WOMEN EMPOWERMENT FROM INDIAN IT & ITES INDUSTRY

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Abstract: *The rapid growth of the Information Technology (IT) industry in India had generated vast employment opportunities for young talents. There is a shift in the employment of women in IT firms and it is considerably increased over the years. Women workforce had changed their role from the household to their improvement of self-esteem in the society. Women are empowered by focusing on their continuous learning and their career development actions. Women empowerment in IT sectors has raise the Indian GDP with certain percentage. Women migrations have considerably increased in the last decade and this migration will not end up because of getting the job in local. This study examines the facts and issues related with the women empowerment in Indian IT and ITES industry.*

Keywords: *Business Landscape, Competency Mapping, Managing knowledge workforce, Talent management, Women empowerment.*

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INTRODUCTION TO THE STUDY

Historically male had dominated in Indian society. Globalisation has changed the Indian society towards social and economical change. Over the decades the social changes in the society had opened the door for the gender diversity. As an emerging economy India is facing a turbulent situation in major issues like the growth of populations, hygienic factors, employment opportunities and scarcity of goods and services. Having more than a billion of population and holding one third of the world poor is living in India. Because of the economic slowdown and social cause, India needs a rapid growth towards the scarcity of goods and services. Some structural, political and economic reforms are needed to raise the growth perspective of the country. The rapid growth of information technology enabled services in the business has considerably changed the means of access. India is a hub for attracting the foreign software clients by the quality of skilled software professionals (NASSCOM, 2010)[1]. India is ranking second position for producing English learning scientific professionals. In the recent years the usage of computers and internet services has increased.   The growth in the services sector over the decades has contributed 56% [2]percentage of increase in Indian GDP.

GENDER DIVERSITY AND EDUCATIONAL OPPORTUNITIES

With an increase in population India ranked second position in the world. Nearly 64% of the Indian populations are fall between the age group of 15 to 64 years and the median is 25.3%[3] while comparing with other developed and developing countries. Actually there is a relationship between the education and employment. Actually primary school education is common for all the genders, where as women's enrolment in the secondary and under graduate education is considerably increased. The literacy rate of women in the urban areas is increased while comparing with the rural areas. As a statistical report from the population of India nearly 53.7% of women are literates[4]. As per NASSCOM report 20 to 25% of the literate women's are science and engineering graduates[5]. Nearly 15% [6]of women professionals are working in IT and ITES sector and remaining 85% will be occupied by men. The shift in the cultural and societal views had changed the attitudes and perceptions of IT and ITES companies towards the gender diversity[7].

EMPOWERMENT – CULTURAL SHIFTS AND ECONOMIC CHANGES

Empowerment is a process or an outcome from an action. In general empowerment has various dimensions like economic development, social empowerment, cultural and political empowerment. Woman plays a multiple role in their lives. Empowerment of women in the world is an important objective of the society. In the recent times women movements had changes the approaches and cultural views of their family towards their growth by encouraging and providing proper educational opportunities. Mainly in economic developmental activities women are lagging behind men. Most of the times women had a burden over men for the protection of family lives. They have to work for their domestic needs and also for their economic considerations. Women plays a dual role between their home vs. work, IT jobs vs. emotions; intuition vs. analysis[8].

FEMALE MIGRATIONS ARE CATEGORIES INTO THREE TYPES:

1. **Autonomous migrations or Independent migrations:** Many of the females were easily migrated from the rural segments to urban cities for their educations and career development. It's a privilege migration by the women for their career growth and employment opportunities.

2. **Relay migrations:** Due to financial constraints and family income many unmarried women's are migrated to the nearest town or cities for doing domestic jobs and house hold activities as a servant.

3. **Family migrations:** Inflations and Unemployment problems in the rural segments had changed the shift of family to the urban side or cities. Because of the economic considerations more married women's were forced to do some low level of jobs for their family economic problems.

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[1] http://www.wbiaus.org/10.%20Tomy.pdf

[2, 3] http://www.investindia.gov.in/e&y_doing_business_india.pdf

[4] http://www.investindia.gov.in/e&y_doing_business_india.pdf

[5] http://www.ijee.ie/articles/Vol19-4/IJEE1392.pdf

[6] http://dis.eafit.edu.co/estrategiasTIC/attachments/194_Growth%20scenario%20of%20IT%20industries%20in%20India.pdf

[7] http://blog.nasscom.in/nasscomnewsline/wp-content/uploads/pdf_/In_Focus_nov.pdf

[8] http://anitaborg.org/files/abi_wherearethewomen.pdf

WOMEN EMPOWERMENT FROM TECHNOLOGY INDUSTRY

In the current scenario IT and ITES companies are offering enormous employment opportunities for both the genders. As an emerging economy India holds 49th place in global competitions and ranked 28th positions in terms of innovations[9]. More over the working group in this sector is predominantly youngsters and a need for talented peoples. In the recent times plenty of opportunities were created and middle aged peoples were also shifting into this sector. Mainly skilled software professional have a greater demand for their service with an attractive pay structure and benefits.

With an increased awareness towards the business challenges and employment opportunities many Indian women's are changing their vision. Women had changed their role from domestic worker to employees of an IT and BPO firms. The opportunities for the women in management have been considerably raised and their entries in the business domains like advertising, banking, civil services, manufacturing and engineering has been increased. In the beginning of IT revolution women were employed in lower level jobs such as data entry, word processing and assembling of electronic components. As a statistical report nearly 47.5% [10]of the women are employed in the entry jobs and 11% of women were employed in leadership roles in Senior management. Nearly 19% of women are employed in software industry and more than 40 % were employed in telecom industry[11]. While comparing with 12.5 % in IT industry and nearly 45% of women were employed in ITES sector[12]. Indian IT companies like Infosys employed 17% of women workforce and TCS employed nearly 20% of workforces[13]. The employment of women employees in management has considerably increased from 3% [14]to 6% and nearly 2 % of the women managers are employed in Indian corporations[15]. Nearly 96% of the women's are employed in unorganised sectors[16].

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[9] http://www.investindia.gov.in/e&y_doing_business_india.pdf

[10] http://blog.nasscom.in/nasscomnewsline/wp-content/uploads/pdf_/In_Focus_nov.pdf

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The increase of women work force in the corporate had changed their traditional approach towards the family life into work life balance. With more employment opportunities many employment law had been enacted by the government of India to empower them. For an example employment laws like Equal Remuneration Act 1976 will address equality in the employment and remunerations.

THE KEY STRENGTHS OF WOMEN IN MANAGERIAL ROLES ARE

- ➤ Maintaining proper relationship with colleagues.
- ➤ Ability to understand the situations.
- ➤ Loyalty and dedication towards organisational commitments.
- ➤ Ability to handle multitasks.
- ➤ Managing the information sharing process.

SOME OF THE PROBLEMS AND DIFFICULTIES FACED BY THE WOMEN EMPLOYEES IN IT AND ITES SECTOR ARE

1. **Underutilization and Deskilling of Human Resources:**

   While comparing with other profession pay structures and the remunerations will be high but the individual growth will stagnates. More over the career path of women will remain same over a period of time.

2. **Stress due to continuous and long working hours**

   With an increase in the time for task completion and complication of work many women's are directly affected by stress and burn out problems. On an average women are working more than 12 to 14 hours for their work and domestic needs. Due to the work load and repetitive nature of work many of the women employees are affected with stress problems.

3. **Digestive problems and sleeping disorders.**

   Due to the continuous working hours and continuance of task there is a cultural shift in their living style. Women professionals had changed their life and living style. Their preference over the food consumptions and diet had changed with their life style and causing insomnia related with digestive problems

4. **Depression and eyesight problems.**

   The shift in the life style and workloads had entirely changed the attitudes and perception of workforce. Many working professionals had affected with the stress

and burnout problems. The continuous stress leads to depression and loss of eye sight leads to a reason for susideal attempts.

5. **Cultural and Behavioral changes.**

   Globalization had changed the attitudes and personal habits of working peoples. Many of the young executives had addicted with the bad habits such as alcohol and smoking. There is a concern about the employee's habits and detachment from their parents. Because of the working environment and working hours many employees are abusing their freedom.

GENDER- RELATED HR POLICIES

Continuous Working hours and timing are the serious problems faced by the women for their development. Organization has to focus on improving gender related activities like women friendly policies and allowing part time employment opportunities for women to work from their home. More over all the IT and ITES companies are following a same set of principles for women related issues. Some of the issues are allowing a three months maternity leave and had options for permitting additional three months unpaid leave. Transport facilities and safety measures to be developed to ensure their lives against any discrimination and trafficking effects. Several women committees were formed to do mentoring activities and giving some special address about gender issues, work pressure, extended working hours and multicultural work environment.

VARIOUS HR MANAGEMENT PRACTICES FOR WOMEN EMPOWERMENT

➢ Commitment of senior management in gender issues.

➢ Career planning and development process for women.

➢ Career advancement and job rotations for women in top management positions.

➢ Mentoring and Leadership development programs for women.

SOME OF THE EFFECTIVE WAYS FOR WOMEN ECONOMIC EMPOWERMENT ARE

➢ Encourage women participation in the field of engineering and science branches.

➢ Focusing on distance and E-learning activities.

➢ Flexibility in study time

➢ Effective Communications skills

➢ Development of Intellectual skills

➢ Community interactions

➢ Leading and motivating skills

CONCLUSION:

The advancement of information technology in the business has created economic changes and offered enormous job opportunities. While compared with men's participation in the business, women are lesser engaged in their job with their loss of recognition. Organization has to develop Systematic and sound policies for solving gender related issues. Organization has to focus on ensuring safety and health issues of women employees. Rural initiatives from the government machinery and NGO have been taken to encourage women education and participations.

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