

ERASMUS+ Programme 2015 – KA2 Adult Education

Project nº: 2015-1-ES01-KA204-015937

Document name: Housewives Observation Report - Macedonia

Partner: Alliance for Development of Adult Education and Lifelong Learning - ADAE

Author: Jelena Peroska

Employment and Women on the 21st century in Europe: From Household economy to SME economy (Small and Medium enterprises) – MUPYME Project

Guidelines for drafting the participant observation report

As agreed, once the observation is completed it shall be displayed on a report that summarizes the observation action together with other data; both describe what we call the *Professiograph* of the household work. The data, the cold figures, should be discussed by the analyst by making a critical interpretation. We will note possible answers in brackets, but the observer/commentator's reflections are especially interesting.

We remind you that every partner of the project should draft a report for each of the 5 observations that should be made. Afterwards, they will write a summary report for which drafting we will provide an appropriate guide.

1.- Identification

Descriptive data related to:

- **Name** : Sonja Srbinovska
- **Place** : Tetovo
- **Analyst name**: Jelena Peroska
- **Approximate time of the observation**: approximately 2h

2.- Context

Other data that may be useful for analysing the space where the observation takes place

- **Type of town (population size)** : Tetovo is one of the biggest cities in the country with approximately 100000 inhabitants. Tetovo is an economic, social, political and cultural centre of the Polog region.
- **Local economy (agricultural, industrial, commercial, services)**: The local economy is very diverse. The textile industry was very developed in the past, but there are also some textile factories present at the moment. Also, the electro metallurgical and food industry has a leading place in economic progress of Tetovo, followed by agriculture

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(i.e. fruit - growing, primarily in terms of famous apples, and farming, primarily in terms of corn and beans), as well as craftsmanship, trade and tourism.

- Local dynamics (enriched, impoverished, emergent): enriched dynamics, city with two Universities, and many companies that provide services.
- Referential cultural environment (urban, rural, intermediate): Urban environment

3.- Profile

Information for the correct understanding of the selected woman as the subject of study

- Age: 51
- Educational level (certified): High school education
- Income level or estimated social class (low, middle, high): middle income level
- Type of household (members of the family): 6 family members, Sonja, her husband, two children and her in laws.
- Work experience outside the household: She has work experience in several entities mostly with selling life insurance.

4.- Subject assessment

Informal data that may help to understand the work performance inside the household

- Where and how did she learn to perform the household?
 - She learned most of the things from her family members and from her husband's family. She learned by doing and practising along with her mother and her mother in law.
- How many years has she been working in the household economy?
 - She has been working in the household for 20 years now. When she married and started living with her husband's family, her mother in law was in charge of the household and she performed some of the activities under her leadership.
- What does she consider to be the most and the least difficult task?
 - On this issue, she was talking about preferences, and not actually about the difficulty of doing something. She said that everything is easy for her to perform but she does not like to iron clothes. That is the task that she does not like to do, but she does it whenever there is a need for it.
- What kind of things does she consider that would have facilitated her work performance?

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- She thinks that if the household was consisted of fewer members she would have performed better. It is difficult to live with her husband's because they are older and she needs to take care of them but also they still have the authority to make decisions and give directions to the rest of the family members.
- Has she given up to something in order to take care of the household?
- She gave up studying. She was in the University for agriculture and she almost graduated as an agricultural engineer but she got married and had children so she postponed her education and never finished university.
- Would she have pursued other professional career in other circumstances?
- Yes. She said that she was following advice from her family about her career choice and the university she enrolled in but she wanted to study medicine and become a doctor. She had a lack of self-confidence and lack of finances to support herself in the studies but if the circumstances were different she would definitely study medicine.

5.- Most frequent task

TASK	EXECUTIVE	MANAGEMENT	LEVEL OF DECISION	CRITICISM	IMPACT	CORRESPONDENCE	TIME
Taking care of elderly persons	50 %	50 %	Shared with her husband	4	Health care Taking care of the family unit.	Nursing HR Support	20%
Preparing coffee for everyone	100%	100%	Individual	3	Taking care of the family unit.	Leadership Team building	5%
Cleaning	70%	80%	Shared with the family	3	Health Taking care of the family unit.	Maintenance	10%
Cooking	50%	50%	Shared with her husband	3	Taking care of the family unit.	Management Time management	5%
Sewing	100%	100%	Individual	3	Taking care of the family unit Saving finances	Recycling resources Production	5%
Knitting	100%	100%	Individual	3	Production of goods Taking care of the family unit Saving finances	Entrepreneurship skills Production of quality handmade products Creative design	10%

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TASK	EXECUTIVE	MANAGEMENT	LEVEL OF DECISION	CRITICISM	IMPACT	CORRESPONDENCE	TIME
Planning the budget	50%	50%	Shared with her husband	4	Finances	Financial management	10%
Paying the bills	50%	50%	Shared with her husband	4	Finances	Financial management	5%
Buying groceries	50%	50%	Shared with the rest of the family	3	Family Development Budget	Financial management	10%
Ironing	100%	100%	Individual	3	Taking care of the family unit	Maintenance	10%
Doing laundry	100%	80%	Shared with the rest of the family	3	Taking care of the family unit	Maintenance	10%

6.- The performance

This section has to be filled in by following the Job Analysis form (modified) attached to these guidelines.

Sonja is a woman that had a lot of difficulties in life but she managed to overcome some of them and adapt to the surroundings. She is natural nurturing person and she takes care of her children and wants the best for them.

She is a very communicative and sincere person. Because of her directness and ability to stand her ground in different situations might have been not so good for her reputation because in the traditional environment the desired characteristics of a woman are obedience, calmness, and not standing for herself, expressing her own opinion on some matter or not obeying authorities.

She uses ICT frequently and especially social media. She was interested in the work of NGOs so she volunteers in an organization in Tetovo for some time. She is still active and participates on workshops and conferences. That means that she is engaged in the social life and she wants to contribute for the development of her community.

Because of her educational background in agriculture, she is interested in organic growing of plants and she helps her sister in her business of growing goji berries. She is helping her sister

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in advice on how to be an organic farmer. She tried to grow organic strawberries in the past but it is too hard in Macedonia to be an organic producer because it is too expensive and needs a lot of finances and taking risks.

She has plenty of skills but maybe because of her low self-esteem or not believing in her abilities, she failed in her initiatives and did not succeeded in finding a job over the years. She lacks of persistency in her actions and maybe she needs to learn how to be persistent and perseverant in her ideas.

Concerning Intellectual and psychological Aptitudes required for the job we have the following table

Rate: 0 inappreciable 1. Scarce 2. Medium 3. High

1. General Intelligence required for the job.	2
2. Aptitude for solving problems	2
3. Calculation skills	2
4. Ease of communication	3
5. Spatial aptitude	2
6. Creativity, ease of participation and originality	3
7. Concentration skills	2
8. Movement coordination	2
9. Manual Dexterity	2
10. Ability to differentiate colors,	3
11. Data , ideas or sentences memory	2
12. Spatial memory	2
13. Response capability	2

Concerning personality and social requirements we present the table coming from the interview.

Rate: 0 inappreciable 1. Scarce 2. Medium 3. High

1. Easy of building personal relationships	3
2. Ability to make quick decisions	2
3. Perseverance and method	1
4. Self-control	2
5. Leadership Ability	2
6. Level of responsibility	2
7. Organizational skills	
7.1 In the job itself	2
7.2 Of the work of others	2

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7.3 Administrative skills	2
7.4 Adaptive capacity	3

On JOB conditions and efforts we have the following table

Rate: 0 inappreciable 1. Scarce 2. Medium 3. High

1. Physical strain	2
2. Mental effort	2
3. Nervous effort	3
4. Hazardous effort	1
5. Toxicity	1
6. Environmental aggression	1
7. Risks	2

On PERFORMANCE improvement

1. Possibilities to improve job performance

Sonja is a person that is interested in many things and she wants to try different activities. The problem is not quitting every time there is an obstacle in the process of achieving something. She is interested in improving and learning new things but she also needs to change the work environment because it has a negative effect on her confidence.

2. Possibilities of receiving some training

Sonja stated that she wants to learn new things but she can't be learning that fast because she is a middle aged woman. She thinks that it will need more effort from her side to learn different things but she is curious and wants to learn and build up her skills.

3. Main Characteristics of job conditions

The work in the household is very stressful. Especially, when your family unit is consisted of people of three generations. There is a generational gap between the members of the family that can cause different styles of living and different references in life. This is causing a lot of misunderstandings, conflict situations and adjustments. The qualities that one person has to possess in working in this kind of environment are stable character, ability for conflict resolution, calmness and ability to communicate with different people. It is not easy to maintain a stable environment and respond to every family member's needs when there is a big difference in everyone's mindset.

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4. Main Physical requirements including sense requirements

For the best performing experience on the job, you have to have different abilities, physical and mental. You need to be well organized and to have managerial skills. Sonja has that role in the family but she and her husband are a good team and they work together. The support from the other family members is very important and has positive effects on the job performance. Other requirement is the communication skill, being able to establish good connection with family members and exchange information and experience. You have to be a patient and stable person with tolerance and understanding for everyone. Also, you have to have some leadership skills and the ability to motivate the family unit in working together. In the household there are many different situations and it is required to be able to make decisions quick and to be able to find resolutions of problems that might occur in the everyday life.

7.- Summary and critical reflection

This section shall be used by the observer/commentator to note everything he/she considers to be important but does not fit in any of the aforementioned sections.

This part of the document should be finished with a summary of the observation in which the most relevant aspects of this analysis are underlined, together with their transfer to the SMEs economy.

Sonja faces typical issues in the household as many other women in the Macedonian society. There are specific norms and regulations that exist in the traditional patriarchal family and patriarchal constellation of relations. In her life there have been many obstacles and many wrong decisions but still she remains enthusiastic and curious about new things and new horizons. She tried and failed in running a family business with her husband, growing organic strawberries, working as a dispatcher in a taxi company and several other occupations. Even if she had to leave these occupations, she is still motivated and she wants to be included in different projects and activities. She wants to be involved in the social life in the community and contribute in different ways.

She invests most of her time and energy to the wellbeing of her children and she tries to provide them with the security and stability that she did not have. The education of her children is very important for her and she is motivating her children to pursue even master degrees.

All in all, Sonja has many skills that she can put into use. She is good with handcrafts, knitted or sewed and she has advanced knowledge in agriculture, especially in organic farming. She has

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experience in working in different environments and she is a communicative person that can establish good relations with different people. Also, she reads a lot and she wants to self-develop by learning new things and get involved in different organizations. She even has experience in the NGO sector and she developed skills in project cycle management. These skills can be very useful if she decides to pursue an entrepreneurial career.

BELOW we can see competences acquired at household which correspond to SME

- Multitasking (She can perform multiple tasks at once)
- Motivation (She motivates other family members to realize their ideas)
- HR managerial skills (She supports other family members and takes care of their needs)
- Project cycle management (She gained these skills through volunteering in NGO sector)
- Initiative (She takes initiatives and tries new things)
- Time management (She has to plan and organize her time according to the obligations in the household)
- Organizational skills (She organizes many activities in the household)
- Quality Assurance of products (She is producing different handcrafts and provides quality of the products)
- Proactive approach (She has ideas and takes risks in implementing them)
- Communication skills (She maintains good relations with the members of the family unit and also the neighbourhood and institutions)
- Problem solving and mediation (She faces different problems and finds solutions)
- Team work (She is a good team worker and establishes good work environment with other team members)