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GNVS Institute of Management

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One - Day National Conference

On

**Rethinking - Women - Equality & Safety - For Development,
Growth and A Better Tomorrow**

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In the esteemed Fortune India 2023 rankings on India's Best B-Schools, GNVSIOM secured the 12th position among Best B-Schools in Mumbai (City Wise ranking) and the 39th spot in the Best B-Schools in the Western Region and an All-India Rank of 132. The institute is also ranked 8th in the Top Private Institutions in Mumbai offering the MMS Program in 2024 and was voted amongst the Top 100 B-Schools in India with a rank of 99. Notably, GNVSIOM holds the distinction of being the first AIMA Bizlab Accredited B-School in Mumbai. Additionally, the institute has produced Mumbai University M.M.S Toppers for two consecutive years, a testament to its commitment to academic excellence. GNVSIOM actively promotes and organizes regular programs to foster a culture of business leadership and entrepreneurship among its students.

INTRODUCTION TO THE THEME

In the pursuit of sustainable development, the advancement of human potential, and the realization of a just and equitable society, addressing issues related to women, gender equality, and safety is not just a matter of fairness—it is a cornerstone for building a better tomorrow. As we move into an increasingly interconnected world, rethinking how we approach gender roles, women's rights, and safety is crucial for fostering growth and ensuring inclusive progress. This call to action is not only for policymakers but for communities, businesses, and individuals to collectively recognize that empowering women and promoting gender equality will ultimately lead to a more prosperous, peaceful, and equitable world.

Women and Gender Equality: A Cornerstone for Growth and Development

Historically, women have been marginalized, sidelined, and restricted in many societies. Gender inequality has prevented women from reaching their full potential, whether in the workforce, education, or leadership roles. Yet, the global evidence is clear: empowering women is one of the most effective strategies for driving economic growth and development.

Redefining Gender Roles and Challenging Stereotypes

The idea that certain careers, leadership positions, or societal roles are "for men" while others are "for women" has limited the scope of individual potential and perpetuated systemic inequalities. Rethinking gender norms is a vital step toward building a more inclusive world. Encouraging both women and men to pursue interests and careers that break away from stereotypical roles. Break down the false dichotomy of what is "male" and "female" work, promotes a balanced and harmonious society.

Safety as a Fundamental Right for All

Women's safety is an indispensable element of gender equality. Without safety, women cannot fully participate in economic, political, or social life. Violence against women—whether physical, sexual, or psychological—is one of the most pervasive human rights violations worldwide. Ensuring safety for women and marginalized groups goes beyond combating violence; it encompasses the creation of safe public spaces, access to justice, and the dismantling of legal and institutional barriers that prevent women from reporting abuse or accessing support services.

Gender Equality as a Global Imperative

The challenges of gender inequality and women's safety are not confined to any one region or culture. Globally, women face varying degrees of discrimination and marginalization, and while progress has been made, significant gaps remain. However, international frameworks such as the United Nations' Sustainable Development Goals (SDGs), particularly Goal 5, which advocates for gender equality, offer a blueprint for action. The SDGs emphasize that achieving gender equality is fundamental to ending poverty, reducing inequalities, and ensuring sustainable development. By promoting policies that foster gender equality—whether through educational initiatives, economic opportunities, or political representation—governments can drive transformative change at the national and international levels.

Building a Better Tomorrow: A Shared Responsibility

A better tomorrow is within reach if we can reimagine our approach to women's rights, gender equality, and safety. Achieving these goals requires a collective effort. Governments must enact policies that promote equality and safety while ensuring the enforcement of laws that protect women. Corporations can adopt inclusive workplace policies, support women entrepreneurs, and provide opportunities for women's advancement. Educational institutions must offer equal opportunities for girls and boys, providing the tools necessary for success in any field.

Equally important is the role of individuals in changing attitudes and behaviors. As members of communities, we all have the power to challenge stereotypes, support women's voices, and advocate for a more inclusive society. When everyone—regardless of gender—works together to challenge systemic inequality and support the full participation of women, we can unlock the full potential of societies, economies, and individuals.

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BREAKING GENDER STEREOTYPES: SUBVERSION OF WOMEN'S IMAGES IN ADVERTISING AND CINEMA

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ABSTRACT

This paper explores the role of media, specifically popular culture, in shaping the identities of women. It affirms that gender roles are socially constructed, and women are conditioned into internalizing these roles. They conform to the expectations that society has of them, as these have been imbibed from their families, surroundings, and reinforced by media. Media presents contrasting stereotyped images of women, wherein the ideal woman, an epitome of self-sacrifice and selflessness, is juxtaposed with the evil woman, who is selfish and cruel, and responsible for the disintegration of families and values. The paper argues that while media is a powerful tool that has been used by the dominant group (patriarchy), to impose its ideology on the subordinate group (women), it can also be used as an instrument of subversion to bring about social change. In the recent past, there has been a conscious effort by corporates, advertising agencies and film-makers to break gender stereotypes, and project a more equalitarian world that questions and challenges traditional values which have been used to suppress women over the years. This paper analyses select advertisements and films in recent years from a feminist perspective. It uses qualitative research and secondary data in its investigation.

Keywords: Gender stereotypes, Ideology, Conditioning, Media

INTRODUCTION**Role of Media in Identity Formation**

Our perception of ourselves, our self-image and identity, are largely a result of cultural beliefs and values. Culture plays an integral role in defining our ideals, ethics and sense of morality. Moreover, it prescribes behavior that is appropriate and inappropriate, acceptable and unacceptable in society. Sociologist Tony Bennet, known for his significant contribution to the study of popular culture, distinguishes between the dominant class and other social classes, claiming that the dominant class retains its dominance as "it is able to convince other social groups that what is best for it, is, in fact, best for everyone else as well. That is, the ruling class is dominant precisely to the extent that it is able to make itself speak 'for the people'" (Tester, 15). It naturalizes, so to say, the dominant ideology, making invisible the differences in social structures. Terry Eagleton aptly defines ideology in *Marxism and Literary Criticism* as "that complex structure of social perception which ensures that the social situation in which one class has social power over others is seen by most members of the society as 'natural' or not seen at all" (Eagleton, 1976, 6).

For centuries, women have traditionally been subjugated, and men have been perceived as the superior sex. The superiority stems from financial inequity, wherein women, confined to home and child care, and denied an opportunity to work, were dependent on the male bread-earners of the family for support. They were expected to passively accept the treatment meted out to them, howsoever unjust, without raising a voice in protest. They were glorified and put on a pedestal for their silent subservience, and exalted for epitomizing 'self-sacrifice'. Women who refused to conform to social norms and expectations, and rebelled against the social structure, were perceived as evil, and held responsible for the disintegration of family values. Mythology is replete with contrasting images of ideal, devoted women like Sita and Savitri, who are juxtaposed with selfish seductresses like Kaikeyi and Surpanakha.

Such stereotypes are further reinforced in cultural representations of women in media, including television, cinema and advertising. The importance of stereotyping is suitably explained by Myra Macdonald in *Representing Women: Myths of Femininity in the Popular Media*, "The concept of the stereotype is used to criticize the reduction of the three-dimensional quality of the real to a one-dimensional distorted form. Particularly when the group being stereotyped is already in a disadvantaged position, the stereotype intensifies the offence," (MacDonald, 1995, 13). Through polarization, stereotypes conveniently obliterate shades of grey in the personality, reinforcing instead extreme representations of good and evil. By lauding the 'good woman' who is rewarded for her sacrifices, and condemning the 'evil woman', punishing her for her sins, stereotypes define cultural expectations in society. An examination of the representation of women in media over the years reveals that women are either portrayed as alluring objects of sexual gratification, beautiful and desirable ornamental artefacts, or martyrs who gladly give up their own comforts, dreams, hopes and aspirations for the sake of their family members, prioritizing others over self.

As Gupta and Arora state in *Gender Portrayal in Advertising: A Review of Current Research*, “It is essential to recognize the impact of these stereotypes as they can perpetuate gender inequalities and shape societal expectations about the roles and capabilities of individuals based on their gender” (Gupta & Arora, 2023, 124). Needless to say, social conditioning, combined with observation of significant others around them, as well as the representation of stereotyped images lead women to internalize patriarchal values, and judge themselves and others based on the expectations that patriarchy sets for them.

Media undoubtedly plays an important role in defining the self. “Products of media culture provide materials out of which we forge our very identities, our sense of what it means to be male or female; our sense of class, of ethnicity and race, of nationality, of sexuality, of ‘us’ and ‘them’”. Media images help shape our view of the world and our deepest values: what we consider good or bad, positive or negative, moral or evil,” rationalizes Douglas Kellner in “Cultural Studies, Multiculturalism and Media Culture” (Kellner, 1995, 5). The repeated projection of stereotyped images ensures that these are deeply embedded in the consciousness of women, who are “uncritical consumers of anti-woman media” (Bhasin, 1984, 14).

However, while in each epoch, there has been an attempt by patriarchy to impose its ideology on women through media, there have also been feminist voices that have resisted, attempted to question and subvert this ideology. According to Denise Thompson in *Radical Feminism Today*, “No system of domination, even the most totalitarian, functions without contradictions, ambiguities and resistances” (Thompson, 2001, 12). Just as popular culture is a powerful tool of suppression, so also is it a powerful site of contestation. It is important at this point to acknowledge that although feminism has always focused on the empowerment of women, as a theory, it has evolved over the years in response to the social structures of the time. From a time when women fought for the right to enter the work force and a right over their reproductive organs to a broader, more inclusive framework incorporating race, class and sexual orientation, feminism has come a long way. It is also imperative to recognize that women do not constitute a homogeneous group, and the challenges they face are diverse based on their origin and socio-economic background.

RESEARCH METHODOLOGY

This paper uses secondary data to explore the changing images of gender role perceptions in advertising and cinema. It critically analyses three advertisement campaigns conducted by Titan, Ariel and Dove, and two Bollywood films, *Ki and Ka*, and *Rocky aur Rani ki Prem Kahani*, that have challenged gender stereotypes, and attempted to subvert them from a feminist perspective.

Femvertising: Breaking Gender Stereotypes in Advertising

A few decades ago, women in Indian advertisements were either portrayed as homemakers, taking care of the needs of their homes and families, cooking, cleaning and washing dishes, or ornamental objects who served only to add glamour to the advertisement. Advertisements of household products like cooking oils, spices, washing powders, detergents etc. necessarily featured only women, implying that taking care of housework and health of the family was the responsibility of the woman. Men were significantly missing from these advertisements. Interestingly, however, women were included in advertisements targeted towards men, and their presence was purely decorative and redundant from the product perspective. Women were often objectified and viewed from the male gaze, serving to gratify the sexual fantasies of the common man. Another set of advertisements focused on enhancing the beauty of women so as to make them self-confident, and also more desirable to men. They defined standards of beauty, and equated beauty with success, supposedly helping women to gain self-confidence, enabling them to find good husbands, and later, even careers. The infamous Fair and Lovely advertisements emphasized the need for fairness in a woman, suggesting that fair complexion is the key to success.

Recent trends known as ‘femvertising’, however, have seen a conscious initiative by corporates to conduct campaigns that break gender stereotypes and send out social messages that empower women. Varghese and Kumar (2018) explain the components of femvertising campaigns. Not only are the advertisements pro-women, they also utilize diverse female talent, break free from gender stereotypes and offer a genuine portrayal of women. This section analyses the campaigns of Titan Raga, Ariel and Dove, which are path-breaking in their representation of gender.

Titan Raga #breakthebias campaign (2016) takes up the misperception of women achieving success and climbing the career ladder by misusing their sexuality. In a meeting to decide on the promotion of a candidate, the team is briefed on Kiran, who has apparently been working through weekends and late evenings, and has therefore won over the trust and favour of the boss. The team assumes that the recommended candidate Kiran is a woman. Their image, however, is shattered when Kiran enters the room, and turns out to be a man. The

advertisement ends with the line, “Change the way you look at a woman’s success. She is unstoppable now.” Even as women have entered the workforce, they have been unable to shatter the glass ceiling. For women who do manage to make their way to the top, questions are raised about the means employed to achieve the end, nullifying the struggle and efforts of women, insinuating instead that they are unethically using beauty and sexual favours to attain success.

While Titan Raga takes up the challenges of societal attributions to professional accomplishments, Ariel campaigns take on the plight of the working woman struggling to achieve work-life-balance. In the ‘How strong is your work team?’ campaign (2024), a woman is shown juggling between her home and office. She is ready to give up a fantastic opportunity abroad as it would entail staying away from the home for a week. Citing apprehension about how her ‘team’ would be able to manage without her, she declines the offer. However, her husband who overhears the conversation, extends support. He quotes her boss, “You learnt these things too. Your team will also learn.” The advertisement suggests that no one is inherently trained to do household chores, and that both men and women can train themselves in the professional as well as personal sphere. Gender roles are socially constructed, and it is possible to reverse them.

The #sharetheload campaign (2016) goes a step further, and attempts to understand the root of the gender division of labour. It depicts the impact of social conditioning, where girls from early childhood are given kitchen sets and dolls to play with, while boys play with cars and guns. While girls pretend to look after the home, boys relax and read the newspaper. This child play continues into adulthood, and becomes the gender role that both men and women eventually take on. A father visiting his married daughter is distraught to see her struggling to balance her home and career, while her husband provides no support. He realizes that the husband is not at fault either, because he has grown up in a similar environment where household duties are delegated to the woman, even if she is a working woman. The father initiates change by taking the first step towards helping his wife, illustrating that each small step by an individual will ultimately bring about a social transformation.

Another significant campaign was carried out by Dove after a global study revealed the lack of satisfaction of women with their physical appearance. Their #Stopthebeautytest campaigns (2021) reveals the social pressure put upon young girls to conform to the standards of beauty that are expected in society, and the dangers of being unable to match the expectations, especially in a marriage market where beauty is paramount for the search of a good husband. Girls are humiliated, ridiculed and body shamed for their imperfections – be it their weight, height, complexion, texture of their hair, or skin. Their self-esteem is crushed as they are reminded of their flaws that will thwart their chances of finding a match. They are commodified, and treated with insensitivity. Prospective grooms and their families have no consideration for the feelings of the girls, whose sole purpose in life seems to be to please their future husbands. In one campaign featuring young girls, one of the girls is asked by her teacher to remove her spectacles. The film ends with the girl putting back on her spectacles, in defiance to her teacher, who is left dumbfounded as she watches the silent protest against beauty standards unfold. The campaign urges society to stop the superficial judgment of beauty, and to appreciate each girl for who she is.

Recent advertisements, therefore, reflect a conscious strategy of advocating social change and empowering women by breaking gender stereotypes and promoting gender equality.

Gender Role Reversal in Cinema

Indian cinema is replete with images of the self-sacrificing woman, an epitome of selflessness and love, a devoted lover, wife, mother, daughter and daughter-in-law, who plays her multiple roles with effortless ease and commitment. Her role has been secondary to that of the hero, and she has been portrayed as passive and submissive, an asset to be possessed, a decoration piece whose value is superficial and based on external beauty. Often, her character was flat and one-dimensional, and remained static through the film. Yet, in the last few years, filmmakers have made an attempt to portray strong women who are enterprising, progressive, comfortable with their sexuality, who voice their thoughts and feelings instead of suppressing them, and take action instead of remaining silent victims of circumstances. This section analyses two recent Hindi films, *Ki and Ka* (2016), and *Rocky aur Rani ki Prem Kahani* (2023), which question existing patriarchal structures and practices, and portray characters that defy social norms and traditions.

Balki’s film *Ki and Ka* (2016) presents a role reversal where the woman, Kiya is ambitious, career oriented woman who isn’t averse to the concept of marriage, but doesn’t want to be a mere pillar of support for a man. Nor does she want to compromise on her career to take on the responsibility of a home, which would invariably be bestowed on her after marriage. Kabir’s dream is to be like his mother, a homemaker – an ‘artist’. He asserts that homemakers are the world’s biggest artists, demythifying his father’s (and that of most Indian men) belief that a homemaker ‘does nothing’. Despite being a topper from IIM, and an heir to an empire, he does not want

to enter the rat race of people chasing their dreams and eventually dying of health issues. Homemakers in most societies, are undervalued, because their work is not paid, and cannot be measured in terms of financial contribution. Hence, despite sacrificing their own aspirations for the sake of their husbands and children, homemakers are not given the respect or credit they deserve. The film makes a strong statement about the unappreciated, underrated, silent, selfless contribution to the homemaker to a family and in turn to society. Kiya and Kabir (Ki and Ka) embark upon an unusual arrangement where Kabir would be a househusband, taking care of the home, while Kiya would pursue her corporate career.

Needless to say, this unconventional decision is initially received by raised eyebrows. Kabir's father, a staunch patriarch, is aghast at the thought of his son shirking his male responsibilities, and 'living off a woman', a clear sign of impotence. When Kiya, initially hesitant to share the marital arrangements even with her colleagues, makes a public announcement about how she can achieve great heights thanks to her husband's support, there is an overwhelming reaction. Kabir is flooded with invitations to speak at various forums, where he expresses his views in the hope of ushering in a social change. He claims that genes don't purport that a woman can't work or a man can't run the house. His popularity leads Kiya's company to offer him an advertisement promoting cooking oil, wherein the gender stereotype of a woman doing household work is challenged. While Kabir's fame leads to Kiya experiencing jealousy, the misunderstandings are eventually resolved. Not surprisingly, it was difficult for the masses to accept the revolutionary idea of gender role reversal, and the film did not do well at the box office.

Another radical film that focuses on various gender issues including adjustments in marriage, career choices and body shaming is Karan Johar's *Rocky aur Rani ki Prem Kahani* (2023). It brings together two starkly different personalities, Rocky, who hails from a wealthy patriarchal family, and Rani, who comes from a progressive, cultured background. While Rani has no qualms about admitting her sexual attraction for Rocky and is content with a 'fling', Rocky's traditional values lead him to seek matrimony. Rani questions the custom that a woman must move into the husband's home after marriage, and expresses her unwillingness to adjust. When she finally reconciles to her feelings for Rocky, they decide to live in each other's homes to see if they can adjust to each other's families.

Through a contrast of the family backgrounds, perspectives and characters, the film juxtaposes tradition and modernity. Rani's family does not believe in the traditional division of labour where the women cook and serve, and men enjoy the fruits of their servile actions. Each member of the family does his or her own work, irrespective of gender. While this is unusual for Rocky, Rani is appalled by the 'slavery' of women in Rocky's family, that is justified on account of traditions, and carried forward by generations of women.

Rani's father embodies the unconventional male who wishes to be a Kathak dancer, and is ridiculed for his choice of profession. He is beaten up by his father, but fulfills his dreams with the support of his mother who tells him that 'talent has no gender'. He describes the pressure that a male goes through to conform to the expectations of society, wherein individual desires are thwarted in favour of satisfying those of family members. Similarly, women are often deprived of career opportunities in a society which believes that their primary role is to take care of the home and family. Rocky's mother has the potential to become a singer, but is forced to suppress her desires to take care of her family. It is only at the end, after being coaxed by Rani into rethinking her priorities and situation, that she protests against the injustices meted out to her and chooses to pursue her dreams.

The theme of body shaming is taken up through the character of Rocky's sister Gayatri, nicknamed 'Golu' because of being overweight. Her self-esteem is destroyed as she is put up for display in the marriage market, and mocked by prospective grooms and their families for her weight. This leads to an inferiority complex, resulting in errors in her use of words, and repression of her interest in shares. By the end of the film, she also finds a voice and is able to communicate her decision to take up a job to her family which has hitherto discouraged her from thinking about a career, expecting her to seek fulfillment in marriage.

The film thus challenges customs, traditions and beliefs that have resulted in the suppression of women's voices, ambitions and desires over the years, which each character evolving, growing and changing through the course of the film.

CONCLUSION

The paper therefore examines cultural texts in advertising and cinema that have been instrumental in recognizing the need for social change, understanding the power of media in transforming social thought process, and using media to create an awareness of unjust practices and customs that have been responsible for gender inequality. Whether or not the advertisements resulted in enhancing sales of the products they were

promoting, and whether or not the films succeeded at the box office, they have certainly had an impact on society by presenting ground-breaking and progressive perspectives questioning and challenging traditional gender roles, concepts of beauty and regressive social customs.

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STUDY ON BUSINESS MODELS OF E-COMMERCE USED BY WOMEN IN RURAL AREAS OF VIDARBHA REGION

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abhijitjoshi30@gmail.com**ABSTRACT**

In the last three decades the ratio of internet usage has been drastically increases particularly after 2000 year. More than 70% female internet users the age between 14 years and 35 years who spent Average 3.40 Hrs a day on Internet in Vidarbha Region. In the rural areas of Vidarbha region internet user has increase as a result the numbers of E-Commerce companies actively participated. The rural areas business increasing at the same time number of problems also faced by E-commerce customers especially in rural areas. Most of the companies trying to explore the rural market through new product launched. It has been observed that no. of transactions also increases every day with the new serious issues particularly Amravati and Nagpur cites. Other cities also may have similar problems. Due to this serious issue lot of e-commerce business customers lost the money and facing lot of problems. It is found in the preliminarily research some barriers and benefits were derived by customer through E-Commerce of business models by Commerce companies in rural areas of Vidarbha region. Some problem, were issues raised by customers and lost their lot of money and trust in transactions as a results Ecommerce business affected in rural area.

KeyWords: Business Models, Rural area , Women

1. INTRODUCTION

E-commerce has revolutionized business operations around the world by giving customers with more prominent availability, comfort, and a wide variety of items. In rural zones of Vidarbha, the expanding web infiltration has empowered more women to lock in in e-commerce exchanges. In spite of its points of interest, the selection of e-commerce among country women faces a few challenges, including advanced education obstructions, believe issues, and logistical concerns. Understanding the commerce models utilized in country e-commerce and the particular challenges experienced by women is fundamental for progressing their cooperation within the advanced economy. This study investigates the different e-commerce models utilized by women in country Vidarbha, the challenges they face, and the benefits they determine, whereas moreover advertising proposals to upgrade their e-commerce involvement.

2. OBJECTIVES OF THE STUDY

- To examine the different e-commerce trade models utilized by women in provincial Vidarbha.
- To analyze the obstructions faced by women in embracing e-commerce.
- To evaluate the benefits determined from e-commerce transactions.
- To provide suggestions for moving forward e-commerce infiltration and customer fulfillment in rural areas.

3. LITERATURE REVIEW

E-commerce has been an basic driver of financial development around the world. According to past studies, women in country ranges have started engaging in e-commerce exchanges due to expanded web entrance. However, studies also highlight challenges such as need of advanced education, believe issues, and logistical challenges. Investigate on provincial e-commerce appropriation proposes that legitimate framework, secure exchanges, and client awareness are significant variables in supporting e-commerce in these districts.

4. METHODOLOGY

The consider was conducted employing a mixed-methods approach, counting studies and interviews with ladies in provincial ranges of Vidarbha. The inquire about included:

- **Primary Data:** Collected through organized surveys conveyed to ladies matured 14 - 35 in Amravati, Nagpur, and other country zones.
- **Secondary Data:** Obtained from journals, reports, and online sources related to e-commerce development and challenges in country regions.
- **Data Analysis:** A combination of subjective and quantitative strategies was utilized to analyze the data.

5. E-COMMERCE BUSINESS MODELS UTILIZED BY WOMEN IN RURAL VIDARBHA

A few e-commerce models are predominant among women in rural ranges, including:

1. **B2C (Business to Consumer):** Online retail stages such as Amazon and Flipkart give direct purchasing opportunities.
2. **C2C (Consumer to Consumer):** Stages like OLX and Facebook Commercial center encourage exchanges between people.
3. **B2B (Business to Business):** Rustic women entrepreneurs utilize e-commerce stages to secure raw materials and offer high quality items.
4. **Social Commerce:** Numerous women use WhatsApp and Instagram for selling items specifically to consumers.

6. CHALLENGES FACED BY WOMEN IN RURAL E-COMMERCE SELECTION

Women in rural Vidarbha face numerous boundaries whereas locks in in e-commerce exchanges, including:

1. **Lack of Digital Education:** Numerous users battle with exploring e-commerce platforms.
2. **Trust Issues:** Fear of fraud and online scams prevent women from making purchases.
3. **Payment Security:** Concerns over online payment fraud discourage advanced transactions.
4. **Logistical Challenges:** Delayed deliveries and inaccessibility of services in remote zones.
5. **Language Barriers:** Numerous platforms are not accessible in regional languages, making it difficult for rural women to get it item points of interest and terms of service.

7. BENEFITS OF E-COMMERCE FOR WOMEN IN RURAL REGIONS

In spite of the challenges, women in country Vidarbha benefit from e-commerce in various ways:

1. **Access to a Wider Range of Products:** Accessibility of products not found in local markets.
2. **Convenience:** Shopping from home decreases travel and time imperatives.
3. **Entrepreneurship Opportunities:** Rural women can sell high quality or locally sourced products online.
4. **Financial Independence:** Engaging in e-commerce empowers women to gain money and contribute to family income.

8. RECOMMENDATIONS

To improve the e-commerce encounter for women in rural zones, the following measures are suggested:

1. **Enhancing Digital Literacy:** Organizing training programs to teach women on secure online transactions.
2. **Improving Payment Security:** Empowering cash-on-delivery alternatives and secure payment portals.
3. **Localized Support:** Creating e-commerce platforms in regional dialects for superior availability.
4. **Strengthening Logistics:** Extending delivery networks and ensuring timely shipments to rural regions.
5. **Government and Private Sector Activities:** Executing policies to support rural e-commerce development and secure consumers.

9. CONCLUSION

The study highlights the potential of e-commerce in changing the lives of women in country ranges of Vidarbha. Whereas challenges exist, appropriate foundation, digital education programs, and secure payment strategies can improve believe and selection. By tending to these boundaries, e-commerce can altogether contribute to country improvement and financial empowerment of women. Future research should focus on the part of government activities and arrangement intercessions in strengthening rural e-commerce environments.

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A STUDY ON SATISFACTION LEVEL OF FEMALE PASSENGERS AT MSRTC IN MAHARASHTRA

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Nagpur University January 22, 2025**ABSTRACT**

This consider looks at female traveler fulfillment with the offices given at Maharashtra State Road Transport Corporation MSRTC transport stands over Maharashtra The investigate assesses different angles of benefit quality counting cleanliness seating courses of action accessibility of essential comforts ticketing forms security measures and staff behavior Information was collected through overviews of female travelers at major MSRTC transport stands utilizing a organized survey to gage fulfillment levels The discoveries highlight key zones where female traveler desires adjust with benefit conveyance and distinguish crevices requiring change Bits of knowledge from the consider point to help MSRTC in upgrading female traveler encounters and guaranteeing more effective and user friendly transport framework Proposals are given to address insufficiencies and prioritize female traveler needs contributing to economical and customer centric open transport advancement in Maharashtra.

Keywords: *Female Passenger satisfaction, MSRTC (Maharashtra State Road Transport Corporation), Bus stands, Service quality, Cleanliness, Seating arrangements, Basic amenities, Ticketing processes, Safety measures, Staff behavior, Surveys, Service delivery, Female Passenger expectations, Transport infrastructure, Customer-centric, Public transport development, Sustainable transport, Maharashtra*

INTRODUCTION

Maharashtra State Road Transport Corporation MSRTC is one of India's biggest open transport suppliers serving millions of female travelers' day by day Transport stands as significant hubs within the transport organize play a critical part in forming the in general female Passenger involvement Female Passenger fulfillment at these stands depends on a few components counting the quality of conveniences ease of route and the proficiency of administrations advertised.

The point of this investigate is to analyze female traveler fulfillment levels with the offices at MSRTC transport stands distinguishing key components contributing to fulfillment and regions requiring enhancement The think about moreover investigates how improved offices can move forward the productivity and reputation of MSRTC.

OBJECTIVES OF THE STUDY

- To Survey female Passenger fulfillment with different facilities at MSRTC bus stands.
- To Distinguish ranges where facilities meet or exceed female Passenger desires.
- To Highlight gaps in benefit quality and recommend significant improvements.

LITERATURE REVIEW

Prof. Sunil R. Kewate 1, Prof. Vivek R. Gandhewar 2, Miss.Vaishnavi R. Holey 3 (2021), [1] A study examination utilizing Quality Function Deployment QFD was conducted at the MSRTC transport station in Amravati India to identify user requests and progress service quality A survey was dispersed to 5000 clients and the reactions given input for the primary organize of QFD The ponder considered 20 fundamental highlights and 17 sub features of the open transport framework The study comes about highlighted that making strides ticket costs and transport recurrence are key regions for upgrading benefit quality.

1G Shiva Kumar, 2A Praveen, 3Chinta Sekhar, 4P Threenadh (2021), [2] A Quality Function Deployment QFD study was conducted at the MSRTC bus station in Amravati India to recognize customer needs and progress service quality. The study dispersed to 5000 clients given input for the primary QFD arrange It come about in 20 fundamental highlights and 17 sub features covering different angles of the open transportation system. The discoveries emphasize progressing ticket costs and transport recurrence to upgrade service quality.

1Yash P. Bade, 2Ashish M. Wankhade, 3Sunil R. Kewate (2021), [3] Public transport is essential for society and the Maharashtra State Road Transport Corporation MSRTC plays a significant part in interfacing urban country and farther zones over Maharashtra MSRTC points to supply social administrations contribute in infrastructure and produce employment With 5478 of the population living in rural zones MSRTC is crucial for

their transportation needs This paper presents a comparative examination of security and cleanliness offices at MSRTC bus stands.

Dr. Prakash Vishnu Pise (2020), [4] In India female Passenger transport is categorized into public and private services MSRTC a state owned corporation gives transport to farther rural regions in Maharashtra but is regularly criticized for poor service quality driving female travelers to incline toward private transport In spite of endeavors like programs and rebates to draw in female travelers MSRTC has not seen significant enhancements in response This study assesses the adequacy of MSRTCs profit oriented plans from female travelers points of view analyzing their affect on benefit fulfillment and productivity The inquire about moreover points to recognize obstructions in money related administration and proposes measures for change centering on female traveler fulfillment with both open and private transport services.

Madhuri Rahatgaonkar, Mayura Mathankar (2016), [5] This paper analyzes female Passenger fulfillment with the services given by Maharashtra State Road Transport Corporation MSRTC and evaluates female Passenger awareness of these services Public road transport basically transport services is significant for assembly the travel needs of the general public for work education social and excitement purposes and in a few cases competes with railways on long distance routes.

Dr. Arvind Chaudhari (2015), [6] Maharashtra State Road Transport Corporation MSRTC plays a imperative part in open transport over Maharashtra interfacing urban rural and remote areas Built up under a Special Act MSRTC has been operational for over 60 a long time contributing in infrastructure and producing work With 5478 of the population dwelling in country ranges MSRTC is vital for their transport needs This paper points to study the facilities given at MSRTC transport stands and survey female Passenger fulfillment with the services.

RESEARCH METHODOLOGY

Data Collection

A mixed method approach was utilized to assemble data:

- **Surveys:** Structured questionnaires were dispersed to female Passengers at major MSRTC bus stands including Pune, Mumbai, Nagpur and Nashik.
- **Interviews:** Subjective experiences were assembled through interviews with station managers and staff.

Sampling

A random sampling procedure was utilized to ensure representation of different female Passenger socioeconomics counting gender age and travel frequency A add up to of 1000 respondents taken an interest within the survey.

Parameters Assessed

1. Cleanliness and maintenance
2. Seating arrangements and waiting zones
3. Accessibility of drinking water and restrooms
4. Ticketing processes manual and online
5. Safety and security measures
6. Staff behavior and help

Results and Discussion

• Overall Satisfaction Levels

The study uncovered moderate levels of female Passenger fulfillment with an normal satisfaction score of 35 out of 5 Whereas female travelers acknowledged the comfort of bus station areas and the accessibility of essential comforts a few areas required critical improvement.

- **Strengths**
- **Accessibility:** Most bus stands were helpfully found and well connected to urban and rural zones.
- **Seating Arrangements:** Female Passengers detailed satisfactory seating capacity in bigger stands like Pune and Mumbai.
- **Ticketing:** The presentation of online ticketing was acknowledged by techsavvy female Passengers.

• Areas for Improvement

1. **Cleanliness:** Numerous female Passengers communicated disappointment with the cleanliness of restrooms and waiting areas.
2. **Maintenance:** Issues such as broken seats leaking rooftops and poor lighting were frequently reported.
3. **Safety:** Female Passengers particularly ladies highlighted concerns approximately insufficient security personnel and need of CCTV surveillance.

Recommendations

- **Improve Cleanliness:** Execute stricter cleaning plans and modernize restroom facilities.
- **Enhance Safety Measures:** Introduce CCTV cameras and increment the presence of security staff particularly during late hours.
- **Upgrade Amenities:** Provide clean drinking water superior signage and mobile charging points.
- **Staff Training:** Conduct normal training sessions to improve staff behavior and customer benefit skills.
- **Digital Transformation:** Extend online ticketing alternatives and execute advanced information boards for real time upgrades.

CONCLUSION

Female Passenger fulfillment is crucial for the victory of public transport systems like MSRTC Whereas the organization has made commendable endeavors to move forward service conveyance tending to the identified gaps can altogether improve female Passenger experiences by prioritizing cleanliness security and staff behavior MSRTC can not as it were meet but exceed female Passenger desires cultivating dependability and boosting overall productivity.

Future research might focus on incorporating progressed technologies like AI driven analytics for real time input and tending to the particular needs of differently abled female Passengers to create transport stands more comprehensive.

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STUDY ON TRIBAL WOMEN CUSTOMERS USING INTERNET BANKING OF PALGHAR DISTRICT

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ABSTRACT

Tribal community still in under develop stage of social and economic self dependent of Palghar District. Due to awareness program and literacy rate in Palghar district is a major issues for tribal community who is staying in hills and forest area of Palghar District. The adequacy of reservations for tribal welfare in contemporary India. These intellectuals had articulated an important challenge faced by the tribal community even in a rapidly growing Indian economy. The boosting agricultural produce to export every year has been increased but contribution by tribal Community in Palghar District. About 90% of tribal population in the Palghar district was depending on land directly or indirectly for survival. The tribal communities commonly understood as forest dwelling or people living in the hills these community are Kokna, Warli, Mahadeo Koli, Malhar Koli Katkari and Thakar. Palghar has all the three categories of the lifestyles, Urban (Nagari), Coastal (Sagari) and Mountains-Hilly Region (Dongari). More than 30% women internet users the age between 18 years and 50 years, even they are not well educated in tribal area of Palghar district.

KeyWords: Tribal women , customers , Palghar

INTRODUCTION

According to Anthropological Survey of India there are 750 Tribes in the Country. As per 750 Tribes in the Country .As per the 2011 Census Total tribal Population is 104.3 millions Amounting to 8.6% to the total population of the Country .Out of these 750 tribes The Ministry of Tribal Affairs, Government of the India has Classified 75 groups as primitive tribal groups. Maharashtra ranks Second as regards size of tribal population in the country as concerned next to Madhya pradesh. There are 45 Tribes in the State. The Total tribal Population in Maharashtra as per the 2011 census is 10.5 million, constituting 9.35 % on the total population of the State. There are 36 District in the State including Palghar and the Tribal population is largely concentrated in western hilly area of Maharashtra. As per the 2011 censuses Thane District was the largest tribal populated District in the state and country. As per the 2011 Censuses. The Population of India can be classified into 3 divisions:- Urban Population –People living in the cities, Rural population - People comprising of populations living in the rural areas, and Tribal Population -i.e. the tribals living on the Mountains, on the hills, in the forest and villages, etc.

LITERATURE REVIEW

Rao.A (2016), this paper discussed empowerment of tribal women is one of very important issue in developing countries. As Tribal women are integral part of society, her status and participation in decision making as well as economic activities is very low. Microfinance plays very important role in improving tribal women decision making by contributing in economic activities. **Sarania. R. (2015)** this paper analyzed the empowerment of women is crucial for the development of a nation. Evidence across nations suggests that the empowerment of rural women can be achieved through the provision of micro-credit to Self-Help Group (SHG) members in Assam. **Reji (2013)** this paper found the significant differences of empowerment in terms of income as well as number of employment days after joining SHG when compared with the before joining the group and that income and employment were higher in post-SHG situation. and playing vital role in the progress of women empowerment. **Sarma M. K. (2013)** in this paper analyzed that SHGs are a viable alternative to achieve the objectives of rural development. SHG plays a pivotal role in social transformation and socio- economic betterment of rural women. Assam is a flood affected area where people cannot depend purely on agriculture all through the year. Moreover Assam is based on its agro-economic climate conditions. **Gulung .. Khobung .V (2012)**, in this paper attempt to study self-Help Groups are considered as one important means for bringing women to the forefront of the society. The process of collectives or being a member of collectives and their participation within group activities facilitates the process of empowerment.

. Identification research gap (300 words)

7. OBJECTIVES OF THE STUDY

1. To study the Government economic policies and schemes for tribal women in Palghar district.
2. To evaluate the effectiveness of government economics policies & schemes towards for the economic transformation of tribal women in Palghar district.
3. To evaluate the level of empowerment of tribal women of Palghar district.

RESEARCH METHODOLOGY

Sr No	Activity	Action Plan
1	Sources of Data Collection	Primary and secondary source in Palghar Agricultural District
2	Type of Research	In the study the analytical type of research will be focussed
3	Research Instrument	Questionnaires will be used as a research instrument for study undertaken by Tribal women .
4	Sampling Frame	Sampling frame consists Farmers and exports unit Industries of Palghar District
5	Sample size:	Sample size will be considered 2400 from 8 Talukas of Palghar District
6	Statistical analysis Tools	SPSS/ Advance Excel
7	Period of Study	From jan 2024 to Jan 2025
8	Analysis Tools	ANOVA, F-Test
9	Distribution of Sample	Distribution of sample is Palghar District –Talukas wise

Data analysis and interpretations

V: Data Analysis and Interpretations

Table no 1.1 Age -Wise Sample Distribution women Internet users

Age group	Frequency	Per cent
15-30	27	13.5
31-40	36	18.00
41-50	89	44.5
51-60	46	23.49
61-70	2	0.5
>70	0	0.01
Total	200	100.00

Analysis: Table no 1.1, it is seen that total n= 89 (44.5 %) respondents were found from 41-50 age category (n=46) respondents were from 51-60 category. Out of total sample i.e 200 age group 41-50 the dominate in the survey participation towards internet users of female category.

Table no 1.2 Gender- wise Distribution women entrepreneurs

Gender	Frequency	Per cent	Cumulative Per cent
Male	179	89.5	89.5
Female	21	11.5	100
Total	200	100.00	

Analysis: Table no 1.2, it is seen that total n= 179 (89.5 %) respondents were found from males category n=21 (11.5%) respondents were from females category. Out of total sample i.e 200 the males dominate in the survey participation.

Table no 1.3 Education of Internet used by women

Educational qualification	Frequency	Per cent	Cumulative Per cent
High school and below	64	32.0	32.0
Graduation	59	29.5	61.5
Post-graduation and above	77	38.5	100
PhD	0	0	
Total	200	100.00	

Analysis Table no 1.3, it is seen that total n= 77 (38.5%) respondents were found from Post graduate category n=64 (32.0%) respondents were from graduate category. Out of total sample i.e 200 the post graduate category dominate in the survey participation.

Table no 1.4 Distribution of respondents based on Employment Status

Employment Status	Frequency	Per cent
Employed	147	73.5
Self-employed	53	26.5
Retired	0	0
Total	200	100.00

Analysis Table no 1.4, it is seen that total n= 147 (73.5%) respondents were found from Employed category and n=53 (26.5%) respondents were from self-employed category. Out of total sample i.e 200 the employed category dominate in the survey participation.

Table no 1.6 Distribution of respondents based on Marital Status

Marital Status	Frequency	Per cent	Cumulative Per cent
Single or Not Married	7	3.5	3.5
Married	189	94.5	98.0
Widowed or Divorced or Separated	4	2.0	100
Total	200	100.00	

Analysis Table no 1.6, it is seen that total n= 189 (94.5%) respondents were found from married category and n=7 (3.5%) respondents were from Widowed or Divorced or Separated category. Out of total sample i.e 200 the Married category dominate in the survey participation.

Table no 1.7 Family - Size

Number of Family Members	Frequency	Per cent	
Single	114	57.0	
Two	85	42.5	
Three	01	0.5	
Above Three	0	0	
Total	200	100.00	

Analysis Table no 1.7, it is seen that total n= 172 (86.%) respondents were found from two child family category and n=27 (13.5%) respondents were from single category. Out of total sample i.e 200 the two size category dominate in the survey participation.

VI: FINDINGS

1. It is found that in age -wise distribution in the study 49.5 % respondents were found from 41-50 age category the dominate in the survey participation towards
2. The gender-wise distribution in the study 89.5 % respondents were found from males category and only (11.5%) respondents were from females category. Out of total sample i.e 200 the males dominate in the survey participation.
3. It is found that education wise distribution in the survey total (38.5%) respondents were found from Post graduate category (32.0%) respondents were from graduate category. 4t is found that employment status in the study: total (73.5%) respondents were found from Employed category and . Out of total sample i.e 200 the employed category dominate in the survey participation.
4. It is seen that income -wise distribution in the study total n= 108 (54.%) respondents were found from 2.0 to 3.5 lacs category and n=61 (30.5%) respondents were from 3.0 to 7 lacs category. Out of total sample i.e 200 the 0-3.5 lacs category dominate in the survey participation.
5. It is found that marital status wise distribution in the study total n= 189 (94.5%) respondents were found from married category and n=7 (3.5%) respondents were from Widowed or Divorced or Separated category. Out of total sample i.e 200 the Married category dominate in the survey participation.
6. It is found that family -wise total n= 172 (86.%) respondents were found from two child family category and n=27 (13.5%) respondents were from single category. Out of total sample i.e 200 the two size category internet users in the survey participation.

CONCLUSIONS

Tribal women's in Palghar district are facing number of problems and issues related internet due this reason to they are living in hills and mountain area where as there were not internet towers and other devices which can be used for internet access . Region or taluka- wise conditions are varying. But if we need it to put into a bucket we found some major issues like infrastructure , transportations , public transportations , lack of knowledge safety private players are not turn up to provide services in Palghar district

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STUDY ON PERFORMANCE APPRAISAL SYSTEM OF WOMEN EMPLOYEES AT TEXTILE MILLS IN NAGPUR REGION

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ABSTRACT

Women employees Performance Appraisal System play a dynamic role at work place environment. Administrations confirm that women employees are exposed to a risk level which does not disturb their physical, emotional and mental health at work place environment. Performance appraisal is a vital tool to measure the frameworks set by any organization to its Women employees. It is used to path individual role and performance beside organizational goals and to identify individual strengths and chances for upcoming improvements and assessed whether organizational goals are completed or serves as basis for the company's upcoming planning and development. This study examined the status of the performance appraisal system of at Textile Mills in Nagpur Region and its implication to employee's performance. Performance appraisal system of the company has brought about both positive and negative impact on the Women employees performance. Further, the respondents identified some major gaps in the implementation of the company's appraisal system: no appropriate rewards are given to best Women employees at Textile Mills in Nagpur Region. Appraisal system was not fully explained to employees, no feedback of results and Women employees do not participate in the formulation of evaluation tools. It is recommended that the company should revisit and redesign its appraisal system that is aligning to its vision and mission towards the attainment of its organizational goals.

Keywords: Women Employee, Performance Appraisal System, Textile Mills, Vision and Mission, Organizational Goals.

1) INTRODUCTION

Performance appraisal is predictable as a significant phase of human resource management. Performance Appraisal Process is part of the Performance Management System. The term "Performance Management" was first used in the 1970s, but it did not develop a documented procedure until the latter half of the 1980. The most suitable definition in the situation of the research is that, Performance Management represents a strategic and integrated method to bringing organizational success by improving the performance abilities of together persons and groups (Armstrong and Baron, 1998).

As per the Flippo, A prominent personality in the field of Human resources, "Performance appraisal is the systematic, periodic and an impartial rating of an employee's excellence in the matters relating to his current job and his possible for a better job". Performance appraisal has been described by **Carrol & Scheider, (1982)**, as "The process of Identifying, observing, measuring, and developing human performance in organization". Performance Appraisal is the methodical assessment of the performance of employees and to understand the capabilities of a person for further evolution and development.

As per the Malcolm and Jackson (2002) there are three main sets of purposes:

- **Performance reviews** –managers discuss with employees the progress in their current positions, their strengths and areas requiring further development;
- **Potential reviews** – the discussion is about employees' opportunities for progression, and the type of work they will be fitted for in the future and how this can be achieved,
- **Reward reviews** – usually separate discussion but linked to the appraisal system. The manager connects results on rewards such as wage, profits or promotion and offers feedback.

Performance appraisal is usually complete in efficient ways which are as follows:

- The supervisors measure the pay of employees and compare it with targets and plans.
- The supervisor analyses the factors behind work performances of employees.
- The employers are in position to guide the employees for a better performance.

1.1) Benefits For the Organization

Performance Appraisal could be an actual source of management evidence, given to employees. Performance reviews are focused on contributions to the organizational goals. Some forms of these reviews include the question, what organizational goals were donated to and how.

Malcolm and Jackson (2002) outline four different profits for the organization. These are targeted training method based on identified needs, future employee promotion decisions, real bases for reward results and improved holding of employees. Outcomes of performance appraisal can top to advances in work performance and therefore general business performance via, for example increased efficiency or customer facility.

2) LITERATURE REVIEW

A literature review is a body of text that aims to review the critical points of current knowledge and or methodological approaches on particular topics. Literature reviews are secondary sources. The following literature review has been studied for this research work.

Deanne N. den Hartog, et.al (2004), this paper is discussed on Performance Management deals with the challenge organisations face in defining, measuring, and stimulating employee performance with the ultimate goal of improving organisational performance. Thus, Performance Management involves multiple levels of analysis and is clearly linked to the topics studied in Strategic Human Resource Management as well as performance appraisal. This paper presents a model for performance management combining insights from strategic HRM and work and organisational psychology. The model incorporates multi-level elements, and adds to previous models by explicitly incorporating employee perceptions, the role of direct supervisors, and possible reversed causality. Challenges for future research are also presented.

Shanthi V. & Agalya V., (2012), This paper estimates the determinants of performance appraisal systems on the basis of performance appraisal by higher authorities, superior, peer group, self-evaluation and customers the individual performance has been evaluated. The results indicate that performance appraisal is associated with employees required more transparency among the evaluation part in the existing performance appraisal system. As an observation from these surveys the providing guidance at an appropriate time to satisfied the employee with work moral. The results also show that complementary human resource management practices, such as formal training and incentive pay, are associated with an increased likelihood of performance appraisal, which would increase the productivity, goodwill and quality standards of the company.

Anbu Ranjith Kumar & Antony Joe Raja, (2016), this study aims to examine effectiveness of performance appraisal system. Performance appraisal has increasingly become part of a more strategic approach to integrating HR activities and business policies and may now be seen as a generic term covering a variety of activities through which organizations seek to assess employees and develop competence, enhance performance and distribute rewards. The determination of this reading was to observe the performance appraisal. To find results, descriptive figures and chi-square methods are applied to data collected from 80 respondents. The outcome of the reading shows that overall performance appraisal system is high ranked by its respondent. Respondents are highly fulfilled with work. The recommendations were provided based on the research finding and analysis.

Jenifur Majid, (2016), this paper is discussed on Performance appraisal of employees is one of the most significant HRD practices in organisations, by which employee's satisfaction and overall development can be managed well. PA is typically used for a variety of reasons such as employee rewards, pay rises, job oriented feedback, career and individual development, and it is most often scheduled annually or semi-annually. Organisations can use PA as a modest advantage strategically to improve the approval levels of the individuals at work and effectively growing the efficiency of the employees by risk and reward mechanism. The present research paper emphasizes on the methods of performance appraisal preferred by the appraisee in the telecommunication sector, which is one of the fastest growing industries in India on the basis of its customer base.

Sabnam Jahan, (2016), this paper is examined on Performance appraisal system is one the most vital functions of Human Resource Management. Modern organizations can survive in the competitive environment of today, only if can make the best use of human capital as most important asset. Performance appraisal is measured as one of the key tasks of a HR manager due to its implications for the identification of employee capability as well as taking suitable reward conclusion. This paper aims at identifying the acceptance level of performance appraisals practices used in Square Pharmaceuticals Limited among the employees. A well-structured questionnaire was used to collect the primary data. Basic statistical tools were used to analyze the data. The reading has established that the bulk of the employees are satisfied with the organization's present performance appraisal practices. But demand for a more systematic and informative performance appraisal system.

Kanchan Singh, et.al, (2018), the purpose of this research is to investigate the impact of performance appraisal in motivation of employee to work efficiently in organization and also to analyze whether motivation affects the

relationship of performance appraisal & employee's performance. The research reveals a positive relationship between performance appraisal & employee's performance.

3) AIM & OBJECTIVES OF RESEARCH

The following are the main objectives frame for the research work

1. To Study on Effectiveness of Performance Appraisal System and Women Employee Satisfaction at Textile Mills in Nagpur Region.
2. To Study and understand the Affecting Factors of the Performance Appraisal System on Employee Performance at Textile Mills in Nagpur Region.
3. To Measure the Effectiveness of the Performance of Employees through the Performance Appraisal System and Employee Satisfaction at Textile Mills in Nagpur Region.

4) RESEARCH METHODOLOGY

"It involves data collection, its analysis and interpretation. Researcher cannot draw decisions, but it helps the researches in the task of decision making". A successful researcher will never depend upon guessing but he looks for more accurate information through as research methodology. A research design is frame work or blueprint for conducting research work. It details the procedures necessary for obtaining the information needed to structure or solved performance excellence for Women Welfare Scheme and Women Employee's Job Satisfaction at Textile Mills in Nagpur Region.

Analysis data together from 01/01/2024 to 31/01/2025 are used:

- **Manufacturing Companies:** Suryaamba Spinning Mill Limited, Nayakund SuryaLaxmi Cotton Mill Limited, Mouda
- **Research Instrument:** Individual Meeting
- **Investigation Plan:** Descriptive
- **Data Type:** Primary & Secondary records
- **Connection Technique:** Company Records Survey, By Phone, Personal Meeting
- **Total Population:** 5000
- **Sample size:** 500
- **Sampling Technique:** Random Sampling Technique
- **Analysis Tools:** Percentage Analysis with Likert Rating Scale 1-5

5) DATA ANALYSIS

Performance Appraisal System Consider the following factors for Women Employees Performance:

- Guideline for Work Planning :A
- Technical Education and Training:B
- Reward to the Employees:C
- Equal Chance for Employees: D
- Teamwork and Feedback: E
- Policy for Development : F
- Delegate's Right with Accountability: G
- Co-Ordination among Administration & Women Staffs : H

Options No.	Options Rating	Score level	Assigned Score
1	Always/Strongly Agree/ Outstanding	80% - 100% achievement	5 means = 1.00
2	Agree / Often / Very good	60% - 80% achievement	4 means = 0.80
3	Neutral / Occasionally / Good	40% - 60% achievement	3 means = 0.60
4	Rarely/Disagree/Below Agree	20% - 40% achievement	2 means = 0.40
5	Never / Strongly Disagree	00% - 20% achievement	1 means = 0.20

Table1.1 Average Score against 5 Point Scale

Responses of Planning of Work									
Resp / Ver	A	B	C	D	E	F	G	H	Total
TOTAL	195	201	203	206	194	199	188	197	1583
AVG	1.95	2.01	2.03	2.06	1.94	1.99	1.88	1.97	1.979

Responses of Monitoring Performances									
Resp / Ver	A	B	C	D	E	F	G	H	Total
TOTAL	178	187	190	184	189	181	190	192	1491
AVG	1.78	1.87	1.90	1.84	1.89	1.81	1.90	1.90	1.864

Responses of Capacity Growth for Performance									
Resp / Ver	A	B	C	D	E	F	G	H	Total
TOTAL	182	195	179	180	193	182	187	197	1495
AVG	1.82	1.95	1.79	1.80	1.93	1.82	1.87	1.97	1.869

Responses of Rating Performances									
Resp / Ver	A	B	C	D	E	F	G	H	Total
TOTAL	166	172	170	184	188	181	186	189	1436
AVG	1.66	1.72	1.70	1.84	1.88	1.81	1.86	1.89	1.795

Responses of Rewarding Good Performances									
Resp / Ver	A	B	C	D	E	F	G	H	Total
TOTAL	184	187	195	202	193	195	191	190	1537
AVG	1.84	1.87	1.95	2.02	1.93	1.95	1.91	1.90	1.9213

SAMPLE	Planning of Work		Monitoring Performances		Capacity Growth		Rating Performances		Rewarding Good Performances		Weight age
SAMPLE NO 01 TO 100	A	195	A	178	A	182	A	166	A	184	905
	B	201	B	187	B	195	B	172	B	187	942
	C	203	C	190	C	179	C	170	C	195	937
	D	206	D	184	D	180	D	184	D	202	956
	E	194	E	189	E	193	E	188	E	193	957
	F	199	F	181	F	182	F	181	F	195	938
	G	188	G	190	G	187	G	186	G	191	942
	H	197	H	192	H	197	H	189	H	190	965
SUM	1583		1491		1495		1436		1537		7542
Mean Value	197.875		108.375		186.875		179.5		192.125		864.75

Variables	A	B	C	D	E	F	G	H	Total
Weightage	905	942	937	956	957	938	942	965	7542
Resp. Avg.(500)	1.81	1.884	1.874	1.912	1.914	1.876	1.884	1.93	15.084

6) RESULTS AND DISCUSSIONS

Table 1.2 Results of Women Employees Performance and Efficiency Improvements for all affecting factors:

	Planning of Work	Monitoring Performances	Capacity Growth	Rating Performances	Rewarding Good Performances
Avg Score Against 5 Point Scale	1.979	1.864	1.869	1.795	1.9213
	60.42 %	62.72 %	62.62 %	64.10 %	61.57 %
Avg %	62.29 % (60 % - 80 % achievement)				
Performance	Very Good				

Employees Performance and Efficiency Improvements for all affecting factors	% of Performance Progresses	% of Performance till not Improvements
Planning of Work	60.42 %	39.58%
Monitoring Performances	62.72 %	37.28%
Capacity Growth	62.62 %	37.38 %
Rating Performances	64.10 %	35.90 %
Rewarding Good Performances	61.57 %	38.43%

Parameters (Variables)	Weightage	Resp. Avg. (500)	% of Performance in Improvements	% of Performance not Improvements
A = Objectives and Requirement	905	1.81	63.80%	36.20%
B = Guideline for planning	942	1.884	62.32%	37.68%
C = Technical Education and Training	937	1.874	62.52%	37.48%
D = Capacity Growth for Decision making process	956	1.912	61.76%	38.24%
E = Communication between Management & Employees	957	1.914	61.72%	38.28%
F = Accommodations for Reward to the Employees	938	1.876	62.48%	37.52%
G = Delegate's right with accountability	942	1.884	62.32%	37.68%
H= Equal Chance for Employees	965	1.93	61.40%	38.60%
% of Average Performance			62.29%	37.71%

7) FINDINGS OF THE STUDY

The Outcomes and Considerations have been pinched from the analysis and data interpretations.

- The Strategic Positioning of the Performance Appraisal System inspires Administrative Objectives and Purposes to improve the decision-making performance of Textile Mills in Nagpur Region.
- Performance Appraisal System showing that HR's person is to launch and implement an innovative roadmap for measured Performance Appraisal System in Textile Mills in Nagpur Region.
- Analysis table's authorization about the Performance of Women Employees through the Performance Appraisal System and Women Employee Satisfaction at Textile Mills in Nagpur Region. All Women Employees Capacity Growth in Production and Quality Performance Expansions is Necessary. Decreasing the average **37.71%** of affecting factors they cannot complete all production objectives in the HRM Department.
- Management's crucial consideration on constant learning and job movement's platform for Skills and Job Expertise. Managers should be involved in policy decisions to reduce Pressure on Women Employees. Respectable Performance necessity provides chances to produce women employee Salary Increases and Promotions. Also, the Worker Act is increased by economic benefit.

8) CONCLUSIONS OF THE STUDY

- Actual Performance Appraisal System is a nonstop activity beginning with Planning of Work, Monitoring Performances, Capacity Growth, Rating Performances, and Rewarding Good Performances through periodic evaluations and concluding in traditional yearend evaluation. It is designed to improve the overall functioning of an organization.
- The Women employee should be made aware of the organisation's expectations and norms used for evaluation in Textile Mills in Nagpur Region.
- The employee should have the right to raise his voice against partial practices in rating Textile Mills in Nagpur Region. Such provision for hearing should be built into the appraisal. Systemic evaluation and potential evaluation should be clearly distinguished for the benefit of the employee in Textile Mills in Nagpur Region.
- Performance appraisal should ultimately become a development-oriented evaluation approach in Textile Mills in Nagpur Region.

9) RESEARCH SUGGESTION

- This study has much scope for upcoming research. The study can be extended quantity of respondents for an extra perfect decision concerning the Performance Appraisal practices in Textile Mills in Nagpur Region.
- As there was a period bound in the investigation of work so investigation was directed over **500 respondents** only. The study is based on the Primary data collection by design questionnaire of the researchers. Throughout the investigation, the Textile Mills in Nagpur Region staffs were non-cooperative in finishing the questionnaire.
- Performance Appraisal practices are growing in Textile Mills in Nagpur Region by **8.1 %** per year, so the possibility of Performance Appraisal practice repetition in Textile Mills in Nagpur Region will also grow by an equal percentage.

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PERFORMANCE AND EVALUATION STRATEGIES ADOPTED BY WOMEN MUTUAL FUND MANAGERS IN INDIA

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kunalmendhe27@gmail.com**ABSTRACT**

This study has been carried out to evaluate the performance of Women Mutual Fund Managers in India. Mutual Fund as an investment option gives a platform to risk adverse investors who do not prefer to take high risk on their hard earned money. In India, Mutual Fund Industry is rising at a fast pace and has emerged as a energetic section of the financial markets. This study attempts to evaluate the 'market timing' and the 'stock selection' ability of the Women Mutual Fund Managers in India which constitute the major components of active management skills of the fund managers. These active management skills enable the women fund managers to generate returns superior to the general market. The study examines the performance of mutual fund schemes handle by Women Mutual Fund Managers in India based on their fund return, risk and performance ratios.

Keywords: *Women Mutual Fund Managers, Mutual Fund Industry, Management Skills, Fund Return, Risk and Performance Ratios.*

1) INTRODUCTION

The most important factor shaping in today's global economy is the process of Globalization. Indian companies are moving in search of low-cost markets, technology is driving growth in production and competition is becoming more intense. A second factor is the fastest growth in private capital flows, mainly short-term flows by banks and financial institutions, portfolio flows mutual funds and pension funds and foreign direct investment into India. A third factor is the increasing share of India and other emerging market economies in world trade. The outburst in communication technology has led to greater integration of Indian financial markets across the world. The impact of these changes could be felt from the extremely buoyant activity in Indian stock markets. A number of foreign financial service providers have entered the Indian financial market like Morgan Stanley, Templeton, and Goldman Sachs.

1.1) Definitions

Mutual fund is the pool of the money, based on the belief who invests the funds of a number of investors who shares a common financial aim, like the capital appreciation and dividend earning. The money thus gather is then invested in capital market instruments such as stocks, debenture, and foreign market. Investors invest money and get the units as per the unit value which we called as NAV (Net Asset Value). Mutual fund is the most suitable investment for the common man as it offers as opportunity to invest in diversified portfolio management, good research team, professionally managed Indian stock as well as the foreign marketplace, the leading aim of the fund manager is to taking the scrip that have under price and future will rising, then fund manager sell out the stock. Fund manager attention on risk- return trade off, where minimize the risk and maximize the return through variation of the portfolio. The most mutual feature of the mutual fund component is low cost.

1.2) History of Mutual Fund In India

Saving is the extra of income over spending and when such savings are invested to produce more currency, it is called investment. Beef, land and valuable metals are some of the old-style investment choices. During 19th century, revolution in investment took place through the banking system as it provide many investment options like Fixed deposits (FDs), government bonds, Public Provident Fund (PPF) to its investors. With the expansion of capital market, investment in stocks became a good option for making higher earnings. However, better risk and lack of information about the movement of stock prices were also related with them. Therefore, mutual funds developed as an ultra-modern technique of investment to lessen the risk at low price with experts' information.

According to Association of Mutual Funds in India (AMFI), a Mutual Fund is a trust that pools the savings of a number of investors who share a common financial goal and capitalize it in capital market tools such as shares, debentures and other securities. The income made and capital appreciation thus understood is shared by its unit holders in proportion to the number of units owned by them. Thus it proposals to common man, chance to invest in a diversified, professionally managed bag of safeties at a comparatively low cost. In India, Mutual Fund industry started in 1963 with the development of Unit Trust of India (UTI).

It was the **1st phase (1964–1987)** of Indian mutual fund industry throughout which UTI enjoyed a complete control. In the **2nd phase (1987–1993)**, Government of India permitted public sector banks and financial institutions to fix up mutual funds. **3rd phase (1993–2003)** on-going with the entry of private sector and foreign capitals. The **4th phase (since February 2003 till date)**, is the age of alliance and development. As on 31 March 2012, there are 44 mutual fund companies with 1309 schemes and the regular asset below management as Rs 66,47,920 million with a extensive variety such as Open-Ended, Close-Ended, Interval, Growing, Profits, Balanced, Equity Linked Savings Scheme (ELSS) and so on that provides to the depositors' wants, risk tolerance and return prospects. Because of the large amount of mutual fund companies and arrangements, retail investors are opposite problems in choosing right funds. Also, it is of principal importance for policy makers, leading bodies and mutual fund companies to study as which schemes are efficient performers. Therefore, to study the performance of mutual funds in terms of efficiency and the systems of improving it is of crucial rank. In general, Net Asset Value (NAV) is occupied as criteria for the performance measurement and it is created on the risk return trade off separately from risk, mutual fund schemes possess numerous characteristics or qualities that might disturb their performance. It is vital to know which quality results in capable performance and which deteriorates it.

Indian mutual fund trade is still missing far behind in terms of total assets with respect to other advanced countries. One of the main reasons for poor growth is the lack of consciousness and investors' belief on companies and plan makers. Therefore, for endorsing the development of Indian mutual fund industry, it is very critical to know the investors' performance towards changed investment choices and for mutual funds. For inspiring investors towards the investment in mutual funds, companies must know the issues in which these are missing in comparison to other investment choices. From the above conversation, it can be decided that Indian mutual fund industry is in its growing stage and owns a marvellous possibility for development. Some crucial matters which essential to be examined are the study of mutual funds' performance in terms of their effectiveness, impact of various qualities on performance and performance of investors towards mutual funds and other investment selections.

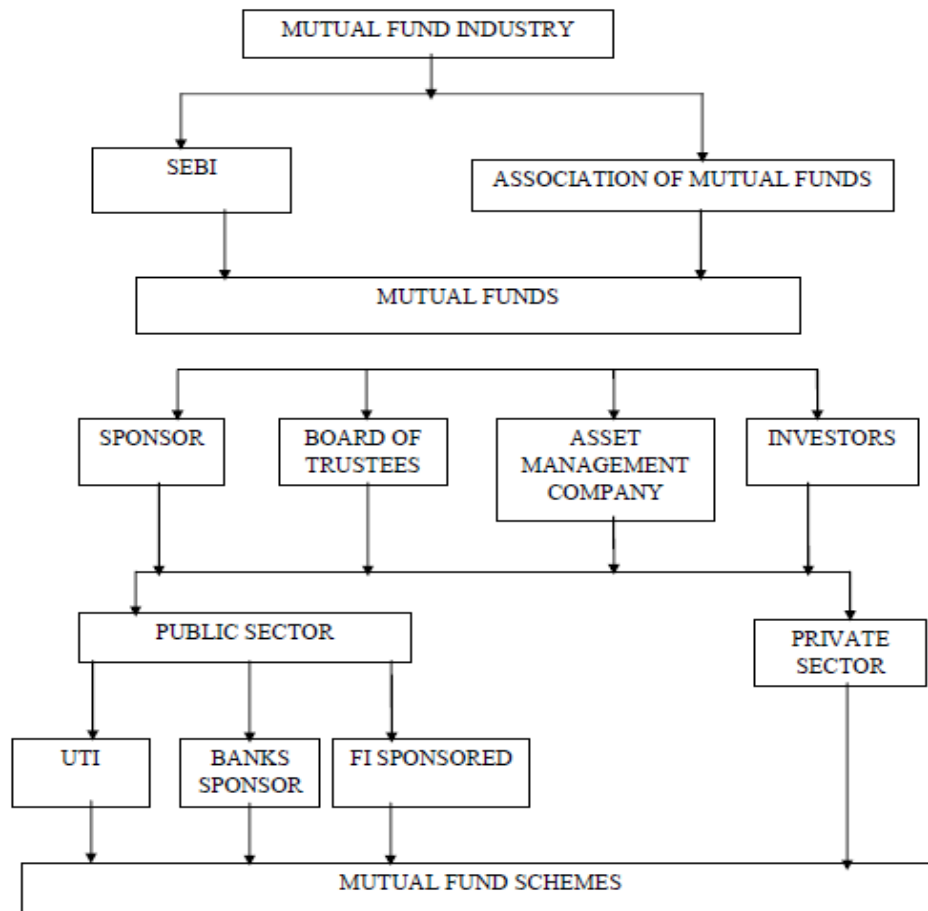
Advantages of Mutual funds:

- Professional Management
- Diversification
- Economies of Scale
- Liquidity
- Simplicity

Disadvantages of Mutual funds:

- Higher Costs (Fees, Commission, Taxes)
- Excessive Diversification
- No Control
- various risks are associated:-
 - a. Market risk
 - b. Inflation risk
 - c. Interest rate risk
 - d. Currency risk
 - e. Credit risk

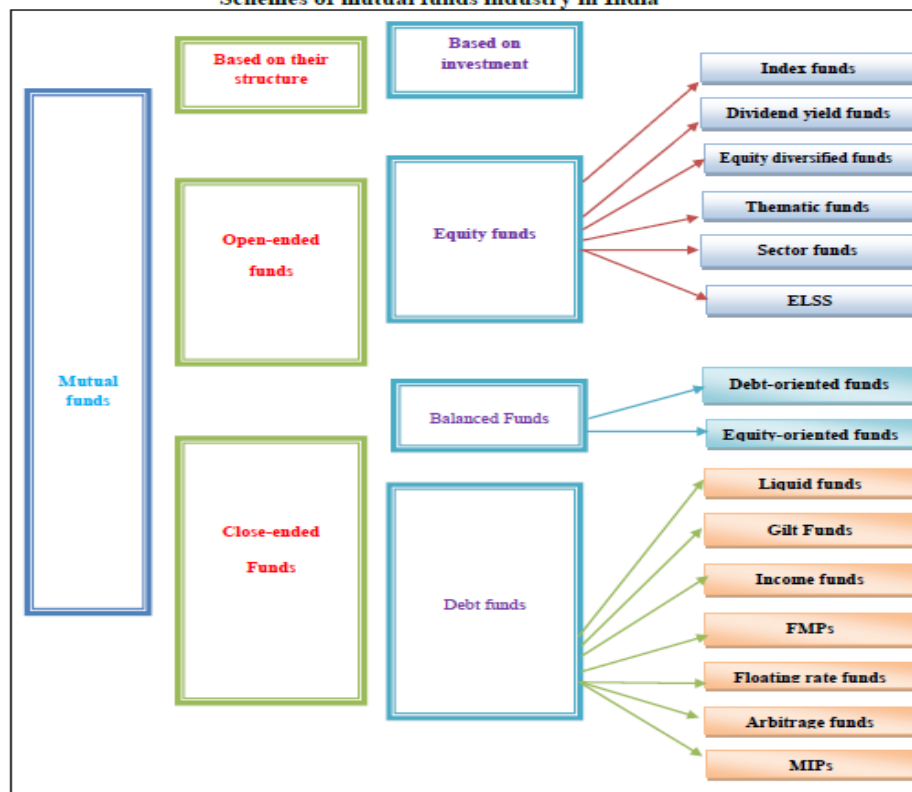
Structure of Mutual Fund Industry in India



Source: AMFI – Mutual fund Test Work Book

Types of Mutual funds

Schemes of mutual funds industry in India



Source: Karvy-stock broking limited

2) LITERATURE REVIEW

A literature review is a border of document that purposes to review the serious facts of existing information on particular subjects.

Ms. Shalini Goyal & Ms. Daully Bansal, (2013), This paper focus on the entire journey of mutual fund industry in India. Its source, its fall and rise during all these years and tried to forecast what the future may grasp for the Mutual Fund Investors in the long run. A mutual fund, also called an investment company, is an investment vehicle which pools the cash of many investors. The fund's manager uses the cash together to purchase securities such as shares and bonds. The securities acquired are mentioned to as the fund's selection. Limitations on challenging products may have replaced as a substance for the development of cash market and (short-term) bond assets. This reading was shown to analyze and compare the performance of different kinds of mutual funds in India and decided that equity funds outperform profits funds.

Mohammad Benny Alexandri, (2013), The performance of actively managed mutual fund is largely dependent upon the investment decision of the fund managers amongst the other factors. This reading observes the determinants of mutual fund performance in one of the developing markets, with an importance on the issue of capability of investment manager. This learning suggestions new understanding into the Indonesian mutual fund industry. The results regarding the determinants examined (total risk, systematic risk, fund age, size, stock selection, market timing and expenses ratio) show significant relation between total risk, fund age, stock selection, market timing, and fund performance.

Inderjit Kaur, (2013), The study aims at evaluating the performance of Indian equity mutual funds and further to do attribution analysis of managerial performance on the parameters of diversification, timing and selectivity for the period 2008-10. Established on the performance for 2008-10, top ten open ended growth funds have been designated for the reading. We have assessed the performance of funds using Sharpe index, Treynor index and Jensen alpha. The Treynor-Mazuy perfect is used to test the timing and Fama measure is used to test the choosiness times of mutual fund managers. The research results show that on a regular mutual funds track their benchmark and an investor is promoted by the less risky investment.

C. Madhavi, (2019), The present study focuses on the performance evaluation of selected SBI Mutual Funds schemes which have been playing a vital role in the Indian economy. A Mutual fund is an organization which came into existence through a sponsor. In India mutual funds come into being in 1964 with the formation of UTI through a distinct Act in parliament.

Ankita Sharma & Deepak Kumar Adhana, (2020), The present paper is based on the study of comparing and analyzing the equity fund schemes in respect of bare risk and return. Further the paper compares and analyses the mutual fund schemes in respect of bare risk and return. The investigation also lessons the average risk and average return of nominated companies of Mutual Funds as well as of Equity Shares. The paper in the end, readings the association between risk and return of Equity Shares and Mutual Funds.

M. Mohammed Sameer & J. Pavithra, (2020), Mutual Funds are dynamic financial institutions, which play a crucial role in an economy by mobilizing savings and investing in the capital markets savings and the investing in the capital markets. Therefore, the actions of Mutual Funds have both short and long term influence on the savings and capital market and domestic economy. Mutual Funds deliver households an option for portfolio change and qualified risk aversion through group of funds from the households and makes investments in the stock and the debt market.

3) RESEARCH OBJECTIVES

The following are the Main Objectives:

1. To study and understand the concept of various Mutual Fund Schemes in India.
2. To measure and analyses the performance and evaluation strategies adopted by various Women Mutual Fund Managers in an Indian Mutual Fund Industry
3. To know the risk and return associated with the equity -thematic consumption funds.
4. To measure the performance of technology mutual funds, using risk adjusted measures suggested by Sharpe and Sortino.

4) RESEARCH METHODOLOGY

“It involves data collection, its analysis and interpretation. Researcher cannot draw decisions, but it helps the researches in the task of decision making”.

A successful researcher will never depend upon guessing but he looks for more accurate information through as research methodology. A research design is frame work or blueprint for conducting research work.

Analysis data collected are used

- **Investigation Plan:** Descriptive
- **Women Mutual Fund Managers:** Chanchal Khandelwal, Priyanka Khandelwal, Sonam Udasi
- **Data Type:** Secondary Records
- **Secondary Records:** Past Records, Books, Journals, Magazines, Internet.
- **Connection Technique:** Company Records Survey,
- **Statistical Technique:** Percentages and Growth Rates
- **Evaluation Methods:** Sharpe, Sortino and Jensen
- **Period of Study:** 14th February 2022 to 14th February 2025.

5) DATA ANALYSIS

COMPARISON OF SELECTED FUNDS BASED ON VARIOUS PARAMETERS		
Aditya Birla SL India Gen Next Fund(G)	ICICI Pru FMCG Fund(G)	Tata India Consumer Fund-Reg(G)
Chanchal Khandelwal	Priyanka Khandelwal	Sonam Udasi
Equity : Thematic - Consumption	Equity : Thematic – Consumption	Equity : Thematic - Consumption
AUM: ₹ 5,625.62 (cr.)	AUM: ₹ 1,849.81 (cr.)	AUM: ₹ 2,267.92 (cr.)

BASIC DETAILS			
NAV	194.11	454.05	39.79
52 WeekHigh (NAV)	236.16	554.32	49.14
52 WeekLow (NAV)	176.73	440.95	35.42
Turnover Ratio (%)	18	41	54.04
No. Of Stocks	77	24	39
Expense Ratio (%)	1.85	2.16	2.03
Exit Load (%)	1	1	0.25
Lock-in Period (Years)	0	0	0
Inception Date	05-Aug-05	31-Mar-99	28-Dec-15
Min. Investment (in ₹)	1,000	5,000	5,000
Benchmark Index	Nifty India Consumption - TRI	NIFTY FMCG - TRI	Nifty India Consumption – TRI

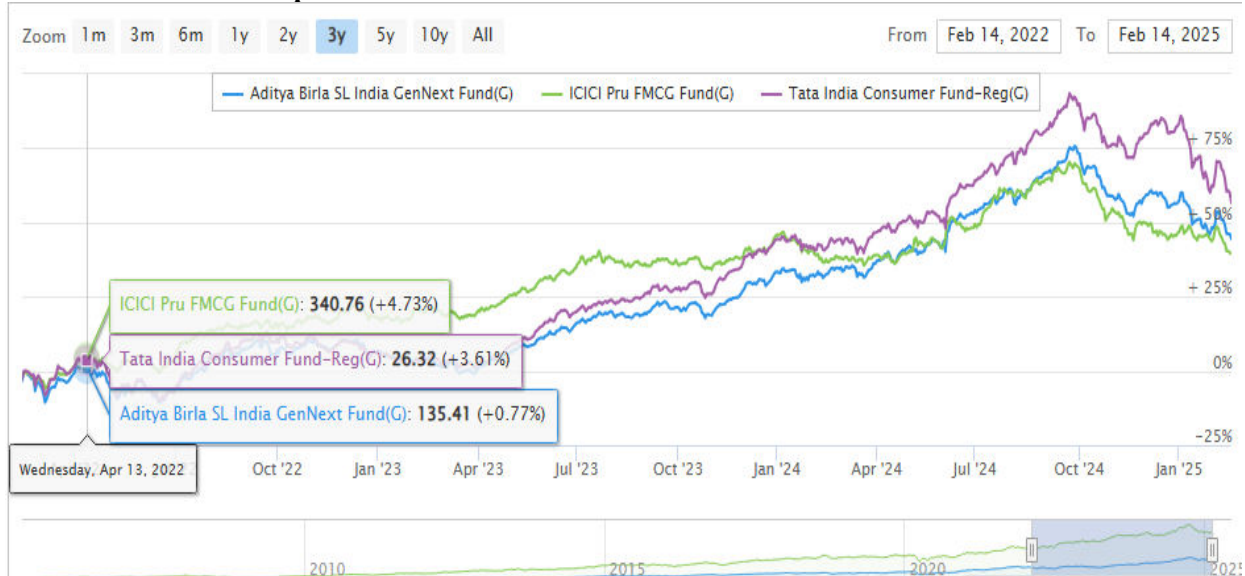
RETURN			
6 month	-9.05	-11.81	-9.59
1 yr	8.96	1.45	10.81
2 yr	17.95	8.01	22.64
3 yr	14.31	12.52	17.09
5 yr	15.48	12.41	16.46
10 yr	13.61	10.86	

MF RATIOS			
Standard Deviation	12.99	12.68	15.18
Beta	0.75	0.4	0.71
Sharpe	0.45	-0.07	0.52
Sortino	0.74	-0.13	0.83
Alpha	4.26	-1.89	6.35

PORTFOLIO MARKET CAPITALISATION			
Avg. Market Cap (₹ cr)	1,48,027.00	2,05,453.50	74,937.95
Large (%)	68.63	76.38	44.58
Mid (%)	16.86	8.6	18.65
Small (%)	13.87	8.47	28.63

TOP 10 HOLDINGS (%)			
Holding 1	Bharti Airtel Ltd. 5.03%	ITC Ltd. 26.99%	ITC Ltd. 10.5%
Holding 2	ITC Ltd. 4.95%	Hindustan Unilever Ltd. 19.07%	Zomato Ltd. 8.32%
Holding 3	ICICI Bank Ltd. 4.39%	Nestle India Ltd. 9.43%	Net Current Asset 8.02%
Holding 4	Trent Ltd. 3.44%	Godrej Consumer Products Ltd. 5.45%	Radico Khaitan Ltd. 5.73%
Holding 5	Zomato Ltd. 3.4%	Tri-Party Repo (TREPS) 5.29%	Trent Ltd. 5.48%
Holding 6	Maruti Suzuki India Ltd. 3.32%	Britannia Industries Ltd. 5.1%	Tata Consumer Products Ltd. 4.15%
Holding 7	Mahindra & Mahindra Ltd. 3.22%	Tata Consumer Products Ltd. 4.95%	Nestle India Ltd. 3.72%
Holding 8	HDFC Bank Ltd. 2.9%	Dabur India Ltd. 4.01%	Bikaji Foods International Ltd. 3.68%
Holding 9	Hindustan Unilever Ltd. 2.61%	United Breweries Ltd. 3.47%	Bikaji Foods International Ltd. 3.69%
Holding 10	Avenue Supermarts Ltd. 2.45%	Gillette India Ltd. 3.04%	Bikaji Foods International Ltd. 3.70%

Nav movement: historical performance of all the selected



6) FINDINGS AND CONCLUSIONS OF THE STUDY

The Outcomes and Considerations have been pinched from the analysis and data interpretations.

- While analysing the Equity thematic consumption fund it have been concluded that based on the ratios Alpha is relative measures of excess return in comparisons to its peers & benchmarks in the above scenario Tata India Consumer Fund-Reg.(G) have high alpha and the ICICI Pru FMCG Fund(G) have a negative alpha which depicts the negative return.
- Standard deviation determines the volatility how a mutual fund is deviates from its mean /average it also considered the risk appetite and investment timeframe. Higher the standard deviation higher the volatility and lower the standard deviation lower the volatility. Tata India Consumer Fund-Reg.(G) have a high

standard deviation whereas ICICI Pru FMCG Fund(G) and Aditya Birla SL India Gen Next Fund(G) have low standard deviation.

- ✚ Beta is a measure of systematic risk. Beta is a metric that measures how volatile a mutual fund is compared to its benchmark index. It's a key metric used to analyze mutual funds. what does Beta indicate: A beta of 1 means the fund's returns match the benchmark's returns. A beta greater than 1 means the fund is more volatile than the benchmark. A beta less than 1 means the fund is less volatile than the benchmark. In the instant fund case Aditya Birla SL India Gen Next Fund(G) have high beta 0.75, as compared to its peers such as ICICI Pru FMCG Fund(G) 0.4, Tata India Consumer Fund-Reg.(G) 0.71. Tata India Consumer Fund-Reg. (G) is preferable with regard to the fund volatility and risk adjustment.
- ✚ Sharpe Ratio measures risk adjusted return helps to compare mutual fund with its peers. Higher the Sharpe ratio it would be preferable ideally it is 1. in the above scenario Tata India Consumer Fund-Reg.(G) have a high Sharpe ratio of 0.52 as compared to its peers i.e. ICICI Pru FMCG Fund(G) negative 0.07 and Aditya Birla SL India Gen Next Fund(G) 0.45 .
- ✚ Sortino is an extension of Sharpe ratio. In sortino ratio negative standard deviation is also taken into consideration even though only downside risk is taken into consideration. Selecting an investment with a low downside risk is becomes important. Returns generated per unit of negative risk (bad risk). Higher sortino ratio is what is desirable. Lower possibility of generating negative returns. Sortino ration is useful while analysing the volatile funds. Hence Tata India Consumer Fund-Reg. (G)of 0.83 is desirable as compared to ICICI Pru FMCG Fund(G)(0.13) and Aditya Birla SL India Gen Next Fund(G) 0.74.
- ✚ Turnover ratio A mutual fund's turnover ratio is the percentage of its holdings that are replaced in a year. It's calculated by dividing the number of securities bought and sold by the total assets under management. Active fund have high turnover ratio. Tata India Consumer Fund-Reg(G)54.04%, ICICI Pru FMCG Fund(G)41%, Aditya Birla SL India Gen Next Fund(G)18%. it depicts Tata India consumer fund have high turnover ratio among all.
- ✚ Expenses ratio is high when the fund is actively managed. Low expenses ratio is always preferable. Tata India Consumer Fund-Reg(G)2.03, ICICI Pru FMCG Fund(G) 2.16, Aditya Birla SL India Gen Next Fund(G)1.85.
- ✚ From the above ratios it have been concluded that Tata India Consumer Fund- Reg. (G) have performed well as compared to ICICI Pru FMCG Fund(G) & Aditya Birla SL India Gen Next Fund(G). Although it has a high turnover ratio. Tata India Consumer Fund-Reg. (G) have low expenses ratio than ICICI Pru FMCG Fund (G) it provides a good return than the ICICI Pru FMCG Fund (G) Aditya Birla SL India Gen Next Fund(G)on a comparison of three years basis of return. It would be recommendable for an investor to invest rationally in fund as per his/her risk appetite. Even though past performance could not give a guaranteed return it only gives an idea about the fund and helps in making the anticipation and taking a rational decision.

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 - 11) <http://www.amfiindia.com/navreport.aspx>
 - 12) <http://www.bseindia.com/indices/IndexArchiveData.aspx>
 - 13) <http://www.icaai.org>
 - 14) <http://www.valueresearchonline.com>
 - 15) <http://www.moneycontrol.com>

MEDIA REPRESENTATION AND ITS INFLUENCE ON WOMEN'S RIGHTS AND EQUALITY PERCEPTION

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drbalramgowda@gmail.com**ABSTRACT**

Media plays a pivotal role in shaping societal perceptions of women's rights and gender equality. This study examines how media representation—both positive and negative—impacts public attitudes toward women's rights and equality. Using a mixed-method approach, data were collected from 150 respondents through surveys and interviews, alongside a content analysis of media portrayals. Findings reveal that stereotypical depictions perpetuate biases, while empowering representations foster awareness and advocacy for women's equality. Recommendations include fostering gender-sensitive media policies and encouraging balanced portrayals to promote equitable perceptions.

Keywords: Media representation, women's rights, gender equality, stereotypes, public perception

I. INTRODUCTION

The media is a powerful tool for influencing societal norms, values, and attitudes. Its role in portraying women and addressing gender equality has significant implications for public perception of women's rights. Stereotypical depictions often reinforce traditional gender roles, while progressive representations can inspire advocacy and change. This paper investigates how media representation affects perceptions of women's rights and equality, with a focus on identifying gaps and opportunities for improvement in media practices.

Media is one of the most powerful tools shaping public opinion, influencing societal norms, and reinforcing cultural narratives. As a reflection of society, it holds the capacity to promote progressive ideals or perpetuate stereotypes. When it comes to women's rights and gender equality, media representation plays a pivotal role in shaping perceptions, attitudes, and behaviors. By influencing how women are portrayed and perceived, media serves as both a catalyst for change and, at times, a barrier to progress.

The media landscape encompasses a wide range of platforms, from traditional outlets like television, newspapers, and film to digital and social media. These platforms collectively determine the visibility, narratives, and framing of women's rights issues and gender equality. In an ideal scenario, the media would represent women in a diverse and empowering manner, highlighting their achievements, voices, and contributions to society. However, reality often diverges from this ideal, as media content frequently reinforces outdated gender norms, objectifies women, or excludes them altogether from critical narratives.

This disparity in representation has far-reaching consequences. Media narratives shape public opinion on gender equality, influencing how society views women's roles, capabilities, and rights. Positive and empowering portrayals can inspire societal change, challenge stereotypes, and amplify advocacy efforts for women's rights. Conversely, biased or negative representations perpetuate discrimination, limit women's opportunities, and normalize inequality. As such, examining the role of media representation in shaping perceptions of women's rights and equality is essential to understanding both the challenges and opportunities for gender justice.

This introduction explores the complex relationship between media representation and women's rights. It highlights how media influences societal perceptions, examines the role of media in perpetuating or challenging gender norms, and underscores its potential as a force for advancing gender equality. By analyzing the nuances of this relationship, we can better understand how media contributes to shaping the discourse on women's rights and identify pathways for leveraging its power to achieve greater equality.

Representation does not merely reflect societal attitudes but actively shapes them. Through repetitive exposure to particular narratives, audiences internalize values, beliefs, and stereotypes presented by the media. In the context of women's rights, media portrayal can either reinforce or dismantle deeply ingrained gender biases.

Traditional media has long perpetuated restrictive gender norms by portraying women in stereotypical roles, such as homemakers, caregivers, or objects of desire. These portrayals reinforce the notion that women's value lies primarily in their appearance, domestic responsibilities, or relationships with men. For example, advertisements often depict women as consumers of beauty products or caretakers of the household, while men are shown as decision-makers or providers. Such portrayals not only limit societal perceptions of women's capabilities but also influence women's self-perception and aspirations.

The entertainment industry, particularly film and television, has historically contributed to the marginalization of women by offering limited and often one-dimensional roles. Women are frequently portrayed as secondary characters, love interests, or victims, with little agency or complexity. Even in action or leadership roles, female characters are often sexualized, emphasizing their physical appeal over their abilities or accomplishments. This persistent underrepresentation and misrepresentation shape public opinion, reinforcing biases about women's roles and capabilities.

Despite these limitations, media also holds the potential to challenge stereotypes and advocate for women's rights. Over the past few decades, there has been a notable increase in narratives that showcase women as empowered, independent, and multifaceted individuals. Films, television series, and advertisements that highlight women in leadership roles, scientific fields, or as agents of change contribute to reshaping societal attitudes.

Social media, in particular, has emerged as a transformative platform for amplifying women's voices. Unlike traditional media, social media enables women to share their stories, advocate for their rights, and challenge harmful narratives without relying on gatekeepers. Movements like #MeToo, #TimesUp, and #EverydaySexism have demonstrated the power of digital platforms to expose injustices, demand accountability, and foster solidarity among women worldwide. These movements have not only highlighted the prevalence of issues like sexual harassment and gender-based violence but also shifted public discourse on women's rights, prompting tangible policy and cultural changes.

Media plays a crucial role in framing issues related to women's rights and equality. The way media covers topics such as reproductive rights, gender-based violence, workplace inequality, and political participation can influence public opinion and policy decisions. Positive and nuanced media representation can elevate these issues, foster empathy, and mobilize action, while biased or sensationalized coverage can trivialize or distort them.

One of the media's most significant contributions to women's rights advocacy is its ability to raise awareness about critical issues. Investigative journalism, documentaries, and opinion pieces have shed light on topics ranging from pay disparities and workplace discrimination to honor killings and child marriage. By bringing these issues to public attention, media outlets can galvanize support for policy reforms, legal protections, and cultural shifts.

For instance, the global #MeToo movement gained momentum through media coverage that amplified the voices of survivors and exposed perpetrators of sexual misconduct. This widespread coverage not only encouraged other survivors to come forward but also pressured organizations and governments to implement stricter measures against harassment. Similarly, campaigns highlighting the lack of representation of women in politics or leadership roles have sparked initiatives to promote gender diversity in decision-making spaces.

However, the media's influence is not always positive. Coverage of women's rights issues is often marred by biases that trivialize or sensationalize these topics. For example, reports on gender-based violence frequently focus on the victim's behavior or appearance, implicitly placing blame on the survivor rather than addressing systemic issues. Similarly, women's achievements are often overshadowed by discussions about their personal lives, appearance, or relationships, perpetuating the notion that women's value is tied to external factors rather than their contributions.

The lack of diverse representation in media also reinforces narrow definitions of womanhood, often excluding women of color, LGBTQ+ women, women with disabilities, and those from marginalized communities. This lack of inclusivity perpetuates systemic inequalities and limits the scope of advocacy efforts, leaving many women's voices unheard.

1.1. Challenges and Opportunities in Media Representation

While the media's role in shaping perceptions of women's rights is undeniable, achieving accurate and empowering representation remains a challenge. Systemic issues such as underrepresentation of women in media leadership, commercial pressures, and cultural biases contribute to the persistence of harmful narratives.

1. Underrepresentation in Media Leadership

Women remain underrepresented in decision-making roles within media organizations, resulting in content that often reflects male-dominated perspectives. Increasing the representation of women in journalism, filmmaking, and advertising is essential to ensure more diverse and inclusive narratives.

2. Commercial Pressures

Media content is often driven by commercial interests, prioritizing sensationalism and profit over accuracy or depth. This dynamic can undermine efforts to represent women's rights issues authentically, as stories that challenge societal norms may be deemed less marketable.

3. Cultural Resistance

In many societies, cultural norms and traditions continue to hinder progress toward gender equality. Media narratives that challenge these norms often face backlash, making it difficult to sustain advocacy efforts. However, media also has the power to slowly shift cultural attitudes by normalizing progressive ideals over time.

4. Opportunities in Digital Media

Digital media provides an unprecedented opportunity to democratize representation. Social media platforms allow marginalized voices to be heard and foster global solidarity for women's rights. Independent media outlets and content creators can produce narratives that challenge stereotypes and promote equality, bypassing traditional gatekeepers.

Media representation plays a pivotal role in shaping societal perceptions of women's rights and equality. While traditional media has often perpetuated harmful stereotypes and biases, recent shifts toward more inclusive and empowering narratives demonstrate the potential for positive change. Social media, in particular, has emerged as a powerful tool for amplifying women's voices, challenging injustices, and fostering global movements for gender equality.

However, achieving accurate and empowering representation requires addressing systemic challenges within the media industry, including underrepresentation of women in leadership roles, commercial pressures, and cultural resistance. By leveraging the opportunities presented by digital platforms and fostering a more inclusive media landscape, society can harness the power of media to advance women's rights and create a more equitable world. As the media continues to evolve, its influence on perceptions of gender equality will remain a critical factor in shaping the future of women's rights advocacy.

II. REVIEW OF LITERATURE

1. Media's Role in Shaping Gender Norms

- Tuchman (1978) coined the term "symbolic annihilation," highlighting how women are either underrepresented or misrepresented in media, perpetuating inequality.

2. Impact of Stereotypes in Media

- Collins (2011) discussed how stereotypical portrayals in films and advertisements reinforce traditional gender roles, limiting perceptions of women's capabilities.

3. Positive Representation and Advocacy

- Gill (2007) highlighted that media campaigns like #HeForShe and #MeToo have successfully mobilized global advocacy for gender equality.

4. Cultural Variations in Media Representation

- Sreberny-Mohammadi & Ross (1996) analyzed cross-cultural differences in media's portrayal of women, showing that cultural contexts influence media narratives.

5. Policy Interventions for Gender-Sensitive Media

- Byerly & Ross (2006) emphasized the need for regulatory frameworks to ensure fair and balanced gender representation in media.

III. RESEARCH METHODOLOGY

Objectives of the Study

- To examine the impact of media representation on public perceptions of women's rights and gender equality.
- To analyze the prevalence of stereotypical versus empowering portrayals of women in various media formats.

Hypotheses of the Study

H1: Media representation significantly influences public perceptions of women's rights and gender equality.

Need for the Study

- Understanding Media's Role:** To explore how media shapes societal attitudes toward women's rights and gender equality.

2. Addressing Stereotypes: To identify and address the prevalence of harmful stereotypes in media.
 3. Supporting Advocacy: To provide insights for activists and organizations aiming to use media as a tool for gender equality.
- **Research Design:** Mixed-method approach combining quantitative and qualitative methods.
 - **Sample Size:** 150 respondents.
 - **Quantitative Component:** Surveys administered to 120 individuals from diverse demographics.
 - **Qualitative Component:** 30 in-depth interviews with media professionals and activists.
 - **Data Collection:**
 - **Content analysis of 50 media samples (news articles, advertisements, and films).**
 - **Online and in-person surveys and interviews.**
 - **Analysis Tools:** Statistical software for quantitative data; thematic analysis for qualitative insights.

IV. DATA ANALYSIS AND INTERPRETATION

1. Demographics of Respondents

Category	Percentage
Age (18-25)	40%
Age (26-40)	35%
Age (41-60)	25%

Gender	Percentage
Male	45%
Female	55%

2. Perceptions of Media Representation

Table 1: Public Perception of Media’s Role

Media Influence	Percentage of Respondents
Reinforces Gender Stereotypes	60%
Promotes Gender Equality	30%
No Significant Influence	10%

Table 2: Representation Types in Media

Empowering Representation	35%
Stereotypical Representation	50%
Neutral Representation	15%

3. Content Analysis of Media Samples

Table 3: Types of Media Representation in Analyzed Content

Media Type	Stereotypical (%)	Empowering (%)
Advertisements	70%	30%
News Articles	40%	60%
Films/TV Shows	55%	45%

4. Qualitative Themes from Interviews

1. Media professionals acknowledged the persistence of stereotypical portrayals due to market demands.
2. Activists highlighted the importance of grassroots movements in pushing for balanced media representation.
3. Educators emphasized the need for media literacy programs to foster critical analysis of content.

V. CONCLUSION

Media representation plays a critical role in shaping societal perceptions of women’s rights and gender equality. Stereotypical portrayals in advertisements, films, and news often reinforce traditional gender roles and perpetuate biases, while empowering narratives challenge these norms and inspire positive change. The study highlights a significant correlation between media content and public attitudes, emphasizing that balanced representation can promote gender equity.

However, societal barriers, market demands, and a lack of media literacy hinder progress. Addressing these challenges requires a collective effort from media professionals, policymakers, and civil society.

VI. RECOMMENDATIONS

1. **Promoting Gender-Sensitive Media Policies:** Develop regulatory frameworks to ensure fair and balanced portrayals of women across all media platforms.
2. **Enhancing Media Literacy:** Introduce educational programs to help audiences critically analyze media content and recognize gender biases.
3. **Encouraging Positive Representation:** Incentivize media producers to create content that showcases diverse and empowering images of women.
4. **Collaboration with Activists:** Work with gender equality organizations to highlight real-world issues through media campaigns.
5. **Monitoring and Accountability:** Establish watchdog organizations to track and address instances of harmful stereotypes in media.
6. **Representation in Leadership:** Increase the presence of women in decision-making roles within the media industry to influence content creation.

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A STUDY ON RELATIONSHIP BETWEEN HYBRID WORKING AND PSYCHOLOGICAL FACTORS FOR THE WELLBEING OF WORKING PROFESSIONALS WITH REFERENCE TO WOMEN

¹Ms. Monika Thapar and ²Dr. Sandeep Chopde¹Research Scholar, MET Institute of Management, Mumbai, Maharashtra²Research Guide and Associate Professor, MET Institute of Management, Mumbai, Maharashtra**ABSTRACT**

The shift to hybrid working models has transformed professional work environments, offering flexibility and autonomy while also introducing new psychological challenges. This study explores the relationship between hybrid working and psychological factors affecting the well-being of working professionals, with a particular focus on women. As women often navigate additional societal and familial responsibilities alongside professional commitments, the impact of hybrid work on their mental health, stress levels, job satisfaction, work-life balance, and overall well-being is examined. The study employs a mixed-methods approach, integrating quantitative surveys and qualitative interviews with female professionals across diverse industries. The findings highlight both the advantages and challenges of hybrid work. While hybrid models offer flexibility, reduced commuting stress, and increased productivity, they also introduce concerns such as blurred boundaries between work and personal life, isolation, and the expectation of being constantly available. Additionally, women face unique challenges related to workplace biases, caregiving responsibilities, and the pressure to maintain high performance in both professional and personal spheres. The study suggests that organizations must adopt policies that support psychological well-being, including clear work-life boundaries, mental health resources, and inclusive leadership practices. The role of workplace culture, digital tools, and organizational policies in mitigating stress and enhancing well-being is also explored. By addressing these factors, businesses can create an equitable and supportive hybrid work environment that enhances productivity and mental well-being, particularly for women professionals. This research contributes to the ongoing discourse on hybrid work models, providing insights into how they impact psychological well-being and what organizations can do to foster a more sustainable and inclusive work culture. The findings have implications for policymakers, HR professionals, and corporate leaders seeking to optimize hybrid work models for better employee well-being and organizational success.

Keywords: Psychological, HR professionals, corporate leaders, mental health resources

I. INTRODUCTION

Hybrid working, a combination of remote and in-office work, has gained prominence in the post-pandemic era. Organizations have embraced this model to maintain productivity while accommodating employees' needs for flexibility. While hybrid work offers numerous benefits, such as reduced commuting time and enhanced autonomy, it also presents challenges, particularly for women who often juggle professional responsibilities with caregiving roles.

The well-being of working professionals is a critical factor in organizational success. Women, who constitute a significant portion of the workforce, experience unique psychological effects due to hybrid work. Issues like isolation, blurred work-life boundaries, and increased emotional labor need further exploration. This study seeks to examine how hybrid working influences psychological factors such as stress, motivation, job satisfaction, and mental well-being among women professionals.

II. RESEARCH QUESTIONS

1. How does hybrid work affect stress and mental well-being among women professionals?
2. What are the psychological benefits of hybrid working for women?
3. How does hybrid work influence job satisfaction and motivation among women?
4. What organizational policies can support the psychological well-being of women in hybrid work models?

III. REVIEW OF LITERATURE

1. Hybrid Work and Psychological Well-being

Recent studies indicate that hybrid work positively impacts mental health by providing flexibility and reducing commuting stress (Bloom et al., 2022). However, other research highlights challenges such as social isolation and increased work-life conflicts (Wang et al., 2021).

2. Work-Life Balance and Women Professionals

Work-life balance is a crucial factor influencing women's psychological well-being. Studies suggest that hybrid work helps women manage caregiving responsibilities more efficiently (Kossek et al., 2022). However, it may also lead to "always-on" work culture, negatively impacting mental health (Felstead & Henseke, 2017).

3. Stress and Job Satisfaction in Hybrid Work Models

Hybrid work can reduce stress associated with long commuting hours but can also create new stressors such as lack of clear boundaries between work and personal life (Golden & Eddleston, 2020). Research also suggests that job satisfaction increases with hybrid work when organizations provide adequate support systems (Parker et al., 2021).

4. Organizational Policies and Employee Well-being

Organizations that offer mental health resources, flexible scheduling, and clear communication channels tend to have employees with higher job satisfaction (Allen et al., 2022). The role of managers in fostering psychological safety in hybrid work environments is also emphasized in recent literature (Bailey & Kurland, 2021).

IV. OBJECTIVES OF THE STUDY

1. To examine the relationship between hybrid working and psychological well-being among women professionals.
2. To identify the psychological benefits and challenges associated with hybrid work.
3. To assess the impact of hybrid work on work-life balance and job satisfaction.
4. To analyze case studies of organizations that have successfully implemented hybrid work models.
5. To recommend strategies for improving mental health and well-being in hybrid work settings.

V. HYPOTHESIS

H1: Hybrid work has a positive impact on the psychological well-being of women professionals.

H2: Women professionals experience lower stress levels and higher job satisfaction in hybrid work models compared to fully remote or on-site work.

H3: Lack of clear work-life boundaries in hybrid work negatively affects the mental health of women professionals.

VI. CASE STUDIES

Case Study 1: A Tech Company's Hybrid Work Model

A multinational technology firm implemented a hybrid work policy post-pandemic, allowing employees to work remotely for three days and on-site for two days. The company reported that female employees experienced:

- Improved work-life balance
- Reduced commuting stress
- Higher productivity levels

However, challenges included feelings of isolation and the difficulty of unplugging after work hours.

Case Study 2: Hybrid Work in Healthcare Administration

A healthcare organization adopted hybrid work for administrative professionals, allowing flexibility in work hours. Findings indicated:

- 78% of female employees reported reduced stress
- 65% felt more engaged and satisfied with their jobs
- Challenges included difficulty in collaboration and the need for better virtual communication tools

Case Study 3: The Banking Sector and Hybrid Work

A global banking firm introduced a structured hybrid work model where employees could choose their work locations. Key observations:

- Women with caregiving responsibilities found it easier to balance professional and personal duties
- Hybrid work helped retain women employees' post-maternity
- Lack of proper digital infrastructure led to occasional stress

VII. CONCLUSION AND RECOMMENDATIONS**CONCLUSION**

Hybrid working presents both opportunities and challenges for women professionals. While it promotes flexibility, reduces commuting stress, and improves job satisfaction, it also brings concerns like social isolation and blurred work-life boundaries. The success of hybrid work depends on the policies and support systems organizations implement to address these challenges.

RECOMMENDATIONS

1. Clear Work-Life Boundaries: Encourage designated work hours to prevent burnout.
2. Mental Health Support: Provide virtual counseling and wellness programs.
3. Regular Team Engagement: Foster social interactions through virtual and in-person team-building activities.
4. Training for Hybrid Work Management: Equip managers with the skills to support employees effectively.
5. Flexible Work Policies: Ensure hybrid work remains an inclusive, employee-centric model.

By adopting these measures, organizations can create an environment where hybrid work enhances psychological well-being, particularly for women professionals.

This research contributes to the growing discourse on hybrid work and mental health, emphasizing the need for proactive strategies to optimize the benefits of flexible working models. Future studies should explore long-term effects and sector-specific differences in hybrid work experiences.

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EMERGING ROLE OF SINGLE MOTHERS IN INDIAN SOCIETY

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ABSTRACT

Single motherhood in India has historically been stigmatized due to traditional family structures and societal expectations. However, in recent years due to growing education and awareness of changing social structures and evolving relationships, there has been a paradigm shift in the perception and role of single mothers. This paper explores the factors that are contributing to the rising number of single mothers, their challenges, and the socio-economic and legal frameworks that impact their lives. The study also highlights the evolving narrative around single motherhood and the increasing support systems available in contemporary Indian society both at the family and the governmental level.

Keywords: *Single mothers, Single motherhood, Divorce, Society*

INTRODUCTION

Single motherhood in India is an emerging social phenomenon influenced by various factors, like divorce, widowhood, separation, or the choice of unmarried motherhood. While patriarchal norms have long dominated family structures, there has been an increase in nuclear families and attitudes toward single mothers have changed noticeably. This shift is largely driven by various factors like urbanization, education, economic independence, and legal reforms.

Factors Contributing to the Rise of Single Mothers

1. **Increasing Divorce Rates** – The number of divorces has increased due to greater awareness of individual rights, mutual differences, and legal recourse for women.
2. **Widowhood** – Many women become single mothers due to the loss of their spouses, particularly in rural areas and the concept of remarriage is less socially accepted.
3. **Unmarried Motherhood** – Though still relatively rare, the number of women choosing to become single mothers through adoption or assisted reproductive technologies is growing due to the increase of IVF clinics across big cities.
4. **Domestic Violence and Separation** – Many women leave abusive relationships, prioritizing their safety and their children's well-being over societal norms due to their husband's physical abuse.
5. **Migration and Economic Factors** – With increasing financial independence, many women raise children alone rather than depend on traditional joint family structures due to less or inappropriate support from their husbands or families.

Challenges Faced by Single Mothers

1. **Social Stigma** – Single mothers often face discrimination and judgment from society, particularly in conservative communities including their family members.
2. **Financial Constraints** – Raising a child alone can be economically challenging, especially for women with limited education or job opportunities along with less literacy and education among women.
3. **Legal and Custodial Issues** – Single mothers may encounter legal hurdles regarding child custody, inheritance rights, and guardianship due to interference from the husband and his family.
4. **Emotional and Psychological Stress** – Balancing work, parenting, and societal pressures can lead to significant mental health challenges along with physical and emotional stress.
5. **Limited Support Systems** – Inadequate childcare facilities, lack of family support, and workplace discrimination make single parenting difficult.

Changing Perceptions and Emerging Support Systems

1. **Legal Reforms** – Legal reforms have evolved over a period and now laws related to domestic violence, divorce, and child custody have evolved to provide better protection and rights for single mothers.
2. **Economic Empowerment**—Government schemes support single mothers, and NGOs offer financial aid, skill development programs, and employment opportunities to them.
3. **Educational Opportunities** – Education and professional growth have enabled single mothers in their ability to raise children independently.
4. **Media Representation** – Many movies, television, and literature increasingly portray single mothers positively, helping to reduce stigma.
5. **Support Networks and NGOs** – Many organizations such as the National Commission for Women (NCW) and various NGOs provide legal, financial, and emotional support to single mothers.

CONCLUSION

The role of single mothers in Indian society is gradually transforming. While challenges persist, growing social, legal, and economic support systems have empowered many women to lead independent lives. Changing mindsets and urbanization continue to contribute to a more inclusive and accepting society as people are accepting the evolving role of single mothers. As single motherhood becomes more common due to an increase in divorce rates, further policy improvements and societal acceptance will be crucial in ensuring equality and dignity for single mothers and their children. This research provides the analysis done on primary research conducted with 300 respondents based in Mumbai, Pune, Delhi NCR, Bengaluru, Hyderabad, and Lucknow.

Analysis of the Questionnaire on the Emerging Role of Single Mothers in Indian Society

1. Demographic Profile of Respondents

- **Age Distribution:**

- Below 25: 10% (30 respondents)
- 25-35: 40% (120 respondents)
- 36-45: 35% (105 respondents)
- 46 and above: 15% (45 respondents)

Observation: A majority (75%) of single mothers fall within the 25 to 45 age range, indicating that single motherhood is most common among women in their prime working years.

- **Educational Qualification:**

- No formal education: 8% (24 respondents)
- Primary (Up to 8th grade): 12% (36 respondents)
- Secondary (9th-12th grade): 30% (90 respondents)
- Undergraduate: 35% (105 respondents)
- Postgraduate and above: 15% (45 respondents)

Observation: Nearly 50% of single mothers have at least an undergraduate degree, suggesting an improving education level among them, yet 20% have limited education, which may restrict economic opportunities.

- **Employment Status:**

- Unemployed: 25% (75 respondents)
- Self-employed: 20% (60 respondents)
- Private sector employees: 30% (90 respondents)
- Government employee: 15% (45 respondents)
- Daily wage worker: 10% (30)

Observation: Despite financial pressures, 25% of respondents remain unemployed, and 10% are in insecure jobs, indicating the need for employment support policies.

- **Monthly Income:**

- Below Rs.10,000: 30% (90 respondents)
- Rs.10,000 – Rs.30,000: 40% (120 respondents)
- Rs.30,000 – Rs.50,000: 20% (60 respondents)
- Above Rs.50,000: 10% (30 respondents)

Observation: 70% of respondents earn below Rs.30,000 per month, highlighting financial instability among single mothers.

- **Reason for Single Motherhood:**

- Divorce: 40% (120 respondents)
- Widowhood: 30% (90 respondents)
- Unmarried motherhood: 15% (45 respondents)
- Separation/Abandonment: 15% (45 respondents)

Observation: Divorce and widowhood are the primary two causes of single motherhood in India, with societal stigma still prevalent for unmarried mothers.

2. Social and Economic Challenges

- **Financial difficulties in raising a child:**

- Yes: 85% (255 respondents)
- No: 15% (45 respondents)

Observation: A significant majority (85% of respondents) face economic struggles, reinforcing the need for financial assistance and employment opportunities.

- **Workplace discrimination:**

- Yes: 60% (180 respondents)
- No: 40% (120 respondents)

Observation: Single mothers face discrimination, particularly in promotion opportunities and maternity leave policies in both organized and unorganized sectors.

- **Biggest financial challenges (multiple responses):**

- Child's education expenses: 70% (210 respondents)
- Healthcare expenses: 55% (165 respondents)
- Housing expenses: 50% (150 respondents)
- Lack of government support: 60% (180 respondents)

Observation: For most single mothers' education is the top concern, followed by medical and housing costs.

- **Social acceptance:**

- Yes: 35% (105 respondents)
- No: 65% (195 respondents)

Observation: A majority (65% of respondents) still feel stigmatized, revealing a need for awareness programs to challenge social stereotypes.

- **Discrimination faced from:**

- Family: 50% (150 respondents)
- Society/Community: 70% (210 respondents)
- Workplace: 55% (165 respondents)
- Educational institutions (for children): 40% (120 respondents)

Observation: Social stigma extends beyond family to communities and workplaces, with children also facing discrimination in schools.

3. Support Systems and Coping Mechanisms

- **Sources of support:**

- Family: 50% (150 respondents)
- Friends and peer network: 40% (120 respondents)
- Government schemes: 30% (90 respondents)
- NGOs/women's support groups: 20% (60 respondents)
- No support: 25% (75 respondents)

Observation: 50% of single mothers rely on family, while 30% access government aid, indicating gaps in official welfare programs.

- **Awareness of government schemes:**

- Yes: 40% (120 respondents)
- No: 60% (180 respondents)

Observation: Low awareness (60% of respondents) suggests a need for better dissemination of welfare policies.

- **Preferred policy improvements:**

- Financial aid and subsidies: 75% (225 respondents)
- Legal rights and protection: 60% (180 respondents)
- Workplace benefits: 55% (165 respondents)
- Affordable childcare facilities: 50% (150 respondents)

Observation: Single mothers seek financial aid and legal protection more than workplace benefits, indicating that survival needs take precedence over professional growth.

- **Society's changing perception:**

- More positive: 30% (90 respondents)
- Still negative: 50% (150 respondents)
- Neutral: 20% (60 respondents)

Observation: Only 30% of single mothers believe societal views are improving, suggesting persistent stereotypes.

- **Coping mechanisms:**

- Emotional support from family/friends: 50% (150 respondents)
- Financial planning: 40% (120 respondents)
- Religious/Spiritual guidance: 35% (105 respondents)
- Professional counselling: 20% (60 respondents)

Observation: Most single mothers rely on emotional support, but few access professional help, indicating a gap in mental health support for single mothers.

4. Future Aspirations and Recommendations

- **Top priorities for children's future:**

- Good education: 80% (240 respondents)
- Financial stability: 70% (210 respondents)
- Emotional well-being: 60% (180 respondents)
- Social acceptance: 50% (150 respondents)

Observation: Single mothers prioritize education and financial security, recognizing the long-term impact on their children's futures.

- **Key messages from single mothers (common themes from open-ended responses):**

- Resilience and strength: Many emphasize self-reliance and perseverance.
 - Breaking stereotypes: Some wish to challenge traditional gender roles.
 - Need for support networks: Many highlight the need for stronger legal and financial systems.
-

CONCLUSION AND RECOMMENDATIONS

- **Economic Challenges:** Most of the single mothers struggle financially due to low-paying jobs and high education costs. Targeted financial aid and job training programs are essential to provide them with financial security.
- **Social Stigma:** 65% of single mothers feel unaccepted, with discrimination extending to workplaces and schools, hence awareness campaigns and policy reforms are necessary.
- **Limited Awareness of Government Support:** Only 40% of single mothers are aware of welfare schemes, therefore improved outreach and implementation can bridge this gap.
- **Mental and Emotional Support:** Only 20% of single mothers seek professional help, highlighting the need for accessible mental health counseling services.
- **Workplace Reforms:** 60% of single mothers face discrimination, calling for better maternity benefits, flexible work hours, and workplace inclusion policies.

This study underscores the urgent need for economic, legal, and social interventions to improve the conditions of single mothers in Indian society.

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INSTAGRAM AS A TOOL FOR SOCIAL CHANGE AND COMMUNITY BUILDING – A STUDY ON INTERVENTIONS IN DOMESTIC VIOLENCE

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With the rise of digital activism, social media platforms like Instagram have emerged as powerful tools for awareness, advocacy, and community mobilization. Domestic violence (DV) is a widespread issue influenced by cultural and systemic barriers. In 2021, Mumbai recorded 5,543 cases of crimes against women, marking a 21% increase from the previous year. Social media platforms, particularly Instagram, have emerged as tools for raising awareness and fostering community support in India. This study examines Instagram's role in DV advocacy through content analysis of 50 accounts focused on DV awareness. Key themes include legal resources, survivor support, and influencer-led campaigns. Case studies, such as the Mumbai-based NGO Majlis and community support demonstrate Instagram's potential in providing assistance. A four-year study conducted by the Society for Nutrition, Education & Health Action (SNEHA) involving approximately 4,000 women from the Wadala and Kurla slums in Mumbai demonstrated that community-led interventions significantly reduced instances of domestic violence. However, the findings highlight limitations such as the digital divide and lack of offline support. While Instagram contributes to awareness and dialogue, its effectiveness depends on integrating digital advocacy with community-based interventions and policy measures. This study concludes that Instagram is a valuable tool for DV awareness and support but should complement rather than replace traditional intervention mechanisms. Future research should explore the effectiveness of multi-platform advocacy and assess how digital campaigns translate into measurable social change.

Keywords: Domestic Violence, Instagram, Social Media, Digital Activism, Digital Advocacy

INTRODUCTION

Domestic violence (DV) is a pervasive issue affecting individuals across socio-economic, cultural, and geographic boundaries. The United Nations labeled DV as the "shadow pandemic" during the COVID-19 crisis, underscoring its widespread impact as cases surged globally. Despite advancements in human rights advocacy, DV often remains entrenched in societal norms, limiting survivors' access to justice and support. Social media platforms like Instagram, with their visual-centric and participatory nature, are emerging as critical tools for raising awareness, fostering dialogue, and mobilizing communities to address this issue.

In India, domestic violence cases increased by 2.5 times during the pandemic, as reported by the National Commission for Women in 2021. Cultural taboos, patriarchal mindsets, and systemic barriers often silence survivors and impede progress. However, digital platforms have empowered activists and communities to bridge these gaps. Instagram, with its reach of over 230 million users in India, has become a digital refuge where survivors and allies share stories, access resources, and advocate for systemic change.

At a community level, domestic violence is often dismissed as a private matter, especially in rural and semi-urban areas. Police reluctance to act, exemplified by labeling DV cases as "domestic disputes," demonstrates the need for local awareness campaigns and intervention mechanisms. In urban contexts, college groups and NGOs are increasingly leveraging Instagram to educate youth and foster conversations around gender-based violence. Localized hashtags such as #SpeakUpAgainstDV and influencer-led campaigns have created ripples of awareness, albeit with limited outreach in non-digital environments.

A four-year study conducted by the Society for Nutrition, Education & Health Action (SNEHA) involving approximately 4,000 women from the Wadala and Kurla slums in Mumbai demonstrated that community-led interventions significantly reduced instances of domestic violence. The study found that these interventions more than doubled the likelihood of women disclosing their experiences with violence.

Local examples, like the initiative by Mumbai-based NGO "Majlis," show the potential of combining online awareness with offline support systems. Their Instagram campaign during lockdowns not only provided legal information but also directed survivors to immediate assistance. However, the absence of offline community groups leaves many women, especially in marginalized areas, without actionable support.

REVIEW OF LITERATURE

Social media's role in addressing social issues has been widely researched. According to **Boyd (2014)**, social media platforms enable grassroots mobilization by facilitating storytelling and fostering solidarity. Boyd highlights that platforms like Instagram can humanize abstract issues through visual narratives, making them relatable and actionable.

Kaushik Sharma (2018) examined the effectiveness of social media campaigns in shifting public perception of gender violence in India. They found that hashtags such as #MeToo and #WhyIDidntReport catalyzed societal dialogue, though the impact often remained confined to urban, digitally literate populations.

Banerjee et al. (2020) emphasize the potential of digital interventions for marginalized women in rural India. Their research highlights that while WhatsApp is predominantly used for immediate communication, Instagram is emerging as a platform for visual campaigns targeting youth.

Delgado (2019) explored how Instagram's participatory design fosters advocacy among millennials. They argue that visual content combined with community-building features like live sessions and collaborations creates a conducive environment for discussing sensitive topics like DV.

National Crime Records Bureau (NCRB, 2021) statistics underscore the disparity between reported cases and actual instances of DV, indicating a systemic failure. This aligns with the findings of **Sen (2022)**, who argues that community-level interventions must complement online advocacy for tangible results.

RESEARCH METHODOLOGY

Aim

To analyze Instagram's role in fostering social change and community building as an intervention tool for domestic violence.

Objectives

1. To analyze the effectiveness of Instagram campaigns in raising awareness about domestic violence.
2. To investigate the role of community groups and influencers in mobilizing action through Instagram.
3. To identify the gaps between online advocacy and offline support systems.

Research Questions

1. How effective is Instagram in raising awareness on domestic violence?
2. What role do influencers and community groups play in fostering dialogue and intervention?

Hypotheses

- Hypothesis (H1): Instagram plays a significant role in fostering awareness and interventions in domestic violence.
- Null Hypothesis (H0): Instagram does not play a significant role in fostering awareness and interventions in domestic violence.

Limitations

1. The study focuses primarily on Instagram and excludes other platforms like Facebook and WhatsApp.
2. It is limited to publicly available content and does not account for private groups or DMs.
3. Regional disparities in internet access and digital literacy may skew findings.

Results & Discussion

The findings suggest that while Instagram is an effective tool for awareness and community building, its limitations include the digital divide and the lack of immediate offline support. Policymakers and NGOs must integrate online advocacy with local interventions.

Content Analysis

An analysis of 50 Instagram accounts dedicated to domestic violence advocacy revealed recurring themes such as survivor stories, legal rights, helpline numbers, and community solidarity. Influencer-led campaigns like #BreakTheSilence amassed significant engagement but showed limited direct impact in rural areas.

CASE STUDIES

1. Domestic Violence During the COVID-19 Pandemic

A study analyzing newspaper reports over the past five years revealed a sharp rise in domestic violence cases during India's COVID-19 lockdowns. The highest number of cases was recorded in the initial lockdown phases, when victims were confined with their abusers. The research highlighted how limited mobility, financial instability, and emotional stress exacerbated the situation. This period underscored the urgent need for digital interventions and remote support systems for DV survivors.

2. The Shraddha Walkar Case (2022)

In a high-profile case, Shraddha Walkar, a 27-year-old woman from Maharashtra, was murdered by her live-in partner, Aaftab Poonawala, in Delhi. After a heated argument, Poonawala strangled Shraddha, dismembered her body into 35 pieces, and disposed of them in a forest over 18 days. The case, which surfaced six months later, reignited debates on women's safety in live-in relationships and the importance of early intervention in abusive situations.

3. Mumbai-Based NGO Majlis: Digital Legal Aid During Lockdowns

Majlis, a Mumbai-based NGO, launched an Instagram campaign during the COVID-19 lockdown to provide legal and emotional support to DV survivors. The initiative reached over 500 women, offering legal consultations, emergency helplines, and counseling services. This campaign demonstrated how social media can be leveraged to assist victims in real time, even in restrictive environments.

4. Influencer-Led Campaigns for Domestic Violence Awareness

Popular influencer Srishti Dixit used Instagram stories and posts to educate urban youth about domestic violence, its signs, and available legal resources. Her campaign generated over 10,000 engagements per post, highlighting how digital influencers can play a crucial role in shaping public discourse on DV and breaking societal taboos. However, the reach of such initiatives remains limited in rural areas, emphasizing the need for multi-platform advocacy.



Sample Images

CONCLUSION

Instagram is a powerful awareness tool but remains insufficient as a standalone intervention. Effective systemic change necessitates integrating digital advocacy with community-driven solutions, policy reforms, and law enforcement collaborations. Despite Instagram's effectiveness in creating dialogue and fostering solidarity, its limitations must be addressed. Online awareness alone is insufficient without corresponding offline support systems, such as legal aid services, community shelters, and policy interventions. The findings suggest that while Instagram plays a critical role in reshaping public discourse on DV, its impact can be enhanced through hybrid approaches that integrate digital activism with on-ground initiatives. Strengthening collaborations between NGOs, policymakers, and law enforcement is essential to bridge the gap between online advocacy and real-world action.

FURTHER SCOPE OF RESEARCH**1. Policy Recommendations:**

- Government-NGO collaborations for gender-based safety reforms.
- Training law enforcement on women's rights and digital crimes.

2. Community Engagement:

- Hybrid support networks for victims of war, cyber violence, and DV.
- Localized women's safety initiatives in conflict and climate-affected areas.

3. Digital Outreach:

- AI-driven SOS response features on social media.
- Cybersecurity training for women.

4. Education & Awareness:

- Digital literacy programs to combat tech-assisted GBV.
- Climate resilience programs targeting gender inequalities.

5. Monitoring & Evaluation:

- Data-driven research to measure social media's impact.
- Regular policy revisions based on digital advocacy trends.

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GROWTH AND DEVELOPMENT OF URBAN WORKING WOMEN IN THE CONTEMPORARY DIGITAL TIMES VIS-A-VIS THE ROLE OF HR IN COMBATTING WOMEN ISSUES AND CHALLENGES

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The present digital times are competitive and challenging times on one side and are transforming lives, workplaces and societies at large on the other. Today, while we are dealing with the subject of women, we need to address their issues and challenges especially when they are vulnerable in many ways being deprived of human rights.

Our country being a male dominated country left women susceptible to many a crimes and discrimination for centuries and today they are still at risk in many a situations when compared with men. Of course, this tendency is decreasing and that's why we find women active in all spheres of human activities so much so that many women today have made a niche for themselves and have come to be recognized holding distinctive positions in society.

The main objective of our study was to understand the issues and challenges faced by urban working women in Mumbai on one hand and to know the role of HR to resolving women issues at workplaces on the other.

OBJECTIVES OF THE STUDY

The study was undertaken taking into consideration the following”

1. To gauge into practical issues of urban working women at workplaces in Mumbai.
2. To know if working women are victimized in any way or denied of any benefits in organisations in general in comparison to their male counterparts.
3. To find out grievances of working women in common.
4. To find out how what HR initiatives are being adopted in organisations as precautionary measures to the problems of working women.
5. To suggest ways and means to resolve conflicts or problems of working women overall.

LIMITATIONS OF THE STUDY

1. This study is subject to the jurisdiction of Mumbai city and so the results of the study can be applicable to big cities and towns only assuming that such situations exist there.
2. This is based on only questionnaire method and information received therefrom.
3. The study is for the contemporary times and in the course of ever changing socio-economic and socio-cultural times over a certain period of time, this may not be relevant.
4. Due to time constraints, the study was restricted to only 62 responses and so it lacks a holistic approach.

RESEARCH METHODOLOGY

After conceptualizing the topic of study, a google questionnaire was designed consisting of 30 questions. The same was circulated to over 200 women from different fields but only 62 responses were received. Secondary data was collated from website.

LITERATURE REVIEW

Dr. Shambunath opined that the work performed by them in a society is a significant indicator of a nation's overall progress and to this we all agree. From ages, women have been participating in a nation's social, economic and political activities and this has even our country vibrant. However, they in general have been victims of discrimination in the society at large in many respects. They have suffered physical and mental abuse and made to go through a stressful life in families and often confined to the four walls of the house. Amidst all such chaos, some women have stood firm and come out of the egg shell and proven themselves as strong, intelligent and competent persons and brought name and fame for themselves. Women namely Rani Laxmibai, Rani Kittur Channamma, Jhansi Rani and others have participated in freedom struggle and known for their bravery and sacrifice. Women such as Indira Gandhi, Pratibha Shekhawat, Droupadi Murmu, Sarojini Naidu, Sushma Swaraj, Nirmala Sitharaman, Smriti Irani, Priyanka Gandhi, Sheila Dikshit, Mamata Banerjee, Jayalalitha, and many more to name have played distinctive roles in the political arena. A number of women have also contributed a lot to the field of arts, cinema, sports, education and music and they are Lata Mangeshkar, Arundhati Roy, Madhuri Dixit-Nene, Mary Kom, Savitribai Phule and countless others.

Women have been social activists and some of them are Kiran Bedi, Irom Sharmila, Medha Patkar etc. Some women of Indian origin have shone outside our country and they being Kalpana Chawla, Kamla Harris, Amrita Sher-Gil and many others. Women who have been known for extraordinary talents and contributions are Shakuntala Devi (a living computer) and Mother Teresa (a living saint).

Thus women have proved themselves and contributed even to the field of science and technology as shown to us by **Satyajit N. Singh** and some of them are Rajeswari Chatterjee, Anna Mani, Kiran Mazumdar Shaw, Anandi Gopal Joshi, E K Janaki Ammal, Dr N Kalaiselvi, Tessy Thomas and innumerable others.

So we can see that women are also like the innumerable stars among and along with their male counterparts. Their contributions have had far-reaching effects on Indian society and global movements that makes us proud of.

Issues and Challenges of Urban Working Women

Studies on this subject has shown us number of issues and challenges which can be classified as cultural, social, economic, and institutional/organisational factors. All these factors have left them to be exploited and victimised further leading to their physical, mental and psychological stresses. They have been enumerated below:

- A) Cultural Factors:** Women have been often considered weak and looked down upon in many ways. They are expected to only look after house chores and children and all the members of their families. So when they are vulnerable at homes, will they be able to raise themselves from such a helpless situation unless someone displays a saviour role in their lives?
- B) Social Factors:** Societal expectations around gender roles often put undue pressure on women to prioritize family over career. Many urban women are still expected to conform to traditional roles of homemaker and caregiver, which can limit their ability to fully participate in the workforce. Society at large has been responsible for this in our country because female child is always seen as a burden. History speaks all about female infanticide, early marriages, ill-treatment by husbands and their in-laws, harassment for dowries etc.
- C) Economic Factors:** Women have been discriminated by gender in rural areas and are paid low wages compared to men. It was also seen in organisations wherein only typical jobs such as clerical, typing and stenography were provided to them. Therefore laws such Equal Remuneration Act had to be enacted.
- D) Institutional / Organisational Factors:** Initially when women started to work they were criticized, ridiculed, discouraged, ill-treated and victimised. At times, they have been considered as an object to be used or tossed in any way. There have scores of instances of sexual abuse, harassment and to this effect we have number of case laws; one of them being –The Vishaka Case.
- E) Mental and Physical Health Factors:** Balancing work, home responsibilities, and societal expectations lead to significant stress and mental health issues among women. Often anxiety, stress and depression at workplaces resulted in their mental as well as physical health issues.
- F) Work-Life Balance issues:** Women with domestic responsibilities such as cooking, cleaning childcare and others on one side were expected to balance their professional lives on the other. This dual responsibility often led to stress and burnout in them. Many women lacked access to affordable childcare facilities and supportive family structures which made it difficult for them to maintain a healthy balance between work and personal life.
- G) Gender Discrimination Issue:** This was both a social as well as a cultural context and a crime whereby women were considered lower in almost all things. This discrimination led to pay gaps, less opportunities for promotion and growth at workplaces as compared to their male counterparts.
- H) Safety and Security Issue:** There have been number of cases to show how women were unsafe and insecure at workplaces. Many women in urban workplaces have experienced sexual harassment ranging from inappropriate verbal abuse to more serious offenses. Despite laws like Prevention of Sexual Harassment (2013) of Women, implementation and enforcement of the same has either remained ineffective or weak. At the same time, safety of women remains a significant issue, especially of those women commuting to work late hours or in poorly lit areas. Therefore, the fear of crime and harassment often limits their mobility and freedom. These social evils and crimes have been on rise and in our country urban working women have expressed their opinion saying that Mumbai is unsafe for women in the recent past years.

I) Others:

- **Lack of Equal Opportunities and Representation:** Our country being a male dominated country, women face the issue of biases in recruitment processes that hinder women's rise to leadership positions. Many of our women are often underrepresented in senior roles across most industries, in spite of their attainment of higher qualifications.
- **Limited Legal Protections and Workplace Policies:** Many employers do not provide all the legal benefits to be provided for women. Women may not get the right number of days of maternity leave which is often a challenge for them when they have little children to look after and also manage work simultaneously. This is because some organisations either do not have or maintain HR policies. At times, women who are victims of crime and abuse are denied of legal protections of any sort. Often, women who are scared of social stigma do not even want to take up the issues further.
- **Lack of Financial Independence and Empowerment:** It has been noticed that even though women work for a living, many urban working women are not financially dependent in their families as often it is male family members who make major financial decisions restricting their autonomy. So how can they be empowered?
- **Urban Infrastructural constraints:** Even in many urban areas, the lack of safe and reliable public transportation options poses a challenge for working women, especially in the early morning or late evening hours. Inadequate transport infrastructure increases vulnerability to crime and harassment. Limited affordable childcare facilities and travelling distant in urban areas also adds to the burdens on working women.
- **Entrepreneurial Challenges:** Women rarely take up the risk of entrepreneurship because often face difficulties in securing funding, building networks, and breaking into male-dominated industries. Above all they face competition and criticisms in the society. Some traditional and conservative sections of society still resist the idea of women working outside the home or pursuing careers. This leads to tension both within families and in society at large.
- **Technology and Digital issues:** Women often face challenges in the field in technology and digital matters, especially when it means to remote working, online education and networking platforms as they have household chores to attend and also discouraged by family members.

Growth and Development of Urban Working Women in the contemporary digital times

Despite the above challenges, urban working women in India continue to break barriers and make significant contributions across various sectors. In the contemporary digital times, the growth and development of urban working women is because of multiple factors as explained below:

1. **Technological Growth and Advancements:** The world is found to be growing and advancing laterally and vertically perpetually which has supported urban working women in many ways:
 - **Remote Working and Flexibility:** The digital revolution, particularly with the rise of the internet and mobile technologies, has facilitated remote work and flexible working hours. This has enabled women to balance their work-life responsibilities more effectively, especially for those with caregiving roles at home.
 - **Acquiring Digital Skills:** Many women in urban areas have adapted by acquiring technical skills in fields like software development, digital marketing, data analysis, and e-commerce which has opened up new career avenues that were previously dominated by men.
 - **Platforms for Entrepreneurship:** Social media platforms, online marketplaces, and digital tools have made it easier to market products, services, or personal brands and also to become entrepreneurs.
2. **Socio-Cultural Shifts:** Society has transformed significantly and there has been a great change in women with respect to their social and cultural lives. Women are no longer considered as burdensome rather a most important and indispensable person in the society.
 - **Changing Gender Roles:** In urban environments, gender roles have evolved, with an increasing acceptance of women working outside the home and pursuing careers. This is especially noticeable in cities where educational opportunities and professional networks for women are more accessible.

- **Supportive Networks and Communities:** Women now have access to various support systems, such as online networks, mentorship programs, and communities that provide guidance and encouragement for women in different industries. This sense of solidarity boosts confidence and fosters professional growth.
- 3. **Economic Growth and Development:** Women are seen working shoulder to shoulder with men in many areas with men and today they are treated as equals and further enjoy economic growth and development. They are found to be a great support financially and uplift families in several ways:
 - **Access to Diverse Job Roles:** Urban economies tend to be more diversified, with a range of sectors that actively seek women in leadership, technical, and creative roles. From finance and healthcare to tech and education, women are occupying positions that were once rare or inaccessible.
 - **Increase in Women's Income Contribution:** As women enter the workforce in greater numbers, they have contributed significantly to household income, elevating their financial independence and decision-making power within their families.
- 4. **Policy Changes:**
 - **Workplace Diversity and Inclusion:** Many organizations now prioritize gender equality in their hiring practices, and laws supporting equal pay, maternity leave, and sexual harassment prevention have helped level the playing field for women in the workforce.
 - **Government Initiatives:** Various government policies and initiatives have aimed at empowering women, such as skill development programs, women entrepreneurship schemes, and financial inclusion drives.

Role of HR in Combatting Women Issues and Challenges in Contemporary Digital Times

The role of Human Resources (HR) in combatting women's issues and challenges in the contemporary times has become increasingly important. Due to globalization and digitalisation, organisations today have been empowering HR to frame proper policies, initiatives, and practices that ensure gender equality, inclusivity, and support for women in the workplaces. Here are some of the areas where HR can combat women's issues and challenges:

1. Promoting Gender Equality in the Workplace:

- **Equal Pay for Equal Work:** HR must ensure that there is transparency and fairness in salary structures. Gender pay gaps remain an issue in many industries, and HR can use data analytics to monitor pay disparities and take corrective action.
- **Diversity and Inclusion Policies:** HR should be proactive in creating policies that promote diversity in hiring, promotions, and leadership roles. This includes ensuring equal representation of women across various departments and senior positions.
- **Unconscious Bias Training:** HR can implement training programs to help employees, especially managers and decision-makers, recognize and address unconscious bias that may affect hiring, performance reviews, promotions, or day-to-day interactions.

2. Providing Safe and Supportive Work Environments

- **Preventing Harassment:** HR must take a firm stand against sexual harassment and other forms of workplace discrimination. This includes establishing clear anti-harassment policies, ensuring safe reporting mechanisms, and holding individuals accountable for inappropriate behavior. HR should also ensure regular training and awareness campaigns.
- **Flexible Work Policies:** As digital tools have enabled more remote and flexible working options, HR should provide policies that support work-life balance. This is particularly important for women, who may have additional caregiving responsibilities. Offering flexible hours, remote work options, and paid parental leave can help support women in managing both personal and professional demands.

3. Supporting Professional Development

- **Training and Upskilling:** HR can offer training programs that encourage women to develop digital and leadership skills, equipping them for roles in technology, management, or entrepreneurship. This is particularly important in a digital age where new skills and adaptability are crucial for career growth.

- **Mentorship Programs:** HR can create formal mentorship programs to guide women in their career advancement. Pairing women with mentors in higher roles can offer them career advice, help expand professional networks, and ensure they have the resources they need to progress in their careers.

4. Addressing the Digital Divide

- **Access to Technology:** HR should ensure that women, especially those from disadvantaged backgrounds, have equal access to digital tools, resources, and training. This includes providing the necessary hardware, software, and internet access, as well as facilitating digital literacy training programs.
- **Bridging the Gender Gap in Tech Roles:** In many industries, especially in technology, women remain underrepresented. HR can actively recruit and retain women in STEM (Science, Technology, Engineering, Mathematics) fields by implementing initiatives such as scholarships, targeted training, and outreach programs that encourage girls and women to pursue careers in these areas.

5. Fostering Work-Life Balance and Well-Being

- **Mental Health and Well-Being Programs:** HR should recognize the unique challenges women face in balancing work and home life, especially in the digital age where work and personal life boundaries can blur. HR can offer resources like mental health support, counseling, wellness programs, and stress management workshops.
- **Parental and Caregiver Support:** HR must ensure that policies around maternity leave, paternity leave, and caregiver responsibilities are clear and supportive. In addition to maternity leave, HR can extend support for those who are caregiving for elderly or sick family members. This can include offering flexibility in work hours and additional leave options.

6. Encouraging Female Leadership and Representation

- **Leadership Training:** HR can implement leadership development programs specifically designed for women. These programs can focus on building skills such as decision-making, negotiation, communication, and confidence, which are essential for climbing the corporate ladder.
- **Gender Parity in Leadership:** HR should actively work toward gender parity in senior leadership roles, ensuring that women have an equal representation in boardrooms and executive teams. This can be done by setting quotas, identifying high-potential women, and providing the mentorship and support needed for their progression.

7. Advocating for Workplace Flexibility and Hybrid Work Models

- **Hybrid Work Models:** HR can implement hybrid work policies that offer women greater control over their work environment, allowing them to balance personal and professional responsibilities effectively. Hybrid models should also ensure inclusivity and equitable treatment for all employees, whether they are working remotely or on-site.
- **Use of Digital Tools:** The right use of collaboration tools, communication platforms, and project management software can enhance productivity and reduce gender-based disparities related to access to information and decision-making processes.

8. Tracking and Measuring Gender Equality

- **Data Collection and Analysis:** HR should collect data on gender diversity, pay equality, hiring practices, promotion rates, and retention of women in the organization. Regularly analyzing this data can help HR identify gaps and trends, take corrective measures, and set clear goals for gender equality.
- **Employee Feedback Mechanisms:** HR should create an open channel for employees to provide feedback regarding their experiences related to gender equality, harassment, and other challenges. Regular surveys or focus groups can help HR assess the effectiveness of existing policies and make necessary adjustments.

FINDINGS

1. The highest number of women in this study are between 18-30 age groups. This indicates that younger women are more open to digital jobs and they are more familiar with technology.
2. The majority of women have full time jobs while some are unemployed. This shows that digital jobs provide new career opportunities to women but some still struggle to find jobs due to lack of opportunities in certain fields.

3. Most of the women work in HR and Teaching fields. This indicates that these fields are more open to female category.
4. The majority of the women have 1-5 years of experience and only a few are in senior positions. This indicates that they are now climbing up the ladder but are prone to challenges in moving up to higher positions.
5. Most respondents feel that digital tools made their jobs easier meaning that computers, software and online tools help them with work tasks. However some of them still need training to use technology better.
6. Many women think digital jobs have created more opportunities for them because online jobs and remote working have opened doors for women who have faced restrictions in traditional style workplaces.
7. Websites like Youtube, Udemy, Coursera help women to learn new skills. This shows that online courses are easy to access and can be done from home and they can learn at their own pace.
8. Most women enjoy the flexibility of working from home, but some felt that it comes with difficulties. This indicates that remote work needs women to balance their families and work lives.
9. Many women feel comfortable with new technology at work, while some still find it hard. This shows that younger women use technology every day and so it can be easy for them at workplaces but older employees or those who are without training may often take longer to learn.
10. Most women's think that the hardest part of digital jobs is managing both work and family. This indicates that women still do most housework and childcare, making it harder to focus fully on their jobs.
11. Many women feel that men get promoted faster than them. This shows that some companies still prefer men for leadership roles and women also take breaks for family reasons, which slows their career growth.
12. Most respondents feel that hiring and promotions are not always fair and men are often paid more for the same job. This shows that some companies still believe men should earn more but women also don't always get equal opportunities to grow.
13. Some women hesitate to report workplace problems to HR. this indicates women may fear losing their jobs, being ignored or facing negative reactions for speaking up
14. Some women's feel their workplace is fair while others feel discrimination still exists. This indicates that companies are making progress towards gender equality but biases still exists in promotions , salaries and leadership roles
15. Most women think that HR listens to them but other think HR only pays attention sometimes. This data shows that HR departments may not always take women's concerns seriously or act on their complaints effectively
16. Majority of women's believe that HR should improve its policies on workplace harassment.
17. Most women feel their workplace is good place for female employees but some believe improvements are necessary.

SUGGESTIONS

1. Companies should provide training and guidance for young women to grow in digital careers. At the same time they should also help themselves learn technology so they don't feel left behind.
2. Companies should create training programs and internships to help unemployed women gain new skills and find better jobs.
3. Companies should have clear promotions rules and provide leadership training to help women get higher position and they should also provide free training on digital tools so that all women can work easily.
4. Companies should allow more remote work and flexible jobs so women can work from anywhere and give them free access to online courses so women can learn and grow in careers.
5. Companies should create online team activities to help women's feel connected and provide time management training and they should organize simple teaching training sessions to help women who are not comfortable with technology.
6. Companies should offer flexible work hours, mandatory maternity leave and childcare support to help woman balance both.

7. HR should check salary differences regularly and ensure fair pay for both men and women.
8. Women should report complaints to HR and HR should ensure the safety of women at workplaces through counselling and proper action.
9. Companies should have strict anti-harassment rules such as POSH enactment, and HR should cater to the overall welfare of women.
10. This calls for advocacy for ethical gender policies, better workplace support systems and societal awareness to address these issues and create a more equitable work environment.

CONCLUSION

It is imperative that women definitely have a critical role to play in various spheres and are instrumental to cause self-growth and growth of the organisations they work for as they have empowered and proved themselves over and over again. They are a part and parcel of the greater society and wherever they exist can emulate their male counterparts. Their contributions have had awe-inspiring results not only limiting it to a country's jurisdiction but also at global level. Therefore, the society has a crucial role to ensure that women are respected and cared for as equals. And if we ensure that women have equal opportunities to work or if they are given freedom to pursue any career in their lives, we can have a conducive work environment for women and at the same time build a vibrant, stronger and a more equitable country as advocated by Dr. Shambunath.

Most of these women who faced gender discrimination, societal expectations and political opposition could overcome all the barriers because of their sheer determination and resilience.

HR has definitely a crucial role to play in tackling women's issues and challenges in contemporary digital times. By adopting inclusive policies, ensuring legal aspects and supporting women in their professional development, HR can contribute significantly to creating a more equitable, diverse, and supportive work environment. Empowering women through HR initiatives not only benefits individual employees but also enhances organizational growth, fosters innovation, and improves overall workplace culture.

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EFFECTS OF GENDER INEQUALITY AT WORKPLACE OR PRODUCTIVITY OF WOMEN

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ABSTRACT

purpose- *The purpose is to find and study the effect that gender inequality at the workplace has on the productivity of women is to understand how gender-based disparities in the workplace impact women's ability to perform, contribute, and progress within their professional environments.*

Design/Methodology/Approach – *The paper is based on secondary as well as primary data collected with the help of Google forms and interviews.*

Findings- *Gender inequality at the workplace negatively impacts women's productivity by reducing job satisfaction, limiting career advancement, increasing stress, and underutilizing their talents, while initiatives promoting equality can enhance both their performance and organizational success.*

Practical implication- *Addressing gender inequality in the workplace has direct practical implications for both the well-being of employees and the organization's productivity. By ensuring equitable treatment, providing opportunities for advancement, fostering an inclusive work culture, and supporting work-life balance, companies can increase women's productivity, contribute to organizational growth, and enhance overall business performance. Effective gender equality initiatives can transform workplace dynamics and create an environment where all employees regardless of gender can perform at their highest potential.*

INTRODUCTION

Gender inequality in the workplace involves unequal treatment based on gender, leading to disparities in pay, advancement opportunities, job roles, and access to resources. For women, this inequality can hinder career growth, lower productivity, and result in job dissatisfaction, motivation loss, and higher turnover. Women may also face a "glass ceiling" preventing them from reaching senior roles. For organizations, gender inequality limits innovation, creativity, and productivity, while diverse, gender-balanced teams perform better by bringing varied perspectives that enhance problem-solving and decision-making. Addressing gender inequality can boost workplace morale, efficiency, and long-term success.

LITERATURE REVIEW

The literature identifies several approaches to the theoretical background of gender inequality at workplace and productivity of women.

- **The impact of unconscious bias on women careers**

(Survey report 2017 SPF Sasakwa peace foundation):

The article examines how unconscious bias contributes to gender inequality in the workplace. Rooted in societal stereotypes, these biases can result in discriminatory hiring, unequal pay, and limited opportunities for women. Research shows women are often seen as less competent or deserving of promotions, even with equal qualifications. By raising awareness of unconscious bias and adopting strategies to address it, organizations can foster more equitable and inclusive environments.

- **Gender Diversity and Innovation**

(WILEY online library march 2023):

The article emphasizes the positive impact of gender diversity on workplace innovation and productivity. Research shows that companies with more gender diversity are more innovative and financially successful. Diverse teams offer varied perspectives, leading to creative solutions and better decision-making. Fostering inclusion and empowering women can give organizations a competitive advantage.

- **Breaking the Glass Ceiling (CXO today.com jan-2023):**

The article discusses strategies women can use to overcome gender barriers and advance in their careers. It highlights the importance of building professional networks, seeking mentorship, developing leadership skills, negotiating fair compensation, and advocating for themselves. By taking these proactive steps, women can break the glass ceiling and achieve career success.

- **Gender inequality in the workplace in india**

(NatWest group, jen Tomlinson, march 2016):

The article highlights ongoing pay gaps and inequality for women in the workplace. While some countries have made efforts to reduce these gaps, India has seen a decline in female workforce participation over the last 25 years, despite rapid economic growth. The piece also features insights from Srikant Venkata, Head of Candidate Attraction & Engagement in India, who shares relevant firsthand perspectives on the issue.

- **The gender gap in employment: what's holding women back Info Stories (international Labour organization) Dec 2017:** The study highlights that women are more likely to work in vulnerable jobs, while men are more often in own-account employment. Reducing gender gaps in labor force participation could significantly boost global GDP, especially in regions with large gender disparities and even in developed countries during periods of low economic growth.

OBJECTIVE

To assess the implication of gender inequality in the workforce and it's effect or productivity in our organization.

RESEARCH METHODS

For the purpose of the study a sample of 50 female and male from Mumbai and Thane were selected. A structured questionnaire was prepared and administered with the help of Google forms to those who were comfortable to use the platform. A few interviews were also conducted to get an insight into the opportunities for women in various sectors.

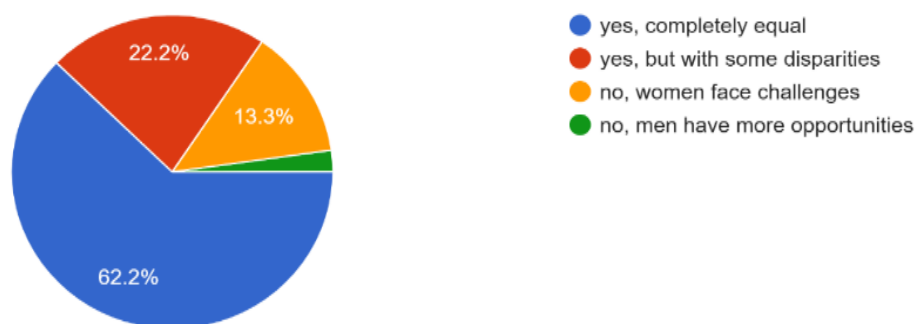
SAMPLE DESIGN

The researcher relied on convenience based random sampling technique for the study. A caution was exercised to ensure that all respondents were willing to be part of the study, no pressure of any kind was exercised on the respondents for collection of data

Data analysis: Do you believe women have the same opportunity as men career advancement and promotion within your organization?

Do you believe women have the same opportunity as men career advancement and promotion within your organization?

45 responses

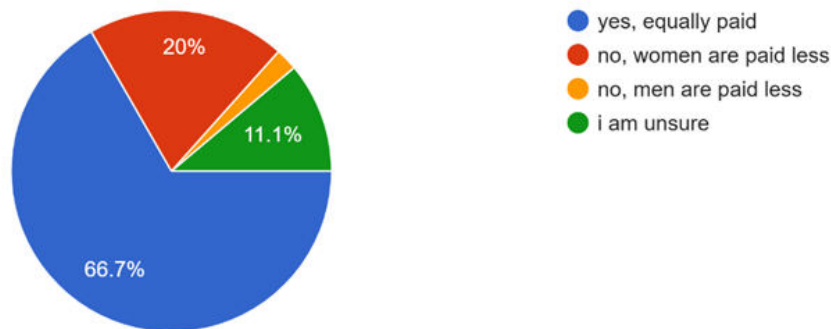


A survey found that 62% of people believe men and women are completely equal, while 22% acknowledge some disparities. 13% of respondents think women still face challenges, and 3% believe men have more opportunities.

Do you think women are paid equally for performing the same role as men in your organization?

Do you think women are paid equally for performing the same role as men in your organization?

45 responses

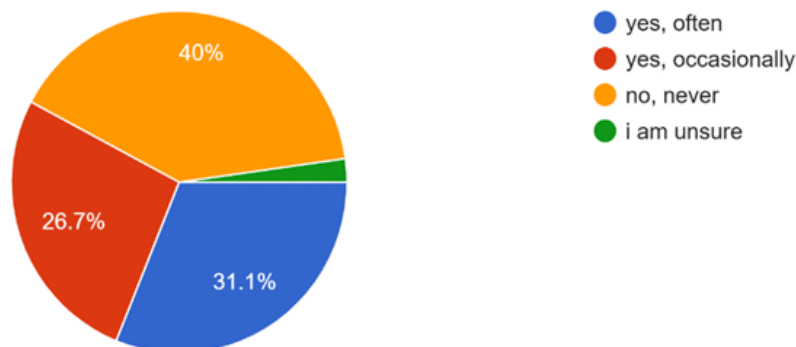


A survey revealed that 66% of people believe men and women are equally paid, while 20% think women are paid less. 11% are unsure about the pay gap, and 3% believe men are paid less.

Have you personally witnessed or experience gender discrimination in your workplace?

Have you personally witnessed or experienced gender discrimination in your workplace?

45 responses

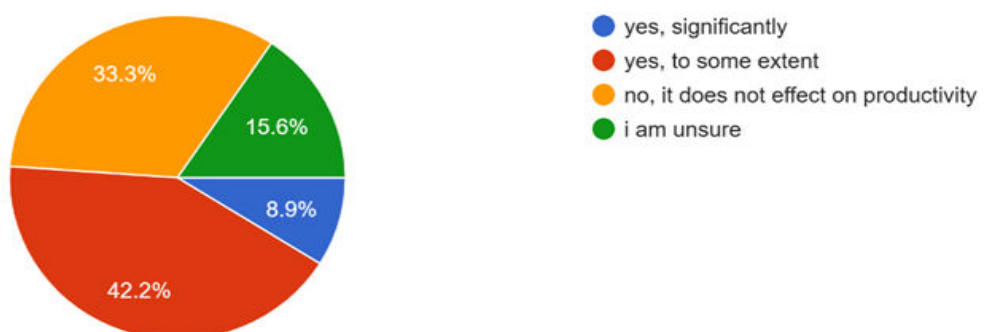


The survey found that 31% of people experience it often, 26% occasionally, 40% never experience it, and 3% are unsure.

Do you think that gender stereotype (E g women being perceived as less capable) affect the productivity of female employee?

Do you think that gender stereotypes (Eg women being perceived as less capable) affect the productivity of female employee?

45 responses

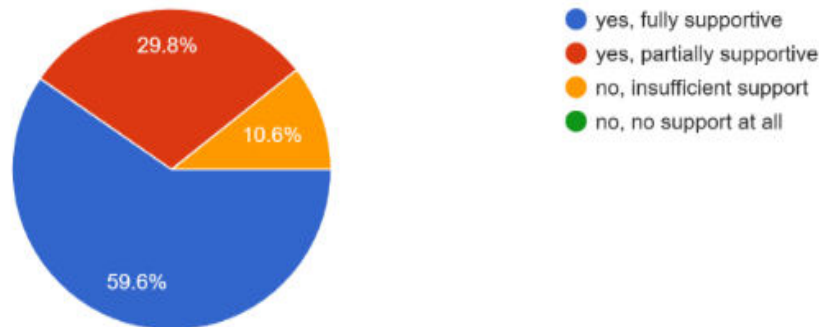


The survey revealed that 8% of people believe it significantly affects productivity, 42% think it affects productivity to some extent, 33% feel it does not impact productivity, and 15% are unsure.

Does your organization support for the women to balance their work and personal life (Eg flexibility hours, per parental level)

does your organization sufficient support for women to balance their work and personal life (Eg flexible hours, pre parental leave)?

47 responses

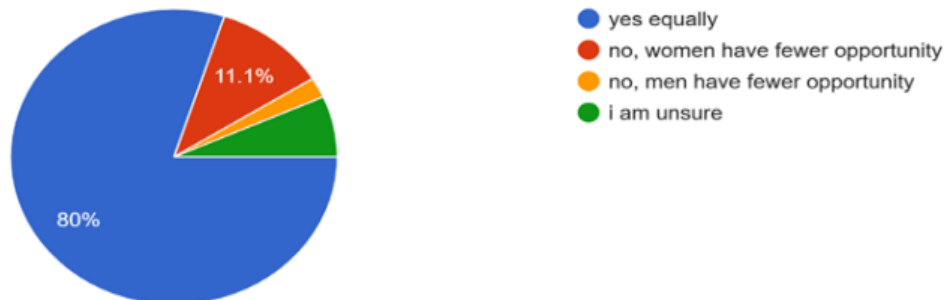


The survey showed that 60% of people are fully supportive, 31% are partially supportive, 8% believe there is insufficient support, and 1% feel there is no support at all.

Do you think women have same access to training and professional development as men in your organization?

Do you think women have same access to training and professional development as men in your organization?

45 responses

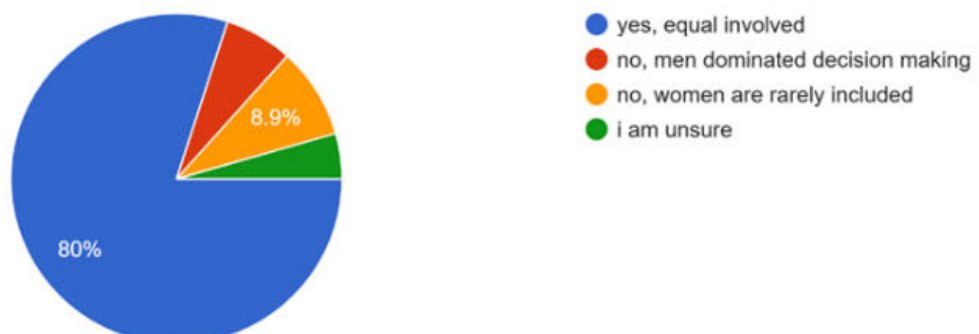


The survey found that 80% of people believe men and women have equal opportunities, while 11% think women have fewer opportunities, 4% think men have fewer opportunities, and 5% are unsure.

Are women equally involved in decision making in your organization?

Are women equally involved in decision making processes in you organization?

45 responses

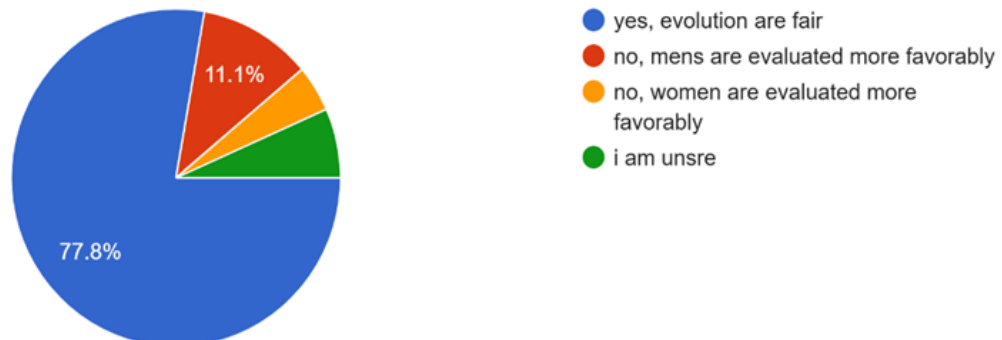


Survey revealed that 80% of people believe both genders are equally involved, while 8% think women are rarely included, 0.5% feel men dominate decision-making, and 0.5% are unsure.

Do you men and women are equal in performance appraisals within your organization

Do you think that men & women are equally in performance appraisals within your organization?

45 responses

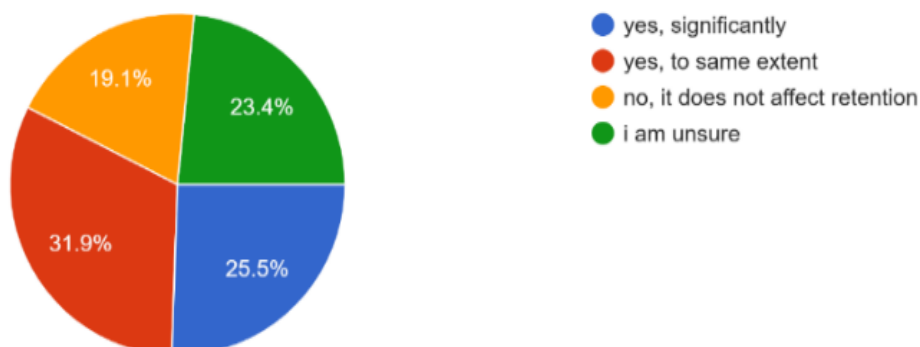


The survey showed that 77% of people believe evaluations are fair, while 11% think men are evaluated more favorably, 6% think women are evaluated more favorably, and 6% are unsure

Does the gender equality in the workplace contribute to higher productivity rate among female employee?

Does the equality in the workplace contribute to higher productivity rate among female employees?

47 responses

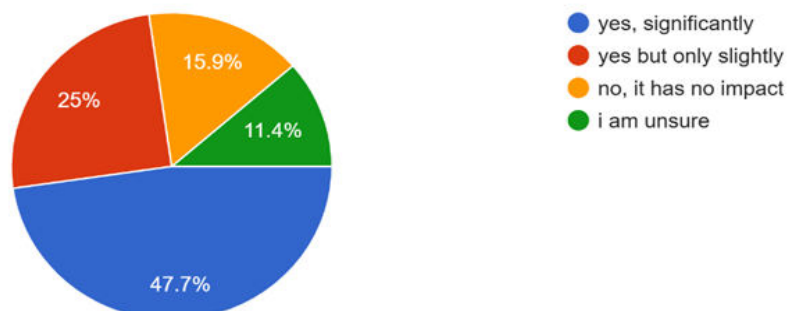


The survey found that 24% of people believe it significantly affects retention, 31% think it affects retention to the same extent, 20% feel it does not affect retention, and 24% are unsure.

Do you think gender inequality in the workplace negatively impacts the overall of the organization?

Do you think gender inequality in the workplace negatively impacts the overall productivity of the organization?

44 responses



The survey revealed that 47% of people believe it has a significant impact, 25% think it has a slight impact, 15% feel it has no impact, and 11% are unsure

CONCLUSION

In conclusion, gender inequality in the workplace significantly hampers organizational productivity by fostering an environment of discrimination, unequal opportunities, and limited career progression for certain groups. These disparities often lead to low morale, high turnover rates, and decreased employee engagement. Organizations that fail to address gender inequality risk stifling creativity, reducing overall efficiency, and alienating a diverse talent pool. Addressing gender inequality through equal pay, career advancement, and inclusive policies can improve employee motivation, satisfaction, retention, and productivity, leading to long-term organizational success.

SUGGESTION

- **Create Mentorship and Sponsorship Programs:** Offer mentorship and sponsorship opportunities specifically designed for women. These programs should connect women with senior leaders who can guide their career development, advocate for their promotion, and provide valuable networks.
- **Unconscious Bias Training:** Conduct regular unconscious bias training for all employees, especially those in hiring and management positions, to recognize and combat subtle biases that may affect decision-making related to hiring, promotions, or job assignments.
- **Diverse Hiring Practices:** Ensure diversity in recruitment by using blind recruitment techniques that focus on candidates' qualifications rather than gender. Additionally, promote the hiring of women in non-traditional and senior roles to break down stereotypes.
- **Promote Women's Representation in Decision-Making:** Actively promote women to leadership and decision-making positions within the organization. Having women in key roles not only provides role models but also helps ensure that
- **Zero-Tolerance for Discrimination and Harassment:** Establish a zero-tolerance policy for discrimination, harassment, and microaggressions. Create clear reporting mechanisms and support systems, ensuring that women feel safe when raising concerns and that any issues are addressed promptly and effectively.

By implementing these strategies, organizations can break down barriers, create more opportunities for women, and foster an environment where all employees, regardless of gender, can thrive and contribute to the success of the organization.

REFERENCE

- **"The Gendered Society" by Michael Kimmel**

Explores the concept of gender inequality in various social institutions, including workplace

- **World Economic Forum (2021) – Global Gender Gap Report 2021.**

This annual report provides insights into gender inequality across various sectors globally, with a focus on the economic, political, and workforce-related impacts.

WOMEN'S SAFETY IN THE WORKPLACE AND ITS EFFECT ON THEIR MENTAL HEALTH

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ABSTRACT

The purpose of this paper is to explore the critical issue of women's safety in the workplace and its impact on mental health. It delves into various factors that contribute to unsafe working environments for women, the psychological consequences of such environments, and the measures that can be implemented to ensure safety and promote mental well-being.

Keywords - Women's Workplace Safety, Mental Health Support, Harassment Prevention

INTRODUCTION

Women's safety in the workplace is a critical issue that affects individuals, organizations, and society as a whole. Despite the growing participation of women in the workforce, many continue to face challenges such as harassment, discrimination, and unsafe working conditions. These issues extend beyond physical safety, deeply impacting mental health by causing stress, anxiety, and even trauma. Women in high-risk roles, such as those requiring late hours, frequent travel, or work in remote locations, often experience heightened fear and pressure regarding their safety.

A major concern is workplace harassment, which can range from inappropriate comments to serious misconduct. The fear of reporting these incidents often prevents women from speaking up due to concerns about judgment, blame, or job security. This silence fosters feelings of loneliness, helplessness, and frustration, further deteriorating their mental well-being. When these issues go unaddressed, they create a toxic work environment where problems remain hidden, and women continue to suffer in isolation.

To create a safer and more inclusive workplace, organizations must take proactive measures such as enforcing strict anti-harassment policies, providing confidential reporting mechanisms, and offering regular training on respectful behaviour and gender equality. Supporting mental health through counselling services, safe spaces, and open discussions can help reduce stigma and encourage women to seek help. When women feel safe and valued, they can focus on their work without fear, leading to a healthier, happier, and more productive workplace for everyone.

OBJECTIVE OF STUDY

1. To study the effect of Workplace Safety on Mental Health of Women.
2. To analyse the impact of Workplace Safety policies on Stress levels and overall well-being of women in Corporates.

SELECTION OF SAMPLE

The study examines workplace safety and its psychological impact on women across various sectors through surveys and interviews with over 50 employees aged 25 to 60. It aims to identify key challenges, patterns, and the role of safety measures in mental well-being.

RESEARCH METHODOLOGY

1. With questions covering the topics on safety at work place, harassment and its effect on mental health and performance of women.
2. The questionnaire was divided into two parts. The first part covered demographics and the second part is contained the main survey attributes.

REVIEW OF LITERATURE**1. Safe Environment for working women – Critical analysis**

By Riya Singh and Dr Arvind Kumar Singh, 2024 - Journal Name - International Journal for Multidisciplinary Research (IJFMR), May-June 2024.

The article emphasizes the significance of a safe workplace for women, highlighting its impact on their psychological, physical, and economic well-being. It discusses challenges like harassment, legal gaps, and cultural barriers, concluding that workplace safety benefits both women and society.

2. Sexual Violence and Poor Mental Health of women. An Exploratory study of Uttar Pradesh, India

By Rashmi Rai and Ambarish Kumar Rai – 2020 - Journal Name - Clinical Epidemiology and Global Health journal in 2020

The study explores the impact of sexual violence on women's mental health in Uttar Pradesh, highlighting issues like PTSD, depression, and social stigma. It advocates for stronger laws, better mental health support, and awareness programs to address gender-based violence and its consequences.

3. Victims of Sexual Harassment at the workplace a comparative study in the organized and unorganized sectors

By Dr. Rufus D – 2014 - Journal Name - Doctoral Thesis

The study compares workplace sexual harassment in organized and unorganized sectors, examining its psychological and socio-economic impact. It highlights gaps in reporting and support systems while advocating for stronger policies and awareness to ensure safer workplaces.

4. The Impact of Sexual Harassment on Depressive systems during the early Occupational Career

By Jason N Houle and Colleagues, 2011 Journal Name - Society and Mental Health in 2011

The study explores how workplace sexual harassment contributes to depressive symptoms in early-career professionals, affecting self-esteem and mental health. It emphasizes the need for strong policies, inclusive workplaces, and early intervention to prevent long-term harm.

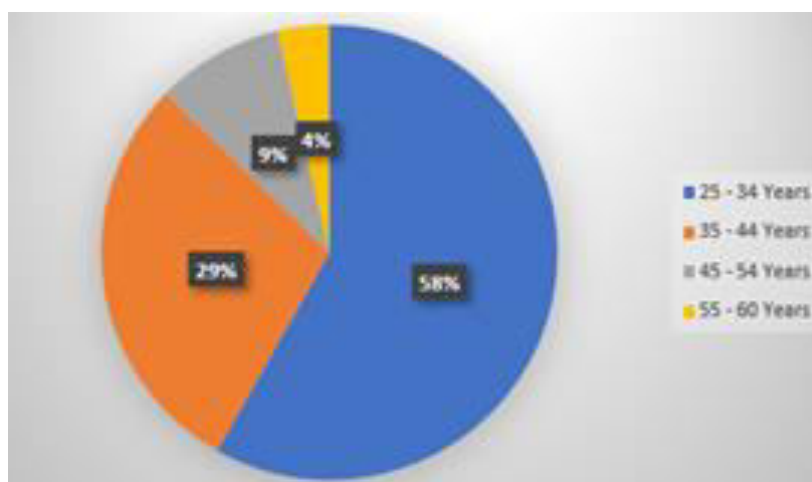
5. Sexual Harassment in Workplace

By - Choo Eern Yie and Nicole Tham Seow Ping, 2021 - Journal Name - The International Journal of Humanities & Social Studies

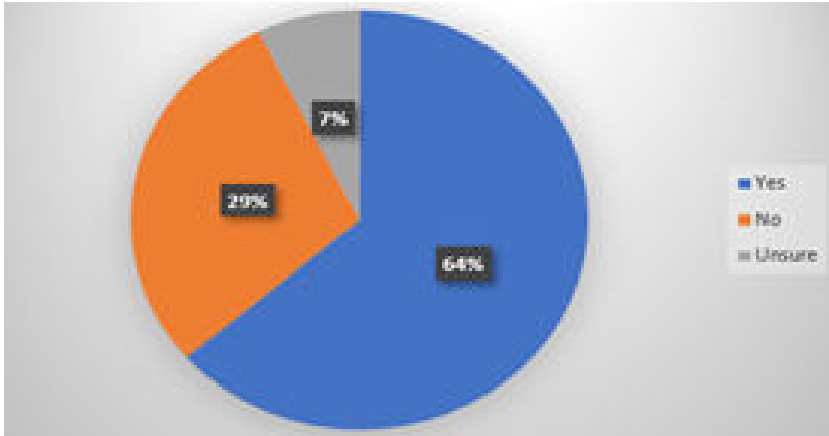
The article explores workplace sexual harassment, its psychological impact, and contributing factors like toxic work cultures and weak law enforcement. It advocates for stronger policies, training, and research to improve prevention and intervention strategies.

Data Analysis –**● Age Group –**

The chart represents the age distribution of women in the workforce, highlighting that the majority (58%) fall within the 25-34 age group, indicating active career growth in early adulthood. The percentage decreases in older age groups, with 29% in the 35-44 range, 9% in the 45-54 range, and only 5% in the 55-60 range, suggesting potential career shifts, workplace challenges, or early retirement factors affecting senior women employees.

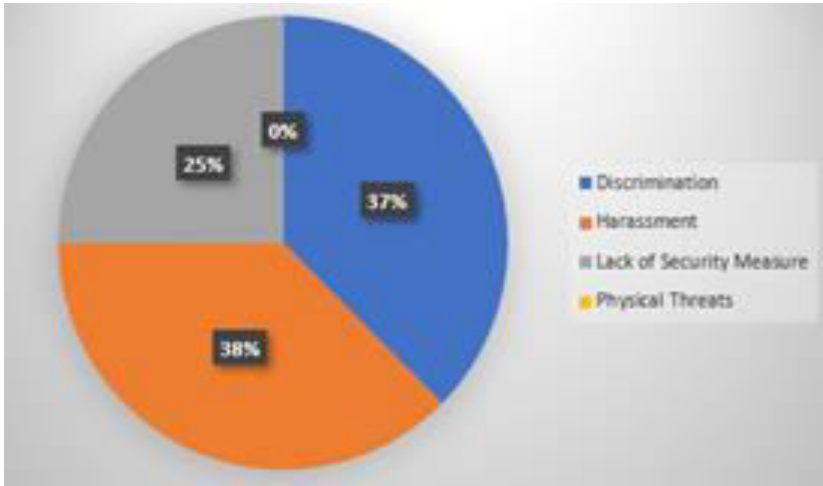
**● Do You feel Safe in your Workplace**

The chart illustrates responses regarding workplace safety concerns among women employees. A majority (64%) reported experiencing safety issues at work, highlighting the prevalence of such challenges. Meanwhile, 29% stated they had not faced any safety concerns, while 7% were unsure, indicating a possible lack of awareness or hesitation in acknowledging workplace safety issues.



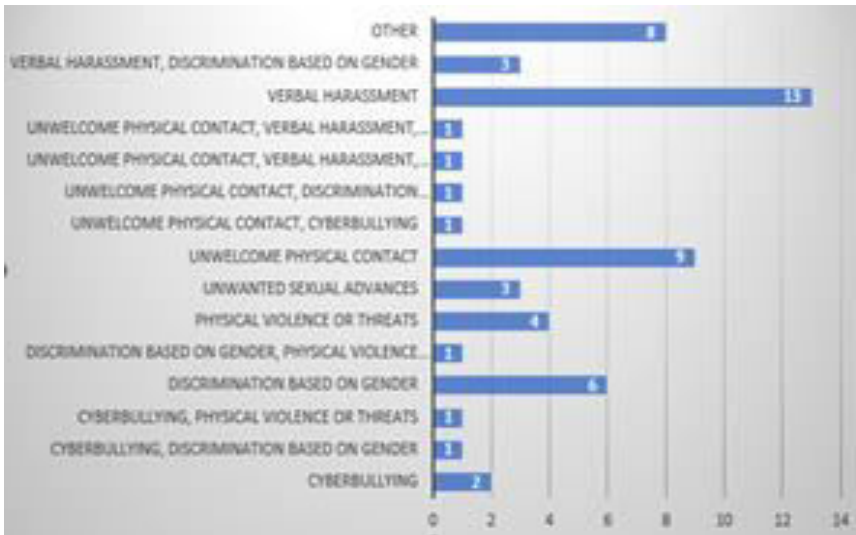
● If "No", Please Specify the reason

The chart presents the key workplace safety concerns reported by respondents, with discrimination and harassment being the most prevalent, each accounting for 38% of cases. Lack of security measures was reported by 25% of respondents, highlighting gaps in workplace safety protocols. Notably, no respondents reported facing physical threats, suggesting that non-physical forms of workplace issues are more common concerns among women employees.



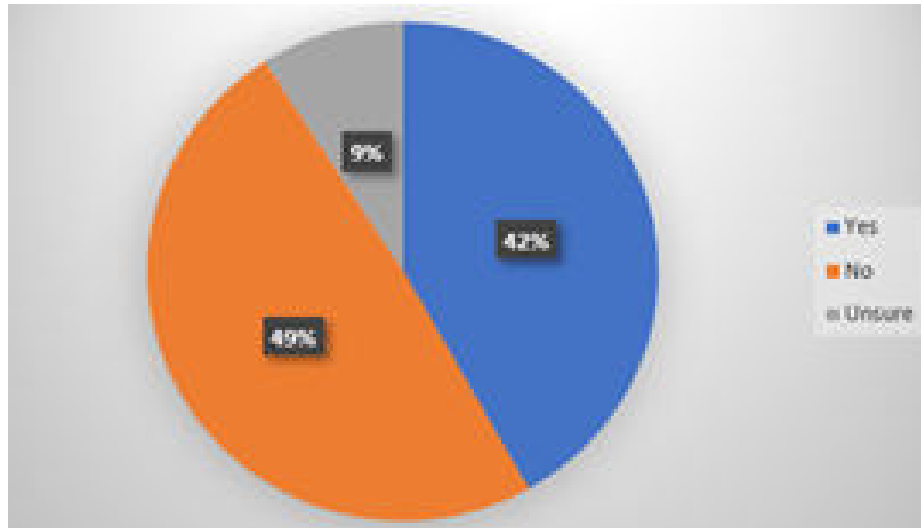
● Have you experienced any of the following in your workplace?

The chart illustrates various forms of workplace harassment and discrimination experienced by women employees, with **verbal harassment (24%)** being the most frequently reported issue. **Unwelcome physical contact (16%)** and **physical violence or threats (15%)** also emerged as significant concerns, highlighting the prevalence of both verbal and physical misconduct. Additionally, **cyberbullying (4%)** and **gender-based discrimination (11%)** were reported, indicating the need for stricter workplace policies and awareness programs to ensure a safer work environment.



- **Do you feel comfortable reporting incident of Harassment or Discrimination to your Supervisor or HR Department**

The chart represents responses regarding whether women employees feel safe reporting workplace harassment. While 42% of respondents feel comfortable reporting such incidents, a higher percentage (49%) do not, indicating a significant fear or lack of trust in reporting mechanisms. Additionally, 9% remain unsure, suggesting uncertainty about the effectiveness or confidentiality of workplace policies in handling harassment cases.



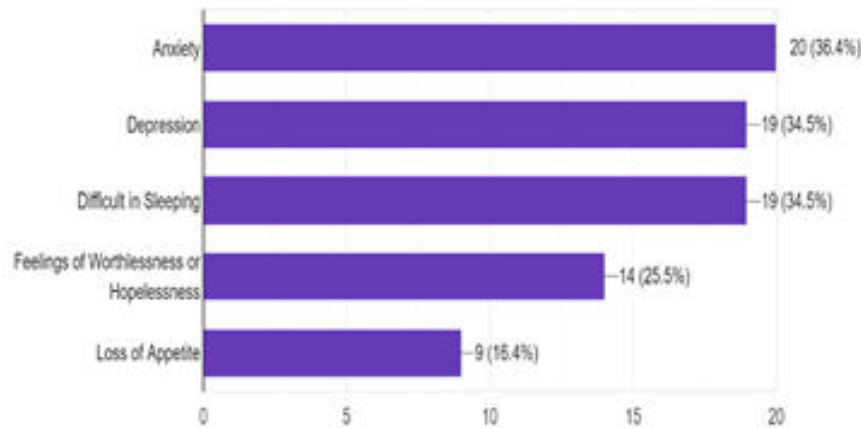
- **If "No", Please specify the reasons**

The chart highlights the primary reasons why women hesitate to report workplace harassment. The majority (52%) fear of retaliation, suggesting concerns about job security, workplace relationships, or professional consequences. Additionally, 44% believe that no action will be taken, reflecting a lack of trust in organizational policies, while 4% cited other reasons, emphasizing the need for stronger support systems and accountability measures.



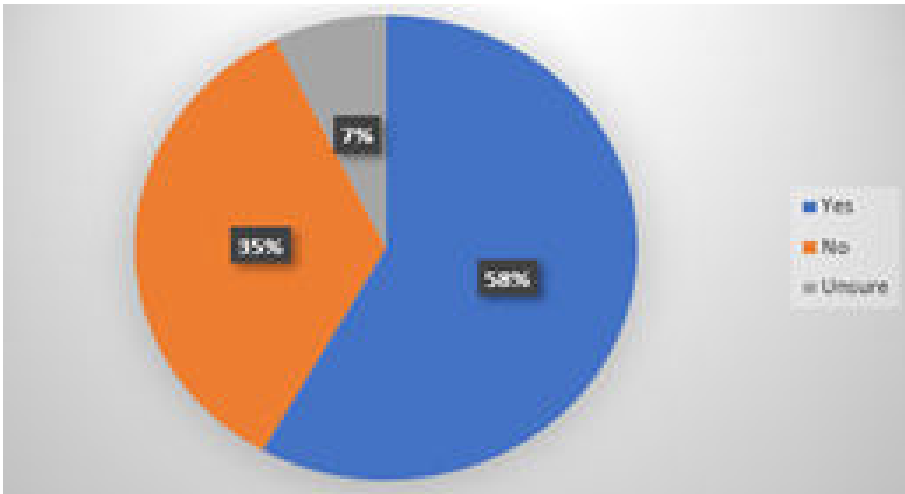
- **Have you experienced any of the following symptoms since starting your current job?**

The chart illustrates the prevalence of mental health symptoms experienced by employees since starting their current job. Anxiety is the most reported symptom, affecting 20 employees (36.4%). Both depression and difficulty in sleeping are experienced by 19 employees each (34.5%). Feelings of worthlessness or hopelessness impact 14 employees (25.5%), while loss of appetite is the least common symptom, reported by 9 employees (16.4%).



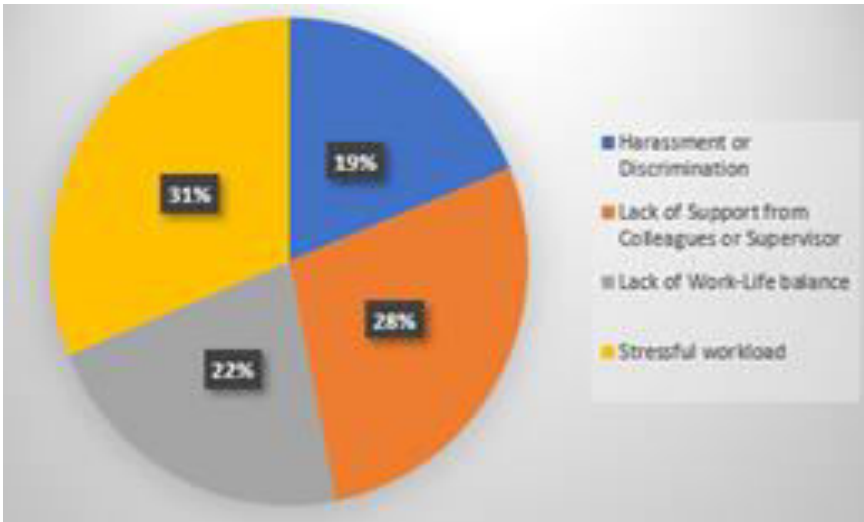
● **Do you feel that your work environment has negatively impacted your Mental Health**

The chart illustrates whether women employees believe their workplace has adequate safety measures in place. A majority (58%) responded positively, indicating confidence in their organization's efforts to ensure workplace safety. However, 35% expressed a lack of trust in existing measures, while 7% were unsure, suggesting the need for improved awareness, enforcement, and communication regarding workplace safety policies.



● **If "Yes", Please specify how**

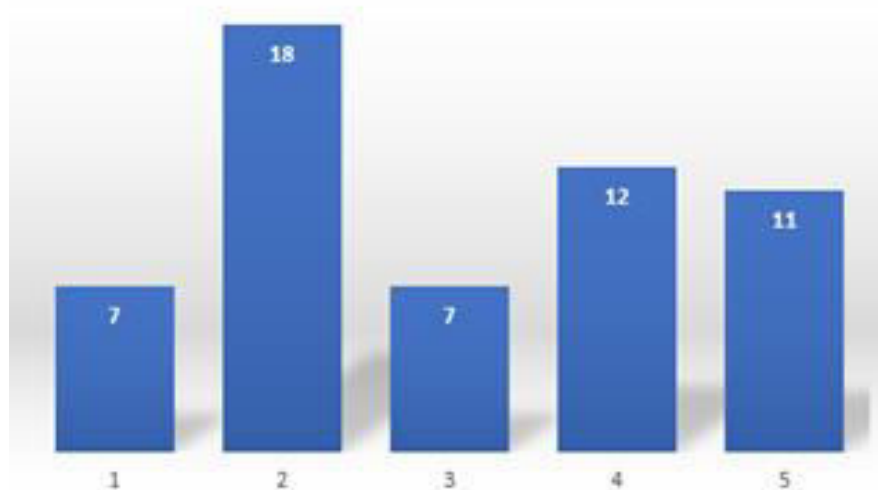
The chart highlights key workplace factors affecting women’s well-being, with stressful workload (31%) being the most reported issue, followed by lack of support from colleagues or supervisors (28%). Work-life balance challenges (22%) also significantly impact women, reflecting difficulties in managing professional and personal responsibilities. Additionally, harassment or discrimination (19%) remains a concerning factor, emphasizing the need for better workplace policies, support systems, and mental health resources.



● **How Effectively you think your employer is promoting women's safety in the workplace**

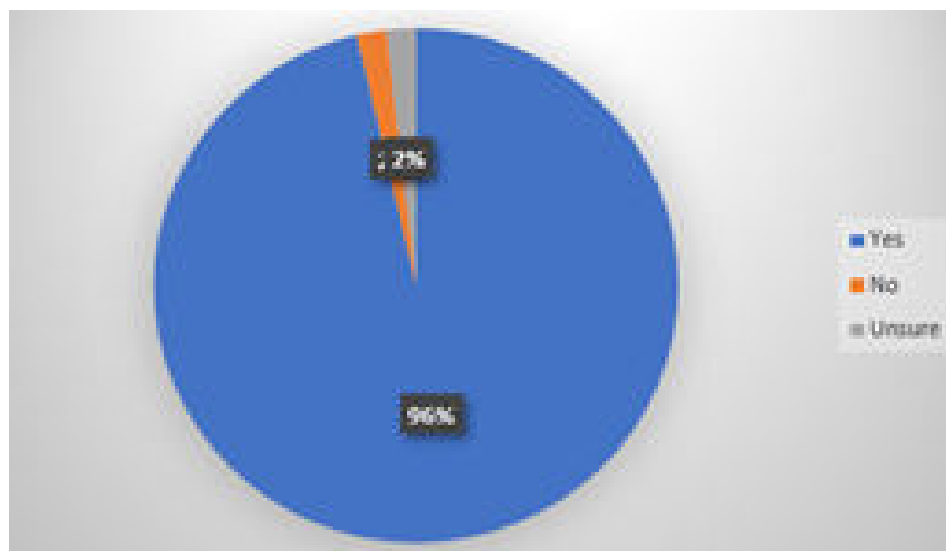
Ratings: 1 = Very Ineffective & 5 = Very Effective

The chart represents employee ratings on workplace safety, with the majority (33%) giving a rating of 2, indicating dissatisfaction with current safety measures. While 22% rated their workplace safety as 4 and 20% as 5, suggesting positive experiences, 13% rated it as 1, reflecting serious concerns. These mixed responses highlight the need for organizations to strengthen safety measures, address employee concerns, and create a more secure work environment.



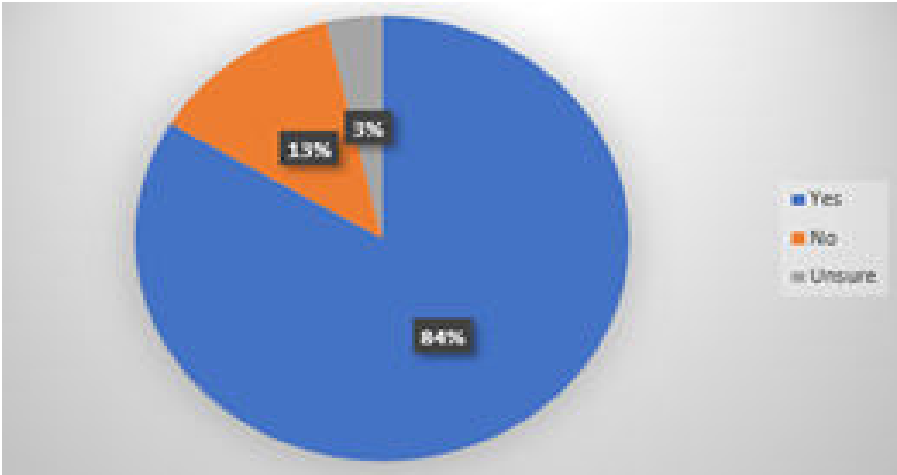
● **Do you think women specific safety training or workshop should be mandatory at your workplace**

The chart shows that an overwhelming **96%** of respondents believe that **women-specific safety training or workshops** should be mandatory in the workplace, while only **2%** disagree and another **2%** are unsure. This strong consensus highlights the need for regular safety training to educate employees on workplace safety, harassment prevention, and reporting mechanisms. Implementing such programs can significantly contribute to creating a safer and more supportive work environment for women.



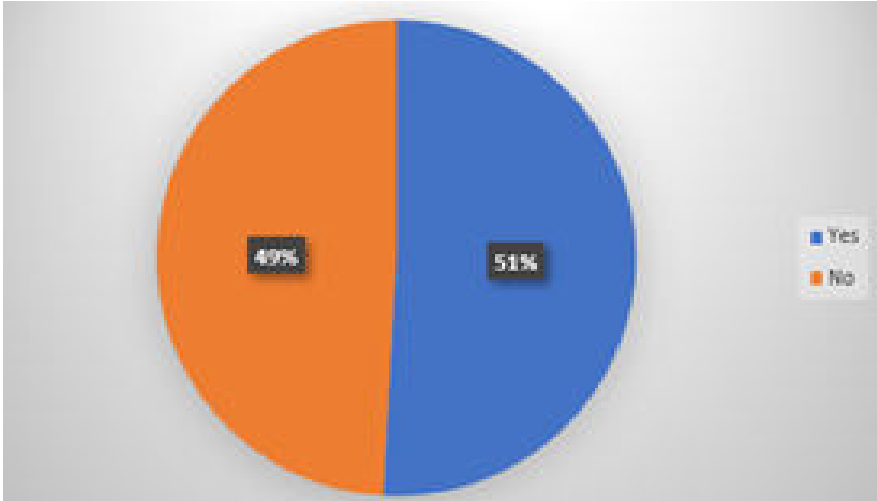
● **Do you feel supported by your workplace management in case of safety concern?**

The chart indicates that **84%** of respondents feel supported by their workplace management in case of safety concerns, suggesting a strong sense of security among employees. However, **13%** do not feel supported, and **3%** are unsure, highlighting that some workplaces may need to improve their safety policies and responsiveness. Strengthening management support through clear protocols, prompt action, and open communication can further enhance workplace safety for all employees.



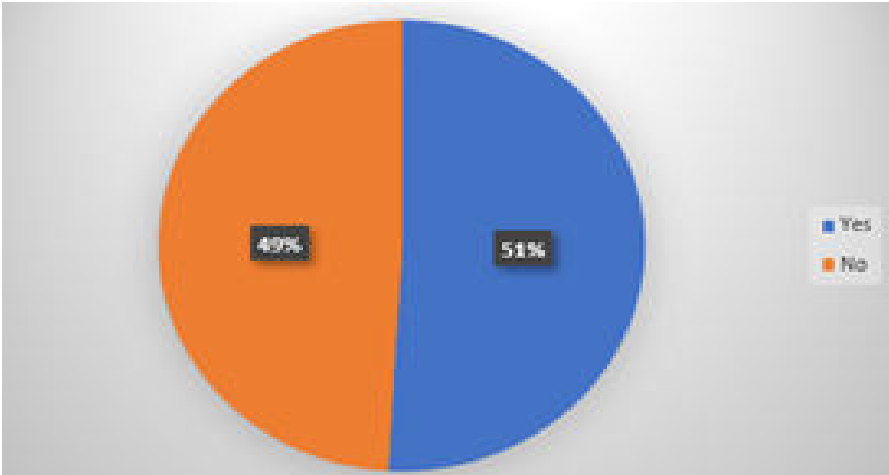
● Are you aware about POSH Act?

The chart reveals that awareness of the **Prevention of Sexual Harassment (POSH) Act** is almost evenly divided, with **49%** of respondents familiar with it, while **51%** are unaware. This lack of awareness indicates a significant gap in knowledge about workplace rights and protections. Organizations should prioritize training and awareness programs to ensure employees understand their legal rights and the mechanisms available to address workplace harassment.



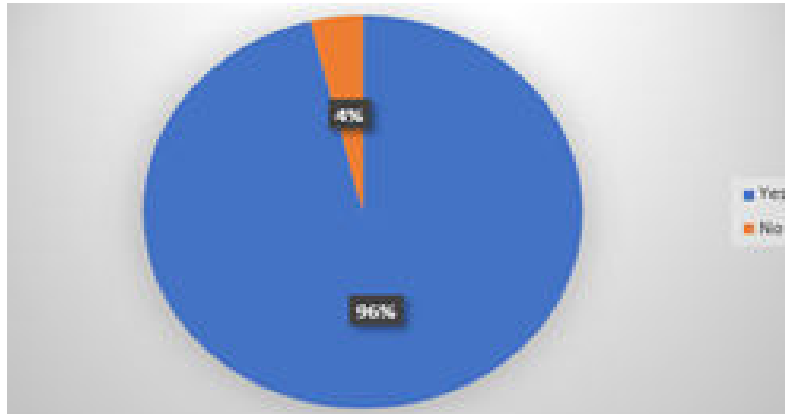
● Does your office have the ICC (Internal Complaints Committee) or POSH Committee?

The chart indicates that **47%** of respondents are aware that their workplace has an **Internal Complaints Committee (ICC) or POSH Committee**, while **53%** stated that their organization does not have one. This suggests that many workplaces either lack the required committee or employees are unaware of its existence. Organizations must ensure compliance with the **POSH Act** by establishing ICCs and increasing awareness among employees to create a safer work environment.



● **Do you feel that if your approach the ICC (Internal Complaints Committee) you will get Justice?**

The chart shows that among the 26 respondents aware of their workplace **Internal Complaints Committee (ICC)**, an overwhelming **96%** believe they will receive justice if they approach it, while only **4%** feel otherwise. This indicates a high level of trust in the ICC's ability to handle complaints fairly and effectively. Such confidence suggests that organizations with well-functioning ICCs are successfully fostering a sense of security and accountability in the workplace.



SUGGESTIONS

- **Prioritize Women's Safety:** Implement safety training, risk prevention strategies, and strong security measures.
- **Improve Reporting Mechanisms:** Ensure confidential, accessible, and impartial reporting channels with protection against retaliation.
- **Promote Awareness and Transparency:** Educate employees on workplace safety laws, reporting procedures, and organizational commitments.
- **Regularly Evaluate and Improve:** Use employee feedback to refine safety policies, training, and workplace protections.

CONCLUSION

This study highlights the critical issue of women's safety in the workplace and its direct impact on mental health. The findings reveal that a significant percentage of women face harassment, discrimination, and inadequate safety measures, leading to stress, anxiety, and other mental health concerns. A major barrier to addressing these issues is the fear of retaliation and the perceived ineffectiveness of reporting mechanisms, which discourage women from speaking up about their experiences.

Despite the presence of workplace safety policies, gaps remain in enforcement, awareness, and trust in institutional support. Many employees are unaware of the POSH Act and the role of Internal Complaints Committees, indicating the need for better education and communication regarding workplace rights and protections. The study also highlights that stress from workplace safety concerns, lack of managerial support, and work-life balance issues significantly affect women's overall well-being.

To foster a safer and more inclusive work environment, organizations must implement comprehensive policies that go beyond compliance and actively promote a culture of respect and accountability. Mandatory safety training, stronger reporting mechanisms, and accessible mental health support can empower women to work without fear, ultimately contributing to a healthier, more productive workforce. Addressing workplace safety is not just a legal necessity but also a moral and ethical responsibility that benefits both employees and organizations.

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**WORK-LIFE BALANCE CHALLENGES FACE BY SINGLE MOTHERS AT
WORKPLACE WITH RESPECTIVE MUMBAI REGION**

Dr. Kiran Khairnar

Sakshi Revale & Aniket Rokade, GNVS Institute of Management

ABSTRACT

The study examines the multifaceted challenges that single mothers in Mumbai face in maintaining a balance between their professional and personal lives. Mumbai, as a bustling metropolitan city, presents unique opportunities and constraints for working women, particularly single mothers, who often navigate significant responsibilities without a partner's support. This research investigates key challenges such as extended working hours, lack of flexible work arrangements, inadequate childcare facilities, workplace discrimination, and the social stigma associated with single parenthood.

Through a mixed-methods approach, data was gathered via surveys and in-depth interviews with single mothers from diverse professional backgrounds, ranging from corporate employees to informal sector workers. The study explores the emotional and physical toll of juggling work demand with parenting responsibilities as well as the coping mechanisms these women employ.

Key findings highlight that single mothers face heightened stress levels, limited career growth opportunities, and a lack of access to institutional support, which often forces them to compromise on either their professional aspirations or quality family time. The research also identifies gaps in workplace policies, such as insufficient maternity benefits, rigid attendance policies, and lack of mental health support, which exacerbate the difficulties.

The study concludes with actionable recommendations, emphasizing the need for inclusive workplace reforms such as flexible scheduling, subsidized childcare, employee assistance programs, and mentorship initiatives. These measures aim to alleviate the work-life balance struggles of single mothers, fostering a more equitable work environment and contributing to the broader discourse on gender inclusivity and work-life integration in India. This research provides crucial insights for policymakers, employers, and advocates working towards creating a sustainable support system for single mothers in urban settings.

Key Words: *Work-life balance, working single mothers, professional and personal challenges by single mothers.*

INTRODUCTION**Work-Life Balance**

Work-life balance is the ability to maintain harmony between professional obligations and personal responsibilities. It involves the effective management of time, energy, and resources to ensure neither work commitments nor personal life suffers. Achieving work-life balance allows individuals to prioritize their well-being, maintain strong family bonds, and perform optimally at work. For single mothers, this balance becomes even more critical as they shoulder the dual burden of being the sole provider and caregiver, often without the support of a partner or extended family.

Working single mothers

Single mother is defined as a woman who independently raises her child or children, without the support of a partner. This situation may arise due to various circumstances such as divorce, separation, the passing of a partner, or personal choice. Single mothers bear the dual responsibility of nurturing their children emotionally and ensuring financial stability, making their lives a delicate balancing act.

Challenges of Single Mothers in Achieving Work-Life Balance

For single mothers, work-life balance is more complex due to overlapping demands. In cities like Mumbai, the challenges are further exacerbated by unique urban pressures such as:

Long Commuting Hours: Mumbai's notorious traffic and vast distances make daily commutes time-consuming, leaving less time for family and personal needs.

Limited Access to Affordable Childcare: Reliable and affordable daycare services are scarce, forcing single mothers to juggle between work and caregiving responsibilities.

Societal Stigmas: Single mothers in traditional societies like India may face judgment or lack of support from their communities, adding emotional and social strain to their lives.

Importance of Work-Life Balance for Single Mothers

Maintaining a healthy work-life balance is vital for the overall well-being of single mothers and their families. A balanced life enables them to:

Spend quality time with their children, contributing to their emotional and social development. Manage stress and maintain mental health, which is essential for effective parenting and professional performance. Pursue career growth while ensuring the stability and happiness of their households.

OBJECTIVE

- To study the challenges face by working single mother in society
- To study the challenges face by single mother at workplace
- To study the work life balance of working single mother

LITERATURE REVIEW

1. Single Mothers and Work-Life Balance: A Global Perspective

Author: Hattery, A. J. (2001)

Examination: This study takes a global approach to understanding single motherhood and highlights how workplace policies vary across countries. It discusses challenges like unequal pay, lack of flexible hours, and inadequate maternity support, which disproportionately affect single mothers. The study underscores the importance of governmental and organizational interventions to address these challenges.

2. Work-Life Balance and Gender Roles in Urban India

Authors: Bhalla, N., & Kaur, R. (2011)

Examination: The study delves into how traditional gender roles still influence the lives of women in urban India, including single mothers. It identifies how societal expectations often double the caregiving and household burden for women, impacting their ability to balance professional and personal responsibilities. The urban context, including high living costs and demanding work cultures, adds another layer of complexity.

RESEARCH METHODOLOGY

To address the topic effectively, a systematic and narrative research methodology was applied. Here's how the study was conducted:

1. Research Design:

A **mixed-methods approach** was adopted to capture both the breadth and depth of challenges faced by single mothers. Quantitative data provided measurable insights, while qualitative data offered nuanced perspectives.

2. Data Collection:

Surveys:

A structured questionnaire was distributed to collect quantitative data, focusing on challenges like extended working hours, childcare responsibilities, and workplace discrimination.

Questions included both closed-ended and Likert-scale items to measure work-life balance and related stress levels.

Secondary Research:

The study referred to existing literature and reports to establish the context and validate findings.

3. Data Analysis

Quantitative Data-

Statistical tools (e.g., percentages, pie charts) will be used to analyze survey data.

4. Sampling

refers to the process of selecting a group of individuals to represent the entire population. In this study:

The **target population** consisted of single mothers working in Mumbai across various sectors, including the corporate and informal sectors.

- A **purposive sampling technique** was used to ensure participants met the criteria of being single mothers employed in the workforce. This method helped focus on individuals relevant to the study's objective.
- The sample included **46 respondents** from diverse professions and socio-economic backgrounds to ensure varied and rich data.

5. Limitations: A study was limited to working single mother in the Mumbai region.

CONCLUSION

The researchers emphasize that poor conditions of emerging economies enrich the already dire situation that Mumbai's single mothers find themselves. These women bear the double burden of being the sole earner of their household and the main caregivers, which causes an array of other issues such as long working hours, lengthy commutes and exorbitant living expenses. To exacerbate the situation further, they have no access to affordable childcare or supportive institutions guiding them through the process, thereby negatively impacting their physical health, emotional stability and financial state. On an additional note, these women have to also deal with the societal stigma that surrounds stereotyping which makes it harder for them to prosper and balance their lives.

The studies compensated for these issues by giving single mothers the option to either neglect their professional growth for the betterment of the family or vice versa. Economic struggles end up being the most prominent problem amongst them which is why a majority, if not all, end up working multiple jobs at once further compromising the amount of time they have for themselves or their loved ones. Lack of effective management support coupled with low parental leaves and mobility options aggravate the existing circumstances and the combined effect of these problems leads to excessive stress, lower career possibilities and overall bad quality of life.

The researchers take an active stance on these issues and suggest solutions that could help policy makers, employers and community leaders.

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TO STUDY, THE BARRIERS AND EMPOWER FEMALE ENTREPRENEURS WITH RESPECT TO DHARAVI REGION OF MUMBAI

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This study explores the challenges faced by female entrepreneurs in Dharavi region in Mumbai and proposes strategies for their empowerment. Despite significant progress in gender equality, female entrepreneurs encounter unique obstacles that hinder their business ventures. Through a mixed-methods approach, combining quantitative surveys and qualitative interviews, this research identifies key barriers, including access to finance, societal norms, and lack of mentorship. The findings reveal that while some progress has been made, systemic issues persist. The study underscores the need for targeted interventions, such as improved access to financial resources, gender-sensitive policies, and robust mentorship programs. By addressing these barriers, the research aims to foster an inclusive entrepreneurial ecosystem, enabling women to thrive as business leaders in Dharavi. The study concludes with actionable recommendations for policymakers, financial institutions, and support networks to bolster female entrepreneurship in the region.

Keywords: Barriers of Female Entrepreneurs, Empowering Schemes, Female Entrepreneurs, Dharavi Region.

INTRODUCTION

Mumbai, often regarded as the financial capital of India, is a hub of entrepreneurial activity and innovation. Over the years, the city has witnessed a rise in women stepping into the entrepreneurial domain, bringing fresh perspectives and ideas to various industries. However, female entrepreneurs continue to face a unique set of challenges that stem from societal norms, gender biases, and systemic inadequacies. Understanding these barriers is crucial for fostering a supportive environment where women can thrive as entrepreneurs. This report examines these challenges by addressing ten key questions, shedding light on the struggles and triumphs of women entrepreneurs in Dharavi Region of Mumbai. Staying updated with industry trends and changes is essential for entrepreneurs to remain competitive and innovative. In today's fast-paced world, industries are constantly evolving due to technological advancements, shifting consumer preferences, and global influences. Entrepreneurs can utilize various strategies to stay informed, such as attending conferences, trade shows, and industry-specific seminars. Networking with other professionals in the field also provides valuable insights into emerging trends. Additionally, subscribing to trade publications, online blogs, and newsletters can help entrepreneurs keep a pulse on what's happening in their domain.

Dharavi women, breaking caregiver stereotypes, are starting businesses like beauty salons after attending free skill-based workshops by Dharavi Social Mission, empowering themselves and supporting their families financially.

Asma Khan, another graduate of the beauty therapist course of DSM, said, "The course has given me the confidence to turn my passion for beauty into a career." For 28-year-old Komal Pawar, the beauty therapy workshop became a turning point in life. Renuka Shinde's proudest moment in her life came last year when she travelled to the eastern Indian city of Kolkata from her home in Dharavi, a Mumbai slum, to buy handloom saris for her small business. Pushpalata Chittikindi, who was struggling to support her two young sons without financial support from her alcoholic husband, is one. Chetna Sinha, founder of the Mann Deshi Mahila Bank, a women's rural cooperative bank. Women managing small businesses are not a new phenomenon, but their contribution to India's growth story remains mostly silent and unsupported.

The Mahila Udyam Nidhi Scheme is designed to provide financial assistance to women entrepreneurs, enabling them to set up and expand their businesses. The scheme offers loans at concessional rates, reducing the financial burden on women and making it easier for them to access the necessary capital.

This financial support is crucial for overcoming the barriers related to funding and helps women to invest in their businesses, purchase equipment, and hire employees. The scheme also provides additional support services, such as training and mentorship, to enhance the entrepreneurial skills of women.

Udyogini focuses on providing skill development and financial support to women entrepreneurs, particularly in rural and semi-urban areas. The organization's skill development programs are designed to enhance the technical and managerial skills of women, enabling them to start and grow successful businesses.

SEWA is a prominent organization that supports women entrepreneurs through various initiatives, including training, microfinance, and market linkages. The organization's microfinance programs are particularly beneficial for women entrepreneurs, providing them with access to small loans that enable them to start and expand their businesses. These microloans are often more accessible than traditional bank loans, as they do not require significant collateral. In addition to financial support, SEWA offers training programs that enhance the entrepreneurial skills of women. These programs cover essential business skills, such as financial management, marketing, and strategic planning.

OBJECTIVES

1. To study the barriers and challenges faced by female entrepreneurs in Mumbai.
2. To study the different schemes operated by government for woman entrepreneurs in Mumbai.
3. To study the promotional activities schemes by private organizations to increase funding to women entrepreneurship.
4. To study the various schemes development program for women entrepreneurs.

REVIEW & LITERATURE

1. Work Life Balance of Women Employees in Business Sector:

This study by Dr. Seema Malik and Ms. Jyoti Dhouchak explores the influence of work-life balance on Business satisfaction and commitment among women entrepreneurs in the Business sector. It highlights the challenges women face in balancing their professional and personal lives, including cultural issues, Business performance, and peer group problems.

2. Factors Affecting Work Life Balance of Women in Business Sector:

Conducted by Dr. Rupa Rathee and Ms. Renu Bhuntel, this study examines the factors influencing work-life balance among women running business organizations. It identifies stress, time management, and societal attitudes as significant challenges.

3. A Study on the Challenges Faced by Women in Accessing Business :

While this study by Ms. Aasia Ahmed Radiowala and Ms. Manjusha S. Molwane focuses on rural women, it provides valuable insights into the broader challenges faced by women in accessing education, including family problems, personal issues, and infrastructure-related barriers.

RESEARCH METHODOLOGY

1. Research Design:

This study adopts a quantitative approach to gain an understanding of the issues and challenges faced by women in the Dharavi region of Mumbai. The research is descriptive in nature, aimed at identifying key barriers and their impact.

2. Data Collection Methods:

a. Primary Data Collection-

Surveys: A structured questionnaire will be designed to collect quantitative data.

Focus Areas: Gender discrimination, career growth challenges.

Target Respondents: Women Entrepreneur in Dharavi region of Mumbai

b. Secondary Data Collection- Sources: Research papers from online platforms (e.g.: Research Gate) and case studies relevant to the Mumbai region.

3. Data Analysis

Quantitative Data

Statistical tools (e.g., percentages, pie charts) will be used to analyze survey data.

4. Limitations: Regional focus on woman entrepreneurs of Dharavi region of Mumbai.

5. Sample Size: Approximately 50 respondents were surveyed using Google Forms.

CONCLUSION

The entrepreneurial journey for women in Mumbai is marked by both challenges and opportunities. While societal norms, financial barriers, and gender biases create significant hurdles, the resilience and innovation demonstrated by female entrepreneurs are commendable. By addressing these challenges through targeted government policies, private sector initiatives, and societal change, Dharavi can unlock the full potential of its women entrepreneurs. This, in turn, will contribute to the city's economic growth and pave the way for a more inclusive entrepreneurial ecosystem. A noticeable trend in the data is the significant emphasis on Training programs, with half of the respondents benefiting from this type of support. This indicates that NGOs prioritize capacity building and empowerment through education. The equal proportions of Loans and None (both at 20%) suggest that while some individuals benefit from financial assistance, an equal number do not receive any support from NGOs. The minimal support for Financial grants implies limited financial resources or a preference for other forms of assistance. Another noticeable trend in the data is that News media is the most common source of information about government schemes, with 40% of respondents indicating this as their source. Both Government websites and Social media, and Word of mouth are equally significant, each accounting for 30% of the responses. This suggests that traditional media still plays a crucial role in disseminating information about government schemes, despite the rise of digital and social media platforms.

The questions in this research report provide a holistic view of the entrepreneurial journey, with a special emphasis on the experiences of women entrepreneurs. By analyzing these areas, researchers can identify patterns, challenges, and opportunities that influence entrepreneurship. The findings could guide policymakers, educators, and support organizations to create more inclusive and supportive environments for entrepreneurs, ultimately fostering economic growth and innovation. They emphasize the importance of adaptability, resilience, and strategic planning, particularly for women entrepreneurs. By addressing these areas in detail, this analysis not only offers insights but also serves as a guide for fostering a supportive and empowering environment for entrepreneurs.

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ANNEXURE

- 1) What is your age group ?
- 2) What is your highest level of education?
- 3) How long have you been running your business?
- 4) what is size of your business? ‘
- 5) What industry does your business belong to?
- 6) What was your main source off Funding to start your business?
- 7) Have you faced any difficulty for not securing funding as a female entrepreneur?
- 8) How familiar are you with the local government schemes for women entrepreneurs?
- 9) Have you ever applied for any local government schemes for women entrepreneurs?
- 10) Which type of support did you apply for?
- 11) How did you learn about these government schemes?
- 12) How easy or difficult was the application process for these schemes?
- 13) Which type of NGO support have you received?
- 14) How satisfied are you with the support received from NGOs?
- 15) What challenges did you face when accessing support from NGOs?
- 16) How often do you participate in workshops or training programs offered by NGOs?
- 17) What additional support would you like NGOs and government bodies to provide for women entrepreneurs?
- 18) How frequently do you see promotional activities for women entrepreneurship by private organizations?
- 19) What channels do you find most effective for receiving information about these schemes?
- 20) What type of funding do you find most beneficial for your business?

ISSUES & CHALLENGES FACED BY WOMEN WORKING IN EDUCATIONAL SECTOR WITH RESPECT TO MUMBAI REGION

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ABSTRACT

The educational sector plays a vital role in societal development, yet women workers in this field often face unique issues and challenges that impact their professional and personal lives. This research paper explores the multifaceted struggles experienced by women working in the educational sector within the Mumbai region. Utilizing quantitative methodologies, the study identifies key factors such as gender bias, work-life balance, unequal pay, and limited career advancement opportunities. It also delves into workplace harassment and societal expectations that disproportionately affect women in education. The findings reveal that while the sector offers significant employment opportunities for women, systemic barriers hinder their growth and satisfaction. The paper concludes with recommendations to address these challenges, including policy reforms, sensitization programs, and institutional support systems to create a more inclusive and equitable working environment for women in the educational sector.

KeyWords: Issues and Challenges, Women Workers, Educational Sector.

INTRODUCTION

Women play a pivotal role in the educational sector, significantly contributing to the development and transformation of education globally. Their involvement brings diverse perspectives and nurturing approaches that enhance learning environments for all students. Women educators serve as essential role models, particularly for young girls, inspiring them to pursue their academic and career aspirations. Their presence in leadership positions within educational institutions demonstrates the possibilities for women in various fields. Women in education often advocate for inclusive practices, ensuring that all students, regardless of gender, socio-economic status, or learning abilities, have equal access to quality education. Their commitment to inclusivity fosters a supportive and equitable learning environment. By championing the needs of marginalized and disadvantaged students, women educators help bridge educational gaps and promote social justice. Women contribute to curriculum development by incorporating diverse viewpoints and innovative teaching methods. This helps create a more comprehensive and well-rounded educational experience, preparing students for a rapidly changing world. Their unique perspectives enrich the curriculum, making it more relatable and engaging for students from diverse backgrounds. Female educators and researchers advance knowledge in various disciplines, contributing to academic scholarship and driving educational reforms. Their research addresses critical issues such as gender equality, educational access, and pedagogical advancements. By shedding light on these important topics, women scholars pave the way for more equitable and effective educational practices. Women in the educational sector often engage with communities to support and uplift education at the grassroots level. Their involvement in community-based programs and initiatives helps bridge gaps between schools and society, promoting lifelong learning. Through outreach efforts, women educators empower families and communities to value and invest in education, fostering a culture of continuous improvement.

Mumbai's diverse demographics, including cultural and socio-economic diversity, influence the experiences and challenges women face in the educational sector. This provides a rich context for understanding the intersection of gender with cultural and economic factors. Analyzing the situation in a city as diverse as Mumbai can offer insights that are applicable to other multicultural urban settings, making the findings more broadly relevant. Urban challenges like high population density lead to overcrowded classrooms and schools, exacerbating stress and workload for women educators, impacting their work-life balance and mental health. Limited infrastructure and resources in schools can pose significant challenges for women, who often juggle multiple responsibilities both at work and home. The pressure to manage these dual roles can affect their job performance and overall well-being. Despite advancements, gender-based discrimination and biases still exist in many workplaces, including the education sector. Studying this issue in Mumbai can help identify specific discriminatory practices and work towards mitigating them. By understanding the root causes of gender inequality, stakeholders can develop targeted interventions to promote a more equitable work environment. Urban areas like Mumbai pose unique safety concerns for women, including travel to and from work, which can affect their job performance and overall well-being.

Addressing these safety issues is crucial for ensuring that women educators can work without fear and focus on their professional responsibilities.

Insights from this study can inform policy-making and educational reforms aimed at creating a more supportive and equitable work environment for women. Understanding the specific challenges faced by women in Mumbai's educational sector can lead to targeted empowerment initiatives and support programs to help them thrive. By addressing the systemic barriers that women face, educational institutions can foster a more inclusive and diverse workforce. Women educators serve as important role models for students, particularly young girls. Addressing the challenges, they face can ensure that they continue to inspire and positively influence the next generation. The well-being and satisfaction of educators directly impact the quality of education. By addressing the issues faced by women educators, we can work towards improving educational outcomes for students and promoting a more just and equitable society.

OBJECTIVES

1. To study the educational sector in Mumbai region.
2. To study the different educational level system in India.
3. To study the different work profiles in education sector.
4. To study the issues and challenges faced by women working in educational sector.

REVIEW & LITERATURE

1. Work Life Balance of Women Employees in Education Sector:

This study by *Dr. Seema Malik* and *Ms. Jyoti Dhouchak* explores the influence of work-life balance on job satisfaction and commitment among women employees in the education sector. It highlights the challenges women face in balancing their professional and personal lives, including cultural issues, job performance, and peer group problems.

2. Factors Affecting Work Life Balance of Women in Education Sector:

Conducted by *Dr. Rupa Rathee* and *Ms. Renu Bhuntel*, this study examines the factors influencing work-life balance among women in educational organizations. It identifies stress, time management, and societal attitudes as significant challenges.

3. A Study on the Challenges Faced by Rural Women in Accessing Education:

While this study by *Ms. Aasia Ahmed Radiowala* and *Ms. Manjusha S. Molwane* focuses on rural women, it provides valuable insights into the broader challenges faced by women in accessing education, including family problems, personal issues, and infrastructure-related barriers.

RESEARCH METHODOLOGY

1. Research Design

This study adopts a quantitative approach to gain an understanding of the issues and challenges faced by women working in the educational sector in the Mumbai region. The research is descriptive in nature, aimed at identifying key barriers and their impact.

2. Data Collection Methods

a. Primary Data Collection-

Surveys: A structured questionnaire will be designed to collect quantitative data.

Focus Areas: Gender discrimination, career growth challenges, and workplace harassment.

Target Respondents: Women working as professors, assistant professors, administrative staff, HOD/Dean, director/principal, attendant, sweepers and creche in schools and colleges within the Mumbai region.

b. Secondary Data Collection-

Sources: Research papers from online platforms (e.g.: Google Scholar) and case studies relevant to the Mumbai region.

Existing research on gender issues and workplace challenges in the education sector.

3. Data Analysis

Quantitative Data-

Statistical tools (e.g., percentages, pie charts) will be used to analyze survey data.

4. Limitations: Regional focus on Mumbai region may restrict generalizability to other areas.

5. Sample Size: Approximately 50 respondents were surveyed using Google Forms.

CONCLUSION

The study on "Issues and Challenges Faced by Women Working in the Education Sector in the Mumbai Region" highlights the critical barriers that women encounter despite their significant contributions. While the education sector offers opportunities for women, challenges such as work-life imbalance, societal expectations, limited leadership roles, and inconsistent institutional support remain prevalent. Cultural stereotypes and gender bias further hinder career progression, though some institutions are making commendable efforts toward promoting equality.

Addressing these issues requires a multi-faceted approach, including stronger policies for gender equality, better workplace infrastructure, and robust support systems like childcare facilities and flexible work hours. Institutions must also ensure safer and more inclusive environments by implementing anti-harassment mechanisms and fostering leadership opportunities for women.

By tackling these challenges, the education sector in Mumbai can not only empower women but also enhance the quality of education and drive societal progress. Investing in the well-being and growth of women educators is essential for building a more equitable and thriving educational landscape.

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ANNEXURE

1. What is Your Age?
2. What is your marital status?
3. Which institution are you working in?
4. What is your educational background?
5. What is your Current role in educational Sector?
6. Do you feel that there are equal opportunities for women in educational sector?
7. Are women given equal access to leadership positions (Eg: Principal, dean, HOD, Supervisor)?
8. Do you think there are enough women in administrative roles?
9. Do you feel supported by your colleagues in your role?
10. Have you faced any challenges in balancing work and personal life due to your gender?
11. Do you feel that societal expectations or stereotypes impact women's ability to succeed in the educational sector?
12. Are there sufficient maternity leave policies or support systems for female staff members?
13. Have you faced any challenges related to sexual harassment or inappropriate behaviour at your workplace?
14. Is there any biased or favouritism when it comes to promotions or career advancement for women?
15. Do you feel your institution taking sufficient steps in gender equality at workplace?
16. Which of the following do you think is most significant barriers women face in educational sector?
17. Which of the following Challenges do you think is most significant for Women in Education Sector?
18. On a scale of 1-5, how would you rate the Opportunities for Career Advancement for Women in your Education Institution? (1 is lowest)

EFFECTS OF HYBRID WORKING ON PERSONAL LIFE OF WOMEN

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ABSTRACT

Purpose: The transition to hybrid working models has introduced both flexibility and new challenges in the workplace, particularly for women who often balance professional duties with caregiving and household responsibilities. This hybrid approach, which combines remote and in-office work, gives women greater control over their schedules, potentially enhancing their work-life balance. However, it also blurs the boundaries between work and personal life, leading to increased stress as women navigate both roles at once. This study explores how hybrid work impacts women's ability to manage their work and personal obligations. By analyzing the benefits and drawbacks of this model, the research underscores how the flexibility of hybrid work can either alleviate the pressures of caregiving and family responsibilities or intensify existing challenges. The study highlights the necessity for workplace policies that recognize the specific difficulties women encounter in balancing their professional and personal lives. Such policies should aim to reduce gender disparities, promote an equitable sharing of responsibilities at home, and offer support for women's mental and emotional well-being. Ultimately, the study aims to provide insights into how organizations and families can foster environments that better assist women in managing the demands of hybrid work while achieving a healthy work-life balance.

KeyWords: Caregiving responsibilities, Family support, Workplace policies, Flexibility, women's work-life balance.

INTRODUCTION

Hybrid working is transforming the modern workplace by blending remote and office work, giving employees more control over their schedules and environments. For women, this approach can help address the challenge of balancing work and family responsibilities, which often leads to stress and burnout in traditional 9-to-5 jobs. With hybrid work, women can enjoy the flexibility to juggle their professional responsibilities alongside personal roles, such as caregiving and household duties. The opportunity to spend more time at home can be a significant benefit for many women, allowing them to better meet their family obligations while continuing their careers.

However, hybrid work also presents its own challenges. The boundaries between work and home can easily become blurred, making it hard for women to separate their professional and personal lives. While some women find this flexibility empowering, others may struggle with the constant overlap of their roles, resulting in increased stress and difficulties in managing their time. This study aims to delve into these complex experiences, investigating whether hybrid work genuinely eases or exacerbates the challenges women encounter. By understanding the effects of this work model, the research seeks to offer valuable recommendations for organizations and families on how to better support women in navigating the hybrid work landscape.

OBJECTIVE OF STUDY

To find if the difficulties of women increase due to hybrid working

RESEARCH METHODS

For this study, a sample of 52 women engaged in hybrid work was selected. A structured questionnaire was created and distributed using Google Forms to those who were comfortable with the platform.

SAMPLE DESIGN

The researcher used a convenience-based random sampling technique for the study. Care was taken to ensure that all respondents were willing to participate, and no pressure was applied to them during the data collection process.

LITERATURE REVIEW

1. Title: Working from home for women-boon or bane? A Sociological Analysis

Journal: International Journal of Humanities and Social Science Researcher

Author: Badre Afshan

Published on: 20-06-2022

The study details experiences of a small number of working women in the Delhi IT sector and presents pros and cons of working from home. Women emphasized flexible timing, clear guidelines, and set boundaries to avoid burnout. The pandemic scenario has made work culture difficult and increased the gap in gender inequalities. Managers should help her with work-life balance and recognize when work and home overlap. Policies should focus on empowering women, including women in decision-making, and implementing measures to tackle gender-specific challenges.

2. Title: Hybrid work model and working mothers**Journal:** Journal of Emerging Technologies and Innovative Research (JETIR)**Author:** Dr. Asha Menon**Published on:** December 2022

The study has shown that hybrid work allows more flexible working arrangements for mothers to juggle work and family responsibilities, especially in IT and finance. Nevertheless, issues like barriers to growth in one's career, feelings of isolation, and risk of burnout remain. Such working moms may further maximize their work performance by using task management tools, while employers should create clear policies around fairness and visibility.

3. Title: Work-family balance and hybrid, working Environment for women: An agenda**Journal:** International Journal of Academic Recent in Business, and Social Science.**Author:** Roziana Shaari, Azlineer Sarip, Sazali Shaari**Published on:** 17 December 2022

This study found that women often struggle to balance work and family responsibilities, especially during the COVID-19 pandemic, when unequal household chores added to their burden. Flexible work plans can help women manage both their career and family roles better. Support from Supervisors and organizations plays a key-role in improving women's work-life balance. When organization offers family-friendly options, women feel more supported, face less conflict between work and home, and can better fulfill their roles both at work and within their families.

4. Title: Boundary struggles during the COVID-19 Pandemic Experiences of Remote / hybrid working women in Ankara**Journal:** The Graduate School of Social Sciences of Middle East Technical University**Author:** Banu Topaktas**Published on:** November, 2024

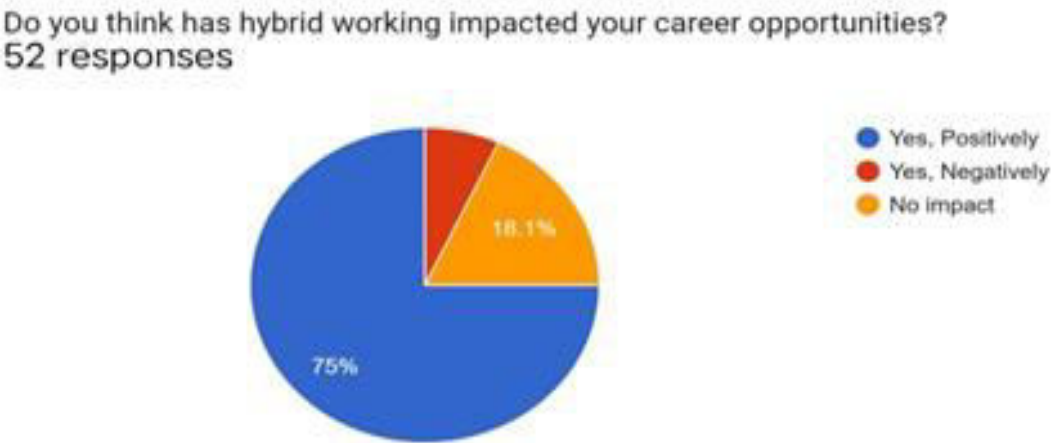
During the COVID-19 pandemic, women in Ankara who were working remotely or in hybrid setups encountered difficulties in keeping a balance between their work and personal lives. The blending of professional tasks with domestic responsibilities, such as caregiving and household chores, resulted in increased stress, burnout, and adverse effects on mental health. Additionally, cultural expectations placed pressure on women to prioritize family over their careers. The study emphasizes the necessity for improved workplace policies to assist women in juggling both sets of responsibilities.

5. Title: Imagining benefits and challenges for further hybrid workplace to enable re-entry for women on career break**Journal:** International Journal of Networking and Virtual organizations.**Author:** Suniana Arora and Neeraj Kumari**Published on:** May 6, 2022

This research says that hybrid workplace offer flexibility, making it easier for women to balance work and personal life after a career break. They provide access to more job opportunities and encourages diverse hiring, helping women and re-enter the workforce. However, challenges like Un-equal sharing of household task, tech issues, and managing productivity can make this transition harder. Supportive policies and better resources can help overcome these challenges.

ANALYSIS

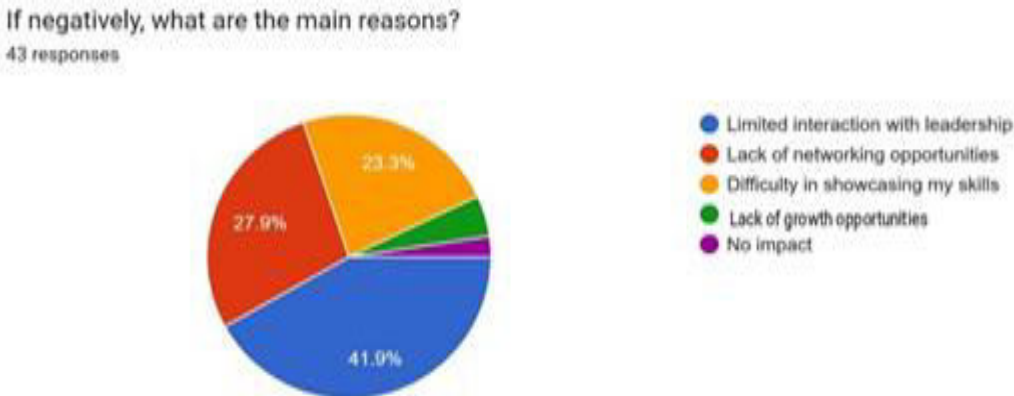
Figure No.1



Source: Primary data

The above data shows 52 women looked into how hybrid work affects career opportunities. The results showed that a significant majority (75%) believed it had a positive effect, while (18.1%) felt there was no impact at all. Only a small fraction (6.9%) reported experiencing a negative effect. In summary, the findings suggest that most participants think hybrid work has enhanced their career prospects.

Figure no.2



Source: Primary data

The above data which included 43 women, indicated that many believed that hybrid work had a negative impact on their careers. (41.9%) said they had less interaction with leadership; for (27.9%), fewer networking opportunities; and for (23.3%), ineffective knowledge demonstration. Overall, respondents who identified hybrid work as detrimental cited reduced visibility and connection.

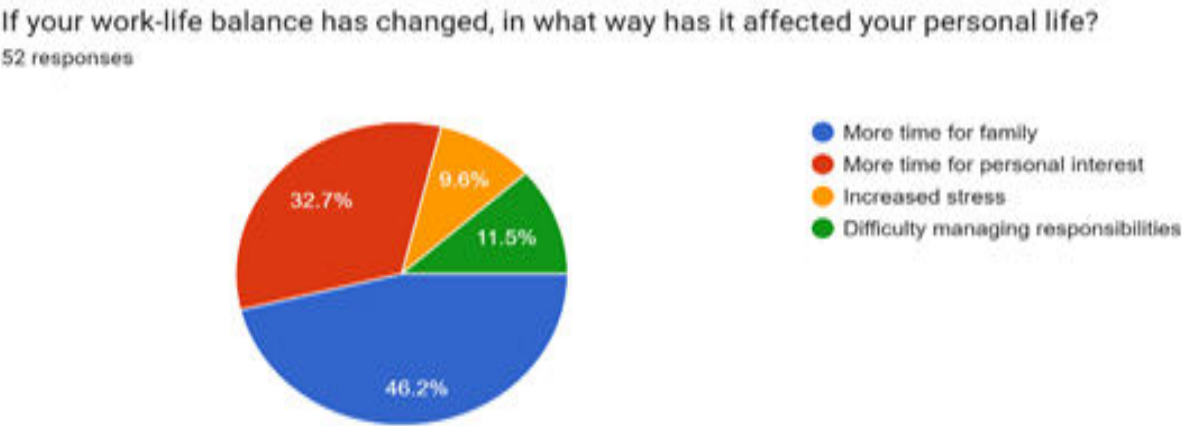
Figure no.3



Source: Primary data

The above data of 52 women showed mixed results on work-life balance with hybrid work, where (9.6%) said it had worsened, (42.3%) saw minimal improvement, (28.8%) witnessed major improvement, while (19.2%) felt no change in that respect.

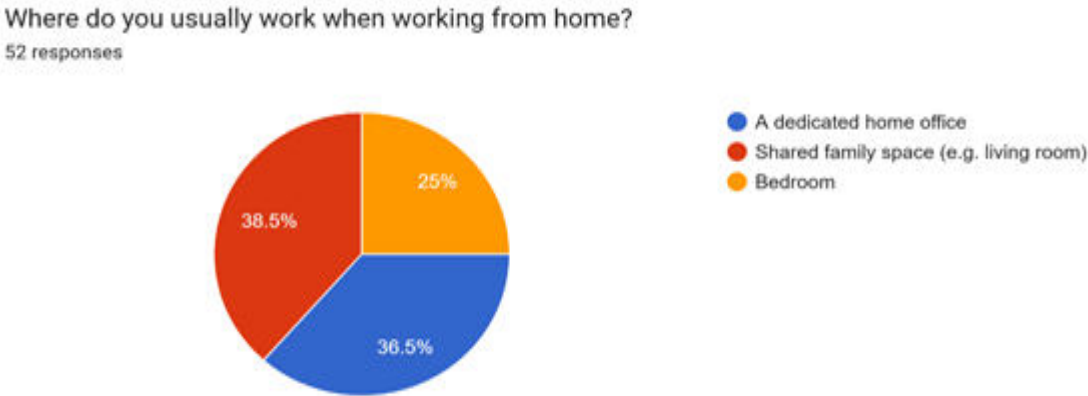
Figure no.4



Source: Primary data

The above data of 52 women indicated that hybrid work had, differentially, impacted personal life. While (46.2%) found time for family, (32.7%) had time for personal interests, (11.5%) had difficulties managing responsibilities, and (9.6%) felt stressed. Although hybrid working arrangements allowed for more family time for some, challenges and stress were faced by others.

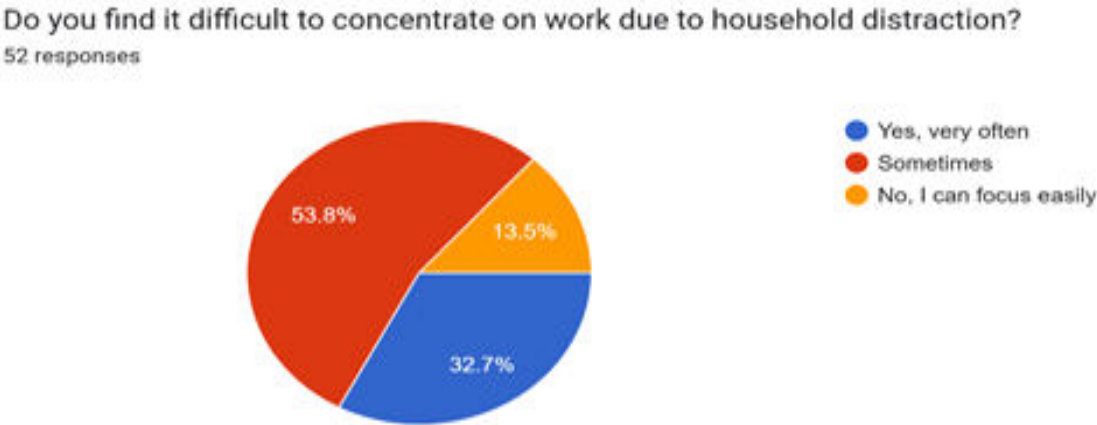
Figure no.5



Source: Primary data

The above data of 52 women, shows that it was found that (38.5%) of them work in family-based shared areas, (36.5%) have a home office, and (25%) work from their bedrooms. This represents a fairly equal mix of dedicated and casual workspaces within the home.

Figure no.6



Source: Primary data

The above data of 52 women, (32.7%), were found to have often a challenge to concentrate because of household distractions, while (53.8%) faced it occasionally. Only (13.5%) can concentrate with ease. This investigation indicates that for majority women house distractions are the greatest hindrance to concentration.

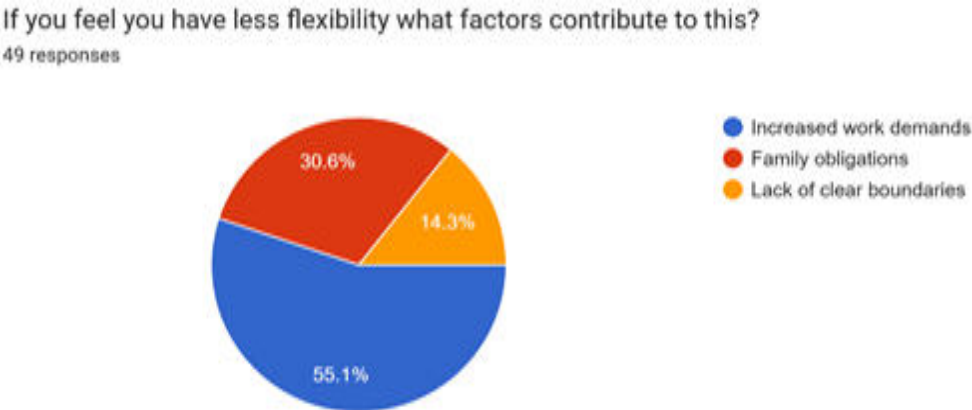
Figure no.7



Source: Primary data

The above data of 52 women, shows that hybrid work has introduced a lot of flexibility into work-life balance, with (38.5%) reporting "a lot more flexibility, while (55.8%) conferred "some more flexibility. Only (5.7%) felt that they had not changed, and no one reported less flexibility. This demonstrates how hybrid work has improved work-life balance by allowing more flexible scheduling.

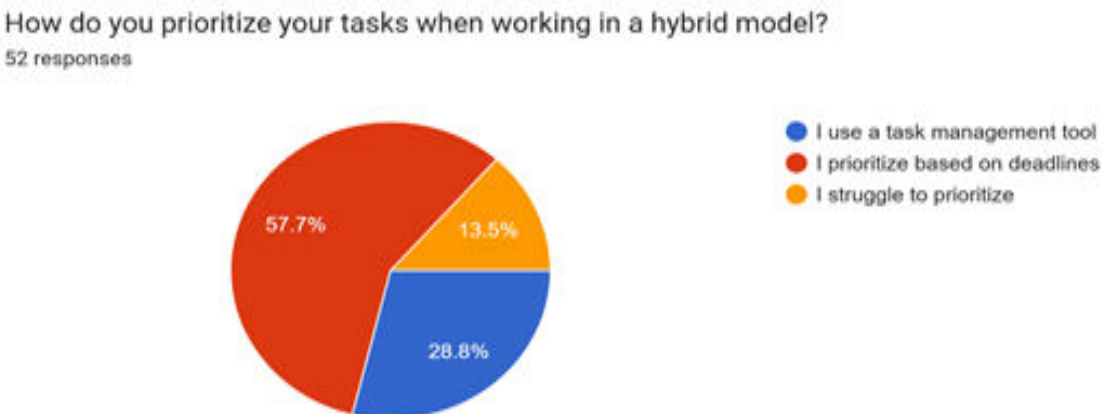
Figure no.8



Source: Primary data

The above data of 49 women, shows that the most commonly given reasons for reduced flexibility in hybrid work were increased demands from work (55.1%), family obligations (30.6%), and unclear boundaries between work and personal life (14.3%). This illustrates that a heavy workload is the key factor for less flexibility.

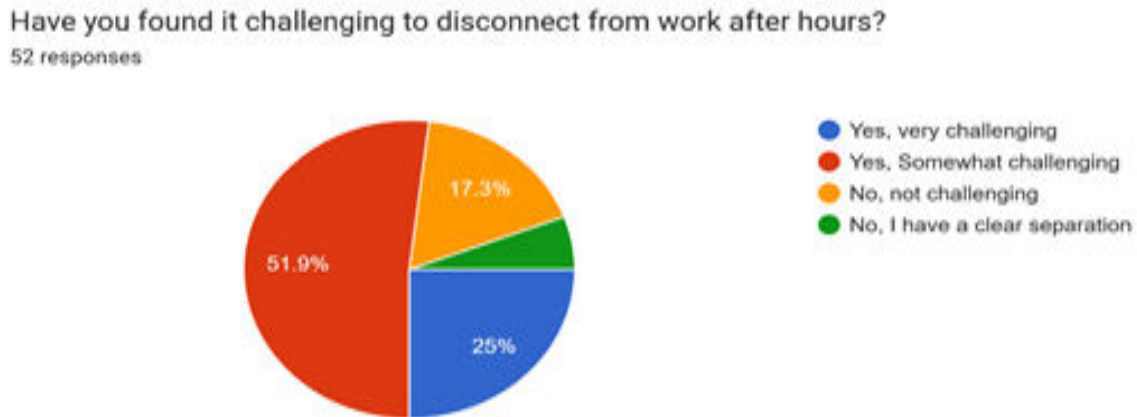
Figure no.9



Source: Primary data

The data shows 52 women reveals how they prioritize tasks in a hybrid work model. A clear majority, (28.8%), use a task management tool, while (57.7%) prioritize their tasks based on deadlines. A smaller group, (13.5%), admitted to having difficulties with prioritization. This suggests that while most women utilize tools for managing tasks, a significant number depend on deadlines, and some face challenges in prioritizing within a hybrid work setting.

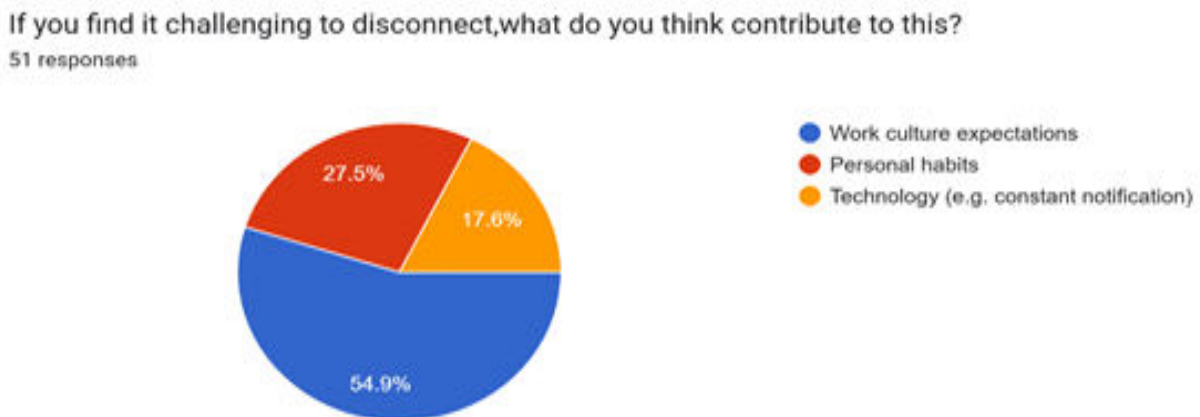
Figure no.10



Source: Primary data

Out of 52 women working hybrid, (51.9%) admit it's hard to disconnect from work after hours, while (25%) find it really difficult. Nobody finds it easy, with only (17.3%) stating that work doesn't interfere with their personal time, and only (5.8%) maintaining a distinct boundary between the two. Most women find this separation of work and personal time arduous.

Figure no.11.



Source: Primary data

The data shows with 51 women revealed that the primary reason for difficulty in disconnecting from work is work culture expectations, accounting for (54.9%). This is followed by technology and personal habits, both at (17.6%). This underscores that work culture is the most significant factor affecting the separation between work and personal time.

SUGGESTIONS

1. Create a Comfortable Workspace: For women working from home, establishing a dedicated workspace can be beneficial in minimizing distractions. Whether it's a separate room or just a cozy corner, having a defined area to work can enhance concentration.

2. Manage Household Distractions: Household distractions can pose significant challenges, but women can set clear expectations with family members regarding work hours and focus time. Open communication about when they need uninterrupted time can greatly improve productivity.

3. Encourage Task Management Tools: While 28.8% of women utilize task management tools, others depend on deadlines to stay organized. Promoting the use of tools like calendar apps or task lists can assist women in effectively managing their time and balancing work with home responsibilities.

CONCLUSION

Hybrid working has introduced greater flexibility for women, enabling them to balance their professional and family responsibilities more effectively. While this flexibility is advantageous, it also presents challenges such as blurred boundaries between work and personal life, increased workloads, and difficulties in disconnecting from work after hours.

Many women report enhanced career opportunities in hybrid environments, yet some face reduced visibility, limited networking chances, and obstacles in engaging with leadership, which can impede their career advancement.

Household distractions are another prevalent issue for women working from home, impacting their concentration and productivity. The decision between having dedicated home offices or shared spaces can also affect how well women manage their work tasks. To enhance the benefits of hybrid working for women, employers need to set clear boundaries between work and personal life, offer leadership development and networking opportunities, and implement policies that foster a healthy work-life balance. By tackling these challenges, organizations can cultivate a work environment that supports gender equality and allows women to excel both professionally and personally.

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GENDER BIASES IN SOCIETY VIZ MARRIAGE AND FINANCIAL INDEPENDENCE

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Gnvs Institute of Management

sakshi.gaikwad24-26@gnvsiom.org¹, aarti.dhangar24-26@gnvsiom.org² and Director@gnvsiom.org³**ABSTRACT**

This study examines the influence of gender biases on women's financial independence, especially within the context of marriage. It illustrates how traditional perspectives often position men as the primary earners while women are seen as caretakers, which can restrict women's professional advancement and financial independence. Many married women report feeling financially independent prior to marriage, but this perception frequently shifts afterward due to societal pressures. The research indicates that women encounter financial challenges and discrimination, complicating their ability to make independent financial choices. While a majority of people agree that financial responsibilities should be shared equally, outdated gender roles continue to restrict women's economic empowerment. The results highlighting the importance of addressing these biases and encourage gender equality in financial matters in marriages, enabling women to attain genuine financial independence.

Keywords: Financial Independence, Traditional perspectives, Gender equality, Societal pressure, and discrimination.

INTRODUCTION

Gender biases is rooted in society and continues to influence many areas of life, such as education, employment and economic independence. These biases are often connected to cultural norms, traditions, and societal expectations that establish power imbalances and decision-making inequality between men and women. While there has been progress towards gender equality, many issues persist, particularly regarding how marriage influences financial independence.

As a societal norms, marriage has historically reinforced traditional gender roles. In many cultures, men are seen as the primary earners, while women are expected to manage household duties. Such expectations frequently slow down women's career growth and financial independence. Even when women work, they are often expected to put family responsibilities ahead of their professional goals. Household decision-making is also often biased, with men having more power when it comes to major financial matters. This imbalance can lead to economic dependency and reduce women's ability to independent economic choices. Achieving financial independence is crucial for personal empowerment and security. However, gender bias in employment, wage gap, and societal expectations restrict women's opportunities to achieve financial independence. Women often face challenges in earning equal pay, advancing in their careers, and accessing investment opportunities.

Women, in particular, often encounter financial limitations after getting married due to family expectations, interruptions in their careers, or a lack of control over household finances. Although some couples share financial responsibilities fairly, many still follow traditional roles, which influences women's economic independence.

OBJECTIVE

To study how culture norms and societal expectations shape women's views on marriage and their financial independence.

To study the effect of marriage on the financial independence of women.

SAMPLE SIZE

The research used a convenience-based random sampling technique for study. Care was taken to ensure that all respondents were willing to participate, and no pressure of any kind was applied during the data collection process.

RESEARCH METHODOLOGY

For the purpose of the study a sample of 50 married women's were selected. A structured questionnaire was prepared and administrated with the help of google forms to those who were comfortable to use the platform.

LITERATURE REVIEW

1. Barriers and intervention on the way to empower inclusion women through financial**Journal name:** Pal-grave Communication**Author:** by Omika Bhalla Saluja, Priyanka Singh, and Harit Kumar**Year:** 7 April 2023

This article explains that financial inclusion is very important for empowering women, but several challenges make it difficult to achieve. Many women struggle due to a lack of financial literacy, meaning they don't have enough knowledge about Banking and money management. The study also highlight gender discrimination in workplace and financial institution, which limits women's opportunities to access to loans and other financial services. Additionally, many women, especially in rural areas, have limited access to digital banking, making it harder for them to manage money efficiently. However, improving digital access can make a big difference in helping women become financially independent. The article also suggest that policies encouraging self-help group (SHGs) and government schemes link Direct Benefit Transfers (DBTs) can provide financial support, helping women gain economic independent. Removing these barriers is essential for empowering women an ensuring they have equal financial opportunities.

2. Women's work, social norms and the marriage market 112A institute of labour economics.**Journal Name:** I Z A Institute of Labour Economics**Author:** Farzana Afridi, Abhishek Arora, Diva Dhar, Kanika Mahajan.**Year:** February 2023

This article shows or tells about the women work and social norms and the marriage market. Research on women work and marriage market reveals that social norm significantly influence women's employment choices particularly, before marriage. In many societies women are expected to priorities domestic and caregiving roles over paid employment. The study shows that employed women are 14.5% less likely to receive interest from role suitors relative to women are not working. The marriage market can also impact women's carrier choice as some women may feel pressure to marry and start a family. Leading them to choice jobs with more flexible hours or lower carrier advancement potential.

3. Effect of financial independence of Indian women on their marriage decision.**Journal name:** Research gate**Author:** Jain Sidhant: Chuphal, Bhawna: Shakarad, Mallikar Jun N.**Year:** April 2023

The article suggest that financial independence significantly influence Indian women's marriage decision. Financial independence has empowered Indian women to make their own marriage decision. With financial autonomy they can delay or reject marriage that don't

align with their goals or values they can choose not just financial security. Financial independence has given choice about their marriage and life.

4. How a women can manage personal finance before and after marriage.**Journal name:** The economic times**Author:** ET CONTRIBUTORS**Year:** March 8,2020

Research suggest that women can effectively manage their personal finance by adopting a proactive approach before and after marriage women can establish financial independence by creating a budget, building an emergency fund and investing in retirement plans after marriage, women can maintain financial autonomy by merging finances with their partner while preserving individual financial goals and power and adjusting their financial plan together can also foster or stronger financial.

5. Financial Literacy and women empowerment

Journal name: International Journal of Advances in social sciences

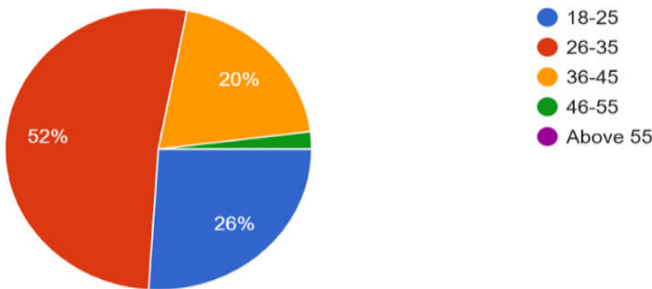
Author: Balireddy Mohan Nikhil Teja, Moksha Singh

Year: 2023

Financial literacy is crucial for women’s empowerment, as it helps them make informed financial decisions, gain economic independence, and improve their overall well-being. Research shows that when women are financially literate, they can better manage resources, contribute to their families, and participate actively in the economy, leading to greater social and economic equality.

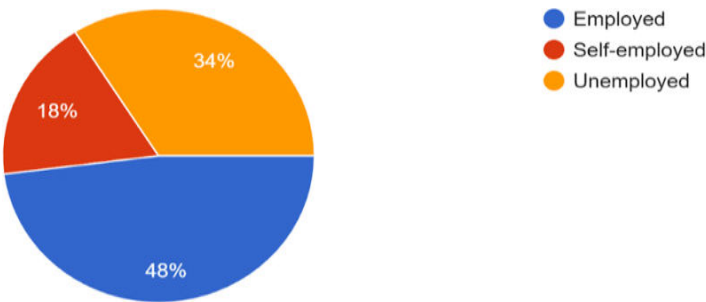
DATA ANALYSIS

What is your age?
50 responses



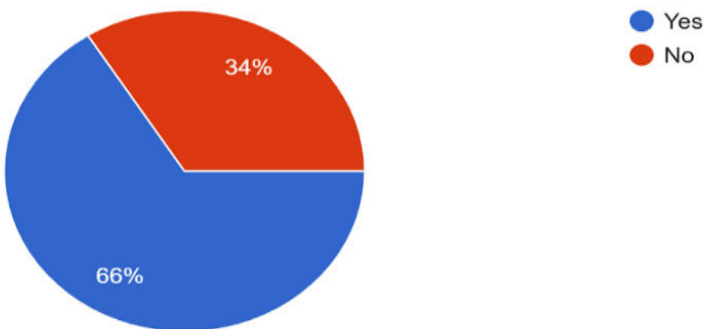
The study shows that out of 50 married women, 26% were in the age group of 18-25, 52% were in the age group of 26-35, 20% were in the age group of 36-45 and 2% were in the age group of 46-55.

What is your employment status?
50 responses



The study shows that out of 50 married women, 48% women were employed, 18% women were self-employed, 14% were homemaker, and 20% were unemployed.

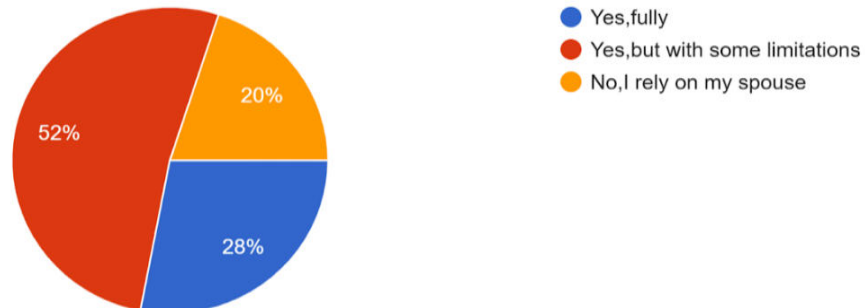
Were you financially independent before marriage?
50 responses



A survey revealed that out of 50 respondents, 66% said yes, they were financially independent before marriage and 34% said no, they were not financially independent before marriage.

Are you financially independent after marriage?

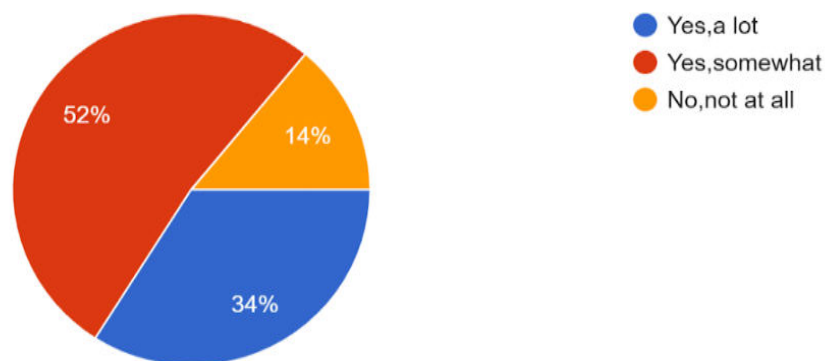
50 responses



A survey revealed that out of 50 respondents, 28% women said that they were financially independent after marriage, 52% women said that they were financially independent after marriage but with some limitations, and 20% women said no, they rely on their spouse.

Do social norms influence financial roles in marriage?(Earner, Spender, Investor)

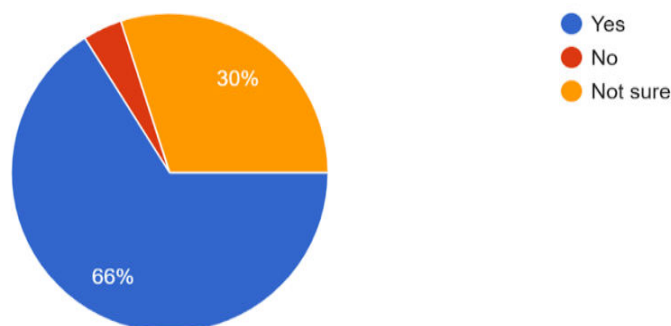
50 responses



A survey revealed that 34% of women believe social norms influence financial roles in marriage, 52% of women believe it affects somewhat, and 14% of women believe it doesn't influence.

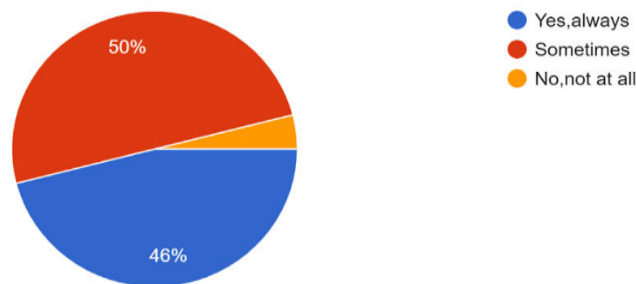
Do you think financial dependence can affect the power to make decisions in a marriage?

50 responses



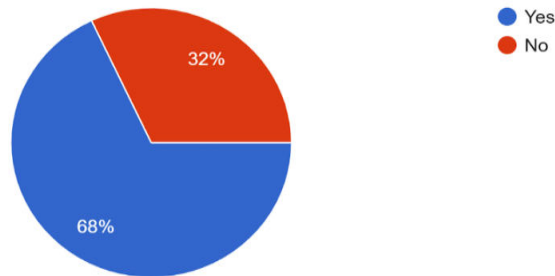
A survey revealed that 66% of women believe that financial dependence can affect the power to make decisions in a marriage, 4% of women believe that it doesn't affect, and 30% women were not sure.

Do you think women are facing more financial restrictions after marriage compared to men?
50 responses



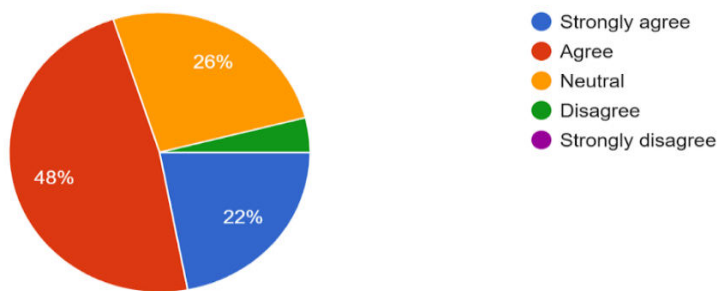
A survey revealed that 46% women were faced financial restriction after marriage compared to men, 50% women were faced sometimes, and 4% women faced not at all.

Have you faced gender discrimination due to financial independence in marriage?
50 responses



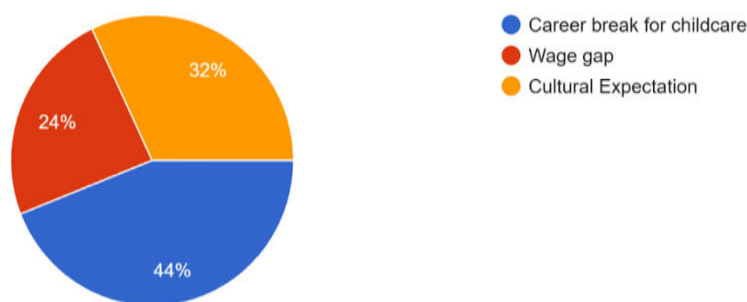
A survey revealed that 68% women said that they faced gender discrimination regarding financial independence in marriage, and 32% women said that they did not faced gender discrimination regarding financial independence in marriage.

Do you think societal expectations make women financially dependent on their spouses?
50 responses



A survey revealed that 22% women strongly agree that societal expectations make women financially dependent on their spouses, 48% agree, 26% women said neutral, and 4% women disagree.

What are the main reasons women become financially dependent on their spouses in marriage?
50 responses



A survey revealed that the main reason women become financially dependent on their spouses in marriage is taking a career break for child care 44%, cultural expectation 32% and the wage gap 24%. This indicates that societal norms and responsibilities related to childcare play a significant role in limiting women's financial independence, while structural issues like wage disparity further contribute to dependency.

SUGGESTION

Encourage Shared Responsibilities: Couples should work together to share household and financial responsibilities equally. This can help both partners feel empowered and involved in decision-making.

Promote Career Growth: Support women in pursuing their careers, even after marriage. This could include flexible work options, childcare support, or encouraging them to continue their education.

Encourage Financial Literacy: Provide financial education for women, teaching them about budgeting, saving, and investing. This knowledge can empower them to make informed financial decisions.

Promote Decision-Making Power: Encourage women to take an active role in financial decisions within the marriage. This can help them feel more empowered and reduce dependency.

Challenge Cultural Norms: Encourage discussions about cultural expectations that contribute to financial dependency. Changing societal views can help create a more equal environment for both partners.

CONCLUSION

The study highlights the ongoing challenges that married women face regarding financial independence, largely due to societal norms and expectations. It shows that many women were financially independent before marriage, but after getting married, a significant number experience limitations or become dependent on their spouses. Key findings indicate that traditional gender roles still play a major role in how financial responsibilities are shared in marriages. Many women feel that social norms influence their financial roles, and a large percentage believe that being financially dependent affects their decision-making power within the marriage.

The study also reveals that a considerable number of women face financial restrictions after marriage, with many citing childcare responsibilities and cultural expectations as the main reason for their dependency. Additionally, issues like the wage gap further complicate their ability to achieve financial independence. Overall, the findings suggest that while some progress has been made, significant barriers still exist that prevent women from achieving true financial independence in marriage. Addressing these issues is crucial for empowering women and promoting equality in financial decision-making within households.

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THE IMPACT OF CYBERSTALKING AND ONLINE HARASSMENT ON WOMEN IN THE DIGITAL AGE: A STUDY OF MUMBAI

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Gnvs Institute of Management

ABSTRACT

The digital revolution has significantly altered how we interact, socialize, and share information. However, this transformation has also introduced new forms of violence and harassment, particularly against women. Cyberstalking and online harassment have emerged as pervasive issues in the digital space, with profound consequences on victims' mental health, well-being, and economic stability. This study delves into the prevalence, effects, and solutions to these problems. Using a mixed-methods approach, this research involved surveys from 52. Findings reveal that 62 percent of women reported experiencing cyberstalking or online harassment, with many of them suffering severe emotional distress, while 48 percent faced economic losses due to these incidents. Furthermore, this study uncovers gaps in existing legal frameworks and the lack of effective support systems for victims. Based on these findings, recommendations are provided for policymakers, technology companies, and civil society organizations to improve prevention and responses to these issues, contributing to safer digital environments for women.

1. INTRODUCTION

Cybersecurity refers to the practice of protecting systems, networks, and data from cyber threats such as hacking, phishing, and malware. It ensures the confidentiality, integrity, and availability of digital information in an increasingly interconnected world. Online harassment involves the use of digital platforms to intimidate, threaten, or harm individuals through cyberbullying, cyberstalking, and other abusive behaviours. It can take various forms, including hate speech, doxing, and non-consensual image sharing, significantly impacting victims' mental and emotional well-being.

The digital age refers to the current era characterised by the widespread use of digital technology, the internet, and social media. It has revolutionised communication, education, and business but has also introduced new challenges such as cyber threats and online harassment.

The digital age has fundamentally transformed how people communicate, learn, and connect. With widespread internet access and social media platforms, individuals now have unprecedented opportunities to express themselves and engage with others. However, these advancements have also led to an increase in online harassment and cybercrimes. Cyberstalking and online harassment, particularly targeting women, have become serious threats in today's interconnected world. These threats are amplified by the anonymity offered by the internet, making it easier for perpetrators to harass, intimidate, and stalk their victims without fear of detection. The rise of social media platforms and communication apps has further fueled the problem, creating new spaces for harassment to occur. The frequency and intensity of online abuse have led to profound psychological, social, and economic impacts on the victims, many of whom are women.

Cyberstalking and online harassment disproportionately affect women, with a significant number of victims experiencing severe emotional distress, anxiety, and even economic losses. These forms of abuse have become increasingly prevalent, particularly in urban areas like Mumbai, where internet penetration and social media use are high.

India, with its growing internet penetration and rapid social media adoption, has witnessed a surge in cyberstalking and online harassment cases. Despite having legal provisions under the Information Technology Act, 2000, and the Indian Penal Code, enforcement remains a significant challenge. Cultural and societal factors often discourage women from reporting incidents of harassment, and there are considerable gaps in the legal and support systems that fail to protect victims adequately.

2. OBJECTIVES

To study the different types of cyberstalking in the Mumbai region.

To study the different types of online harassment in the Mumbai region.

To study the prevalence and nature of cyberstalking and online harassment in the Mumbai region.

To study the psychological, social and economic impact of cyberstalking and online harassment on women in Mumbai region.

To study the existing legal framework and support mechanism.

3. LITERATURE REVIEW

The phenomenon of cyberstalking and online harassment has been widely studied globally, but research specific to Indian women, particularly in urban areas like Mumbai, is limited. This literature review examines global studies on the subject and places them in the context of India, focusing on the prevalence, legal framework, and psychological impacts of these crimes.

This study explores the psychological and social effects of cyberstalking and online harassment on women globally. The research highlights how digital abuse leads to increased anxiety, depression, and withdrawal from online spaces. It also discusses the inadequacy of existing legal frameworks in protecting victims. The findings indicate that while cybercrimes against women are universally acknowledged, responses and legal actions differ significantly across countries. The study is relevant in the Indian context, as similar patterns of psychological distress are observed among women facing digital abuse in urban areas like Mumbai.

This research paper focuses on the legal aspects of cyber violence against women in India, emphasizing cyberstalking and online harassment. The study outlines the limitations of Indian cyber laws, particularly the Information Technology Act, 2000, and its amendments. The paper reveals that despite existing legal provisions, enforcement remains weak due to lack of awareness, delayed judicial processes, and victim-blaming attitudes. The study is crucial for understanding the gaps in legal protection available to women in Mumbai and highlights the need for more robust digital safety measures.

This study examines the mental health impact of cyberstalking on urban women, specifically in metropolitan cities like Mumbai. The research indicates that victims often experience post-traumatic stress disorder (PTSD), social anxiety, and fear of engaging in online activities. It also discusses the role of social media platforms in facilitating online harassment and the lack of adequate response from tech companies. The study underscores the necessity for better support systems and awareness campaigns to help women navigate digital spaces safely.

These studies provide a comprehensive understanding of cyberstalking and online harassment, particularly focusing on the psychological effects, legal frameworks, and prevalence in India. The findings underscore the urgent need for stronger policies, legal reforms, and awareness programs to protect women in urban environments like Mumbai from cyber threats.

4. RESEARCH METHODOLOGY

4.1 Research Design

This study uses a mixed-methods approach, combining both quantitative and qualitative research. A survey was administered to a sample of 52 women in Mumbai to gather quantitative data on the prevalence and impacts of cyberstalking and online harassment. Google Forms were used to gain qualitative insights into the experiences of women and the effectiveness of existing legal and technological measures.

4.2 Data Collection

The survey consisted of 25 questions designed to assess the prevalence, psychological impacts, and legal outcomes of cyberstalking. Participants were also asked about their experiences with social media platforms and their awareness of legal recourse. Questioner examined personal experiences with online harassment, including its emotional, social, and economic consequences. Interviews with experts offered insights into the challenges of addressing cyberstalking in India, as well as the roles of law enforcement and technology companies..

4.3 Data Analysis

The data from the surveys were analysed using statistical tools to identify trends and correlations between various demographic factors (age, occupation, social media usage, etc.) and the prevalence of cyberstalking. The qualitative data from interviews were analysed thematically to identify common themes and patterns related to the impact of online harassment on women.

1. ANNEXURE

1. What is your age?
2. What is your occupation?
3. What is your marital status?
4. What is your highest level of education?
5. Have you experienced cyberstalking or online harassment?
6. How frequently have you experienced such incidents?

-
7. What type of harassment did you experience?
 8. Who was the perpetrator?
 9. On which platform(s) did the harassment occur?
 10. How has the experience affected your mental health?
 11. On a scale of 1 to 5, how severe was the psychological impact?
 12. Did you seek professional help (e.g., therapy) to cope with the psychological impact?
 13. If yes, was the help effective?
 14. Did the harassment affect your relationships with family, friends, or colleagues?
 15. If yes, in what way?
 16. Did the harassment affect your participation in online communities or social media?
 17. Did the incident(s) affect your sense of safety in public or private spaces?
 18. Did the harassment result in financial costs?
 19. If yes, what were the sources of these costs?
 20. Did the harassment impact your ability to work or study?
 21. If yes, how?
 22. How did you respond to the harassment?
 23. Do you feel there are adequate resources and support systems available for victims of cyberstalking and harassment?
 24. Are you aware of laws and regulations in your country regarding cyberstalking and harassment?
 25. What steps have you taken to secure your online presence?

BREAKING THE GLASS CEILING IN CORPORATE WORLD

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ABSTRACT

Breaking the Glass Ceiling: Advancing Women in Leadership, explores the challenges and strategies surrounding the advancement of women into leadership roles across various sectors. The glass ceiling, a metaphor for the invisible barriers preventing women from rising to top positions, continues to impede gender equity despite notable progress in recent decades. This paper examines the multifaceted factors contributing to the persistence of these barriers, including societal expectations, organizational cultures, unconscious biases, and systemic inequalities. It also highlights the role of mentorship, networking, and policy changes in empowering women and fostering inclusive leadership pipelines. Additionally, the research outlines successful case studies and best practices from organizations and countries that have implemented gender-inclusive initiatives. The paper calls for a holistic approach to leadership development that embraces diversity and provides women with the opportunities, resources, and support to break through the glass ceiling, thus contributing to a more equitable and prosperous future for all.

Keywords: Glass ceiling, corporate world, gender bias, equal opportunity, work culture

INTRODUCTION

“Breaking the glass ceiling” refers to overcoming invisible barriers that prevent women from reaching top leadership or decision-making positions in various fields, such as business, politics, or academia. Women empowerment, on the other hand, is the process of increasing women’s access to resources, opportunities, and decision-making power.

Combining these ideas emphasizes the importance of fostering an inclusive environment where women are not only empowered but also have equitable opportunities to break through systemic challenges. Here are some steps to support this movement.

“Glass Ceiling” is an invisible barrier which acts as a stumbling block for women in reaching top leadership roles in business, politics, academia, and other sectors.

OBJECTIVES OF THE STUDY

1. To study whether the glass ceiling actually exists in corporate world or not
2. To gauge the impact of such ceilings on the career prospects of female employees
3. To spread awareness about the implications of such bias on the mental health of the impacted employees
4. To promote supportive work culture for women, considering their responsibilities at work and for the family

HYPOTHESIS

- H0 = Gender bias does exist in corporate world
- H1 = Gender bias does not exist in corporate world

RESEARCH METHODOLOGY

This project adopts a mixed-methods approach, combining qualitative and quantitative research:

▪ Qualitative Methods:

Interviews: Conducted with women in leadership roles to gather personal experiences and insights.

Case Studies: Analysis of organizations with successful gender diversity programs.

▪ Quantitative Methods:

Surveys: Distributed to employees across various industries to assess perceptions of gender equality.

Statistical Analysis: Evaluation of gender representation data in leadership positions across sectors.

Secondary Research: Review of academic journals, organizational reports, and data available in public domain

LITERATURE REVIEW

- **Eshpande, Sudha (2011) – Women and Work in India: A Guide to Gender Inequality in the Workplace**

This book examines gender discrimination, wage gaps, and workplace challenges faced by Indian women. It analyses historical trends, societal expectations, and the role of education in shaping women's careers.

- **Rao, Sushila (2019) – Breaking Barriers: Stories of Women Leaders in India** A collection of inspiring real-life stories of Indian women who have succeeded in various fields, including corporate, politics, and entrepreneurship. The book explores how they overcame gender biases and workplace challenges.

- **Jain, Devaki (2005) – Women, Development, and the UN: A Sixty-Year Quest for Equality and Justice**

This book discusses the role of Indian women in global development, linking gender equality with policies of the United Nations. It highlights women's contributions to India's economic and social progress.

CHALLENGES FACED BY WOMEN IN CORPORATE WORLD

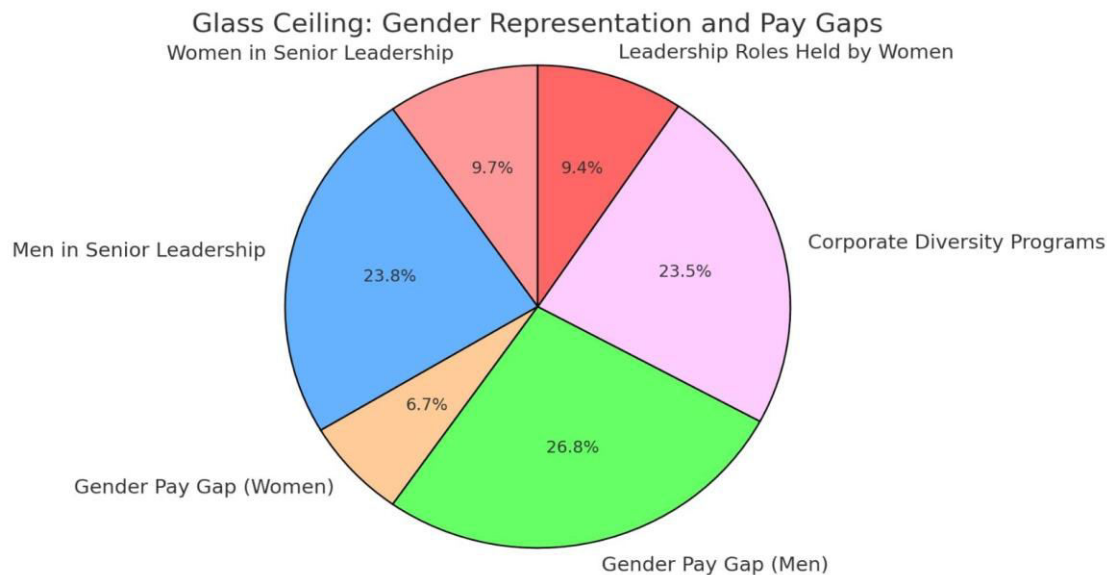
- **Overcoming the glass ceiling:** Overcoming the glass ceiling remains one of the most significant challenges faced by women in the workplace. The glass ceiling refers to the invisible barriers that prevent women from advancing to the highest levels of leadership, regardless of their qualifications or performance. These barriers are often rooted in deep-seated biases, gender stereotypes, and systemic inequalities that disadvantage women. To break through these limitations, women must not only overcome external obstacles but also build resilience and confidence in their abilities, enabling them to challenge these pervasive barriers.
- A key strategy for overcoming the glass ceiling is by developing and demonstrating strong leadership skills. Women must actively pursue roles that stretch their capabilities, even when faced with doubts or resistance. They should seek mentors and sponsors who can guide them and advocate for their advancement within organizations. Mentorship is crucial because it provides advice, emotional support, and networking opportunities, all of which are essential for career growth. Having visible role models who have successfully navigated their own challenges can also inspire women to persist in their own journey toward leadership.
- Another critical aspect is addressing unconscious bias within organizations. Companies must implement policies and practices that ensure equal opportunity for advancement, regardless of gender. This includes promoting diversity in recruitment, providing equitable access to training and leadership programs, and regularly reviewing performance evaluations to ensure they are free from gender-based bias. It is also vital for organizations to address systemic barriers such as unequal pay, lack of work-life balance support, and limited access to leadership roles for women. By addressing these issues, companies can create a more level playing field for all employees.
- Furthermore, women must not shy away from asserting themselves and making their accomplishments known. Too often, women are socialized to be modest about their achievements, which can lead to their contributions being overlooked or undervalued. To break through the glass ceiling, women must be proactive in showcasing their skills and accomplishments, taking on high-visibility projects, and actively participating in decision-making processes. By doing so, they increase their chances of being recognized for leadership opportunities and gain the respect of their peers and superiors.

FEW EXAMPLES OF SUCCESSFUL WOMEN WHO HAVE SHATTERED THE GLASS CEILING:

- Anna Rajam Malhotra broke the glass ceiling as the first female Indian Administrative Service (IAS) officer in 1951. Born on July 17, 1927, in Kerala, she was instrumental in setting up the country's first computerized container port in Mumbai and served in various administrative roles with distinction. Anna Rajam Malhotra, India's first female IAS officer after Independence, stands as an inspiration for all women govt officers. She had to prove her worth as a woman to serve in such a demanding and male-dominated role, but her deep-rooted belief in the power of service to the nation overcame all hurdles.
- Leena Nair (born 1969) is a British-Indian business executive who is the chief executive officer (CEO) of Channel. Nair previously was the chief human resource officer of Unilever and member of the Unilever leadership executive. Nair was responsible for the human capital of Unilever, which operates across multiple regulatory and labour environments spread over 190 countries. Under her leadership, Unilever has been named the number one FMCG graduate employer of choice in 54 countries. Nair is an advocate for human-centred workplaces and compassionate leadership.

- Ms. Indra Nooyi, the former CEO of PepsiCo, and Ursula Burns, the former CEO of Xerox, not only achieved remarkable success but also mentored other women in leadership roles, helping to create a more inclusive corporate environment. They have used their positions of power to advocate for systemic change within their organizations and industries, pushing for greater diversity in leadership and decision-making positions.
- Ms Kiran Mazumdar-Shaw is a pioneering biotech entrepreneur, a healthcare visionary, a global influencer, and a passionate philanthropist. Founder of Biocon, an innovation-led global biopharmaceuticals enterprise, her vision and work have drawn global recognition both for Indian industry and her company.

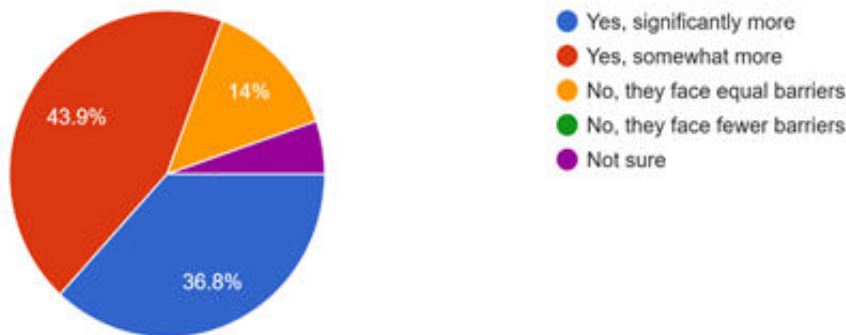
FINDINGS OF THE STUDY:



The pie chart above visually represents some key statistics related to the glass ceiling:

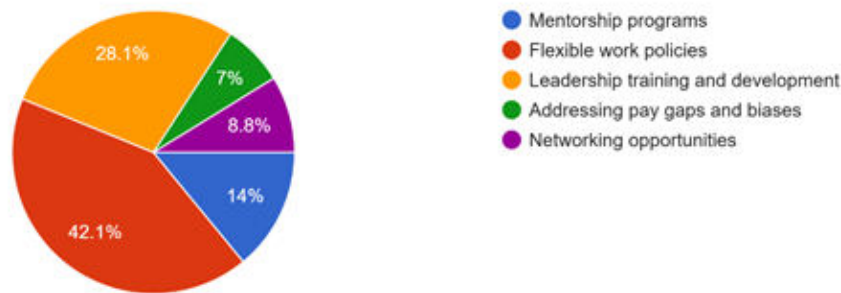
- 29% of senior leadership roles are held by women, as against 71% held by men.
- The 20% gender pay gap highlights that women earn less than men for the same work, and that the disparity continues to prevail
- 70% of organizations have corporate diversity programs, but only 28% of leadership positions are held by women, showing the gap in thought progress.
- This analysis emphasizes the continued presence of the glass ceiling in various dimensions of the workforce, including leadership roles, pay, and the effectiveness of diversity initiatives.

Do you believe women face more barriers in advancing to leadership positions compared to men?
57 responses

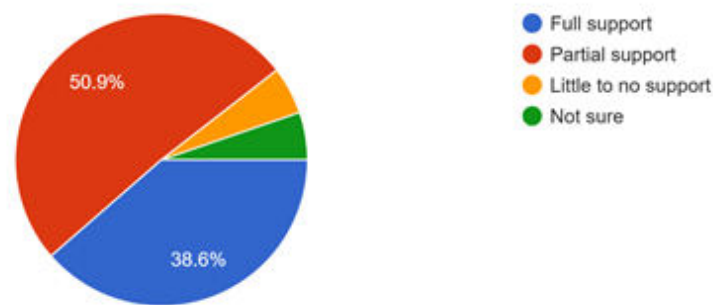


Survey Q&A – Primary Data source

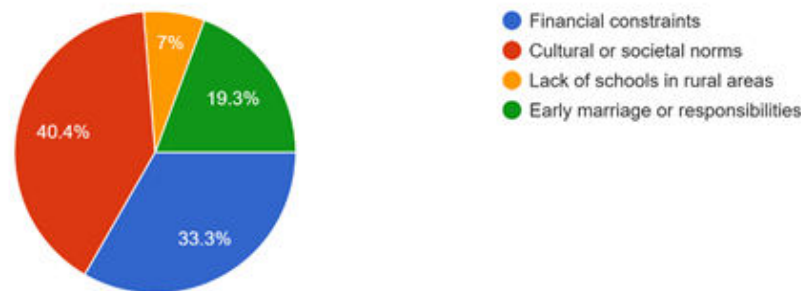
What support do you think is most effective in helping women advance to leadership roles?
57 responses



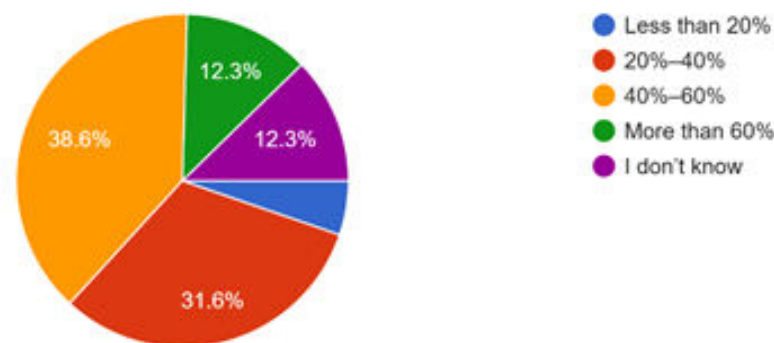
How much support do women receive from families or communities to pursue education or sports?
57 responses



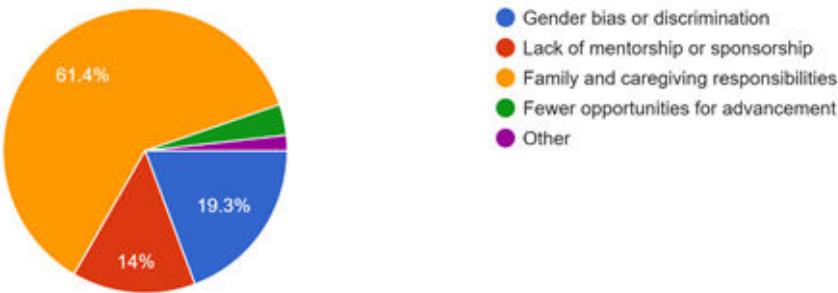
What is the primary barrier women face in accessing education in many parts of the world?
57 responses



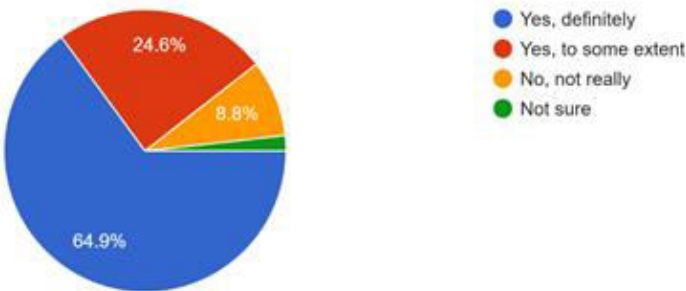
What percentage of leadership roles in your organization are held by women?
57 responses



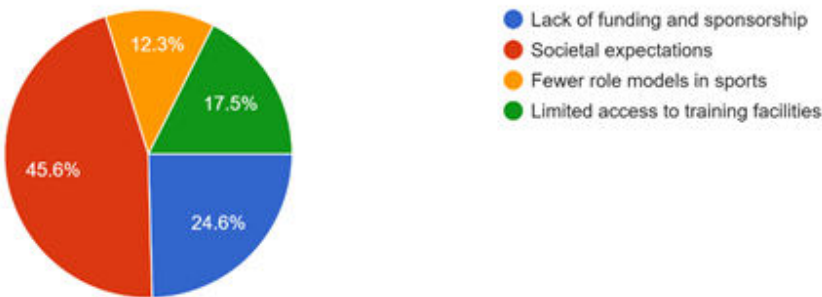
What do you think is the biggest barrier to women achieving leadership positions?
57 responses



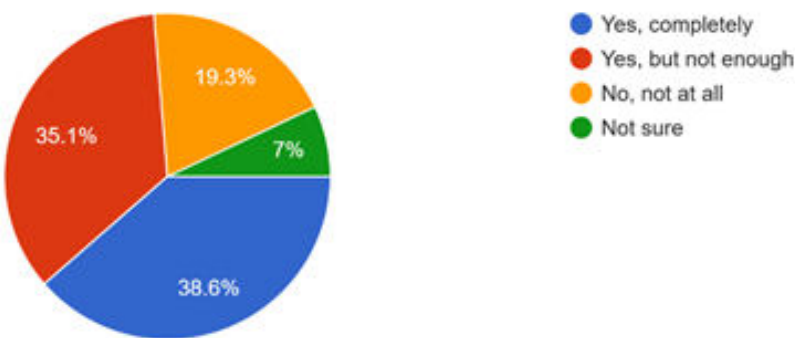
Do you believe having women in leadership roles inspires other women in the organization?
57 responses



What is the main reason for lower female participation in professional sports?
57 responses

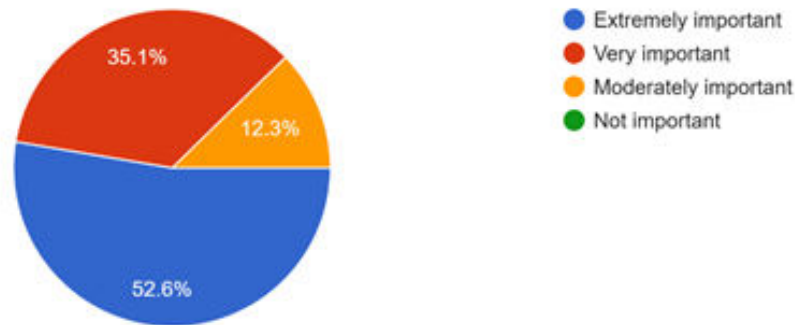


Do you believe women are given equal opportunities as men in sports?
57 responses



How important is having female role models in education and sports?

57 responses



The above survey reflects the existence of glass ceiling in some form or the other which poses continued challenges for women in every arena of life.

CONCLUSION

- Breaking the glass ceiling requires collective efforts—from organizations implementing inclusive policies to individuals challenging biases.
- As more women ascend to leadership roles, the glass ceiling will gradually shatter, creating a more equitable future.
- Remember, every step taken toward gender equality contributes to a stronger, more diverse leadership landscape. Hence the tag line in every corporate should be ‘Let us continue supporting and advancing women in leadership!’

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GENDER PAY GAP & WORK OPPORTUNITIES: A COMPARATIVE STUDY OF WOMEN'S EMPOWERMENT IN INDIA AND OTHER COUNTRIES

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ABSTRACT

Women's empowerment means giving women equal access to opportunities, resources, and decision-making. *This article compares the workplace experiences of Indian women to those in other countries, focusing on leadership roles, gender pay gaps, work-life balance, and cultural norms.*

While education and employment for women in India have improved, challenges like patriarchal norms, workplace discrimination, and limited leadership opportunities still exist. In contrast, developed countries like the U.S., Sweden, and Canada have supportive policies, such as parental leave and professional development programs, that promote gender equality. However, the gender pay gap and underrepresentation in senior roles remain global concerns.

This study highlights both progress and ongoing challenges for women in the workforce worldwide. It emphasizes the need for continuous efforts to create inclusive workplaces. Comparing India to other nations helps us understand how policies, culture, and economic factors shape women's opportunities.

Keywords: *Women's empowerment, workplace equality, gender gap, leadership roles, India, global comparison, gender discrimination.*

INTRODUCTION

It has a greater effect on top management and women's leadership roles in organizations. Leadership is often considered in relation to competently operating enterprises. There have been fewer opportunities for competent female leaders to showcase their skills since men have dominated conversations on this subject. Before moving on to the points of interest, we should look at the concessions that this amazing pioneer makes in the course of their employment. Generally speaking, most people automatically link leadership to a few core traits. These traits could include dominance, independence, taking risks, and more. Because of this, people who display these traits are called "leaders." Three explanations are offered by Bass' theory of leadership, which was created in 1989 and 1990.

The researchers examine leadership and various gender-related factors that impact leadership by qualitatively analysing previous successful books, articles, or literature on the topic. Interpreting some of the conceptual data associated with the study is an additional step. Diversity, equity, and inclusion programs as well as employee perks are promoted by women in business. The increasing presence of women in management, workplaces, and organizations is raising awareness. Creating a varied and egalitarian society begins with this crucial first step. A good and/or effective leader will assist a group or group members in doing more than the leader could accomplish alone, according to the first two interpretations of Bass leadership. The team can accomplish more than ever before when each member has their own unique set of abilities, motivation, and focus. Consequently, it can be said that traits shared by male and female leaders, rather than gender, determine effective leadership. The impact of women in top management and their leadership position are frequently debated in relation to professional company operations. As men debate this topic, there are less and fewer chances for female leaders to demonstrate their abilities. Prior to delving into the subject matter, the researcher ought to examine the influence that such a leader has had during their tenure at the company. For most individuals, leadership is associated with certain characteristics. Adventure, independence, dominance, and other traits are examples of it. Thus, those who possess these qualities are referred to as "leaders". Three theories of leadership have been proposed by Bass (1989 and 1990) to explain how someone becomes a leader.

The number of women in senior executive positions is increasing. The CEO, CFO, CIO, and perhaps HR director are among the leadership roles held by women, however few Indian women employees have access to high management roles. Women only make it to the top 5% of the ranks. The percentage of women CEOs and MDs will rise from 15% to 26% in the future. 2019 saw the Fortune Global 500 reach an unprecedented 23 female leaders of the twenty-first century.

The fact that women in this field earn less than men is evidence of gender inequality. Even while job responsibility increases with employment, there is still a pay gap between men and women in the workforce.

Compared to men in similar professions, women in higher levels earn 15% less. Because of COVID-19, women are more represented, especially in top executive positions. The pandemic has disproportionately affected women, and the problem is only getting worse. Despite fatigue and stress, women are becoming more active and strong leaders.

Creating an atmosphere where women can thrive is a crucial problem for firms in a time when workplace diversity has become a strategic priority. Even with decades of advancements, women professionals continue to face numerous obstacles in the business world.

Current figures show that women still make up less than 30% of the Indian workforce, and the even more alarming number is that only 16% of them hold top leadership roles. These figures not only draw attention to the gender disparity but also illustrate how urgently workplace cultures across all industries need to improve.

LEADERSHIP AND GENDER PERSPECTIVE

The notion that most males prosper in positions of authority dates back thousands of years. As stated in Judith A. Kolb's well-known piece, "Are We Still Stereotyped?" If women aspire to be leaders in their organizations, they should be viewed as individuals who can encourage and inspire others. In 1997. There were numerous injustices against women in administration and leadership in the past. Furthermore, discrimination against women persists in our culture. Shima off and Jenkins (1991) noted that discrimination against women is surprising. Quest claims that men and women are equally motivated to work hard and that, best of all, there are more parallels than differences. Men are more likely than women to view leadership actions favourably, despite the fact that women are less likely to be chosen as leaders.

In addition, women are subjected to harsher criticism than males when they fail to demonstrate empathy for their relationships. 1997; Kolb, Judith A. For instance, men always take the lead when the majority has power, according to Bunyi and Andrews (1985). Promotion to executive positions with a preponderance of women did not surpass certain expectations (1997; Judith A. Kolb). These findings suggest that gender disparities in leadership choices have not been found in prior research. Research indicates that whilst women are more relationship-oriented, men are more task-oriented. Yet, when it came to their real supervisory responsibilities, female supervisors showed the same degree of managerial proficiency as their male counterparts. These women are actually more capable than guys.

According to "Women and Men in Management" by Garry N. Powell, women want greater autonomy and cultural engagement, whereas males desire management, leadership, power, and leadership style. Changing gender stereotypes and the obstacles women encounter in their pursuit of success are the main topics of the study. Accordingly, some authors contend that female leadership is more successful since it boosts productivity, improves employee happiness, and reduces turnover rates (Judith A. Kolb, 1997). in a position of management within the organization.

WOMEN VALUE ACCOUNTABILITY

Accountability is another crucial aspect of leadership. Women almost never ignore their responsibilities on any matter. It is believed that women are more responsible than men. Accountability is incredibly motivating, but it might not help inspire others. No team member is ever held accountable for a mistake or loss by a leader who appreciates accountability. Instead, the responsibility falls on the pioneer. It encourages the team members to tackle any assignment head-on without fear or hesitation. Women understand the value of duty better than anyone else. In an attempt to maintain the relationship between the family members, they usually step up to accept responsibility for any disruption while they are in charge of the family. They contribute significantly to the cohesiveness and togetherness of the family. When such females are used to lead an organization, the public, or a country, they operate incredibly well.

A crucial component of leadership is accountability. Women almost never overlook their part in an issue. It is believed that women are more responsible than men. No matter how motivating accountability is, it won't motivate others. A responsible manager won't hold someone else accountable for errors or losses.

Pioneers prefer to assume accountability. It inspires people to work without fear or doubt. Women are better than males at valuing responsibility. As family leaders, they frequently take action and assume accountability for intervening to preserve ties among family members. In order to maintain family integrity and harmony, they are crucial. The way women work in a supernatural way to advance a group of people, an organization, or a nation

INDIA'S FEMALE LABOUR FORCE PARTICIPATION

In India, women's labour force participation is significantly lower than men's, according to data from the Periodic Labor Force Survey (PLFS) 2019–20 annual bulletin. In FY 2020, the female involvement percentage was only 22.2 percent, compared to 56.8 percent for men. A further drop is suggested by the most recent quarterly PLFS polls. This was 16.9 percent in the January-March 2021 quarter, with some of the best-performing states being Himachal Pradesh (29.6), Andhra Pradesh (23.1), Tamil Nadu (24.2), Kerala (19.5), and West Bengal (19.5). With a participation rate of 4.4%, Bihar continued to be the worst-performing state, followed by Uttar Pradesh (9.7%) and Delhi (8.8%).

OTHER COUNTRIES FEMALE LABOUR PARTICIPATION

The female labour force participation rate (LFPR) varies widely across countries and regions, influenced by factors such as cultural norms, economic development, education, policy, and social systems.

- **High rates of female participation in the labour force: Nordic nations:-(such as Sweden, Norway, Denmark, and Finland):** -are renowned for having high rates of female labour force participation, frequently surpassing 75% or even 80%. Social policies that encourage women to enter the workforce include strong gender equality, inexpensive daycare, and substantial parental leave. The LFPR for women in the US and Canada is likewise comparatively high, frequently ranging from 60% to 75%, depending on the state or province.
- **Moderate Female Labor Force Participation Rates: European Union countries:** Countries like Germany, France, and the UK have moderate rates, generally between 55% to 75%. While the rates are good, they are often influenced by regional differences and varying family support policies.

Australia and New Zealand: These countries have good female participation, often in the range of 60% to 70%. Social support systems, including maternity leave and flexible work arrangements, play a role.

- **Low Female Labor Force Participation Rates: Middle Eastern countries (e.g., Saudi Arabia, UAE, Qatar):** Cultural and legal restrictions often lead to lower female labour force participation in these regions. Rates can be as low as 20%-40%, although some countries, like the UAE, have been increasing opportunities for women in the workforce in recent years.

South Asian countries (e.g., India, Pakistan, Bangladesh): Despite improvements, female labour force participation remains low. In many parts of South Asia, cultural factors, child-rearing responsibilities, and limited access to education and job opportunities contribute to lower rates, often below 30%.

Sub-Saharan Africa: Female participation rates can be lower compared to other regions, but this varies by country. In some areas, traditional gender roles and limited access to education restrict women's workforce participation. However, in rural areas, women often engage in informal work, which may not always be reflected in official statistics.

• Other Notable Countries:

China: Female participation has been high, often above 60%, but it has been declining recently due to changing economic conditions, population aging, and societal factors.

Japan and South Korea: Both countries have relatively low female labor force participation compared to other developed countries, though they have been making efforts to improve this through policy reforms.

Female labour force participation rates are generally greater in nations that place a strong priority on gender equality, offer social support networks, and encourage women's education. Because they frequently provide comprehensive data on labour force participation worldwide, you can consult organizations like the World Bank, International Labour Organization (ILO), or OECD for accurate, current figures.

India's FLFPR is significantly lower than that of many developed and developing countries, primarily due to deep-rooted cultural norms, limited support for women balancing family and career, and economic barriers. In developed countries with stronger social welfare systems (like the Nordic countries, Canada, and the U.S.), women have higher participation in the labour force.

Policies like paid parental leave, childcare services, and gender equality laws play a crucial role. East Asian countries like Japan and South Korea also have relatively low female participation rates, despite being economically advanced, due to cultural expectations and workplace challenges.

The Middle East and South Asia typically see lower participation, but changes are happening, especially in places like the UAE and Saudi Arabia, where policy reforms are aimed at increasing women's workforce involvement.

LITERATURE REVIEW

Women's Empowerment in India

Ganesamurthy (2008) identified the primary drivers of women's empowerment in India through social, political, and economic identities. The study considered security, justice, safety, information, legal help, maternal health, nutrition, education, and credit availability as key factors influencing women's empowerment. The researcher highlighted various governmental programs designed to improve women's socioeconomic standing and promote their participation in marketing and business sectors.

Shimer (2016) discussed the improvement of women's status in India from economic, social, and political perspectives. The study emphasized the necessity of creating an environment where women can participate in societal advancement without fear of discrimination, exploitation, or oppression. Despite progress, Indian women continue to face challenges such as unequal access to healthcare and education, gender-based violence, and economic restrictions. The research emphasized the importance of tailoring women's empowerment initiatives to meet specific societal needs.

Gender Differences in Employment and Labor

Raj and Singh (2019) examined gender differences in paid and unpaid labor using data from the National Sample Survey (NSS) for 2011–2012. The study analyzed factors such as the division of domestic duties, working hours, job types, and employment status. Findings revealed significant disparities in paid labor participation, with women engaging in formal employment at much lower rates than men. Additionally, women faced lower wages and limited access to formal job opportunities. The study underscored that women disproportionately bear the burden of unpaid labor, such as caregiving and household duties, further exacerbating economic inequalities. The authors called for policy interventions to promote equal pay, enhance women's access to formal employment, and encourage shared domestic responsibilities between genders.

Chaudhary and Verick (2019) provided an in-depth analysis of gender inequality in Indian employment, published in the International Labour Review. Using NSS data from 2004–2005 and 2011–2012, the study explored wage disparities, occupational segregation, and labor force participation. The researchers identified cultural biases, societal norms, and limited access to quality education and vocational training as key barriers preventing women from achieving workforce equality. The study concluded that eliminating these systemic obstacles and implementing gender-inclusive policies are critical for fostering a more equitable labor market.

Kumar and Roy (2017) analyzed gender inequality in healthcare access in India using data from the National Family Health Survey-3 (NFHS-3). Their research, published in Economic Papers: A Journal of Applied Economics and Policy, examined disparities in healthcare facilities, service utilization, and health outcomes. Findings indicated that women had significantly lower access to medical care compared to men, often due to financial constraints, societal traditions, and restricted decision-making power within households. The study emphasized the adverse impact of these disparities on both maternal and child health outcomes, highlighting the urgent need for gender-sensitive healthcare policies.

Gender Pay Gap and Research Funding Disparities

A study by the National Bureau of Economic Research (NBER) examined gender pay disparities in academia. The research found that even after adjusting for factors such as academic discipline, rank, and research productivity, women continued to earn less than men in various academic fields. The disparity was particularly pronounced in senior academic positions and STEM disciplines, highlighting the need for institutional reforms to address gender-based pay inequities.

The National Science Foundation (NSF) investigated gender disparities in research funding allocation. Reports indicated that women were less likely than men to receive substantial research grants, limiting their career progression and income potential. The study concluded that disparities in research funding contribute to the broader gender wage gap in academia, reinforcing systemic biases against female researchers.

Gender and Leadership in Academia

Eagly (2020) explored gender-based challenges in academic leadership in her work, *Women's Leadership in Academics and Gender Inequality*.

The research focused on structural obstacles that prevent women from attaining leadership roles despite possessing qualifications comparable to their male counterparts. Findings revealed that gender stereotypes often result in women being perceived as less authoritative or capable, thereby restricting their access to prestigious academic positions and leadership opportunities. The study advocated for institutional changes to mitigate gender biases and promote women's leadership in higher education.

Comparative Analysis of Women's Workplace Opportunities

Singh (2019) conducted a comparative study on women's access to workplace opportunities in India and the United States, published in *The Economic Times*. The study highlighted that Indian women face significant barriers to career advancement due to deep-rooted cultural prejudices and a lack of institutional support. In contrast, while gender discrimination persists in the U.S., women there benefit from more robust diversity initiatives, mentorship programs, and professional networks designed to support career growth. The study emphasized the necessity of institutional frameworks to foster gender equality in India's labor market.

The reviewed literature underscores the multifaceted challenges faced by women in India, particularly in employment, healthcare, research funding, and leadership roles. Persistent wage disparities, gendered labor divisions, and societal norms continue to hinder women's economic empowerment. Addressing these issues requires targeted policies that promote equal pay, expand access to formal employment, enhance healthcare services, and encourage gender diversity in leadership positions. Future research should focus on evaluating the long-term impact of policy interventions on women's empowerment and workplace inclusivity.

OBJECTIVE

1. To study the role of women in top management and its impact on company leadership.
2. To find out the problems faced by women during and after holding the top position.
3. To comparative analysis between Indian women's and international women's.

RESEARCH METHODOLOGY

Type of Research Method	Basic Research
Method of Data Collection	Secondary Data
Secondary Data Collection Method	Books, research papers magazines, websites, newspaper articles and social media sited such as what's app and digital media such as you tube has been used.
Data Analysis Technique's	To analysis and interpret the data percentage and graphs are used.
Research Design	The study follows a descriptive and analytical research design, utilizing existing datasets, reports, and literature to address the research objectives. By leveraging secondary data sources, this research aims to synthesize and interpret relevant findings to draw meaningful conclusions regarding gender disparity, leadership traits, and women's roles in corporate environments.

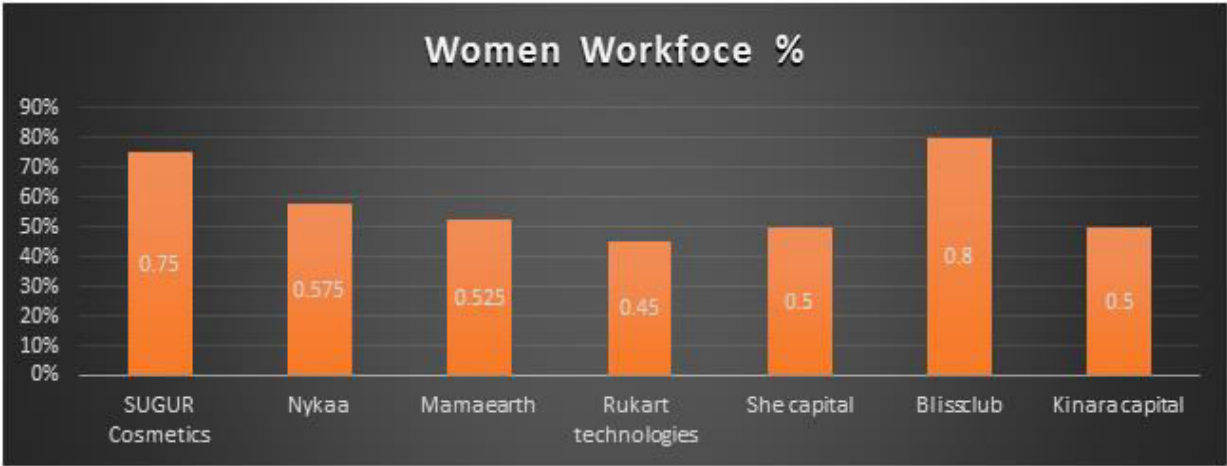
The use of secondary data in this research provides a valuable means to analyse existing information efficiently. By carefully selecting credible sources and employing rigorous analytical methods, the study ensures reliable and insightful findings that contribute to the understanding of women's leadership roles, gender disparities, and labour force participation in different regions and industries.

DATA INTERPRETATION

Overview of Indian Women-Led Companies and Their Growth

Company Name	Founder	Founded	Industry	Overview	Achievements
Nykaa	Falguni Nayar	2012	E-commerce (Beauty, Personal Care)	Leading online beauty and wellness platform offering a wide range of beauty products.	Went public in 2021, creating India's first self-made female billionaire in sector. Focuses on empowering female entrepreneurs.
Sugar Cosmetics	Vineeta Singh	2015	Cosmetics (Beauty)	Beauty brand known for high-quality makeup products catering to Indian skin tones.	Became a popular name in India's affordability and currently-free products. Vineeta entrepreneur after shark tank India.
Mamaearth	Ghazal Alagh	2016	Personal Care (Beauty, Wellness)	Toxin-free, ecofriendly beauty and wellness product.	Mamaearth grew rapidly, became a household name in eco-conscious beauty products.
Blissclub	Minu Margaret	2020	Activewear (Fashion, Lifestyle)	Women-focused activewear brand offering high-performance and comfortable workout apparel.	Focuses on body positivity and comfort for real-life body types. Creates a community of empowered women.
Kinara Capital	Hardika Shah	2011	FinTech (Microfinance, Financial Services)	Provide microloans to small businesses, especially women entrepreneurs.	Empowering women entrepreneurs in India by providing financial support to underserved communities.
Rukart technologies	Sharayu Kulkarni	2015	Agritech	E-commerce platform connecting farmers with agricultural suppliers.	Focuses on providing affordable quality products to Indian farmers to help increase productivity.
She capital	Anisha Singh	2016	Venture capital	VC firm investing in women-led startups, providing funding and mentorship.	Focused on backing women entrepreneurs with capital and support to scale their businesses.

COMPANIES AND WOMEN'S WORKPLACE OPPORTUNITIES (APPROXIMATE % REPRESENTATION)



ROLE OF GOVERNMENT TO SUPPORT WOMEN TO START STARTUPS

- 1. Stand-Up India Scheme:** Launched in April 2016, this scheme facilitates bank loans ranging from ₹10 lakh to ₹1 crore for women and individuals from Scheduled Castes and Scheduled Tribes. The loans are intended to establish new enterprises in manufacturing, trading, or services sectors. The scheme aims to promote entrepreneurship among underrepresented groups.
- 2. Startup India Initiative:** Introduced in January 2016, this initiative aims to build a robust ecosystem for nurturing innovation and startups in the country. It offers various benefits, including:
 - DPIIT Recognition:** Eligible startups can be recognized by the Department for Promotion of Industry and Internal Trade (DPIIT), granting access to tax benefits, easier compliance, and fast-tracking of intellectual property rights.
 - Fund of Funds for Startups (FFS):** To meet the funding needs of startups, the government has established a Fund of Funds with a corpus of ₹10,000 crore. Notably, 10% of this fund is reserved for women-led startups, promoting greater participation of women in the startup ecosystem.
 - Credit Guarantee Scheme for Startups (CGSS):** This scheme provides credit guarantees to loans extended to DPIIT-recognized startups by scheduled commercial banks and other financial institutions, facilitating easier access to credit for women entrepreneurs.
- 3. Support for Intellectual Property Protection:** The government offers fast-tracked examination and disposal of patent applications for startups. Through the Start-ups Intellectual Property Protection (SIPP) program, startups can file applications for patents, designs, and trademarks with the assistance of registered facilitators, paying only the statutory fees.
- 4. State-Specific Initiatives:** Various states have launched programs to support women entrepreneurs. For instance, the Government of Telangana has established WE Hub, a platform to promote and foster women entrepreneurship in the state. It offers business incubation, facilitates access to government resources, and builds linkages within the innovation ecosystem at no cost.

These initiatives reflect the government's commitment to empowering women entrepreneurs by providing financial assistance, legal support, and a conducive environment for business growth.

Company Name	Founder	Founded	Industry	Overview	Achievements
Zidisha	Julia Kurnia	2009	Fintech	A peer-to-peer microlending platform enabling individuals to lend directly to entrepreneurs in developing countries without intermediaries	Pioneered cross-border microlending, facilitating numerous loans to underserved entrepreneurs
Daily Harvest	Rachel Drori	2015	Food & Beverage	Provides healthy, pre-portioned meals delivered to consumers, focusing on convenience and nutrition.	Gained popularity among health-conscious consumers seeking convenient meal options.
Salpha Energy	Sandra Chukwudozie	2017	Renewable Energy	Combats energy poverty by providing affordable solar systems to underserved communities in Nigeria.	Supplied clean energy to 1.5 million Nigerians, significantly impacting energy accessibility.
Junique	Lea Lange	E-commerce	2014	An online platform offering curated art prints and home accessories.	Successfully scaled and exited the startup, establishing a strong presence in the European market.

Overview of International Women-Led Companies and Their Growth

GOVERNMENT SUPPORTS

United States

Small Business Administration (SBA): The SBA offers resources tailored for women entrepreneurs, including guidance on certification processes and access to federal contracts.

Venture Capital Landscape: Despite available resources, women-led startups in the U.S. have historically attracted a small fraction of venture capital funding.

Germany

EXIST Program: The German Federal Government's Startup Strategy includes the EXIST program, which aims to strengthen female entrepreneurship and diversity in startups. As of recent data, 20% of startups receiving funding from EXIST are led by women, a figure that stands above the national average and has been increasing in recent years.

Women TechEU: This EU-funded initiative supports women leading deep tech startup companies in Europe, providing equity-free grants and business support services.

European Union

EIT's Rocket Up Program: The European Institute of Innovation and Technology (EIT) has launched the Rocket Up program, offering tailored support for women-led startups aiming to expand into new markets. The 15-week program provides mentorship, individualized guidance, and introductions to stakeholders

LIMITATION

1. There is no direct access to direct data to get information about specific opportunities get by women's.
2. There is a lack of consistency in data definition and measurement.
3. Due to not getting direct access of particular workplace opportunities, a researcher is unable to collect the exact
4. Limited availability of specific data points required for analysis.

CONCLUSION

The role of women in leadership and senior management has been a topic of discussion for many years, with increasing focus on gender equality in the workplace. Although women have leadership skills equal to men, they still face challenges in proving their potential. Traditionally, leadership traits such as dominance, independence, and risk-taking have been linked to men, making it harder for women to rise to top positions. However, studies like Bass' leadership theory show that leadership success is not based on gender but on skills

and qualities that both men and women can possess. Women have consistently shown strong leadership abilities, with responsibility and accountability being key strengths.

Despite some progress, gender inequality in leadership remains a major issue, especially in countries like India, where only 16% of women hold senior leadership roles. However, more women are now becoming CEOs and CFOs, and this number is expected to grow. The COVID-19 pandemic brought mixed effects—it worsened existing gender inequalities but also created opportunities for women to take on leadership roles during difficult times.

India's female labor force participation (FLFPR) is still much lower compared to developed countries, mainly due to cultural norms and a lack of support for working women. In contrast, countries like Sweden, Canada, and Norway have strong policies that promote gender equality, leading to higher female workforce participation and better representation in leadership.

In regions like South Asia and the Middle East, women continue to face challenges such as cultural expectations, lack of family support, and fewer educational and career opportunities. However, changes in policies and shifting mindsets are slowly improving women's participation in the workforce, giving hope for a more equal future.

To achieve true progress, workplaces must create an environment that supports women's professional growth, values diversity, and provides necessary support for them to succeed. As more women enter leadership roles, their unique perspectives contribute to building more inclusive and effective management teams, benefiting businesses and society.

Ultimately, leadership should not be judged by gender but by skills, experience, and the ability to inspire others. Women have continuously proven their ability to lead successfully, and it is important to remove the barriers that limit their growth.

The increasing number of women in leadership positions globally and in India is a positive step toward workplace equality. However, there is still a long way to go in eliminating the challenges women face in their careers. The future of leadership depends on creating diverse, inclusive, and equal opportunities for everyone, regardless of gender.

FINDINGS

- In India, women's employment engagement is still restricted by cultural norms, educational barriers, and a lack of family support.
- In contrast, women in the US, Canada, and the Nordic countries have far greater rates of labour force participation, frequently surpassing 60–75%.
- The gender pay gap is one of the enduring problems that women encounter in the workplace.
- Only 5% of Indian women hold senior executive positions, indicating that despite advancements, women are still underrepresented in high positions.
- In India, women's labour force participation rate (FLFPR) is still incredibly low as compared to men's.

SUGGESTION

- Governments should introduce stronger policies and legal frameworks to ensure equal opportunities for women in executive roles.
- Governments should introduce stronger policies and legal frameworks to ensure equal opportunities for women in executive roles.
- Companies should conduct regular pay audits to ensure equal compensation for men and women in similar roles, addressing gender-based wage disparities.
- Organizations should implement policies that encourage women's participation in top management roles by fostering inclusive work environments and mentorship programs

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A STUDY ON GENDER EQUITY IN EDUCATION IN MUMBAI REGION

¹Yukesh Bhau Kene, ²Shivam Mishra and ³Farhat Maniyar^{1,2}MMS, GNVs Institute of Management, GTB Nagar, Sion (E)³Assistant Professor, GNVs Institute of Management, GTB Nagar, Sion (E)¹yukesh.kene24-26@gnvsiom.org/yukeshkene2525@gmail.com, ²shivam.mishra24-26@gnvsiom.org/mishrashivam3231@gmail.com and ³farhat.maniyar@gnvsiom.org**ABSTRACT**

Gender equity in education stands as a cornerstone for fostering social empowerment and advancing towards a more inclusive society. This review delves into the challenges hindering gender equity in education and the pathways to promote opportunities for social empowerment. Despite considerable progress, disparities persist in access to education based on gender. Girls, particularly in marginalized communities, face barriers such as cultural norms, economic constraints, and inadequate infrastructure, limiting their educational opportunities. Furthermore, gender stereotypes perpetuate disparities in subject choices and career aspirations, restricting girls' access to fields such as science, technology, engineering, and mathematics (STEM). Addressing these challenges requires a multi-faceted approach. Firstly, policy interventions must prioritize equitable access to education, ensuring the removal of financial, cultural, and institutional barriers. Investing in infrastructure, scholarships, and targeted initiatives can mitigate disparities and enable girls to pursue education freely. Secondly, addressing socio-cultural norms and stereotypes is crucial. Encouraging girls' participation in STEM fields and non-traditional careers can expand their economic opportunities and challenge gender norms. In conclusion, achieving gender equity in education is indispensable for social empowerment. By addressing challenges and promoting inclusive opportunities, we can foster a society where every individual, regardless of gender, can realize their full potential.

Keywords: Education, Social Empowerment, Gender, Equity, Review, gap, Human Rights

INTRODUCTION

The study of gender and education encompasses gender differences in educational outcomes such as achievement, attainment, and experiences within the education system. This field also moves beyond the study of how gender influences educational outcomes and incorporates how these differences impact the labor market, family formation, and health outcomes. Early research in gender and education focused on whether differences in the educational outcomes of males and females were due to biological differences. Over time, research began to show that biological differences between genders tend to be smaller than those within gender. Thus, biological differences may play a relatively small role in educational outcomes while other factors like socialization and differences in expectations of boys and girls may play a larger role. Research on primary and secondary school students examined how peer, teacher, and family interactions are related to gender differences while research on higher education examined sex segregation by major and gender differences in choices to attend or complete college.

Recently, research has shifted to examine the causes and consequences of the reversal of the gender gap in educational attainment. Women now outpace men in both college enrollment and completion in the majority of countries throughout the world. However, stark gender differences are still registered in field of study and returns to educational credentials. This article includes classic works, research resources, empirical articles, and theoretical perspectives on gender and education.

Education is both a human right in itself and an indispensable means of realizing other human rights. As an empowerment right, education is the primary vehicle by which economically and socially marginalized adults and children can lift themselves out of poverty and obtain the means to participate fully in their communities.

The right to education bridges the division of human rights into civil and political on the one hand, and economic, social and cultural, on the other hand. The right to education is a civil and political right since it is central to the full and effective realization of all human rights and freedoms. In this respect, the right to education epitomizes the indivisibility and interdependence of all human rights. Even the Human Rights, which is generally considered to cover only civil and political rights issues, states that 'no person shall be denied the right to education'. The Committee on Economic, Social and Cultural Rights recognizes in its General Comment that increasingly education is appreciated as one of the best financial investments states can make as it has a vital role in empowering women, safeguarding children from exploitative and hazardous labor and

sexual exploitation, promoting human rights and democracy, protecting the environment, and controlling population growth.

Nevertheless, millions of children around the world still fail to gain access to schooling, and even larger numbers among those who do enroll, leave prematurely dropping out before the skills of literacy and numeracy have been properly gained. A majority of such children are girls. As a result, the scourge of illiteracy still affects more than adults, almost two-thirds of whom are women. The General Assembly reiterated the importance of literacy as a human right and an indispensable element for economic and social progress while appealing to all governments to redouble efforts to achieve their own goals of education for all, by setting targets and timetables, where possible, including gender-specific education targets and programmers to combat the illiteracy of women and girls. Educational inequality is a major infringement of the rights of women and girls and an important barrier to social and economic development. The global struggle for universal education is nearly 61 years old. It was recognized as a right in the 1948.

LITERATURE REVIEW

1. Higher Education and Gender Disparities

Sen (2017): Sen highlights that higher education accomplishments serve as indicators of progress over the years, reflecting both significant disparities and rapid advancements. The study indicates that approximately 3% of Scheduled Tribes (STs) and 4% of Scheduled Castes (SCs) had completed higher education in 2009–10. However, compared to data from 1983–84, this marks a 6.5-fold increase, demonstrating notable improvements in educational attainment.

2. Gender Parity and Equity in Education

Ramya Subrahmanian (2005): Subrahmanian argues that achieving gender uniformity is only a step toward true gender parity in education. While equal participation rates for boys and girls may indicate progress, it does not necessarily translate to gender equality within the education system. Structural and systemic barriers often persist despite numerical parity.

Ana Rosser-Limiñana & Diana Gil-González (2020): This study examines co-educational interventions in the education ecosystem, revealing that while such interventions primarily focus on access, underlying gender biases continue to exist within classrooms through hidden curricula. The research underscores the need for a more comprehensive approach to addressing gender-based disparities in education.

3. Higher Education Indicators and Regional Disparities

Ghara (2016): Ghara's research, based on data from the All India Survey on Higher Education (AISHE) 2010–11, identifies various indicators of higher education advancement. Using cluster analysis, the study classifies Indian states into distinct clusters based on educational development, providing a comparative perspective on regional disparities in higher education.

4. Global Gender Disparities in Education

UNESCO (2020): UNESCO reports that while primary education has shown improvements in gender balance, disparities remain at higher levels, particularly in developing regions. The report highlights the need for targeted interventions to bridge gender gaps in secondary and tertiary education.

Psaki, McCarthy, & Mensch (2018): This study emphasizes that girls face disproportionate challenges due to socio-cultural norms that restrict their educational opportunities, particularly in sub-Saharan Africa and South Asia. The authors argue that social expectations and cultural constraints continue to hinder gender equity in education.

Lloyd & Young (2009): Lloyd and Young assert that poverty remains a major barrier to girls' education, as families with limited resources often prioritize boys' schooling. Furthermore, cultural expectations and societal norms reinforce these disparities (Unterhalter, 2017). Additional challenges such as gender-based violence, inadequate sanitation facilities, and early marriage further limit educational opportunities for girls (Sommer, 2010).

OBJECTIVES

1. To examine the current state of gender equity in education across Mumbai regions and contexts.
2. To identify key barriers that hinder equal educational opportunities for all genders.

3. To assess the impact of gender disparities on academic performance and outcomes.
4. To analyze existing policies and interventions aimed at promoting gender equity in education.

HYPOTHESIS

H₀₁: There are no significant variations in gender equity in education across different regions and contexts in Mumbai.

H₁₁: There are significant variations in gender equity in education across different regions and contexts in Mumbai.

H₀₂: Socioeconomic, cultural, and institutional barriers do not significantly hinder equal educational opportunities for all genders.

H₁₂: Socioeconomic, cultural, and institutional barriers significantly hinder equal educational opportunities for all genders.

H₀₃: Gender disparities do not negatively impact academic performance and educational outcomes.

H₁₃: Gender disparities negatively impact academic performance and educational outcomes.

H₀₄: Existing policies and interventions do not have a measurable effect on promoting gender equity in education.

H₁₄: Existing policies and interventions have a measurable effect on promoting gender equity in education.

For the first Objective, hypothesis suggests that gender equity is not uniform across all regions of Mumbai, and factors like cultural norms, economic conditions, and educational infrastructure might contribute to unequal educational experiences for male and female students.

For the Second Objective, hypothesis suggests that factors such as societal expectations, financial constraints, and the absence of supportive policies contribute significantly to unequal access to education for different genders.

For the Third Objective, hypothesis suggests that gender-based differences in access to resources, biases in teaching practices, and societal pressure may disproportionately affect female students' academic achievements, leading to unequal outcomes between genders.

For the Fourth Objective, hypothesis suggests that while there are policies and interventions in place, they may not fully address the root causes of gender inequality or may not be consistently effective across different contexts, such as regions, economic backgrounds, or school types.

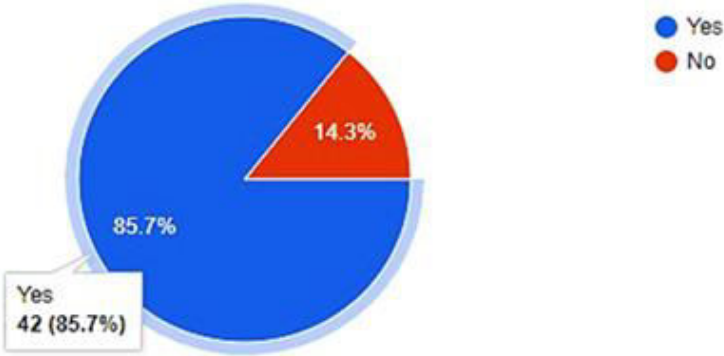
RESEARCH METHODOLOGY

Type of Research Method	Basic Research
Method of data collection	Primary Data
Data Collection Method	Public Polls, books, research papers magazines, websites, newspaper articles and social media sites.
Research Design	The study follows a descriptive and analytical research design, utilizing datasets, reports, and literature to address the research objectives and aims to synthesize and interpret relevant findings to draw meaningful conclusions regarding gender

DATA INTERPRETATION

Is it important for schools to have gender-neutral policies?

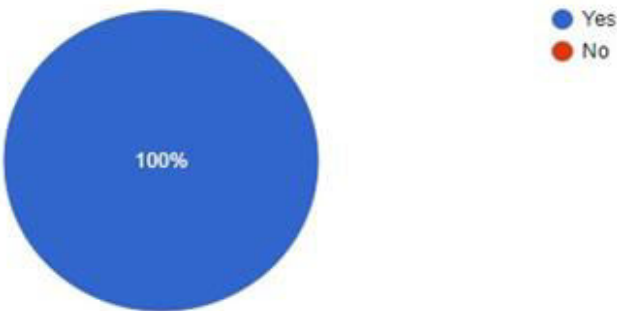
49 responses



Its important for schools to have gender-neutral policies because they promote inclusivity, reduce discrimination and bullying, support mental health, encourage equality, and help ensure compliance with legal and ethical standards. These policies create a safer, more supportive environment for all students, regardless of their gender identity.

Should teachers encourage both genders to participate equally in classroom discussions?

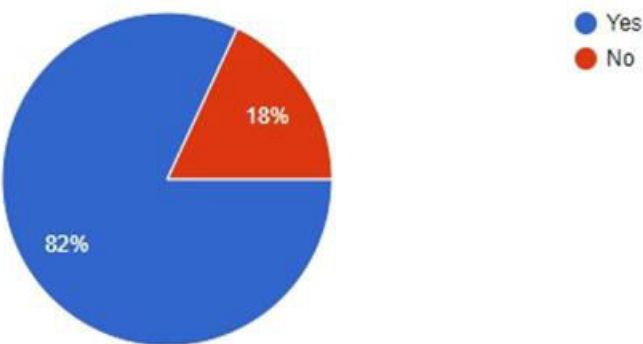
50 responses



Teachers should encourage both genders to participate equally in classroom discussions. This helps create an inclusive environment where all students feel valued and heard. It also challenges gender stereotypes, promotes equality, and allows students to develop confidence in expressing their ideas, regardless of their gender. Ensuring balanced participation can lead to richer discussions and a more diverse range of perspectives in the classroom.

Do you believe that textbooks should feature both male and female role models?

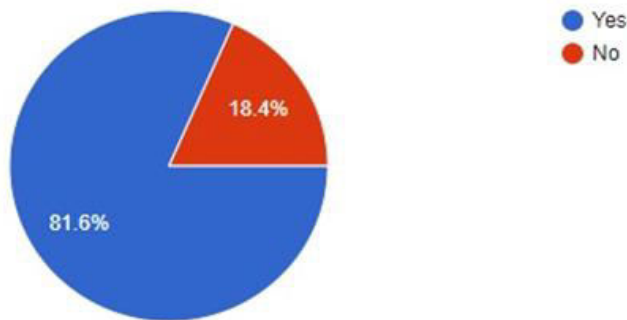
50 responses



Textbooks should feature both male and female role models. This helps ensure that all students see themselves represented in a variety of fields and positions of influence, which can inspire them to pursue their own aspirations. It also challenges traditional gender roles and promotes equality by showing that leadership, achievement, and success are not limited to one gender. Diverse role models in textbooks help students understand that anyone, regardless of gender, can make a significant impact in society.

Is it necessary for schools to provide gender sensitivity training for teachers?

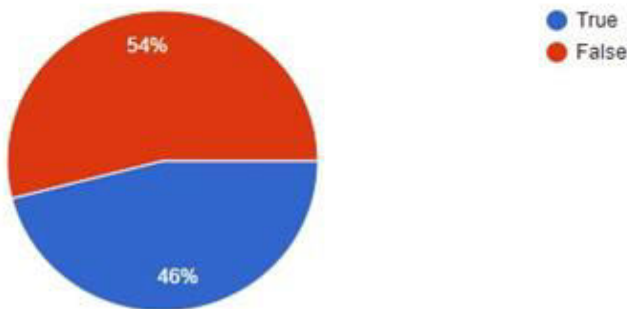
49 responses



It is necessary for schools to provide gender sensitivity training for teachers. Such training helps educators understand and recognize gender biases, stereotypes, and the unique challenges students of different gender identities may face. It equips teachers with the tools to create an inclusive, respectful, and supportive classroom environment, ensuring that all students feel safe and valued. Gender sensitivity training also helps prevent unintentional discrimination and enables teachers to better respond to gender-related issues, ultimately promoting equality and a positive learning experience for everyone.

Encouraging only girls to express their opinions in class helps support gender

50 responses



Encouraging only girls to express their opinions in class does not support gender equality. True gender equality means providing equal opportunities for both girls and boys (and students of all genders) to participate and express themselves. Singling out one gender can reinforce stereotypes and create an imbalance in classroom dynamics. Both boys and girls should be encouraged equally to share their thoughts, as this fosters respect, inclusivity, and a more balanced, productive learning environment.

Offering separate learning experiences for boys and girls is not necessarily the best way to achieve gender equality. In fact, it can reinforce gender stereotypes and limit opportunities for both genders to collaborate, learn from each other, and break down societal norms. Gender equality is better supported by creating inclusive, mixed-gender environments where all students have equal opportunities to participate, succeed, and challenge traditional gender roles. Encouraging cooperation and mutual respect between boys and girls in the same learning space promotes equality and helps students understand and appreciate diversity.

CONCLUSION

Gender equity in education is essential for fostering inclusive, just, and prosperous societies. Research indicates that while significant progress has been made in reducing gender disparities, challenges persist, particularly in marginalized communities. Barriers such as socio-cultural norms, economic constraints, and institutional biases continue to limit educational opportunities for girls and other underrepresented groups.

To achieve true gender equity, educational policies must focus on eliminating discrimination, ensuring equal access to quality education, and promoting gender-sensitive curricula and learning environments. Empowering educators with gender-responsive teaching strategies and addressing systemic biases can further bridge the gap. Additionally, collaboration between governments, NGOs, and communities is crucial for sustaining progress.

Ultimately, achieving gender equity in education is not just a matter of fairness—it is a fundamental driver of social and economic development. By investing in inclusive education, societies can unlock the full potential of all individuals, fostering a future where opportunities are not determined by gender but by talent and ambition.

LIMITATION

- 1. There is no direct access to direct data to get information about equality in education.**
- 2. There is lack of Reliable data in Educational equality in specific areas.**
- 3. Large number of Privacy or Consent Issues.**
- 4. Issues occurred due to various cultural and Linguistic Barriers.**

SUGGESTION/FEEDBACK

1. Achieving gender equity in education requires a multi-faceted approach that addresses policy gaps, societal norms, and economic barriers.
2. Governments and institutions must strengthen and enforce policies that promote equal access to education while ensuring adequate funding for programs that support underprivileged and marginalized students.
3. Schools should adopt gender-responsive curricula that challenge stereotypes and encourage the participation of all students in diverse fields, including STEM. Teacher training programs should emphasize gender-inclusive teaching practices to create supportive learning environments.
4. Community engagement is also crucial in shifting cultural perceptions that discourage girls' education, and collaboration with parents, local leaders, and organizations can drive meaningful changes by addressing gender disparities in higher education and career opportunities through mentorship, scholarships, and workplace inclusion initiatives can help sustain long-term progress. Achieving true gender equity in education requires continuous effort, commitment, and collaboration at all levels of society.

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**GENDER EQUALITY IN EDUCATION IN DHARAVI: ANALYSING EDUCATIONAL
ATTAINMENT AMONG BOYS AND GIRLS**

¹Nadar Nirishalaxmi Ganesan, ²Jagruti Nichite and ³Prof. Farhat Maniyar^{1,2} MMS - GNVs Institute of Management GTB Nagar, Sion(E)³GNVS Institute of Management GTB Nagar, Sion(E)¹nirishalaxmi.nadar24-26@gnvsiom.org, ²jagruti.nichite24-26@gnvsiom.org and ³farhat.maniyar@gnvsiom.org**ABSTRACT**

Gender equality in education is essential for fostering social and economic development. This study examines gender equality in schooling by analysing disparities in access, participation, and outcomes. Additionally, it explores the factors contributing to the higher educational attainment of girls compared to boys in various educational settings. Socioeconomic influences, parental support, learning environments, and policy interventions play significant roles in shaping these trends. While progress has been made toward achieving gender parity, challenges such as cultural norms, economic constraints, and gender stereotypes persist. This paper highlights key findings and suggests strategies to promote balanced educational outcomes for all students

INTRODUCTION**Dharavi**

Dharavi, located in Mumbai, India, is one of Asia's largest slums, home to over a million residents. Despite its dense population and poor infrastructure, it is a hub of small-scale industries, including pottery, leather, textiles, and recycling. The area faces challenges such as overcrowding, inadequate sanitation, and limited access to education and healthcare. However, Dharavi is also known for its strong community spirit, entrepreneurial culture, and significant economic contribution to Mumbai. Efforts for redevelopment continue, aiming to improve living conditions while preserving its vibrant local economy.

Population in Dharavi

Dharavi in Mumbai, with a population between 700,000 to 1 million in 2.39 square kilometres, is one of the most densely populated areas globally. It hosts a culturally diverse community of migrants and is a hub for small-scale industries like recycling, pottery, and textiles. Despite its thriving economy, Dharavi faces challenges like inadequate sanitation, water shortages, and poor living conditions. Redevelopment efforts aim to enhance facilities while preserving community networks and economic opportunities.

Gender ratio in Dharavi

The locality Dharavi falls in Mumbai district situated in Maharashtra state, with a population 92135. The male and female populations are 47995 and 44140 respectively. A study of four suburban slums in Mumbai found that the sex ratio at birth was 988 females for every 1,000 males. The study also found that there was a preference for male children in the study families. In 31 (51.7%) cases, the reason for the abortion was related to the sex of the child. In 26 (83.9%) of induced abortions, the abortion was induced to prevent the birth of a female child.

Gender equality

Gender equality advocates for equal rights, responsibilities, and opportunities for all individuals, regardless of gender. It is essential for social justice and human rights, ensuring everyone can access the same opportunities and resources. Achieving gender equality requires dismantling systemic barriers and stereotypes across economic participation, political representation, healthcare, and education. It is crucial for sustainable development and leads to more inclusive and productive societies. Recognized globally, many international organizations and initiatives work towards promoting and achieving gender equality.

Gender Equality in Education

Gender equality in education is essential for creating inclusive, prosperous societies. It provides equal access to quality education for all, regardless of gender, and helps individuals achieve their full potential. Historically, girls and women have faced barriers due to cultural norms, socioeconomic factors, and biases. Addressing these barriers empowers individuals and supports social and economic development. Equal educational opportunities transform lives, reduce poverty, and promote gender equality. Achieving this requires eliminating discrimination, promoting inclusive policies, and creating safe learning environments, advancing human rights and social justice.

OBJECTIVE

- 1) To analyse the gender equality in education
- 2) Understand factors contributing to higher educational attainment of girls and compared to the boys

HYPOTHESIS

Objective 1: To Analyse Gender Equality in education

Hypothetical Hypothesis (H1):

There is a significant difference in access to schooling, retention rates, and academic performance between boys and girls.

Null Hypothesis (H0):

There is no significant difference in access to schooling, retention rates, and academic performance between boys and girls.

Objective 2: To Understand the Factors Contributing to the Higher Educational Attainment of Girls Compared to Boys

Hypothetical Hypothesis (H1):

Socioeconomic factors, parental support, and gender-specific behavioural traits significantly contribute to the higher educational attainment of girls compared to boys.

Null Hypothesis (H0):

Socioeconomic factors, parental support, and gender-specific behavioural traits do not significantly contribute to the higher educational attainment of girls compared to boys.

RESEARCH METHODOLOGY

Type of Research - This research is descriptive in nature.

Sample Size- The sample size of 100 respondents was taken for the research work in Dharavi Mumbai

Type of data: Primary data and secondary data are used for research work

Method of data collection: Primary data, A structured questionnaire was prepared and the primary data has collected through Google form and survey Method. Secondary data was collected through website and journal.

Data Analysis Techniques: In order to analyse the collected data, simple percentage analysis tool was used. Analysis of data collection is completed and presented systematically with the use of different tables.

Sampling Technique: The Sampling technique would be Simple random Sampling technique

REVIEW OF LITERATURE

Ramya Subrahmanyam (2005) have studied on Gender equality in education. The Objective of this research These include the Convention on the Rights of the Child, The Convention on the Elimination of All Forms of Discrimination Against Women, the International Covenant on Economic, Social and Cultural Rights, amongst others. This research is based on secondary data are collected from various sources. Major finding of the research is based on a principal argument that measuring gender equality in education is conceptually demanding, and will necessitate focus on a far wider range of indicators than may be suggested by focusing on education alone, or defined in a narrow sense.

Kirkner, Anne C., Katherine Lorenz, and Laurel Mazar. (2022) have studied on gender in education. focusing on the reporting and disclosure of sexual harassment in higher education. They found that sexual harassment in academia, an overt form of sexism, largely goes unreported despite the MeToo movement's influence. Their study examined the behaviours driving reporting and disclosure among 88 faculty and staff at US universities who had experienced unwanted sexual attention.

Rajashree Sunder Raj1 & Dr Sayar Ahmad Sheikh2 (2024) have studied on Barriers and opportunities in accessing education for girls in urban. The objective of researcher is to examine the key socio-cultural and economic barriers that hinder access to education for girls in the urban slums of Raichur, Karnataka, India. The study is based on primarily and secondary data. The researcher used tool to Data analysis was conducted using SPSS software and Excel tools to ensure comprehensive insights. The finding of the researcher in this research is underscore the importance of targeted interventions, policy support, and community engagement to overcome these barriers and foster an environment conducive to girl's education.

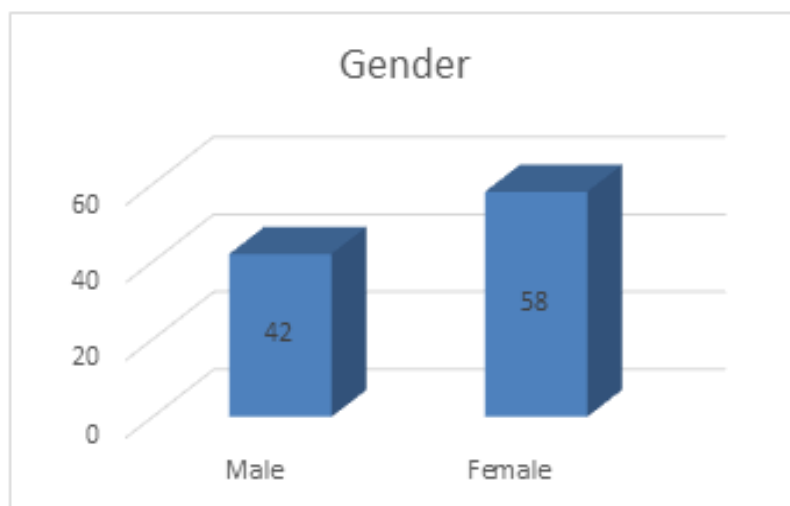
Ranganath. N. Santosh Rao Dr. K Atchyuta & Srinivas Dr. N. (2011) have a study on "Gender Equality in Education". The researcher finding is that educational inequality is a major infringement of the rights of women and girls and an important barrier to social and economic development. To promote gender equality and parity in education, States must target their efforts not only towards education itself, but also towards society's cultural and institutional framework.

Dr. Kunja Kusum's (1995) study examined the education of women and social change in Barpeta District. Key findings revealed no gender discrimination in education, though the concept relies on women recognizing its importance. Educated respondents supported educational equality more than uneducated ones. Parents were not motivators; instead, peer groups and brothers encouraged women to pursue vocational education. Out-of-school girls often joined home-based vocational education to earn a living.

Hazarika. Himadri & Devi Runusri, (2011) made a study on "Problems of Girl's education at secondary level under Sipajhar Block with special reference to Darrang District". The findings of the study on Economic backward, illiteracy & ignorance effect the education of girls. Girls are engaged in household work. 20% of the families unable to bear the expenditure of their girls. Parents education and guidance are important factor for educating girls as the study reveals. 20% parents are unable to give proper guidance.

DATA ANALYSIS AND INTERPRETATION

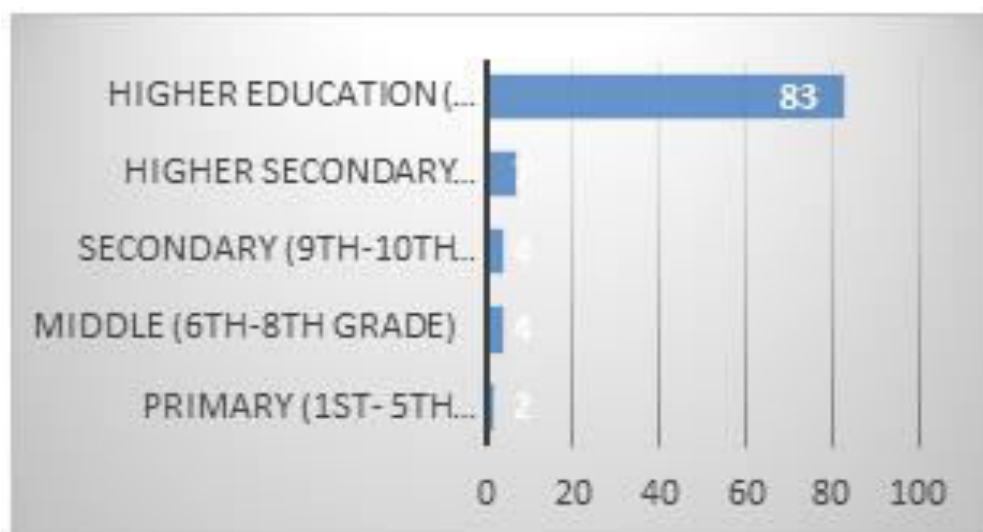
Gender



Primary source of data

Interpretation: The above show the gender of the respondents. Among total 22 respondents are male and 58 respondents are female. Thus, majority of the respondents are female.

Education level



Primary source of data

Interpretation: The above show the education level of the respondents. Most of respondents are higher education students.

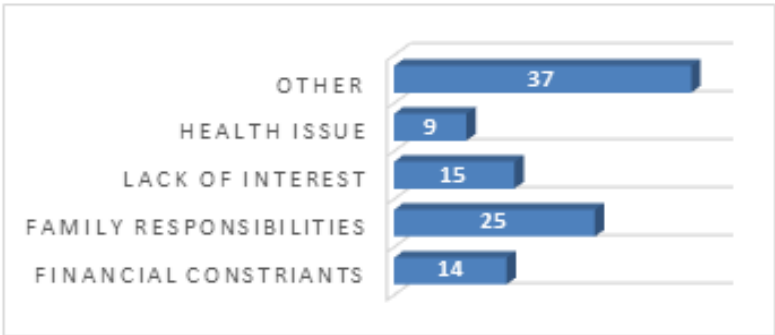
ARE YOU CURRENTLY ENROLLED IN SCHOOL/COLLEGE



Primary source of data

Interpretation : The above show the respondents are enrolled in school\college. Among total respondents Most of them are enrolled in education and 22% are not enrolled in education may be due to financial issues and family responsibilities.

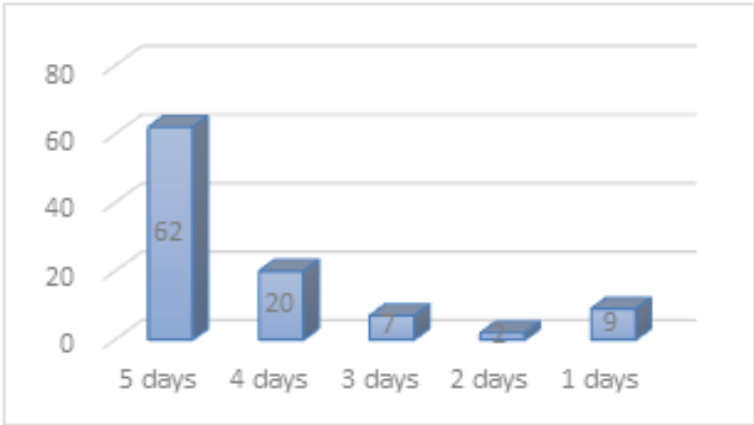
What is the main reason for not enrolled



Primary source of data

Interpretation : The above show the respondents of main reason for not enrolled. Majority of respondents are having the family responsibilities and some of respondents facing the financial constraint ,lack interest for higher education other are preparing for their career.

How many days per week do you usually attend school/college?



Primary source of data

Interpretation: The above show the respondents are attending the school/college in a week. Most of respondents are attending school or college on daily bases. And of some respondents are attending like 4 or 3 days in a week.

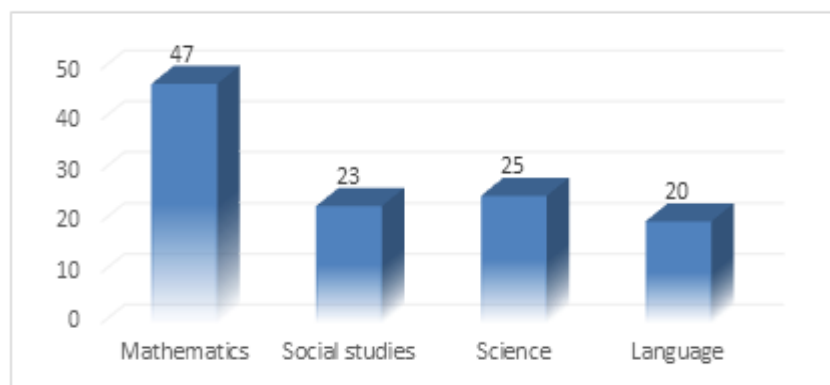
How would you rate your academic performance in the last term?



Primary source of data

Interpretation: The above show the rate of academic performance of last term. Almost of respondents are rate has good and excellent and some of respondents are rated has average so school or college should improve are facilities and infrastructure.

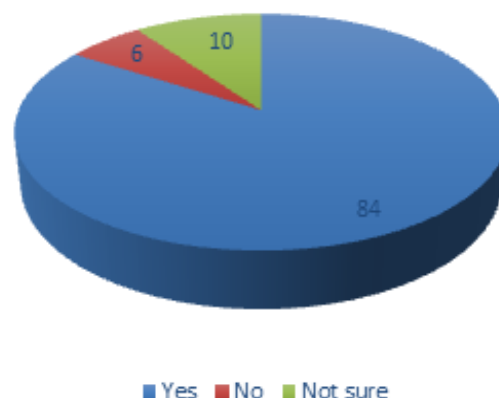
Which subject (s) do you find most challenging?



Primary source of data

Interpretation: The above show the most challenging subject. Majority of respondents are facing challenges in maths subject and other respondents are facing challenge in science, social studies and language .

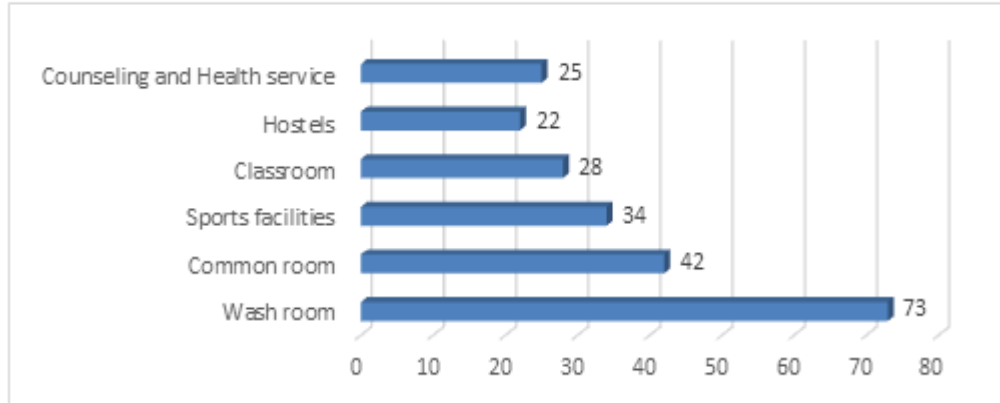
Do boys and girls have equal access to school / college facilities



Primary source of data

Interpretation : The above show the equal access of facilities in education of boys and girls. Majority of respondents (84%) have equal access to school /college facilities (sports facilities, classroom, common room). Some of few respondents (10%) not sure about it.

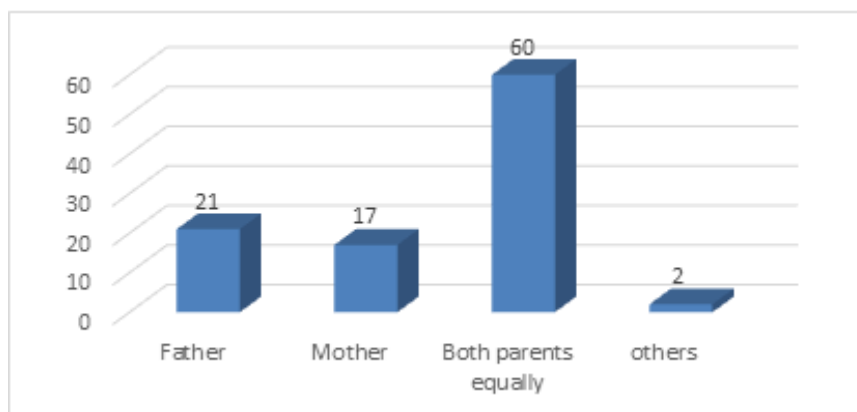
Did your school/ college provide separate facility for boys and girls



Primary source of data

Interpretation : The above show the separate facility for boys and girls in education. Majority of school and college provided separate facility like washroom(73%), common room(42%) and sports facilities (34) and more.

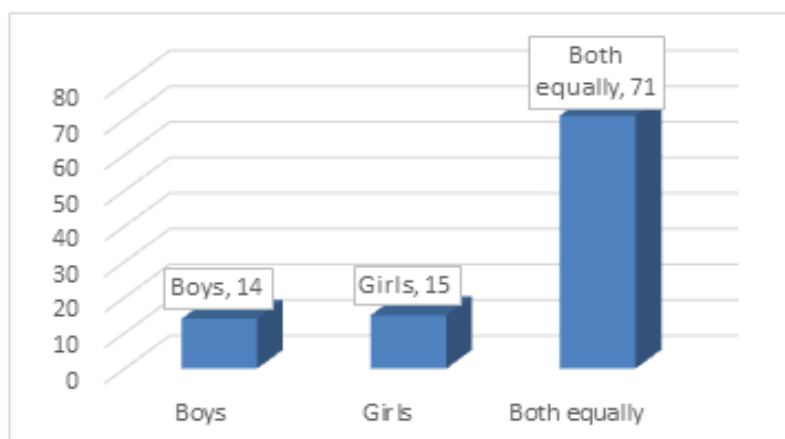
Who in your family makes the final regarding your education



Primary source of data

Interpretation : The above show the final decision in your education who take family. Majority of respondent both parents equally take the final decision regarding the education.

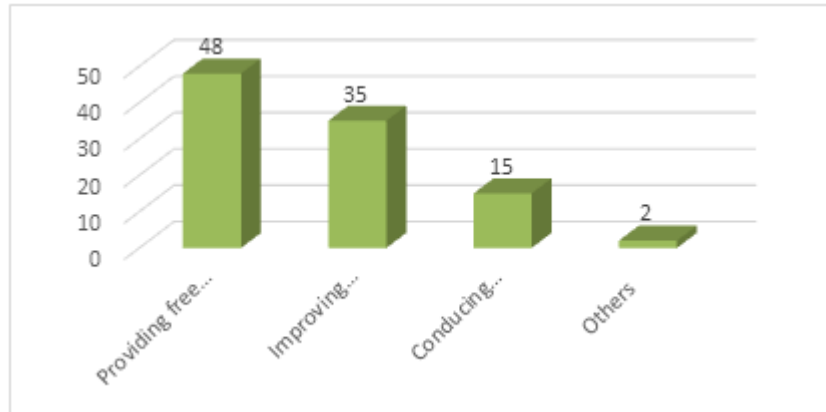
If given financial support who is more likely to continue education in your community



Primary source of data

Interpretation: The above show financial support for education in your community. Majority 71% of respondents are responses that girls and boys are given equally important for education.

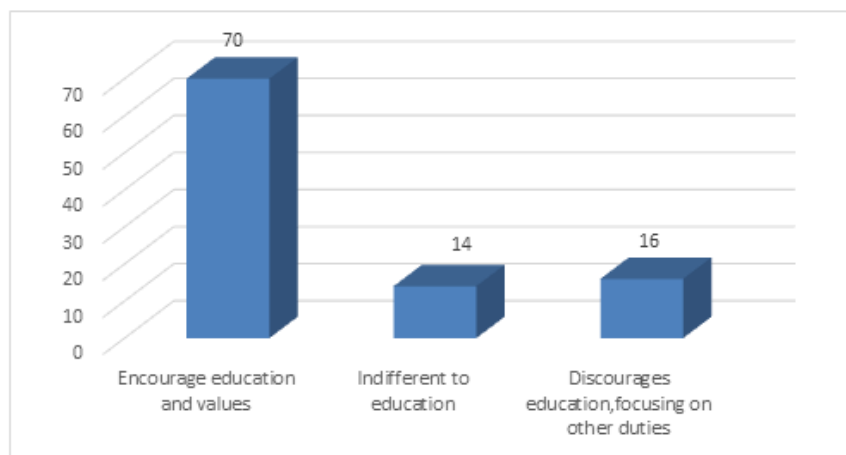
What should the government and NGOs focus on to improve in education.



Primary source of data

Interpretation: The above show the where the governments and NGOs to improve education. Majority of respondents are provided free education for all and improve the college and school infrastructure.

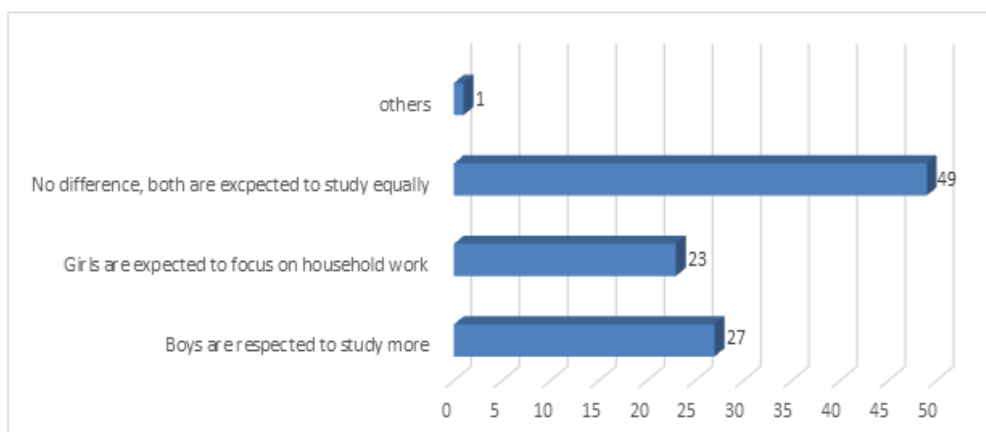
what role does a family play in a girl's education?



Primary source of data

Interpretation: The above shows the role of family in girl's education. Majority of respondents are responses 70% encourage education and values in girl's education and some respondent's responses that there is indifferent to education and discourage education, focusing on other duties.

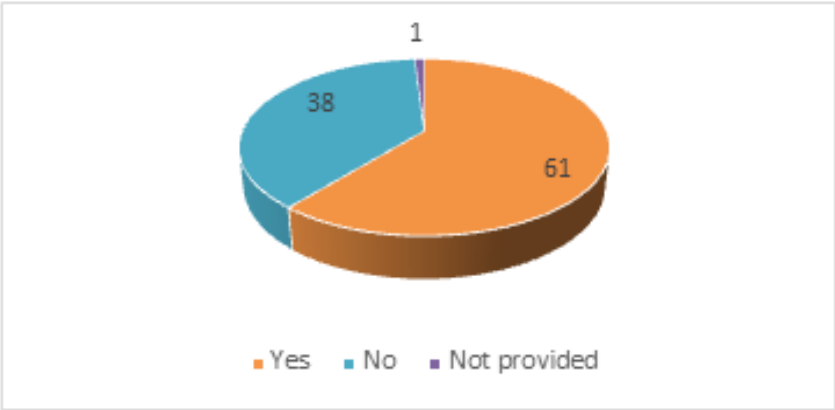
How do societal expectations of boys and girls differ in terms of education?



Primary source of data

Interpretation: The above shows the societal expectation of boys and girls differ in terms of education. Majority of respondents 49% responses that there no difference, both are expected to study. And other respondents said the boys are respected to study more and focus on career and girls are expected to focus on household work.

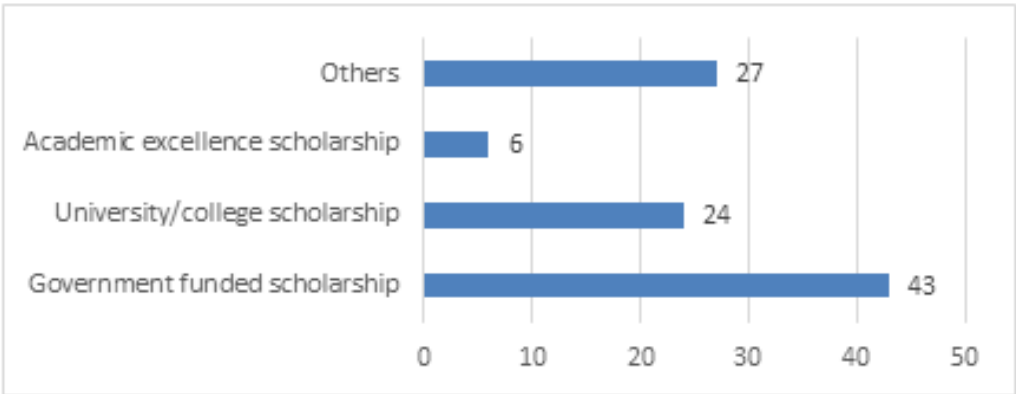
Have you ever taken a scholarship for education



Primary source of data

Interpretation: The above shows the scholarship for education , majority of respondents has taken the scholarship for education and 38% respondent are not taken scholarship for their education.

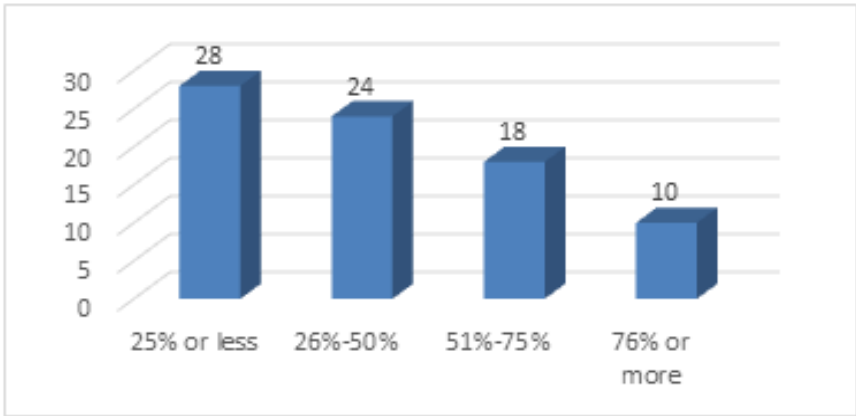
If yes, which kind of scholarship have you taken before



Primary source of data

Interpretation: The above shows the kind of scholarship taken before. Majority 43% respondents has taken government funded scholarship and 24% has taken university/college scholarship and

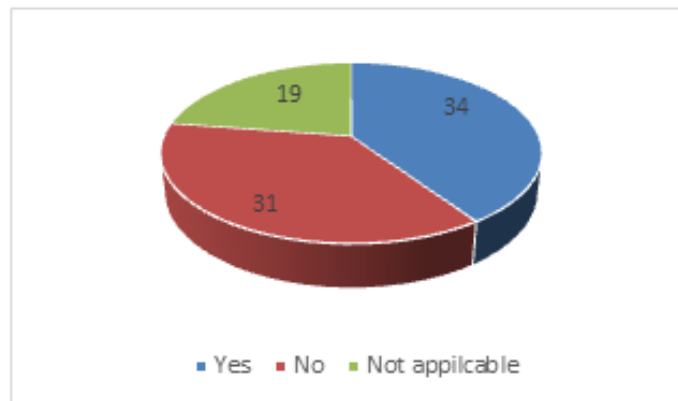
How much percentage of scholarship did you receive



Primary source of data

Interpretation: The above shows the percentage of scholarship is receive to respondents. The 28% respondents have received 25% or less scholarship, 24% respondents have received 26%-50% scholarship and 18 respondents has received 51%-75% scholarship.

was the scholarship provided as a part of CSR initiatives

**Primary source of data**

Interpretation: The responses reveal that 34% believe the scholarship was part of CSR initiatives, 31% disagree, citing other funding sources, and 19% find it not applicable due to lack of clarity or relevance.

CONCLUSION

The study highlights gender distribution, education levels, and barriers to education. Most respondents are female and higher education students. Financial issues and family responsibilities are key reasons for non-enrolment. While most students attend school regularly and perform well, subjects like math remain challenging.

Equal access to facilities is common, and education decisions are usually made jointly by parents. Financial support is seen as equally important for both genders. Families support girls' education, but societal norms still place more academic pressure on boys. Many students receive government-funded scholarships, though CSR-funded support remains unclear.

LIMITATIONS

Findings may not be universally applicable. Self-Reported Data – Possible bias in responses. Financial Constraints – Deeper economic factors not explored. Unclear CSR Role – Awareness of corporate-funded scholarships is low.

SUGGESTIONS

1. Increase Financial Aid – Expand scholarships and support.
2. Improve Infrastructure – Upgrade school facilities.
3. Promote Gender Equality – Address societal biases in education.
4. Support STEM Learning – Provide extra help in math and science.
5. Enhance Scholarship Transparency – Clarify funding sources.
6. Assist Dropouts

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A STUDY ON THE IMPACT OF WOMEN'S NUTRITION ON ECONOMIC AND SOCIAL DEVELOPMENT

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ABSTRACT

Particularly for women, nutrition has a significant impact on how countries develop economically and socially. This study investigates the direct effects of women's diet on their well-being, productivity, and overall role in promoting social progress and economic prosperity. A cycle of poverty and underdevelopment can be created by malnutrition and nutrient deficiencies, which can result in poor health outcomes, less labour capacity, and decreased educational achievement. On the other hand, having access to healthy food promotes maternal and child health, boosts women's employment, and increases cognitive ability. The study looks at regional and international statistics to evaluate the relationship between women's nutritional status and important measures of social and economic advancement, such as gender equality, income levels, and employment rates. It also emphasises the effects of initiatives and policies. Additionally, it emphasises the effects of government programs, community projects, and business tactics that are designed to improve women's nutrition. The results highlight the critical need for focused nutritional policies that empower women and promote social justice and sustainable economic growth. The report highlights this important problem and promotes a comprehensive approach to development, acknowledging the vital role that women's nutrition plays in creating stronger economies and better society.

Keywords: Women's Nutrition, Economic Development, Social Development, Workforce Productivity.

INTRODUCTION

Good nutrition is essential for living a healthy life, and it plays a big role in how societies grow and develop. Women, in particular, need proper nutrition because they are not only responsible for their own health but also for the well-being of their families and communities. However, many women around the world, especially in developing countries, do not get the nutrients they need. This affects their health, limits their ability to work, and slows down economic and social progress.

When women do not get enough nutrition, they face several health problems like weakness, anaemia, and complications during pregnancy. This not only puts their own lives at risk but also affects their children's health, leading to a cycle of poor health and poverty. A lack of nutrition also makes it harder for women to get an education, find good jobs, and contribute fully to society. On the other hand, when women have access to proper nutrition, they become stronger, healthier, and more capable of working, learning, and taking care of their families. This benefits not only them but also the entire economy and society.

This study will explore how women's nutrition affects different aspects of development, such as job opportunities, income, education, and overall quality of life. It will also look at efforts made by governments, communities, and organizations to improve women's nutrition and how these efforts contribute to long-term progress.

By understanding the strong connection between women's nutrition and development, this research hopes to emphasize the need for better nutrition policies and programs. Investing in women's health and nutrition is not just about helping individuals—it is about building healthier families, stronger economies, and more equal societies.

LITERATURE REVIEW

The research studies look at how women's health, nutrition, and empowerment are connected in India and other developing countries.

Kaushik Bose's 2024 study focuses on a common problem in India, where many women face chronic energy deficiency (CED) due to poor nutrition. **Aditi Mishra's 2023** review looks at what the Indian government is doing to improve women's health through different programs, showing that efforts are being made to address these issues.

Deepthy James' 2022 study explores how gender inequalities affect women's empowerment, particularly in decision-making areas like politics and the economy, and how these inequalities limit women's opportunities.

Keya Chatterjee's 2014 research looks at how agriculture can improve nutrition and the important role of empowering women to make this happen, as when women are given the right tools, they can help their communities eat better.

In **2013, Sunil Kumar M Kamalapur and Somanath Reddy's** analysis connects women's health to their social standing. It highlights issues like reproductive health, gender violence, and nutrition, showing how all of these factors impact women's well-being in India.

Lastly, **Michael Nnachebe Onah's 2021** study looks at the link between women's empowerment and child nutrition in South-Central Asia. The research finds that when women are empowered and have better economic standing, they can ensure better nutrition for their children, showing that women's well-being directly affects their families.

All of these studies show that improving women's health, empowering them, and giving them the right support can lead to better nutrition and overall well-being, not only for them but also for their families and communities.

RESEARCH METHODOLOGY

Objectives of Research:

- To examine the impact of women's nutrition on health and well-being.
- To analyse how nutrition affects women's productivity and economic participation.
- To explore the social implications of poor nutrition among women.
- To identify challenges and suggest solutions for improving women's nutrition.

DATA COLLECTION

Primary Data:

The primary data is collected through survey method using a well-structured questionnaire in the Google form consisting of multiple questions which was distributed to women in various age groups (adolescent girls, young women, and mothers) and to men who had women as mom/sister/wife in order to gather information about their nutrition status, health habits, and its impact on economic participation and social roles.

Secondary Data:

The secondary data used in this research consists of both published and unpublished sources that have undergone statistical analysis. This data has been gathered from news articles, websites, research publications, and other similar sources like World Health Organization (WHO) to analyse existing statistics on women's nutrition and its economic and social impacts.

METHOD OF SAMPLING

- **Sampling Technique:** Stratified Random Sampling
- **Population:** Women from a range of economic backgrounds, including students, working women, and stay-at-home moms, in both urban and rural locations.
- **Sample Size:** A sample of **85** respondents were selected.

SCOPE OF THE STUDY

With an emphasis on how proper nutrition affects health, productivity, and gender equality, this study investigates the relationship between women's nutrition and economic and social growth. The study focuses mostly on Mumbai, where malnutrition can be a serious issue, but it also takes international patterns and policy into account. In order to comprehend how nutrition impacts women's health, employment, income, and contributions to society, it will look at women of all ages, including teenage girls, expectant and nursing moms, and working women. Malnutrition's effects on health and well-being, workforce productivity, educational performance, maternity and child health, and gender equality are among the main issues. The study will also assess the efficacy of treatments and policies targeted at enhancing women's nutrition, including food security policies, school feeding programs, micronutrient supplements, and maternal health programs. Utilizing current data, the study will evaluate the advancements and patterns in women's nutrition and its wider effects on development.

LIMITATIONS OF THE STUDY

This study has certain limitations even though it offers a thorough examination. First, there may be regional variations in the availability and precision of nutrition-related data, which could affect the findings' consistency and dependability. Rather than looking at particular case studies or distinct circumstances, the study will mostly concentrate on economic and social patterns in the area. Furthermore, cultural and societal factors that affect women's nutrition may vary greatly within a region, making it difficult to draw generalizations that apply to larger contexts outside of the focus area.

DATA ANALYSIS & INTERPRETATION

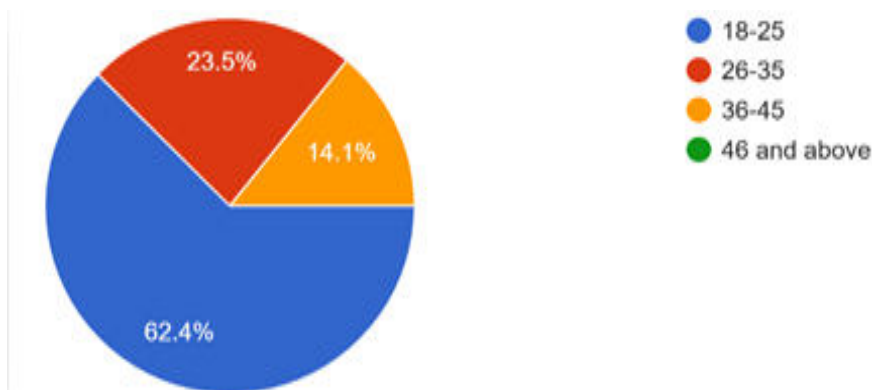
(1) Gender distribution of a survey with 85 responses.

- Male: 30.6%
- Female: 69.4%
- Prefer not to say: The percentage is not visible.

(2) Age Group of

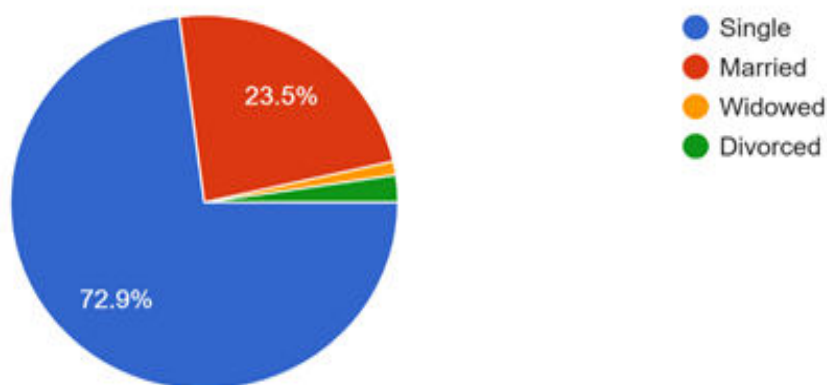
RESPONDENTS

The majority of respondents (62.4%) are aged 18-25 years, followed by 23.5% in the 26-35 age group and 14.1% in the 36-45 age group. Notably, there are no respondents aged 46 and above, indicating a younger demographic focus.



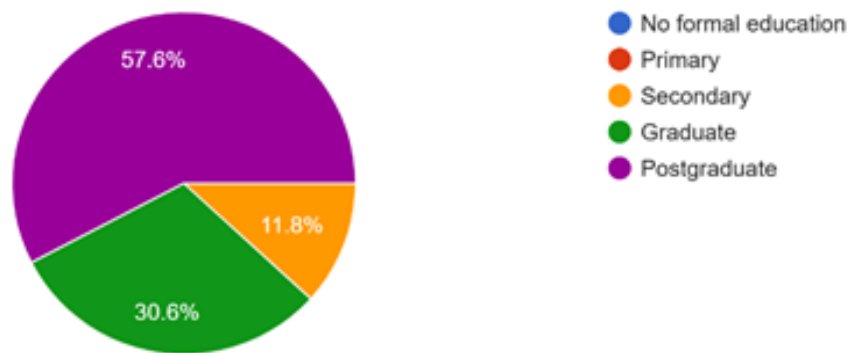
Graph no. I

(3) Marital Status:



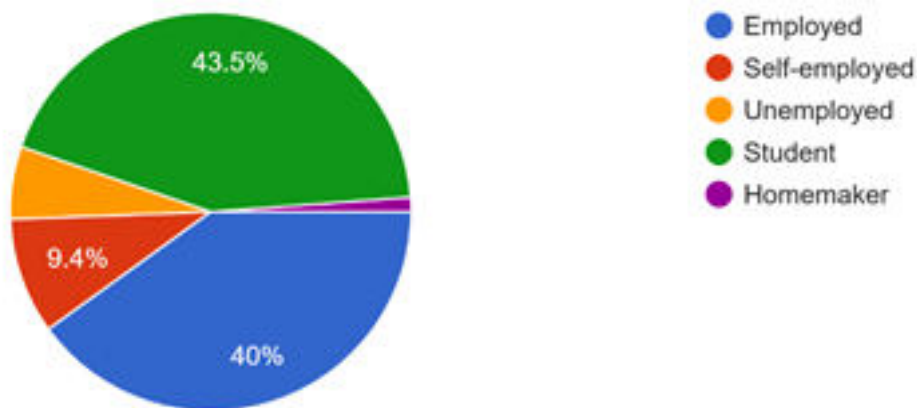
Graph no. II

The majority of respondents (72.9%) are single, indicating a predominantly unmarried population. Married individuals make up 23.5%, while a small percentage are widowed or divorced, suggesting minimal representation of these groups in the dataset.

(4) Education Level

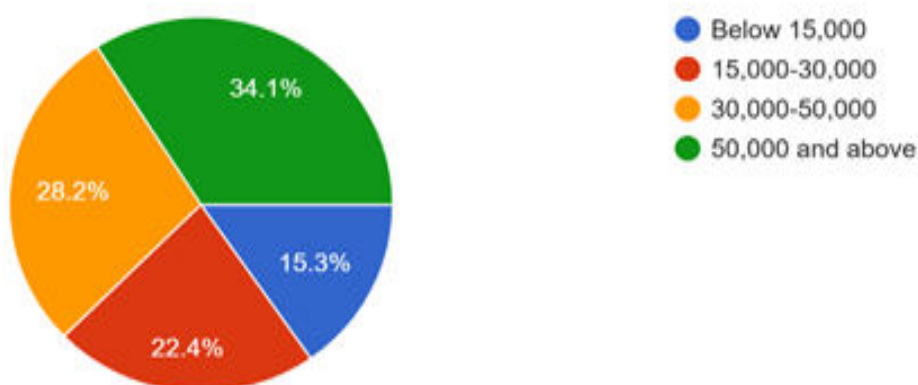
Graph no. III

A majority of respondents have postgraduate education with **57.6%**, indicating a highly educated sample group. Graduate and Secondary are 30.6% & 11.8% respectively with no respondents in the first two categories.

(5) Employment Status:

Graph no. IV

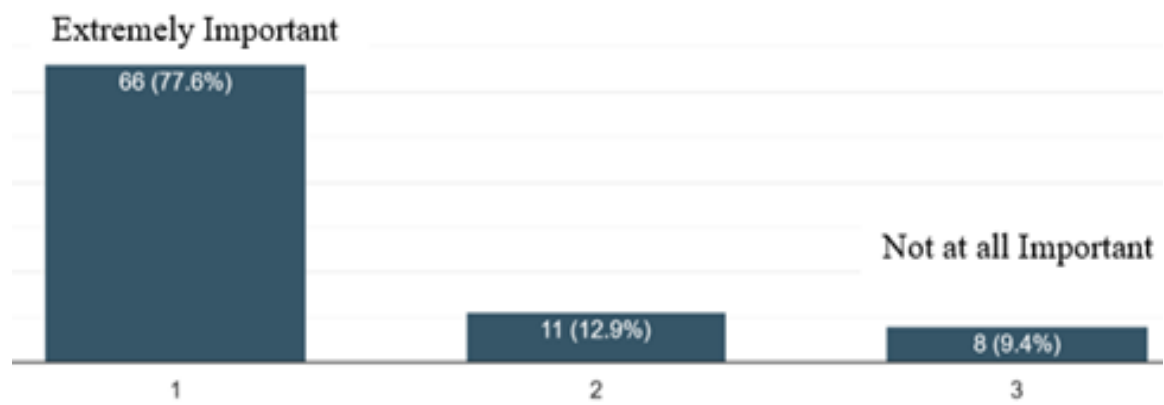
The majority of individuals in this dataset are students (**43.6%**), indicating a strong presence of the younger, learning population. Employed individuals (**40%**) form the second-largest group, highlighting a significant working population. Self-employed (**8.4%**) and homemakers (8%) represent smaller segments, while the unemployment rate is 0%, suggesting either full engagement in work, education, or household responsibilities.

(6) Monthly Household income:

Graph no. V

The majority of households (**34.1%**) earn **₹50,000 and above** per month, indicating a significant portion with higher income levels. The second-largest group (**28.2%**) falls within the **₹30,000-50,000** range, followed by **22.4%** earning **₹15,000-30,000**. A smaller segment (**15.3%**) earns **below ₹15,000**, reflecting income diversity across households.

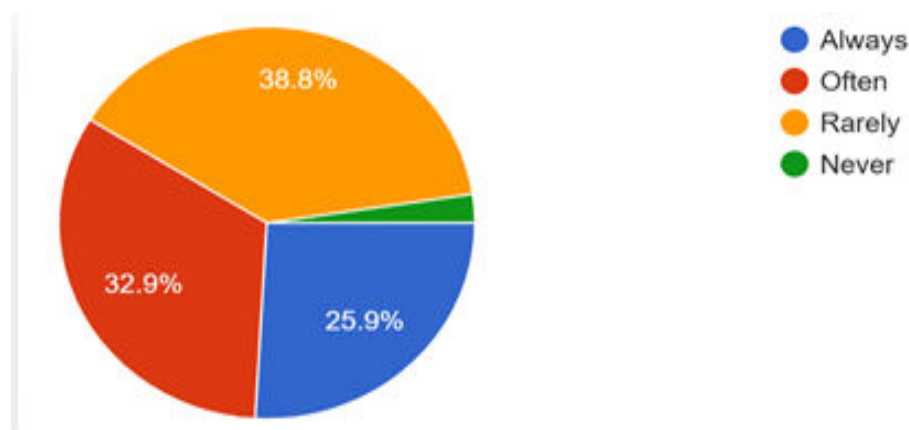
(7) How Important do you think good nutrition is for women’s overall health?



Graph no. VI

77.6% of respondents believe good nutrition is crucial for women's health, rating it as "most important." Smaller percentages rated it as less important.

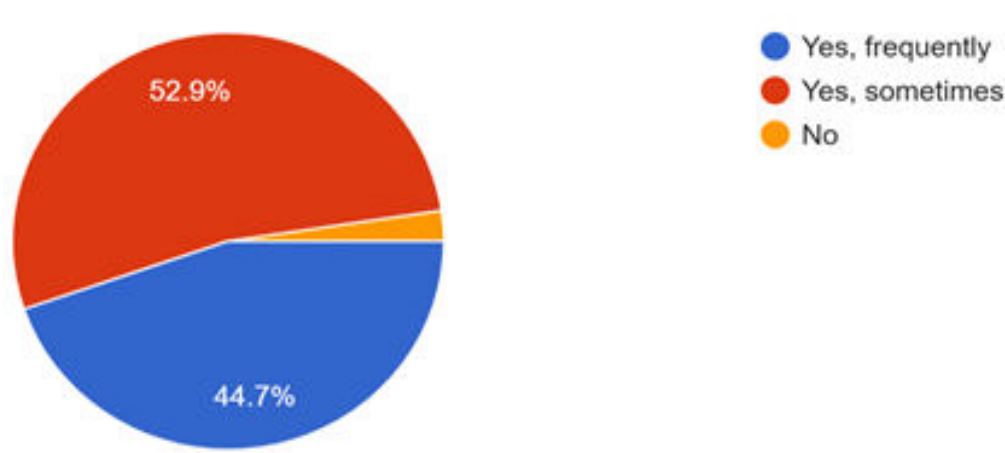
(8) Do you think women in your household or community consume a balanced diet regularly?



Graph no. VII

38.8% of respondents believe women in their community often consume a balanced diet. 32.9% think it's rare. 25.9% believe it's always. A small fraction, 2.4%, think it's never.

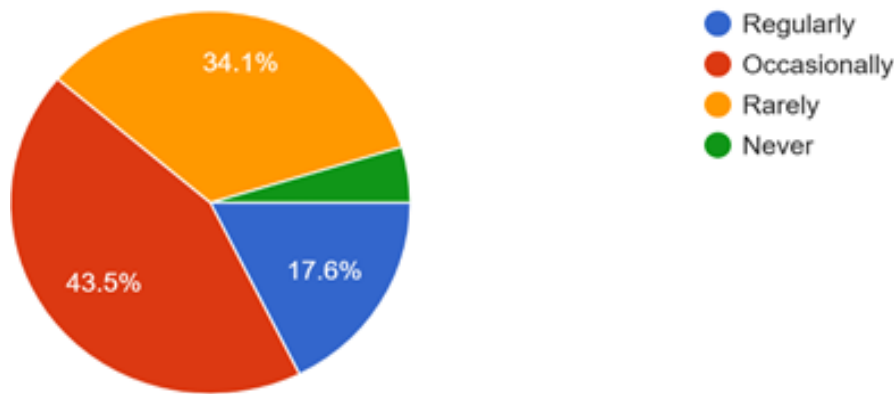
(9) Have you observed any health issues (such as anaemia, weakness, vitamin deficiency) in women due to poor nutrition?



Graph no. VIII

The data reveals that almost all respondents (97.6%) have noticed health issues in women due to poor nutrition, with 44.7% experiencing them frequently and 52.9% occasionally. Only 2.4% reported no issues, highlighting the widespread impact of inadequate nutrition on women's health.

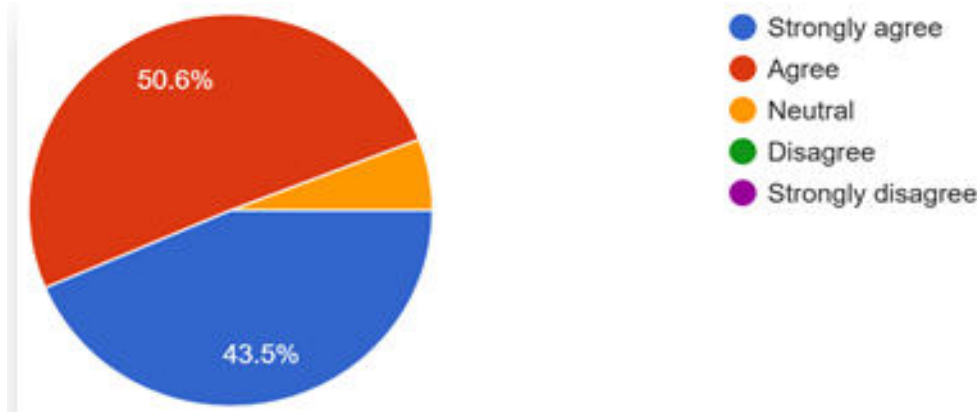
(10) How often do women in your family/community seek medical advice for nutrition-related health concerns?



Graph no. IX

The data shows that most individuals seek medical advice for nutrition-related concerns only occasionally (43.5%) or rarely (34.1%), while 17.6% do so regularly. With 4.7% never seeking advice, this highlights a gap in proactive medical consultation, emphasizing the need for greater awareness and accessibility to nutritional healthcare.

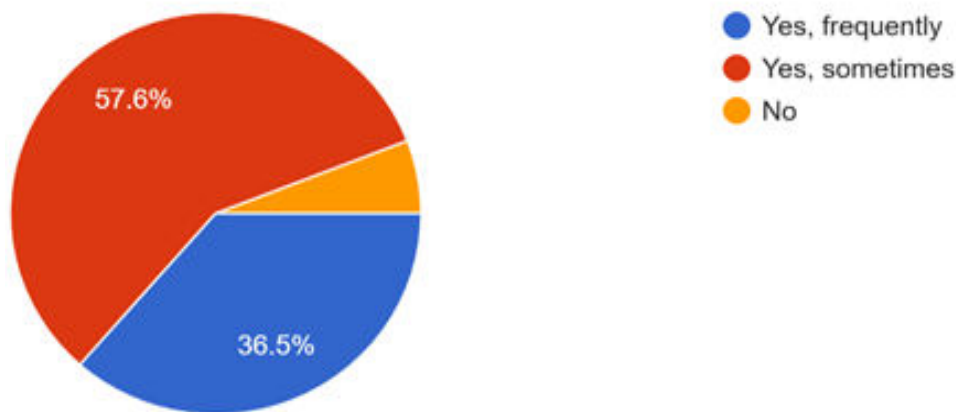
(11) Do you believe poor nutrition affects a woman’s ability to work efficiently?



Graph no. X

The data indicates that 94.2% of respondents (strongly agree or agree) believe poor nutrition negatively impacts women's work efficiency. With only 4.7% remaining neutral and 1.2% disagreeing, it highlights a strong consensus on the crucial link between nutrition and productivity.

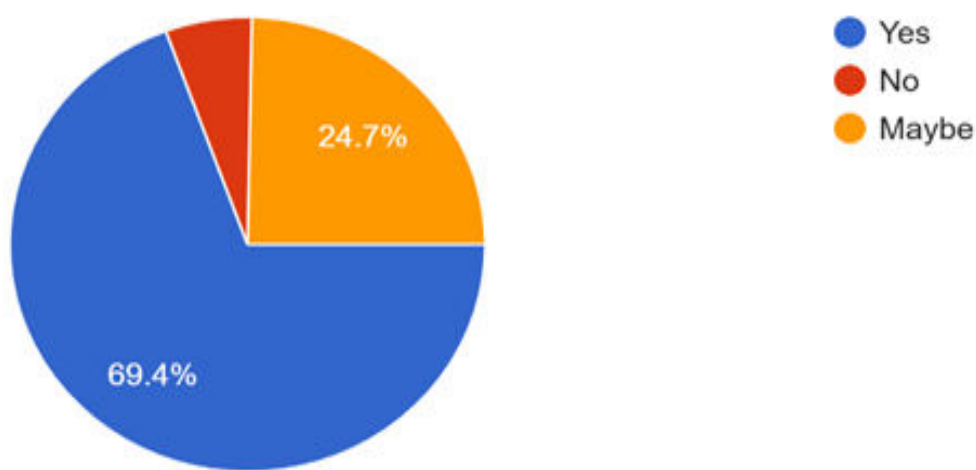
(12) Have you seen cases where women had to stop working due to nutrition-related health problems?



Graph no. XII

A majority of respondents (57.6%) have not observed cases where women had to stop working due to nutrition-related health problems, but a significant portion (42.4%) have seen it happen either frequently or sometimes.

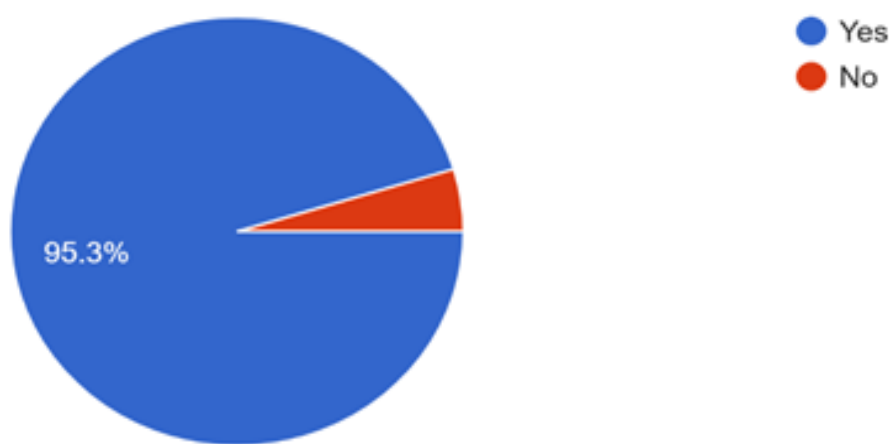
(13) In your opinion, does improved nutrition help women access better job opportunities?



Graph no. XIII

The majority (69.4%) believe that improved nutrition helps women access better job opportunities, with a small percentage unsure.

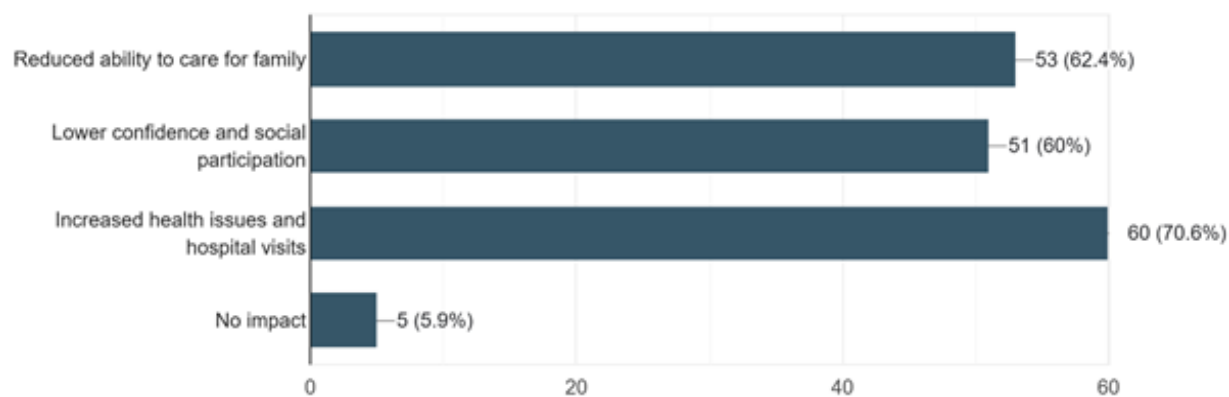
(14) Do you think better nutrition in women can contribute to household financial stability?



Graph no. XIV

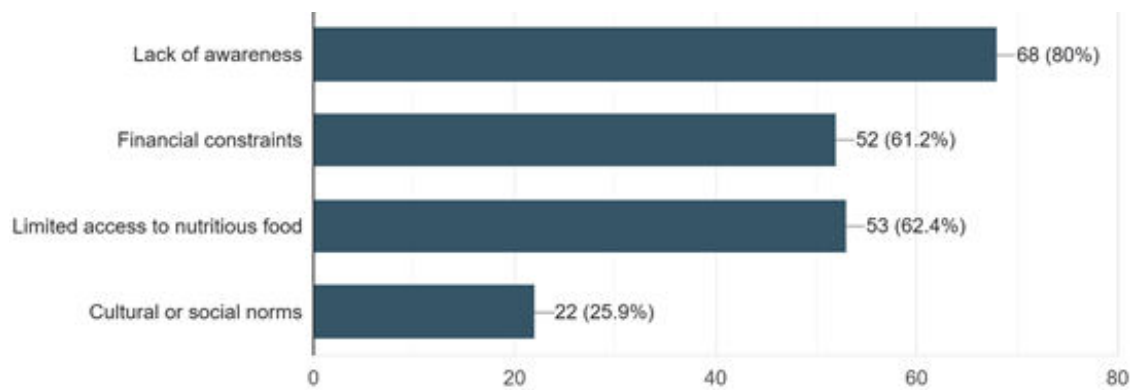
An overwhelming majority (95.3%) believe that better nutrition in women can contribute to household financial stability.

(15) In your opinion, how does poor nutrition impact a woman’s role in family and society?



The data shows that poor nutrition negatively impacts women's health (70.6%), reduces their ability to care for family (62.4%), and lowers confidence and social participation (60%). With only 5.9% seeing no impact, it highlights the significant role nutrition plays in women's well-being and societal engagement.

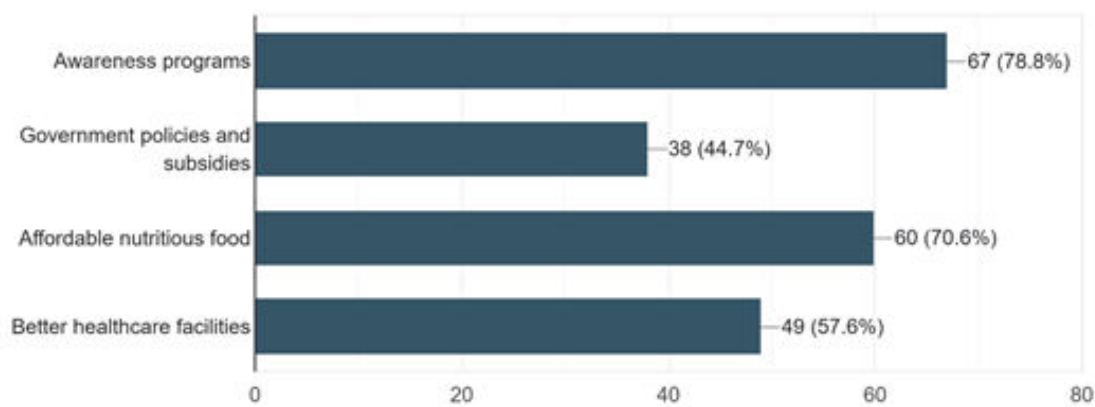
(16) What do you think are the biggest barriers to proper nutrition for women?



Graph no. XV

The biggest barriers to proper nutrition for women are lack of awareness (80%), limited access to nutritious food (62.4%), and financial constraints (61.2%). Cultural or social norms (25.9%) also play a role, emphasizing the need for education and better food accessibility.

(17) What steps do you think can improve women's nutrition in your community?



Graph no. XVI

The community prioritizes awareness programs (78.8%) and affordable nutritious food (70.6%) as key solutions to improve women's nutrition. Better healthcare (57.6%) and government policies (44.7%) are also seen as important, emphasizing the need for education, accessibility, and policy support.

RECOMMENDATIONS

- Promote Nutritional Awareness and Education- Conduct community-based awareness programs, workshops, and counselling sessions to educate women on balanced diets, essential nutrients, and the importance of healthy eating habits across different life stages.
- Ensure the availability and affordability of diverse, high-quality foods through subsidies, food fortification strategies, mid-day meal programs, and the encouragement of home gardening.
- Advocate for flexible work policies and hybrid models to enable women to prioritize their health, ensuring they maintain a nutritious diet and get sufficient rest and physical activity.
- Encourage women’s entrepreneurship and employment opportunities to enhance their purchasing power, allowing them to afford healthier food choices and healthcare services.
- Implement specific programs for vulnerable groups, including adolescent girls, pregnant women, and women from economically weaker sections, by providing iron supplements, hydration awareness, and regular health check-ups.
- Engage family members, workplaces, and communities in ensuring women receive adequate nutrition and healthcare by fostering a culture of mutual care and support. Advocate for policies that ensure workplace-provided meals, nutrition-friendly environments, and improved healthcare access to support women’s overall well-being.

CONCLUSION

An important component of the health of individuals, families, and society as a whole is women's nutrition. Women's health, social engagement, and economic stability are all improved when they receive proper nutrition. A balanced diet is essential for preventing health problems and fostering general well-being, especially when combined with appropriate knowledge and availability to foods high in nutrients.

A multifaceted strategy is needed to address women's nutrition, including family support, policy initiatives, economic empowerment, and education. Women's eating patterns and health results can be greatly enhanced by promoting flexible work arrangements, integrating community-based initiatives, and encouraging work-life balance. Furthermore, specific interventions can help close dietary gaps for vulnerable populations like teenage girls and pregnant women. In the end, putting women's nutrition first is a shared responsibility as well as a matter of personal health. Families and communities as a whole stand to gain from a healthier, more empowered, and sustainable society where women flourish, which may be achieved by raising awareness, guaranteeing accessibility, and advancing economic opportunities.

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UNDERTAKING

I hereby declare that the above research report/ manuscript has not been published elsewhere or considered for publication by any other journal. This article is the original work of the author.

GENDER EQUALITY IN THE WORKPLACE – POLICIES AND BEST PRACTICES

¹Ms. Sanskruti Bhate and ²*Prof. Diana Fernandes¹Student, ²Assistant Professor, SYMMS, Pramod Ram Ujagar Tiwari Saket Institute of Management Kalyan¹sans28bhate@gmail.com and ²diana@prutsim.edu.in**ABSTRACT**

One important problem that has received more attention recently is gender equality in the workplace. Gender discrepancies still exist in many forms, such as unequal career progression possibilities, leadership underrepresentation, and compensation differences, despite tremendous improvement in many areas. To promote an inclusive and equitable workplace, this article examines the significance of putting gender equality policies and best practices into practice within businesses. It examines how genders disparity is currently being addressed, assesses how effective present policies are, and identifies effective tactics that have produced quantifiable gains. This study highlights important elements that lead to a gender-equal workplace through an examination of corporate and legislative initiatives. It also offers practical suggestions for businesses wishing to improve their diversity and inclusion programs. The goal of this essay is to illustrate the long-term advantages of gender equality, not only for specific workers but also for the general prosperity and viability of businesses.

Keywords: Gender Equality, Inclusive Workplace, Leadership Representation, Pay Equity, Diversity Strategies.

INTRODUCTION

Gender equality in the workplace remains a crucial element of social and economic progress since it directly affects productivity, innovation, and overall organizational performance. Regardless of gender, it refers to treating individuals fairly and equally and ensuring that all employees have equal access to opportunities, resources, and career advancement. Despite significant legal and societal advancements, gender disparities still exist in a variety of forms, including unequal compensation, underrepresentation in leadership roles, workplace discrimination, and unconscious bias. These issues affect people as well as impeding social and economic progress.

Governments, corporations, and international organizations have created and put into effect a few regulations and best practices targeted at promoting gender-inclusive workplaces to solve these issues. Workplace equity has been greatly aided by important regulations like those pertaining to equal pay, anti-discrimination, parental leave, and diversity hiring. Best practices have also been identified as successful tactics for fostering a more diverse and fairer workplace. These include inclusive leadership development, flexible work schedules, training on unconscious prejudice, and mentorship programs.

This research paper aims to examine the importance of gender equality in the workplace, analyze the effectiveness of existing policies, and highlight best practices that organizations can implement to foster inclusivity. By reviewing case studies of successful gender equality initiatives and exploring emerging trends, this study seeks to provide valuable insights into how workplaces can create fair and supportive environments for all employees. Addressing gender disparities not only benefits individuals but also strengthens organizations by enhancing employee satisfaction, improving performance, and driving sustainable growth.

LITERATURE REVIEW

Gender equality in the workplace has evolved significantly, with early research highlighting barriers to women's career advancement, such as limited access to leadership roles (Kanter, 1977). Despite progress, gender biases continue to affect workplace culture, recruitment, and promotions (Eagly & Carli, 2007).

Key disparities include the wage gap (Blau & Kahn, 2017), underrepresentation in leadership roles (McKinsey & Company, 2020), and gender-based discrimination (Heilman, 2012). Policies like equal pay regulations, parental leave, and diversity initiatives aim to address these issues, but enforcement remains challenging (Rubery & Grimshaw, 2015; O'Brien, 2019).

Best practices for promoting equality include unconscious bias training (Devine et al., 2012), mentorship programs (Ibarra et al., 2010), and flexible work arrangements (Kossek et al., 2014). Emerging trends, like AI-driven bias detection and the impact of the COVID-19 pandemic, are reshaping workplace strategies (Bogen & Rieke, 2018; Collins et al., 2021).

RESEARCH METHODOLOGY

Objective

- To evaluate effective policies and best practices that promote gender equality in organizations.
- To identify challenges and barriers to achieving gender equality in the workplace.

SCOPE OF THE STUDY

This study examines gender equality in the workplace, concentrating on important topics such as unconscious prejudice, workplace discrimination, leadership underrepresentation, and the gender pay gap. In addition to best practices including mentorship programs, flexible work schedules, and unconscious bias training, it looks at laws pertaining to equal pay, maternity leave, diversity hiring, and anti-discrimination. Additionally, the study evaluates legislative and corporate initiatives, points out implementation issues, and identifies emerging trends like remote work and AI-driven recruiting. This study examines effective tactics and offers businesses useful suggestions for fostering fairness, inclusivity, and sustained gender diversity in the workplace.

LIMITATIONS OF THE STUDY

- The study primarily uses secondary data sources, such as reports, case studies, and literature reviews, in place of primary data collection.
- Regional variations in gender equality laws may restrict direct comparisons. The survey does not focus on gender-related matters outside of the office, such as society and family gender roles, unless they have an impact on workplace dynamics.

DATA ANALYSIS AND INTERPRETATION

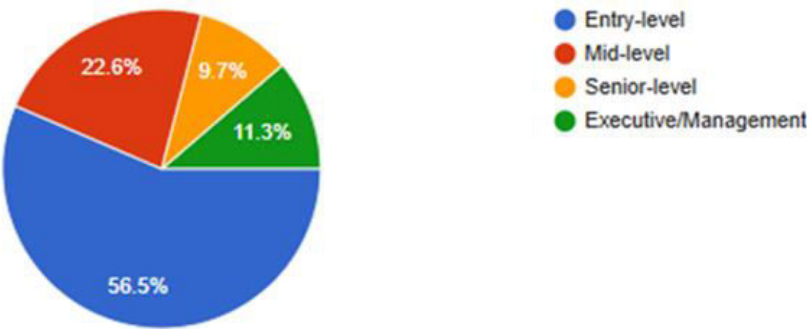
1. Gender Distribution of Respondents

Male: 64.5%

Female: 35.5%

Prefer not to say: 0%

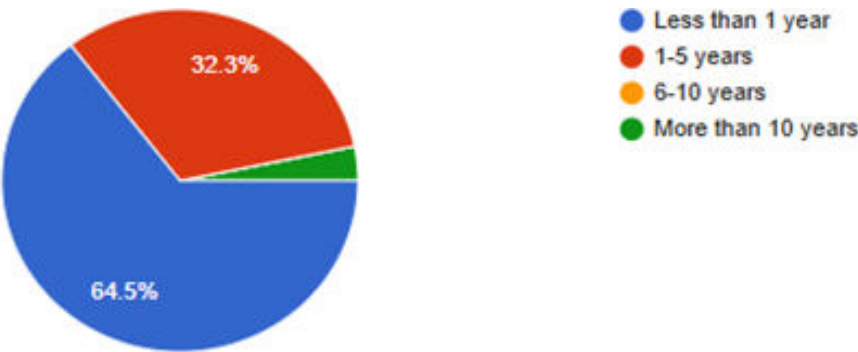
2. What is our job level?



Graph no. I

Half of the respondents (50%) are at the entry level, while 32.3% hold mid-level positions. Senior-level employees account for 11.3%, and only 6.5% are in executive or management roles. This indicates a workforce primarily composed of early and mid-career professionals.

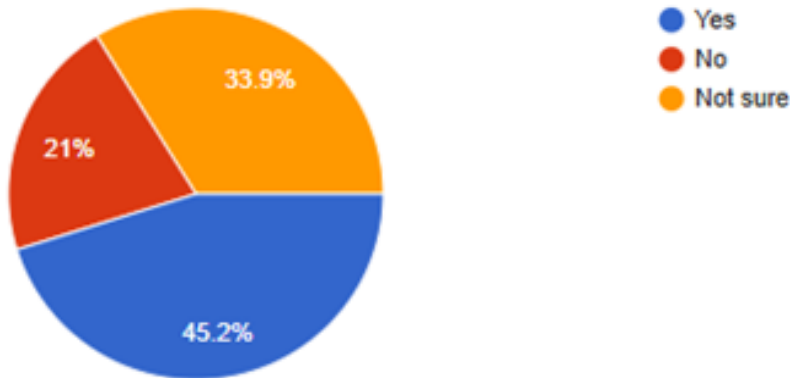
3. How long have you been working in your current organization?



Graph no. III

The majority of respondents (**45.2%**) have been with their organization for 1–4 years, while **17.7%** have less than a year of tenure. Employees with 5–9 years of experience make up **25.8%**, and only **11.3%** have been with their organization for more than a decade. This indicates a workforce with a relatively high proportion of early- to mid-tenure employees.

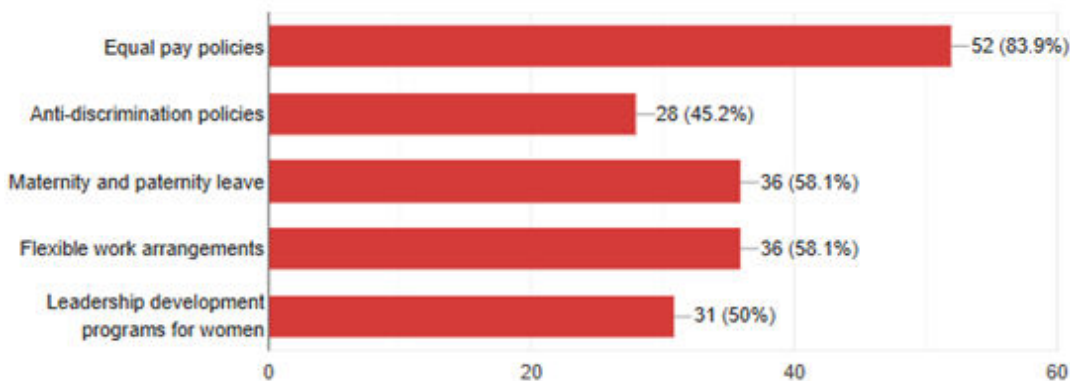
4. Does your organization have specific policies promoting gender equality?



Graph no. IV

Less than half of the respondents (**45.2%**) are aware of gender equality policies in their organization, while **27.4%** believe no such policies exist. An equal proportion (**27.4%**) are unsure, highlighting a gap in awareness. This suggests a need for better communication and implementation of gender equality initiatives.

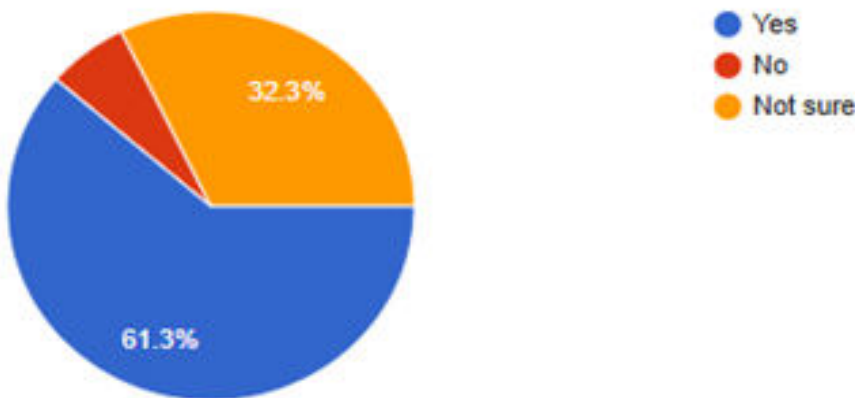
5. According to your observation which policies are in place?



Graph no. V

All respondents (**100%**) acknowledge the presence of equal pay policies in their organization, while **77.4%** recognize maternity and paternity leave policies. Flexible work arrangements are reported by **58.1%** of respondents, but awareness of anti-discrimination policies is notably lower at **45.2%**. This suggests potential gaps in policy communication and enforcement.

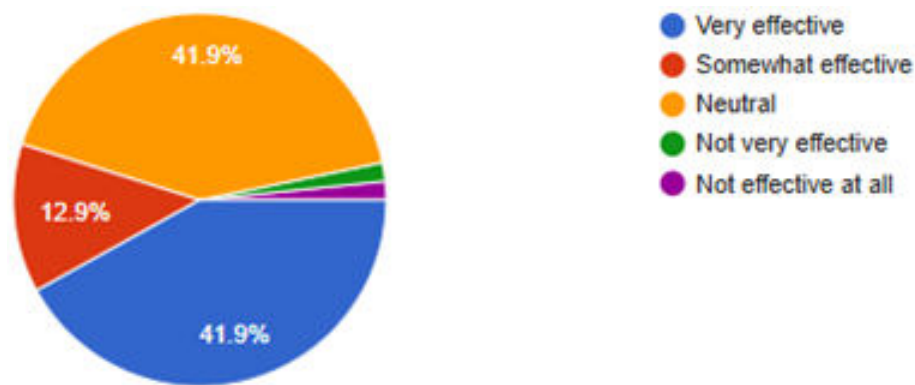
6. Do you believe your organization provides equal career growth opportunities for all genders?



Graph no. VI

A little over half of the respondents (52.7%) believe their organization provides equal career growth opportunities for all genders. However, a significant portion (61.3%) are unsure, suggesting a lack of clear communication or visible implementation. Only 11% perceive inequality in career advancement.

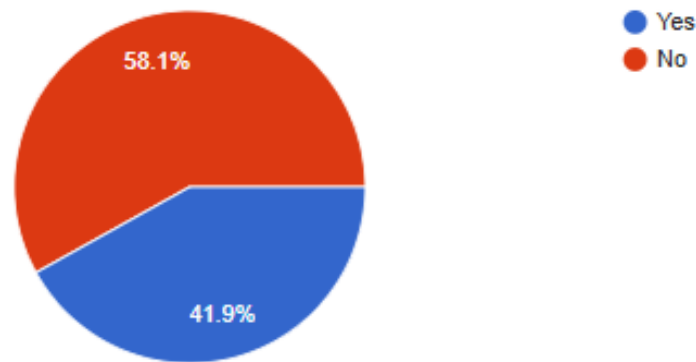
7. How effective do you think these policies are in promoting gender equality?



Graph no. VII

The majority of respondents (83.8%) perceive gender equality policies as either very effective (41.9%) or somewhat effective (41.9%). A smaller portion (12.9%) remains neutral, while only 3.2% find them not very effective. This indicates a generally positive perception, though opportunities for improvement remain.

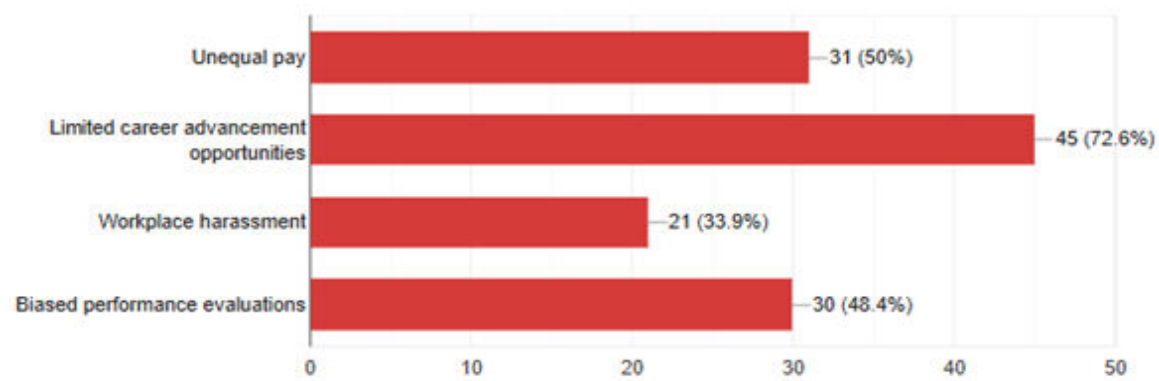
8. Have you ever experienced or witnessed gender-based discrimination in the workplace?



Graph no. VIII

More than half of the respondents (58.1%) have experienced or witnessed gender-based discrimination in the workplace, while 41.9% have not. This highlights a significant issue that persists despite the presence of gender equality policies. Addressing these concerns is crucial to fostering a more inclusive work environment.

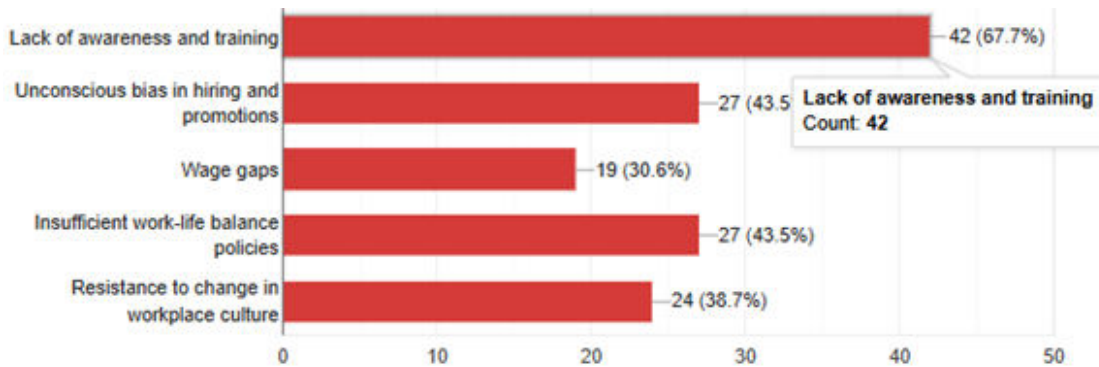
9. As per your opinion what type of discrimination exist?



Graph no. IX

The most commonly reported form of discrimination is unequal pay (50%), followed by lack of promotion and sexual harassment (both 33.9%). Additionally, 30.6% of respondents cite biased performance evaluations as a concern. These findings highlight key areas where organizations must enhance efforts to promote fairness and equality.

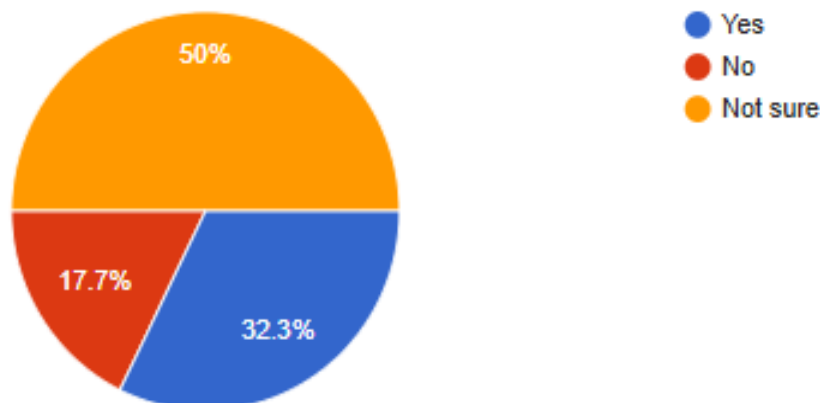
10. What do you think are the biggest barriers to achieving gender equality in the workplace?



Graph no. X

The biggest barrier to gender equality is a lack of awareness and training, cited by **67.7%** of respondents. Additionally, unconscious bias from hiring managers (**43.5%**) and inadequate policies and practices (**40.3%**) are significant challenges. Addressing these issues through targeted training and policy improvements could enhance workplace equality.

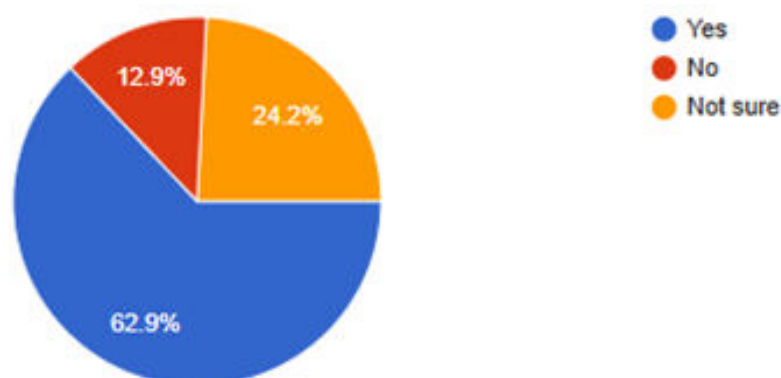
11. Does your organization provide gender sensitivity training?



Graph no. XI

Half of the respondents (**50%**) report that their organization does not offer gender sensitivity training, while **32.3%** confirm its availability. Additionally, **17.7%** are unsure, indicating a potential gap in communication or awareness. Enhancing training programs and increasing visibility could improve workplace inclusivity.

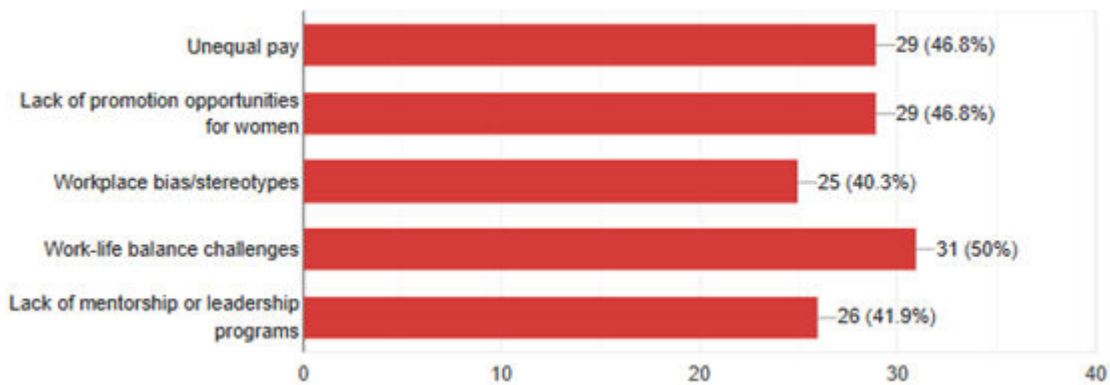
12. Do you believe women and men have equal opportunities for career advancement in your organization?



Graph no. XII

A majority of respondents (**62.9%**) believe that men and women have equal opportunities for career advancement in their organization. However, **24.2%** disagree, and **12.9%** are unsure, suggesting that perceived or actual barriers to career equality may still exist. Addressing these concerns can help create a more equitable workplace.

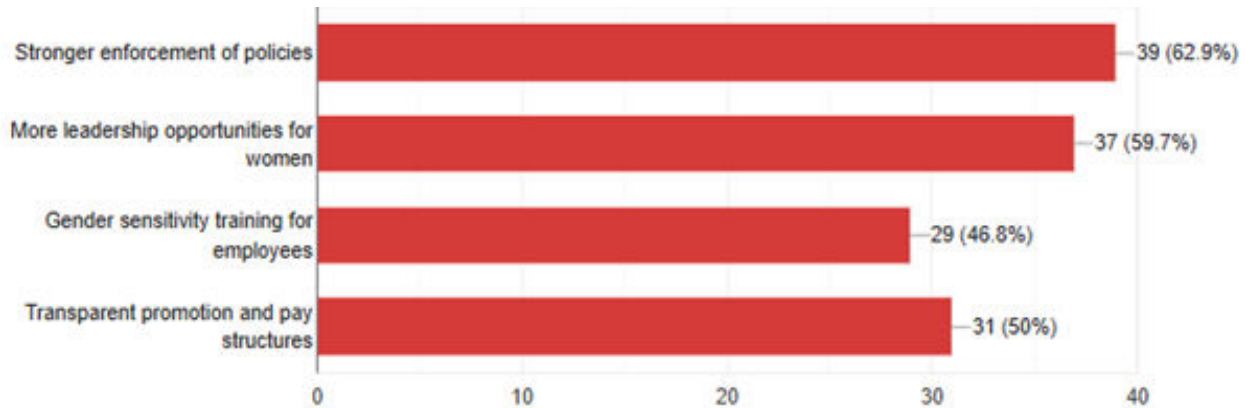
13. What are the biggest barriers to gender equality in your workplace?



Graph no. XIII

The most significant barriers to gender equality identified by respondents are unequal pay (46.8%) and stereotyping or bias against women (45.2%). Lack of promotion opportunities (40.3%) and work-life balance challenges (41.9%) are also notable concerns. Addressing these issues is crucial for fostering a more equitable and inclusive workplace.

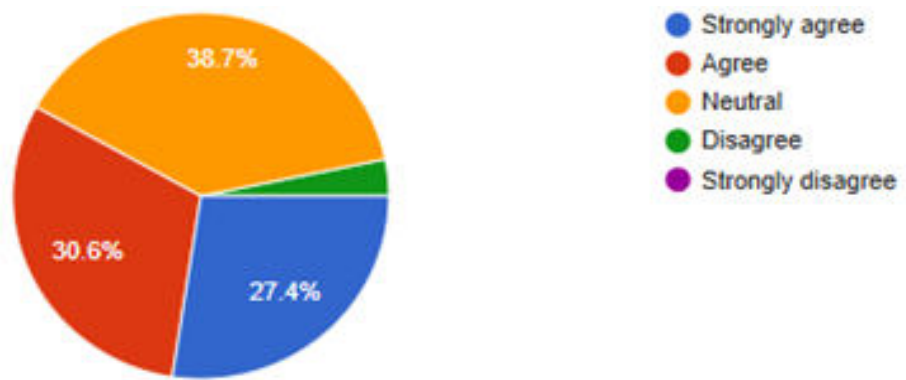
14. What measures do you think could improve gender equality in your workplace?



Graph no. XIV

The most suggested measure for improving gender equality is ensuring equal pay for equal work (59.7%). Other key recommendations include increasing promotion opportunities for women (48.4%), implementing anti-bias training programs (43.5%), and enhancing transparency in company policies (50%). These insights provide a clear path for organizations to take actionable steps toward workplace equality.

15. Do you feel your organization is committed to achieving gender equality?



Graph no. XV

The majority of respondents (71%) either strongly agree or agree that their organization is committed to achieving gender equality. However, 21% remain neutral, and a small percentage (8.1%) disagrees. This suggests that while efforts are recognized, there is still room for improvement in demonstrating and communicating this commitment.

RECOMMENDATIONS

- ❖ Enhance Awareness and Training – Since lack of awareness and training is a significant barrier, organizations should implement regular gender sensitivity and anti-bias training to educate employees and leadership on gender equality issues.
- ❖ Strengthen Equal Pay and Promotion Policies – With unequal pay and lack of promotion opportunities being major concerns, companies should conduct regular pay audits and ensure transparent, merit-based promotion processes to address disparities.
- ❖ Improve Policy Communication and Implementation – Many respondents were unaware of gender-related policies in their organizations. Clear communication through training, policy handbooks, and leadership engagement is essential to increase awareness and effectiveness.
- ❖ Address Workplace Bias and Discrimination – Since a considerable number of respondents have witnessed or experienced gender-based discrimination, organizations should establish stronger anti-discrimination policies, anonymous reporting mechanisms, and strict enforcement to foster a fairer workplace.
- ❖ Increase Work-Life Balance Support – With work-life balance challenges being a key barrier, organizations should enhance flexible work arrangements, parental leave policies, and supportive workplace cultures to better accommodate diverse employee needs.
- ❖ Demonstrate a Stronger Commitment to Gender Equality – While many respondents recognize their organization's efforts, a notable portion remains neutral or skeptical. Leadership should actively promote gender diversity, set measurable goals, and engage employees in discussions and initiatives to reinforce their commitment.

CONCLUSION

The findings highlight both progress and challenges in achieving workplace gender equality. While many respondents acknowledge policies supporting gender fairness, significant gaps remain in awareness, implementation, and perception. Issues such as unequal pay, limited promotion opportunities, unconscious bias, and workplace discrimination still hinder true equality.

Organizations must take proactive steps to improve awareness, strengthen policies, and foster inclusive work environments. By addressing key barriers and implementing the recommended measures, businesses can create workplaces that offer equal opportunities for all genders, ultimately leading to a more equitable and productive workforce.

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UNDERTAKING

I hereby declare that above research report/ manuscript has not been published elsewhere or considered for publication by any other journal. This article is the original work of the author.

A RESEARCH ON WOMEN'S MENTAL HEALTH AND WELL-BEING (A GENERAL PERSPECTIVE ON AWARENESS AND SUPPORT SYSTEMS)

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¹pallavidhivar2@gmail.com and ²shrikesh@prutsim.edu.in**ABSTRACT**

The mental health of women is an important however sometimes ignored issue. Finding out how much women know about mental health, the barriers they face, and the resources available to them is the goal of this study. It examines how their mental health is impacted by social, cultural, and economic issues. The study also examines the usefulness of the current support networks. This research emphasizes the need for more awareness, improved access to mental healthcare, and more robust policy using data from surveys and published studies. The findings indicate that although awareness is growing, significant gaps in women's mental health support still exist. To guarantee that all women receive the care they require, a better strategy is required.

Keywords: *Women's mental health, well-being, mental health awareness, support systems, gender and psychology, healthcare access.*

INTRODUCTION

A key aspect to overall wellbeing is mental health, even though sadly, many women do not get the help they require. The primary causes of this are stigma, ignorance, and restricted access to mental health services. Talking about mental health is still taboo in many countries, and women who seek help may face stigma or discouragement. Many women suffer in silence as a result, which over time may exacerbate their mental health issues. Women endure distinct mental health issues that are not experienced by men. Mood swings, anxiety, and sadness can be caused by biological reasons, including hormone changes throughout teenage years, pregnancy, the postpartum period, and retirement. Social issues are also important; stress and anxiety can be caused by discrimination, gender-based violence, unequal job prospects, and excessive family duties. Women may also find it more difficult to get professional assistance if they are financially dependent or experiencing other financial difficulties.

The objectives of this study are to examine the variables influencing women's mental health, measure awareness among various female demographics, and assess the effectiveness of current mental health support networks. It aims to ascertain whether the government's initiatives, employment regulations, and healthcare facilities currently in place adequately address the mental health issues of women. This study also aims to increase the availability and social acceptance of mental health care by offering workable alternatives. Through the identification of knowledge gaps, healthcare accessibility issues, and societal perceptions, this research offers suggestions for awareness initiatives, legislative modifications, and support networks that might enable women to manage their mental health without fear of judgement or prejudice. In conclusion, women often face barriers to accessing the care they require, despite the fact that mental health is equally as vital as physical health. It is imperative to address the difficulties of judgments, insufficient education, and insufficient support networks to guarantee that women's mental health is given top priority. This study supports the effort by analysing the obstacles, increasing consciousness, and suggesting remedies for a healthier future for women.

REVIEW OF LITERATURE

Many studies have been done on women's mental health, looking at the challenges they face, how much they know about mental health, and the support systems available to them. This section reviews some important research on these topics.

Women face higher risks of mental health issues like stress, anxiety, and depression due to biological, emotional, and social factors. **WHO (2022)** and **Goyal et al. (2020)** highlight that hormonal changes during puberty, pregnancy, and menopause significantly impact mental well-being. Studies by **Kuehner (2017)** and **Seedat et al. (2009)** suggest that financial dependence, family responsibilities, and experiences of abuse further contribute to women's mental health struggles.

Despite increasing awareness, many women, especially in rural areas, lack knowledge about mental health conditions and available treatments (**NIMH, 2021**). **Patel et al. (2018)** found that 60% of Indian women could not differentiate between anxiety and depression.

Workplace stress and societal expectations also affect women's mental well-being. **Ghods et al. (2021)** found that balancing work and family responsibilities increases anxiety, while **Pillay et al. (2019)** suggest that

workplace mental health programs can improve women's well-being. Strong family and social support further help reduce stress (Taylor et al., 2020).

The COVID-19 pandemic worsened mental health issues, with job losses, increased household duties, and difficulty accessing care leading to higher stress and anxiety (Xiong et al., 2021; Sharma et al., 2021). However, technology has helped bridge the gap, with online therapy, mobile apps, and social media campaigns increasing awareness and accessibility to mental health support (Naslund et al., 2020; Torous et al., 2020). Despite progress, reducing stigma and improving access to mental health care remain crucial for supporting women's well-being.

RESEARCH METHODOLOGY

Objectives:

- To study & identify key mental health issues affecting women.
- To Examine factors influencing women's mental well-being.
- To study policies and programs to enhance mental healthcare for women.

Data Collection:

- **Primary Data:** Gathered through surveys and interviews with women from different backgrounds, mental health professionals, and social workers.
- **Secondary Data:** Collected from research papers, WHO and NIMH reports, government documents, and past studies.

Sampling method:

- **Sampling Technique:** Stratified Random Sampling
- **Population:** Women from a range of economic backgrounds, including students, working women, and stay-at-home moms, in both urban and rural locations.

Sample Size: A sample of 100 respondents were selected.

SCOPE OF STUDY

This study examines women's mental health challenges, awareness levels, and the effectiveness of support systems. It focuses on biological, social, and economic factors affecting mental well-being. The research covers mental health awareness, access to healthcare, workplace support, and the role of families and communities.

The study includes women from different age groups, socio-economic backgrounds, and locations (urban and rural). Insights from mental health professionals and policymakers are also considered. The research aims to identify gaps and suggest improvements in awareness, healthcare access, and policies to enhance mental health support for women.

LIMITATION OF STUDY

A few limitations on the "Women's Mental Health and Well-being" study could have an impact on the findings. First, the results may not be applicable to all women from all origins, ages, or geographical areas due to the sample size and diversity being limited. The accuracy of the findings may be impacted because the research depends on participants revealing their personal experiences, and there is a potential that some may not be completely honest or may provide responses they believe to be expected. Additionally, the study may not have taken into account how women in various cultural contexts experience mental health issues or seek assistance. Furthermore, the results may be limited by regional variations in the accessibility of mental health services. Certain mental health conditions that impact some women more than others, such as postpartum depression, might not be the focus of the study. Additionally, due to time limits, it might not examine the long-term effects of mental health issues. Underreporting may result from social stigma around mental health, particularly in some cultures, and miscommunications may arise due to language issues. When examining the study's findings, these limitations should be taken into consideration.

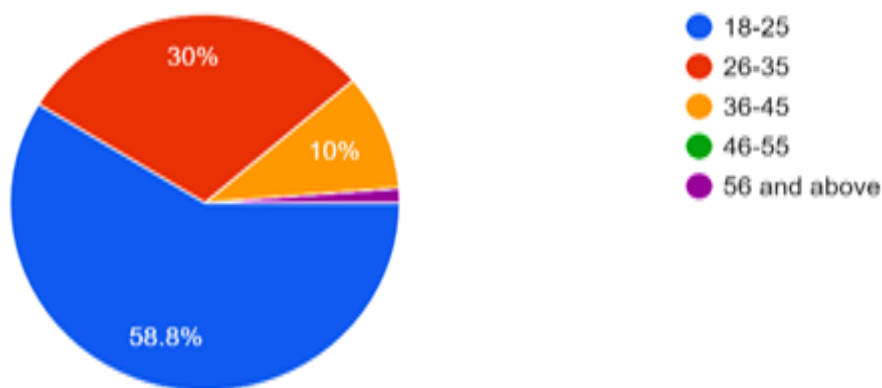
DATA ANALYSIS AND INTERPRETATION**1. Gender distribution of a survey with 80 responses.**

- Female: 62.5%
- Male: 37.5%

2. Age group of respondents.

18-25 years: 58.8% (majority)

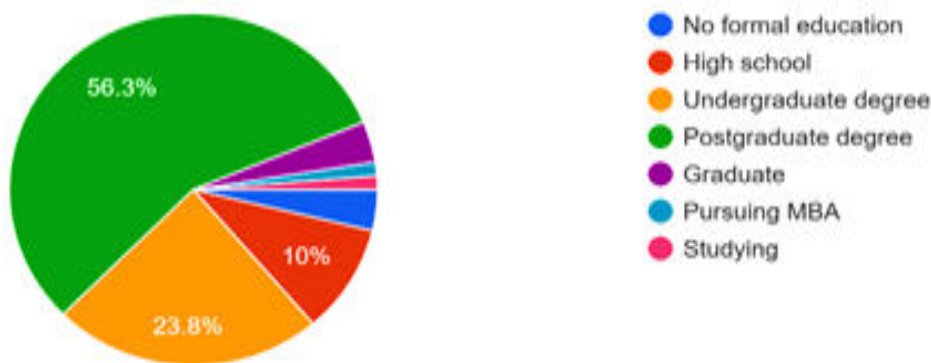
- **26-35 years:** 30%
- **36-45 years:** 10%
- **46-55 years:** Very few respondents
- **56 and above:** 1.2% (least represented)



Graph No.I

3. Education level

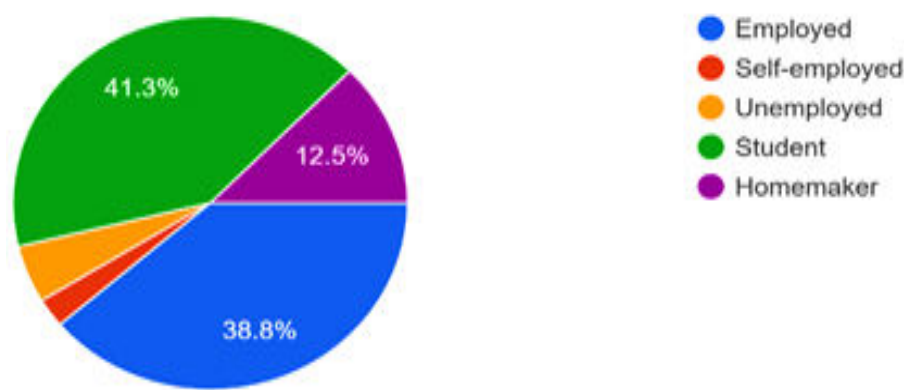
The majority of respondents (56.3%) hold a postgraduate degree, followed by 23.8% with an undergraduate degree. High school graduates make up 10%, while 3.8% have no formal education. A small percentage includes graduates (3.7%), those pursuing an MBA (1.2%), and +students still studying (1.2%). This indicates a highly educated group, with most respondents having completed higher education.



Graph No.II

4. Employment status:

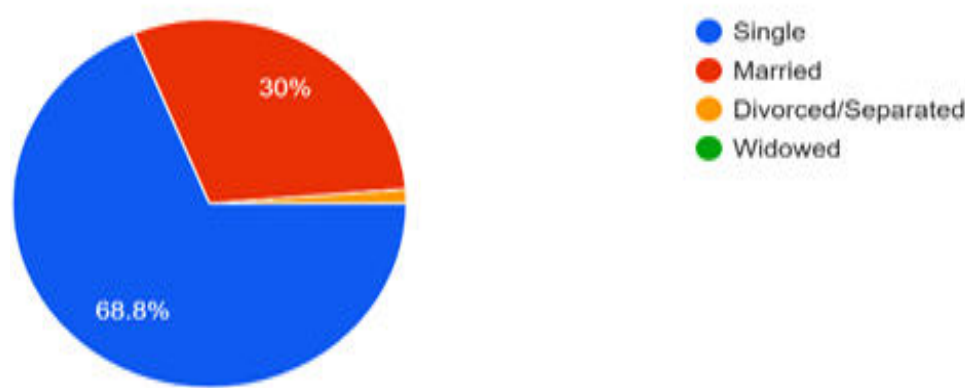
The largest group among respondents are students (41.3%), followed closely by employed individuals (38.8%). Homemakers make up 12.5%, while a smaller percentage are unemployed (5%) or self-employed (2.5%). This indicates that the majority are either pursuing education or engaged in the workforce, with a relatively low percentage in self-employment.



Graph No.III

5. Marital Status

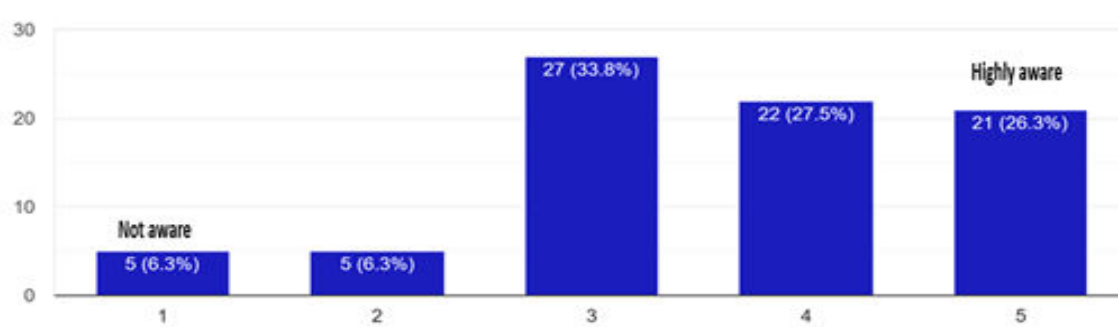
This chart shows that the largest group of respondents are single individuals (68.8%), followed by married individuals (30%). The smallest group is divorced/separated at 1.2%.



Graph No.IV

6. How would you rate your awareness of mental health issues affecting women?

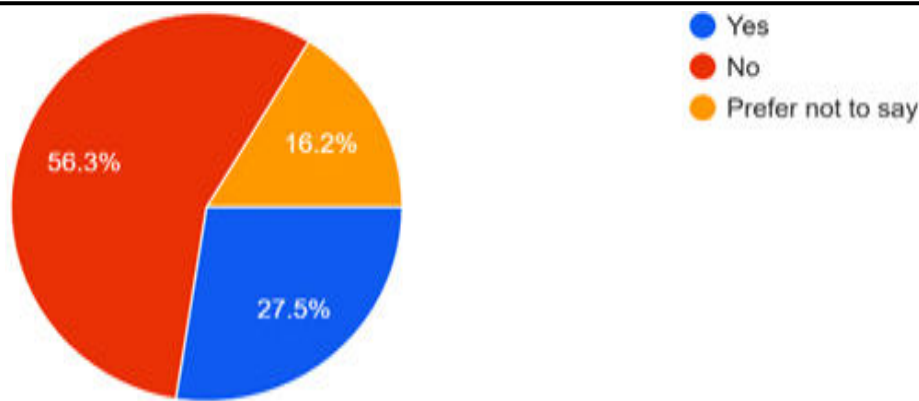
The majority of respondents have moderate to high awareness, with 33.8% at Level 3, 27.5% at Level 4, and 26.3% at Level 5. Only a small percentage (6.3% each) fall under Level 1 and Level 2, indicating low awareness.



Graph No.V

7. Have you ever experienced or been diagnosed with a mental health issue?

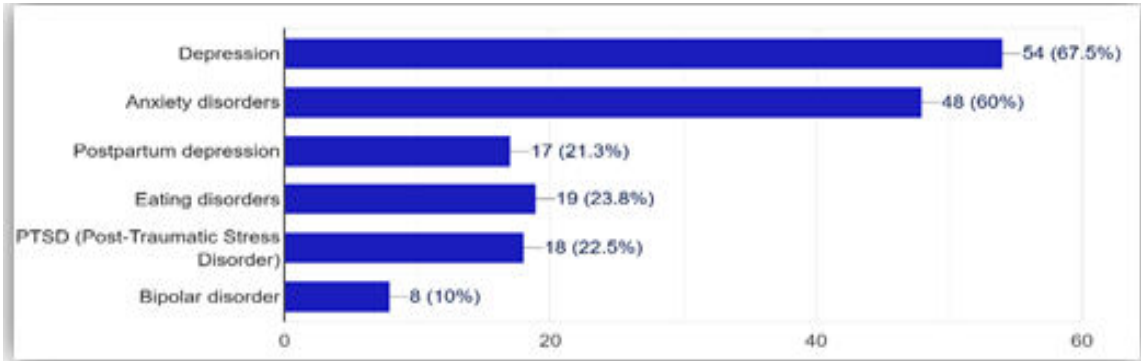
The pie chart reveals that **27.5%** of respondents have experienced or been diagnosed with a mental health issue, while the majority (**56.3%**) have not. Additionally, **16.2%** preferred not to disclose their mental health experiences, indicating a level of privacy or hesitation in sharing such information.



Graph No.VI

8. Which of the following mental health issues do you think affect women the most?

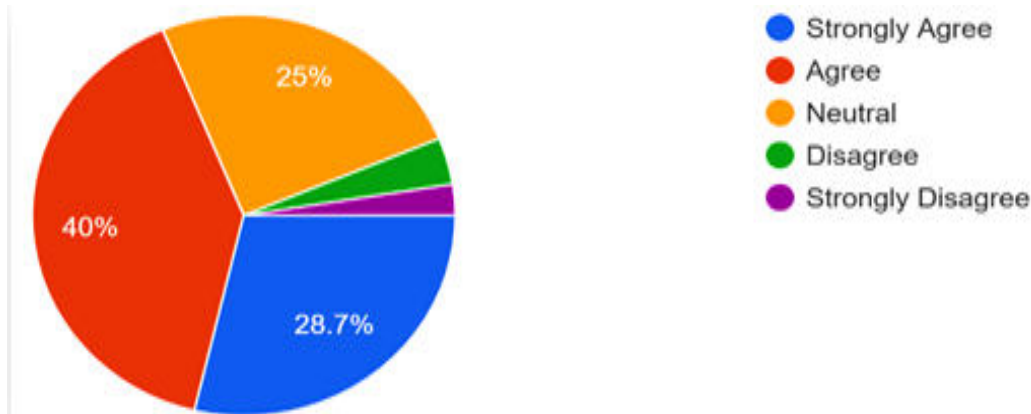
The chart shows that Depression and Anxiety disorders are seen as the most significant mental health challenges for women, with 67.5% and 60% of respondents recognizing them, respectively. On the other hand, bipolar disorder is considered the least impactful, with only 10% of respondents identifying it as a major concern. Other issues like Postpartum depression, eating disorders, and PTSD are also seen as relevant, but to a lesser extent, with around 20% to 23.8% of people selecting them.



Graph No.VII

9. Do you believe that women face more mental health challenges compared to men?

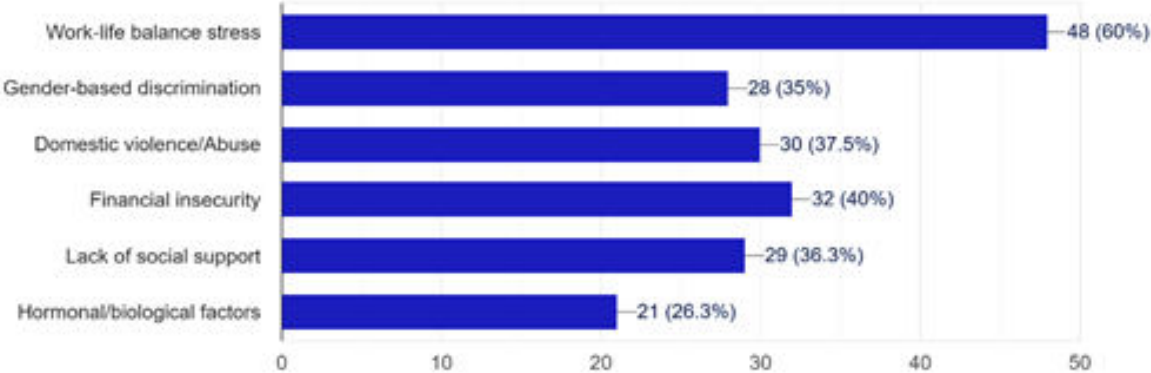
This chart shows that the majority of respondents believe that women face more mental health challenges compared to men, with 28.7% strongly agreeing and 40% agreeing. A quarter of respondents are neutral on this topic, and a small percentage disagree or strongly disagree (3.8% and 2.5% respectively).



Graph No.VIII

10. In your opinion, what are the major factors contributing to women’s mental health issues?

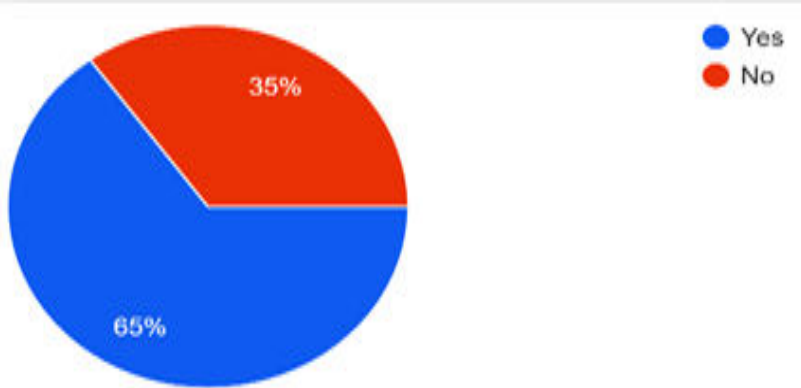
The chart shows that work-life balance stress is seen as the biggest factor affecting women's mental health, with 60% of respondents highlighting it. Other important factors include financial insecurity (40%), domestic violence or abuse (37.5%), and lack of social support. (36.3%). Gender-based discrimination and hormonal or biological factors are also considered significant, but they are less commonly identified.



Graph No.IX

11. Have you ever observed or supported someone facing mental health challenges? If yes, please share your experience.

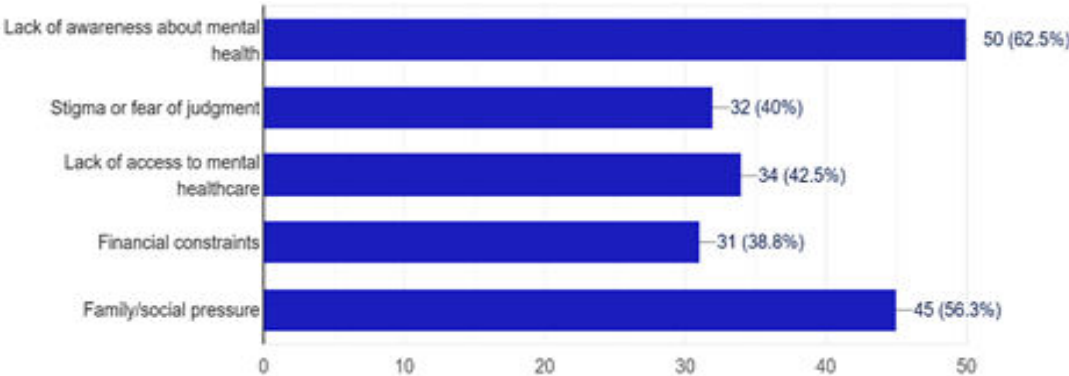
The chart reveals that 65% of respondents have observed or supported someone facing mental health challenges, while 35% have not, indicating that most people have some connection to mental health issues.



Graph No.XI

12. If yes, "What do you think are the main mental health challenges women face?"

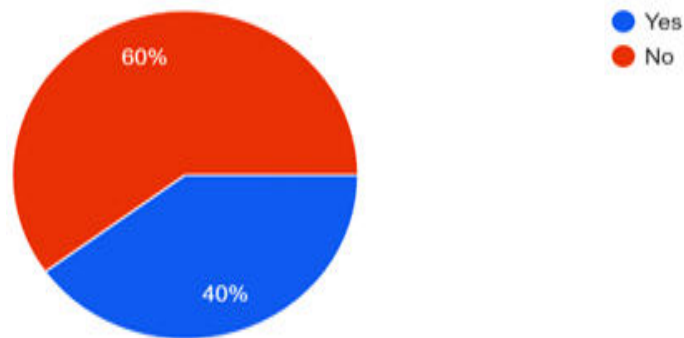
The bar graph shows that, according to respondents, the biggest mental health challenges women face are a lack of awareness (62.5%) and family or social pressure (56.3%). Other issues include stigma (40%), limited access to mental healthcare (42.5%), and financial constraints (38.8%).



Graph No.XII

13. Have you or someone you know sought professional help for mental health issues?

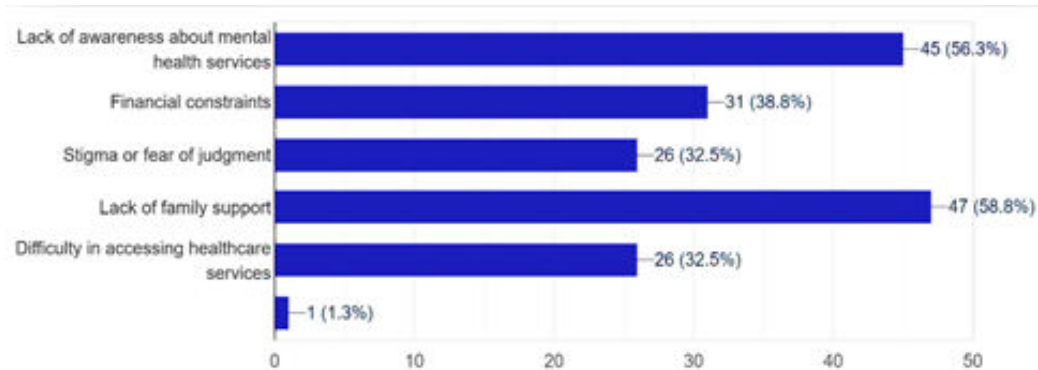
The chart shows that 60% of respondents have not sought professional help for mental health issues, while 40% have, indicating that a majority have not accessed professional support.



Graph No.XIII

14. What according to you prevent them from seeking help?

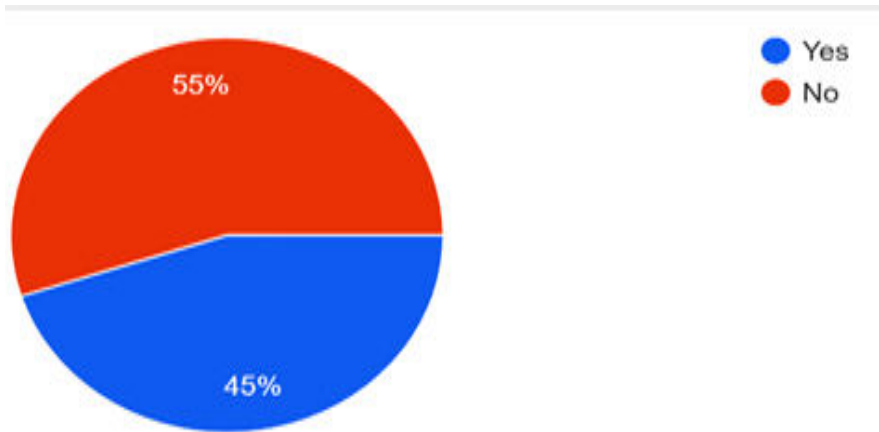
The bar graph shows that the main barriers to seeking mental health support are lack of family support (58.8%) and lack of awareness about mental health services (56.3%), followed by financial constraints (38.8%), stigma (32.5%), and difficulty accessing healthcare (32.5%). Only 1.3% selected "Other." These factors highlight key challenges in accessing mental health help.



Graph No.XIV

15. Are you aware of any government or non-government programs that support mental health, particularly for women?

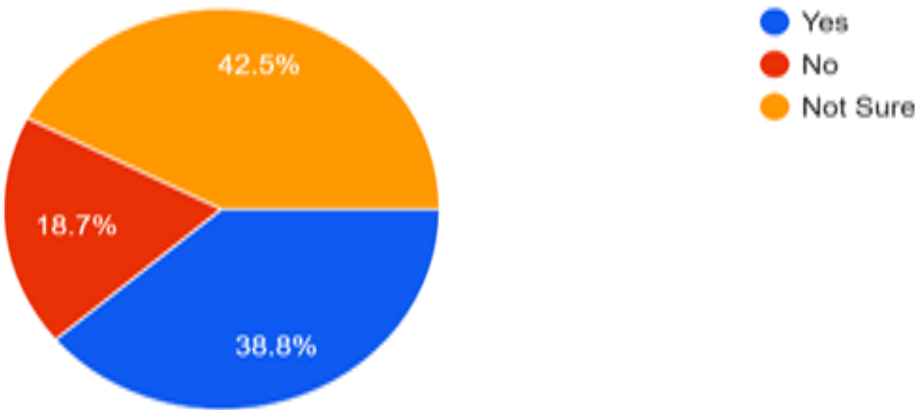
This chart shows that 55% of respondents are not aware of such programs, while 45% are. This highlights a significant gap in awareness about available mental health support programs for women.



Graph No.XV

16. Do you think existing mental health policies and programs are adequate to support women's well-being?

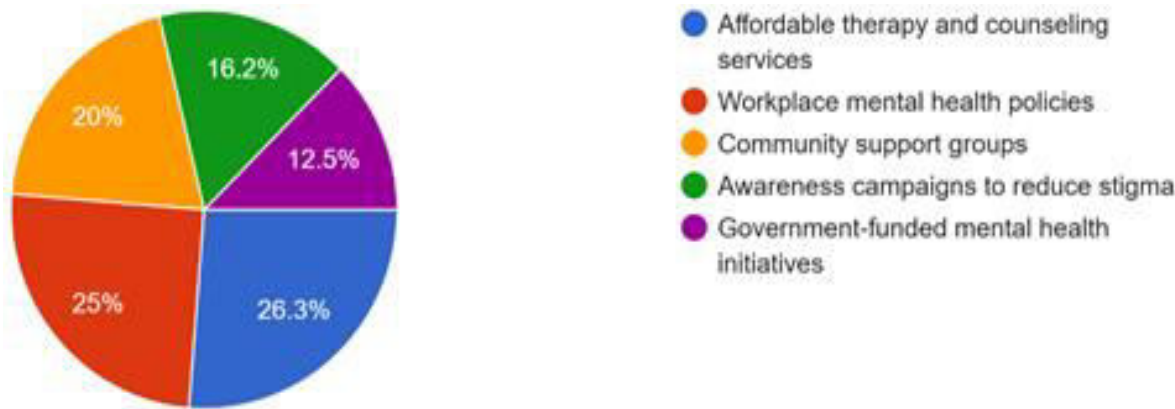
This chart shows a mixed response, with 38.8% believing that the policies are adequate, 18.7% disagreeing, and a significant portion (42.5%) being unsure about the adequacy of existing policies and programs.



Graph No.XVI

17. What kind of mental health support do you think should be improved for women?

The chart highlights the different solutions people perceive as important for improving mental health support. The most commonly suggested solutions include affordable therapy and counselling services (26.3%), workplace mental health policies (25%), and community support groups (20%). Other notable solutions are awareness campaigns to reduce stigma (16.2%) and government-funded mental health initiatives (12.5%). These responses reflect key areas where improvements could be made to support mental health



Graph No.XVII

RECOMMENDATION

Break down traditional gender roles and encourage women to actively participate in every aspect of life. Support women’s growth by providing education, skill-building opportunities, and access to resources for starting businesses and advancing personally.

Focus on the importance of mental well-being and make it easier for people to talk about mental health openly. Tackle the stigma surrounding mental health through public education and by creating supportive spaces in both communities and workplaces.

Make sure mental health services are affordable and cater to the specific challenges women face, such as stress from work or experiences of gender-based violence. Offer counselling, therapy, and psychiatric support to enhance womens mental well-being.

Advocate for policies like flexible work hours, parental leave, and family-friendly workplaces. Encourage both employers and governments to prioritize work-life balance, making it easier for women to manage their professional and personal lives.

Men should be more involved in supporting women’s mental health by offering emotional support and challenging harmful stereotypes. Men can help reduce stigma and create safe spaces for women to talk about their struggles by engaging in open discussions.

Encourage men and women to equally share responsibilities like household chores and caregiving. This helps lighten the load on women, fosters healthier relationships, and improves mental well-being for everyone.

Create environments in families, workplaces, and communities where emotional support and understanding are always available. By listening actively and showing empathy, these networks can help women feel empowered and reduce feelings of isolation.

Ensure laws protecting women from violence and discrimination are strong and enforced. Create a society where women feel safe, respected, and valued, both at home and in public spaces like workplaces and communities.

CONCLUSION

This study emphasizes the critical need for more awareness, education, and support for women's mental health. While there's been progress in raising awareness, there are still significant gaps in understanding, especially in rural areas and among certain socio-economic groups. Women's mental health is affected by a combination of biological, social, and economic factors, including hormonal changes, gender-based discrimination, stress from balancing work and life, and domestic violence.

Many women face barriers to seeking help, such as a lack of knowledge about available services, stigma, financial challenges, and limited family support. Despite existing programs from both the government and NGOs, many women still don't know about these resources.

To improve women's mental health, a comprehensive approach is needed. This includes breaking down gender stereotypes, making mental health care more affordable, creating supportive environments at home and work, and advocating for policies that help balance work and personal life. It's also important to involve men in discussions about mental health to help reduce stigma and create more inclusive spaces.

Mental health should be treated with the same importance as physical health. Collaboration between governments, workplaces, families, and communities is essential in overcoming these challenges. By addressing these issues, we can improve women's mental health and ensure they get the care they need without fear of judgment. The study calls for a compassionate, integrated approach to women's mental health, paving the way for a healthier future.

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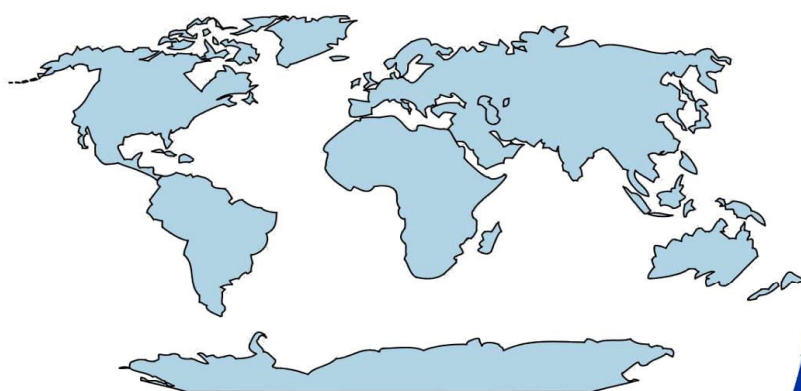
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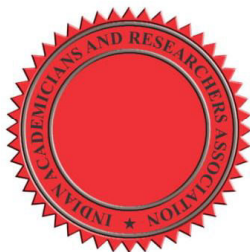
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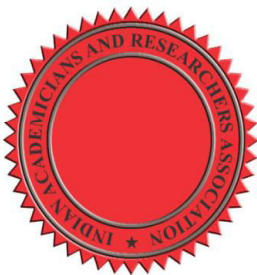
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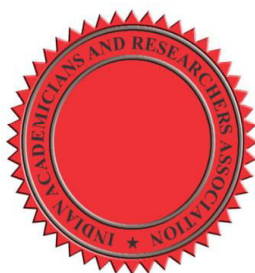
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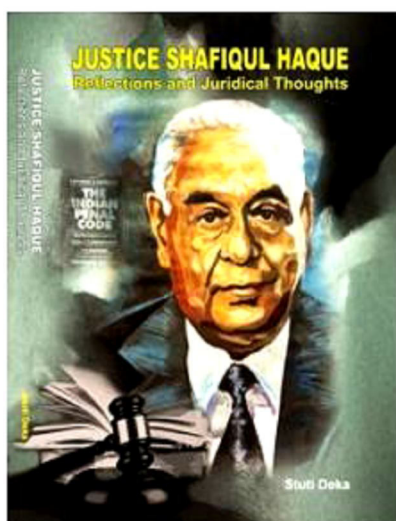


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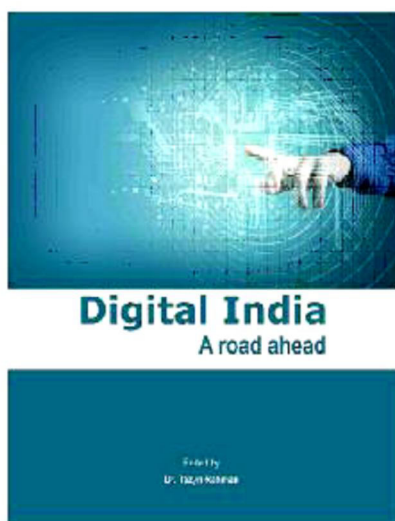
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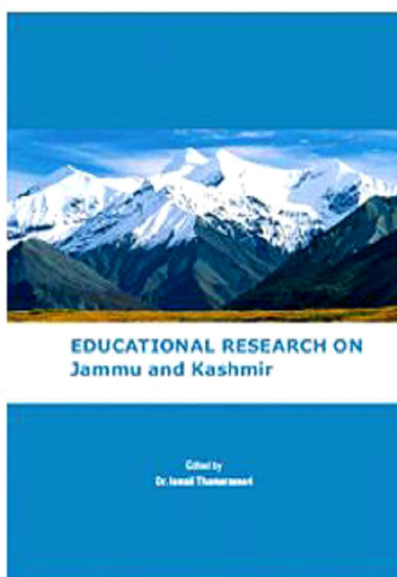
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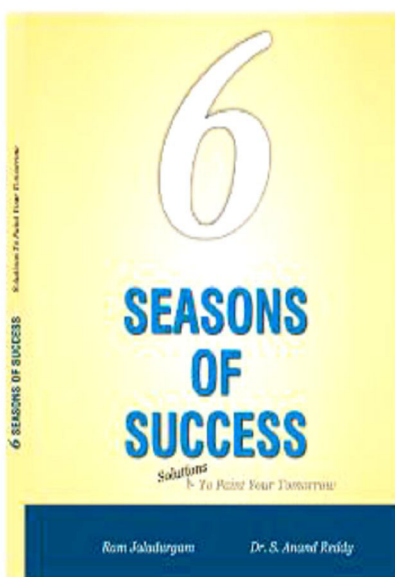
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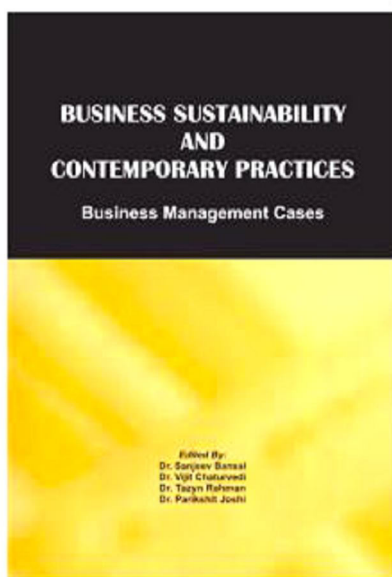
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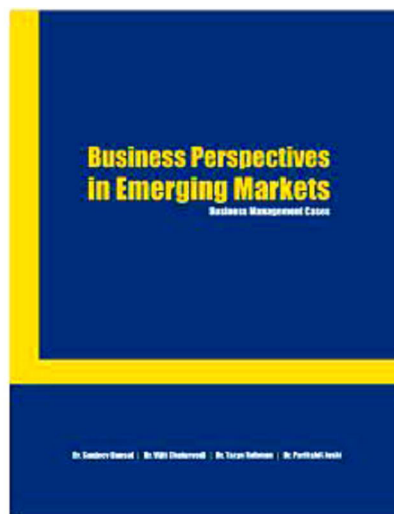
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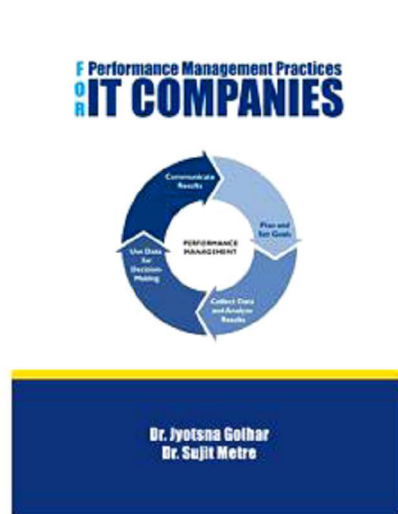
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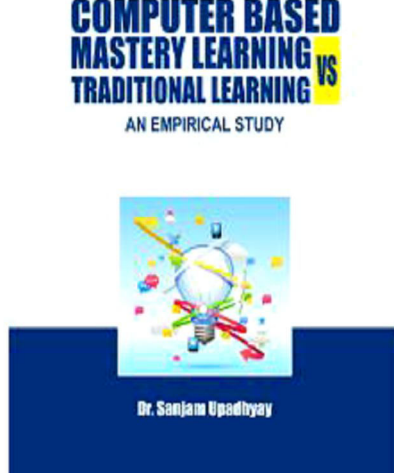
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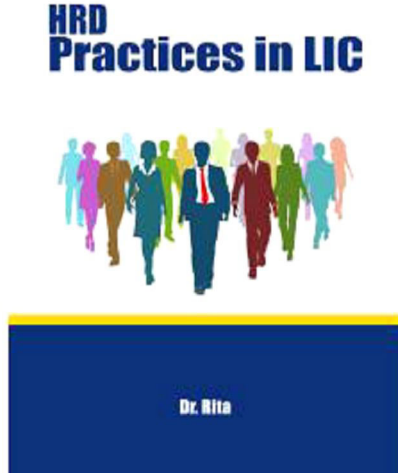
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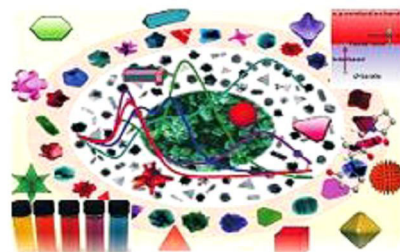
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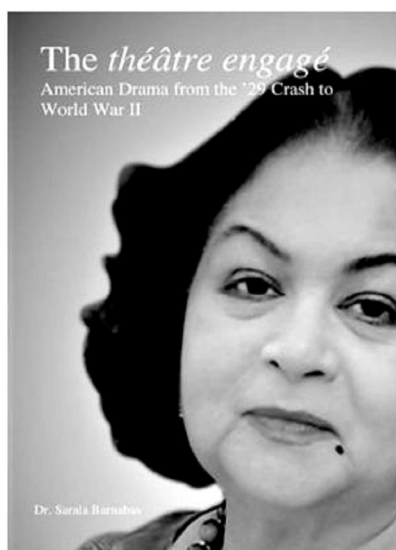
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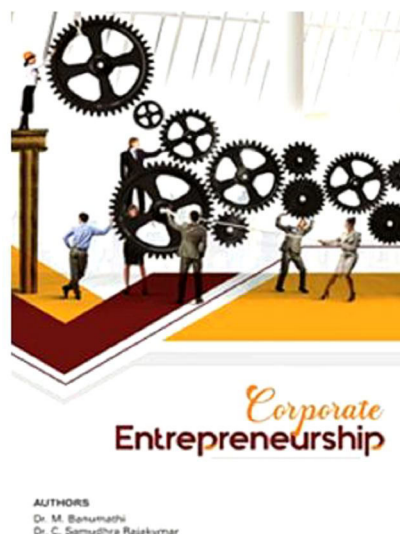
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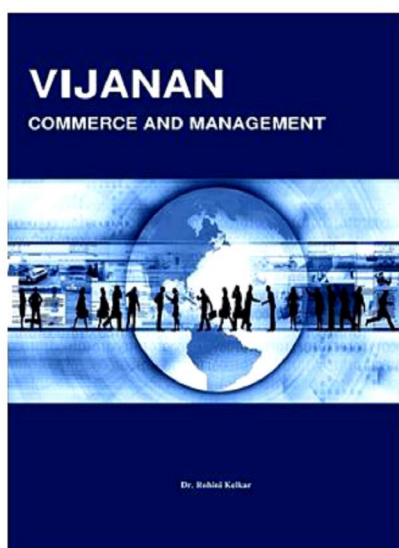
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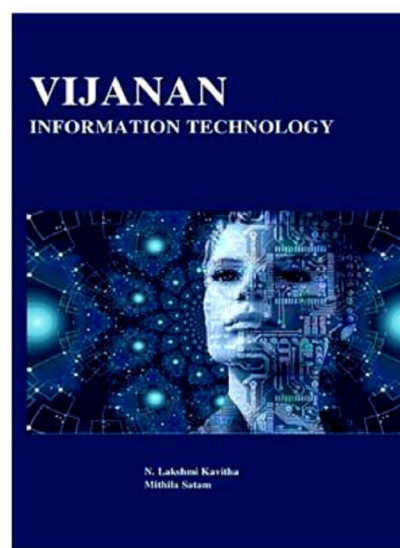
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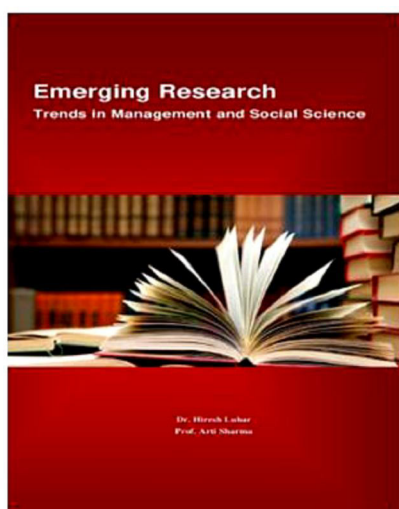
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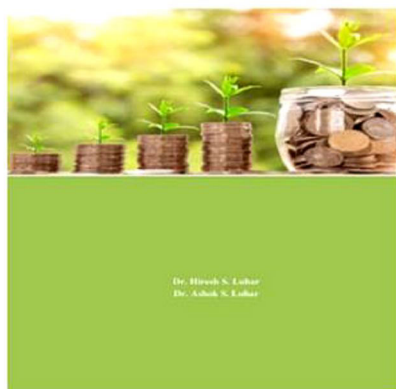


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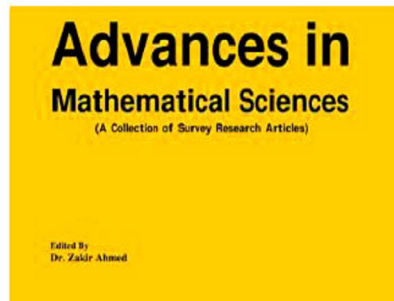
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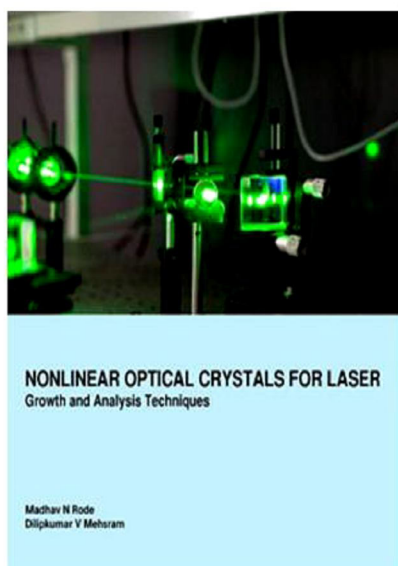


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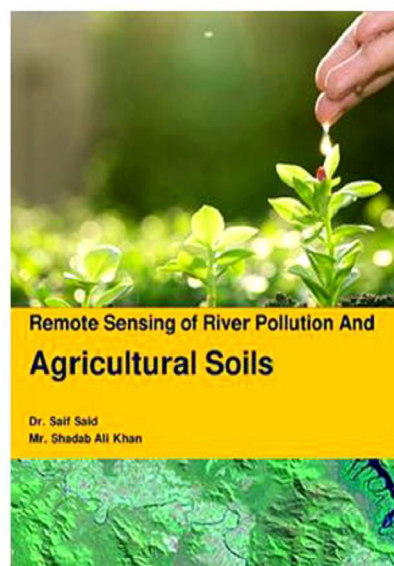
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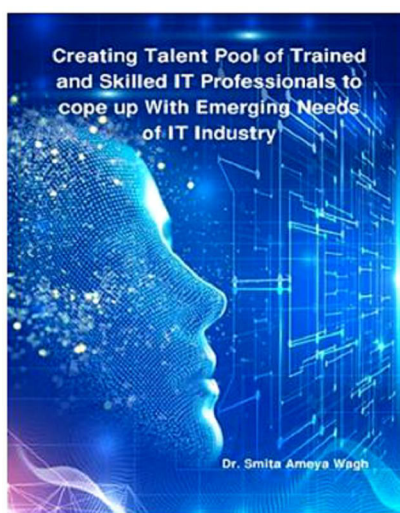
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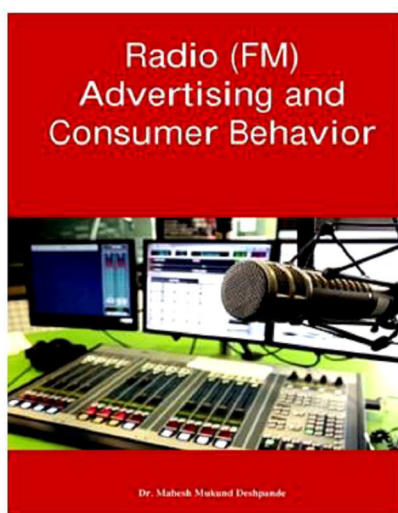
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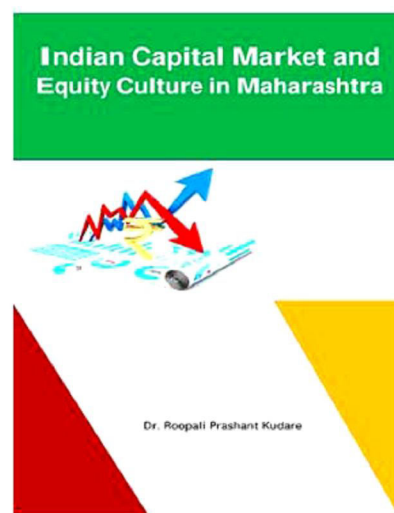
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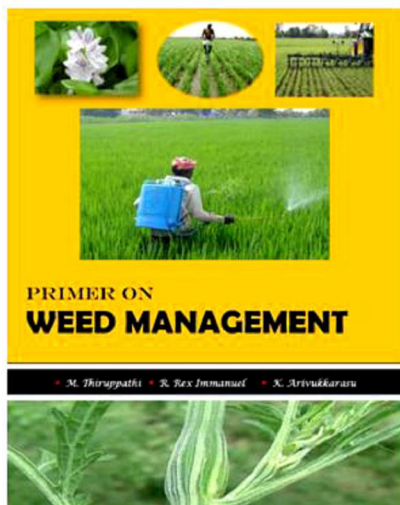
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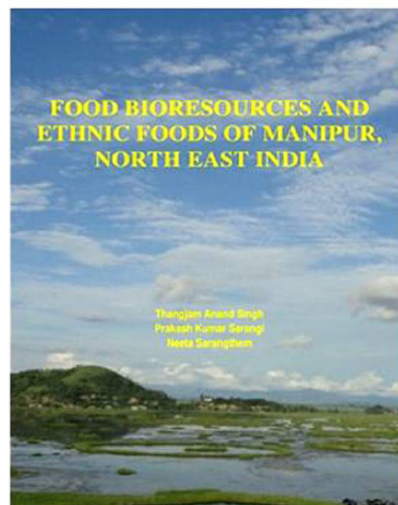
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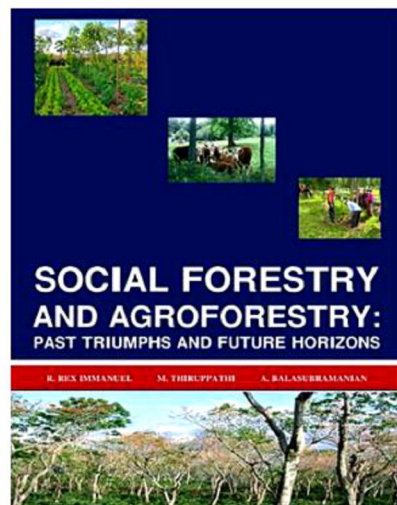
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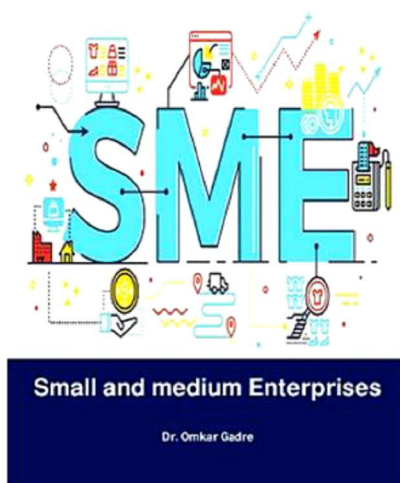
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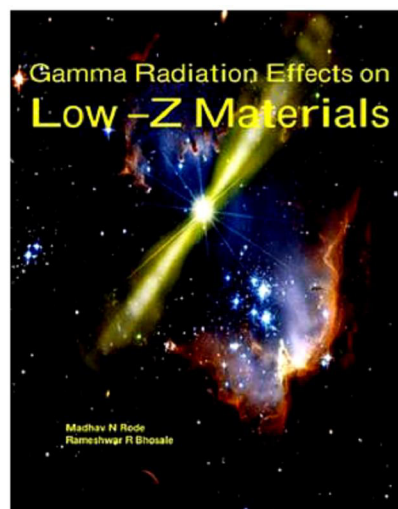
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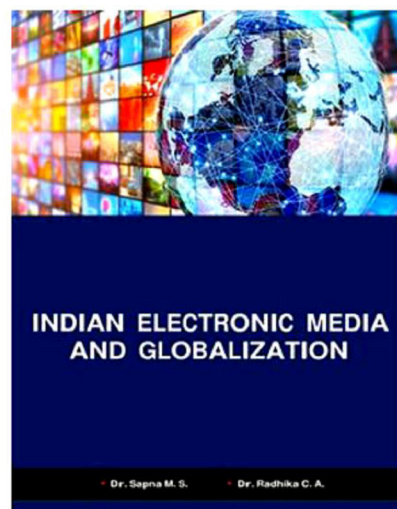
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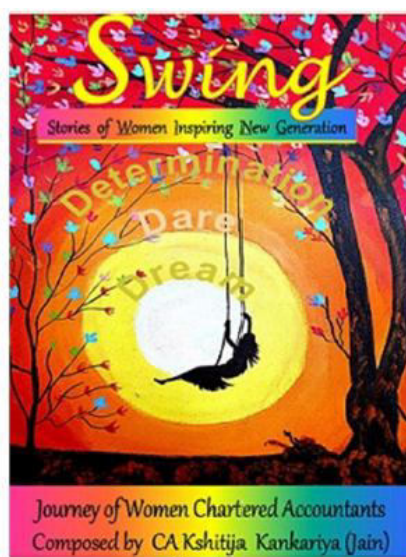
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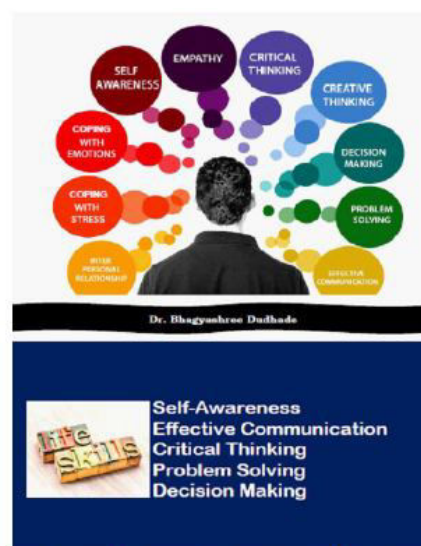


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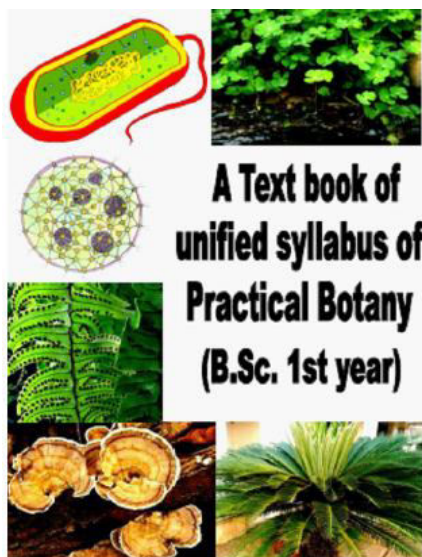
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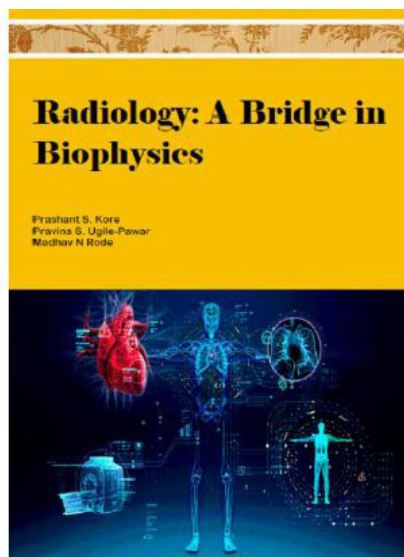
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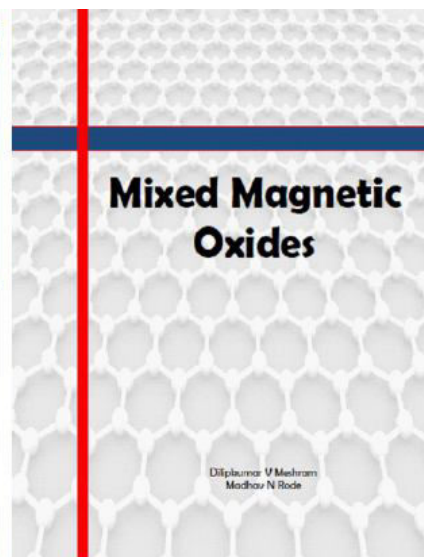
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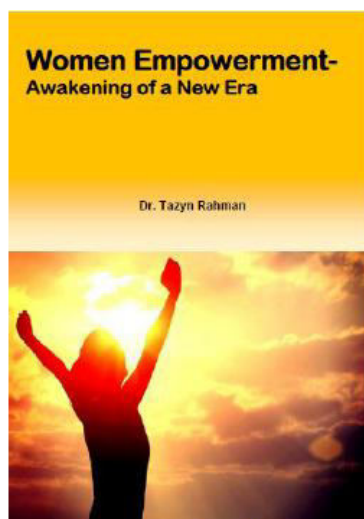


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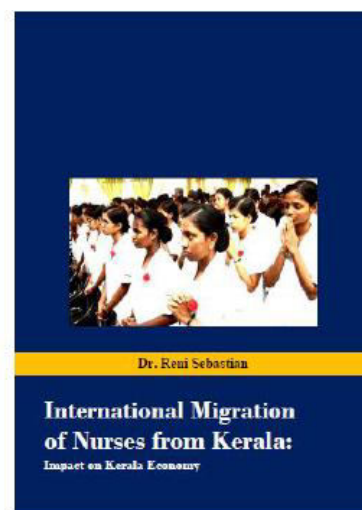
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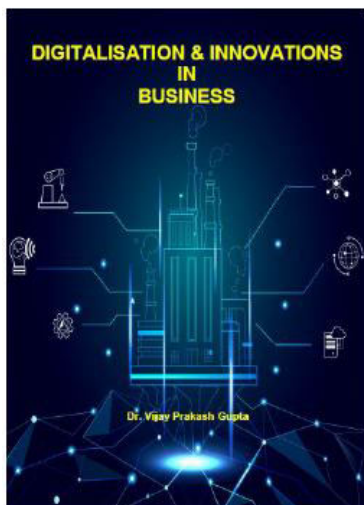
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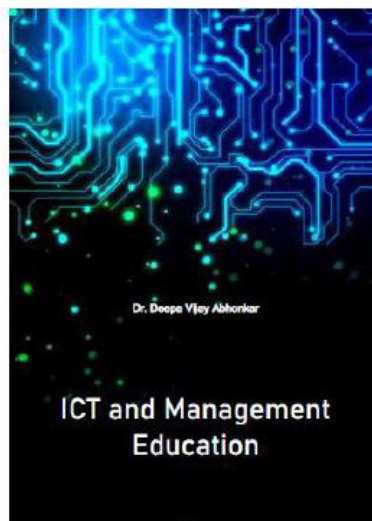
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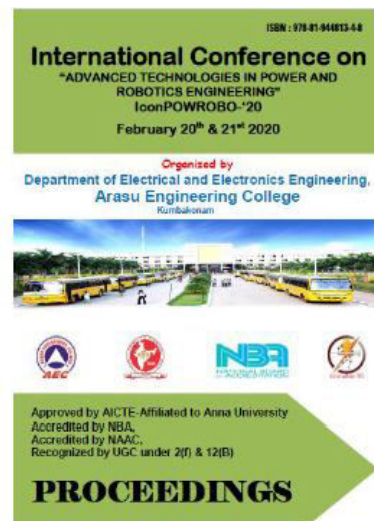
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