and **policies** ruling the scenario of the country for the economic empowerment of women should be thoroughly beneficial for the global society.

10. Future Scope

A continuous study should be conducted on the core topic of the study as with the evolving nature of the society, the conduct of the working class, especially of women, keeps on occurring. Future studies should be approached from a scenario that would be beneficial for society by the **incorporation of human rights and globalisation** into the fabrics of the everyday chores of humans. Moreover, the regulation of the policies and norms which are directly related to the working class of the Indian women in the registered beedi companies should be changed in accordance with the feat of globalisation occurring on the international business scale.

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Appendices

Appendix 1: Boolean table

KEYWORDS	OPERATOR	KEYWORDS
Globalisation	AND	Beedi industry
Indian economy	OR	Industrial changes
Socio-economic condition	AND	Women workers

Appendix 2: Search database

The screenshot shows the ProQuest search interface. At the top, the search query is "globalisation AND women workers in beedi industry, India". Below the search bar, a message states: "Your search for globalisation and womwn workers in beedi industry, India found no results. Showing results for globalisation AND women workers in beedi industry, India." The results section shows "34 results" and lists a relevant article: "Estimates of the economic contributions of the bidi manufacturing industry in India" by Nandi, Arindam; Ashok, Ashvin; Guindon, G Emmanuel; Chaloupka, Frank J; Jha, Prabhat. The article is from *Tobacco Control*, London Vol. 24, Iss. 4, (Jul 2015): 369. The snippet includes the text "...for women workers in beedi industry. Mangalore, Kamataka, India: International... on the Lives of Women Workers: A Study of the Beedi Industry in Keelapavoor... workers) in the bidi industry in 2002 18 25".

(Source: ProQuest, 2022)