

ISBN: 9781733892902

**PROCEEDINGS
OF
DSU-ARC 2019
INTERNATIONAL CONFERENCE ON WOMEN
LEADERSHIP & EMPOWERMENT
5th APRIL, 2019
BANGALORE**

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PROCEEDINGS
OF
DSU-ARC 2019-BANGALORE
INTERNATIONAL CONFERENCE ON
WOMEN LEADERSHIP & EMPOWERMENT

5th April, 2019

Editor

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Educational Consultant
USA

Organized by

Academic Research Conferences

Academic Partner

Dayananda Sagar University, Bangalore

Publishing Partner

Academic Research Publishers

FOREWORD



Dr. A N N Murthy

Date: 02.04.2019

I am extremely happy to note that the School of Commerce & Management Studies is organizing an International Conference in collaboration with Academic Research Publisher on “**Women Leadership & Empowerment**”. It is a subject that various governments across the world are supporting as one of their major programs through various agencies. Women Empowerment is a deep rooted activity since 1947 in India supported by Govt. through NGO's and other Government agencies. It is an uphill task in India as it requires a proper balance with customs and traditions.

There are various issues which are being tackled through different schemes such as Beti Bachao -Beti Padhao, One Step Centre Scheme, Working women hostel with full safety, and Training &Empowerment program etc. by the Central & State Governments. It is therefore apt that the International Conference on “**Women Leadership & Empowerment**” scheduled on 5th April 2019, shall be deliberating on this important aspect. I hope at the end of the deliberation a panel discussion would be held to recommend a few important coordinated programs for the consideration of State & Central Government.

I wish all the success for the Seminar.

Dr. A N N Murthy
Vice Chancellor,
Dayananda Sagar University
Bangalore

FOREWORD



Dr. C.P.S. Prakash
Principal
Dayananda Sagar College of Engineering
Bangalore

It is with deep satisfaction that I write this Foreword to the Proceedings of International Conference on Women Leadership & Empowerment, DSU-ARC 2019 on 5th of April 2019.

The School of Commerce & Management studies, Dayananda Sagar University continues DSI's tradition of bringing together researchers, academics and professionals from all over and create a platform for active interaction and networking. I am sure that the participants of DSU-ARC 2019 will have rich value addition and will be able to contribute effectively in their chosen careers.

I am also happy to note that Mother Teresa Women Empowerment Awards are given. Women in our society have a unique place as they are instrumental in playing pivotal role in every aspect of life. We are witnessing highly successful women leading organizations nationally and globally, effectively proving that they are change makers and are able to propel growth in society.

I compliment the Dean and her team members for initiating the event and wish the conference a great success.

Dr. C.P.S. Prakash

FOREWORD

**Dr. K. PrakashVel,
Professor,
University of Wollongong in Dubai.**



It gives me immense pleasure in writing a foreword to the **DSU-ARC 2019 INTERNATIONAL CONFERENCE ON WOMEN LEADERSHIP & EMPOWERMENT.**

ARC is a forerunner in creating and exchanging knowledge in the field of Business Management featuring major developments in the global economy and markets. They have been successful in organizing conferences to exchange skills and acumen on theory and practice on current and emerging management principles, ideas, concepts and research methods facilitating analysis among academicians, scholars and students, both at the post graduate and doctoral levels. I strongly believe that the conference would not only inspire the delegates participating from different parts of the World, but also further add to the existing literature in different research domains in business management.

I am positive that the one day International Conference would be beneficial to the participants. I extend my sincere wishes for a successful conference.

Dr. K. PrakashVel

FOREWORD



Gantasala V. Prabhakar, Ph.D

**Professor & Assistant Dean,
School of Management
New York Institute of Technology,
Abu Dhabi Campus, UAE**

Knowledge stems from extensive research undertaken by the multitude of experts in academia and the corporate. It then becomes quintessential that research-based findings that contribute to extant knowledge must be shared. One of the integral elements of Nonaka and Takeuchi's SECI model is Knowledge Sharing. I have believed that bringing researchers from across the globe working in their domains of expertise on a common platform is in the direction of creating strong Communities of Practice. Academic Research Publishers has set a benchmark in organizing these congregations of knowledge and research pools and presenting opportunities for knowledge sharing and in turn fuelling possibilities of knowledge creation. ARC has successfully over the years provided the base to present, discuss and enhance research developments in each of the management functions.

ARC has also garnered increasing patronage of participants who represent all the major continents and that in itself has been very inspiring and satisfying for me to be a part of their success. The conferences organized have seen an overwhelming response from global experts and is a testimony of the credentials that ARC embodies and has stood for.

It is my privilege to applaud their vision, their efforts and to be part of **DSU-ARC 2019 INTERNATIONAL CONFERENCE ON WOMEN LEADERSHIP & EMPOWERMENT**. Given the calibre of the participants and the values that are enshrined by conferences organized by ARC, I am very assured that the two day conference will be a resounding success and will draw appreciation and support from all associated with this noble endeavour.

Gantasala V. Prabhakar, Ph.D

FOREWORD



Dr. R. Krishna
Group Director
Don Bosco Group of Institutions, Bangalore.

It is with immense pleasure that I write this Foreword for the the Proceedings of the **DSU-ARC 2019 INTERNATIONAL CONFERENCE ON WOMEN LEADERSHIP & EMPOWERMENT**, organised by the Academic Research Conferences/Publishers, Abu Dhabi, UAE

I am informed that the responses are overwhelming from all corners in the form of quality research papers submitted for review/approval for presentation during the conference. I am sure, the Proceedings of the conference will serve as an excellent reference book to the Management teachers the world over. I trust also that this conference will be an impetus to stimulate further study and research in all the areas.

Wishing Godspeed in all the endeavours.

Dr. R. Krishna

Dr. Ravichandran Krishnamurthy
Associate Professor and Director of
Experiential Learning,
New York Institute of Technology,
Abudhabi Campus, UAE



Key Note Speaker

An astute and result oriented professional with over 22 years of extensive experience in operations, business development, academics and institution building. Received the *Award for "Outstanding Contribution towards Education 2016 & 17"* from World Sustainability Council at DUBAI. Also due to his contribution to the field of finance, he was appointed as a consultant for Abu Dhabi Stock exchange and also he is working on a prestigious project in developing an application for United Nations. Currently employed as *Associate Professor and Director of Experiential Learning, New York Institute of Technology, Abu Dhabi Campus, UAE*.

He holds the Post-doctoral fellowship from University Kebangsaan Malaysia and Ph.D. in Finance from the University of Madras, India. His area of expertise is primarily with corporate finance and conducts focused research in the Behavioral finance and company analysis. He has co- authored several text books in Finance which are mainly focused on Indian markets. He made intellectual contributions that impact on the academic community in the area of corporate and Behavioral finance through papers published in competitive journals in this domain space (Finance India, Journal of investment, Money and Banking, International Journal of Economics and Finance...). He has also made contributions through service to the academic community, as recognition of his scholarship, through her inclusion as a reviewer and/or discussant for several academic conferences and also acting as an Editor of an International Journal. His research in the field of finance also resulted in contribution to teaching and learning by way of the receipt of a NYIT ISRC grant award. His Intellectual contributions have furthered higher education initiatives through his continued collaborative experiential education work with students into the annual Corporate Challenge Competition. His Intellectual contributions, by way of faculty-mentored student research projects were presented by students at International conferences and also got published International journals. So far he has published 25 international journal publications, 12 Books of which 4 are text books and participated in 25 international conferences worldwide.

Dr. Kalpana Gopalan, IAS, Ph.D(IIM-B)

**Additional Chief Secretary to Government,
Youth Empowerment & Sports,
Government of Karnataka, Bangalore, India.**



Chief Guest

Dr. Kalpana Gopalan IAS is a composite public policy professional. Practitioner, policy-maker, scholar, author, volunteer and mother, she wears many hats. She secured the 20th rank in the All India Combined Civil Service Examination, 1987. Her 31-year work experience in the Indian Administrative Service spans land administration, urban management, public distribution system, rural development, training and education. She is now the Additional Chief Secretary, Youth Empowerment & Sports. She stewarded the NLM-UNESCO 2000 award for Karnataka with her work in literacy and the Karnataka Ratna award 2013 for Cauvery Handicrafts. She is Advisor to the Bangalore City Corporation. She was felicitated and awarded citations by the Rajiv Gandhi University of Health Sciences (2019), WeLEED-Empowering Women's Growth (2019), Honorary Consul, Republic of Maldives (2015) and the Institution of Engineers of India (2013) for her "outstanding service to society", "excellence in leadership" and "contribution to society".

Kalpana combines a unique mix of academic and practical experience. She honed her research skills with a Doctorate and Masters in public policy from IIM Bangalore. She was rated among the "top two percent of doctoral candidates in the past decade" for her research on infrastructure public private partnerships. A gold medallist and university topper in her undergraduate and master's, she was Visiting Fellow at McGill and Concordia Universities in Canada; EU fellow in the University of Salerno in Italy; Chevening scholar, Institute of Development Studies, UK; and Maxwell Public Policy scholar in Syracuse University, USA. She trained in Evidence for Policy Design in the Centre for International Development, Harvard University, USA and in E-Governance strategy in the London School of Economics, UK. She was twice selected as a SA-YSSP scholar by the University of the Free State, Bloemfontein, South Africa and the International Institute for Applied Systems Analysis. She presents papers in national and international fora and has published three books and many journal articles. She is a sought after speaker and has delivered over 200 talks on different aspects of public policy to national and global audiences.

Kalpana pursues her academic interests as Senior Research Fellow in the National Institute of Urban Affairs, New Delhi; Visiting Faculty/Fellow in the Institute of Social & Economic Change, Bangalore; Indian Institute of Science, Bangalore; Indian Institute of Management, Bangalore; Acharya Bangalore B-School; and Kuvempu Rural University, Shimoga. She is Member, Advisory Committee, Public Sector Advisory, Grant Thornton LLP; Member,

Advisory Board, AIMS School of Business, Bangalore; Member, Academic Council, Mahatma Gandhi Kashi Vidyapith , Varanasi;; and Member, MDP Advisory Committee, Presidency University, Bangalore, India.

She volunteers as Advisor, Akshayapatra Foundation, Bangalore; Technical Advisor, Grassroots Research & Advocacy Movement, Mysore, India; Advisor, Bangalore Women Forum; Member, Advisory Panel, Centre for Health & Development, Mangalore; Speaker, HER Initiative, Maharashtra; Member of Advisory Board for World Congress on Women 2019 and member, YWCA. A prolific writer, blogger and speaker, she has served as Secretary, Toastmasters International (IIMB Orators).

Widely travelled in North America, Europe and Asia, Kalpana is comfortable living and working in a multi-cultural milieu. She relaxes to music, and in the company of her husband and two children.



MOTHER TERESA WOMEN EMPOWERMENT AWARDS 2019

School of Commerce & Management Studies,
Dayananda Sagar University

Shavige Malleshwara Hills,
Kumaraswamy Layout, Bangalore - 560 078.

Date : 05 April 2019



About ICWLE

Academic Research Conferences in association with Dayananda Sagar University is conducting this **International Conference on Women Leadership and Empowerment (ICWLE)**. This conference is a global forum that aims to bring out all the issues related to women and promote women's personal and professional development and advancement. The purpose of our conference is to inspire women to seek their highest level of personal and professional growth by presenting participants with role models, varying perspectives and strategies for development.

Theme of this Year

This year the event is focused on connecting NGO's and Corporates. Through this we visualize to establish a universal platform to distribute the products developed by women self-help groups and entrepreneurs. ARC has created this event to bring down the NGOs, Corporate, and academic researchers to debate on this innovate concept and develop this idea to a workable model.

NGOs are the backbone of rural-toned India, the success of an NGO depends upon the performance of their associated group members. Efforts taken by the government and the NGOs to train the self-help groups in various capacities can become a success stories only when their group efforts are converted into a sizeable business. Even though, government has a big role to play in this area, but only a little governance is foreseen as of now.

This event provides an access for the self-help groups to showcase and market their products in the international platform. It also motivates the self-help groups to produce demand based products. NGOs, will act as facilitators (as they are), would help self-help groups to produce the demanded products by offering them with adequate finance, expertise, and oversee their quality. The deliberations in the event will help this forum to shape up this concept and develop it in to a new business model.

We request all the NGOs & Women entrepreneurs to participate and promote this event to all motivated self-help groups.

Founder of Mother Teresa Awards

Dr. Ravichandran Krishnamurthy

*Associate Professor and Director of Experiential Learning,
New York Institute of Technology, Abudhabi Campus, UAE*



An astute and result oriented professional with over 22 years of extensive experience in operations, business development, academics and institution building. Received the **Award for "Outstanding Contribution towards Education 2016 & 17"** from World Sustainability Council at DUBAI. Also due to his contribution to the field of finance, he was appointed as a consultant for Abu Dhabi Stock exchange and also he is working on a prestigious project in developing an application for United Nations. Currently employed as **Associate Professor and Director of Experiential Learning, New York Institute of Technology, Abu Dhabi Campus, UAE.**

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Award Criteria

The award is presented to an individual who has crafted leadership with his/her work and thinking. The award indicates excellence in application of leadership principles to business situations.

Criteria:

Those who can make a difference to the lives of others are chosen. For the quality of their work, global reach and outlook and ability to contribute value of social change. Change can be quantified - especially since it impacts the lives of many. If it does then it is positive change. But the main is Making A Difference (MAD).

Process:

The **Mother Teresa Women Empowerment & Leadership Awards** is intensely researched process undertaken by the research cell which consists of Post Graduates in History & Management with over 5 years research experience posts their studies. It is the iconic job of the research cell to produce a shortlist of Individuals who are doing extraordinary work and track the record of their achievements. The shortlist is then reviewed by a Jury comprising of senior professionals from across the globe.

The Jury members:

Dr. K. Ravichandran , Director of Experiential Learning, NYIT , Abu Dhabi, UAE.

Dr. Punith Cariappa, Dean, SCMS, Dayananda Sagar University, Bangalore,India.

Dr. N. Anitha, Associate Professor, SCMS, Dayananda Sagar University, Bangalore,India.

Dr. A K Bakshi, Vice Chancellor, PDM University, Bahadurgarh, Haryana.

Mrs. Savitha Venkat, Director, Cambridge Group of Institutions, Mumbai. India

Mr. Jey Yoganand, Director, Academic research Publishers, Madurai, Tamil Nadu, India

Dr. Kanniyappan, Former Vice Chancellor, Alagappa University, KaraiKudi, Tamil Nadu,India.

Dr. C. Joslin Thambi, Founder chairman, BWDA, Villupuram, Tamil Nadu, India.

MOTHER TERESA WOMEN EMPOWERMENT & LEADERSHIP AWARDS 2019

This is an annual event organized by Academic Research Conferences to appreciate and acknowledge the women entrepreneurs who vehemently work for the upliftment of the society. ARC conferences have created a platform to showcase such service-minded entrepreneurs to the society and honour them with this prestigious women empowerment awards. This award was constituted in the year 2017 and has a well-defined norms and procedures to select the awardees. A jury board has been formed to nominate the list of deserving personalities for the award. This year, the motto of our awards event is connecting NGOs and Corporate. Hence, we are in the process of nominating personalities who expertise in the above said domains. Also, we look forward for some fund-raising activities to aid the social activist.



Mother Teresa Women Empowerment Awards

AWARD FOR OUTSTANDING CONTRIBUTION TOWARDS
EXCELLENCE IN LEADERSHIP



Dr. Kalpana Gopalan, IAS, Ph.D(IIM-B)

Additional Chief Secretary to Government,
Youth Empowerment & Sports,
Government of Karnataka, Bangalore, India.

Dr. Kalpana Gopalan IAS is a composite public policy professional. Practitioner, policy-maker, scholar, author, volunteer and mother, she wears many hats. She secured the 20th rank in the All India Combined Civil Service Examination, 1987. Her 31-year work experience in the Indian Administrative Service spans land administration, urban management, public distribution system, rural development, training and education. She is now the Additional Chief Secretary, Youth Empowerment & Sports. She stewarded the NLM-UNESCO 2000 award for Karnataka with her work in literacy and the Karnataka Ratna award 2013 for Cauvery Handicrafts. She is Advisor to the Bangalore City Corporation. She was felicitated and awarded citations by the Rajiv Gandhi University of Health Sciences (2019), WeLEED-Empowering Women's Growth (2019), Honorary Consul, Republic of Maldives (2015) and the Institution of Engineers of India (2013) for her "outstanding service to society", "excellence in leadership" and "contribution to society".

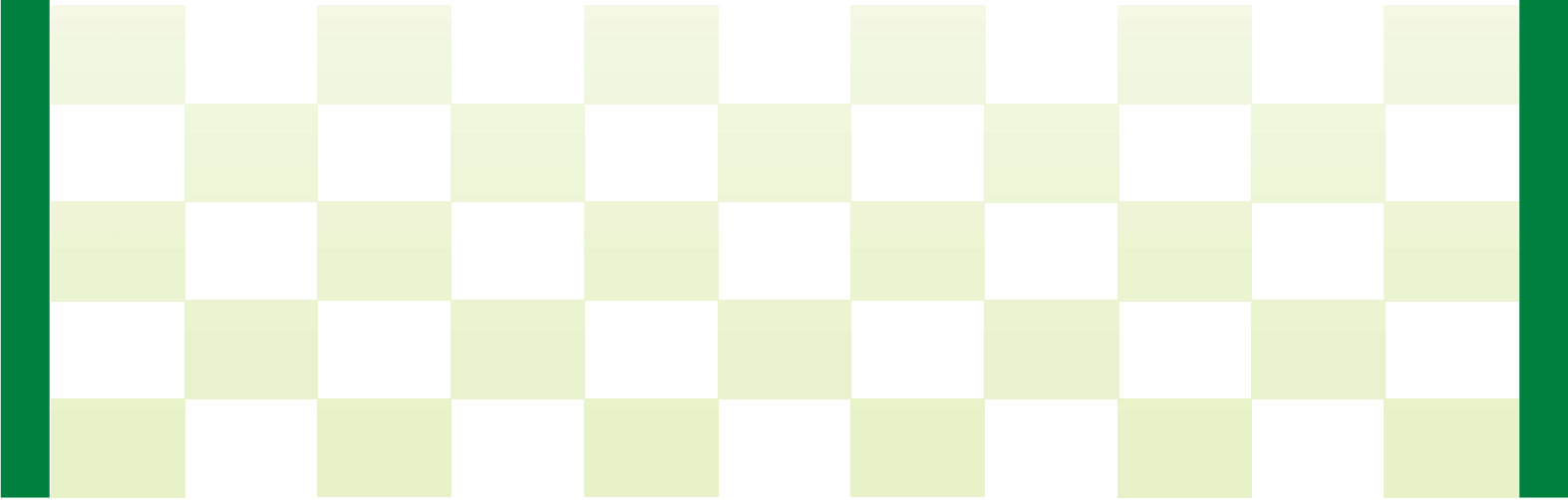
Kalpana combines a unique mix of academic and practical experience. She honed her research skills with a Doctorate and Masters in public policy from IIM Bangalore. She was rated among the "top two percent of doctoral candidates in the past decade" for her research on infrastructure public private partnerships. A gold medallist and university topper in her undergraduate and master's, she was Visiting Fellow at McGill and Concordia Universities in Canada; EU fellow in the University of Salerno in Italy; Chevening scholar, Institute of Development Studies, UK; and Maxwell Public Policy scholar in Syracuse University, USA. She trained in Evidence for Policy Design in the Centre for International Development, Harvard University, USA and in E-Governance strategy in the London School of Economics, UK. She was twice selected as a SA-YSSP scholar by the University of the Free State, Bloemfontein, South Africa and the International Institute for Applied Systems Analysis. She presents papers in national and international fora and has published three books and many journal articles. She is a sought after speaker and has delivered over 200 talks on different aspects of public policy to national and global audiences.



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She volunteers as Advisor, Akshayapatra Foundation, Bangalore; Technical Advisor, Grassroots Research & Advocacy Movement, Mysore, India; Advisor, Bangalore Women Forum; Member, Advisory Panel, Centre for Health & Development, Mangalore; Speaker, HER Initiative, Maharashtra; Member of Advisory Board for World Congress on Women 2019 and member, YWCA. A prolific writer, blogger and speaker, she has served as Secretary, Toastmasters International (IIMB Orators).

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Mother Teresa Women Empowerment Awards

AWARD FOR OUTSTANDING CONTRIBUTION TOWARDS SOCIETY



Mrs. Smita Kulkarni

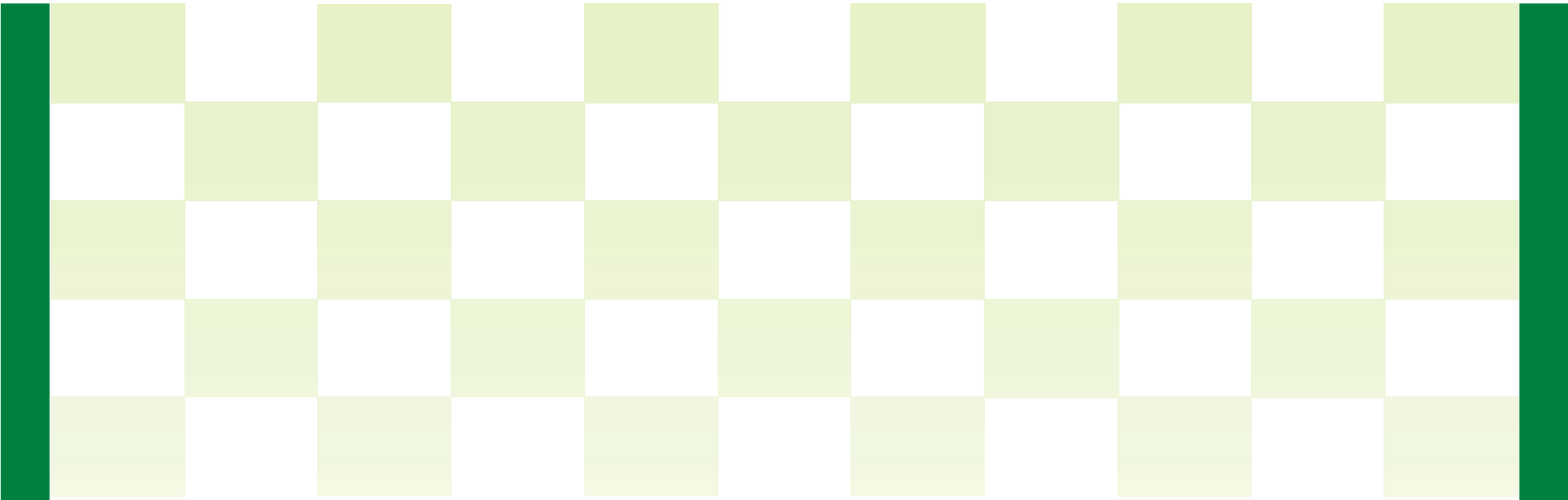
Founding Partner at Stonesoup
Bengaluru, Karnataka, India

Smita Kulkarni :

A techie turned neighbourhood activist turned social entrepreneur with 16 yrs of experience. A B.E. from Mumbai University, she has worked in GE Healthcare as IT professional for 8 years, taught graphic design and visual communication at design institutes like NICC and St Josephs. She has been in the core team of 2bin1bag campaign(waste segregation), GreenTheRed campaign(Sustainable menstrual options), Swachagraha (Composting) and Bangalore Eco Team (Single-use plastic Ban)

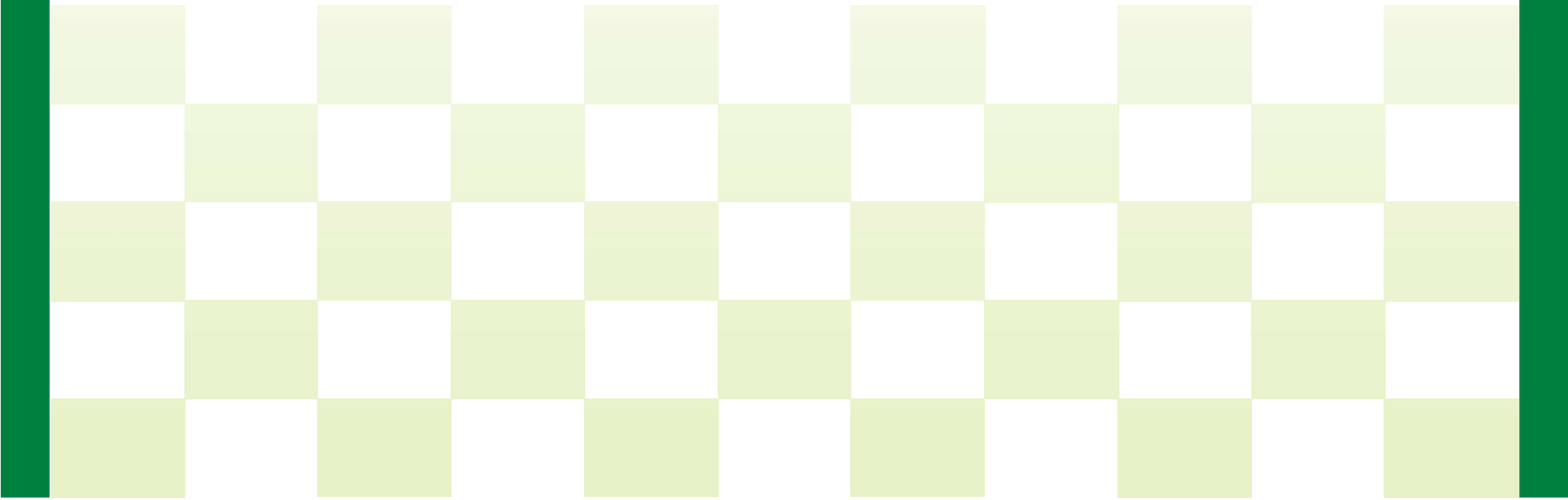
Malini and Smita have been waste warriors for over 7 years now. They have led citizen volunteer teams to work with BBMP, KSPCB and apartment associations to setup waste segregation in over 90 lakh households. As a result of this campaign, they saw that the quantum of waste reaching BBMP is so huge that they are struggling to identify destinations. This made them realise that the most effective solution to waste management woes of any city is to NOT GENERATE it in the first place. With this notion, they started Stonesoup in 2015. Stonesoup is all about making sustainable living an easy choice for people. The vision is make every city in the world a zero-waste city. A short video on how. Stonesoup Compost offers a wide range of composting solutions for homes as well as communities.

Stonesoup Wings Cups and Stonesoup Petals Cloth pads help manage the menstrual cycle in an eco-friendly way. Cloth bags and string pouch bags make for excellent gift bags that can be reused later on. We have partnered with other eco-brands like Bumberry (for cloth diapers), Wild Ideas (for chemical-free soaps and shampoos) so that we offer an all-round sustainable living experience.



Over the last few years, they have taken awareness sessions on zero-waste living, composting and sustainable menstruation in 200 odd corporates (like TCS, HP, Infosys, Wipro, Shell, St Gobain, Juniper, Dell, IBM, Volvo, BIAL etc), 100 odd communities (like Prestige, Sobha, Adarsh etc) and educational institutes (like Christ University, MS Ramaiah, St Josephs, Greenwood High, PESIT, NLS etc). They have been motivational speakers and have spoken on several platforms on sustainable living like TEDx, FM Radio, Raahat, CII etc.

Livelihood : They are engaging 75+ women across India who are passionate about the environment to become eco-entrepreneurs with their SAATHI program which is on the similar lines as the network sales model. Most of the employees of their team are women. Their work culture is flexible to accommodate the needs of a working mother. They source products from organizations working with tribal people (car segregation bags), rural people (Wild Ideas, Yellow Bags, Indus-tree), jail inmates (keychains made from upcycled newspaper). They are skilling women groups in several parts of India to make cloth pads that are marketed and sold through major retailers (like amazon, nykaa, health and glow, the better india). So far they have established stitching units in Dharwad, Mandya, Dindigul. Bangalore, Sirsi, Lucknow and Jaipur are in process.



Mother Teresa Women Empowerment Awards

Outstanding Contribution towards Society



Mrs. Chayaa Nanjappa Rajappa

Founder - Nectar Fresh

149/2, Brahmapura Village, Sri Rangapatna Taluk,
Nahuvanahalli - 571438.
Mandya Dist, India.

Chayaa Nanjappa is the founder of the brand Nectar Fresh which was set up at the lowest phase of her life. The brand was set up from scratch without a mentor or guidance or experience in the field to what it is today. She is an award winning, first generation rural woman entrepreneur with her experience spanning all nuances of food production from farm to fork. She is a Founder & Managing Partner of the Brand Nectar Fresh & her unit is a Khadi & Village Board backed rural enterprise that has been empowering the rural & tribal folk as well as the small Farmers. Her wide spectrum in understanding agriculture, food processing and marketing has resulted in successful amalgamation of farmer producers, food industry and consumers. A key stake holder in the system is also a pocket of tribal population engaging in honey collection. Chayaa's commitment to learning micro details in the supply chain and allied sciences has helped power the business she established from a small start up to an internationally reputed unit presently. Nectar Fresh is currently one of the major buyers of tribal honey from the country. Her contributions to the industry acknowledge with deep respect interdependence within all areas of food production.

Chayaa's unique innovation in packing portion defined products in high quality packaging material and bottles has reclaimed the Indian presence in the market ousting the monopoly of international players for the past two decades. Her commitment to the business and its success has been driven by her absolute personal responsibility in addressing all elements in the process especially that of marketing without any budget allotted to the vertical.

Training her uneducated and unskilled team of rural folk, today Nectar Fresh, a Khadi and Village Board backed women entrepreneurial enterprise has had the satisfaction of having its products as the most preferred one in India's high end market. Be it the Marriot, ITC, Hyatt, Radisson, Walmart, Spar Hyper Market or the highly quality conscious Ayurveda and Pharma giants, Nectar Fresh has been their most trusted brand.

With the growth of the brand Nectar Fresh in honey and an intention to support more farmers as well as create more rural employment, Nectar Fresh also launched jams. Her pillar of strength in this endeavour of Nectar Fresh has been her husband who is also her business partner Mr. Kuppada Rajappa Muthanna.

Nectar Fresh has now diversified into many other agro based food products like coffee, locally grown chia seeds, apple cider vinegar and mother vinegar, high quality spices with an intention to support the farmers from across the country. Nectar Fresh celebrates the synergy between nature, farmers under educated rural folk and food industry to offer high nutrition quality processed food products in the market.

She is prestigious member of the National Bee Board. She is also currently member of the executive committee of Indian Institute of Food Processing Technology. With the courage of conviction that Chayaa Nanjappa leads in her commitment to excellence, she is taking broad strides to taking the Indian Food Industry forward with her team viz. the tribal honey collectors, farmers and her under educated and unskilled work force from rural India to higher heights. All her products are currently meeting the best of international standards and takes forward the 'Make in India' mission ahead.

She is been recognized for her work with numerous awards and honors. The most prominent being the winner of the CNBC Women Entrepreneur Award-2014. She was the speaker at the Indian Science Congress on 'Implementing Technologies Acquired by R&D Labs'. She has been a resource person for major prestigious events and conferences by APO Japan, South Asian Women Developmental Forum, as well as Regional Economic Cooperation Conference on Afghanistan. She has been privileged to Chair the session 'Inspiring Women' at the World Hindu Congress in Chicago.

Her brand Nectar Fresh has been the first brand in India to be using the 'Women Owned' logo of 'We Connect.'

Mother Teresa Women Empowerment Awards

Outstanding Contribution towards Society

Mrs. Sheila Devaraj

Director, APSA



Ms. Sheila Devaraj has over 27 years' grassroots and advocacy experience working with underprivileged children, women, government and legal systems for child protection. She holds a Master's Degree in Human Resource Management, as well as Diplomas in Communication, Counselling and Human Rights Law as well as a Basic Human Process Laboratory qualification from the Indian Society for Applied Behavioural Science (ISABS). Sheila is Director of the Association for Promoting Social Action (APSA), a 35-year old child rights organization working with urban poor communities in Bangalore. She also serves on APSA's Board and is credited with developing many key projects in APSA including Nammene (Our Home) a model shelter for children in crisis, Navajeevana Nilaya, a working hostel for young adult girls into their first job, Inchara, a project that encourages children's expressions on social issues through art forms, and Hasiru Sanghas (or Children's Collectives). She has dealt with complex cases of child and women's rights violations in domestic, community and institutional settings.

Sheila has trained over 2,500 police personnel on children in distress, in conflict with the law, and in substance abuse and has been involved in the rehabilitation and mainstreaming of over 10,000 street and working children. She has been associated with the Childline India Foundation since 1998, first as a member and then as one of its Directors, a position she holds till date. She is also a member of the Committee of Vanita Sahayavani women's helpline.

More recently, Sheila was part of the Drafting Committee that was appointed by the Department of Women and Child Development to draft a policy for child protection in Karnataka state. She made key contributions to this document, which was passed into law by the Karnataka State Cabinet in April 2016 as the Karnataka State Child Protection Policy for Children in Educational Institutions. She is a vocal advocate for child rights, particularly the girl child and often represents APSA in the media, both print and electronic.

Sheila has also served previously as External Member on the Internal Complaints Committees of such companies as LG, Applied Materials India Pvt. Ltd. and Dynamatic Technologies where she has been actively involved in addressing POSH cases. She is currently serving as External Member on the ICCs of the Department of Labour, Govt. of Karnataka, Sheraton Group of Hotels and Consero Global Solutions.

Mother Teresa Women Empowerment Awards

Outstanding Contribution towards Society

Mrs. Vimala Shyam

President

Amrutha Mahila Seva Sangha (Regd)
NGO, Karnataka

Associated and served Sri Sathya Sai Seva Organisation from 1985 – 2015 at various capacities at National and International Level.

Retired as State Coordinator of Sri Sathya Sai Seva Organisation Karnataka in Yr. 2015.

2011 on 8th of March **Inter National Women's Day Awardee“ACHIEVER”**

- ❖ 1985-1992 Organised nearly 45 Immunisations Camps in Slums and Villages of Bangalore.
- ❖ A project has been under taken to help Polio affected children and helped them to get Orthopaedic correction with courtesy of Sindhi Hospital and fitted them with Callipers to enable them to move and also assisted them to get admission in Schools, where they were denied of admission due to their immobility.
- ❖ In the year 1992 I was appointed as Service Coordinator of Bangalore, encouraged Home makers to spare their free time to render their services to needy and helpless Individuals. Imparted Training programmes to understand the need of the Society.
- ❖ Visiting Govt Maternity Homes, Slums, free tuitions to poor students, visiting old age homes, visiting cancer institutes, a programme for Terminal cases of small Children under the name “**Last Wish of a Child**” and helping Senior citizens. Once in a year Distributing School bags and Books for needy children of various schools in and around Bangalore.
- ❖ Under nutrition programme, introduced **Sai Protein** which is prepared by volunteers.
- ❖ Health awareness programmes and medical Check-up in Villages, Vocational training to ladies in Tailoring, Paper bags, candle making, etc.
- ❖ Organised Tuitions in Ramana Maharshi school for Physically impaired by youth volunteers.
- ❖ In the year 1996, Deputed to Gulf Countries as Advised by Sri Sathya Sai Babaji to train members of Satya Sai Organisation settled in Gulf Countries. As a base in Dubai and travelled all GCC countries imparted training to members on rendering service impartial of caste, creed and Religion. “**Service to Man Is Service to God**” as the Motto.

- ❖ In the year 2000 served in assisting Turkey Earth Quake. Our members from GCC, organised two planes load of Medicines and Oxygen Cylinders.
 - ❖ After returning to India, in the year 2001 I was appointed as State coordinator of Sri Sathya Sai Organisation, Karnataka.
 - ❖ Organised camps to encourage members in undertaking value-based services to enhance qualitative services over 35 Districts of Karnataka.
 - ❖ Established Counselling Department for OPD patients named “**Sai Way Unit**” at Super Speciality of higher medical Sciences, Whitefield, Bangalore.
 - ❖ Later in the year 2006 I Associated with **Amrutha Mahila Seva Sangha (AMSS)** as Chief Functionary.
 - ❖ In the year 2015 I helped **Sri Sharavana Bhava Foundation** in London, UK in Organising Charity walk to help Blind Children of Sri Lanka.
 - ❖ Travelled European countries for giving talks to youth groups about using their spare time in Serving the society by organising Blood donation camps.
 - ❖ Visited Singapore and Malaysia, given talks on the Subject **Service to Society is Service to God.**
 - ❖ In the year 2017, visited Canada to train Members of Sri Sathya Sai Centre for creating service opportunities in foreign countries.
 - ❖ After voluntary Retirement from Sathya Sai Organisation, I became President of Amrutha Mahila Sangha.
 - ❖ In 2017 I was appointed as Associate Director for **Ashraya**, rehabilitation and free education centre for homeless street children (Founder trustee is Smt. Leela Deshpande).
 - ❖ In the year 2018, Amrutha Mahila Seva Sangha Organised Cancer Detection Camp in RT Nagar for Orissa Refugees. Doctors from Kidwai participated and detected 5 patients with cancer and treated them in Kidwai Hospital at free of cost.
 - ❖ Same Year, members of AMSS distributed free School Bags with Books, Tiffin Boxes and writing materials for 400 Students in Ramanagaram Private School for village children.
 - ❖ AMSS now helping Distressed Ladies, counselling, referring them to Media centre, helping them to get Law support.
- Till date Amrutha Mahila Seva sangha has not received any Govt Funds and rendering its selfless Services from members and friends.

We believe in

LOVE ALL SERVE ALL. HELP EVER HURT NEVER

JAI HIND

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DSU-ARC 2019
INTERNATIONAL CONFERENCE ON WOMEN LEADERSHIP & EMPOWERMENT

DATE: 5th APRIL, 2019, LOCATION: DAYANANDA SAGAR UNIVERSITY

| TIME | AGENDA | PLACE |
|----------------|--|---------------------|
| 08:00-09:00 AM | REGISTRATION | CD Sagar |
| 09:00 AM | INAUGURATION - PRAYER | CD Sagar Auditorium |
| 09:05 AM | LIGHTING OF LAMP (ALL GUEST OF HONOURS) | |
| 09:10 AM | WELCOME ADDRESS Dr. Punith Cariappa Dean-SCMS, DSU, Bangalore | |
| 09:15 AM | INAUGURAL ADDRESS Dr. K. Ravichandran, Professor, NYIT, UAE | |
| 09:25 AM | ADDRESS BY GUEST OF HONOUR Dr. Jayashankaran, Advisor NMIMS and VIT | |
| 09:35 AM | ADDRESS BY Dr. A.N.N. Murthy, Vice Chancellor, DSU | |
| 09:50 AM | RELEASE OF CONFERENCE COMPENDIUM | |
| 10:00 AM | CHIEF GUEST ADDRESS Dr. Kalpana Gopalan, IAS Additional Chief Secretary to Government, Youth Empowerment and Sports, Government of Karnataka, Bangalore, India | |
| 10:15-11:00 AM | PANEL DISCUSSION Mr. Daya Murthy, Country Head, International Skill Development Corporation. ❖ Dr. S. Mathivanan, Chairman, SSM Group of Institutions, Komarapalayam, Tamil Nadu ❖ Dr. R. Ravichandran, Secretary, KG group of Institutions, Coimbatore. Mr. John Alex, Group Head-Social Initiatives- Equitas Small Finance Bank. | |
| 11:00-12:00 | MTWEA AWARDS CEREMONY | CD Sagar |

| | | |
|----------------|---------------------|----------|
| 12:00-12:15 PM | TEA BREAK | CD Sagar |
| 12:15-01:30 PM | TECHNICAL SESSION 1 | CD Sagar |
| 01:30-02:30 PM | LUNCH BREAK | CD Sagar |
| 02:30-04:00 PM | TECHNICAL SESSION 2 | CD Sagar |
| 04:00-05:00 PM | VALEDICTORY | CD Sagar |

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Women Empowerment: The Role of Employment

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Professor

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Abstract

Women employment is one of the key factors for empowerment, development and wellbeing. Fifty percentage of the world population are women but they are discriminated, dominated and violated. Even though women are strong physically and mentally there are still fighting for their lives and trying to come out from inequality and vulnerability. Women are been opposed in their different phases of their life , they need some support and strength to come out of it, that strength arrives from empowering women, and that empowerment is through women employment. Women are now familiar with the topic empowerment but they still struggling to empower themselves, empowerment is not only about money, strengthen women and improving their skills, but it all about their growth , development , educated men and women about their issues and teaching them to give space for equality. This article focuses mainly on impact of employment in the way to women empowerment and factors that empower women. Descriptive research is been followed, convince sampling method is done with the structured questionnaire and interview for 199 women employees and top management in the hospital sector. correlation, paired t-test, factor analysis and mann-whitney test is been used to analyses the data and arrived with the suggestion and concluded it is very important to increase the employment level among women for empowering them.

Keywords : women employment, empowerment, economic growth.

INTRODUCTION

The term “empowerment” is familiar to everyone but what it exactly means no one knows. From 2011 empowerment is been a very important topic in almost all parts of the world but no one cares about women empowerment. Every one things empowering women means to earn money, living independently and showcasing their knowledge but it means to know about their rights, fight for their rights and life, educating themselves and not to show they are superior but to gain their equality among others.

We as a society need to enlighten the rights and provision for the women for their betterment. Women are important for the society and economic growth of the country. In fact the country wealth can be determined by the position of women but

unfortunately women are not given equal importance nor do they not know their values.

We are living in the democratic country where every citizen is given some freedom but women are not allowed to follow those. Our constitution is not seeing men and women separately but our society does as we are living in the male dominating society, women are not given equal rights to enjoy their freedom so their comes the empowering the women.

Now a day's educated women are increased but the employment level among women is not up to the expectation. ever only in the entry level the women employment is found time goes on the employment level decreases only very few are found in the top most position or in the top management . It's not about the skills or the ability but it's all

about the sustainability in the employment market, which leads for the women empowerment

OBJECTIVE

To study the impact of employment in the way to empowerment

To analyze the factors affecting women empowerment

To examine the factors affecting women employment

LIMITATIONS

Time constrain

The research is done only in Chennai city

Only hospital sector is been covered in this research

Only few factors are been discussed about women empowerment and employment

REVIEW OF LITERATURE

Dr. (Smt.) Rajeshwari M. Shettar(April 2015)- this paper analyze the status of women empowerment and also challengers of women empowerment in India, this paper is totally do with the help of secondary data , it says education and employment will find the solution to inequality, and change can occurs in the society to empower women .

Rathirane Yogendrarajah(2013)- this study is to examine the women empowerment through decision making power at house hold level. They have analyzed the positive relationship between women empowerment, decision making in the household stages. They did primary and secondary research, they have conducted deep interview with 18 women and 99 women respondents with the structured questions where they have difference questions about income, savings, expenditures , education for children's and decision making power in

different question forms, and the data is been analyzed with the help of anova and correlation and concluded that decision making is one major factor for women empowerment, and need to be done by women for her household stages and also in their personal life.

Jeniboy bin Kimpah, Jurgita Raudeliūnienė (2014)-this study main aim is to identify the impact of women's empowerment on work performance in Malaysian banks. This paper is prepared based on the conceptual work, the main targets are women bank managers, the researcher had a healthy conversation with them to understand their level of understanding about women empowerment and work performance. From this research paper it is clear that women doesn't understand about the term women empowerment and they find very difficult to implement women empowerment through their work performance, they arise conflict and confusions.

Dr. Gunjan Mishra(2016)-this paper discover the importance of psychological dimension of empowerment with special reference to working women of India. This research article is prepared purely based on the secondary data. This paper finds that psychological part plays a major role in empowering working women.

Purusottam Nayak and Bidisha Mahanta(2009)-the paper analyze the status of women empowerment in India, the secondary data is be used to analyze the facts .the research finds that education and employment is only way to empower women to achieve their goals and dreams and to empower the country.

Research methodology

Descriptive research is been followed. Convince sampling method is been used for 119 women employees and top management in the hospital sector

through structured questionnaire. Correlation, paired t-test, mann whitney test are done to analyze the data.

FINDINGS

Correlation

H₀: there is no relationship between women empowerment and women employment

H₁: there is a relationship between women empowerment and women employment

Interpretation

There is a positive relationship between women empowerment and women employment

Paired t-test

H₀: there is no relationship between women empowerment and women employment

H₁: there is a relationship between women empowerment and women employment

Interpretation:

There is a strong relation between empowering women through employment.

Mann-Whitney Test

H₀: there is no relationship between women empowerment and women employment

H₁: there is a relationship between women empowerment and women employment

Interpretation:

There is a relationship between empowerment and empowerment

SUGGESTIONS

Women need to be employed

Training need to be given

Educate women about work and its benefits

Educate women about empowerment and benefits of empowering themselves

Educate women about their rights

Part time employment needs to be increased

Self employment group need to be supported

Women entrepreneurship development and training program need to be given

Proper guidance and load facilities need to be provided for women entrepreneur

CONCLUSION

We like to conclude, women need to be empowered for their well being, the first step for empowerment is to know about them. Women first need to know, what is empowerment means how to achieve it, what are the forms to achieve it. The main factor to achieve empowerment among women is employment. If the first step is taken successfully by women rest will automatically happen. Still way to go for women

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Dr. (Smt.) Rajeshwari M. Shettar(april 2015)- A Study on Issues and Challenges of Women Empowerment in india, volume 17, issue 4 ,13-19.

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Jeniboy bin Kimpah, Jurgita Raudeliūnienė (2014)-The impact of women's empowerment on work performance: Malaysian banks, volume 6, 62-70.

Dr. Gunjan Mishra (2016) - The Psychological Facets of Women Empowerment at Workplace, volume 2, issue 11,224-228.

Purusottam Nayak and Bidisha Mahanta (2009)-women empowerment in India, volume 1, 1-33.

Correlations

| | | we_1 | we_2 | we_3 | We_4 | we_5 | Emp_1 | Emp_2 | Emp_3 | Emp_4 | Emp_5 |
|-------|---------------------|--------|--------|--------|-------|---------|--------|--------|--------|---------|--------|
| We_1 | Pearson Correlation | 1 | .541** | .152 | -.219 | .029 | .227 | .070 | .177 | .225 | .110 |
| | Sig. (2-tailed) | | .000 | .292 | .127 | .844 | .113 | .629 | .219 | .116 | .446 |
| | N | 50 | 50 | 50 | 50 | 50 | 50 | 50 | 50 | 50 | 50 |
| we_2 | Pearson Correlation | .541** | 1 | .193 | -.139 | .105 | .024 | .009 | .036 | .277 | .210 |
| | Sig. (2-tailed) | .000 | | .179 | .335 | .468 | .871 | .953 | .806 | .051 | .143 |
| | N | 50 | 50 | 50 | 50 | 50 | 50 | 50 | 50 | 50 | 50 |
| we_3 | Pearson Correlation | .152 | .193 | 1 | .101 | .645** | .101 | .071 | .052 | -.141 | -.116 |
| | Sig. (2-tailed) | .292 | .179 | | .487 | .000 | .486 | .624 | .719 | .328 | .424 |
| | N | 50 | 50 | 50 | 50 | 50 | 50 | 50 | 50 | 50 | 50 |
| we_4 | Pearson Correlation | -.219 | -.139 | .101 | 1 | .294* | .214 | .247 | -.053 | -.179 | .073 |
| | Sig. (2-tailed) | .127 | .335 | .487 | | .038 | .136 | .084 | .713 | .213 | .615 |
| | N | 50 | 50 | 50 | 50 | 50 | 50 | 50 | 50 | 50 | 50 |
| we_5 | Pearson Correlation | .029 | .105 | .645** | .294* | 1 | -.095 | .016 | -.033 | -.397** | -.134 |
| | Sig. (2-tailed) | .844 | .468 | .000 | .038 | | .511 | .910 | .823 | .004 | .355 |
| | N | 50 | 50 | 50 | 50 | 50 | 50 | 50 | 50 | 50 | 50 |
| Emp_1 | Pearson Correlation | .227 | .024 | .101 | .214 | -.095 | 1 | .525** | .303* | -.023 | .497** |
| | Sig. (2-tailed) | .113 | .871 | .486 | .136 | .511 | | .000 | .032 | .876 | .000 |
| | N | 50 | 50 | 50 | 50 | 50 | 50 | 50 | 50 | 50 | 50 |
| Emp_2 | Pearson Correlation | .070 | .009 | .071 | .247 | .016 | .525** | 1 | .468** | -.163 | .432** |
| | Sig. (2-tailed) | .629 | .953 | .624 | .084 | .910 | .000 | | .001 | .258 | .002 |
| | N | 50 | 50 | 50 | 50 | 50 | 50 | 50 | 50 | 50 | 50 |
| Emp_3 | Pearson Correlation | .177 | .036 | .052 | -.053 | -.033 | .303* | .468** | 1 | .103 | .253 |
| | Sig. (2-tailed) | .219 | .806 | .719 | .713 | .823 | .032 | .001 | | .478 | .076 |
| | N | 50 | 50 | 50 | 50 | 50 | 50 | 50 | 50 | 50 | 50 |
| Emp_4 | Pearson Correlation | .225 | .277 | -.141 | -.179 | -.397** | -.023 | -.163 | .103 | 1 | .185 |
| | Sig. (2-tailed) | .116 | .051 | .328 | .213 | .004 | .876 | .258 | .478 | | .198 |
| | N | 50 | 50 | 50 | 50 | 50 | 50 | 50 | 50 | 50 | 50 |
| Emp_5 | Pearson Correlation | .110 | .210 | -.116 | .073 | -.134 | .497** | .432** | .253 | .185 | 1 |
| | Sig. (2-tailed) | .446 | .143 | .424 | .615 | .355 | .000 | .002 | .076 | .198 | |
| | N | 50 | 50 | 50 | 50 | 50 | 50 | 50 | 50 | 50 | 50 |

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

Paired Samples Statistics

| | | Mean | N | Std. Deviation | Std. Error Mean |
|--------|-------|------|----|----------------|-----------------|
| Pair 1 | We_1 | 1.70 | 50 | .814 | .115 |
| | Emp_1 | 2.66 | 50 | .982 | .139 |
| Pair 2 | we_2 | 2.12 | 50 | .918 | .130 |
| | Emp_2 | 2.44 | 50 | .929 | .131 |
| Pair 3 | we_3 | 2.40 | 50 | .990 | .140 |
| | Emp_3 | 2.58 | 50 | .950 | .134 |
| Pair 4 | we_4 | 4.36 | 50 | .985 | .139 |
| | Emp_4 | 4.24 | 50 | .847 | .120 |
| Pair 5 | we_5 | 2.74 | 50 | .965 | .136 |
| | Emp_5 | 2.70 | 50 | 1.249 | .177 |

Paired Samples Statistics

| | | Mean | N | Std. Deviation | Std. Error Mean |
|--------|-------|------|----|----------------|-----------------|
| Pair 1 | we_1 | 1.70 | 50 | .814 | .115 |
| | Emp_1 | 2.66 | 50 | .982 | .139 |
| Pair 2 | we_2 | 2.12 | 50 | .918 | .130 |
| | Emp_2 | 2.44 | 50 | .929 | .131 |
| Pair 3 | we_3 | 2.40 | 50 | .990 | .140 |
| | Emp_3 | 2.58 | 50 | .950 | .134 |
| Pair 4 | we_4 | 4.36 | 50 | .985 | .139 |
| | Emp_4 | 4.24 | 50 | .847 | .120 |
| Pair 5 | we_5 | 2.74 | 50 | .965 | .136 |
| | Emp_5 | 2.70 | 50 | 1.249 | .177 |

Paired Samples Statistics

| | | Mean | N | Std. Deviation | Std. Error Mean |
|--------|-------|------|----|----------------|-----------------|
| Pair 1 | we_1 | 1.70 | 50 | .814 | .115 |
| | Emp_1 | 2.66 | 50 | .982 | .139 |
| Pair 2 | we_2 | 2.12 | 50 | .918 | .130 |
| | Emp_2 | 2.44 | 50 | .929 | .131 |
| Pair 3 | we_3 | 2.40 | 50 | .990 | .140 |
| | Emp_3 | 2.58 | 50 | .950 | .134 |
| Pair 4 | we_4 | 4.36 | 50 | .985 | .139 |
| | Emp_4 | 4.24 | 50 | .847 | .120 |
| Pair 5 | we_5 | 2.74 | 50 | .965 | .136 |
| | Emp_5 | 2.70 | 50 | 1.249 | .177 |

Ranks

| emp | | N | Mean Rank | Sum of Ranks |
|-----|----------------|----|-----------|--------------|
| we | strongly agree | 22 | 19.00 | 418.00 |
| | agree | 20 | 24.25 | 485.00 |
| | Total | 42 | | |

Test Statistics^a

| | emp |
|------------------------|---------|
| Mann-Whitney U | 165.000 |
| Wilcoxon W | 418.000 |
| Z | -1.579 |
| Asymp. Sig. (2-tailed) | .114 |

a. Grouping Variable: emp

The Role Reversal in the Home and Work Place. A study on Revamping the Multitasking Genius

Regy Joseph

Asst. Professor SJHMCT

Abstract

“Hands that rocks the cradle, rules the world”. Women are the mammoth reservoir of power and talent, which has yet not been tapped. She has the power to turn the direction of the wind on her own. Women are the real architect of society. Women are leaders from the CEO who runs a fortune 500 company to the homemaker who raises her children and heads her household. They have the power to create nature and transform. Woman play the role of a daughter, sister, wife mother and a homemaker. At the same time, they are agents of peacekeeping, peace building and peace making. They transform the globe by their active contribution in economic, socio-cultural and environmental spheres. This study focus on the tremendous power inside a woman that can cross any hurdle in her life. In addition, to honour the power of women who have broken all barriers and reached the pinnacle of success in every sphere of life. By discussing with twenty working women in the locality a conclusion is drawn that women can efficiently perform many task at a time and are proving that they are multitasking genius. This paper looks on various contributions of women to the family, work place and to the society.

Key words: women, role, homemaker family, society.

“Tourism” a Channel for Women’s Empowerment

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Abstract

Tourism is emerging as the predominant sectors driving economic growth in the country. The significant rise in the number of international travelers across the globe has been the main reason. According to the United Nations World Tourism Organization (UNWTO, 2018), about 1400 million international tourists were recorded to have travelled worldwide which helped to achieve and maintain the forecast of 6% annual growth rate. With the increasing number of travelers, Tourism becomes evident source of revenue for a country. Tourism has been generating many avenues for women employment, alongside it has also opened the doors to a new era of travelling especially the solo / group of women travelers. Just around 25 per cent of India’s workforce is female, according to a recent report by consultants McKinsey & Company on the advancing of women’s equality in the Asia-Pacific region. Even as per NITI Aayog CEO, Indian economy can grow at the rate of 9% to 10% if there is a gender parity in the country, and the share of women workforce is increased to 48% from the current 24%. This calls for a responsible and sustainable tourism, in terms of Safety, Knowledge enrichment and achieving people connect. Thus Women empowerment means ensuring that the economic, social, legal and political strength of women is enhanced, gender equality is assured and they get the required confidence to have a complete say over their life. This exploratory paper through secondary data attempts to understand the role of tourism in empowering women and giving a better perspective.

Keywords: Tourism, Women Empowerment, Sustainable Tourism, Responsible tourism

Solid Waste Management - A Study on Residents Attitude and its Influence on Behavioural Intention

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Abstract

Residents of Chennai city lack awareness in managing waste. It is also observed that there is an increase in the number of disposal sites which poses health hazards to the neighbourhood. The growing urbanization has changed the living hood of many people from individual homes to gated communities. These gated communities become one of the factors to be considered by the local municipal governing bodies while planning for the solid waste management (SWM). This necessitates a study on the attitude and behavioural intention among the gated community residents in Chennai. Descriptive research design has been employed for the study and the questionnaire instrument has been administered to collect the appropriate data. Statistical Package for Social Science is used to analyse the relationship of attitude and behavioural intention among the gated community residents.

Keywords: waste management, attitude, gated communities, behavioural intention, e-waste, willingness to pay.

Women Empowerment Through Corporate Social Responsibility

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Abstract

Corporate social responsibility is working business in an exceeding manner, that meets or excels the moral, legal, business and public expectations that society has from the business. Academic attainment and economic participation are the key constituents in guaranteeing the authorisation of women. Company Social Responsibility of international corporations will give education still as data on political, legal and economic problems and awareness on health aspects too through their programmes. Over the past decade, gender equality and women's authorisation are expressly recognized as key not solely to the health of states, however conjointly to social and economic development. Women authorisation is comparatively related to the which means of "Power". The "Power" permits the women to outline themselves. The Indian society still appearance towards the society to grant them power or empower them in varied ways that. girls authorisation is to empower women in varied ways that to sustain herself in numerous fields like finance, social, culture, law, business and politics. This study is an effort to seek out the necessity for concentrate on women authorisation through corporate social responsibility and company social responsibility of handpicked international corporations towards women empowerment.

Keywords: CSR, Women Empowerment, Sustainability

INTRODUCTION

Corporate Social Responsibility

Corporate social responsibility (CSR) however, firms manage their business processes to supply Associate in Nursing overall positive impact on society. It covers property, social impact and ethics, and properly ought to be regarding core business - however firms create their cash - not simply add-on extras like financial aid.

Getting into the detail

One of the foremost commonly asked queries at this website - and possibly for all those people Associate in Nursing organisations coping with CSR problems is that the obvious - simply what will 'Corporate Social Responsibility' mean anyway? Is it a stalking horse for an anti-

corporate agenda? one thing that, like sin, you'll be able to ne'er escape? Or what?

Different organisations have framed completely different definitions - though there is hefty basis between them. my very own definition is that CSR is regarding however firms manage the business processes to supply Associate in Nursing overall positive impact on society.

What is women empowerment?

Empowerment will be outlined as a "multi-dimensional human process that helps individuals gain management over their own lives. it's a method that fosters power (that is, the capability to implement) in individuals, to be used in their own lives, their communities, and in their society, by performing on problems that they outline as important" (Page and Czuba, 1999).

The discussion regarding women's management during this paper is controlled against the scene of women's continued disadvantage compared to men. This disadvantage is obvious within the very different spheres of economic, socio-cultural and political life all told societies within the UNECE region. Management during this context means that women gaining additional power and management over their own lives. As such, it will be conceptualized as a very important method in reaching gender equality.

Gender equality is known to mean that the "rights, responsibilities and opportunities of people won't depend upon whether or not they are born male or female". What is expected of a person or a woman, a woman or a boy, differs counting on the socio-cultural context within which they live. Everybody through socialization processes learns gender roles. In alternative words: what he or she learns from others through the social interactions they need with their families, peers and society at a giant. This suggests that roles and gender role expectations do not seem to be mounted and may amendment over time within the same approach that they disagree across very different societies.

On a bigger scale, role expectations are institutionalized through legislation, education, political and economic systems, culture and traditions. These establishments structure social and cultural life and build gendered norms and practices. The gendered division of labour in daily life is associate degree example: women still play a dominant role in providing unpaid care to relations and taking care of domestic chores however, they play a subordinate role in political and economic life. As women dedicate longer to unpaid activities, they are typically addicted to men's financial gain and fewer

protected through monetary savings, pension entitlements and property in their name. This suggests that women are at larger risk of financial condition and have fewer opportunities within the labour market. the overall understanding is thus that ladies must be "empowered" so as to slim the "gender gap" associate degree to make an equal taking part in the field between women and men before gender equality will be reached and maintained. However, what will it mean for a lady to be sceptred? in step with the international organization Population Fund⁷, an empowered woman features a sense of self-image. She will verify her own decisions and has access to opportunities and resources providing her with an array of choices she will pursue. She has management over her own life, each inside and out of doors the house and she or he has the power to influence the direction of the social amendment to make an additional simply social and economic order, each nationwide and internationally (UNDP, 2008).

MATERIAL AND METHODS

Descriptive data analysis is applied to explain the collected data and provided conclusion based on theoretical framework of the data. The analysis is totally depends upon secondary data sources such as Journals, books and various websites.

OBJECTIVES OF THE STUDY

The main objective of this paper is:

To know the importance of women empowerment in corporate world

To identify the Corporate Social Responsibility through women

Corporate Social Responsibility through Women Empowerment

The Corporate Social Responsibility (CSR) activities have started since the Nineteen Nineties currently has become a medium for many of Indian company to contribute to the comprehensive growth of Indian society. Currently, the businesses are taking part actively in CSR initiatives by outlay 2-5 per cent of their internet profits. The new firms Bill conjointly created it mandatory to pay a pair of a per cent of the income of the corporate towards CSR activities. Banks have the first responsibility to push women management through CSR activities. Besides the non-public sector, the govt is additionally making certain that the general public sector firms participate actively in CSR initiatives. Company social responsibility has felt several phases in Bharat. The power to create a big distinction within the society and improve the general quality of life has clearly been well-tried by a number of the company. All the company ought to attempt to originate an amendment within the current social scenario in Bharat to own an efficient and lasting resolution to the social woes. Partnerships between firms, NGO's and therefore the Government ought to be expedited in order that a mixture of their skills like experience, strategic thinking, force and cash to initiate in-depth social amendment can place the socio-economic development of Bharat on a quick track. Management is currently progressively seen as a method by that the ones while not power gain bigger management over their lives. This suggests management over material assets, intellectual resources and beliefs. To attain the aim of social development, commitments of sustained efforts and investment of economic resources by not solely the govt however different economic sectors are incredibly abundant needed. Empowering women is

all regarding encouraging Self-Empowerment, vanity, Personal Growth, religious Growth, Reclaiming Authentic Power and therefore the power divinity inside? The structure aims to ignite ladies management ought to be through exalting women with the courageousness to interrupt free from the chains of limiting belief patterns and social or non-secular acquisition that have historically unbroken women suppressed and unable to determine their true inner power. This objective will be achieved through CSR during a systematic manner. The idea of CSR as per the newest tips emphasizes on property development AND clearly states that CSR may be a company's commitment to control in an economically, socially and environmentally property manner, whereas recognizing the interests of its stakeholders. This commitment is on the far side statutory needs. company social responsibility is, therefore, closely connected with the observation of Property Development. the globe Business Council for property Development has represented CSR because of the business contribution to sustainable economic development. Building on a base of compliance with legislation and rules, CSR usually includes 'beyond law' commitments and activities pertaining to:

women management

Health and safety

Environmental situation

Human rights (including core labour rights)

Property development

CONCLUSION

It is plain that women management within the company world incorporates a crucial direct impact on the economic

process and concurrent national development. It is crucial for each organization to develop a piece culture that is instilled with the target of empowering women to be higher leaders. With varied initiatives of women management happening across the country, we will positively say that women management has seen an increase within the company state of affairs in Republic of India and this is often simply the start.

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Family Incivility and Life Satisfaction: A Moderated Mediation Model of Emotional Exhaustion and Psychological Capital

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Abstract

The study extends the burnout positive psychology literature by exploring the relationship between family incivility and life satisfaction of women medical students. We examine whether emotional exhaustion mediates the link between family incivility and life satisfaction. We also examine how psychological capital might moderate this mediated relationship. Data from a cross sectional study indicated that emotional exhaustion mediated the relationship between family incivility and life satisfaction. In addition psychological capital moderates the relationship between family incivility and emotional exhaustion but not the relationship between emotional exhaustion and life satisfaction. The results hold while controlling academic satisfaction. The findings suggest that family incivility is linked to poor life satisfaction and emotional exhaustion and psychological capital are the key mechanisms in the relationship.

Keywords: *Psychological capital, incivility, satisfaction, emotional exhaustion, burnout*

Impact of Destructive Leadership on Subordinates Psychological Well-Being : An Empirical Study

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Abstract

Leader's positive shadow castes high performance in an organization and influences the followers. More researches had concentrated on the idea of inspirational, motivational and constructive leadership where the subordinates are empowered and motivated to reach the goal of organization and individual. But there are few research and theories has developed to address the other side of leader behaviour i.e. Destructive leadership behaviour, which often results in damaging the organizational goal and undermining the subordinates well-being. Tran, Q., & Chengfeng Li. (2014) States that the characteristics of destructive leadership behaviour is an interpersonal mistreatment of employees, which would results in reducing the employee well-being. This study examines empirically how destructive leadership (leader behaviour directed towards subordinates) effects the psychological well-being of the subordinates. The study is descriptive in nature and utilized follower centric approach. Structured questionnaire was adopted to measure the destructive leadership and Psychological well-being. Data was collected from 173 employees in BPO companies in Coimbatore. Structure equational modeling was used to find the relationship and influence of destructive leadership on psychological well-being. The results of the study shows that employees suffer from the effects of destructive leadership behaviour that are present within the organization. The important practical implications to the organization is that leader should be trained to support high levels of authority openness and encourage the open team communications which would increase the performance and commitment towards organization.

Key Words: Destructive leadership, Psychological well-being, Subordinates, follower's centric approach

INTRODUCTION

Leader's positive shadow castes high performance in an organization and influences the followers. Organization expects their employees to behave professionally, with the interest of the organization, and to have a mutual relationship with colleagues and with their subordinates too. "Leadership is an adaptive, goal-seeking process, for it organizes and motivates group members' attempts to attain personal and group goals (Katz & Kahn, 1978)". Leader/ manager is

the position where the individual who influences their subordinates and motivates them to reach the organizational and their individual goal. Unfortunately, organization often scuffle with employees hired for the higher positions. The company hire a subject matter expert and ignore interpersonal competencies. Due to lack of interpersonal skills the leader or manager behave belittling and destructive towards the subordinates or peers in the organization. The position and the power may makes the leader to behave destructive in organization. More

researches had concentrated on the idea of inspirational, motivational and constructive leadership where the subordinates are empowered and motivated to reach the goal of organization and individual. But there are few research and theories has developed to address the other side of leader behaviour i.e. Destructive leadership behaviour, which often results in damaging the organizational goal and undermining the subordinates well-being.

One of the most wide-ranging definition defined by Einarsen et al., (2007) *“The systematic and repeated behaviour by a leader, supervisor or manager that violates the legitimate interest of the organisation by undermining and/or sabotaging the organization’s goals, tasks, resources, and effectiveness and/or the motivation, well-being or job satisfaction of subordinates.”* The definition comprehends behaviour in to two factors, subordinate oriented behaviour and organizational oriented behaviour. Above definition does not include the physical abuse but, the systematic and the repeated behaviour towards subordinates may affect the motives and job satisfaction of employees. Leader /manager does not intent to harm but because of thoughtlessness, incompetence and unexpected outburst & anger they ignore the feelings of subordinate. It ultimately effects the wellbeing of the subordinates.

The concept of measuring the psychological wellbeing in organizational context is not about job satisfaction, stress and commitment towards the organization. The wellbeing deals with happiness, which is not with material happiness but which deals with feelings and emotions of situation and environment. The emotional reaction towards the job, towards the coworker’s relationships, towards the career growth are the factors that affects the individual psychologically. If a leader behave destructively to his/her

subordinates in a working environment there will be negative emotional reaction towards the job, coworker’s relationships, and the career growth etc., Though it is obvious, if the leader shows destructive behaviour, the employee wellbeing is affected. But there is no much literature which connects the destructive leadership and psychological wellbeing. This paper will be one among them to prove statistically how the leader’s destructive behaviour effects subordinates psychological wellbeing.

Several studies have found that leader’s behavior affects employee’s well-being. The available evidence supports the notion of two opposite effects of leadership on well-being. First, constructive leadership behaviors have a positive impact on well-being. Conversely, destructive leadership behaviors have adverse consequences for individual well-being. The destructive leadership behaviour occurs when leader lack leadership skills and shows such behaviour because of thoughtlessness or ineffective (Antonakis, Avolio, & Sivasubramaniam, 2003; hinkin & Schriesheim, 2008; Judge & Piccolo, 2004; Kelloway et al., 2005) and research on DL (e.g., einarsen et al., 2007; Tepper, 2007).. The leader/manager may show such negative leadership unintentionally, but not intent to harm. This difference by splitting the domain of destructive leadership into two constructs i.e volitional behaviour and unintentional behaviour.

The psychological well-being at the working place encompass objective as well as subjective aspects Diener, (1984)., either positive or negative At the working place, well-being is usually approached in two major dimensions: the state of being ill and the state of not being ill Griffin e Dannan,(1999), and occasionally is related to satisfaction at job. Locke (1976), Crites (1969), Mueller and McCloskey (1990),

Muchinsky (1993), Newstrom and Davis (1993) have studied the emotional state of related satisfaction at work, thought of an attitude towards work, and also considered that concurrently to well-being (well-being vs. malaise, ill vs. not ill), satisfaction at the working place can be related to two independent dimensions.

Tran, Q., & Chengfeng Li. (2014) States that the characteristics (like bullying, Yelling or screaming, humiliating, corruption, blame, moral loss) of destructive leadership behaviour is interpersonal mistreatment employees, which would result in diminished employee well-being.

Ivan T. Robertson and Jill Flint-Taylor (2008) examines the research on the role of employee psychological well-being in organizational success, and the impact that leaders have on the well-being of their workgroups. The concept and measurement of psychological well-being is explored and distinguished from related concepts such as job satisfaction, organizational commitment, and engagement. The findings of this study states that the management and leadership play a key influential role on employee psychological well-being.

Dierendonck et. al., (2004) The authors used a longitudinal design to investigate the relation between leadership behavior and the well-being of subordinates. Well-being is conceptualized as people's feelings about themselves and the settings in which they live and work. Staff members (N = 562) of 2 Community Trusts participated 4 times in a 14-month period. The results of the study shows that leadership behaviour is synchronously influenced at Subordinate well-being with the best suggested model fit.

Sabine Gregersen et., al., (2014) Current research confirms the link between leadership behavior and subordinates' health. However, only a few longitudinal

surveys have been carried out. The present longitudinal study examined whether occupational self-efficacy moderates the impact of transformational leadership on perceived negative well-being. The sample consisted of 339 employees working in the health-care sector. The correlations between transformational leadership at the first time of measurement (Time 1) and emotional exhaustion and perceived strain at the second time of measurement (Time 2) were negative and significant, but the correlation with depersonalization was not significant. Regression analyses revealed that the effect of transformational leadership behavior on perceived negative well-being was not moderated by the level of occupational self-efficacy.

OBJECTIVE OF THE STUDY

The prime objective of this study is to assess the relationship and its impact of destructive leadership behaviour on psychological wellbeing of the employees.

RESEARCH QUESTIONS

Does any relationship exist between destructive leadership and psychological wellbeing?

METHODOLOGY

The present study is designed as a casual research which determines the cause and effect of destructive leadership behaviour. The study has two main variables i.e psychological wellbeing is dependent variable and destructive leadership is independent variable are considered in order to analyze the impact among BPO employees.

According to Deloitte report, India has wide range Business Process outsourcing delivery locations among other countries. Where, Coimbatore is an emerging hub for IT and BPO Multinational companies among the delivery location in Tier II cities. Total number of BPO

employees who are working in Coimbatore was considered for this study. Among a total, snow ball sampling was used to derive the sample of 236 from the target population.

The primary data was collected using the questionnaire method. On the basis of previous literature structured questionnaire were used as an instrument for collecting the data. Questionnaire with five subscales measuring each of the constructs. The subscales were assessed by using a 4 point Likert scale were strongly agree-1 agree-2 disagree-3 strongly disagree-4. 270 questionnaires were distributed and 236 were collected back within a short span of time. The reliability of scales were analyzed using Cronbach alpha, the value 0.958, which indicates a high level of internal consistency was highly satisfactory for further analysis.

ANALYSIS AND INTERPRETATION

To test the above hypothesis (H_0 – the model has good fit) structural equation modeling AMOS 20 was used. The fig 1 shows the variables of destructive leadership behaviour and psychological wellbeing. Destructive leadership behaviour (volitional and unintentional behaviour) is independent variable and psychological wellbeing (Autonomy, environmental mastery, personal growth, positive relations, purpose in life self-acceptance) is dependent variable.

The above table shows the fit index, the model fits well to the data for the BPO employees. Hence, the null hypothesis that “The model has good fit” is accepted. The alternate hypothesis is rejected.

The table 2 shows the estimates of relationship of each path coefficients. In structural equation modeling each path is the hypothesis. Based on that, H_{01} Psychological Wellbeing and unintentional behaviour, shows that there is a significant (at 5%) positive relationship with path

estimates of .83 (83%) between unintentional behaviour and psychological wellbeing.

H_{02} – Psychological Wellbeing and volitional behaviour. The results show that there is a negative relationship between Psychological Wellbeing and volitional behaviour with path estimates of -0.47 (-47%) which is insignificant. Therefore the results support that if a leader behaves volitionally like abusing his supervision or acts in a commanding fashion or unpredictable of his anger are having negative relationship with psychological wellbeing of subordinates.

H_{03} – Self-promotion and unintentional behaviour, The hypothesis (H_{03}) is supported fully with a significant (at 1%) and positive relationship between the Self-promotion and unintentional behaviour with the estimate of 0.96(96%).

H_{04} – Narcissism and unintentional behaviour, The hypothesis (H_{04}) path estimates show with a significant (at 1%) and positive relationship between the Self-promotion and unintentional behaviour with the estimate of 0.85(85%).

H_{05} – Autonomy and psychological wellbeing, the hypothesis (H_{05}) is supported fully with a significant (at 1%) and positive relationship between the Autonomy and psychological wellbeing with the estimate of 0.68(68%).

H_{06} – Personal Growth and psychological wellbeing, the hypothesis (H_{06}) is supported fully with a significant (at 1%) and positive relationship between the Personal Growth and psychological wellbeing with the estimate of 0.92(92%).

H_{07} – Purpose in Life and psychological wellbeing, the hypothesis (H_{07}) has insignificant path and positive relationship between the Purpose in Life and psychological wellbeing with the estimate of 0.20(20%).

H₀₈ – Abusive Supervision and volitional behaviour, the hypothesis (H₀₈) path estimates shows with a significant (at 1%) and positive relationship between the Abusive Supervision and volitional behaviour with the estimate of 0.65(65%).

H₀₉ – Unpredictability and volitional behaviour, the hypothesis (H₀₉) is supported fully with a significant (at 1%) and positive relationship between the – Unpredictability and volitional behaviour with the estimate of 0.87(87%).

H₀₁₀ – Authoritarian Leadership and volitional behaviour, the hypothesis (H₀₁₀) is supported fully with a significant (at 1%) and positive relationship between the – Authoritarian Leadership and volitional behaviour with the estimate of 0.86(86%).

H₀₁₁ – Environmental Mastery and psychological wellbeing, the hypothesis (H₀₁₁) path estimates shows with a significant (at 1%) and positive relationship between the – Environmental Mastery and psychological wellbeing with the estimate of 0.96(96%).

H₀₁₂ – Positive relation and psychological wellbeing, the hypothesis (H₀₁₂) path estimates shows with a significant (at 1%) and positive relationship between the Positive relation and psychological wellbeing with the estimate of 0.88(88%).

The Squared multiple correlation value represents the proportion of variance that is explained by the predictors of the variable in question. Figure 1 is to ascertain which factors in the model serve as its predictors. It was determined that 18% of the variance associated with Psychological wellbeing is accounted for by its two predictors— volitional behaviour and unintentional behaviour. Hence, the overall impact of destructive leadership behaviour on subordinate's psychological wellbeing is 18% of variance that is explained.

Dimensions of Destructive leadership

Destructive leadership has two sub dimensions i.e., volitional behaviour and unintentional behaviour from the above table the square multiple correlation of sub dimensions shows the proportions of variations that explains the volitional behaviour and unintentional behaviour. Abusive supervision, authoritarian leadership and unpredictability are the three factors that measures the volitional behaviour. Were Abusive supervision explains the 0.42 (42%) of variance that is proportion to volitional behaviour, authoritarian leadership explains 0.75 (75%) of variance that is proportion to volitional behaviour, and unpredictability explains 0.76 (76%) of variance that is proportion to volitional behaviour. self-promotion and narcissism are the two factors that measures unintentional behaviour. were self-promotion explains 0.92 (92%) of variance that is proportion to unintentional behaviour, Narcissism explains 0.73(73%) of variance that is proportion to unintentional behaviour.

Dimensions of Psychological wellbeing

Psychological wellbeing has six factors to measure (autonomy, environmental mastery, purpose in life, personal growth, positive relation, and self-acceptance). From the above table the square multiple correlation of sub factors shows the proportions of variations that explains the subordinate's psychological wellbeing. Were, Positive Relation explains 0.77 (77%), Self-Acceptance explains 0.25 (25%), purpose in life explains 0.04 (4%), Personal Growth explains 0.84 (84%), Autonomy explains 0.46 (46%), Environmental Mastery explains 0.93(93%), of variance that is proportion to psychological wellbeing.

DISCUSSION AND CONCLUSION

The study confirmed the importance of Ryff's six dimensions model of Psychological wellbeing in among BPO employees. In addition, we examined the correlations between destructive leadership and psychological well-being, the presented model explained the nature of psychological well-being by 18%, and volitional behaviour has negative relationship of 47% (-0.47) and Unintentional behaviour has positive relationship of 83% (0.83) on psychological well-being. Kelloway et al (2005) had studied that negative leadership may be a root cause of workplace stress. Consistent with this proposition, Skogstad et al (2007) had found that laissez-faire leadership by one's supervisor led to the experience of conflicts with co-workers and role stress. Organizational leaders influence the psychological wellbeing of the workplace in two primary ways: first, because their organizational position and power of a leaders create the organizational conditions that lead to a host of psychological wellbeing related outcomes; second, the behavior of leaders toward individuals or leadership style exerts an influence on psychological wellbeing related outcomes.

Hence it is suggested that as the most immediate expression of leadership in the organization by the supervisor will have influence a varied range of psychosocial job conditions including job or task autonomy, control, balance, and self-efficacy. In doing so, supervisors make a direct contribution to individual well-being by creating the conditions that either promote, enhance or detract from employee positive wellbeing of employee behavior in the workplace.

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Table 1: shows the model fitness of the data

| | χ^2 | df | χ^2/df | GFI | AGFI | CFI | IFI | RMSEA |
|-------------------------------------|----------|------|-------------|------------|------------|------------|------------|-------------|
| Criteria for Goodness of fit | | | 3:01 | ≥ 0.9 | ≥ 0.9 | ≥ 0.9 | ≥ 0.9 | ≤ 0.05 |
| Model Goodness of fit | 89.7 | 32 | 2.802 | 0.90 | 0.88 | 0.89 | 0.93 | 0.04 |

χ^2 : chi-square, df : degrees of freedom χ^2/df : normed chi-square, GFI: goodness-of-fit, AGFI: adjust goodness-of-fit, CFI: comparative fit index, IFI: incremental fit index, RMSEA: root mean square error of approximation, SRMR: standardized root mean residual.

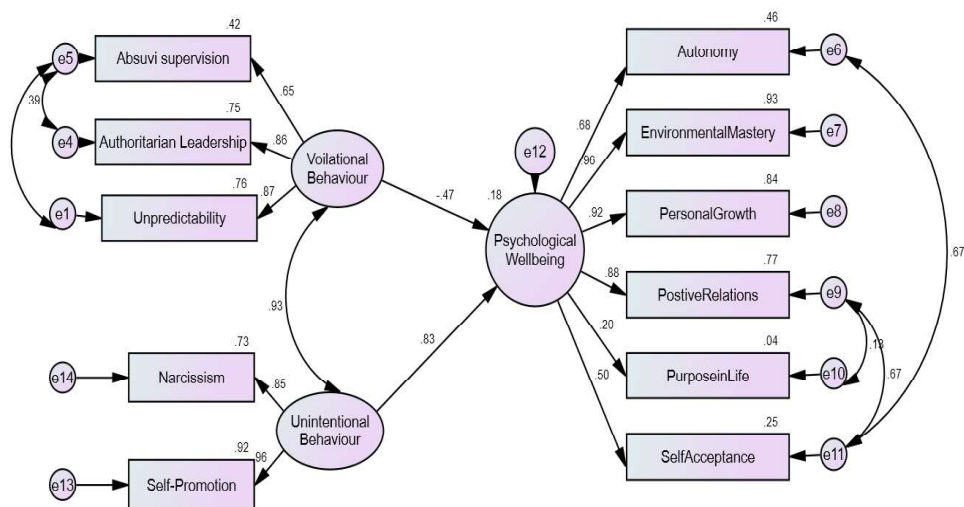


Fig 1: Structural equation modeling of destructive leadership and Psychological well-being

Table 2: Standardized ML Parameter Estimates, critical value and path significance

| Hyp othesis | Paths | | | Estimate | C.R. | P |
|-----------------|-------------------------|------|-------------------------|----------|--------|-------|
| H ₀₁ | Psychological Wellbeing | <--- | Unintentional Behaviour | 0.83 | 2.022 | 0.043 |
| H ₀₂ | Psychological Wellbeing | <--- | Volitional Behaviour | -0.47 | 1.345 | 0.179 |
| H ₀₃ | Self-promotion | <--- | Unintentional Behaviour | 0.96 | 15.308 | *** |
| H ₀₄ | Narcissism | <--- | Unintentional Behaviour | 0.85 | 1 | |

| | | | | | | |
|------------------|--------------------------|------|-------------------------|------|--------|-------|
| H ₀₅ | Autonomy | <--- | Psychological Wellbeing | 0.68 | 10.011 | *** |
| H ₀₅ | Personal Growth | <--- | Psychological Wellbeing | 0.92 | 1 | |
| H ₀₆ | Purpose in Life | <--- | Psychological Wellbeing | 0.2 | 1.129 | 0.259 |
| H ₀₇ | Self-Acceptance | <--- | Psychological Wellbeing | 0.5 | 7.374 | *** |
| H ₀₈ | Abusive Supervision | <--- | Volitional Behaviour | 0.65 | 11.335 | *** |
| H ₀₉ | Unpredictability | <--- | Volitional Behaviour | 0.87 | 1 | |
| H ₀₁₀ | Authoritarian Leadership | <--- | Volitional Behaviour | 0.86 | 15.713 | *** |
| H ₀₁₁ | Environmental Mastery | <--- | Psychological Wellbeing | 0.96 | 14.199 | *** |
| H ₀₁₂ | PostiveRelation1 | <--- | Psychological Wellbeing | 0.88 | 15.429 | *** |

Table 3: Squared Multiple Correlations

| Variables | Estimate |
|--------------------------|-----------------|
| Psychological Wellbeing | 0.18 |
| Authoritarian Leadership | 0.75 |
| Unpredictability | 0.76 |
| Abusive Supervision | 0.42 |
| Positive Relation | 0.77 |
| Self-Acceptance | 0.25 |
| Purpose In Life | 0.04 |
| Personal Growth | 0.84 |
| Autonomy | 0.46 |
| Environmental Mastery | 0.93 |
| Narcissism | 0.73 |
| Self-promotion | 0.92 |

Women in Leadership with Reference to Challenges and Opportunities

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Abstract

The world is in desperate would like nice leaders whether or not in business or in politics. Yet, several leadership opportunities are withheld from half the hands. Even with all the progress, we have created for equality in such a large amount of vital ways that, women are still severely underrepresented in business leadership positions. Women-led corporations structure solely four of Fortune five hundred companies, a trend that holds steady throughout most business sectors. This difference may well be, in part, as a result of not most are on the identical page once it involves understanding the importance of women in the business. Some believe women ought to be capable of reaching leadership on their own, whereas others do not perceive what makes women suited to the task. Within the past many years, analysis has shown that the rise of Women in leadership helps businesses to thrive in unprecedented ways that. The info additionally recommends that, in several areas, employers and their industries have nevertheless to come back the favour. This study is reflected to the challenges and opportunities of women in corporate as a leader.

Keywords: Women role in companies, women leadership, Challenges

INTRODUCTION

India continues to rank third lowest within the proportion of business leadership roles control by women for the third year consecutively, per a worldwide survey by Grant Thornton – women in business: New views on risk and reward. Women in Asian country hold solely seventeen % of senior roles. The survey of 5,500 businesses in thirty-six economies any adds that forty-one % of the Indian businesses surveyed haven't any women in leadership roles, seven points above the last year. With globalisation and apace increasing the variety of Women constituting the workforce, women power is growing exponentially all told spheres of business. The dynamic state of affairs of employment for women in a much-globalized economy has given several opportunities for women to show their

talent as eminent leaders. Women are reworking the tenets of business through their leadership acumen making certain structure growth and strategic success. There has been a gentle increase in women's participation and involvement in leadership activities in business all across the world, transfer with it an entirely new perspective to the role of Women as leaders and modification within the current thought method of a company.

We are within the inside of a good revolution at this time, after we verbalize the women in leadership roles. Most Women apprehend the importance of the way to listen, collaborate and influence changes besides building wonderful relationships and taking the proper selections. Women Leaders within the IT sector is after to line new trends, exercise influence, navigate needed changes and depend on new ways for price addition

with contributions to affect their families, communities and organizations. Analysis has shown that Women bring a special complete of leadership that interprets, to superior monetary performance, strong structure growth and semi permanent property. Keep pace with the changes across the amount of leadership hierarchy; women leaders in IT pave the means for economic management and development. Most women leaders consider long-run consequences, drawbacks and advantages of the choices they absorb the organization. they're usually humility personified and try for fairness besides taking responsibility and demonstrating integrity. They function role models for all their followers by internalizing values and translating it to actions. Women leaders "walk the talk", due to that the extent of trust, respect and likability generated amongst their followers will increase. With these Indian women as leaders within the IT sector have turned the tide and have returned a protracted means

MATERIAL AND METHODS

This is a theoretical analysis paper, where secondary information created by completely very different authors and researchers has been used. Forgetting necessary information, varied websites, journals to boot as books are explored by the investigator that has been mentioned among the reference section. The primary information I buy maybe a few books and articles. This rationalization is collected from some valuables and learning them and informs the market presently

OBJECTIVES OF THE STUDY

To express the importance of women in corporate world

To identify the challenges and opportunities of the women

WOMEN LEADERSHIP

Women square measure systematically creating their leadership presence felt in entrepreneurship, administration, education, engineering, health, etc. at regional, national, and international levels. Women square measure currently resolved to interrupt the normal ceiling that barred them from coming into leadership positions even though they possessed requisite skills and talent to occupy them.

Women square measure perpetually evolving and reaching new milestones across a good spectrum of human activities in the present time. the globe has witnessed the arrival of Women leaders like Hillary Rodham Clinton, Hindu deity Nooyi, Oprah Winfrey, Theresa might, Christine Lagarde, to call a couple of.

What is Leadership?

Every organization wants a frontrunner, no matter its size and functions. A leaderless organization could be a "muddle of men and machine"; a rustic while not leadership could be anarchy; a society while not leadership is a violent and dangerous place to measure. Then, what's the which means of leadership? What constitutes leadership?

A leader could be a one who influences and encourages a gaggle of individuals to figure towards the conclusion of goals. The hallmark of leadership is that the capability to influence others towards accomplishing goals and towards betterment. As metropolis, Barnard sums it up, "Leadership is that the ability of a superior to influence the behaviour of a subordinate or cluster and persuades them to follow a selected course of action."

Leadership isn't gender-specific. It's a collection of leadership qualities inherent or cultivated head to head or persons WHO develop themselves into nice leaders with a mass following. Leaders will be either men or women. However, leadership skills square measure no inheritable and shown by each man and Women, there exist bound variations within the basic traits and qualities possessed by men and Women leaders. Men and Women principally show clearly very different sorts of leadership.

Characteristics of Women Leadership

In this section, we've highlighted a number of the common characteristic options of women leaders –

Transformational Leadership vogue

Women leaders square measure additional transformational than men leaders. They perform as a task model for his or her subordinates. They inspire their team and payloads of your time coaching job their team. They care loads regarding their personal development. Women leaders emphasize cooperation and authentic communication as a key to success. For many women leaders, leadership isn't meant just for accomplishing structure goals except for remodelling their followers into higher folks.

Task-Focused

Women leaders square measure invariably targeted on completion of tasks allotted inside deadlines. From Associate in nursing operational purpose, finishing daily tasks square measure necessary to confirm swish functioning of the corporate.

Prefer to add Collegial Atmosphere

Women leaders usually like leading and making flat structure

structures that permits all to figure in an exceedingly collegial atmosphere independently. Flat structure overlooks the expertise and data of seasoned workers and therefore the manager. Women leaders sometimes square measure crucial of the data structure of an organization.

Promote Cooperation and Collaboration

To work together with others could be a typical female characteristic. Women leaders continuously promote cooperation and collaboration amongst the team members. During this case, all the members of the team ought to be further from their roles and responsibilities, otherwise, it leads to redundant work.

Communication vogue

Women leaders tend to be democratic and possess a democratic type of leading folks. They appear to hate 'command and management style' practised by male leaders. Women typically times indirectly communicate their expectations of a given task and permit more room in accomplishing a goal. It generally helps the team members use their skills and experience to finish the task, however, at alternative times it will be a disadvantage if the allotted task needs a frontrunner to possess direct communication with the members.

Self-Branding

Unlike their male counterparts, women leaders typically seem to be modest or silent regarding their own accomplishments. They're rarely sensible at disapproval themselves. However, it's necessary that Women leaders learn the way to complete themselves by sharing their achievements and skills with others. Unless folks apprehend or notice what they're capable of, they can't

acknowledge the leadership qualities of a women leader.

WOMEN IN LEADERSHIP – IMPORTANCE

Any establishment, whether or not it's society or organization, within the gift century cannot perform effectively while not women's equal participation in leadership activities. Women produce a perspective that brings to competition and collaboration to organizations and groups.

In today's world, organizations that square measure diode by inclusive leadership groups create effective selections that deliver a higher result. Within the 21st century, the essential qualities needed to steer embody the flexibility to collaborate, connect, understand and communicate. Of these Qualities Square measure female in nature and might facilitate build an additional property future.

Many statistics show that corporations diode by Women has higher money results. Leadership by Women is important to extend the pace of social group transformation reception and within the geographical point. Women leaders square measure possible to produce Associate in Nursing integrated read of labour and family, leading to Associate in Nursing engaged and promising personal and skilled future.

CHALLENGES & OPPORTUNITIES

The largest challenges their feminine shoppers are presently facing and supply recommendation for women leaders everywhere

Being Treated Equally

One of the largest challenges my feminine shoppers are presently facing is equality within the geographic point. My recommendation for Women leaders everywhere is to travel for what they need

in their careers and to not hand over. Hone the abilities necessary to present you those opportunities, like your communication skills, leadership development, and emotional intelligence. Raise your hand in conferences. Speak up, and be detected.

Building a Sisterhood

The biggest challenge my feminine shoppers face these days is garnering support from alternative Women. My recommendation to Women worldwide is to support and empower one another; beginning with our basic principles of UN agency, we have a tendency to be — our morals, values, integrity. We have a tendency to should be simple. Be humbled, show closeness, passion, excellence and enthusiasm toward birth the muse for our progress through our work.

Generating Revenue

One of the largest challenges my feminine shoppers presently face is growing their revenues. Cash solves everything; it offers you freedom and selections. My recommendation is to specialise in what generates revenue where you are. After all, if you don't have revenue, you don't have a business. For entrepreneurs, that's known as a hobby.

Being Assured

One of the largest challenges I see once I speak with females is their confidence. I tell them they have to urge snug knowing that folks can continuously try to take you off "your game" or dislike you for no apparent reason. However, if you get in knowing this, if you're clear on your purpose and on what you are attempting to realize, then you may achieve success in obtaining what you would like.

Speaking Up

It's not enough to be in an exceedingly role or to take a seat at the table. One should additionally speak with confidence, irrespective of odds sweet-faced. Women leaders concern being ostracized or rejected; but respect comes once one's voice is detected. I coach leaders to share their voice and perspective because of it will facilitate form policy, the workforce and perspective. Build your presence referred to as a frontrunner and collaborator permanently.

Standing in Their Success

Some Women leaders retreat from speaking on their accomplishments for concern of being a braggart or swollen. Women tend to assume that it's required to shrink themselves to appear non-intimidating. I counsel shoppers to realize the arrogance to grasp that if they're within the area, meaning they need to be there. Shrinking wills nothing, however, delay your voice from being detected and brought seriously.

Shifting their Word alternative

Women share the challenge of adaptive an inside conflict between being perceived as a revered leader versus a magisterial woman. Skilled Women will resolve this issue and own the revered leader role by shifting from faultfinding to neutral words. This delicate transition completely influences the approach an attended digests the message and perceives the speaker's authority and leadership.

Addressing Negative Thoughts

One of the largest challenges my feminine shoppers face is that they leave the negative thoughts that arise in their mind to require management of their life. My recommendation for Women everyplace is to require management of

their thoughts by turning into consciously awake to them and to either replace them with many positive and inspiring thoughts or to just accept them and judge to manoeuvre forward despite them.

Re-Entering the Paid workforce

Re-launching a career once a protracted hiatus as a regular caregiver for youngsters or ageing folks is difficult. It needs combating discrimination, reconstruction confidence, reconstructing a network, dusting off previous skills or developing new ones, and catching abreast of technology. Women leaders -- facilitate these re-launchers advance themselves, whether or not your path was totally different and didn't embrace a career break

CONCLUSION

This analysis study tries to capture the essence of success of women leaders within the ever-dynamical state of affairs of employment of women in a very extremely globalized economy. It challenges to assume on the far side numbers and examines what women really do and be after to try to at intervals and outdoors organizations. It seeks to verify the read control by several gender students that women do bring a distinct perspective compared to men in leadership positions and this exactly may be the rationale attributed to their success. is that this success associated with the Emotional Quotient and Volition Quotient of women leaders and do these 2 parts facilitate them in achieving structure effectiveness? Will family and residential influence women leaders in completing their responsibilities at the work place and vice-versa. This study makes an endeavour to capture the essence of girl's leadership success and therefore the influencing factors for this success within the company sector.

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A Conceptual Framework on Disruption Caused to Fitness Centers Due to the Innovation of Cosmetology

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Abstract

Picture-perfect physique is a dream of each and every individual. People have an intension to retain or bring up an appealing physique. They endeavor in doing numerous exercises and workouts to bring their body intact, but they desire for an outcome more rapidly rather than extended period for results. Individuals who aspire for an aesthetic appearance instantly, desire cosmetic treatments which gradually encounters gym and the other fitness practices that are carried out. The article deals with the disruption caused to fitness centers due to the innovation of cosmetology. Cosmetic treatment in-cooperates surgical and non-surgical procedures, depending upon the requirements of the client. This article conveys the reason for disruptive innovation that killed the gym culture and the effect of innovation that changed the people's stereo type mind set towards gym culture. The state of affairs that made an individual to switch on to a cosmetic surgery rather than a natural solution and the factors influencing this issue is presented in this article.

Key words: Picture-perfect physique, Surgeries, Cosmetic treatment, aesthetic appearance, gym culture.

Women and Entrepreneurship an Emerging Boom of Ascension - A Study on Gender Gap

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Abstract

In the modern era, women are ascending and growing across the broad range of human activities, but still not all women are given equal opportunity to showcase the skill and talent. The ability of women to live her dream, enjoy her rights and benefits is the real empowerment. Women entrepreneurs are considerably increasing and gaining impulses all over the world but they still have challenges and risks to face which is been stopping them to bring their ideas to reality. The total population of India is 1.32 billion, among which 696 million are female population. According to the economic census released by ministry of statistics, women constitute only 14 percent of entrepreneurship that is only 8.05 million women entrepreneurs are there out of 58.5 of women entrepreneurs. This gap in gender shows that women are not given equal opportunities and thrust to show up their skills and potential. Women tycoons are facing great walls of gender discrimination. The social exclusion and cultural practises are making women get fewer opportunities even if it's 21st century. Most of the females are still facing pressure and challenges to step out of traditional biases that have kept them away in achieving their goals. The paper pivots on various reasons and problems responsible for the gap between men and women entrepreneurs along with the positive facts that influence women to exploit the opportunities that help them in being successful tycoons. So this study throw lights on women challenges towards empowerment a gender bias

Key words- women impresario, gender-gap, social exclusion, deficit opportunities, self-branding

BACKGROUND OF THE STUDY

In the modern era, entrepreneurship is gaining significance. Countries which are developed are already enjoying its results and the developing country like India is still in the progress. To develop a country, it is important that there is effective and optimum utilization of the country human resources. From the ancient times, the matters held with business are taken care by male and entrepreneurship has been male dominated field, even after a century women are trying to achieve and initiate for making their own identity.

Women entrepreneurship came to existence in 1970. Only after 21 years the

prominence was seen i.e. on 1991. With emerging industrial policy in India, major changes boosting globalisation, liberalisation and privatisation created great job opportunity. Women became more active in business, before they used to involve themselves in pity works but now they are in all sectors and are becoming independent by gaining financial stability. For the development of business a women goes through many problems. As in India is male dominating country, the percentage of women sustaining in the field is very low.

Even though male faced same problem, it differs for a women or the womanhood. Females went through conflicts between domestic and entrepreneurial commitment which was

major and huge challenges. In India there are gender gaps in education where women/female is not educated properly. When women are at work there is possibility that they are neglected. There is a culture that is followed in India where women are supposed to be nice to everyone which also affects their business, it is a tag that says that women should be perfect in all the work she does either it is personal or professional. Having a patriarchal society a women doesn't get equal rights where she can perform her task/work which is done by her own in no time.

INTRODUCTION TO THE STUDY

To build a strong economic life across all sectors for women, it is necessary to empower women so that they participate fully in all the phases of economy by enjoying their rights. Women empowerment helps them to take their own decisions by breaking all personal liabilities of society and culture. Cultural norms and values of India in 19th century made women only bounded for household activities; this was the main cause for the lower rate of women entrepreneurship in India.

Women entrepreneur may be defined as a woman or group of women who initiate, organize and run a business enterprise. With the growth of education and social awareness women impreso expand from last three decades, they are trying to set back all the flaws and are trying to create a spotlight for themselves in women entrepreneurship. Now, women are showing interest in starting up their own ventures. They are ready to accept challenges, take up responsibility in all sectors of globe. Despite of this growth, there is still a negative side which can be termed as "gender gap".

LITERATURE REVIEW

There are number studies about women empowerment and challenges of women few articles are presented in the review of literature.

Baughn, Chua and Neupert (2006) described gender gap is commonly defined as difference between men and women in terms of numbers engaged in entrepreneurial activity motives to start or run a business, industry choice and business performance growth. As compared to men, there are a slight lower number of women engaging in entrepreneurial activity. When it is studied more closely the gender gap varies greatly in size across the world. It is also important to note of more feminist theory driven explanation of the gender gap in entrepreneurship in order to fully understand chances and choices of entrepreneurs in developing countries.

Women Entrepreneurship Report (2017) demonstrates gender inequality impact women negatively limit their entrepreneurial activities and depress economic growth. Cultural value deeply affects the entrepreneurship and economic development. Female workers are under presented in labour force participation and they tend to earn a lower income when compared to male worker. Gender equality is defined as the equal rights, responsibilities and opportunities of women and men. There is stereotypical attitude that women should sit at home and only should be engaged in household works, the most policy is a catalyst for economic growth.

Kaushal (2014) studied that in developing countries most the women are into entrepreneurial activity they are involved just for survival because there are no jobs or any other options for income countries start a business because they see opportunities or want to be

independent women's business tends to be smaller, have fewer staff and less growth expectation further more women generate relatively lower revenues than men.

Sharma (2016) in his study on women entrepreneurship challenges mentioned women entrepreneurship is gaining importance in India in the current economic condition women should not only get support from family is also required. The fundamental factors contributing to the growth of women entrepreneurs is the attitude of the society and the kind of training and education they receive from the very early stage. Socio- cultural factors are playing a prominent role in the growth of women entrepreneurship is very less. Moreover, women in India generally have a protected life. Risk bearing capacity is an essential requirement for successful entrepreneurship for their growth and development. Due to lack of education, women are not aware about business development, technological changes and they do not have exposure to market economy. They also possess low achievements motivation compared to male because of poor educational background.

RESERACH GAP

The contrast between male and female as reflected in communal, ethnic or in providence attainment or attitude as termed as gender gap. Equal power and equal opportunities in terms of education, independence, financial and personal development must be provided both for women and men. Improvement in the equity and growth gender equivalence is also considered as an important aspect, Gender gap has prevailed in various forums, it may be in economic participation, education, employment, health and survival which are bits and parts of women empowerment.

Entrepreneurship has become the critical aspect of achieving the gender equality. Not just as national aspect, even globally minimum opportunities are given to females in regards to economic participation, access to basic and higher education, greater health and safety risk. Empowerment of women subscribe to the health and productivity of their families and communities. The ascension of women is the sense of women worthiness, ability to take up decisions, accessibility to resources and opportunities.

The global agenda of women empowerment is that women are central to achieving the objectives of development that are inclusive and equitable leading to sustainable development.

ANALAYSIS

India is a developing country, opportunities must be given to both men and women equally but the reality is very diminishing. Men continue to be dominating in entrepreneurship.

Literacy- Females lag behind males on literacy count; education is also a pull factor that helps in creating women entrepreneurship. Census of 2011 indicates that only 68.08 women are literate as compared to 82.47 for men in Karnataka. As per the survey of NFHS it is found that reasons for this is "Expensive cost of education ", not motivated to study.. Education is not considered as necessary and required for household work. Women in working economy- The total population of worker is 93.70 lakhs among which only 24111 were females .While in rural area of Karnataka ,out of 18501lkhs women constitute only 71.90lkhs. As per the national sample survey report on women, worker population ratio of female was in ratio of 2:5.According to census of micro, small, medium enterprise; share of women entrepreneurs is only 14% out of 1,56 million unit in organized sector, while it is

only 7.06 from 34.614 million unorganized sector. The gap could be cause of various reasons like education, career opportunities and economic resources, this prevailing thought has set roots even for women impreso inequality. In the SSI sector of India, total entrepreneurs are 1 cr but only 10.11% are constituted by women. The paper consists of the reasons which have set back women in the sector of entrepreneurship.

INFERENCES - REASONS FOR HINDRANCE

Financial resources: Lack of capital is a severe problem for the establishment of grown of small business. In India is many rural places, female have no access to capital from commercial bank sector. Raising funds and capital is a important aspect for a business, women are discouraged to earn up funds just because they are women. The access to credit facilities is the main obstacle for the women entrepreneurs. The difficulty in taking a loan from a bank will set them back to take up entrepreneurial activity, collateral security is the aspect that is causing women not to take loans: If banks provide them loans with the interest and more beneficiaries, then the entrepreneurs will try to venture and expand their unit, whereas the production and will market the goals at national and international level.

Marketing barriers:- The dominant constraints faced by women entrepreneurs of small and medium scale are lack of demand, tough competition from large scales units, poor location to shop, lack of transport, lack of marketing knowledge, rental charges, bargaining attitude of customers, middle men and suppliers. The other barriers in marketing include lack of awareness; lack of risk bearing competition and men dominated society which does not easily accept marketing done by women. A survey on women entrepreneurship WIMC

showed that even successful women tycoons had to face problems in making the product reach customer. Two out of eight women faced problems with marketing in men dominant community. Due to heavy competition and demand many females have closed their units of production.

Inadequate training: Nearly 58% of women workers from both small scale and medium scale have lack of training, this inadequacy training is leading them to face problem like delay of production, imperfect work in terms of handloom and cottage industries, unskilled work, low quality, improper and less knowledge about technology, lack of marketing skills. These problems hinder women in taking up challenges in this competitive world. Insufficiency of credit, incapability of raising funds will leads to barriers in coming up to spotlight of entrepreneurship.

Health barriers: Work life balance is a complex thought around people, women must handle the sea saw of community where in she has to balance work and home in a equal way. This stress life of women has led females to stay back from taking the risk of entrepreneurship. Three of eight entrepreneurs are facing health issues cause of which they had to drop their dream of being business tycoons.

Safety and workplace conditions: Safety is an important thought which haunts most of the women in rural India to take up the dreams they want to live. Major problems for women entrepreneurs in rural places are the inability to get allocation for them in an adequate and appropriate place for the units to be located. Government is still not taking initiatives to help rural economy get a place in the society.

Cultural and Socials norms: Culture provides norms, shared beliefs and power to affect the personality of people. In a country like India, women were not allowed to take part in business dealings in earlier

period; this norm is still affecting the society by creating the barrier for women to take up business as profession. Women choosing business, the non traditional career is influenced by the social disruptions. Despite of the constitutions rights on gender equity, girls are still facing problems to come out of four walls to enjoy their rights and duties. About 37.7% of women in rural India still face issues in fighting the barriers of cultural and social norms.

Factors that are crating path for the boom of empowerment in entrepreneurship

Education and training

Counselling

Financial awareness

Commercial bank partnership improving the climate of investment and fund.

Government policies strengthening the appraisal of women

SPECIAL INITIATIVES FOR WOMEN EMPOWERMENT

Nation Commission for Women

In January 1992, the Government set up this statutory body with a specific mandate to study and monitor all matters relating to the constitutional and legal safeguards provided for women and review the existing legislation to suggest amendments wherever necessary etc.

Reservation for Women in Local Self – Government

The 72nd and 73rd Constitution Amendment Acts passed in 1992 by Parliament ensures one-third of the total seats for women in all elected offices in local bodies whether in rural areas or urban areas.

The National Plan of Action for the Girl Child (1991-2000)

The Plan of Action is ensure survival, protection and development of the

girl child with the ultimate objective of building up a better future for the girl child.

National Policy for the Empowerment of Women (2001)

The Department of Women and Child Development in the Ministry of Human Resource Development has prepared a “National Policy for the Empowerment of Women” in the year 2001. The goal of this policy is to bring about the advancement, development and empowerment of women.

National Social Assistance Programme (NSAP)

This programme comprises of Indira Gandhi National Old Age Pension Scheme (IGNOAPS), Indira Gandhi National Disabled Pension Scheme (IGNDPS), and National Family Benefit Scheme (NFBS)

CONCLUSION

Entrepreneurship of women is one of the emerging talk in India, it is an outraging concept where every women dreams, but as long as gender bias is in context there cannot be complete involvement of women in bringing up the society for global remarks. It is important to take up initiatives that eradicate the gender inequity arising; strategies and policies must be followed by every individual of the country to completely provide equal opportunities for women which is a large step in transforming the conventional norms of entrepreneurship into unconventional.

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Customer Perception on The Effect of Physical Evidence in Theme Park Situated in Chennai Tamilnadu

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Abstract

Theme parks are considered as an entertainment spot for enjoyment of joy for the visitors those who visit the theme park. This research article demonstrate the Physical evidence factors such as Boucher, Parking area, Signage , Layout, Lighting , and costumed characters inside the theme park. The physical evidence here considered as an environmental scape, theme park design, and good feel of attraction to fulfil the requirements of the visitors. Theme park is considered as worldwide hospitality and in tourism industry to contribute the sustainability of destination. Theme parks have made significant contribution to the tourism industry in terms of revenues, in the form of giving entertainment and pleasure for the people and for the benefit for the overall economy as well. The purpose of the study was to Customer Perception on the Effect of Physical Evidence factors involved in theme park sector to fulfil the visitors satisfaction This research paper aims on understanding the role of physical evidence is the overall environment factor in theme park located in Chennai city are MGM, VGP and Queen's land theme park. The questionnaire was distributed and the data survey was conducted between 460 respondents those who visit the theme park for entertaining process. One way Anova, Mean, Standard deviation are used as an analytical tool for this research study.

Key Words: Theme park, Physical Evidence, Boucher's, Parking Area, Signage, Layout, Lighting, Costumed characters.

INTRODUCTION

Theme park plays a vital role in (WTO) World Tourism Organisation. Theme park and attractions have been among most popular segments of entire entertainment and recreation industry. Theme park is defines as subset of large number of people. Visitor's attraction is defined as permanent resources which are designing of the theme park such as layout, the roaming area Inside the theme park, Signage , Parking area, Lighting, Costumed characters of the theme park and provide the service in the way of enjoyment, amusement, and entertainment process. In tourism of theme park literature,

the perception has been associated with different meanings in a variety of contexts and references in particular service delivery for the customer's perception Effect of physical evidence inside around the theme park. The data survey has been conducted by various theme parks in Chennai city are MGM, VGP and Queen's land theme park. The 460 questionnaire were distributed among the repeated customers those who often visits the theme park for the recreation process.

DIMENSIONS OF THE STUDY

PHYSICAL EVIDENCE

Physical evidence is focused on the environment on the land scape and the atmosphere is situated inside the theme park. The Environment Atmosphere creates good feel to visits the theme park. The construction and designing, colourful building is considered as main theme in physical Evidence. The Ambience of cleanliness of the environment inside the theme park is considered as the factor of Physical Evidence.

PARKING AREA

As large Crowds arrives and depart theme park system need to ensure fast entry and exit. The vehicles can be Get Park in order inside the theme park parking area to maintain the vehicles crowd. Only by parking the vehicles the visitors get into the theme park and stay for a long while of time period. In some theme parks the visitors can pay the amount to parks the vehicles. But in some theme parks the seasonal passes have been issued for the customers those who visits the theme park in the way of visiting 2 or 3 times for the same theme parks.

SIGNAGE

Additionally signage plays a vital role in theme park .A creative signage design is help the customers to enhance the user Experience to reach easily. Every theme park is unique their signage should reflects that individuality and creating a lasting impression that improve the guest visitor experience. The sign boards represents the symbols and sign of the particular place to reach the designation of the visitors those who visits the theme park. A creative signage design is help the customers to enhance the user Experience to reach easily.

BROCHURES

The way of greater success to reach the theme park overall information in one leaflet is known as Brochures in this brochures. The rides attractions, detail entry fee, parking hours, and other valuable information like images, text, and other elements with inline editor. It increases the theme park attendance by using the brochures. Brochures provide all the Information's regarding the theme park starting with the address statement up to the closing hours of the theme park. Only by thoroughly go through the brochures people can well know about the theme parks.

LAYOUT

Theme park, by its nature, an experience theme park designers spend immeasurable hours delicately crafting every elements of moving environmental space. Theme park must have multiple theme of areas in different number of visitors take part in the activities. The coverage area of the entertainment place is known as layout it fulfil the visitor's satisfaction to move around a large scape of environment. An important point of layout is to distribute visitors flow and full fill the psychological needs, dynamic area and static area for both adults and kids inside the theme parks.

LIGHTING

In particular in all around features lot of intricacies to plays vital role in lighting of theme park. The outdoor lighting is considered as one of the main factor to make building vibrant attractions for the visitors. However the buildings can also include the other lighting effects such s LED Video fixtures it creates media facades effects to the buildings. Here in lighting effect it can be projected the lighting effect such as creative clips, moving colours etc...The lighting effect

interact the kids and adults to visits the theme park area.

COSTUMED CHARACTERS

For many visitors' costumed characters forms a theme park experience especially for children's. In the entrance of the theme park the attractive costumed characters like Mickey mouse, Donald duck, Chotta Beam, are welcome the kids in the way of happiness. The costumed characters move around over all inside the theme park to interact the visitors inside the park area.

RESULTS AND DISCUSSION

The information collected with the help of questionnaire are tabulated and analysed by using various statistical tools one way Anova, Mean Standard deviation were used for the study in theme park.

DEMOGRAPHIC PROFILE OF THE REPONDENTS

From the above Table 1 shows that 57% of male and 43% of female visitors visits the theme park with the age level of 25-34. By comparing the education qualification of the respondents most of them are post graduates with the monthly income level is 30000-40000.

Table 2 shows the mean and standard deviation of the various variables such as Brochure, Parking Area, Signage, Layout, Lighting, Costumed characters. The highest mean value is in costumed characters 4.51 and the lowest mean value is in Signage 4.17. The mean and standard deviation is calculated in order to measure the central of tendency.

Table 3 shows the One-way ANOVA results between the age category of the respondents Brochures, Parking Area, Signage, Layout, Lighting, Costumed characters. It could be inferred from the table the significant value Brochures, Parking Area, Signage, Layout, Lighting,

Costumed characters for is greater than (0.05). It implies that there exist no difference on respondent's opinion on value Brochures, Parking Area, Signage, Layout, Lighting, Costumed characters based on age. Hence the null hypothesis is accepted.

Table 4 shows the One-way ANOVA results between the Education qualification of the respondents Brochures, Parking Area, Signage, Layout, Lighting, Costumed characters. It could be inferred from the table the significant value Brochures, Parking Area, Signage, Layout, Lighting, Costumed characters for is greater than (0.05). It implies that there exist no difference on respondent's opinion on value Brochures, Parking Area, Signage, Layout, Lighting, Costumed characters based on Education qualification. Hence the null hypothesis is accepted.

Table 5 shows the One-way ANOVA results between the Income level of the respondents Brochures, Parking Area, Signage, Layout, Lighting, Costumed characters. It could be inferred from the table the significant value Brochures, Parking Area, Signage, Layout, Lighting, Costumed characters for is greater than (0.05). It implies that there exist no difference on respondent's opinion on value Brochures, Parking Area, Signage, Layout, Lighting, Costumed characters based on Income level. Hence the null hypothesis is accepted.

CONCLUSION

In conclusion it should be reiterated that this study is focused only the physical Evidence factors such as Brochures, Parking Area, Signage, Layout, Lighting, Costumed characters. The present study investigated the appropriateness of six dimensions of physical Evidence of theme park. The above observations directly lead to future research agendas concerning the

evaluation of critical various other success factors in theme parks. Firstly, as theme park literature is missing a profound theoretical framework for analysing success factors of theme parks, future research should empirically investigate the various factors influencing the success or the failure of theme parks. Future research should systematically foster new sampling and data gathering techniques to sketch representative critical success factors for various kind of theme parks in different destinations.

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LIST OF VARIABLES AND REFERENCES

| Variables | NO. OF ITEM | REFERENCES |
|---------------------|-------------|--|
| Brochures | 4 | Kim, S. (2012). |
| Parking area | 3 | Horng, G. J. (2014). |
| Signage | 7 | Siu, N. Y. M., Wan, P. Y. K., & Dong, P. (2012). |
| Layout | 5 | Clavé, S. A. (2007). |
| Lighting | 3 | Kim, H., & Jamal, T. (2007). |
| Costumed characters | 11 | Kemperman, A. (2000). |

TABLE 2. MEAN AND STANDARD DEVIATION FOR PHYSICAL EVIDENCE FACTORS

| S.NO | BROCHURS | mean | Std. deviation |
|------|---|------|----------------|
| 1. | Theme park Brochures are easily available | 4.24 | .927 |
| 2. | Theme park provide any discounts for the visitors those who bring the Brochures with them | 4.17 | .781 |
| 3. | The Brochure give all the details about the Theme park | 4.31 | .889 |
| 4. | The Brochure design attracts you to come for the Theme park | 4.32 | .910 |
| | PARKING AREA | | |
| 5. | Parking was no problem at all | 4.31 | .902 |
| 6. | There is an enough place for all the vehicles that have been Placed inside the Theme park | 4.27 | .846 |
| 7. | The parking in front of the Theme park is convenient | 4.23 | .925 |
| | SIGNAGE | | |
| 8. | The setting of the Theme park pay close attention to the design details | 4.24 | .919 |
| 9. | The park signage was clear | 4.17 | .941 |
| 10. | The path ways are comfortable | 4.28 | .940 |
| 11. | Useful directional road signs of the park | 4.37 | .810 |
| 12. | Useful guide maps inside the park | 4.38 | .844 |

| | | | |
|-----|---|------|-------|
| 13. | Easy to around the Theme park with the help of signs and symbols inside the park | 4.37 | .840 |
| 14. | The written leaflets is provides enough information about the sites of the park | 4.41 | .740 |
| | LAYOUT | | |
| 15. | The Layout made easy to move around | 4.30 | .825 |
| 16. | The Theme park Atmosphere is pleasant to move around | 4.30 | .850 |
| 17. | The colour within the theme park is Attractive | 4.27 | .855 |
| 18. | Facilities at children area is Good and safe | 4.30 | .824 |
| 19. | Resting Area and shelter are sufficient | 4.28 | .856 |
| | LIGHTING | | |
| 20. | The Lighting effect is Good inside the park | 4.23 | .967 |
| 21. | The Lighting created a comfortable atmosphere | 4.20 | 1.008 |
| 22. | The Theme park lighting is Appropriate | 4.27 | .926 |
| | COSTUMED CHARACTERISTICS | | |
| 23. | The kids are enjoying the costumed characteristics inside the park | 4.27 | .962 |
| 24. | The dancing movements performed by all those characters are very much impressive for the kids | 4.51 | .645 |
| 25. | The costumed characters performed any special shows for the kids | 4.43 | .661 |
| 26. | The performers were committed to performance | 4.39 | .655 |
| 27. | The performers were passionate about their performance | 4.41 | .678 |
| 28. | The performers Able to provide excellent entertainment | 4.43 | .680 |
| 29. | The performers were performed to a very high standard | 4.33 | .671 |
| 30. | The performers were professional | 4.39 | .701 |
| 31. | The performers were very nice friendly and cheerful | 4.33 | .715 |
| 32. | The performers were responsible | 4.37 | .729 |
| 33. | The performers showed team spirit | 4.39 | .700 |

| Demographic variables | Frequency | Percent |
|---------------------------|-----------|---------|
| Gender | | |
| Male | 264 | 57.4 |
| Female | 196 | 42.6 |
| Total | 460 | 100.0 |
| Age | | |
| 15-24 | 72 | 15.7 |
| 25-34 | 172 | 37.4 |
| 35-40 | 142 | 30.9 |
| 41 and above | 74 | 16.1 |
| Total | 460 | 100.0 |
| Educational qualification | | |
| Secondary | 12 | 2.6 |
| Diploma | 20 | 4.3 |
| Under Graduation | 182 | 39.6 |
| Post-Graduation | 246 | 53.5 |
| Total | 460 | 100.0 |
| Monthly Income | | |
| 10000-20000 | 116 | 25.2 |
| 20000-30000 | 118 | 25.7 |
| 30000-40000 | 132 | 28.7 |
| 40000 and above | 94 | 20.4 |
| Total | 460 | 100.0 |

TABLE: 3 ONE-WAY ANOVA RESULTS BETWEEN AGE CATEGORY OF THE RESPONDENTS AND ALL FACTORS

| Factors | Age | Sum of Squares | df | Mean Square | F | Sig. | Results |
|---------------------|----------------|-----------------------|-----------|--------------------|----------|-------------|----------------|
| Brochure | Between Groups | 16.693 | 3 | 5.564 | .789 | .501 | Accepted |
| | Within Groups | 3217.957 | 456 | 7.057 | | | |
| | Total | 3234.650 | 459 | | | | |
| Parking Area | Between Groups | 19.873 | 3 | 6.624 | 1.427 | .234 | Accepted |
| | Within Groups | 2116.519 | 456 | 4.641 | | | |
| | Total | 2136.391 | 459 | | | | |
| Signage | Between Groups | 111.805 | 3 | 37.268 | 2.380 | .69 | Rejected |
| | Within Groups | 7140.456 | 456 | 15.659 | | | |
| | Total | 7252.261 | 459 | | | | |
| Layout | Between Groups | 5.091 | 3 | 1.697 | .163 | .921 | Accepted |
| | Within Groups | 4745.039 | 456 | 10.406 | | | |
| | Total | 4750.130 | 459 | | | | |
| Lighting | Between Groups | 516 | 3 | .172 | .027 | .994 | Accepted |
| | Within Groups | 2901.682 | 456 | 6.363 | | | |
| | Total | 2902.198 | 459 | | | | |
| Costumed characters | Between Groups | 40.730 | 3 | | .832 | .447 | Accepted |
| | Within Groups | 7444.001 | 456 | 13.57 | | | |
| | Total | 7484.730 | 459 | 16.325 | | | |

* Significant at 5 percent level

TABLE: 4 ONE-WAY ANOVA RESULTS BETWEEN EDUCATION LEVEL OF THE RESPONDENTS AND ALL FACTORS

| Factors | Education | Sum of Squares | df | Mean Square | F | Sig. | Results |
|---------------------|------------------|-----------------------|-----------|--------------------|----------|-------------|----------------|
| Brochure | Between Groups | 35.927 | 4 | 8.982 | 1.278 | .278 | Accepted |
| | Within Groups | 3198.723 | 455 | 7.030 | | | |
| | Total | 3234.650 | 459 | | | | |
| Parking Area | Between Groups | 23.808 | 4 | 5.952 | 1.282 | .276 | Accepted |
| | Within Groups | 2112.584 | 455 | 4.643 | | | |
| | Total | 2136.391 | 459 | | | | |
| Signage | Between Groups | 52.488 | 4 | 13.122 | .829 | .507 | Accepted |
| | Within Groups | 7199.773 | 455 | 15.834 | | | |
| | Total | 7252.261 | 459 | | | | |
| Layout | Between Groups | 40.452 | 4 | 10.113 | .977 | .420 | Accepted |
| | Within Groups | 4709.678 | 455 | 10.351 | | | |
| | Total | 4750.130 | 459 | | | | |
| Lighting | Between Groups | 27.996 | 4 | 6.999 | 1.108 | .352 | Accepted |
| | Within Groups | 2874.202 | 455 | 73.17 | | | |
| | Total | 2902.198 | 459 | | | | |
| Costumed characters | Between Groups | 64.312 | 4 | 16.078 | .986 | .415 | Accepted |
| | Within Groups | 7420.419 | 455 | 16.309 | | | |
| | Total | 7484.730 | 459 | | | | |

* Significant at 5 percent level

TABLE: 5 ONE-WAY ANOVA RESULTS BETWEEN MONTHLY INCOME OF THE RESPONDENTS AND ALL FACTORS

| Factors | Monthly Income | Sum of Squares | df | Mean Square | F | Sig. | Results |
|---------------------|-----------------------|-----------------------|-----------|--------------------|----------|-------------|----------------|
| Brochure | Between Groups | 30.135 | 3 | 10.045 | 1.429 | .233 | Accepted |
| | Within Groups | 3204.515 | 456 | 7.027 | | | |
| | Total | 3234.60 | 459 | | | | |
| Parking Area | Between Groups | 23.203 | 3 | 7.734 | 1.669 | .173 | Rejected |
| | Within Groups | 2113.189 | 456 | 4.634 | | | |
| | Total | 2136.391 | 459 | | | | |
| Signage | Between Groups | 19.425 | 3 | 6.475 | .408 | .747 | Accepted |
| | Within Groups | 7232.836 | 456 | 15.861 | | | |
| | Total | 7252.261 | 459 | | | | |
| Layout | Between Groups | 29.552 | 3 | 9.851 | .952 | .416 | Accepted |
| | Within Groups | 4720.578 | 456 | 10.352 | | | |
| | Total | 4750.130 | 459 | | | | |
| Lighting | Between Groups | 22.580 | 3 | 7.527 | 1.192 | .312 | Accepted |
| | Within Groups | 2879.617 | 456 | 6.315 | | | |
| | Total | 2920,198 | 459 | | | | |
| Costumed characters | Between Groups | 13.830 | 3 | 4.610 | .281 | .839 | Accepted |
| | Within Groups | 7470.900 | 456 | 16.384 | | | |
| | Total | 7484.730 | 459 | | | | |

* Significant at 5 percent level

Women and Changes in Society

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Abstract

Education is one of the most important matter in the globalization era in particular, it also turn into the causes of the changing role in today's world condition. The increasing level of education for women in today's world has been trigger the changing role of the women. Women is the magnificent creation of God, a multi-faceted personality with the power of benevolence, adjustability, integrity and tolerance. She is a companion of man, gifted with equal mental faculty, a protector and provider, the embodiment of love and affection. The role given to women in a society is a measuring rod and true index of the civilization and cultural attainment. The integration of women in the leadership of society and other systems of human life is becoming necessary. The maternal qualities are expanding from the personal home to the global home.

The woman whose status and role traditionally was well defined and almost fixed in the society, is now experiencing for reaching changes. Women are inclined towards the social issues and trying hard to improve their social status at large. The traditional Indian woman has evolved to prove herself equal in many professions as well as proved better suited than men in others. The situation for the changing role of women is improving fast. The women in modern times is entering into certain new fields that were unknown to the women's sphere of role - sets. They are actively participating in social, economic and political activities. The women of the present generation have generally received higher education than the women of their preceding generation. The 21st century has brought a new hope and has empowered women in a positive manner. Earlier they were under the shadow of a father or husband, but now they have established their own identity and are independent.

"The power of words is immense. A well-chosen word has often sufficed to stop a flying army to change defeat into victory and to save an empire"

- Emile de Girardin

WOMEN AS A WIFE

Women as a wife enjoyed ideally a status almost equally to that of her husband and performed both social as well as biological functions. The lives of women, even today, resolves round the pivot of marriage with the changing times tensions and new problems keep surfacing. It also activates sensitive and empathic minds to collaborate in order to solve the problems, Society too is responding to the these

challenges which women are facing. The husband-wife relationship has become more equalitarian in character and much more companionable. More freedom of choice in marriage is thus accompaniment to the change in form of the family.

Traditionally Indian women exist because of the family and for the family. Just like their man counterpart, women are also fond of attended social functions and value her social life quite a list. Previously,

men-folk used to discourage women from leaving their households for attending social functions. Now the spread of education, especially that of women, and with that the changing social attitudes of educated women have changed the order. The modern woman has started caring for her health, figure, cultural needs and interests, academic pursuit, social intercourse, religious activities, recreational needs etc.

WOMEN AND POLITICS

The status of women in politics can be defined as the degree of equality and freedom enjoyed by women in the shaping and sharing of power and in the value given by society to the role of women. Education of women has not only helped them to become aware of the political problems, but they are gradually becoming active participants in the political life some are enrolling themselves as members of political parties, attending party meetings, conventions and carrying out political programs. Some women are attaining influential political stature of their own and have become instrumental in shaping the public opinion for the betterment of women's conditions in society. There is a growing recognition of the untapped capacity and talents of women and women's leadership. Accordingly, the meaningful participation of women in national, local and community leadership roles has become an important focus on global development policy. Women's participation in politics helps advance gender equality and affects both the range of policy issues that get considered and the types of solutions that are proposed. There is also strong evidence that as more women are elected to office, there is a corollary increase in policy making that emphasizes quality of life and reflects the priorities of families, women, ethnic and

racial minorities. The full and equitable participation of women in public life is essential to building and sustaining strong, vibrant democracies.

WOMEN AND SOCIO-ECONOMIC ACTIVITIES

Woman constitute a vast human resource potential. The contribution of women in many spheres like economic, technological, entrepreneurship organization and management is immense. The modern woman keenly desires to enter into a work career because of the pressing economic needs of the family. In middle class families, much emphasis is given to the maintenance of high standard of living. To fulfill the economic needs of the family and to achieve higher standard of living, the woman participates in economic activities. Across the globe, educating women and giving them the ability to stand on their own feet has been a priority. Empowered women can take initiatives for creating positive social change in rural or under developed areas. Women also contribute to the social welfare of the country. Noted lady activists have championed the cause of gender justice and equity. They are shining examples of what women can accomplish if they are leaders at the helm. Women friendly policies and laws will be framed as a result of this, women in urban and rural areas should be given access to good opportunities so that they can bring about positive social change and contribute to the growth of the country. Women of the present day has extended her foot in every sphere and excelled throughout the world with flying colours. Though, education plays a major role in the development of the individual, but even the illiterate women with good intellect shows good attitude towards practical life. From house-hold work to

agriculture, a woman has added to the productivity of the country without her literacy. Nevertheless, a literate woman has added much more to the economic development of the country by working at various fields like business, finance, management, technology, medicine, handicraft works, small scale industries etc. The net productivity of the woman is definitely much more than the men, as they manage both the home and outside work in well balanced way. With respect to the revenue generation of the country, encouragement of women definitely has helped with new innovative ideas for the implementation in various spheres of life, giving a better proposal at the international market. Hence a woman encouraged country is definitely a more developed one. Women have become a driving force of the socio-economic development of a country. Women now participate in areas such as education, sports, politics, media, art and culture. Service sector and science and technology. Women participation is increasing in the national development process. They are making the nation proud by their outstanding performances and it leads to the overall development of the society.

The hand that rocks the cradle rules the world. Women play a crucial role in initiating the advancement and growth of any society in nations across the world. The women have made significant contributions in several fields. They have broken the prejudice that women are a homemaker and that they cannot compete with men. Women have proved them wrong and they have been successful leaders and mentors. The sharp mind and sympathetic nature of women has helped them achieve success in the business world. The contribution of women has always been omnipresent.

Women are undoubtedly the foundation of the basic unit of society and the family. Even in traditional roles they demonstrate great innovation. She is partaking in more roles and absorbing more positions. She is undertaking more challenges and standing up for her own self and others as well. Her ever-expanding positioning within the society is also changing the face of her relationship and the expectations that are attached to her being a women. Horriet Bucher Steve rightly said, "Women are the real architects of society".

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A Study on Entrepreneurship in India, Opportunities and Challenges

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Abstract

The real Entrepreneurs are inventive, passionate and pushed to succeed and enhance. They are pioneers and are comfortable combating on the frontline. The top notch ones are ready to be laughed at and criticized because they can see their route beforehand and are too busy operating towards their dream. An entrepreneur is a business person who does not just conceive and organizes ventures but also regularly takes risks in doing so. All independent commercial enterprise owners are not actual entrepreneurs, and not all entrepreneurs are created alike. extraordinary levels or degrees of entrepreneurial depth and pressure rely upon how a good deal or well-known shows, the level of management and innovation they display, how plentiful duty they shoulder, and the innovative way they come to be in envisioning and executing their commercial enterprise plans. This paper focuses and provides the meaning, qualities required for an entrepreneur, benefits and challenges confronted by them and finally with a small discourse on entrepreneurship as a profession.

Key Words – benefits, challenges, Entrepreneurs

INTRODUCTION

The economic development of the country depends on its industrial development. The industrial development depends upon the competencies of the entrepreneur. Therefore, the relevance of entrepreneurs and entrepreneurship has become the most important factor nowadays which is also one of the important factors in the employability

The term “entrepreneurship” comes from the French verb “entreprendre” and the German word “unternehmen”, both means to “undertake”. Bygrave and Hofer in 1891 defined the entrepreneurial process as, involving all the functions, activities, and actions associated with perceiving of opportunities and creation of organizations to pursue them”. In simple, entrepreneurship is the act of being an entrepreneur, which can be defined as

“one who undertakes innovations, finance and business acumen in an effort to transform innovations into economic goods”. Peter Drucker proposed that „entrepreneurship” is a practice. What this means is that entrepreneurship is not a state of being nor is it characterized by making plans that are not acted upon. Entrepreneurship begins with action, creation of new organization.

History of Entrepreneurship

The history of entrepreneurship in India starts in the era of Indus Valley Civilization. Its economy depended majorly on trade, which was facilitated by advanced transportation technology. During the copper age, the Indus Valley Civilization area showed ceramic similarities with southern Turkmenistan and northern Iran which suggested considerable mobility and trade. During the Early Harappa period (about 3200–

2600 BCE), similarities in pottery, seals, figurines, ornaments, etc. document intensive caravan trade with Central Asia and the Iranian country. There was an extensive navigation trade network operating between the Harappa and Mesopotamian civilizations as early as the middle Harappa Phase, with much commerce being handled by modern Bahrain and Failaka located in the Gulf. Such long-distance sea trade became feasible with the innovative development of plank-built watercraft, equipped with a single central mast supporting a sail of woven rushes or cloth. History elucidates that Aside from the subsistence of agriculture and hunting, the Indus people supported themselves by trading goods. Through trade, the Indus Civilization expanded its culture, coming into regular contacts with faraway lands.

Growth of Entrepreneurship

The growth of entrepreneurship particularly in the small scale sector can be traced to the Second World War boom which brought many enterprising people from various walks of life including businessmen, artisans, etc., into the small industrial sector as entrepreneurs. During this period, quite a number of skilled workers established small firms using older machines and investing capital from private sources. During the post-independence period, India launched planned economic development programmes in all sectors of the economy including small industries. One of the steps taken to encourage indigenous entrepreneurship was to ban the imports of a large number of consumer and other goods. This created a big vacuum in the Indian domestic market. Some of the businessmen, traders, agents themselves became entrepreneurs, taking advantage of the prevailing market situation.

Entrepreneurship-Present Era

C.K.Prahlad, —"Fortune at the bottom of the pyramid" states that the need for innovation in entrepreneurship. Entrepreneurs should follow the — sand box — approach in innovation. The reason is , sand in box is free flowing, shifting boundaries i.e., free from exploration and even playful experimentation with in extremely fixed specific constraints(the walls, straight & rigid). In countries like India with 700 million bottom-of-the pyramid. Consumers at varying level of income, the need for innovations that meet these criteria is now become obvious. Nation urges Entrepreneurs to explore domestic opportunities. To succeed, one need to continuous innovation and to have continuous innovation, one need to tap thinking of every one in enterprise. Innovation plays a key factor in an entrepreneurial quality.

Future of Entrepreneurship

Technology plays a crucial role in the future of entrepreneurship. Entrepreneurs have the chance to do both strategic planning and administrative work for their business. They can get involved in all sides of their business because the Internet makes it possible to do so. The future of entrepreneurship could involve high-performing entrepreneurs rather than people working for huge, faceless organizations. The Internet and especially social media tools makes it possible to turning passion into a thriving business', and that anyone can create a personal brand and leverage it worldwide through technology.

Further, that entrepreneurs need to get up to speed with the latest innovations in business. Managers, entrepreneurs and other business-driven people simply cannot compete in today's market if they do not adopt the right tools. Social media, for instance, is indispensable to any

business, in any industry, as it offers a range of business benefits both internally, within a company, and externally, between a company and other nodes of the business, such as clients or suppliers. It will also moving from an era of multinational businesses to one of the global small business. This means that anyone, wherever that person is located, can build a successful business if online tools are properly optimized. As the Internet revolution advances, so does entrepreneurship. With constantly new and easier ways to build business, succeeding in this new era is a matter of having two things: Internet and a device that gives you access to it. Once an entrepreneur is in possession of these two, it is a matter of learning and mastering the different tools available online to turn your idea into a thriving business.

LITERATURE REVIEW

There is extensive research done to understand the effect of entrepreneurship on economic development but there is limited research that looks into the effect of economic development and other measures on entrepreneurship mostly limited to developed economies.

Leff (1978) Development of banking institution that allows firms to obtain formal finance promoting entrepreneurship. Also the improvement in the flow of communication among firms, reduced cost of gathering information and facilitating the diffusion of technological and managerial expertise promote entrepreneurship.

King and Levine (1993) they found that financial system affect the entrepreneurial activity that affects in four ways (a) financial system choose the most promising projects after evaluating (b) financial system help in mobilizing of funds

(c) financial system allow investor to diversify the risk associated with uncertain innovative activities (d) financial system reward to engage in innovation relative to confirmation of existing knowledge. Better financial system stimulates foster productivity growth and growth per capita output. They suggest that government policies toward financial system may have an important causal effect on long term growth.

Smallbone and Welter (2001) Entrepreneurs contribute to economic development in terms of job creation, innovation and external income generation depending upon priorities and different stage of market reform. The authors suggested direct support to SMEs to overcome immediate difficulties to strengthen their potential for development and growth.

Liu, Burrridge, and Sinclair (2002) Investigated the causal links between trade, economic growth and inward foreign direct investment in china. With quarterly data long run relationship found between growth, export, import and FDI. The author finds bidirectional causality between economic growth, FDI and export which reinforce open door policy.

Alfaro et al (2004) They examines the links between FDI, financial market and growth considering that financial agents either take up entrepreneurial activity or use wealth to get returns by working for company in the FDI sector. Better financial market provides incentive for FDI. They found that FDI plays important role in the economic growth.

Carland and Carland (2004) studied the impact of entrepreneurship on employment and economic development of United States. They found that firms with less than twenty employees have greatest impact for the decade of 1990's, they suggested that the firm has great

potential for future economic development. Also, economic policy changes should be specifically to boost entrepreneurship.

Agosin and Machado (2005) assesses the extent of FII in crowding in or crowding out domestic investments with a panel data of three decades for the developing regions of Asia, Africa and Latin America, they found that FDI has nothing to do with domestic investments for sub period and sub areas. With more analysis they found that FDI was found to crowding out domestic investment particularly in Latin America. FDI was found to be unfavorable to crowd in domestic investment.

Wennekers et al (2005) found a U shaped relationship between entrepreneurial dynamics and level of economic development. They suggested that for advanced countries incentive structure should be improved while developing nation should exploit economies of scale, foster FDI and promote management education.

Naudé (2008) Entrepreneurship has important role to play in fostering from a predominantly traditional / agrarian economy to modern economy. With innovation driven growth productivity is increased in advanced countries. self-employment, startup and credit market determine quantity and quality of entrepreneurship. They found that low entrepreneurial activity contribute to economic stagnation and even developmental gap.

Qualities of a Successful Entrepreneur

Being an entrepreneur is not just starting a business, it is about having attitude and the drive to succeed in business. All successful Entrepreneurs have a similar way of thinking and posses several key personal qualities that make them so successful in business. Qualities that make an entrepreneur successful are

- **Dreamer**
- **Innovator**
- **Passionate**
- **Risk Taker**
- **Decision Making**
- **Change**
- **Negotiation Skills**
- **Strong Belief in Themselves**

INDIA SPECIFIC ENTREPRENEURSHIP CHALLENGES ARE

Family Challenges: Convincing to opt for business over job is easy is not an easy task for an individual. The first thing compared is – Will you make more money in business of your choice or as a successor of family business. This is where it becomes almost impossible to convince that you can generate more cash with your passion than doing what your Dad is doing.

Social Challenges: Family challenges are always at the top because that is what matter the most but at times social challenges also are very important. Let us say you and your friend graduated at the same time. You opted for entrepreneurship and your friend opted for a job. He now has a flat, car and what not because he could easily get those with a bank loan but you still have nothing to show off and this is where challenge comes.

Technological Challenges: Indian education system lags too much from the Job industry as a whole but then it lags even more when it comes to online entrepreneurship. What technology would be ideal and how to use that technology effectively?

Financial Challenges: (Difficulty in borrowing fund): Financial challenges are a lot different in India especially for online entrepreneurs. When you are starting out as an entrepreneur you do not opt for venture funding but try to go with funding from small to medium business people.

Many such non technical business people do not understand the online business models as a whole and so getting an initial business funding from them becomes challenging. The other option you can think of is loan but bank loan is not at all an option in India for new online entrepreneurs.

Policy Challenges: Now and then there is lot of changes in the policies with change in the government. Problems of TRIPS and TRIMS.

OPPORTUNITIES

Free entry into world trade.

Improved risk taking ability.

Governments of nations withdrawn some restrictions

Technology and inventions spread into the world.

Encouragement to innovations and inventions.

Promotion of healthy competition among nations

Establishment of other national and international institutes to support business among nations of the world.

Benefits of specialization.

Social and cultural development

Need for Creating Indian Entrepreneurs

A recent Mckinsey & Company-Nasscom report estimates that India needs at least 8,000 new businesses to achieve its target of building a US\$87 billion IT sector.

In the next 10 years, 110-130 million Indian citizens will be searching for jobs, including 80-100 million looking for their first jobs.

Today's knowledge based economy is fertile ground for entrepreneurs, in India. It is rightly

believed that India has an extraordinary talent pool with virtually limitless potential to become entrepreneurs. Therefore, it is important to get committed to creating the right environment to develop successful entrepreneurs. To achieve this, India must focus on the following area.

Create the Right Environment for Success

Ensure that Entrepreneurs have access to the Right Skill

Ensure that Entrepreneurs have access to Smart Capital"

Enable Networking and Exchange

Government Support: Both the Central and State Governments should take more interest in promoting the growth of entrepreneurship.

Role and Relevance of Entrepreneurial Development Programme in the Economic Growth of a Nation

Role and relevance of Entrepreneurial Development Programme (EDP) in the process of economic development and growth of a nation is immense. It is the EDP through which the entrepreneurs learn the required knowledge and skill for running the enterprise successfully which ultimately contribute towards economic progress in the following ways:

Creates employment opportunities:

EDPs help solving the problem of unemployment by creating adequate employment opportunities through setting up of small and big industrial unit where the unemployed can be absorbed. Various programmes, schemes like Prime Minister's Rozgar Yojana, National Rural Employment Programme and Integrated Rural Development Programme etc. have been initiated by Government of India to eliminate poverty and solve the problem of unemployment.

Helps in achieving balanced Regional Development

Successful EDP assist in accelerating the pace of industrialisation in the backward areas and helps in reducing the concentration of economic power in the hands of an individual. The various concessions subsidies offered by the State and Central Governments prompted the entrepreneurs to set up their own small and medium industrial units in the rural and backward areas. Through EDPs more and more industrial units in the backward areas are set up which lead to the development of rural sector which finally helps in achieving balanced regional development.

Prevents Industrial slums

Entrepreneurial development programmes help in removal of industrial slums as the entrepreneurs are provided with various schemes, incentives, subsidies and infrastructural facilities to set up their own enterprises in all the non-industrialized areas.

Use of Local Resources

Plenty of locally available resources remain unutilized due to absence of initiative and lack of adequate knowledge by the entrepreneurs. Proper use of these resources will help to starve out a healthy base for rapid industrialisation and sound economic growth. EDPs can help in the proper use of locally available resources by providing proper training, guidance and education to the potential entrepreneurs.

Economic Independence

The entrepreneurs through EDPs are able to achieve economic independence of a country by producing a wide variety of better quality goods and services at competitive prices. The entrepreneurs also through export promotion and import substitution are able

to earn and save urge amount of foreign exchange which is essential for the growth and development of any economy.

Improves the standard of living and per capita income

EDPs provide the necessary support to entrepreneurs by educating them about the test innovation and techniques of production to produce a large variety of quality goods and services at competitive prices. EDPs also help in establishing more enterprises which aid to provide more employment opportunities and help in increasing the earning of the people. It will result in increase in per-capita income and thus helps in the improvement of standard of living of the people.

Objective of the study:

To study the Entrepreneurship development process in India

To study the opportunities and the challenges in the entrepreneurship in India

To highlight the role of Entrepreneurship development programmes in the economic growth of a nation.

METHODOLOGY OF THE STUDY

The data for the purpose of the study has been collected through secondary sources, which mainly include websites.

LIMITATION OF THE STUDY

This study does not focus on the in depth study of the entrepreneurship development process.

This study does not come out with the solution for the challenges met by the Indian Entrepreneurship

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A Study on Self Help Groups: Dynamic Approach to Rural Women Empowerment in India

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Abstract

Empowerment of rural women has emerged as an important and burning issue in today's world. Women are integral part of the development process of any country and to achieve this goal, it is necessary to close the gap between women and men in terms of capacities, access to resources and opportunities. Due to lack of literacy and low work participation, status of women is very poor in developing countries and they have less autonomy. As a result, women's participation in decision making as well as income generating activities is very low and they have to depend on men. Without economic independence and access to credit, women empowerment is not possible. SHGs can be considered as an empowerment tool for women as it provides easy access to credit. Self Help Groups (SHGs) have smoothened the way for economic independence for rural women. The members of Self Help Groups are involved in Micro Entrepreneurship. Through that, Rural Women are becoming economically independent and providing employment opportunities to others in the nation. Economic empowerment of rural women led to development of family, community, society, state and nation therefore it is very necessary to give keen of our attention over empowerment of women in the rural area for the real development of our country in all spheres. This paper is an attempt to study the role of SHGs in promoting empowerment in rural areas.

Keywords: Micro-Entrepreneurship, Rural Women, Self Help Groups, Economic Empowerment, Literacy Gap, Income generating activities

INTRODUCTION

Introduction "You can tell the condition of a nation by looking at the status of its women." -By Jawaharlal Nehru. The empowerment of rural women generally refers to the process of improving the quality of life and the economic wellbeing of women living in relatively isolated and sparsely populated areas. Women constitute nearly 50 per cent of population, perform two-thirds of the work and produce 50 per cent of food commodities consumed by the country. They earn one third of remuneration and own 10 per cent of the property or wealth of the country. Women are regarded as the "better half" of the society and at par with the men. But unreality, our society is still male dominated and women are not treated as equal partners both inside and outside the four

walls of the house. As such Indian women enjoy an unfavourable status in society. Especially Rural Women in India constitute 77.00 per cent of the female population. They share abundant responsibility and perform a wide spectrum of duties in running the family, maintaining the household activities like rearing, feeding, attending to farm labour, tending domestic animals and the like, even then they suffer from being both economically and socially invisible. Within the framework of democratic policy, our laws, development policies, plans and programmes have aimed at women's advancement in different spheres.

The objective of this paper is to analyse the role of empowerment of women in rural India. If women were empowered they would be able to

participate in the planning, execution and implementation of developmental schemes in rural development. Empowerment leads to development, which further leads to greater empowerment. The various programmes for women empowerment such as Swashakti, Swayamsidha, Streeshakti, Balikasamrudhiyojana and another two thousand projects reveal that little has been done or achieved through these programmes for development of rural people in the country. The discrepancy in the ideology and practice of the empowerment policy of women in India constitutes its continued social, economic and social backwardness. The purpose of this paper is to strengthen Rural Women in our nation by increasing their participation in Micro Entrepreneurship and to refine their decision-making capabilities. The implications of these findings and the importance of this study are discussed.

Swami Vivekananda, one of the greatest sons of India, quoted that "There is no chance for the welfare of the world unless the condition of women is improved, it is not possible for a bird to fly on one wing". Therefore, "Women Empowerment" has become one of the prime goals to achieve the status of our country to transform its titanic women force into an effective human resource only through empowerment of women. It is a multidimensional process that enables them to realize their full identity and power in all spheres of life.

LITERATURE REVIEW

Entrepreneurship is to Start or expand a small business or venture run by an entrepreneur who is in position to recruit at least five people and get the work done through them (Gobbi et al., 2005). Welsh and Munzo (2012) described the microenterprise as a small size business operated by an owner and which is started by a low income or marginalized section of

society that render services or sell a product or combination of both these two, by putting entrepreneurial efforts. Empowerment is a mean of gaining confidence of one's abilities and potential. Empowerment shows the decision making capacity of an individual and power to take control over resources. Panin & Mathombo European Scientific Journal August 2015 defined the women empowerment as the process of empowering the powerless people who can change their status by gaining control over their lives. The key terms which are being used in many studies include choice, option, control and power (Malhotra, et al., 2002). Women empowerment is referred as the women's ability to make decisions and affect important outcomes for them and their families (Khattab & Sakr, 2009). Women constitute a society so that a prosperous and empowered society depends upon prosperous and empowered women. Tunon (2007) mentioned that the most essential thing for women in achieving empowerment is to get out of the home and participate in some form of collective entrepreneurial activities which seem to give her a sense of autonomy, compatibility and utilization of her abilities in an effective manner. Microenterprises are seemed to be the helping hands for empowering the women economically. Economic empowerment is the ability of women and men to involve in, participate to and benefit from growth processes in ways which they identify and acknowledge the value of their contributions, honor their dignity and make it possible to negotiate a fairer distribution of the benefits of growth (Eyben et al., 2008). Ibararan & Shady (2009) defined women's empowerment as the 'expansion of the rights, resources, and capacity of women to make decisions and act independently in social, economic, and political spheres.

Concept of Women Empowerment in India

Empowerment is a multi-faceted process which encompasses many aspects i.e. enhancing awareness, increasing access to resources of economic, social and political etc. In recent years women empowerment has become a subject of great concern for the nations all over the world especially in poor and developing countries. Empowerment as a concept was introduced at the International Women's Conference at Nairobi in 1985. The conference defined empowerment as "A redistribution of social power and control of resources in favour of women. It is "the process of challenging existing power relations and of gaining greater control over the sources of power".

The year 2001 had been declared by the Government of India as "Women's Empowerment Year" to focus on a vision where women are equal partners like men". In the past, the position of women was miserable in the society and even women were not ready to undertake any assignment or job due to many reasons like fear, shyness, male dominance in the society and purda system but time has been changed now. Women of today are not like the early days. Government of India has provided for Self Help Groups (SHGs) to them so that proper attention should be given to their economic independence through self-employment, entrepreneurial development and wellbeing.

Women Empowerment has been defined as the processes by which women take control and ownership of their lives through expansion of their choices (United Nations, 2011; Lorinkova & Perry, 2017). It has also been described as a process that gives a person the ability to make strategic life choices in a context where this ability has previously been denied (Bleck &

Michelitch, 2018). The conception of empowerment at the individual level is subjective because each person has a unique definition of what it means to be empowered based on their life experiences, personality and aspirations (Bradbury-Jones, Sambrook, & Irvine, 2008; Adams, 2017; Garcia-Juan, Escrig-Tena, & Roca-Puig, 2018). In Bangladesh, individuals have a communal, rather than an individualistic understanding of empowerment that is focused on the family unit rather than on the individual woman or man, and encompasses the ability to work well together. Therefore, undertaking income-generating activities can empower not just the individuals but also the entire family (Becker, 2012; Roncolato & Willoughby, 2017).

Women Empowerment refers to an increase in the strength of women such as spiritual, political, social or economic. The most common explanation of "Women's Empowerment" is the ability to exercise full control over one's actions. Thus, women empowerment occurs in real sense when women achieve increased control and participation in decision making that leads to their better access to resources it often involves the empowered developing confidence in their own capacities.

Self Help Groups (SHGs)

The origin of SHGs is from the Grameen Bank of Bangladesh, which was founded by Mohammed Yunus. SHGs were started and formed in 1975. In India NABARD had initiated in 1986-87. But the real effort was taken after 1991-92 from the linkage of SHGs with the banks. SHG is a holistic programme of micro-enterprises covering all aspects of self-employment, organization of the rural poor into self Help groups and their capacity building, planning of activity clusters, infrastructure build up, technology, credit and marketing.

It lays emphasis on activity clusters based on the resources and the occupational skills of the people and availability of markets. A SHG is a small economically homogeneous affinity group of the rural poor voluntarily coming together to save small amount regularly, which are deposited in a common fund to meet members emergency needs and to provide collateral free loans decided by the group. Self Help Group (SHG) is a process by which a large group of women (10 – 20), with common objectives either registered or unregistered preferably from the same socio-economic background are facilitated to come together voluntarily to participate in the development activities such as saving, credit and income generation thereby ensuring economic independence. The SHG promotes small savings with a bank among its members. This common fund is in the name of the SHG. The SHG member have different types of financial needs and services, viz. savings, consumption credit, production credit, insurance and remittance facilities which are met through inter loaning in the group and bank loan encompassing allied services.. The groups meet and save regularly, recording all the transactions in their account books. After 6 months of formation, the SHG become eligible for loan from the banks, to start new enterprise.

SHG brings group consciousness among women, sense of belongingness, adequate self-confidence. In fact, she can accomplish as a member of group with sufficient understanding about her own rights, roles, privileges and responsibilities as a dignified member of society in par with man. When she becomes a member of SHG, her sense of public participation, enlarged horizon of social activities, high self-esteem, self-respect and fulfilment in life expands and enhances the quality of status of women as participants, decision

makers and beneficiaries in the democratic, economic social and cultural spheres of life. But still large segment of women population are underprivileged, illiterate, exploited and deprived of basic rights of social and economic spectrum. The basic principles of the SHGs are group approach, mutual trust, organization of small and manageable groups, group cohesiveness, spirit of thrift, demand based lending, collateral free, women friendly loan, peer group pressure in repayment, skill training capacity building and empowerment.

Objectives of SHG

To inculcate the savings and banking habits among members and facilitate the accumulation of their own capital resource base.

To secure them from financial, technical and moral strengths.

To enable availing of loan for productive purposes.

To gain economic prosperity through loan/credit.

To gain from collective wisdom in organising and managing their own finance and distributing the benefits among themselves. To sensitize women of target area for the need of SHG and its relevance in their empowerment. To create group feeling among women.

To enhance the confidence and capabilities of women.

To develop collective decision making among women.

There are 3 models of credit linkage of SHGs with banks that exist in India:

Model I: SHGs formed and financed by banks. During last five years almost one fifth of the total number of SHGs financed were from this category.

Model II: SHGs formed by NGOs and formal agencies but directly financed by banks. This model continues to have the major share i.e. 72 percent to 75 percent of the total number of SHGs financed.

Model III: SHGs financed by banks, using NGOs and other agencies as financial intermediaries.

The SHGs visited are called 'Udaya Sangha', 'Siddika Sangha' and 'Madeena Sangha' located in the village Gaalipura in Chamarajnagar. The Udaya Sangha was the first to be formed in the year 2003 with 20 members. 'Sadhana', the NGO approached this village and introduced them to the concept of microcredit and SHG formation using the 'Participatory Rural Approach' which is an approach that aims to incorporate the knowledge and opinions of rural people in the planning and management of development projects and programmes. A joint venture between the Microfinance Institution (MFI) called 'Sanghamithra' and NABARD has been formed recently and providing financial assistance. The members of Self Help Groups are involved in Micro Entrepreneurship. Through that, Rural Women are becoming economically independent and providing employment opportunities to others in the nation.

SHGs, Micro-Credit & Micro-Enterprise Promotion

The formation of SHGs enabled members to reap economic benefits through mutual help, solidarity, and joint responsibility. Empowerment was enabled through mobilisation of savings and credit facilities and identification and initiation into income earning group enterprise activities (Shylendra, 1998). A study on formation of **SHGs conducted by NABARD (National Bank for Agriculture and Rural Development)** (2004), pointed out that the formation of 72 per cent of all SHGs formed in India were facilitated by the NGOs or

government agencies, 20 per cent directly by credit institutions, while the remaining 8 per cent were by the NGOs playing the dual role of facilitators as well as of financial intermediaries. **The primary focus was on credit with encouragement on group building which began its credit activity to save one rupee per day, which was then used as a revolving fund to provide loans to individual members.** After six months of regular saving, the SHG became eligible to enhance its revolving fund by obtaining loans (also grants and interest-free loans) from **NGOs, RRBs, (Regional Rural Banks)** and other financial institutions. These institutions were in turn 100 per cent re-financed by **NABARD**. The institutional structure became popularly known as the **SHG-bank linkage programme (SBLP)** 1. **NABARD** (2010) records the total cumulative number of credit linked SHGs at 4.7 Million; benefiting around 57 million rural families.

SHG – Bank Linkage Programme (SBLP) was started as an Action Research Project in 1989, because of the positive impact of **MYRADA (Mysore Resettlement and Development Agency)** an NGO engaged in rural development in Karnataka, Tamil Nadu and Andhra Pradesh), which sanctioned 10 lakh, for experimenting with Credit Management Groups. Formally the programme was launched in 1991-92 when 500 SHGs were linked with banks.

Microcredit refers to a small loan/credit provided, at a low-interest rate, to the persons of below poverty line to make them self-employed, i.e. to help the small entrepreneurs start their own business. The loan is mainly granted to help people earn their livelihood, especially, women who can start their business and become independent.

Microcredit not only increases the income level of the poor people but also

raise their living standard. The best thing about microcredit is that the loan does not require any asset as collateral. The loan is granted for a short period only. Micro Credit is a component of Micro Finance.

Micro Finance is a broad spectrum of financial services provided to the people of low-income groups who cannot take bank's assistance banking and allied services. The purpose of microfinance is to raise the earnings of low-class people and let them access to deposits and loans. Micro finance includes credit as well as non-credit activities like savings pension, Insurance etc.

Microfinance and micro-credit has contributed immensely to the creation of sustainable livelihood in poor societies through self-employment and micro-enterprise development (Akoten, 2006; Biekpe and Kiweu, 2009; Ghate, 2007). Micro-credit became a worldwide poverty-alleviating idea when the first micro-credit summit held in Washington DC in 1997.

SCOPE OF MICRO-ENTERPRISE DEVELOPMENT

Scope of micro-enterprise depends on number of factors from landholdings, subsidiary occupations, agro climatic conditions, political and socio-personal characteristics and family member of the rural women. It also differs from place to place. Generally, micro-enterprise development is classified into three major heads like,

Agriculture and allied agriculture activities, like cultivating to organic vegetables, food grains, seasonal fruits, flowers, oil seeds and seed production besides mushroom growing and bee-keeping. Some more areas can be like dehydration of fruits and vegetables, bottling or canning of pickles, chutneys, jams, squashes, dairy and other products that are ready or semi ready to eat.

Livestock management activities, like dairy farming, poultry farm, domestic animals feed production and production of dung cake using by animal waste can be an important area in which women can utilize both of their technical skills and raw materials from the farm and livestock to earn substantial income and small scale agro-processing units.

Household based operations, like knitting, stitching, weaving, embroidery, bakery flour milling, petty shops, food preparation and preservation etc. Micro finance cannot provide a definite answer to the challenges of poverty alleviation, but it can lead to financial inclusion by providing credit to the customer as per his/her own needs.

Role of Micro-Entrepreneurship in Rural Area

Empowering women especially in rural area is a great challenge and micro enterprises in rural area can help to meet these all challenges. The roll of micro-entrepreneurship is not only enhance national productivity, generate employment but also help to develop economic independence, personal and social capabilities among rural women like:

Economic empowerment

Improves standard of living

Self confidence

Increases social interaction

Engagement in political activities

Increases participation in different meetings and seminars

Enhance awareness

Sense of achievement

Improves the leadership qualities

Improves decision making capacity in family and community

Expertness in problem solving matters related to women and community

Participation in seminars and conferences

With high level of confidence, the rural women through micro entrepreneurship led to the empowerment of women in different avenues such as socio-economics opportunity, property rights, political participation and representation, social equality, personal right, market development, family development, community development, societal development, state development and at last development of the nation.

Status of Self Help Groups and Village Organisations under National Rural Livelihoods Mission

The total number of Self Help Groups (SHGs) promoted under National Rural Livelihoods Mission (NRLM) was 1864742 as on 31.03.2015. Their number increased to 2305513 as on 31.07.2016, recording a growth of 440771 SHGs as compared to 31.03.2015. In percentage terms, the progress made in the number of SHGs between 31.03.2015 and 31.07.2016 was 23.64%.

The number of predominantly SC Self Help Groups (SHGs) promoted was 285580 as on 31.03.2015. Their number increased to 394041 as on 31.07.2016, recording a growth of 108461 SHGs as compared to 31.03.2015. In percentage terms, the progress made in the number of SHGs between 31.03.2014 and 31.07.2016 was 37.98%.

The number of predominantly ST Self Help Groups (SHGs) promoted was 128885 as on 31.03.2015. Their number increased to 195820 as on 31.07.2016, recording a growth of 66935 SHGs as compared to 31.03.2015. In percentage terms, the progress made in the number of SHGs between 31.03.2015 and 31.07.2016 was 51.93%.

List of Government schemes available for Economic Empowerment of Women in India

Skill upgradation-Support to Training & Employment Programme for Women (STEP)

A Central Sector Scheme launched in 1986-87, seeks to upgrade skill of poor and asset less women and provide employment on sustainable basis by mobilizing them in viable cooperative groups, strengthening marketing linkages, support services and access to credit. The scheme also provides for enabling support services in the form of health check-ups, legal and health literacy, elementary education, gender sensitization and mobile crèches.

The ten traditional sectors identified for project funding under STEP comprise of agriculture, animal husbandry, dairying, fisheries, handlooms, handicrafts, khadi and village industries, sericulture, waste land development and social forestry.

Economic Improvement: National Mission for Empowerment of Women (NMEW)

Economic Empowerment of Women is to be achieved through convergence of the schemes and programmes having focus on formation and promotion of SHGs so as to enable women to have access to micro credit and micro finance. Programmes like National Rural Livelihood Mission (erstwhile SGSY) of MoRD, Smayamsidha of MWCD and similar programmes of other Ministries and organizations would need to be converged to help the identified SHGs in a coordinated fashion. The Mission would see that access to credit by women SHGs under schemes of NABARD, Rashtriya Mahila Kosh, Financial institutions like NSCFDC/ NBCFDC/ NSKFDC of MoSJ&E and

nationalized banks, is coordinated well and delivery of credit is timely.

Rashtriya Mahila Kosh – (National Credit Fund for Women) (RMK)

The main objective behind the setting up of the Rashtriya Mahila Kosh (RMK) under the Department of Women and Child Development (now Ministry) was to provide micro-credit to poor women for various livelihood support and income generating activities at concessional terms in a client-friendly procedure to bring about their socio-economic development. The RMK is now being restructured as a NBFC with a corpus of Rs.500.00 crore.

Further, RMK extends loan upto maximum of 18 per cent interest per annum to SHGs/beneficiaries as against loans disbursed to beneficiaries through Micro Finance Institutions (MFIs) under the NABARD's SHG – Bank Linkage Programme at the interest rate ranging between 30 and 40 per cent per annum and even higher and 60 to 70 percent rate charged by traditional moneylenders.

Gender Budgeting and Economic Empowerment of Women

The Government of India is committed to promoting gender equality and has adopted Gender Budgeting (GB) as a tool to address the inequalities faced by women. The purpose is to ensure the translation of Government's policy commitments on gender equity into budgetary allocations.

Central Social Welfare Board (CSWB)

In order to address the socio-economic needs of the women and children of selected eight most backward districts in the North Eastern region in the economic arena, Central Social Welfare Board has formulated the Integrated Scheme for Women Empowerment (ISWE). The

scheme is being implemented on pilot basis since 2008 and has the objective of meeting the felt needs of the area by mobilizing community action, converging available services and resources of the area, income generation through feasible and sustainable activities for women and to provide services for health awareness, career counselling vocational training, preventing child trafficking and other social evils.

Suggestions for Women empowerment through SHG

In order to solve the various problems and issues relating to the marketing of SHGs products, the state level authorities should expand the activities throughout the state instead of being limiting its operations in a particular area.

Various SHGs functioning in a particular Panchayat area can form a co-operative society. This cooperative society may be assigned with the job of marketing the products of different SHGs under a common brand name. Additionally, the society can also undertake some sales promotional activities and acquire rare inputs for the benefits of member SHGs.

Non-Government Organizations (NGOs) can play an important role towards empowering of women entrepreneurs by providing them basic education, motivational training, and financial help and so on.

All the members in the SHGs may not have the same knowledge and proficiency. NGOs should spot the incompetent members of the SHG and impart appropriate training to them in order to improve their competency. And for this purpose, short term guidance programs can be organized at the panchayat level.

Frequent awareness camps can be organized by the Rural Development Authorities (RDA) to make awareness

about the different schemes of assistance accessible to the participants in the SHGs.

Lastly, arrangements may be made by the financial institutions/Banks for providing ample financial assistance to the SHGs strictly on the basis of their genuine performance without any kind of favouritism of caste, politics etc.

Measures should be taken to attract more and more people, especially the illiterate and the poorest section of the rural people to become members of SHG's.

Small responsible tasks and jobs to be done on behalf of the government can be entrusted to SHGs, thus helping them to earn additional income.

In order to enhance the thrift of the SHG member's attractive savings, insurance schemes can be introduced. The socio-economic programs reinforce each other and promote all-round development of the children, the women, the households and the society.

CONCLUSION

Empowering rural women to participate in economic development is not only a daunting and challenging task but also paving path for future sustainable development. Increased participation of rural women in micro enterprises is a prerequisite for improving the position of women in society self-employed women. The entry of rural women particularly in micro enterprises should be encouraged and motivated who can do wonder by their competent involvement in entrepreneurial activities. SHGs have been identified as a way to alleviate poverty and women empowerment. But the real empowerment is possible only when a woman has increased access to economic resources, more confidence and self-motivation, more strength, more recognition and say in the family matters and more involvement through participation. SHGs have the

potential to have an impact on rural women empowerment. To reduce poverty by enabling the poor household to access gainful self-employment and skilled wage employment opportunities through building strong grass-root institutions of the poor (SHGs) is now the main motive of the most of the employment schemes. Thus SHGs have been showing the way ahead to alleviate the poverty of India along with women empowerment. Micro enterprise is an effective instrument of social and economic development and is only perfect solution to the growing employment among rural youth. The agenda of women SHG should be to work towards the empowerment of the members and also other underprivileged poor women in the society. Empowerment would not hold any meaning unless they are made strong, alert and aware of their equal status in the society particularly in rural areas. Policies should be framed to bring them into the mainstream of society. It is important to educate the women particularly in rural areas. The need of the hour is to improve female literacy as education holds the key to development women in rural India.

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Women Empowerment - Inspirational Firsts

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Abstract

Empowerment is the process of creating the power in individuals over their own lives, society and communities. Accessing all the available opportunities without any limitations and restrictions is real empowerment. Feeling entitled to make own decision creates the sense of empowerment. Women empowerment is raising the status of women by providing education, training, raising awareness and literacy. Allowing women to take her own life determining decisions through different problems in society. Women empowerment can be done in two methods; economic empowerment and political empowerment. Economic empowerment refers to the right to enjoy the assets, income and time. Political empowerment refers to quota in number of women in making policies and parliament positions. These are some of the cases which shows the power and achievement of women in different fields :

Savitribai Phule (1831 - 1897)

Savitribai Phule is regarded as the first female teacher of India. She was born in 1831, in Satara, into a farming family.

Anandibai Joshee (1865 - 1887)

Anandibai Gopalrao Joshee was the first woman to study and graduate with a two year degree in Western Medicine in the United States.

Cornalia Sorabji (1866 - 1954)

Cornalia Sorabji was the first female graduate from Bombay University and Oxford University. The first female advocate in India, first female to practice Law in India and Britain.

A Study on the Awareness of Financial Schemes Available for Women Entrepreneurs in Bengaluru

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Abstract

In India, according to census survey conducted in March 2019, out of the total population 65.2 crores are women as against 69.7 crores men. In Bengaluru, the population which is crossing 1.23 crores as in 2017 has, 90% of women. Bengaluru has a skewed female-male gender ratio - 908 women for every 1,000 men. Women Empowerment refers to increasing and improving the social, economic, political and legal strength of the women, to ensure equal rights to women, and to make them confident enough to claim their rights. The concepts of women empowerment, changes in socio-economic status, digitalization, gender equality, etc. has transformed the women. Today, women are not confined to home or jobs but are storming into the dynamic business/corporate world. Women entrepreneurship focuses on the empowerment of women by developing skills, providing vocational training, etc. But as per records of 2018 only 24% of women in Bengaluru are working professionals. To start any kind of business finance or capital is a must. Being a woman or new to the business world, finding an investor or raising funds is the biggest challenge. The GOI and other institutions, have started various programmes to help the budding women entrepreneurs. The study focuses on the funding patterns and various challenges faced by women entrepreneurs with reference to finance or capital funding in Bengaluru. Our study is aimed to know whether they are aware of skill development and other initiatives taken by GOI and other institutions.

Keywords: Women entrepreneurs, Financial schemes, Challenges, Opportunities.

A Study on the Impact of Glass Ceiling on Women Empowerment in IT Industry, Bengaluru

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Abstract

The word “glass ceiling” refers to the invisible barrier which stops the qualified, eligible women from obtaining senior/leadership positions in any organization. Human Resource is one of the most imperative resources in any industry. Human resource consists of male members and female members as well. It is been disappointing to see that one of the resource i.e., the women workforce is not fully utilized because of various reasons. The existence of Glass Ceiling (Word that was first coined in 1980s which means “the invisible barrier”) hinders women workforce to reach to the highest /top management level in their career. Organizations can make better use of the available women workforce in various ways. To understand the impact of glass ceiling on women empowerment mainly in IT Industry in Bengaluru, will help not only to understand the underutilization of this important resource but also will help the researcher and practitioner to identify the important and influential factors responsible. This study focuses on the identification of the factors that prevent women to get into leadership roles and top management positions. The main objective of the study is to understand the existence of glass ceiling with reference to women at middle/higher leadership positions in the IT sector; and also exploring the factors affecting the growth of the women leaders in the IT sector. This study will further help GOI to frame policies which will identify the critical factors to overcome weaknesses / short comings, if any, and enhance the productivity of our nation.

Key words: Glass ceiling, leadership, top management, women empowerment.

Gender Equality in The 21st Century

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Abstract

Considered our counterparts, our partners women all around the Globe have faced challenges due to the ideologies we have created for them which root back to culture, religion, society and what not. A perfectly capable being has through out time always been subjected to judgement whenever it came an opportunity, just because they belonged to the other gender. The society has been unfair to them, because of the age old beliefs that people carried around about the female gender. For long suppressed until they decided to take a stand for themselves. The demanded that they had seen enough and now wanted their rightful position in the society. This thought, became instrumental in what became a Revolution. Since then it has been long waged war. As we know every war has its own share of casualties and every war has a lesson to be learnt. We have understood has a society about our orthodox beliefs being proven otherwise as the times advances. We have been a part of that World which is better place due to the powerful and capable women in it. By empowering the women, we have not done them a favor, we have done the World one. Empowered women, apart from Being CEO's of their homes have become CEO's of the biggest multinationals that exist today, successfully under their impeccable Leadership. The empowered women have taken the baton of this race, only to makes us all reach, towards prosperity and well-being sooner, than we were alone capable of reaching. Global gender equality has been in a state of improvement from the time it began, in the late 19th century. We have most definitely come a long way, but yet cannot claim today that we have reached the state of Complete Global Gender Equality in all places.

Does Motivation at Workplace Differ Across Demographics? – With Reference to Women Faculty in Professional Education

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Abstract

Despite the vast research on employee motivation, little is known about the perspective of motivating women faculty in professional education. This study aims to contribute to the rising body of research on organization behaviour. Here we explore Employee Motivation scale proposed by Pareek & Purohit 2009 in motivating women faculty. Adhering to the conceptual framework of social exchange theory, this study examines the significant relationship between motivation of women faculty across various demographics in colleges affiliated to Bangalore University, Visvesvaraya Technological University and the autonomous colleges in Bangalore. The present study will identify positive or negative motivation levels with respect to various demographics under study. The implications of these findings will be traced along with the suggestions for future research.

Key words: employee motivation, higher education, social exchange theory, women teachers

INTRODUCTION

Higher Education in India

The country's higher education is currently estimated to be the third highest in the world, and likely to surpass the western nation in the coming five years and also when compared to China. The Indian higher education sector is grown tremendously in the amount of universities, institutions at university levels and colleges subsequently after independence. The country had 20 universities in the year 1950. The number of universities presently in India has increased to 677 in 2014, increase in 34 times the number in 1950

Women Teachers as a workforce in Higher Education

Higher education is the means to develop the status of women particularly in developing economy like India. Majority of women have now developed educational and technical skills to play much prominent roles in higher education. According to All-India Survey on Higher Education (2015-2016), here in after as AISHE conducted by MHRD, Bangalore city wraps the larger amount of around 970 colleges admired by Jaipur having 616 colleges. The predictable total number of teachers in India are 15, 18,813. The representation of male teachers is about 61% and the female teachers represent 39 %. At the national point the representation of women teachers is 64 when compared to 100 male faculties. The ratio of teacher

and the pupil is 21 at universities and institution if regular employment were to be studied (Source: mhrd.gov.in).

From the above figure 4, we can observe another considerable depiction in terms of the gender representation, the number of female teachers per 100 male teachers. "At the all-India level there are 64 female teachers per 100 male teachers. Similarly, in SC category the female teacher is 52 per 100 male teachers and in case of ST (Schedule Tribe) and OBC (Other Backward Classes), it is 62 females per 100 males respectively. For Muslim minorities, it is 48 female teachers per 100 male whereas for other minorities, there are 138 females per 100 male." (Source: mhrd.gov.in)

LITERATURE REVIEW ON EMPLOYEE MOTIVATION

Kiruja & Mukuru (2018) in their studies showed that employees were not satisfied with their payments and work related environment. The result also showed that there is direct relationship i.e. as the motivation level increases the performance of employees will also increase and inferred that motivation is the significant predictor of employee performance. Hanaysha and Hussain (2018), the study done in Malaysian Public Universities resulted as employee engagement being a significant factor for employee motivation, apart from this, employee training and teamwork also showed positive impact on employee motivation. Joseph, Buela & Rajalakshmi (2017) conducted the study to find the relationship between work motivation and organizational commitment of college teachers in Gulbarga district of Karnataka with (n=52) samples. Using t-test and Pearson correlation the findings revealed that there is no significant relationship between work motivation and organizational commitment. It is also been

found that work motivation level and organizational commitment of teachers do not show any significant difference with respect to their gender. The findings also revealed that Associate professors have high level of work motivation than assistant professors. Erika (2017) the findings of the study indicates that employees were highly motivated by passion for snowboarding and skiing, and not by job itself. Feeling of freedom also attracted employees to seasonal job.

Saleh (2016) the studies indicate that motivation does not have influence on employee performance, but instead job satisfaction had effect on employee performance. Shahzadi et al. (2014) the result of this study shows that the variable intrinsic reward has a significant positive relationship with employee motivation. The results suggest that intrinsic reward is much more than the employee performance, but there is negative relationship between perceived training effectiveness and employee motivation. Panagiotakopoulos (2013) in study concluded that factors affecting staff motivation at a period where the financial rewards are kept to be considered the least to stimulate employee performance. There is a need for management personnel's to motivate their employees to work as per the expectation of staff to enhance the organization's performance. Muogbo (2013) states that there is significant relationship between employee motivation and performance of workers. It is also found that there is significant relationship between motivational tools such as remuneration, recognition, recommendation etc. received by the workers for their performance.

AlJasmi (2012) states that financial aspects affect the performance of workers. Most of the workers felt satisfied and motivated when their get extra duties and responsibilities as well. Pinar (2011)

stated that employees work harder when they are recognized and appreciated for their effort their put at work and tasks that have been given are simple, easy and powerful will strengthen the system. When employees get recognized and appreciated, they do their best to prove the skill, talents and abilities they possess. Michael and Crispen (2009) stated that having a motivated workforce provides the competitive advantage to the organization that seeks better employee performance and helps the organization achieve higher productivity. If employees are not fairly evaluated and motivated and get what they deserve such as salary increase or higher position, they tend to feel they are of no important or significant to the organization and can lead to employees leaving the organization, which in turn leads to negative impact on the productivity, profitability and overall business performance (Mansoor, 2008). The relationship between individual characteristics and motivation has been studied and discussed as a cognitive motivational theory (Sara, Gerhart & Kathleen, 2004).

STATEMENT OF THE PROBLEM

In Indian Universities, the status of women is the core reflection of women's position in the society. In India, the importance of professional education has taken place to enable individuals to be self-dependent or get employed in the relevant sector. This leads to a country becoming economically developed. The percentage of women as receivers of higher education is increasing, but the proportion of women as providers remains very low in higher education at the senior level or might be at certain disciplines.

There are many universities and Institutions that provides professional courses in India. Professional education was given importance in the Five Year

Plans (Madhusmita, 2010). The skills of women faculty are downplayed and there are discouraged from taking up the opportunities where men are dominated, graduated women are often confronted by poor employment opportunities; receive salaries lower than the male counterpart, and less opportunities to advance their career. The basic principles of professional education should not only be development of technical skill, but also developing a sense of social responsibility, an appreciation for human and social values and have a disciplined power to see the realities around us without prejudice (Parihar, 2011). Conducting research in understanding issues of women faculty will bring out the real problems faced by them; so that adequate strategies or solutions can be fashioned.

RESEARCH OBJECTIVES

To study the differences in motivation at workplace of women faculty across demographics.

To provide valuable implications and suggestions for enhancing motivation levels of women faculty.

Hypothesis: Motivation at Workplace does not differ significantly across demographics.

SCOPE OF THE STUDY

The present study is conducted among the full-time women teachers of Engineering and Master of Business Administration (MBA) colleges affiliated to Bangalore University (BU), Visvesvaraya Technological University (VTU), and autonomous (BU/VTU) affiliations situated in Bengaluru city.

Sample Size

Simple Random Sampling was adopted to choose the colleges that were split among the categories: Engg Non.Aut

(VTU), Engg Aut (VTU), MBA (BU), and MBA (VTU).

The questionnaires were administered to the women faculty based on purposive sampling. The survey included only those colleges that have given permission to conduct the survey. 209 questionnaires were administered across the departments of Engineering and MBA. Out of which 206 questionnaire which were fully completed by the respondent were used for compilation (98% of the response rate).

The statistical measurement used to determine the sample size (Bartlett et.al., 2001), With Alpha = 0.05, margin of error = 0.03 and $t = 1.96$ in a continuous data, the sample size should be 119.

Tools used for data collection

The Employee Motivation Scale consists of 14 items (Pareek & Purohit 2009).

Statistical techniques adopted to treat data

Descriptive statistics

Minimum, maximum, mean and standard deviation was used for variables under investigation to indicate the distribution of data

Data Analysis

DESCRIPTIVES

Motivation at Workplace dimensions as perceived by the women faculty

The above table 1.01 indicates that Interesting work (4.02) is the most favored motivating factor and fringe benefits (2.92) represent the minimum.

To identify the variance in Motivation at Workplace across demographics.

Hypothesis-1A: There is no significant difference in Motivation at Workplace across MBA and Engineering branch

T-test is performed to relate Motivation at Workplace across Branch. The values show that Motivation at Workplace is significantly different for MBA and Engineering Branch at the 0.01 level of significance as $p \text{ value} < 0.01$.

The means of MBA (3.97) is greater than Engineering (3.48).

The null hypothesis is rejected and the alternate hypothesis is accepted: There is significant difference in Motivation at Workplace across Branch.

Hypothesis-1B: There is no significant difference in Motivation at Workplace across Married and Single women

T-test is performed to relate Motivation at Workplace across Marital status. The values show the Motivation at Workplace is significantly different for Married and Single women at the 0.01 level of significance as $p \text{ value} < 0.01$. The means of Married (3.67) is greater than Single (3.09) women.

The null hypothesis is rejected and the alternate hypothesis is accepted: There is significant difference in Motivation at Workplace across Marital status.

Hypothesis-1C: There is no significant difference in Motivation at Workplace across Research and Post-Graduation women

T-test is performed to relate Motivation at Workplace across Highest education. The values show the Motivation at Workplace is significantly different for Research and Post Graduate women at the 0.05 level of significance as $p \text{ value} < 0.05$. The means of Research (3.80) is greater than Post Graduate (3.52) women.

The null hypothesis is rejected and the alternate hypothesis is accepted: There is significant difference in Motivation at Workplace across Highest education.

Hypothesis-1D: There is no significant difference in Motivation at Workplace across Assistant and Associate Professors

T-test is performed to relate Motivation at Workplace across Designation. The values show the Motivation at Workplace is significantly different for Assistant and Associate professors at the 0.01 level of significance as p value < 0.01 . The means of Associate (3.96) is greater than Assistant (3.49) professors.

The null hypothesis is rejected and the alternate hypothesis is accepted: There is significant difference in Motivation at Workplace across Designation.

Hypothesis-1E: There is no significant difference in Motivation at Workplace across Affiliation

One-way ANOVA is performed to compare Motivation at Workplace across Affiliation. The ANOVA and Post-hoc tests showed significant variance across Affiliation at 0.01 level of significance as p value < 0.01 .

Post hoc comparisons using Tukey HSD test indicated that the differences in mean scores for Bangalore University and Vishvesvaraya Technological University (VTU) (.94203*) is significant at 0.01 level of significance as p value < 0.01 . The differences in mean scores for Vishvesvaraya Technological University (VTU) and Engg Autonomous (VTU) (-.58865*) is significant at 0.01 level of significance as p value < 0.01 .

The null hypothesis is rejected and the alternate hypothesis is accepted: There is significant difference in Motivation at Workplace across Affiliation.

Hypothesis-1F: There is no significant difference in Motivation at Workplace across Age

One-way ANOVA is performed to assess Motivation at Workplace across Age.

The mean difference is significant at the 0.01 level; The mean difference is significant at the 0.05 level

The null hypothesis is rejected and the alternate hypothesis is accepted: There is significant difference in Motivation at Workplace across Age.

Hypothesis-1G: There is no significant difference in Motivation at Workplace across Total Experience

One-way ANOVA is performed to assess Motivation at Workplace across Total experience.

The ANOVA and Post-hoc tests showed considerable variations across Total Experience at 0.01 level of significance as p value < 0.01 .

The mean difference is significant at the 0.01 level; * The mean difference is significant at the 0.05 level

The null hypothesis is rejected and the alternate hypothesis is accepted: There is significant difference in Motivation at Workplace across Total experience.

Hypothesis-1H: There is no significant difference in Motivation at Workplace across Department

One-way ANOVA is performed to assess Motivation at Workplace across Department. The ANOVA and Post-hoc tests showed considerable variations across Department at 0.01 level of significance as p value < 0.01 .

The mean difference is significant at the 0.01 level; * The mean difference is significant at the 0.05 level

The null hypothesis is rejected and the alternate hypothesis is accepted: There is significant difference in Motivation at Workplace across Department.

Mean Differences in motivation at workplace across demographics

Hypothesis-1A: There is no significant difference in Motivation at Workplace across MBA and Engineering branch.

By conducting independent-samples t-test, it is found that motivation at work-place is significantly different as the means of women faculty in MBA colleges (3.97) is greater than women faculty in engineering domain (3.48).

This resulted in the null hypothesis being rejected and the alternate hypothesis being accepted: There is significant difference in Motivation at Workplace across Branch.

Hypothesis-1B: There is no significant difference in Motivation at Workplace across Married and Single women.

By conducting independent-samples t-test, it is found that motivation at work-place is significantly different across marital status, as the means of married women (3.67) is greater than single women (3.09).

This resulted in the null hypothesis being rejected and the alternate hypothesis being accepted: There is significant difference in Motivation at Workplace across Marital status.

Hypothesis-1C: There is no significant difference in Motivation at Workplace across Research and Post-Graduation women.

By conducting independent-samples t-test, it is found that motivation at work-place is significantly different across qualification, as the means of women faculty having research qualification is (3.80), greater than women faculty having post graduate qualification (3.52).

This resulted in the null hypothesis being rejected and the alternate hypothesis being accepted: There is significant difference in Motivation at

Workplace across Highest education.

Hypothesis-1D: There is no significant difference in Motivation at Workplace across Assistant and Associate Professors.

By conducting independent-samples t-test, it is found that motivation at work-place is significantly different across designation, as the means of Associate professors is 3.96, greater than Assistant professors which are 3.49.

This resulted in the null hypothesis being rejected and the alternate hypothesis being accepted: There is significant difference in Motivation at Workplace across Designation.

Hypothesis-1E: There is no significant difference in Motivation at Workplace across Affiliation.

The one-way ANOVA is conducted across affiliation to compare motivation at work-place. The post-hoc values showed that the mean scores of BU and VTU affiliation is (.94203*) and the mean scores of VTU and engineering autonomous is (-.58865*).

This resulted in the null hypothesis being rejected and the alternate hypothesis being accepted: There is significant difference in Motivation at Workplace across Affiliation.

Hypothesis-1F: There is no significant difference in Motivation at Workplace across Age.

The one-way ANOVA is conducted across age group to compare motivation at work-place. The mean scores of higher age group differ from the mean scores of lower age group.

This resulted in the null hypothesis being rejected and the alternate hypothesis being accepted: There is significant difference in Motivation at Workplace across Age.

Hypothesis-1G: There is no significant difference in Motivation at Workplace across Total Experience.

The one-way ANOVA is conducted across experience to compare motivation at work-place. The mean scores of women faculty with higher experience of 16-20 yrs. is (-.87854*) and women faculty with lesser experience of 6-10 yrs. Is (-.43875*)

This resulted in the null hypothesis being rejected and the alternate hypothesis being accepted: There is significant difference in Motivation at Workplace across Total experience.

Hypothesis-1H: There is no significant difference in Motivation at Workplace across Department.

The one-way ANOVA is conducted across departments to compare motivation at work-place. The mean scores among department categories differ significantly.

This resulted in the null hypothesis being rejected and the alternate hypothesis being accepted: There is significant difference in Motivation at Workplace across Department.

FINDINGS AND DISCUSSIONS

Tests for Significance

The study investigated the demographic elements deliberated in the survey and recognized the substantial mean difference across the branch, age, total experience, marital status, qualification, Job title and the kind of institution (VTU, BU, Autonomous).

There are some significant findings when each of the dimensions was examined across the demographics. When the motivation at workplace was compared across branches, women faculty of MBA branch showed significantly greater motivation level when compared to other Engineering branch. This could probably be due to the differences at under

graduate and post graduate educational levels. It is found that motivation at work-place is significantly high with married women faculty, due to financial and family commitments. The other significant finding is that, the women faculty with research qualification showed high level of motivation than the women faculty who hold the post- graduation qualification. The results also suggest that associate professors had significantly high level of motivation than assistant professors.

The effect size further substantiated by the post-hoc results for affiliation, age, experience and across departments. The results have shown significant different level of motivation among women faculty across affiliation of VTU, BU and Autonomous. When considering experience, there is significant variance among groups and within the groups. The means of women faculty of higher age group is significantly high, because they would have developed coping mechanism to tackle situations effectively. The women faculty of computer science and electronics departments showed high levels of motivation at work-place, because the number of women faculty are more in number in these departments when compared to other departments. This leads to better socialization and hence being motivated. This resulted in the acceptance of the alternate hypothesis.

SUGGESTIONS AND CONCLUSION

Major demographic outcomes resulted in establishing relationship with POS, PSS and motivation at work-place across the branch, type of affiliation, age, marital status, total experience, designation and departments. These findings can be used as a source for college management and administrators to provide guidance and implement women friendly policies in order to maintain high

levels of professional performance.

The results exerts a significant influence of employee performance, employee well-being and employee consideration on motivation at work-place, along with supervisor's concern for employee request, employee's well-being, opportunities for promotion and retention of the employee following job obsolescence on work-place motivation. The statistical analysis clearly highlights positive and significant correlation between motivation at work-place, across demographics.

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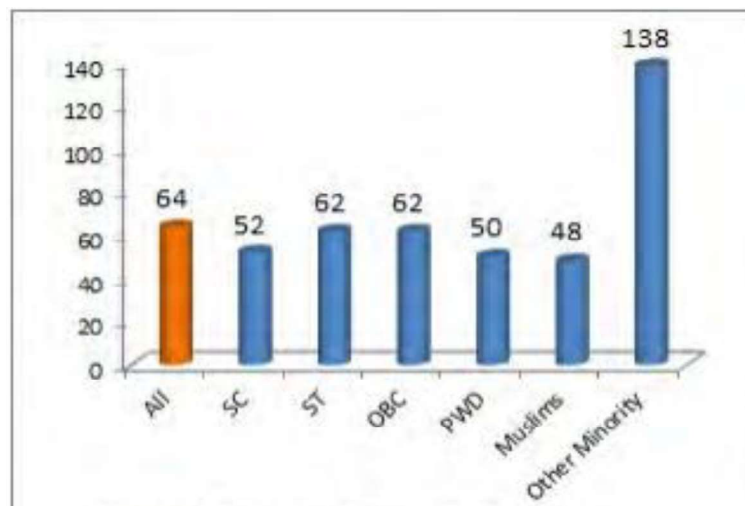


Figure 1.4: Teachers: Gender distribution in Social and Religious categories

Source: AISHE 2015-2016

Table 5.01: Representing Minimum, Maximum, Mean and Standard Deviation of the Motivation at Workplace aspects

| Motivation at Work place dimensions | Minimum | Maximum | Mean | Std. Deviation |
|---|---------|---------|--------|----------------|
| Fringe benefits (perks etc.) | 1.00 | 5.00 | 2.9272 | 1.40714 |
| Restricted hours of work | 1.00 | 5.00 | 3.2136 | 1.32260 |
| Opportunities for promotion | 1.00 | 5.00 | 3.2184 | 1.47362 |
| Adequate salary | 1.00 | 5.00 | 3.3786 | 1.49547 |
| Sound company policies and practices | 1.00 | 5.00 | 3.4417 | 1.23130 |
| Pay according to ability and competence | 1.00 | 5.00 | 3.4417 | 1.47632 |
| Considerate and sympathetic supervisor | 1.00 | 5.00 | 3.6068 | 1.34554 |
| Job security | 1.00 | 5.00 | 3.6456 | 1.37421 |
| Technically competent supervisor | 1.00 | 5.00 | 3.7039 | 1.28961 |
| Doing something worthwhile | 1.00 | 5.00 | 3.8447 | 1.17915 |
| Responsibility and independence | 1.00 | 5.00 | 3.8883 | 1.13574 |
| Respect and recognition | 1.00 | 5.00 | 3.9417 | 1.22435 |
| Comfortable working conditions | 1.00 | 5.00 | 3.9806 | 1.18099 |
| Interesting work | 1.00 | 5.00 | 4.0243 | 1.12375 |

Table 5.02: Representing the number, mean, standard deviation, df and t-value regarding the Motivation at Workplace across Branch

| Branch | N | Mean | Std. Deviation | t value | df | P value |
|-------------|-----|--------|-------------------|---------|-----|---------|
| MBA | 45 | 3.9730 | .76269 | 3.046 | 204 | .003 |
| Engineering | 161 | 3.4827 | 1.00098 | | | |

Table 5.03: Representing the number, mean, standard deviation, df and t-value regarding the Motivation at Workplace across Marital Status

| Marital Status | N | Mean | Std. Deviation | t value | df | P value |
|----------------|-----|--------|-------------------|---------|-----|---------|
| Married | 176 | 3.6749 | .93393 | 3.102 | 204 | .002 |
| Single | 30 | 3.0905 | 1.06623 | | | |

Table 5.04: Representing the number, mean, standard deviation, df and t-value regarding the Motivation at Workplace across Highest education

| Highest Education | N | Mean | Std. Deviation | t value | df | P value |
|----------------------|-----|--------|-------------------|---------|-----|---------|
| Research (MPhil/PhD) | 51 | 3.8011 | .84640 | 1.796 | 204 | .074 |
| Post-Graduation | 155 | 3.5203 | 1.00492 | | | |

Table 5.05: Representing the number, mean, standard deviation, df and t-value regarding the Motivation at Workplace across Designation

| Designation | N | Mean | Std. Deviation | t value | df | P value |
|---------------------|-----|--------|-------------------|---------|-----|---------|
| Assistant Professor | 166 | 3.4996 | .99872 | -2.753 | 204 | .006 |
| Associate Professor | 40 | 3.9643 | .76505 | | | |

Table 5.06: Representing ANOVA for Motivation at Workplace across Affiliation

| | Sum of Squares | df | Mean Square | F | P value |
|----------------|-------------------|-----|----------------|-------|---------|
| Between Groups | 19.892 | 3 | 6.631 | 7.677 | .000 |
| Within Groups | 174.472 | 202 | .864 | | |
| Total | 194.364 | 205 | | | |

Table 5.07: Representing ANOVA for Motivation at Workplace across Age

| | Sum of Squares | df | Mean Square | F | Sig. |
|----------------|-------------------|-----|----------------|-------|------|
| Between Groups | 22.901 | 4 | 5.725 | 6.712 | .000 |
| Within Groups | 171.463 | 201 | .853 | | |
| Total | 194.364 | 205 | | | |

Table 5.08: Indicating significant mean differences in Motivation at workplace among Age categories

| | 26 - 30 years | 31 - 40 years | 41 - 50 years | > 51 years |
|---------------|---------------|---------------|---------------|------------|
| < 25 years | -.82435* | -1.11492** | -1.40544** | -1.56845** |
| 26 - 30 years | | | -.58109* | |

Table 5.09: Representing ANOVA for Motivation at Workplace across Total Experience

| | Sum of Squares | df | Mean Square | F | Sig. |
|----------------|-------------------|-----|----------------|-------|------|
| Between Groups | 24.788 | 4 | 6.197 | 7.345 | .000 |
| Within Groups | 169.576 | 201 | .844 | | |
| Total | 194.364 | 205 | | | |

Table 5.10: Representing significant mean differences in Motivation at workplace among Total experience categories

| | 6-10 yrs. | 11-15 yrs. | 16-20 yrs. |
|----------|-----------|------------|------------|
| 1-5 yrs. | -.43875* | -.93494** | -.87854* |

Table 5.11: Representing ANOVA for Motivation at Workplace across Department

| | Sum of Squares | df | Mean Square | F | Sig. |
|----------------|-------------------|-----|----------------|-------|------|
| Between Groups | 33.781 | 7 | 4.826 | 5.950 | .000 |
| Within Groups | 160.584 | 198 | .811 | | |
| Total | 194.364 | 205 | | | |

Table 5.12: Representing significant mean differences in Motivation at workplace among Department categories

| | CE | ISE | CSE | EEE |
|-----|-----------|---------|------------|-----------|
| MBA | 1.11357** | .90159* | | |
| CE | | | -1.04153** | -.95634** |
| CSE | | .82955* | | |

Fixing the leaky pipeline for middle level women Managers in Corporate India: A Study of the factors That Effect Career Sustenance At Different Stages of Career

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Abstract

Although the number of women in workforce has increased over the past 20 years, females still are under-represented in many sectors of corporations in India. The extent of and reasons for this inequity are discussed in this paper. One major reason for the gender disparity in top level is the leaking pipeline for women from middle level to the top. There are four critical periods during which women's career decision is getting impacted - Student, Early career, Maternity returners and Post 40s. For each of the later three periods, the paper studies the impact of four factors- Self-esteem, job performance, Goal orientation and the role of the mentor. In addition, some of the difficulties in combining career and family responsibilities are also considered and discussed. Effective networking and role of mentors play a vital role in a woman's career. If our goal is to have a healthy gender balance at the top, we have to build a culture that is open equally to both genders in terms of opportunities for career growth, development and sustenance.

Key words: Women middle managers, Self-esteem, Goal orientation, Mentor, gender bias, equality

INTRODUCTION

Are women under-represented? Does the career pipeline from mid to senior level have serious leaks? Why? What repairs are needed? These are the questions that will be addressed in this paper. To develop effective policies to include and encourage more women leaders in decision making roles in corporates, we need to identify the factors that cause middle level dropouts.

Active support by family, peer in office, support from management, policy changes, proper guidance and mentoring are necessary to plug the leak. While women graduating from college have shown a healthy increase of 116% over the past decade compared to a just 65%

increase among men according to census study, but nearly 65% of the graduated women drop out of career. The Grant Thornton study reveals that the percentage of women in mid-senior leadership roles in India stands at 20% in the year 2018. And it becomes a mere 5% of women in the Board level according to Business Standard survey, 2018. The leaky pipe as we see looks like it has expanded further at the board level, giving us a threat that we could never be able to fix it. This leaking pipe is making lesser women to move to the C-suite in corporate. In this paper, we shall discuss few solutions that can help fix the leaky pipeline for middle level women in corporate India.

OBJECTIVES

To identify the possible causes for the leaks in pipeline for middle level managers

To explore the four critical stages and the factors that impact women's career sustenance.

To analyze the possible solutions to fix the leaky pipeline.

REVIEW OF LITERATURE

(Yeyen Komalasari & et al 2017), the authors discuss the slow career development for women in both developed and developing countries. They specifically discuss the super-theory (1990) according to which, career development influenced by personal, environmental and the situation determinants. Fear of success is discussed as a barrier towards a successful career women. Horner (1972) stated that fear of success is the pressure of environment on gender roles that greatly affects women's career development and a loss of self esteem.

(Unnur D.Einarsdottir, Thora H & et al 2018), the authors examined the experiences of women middle managers to obtain insight on what they feel about their position, how satisfied they are, whether they desire to advance to top-management positions, why they are not there yet, and what is holding them back. The glass ceiling (Foley et al., 2002; Northouse, 2013) prevent women from reaching the top. This poses to the biggest barrier in their career advancement. Few companies subject women leaders to criticism and make them responsible for their sinking business before they have had a chance to prove themselves. And, if they fail to turn the company around, they are more harshly judged than men would be in similar situations.

(Fiona Dodd, Trends Business Research Ltd), in the research on 'Women Leaders in the creative industry: a baseline

study' presents baseline data and groundbreaking analysis to understand gendered leadership in organization. The results show that women are more likely to consider developing relationships as a core aspect of their contribution as a leader. It is also interesting to note that, in an organizational context, significantly fewer women compared to men consider the development of strategy and policy as one of their key activities.

(Elaine Berkery, Michael Morley and Siobhan Tiernan), in their paper on Examines the relation between the gender role stereotypes and requisite managerial characteristics to test whether familiarity with women in leadership positions decreases the 'think manager think male' stereotype and to examine the nature of the attributes used to describe men, women and managers. A focus should be placed on transformational leadership within organizations, highlighting the communal and agentic characteristics necessary for same. Males need to be made aware of the benefits that women bring to the boardroom. Organizations need to shift the focus from traditional forms of leadership to a more collaborative style of leadership.

(Marie-Soleil Tremblay, Yves Gendron, Bertrand Malch), in their study on 'Gender on Board: Deconstructing the "Legitimate" female director', examines how perceptions of legitimacy surrounding the presence of female directors are constructed in the boardroom, and the role of symbolic violence in the process. While from a first level of analysis, the main discourses the authors unveiled may be considered as potentially enhancing women's role and legitimacy within boards, from a deeper perspective such discourses may also be viewed as channels for symbolic violence to operate discreetly, promoting certain forms of misrecognition that continue to marginalize certain individuals or groups or people.

Misrecognition constitutes one of the most distinctive features of symbolic power.

(Joseph Schewarwald , Meni Koslowsky and Jessica Bernstein), Authors in their research on the topic, 'Power tactic usage by gender at work and home: past, present and future, indicated that gender stereotypes , especially as they relate to women are changing due to their growing numbers in corporate sector. This research on power usage for gaining compliance in conflict situations examines whether a similar tendency exists for social power tactics, another aspect of the gender stereotypes. Gender stereotypical attributions eroded over time with a gender ascription of feminine tactics to males in the present and future. It was also found that harsh tactics usage was attributed largely in the work rather than the home setting.

(Ms.Manisha Singh, Dr, Ch. S. Durga Prasad), made an attempt in their study on, 'The Leadership Challenges among women managers', suggests how women talent can be used as a competitive edge to address the global challenges that corporations will face in near future. Men are selected over women for specific roles. The gender biased talent management activities have a

detrimental effect on women manager's progression. Family related variables and negative stereotype influence women manager's career progression to leadership position.

FACTORS CAUSING LEAKY PIPELINE AT FOUR CRITICAL STAGES

Let us move to the core objective of this paper, the causes for the leaky pipeline attribute to four different stages, the reasons for women to drop out at mid-career level and the ways to retain them in work to equate them to their male counterparts. I have categorized the important phases that effect women's career and the factors that influence their

career sustenance beyond middle level - 1) Student 2) Early career 3) Maternity returners and 4) the post 40s. Assessing these four stages in relation to self-esteem, goal orientation, performance and role of mentors clearly shows the causes leading to middle level dropouts by women and hence the inequality in the gender representation in mid-senior and senior levels of corporates in India.

While analyzing the different causes for leakage, these four stages have been studied- Student,

Early career, Maternity returners and Post 40s. Women's career decisions are greatly impacted and defined during these stages. Hence, it is very critical to study deeper into each stage and the various factors of self-esteem, goal orientation, performance and role of mentors play a role during each stage. When girls are encouraged to have a long-term vision for their career, this will help them get rid of their psychological internal barriers such as low self-esteem based on the gender roles and make them aspire for career success. Inspiration through role models will lay a strong during the formative stages of career. Constant positive affirmation to the women during the early career stage will build the self-confidence to handle career and life's challenges better. With proper mentoring and guidance, women in career get to drive steadfastly across career ladder. Goal orientation is something that has to happen right from student stage. The goal to be in career and to progress to leadership levels must be instilled right from early career. When this is laid well, then the life's events such as child bearing and rearing will not become a factor to put an end to the career of women. Policy changes is the need of the hour. If we crave for improving the percentage women leaders at the boardroom, then we got to think of drastic policy changes especially for maternity

returner in India. When the policies are favoring the maternity returners, it is more likely that we will see a change in the percentage of women who turn back to work and soon this will help fix the leaky pipeline at this stage. Performance is another important factor that effects women's career sustenance decision. High performing employees tend to stick round jobs for long and when they are equally paid and offered with equal growth opportunities as that of their male counterparts, these women tend to progress much faster in career than one could think. The gender bias in terms of opportunities, scale of pay for the same work, recognition of performance have all led to bring down the self-esteem of women and these eventually forms a leak in the pipeline. Post 40s is a challenging phase for women since; it is the most physically tiring phase of life that demands more of attention and contribution to be made at the domestic front for growing up children and to meet the high demands of work pressure at office. This is precisely the stage where the middle level dropouts or the leaky pipeline exists more. When the policies in the corporates are more flexible and if at the domestic front the support systems are built, we can look at lowering the number of dropouts. On the whole, we can conclude by stating that for a woman to sustain in her career and to progress to leadership levels breaking the glass ceiling, it is a whole lot of collaborative approach that we need to bring in. There needs to be policy changes, building support systems, establishing networks and mentorships and by doing so, we can aim for plugging the leaky pipeline to an extent.

RESEARCH METHODOLOGY

The researchers have utilized the secondary data as a source of information for the study. It is usually conducted to gain a more in-depth understanding of the causes related to the work. Literature

review involves collecting and analyzing a sufficient array of information that enables the author to develop a conceptual research design that sticks to the focus and purpose of this review paper. Scholarly journals and articles support the idea and take the argument to next phase from which the information and result is derived.

FINDINGS AND SUGGESTIONS

Women employees are relegated to lower ranks in organizations and barred from moving up the hierarchy because promotion criteria are conditions that they cannot meet. The gender battle is not at office while it is at home. Personal drive and ability to adapt played a key role in the success of these women. Behaviours that would be accepted from a man is not always accepted in a woman. When male leaders display stereotypically feminine traits, sub-ordinates report greater levels of satisfaction. Rate of female directors associated with different sectors as board of directors. Highest rate of female directors are in the sectors that are closely associate with end-consumers like banking, media etc. while producer oriented sectors such as engineering have significantly fewer female directors. Women in power are harder than their male counterparts. Women are evaluated slightly more negatively than men in leadership roles.

At all the four stages discussed in this paper, women needs to be mentored and encouraged to have long term vision for career.

Policy changes at the organization level alone is not enough to bring this change. It has to be brought in the whole community so that the next generation women have better and equal opportunities at work

Establishing more refined support systems to reduce the unpaid works that women does at the domestic front needs to

be addressed. This will motivate the women in their 40s to still continue to focus on career goals with more vigor.

More progressive mindset at home and at office will boost the self-esteem and women and most importantly, they themselves become source of higher self-esteem, which in turn will reflect on their career decisions

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Feminism : Is the Tool for eradicating Gender Stereotypes in India

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Abstract

Let us start by explaining the term gender stereotype "A gender stereotype is the generalized view on male and female which is the preconception or the mistaken idea or the belief which has been coming from past generation" One of the Examples for gender stereotyping believes that house hold chores are done by females and male should be a financial backbone for the family. In my article I have mainly concentrate on feminism, which are actually fighting against the gender stereotypes and seeking a proper education and employment opportunities that are equal to those for men's. If we look at the history the word "féminisme" in 1837 was coined by French philosopher and utopian socialist, Charles Fourier. So this feminism is not the new word for us and it has the history of 181 years. In India, they have aimed at establishing, defining and defending equal economic, political, and social rights and opportunities for Indian women.

When we look at the Indian feminist movement:

- 1) Savitribai phule, advocate of women's right and education who actually started first school for girls in India (1848).
- 2) Tarabai shinde, who wrote India's first feminist text (1882).
- 3) Pandita ramabhai, who raised her voice on patriarchy and caste system in Hinduism, married outside her caste and converted to Christianity (1880s).

And many more regarding to it.

Objectives of feminism :(gender stereotyping)

Feminism is all about the women supremacy. Considering equality in all perspective aspects and eradicating gender stereotypes.

Wrong gender stereotyping is frequently causing of discrimination against women and it is affecting areas like life style, education, marriage, family decision making, work, freedom of movement, political participation, right to health and right to wealth.

This stereotype is both positive and negative:

Example: "women is nurturing or women are weak"

Points to disused further

- 1) What are the necessary steps to eradicate gender stereotypes by feminism movement?
- 2) What is the major background for gender stereotypes?
- 3) Model for eradication of gender stereotypes.
- 4) Current updates.
- 5) Generation acceptance.

Reference:

- 1) www.ohchr.org
- 2) www.wikipedia.com
- 3) EBSCO

Financial Inclusion is the Key for Women Empowerment with Special Reference to Karnataka State

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Abstract

Investing in women's economic empowerment shows a direct path towards gender equality, poverty eradication and economic growth. Financial literacy can empower women to develop a financial identity even with their household savings, and help them get access to formal credit for advantages occupation, provides economic freedom and power. Globally there is a gender gap in financial inclusion. Women are 7% points less likely than men to have a bank account globally. This results in weak economic and decision-making power within the household. The purpose of this study is to examine financial inclusion in relates to savings of women, women labour and women entrepreneur's contributions to the growth and economic development with special reference to Karnataka state. This Study observed that there are women development policies and programmes are influenced women towards to achieve in economic success.

Key Words: Economy, Women, Saving, Growth and Finance.

INTRODUCTION

Globally there is a gender gap in financial inclusion. Economic empowerment is about women being confident about them, to be able to earn an income and manage their own finances, build their financial security and increase their influence over the household budget.

Economic empowerment is about women having the power to make their own decisions, to stand up for their rights and say no to violence, discrimination and harmful traditional practices. Women are 7% points less likely than men to have a bank account globally. Further, even when women have full access to banking services, they face much greater challenges in obtaining services that meet their needs.

Investing in women's economic empowerment sets a direct corridor towards gender equality, poverty eradication and comprehensive economic growth. Women make massive contributions to economy, whether in businesses, on farms, as entrepreneurs or employees, or by doing voluntary care work at home.

The Indian development model has yet to fully integrate the important role played by women for propelling the socio-economic growth of the country. Current governments at state and central level must realize that no nation can progress if not its women are given equal access to opportunities and ample safety. Women's work force contribution is a significant element of economic

empowerment, yet many women are without a job or underemployed globally.

According to the International Labour Organization (ILO), recent work 'involves opportunities for work that is creative and delivers a reasonable income, security in the workplace and social protection for families, better prospects for personal growth and social integration, liberty for people to express their concerns, systematize and participate in the decisions that affect their lives and equality of opportunity and conduct for all women and men.

The 61st session of the Commission on the Status of Women in March 2017 is a major opportunity to promote harmony on critical actions needed to progress women's economic empowerment globally.

The UN Secretary-General's High-Level Panel on Women's Economic Empowerment is mandated with galvanising progress on women's economic empowerment within the framework of the SDGs.

OBJECTIVES OF THE STUDY

To study the relation between women empowerment and Economic development.

To examine the capacity of women labour and their contribution for Economic development.

To examine the involvement of women entrepreneurs on the economy of developing countries.

RESEARCH METHODOLOGY

Quantitative methods were employed to find out the results. With the objective of obtaining accurate quantitative information, a questionnaire was developed for a total of 30 respondents from all over Karnataka. The Study designed in such a way that to examine

women household savings, labour and entrepreneurs decision making in financial matters and their contribution for the growth of economy of our country. The necessary information about the Women Economic Empowerment programmes in India, Karnataka and its various components are collected from various books, journals, internet source of related topics.

DATA ANALYSIS AND INTERPRETATION

With regard to the quantitative analysis, resulting data was then analyzed and interpreted. To analyse the empowerment through decision making respondents were asked the questions regarding the decision making power at house hold savings level, women labour and entrepreneurs.

To determine the major factors contributing to financial inclusion in relation to women empowerment in Karnataka, all the variables are assessed by using sample of 30 respondents.

The following variables are considered for interpretation,

Women savings income contribution for the economic development.

From the above chart 1.1 it depicts that the majority i.e., 80% of respondents are in favour of contributing their savings income for the economic development.

Government finance schemes for women labour welfare

From the above chart 1.2 it reflects that majority of women i.e. 60% have not utilise the scheme for women welfare. So awareness needs to be created for the same.

Women entrepreneurs' involvement in relation to economic and social development

The above chart 1.3 inferred that 80% of the women's are economically and socially empowered after entrepreneurship.

Women Economic Empowerment Programmes

Mahatma Gandhi National Rural Employment Guarantee Act (MGNREGA) in Rajasthan

MGNREGA entitles 100 days employment to rural households who volunteer to do unskilled manual work. It promotes gender inclusivity, equal wages for men and women, and provides on-site childcare.

Self-Employed Women's Association of India (SEWA), Madhya Pradesh (MP)

SEWA is a trade union of poor, women workers in the informal economy. It aims to organise workers to achieve their goals of work that provides economic, food and social security, and to support them towards being autonomous and self-reliant.

Empowerment Programming and Unpaid Care Work: Learning from 30 years of the Self Employed Women's Association in Madhya Pradesh (SEWA MP)

Stand – up India Scheme – Ministry of MSME, govt. of India has introduced Subsidy Schemes:

Skill Up gradation & Quality improvement and Mahila Coir Yojana: Mahila Coir Yojana (MCY), in particular, aims at women empowerment through the provision of spinning equipment at subsidised rate after appropriate skill development(training) programmes.

Government schemes that help women entrepreneurs in India:

Bharatiya Mahila Bank

Annapurna Scheme

Stree Shakti

Orient Mahila Vikas Yojana Scheme

Dena Shakti Scheme

Udyogini Scheme

Cent Kalyani Schemes

Mahila Udyam Nidhi Scheme

CONCLUSION

From this study we can conclude that financial inclusion is the key to achieve women empowerment. Few respondents could able to answer since women labour and entrepreneur's contribution is comparatively less than men. So that concentrating further, Women empowerment has to contribute more on the Economic perceptive of the country. Women welfare programmes and schemes are utilised in the right way for the contribution of the country's economic development. Each and every woman participants should reach these benefits by organising trained development programmes.

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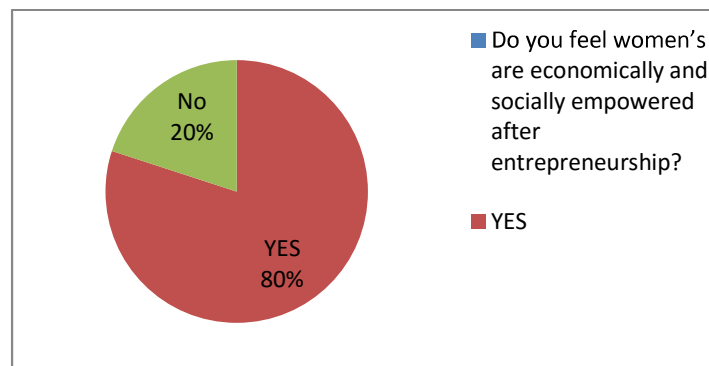
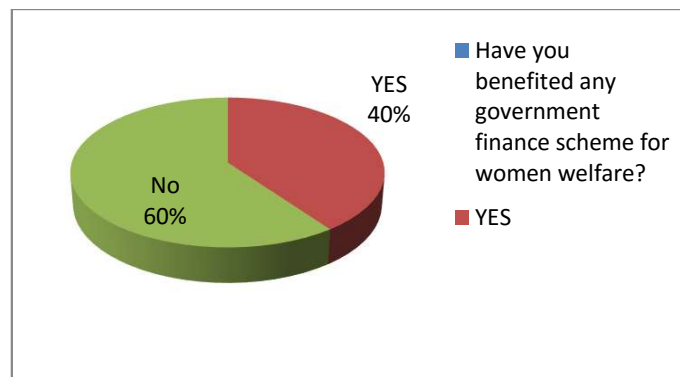
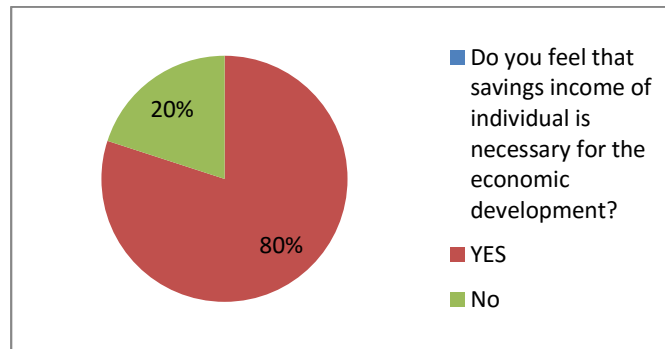
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| Factors | Variables | Response (Sample Size=30) |
|--|--|----------------------------------|
| Financial inclusion in relation to savings of women | Women have savings A/c | Y=24, N=6 |
| | Savings income of individual is necessary for the economic development | Y=24, N=6 |
| | Income plays a role in economic status | Y=24, N=6 |
| Financial inclusion in relation to women labour | Right of taking financial decision in workplace | Y=18, N=12 |
| | Benefited any government finance scheme for women welfare | Y=12, N=18 |
| Financial inclusion in relation to women entrepreneur's | Entrepreneurship bring gender equality | Y=30, N=0 |
| | Women's are economically and socially empowered after entrepreneurship | Y=24, N=6 |
| | Entrepreneurship has positively affect relation with society | Y=24, N=6 |



Antecedents of CSR Initiatives Towards Women Welfare by Corporate in Coimbatore

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Abstract

The corporate companies in Coimbatore take their corporate social responsibility (CSR) seriously in promoting competitive and sustainable business. Among other cities in India, there is a strong private participation by industries in Coimbatore towards welfare projects. The women welfare projects includes gender equality, senior citizens welfare, constructing homes and hostels for women, setting up an orphanage, creating women empowerment etc. In Coimbatore, the overall CSR spending on women welfare is about 637 lakhs in the FY 2017-18. This article on CSR towards women welfare deals with the following factors: enhancing the strength of women in political, economic, social and legal aspects, to provide equal rights to women and to encourage them to claim their rights. The study is focused on the historical evidences, literatures and reports of the companies to attain a conclusion on CSR initiatives taken towards the development of women in a society. A model has been proposed to persuade the strategic approach to boost up the contribution for women welfare by the organisations. The recommendations have been highlighted to provide a broad insight to future endeavor of the companies' CSR activities.

Keywords: Corporate social responsibility, women welfare, CSR initiatives

Impact of Gen-Z Student's Motive and Technology on The Teaching Learning Process

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Abstract

The pedagogy adopted by teachers shape their actions, judgments, and other teaching strategies by taking into consideration theories of learning, understandings of students and their needs, and the backgrounds and interests of individual students. This is a conceptual paper where we tried to collect the reviews and based on the reviews a model is framed integrating the teaching learning process, Generation-Z students mindset and Technology. The objectives are to gather the Generation-Z student's motive and mindset about teaching learning process and the best educational practices in our institution and the best practices of the current scenario. The teaching learning process highly depends on a proper understanding of the mind set of generation Z students and the adaption of technology. So we conclude that if the educational institutions do not understand the mindset of generation Z students and if they are not willing to adapt the technology they will become obsolete.

Key Words : Generation Z, Teaching Learning Process, Technology, Educational institutions.

INTRODUCTION

Education gives us knowledge of the world around us and gives a transformation. It develops in us a perspective of looking at life. It helps us build opinions and have points of view on things in life. The method and practice of teaching, especially as an academic subject or theoretical concept should fully reach the students. For that purpose the educational institutions should completely understand the mindset and motive of the current generation students. A new generation of students (Generation Z) born after 1995 arriving on our campuses are our clienteles. On the other side technology started playing an important role in educational sector. So, it is very important for the educational institutions to reframe the teaching learning process by knowing the mindset of the generation Z through the technologies. Many institutions readily accepted and practice

the technology driven teaching methodology.

STATEMENT OF THE PROBLEM

The teaching learning process is the dependent variable and the two independent variables the mind set of generation Z students and the technology which influences it. The generation Z students are also highly dependent on technology. The main problem exists among many educational institutions is that they give least importance to the motive and mindset of generation Z students and they are also not aware of the various educational technologies and maximum utilization of it.

OBJECTIVES OF THE STUDY

To gather the generation-Z student's motive and mindset about teaching learning process in general.

To pull together the best educational practices in our institution and

the best educational practices of the current scenario.

REVIEW OF THE LITERATURE

Elizelle Juaneé Cilliers (2017) researched about the incredible technology changes which are defining the current reality, impacting on our approach to society, to planning and to breaking new ground in terms of education. He investigated the preferences of the new Generation Z student, in terms of technology usage within formal educational systems, based on the surveys conducted among the Urban Planning students on the Potchefstroom campus of the North-West University, South Africa, over a 7 year period. It also tested perspectives and technology usage and preferences of current lecturers (of the same group of students), in order to reveal some of the complex realities and challenges faced when teaching Generation Z. The researcher concluded with the viewpoints of both groups and presented some solutions to bridge the gaps and enhances teaching-learning strategies.

Terry T. Kidd & Jared Keengwe (2010) researched about the online learning and teaching. The researcher gives a brief historical perspective of online education as well as described the unique aspects of online teaching and learning. He also provided barriers to online teaching, the new faculty roles in online learning environments, and some implications for online learning and teaching. He intended to stimulate reflections on effective strategies to enhance faculty success in their transition from traditional pedagogical platforms to online learning and teaching.

METHODOLOGY

This study is a contextual research about teaching learning process for the generation-Z students.

CHARACTERISTICS OF GENERATION - Z STUDENTS

The Generation Z students highly depend on technology. They quickly embrace social learning environments. With the help of Internet and other communication related gadgets they directly involve in the learning process. They expect on-demand services that are available at any time and with low barriers to access. They are more career-focused. They are not interested in attending classes, listening lecture, and taking notes that they will memorize for an exam later on. Gen Z students are given the opportunity to have a fully immersive educational experience and they even enjoy the challenges of being a part of it. Gen Z students expects digital learning tools like Edmodo, Socrative etc., to be deeply integrated into their education. They believe they should be able to effortlessly connect academic experiences to personal experiences through these same tools.

BEST TECHNOLOGICAL PRACTICES OF THE CURRENT SCENARIO

These days students can easily access the course materials through remote devices like Internet, online learning, WhatsApp, email, Online digital repositories for lectures, course materials, and digital library, Online/cloud based academic management systems. Employing the flipped classroom concept, students make use of handheld computers, tablet computers, audio players, projector devices etc. More number of students can be reached with Massive Open Online Courses (MOOCs) by minimizing costs and saving time associated with information delivery and automating regular day-to-day tasks by the use of technology. Improvement is seen in the administration of institutions to provide quality and efficiency of service delivery through technology. Students, staffs, administration and the whole system is

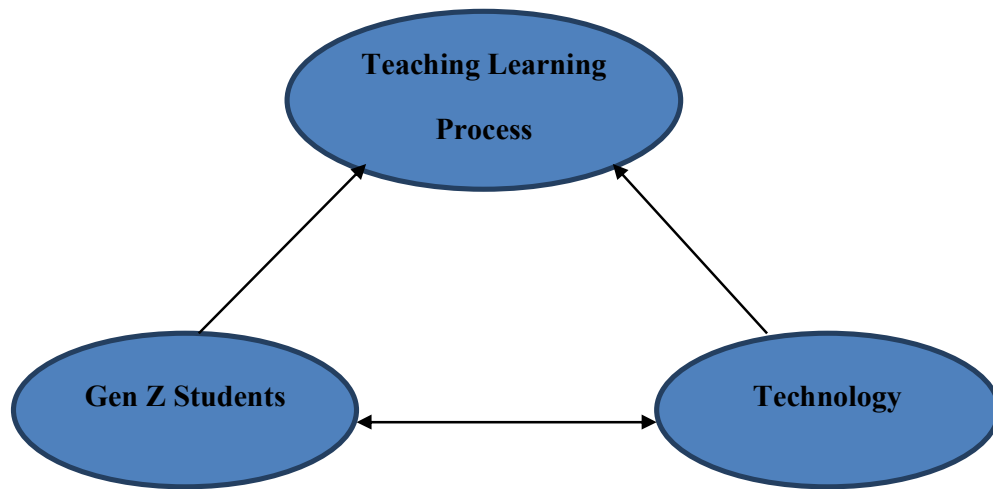
integrated and managed through information systems like LMS (Learning Management System).

CONCLUSION

The study discussed about the various best practices in our institutions and the overall current educational scenario. It also discussed about the importance of understanding the mind set of generation Z students and the adaption of technology in education. So we conclude that if the educational institutions do not understand the mindset of generation Z students and if they are not willing to adapt the technology they will become obsolete.

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Empowering the Women: Problems and Challenges

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Abstract

Women constitute nearly half of the global population. The gender gap in India is quite strong and conspicuous in vital areas like literacy, health, labour participation and political representation. In another words, women will be better empowered when they can take independent decisions for all important aspects of self or society. The problem is particularly serious in India, and certainly deserves public attention as a matter of public policy. The process of women empowerment includes improving the participation and control in key decision making activities related to various areas such as economy, culture, politics etc. The major principle of gender equality is highlighted in Indian constitution in the form of its preamble fundamental rights and duties and also principles. However, there is a wide gap between the proposed measures and the reality of women status in India. This fact has been justified by the report "Towards Equality" by the committee on the status of women in india -1974. As a fruit number of many action plans to involve women and consider their perspective in all major policies and programmes Indian women have arisen considerable at par with men. It is very encouraging to see at present a women President Pratibha Patil being the head of state, Sonia Gandhi being not president of ruling party but chair person of U.P.A. and Mamta Banerjee leading a big state. If women will be provided with appropriate support related to resources and capacity building and facilitated to participate actively in the process of the empowerment, they can face all the challenges and become equivalent in every field.

Keywords: Women, Empowerment, gender equality