Housewives on the move

The modern Indian housewives seem to have moved from their daily chores to doing something concrete, i.e. investment. Tanvi Malhotra finds out how

Best stock markets have seen upward and downward trend in recent times. But this hasn’t stopped housewives from investing in stocks. In fact they are known to save money from their household expenses every month and invest them in shares.

And the result has been amazing. They have started earning without working. This has further boosted their confidence and motivated them to explore other options. “My standard of living has improved— all thanks to the short investments I made,” says Rupa Gadgil, housewife from Goregaon. Being a housewife with two kids Rupa always wanted to earn.

“That’s when I came to know of people working from home on Internet and making big money,” she adds. So after completing the household work and children going to sleep, she would spend few hours online. Once she got a hang of the online system, she started reaping the benefit of it and this resulted in fulfilling her dreams.

Rupa Gadgil opted for online investments because she wanted to improve her living. But there are few who want to support their husband and have got into this profession. “I have never worked previously; so when my friend mentioned to me about making money by sitting at home I thought of giving it a try,” says Anita Sanil. “The process was easy and required little time in a day. Therefore, I opted for an online investment,” she elaborates.

Not only women, but the Securities and Exchange Board of India (SEBI) have also taken the initiative to encourage more and more housewives. They have special classes to teach and guide women on how and where to invest their money. This initiative has resulted in more and more women to come forward and work from home.

Job opportunities have also increased as more women have started working from home. “I do major work from home but there is a continuous co-ordination between me and the agent to make sure no mistake happens,” says Payal Jain, who assists a share broker as a part-timer. She handles all the work from her home.

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