

Women Empowerment in Corporate Sector to Set as Benchmark And Contribution In Sustainable Development

Roopesh Kumar

Ph.D. Scholar

Mewar University Chittorgarh, Rajasthan

E Mail: roopeshkumar98@yahoo.com.

Abstract— Nowadays Women Empowerment in all the sectors is the main priority of Indian Government, but still a lot of efforts required so that women stand on equal footing with man at work place. Only 5% of working women in India have made it to senior leadership positions, which is much lesser than the global average of 20%. Traditionally, there was a misconception about a woman's ability to balance her work and personal life. Women are most likely to lead social enterprises and catalyse change. ICICI Bank is well managing by CEO Mrs Chanda Koachhar which is good example of Women Empowerment. Nearly 30 to 35 percent working women drop of when they get to mid level. There is need to re evaluate and make the HR practice to provide flexible timing and the flexibility to work from home , It enable women to prove their potential capabilities in corporate to set as benchmark and to contribute in organization development. In present scenario the contribution of women as leader in corporate is essential for the success and prosperity of nation .Many experts strongly believe that women are associated with more participative, co-ordinative and interactive management skill, with this they not only motivate for achieving objective but also make them feel more as part of family in this way they work for team management. Women's economic empowerment is a prerequisite for sustainable development. Achieving women's empowerment requires sound public policies, a holistic approach and long term commitment. Women must have more equitable access to assets and service. Infrastructure programmes should be design for women. Employment opportunity to be given to women so that they can come up their talent and capabilities.

Keywords— Empowerment, Employees, Corporate, Contribution and women.

I. INTRODUCTION

“Empowering women is a prerequisite for creating a good nation, when women are empowered, society with stability is assured, Empowerment of women is essential as their value

systems lead to the development of a good family, good society and ultimately good nation.

Dr.A.P.J. Abdul Kalam.

Nowadays contribution of women in corporate sector is visible. Women have proved their capabilities, Leaderships Qualities. Team Management in corporate sector. If women were empowered to do more and more , the possibility for economic growth become apparent. Economic empowerment of women led to development of family & community. By economic empowerment women can led as property rights, Social equity, personal rights, Socio economic opportunity, family and society development, organization development and finally nation development.

II. REVIEW OF LITERATURE

The status of Women in India has been subject to many great changes over the past few Millenium. In early Vedic period Women enjoyed equal status with men. Rigved & punishes mention several names of women sages and seers notably Margi & Maitrey. However later the status of women began to deteriorate approximately from 500 B.C., the situation worsened with invasion of Mughals and later on by European invaders. Some reformatory movements by Guru Nanak, Jainism, Rajaram mohan Rai, Ishwarchandra Vidya Sagar, Pandita Rama Bai and others did give some relief. It is not that Britishers didn't do any thing for improving the condition of women. Some laws were enacted such an “Abolition of practice of Sati”, Widow Remarriage Act 1856 etc. The real change came after independence. Constitution of India guarantees equality to women (Article 14). There are other articles too which ensure rights of women e.g. no discrimination by the state [article15(1)] equality of opportunity (Article16) etc. Feminist activism picked up

momentum in India during later 1970's. Later on Many groups and NGO's have been working for the Empowerment of women. We are proud that in India Women got voting right much before USA and some other European Countries.

III. OBJECTIVE OF THE STUDY

- To evaluate role of women empowerment in view of sustainable development.
- To find out the various advantages of women empowerment.

IV. RESEARCH METHODOLOGY

The research design adopted for the study is descriptive in nature. The study covers all the data relates to women empowerment across the country. Primary and secondary data collected out of which studies on subject matter has been readdressed to give insight to phenomenon. Dats collected from Google.com and LinkedIn website

V. WOMEN EMPOWERMENT

In spite of various challenges face by women at workplace, the continue to make incredible progress, however the role of women in economic value creation has not been known and given as much as attention as it deserves. Nowadays women are playing essential role in economic value creation, educating families which impact the development of society and our nation also.

According to NASSCOM, the ratio of men and women the ratio of men and women in information Technology and ITES Information Technology Enabled Service sector could be 65:35 by the year 2010.The Watson Wyatt study says that the younger generation of women in India is expected to achieve educational parity with men by 2016.

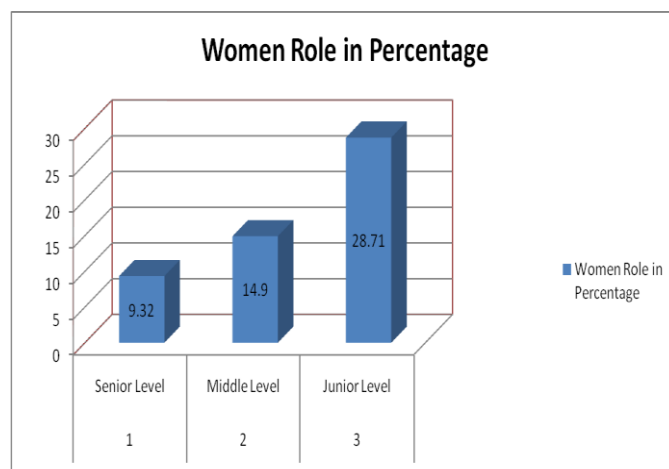
Women are the key agents of change and success of development. The process of women empowerment should be implementing at all levels. Care is required from birth of girl child, education, sports, extra awareness activities, cultural activities, Higher education and choice of career. If women will be well educated, they can play their role effectively to enhance the education and knowledge of their family members at team members at work place. They work as source of knowledge management. Compare to men women are good in teaching and team management. They are having more patience to gaining and sharing knowledge. Through co-operative organization, women have also been able to effect positive change in the social and physiological well being of their families.

Role of Women empowerment in view of sustainable development.

Women Empowerment: It is basically the formation of an culture where women can make independent decisions on their personal development as well as appear as equals in society. Women Empowerment plays important role in sustainable development. If more emphasis is given for education health, and training of women, then it gives positive impact on family, society and on Nation. It will give positive impact on future generation also and in this way women empowerment contribute in sustainable development. Surveys shows that working women are expanding or investing 80% of their income on education, health and for enhancement of career of her family members and man are expanding 35-40% of their income and rest in money making scheme, luxury goods and services.

Women's empowerment as a key process to reach gender equality and, through that, sustainable development. It looks first at the concept of women's empowerment and sustainable development and reveals how both are inter-linked through the lens of intra and inter-generational justice. Second, evidence-based analysis is done to show what needs to be done and is being done for women's empowerment, both through building an enabling environment and through enhancing women's capacity as active agents of change for sustainable development. Women are actively working in workforce in India..

AS PER RECENT SURVEY : THE RATIO OF WOMEN IN WORKFORCE



Advantages of Women Empowerment

Women are having proven track record by balancing their Job profile and family also. Women empowerment helps in general employment, economic independence, personal capabilities, and social capabilities and in generation of National income. There are also some advantages of women empowerment.

- Economic Empowerment
- Self Confidence
- Independence
- Set a benchmark for others
- Better education to family.
- Social Interaction.
- Active participation in social decisions.
- Better awareness all around.
- Able to work as change agent in women's group.
- Can represent the women community in efficient way.

VI. CONCLUSION

We can say by Women Empowerment we can contribute in corporate and to the sustainable development of state and then to the country. In view of economic empowerment Self Help Groups are having positive impact. In corporate sector companies are to implement programs to create more friendly workplaces. Some of the common programmes needs for effective women empowerment in corporate sector in view of sustainable development

Women played significant role in corporate sector. Women proved well in corporate sector. Formation and strengthening of women need encouragement. We can say by Women Empowerment we can contribute in corporate and to the economic development of state and then to the country. Talking about India, Government has taken many steps in terms of Women Empowerment. In turn has increased in the development of women as well as economy of the country. The issue of Women Empowerment should be given emphasis at social and political level also. Self help group also playing significance role in Women Empowerment. In view of economic empowerment Self Help Groups are having positive impact, However still, there is need to improve the process of Women Empowerment and the strength of social capital formation of Self Help Groups as to make them sustainable in the long term. In corporate sector companies are to implement programs to create more friendly workplaces. Some of the common programmes needs for effective women empowerment in corporate sector.

- * Flexible work Schedules / hours
- * Sexual harassments policies.
- * Security especially for night shifts.
- * Transportation policy.
- * Day care for children.
- * Women's forum.
- * Special Education Programmes.

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