

## **Abstract:**

The needlework is common among Baluch villagers, so that each Baloch woman and daughter in the rural areas studied has a hand in this art. In this regard, what is at stake in this study is the study of the economic, employment and income generation aspects of women's activities in this area and, consequently, participation in the family economy; Therefore, the purpose of this study was to analyze the factors affecting the employment of women's needlework in rural areas of Khehs city. This research is an applied and descriptive-analytical study. The statistical population of the study consisted of all female needles in the donor group. Based on the latest census, 911 women were members of handicraft cooperatives. Using the Cochran formula, 270 subjects were selected randomly as sample size. have became. Also, for reliability of the questionnaire, the Cronbach's alpha coefficient was used, and the alpha value obtained was equal to 0.81, indicating that the numerical value is desirable. Multivariable regression analysis has been used to analyze the research data. The results show that institutional support with a beta coefficient of 0.504 has the most impact and the infrastructure factor with a beta coefficient of 0.213 has had the least effect on the women's needle engagement activity in the Khash district of Irrand. The results also showed that among the infrastructural factors of the beta market with 0.379, among the environmental factors of communication with beta coefficient of 0.331, Among the underlying factors, the condition of the wife's job with a beta coefficient was 0.416 and among the institutional-supporting factors of the family, the coefficient of beta 437 / 0 had the most impact on women's needlework.

**Keywords:** Rural Industries, Needlework, Rural Women, family economy, Khash County



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