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**A STUDY OF GROSS INCOME AND ECONOMIC LIBERTY OF WOMEN  
 RETAILERS OF DOIMUKH, NAHARLAGUN AND ITANAGAR CIRCLES  
 OF ARUNACHAL PRADESH**

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**ABSTRACT**

*Growth of women retailers is of recent development in Arunachal Pradesh. It has yet to achieve a remarkable success. In fact, Arunachal Pradesh has high potential for development of women entrepreneurship due to its rich culture and traditional handicrafts activities. The present study has revealed that women retailers falling under the age group of 20 to 35 is earning highest profit every month in the Itanagar, Naharlagun and Doimukh circles of Arunachal Pradesh. 50 entrepreneurs from the age group of 20 to 35 are found to have earned income in between 40,000 to 60,000. The women entrepreneurs under the age group of 20 to 35 are more active and successful in earning profit because they are more educated; make friendly relationship with their customers very easily; have sense of competition than other age groups. Further, the study unveiled that the women retailers who are illiterate are not earning much as compared to literate one. It is observed that the level of income increases as level of education increases among women retailers of the study area. Irrespective of the age, majority of women retailers are found to have been enjoying economic liberty in the study area. Finally, the study uncovered that there is no relation between education and economic liberty of women in the study area.*

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**KEYWORDS:** *Arunachal Pradesh; Itanagar; Retail Business and; Women Entrepreneurship*

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