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SASMIRA as Parent Body Linked to the Ministry of Textile, Govt. of India was established on 12th January 1950 under Registration No. 2505 of 1949-1950 granted under Societies Act XXI of 1860 and is a cooperative venture set up by the Man-Made Textile industry of India after independence as a multi-functional institute to serve its scientific and technological needs.

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WOMEN IN SCIENTIFIC ROLES**¹Dr. D. Sumathi and ²J. Angelin Devakumari**¹Assistant Professor, Department of School Education, Tamilnadu Open University²Part Time Research Scholar, Tamilnadu Open University, Chennai**ABSTRACT**

Gender roles were largely deterministic in the eighteenth century and women made substantial advances in science. Nowadays the role of women in all fields led to the discovery of new innovations.

This article discusses several scientific roles of women and their participation in science, technology and engineering. Full inclusion of women in science and technology endeavors and ensuring many leadership positions for them. This article discusses the big challenge of women's intellectual potential and their scientific roles.

Keywords: Women, scientific roles, science, technology, leadership.

INTRODUCTION

Women have played an important role in the development of science and technology, but there is an insufficient number of females in those career fields. Technological change has affected the roles of women and gender role ideas. The presence of women in science spans the earliest times of the history of science wherein they have made significant contributions.

ROLE OF WOMEN

Women have got more freedom to express themselves and take active part in the development of technologies, despite the fact that there are still problems in this sphere. The roles of men and women have changed dramatically in the contemporary society.

OTHERS VIEWS ABOUT WOMEN

Many people think there was not women scientist and engineers until the early modern times, but actually women have participated for over 3000 years in those fields of study. Its known women have been part of activities relating to science dating back about 6000 years. Plenty of women are pursuing careers in physiology, liberal studies, nursing and such, but not enough women are pursuing careers in science, technology, engineering and math.

WOMEN IN LIFE SCIENCES

In life sciences, women researchers have achieved parity (45–55% of researchers) in many countries. Women play an increasing role in environmental sciences and conservation biology. In fact, women played a foremost role in the development of these disciplines. Today women make up an increasing proportion of roles in the active conservation sector. A recent survey of those working in the Wildlife Trusts in the U.K., the leading conservation organization in England, found that there are nearly as many women as men in practical conservation roles.

NEED OF WOMEN IN VARIOUS FIELDS

Technological changes have been made; clearly women are needed in STEM. Nowadays women are active in good production industry, natural resources management, educational sphere, community management. In the developing countries women are also often involved in agricultural sphere and take part in the production of food, selling and farming.

“Although women and girls make up approximately 50% of the global population, they have access to much less than half of the resources in terms of technology, financing, land, training and education and information”. A lot of specialists believe that true progress and development are not possible without women's active participation in these processes. In Asia, women constitute only 18% of researches overall. India have 13% female researchers (UNESCO 2009)

WOMEN - GREAT ACHIEVERS

Many women have played an important role in the development of scientific technology. For example, Lord Byron became the first computer programmer and Mathematician. Maria Gaetana Agnesi made a great contribution to the science by her work in differential calculus in 1700s. According to the United Nations, women constitute mearely 14% of the total 2, 80,000 scientists, engineers and technologists in research development institutions in India.

CONCLUSION

As a result, today women scientists are playing a leading role in strategic research in the fields of biotechnology, space technology and information technology but they are also involved in developing technologies for rural women. In order to achieve full and equal access to and participation in science for women and girls, and further achieve gender equality and the empowerment of women and girls, the United Nations General Assembly adopted resolution A/RES/70/212 declaring 11 February as the International Day of Women and Girls in Science.

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ROLE OF WOMEN LEADERSHIP IN THE DEVELOPMENT OF POLITICAL SOCIALIZATION AND HUMAN RIGHTS**Virendra Murlidhar Gharde**

Assistant Professor, Department of Political Science, Gangamai Education Trusts Arts Commerce and Science College

• ABSTRACT

In this research paper, I have selected fifteen top women political leaders and his political party who had a hand in creating not only constitution of India but also remarka work for socio-political organizations, and rural and Urban Community through his political party.

Keywords: Women political leader, Political party, Socio-political awarennesses, constitution, Human Rights, political socialization.

• INTRODUCTION

Leader is the suprem part of every Organization, Political Party, and Group. His decision, direction, guidance and support to developed the confidence of people.

The Constitution of India is the supreme law of India. Indian women has also contributed to creat Indian constitution The Constitution lays down the fram work that demoracates fundamental political Code, structure, procedures, power, and duties of government institutions and sets out fundamental rights, directive principle, and duties of citizens.

In this paper, I have selected 15 Dynamic women political leader and constituent assembly members, this research paper shows outstanding contributions in the making of the Indian Constitution by these women.

• OBJECTIVE OF THE STUDY

To study the women political leader and his leadership and also observe the work for nation through her political party.

• RESEARCH HYPOTHESIS

According to Theodorson and Theodorson “A hypothesis is a tentative statement asserting a relationship between certain facts” ⁽¹⁾ “The hypothesis is a statement about the relationship predicted between the independent and dependent variables” ⁽²⁾

- 1) All-female political leaders are in comming from different states and different political party.
- 2) All-female political leader has reshaped the Indian Socio-political structure and protect the human rights.
- 3) These female political leaders are most experience in the field of practical politics and socio-political work.

• RESEARCH METHODOLOGY

The main purpose of this paper is to study the women political Leadership in India. This study is based on secondary data. We also gather information from various websites. I have also collecteel information through print media, like Books, newspapers. etc. And also descriptive evaluative and analytical research methodology used for this study.

• AIMS

This study also aims at finding the awareness of “Political Socialization” of the people through leadership,

• NEED OF THE STUDY

Politics, power, and leadership are interdependent and interrelated for human beings. Leaders are found and required in most aspects of society from business to politics to region to community. Gender equality has support to man - women politics leadership on equal basis, This research paper showed the equal opportunity to au woman beings in practical political leadership. so if you have support to policy of gender equality in politics so you must go to study and need of women political leadership, and also “Women's Liberation movement demanded a truly equal treatment of men and women.”⁽³⁾

• ANALYSIS :-**1) Ammu Swaminathan -**

Ammu Swaminathan was an upper-cast Hindu family in anakkara of Palghat district Kerala. she become a part of Constituent Assembly from the madras Constituency in 1946.

2) Dakshayani Velayudhan -

D. Velayudhan was born on July 4, 1912, on the island of Bolgatty in Cochin. She leads the Depressed classes. In 1925 she was nominated to the Cochin Legislative Council by the state Government she was the first and only Dalit woman to be elected to the Constituent Assembly in 1946.

3) Begum Aizaz Rasul -

Begum Aizaz Rasul was born in malerkotla. She was the only Muslim women member of the Constituent Assembly; she was elected to the Rajya Sabha in 1952 and was a member of the Utter Pradesh Legislative Assembly from 1969 to 1990.

4) Durgabai Deshmukh -

She was born in Rajahmundry on July 15, 1909, she participated in the Non-co-operation movement, she participated in the salt satyagraha movement in madras city in May 1930. in 1936, she established the Andhra Mahila Sabha, which within a decade become a great institution of education and social welfare in the city of madras.

5) Hansa jivsej mehta -

Born on July 3, 1897, to the Dewan of Baroda, she was elected to the Bombay Schools Committee in 1926 and become president of the All India Women's Conference 1945-46.

6) Kamla Chaudhary -

Kamla Chaudhary was born in an affluent family of Lucknow. she joined the nationalists and was an active participant in the civil Disobedience movement launched by Gandhi in 1930. She was Vice-president of All India Congress Committee in its 54th session and was elected as a member of the Lok sabha in the late Seventies.

7) Leela Roy -

She was born in Goalpara Assam in October 1900 she graduated from Bethune college in 1921 and become an Assistant Secretary to the All Bengal Women's suffrage committee and arrange meetings to demand women's rights.

8) Malati Choudhury -

She was born in 1904. in East Bengal, During the salt satyagraha, Malati Chaudhury accompanied by her husband joined the Indian National Congress, she was fully support to satyagraha.

9) Purnima Banerjee –

Purnima Banerjee was the secretary of the Indian National Congress Committee in Allahabad. She was arrested for her participation in the satyagraha and quit India movement, she was one of a radical network of Women for Uttar Pradesh who stored at the forefront of the freedom movement in the late 1930 and 40.

10) Rajkumari Amrit Kaur -

She was born 2, 1889 in Lucknow. She was India's first Health Minister. She was a founder of the All India Institute of Medical Sciences (Allms), she was believer in women's education. their participation in sports and their healthcare.

11) Renuka Ray -

Renuka Ray lived in London to complete BA from the London School of Economics from 1943 to 1946 she was a member of the Central Legislative Assembly than of the Constituent Assembly and the provisional parliament in 1952-57. she served on the West Bengal Legislative Assembly as minister for Relief and Rehabilitation. In 1957 and again in 1962, she was a member of Malda of the Lok sabha.

12) Sarojini Naidu -

She was born on February 13, 1879, in Hyderabad, she was the first Indian woman to become the president of Indian National Congress and the first woman to be appointed as an Indian state governor.

13) Sucheta Kriplani -

She was born in 1908 in Haryana's Ambala town. she is especially remembered for her role in the Quit India movement of 1942. Kripalani also established the women's wing of the Congress party in 1940. Kripalani's political stint included serving as an MP from New Delhi and then also as the minister of labor, Community Development, and Indust in Uttar Pradesh state government.

14) Vijalakshami Pandit -

She was born in Allahabad on August 18, 1900; she was the sister of India's first Prime Minister Jawaharlal Nehru. V. Pandit's political career began with her election to the Allahabad Municipal Board in 1936. She was elected to the Assembly of the United Provinces and in 1937 became Minister of Local Self-Government and Public Health, the first Indian woman ever to become a cabinet member.

15) Annie Mascarene

She was born in Thiruvananthapuram, Kerala. She was the first woman to be part of the Travancore State Congress Working Committee. She was one of the leaders of the movements for independence and integration with the Indian nation in the Travancore state.

• CONCLUSION

Women and their leadership is the important part of our socio-political organization. It is true that not only these women who contributed in making the Indian Constitution but also his decision, vision has shaped the whole political structure. His leadership style has developed the confidence of common people. This leader provides direction, guidance, motivation and implementing plans to government through his political leadership so "political socialization" and human right awareness has highly increased by this women leadership.

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IS FEMINISM A THREAT TO INDIAN CULTURE?**Kiran Ravindranath Ghosh**

Assistant Professor, Sasmira Institute of Commerce & Science, Worli

ABSTRACT & INTRODUCTION

This paper aims to understand the meaning of feminism in its absolute nature and thereby tries to understand its co-relation with Indian Culture. In a country like India, the culture & tradition are of utmost importance. Culture, tradition, rituals, religious faith & beliefs make India stand out in the globe. The paper tries to study the perception of the respondents regarding feminism. Due to globalisation the exposure to western culture has been intense which has made India progress in many aspects. India has gained in both economic & non-economic terms. The growth has been immense in the educational, service, manufacturing, exports, tourism, and health sectors. With this growth we have paved our ways to new ways of living life as well. With all this being considered as a boon have we ever realised that in the process of emulating the west we have started forgetting our roots? The paper tries to examine how misinterpretations of terms such as 'Feminism', 'Progressive way of living' 'Gender Equality' can cost India its life-long traditions in the long run.

Keywords: Feminism, Gender Equality, Women, Culture, Traditions,

RESEARCH METHODOLOGY**OBJECTIVE OF STUDY -**

The study was conducted taking into consideration the following objectives:

- To try and understand the meaning of feminism in actual sense.
- To understand whether we are losing on customs, rituals, practices due to misinterpretation of the term feminism.
- To understand the views of respondents on safeguarding the ethnicity of our nation.

HYPOTHESIS

Misinterpretation of the term "Feminism" is posing a threat to the Indian Culture

SCOPE OF THE STUDY

The study tries to cover the meaning of feminism & focusses the influence of the feminism concept on our Indian Culture.

SIGNIFICANCE OF THE STUDY

The study holds a lot of significance as it tries to understand the opinions of the respondents regarding the misinterpretation of feminism term which is somewhere leading to the exploitation of Indian Customs and traditions in the name of breaking stereotypes.

LIMITATION OF STUDY:

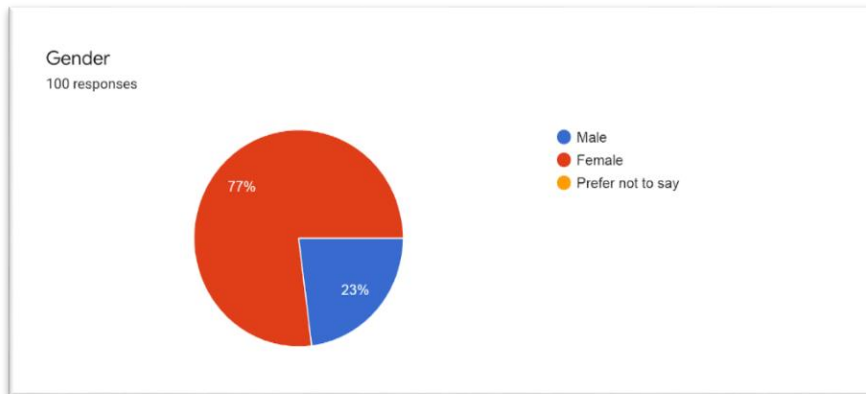
- Less number of respondents to conclude.
- Attitude of respondents
- Possibility of misinterpretation of the questions.
- Resistance to fill the questionnaire.
- For this research purpose primary data is collected online through Google form.
- Majority of questions are closed ended keeping in mind convenience of respondents

METHODOLOGY OF DATA COLLECTION-

1. **Source of Data collection:** This study is based on Primary data collection through questionnaire through Google forms and response was received from 100 respondents.
2. **Technique:** The data collected was analysed using different analytical tools like percentage, pie charts, And Bar graph etc.
3. **Respondent Size:** The population for the study includes the 100 residing in Mumbai.
4. **Method of Sampling:** Random Sampling

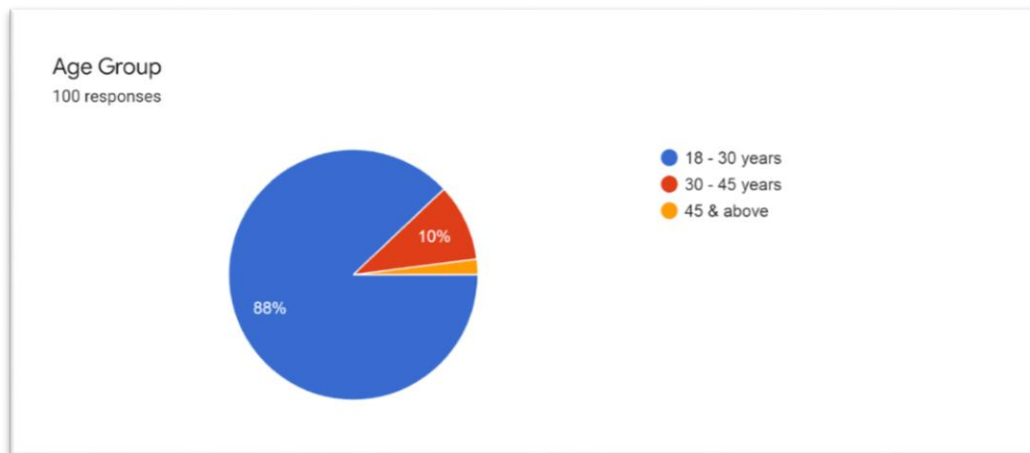
DATA ANALYSIS AND INTERPRETATION

Table No.-01 - Gender



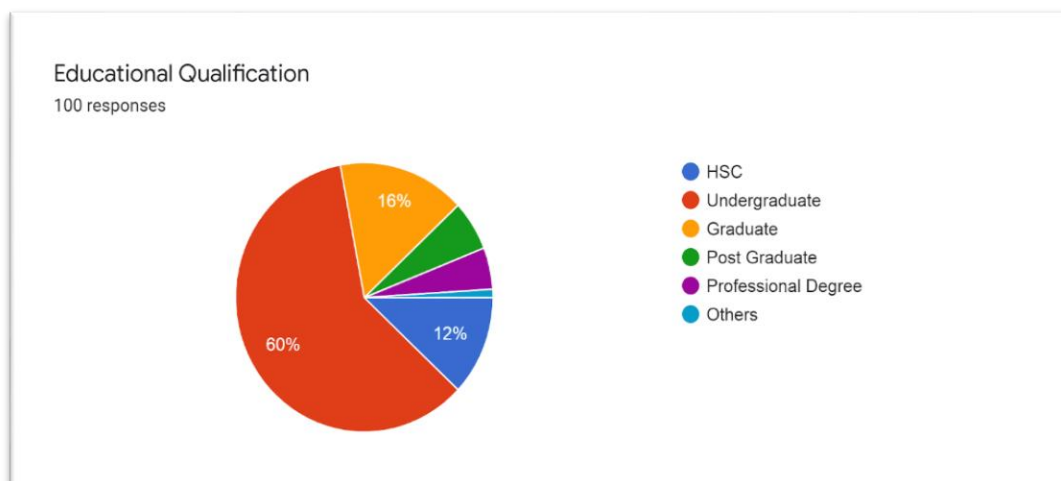
The above table represents that 77% respondents are women and the remaining 23% are men. The representation here works out good for understanding the psychology of women towards feminism as on most occasions its used for advocating woman rights.

Table No.-02- Age-Group



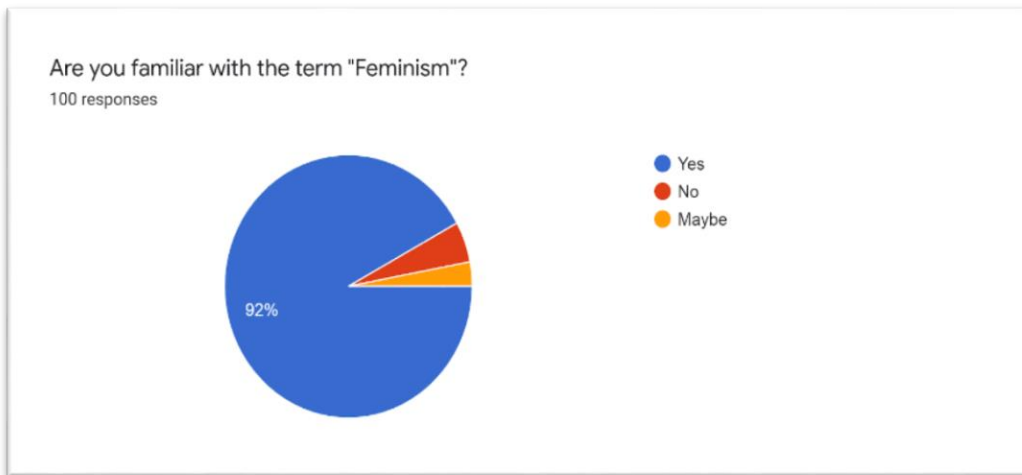
The age-group of the respondents represent that most of them fall under the age of 18-30 years as the access to the student population was easy being a faculty in college. This works in favour of the research though as this age-group is the future of the nation. The 45 & above respondents are the least with only 2%.

TABLE NO.-03 – Educational Qualification



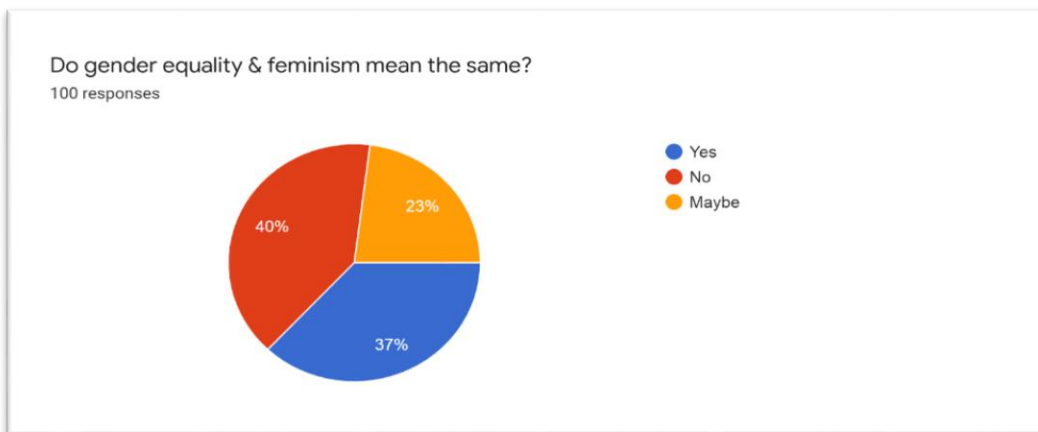
Most respondents are undergraduate students i.e.60% whereas 16% of them are graduates, 12% of them are HSC students. The remaining 12% represent postgraduate, professional degrees & others.

TABLE NO.-04 – Familiarity with the term “Feminism”



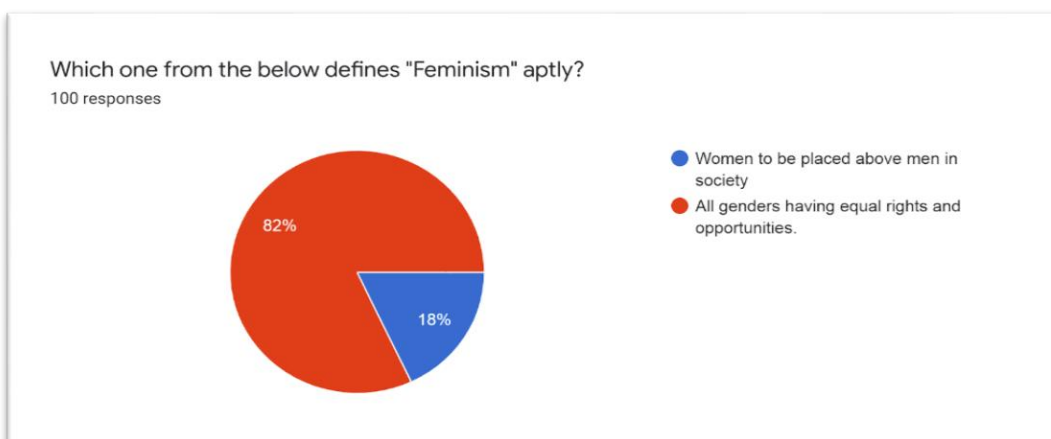
Most of the respondents are familiar with the term Feminism as the above pie-chart represents. The reason for the same could be due to reading, media, exposure to news, social get-togethers, syllabus etc. The remaining 8% are unaware probably due to ignorance.

TABLE NO.-05 – Comparing Gender Equality with Feminism



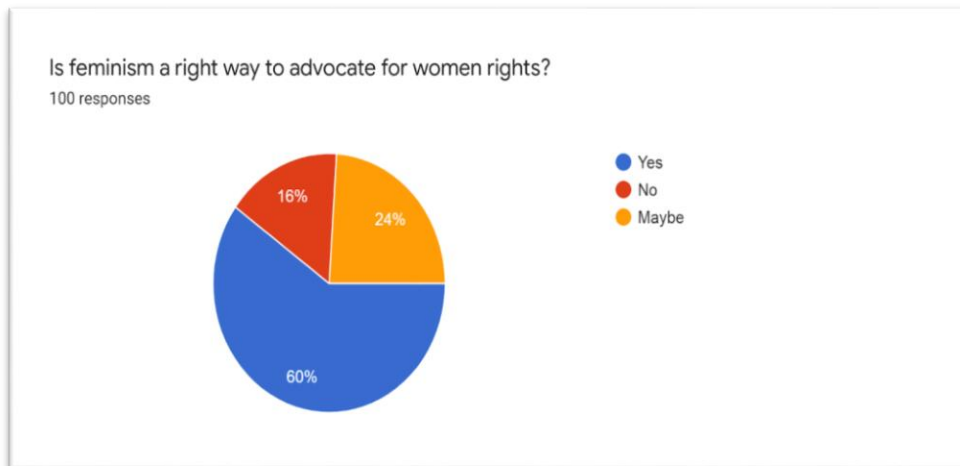
Almost 40% of the respondents think gender equality & feminism do not mean the same. This shows that people have the understanding of the concepts. Whereas around 37% of the respondents believe that both the terms mean the same. This indicates that misinterpretations are such a common phenomenon & the remaining 23% of the respondents are unsure.

TABLE NO.-06 – Understanding the meaning of “Feminism”



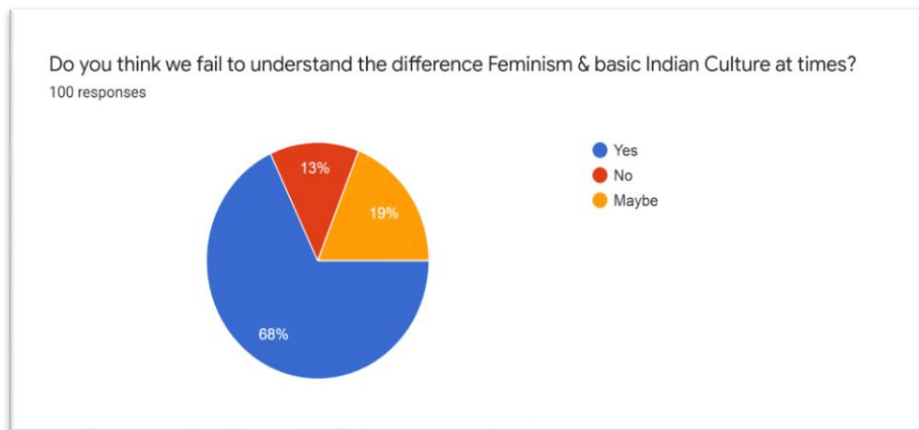
Most of the respondents understand “What feminism doesn’t mean” but unfortunately very few understand the correct meaning of feminism.

TABLE NO.-07 – Advocating Women’s Right



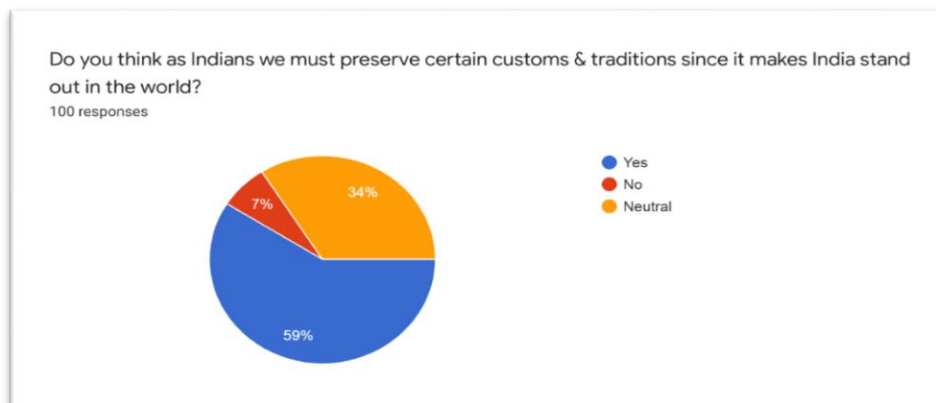
In the above table it shows that most of the respondents believe that Feminism is the right way for advocating women’s right. This is a good indicator that respondents understand that it's important to advocate for something like this which holds so much importance in the patriarchal society.

TABLE NO.-08 Indian Culture V/s Feminism



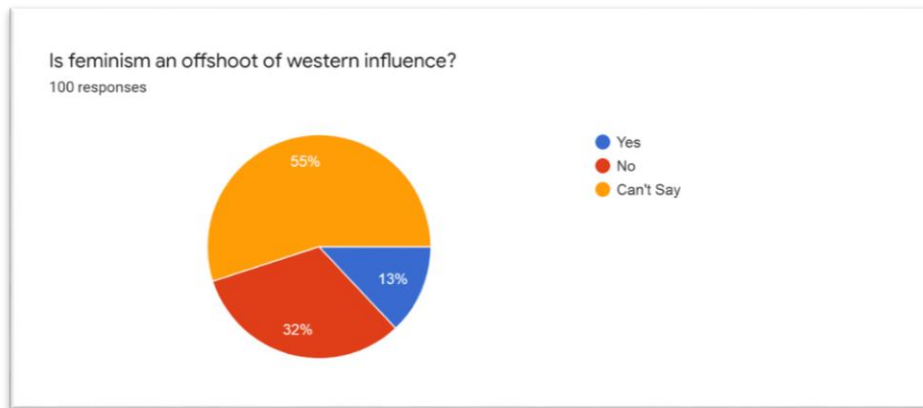
As we can see that majority of the respondents agree that on many occasions we fail to understand the difference between feminism and the age-old custom & traditions of India. This is a very sad state of affair which can cost us our ethnicity.

TABLE NO.-09 – Opinion regarding safeguarding the Indian Culture



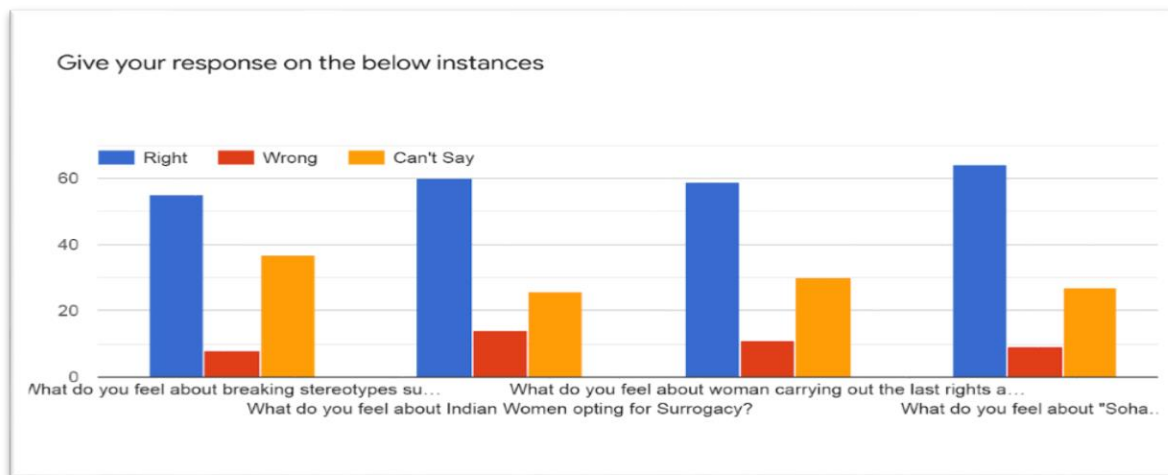
We as Indians must always ensure that we take enough efforts to protect & preserve our Culture and most of our respondents also believe the same. Unless we act responsibly & understand the value of these customs & traditions we would not be able to successfully safeguard the same.

TABLE NO.-10- Feminism a Western Influence or Not



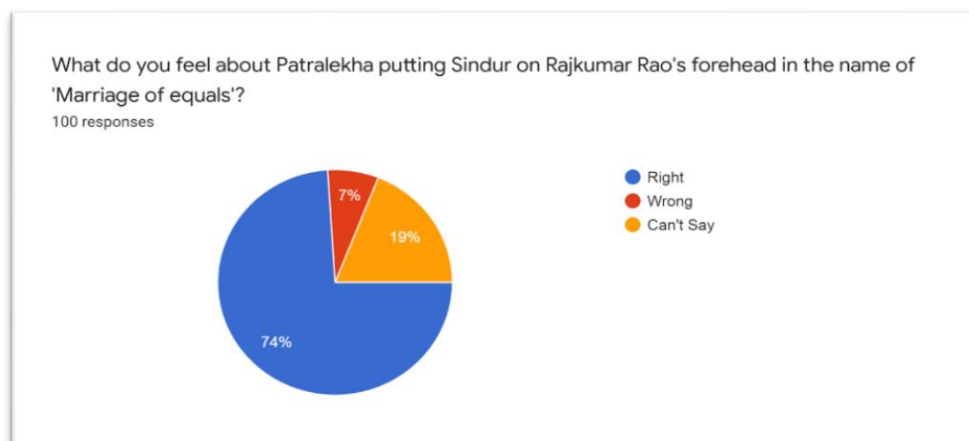
The above table depicts that majority of our respondents believe the misinterpretation of the term feminism is due to excessive western influence. This puts forth a question in front of all of us that 'Is it a right thing'?

TABLE NO.-11 – Opinions on several Instances of not following the regular Practices in Indian Culture.



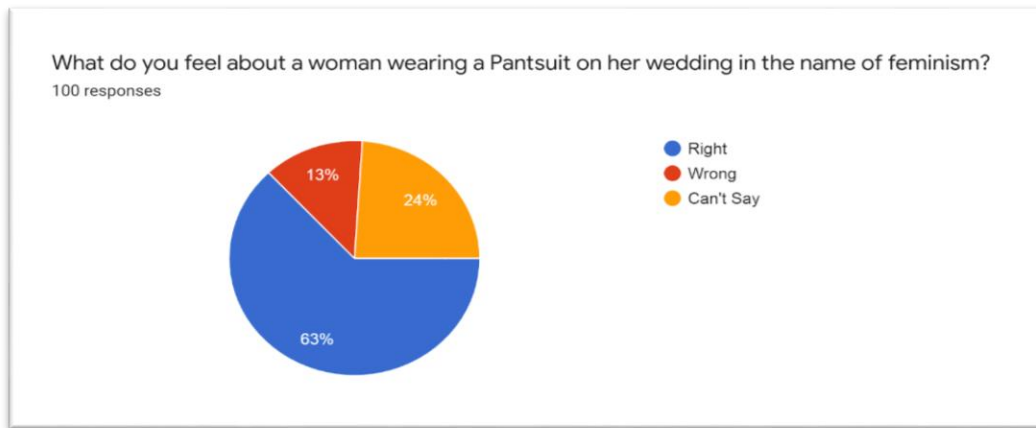
The above table showcases the responses of the respondents on a few instances of wherein the females have not followed the customs & traditions in the name of breaking stereotypes and having women empowerment in the society by doing so. As we can see from the chart that on most of the occasions the respondents have agreed saying that all those practices adopted by the females in the name of breaking stereotypes and having women empowerment are right.

TABLE NO.-12 – Opinion on application of Vermillion (Sindoor) on the Groom's Forehead



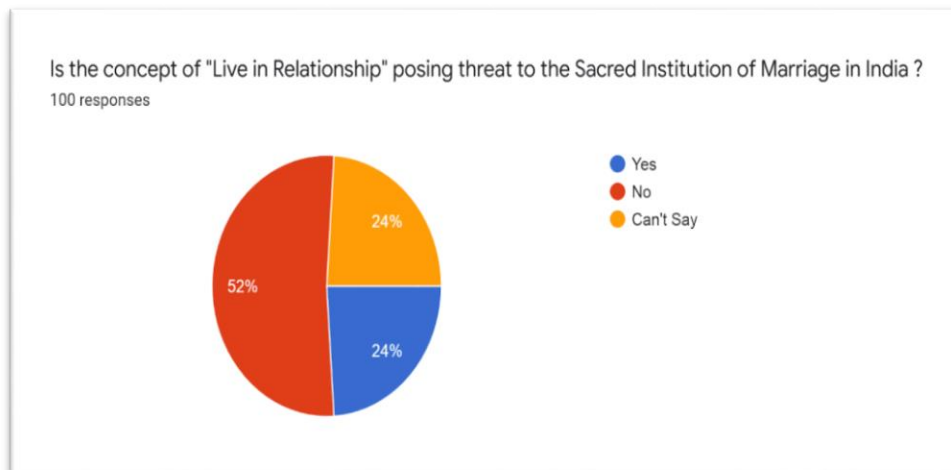
The respondents believe that application of the Sindoor on the Groom's forehead during the wedding is right in today's age as we are a progressive society wherein males & females hold equal rights in marriage.

TABLE NO.-13 - Opinion on wearing a pantsuit for wedding by the Indian Bride



The respondents believe that there is nothing wrong with wearing a pantsuit against a traditional attire for the wedding ceremony by the bride. However, if we as Indian’s start doing this in that case will we be able to differentiate ourselves from the west?

TABLE NO.-14 - Opinion on Live-in- Relationship



Most of the respondents believe that the concept of ‘Live-in-relationship’ is absolutely correct and it does not harm the cultural beliefs of Indians in any way.

FINDING OF THE STUDY

- The study suggests that we as individuals understand the meaning of the term feminism but only partially.
- The findings suggests that though feminism is the right way for advocating women rights we as Indians are giving away many of ours traditions.
- The data suggests that the majority of the respondents are unsure whether the practices are an offshoot of western cultures.Though the majority of the respondents do consider that preserving the culture of India is our duty on the contrary the change in practices are considered as right.
- The findings highlight that Globalisation & exposure to western culture has blurred our understanding of many customs & traditions which are closely related to India’s ethnicity.
- The study shows that the younger generation, especially the undergraduate student respondents which are the majority in this research, are highly influenced by western way of living.
- Most of the respondents are of the opinion that wearing a pantsuit for a wedding ceremony by the bride, applying sindoor on the male forehead, wearing mangalsutra by the male partner, opting for surrogacy, and live-in-relationship are completely harmless to our society,

CONCLUSION

- We as a society must understand that there’s a very thin line between the meaning of feminism & exploitation of diversity of India that makes our country stand out in the globe.

-
- The research findings leaves us with many questions such as if the feminism continues to be misinterpreted by our younger generation what will happen to our cultural diversity that we as a country is so proud of.
 - As academicians, we must aim at getting rid of misinterpretations of such sensitive terms which may bring drastic changes if deciphered correctly and if not it may cost us our diversity.
 - The society needs a change in which both genders are treated as per what is considered right and does not harm any fundamental rights.
 - Breaking the cultural norms such as the ones discussed in this paper will only make us lose our cultural identity in the long run.

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1. <https://www.tandfonline.com/doi/full/10.1080/13552074.2019.1682311>

A STUDY ON GENDER STEREOTYPING IN INDIAN MOVIES AND SONGS AND THEIR IMPACT ON THE AUDIENCE

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ABSTRACT

Gender stereotyping in movies and songs has been happening ever since the beginning of Indian cinema. If we look at old Bollywood movies and songs, we find numerous examples where women objectification is glorified and men are portrayed having typical masculine traits.

Gold-digger, melodramatic, slim, fair, nagging, inviting and helpless are some of the popular traits women are shown to have whereas for men strong, protector, bearded, well-built, rich and dominant are used. These movies and songs have a wide spread effect on the Indian audience and promotes regressive patriarchal mindset, as viewers start to assume the portrayal of gender in movies and songs is the actual behavioural traits of those genders. It has come to a point where toxic masculinity, subjugation of women, objectification and creepy behaviour is normalised because a particular song by a famous singer validates that. And not just Bollywood, regional languages entertainment industry promote such gender stereotypes as well. Studies so far have focused majorly on Bollywood movies or songs and not tapped into regional entertainment section. This research paper aims to find out how different regions in India produce movies and songs and analyse how widespread it is in affecting the behavioural pattern and attitudes of people.

Keywords: Gender Stereotype, sexist lyrics, sexist dialogues, objectifying women, toxic masculinity

INTRODUCTION

This study involves an analysis of sexist ideologies in Bollywood as well as regional movies and songs that portray women in a stereotypical and negative manner. There are lists and lists of songs which have objectionable lyrics or which disregards them showing them as the weaker sex or objectifies them. Movies and songs reach the masses. Anyone and everyone relies on these forms of media for entertainment. And when popular celebrities and singers are seen speaking certain dialogues or singing songs which degrade women, it propagates and inculcates an extremely conservative and regressive mindset. Specially amongst Indian youngsters and the youth who usually idolise these famous icons and follow them excessively. Hence, sexist music and movies have real effects on the world where it fosters gendered socialization and raises questions about gender inequality.

Movies and songs should not be merely as an art forms to be enjoyed as recreation, but they should also reverberate with the of socio-cultural norms and should not demean or stereotype any gender in the name of entertainment. The relationship between regional culture and kind of songs or movies is bilateral. It has quite a strong hand in shaping people's behaviours, attitudes, perspectives and eventually influencing their collective culture.

OBJECTIVES

1. To find out whether Bollywood and regional entertainment promotes typical gender stereotypes.
2. To analyse the impact of gender stereotypical movies and songs on the audience.
3. To gain insight on the reasons for popularity of such movies and songs.
4. To understand whether genders feel pressured or falsely represented in these songs and movies.
5. To investigate how different genders react to movies and songs, stereotyping male and females.

REVIEW OF LITERATURE

1. "Analysing Gender Stereotypes in Bollywood Movies" by Nishtha Madaan, Sameep Mehta, Taneeka Agrawaal, Vrinda Malhotra, Aditi Aggarwal and Mayank Saxena focusses on how men and women are portrayed differently and typically stereotyped. Their paper revolves around Different features like occupation, introduction of cast in text, associated actions and descriptions are captured to show the pervasiveness of gender bias and stereotype in movies.

2. “A Thematic Analysis of Sexist Bollywood Songs” by Nasrina Siddiqi’s paper is an attempt to explore how sexist lyrics can be instrumental in propagating regressive patriarchal values and sexism. She has done Thematic Analysis of nine Bollywood songs, with explicitly sexist lyrics.

Bollywood Movies and Songs

Bollywood has always known to be male dominated. From male actors being paid more to male as the lead role, whereas women have always been are still not paid nearly as much as their male counterparts and are majorly shown as the male actors love interest in the films. This is where, gender stereotyping begins.

Let us take the example of the movie *Kabhi Khushi Kabhie Gham*, released way back in 2001. Amitabh Bachchan’s excessively patriarch character is shown so particular about his family values, traditions, who his son marries and how words spoken by him are etched in stone and are to be obeyed. Whereas, Jaya Bhaduri’s character is shown as the ideal wife, who takes care of her husband, is submissive to her husband’s commands and ends up losing her beloved son Rahul, for 10 years just because she could not defy or question his decision of disowning him. And disown why? Because Rahul had married a girl, from a normal middle class family he actually loved, defying his father’s wishes in the process. This is a typical portrayal of how Indian society believes a family should be, whether rich or poor, the male is controlling and dominant who has a wife and kids who just are supposed to blindly follow his commands or face consequences.

In the movie *Dabangg*, starring Salman Khan, there is a dialogue where his character of a rowdy policeman is seen saying to the female lead Sonakshi Sinha, “*Pyaar se de rahe hai rakhlo warna thappad mar ke bhi de sakte hai.*” Which translates to, “I’m asking you to keep (the money) lovingly, keep it, otherwise I can use a slap instead.” This is a clear portrayal of how his male ego would make him go to the extent of slapping her, just so she would obey him.

The widely popular dialogue from the movie *Mard*, released in 1985, “*Mard ko dard nahi hota*”, meaning, real man does not feel pain. It became a household line, where even kids were seen saying it with so much pride, and no one realised the implications it would have on such young minds. Men are inherently supposed to be strong, feel no pain and not cry. Infact, when a man expresses emotions, he is often rebuked saying, “don’t cry like a girl.” Bollywood never shies away from such toxic stereotyping. These are just a few examples of the kind of Bollywood films that are made and that stereotype genders to an alarming extent. However, the shocking part is that the audience loves these dialogues which end up becoming “iconic”, instead of problematic.

Coming to songs. “*Tu cheez badi hai mast mast*” (You are an excellent/desirable object), the classic song that reduced women, their bodies and identities into mere “mast cheez” which literally means “hot stuff”. The song is entirely about the male point of view, how the male gaze objectifies women as mere objects of male desire. And the girl being unattainable acts to her sexuality. [1]

“*Gandi Baat*” which typically means bad behaviour. This song’s hook step was really popular and people were seen grooving to it oblivious of the fact that this song was everything problematic. It normalises crimes like harassment and stalking as a way to convince a woman to fall in love with a man. A part of the lyrics of this songs goes

“Raja beta banke maine jab sharafat dikhai

Tune bola hatt mawali bhaw nahi dia re,

ABCD padhli bahut

Achi baatein karli bahut,

Thandi aahein bhar li bahut

Ab karunga tere saath

Gandi baat.”

Here without a doubt, “gandi baat” refers to forced, non-consensual sexual advancements i.e. harassment. This song very well portrays the dark reality of today’s times where women face harassment, are threatened, attacked with acids and sometimes even face death just because they dared to voice their consent and say NO, which apparently hurts the male ego so much that they take such gruesome revenge. To make music out of such a concept, popularising it and mocking such a serious offence makes zero sense. [1]

The item number “Pinky”, from the movie Zanjeer. The song stars Priyanka Chopra as the item girl who dances to its tune. This song openly calls out to Pinky (the girl’s name) as a product, who neither belongs to the people of Mumbai nor to the people of Delhi, she exclusively belongs to people with money i.e., wealthy individuals. An expensive object, an item girl, who can be purchased as a commodity by the people who possess great wealth. [2]

Regional Movies and Songs

Regional entertainment such Bhojpuri, Punjabi, Telugu etc., have a record of producing content which are highly stereotypical.

Sandeep Vanga’s *Arjun Reddy* and Ajay Bhupathi’s *RX 100* from Telugu film industry. The thing that holds these two movies together is the portrayal of toxic masculinity. Stuck between them is Rettadi Srinivas’ IPC Section Bharya Bandhu (Helping the Wife), an extremely vicious attack on IPC Section 498A that would definitely make the men’s rights activist (MRA) movement proud. Telugu masculinity, that celebrates itself at the expense on misogyny against women and sexual minorities. If we compare Indhu who is the female “bad girl” protagonist with Arjun Reddy, who is portrayed as the most obnoxious “bad boy”, the Telugu audience celebrates Arjun Reddy’s toxicity and validates it while Indhu is seen as repulsive and is even deemed worthy of murder. [3]

There Are A Lot Of Punjabi Songs Which Sum Up Present Day Sexism.

“Palazzo” song begins with Himanshi Khurrana going down the stairs with two men checking her out. When she complains to her boyfriend (Kulwinder Billa), he laughs it off and instead blames her for dressing up fancy to look beautiful and attract others. Himanshi asks him to stay away or maintain distance to which Kulwinder agrees and says “let’s see how your protection happens then”. One of the sentences that is repeated goes “*Je 3-4 gabru halaake kitte na, fayada ki palazzo paake nikle da*” which translates to “if 3-4 men do not get killed by your looks, what’s the use of getting dressed up in a palazzo”. This stubbornly propagates the idea that women get dressed up solely to impress men and if they stalk or harass her, it’s apparently her fault. [4]

The song “Suicide” begins with Sukhe (singer) stalking a girl and asking his friend about writing “I will commit suicide if said no to me this time”. He gives that piece of paper to the girl to scare and torment her. In the entire video, he stalks the towards the end, he grabs a gun from a shooter, keeps it into his forehead and asks the girl again to which she agrees. He also asks her to kiss his cheeks. It’s also shown, that the shooter was a conman and everything was preplanned to scare the woman. It is a showcase of pure manipulation and violation of consent which is being widely celebrated in the video. [4]

“Naah” begins with a woman (Norah Fatehi) showing broken shoes to her boyfriend (Hardy Sandhu) and during the entire lyrics, he talks about how the girl keeps on asking for materialistic things. It is based on the “gold-digger” stereotype of women which states that women date men for money. [4]

RESEARCH METHODOLOGY

This study is conducted through a survey of people who consume Bollywood and regional movies and songs. The sample size was 100 and respondents were 101

Sampling Method: Non-Probability; Convenience Sampling

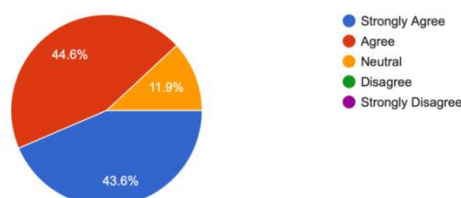
Data Collection: Primary – Through Questionnaire; Secondary – Through Books, Magazines, Research Papers and so on.

Limitations: Time Constraints

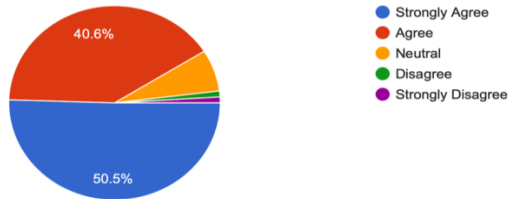
Data Analysis and Interpretation

Data collected from 101 responses, 77.2% of them were females and 22.8% were males. They had the following perspectives on gender stereotyping in Indian movies and songs and their impact on the audience.

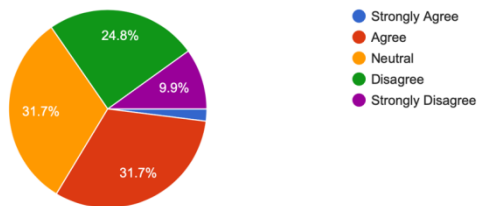
Do you think women are highly objectified in Bollywood movies and songs?
101 responses



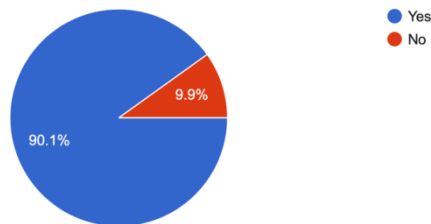
Do you think regional movies and songs (like Telugu, Punjabi, Bhojpuri etc.) stereotype and objectify women?
101 responses



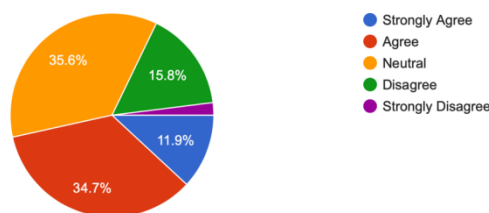
Do you listen to songs and watch movies which objectify and stereotype women, even when you are aware of it?
101 responses



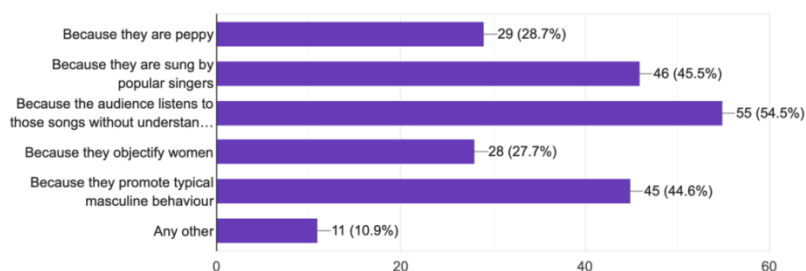
Do you think women feel falsely represented due to gender stereotyping in movies and songs?
101 responses



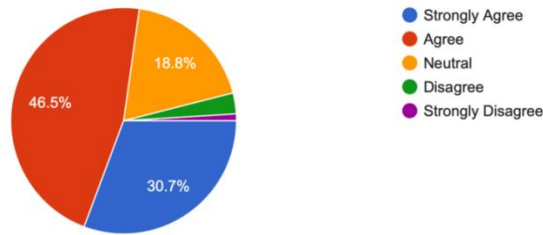
Do you think movies and songs which are made by women in India are more focused on gender equality and sensitisation than the ones made by their male counterparts?
101 responses



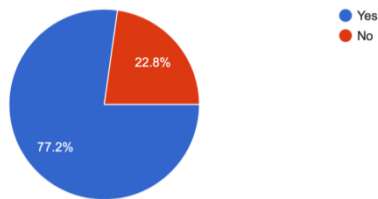
Why do you think songs which typically stereotype gender garner so many views and likes?
101 responses



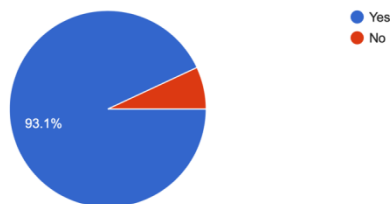
Do you think Bollywood and regional movies and songs promote a culture of toxic masculinity?
101 responses



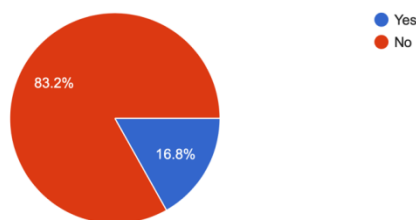
Do you think Indian men feel pressured to live up to the typical standards of masculinity that the Indian entertainment industry promotes?
101 responses



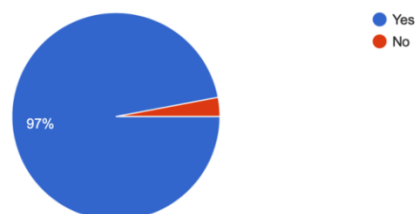
Do you feel movies and songs should try to promote a culture of gender harmony than stereotyping gender behaviour?
101 responses



Do you think performance of songs promoting toxic masculinity and gender stereotyping should be allowed in educational institutions?
101 responses



Do you think movies and songs which stereotype genders, impact attitude and perspectives of the audience?
101 responses



SIGNIFICANT FINDINGS

1. 90.1% think that women feel falsely represented due to gender stereotyping in movies and songs.
2. 31.7% agreed that they listen to songs and watch movies which objectify and stereotype women, even when they are aware of it, 37.1% were neutral about it while 24.8% disagreed that they do not indulge when they are aware.
3. 34.7% agreed that movies and songs which are made by women in India are more focused on gender equality and sensitisation than the ones made by their male counterparts while 35.6% were neutral about it.
4. 77.2% think that Indian men feel pressured to live up to the typical standards of masculinity that the Indian entertainment industry promotes.
5. 97% of the respondents movies and songs which stereotype genders, impact attitude and perspectives of the audience.
6. 54.5% people believe that songs which stereotype gender are popular because the audience listens to them without understanding the lyrics, 45.5% think because they are sung by popular singers closely followed by 44.6% who think because they promote toxic masculinity.
7. People named movies like Kabir Singh, Dabangg, Pushpa, Mard, Garam Masala etc., when asked about a movie Bollywood or regional, which reminded them of toxic masculinity and gender stereotyping.
8. People named songs like Tu cheez badi hai mast mast, Fevicol Se, Munni Badnam, Gandhi Baat, Lollipop, Oh antava, Naah, when asked about a song, Bollywood or regional, which reminded them of toxic masculinity and gender stereotyping.

Hypothesis Testing**First Hypothesis**

H1: There is an association between gender stereotyping in movies and songs and their impact on the audience.

H0: There is no association between gender stereotyping in movies and songs and their impact on the audience.

Assumption – Level of significance is assumed to be 5% . (Hence CV at 0.05 with Degree of Freedom of 1 has been calculated)

Conclusion – We will reject H0 as $X^2 > CV (44.176 > 3.814)$

Hence, there is an association between gender stereotyping in movies and songs and their impact on the audience.

SECOND HYPOTHESIS

H1: There is an association between different genders and their perspective on whether females feel falsely represented in Indian movies and songs.

H0: There is no association between different genders and their perspective on whether females feel falsely represented in Indian movies and songs.

Assumption – Level of significance is assumed to be 5% . (Hence CV at 0.05 with Degree of Freedom of 1 has been calculated)

Conclusion – We will reject H0 as $X^2 > CV (4.7 > 3.814)$

Hence, there is an association between different genders and their perspective on whether females feel falsely represented in movies and songs.

Third Hypothesis

H1: There is an association between different genders and their perspective on whether men feel pressured by typical standards of masculinity promoted in Indian songs and movies.

H0: There is an association between different genders and their perspective on whether men feel pressured by typical standards of masculinity promoted in Indian songs and movies.

Assumption – Level of significance is assumed to be 5% . (Hence CV at 0.05 with Degree of Freedom of 1 has been calculated)

Conclusion – We will reject H1 as $X^2 < CV$ ($0.668 < 3.814$)

Hence, there is no association between different genders and their perspective on whether men feel pressured by typical standards of masculinity promoted in Indian songs and movies.

CONCLUSION

The aim of this study was to find the impact of gender stereotyping in Indian movies and songs on the audience. This objective was achieved by administering a questionnaire and collecting empirical data from the general public belonging to various age groups and genders.

Through hypothesis testing we concluded that there is an association between gender stereotyping in movies and their impact. We also concluded that women and men respectively, feel falsely represented and pressured because of the gender stereotyping that is done in Indian entertainment industry. From data analysis, we found that a majority of the respondents feel that movies and songs should try to promote a culture of gender harmony, as most of them collectively agree that women are highly objectified and there is portrayal of toxic masculinity.

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UNDERTAKING

We Tushita Paul from M.Com (Banking & Finance) and Amandeep Singh Kalsi from M.Com (Advanced Accountancy) of SVKM's Narsee Monjee College of Commerce and Economics (Autonomous), do hereby undertake that this manuscript has not been published elsewhere or considered for publication by any other journal.

UNDERTAKING

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ISSUES AND CHALLENGES OF WOMEN EMPOWERMENT IN INDIA**Ms. Minakshi M. Dhande and Ms. Sheetal G. Vekhande**

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ABSTRACT

This paper attempts to analyze the main definition and women empowerment in India. At the same time we highlight the issues and challenges of women empowerment. India is second populated country in the world. In 2021, Female population in India was 669 million. In India female population is 280 millions in 1972 and now in 2021 it is 669 million persons that mean growing at an average annual rate of female population is 1.80%. In 21st century the women empowerment has become one of the most responsibility. From beginning of the 20th century their position has gradually and gradually changed they face various barriers in the society like physical and mental harassment and Dowry deaths, Sexual assault, and Acid attack etc. Empowerment of women is essentially the process of improvement of economic, social, educational, occupational, social and political status of women, the traditionally underprivileged ones, in the society. The problems of Indian women are not only about social rights but problems are common in Workplaces and homes. It has been observed that most of the government and non-government policies and programs view empowerment in the economic sense only working in the belief that economic on one's own empowers women ignoring other elements like their health, education, literacy etc. for solving the problems to take two steps forward like leaders must take into consideration that women must be on the mediation/negotiation team from the start. They must have authority to bring their issues in front of others. To overcome such a problem, establish "Women Mediators Network". This network was established to address the limited participation and access of women to peace processes by strengthening and supporting at all levels and stages. For women empowerment government govern some schemes and laws.

Keywords: Empowerment, Household inequality, monetary inequality

INTRODUCTION

Women empowerment means making women powerful to make them capable. Women empowerment refers liberation of women from the stages like social, economical, political, caste and gender-based discrimination. Empowerment of women subject has becoming a serious issue all over India. From many years women have suffered a lot at the hand of Men. In earlier centuries, they were treated like as non-existent human being. All rights are belonging to men only. Empowering means granting women the freedom to make life decisions. Women empowerment is important aspect for betterment of any country future.

OBJECTIVES OF THE STUDY

1. To study concept of empowerment.
2. To understand different types of women empowerments.
3. To analysis the violence against women in India.
4. To study Laws Related to Women Empowerment
5. To analysis Schemes of Government for Women Empowerment

What is Empowerment?

Women Empowerment refers women must take participation in decision-making process in all walks of life, and full participation with men in finding fair minded and practical solutions to issues in family and in society.

Social Women Empowerment refers to the ability of women to act individually and collectively to change the social relationships and institutions and discourses that exclude them and keep them in poverty. At home it involves the ability of women to decide and discuss with their partner whether or not to use contraceptives. Outside their home she can build positive relationships, participate in social activities, decision making without being restricted by gender forms.

Educational Women Empowerment can brings about a positive attitudinal change. It refers to empowering women with knowledge, skills and self-confidence necessary to participate fully in the development process.

Economic and occupational empowerment of women needs the skills and resources to compete in markets, as well as fair and equal access to economic institutions. Women need to have to make decision and act on it and control resources and profits.

Political Women Empowerment when we compared political participation of women with men is not impressive. this is the condition in most of the countries around the world. Women’s involvement in political parties is attached to the increasing demand for equal rights. As compare to previous times participation of women in politics is now encouraging.

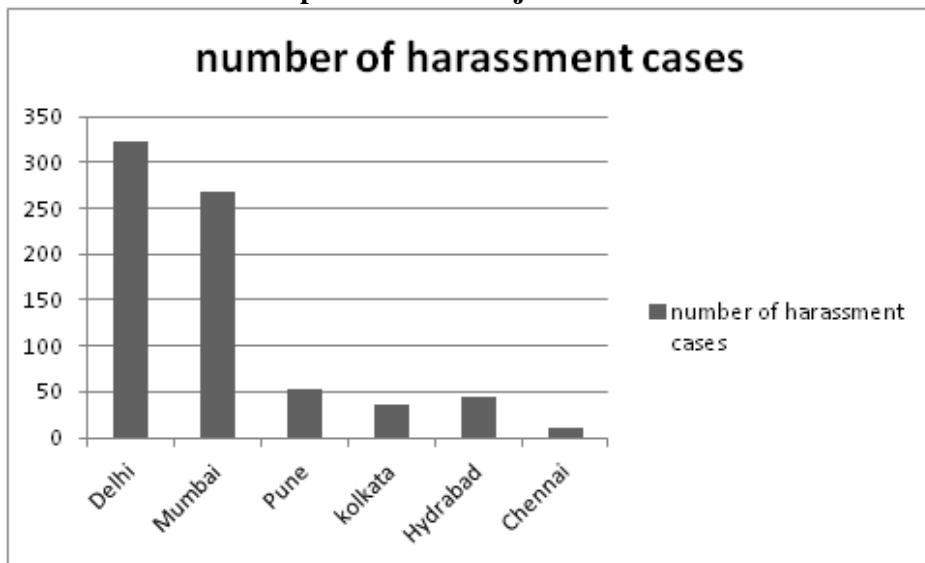
Issues and problems faced by women in India

According to the National Crime Records Bureau of India, incidents of crime against women increased by 6.4% in 2012. During 2011 According to the National Crime Records Bureau, there were more than 228650 reported incidents of crime against women. In 2015 44% crime against women is increased as there more than 300000 incidents werereported.To keep the family together women should tolerate violence and sometimes deserve to be beaten ,such assumption is made by 65% of men in India.

In January 2011, the International Men and Gender Equality Survey opinion poll reported that 24% of Indian men had accomplished sexual violence during their lives. It is very difficult to calculate exact statistics of sexual violence because most of the times large number of cases are unreported.

As per the bureau’s ‘Crime in India-2020’ report, between year 2019 and 2020, crimes against women were decreased by approximately less than 8.3 %. A total of 3,71,503 crimes against women were recorded in year 2020 and in year 2019 recorded crimes were 4,05,326. According to NCRB , due to COVID-19 Pandemic the country remained under complete lockdown from March25, 2020, to May 31, 2020 during this period according to data reported by the National Commission for Women (NCW), domestic violence against women had increased. In this lockdown period 1477 complaints of domestic violence were received by NCW from women. Since in this pandemic lots of retractions on movements were imposed in various parts of country , 5297 complaints of domestic violence were received by the women’s commission.

Number of women harassment cases reported across major cities in India in 2020



Murders:- Dowry killing

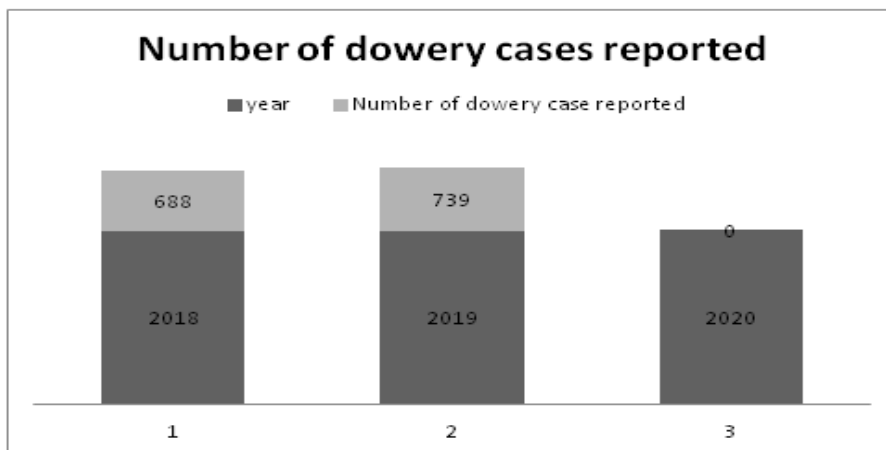
There is Domestic violence against women. After marriage many women are suffered physically, economically and emotionally by their family members like in laws or husband

In India more than 5000/- women are killed each year because their in laws demand their dowry inadequate and small percentage of murders are brought to justice.

Dowry deaths are deaths of married wo men who are murdered or attempt to suicide by continuous harassment and torture by their husbands and in-laws over a dispute about their dowry, making the women's homes the most dangerous place for them to be.

Dowry cases occurs when the young women unable to bear the harassment and torture, commits suicide. Most of these suicides are by hanging, poisoning or by fire.

Dowry related matters accounted for the lives of 19 women every day in 2020, the National Crime Records Bureau (NCRB) data has revealed. A total of 6,966 cases of dowry deaths, with 7,045 victims, were reported last year, the crime bureau report said.



Sexual crimes

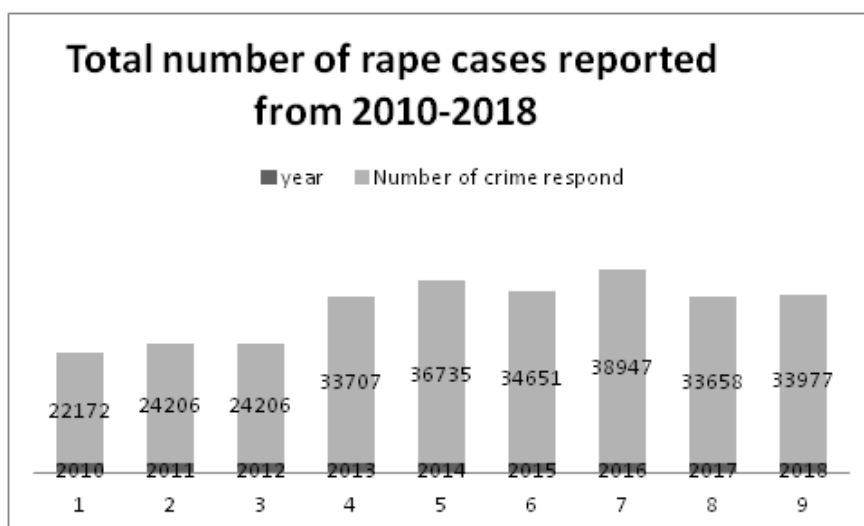
When any person intentionally sexually touches another person without that person's consent, or physically forces a person to engage in a sexual is known as Sexual Assault.

It is a sexual violence, which includes child sexual abuse, gropingrape or the torture of the person in a sexualmanner.

Domestic violence as one of the most serious issues of domestic violence yet relatively hidden and ignored form of the violence is kind of physical and psychological effect which depends on the victim’s situation. Current statistical figures of domestic violence experienced by both single and married women. Sexual assault is done by known person aswell as strangers. Stranger rape can be done in various ways

- **Blitz sexual assault:** when a Stranger quickly assaults the victim with no prior contact, usually at night in a public place
- **Contact sexual assault:** when a Stranger contacts the victim and tries to gain their trust by flirting, gripping the victim to their car
- **Homosexual assault:** In this assault a stranger enterinto the victim's home to commit the assault.

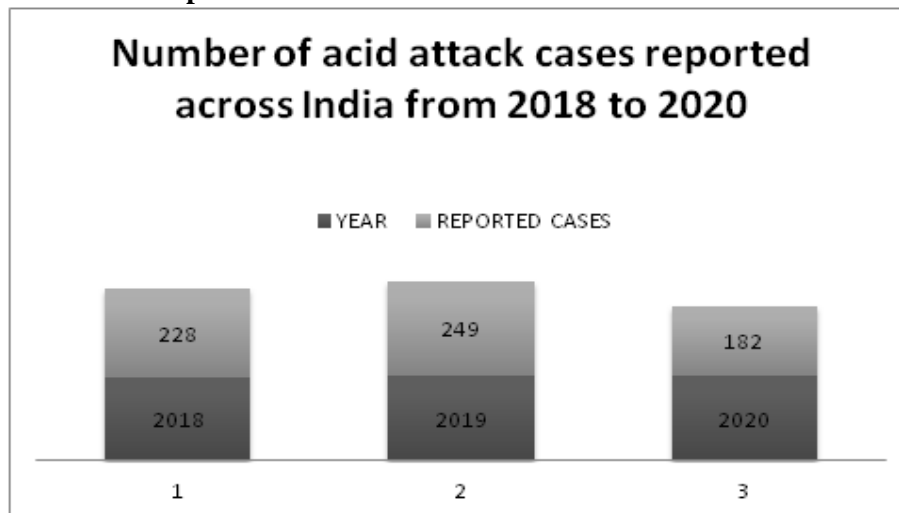
In India from 2010 to 2018 total number of rape cases reported



Acid Throwing

In India, acid attacks are at an all-time high and increasing every year, with 250–300 reported incidents every year, while the "actual number could exceed 1,000, according to Acid Survivors' Trust International".

An acid attack involves the action of throwing of acid on a victim usually on face. It is gender based abhorrent attack against women. This attack causes psychological damage as well as it results in severe pain, permanent disfigurement, subsequent infections, and blindness in one or both eyes. Acid attack on women is increasing day by day, basically on the girls in the age of 11-30 yrs.

Number of acid attack cases reported across India from 2018 to 2020

Household Inequality-Housing inequality is directly related to social, income and wealth inequality. It is form of market forces, discrimination and segregation. Housing inequality is results in poverty. It is within rural villages and urban blocks. Its level varies considerably across the Indian states.

Gender level inequality –In Society, women suffers lots of problem due to gender inequality, earlier women were not even educated as it was consider that they are born only for doing household works that requires no education.

Monetary inequality -Monetary inequality can be divided into three aspects: consumption, income, and wealth. A measurement of the flow of resources over time is Consumption and income. Wealth refers to distribution of income unevenly. The Gini Index is a best way to compare income inequalities.

Unemployment -In India, women work a lot but their work is not considered at home as compare of the other members of their household. In Women empowerment financial independence is important factor which contributes in unemployment. Research suggest that women want to work but husband and family members are opposing to them even they are highly qualified. On even find that before marriage girl family members typically decide that girl work. During 2012 according to the National Crime Records Bureau of India, reported incidents of crime against women increased by 6.4%.

There were greater than 228650 reported incidents of crime against women In 2011 According to the National Crime Records Bureau, in 2015 , there were over 300000 affairs reported that means crime increased by 44 %.In India 65% of men believe women should tolerate violence in order to keep the family together,and sometimes women to be beaten. In government and corporate officesthey are providing various protective provisions in the form of labour laws for creating better work environment for women workers. Although government and corporate offices include enhancement in paid maternity leave from 12 weeks to 26 weeks for women employees, permitting women workers in the night shifts with adequate safety measures, etc.

Ways to achieve women empowerment

1. Very first priority is given to education of women also give them education of business.
2. Encourage women to participate in external activities.
3. Encourage women to develop their career.
4. Society should change the mentality of word women and encourage them for self development.
5. Government provides some Women empowerment schemes
 - a. Beti Bachao Beti Padhao Scheme
 - b. One Stop Centre Scheme
 - c. Women Helpline Scheme
 - d. UJJAWALA : A Comprehensive Scheme for Prevention of trafficking and Rescue, Rehabilitation and Re-integration of Victims of Trafficking and Commercial Sexual Exploitation

- e. Working Women Hostel
- f. Rajiv Gandhi National Creche Scheme For the Children of Working Mothers
- g. Ministry approves new projects under Ujjawala Scheme and continues existing projects
- h. SWADHAR Greh (A Scheme for Women in Difficult Circumstances)
- i. Revision under IGMSY in Accordance with National Food Security Act, 2013 in XIIth Plan
- j. Support to Training and Employment Programme for Women (STEP)
- k. NARI SHAKTI PURASKAR
- l. Awardees of Stree Shakti Puruskar, 2014 & Awardees of Nari Shakti Puruskar
- m. Awardees of Rajya Mahila Samman & Zila Mahila Samman
- n. Archived Maternity Bene

Law Related Women Empowerment

1. The Maternity Benefit Act 1961
2. The Dowry Prohibition Act, 1961
3. Indecent Representation of Women (Prohibition) Act, 1986
4. The Commission of Sati (Prevention) Act, 1987
5. Protection of Women from Domestic Violence Act, 2005
6. Equal Remuneration Act 1976
7. The Employees' State Insurance Act, 1948
8. Relevant provisions of Code of Criminal Procedure, 1973
9. Family Courts Act, 1984
10. The Indian Succession Act, 1925
11. The Medical Termination of Pregnancy Act 1971
12. The Child Marriage Restraint Act, 1929
13. The Hindu Marriage Act, 1955
14. The Indian Divorce Act, 1969
15. Prohibition of child Marriage Act-2006
16. Sexual Harassment of Women at Workplace (Prevention, Protection) Act-2013

Need of Women Empowerment

As women in the whole world are actively working as a leader. For the health, social, educational development of families, communities and countries, the women empowerment is very important. In India some societies women not getting respect and rights as compare to men. Women are restricted by their culture and family tendency. Empowerment helps to reduce the domestic violence, Sexual abuse, physical and emotional abuse and give the respect to women. Empowerment means give inspiration and courage to do what they want to. They can work outside the home and make up itself independent. they can earn money and support the family by working through their skills. To overcome such type of problems, establish "Women Mediators Network". This network aim to fulfilling the need to increase the number of women participations and help to solve their issues. Women empowerment is a part to encourage women to feel the they can do everything whatever they want to do. Women are working home as well as outside. They can earn money to their family. They are not dependent on men . Women empowerment is helps in reducing domestic violence.

CONCLUSION

- Women empowerment is empowering the women to take their own decisions for their personal development and social development.
- Women empowerment apply to the create the environment for personal benefits as well as society.

- Empowering should give equal rights and give good environment to women in society.
- Empowering women in India is very necessary to bring gender inequality.
- They must to be aware, strong, and alert every time for their growth and development.
- Empowering means they get equal status women become more confident and have self-respect.
- In whole world a large number of women are unemployed. Because of unequal opportunity for women at work places the Indian economy suffers a lot.
- Women are equally capable.
- To develop the society women empowerment plays an important role.
- Women are equally talented as men.
- Women empowerment helps women to become self-dependent.
- Women empowerment helps to decrease women illiteracy.
- It helps to decrease domestic violence.
- As the Women become confident they are increasingly participating the national development process.

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GENDER SENSITIZATION AND SHARED DUTIES AT HOME**Mrs. Sonal Nilesh Patil and Mrs. Pranali Pankaj Patil**

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ABSTRACT

In this paper, the subject gender sensitization gives information, awareness and difference between sex and gender. This paper shows a mirror of how gender is made consistent with societal rules and imagination. The roles of a gender are decided by society. And consistent with it they recognize who may be a boy and who may be a girl. Gender is socially constructed behavior, roles, attitude and dressing supported social expectation from Men & Women. Men and ladies both have multiple work activities. These include: production, reproduction, essential household, community services, community management and political activities. Gender sensitization refers to the raising sensitization of gender equality concerns. This paper expresses gender equality which doesn't now suggest that males and females become the equal; it's the approach that they get admission to possibilities and life adjustments is neither counting on, nor limited by way of, their gender. This research also indicates gender inequality that when women are given special opportunities to access training, jobs, and promotions inequality reflects there. The unequal remedy and obtain entry to assets, opportunities, and autonomy supported gender. Gender discrimination is a problem which exists at each and each place. This paper reflects upon shared duties reception it also describes benefits of sharing those duties among the people living at an equivalent place or home. Designing and implementing the curriculum helps students to find out those roles aren't fixed for any gender and that they can do or they need to become as per their interest.

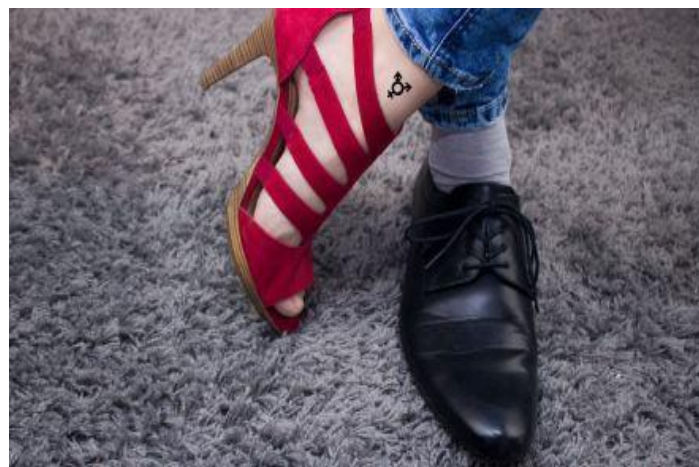
Keywords: Gender, Gender Sensitization, Gender Equality, Gender Inequality, Education, Shared Duties

INTRODUCTION

Girls square measure subjected to unwarranted group action, discrimination, and dominance. Emotional, kind, and frightened boy's square measure discouraged. Gender Sensitization provides a transparent and correct vision of gender and assists in understanding that GENDER is concerning "People" instead of "Women". This gender discrimination affects both the acquisition of the unit's job performance and the various duties. That's why it's a necessary demand to boost awareness of gender sensitization through differing kinds of campaigns or education systems.

Sex vs. Gender

There is a biological and psychological distinction between sex and gender. folks use the terms sex and gender conversely. However it's required to know the distinction between each the terms.



Sex is defined at the time of a birth of a human being. It is a label that says whether you are a male or a female. It is also mentioned on your birth certificate.

Gender is defined by the features that society defines for women, men, girls, and boys. These features could include their behaviour and the duties that society has assigned to them. Their relationships and responsibilities are also defined by society. Gender roles, clothes, attitude, conduct, opportunity, independence, priorities, and even dreams are all determined by society.

We should work together to bring each other up and stop this gender war of who's the worst and who's the stylish.

How can one recognize by roles and behaviour who is a girl / woman and who is a boy / man?

Based on societal expectations relating to gender, a person is expected to act in a certain way. Males were meant to be powerful and aggressive, not emotional, not compassionate or nurturing. Females were expected to be compassionate and nurturing, as well as emotional and domestic.

Some people believe that a girl has long hair, girls should not laugh loudly in public, it is the only responsibility of a girl to carry and be responsible towards the culture. Some individuals believe that those who wear jewelry are women. Some people believe that the girls' responsibility is to assist their mothers with chores, such as cooking and cleaning. Some feel that it is the woman's responsibility to take care of the house and the people living in it.

Boys, according to some, are those who can wear shorts and can lift weights. Boys are considered to earn money to support their family. A man should always do outside work. Men also have too much expectation to meet. They should be strong and soft at the same time. They should carry the tough image following that boys don't cry, they should not need any support.

But there are some boys who not only help their mother in cleaning and buying vegetables but also take good care of their house. Some boys like to wear jewelry and have long hair.

Having a girl's body does not teach you how to care for others or handle home chores. The fact that having a boy's body does not guarantee that they will be fearless, bright, or strong. These attributes are instilled in us at various times of our lives, including in our families, schools, communities, and so on. As one grows, what one becomes is determined by the upbringing one receives. Gender inequalities develop through education at all levels, including family, school, religion, society, and the wider community.

Gender Sensitivity

Gender sensitivity is the process of educating people about how their behaviour impacts the part gender plays in their life. Gender relations are prevalent in all institutions, and gender sensitivity is notably evident in recognizing privilege and gender discrimination; Women are often seen as the underdogs of society. Gender sensitivity trainings are designed to help people, mainly employees, become more aware of and sensitive to gender issues in their lives or in the workplace. They're growing in popularity in the United States, especially in service industries like healthcare and education.

Gender Sensitization

Gender sensitization is the process of changing behaviour through increasing understanding of gender equality issues. Gender sensitization theories claim that modifying the behaviour of teachers, parents, and other adults toward children can lead to gender equality. Gender sensitization entails "altering behaviour and instilling empathy in our attitudes toward our own and other genders." It assists people in "evaluating their personal attitudes and ideas, as well as challenging the 'realities' they thought they knew."

Gender discrimination is a form of discrimination that is based on a person's gender. In terms of education, career, economic advancement, and political power, women are typically treated differently and unequally than men. It is a prevalent form of discrimination that occurs all around the world, including in industrialized countries. The culture appears to be the root reason. According to tradition, a woman's work is at home, whereas a man's employment is in the community. Women are not only perceived to be physically weak, but also to be weak in every way when compared to men, and society treats them as such.

Gender Discrimination at Home

How can men and women have different values? Who teaches children about gender roles and the corresponding "rights"? The guardians scribble their sexist ink on babies as if they were blank paper from heaven. What's more shocking is that even moms, who are usually the major caregivers for their children (sadly), i.e. women, fail to reprimand their children and set a bad example at home like:

- For example, "You're a girl, you can't talk that loud," or "You're a girl, you should learn to cook."
- "You're a lad," says another. "You don't have a place in the kitchen." "You're a young man." Dolls aren't played with by boys." "You're an adult. Place your feet on the ground. Discrimination against Women in Education

Gender Discrimination



Gender Discrimination In Education

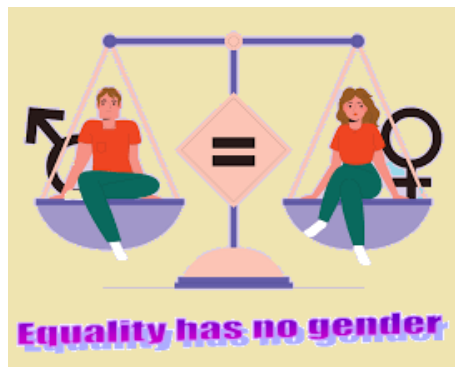
Girls around the world face gender discrimination as early as the age of seven, with one out of every ten primary schoolgirls reporting that being a girl makes them sad, rising to one out of every five by the time they reach secondary school.

Gender Discrimination In The Workplace

Women are denied basic workplace rights and are frequently harassed by coworkers. They are not assigned occupations that they are competent of simply because they are women. Women are occasionally treated unfairly by their bosses as well. There have been numerous instances where men and women perform the same type of work and, more than likely, have the same education, but employers still do not pay women equally. Some businesses would refuse to interview a woman who is pregnant. Because they are afraid of being fired, many females at work conceal their pregnancy.

Gender equality

All humans are born with the same dignity and rights. Gender equality is a vital foundation for a peaceful and sustainable planet, as well as a fundamental human right.



For the purpose of establishing thriving communities and economies, not only should women have equal access to education, decent work, and representation in political and economic decision-making processes, but all of these would benefit mankind as a whole.

Gender inequality



Gender inequality is the social fact in which men and women are not treated uniformly. The treatment may arise from discrimination regarding biology, psychology, or cultural rules presenting the society. Some of these discriminations are analytically grounded, while others appear to be socially set up.

Causes of Gender Inequality

Poverty –

This is the foundation reason behind gender discrimination within the Indian society, because the economic dependence on the male counterpart is itself a reason behind gender inequality.

Illiteracy –

Gender discrimination in India had diode to instructional mental retardation for women. It's a tragic reality that despite instructional reforms within the country, ladies in India are still denied an opportunity at learning. The attitude must be modified, and folks ought to perceive the advantages of training ladies. An informed, well-read girl ensures that alternative members, particularly the youngsters of the house, get a high quality education.

Patriarchal setup in our Indian society –

In India men dominate social and family life. This has been the case within the past ages and continues to be experienced within the majority of households. Still this mind-set is dynamic with urbanization and education, there's still an extended thanks for good modification of the situation.

Social customs, beliefs and practices –

To date, heaps of families have a preference for a son and disfavor towards the female offspring. Sons, particularly within the business communities, area unit thought-about economic, political, and ritual assets wherever daughter's area unit thought-about liabilities.

Lack of awareness among women –

The ladies square measure unaware of their basic rights and capabilities. They lack a basic understanding of how the socio-economic and political forces have an effect on them. They settle for all discriminatory practices that move families from generation within the name of tradition and social norms primarily thanks to their cognitive content and unknowingness.

When can we say success comes in equality?

Consider each of the following form of equality

- Success is equal for both men and women in all their duties.
- Success is when the proportion of leaders is nearly equal to women.
- Success is 50% women in all areas, including those truly viewed as male
- Success is objective determination of work.
- Success is when women make up 50% of the workforce
- Success is when both women and men contribute at the same time with governance and family work.
- Success is when careers are not suffering because of parentage, for both men and women.
- Success is when parenting decisions are unaffected by career, for both men and women.

Education and learning opportunities

Gender-wise attainment rates in Asian nations showcase the wide gap between men and girls. Oldsters are unwilling to pay on girls' education as a result of educating ladies is of no worth as they'll solely serve their husbands and therefore the in-laws within the future.

The girl begins to face discrimination in the womb and ends with a female fetal murder. They are treated inferior to a youngster and this is often deeply carved within the mind of the feminine child. Birth of a girl child isn't celebrated and is taken into account a lot of a burden as compare to a birth of a boy. Educating a boy is seen as an investment as they're expected to earn and supply for his or her aging elders. It's conjointly believed to be a waste of resources to coach a woman kid as she's going to eventually wed and be a housewife.

Awareness Through Education

Education is at the heart of any country's progress. People can use and extend their abilities, develop skills, better their livelihoods, and boost their earning potential through education. Education is essential for achieving greater social equality, including between men and women. Investing in both boys' and girls' education can bring a sustainable development. Education can help people become more aware of the need to modify their thinking.

Educating a girl can have numerous impacts like ratio of child marriage will be minimize, contribution in global economic growth will be increased, reduced class and income inequality, girls/women will be more empower, girl/woman will take care of hygiene and educate their children and also will earn more money.

Duties At Home

Why A Home Duty List Is Very Important?

A unit agenda list helps you and conjointly the members of your unit place repairs on autopilot. Not only can creating one certify that everything gets done on time, it in addition takes the estimation out of navigating conversations regarding cleanup. It's going to be awkward to broach this subject with the people you reside with, and if you haven't practiced acting regarding responsibilities, you'd probably be tempted to avoid it, eventually combining the matter. And that's why creating this list is very important.

Persistent home duties-

Some examples may include

- Meal preparation
- Doing dishes once each meal
- Removing shoes once you enter the house
- Putting things in shared areas rather like the living room away in their correct places
- Cleaning up messes like hair at intervals the restroom, spills, or stray food scraps

Daily duties

- Daily duties may modify counting on your individual needs, but here unit of measurement some common ones.
- Taking out the trash once it's full
- Taking the trash out for pickup, if needed
- Unloading, loading, and running squeegeeing shower doors and walls the dishwasher if you've got one
- Sweeping the area floor
- Wiping down countertops

Weekly duties

Some tasks aren't realistic to accomplish once every week

- Cleaning at intervals and out of doors of space cabinets
- Scrubbing out the white goods
- Reorganizing and wiping down the room and cupboards at intervals the area
- Reorganizing closets, storage cupboards, and medicines cabinets
- Laundering curtains, carpets, furniture, and completely different materials throughout your home
- Tackling powerful dirt that has accumulated on floors, walls, baseboards, and tile
- Checking for mold and mildew in loos and cleansing grout on tile floors and walls
- Washing windows at intervals and out (if you're able to do so safely)
- Dusting difficult-to-reach spots like lights
- Dusting surfaces
- Laundering and replacement dish and hand towels
- Maintaining your personal space, along with dynamical your sheets, tidying up your area, and sorting your mail
- If you've set to undertake and do shared trying, making a grocery list and visiting the look, then stroke grocery things away

Monthly or Seasonal Duties

- Some tasks aren't realistic to accomplish once every week

-
- Scrubbing out the electrical white goods
 - Reorganizing and wiping down the butterfly and cupboards at intervals the area
 - Arranging cupboards and sorting out the medicines
 - Laundering curtains, carpets, furniture, and different materials throughout your home
 - Tackling strong dirt that has accumulated on floors, walls, baseboards, and tile
 - Scrub tile floors and walls
 - Washing windows at intervals and out (if you're ready to do therefore safely)
 - Dusting difficult-to-reach spots like lights

Work-Home Conflict and Gender

Individualities may witness conflict between their work and home places due to limited time, high situations of stress, and contending behavioral prospects Some disquisition has shown that part pressure in work and home disciplines generates negative consequences on the other one bidirectional. So the degree of participation within the home part will produce difficulties for participation in work, leading to the home- work conflict (HWC); again, the degree of participation within the work sphere can hamper performance on the family part, producing a rise of strain- grounded, time- grounded work- home conflict (WHC) Gender places are essential for understanding the work- home interface.

Benefits of Shared duties at home

Sharing home chores has presently become important because of keeping the family secure and happy. There is greater efficiency and happiness terribly every home where members of the family share home responsibilities equally. Benefits of sharing home chores there are many benefits of sharing domestic chores. Here are three necessary ones:

- There is larger appreciation of family values that strengthen the bond between members and fosters mutual respect for each other.
- The family as a full is best equipped to affect eventualities, need to they arise.
- Most considerably, sharing responsibilities fills up the house with a special quality of happiness. Finally, caring extraordinarily is about sharing everything.

The Benefits of Sharing Responsibility

When you were a toddler, your folks possibly created you to share your toys. you'll have done the same thing beside your own kids. However, the overall public don't want to share their assets. As an adult, pride, the necessity to retain power and a reluctance to let others do your job might hold you back from sharing your work responsibilities. But you're not a bear or a parrot - you don't need to let hardwired instinct or your upbringing limit you.

Hugging your responsibility to your chest finally ends up in micromanaging, fiefdom building, and knowledge sign, none of that a healthy organization can afford throughout this era of lean speed and lightness. If you're a manager or White House, your superiors have given you responsibility for a reason: they acknowledge you can't handle it all. They have you to parcel it to resolute individuals. The benefits of sharing responsibility most outweigh keeping it all to you. Among various things, sharing responsibility:

- Increases team morale
- Make your team members feel necessary and appreciated
- Helps you're doing further, faster
- Let's you specialize in the huge image
- Prepares your successors for leadership
- Contribute to the success of your entire organization
- Keeps you from spreading yourself too skinny
- Helps you maintain your health by avoiding overwork

CONCLUSION

Women's lives are shaped in large part by higher education institutions in India. Gender awareness should be promoted at all levels of society, including households, organizations, and institutions. We need teachers who are well-versed in gender problems, as they play a critical role in children's early development. Women's capacities must be enhanced, their rights must be respected and protected, and unpaid care work must be reduced and redistributed, according to a sustainable development path with an explicit commitment to gender equality. To construct a road to sustainable development, women must have full and equal participation in decision-making in the green economy and policy formulation. The role of women to long-term development must be acknowledged. More training and capacity-building programmes geared to the needs of women are required. Modification of behaviour, acting in a way that is respectful of women's rights, changing one's behaviour and fostering empathy are two things that can be done. Women's involvement in the family, community, and society as a whole must be free of socio-cultural and religious norms.

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THE ROLE OF EMPOWERING WOMEN AND ACHIEVING GENDER EQUALITY TO THE SUSTAINABLE DEVELOPMENT OF INDIA

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“The Best thermometer to the progress of a nation is its treatment of its Women.”

-Swami Vivekanand

ABSTRACT

This paper reviews the role of empowering women and achieving gender equality to the sustainable development of India. India has slipped 28 places to rank 140 among 156 countries in the Global Gender Gap Report 2021, by World Economic Forum and as per United Nation's Human Development Index & India rank 135 among 147 nations on women empowerment.

When we discuss about the women empowerment-development nexus, as Women's empowerment, economic and social development are closely related to each other, development play a major role in driving down inequality between men and women, and empowering women may benefit development. The countries are realized that the development that they aspire cannot be achieved unless we achieve gender equality by empowering their women. The economic empowerment of women places women in a stronger position and gives voice in decision making, rights of the economic decisions, income, assets; improving their economic as well as social status. Economic empowerment make women financially independent. Women Empowerment means social and economic development of the women, providing them equal opportunities of employment, education, economical development and allowing them to socialize; the freedoms and rights.

Women's empowerment is valuable for the development of the family, community as well as the nation. Although the Indian constitution has granted both men and women equal rights but still we find gender disparities. To achieve the sustainable development of the nation, the government of India must take initiatives in different scheme and policy formulation, interaction and awareness program should be organized.

Keywords: Women Empowerment, Gender equality, Sustainable Development, Government Policy.

INTRODUCTION

Women Empowerment and gender equality could be significant topic of dialogue, mainly in underdeveloped and developing nations. Sustainable development depends on an equitable distribution of resources and it can't be achieved without gender equality. Once you donate for women empowerment you enable a women lead a lifetime of dignity. Gender equality in India is that the most desired state of form, which our Nation is craving to own for since long. Gender equality isn't only an ethical pressure or social issue but also a social, economic challenge. Gender Equality results in human development and therefore the overall development of the Nation. India being a Nation filled with achieve ment, still lacks few appreciations within the case of Gender Equality in India. Empowering women of our Nation requires planned investment and collaboration. Providing women's with the services and safety, education, and other skills they have in lifestyle can reduce the risks they encounter and enable them to develop and contribute to India's growth. This paper will address the crucial importance of empowering women and achieving gender equality for the sustainable development.

OBJECTIVES

- a) To examine the importance of Gender Equality for sustainable development.
- b) To learn the role of women in present scenario in India.
- c) To Understand the Government Scheme and Policies for women Empowerment.

REVIEW OF LITERATURE

World Health Organization (WHO) uses "gender" word to seek advice from "the socially constructed roles, behaviors, activities, and attributes that a given society considers appropriate for men and women". The conception that individuals are gendered instead of sexed also coincides with Judith Butler's theories of gender. Butler argues that gender isn't an expression of what one is, but rather something that one does. It follows then, that if gender is acted get into a repetitive manner it's of course re-creating and effectively embedding itself within the social consciousness.

Narayan (2007)- An endeavor is created to live women empowerment for various countries and regions by using self-assessed points on a ten steps ladder of power and rights, was at the underside of the ladder stood completely powerless people and without rights and on the highest stood those that had a lot of power and rights.

RESEARCH METHODOLOGY

The Study relies on secondary data sources. The essential information about the government Women Policies and its various components are collected from Books, Journals, Internet Source or related topic.

Concepts of Terms

What Is Women Empowerment and Gender Equality

Women’s empowerment is defined to promoting women’s sense of self-worth, their ability to gauge their own choices, and their right to influence social change for themselves and others. It’s closely regulated with female empowerment – a fundamental right that’s also key to achieving a more peaceful, prosperous world. Women’s empowerment is all about allowing and equipping women to create life-determining choices across different issues within the country.

Gender equity means fairness of treatment for ladies and men, according to their respective needs. Gender equality are often achieved when people of all genders have equal rights, responsibilities and opportunities. The vital role of gender equality as driver of development progress, recognizing that the potential of women had not been fully realized.

What Is Sustainable Development

Sustainable Development is the organizing principle for the fulfillment of human development goals, while maintaining the ability of natural systems to produce the natural resources and ecosystem services upon which the economy and society depends. Sustainable Development can be defined as a sale that meets the current needs without compromising the ability of future generations to meet their own needs. It’s about equipping individuals, communities, groups, business and government to live and work sustainably as well as to give them an understanding of environment, social and economic success. It is about preparing for the world in which we will live in the next century and making sure that we do not find it in short supply.

The following diagram shows the different dimensions of Sustainable Development-



Source: <https://thesustainableleader.org/>

UN has also put forward the idea of six essential elements that help frame and reinforce the universal integrated and transformative nature of the Sustainable Development Agenda.



Source:

https://www.un.org/disabilities/documents/reports/SG_Synthesis_Report_Road_to_Dignity_by_2030.pdf

The 17 Proposed Sustainable Development Goals

Sustainable development is an integral part of every nation’s development strategy, the United Nations General Assembly, in September 2015, adopted the **2030 Agenda for Sustainable Development** that includes **17 Sustainable Development Goals (SDGs), also called Global Goals**. The goals are closely inter-related to each other.

These goals have been formulated by the United Nations Development Program (UNDP), based on the successes of the **Millennium Development Goals 2000**. SDGs are initiated to urge nations to **end poverty, protect the world and ensure that all people enjoy peace and prosperity**. The principle behind the goals is termed as “leaving no one behind”. The Agenda emphasizes on nations adopting a holistic approach to achieving sustainable development for all.

The 17 Sustainable Development Goals are

- 1) No Poverty
- 2) Zero hunger
- 3) Good Health & well being
- 4) Quality Education
- 5) Gender Equality
- 6) Clean water and Sanitation
- 7) Affordable and clean energy
- 8) Decent work and economic growth
- 9) Industry, Innovation and Infrastructure
- 10) Reduced Inequality
- 11) Sustainable cities and communities
- 12) Responsible consumptions & production
- 13) Climate action
- 14) Life below water
- 15) Life on land
- 16) Peace and Justice, Strong institutions

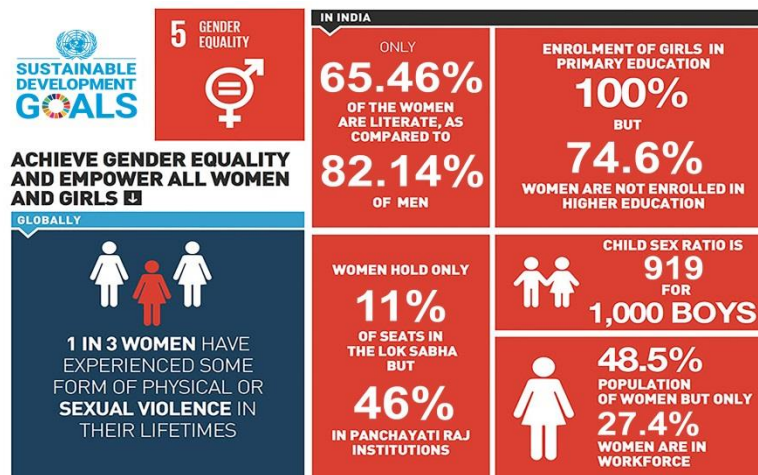


Sustainable Development Goal-5: Achieve Gender Equality and Empower All Women

The following target has been included to achieve gender equality and empower all women

- 1) End all forms of discrimination against all women everywhere.
- 2) Eliminate all forms of violence against all women in the public and private spheres, including trafficking and sexual and other types of exploitation;
- 3) Eliminate all harmful practices, such as child, early and forced marriage and female genital mutilation;
- 4) Recognize and value unpaid care and domestic work through the provision of public services, infrastructure and social protection policies and the promotion of shared responsibility within the household and the family as nationally appropriate;
- 5) Ensure women’s full and effective participation and equal opportunities for leadership at all levels of decision-making in political, economic and public life;

Role of women in present scenario in India



India has the highest levels of sex discrimination at birth. According to the 2017 analysis of demographic data, India shall continue to have the worst sex ratio in South Asia, even in 2050. The heart wrenching 918 girls for 1,000 boys ratio as per 2011 has urged the Indian government to take action in the movement of the ‘Beti Bachao, Beti Padhao’ program to make sure survival, safety, & education to the girl child. The Beti Bachao program fights bias and offers benefits to fight female feticides.

To ‘Educate the Girl Child Save the Girl Child’ believes that massive awareness, large-scale female welfare services across districts shall ensure Gender Equality in India. ‘Gender inequality’ is the oppression of girls and women of society in all stages and spheres of their lives. While the concept of Gender Inequality is prevalent among the lower strata of society, it is also seen in the upper-middle class. Gender inequality is so deeply rooted in an Indian culture that it has become normalized.

Gender equality in India is linked to sustainable development and vital to realizing human rights. The primary objective of gender equality is a society where women and men enjoy the same opportunities, fairness, and obligations in all phases of life. Equality between men & women survive when they can share equally in the distribution of power and influence. Within Nation and development strategies, gender equality is critical because it enables women to make decisions that impact their overall health and their spouses and families. Gender equality in India is the need of the hour to develop from all perspectives.

However, it is essential to acknowledge that where gender inequality exists, women are generally prohibited or disadvantaged in decision-making and access to economic and social resources. The Nation that has witnessed gender equality has also seen a developed Nation. To have a prosperous Nation, Gender equality in India is a much-required component. Therefore, encouraging gender equality in India is a critical aspect of women’s empowerment.

Why Should We Empower Women and Achieve Gender Equality

To achieve sustainable development goals, gender equality and empowerment of women have a deep rooted emphasis. Ending all discrimination between women and men is a basic human right and it is crucial for achieving sustainable future, it’s proven that empowering women helps economic growth and development of Nation. Women’s empowerment is a pre condition to achieve the targets of several Sustainable Development

Goals like poverty eradication, inequality, and good health. All the above-mentioned components of sustainable development cannot be achieved unless the equal inclusion of women in all areas of development initiatives. Therefore, in this paper, the role of women's empowerment and gender equality are discussed as a means to bring about sustainable development in India.

- Gender Equality in India is good for the country's economy.
- Gender equality is also fundamental in India, as well as the human rights of women.
- A McKinsey Global Institute recently noted that improving the status of women and introducing gender equality in India could add \$12 trillion to global development. A 10 percent increase in the participation of women in the labor force could add \$700 billion to India's GDP by 2025.

Economic growth: For the effective and sustainable economic growth of any country, the equal participation of women is crucial. Moreover, women account for 70% of the world's poor because of unequal economic opportunities. In this regard, valuing women's work is instrumental to rescuing women from a life of poverty so they might contribute to the country's economic growth.

Political development- Women have the right to participate in political processes that affect them, their families, and their societies. Countries with increased women's participation and leadership in civil society and political parties tend to be more inclusive, responsive, egalitarian, and democratic. When women meaningfully participate in peace processes, they can help to expand the scope of agreements and improve the prospects for durable peace.

Yet, women around the world are still largely absent from national and local decision-making bodies; struggle to have a voice in peace building transitions; and are excluded from political processes. This measure of gender inequality considers the gap between men and women in political decision making at the highest levels.

On this measure, India has ranked in top 20 countries worldwide for many years, with 9th best in 2013 – a score reflecting less gender inequality in India's political empowerment than Denmark, Switzerland, Germany, France and United Kingdom. From the prime minister to chief ministers of various states, Indian voters have elected women to its state legislative assemblies and national parliament in large numbers for many decades.

Women turnout during India's 2014 parliamentary general elections was 65.63%, compared to 67.09% turnout for men. In 16 states of India, more women voted than men. A total of 260.6 million women exercised their right to vote in April–May 2014 elections for India's parliament.

India passed 73rd and 74th Constitutional Amendments in 1993, which provides for 33 per cent quotas for women's representation in the local self-government institutions. These Amendments were implemented in 1993. This, suggests Ghani et al., has had strong effects for empowering women in India in many spheres.

SOCIAL DEVELOPMENT

Social development is a key pillar of sustainable development. And social transformation as a component of sustainable development is unthinkable without the involvement of women. Women in Indian society have come a long way from the days of being worshipped as goddesses to being molested and harassed—gruesome domestic violence cases, acid attacks and rapes. Statistics pertaining to crimes against women have been comprehensively recorded and collated by the National Crimes Records Bureau under various headlines such as trafficking, dowry deaths and rapes. These statistics are alarming. It is imperative for all Indians to tackle these problems and improve initiatives and legislation that empower women. Over the years, a steady rise in the adversities faced by Indian women has taken place. Some major challenges that India faces are poverty, a lack of education, health and safety. Although the Indian constitution grants certain constitutional and legal privileges to women pertaining to equality and fundamental rights, some special provisions were also introduced to strengthen the process of providing equal status to women.

The education of girls and women plays a tremendous role in social development., Health is also one aspect of social development, which is strongly related to other sustainable development outcomes such as, *inter alia*, better education and higher productivity.

Moreover, to bring about social development, removing the badly socialized stereotyped perception of society towards women is also equally important. Gender is a socially and culturally constructed identity.

Human Right Protection

The "rights, responsibilities and opportunities of individuals will not depend on whether they are born male or female". The Gender Action Plan 2016–2020 recognizes that gender equality is a matter of human rights, the

foundation of democracy and good governance, and the cornerstone of inclusive, sustainable development. It acknowledges the underpinnings of gender inequality, namely the unequal gender power relations and gender-biased social norms that discriminate against women and girls, marginalizing them from the benefits of social, economic and political change.

Government Women Policies

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

2. **National Policy for Women (2016) :**

The Salient features of the policy are as follows, Nearly a decade and half has passed since the National Policy for Empowerment of Women, 2001 was formulated. The discourse on women’s empowerment has been gradually evolving over the last few decades, wherein paradigm shifts have occurred –from seeing women as mere recipients of welfare benefits to mainstreaming gender concerns and engaging them in the development process of the country.

The broad objective of the policy is to create a conducive socio-cultural, economic and political environment to enable women enjoy de jure and de facto fundamental rights and realize their full potential.

Priority Areas

1. **Health including food security and nutrition**
2. **Education**
3. **Economy**
4. **Governance and Decision Making**
5. **Violence Against Women**
6. **Enabling Environment**
7. **Environment and Climate Change**

SUGGESTION

Measures to reduce gender inequality in India for sustainable development are as follows

- While formulating new policies government has to consider the needs and interest of women because women constitute half of the population and they contribute equally with men for the development of the nation.
- The curriculum for Gender Studies in every discipline should include such topics which emphasizes on reducing gender disparity and encourage women empowerment.
- “Health is Wealth”- Government should provide women better health care services and social services.

CONCLUSION

For a country to have a bright future, society and family to flourish, women empowerment is essential. In ancient India women weren’t treated the same way the men were, so in order for the country to develop, women must be given equal status as men. Women need to be "empowered" in order to narrow the "gender gap" and to create an equal playing field between women and men before gender equality can be reached and maintained. All SDG’s are talking about gender sensitizations in one or the other way. Gender bias is still deeply embedded in cultures, economies, political and social institutions around the world.

Since women constitute half of the population therefore, it is important to emphasize the needs and interest of the women for the development of the society and nation at large. Thus, gender equality is crucial to sustainable development and women are the central actors in pathways to sustainability and green transformation.

Thus Government policies are very useful for women empowerment .National Policy for Women Empowerment (2001) and National Policy for Women (2016) are very essential Policies for Women Empowerment.

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PERSONALITY OF SECONDARY SCHOOL PRINCIPALS IN RELATION TO THEIR GENDER AND TYPES OF SCHOOLS**¹Kanhaiya Kumar Pandey and ²Dr. K. Nagamani**¹Research Scholar, Supervisor, Assistant Professor (Department of Education), Education, St. Thomas College, Bhilai, (C.G.), (C.G)²Research, Assistant Professor (Department of, Kalyan P.G. College, Bhilai**ABSTRACT**

This purpose of research is to find out the relationship between gender and types of school on the personality score of Principals. A sample of 132 Principals from higher secondary schools was selected through a stratified random sampling method. Introversion extroversion inventory (IEI) questionnaire constructed by Dr. P.F. Aziz and Dr. Rekha Gupta was used to identify the principal's personality. Data analysis was done using SPSS, t value was employed to analyze and interpret data. Results revealed that male and female principals do not show a significant difference in scores of personalities. In the present scenario, the principal's gender (male and female) does not affect scores of personalities. Both Genders were equal in their working and visioning style, so the education system should not be gender biased in the principals' selection procedure because the personality scores of both genders were similar. And secondly found that Government & Private secondary school principals show a significant difference in their scores of personalities. It indicates that government school principals' extrovert personality mean values are higher than private school principals' mean values. It shows that government schools Principals have more extroverted personalities than private schools, and government school principals have significantly less introverted and ambivert personalities than private schools. Government school principals are more efficient and professional than private schools because job stability in Government schools is much better. In private higher secondary schools, the management enforces most decisions to the principal has to follow them. This research implies that there should not be gender biases in the selection procedure of principals because the personality scores of both genders were similar. The study will help improve the quality of schools/colleges and the education system.

Keywords: Personality, Gender, Types of school, Principal.

INTRODUCTION

Principal in any educational organization plays a vital role in their institution. A principal is the backbone of school administration, and the principal gives most decisions for the development of the school. The principal is responsible for all the school's affairs and makes decisions about the school, known as the principal. In recent years, it has been a lack of professionalization of the education system at the national/state level administration of education departments and the professional of schools or colleges. The persona represents your public image. The word is related to person/personality and comes from a Latin word for mask. So, the persona is the mask you put on your face before showing yourself to the outside world. Our personality is an essential factor influencing almost every aspect of our lives. Personality, the individuals' personality consists of certain qualities, which may be traits, and individual characteristics in thought feeling act are acquired. The trait theories describe personality with the help of the attribute. An attribute is the characteristic mode of behaviour and personality. Extraverted people are the centers of attention-communicative individuals who are usually very popular in a collective. Introverts are lonely-sad people who hate the company and are somewhat strange. Ambiverts have the most adaptable personality traits because they are both introverted and extroverted, depending on the situation. They are neither introverts nor extroverts. Some of these characteristics might be true. However, extraversion, ambivert, and introversion have many aspects that differ in each individual's personality. Personality would be unwise to make such conclusions initially. In this research, personality characteristics are enduring clusters of internal and external aspects of a person's character that influence behaviour in response to different situations.

"Personality in-that which permits a prediction of what a person will do in a given situation."

Personality is related to his system reaction and reaction possibilities in total as viewed by following members of schools. It is the total of behaviour trends manifested in his social situation. Human personality does not exist unless other individuals react to the individual and to whom he may respond or surround him by a system of reactions and behaviour.

Gender is an essential demographical variable taken into account in school administration. The term gender denotes ascribed roles assigned to a male and female based on their biological differences. Some studies involving gender have suggested that the physical differences between males and females are reflected in their

personalities, social relations, and roles. Thus, gender relations can be location-based, meaning that what is acceptable in one society may not necessarily be permitted in the same manner and degree in another culture. It is known as traditional female, and male roles form stereotypes accepted in all societies. For a successful school management strategy, you need to decide how men and women respond. The system of modern society looks in the hope of orientation. In contemporary society, government, private, aided education, and religious institutions will be expected as they have in the past to provide models for practical living in a complex world. In this research, we choose only two government and private schools.

REVIEW OF LITERATURE

Adigwu's, O. C. (2004) studied in his research "A comparative analysis of the administrative performance of male and female principals in selected schools" that observed that both male and female principals had above-average performance in their supervisory roles. It indicated that the mean average performance of male principals was just about two points higher than that of female principals. The mean value of male and female principals was 116.33 and 114.72, respectively. It shows no significant difference in the average performance of male and female principals.

Shakir, M. (2013) study in his research "Impact of Age, Gender and Length of Experience on The Effectiveness of Secondary School Principals" was conducted to study the impact of gender, age, and length of experience serving on the effectiveness of secondary school principals. Five hundred teachers and 100 principals of the secondary school level of Aligarh and Ghaziabad Districts of Uttar Pradesh constituted the study sample. The purposive convenient sampling technique was adopted for the total population. A Principals Effectiveness Scale (PES) developed by Dr. Shaheen Usmani was used to collect the data. Mean, SD, t-test, and one-way ANOVA were used to analyze the data. Research findings revealed that Male and female principals do not differ significantly in their effectiveness.

Menka, M. (2016) studied in his research "Study the Decision-Making Skills of Govt. & Private Secondary School Principals: An Evaluation" that investigators compare the government's decision-making skills. And private secondary schools as well as male and female secondary school principals. A sample of 80 principals of different secondary schools was taken by purposive sampling. For the assessment of decision-making in secondary school principals Decision Making Style Scale by Dr. Noorjehan N. Ganihar (2005) was used. Statical techniques like mean, S. D., and t-test were used. Despite this study, there is no significant difference between decision-making skills based on gender. By doing this research, Investigator knows that there is no difference between decisions making skills of govt. Secondary school principals as well as private school principals based on gender. On the other hand, there is a significant difference between government school principals' decision-making skills and private school principals'.

Nadaf, Z. A., & Campus, N. (2018) studied in his research "Emotional Intelligence, Personality Characteristics, and Gender: An Empirical Study of College Principals" show that difference between the two variables about gender groups (male and female) that exist among Principals of Kashmir Valley (N = 145) in J&K. The results revealed that the two gender groups (male and female) differed significantly in the mean value on the emotional intelligence variable. On the other hand, the gender groups did not differ significantly about the personality of the principals of Kashmir Valley.

OPERATIONAL DEFINITIONS OF THE VARIABLES

Personality

Personality is operationally defined as the total scores obtained by the individual on the introversion extroversion inventory (IEI) developed by **Dr. P.F. Aziz** and **Dr. Rekha Gupta (2013)**, which includes three dimensions, namely introversion, extroversion, and ambivert. This inventory consists of 60 items. The reliability coefficient of this tool is 0.91 & the validity coefficient is 0.95.

GENDER

The gender of the proposed investigation shall be referred to as the sex of an individual. In the present research taken gender was into males and females.

Types of School

Government, Private, Aided, and religious institutions will be looked at as the institutions of modern society. In this research, the types of schools are selected from government and private schools only.

OBJECTIVES OF THE STUDY

I: To study the effect of gender (male and female) on the Personality of Principals of Durg district.
II: To study the effect of type of schools (Government and private) on the Personality of Principals of Durg district.

HYPOTHESES OF THE STUDY

H₀₁: There would not be any significant difference between male and female Principals of the Durg district in personality scores.

H₀₂: There would not be any significant difference between government & private school principals of the Durg district in personality scores.

Delimitations of the study

The research study is limited to school principals of Government and private Higher Secondary schools of only the Durg district.

RESEARCH METHODOLOGY

Population: This study will be performed on Principals of Government and Private Higher Secondary Schools of Durg district. Total numbers of higher secondary schools selected in the Durg district are shown in table no. 1 below-

Table No: - 1

GOVERNMENT SCHOOLS	PRIVATE SCHOOLS	TOTAL
125	133	258

Sample: Sample will be collected by stratified random sampling. Fifty percent of Principals from the total population will comprise the sample for the present study. School wise distribution of the sample is presented in Table 2 below-

Table No: - 2

GOVERNMENT SCHOOLS				PRIVATE SCHOOLS				TOTAL
66				66				132
RURAL AREA SCHOOLS		URBAN AREA SCHOOLS		RURAL AREA SCHOOL		URBAN AREA SCHOOLS		
33		33		33		33		132
MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	
16	17	17	16	17	16	16	17	132

Tools: Tools used for the study will be as follows

1) **Introversion extroversion inventory (IEI)** constructed By **Dr. P.F. Aziz and Dr. Rekha Gupta.**

The dimensions are

- a) Introversion b) Extroversion c) Ambivert

This inventory consists of 60 items. The reliability coefficient of this tool is 0.91 & the validity coefficient is 0.95.

Statistical Analysis

Data Analysis was through SPSS, and it was performed by Using **t – Value.**

Analysis and Interpretation of Data

Investigated analyzed data collected concerning these hypotheses was by employing **t – Value.** The summary of this analysis has been presented in table 3, 4.5 & 6 below:

I: Summary of t –value for Gender on Personality of Principals

Table 3 shows the mean scores, standard deviation, and t-value of male & female principals on higher secondary school personality scores.

Table No. – 3

	Gender	Mean	Standard Deviation	N	t - Value
Personality	Male	37.12	8.18	66	1.055 ^{NS}
	Female	35.68	7.48	66	

NS= Not Significant, (df=130)

Table 3 also depicts that the t-value of 1.055 (df =130) for gender was not found to be significant. Table no. 3 unveils no significant difference between male and female Principals of the Durg district in scores of personalities (M=37.12, M=35.68, t=1.055, P<.01). Therefore, the null hypothesis, "There would not be any

significant difference between male and female Principals of the Durg district in scores of personality." Is not rejected. So, it is concluded that male and female principals do not show a significant difference in scores of personalities.

II: Summary of t-value for Types of school (Government & Private) on Personality of Principals

Table 4 shows the mean scores, standard deviation, and t-value of Government & Private principals on the personality of higher secondary schools.

Table No. - 4

	Types of School	Mean	Standard Deviation	N	t - Value
Personality	Government	38.87	5.98	66	3.81*
	Private	33.92	8.69	66	

*Significant level at 0.01, NS= Not Significant, (df=130)

Table 4 also depicts that the t-value of 3.81 (df=130) for types of school was found to be significant level at 0.01 level. It reveals a significant difference between government & private higher secondary school principals on the personality score (M=38.87, M=33.92, t=3.81, P<.01). It indicates that the government school principal's have higher mean values than private schools. This shows that the government and private higher secondary school Principals differ significantly in personalities scores. It indicates that both the means differ significantly. Therefore, the null hypothesis, "There would not be any significant difference between Government & Private higher secondary school principals on the score of personality." is rejected. Thus, it is concluded that Government & Private secondary school principals show a significant difference in their scores of personalities.

Table No. – 5 Dependent Variable: Personality

Personality	Types of school	Mean	Standard Deviation	N
Extrovert	Government	42.46	3.36	41
	Private	42.29	3.43	24
	Total	42.40	3.36	65
Ambivert	Government	34.08	2.56	23
	Private	34.23	2.92	26
	Total	34.16	2.73	49
Introvert	Government	20.50	2.12	2
	Private	20.87	1.15	16
	Total	20.83	1.20	18
Total	Government	38.87	5.98	66
	Private	33.92	8.69	66
	Total	36.40	7.84	132

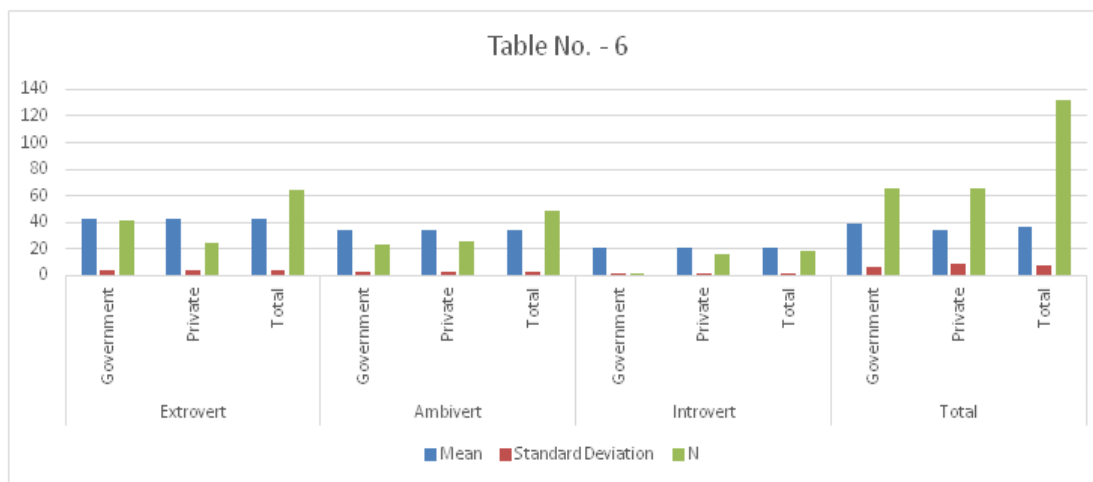


Table no. 5 and graph table 6 shows that the mean and S.D. of the principal's personality having an extrovert personality for government and private school principals were found to be 42.46 (S.D. =3.36, N=41) and 42.29

(S.D. =3.43, N=24), ambivert personality for government and private school principals was found to be 34.08 (S.D. =2.56, N=23) and 34.23 (S.D. =2.92, N=26), introvert personalities for government and private school principals were found to be 20.50 (S.D. =2.12, N=2) and 20.87 (S.D. =1.15, N=16), this reveals that the principal's personality with an extrovert personality was higher than that with an ambivert and introvert personality. Also, it is found that principals have forty-one extroverts, twenty-three ambivert, and two introvert personalities of government school principals and found that principals twenty-four extroverts, twenty-six ambivert, and sixteen introvert personalities of private school principals. It shows that government schools Principals have more extroverted personalities than private schools, and government school principals have low introverted and ambivert personalities than private schools. It can also be concluded that the introvert personality of principals was found to be the lowest.

CONCLUSION

we assert that a more precise picture has emerged concerning gender and types of school. The research shows that male and female principals do not show a significant difference in scores of personalities. Gender factor should be de-emphasized in the appointment of principals as no significant differences existed between male and female principals in personality. And secondly found that Government & Private secondary school principals show a significant difference in their scores of personalities, and it indicates that government school principals' mean values are higher than the mean values of private school Principals. This result may be concluded that Government school principals are more independent than private school principals because the former have to implement the policy on the other hand, later have to follow the instruction of the management.

DISCUSSION

The principal's personality constitutes a significant role in the educational system, and the principal's personality will affect the smooth running of the school. The research shows that male and female principals do not show a significant difference in scores of personalities. It has no evidence to suggest that females were less able and less effective as school Principals. **Adigwu's, O. C. (2004)** observed no significant difference in male and female principals' average performance. **Shakir, M. (2013)** study that Male and female Principals do not differ in their effectiveness. **Nadaf, Z. A., & Campus, N. (2018)** study that gender groups (male and female) did not differ significantly about the principal's personality of the Kashmir Valley in J&K. **Adigwu's, O. C. (2004), Shakir, M. (2013)** and **Nadaf, Z. A., & Campus, N. (2018)** also support the same result. Society should think about gender inequality by ensuring that growth in the education system is not reserved for males but both males and females. It will allow women to compete with menfolk and build competence in education. And secondly found that Government & Private secondary school principals show a significant difference in their scores of personalities. Higher Secondary level Private and Government school principals have entirely different standards. So therefore, a high possibility is to find variations in Principal personality in government & private secondary schools. There may be a reason why the administration influences private and government school principals because maximum Principals in government higher secondary schools are appointed based on their long-term experience and promotional qualifications. In private higher secondary schools, the management enforces most decisions, and the principal has to follow them. It can affect the growth of any school, so management should not give the principal space to decide for the school's welfare. **Menka, M. (2016)** found in his research that there is no significant difference between decisions making skills of government secondary school principals and private secondary school principals based on gender. Secondly a significant difference between the principal's decision-making skills of government and private school. **Menka, M. (2016)** also supports the same result.

Educational Implication of the Study

In this study, gender, types of schools, and personality scores variables play a positive role in any organization's growth and development. The research shows no effect of gender (male and female) principals on scores of personalities. Therefore in the present scenario, there was equality in their working and visioning style. So the education system should not select principals based on gender. In short, there should not be gender bias in the selection procedure of principals because the personality scores of both genders were to be similar. The personality scores of the government and the private school principals were found to be significant. Nowadays, Government school principals are more efficient and professional than private schools because job stability in Government schools is much better. In private higher secondary schools, the management enforces most decisions to the principal has to follow them. This research found the personality scores of both genders were to be similar. It implies that there should not be gender biases in the selection procedure of principals. Contrary to past research findings, females are not passive, indifferent, or unconcerned about personality. Moreover, we believe that these findings have implications for justice, social action, and policy. Specifically, we project that future personality models will include gender as a relevant predictor of personality and that collectively females

will be influential in future policy development. Indeed, personality improvement will require the collective, conscientious effort of men-women from all nations of the world. Our studies support the idea that males and females will play an active and positive role in this progress. The study will help improve the quality of schools/colleges and the education system.

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THE CURRENT STATUS OF WOMEN ENTREPRENEURS IN INDIA

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ABSTRACT

As we all know, in the past, women were not given equal status or the opportunity to compete equally with males, and they were bound by cultural and religious norms that limited them to managing household affairs. However, thanks to the efforts of our liberal leaders, this is no longer the case. Reform took place in our country after post-independence. Our nation has started to develop in many areas, education is one of them. Girls were given an equal opportunity to gain a fruitful education from school level up to a professional degree. Women started actively participating in all rounds of activities to compete with their male counterparts equally. We have seen that great female leaders have led our nation effectively through their hardships and talents. They became role models and inspirations for all the women in India. In society, Indian women were praised and recognised for their accomplishments in their respective fields. The revolution in Indian society, in terms of the increased educational status of women and varied ambitions for better living, has necessitated a change in the lifestyle of every Indian woman. This has given women an opportunity to become entrepreneurs. The rise as well as the progress of women entrepreneurs is highly noticeable in India, and their overall contribution to the Indian economy is also very noteworthy. Therefore, this research paper focuses on the current status of women entrepreneurs in India and highlights important aspects of women's entrepreneurship.

Keywords: Women entrepreneur, Leading Women Entrepreneur, Business, Women Schemes, Challenges

INTRODUCTION

The term "entrepreneur" has been derived from the French word "entrepreneur," which means to undertake. 51% of the capital invested by women or having 51% of women employees in the company is called a women's entrepreneur or women's enterprise as defined by the Government of India. A woman entrepreneur may be defined as a woman or a group of women who start and operate a business venture (Aradhya, 2018).

Women are becoming entrepreneurs from various established business houses and higher-income groups of the population. The knowledge and aptitude for business are the main reasons for women to become entrepreneurs. Women entrepreneurs engaged in business have a self-sustaining occupation. Because of social-economic development, women entrepreneurs are gaining importance in India. They become more conscious of their qualities, rights, and the opportunities available to them. Today, the number of female entrepreneurs has increased over a period of time and is changing the face of business. Women entrepreneurs are coming up from diverse fields of business, such as cosmetics, travel and tourism, fashion and film industries, technical and engineering fields, medical fields, etc. across India. Several government schemes for women and bank support have encouraged women to use their knowledge and skills to start up their own ventures, become self-dependent and fulfil their career goals. We have seen the remarkable achievements of women entrepreneurs in India. Our women entrepreneurs' success is not only recognised in India but also in international countries. They hold the chairmanship position in the organisation and lead the entire organisation independently, making the organisation very profitable. These female entrepreneurs are becoming role models for the new generation.

Entrepreneurs create new wealth and job opportunities for people, developing new products and services for customers. The position of women in India has been shifting due to the rise of industrialization, globalisation and social legislation. With the support of education and awareness programs, women have shifted from the home to a higher level of professional activities. In all the developed countries in the world, women are on par with men in the field of business. Women are also enthusiastic about taking charge of large scale businesses and playing an important role in contributing to the nation's growth. The role is also being recognised and steps are being taken to promote women's entrepreneurship in the country. (Aritra Ghosh et. al., 2013).

At the initial stage, women entrepreneurs set up the whole business idea before execution. She prepares various plans to execute them and controls each and every aspect of the business, from the capital investment to the final finished products. They are ready to take business risks and face uncertainty in business, but they do not give up the business and put all their efforts into making the business successful by overcoming various hurdles and challenges. They become successful entrepreneurs.

Some of the leading Women Entrepreneurs in India – Table 1

Name	Company Name	Business	Established in the year	Revenue	Funding:	Recognition
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Falguni Nayar:	The Founder of Nykaa	Valued at an estimate of \$1.2 billion Nykaa is a beauty and wellness e-commerce, premier platform for women. Baed in Mumbai	2008	Net worth is Rs. 1,300 crore.	\$ 145M	She was titled the “Most powerful business “by Business Today and received the “Woman Ahead” award at the Economic Times.
Kiran Mazumdar Shaw:	The founder of Biocon Limited	Biocon Limited is an Indian biopharmaceutical company based in Bangalore	1978	Revenue – ₹4,079 crores (US\$570 million) (2016–17)		Kiran Mazumdar-Shaw has been named EY World Entrepreneur of the Year 2020
Ritu Kumar:	The Fashion designer	Ritu started her brand with bridal and fashion wear.	1969	Turnover - \$5 Million.	Funding: \$ 16M	She is also the recipient of the Padma Shri award, Achievement Award in 2012 at L’oreal Paris Femina Women’s Awards and the Indira Gandhi Priyadarshini award for her role in the development of the fashion industry.
Upasana Taku:	Co-Founder of Mobikwik	Mobikwik is a fintech startup. It is a phone-based payment system and digital wallet.	Founded in April 2009	Mobikwik earn 19-184.6cr INR in FY19.	Funding: \$ 131M	MobiKwik has been awarded several awards like the mBillionth Award South Asia in the category of Mobile Business, for socially valuable contributions to South Asia’s digital infrastructure.
Divya Gokulnath	Co-founder	BYJU’s is the most valuable ed-tech	Founding Year: 2011	net worth-1800 crore	: \$ 1.5 B	Divya was featured as one

	BYJU'S	company in the world.				of LinkedIn's top voices in 2019.
Vandana Luthra:	The founder of VLCC	VLCC, a one-stop beauty and wellness service provider	Founding Year: 1989	Net Worth is Rs 1,300 crore.	Net Worth is Rs 1,300 crore.	Vandana was featured in Fortune magazine's 2018 list of Fortune India Next 500.
Aditi Gupta:	The Co-founder of Menstru pedia	Menstrupedia is a complete guide about periods that is taught in more than 30 schools across India. They also have several free resources available to help break the taboo. Based in Ahmedabad	Founding Year: 2012			She and her husband co-founded the comic in 2012. In 2014 she was listed on the Forbes India 30 under 30 lists for her work towards breaking the taboo.

RESEARCH OBJECTIVES

1. To study the leading women entrepreneurs in India
2. To study the factors influence women to become a women entrepreneurs
3. To study some of the Government schemes to uplift women entrepreneurs
4. To study the challenges faced by the women entrepreneurs

REVIEW OF LITERATURE

1. **Alwis and Senathiraja (2003)**, she found that a higher level of education gives an extra edge to women entrepreneurs. It builds confidence in the women's minds, and they are ready to take the initiative and explore the various opportunities available to them to access. Educated women explore the information available to start a business. Women with a good education and the ability to effectively and efficiently present their entrepreneurial ideas to all business stakeholders. They represent various business ventures in order to obtain financial support from banks and venture capitalists. They may need to take special courses in order to run their business and become familiar with the business subject knowledge.
2. **Wang and Wei (2007)**, He has stated that one of the most important supports for women who want to start a business is their ethnic group. It is seen that many female entrepreneurs are following their ethnic culture to solve the social and cultural problems of their ethnic group. With strong support and networking, they were able to leverage their entrepreneurial ideas and solve social cultural issues, becoming leading entrepreneurs in their society.
3. **Tambunan T. (2009)** has done a case study on Asian women entrepreneurs in developed countries. She has focused on women entrepreneurs in small and medium enterprises and highlighted various challenges faced by them.
4. **Mathew V. (2010)**, has focused on the Middle East of India. He has explained the various benefits of ICT for women's entrepreneurship. Various ICT study materials are available to solve business problems. Due to advanced technology and internet access, business functions are becoming easier and boundaries less to promote business and reach customers across the globe with the help of ICT.
5. **Roomi, (2011)**. He has emphasised that a woman's family background and support are the foundation of her business. He has explained that the family background and family support play a crucial role in the lives of female entrepreneurs. Without proper support and encouragement from the family, the female entrepreneur faced lots of challenges and problems in her entrepreneurial journey. Women entrepreneurs play a dual role of looking after family responsibilities as well as business. Managing the time factors is also very important

for the female entrepreneur so that she can equally give time to family and business activities. Spouse and child support payments have been a boon to female entrepreneurs., if there is a crisis in the family,

6. **Goyal M. & Parkash, (2011)** have evaluated the Indian challenges and prospects of the lower income section group, affecting mostly women entrepreneurs, to explore the opportunities. He has highlighted various government schemes available for women's entrepreneur development. He has done a small case study on women entrepreneurs in Ludhiana.
7. **Sharma, Dua, and Hatwal (2012)**, conducted research on rural women entrepreneurs and microenterprise development to better understand economic empowerment in rural India. He has addressed opportunities and challenges faced by female entrepreneurs in rural India. He has evaluated the influence on women's empowerment through micro-entrepreneurship development and self-help groups.

Govt. of India has started various schemes to uplift the women and promote women entrepreneurship.

1. Rajiv Gandhi Mahila Vikas Pariyojana (RGMVP)
2. SIDBI's Mahila Udyam Nidhi
3. SBI's Stree Shakti Scheme
4. Annapurna Scheme
5. Dena Shakti Scheme
6. Udyogini Scheme
7. Mahila Vikas Nidhi
8. Mahila Samiti Yojana
9. Entrepreneurial Development programme (EDPs)
10. Indira Mahila Yojana
11. Indira Mahila Kendra
12. Integrated Rural Development Programme (IRDP)

The following are some of the major challenges that female entrepreneurs face.

1. At the initial stages of the business, it is difficult to get loan or funding from venture capitalists.
2. Lack of business information at the pilot stage
3. Low access to networks in rural areas
4. Some women find it difficult to balance work and family life.
5. They faced difficulties in exporting their products to the global market.
6. Family members show a lack of confidence in female business owners.
7. Marketing is evolving all the time, and it is difficult to keep pace with the market requirements. Limited knowledge of marketing strategies
8. Social and cultural gender-based inequalities and biases

Research Methodology: The research methodology adopted for the present research can be **seen** as below

- (1) Research Design: The research paper is descriptive research design.
- (2) Sources of Data: There are two sources of data namely primary and secondary data. The primary data refers to the data collected for the first time from the selected sample respondents. While the secondary data is data taken from the available published sources. In the present research the data is taken from the available literature on the subject of research.
- (3) Data Analysis: In the present research the data analysis is done in terms of simple trend analysis and growth rate. Data analysis is obtained from the secondary data.
4. Limitations: Some of the limitations of the present research are:
 - The research is based on the available secondary data only. The primary data is not considered.
 - The research has focused on the quantitative data and not on the qualitative aspects of the data.
 - The research has covered the subject from the macro level and not from the micro level or at the company level.

Data Interpretation/Analysis:

1. Women entrepreneurs give a boost to economic development.
2. Women entrepreneurs generate 15% of employment in various fields.
3. More and more women are coming forward to address social issues and become entrepreneurs.
4. Exposure to entrepreneurship opportunities by the government through implementing various schemes
5. 59% of women feel that working independently helps in reducing their dependence on their family, while 46% feel that it means breaking the glass ceiling.
6. As per the Global Entrepreneurship and Development Institute, India performs below the 20th percentile in the female entrepreneurship index
7. 17% of all women-owned enterprises employ hired workers.
8. The Mann Deshi Foundation's financed skills development project for rural women entrepreneurs amounts to INR 500 crores in aggregate financing for 90,000 women. 4 lakh women have participated in their business school and chambers of commerce programmes. The establishment has more than 50,000 microbusinesses.
9. The women's entrepreneur rate fell from 79.6% to 62.1% between 2018 and 2019, as per Women Entrepreneurs as a Powerhouse of Recovery.
10. It is estimated that 98% of women-led MSMEs are in the micro category, as per the IFC Report-2019.
11. Around 8 million MSMEs are run by women. MSMEs are critical to India's economy--they are the second biggest employers after agriculture and contribute to over 30% of the GDP.
12. 5-15.7 million, or 20% of all enterprises owned by women, as per the 2019 Google-Bain report.
13. 90% of women entrepreneurs reported a noteworthy decrease in their sales revenues after lockdown due to the COVID pandemic.
14. In India, only 17% of women entrepreneurs were aware of the financial schemes rolled out by the government or financial institutions.

FINDINGS AND CONCLUSIONS

1. Women entrepreneurs are gaining importance in India because of social-economic development. They become more conscious on their qualities, rights and the opportunities available to them.
2. Women entrepreneurs are seen in diversified businesses, leading the organisations successfully.
3. Some of the most renowned female entrepreneurs from India have a global presence.
4. Entrepreneurs create new wealth and job opportunities for the people.
5. There is a transformation in today's women's lives. They have equal opportunities to showcase their talent in business.
6. Ethnic groups, family support, and education all play important roles in assisting women to become entrepreneurs.
7. The government has rolled out various schemes to uplift women and encourage women's entrepreneurship in India.
8. Every bank has developed several schemes to empower women.
9. There are various challenges faced by women in setting up women's enterprises. If they overcome all such challenges, then they will become successful female entrepreneurs.
10. Women entrepreneurs serve as role models for young, enthusiastic females.

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IMPACT OF COVID -19 ON SAVINGS AND INVESTMENT PATTERN OF WOMEN WITH SPECIAL REFERENCE TO MUMBAI CITY**Madhuri Jitendra Agarwal****ABSTRACT**

This paper aims to examine the savings and investment pattern of Women through a survey of 100 respondents where data was collected online through Google form using the structured questionnaire to find the investment and saving patterns of females in the age group 20 and above in Mumbai. Savings and investment plays a very important role in the lives of individual women whether she is working or housewife. There are some or the other reasons where they have spend their money. Good planning for investment makes your future secure in many ways. An Investment is a form of activity that individuals who have to save engage in, i.e. investments are made with their savings, or in other words, people invest their money. There are numerous investment alternatives accessible, including bank-FD/RD, gold, insurance, real estate, post services, mutual funds, and many others. Women invest their money for a variety of reasons and objectives, including profit, security, Return, and income stability, tax benefit, liquidity, diversification etc. Covid-19 had impact on Savings and investment pattern as many people faced lot of financial and health issues. Many people lost their jobs due to that reason their savings and investment got affected.

This paper attempts to analyse the impact of covid-19 on savings and investment patterns of women and to analyse the factor influencing saving and investments.

Keywords- structured, investment, influencing, secure, reduced

INTRODUCTION

Saving is defined as the money left over after expenses. Smart savers, on the other hand, set aside a considerable portion of their earnings before using the remainder to cover expenses. They are able to save on a regular basis and save more with this easy change. However, just conserving money is no longer advantageous, especially when inflation is factored in. Due to Covid-19 prices of many goods and services got increased. The emerging countries of the globe, such as India, face a significant challenge during covid-19 in obtaining adequate finance to fund their development initiatives. Most countries are finding it difficult to break free from the vicious cycle of poverty that is characterised by low income, poor savings, low investment, low employment, and so on. With such a high capital output ratio, it is clear that India requires very high rates of investment to propel her forward in her efforts to maintain high levels of growth. The safety of the principal amount, liquidity, income and its stability, appreciation, and last but not least, easy transferability are the main characteristics of an investment. There are numerous investment paths and types accessible, including stocks, banks, companies, gold and silver, real estate, life insurance, and postal savings. All investors who choose to invest do so in the above-mentioned avenues, which are available to them based on their risk-taking attitude and capacity to tolerate risk. Female investor too have enough knowledge of investments options available to them. Women have to take care of all the house hold related things and need to take careful decision regarding expenditure they made from their income. Covid-19 affected their pattern of saving and investments as their are many challenges they faced during this difficult time. There were nation wide lockdown and prices of many goods i.e. even for necessities got increased to some extent ,there were also pay cut for many employees, many become unemployed as organizations are not in a capacity to pay during this time. Even during this crisis period women did not gave up and they continued with their habit of savings and investment but there some changes found out.

LITERATURE REVIEW

Dr. Balaji Sadavarte & Ashwin Arora (Oct 2021) - “A Study on “Saving and investment pattern of Indian Households” This paper aims to examine the savings and investment pattern of Indian Households through a survey of 80 respondents where data was collected using the structured questionnaire to find the investment and saving patterns of population in the age group 19 and above in Mumbai. It was analysed that investment preferred by male and females do not differ in respect to their term of investment. It was also found that single people tended to save more than those married. Long-term investment tended to give better returns as compared to short term and mid-term investment.

Roshal Chinnu Vinu (April 2020)- “A Study of Investment Behaviour of Mumbai Residents with Reference to Behavioural Finance” under this study researcher stated that traditional finance simply states that investors do not make their financial decision on emotions. But later studies show that there is an influence of psychology on

the behaviour of investors or financial analysts and its subsequent effects on the markets. This includes behavioral finance theory. In short behavioural finance states the fact that investors are not always rational and have their limits of their efforts and are influenced by bias. This paper attempts to analyze the behaviour of investors towards investment pattern and to analyze the factors.

Prof. Sanket L.Charkha & Dr. Jagdeesh R. Lanjekar (July 2018)- “A Study Of Saving And Investment Pattern of Salaried Class People with Special Reference To Pune City (India)” studied the different types and avenues of investments as well as the factors that are required while selecting the investment with the sample size of 60 salaried employees by conducting the survey through questionnaire in Pune city of, India.

Zanvar, Priyanka & Bhola, Sarang. (2016)- “An empirical study on an investment pattern of individual investors in pune city .” Under this study researchers have collected data through a structured questionnaire distributed to 770 peoples from different Socioeconomic Classes in Pune. It was found from the analysis there is a significant difference into safer investment and riskier investment avenues. Analysis has been done through One Way ANOVA. It was propounded here that the most preferred investment options are Insurance and bank deposits and most of the factors influencing investment decisions were high returns, tax benefit and safety.

RESEARCH METHODOLOGY

OBJECTIVE OF STUDY -

The study was conducted taking into consideration the following objectives:

1. To study how the savings and investment decisions made by women in Mumbai.
2. To know the factors that is influencing investment behaviour of women in Mumbai.
3. To study the impact of covid-19 on the saving and investment pattern of women.
4. To analyze the preferred investment options of women in Mumbai.

HYPOTHESIS

H0- There is no changes in savings and investment habits of women in Mumbai.

H1 - There are changes in savings and investment habits of women in Mumbai.

H0- Savings and investments increased.

H1- Savings and Investments reduced.

SCOPE OF THE STUDY:

This study will be helpful to identify the impact of covid-19 held on savings and investments habits of women residing in Mumbai city. Women in general have a habit of saving and out of that savings they make their investment decisions. Investment decisions of individual females differ as per their knowledge about market and educational background they hold. As there are differences in needs and requirements of each woman, their investment habits too differ. It is also found that covid-19 had also affected the savings and investment of each respondent to some extent. In this regard, the researcher attempted to ascertain the investment habits of female investors in the Mumbai city. Understanding the impact of covid-19 on female investors faced, the study paper will aid research scholars and students in their pursuit of further education in their respective fields.

LIMITATION OF STUDY

There Are Certain Limitations To This Study.

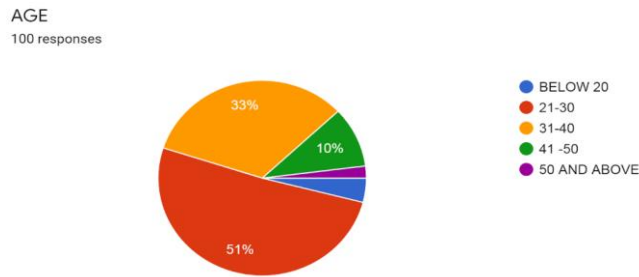
1. Only women respondents are considered for this research study.
2. For this research purpose primary data is collected online through google form.
3. Majority of questions are closed-ended.
4. Women residing in Mumbai specifically from Charni road, Worli, Bandra, Dadar, Parel, Andheri are considered.

Methodology of Data Collection-

1. **Source of Data collection:** This study is based on Primary data collection through structured questionnaire using Google form.
2. **Technique:** The data collected was analyzed using different analytical tools like percentage, pie charts, Bar graph etc.
3. **Sample Size:** The population for the study includes the 100 women residing in Mumbai city.

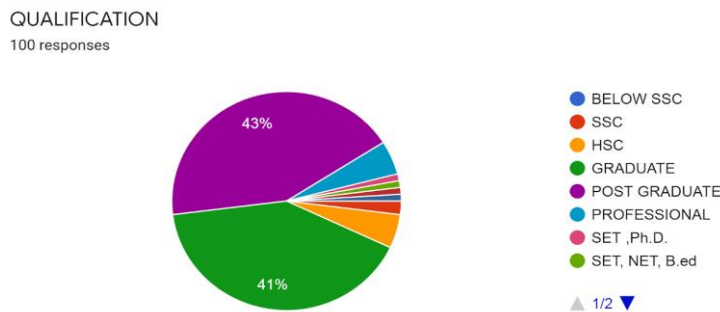
4. Data Analysis and Interpretation

TABLE NO.-01 - Age Profile



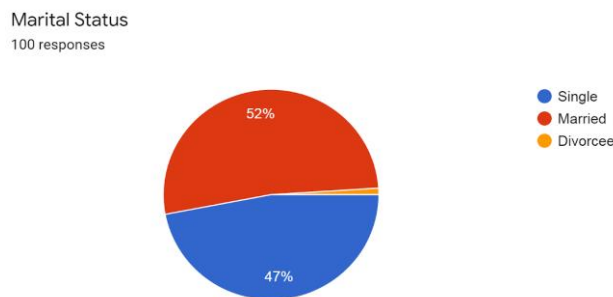
The above table shows that 51% of women respondents belong to the age group of 21 to 30, 33% belong to the age group of 31 to 40, 10% belong to 41 to 50 and 4% belong to the age group of below 20 ,2% belong to the age group of 50 and above.(Source- Primary Data)

TABLE NO.-02- Qualification



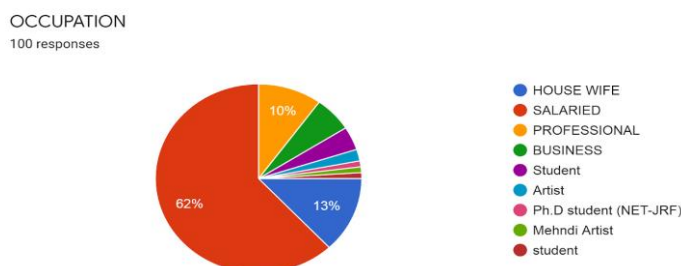
The above table shows that 43% of females are post graduates ,41% of them hold graduate degrees , 5% of them pursue professional degrees, 5% of them are HSC passed and 6% of them are holding other degrees. (Source- Primary Data)

TABLE NO.-03 - Marital Status



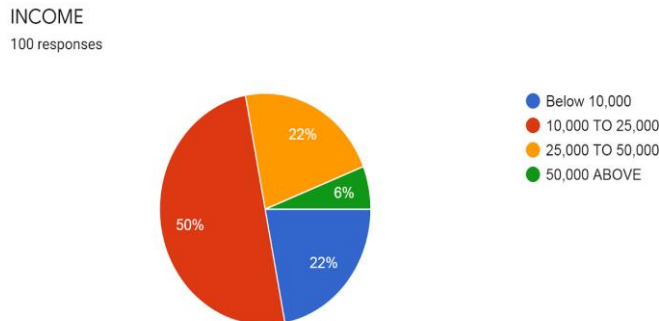
The above table shows that 52% of females are married ,47% of them are unmarried and 1% are divorced.(Source- Primary Data)

TABLE NO.-04 - Occupation



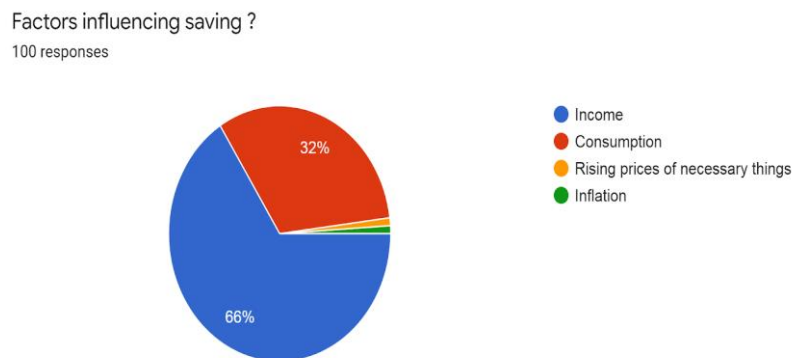
The above table shows that 62% Women are salaried ,13% of them are Housewives ,10% are professional, 6% of them are running business,4% are students ,2% are artists and 3% of them have other occupations.(Source- Primary Data)

TABLE NO.-05 - Income



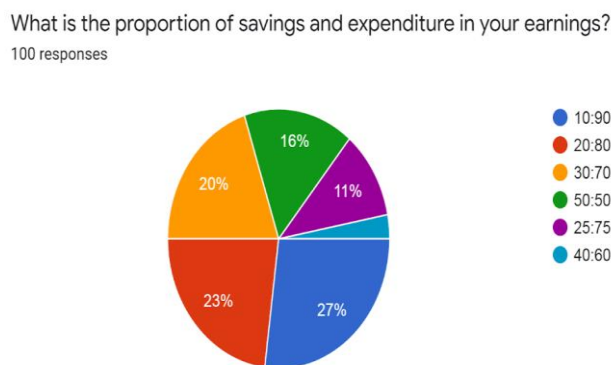
The above table shows that 50% of women earn income between the category of 10,000 to 25,000, 22% of them earn 25,000 to 50,000, 22% of females earn below 10,000 and 6% of them are earning above 50,000.(Source- Primary Data)

TABLE NO.-06 - Factors Influencing Savings



The above table shows 66% of women have Income as a factor influencing savings, 32% of females are having consumption as a factor and 2 % of females consider inflation as influencing factor towards savings.(Source- Primary Data)

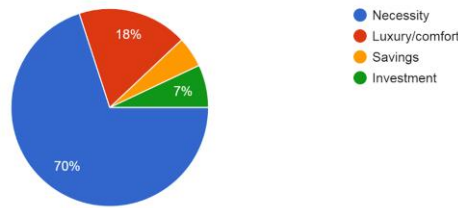
TABLE NO.-07 - Ratio / Proportion of savings and expenditure



The above table indicate that 27% of women have saving and expenditure ratio of 10:90, 23% of them have ratio of 20:80 , 20% of females consider ration of 30:70 , 16% out of them have proportion of 50:50 ,11 % of them have ratio of 25:75 and 3% of them save and spend on the ratio of 40:60. (Source- Primary Data)

TABLE NO.-08 - Major Part of Income spend on

Major Part of your Income is spend on ?
100 responses



The above table indicates that 70% of women spend major part of income on necessity ,18% of them spend on luxury or comfort ,7% of them spend on investments and 5% of them incur on savings .(Source- Primary Data)

TABLE NO.-09 - Frequency of Investments

How often do you invest money that you save ?
100 responses

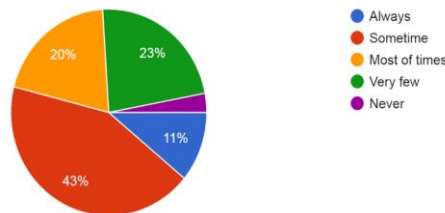
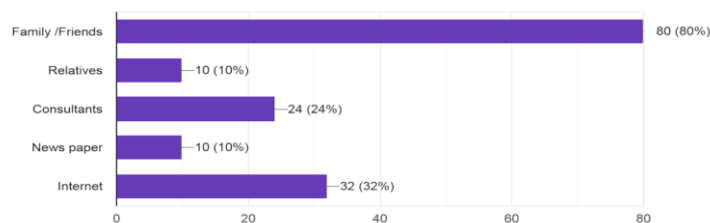


Table no. 9 indicates that 43% of women invest sometimes, 23% of them invest very little , 20% of them invest most of the time ,11 % of them always invest and 4% of them never invest.(Source- Primary Data)

TABLE NO.-10- Source of Investment information

From where do you get investment information?
100 responses

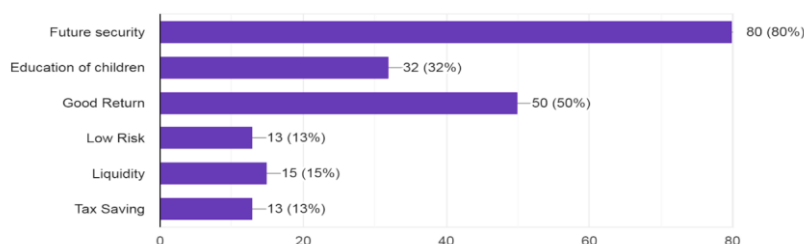


Note: Since some of the respondents have selected for more than one option, the responses are outnumbered the respondents.

Table no. 10 indicates that 80% of women have family and friends as sources of investment information,32% of them have the internet as source , 24% of them have consultants who guide them to invest ,10% of them consider relatives and newspapers as sources of investment information.(Source- Primary Data.

TABLE NO.-11 - Objective behind investment

Objective of Investment?
100 responses

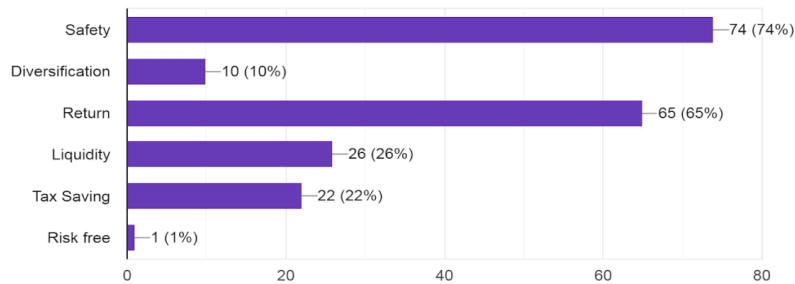


Note: Since some of the respondents have selected for more than one option, the responses are outnumbered the respondents.

Table no. 11 indicates the investment objectives. Where 80% of women consider future security as very important , 50% of them consider good return is the objective behind investment , 32% of them responded for education of children , 15% of them opted for liquidity needs , and 13 % of them considered low risk and tax savings as objectives.(Source- Primary Data)

TABLE NO.-12 - Factors influencing investment options

Which Factors influence you while selecting investment Avenues ?
100 responses



Note: Since some of the respondents have selected for more than one option, the responses are outnumbered the respondents.

Table no. 12 indicates that 74% of women have safety as influencing factors for selecting investment avenues, 65% of females responded for returns , 26% of them considered liquidity requirements , 22 % of them selected tax saving and 10% of them selected for diversification, 1% of them responded for risk free.(Source- Primary Data)

TABLE NO.-13 - Time Duration of Investment

Type of investment you prefer
100 responses

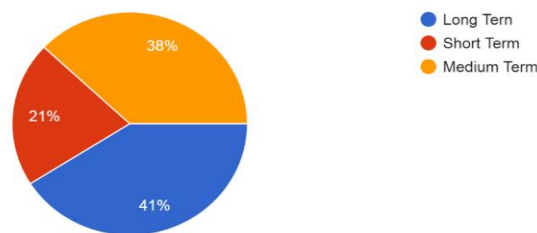
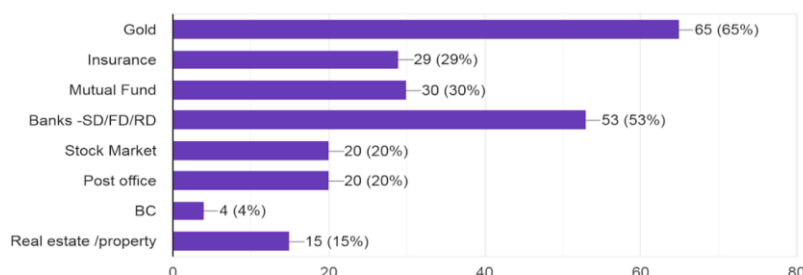


Table no. 13 indicates that 41% of females prefer to invest for long-term plans, 38% of them go for medium term plans and 21% of them selected for short term investment options.(Source- Primary Data)

TABLE NO.-14 - Investment Preference

Where do u prefer to Invest ?
100 responses



Note: Since some of the respondents have selected for more than one option, the responses are outnumbered the respondents.

Table no. 14 indicates that 65% of women prefer to invest in gold, 53% of them invest in banks through SD/FD/RD, 30% of them invest in mutual funds ,29% of them have insurance, 20% of them invested in stock market and post office ,15% of them invested in real estate/property and 4% of them invested in BC.(Source- Primary Data)

TABLE NO.-15 - Changes on savings and investment habits

Your savings and investment habits has changed due to covid-19 ?
100 responses

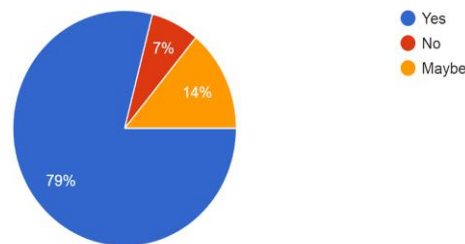
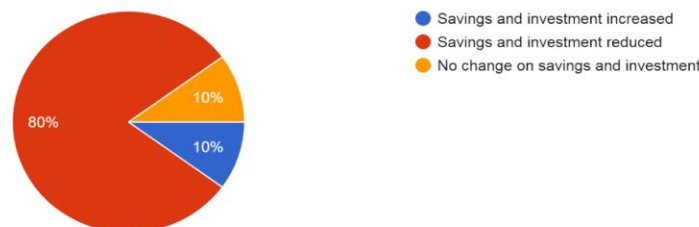


Table no. 15 indicates changes in savings and investment habits. 79% of women answered Yes for changes in savings and investment habits, 14% of them responded for Maybe and 7% of females selected No.(Source- Primary Data)

TABLE NO.-16 - Effect on Savings and Investment due to COVID-19

What effect COVID -19 had on your savings and investment habits?
100 responses



The above table shows the effect on savings and investment due to Covid-19. 80% of women selected savings and investment reduced ,10% of them responded for an increase on savings and investments and 10% of them responded for No change on savings and investments . (Source- Primary Data)

FINDING OF THE STUDY

1. In this study researcher has investigated the 100 women respondents from Mumbai city and it reveals that women have continued with the habit of savings and investments even during covid-19.
2. The researcher found that females who made investments are educated and have good knowledge about it.
3. It's also analysed that working women save and invest more compared to others. Women consider income as an influencing factor for Investment.
4. It is also observed that a major part of their income is spent on fulfilling necessities.
5. Women consider family and friends as sources of investment information. Sometimes they took help from the internet, consultants, newspapers for investment decision.
6. Majority of Women consider future security and good return is the objective behind investment.
7. It's also analysed that they prefer to invest in gold and banks through SD/FD/RD as it is the simplest form of investment.
8. According to the response received it is found out that there changes on savings and investments habits of women in Mumbai due to covid-19 and it got reduced to some extent.

CONCLUSION

Covid- 19 has infected millions of individuals around the world. It has not only resulted in a massive health disaster, but it has also left the world economy in chaos. Although limiting the spread of Covid19, the nationwide lockdown has left the general public in a difficult position, with practically all businesses and jobs suffering significant losses. Even in this situation, savings and investments play a very important role as Saving is a deeply ingrained habit in India specially for women. Covid-19 has had a severe impact on the Indian economy .Most of the people were facing many health and financial issues. Almost everyone got pay cut, even many people got unemployed and even business faced irrevocable losses. In India not only elderly people above 50 years of age but also female students below 20 years of age have saving and investment habits .From this research it is analysed that women have habits of savings and they do have enough knowledge to make their investment in differents avenues. It's noticed most of the salaried women are making investments in gold, saving deposits/ Fixed deposits/Recurring deposits and in Mutual funds also. They take help from family and friends and even consultants ,internet to make their investment decisions. Most of the women considered income as an influencing factor for Investment compared consumption and inflation. Most of women consider future security as well as good return is the objective behind investment. Due to Covid-19 Pandemic savings and investments habits of women affected in Mumbai.

After the analysis & interpretation of data by the researcher it is concluded that savings and investments habits of women got reduced in Mumbai due to covid -19.

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RURAL WOMEN EMPOWERMENT IN THE CONTEXT OF MICROFINANCING SERVICES**Ms. A. Sangeetha¹, Dr. K. T. Kalaiselvi² and Dr. T. Mohanapriya³**¹First year MBA, Velalar College of Engineering and Technology, Erode, Tamil Nadu,^{2,3}Associate professor, Department of Management Studies, Velalar College of Engineering and Technology, Erode, Tamil Nādu**ABSTRACT**

The empowerment of women is one of the fundamental issues in the development process of countries all over the world. There are lot of issues making women powerless and one of the major issue is Poverty. Different micro and macro level strategies are used by government agencies and NGOs to reduce poverty as a way to empower women. Microfinance has become an important component of the strategy for development, poverty reduction and economic recovery worldwide. Microfinance is a type of financial service aimed at individuals and small businesses who do not have access to conventional banking and related services. Microfinance includes microcredit, providing small loans to poor customers; savings and checking accounts; micro insurance and payment systems, among other services. Microfinance services are designed to reach excluded customers, often poorer segments of the population, who may be marginalized or more geographically isolated, and to help them become self-sufficient. Microfinance services, contributes to the socio-economic empowerment of women and the education of their children. This article examines how positively microfinance services affect the empowerment of women living in India.

Keywords: Women empowerment, microfinance service, micro credit, financial services, rural women, COVID - 19 Pandemic

INTRODUCTION

Microfinance is a type of financial service aimed at individuals and small businesses who do not have access to conventional banking and related services. Microfinance includes microcredit, providing small loans to poor customers; savings and checking accounts; microinsurance; and payment systems, among other services. Microfinance services are designed to reach excluded customers, often poorer segments of the population, who may be marginalized or more geographically isolated, and to help them become self-sufficient. Microfinance originally had a limited definition: providing microloans to poor entrepreneurs and small businesses that lacked access to credit. Two main mechanisms for providing financial services to clients are: relationship banking for individual entrepreneurs, micro and small businesses; and for groups where several entrepreneurs come together to apply for loans and other services as a group. Over time, microfinance has emerged as a larger movement whose audience is: a world in which everyone, especially the poor and the socially disadvantaged, and households All families have access to a wide range of affordable, high-quality financial products and services, including not only credit but also savings, insurance, payment and remittance services.

New research in microfinance calls for a better understanding of the microfinance ecosystem so that microfinance institutions and other enablers can build sustainable strategies that help create social benefits through providing better services to low-income people.

OBJECTIVES OF THE STUDY

- To exhibit the status of rural women empowerment in India.
- To observe the prevailing microfinance services in India.
- To study the positive effects of microfinance services women's socio-economic development.

LITERATURE REVIEW

The article (SOHAIL, M., 2014) was written about the economic empowerment and development of women. This article illustrates the negative attitude towards working women in a backward country such as Pakistan. Things are changing now and this concept no longer exists in this society and women are considered equal to men, but there is no such thing in Pakistan. According to Bill Clinton of 2009, there are 66% of working women in the world and 50% of women produce food, 10% of them have an income, but only 1% of them own their own property.

Osman et. Al (2018) researched that women's role in local governance is lower than that of men and that the low contribution is due to culture. religion and injustice, low economic empowerment, low self-esteem, low

education levels and excessive marital obligations. Study finding suggests education of women in the country; economic power of women; leadership training and participation in local governance at the district level.

According to Bashir and Ondigo (2018), savings are essential for any business person looking to secure services that allow small transactions along with easy access to funds.

A few authors conducted their research activities on the “impact of micro- credit and micro finance programme on the lives of women” and revealed that microcredit is a significant factor contributing to empower women in one way or other (Hashemi, Schuler and Riley, 1996; Hunt. Friedmann’s (1992) model of empowerment involves local self-reliance, direct participatory democracy and experiential social learning. al., 2004; Anna K. P. Saraswathy & Panicker K. S. M., 2008; Aruna & Jyothi mays, 2011). J & Kasyanathan N., 2002; Agha et.

Women Empowerment Through Microfinancing Services

Women empowerment can be defined in a variety of ways, including making an effort to accept or seek women's perspectives, raising the status of women through education awareness, literacy and education. Empowering women to make decisions that determine their lives through different problems in society. They may have the opportunity to redefine gender roles or other such roles, which can give them more freedom to pursue desired goals.

Nations, businesses, communities and groups can benefit from implementing programs and policies that embrace the idea of women's empowerment. Empowering women increases the quality and quantity of human resources available for development. Empowerment is one of the main procedural concerns when addressing human rights and development.

In the current scenario Micro-finance programmes reach millions of people worldwide and bringing them together regularly in organised groups. Microfinancing services are providing a very significant contribution to gender equality and women's empowerment. Through their contribution to women’s potential to earn a regular income these services are developing ability to promote women economically sound and increased life style..

MICROFINANCE INSTITUTIONS

MICROFINANCE INSTITUTIONS have called on the Centre to consider prioritizing immunization for their employees and those operating in the MFI self-help group, an organization that provides financial services to low-income people. The microfinancing services include micro-credit loans, savings, and micro-insurance. Microfinance institutions are financial companies that provide small loans to people who do not have any access to banking facilities. The definition of «microloans» varies from country to country. In India, all loans under Rs 10,000 can be considered as microloans. In most cases, the so-called interest rates are lower than those of conventional banks, some opponents of the concept accusing microfinance institutions of making profits by manipulating their money. poor. The microfinance sector has grown rapidly over the past few decades and it is currently serving around 102 million accounts belonging to India's poor population. Different types of financial service delivery to the poor emerged -NGOs; Cooperative; community-based development organizations such as self-help groups and credit unions; commercial and state banks; insurance and credit card companies; telecommunications and wire services; Post office; and other selling points offering new possibilities. Non-Banking Financial Institutions -MFIs in India are regulated by Micro Finance Institutions Directions, 2011 of the Reserve Bank of India.

FINANCIAL FREEDOM

Hashemi et al (1996): mobility, economic security, ability to make small purchases, ability to make larger purchases, involvement in major decisions, relative freedom from domination by the family, political and legal awareness, and involvement in political campaigning and protests. Greater financial independence for rural women increases their bargaining capacity, reduces violence against women and enables them to gain more influence over decision-making in the family (Hadi, 1997). Gaiha & Nandhi (2007) analysed that whether access to microfinance has given women greater autonomy in household decisions relating to allocation of resources, savings and investments and found that neither participation nor duration of membership of a Self-help Groups (SHGs) has a significant effect on female autonomy.

Status of Women Today

Globally, women lives more than men are focused on the family. In general, they tend to be more excluded from society. This exclusion can be external as in some developing countries or Arab countries or internally by women themselves. Social rules and norms can exclude women from types of paid work or leadership positions. On the other hand, men may be excluded from childcare and household chores, which are considered women's

territory. Becker's specialization hardly explains the extent of segregation and exclusion. This section examines some of the existing statistics on issues related to the status of women globally.

EDUCATION

In recent decades, large and successful investments have been made around the world to extend basic education to all children, including girls. In countries classified by UNDP as low in human development, women's literacy rates range from 10 to 85%, with a typical gender gap of around 20%. The higher the income and development, the smaller the gender gap. Globally, this gap narrowed by more than 5% between 1970 and 1998, with more in low-income countries.

EMPLOYMENT

Over the past 30 years, women have become increasingly present in the labour market. According to World Bank statistics, the labour force participation rate of women relative to that of men has increased from about 0.5 to about 0.8 in high-income countries. In low-income countries, this ratio also increased, from 0.6 to 0.7, while remaining around 0.6 in middle-income countries. This ratio varies between 0.7 and 0.9 with a general increase from 1995 to 1997 in all reporting countries. Women represent about 80% of total employment in the service sector, while their share is less than 20% in the industrial sectors in all these countries. Overall, women's lower economic resources naturally follow from these facts. What's more, women more frequently work part-time, which will of course be reflected in their earnings.

Decision making power

Lack of economic resources is likely to limit women's economic choices more than men. Lower purchasing power translates into lower decision-making power. In developing countries, inheritance and property laws are generally not more pro-women than in developed countries, which can be a significant factor in the financial resources that women have on hand. At the political level, women also have less said. Depict the percentage of women holding ministerial and sub-ministerial positions in some developed and some developing countries. In most developed countries, women hold 5-15% of higher positions, with Finland and Sweden leading the outliers with about a third of ministerial positions held by women. In developing countries, women typically hold less than 5% of higher positions in society. General, Women are more involved in high-level and political decision-making in developed countries. Another important economic decision-making power concerns the right to decide about one's own body, gender and number of children. Especially in developing countries, customs and norms tend to limit the choices women can make in this regard. High fertility is associated with less education for women, less participation in the labour market outside of the home, and fewer economic opportunities. In 1980, the total global fertility rate was twice that of high-income countries. By 1998, the disparity had shrunk as the number of children per woman in low-income countries had fallen from about six to just over four. Including China and India, which account for 40% of the world's population, the average number of children per woman in low-income countries is 3 children, while the number in high-income countries is less than 2 children. A remarkable convergence in fertility of the rich and the poor has occurred over the past 20 years. This will certainly affect the role of women globally in the future.

Future-oriented:

Although it has been confirmed that microfinance has great potential to empower women in a variety of sectors, the available evidence is not entirely immune from the negative impacts of this sector. microfinance for disadvantaged women such as increased workload and girls' education. It remains unclear whether microfinance benefits women across all sectors. In this direction, an empirical study using first-hand data is needed especially in the context of developing countries to further support the view that microfinance has indeed empowered women in a way. comprehensive way.

CONCLUSION

The results from the empirical studies have shown that some women are often empowered organising in self-help-groups with the chances of managing loans and savings. There are many samples of how self-help-groups have supported the event of women's issues, the economy and also the flow of data within the village. The ladies or their families focused on their own businesses, rather than sharing and spending on information on a way to improve other businesses within the self-help-group. If one in every of the members did run in an election or was harassed, the groups did however support this person by giving moral or voting support. Other factors which have influenced the results are socioeconomic status, the independent of people and family affiliations and connections. These activities cannot have taken place if there have been no effects flowing from the self-help-groups as a way for the deepening of community life. Thus, there's a connection between economic empowerment and wider impacts, although this relationship isn't as strong, automatic or linear as proclaimed by proponents for microfinance as a working alternative.

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SEXUAL HARASSMENT OF WOMEN AT WORKPLACE IN IT COMPANIES

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JJTU

ABSTRACT

It is critical to ensure that the workplace is free of prejudice and violence in order to achieve good work. Non-discrimination and equality are recognised globally as vital to any system of human rights protection and are enshrined in the constitutions and treaties of most countries. Non-discrimination and equal opportunity and treatment are regarded basic human and labour rights in the workplace, and are essential for social justice and long-term development.

ILO Thesaurus, 2011, has defined the Sexual harassment as “to unwelcome verbal or physical conduct of a sexual nature, which effect individual self-esteem, using abusive languages, creating offensive working environment, effecting job performance of individual, sexual advancement or violating social norms.

Despite worldwide agreement and national resolve to eliminate discrimination and promote equality of opportunity and treatment, many forms of discrimination still exist in the workplace, prohibiting women and men from having respectable jobs. Sexual harassment is one form of sex discrimination that should be handled as part of the Convention's requirements.

64% of female employees has reported and accepted that they have been sexually harassed by the investors, co-partner, fellow colleagues in some or the other ways. It is a matter of great concern and need to be discuss in the open platform to stop sexual harassment at workplace in the IT Company. This paper is focused on the sexual harassment of women employees at workplace in IT companies. Remedial available to the women employees to fight against the sexual harassment and lead a fearful life in the organization with pride.

Keywords: Information Technology Company, Women, Sexual Harassment, Abuse, Women inequality, discrimination, IPC Acts, Harassment, Physical Abuse, Violence,

INTRODUCTION

Information Technology Industry giant body National Association of Software and Services Companies (NASSCOM) has stated that the IT sector revenue is projected to rise by 15.5% to \$227 billion in the financial year 2021-22. GDP of the India is anticipated to grow between 8% and 9%.

9% to the national GDP is contributed by IT sector, and it is accounted for 51% of the services exports. 4.5 lakh fresher were recruited in IT Sector in current financial year, 2 lakh employees were women out of 4.5 lakh. The IT sector consist of 5 million employees. Women employees constitute 1.8 million in the IT sector, making Information Technology sector as the largest private-sector employer of women. India is the global hub for digital talent with more than five million tech workers. Women contribution to the success of the IT sector is remarkable, but unfortunately women inequality in pay, promotion opportunities or cultural biases are still persists. As per Statists report, Women employees workforce consist upto 28% to 42% in leading IT giant companies such as Google, Apple, Facebook, Amazon and Microsoft in 2020.

The ILO Declaration of Philadelphia, issued in 1944, states that all human beings, regardless of race, creed, or sex, have the right to pursue both material and spiritual well-being in conditions of freedom and dignity, economic security, and equal opportunity, and that discrimination is a violation of the Universal Declaration of Human Rights.

The #MeToo movement in India has highlighted about the gender inequality issues and harassment in the workplace. 69% of white male founders and 34% female founders feels that #MeToo movement has had a positive effect in the IT sector, according to the study by Women Who Tech survey report. 64% of female founders has accepted that they have been harassed by the investors in some way. To address gender inequality, company is need to recruit more female employees in a senior management position or leadership role, so that women employees feel the value of the gender equality. IT Company can form the team of diverse culture to represent holistic approach towards the employee recruitment and give a positive impact to the employees about the company. Women employees in the technology Industry are always in the minority position from the general workforce up through management and leadership roles.

The #Metoo movement has given courage and opportunity to the women employees of the tech company to speak out and take action against their harassers. The lack of liability in the IT industry has led women to remain silent. This ongoing silence is due to women employees is not having faith in their employer's inquiry method, while 67% of women said that they do not have any trust in their company that they will handle harassment allegations seriously or fairly. 45% of female tech employees who have experienced harassment say they reported the incident to senior leadership.

Molestation also referred to as 'sexual abuse' or 'sexual assault,' is another kind of violence against women. It is the act of a guy imposing sexual conduct on a woman. Molestation is the sexual exploitation of a kid or a woman for sexual enjoyment by an adult or a masculine person. Fondling, mutual masturbation, sodomy, coitus, child pornography, and child prostitution are all examples of sexual abuse. It could be an acquaintance, a close family member or friend, or even a complete stranger who attacks one's dignity and modesty.

Rape is one of the most severe kinds of sexual assault against women. It is in the form of verbal and physical violence and attack that takes place for sexual activity. Indian Penal Code, 1860, Section 375 defines the rape crime. Under this section, if a man is engages in sexual intercourse with a woman against her will, without her agreement, or in any of the other conditions listed in the section than it is stated that a man have committed a rape.

Some of the examples of the sexual harassment cases in reputed IT companies.

1. **Google Company** – The Google Company has given Mr. Andy Rubin, the creator of Android, a \$90 million as exit package following accusations of sexual misconduct in 2014. Rubin has denied this allegation. Shareholders has filed a lawsuit against Alphabet a parent company of Google for purportedly hiding and mishandling sexual misconduct cases including the allegations against Andy Rubin.
2. **Infosys** - In its annual report, Infosys Ltd said it received 69 complaints of sexual harassment at its India-based locations during the financial year 2018-19 (Apr-Mar), compared to 77 complaints a year ago.

Phaneesh Murthy, a technology entrepreneur and former Infosys director, was accused of sexual harassment by his secretary, Reka Maximovitch, in 2002. In 2013, Phaneesh was accused of similar things while working for an American IT firm. While the Infosys case resulted in a \$3 million out-of-court settlement, he was fired in the latter.

3. **Tata Consultancy Services** - Despite a protracted effort, a sexual harassment survivor employed by Tata Consultancy Services (TCS) has been waiting for justice for three years. Despite the harassment case reaching the labour court, the harasser has apparently been promoted to a higher position, while the survivor continues to suffer humiliation and mental torment, as well as transfer to different verticals within the organisation. TCS and the harasser continue to prolong the court struggle, and the survivor appears to have given up hope of justice. The complaint was filed in Kancheepuram's Labour Court in August 2019 in response to the Internal Complaints Committee's (ICC) report, and more than 20 sessions have been held thus far.
4. Major in information technology Wipro saw the most increase in absolute numbers of complaints, from 101 in FY18 to 142 in FY19, while Infosys saw the greatest decrease in absolute numbers, with the private lender reporting 40 cases fewer in FY19 and the IT major reporting 8 cases fewer during the year.

OBJECTIVES OF THE STUDY

1. To study the growth of the IT Sector
2. To study the role of the women employees in the IT Sector
3. To study the sexual harassment cases of women employees in IT sector
4. To study the remedies measures available to the women employees against sexual harassment.

Legal Law and Acts implement by the Government to punish the culprit and to safe guard women from Sexual Harassment at workplace.

1. **503 IPC** - It is a felony under this Section if a woman's obvious denial to someone's sexual approaches is met with threats to damage her physically, or her reputation and property, and the offender faces a two-year prison sentence and a fine.
2. **First Information Report FIR** - If you believe you have been subjected to sexual harassment, you have the right to register a FIR with the local police station, and the officer in charge is obligated to take the report.

The first information report, according to Section 154 of the Code of Criminal Procedure, is information delivered to police officers and reduced to paper as required.

3. **Sec 499 IPC** - Morphing photographs of women and spreading them with the aim to harass and slander her is deemed a criminal punishable by two years in prison and a fine. 'Whoever, by words either spoken or intended to be read, or by signs or by visible representations, makes or publishes any imputation concerning any person intending to harm, or knowing or having reason to believe that such imputation will harm, such person's reputation, is said, except in the cases hereinafter expected, to defame that person,' according to the section.
4. In order to address this issue, legislation has been passed such as the Sexual Harassment of Women at Workplace (Prevention, Prohibition, and Redressal) Act, 2013, and the Vishaka Guidelines.

REVIEW OF LITERATURE

1. **Fernandes, D., 2012**, In a research titled Sexual Harassment at Workplaces in India 2011-2012, Oxfam India, and the Social and Rural Research Institute in India partnered with 400 working women from Delhi, Mumbai, Bangalore, Chennai, Kolkata, Ahmedabad, Lucknow, and Durgapur. Sixty-six of the 400 respondents said they had been sexually harassed a total of 121 times. Non-physical events accounted for 102 of the 121 events, whereas physical activities accounted for 19 of the 121. Ninety-three percent of those polled stated they were aware of sexual harassment of women in the workplace. On the other hand, the majority of the victims did not take formal legal action against the perpetrators.
2. **Allyson Kapin, 2020**, Women Who Tech has conducted the survey of more than 1,000 tech founders, employees and investors. From the survey, it is found that 48% of women employees have experienced harassment at workplace, while 42% of the women employees said that the harassment was perpetuated by a senior employees of supervisor level. 43% women said that the harassment was sexual, some women admitted that they have been force for sex in exchange of promotion in the company. It is also found that high level of sex discrimination take place in offering benefits to the women employees.
3. **McKinsey study, 2020**, it is revealed that gender disparity can be seen as early as the first promotion opportunity. Women employees account for 48% at the entry-level recruitment but only 38% of the women employees promoted to first-level managers. Further, it is also seen from the data that in the IT sector, the female managers were under paid as compare to male counterparts. It is observed that mostly male employees are holding seniors position in the company and dominating the female employees.
4. **Madhu Balaaji, 2018**, Sexual harassment is a significant type of sex discrimination that should not be condoned since it jeopardises workplace equality by putting workers' integrity, dignity, and well-being at jeopardy. Because it is an arena where they spend a significant portion of their day, all workers, both women and men, have the right to a workplace that is safe, secure, devoid of discrimination and violence, and conducive to completing one's obligations and responsibilities.
5. **Richard Lobo, 2019**, Human Resource department major responsibility in present scenario in IT companies seem to be project positive image of the company and create goodwill of the company to the customers. They were not involve or given any authority to take up the sexual harassment cases report to the court. Human Resource department employees are asked to suppressed information in view to safe the company image. If Human Resource department conduct workshop on sexual harassment and draft a policy on sexual harassment in the company. Women employees will feel safety in the organization and if someone act or behave unnatural with the women employee, then such women employees can file the complaint against sexual harassment.
6. ComplyKaro Services has conducted the survey and that in FY19, Indian companies reported higher incidences of sexual harassment than the previous year. Based on an examination of their annual reports by ComplyKaro Services, data from BSE 100 businesses, which are mandated to provide this information, showed a 14 percent increase in reports of sexual harassment complaints in FY19. Experts believe that an increase in reporting could indicate better awareness of workplace sexual harassment legislation and efforts by corporations to ensure that appropriate action is done.
7. **Suresh Tripathi, VP, HR - 2020**, "Women are more willing to report sexual misbehaviour these days, and it is the obligation of organisations to respond quickly," Suresh Tripathi, Vice President, Human resource management, said.

8. **Saundarya Rajesh, president of Avtar Career Creators and FLEXI Careers India, 2021.** "With increasing focus on PoSH in recent times assuring full compliance, heightened awareness, and greater employee empowerment, this is bound to happen." "According to one of the studies of the 100 top firms, the number of reported incidences of sexual harassment increased by 30% between 2018 and 2019," she continued. In FY19, the number of pending complaints grew to 14% of all reported instances, up from 11% the year before, indicating that more can be done to ensure quick justice.

RESEARCH METHODOLOGY

The research methodology adopted for the present research can be seen as below:

Research Design: The present research Descriptive Research Design is most suitable as it describes the current situation in a much-simplified way.

Sources of Data: There are two sources of data namely primary and secondary. The present research has taken with consideration only available secondary data or the published data. As the industry is highly organised and regulated. There is plenty of published data available on the subject.

Data Analysis: The secondary data has been obtained for the research purpose. It is analysed in simple terms such as percentage rise and mean trends. Thus, only trend analysis has been used in the data.

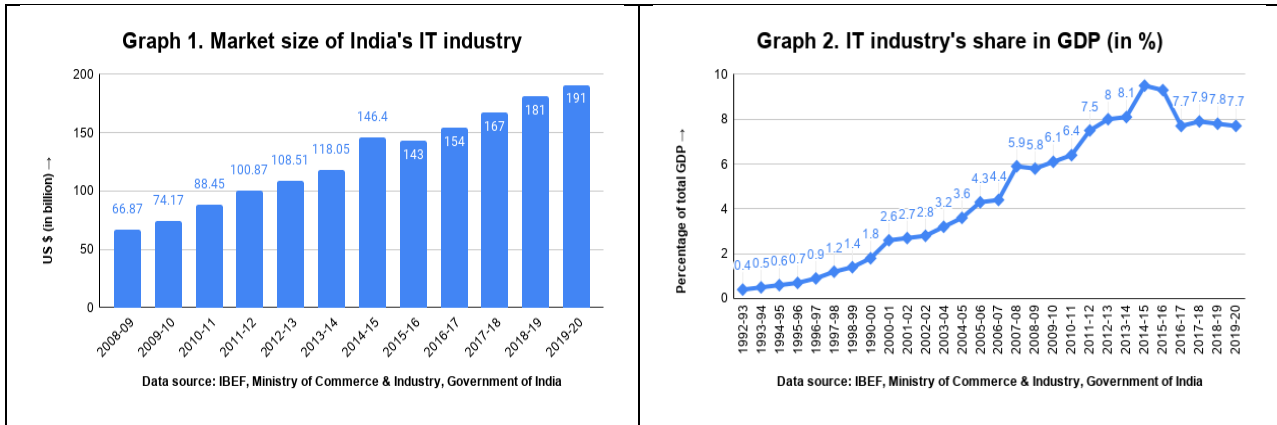
Limitations: Some of the limitations of the present research are as under –

- The research has based on the available quantitative data and the qualitative data has not been considered.
- The research paper is created on secondary data. The primary data has not been used in the research.

Data Analysis

About IT Sector growth and generation of revenue by 2025

1. In 2018, India has over 50,000 startups, with around 8,900–9300 of these being technology-based.
2. There were approximately 1.26 million registered companies in India as of September 2020. Over 1.25 million of these were limited-by-shares corporations.
3. In 2020, the IT industry will contribute for 8% of India's GDP. Software exports by IT companies affiliated with STPI (Software Technology Park of India) totaled Rs. 1.20 lakh crore (US\$ 16.29 billion) in the first quarter of FY22, according to STPI.
4. India's software services exports (excluding commercial presence exports) rose by 4% in FY21 over FY20, and are expected to reach USD 133.7 billion in 2020-21.
5. By 2025, the Indian software product sector is anticipated to be worth \$100 billion.
6. Statistics of Percentage of Sexual Harassment of women employees in IT Industry
7. According to a 2017 Pew Research Center poll, 50% of women stated they have encountered workplace gender discrimination, while only 19% of men said the same. Women with a postgraduate degree (62 percent), women working in computer jobs (74 percent), and women working in male-dominated businesses all had higher rates (78 percent). 36% stated sexual harassment is a problem in their place of business.
8. According to the study, 72 percent of women in tech say they are outnumbered by men in business meetings by at least 2:1, while 26 percent say they are outnumbered by 5:1 or more.
9. In order to prove their worth, the majority of women in tech (78 percent) believe they must work harder than their male peers. In addition, women in IT are four times more likely than males to regard gender bias as a barrier to advancement.
10. During the epidemic, women in technology were nearly twice as likely as males to lose their jobs or be furloughed (14 percent vs. 8 percent).
11. Women are not just underrepresented in IT, but they are also underpaid – according to a Dice research, 38 percent of women are unhappy with their pay, compared to 33 percent of males.



SUMMARY AND CONCLUSION

1. The Indian IT industry, which accounts for about 55 percent of the global service sourcing market (US\$ 200-250 billion) in 2019-20, is sourcing IT-ITES from the bulk of global firms. The IT industry's market size (particularly export) has increased dramatically from approximately 67 billion dollars in 2008-09 to 191 billion dollars in 2019-20. (Graph 1). Revenue is predicted to expand at a faster rate in the following years, reaching 350 billion US dollars by 2025.
2. 64% of female employees has reported and accepted that they have been sexually harassed by the investors, co-partner, fellow colleagues in some or the other ways.
3. (NASSCOM) has stated that the IT sector revenue is projected to rise by 15.5% to \$227 billion in the financial year 2021-22.
4. GDP of the India is anticipated to grow between 8% and 9%.
5. 2 lakhs women employees are contributing to the success of the IT sector growth.
6. #MeToo movement has had a positive effect in the IT sector, according to the study by Women Who Tech survey report.
7. 67% of women said that they do not have any trust in their company that they will handle harassment allegations seriously or fairly.
8. Molestation also referred to as 'sexual abuse' or 'sexual assault,' is another kind of violence against women.
9. Rape is one of the most severe kinds of sexual assault against women. It is in the form of verbal and physical violence and attack that takes place for sexual activity.
10. All reputed IT companies in India have registered sexual harassment cases in their company. We have seen some of the examples of sexual harassment in our study. Sec. 503 IPC Act. Sec. 499 IPC Act., FIR, PoSH, Vishakha Act 2013.
11. From the literature review it is seen that sexual harassment is taking place in IT Companies.
12. Women are not just underrepresented in IT, but they are also underpaid – according to a Dice research, 38 percent of women are unhappy with their pay, compared to 33 percent of males.

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GENDER INEQUALITY FACED BY MEN WITH ITS SOCIAL AND ECONOMICAL CONSEQUENCES

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ABSTRACT

Creation of human started with two beautiful creatures, Male and Female. From major faiths to ideological school of thoughts, both genders have played a vital role in growth and development of society with core values and moral lessons. Traditionally, Male and Female are also considered two wheels without cycles of life isn't possible. But as our society evolves into civilization domination of one over other started, and resulting discrimination beginning, as society has already addressed female related inequality and discrimination through multi-task and multi-issues related feminist, is voice heard and brought reforms from head to toe in every part, every corner of society from orthodox to different types of societies.

Hence survey among 100 men, highlighted that under garb of accusation, domination by male, society has neglected and also develop biased issues towards one of the two gender – which is MALE. Society claimant of gender equality, but upholding one gender as victim (female), another gender as culprit (Male). There is no doubt society has its domination by Male, but “grass is never green on other side of field, fact is all grasses are not equally tall either (even if all grasses comes green).” This intentional or non-intentional approach has made situation either biased, discrimination and inequality against Male which resulted one sided thought process – knowing as male domination, which in end brought multiple hidden discrimination along with equality. As that one gender (MEN) which is also economic generator since centuries lead to disaster socially and economically.

Study through survey lead findings which where beyond expectations, Men are emotionally sensitives but inequality and discrimination which society fails to address results more devastating, like addictions, mental instable, loneliness and ultimately hope-less in society.

Keywords Devastating, Femvertising, Patriarchy, Reluctant, Hegemonic, Hypnoclinic, Masculine Theory, Benovelent,

Public Sector Undertaking (PSU) departmental

INTRODUCTION

With huge Femvertising (advertisement / advertising related to females) it was important to understand and explore the issues and trauma faced by Males was need of time, awaiting to be addressed. Most striking note, is issues like stress, mental trauma and discrimination is least study or reported, even if written or reported it is over shadow due to high-rate crimes and discrimination by erst-patriarchy, even patriarchy is now limited and feminist movement on rise this patriarchy is soon going to be part of history in our modern society where most goals in respect to females are either achieved or will soon be achieve.

General approach is to bring in notice to society and intellectual community that discrimination and inequality against / with male is so deep or not understood easily leads to social and economical impact resulting loss which is impossible to cover and address in short period of time. Research survey among male brought facts and also found most males are reluctant to raise voice and are subject to violence, discrimination, mental stress, physical stress. Culture and societies around are turning in hegemonic with discourse with patriarchy facts.

Research survey result new facts, stating disparity among two major genders from youths to adults. From watching porn to suicidal thoughts, society which projected small boys into responsible and risk takers, making them bodies which has dark side leading to destruction of social fabric, destroying economical productive. Let's demonstrate this with help of small case: Parenting of male child with projection male child is emotionally strong, physical active and role players in society. This led to character creation and domination in society, but since patriarchy is almost dead in society, with all due respect to feminist movements, this grown male is suppressed under various situation which is not socially favourable. The act of discourse is when one person or a group of people use language to assigns meaning to words, statements, and groups of statements (Foucault, 1976). Michel Foucault means, unwritten rules, social norm which without knowing people are subjects to follow.

Traditionally societies have evolved in such a way, right when male child grows to age of sixteen, he is taught to study hard for better future, as he has responsibilities. After settlement, male is instructed to take care of wife

and children after marriage. Here-on, probably at least on moral ground, society is unconsciously not concern with mental health of male partner which is ultimate down fall of stature of men.

Rise in importance started when issues men are found isolated with in society and is subject, which lead to the violent and addictive behaviour, ultimately give rise to low productivity and destroying social and economic status in society. In small discussion with psychologist Ms. Rupali Shingade from Mavpravah Hypnoclinic in Mumbai City (Shingade), it has been found most issues among male are such, as they (Men) seek ONLY male for psychologist, notably it can also be called new Taboo among Men to discuss masculine issues in society. Primary study method is used in collection of data through detailing short interviews based from hundred men. Primary study was focused on men are from rural, urban and metropolian cities contributing information, considered as new knowledge with multiple dimensions can be open for policies and also legislation for rights and equality of men.

LITERATURE REVIEW

In study of masculine theory, after long search few articles was sending clear message and with conclusion disparity coexists with on-going discrimination with females in modern society, it was clearly understood, things are connected and also not connected as modern civilization is complex within itself.

Legal Service E-Journal, Gender Discrimination Against Men, by Vanshika Mittal (Mittal, April, 2021).

Author, have address the gender discrimination comparatively, highlighting societal pressure and expectations affect a men's health. All the aspiring feminists are talking about equal rights, but they never pay much care about equal responsibilities. Scholarly article in online journal categorically contains certain issues from men gender discrimination issues from social and economically perspective too.

Gender discrimination against the men was highlighted when man filed a petition in the supreme court because he was directed to pay monthly allowance to his wife after divorce.

Author Ms. Vanshika had clearly brought light on absence of legislation to support men against fraudal charges or complaint, through which men, faces multiple discrimination and inequality in society. Men benevolent article mentions laws and importance of right group for females are abundant in society as they are bindly followed when comes to rights of gender in opposite to female, trust is more invested with policies for females.

A small case study from article : In Amity University, Noida, a girl dishonestly charged 2 boys. Those 2 boys were fiercely thrashed by 20 companions of girls, as a result of a slight verbal battle about parking. At the point when those boys went to file a complaint, it was discovered that the girl had just filed a harassment case against them Citation Ind19 \1 16393 (9). Studies demonstrated that over 80% of attack cases are phony.

It clearly shows how self interested or nefarious minded individuals (in reference to above case study) created mental and social disparity for youthful boys, bringing violent climax.

Imbalance in society may lead to chaotic disruption and anti social elements are not good for economy.

RESEACH METHODOLOGY

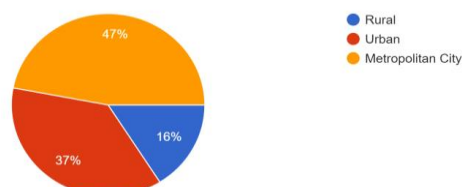
Study was focus on men from rural, urban and metropolitan cities. During study and individual men were reluctant to questionnaire even after assurance of privacy. Data collection was made possible through details educating and bringing the importance of this study.

Objective was to understand the men / male perspective about discrimination. Questionnaire based on simple daily routine related, from simple as irritation, to married men expecting for paternity leaves. Hence, selecting primary method for data collection was best suitable for sensitive issue which is new Taboo among men, as many are also reluctant to discuss even basic issues they are facing.

DATA ANALYSIS (Collection, 2022)

1. Survey from Men from Different Demography – Response to Gender inequality issues with men.

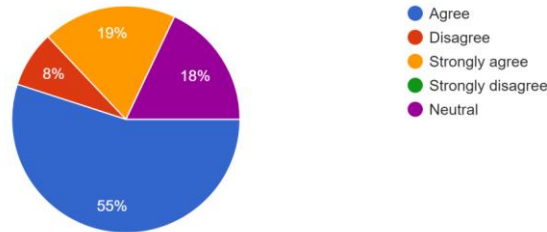
Resident of
100 responses



This pie-chart indicates the demographic contribution of men, contributing into this mammoth issue, considered as nothing. Amazed to find sixteen percent men from rural regions discussed their views and issues, relating them to gender discriminatory behaviour.

2. Men agreed to Gender based Discrimination as reality

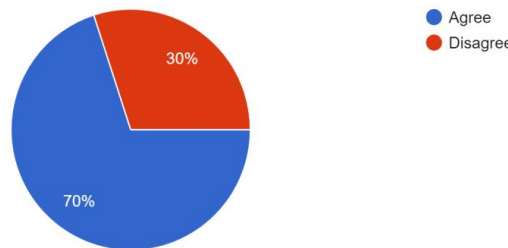
Do you agree Males (MEN) faces challenges and inequality / discrimination in society
100 responses



Fifty five percent of men from various demography accepted the reality of gender-based discrimination with them. Interestingly eighteen percent of men are neutral to issues and nineteen percentage men disagree the men gender disparity. This particular response left room open for discussion for policy makers, social scientists and intellectuals’ community to understand the reason behind such response if compare to major response as yes.

3. Men subject to Domestic violence and sexual exploitations.

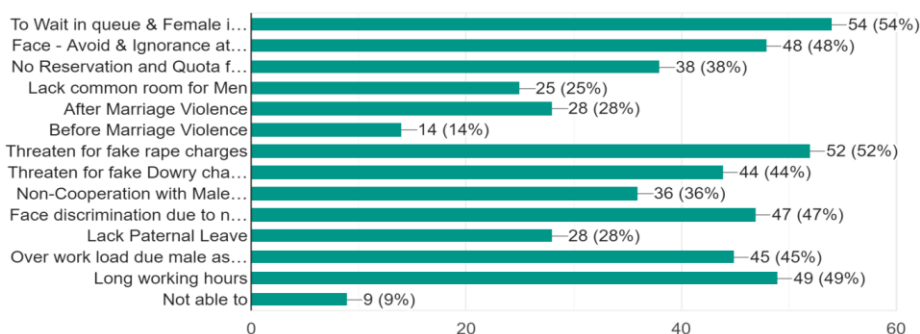
Do you agree Males (MEN) is subject to domestic violence, Inequality and sexual exploitations
100 responses



This was best part to know, whereas Men are responsible for rape and sexual crime against women, other part of coin hold them as victim too. And with major men are subject to various types of domestic violence. Media and society projected only, violence which are reported as violence including physical and property damages and life threaten. But Domestic violence is also part where mental stress and mental sickness is more dangerous than all above mentioned category of violence. Due such un-heard violence and its impact on men, who in some section of society leads the economic and social factor, will collapse along with their family with moral as well as economically, we will discuss in conclusion part.

4. Areas / Fields Men are facing discrimination:

Fields & areas Males (MEN) faces Inequality & Discrimination (Can Select Multiple Options)
100 responses



Not to exaggerates, but shocking frustration was notice in survey among one hundred men, when survey questions were provided to them for their response. Areas varies from To Wait in queue & Female is given preference **a) Face - Avoid & Ignorance at time of inquiry b) No Reservation and Quota for Men c) Lack common room for Men d) After Marriage Violence e) Before Marriage Violence f) Threaten for fake rape charges g) Threaten for fake Dowry charges h) Non-Cooperation with Male staff at work place i) Face discrimination due to non-financial stability j) Lack Paternal Leave l) Over work load due male as gender**

Long working hours **k) Not able to understand.**

Fifty-four percent men are frustrated when females are given importance in queue, this may be controversial, but this cannot be ignored as during interview and explaining this part to interviewee, it confirms often it happen at during inquiry counters, metro, train queues females are given first preference even if they are NOT pregnant or senior citizen by age, most females are homemakers and belong to working class.

Traditionally men, are subject to natural and often threat which is Fake Rape charges due to majority of crime are dominated by same gender as prime culprits. But self-motivated and self-centred females have many times used this as reason to advantage their goals and objectives. Hence, **fifty-two percent** males have accepted threaten for fake rape charges.

Forty-nine percent of men, complain about long working hours, many time due to females’ other social responsibilities they are assigned less work or may even get extra favouritism in work environment. This develops resentment among men, which is expressed in survey.

Often it is hard to acknowledge, but now it can be seen Men faces discrimination if they are not financially stable, either compared or subject to mental trauma by family and life partners. This result demotivation and low economic productive, yet another social and economic disaster. This acknowledgment has **Forty-seven percent**.

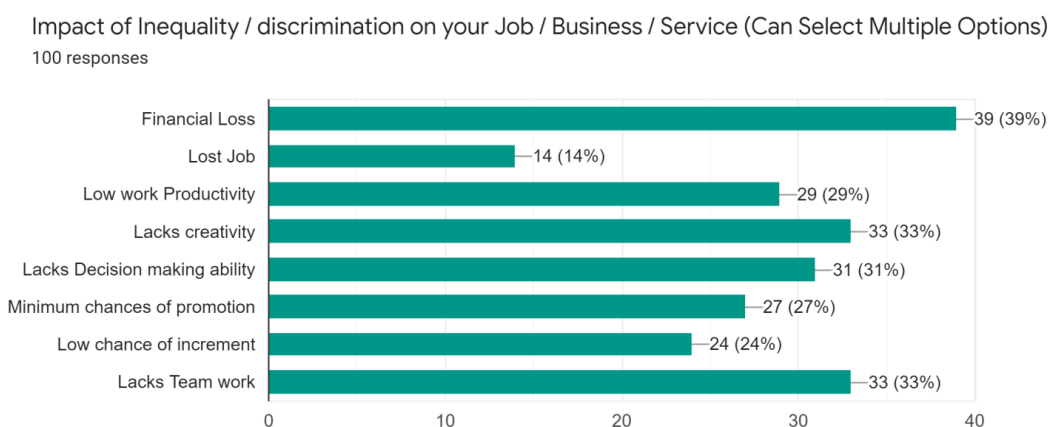
Men, as masculine known as hard-work and more productive is now exploited as females are either due to gender advantage or favouritism get less work load. Many economists argue wage discrimination between men and women, its true and right, but wage discrimination is in work where physical activities takes place.

A place, where working hours are mentioned, means a corporate work or big MNCs, PSU departmental. This is supported by **Forty-five percent** in study among men.

Since, judiciary has now taken strong stand with law-and-order agencies, instructing to take corrective action in fake martial complaints, cases related to fake dowry charges are now less, this is major reason data notice only **Forty-four percent** men report threaten with fake dowry charges.

Rest information is moderate and may subject due to other stress and reasons.

5. Impact of Inequality in Men professional and Economic Status.

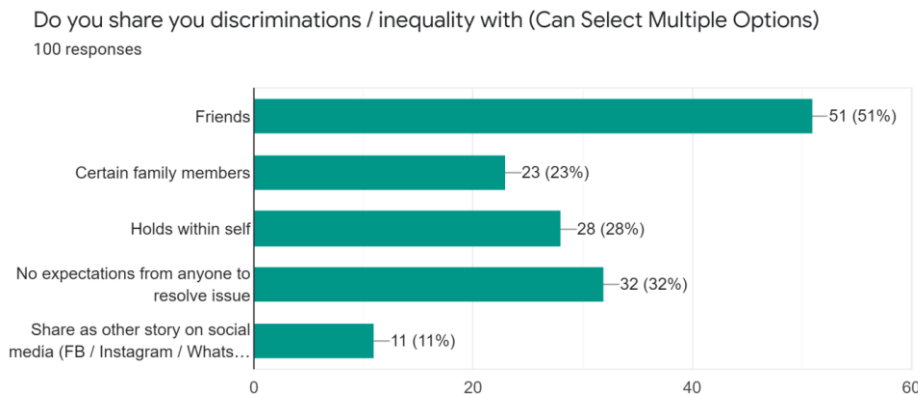


Since this paper is dedicated to social and economical impact of men due gender inequality, data clearly read from one hundred that **Thirty-nine percent** of men are at loss financially due to different types of discriminations and partiality.

Creativity and Team Work is core of individuals in present competitive work environment. Stress and unstable mental health kills creative and thinking ability which is another reason most from one hundred men has pool into with **Thirty-three percent** lacks in creativity and Team work.

Intelligences plays a vital role in society, also at economic factor which help earn household an income and increase or bring stability to purchasing power, in return improving standard of living. **Thirty-one percent** men, categorially supported idea where discrimination result in ending decision making quality.

6. Do men share inequality or report – How do they overcome.



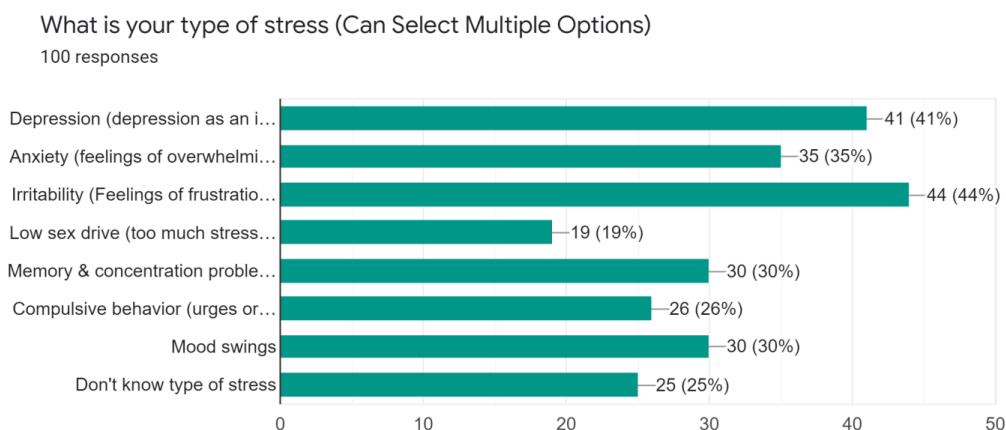
Anonymous Old-man, once said, Shared pain is always reduced.

Since men, have inequality from home to corporate, few friends and more oppositions, still makes decided to discuss and share their troubled life with friends making total of **Fifty-one percent** from one hundred men.

Most fascinating information gathered was two areas.

- 1) One with least, **Eleven percent** share their stress and discrimination on social platforms (FB/ Instagram/ WhatsApp / Snapchat as their stories or voice in comments sections.
- 2) Another goes with No expectation from anyone. These are **Thirty-two percent** men who feel hopelessness around them, this figure may result in another types of crimes, anti-social elements, or serial killers to address their own issues.

7. Types of stress Men acknowledge.

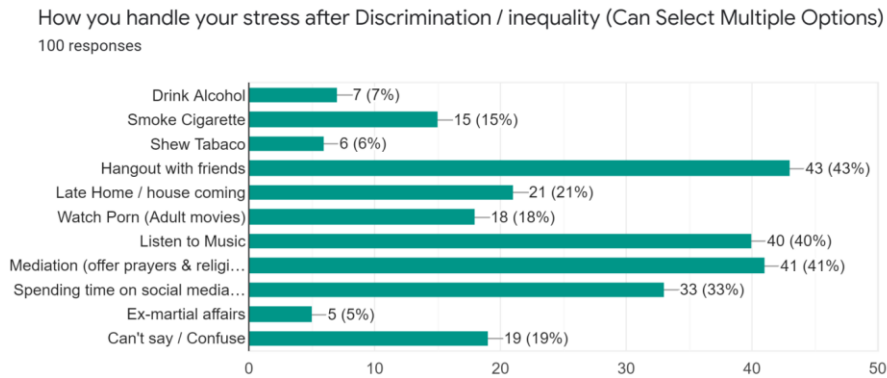


With **Forty-four percent** men, are irritate / frustration is common. These frustration harm the work productivity and personal health of individuals.

Catchy facts were newly found, like **Thirty percent** men faces Memory & Concentration problem and Mood Swings, **Nineteen percent** men, experienced low sex drive, which generate another frustration.

Major **Twenty-five percent** men, are victims of discrimination but are not aware of their situation. These is harmful for society, where men and women coexist.

8. How Men handle the discrimination

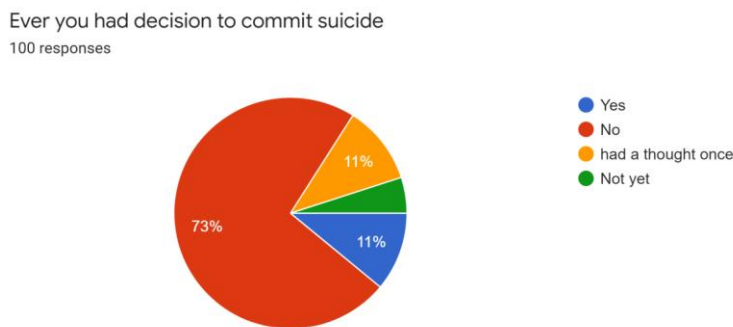


Everyone individual in modern society adopt methods to cope with their problems, since every problem is different from one another, study focus and curiosity was answered in extraordinary information.

Forty-Three percent men hangout with friends, not family, give another reason to already trouble domestic or family life. These also lead to excess expenditure, and may result economic loss, also minimum time spending time in family gathering may impact on personal health.

Interesting fact, was **Eighteen percent** men watches porn! Watching porn is not harmful, but result may differ then what is claimed. Watching porn may impact sexual life and also on mental health, urge of sexual and non-conventional sexual desires, lead to different consequence.

9. Decision to commit suicide

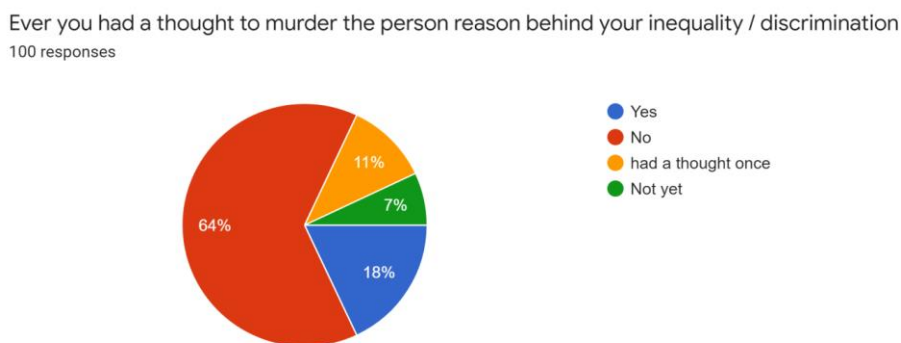


Study showed, either due to responsibilities or will power to fight back, high number **Seventy-three percent** men didn't think about suicide.

Remaining **Eleven percent** hold both position types of men, equal numbers men had thought for suicide and same had a thought once. But this can be address before it's too late.

Five percent didn't have a thought of suicide.

10. Intention of Crime to end source of trouble

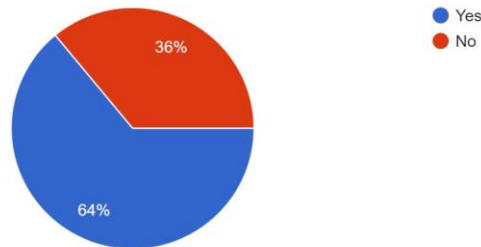


Men, a dominating gender from positive to negative, but this survey proved most crime committed are motivated either self-centred with different objectives. **Sixty-four percent** men decline to accept murder of source of discrimination.

But alarming comes with **Eighteen percent** men, are inclined towards ending problem, this may contradict with above statement, but eighteen percent is beginning of hate crimes and may also contribute in heinous violence including domestic violence too

11. Men issues are not taken seriously.

Do you believe your justice is being taken as Laugh
100 responses

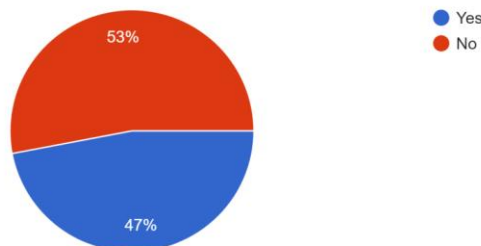


Justice for men across the world is subject to moral values when comes to its social position. Specially it is emotional and socially like issues discussed above. Justice doesn't mean, once to get life imprisonment, or punishment by judicial or law and order agencies. Society also have to be rational judgemental.

Sixty-four percent have highlighted that justice for men in society is nothing close but subject to laugh.

12. Are Men aware of #Metoo movement.

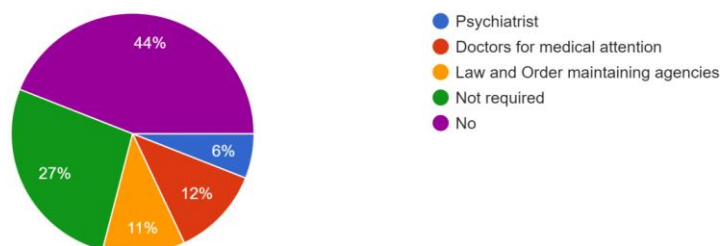
Are you aware of #Metoo movement for MEN
100 responses



This information collected was assuming and interesting, as #Metoo for men exists but many are not aware of this due to famed #Metoo movement for females. From Casting couch for men to domestic violence, men are also subject to discrimination, above details and data have proven, but unfortunately imbalance in society. Meanwhile now organisers and promoters of such events should also address men issues.

13. Men needs guidance and counselling sessions

Ever you approach counselling sessions with
100 responses

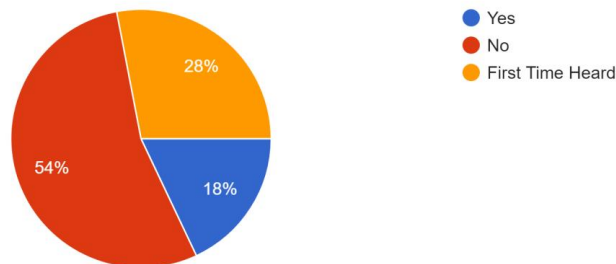


This was amazing study found during this survey, most men issues are not address as they find solution through friends or relaxed through social platform share. There is very small percentage like **Twelve percent** only consult experts or therapist for their issues.

As **Forty-four percent** didn't consult anyone, as these men use different method to address their issues by different means.

14. Are Men aware of International Men Day

Do You know about International Men Day
100 responses



Men, are aware of International Women and also partner into huge celebration, even corporates upload values which is of-course benevolent move, but unfortunately Men themselves **Fifty-four percent** of men are not aware of International Men Day, which is celebrated in November, 19 every year.

International Women day is celebrated as idea was proposed by Clara Zetkin, a leader of the Women's Office for the Social Democratic Party in Germany. In 1911, International Women's Day was honoured for the first time in Austria, Denmark, Germany and Switzerland on 19 March. (When is International Women's Day 2022? Story, History, Significance, Importance and all you need to know, Mar 6, 2022)

International Men's Day celebrates worldwide the positive value men bring to the world, their families and communities. We highlight positive role models and raise awareness of men's well-being. One of the six pillars of International Men's Day is to improve gender relations and promote gender equality not only for men but for women too. (International Mens Day., 2022)

RESULT

Findings are fascinating and may result in good policies, findings have covered social and economic factors, which may become hurdle in success of society. Since society is becoming Uni-polar, it is important to address both gender issues. Fascinating details like men are not ware of metoo movement for me, justice for men not taken seriously, from suicidal though to committing heinous crime. Men, being projected dominating and powerful, hence still suffer and couldn't voice his / their own issues in society.

DISCUSSION

On basis of study findings, analysis and results, we need policies makers, judiciary, law and order agencies, bureaucracy including corporates to come forward and cooperative with raging issue.

With all due respect to feminists and society collaborate on rising issue. Which somewhere get connected with society and also connected with females, and crimes. Many facts and finding had already been discussed with data in analytical method.

FUTURE SCOPE FOR FUTURE RESEARCH

This analytical study can help draft health policy for both genders in society, bring positive and health unbiased future generation which can focus on development in very positive. These finding boost new studies and bring in greater roles and generate employment of psychiatrist from PSU to MNCs, this will also create new study for psychologist can help over come with various therapies and social experiments for betterment of genders.

CONCLUSION

Such studies help in building societies. All informative data had been provided above, its social and economical impacts will be long term, ending basic structure of society. Men and Women are bound by trust, be they brother & sister, friends, husband & wife or in relations either way, both gender plays crucial role in society. Men, damaged mentally / socially is not productive and will result in economical destruction, resulting low

standard of living and poor performance. It has been observed with men strong from mind can overcome even economic factors. Contributing either through per capita, of GDP by means of productive factors, two major genders from society issues has to be highlighted with proper mechanism.

Since Men issues are not addressed in proper way or lacks proper channels through which it can be addressed, gap of not known resentment will keep increasing like silent atomic bomb. Days are not far when Men rights groups may clash with feminist, hypothetical to say but such may lead to disorder in society, like one we saw Themyscira Island, a place Wonder Women (DC Comics) have rules that the Amazons would be immortal as long as no man sets foot on their island. Men are banned from Themyscira under penalty of death.

Likewise, in reality, women welfare organization / commission, we need to take stand for men, men welfare organisation commission.

Famed social television show Satyamev Jayate, had also observed that men do not suffer from marital hostility, that was one such example, more such issues still need to be brought into society, show was hosted by Bollywood star Aamir Khan. Such platform needed to be promoted and address the mental sickness, as it becomes the root cause for many burning and unsolved issues.

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ROLE OF DAIRY FARMING IN RURAL WOMEN'S DEVELOPMENT**¹Vidyalakshmi Kattimani and ²Dr. Laxmidevi Y**¹Research Scholar, ²Research Guide**ABSTRACT**

The present paper discusses how dairy farming can play a vital role in rural development of India. Dairying has become an important secondary source of income for millions of rural families and has assumed the most important role in providing employment and income generating opportunities particularly for marginal and women farmers. Growing population, changing lifestyles, expanding urbanization and accelerated climate changes are creating new challenges in agriculture system in India. Hence it is the need of the hour to conserve and improve the productivity of Indian indigenous breeds in order to pave way for the rural populace to find alternate methods to earn a living as well as to contribute to the rural development. Improving dairy farming in rural India would give a long term sustainable solution to both livelihood and security of about 70 million farming community of India as well as provide nutritional security to the country.

The present paper has discussed how dairy farming can be benefit women at individual, household, community and broader levels. At the most basic level, innovations can benefit women by improving their health, nutrition, income, life span etc. Rural women play a vital role in farm and home system. She contributes substantially in the physical aspect of farming, livestock management, post harvest and allied activities. Her direct and indirect contribution at the farm and home level along with livestock management operation not only help to save their assets but also lead to increase the family income. She possesses skills and indigenous knowledge in these areas. This will not only generate income for them but also improve the decision-making capabilities that led to overall empowerment. In view of this, efforts have been made in this paper to critically review the role of dairy farming in rural development and women's empowerment endeavors in India. The data were collected from the 50 respondents from vijayapur taluk.

Keywords: Rural women, empowerment, dairy farming, Economic States, contributes, etc.

INTRODUCTION

More than 70% of the Indians live in villages and equal quantity of farmers own less than a hectare of land in India. These small scale farmers have taken up dairy farming to earn a living. India has highest number of livestock. As per the official records, India has 70 crore population of cows during the initial days of Independence compared to the 33 crore total population. However, this has turned around. As per estimates, India now has more human population and less animal population. However, data also indicates that India alone has a share of 15% in the global cow population. In the recent past, agriculture has become less lucrative owing to many factors and high cost of fertilizers is one of the reasons for the farmers to look for alternates. Hence, many small scale farmers in rural India have taken to dairy farming which neither requires fertilizers not any cause ecological imbalance. Animal products such as milk, butter, meat, leather and manure have played an important role in sustainable economic activities. Many scientific studies have discovered that cow urine can be used as an alternate to fertilizer and increase the fertility of soil. A recent survey has shown that dairy farming in India has the potential to generate income to the tune of more than two lakh crores (*Dr.N Sridhar, Dr Ganesh, Dr Nagaraj*).

India has occupied a second place in global dairy farming. Indians domesticate buffalos to obtain milk and in terms of milk production India has ranked second highest country in the global market. Cows and buffalos have been domesticated in large numbers and as a matter of fact, cows and buffalos stand first and second in terms of domestication. Farmers have domesticated more number of buffalos compared to the cows. This can be attributed to the fact that buffalos have the ability to digest any kind of fodder. It can be fed vegetable leaves, dry grass and other food items. Besides this, buffalos discharge large quantity of dung and urine and often do not fall ill. Therefore, buffalos are preferred to cows.

As per the estimates, India has 16% of animal transportation across the globe and 15% of buffalo domestication in the global scenario. The 8th Five Year Plan had accorded importance to milk production. The dairy farming in India has necessitated Milk Revolution (*Dr Sunandamma, Dr Omkar Kakade, Dr Chandramathi Sonda*).

DEFINITIONS

Michael Todaro in his book Economic Development in the Third World defines development "as a multidimensional process involving major changes in social structures, popular attitudes, and national institutions, as well as the acceleration of economic growth, the reduction of inequality, and the eradication of

absolute poverty. Development, in its essence, must represent the whole gamut of change by which an entire social system, tuned to the diverse basic needs and desires of individuals and social groups within that system.”

Dennis Goulet has defined development thus; ‘there are three core values of development: sustenance, self-esteem, and freedom. Sustenance is the ability to meet basic needs of people. All people have certain basic needs without which life would be impossible. These basic needs include food, shelter, health, and protection (Dr Basavaraj Kumnur).

OBJECTIVES

To know the family background of rural women and to know the economic conditions of rural women who have taken up dairy farming and breed cultivation.

Animal Breeds

Cow Breeds: Scholars have identified that Malwi and Kankrej are the ancient cow breeds of India and they were domesticated in India since the Harappa civilization. Likewise, scholars have also identified that Haryana, Mewati, Rath, Nagori and nine other livestock breed were domesticated by the Aryans. World Food Programme has published that there are 787 livestock breed across the world and among them India alone domesticates more than thirty breeds. Based on the buffalo breeds, the Indian buffalos are divided into three types.

Milk breeds: The breeds are domesticated exclusively to obtain milk. The physical features of these cows are muscular body, big udder, wide teats, and loose skin. Gir breed of Gujrat, Dlehi, Uttar Pradesh and Bihar Sahiwal breed of Madhya Pradesh, Sindhi breed of Kerala, Karnataka. Odisha Tamil Nadu and Punjab, Devoni Tharparker breed of Andhra Pradesh have similar features.

Working Breeds: These cows are used for field work. Hallikar, Amrit Mahal, Kilari, Krishnateer, Baragur, Nagori, Bacaur, malwi, Kenkatha, Kherikar, Ponwar, Siri and Gavalo are some of the cow breeds used for field work.

Dual Breeds: Haryana, Ongole, Kankrej, Devani, Nimari, Dangi, Mewari and Rati are dual breed cows which are used for field work as well as for milk.

Malnad Gidda, Amrit Mahal, Hallikar, Sahiwal, Sindhi, Krasu, Katu are some of the breeds found in Shimoga, North Canara, South Canara and Udupi districts. Likewise, we can find HF, Jersey breeds in Gadag, Kilari Malad Gidda and Devani breed cows in Haveri district in Karnataka (Dr Sunandamma, Dr. Omkar Kakade, Dr Chandramathi Sonda).

Buffalo Breeds

The bondage between man and animal has been the most harmonious since prehistoric period. The Indian mythological characters have also been associated with the strong bondage with animals. Lord Shiva had Nandi (bull) as means of transportation, Lord Krishna is often depicted with playing his flute along with cows and Lord Yamaraj often carried himself on a buffalo. Buffalo breeds are popularly known as Javari, Desi, Gowli, Mura, Golira, Kilari, Jaffar, Gujjara, Singoti, Sangli, Nademma and Ilathi Buffalo. Each breed is known by its region, physical features and the amount of milk production. Following are the details of buffalo breeds in Karnataka.

Dharwad Buffalo: This buffalo breed is seen largely in Dharwad, Belgaum, North Canara and Gadag districts. These buffalos are black in color and long head. They sport small forehead, long ears and flat horns, they produce 4 to 7 liters of milk every day.

Surti Buffalo: This buffalo breed is largely seen in Baroda and Khaira districts of Gujrat state. This buffalo is a medium sized animal with rusty brown or silver-grey body color. The head of these animals is fairly broad and long with convex shape at the top in between horns. The horns are of sickle-shaped and flat. The horns grow in a downward and backward direction and then upwards at the tip forming a hook. They are mainly used for milk production purpose. The females produce between 1500 and 2000 liters of milk.

Murrah Buffalo: This breed is also called Delhi Buffalo found in Punjab and Delhi. This buffalo is well built, heavy and wedge-shaped. The head is comparatively small and the face is comparatively long. The color of these buffaloes is jet black. The horns are different from other breeds of buffaloes. Murrah horns are short, turning backward and upwards and finally curving inward spirally. They produce 2000 liters of milk.

Pandarapuri Buffalo: Pandharapuri is native breed of Maharashtra and North Karnataka. These buffaloes are usually black in color. White markings are found on forehead; legs and tail in few animals. Horns are very long

and extend beyond shoulder blade, sometimes up to pin bones. The buffaloes produce 1200 liters of milk per lactation.

Dakshina Kannada Buffalo (South Canara Buffalo): This breed is found in South Canara and Udupi districts in Karnataka. They are usually used in Kambala, a traditional buffalo racing.

Punjab Maison: This breed is found in Uttar Pradesh and Punjab states. Though these buffalos resemble Murrah buffalos, the horns get curved at a tender stage. This breed is known for large consumption of fodder.

Minda: Minda is also a breed found in Uttar Pradesh and Bihar. The physical features of this breed resemble Surti and Murrah breed buffalos. The horns of these buffalos are bent backwards and can withstand severe cold. They can produce milk from 1500 to 1800 liters.

Other breeds: apart from the above said breeds, there are other breeds such as Zafarabadi, Badavari, Nagpuri, Sambalpuri, Godavari, Manda, Mehsan, Toda and Kalahandi. These are indigenous and native breeds.

Karnataka Anti Cattle Slaughter and Preservation Act 2020: As per the this Act, livestock such as buffalo and cattle below the age Of 13 are prohibited from slaughter. Also, no person shall slaughter or cause to be slaughtered, or offer or cause to be offered for slaughter or otherwise intentionally kill or offer or cause to be offered for killing any cattle. Whoever contravenes any of the provisions other than section 4, shall on conviction, be punished with imprisonment which shall not be less than three years but which may extend to five years or with fine which shall not be less than fifty thousand rupees but which may extend to five lakh rupees or with both. Under this Act, it is mandatory for the farmers to obtain a certificate from the concerned officials before transporting their livestock to other places.

As regards egg production, India produces more than 1.60 million eggs per year and it contributes more than 100 million to the gross domestic production. However, it is said that egg consumption in India is comparatively low. It is opined that measures should be taken to increase egg production as it has the potential to create employment in the rural areas.

India produces 7300 lakh tone of cow dung per year and considering the large scale production of the dung, experts are of the belief that fertilizer worth 48,000 crores can be produced in India. Biogas produced from cow dung generally consists of methane, carbon dioxide, and other components. Since there is so much methane in the gas, it's important that it doesn't escape into the environment. Methane is a major greenhouse gas and contributes to global warming. Many people are aware that cow manure can make a good soil fertilizer and are reminded of this every time they pass a fertilized and odoriferous field. Cow manure is rich in minerals, especially nitrogen, phosphorus, and potassium. Cow urine is believed to have a supernatural property of curing skin diseases by reducing blood toxins. The use of cow urine for hair is also remarkable. It makes the head scalp healthy and hair shiny, strong and dandruff free.

REVIEW LITERATURE

Karnataka Livestock Development Policy published by the Animal Husbandry Department of Karnataka has given details about the scientific approaches to faster the genetic gain.

Pashupalane Margadarshi published by National Dairy Farming Development Board has stated that dairying has become an important secondary source of income for millions of rural families and has assumed the most important role in providing employment and income generating opportunities particularly for marginal and women farmers. Most of the milk is produced by animals reared by small, marginal farmers and landless labors. Of the total milk production in India, about 48 % milk is either consumed at the producer level or sold to non-producers in the rural area.

Personal Details of the respondents				N
Sl No	Category			percentage
1	Age	25 to 35 years	10	20.0
		36 to 45 years	12	24.0
		46 to 55 years	06	12.0
		56 to 65 years	18	36.0
		66 to 75 years	04	08.0
2	Caste	SC	34	68.0
		ST	00	00.0
		OBC	16	32.0
		Others	00	00.0

3	Marital Status	Married	45	90.0
		Unmarried	00	00.0
		Widow	05	10.0
4	Family Type	Nucleus	26	52.0
		Undivided	24	48.0
5	Education	Literate	08	16.0
		Illiterate	42	84.0
6	If literate	Primary Education	03	37.5
		High School	04	50.0
		Pre University	01	12.5

The above table shows the personal details of the 50 respondents selected for the purpose of this study. It can be seen that 36% of the respondents belong to 56-65 age group, 24% are in the 36-45 age group, 20% belong to 25-35 age group, 12% of the respondents are in 46-55 age group, 08% are in 66-75 age group. As regards caste, 68% belong SC category, 32% belong to OBC category while 90% of the respondents are married while widows constitute only 10%.majority of the respondents i.e., 52% have nucleus family while 48% belong undivided family types. The table also shows that only 16% of the rural women are literate.

Dairy Farming and Economic conditions of Women

N

Sl No	Category		Yes		No	
1	Purpose of Dairy Farming	Traditional Occupation	14	28%	36	72%
		Poverty Alleviation	15	30%	35	70%
		Employment	06	12%	44	88%
		More Income	06	12%	44	88%
		Traditional Occupation and Poverty alleviating measure	09	18%	41	82%
2	Total No of Years in Dairy Farming	1 to 10 years	18	36%	32	64%
		11 to 20 year	12	24%	38	76%
		More than 21 years	20	40%	30	60%
3	Details of the Livestock	Cow	05	10%	45	90%
		Buffalo	14	28%	36	72%
		Both	31	62%	19	38%
4	Type of fodder fed to livestock	Green fodder	05	10%	45	90%
		Dry fodder	10	20%	40	80%
		Mixed grains	00	00%	00	00%
		Cake of oats	00	00%	00	00%
		All of the above	35	70%	15	30%
5	Dairy products sold	Milk	50	100%	00	40%
		Curd	32	64%	18	36%
		Butter	22	44%	38	56%
		Ghee	08	16%	42	84%
6	Monthly Income	Average	00	00%	00	00%
		Good	16	32%	34	68%
		Very Good	34	68%	16	32%
7	Distribution of Income	Maintenance of livestock and purchase of new livestock	50	100%	00	00%
		Educational expenses for children	18	36%	32	64%
		Marriage	15	30%	35	70%
		Household expenses	17	34%	33	66%

The above table shows the economic conditions of the rural women involved in dairy farming. 30% of the respondents have admitted that they do dairy farming owing to poverty, 28% have admitted that they are continuing with the traditional occupation and others have said that they have taken dairy farming to increase household income. Similarly, 40% of the women have said that they have been doing dairy farming for the last 21 years, 36% have said that they are in this sector for 1-10 years, 24% of the respondents said that they are in this field for 11-20 years. Also, 62% of the rural women have said that they domesticate both buffalo and cow,

while 10% of the women domesticate only cows. As regards the fodder, 70% of the women have said that they feed both dry and green grass while 20% feed only dry grass and 10% of the women feed only green grass. As regards the sale of milk products, 100% of the respondents said that they sell milk while 64% women sell curd, 44% sell butter and 16% of them sell ghee. As regards the family income of the respondents, 68% of the women said that they have very good income, and 32% have said good. Similarly, 36% of the respondents said that they spend their income for the education of their children, 34% said they keep it for household expenditure and 30% of the respondents have said that they have saved money for the marriage of their children.

CONCLUSION

Dairy farming is a major income source for small, marginal, and landless farmers. It has been instrumental in augmenting their status of living beyond the farm gate. However, dairying demands continuous care for the cattle, the onus of which falls mostly on women of the household. Through dairy farming women have supplemented the family income of their respective households. In the context of women and development, dairy farming has an integral impact on women's empowerment in areas such as employment. Many scholars suggest examining the social injustices on women in everyday organizational life that are influenced by race, class, and gender so this achieved from dairy farming at various level.

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THE ANNUAL CELEBRATION OF PATRIARCHY: PRACTICE OF WOMEN SUBJUGATION**¹Dr. Akashdeep Singh and ²Ms. Hiya Sharma**¹Associate Professor, Rayat College of Law, Railmajra²Student of B.A.LL.B 7thSemester, Rayat College of Law, Railmajra**ABSTRACT**

The land of diverse cultures and celebrations- India, has, over time grown into a nation that celebrates patriarchy cloaked behind the pretense of its festivals. In the 21st century where countries across the globe are striving towards empowering women and providing them equal opportunities for holistic development, India seems to be greatly falling behind. Since festivals are celebrated throughout the country by everyone irrespective of their caste, creed, religion or socio-economic background, the manner in which celebrations take place have more implications than people seem to realize. What may seem to be an innocent, matter-of-fact celebration, takes our country back more years than can be fathomed. This paper, "The Annual Celebration of Patriarchy" seeks to delve into the many festivals celebrated in India that somehow impose gender roles on women living in the society and the detrimental impact that it has on their everyday lives.

Keywords: Patriarchy, Women Empowerment, Festivals, Celebrations, Socio-economic, Implications.

The Annual Celebration of Patriarchy

"Last Wednesday, my mother more or less screamed in my ears to wake me up even as I practically begged her to let me sleep. But she would not let me rest until I dragged my sick body – sore and frail – to the washroom. Between painful bouts of cough and prolonged spells of dizziness, I shivered at the touch of cool water. But I had to get going. My mother would not let me rest until the dewy slice of full moon hanging in the sky was looked at and duly worshiped.

It was Kumar Purnima, after all. Throughout the day, my mother would expect me to don new attire, maintain a starch-free diet, and break my fast by looking at the moon in the evening, again. All of this was to be done in the anticipation of a young, moon-like groom – the Kumar. Shortly after, my social media would be filled with dozens of young girls, with flowers in their hair and *heena* on their palms, gazing lovingly at the moon, praying for the Kumar of their dreams."¹

-Sanchita Dwivedi

(The Wire, 4th November, 2021)

INTRODUCTION

The story mentioned above is but one small incident depicting the patriarchal side of festivals, the examples are otherwise numerous and uncountable. The world we inhabit today is full of celebration, festivity and cultures. India is no different in that respect. It is a land of diverse religions, cultures, beliefs and festivals. However, so deeply rooted is the idea that women are not free individuals but subordinate to male members in their families-their fathers, brothers or husbands.² What is expected from them is to conform to societal standards that saw women as mere service providers, home-bound and sacrificial in nature. But today since women empowerment has been changing the equation in the society, achieving equality and compatibility among different genders, it is time to stop and question regressive beliefs and attitudes and their place in the world today.³ The term festival is defined as "a day or period of celebration, typically for religious reasons".⁴ The term patriarchy is referred to

¹ Hindu Festivals, Women and New Patriarchal Trends available at <https://livewire.thewire.in/personal/hindu-festivals-women-and-new-patriarchal-trends/>

²Sanjukta Dasgupta, Media, Gender and Popular Culture in India (SAGE Publications) p.88-89

³ Celebrate Festivals Not Patriarchy available at <https://www.womensweb.in/2020/09/celebrate-festivals-not-patriarchy-sept20wk4mad/>

⁴ Definition of Festival available at <https://www.collinsdictionary.com/dictionary/english/festival>

as “a system of society or government in which men hold the power and women are largely excluded from it.”¹ It is a system of promoting and nourishing the core value of control and domination in almost every human area of existence.²

In this paper we delve into various Indian festivals that serve as flag bearers of patriarchy, divided into four categories-

1. Festivals imposing gender roles on siblings
2. Festivals reinforcing the idea of marriage and vidai
3. Festivals enforcing parental duties on mothers
4. Festivals that perpetuate the belief that a wife should sacrifice herself for the welfare of the husband

● **Festivals that impose gender roles on siblings**

1. Rakshabandhan

Celebrated all over India, Raksha Bandhan is a festival that is rooted in the belief that a brother is a protector of the sisters.³ Sisters tie a thread on their brother’s wrists as a symbol of the promise that the brothers will protect the sisters from the world. This not only undermines the independence of a woman who cannot take her own responsibilities but also emphasizes a narrow idea of masculinity.

2. Bhai Dooj

This is yet another festival celebrated by sisters for the welfare of the brothers. Sisters perform puja and pray for the longevity, welfare and prosperity of their brothers. But why should it just be a woman’s responsibility to worry about her brother’s welfare?

3. Jhur

This is celebrated in north India mostly and by sisters who pray for the welfare and longevity of the brothers. In a specific custom, the sisters tie their strands of hair with branches of jhur plant, pour water on it and pray for a calm life for their brothers.

4. Kanum Pongal

Celebrated in Tamil Nadu, in this festival sisters pray for the welfare of their brothers in a way similar to Bhai Dooj. Just why can’t brothers too conduct prayers for their sister’s welfare?

These festivals not only prioritize the wellbeing of the brothers but also indoctrinate girls with the idea of sacrificing one’s own individuality for others’ welfare from a very young age.

● **Festivals that reinforce the idea of marriage and vidai**

1. Diwali

Diwali is celebrated mainly for its idea of togetherness, lights and exuberance. But in North India, there is another custom added to the festival that makes it very problematic. The custom of Gharonda is performed by daughters in the family who create a miniature model of their house and worship it. The idea is that the daughters are the Lakshmi of the house and the source of happiness and prosperity in the family. However, she can do the custom only till she is not married because, after marriage, she takes away her luck to her husband’s family. It is extremely unfortunate how young girls are made to believe from a very young age that they will have to leave their families later in life. Why should young girls grow up listening about marriage and vidai rather than learning about the importance of their choice in what they want to do with their lives?⁴

2. Dussehra

Widely celebrated by the Hindu religion, it is often seen as a festival that upholds woman power. But, the 10-day festival is also rooted in the idea that Goddess Durga is a married woman who comes back to her parents’ house for a few days when she is treated and worshipped like a queen or goddess.⁵ But on the tenth day, she has

¹ Definition of Patriarchy available at <https://www.collinsdictionary.com/dictionary/english/patriarchy>

² Neeta Khurana, “Evaluating the Evolution of Patriarchy in India and the West”, International Journal of Gender and Women’s Studies, Vol. 6, No. 2, December 2018, p. 116 (pp. 114-126).

³ Perumal Murugan. One Part Woman (Pushkin Press, India) p. 101-110.

⁴ Usha Akella, I Will Not Bear You Sons (Spinifex Press, India) p. 53-55.

⁵ Perumal Murugan. One Part Woman (Pushkin Press, India) p. 101-110.

to leave and go back to her matrimonial house. This again imposes the binary of how after marriage, a woman's real house is her matrimonial home¹ At her parental house, she is treated with utmost love and care with the belief that life in the matrimonial house has to be harsh.²

3. Gowri Habba

Celebrated in Karnataka and Tamil Nadu, the festival involves women worshipping Goddess Gowri or Parvati who comes back to her parental house for one day. And so she should be treated with love and worship so that she feels happy and leaves for her matrimonial home the very next day.³

- **Festivals that enforce parental duties on mothers**

1. Jeetiya Vrat

It is a day-long fast observed by women mostly in North India for the welfare of their own children. But men or fathers do not observe this harsh fast making it only the woman's responsibility to worry about the child's welfare.⁴ It is rooted in the idea that the parental duties that are homebound are the mother's responsibility only while men take care of the financial aspect of bringing up a child⁵

2. Chhath Puja

It is a four-day-long festival of fasting, without water, bathing in Ganga Ghats and observing other rigorous rituals. It is celebrated in North India, mainly in Bihar, Madhya Pradesh, Jharkhand and parts of Gujarat. The festival is celebrated to thank the Sun God and his sister Goddess Chhati for granting life on earth. While other communities celebrate it for the welfare of the family especially the offsprings.⁶ It is also mainly observed by women. But what makes the festival less patriarchal is the fact that men too observe this fast, based on their choice.

- **Festivals that perpetuate the belief that a wife should sacrifice herself for the welfare of the husband**

1. Karwa Chauth

Widely celebrated in all parts of India, Karwa Chauth is a day-long fast observed by women for the long life of their husbands. This reiterates the idea that in a marriage, the welfare of the husband is more important.⁷ The married woman is expected to sacrifice her identity and serve her husband.

2. Teej

Another festival celebrated in North India where women observe day-long fast for the welfare and longevity of the husband. What makes it a little different is the fact that it also celebrates a supportive female friendship. The story behind Teej says that Parvati was helped by her female friend in absconding from her father's house as he was getting Parvati married against her choice. And the two friends together reached a jungle where Parvati finally convinced Shiva to marry her. Teej, the festival of the colour red and green was recently celebrated both in Nepal and in the northern part of India is characterized by lots of dancing, fun and an extended holiday.⁸ Not

¹ Indian Patriarchal Festivals that every Feminist should Question available at <https://www.shethepeople.tv/home-top-video/indian-festivals-patriarchal-misogynist/>

² The Festivals in India: A perpetuation of Patriarchy available at <http://www.sharing4good.org/article/festivals-india-perpetuation-patriarchy>

³ Indian Patriarchal Festivals that every Feminist should Question available at <https://www.shethepeople.tv/home-top-video/indian-festivals-patriarchal-misogynist/>

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⁶ Indian Patriarchal Festivals that every Feminist should Question available at <https://www.shethepeople.tv/home-top-video/indian-festivals-patriarchal-misogynist/>

⁷ Perumal Murugan. One Part Woman (Pushkin Press, India) p. 101-110.

⁸ The Festivals in India: A perpetuation of Patriarchy available at <http://www.sharing4good.org/article/festivals-india-perpetuation-patriarchy>

to forget the never ending servings of food that is offered. Teej is observed for the longevity and well-being of one's husband or in case you are not married yet, for a loving and caring husband.¹

3. Tulsi Vivaah

Tulsi Vivaah is celebrated by Hindus on Devutthana Ekadashi. In this ritual, Tulsi or Holy Basil plant is married to Lord Vishnu following proper rituals of Hindu marriage. Tulsi is a reincarnation of a woman named Vrinda who was cheated by Lord Vishnu when he disguised himself as her husband and lived with her so that her real husband, an asura, dies in a war. When Vrinda got to know about Lord Vishnu's trick, she cursed him and immolated herself by performing Sati. To preserve the chastity of Vrinda, she was married as Tulsi to the incarnation of Lord Vishnu, the stone now known as Shaligram. Is it not true that even today women's bodies become the ground for familial, political and business rivalry? Does the ritual of Tulsi's marriage with the man who violated her self-respect justify her power and sacrifice? Isn't the same narrative that is followed when a woman is forced to marry the man who raped her?²

• Impact of such Patriarchy on Women

It has always been a known fact that patriarchy existed in Indian society in some way, shape or form; however, it was perhaps never known just how prevalent such attitudes, beliefs and practices were.³ The negative impact of such patriarchal beliefs and attitudes so deeply entrenched⁴ in the festivals celebrated across India cause immeasurable damage to women⁵- socially, economically, politically, medically to say nothing of the psychological trauma they cause.⁶

Man is a social animal, man is a political animal. From their very birth, humans have always lived and resided in societies. Over time, with progressive beliefs and attitudes, people became more functional members of the societies they lived in. Society comprises both men and women however, what is seen is that society, its cultures, beliefs and practices have always been kinder to the menfolk. Patriarchy has been prevalent in societies and cultures for a significant amount of time but has come to the forefront in recent times especially with numerous Indian festivals now almost advocating a patriarchal attitude and belief. The impact of such practices on women is immeasurable, regressive and detrimental, not just to them but to society as a whole. The question arises- What kind of a world are we making for the future generations where the entire concept of equality, equity, respect and human rights is flawed? This social implication has far reaching impacts.⁷ It does not just stop at degeneration of society but impacts women's political and economic rights as a consequence to say nothing of the psychological and medical implications of the same.

1. Social Implications-

Man is a social animal, man is a political animal. From their very birth, humans have been accustomed to living in societies. Man is also known to be extremely impressionable, absorbing and taking in everything that goes on in his surroundings thereby becoming habitual of it over a period of time. The celebration of these festivals is no different. A young child, whether a boy or a girl, is made to view festivals from a certain perspective, making them closed off to other valid ideas opposing such celebrations. Not only does that young child inculcate it in their life but also passes it on to future generations thereby continuing the ever-growing chain of patriarchy- the greatest deterrent to women empowerment and development.

2. Political and Economic Implications-

Even though it may seem that the celebration of festivals only creates a degree of social impact and is in no way causing any economic detriment, such is not the case. Patriarchy majorly impacts society but in turn creates

¹ <https://www.womensweb.in/2020/09/celebrate-festivals-not-patriarchy-sept20wk4mad/>

² Indian Patriarchal Festivals that every Feminist should Question available at <https://www.shethepeople.tv/home-top-video/indian-festivals-patriarchal-misogynist/>

³ Usha Akella, I Will Not Bear You Sons (Spinifex Press, India) p. 53-55.

⁴ Sanjukta Dasgupta, Media, Gender and Popular Culture in India (SAGE Publications) p.88-89

⁵ The Festivals in India: A perpetuation of Patriarchy available at <http://www.sharing4good.org/article/festivals-india-perpetuation-patriarchy>

⁶ Jance C. Ollenburger, Helen A. Moore, The Sociology of Women (Prentice Hall) p. 12-16.

⁷ Judith M. Bennett, John Hubbard, History Matters: Patriarchy and the Challenges of Feminism (University of Pennsylvania Press, USA) p.201-205.

ripple effects that greatly affect other areas of women's lives also. Women are to a large extent excluded from the global political field in comparison with their male counterparts due to the patriarchal nature of politics in which men are considered holders of the culturally legitimated authority.¹ For over decades now, as a country, in situations where women had no political and economic independence, we have strived to secure political and economic rights for women to have equal participation and dignity in society. However, with patriarchy being celebrated, women's political and economic rights are hampered. This is purely because in these celebrations, women are viewed as less important members of society giving people the impression of it actually being valid. Therefore, overtime legislation and policies greatly impacting women tend to become more and more regressive.

3. Medical and Psychological Implications-

Medical and psychological implications are perhaps the least discussed but the most important implication of patriarchy and Indian festivals. Patriarchal beliefs and practices de-power women. Women feel powerless when they believe they are unable to cope with the physical and social demands of the environment.² Most Indian festivals require fasting and if not that strenuous workload which seems to always fall on the womenfolk without a doubt. Whereas fasting has been medically considered beneficial in certain cases, every human body is built differently which means that how one person's body responds or reacts to a particular stimulus is not the way another person might respond.³ Around the festival seasons, women's health deteriorates, both physically and mentally from stress and overwork thereby seeing a 46% rise in medical tests and visits and a 19% rise in hospitalisations.

• CONCLUSION

As the world steps towards progress, equality and equity in all walks of life, perhaps human beings as a whole need to stop and ask themselves what purpose patriarchy in festivals serves or achieves? India is land of diversity, color, beliefs, cultures and practices- a country known for its festivals and lights. However, it becomes deeply concerning when patriarchy looms over these festivities.⁴ Time has come to do away with practices that are hindrances in the way of every person accessing equality, equity, dignity, human rights and respect. Patriarchy has long been a part of nearly every societal set-up in some way and India has been no different. With its large population and innumerable festivals, the regressive attitudes and beliefs have come to the forefront. In the 21st century of progress and purpose, time has come to "smash" patriarchy⁵ and all that it stands for to ensure a more livable, liberal, holistic world for everyone to live in.

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² Preeti S Rawat, "Patriarchal Beliefs, Women's Empowerment, and General Well-being", *VIKALPA*, Vol. 39, No. 2, APRIL - JUNE 2014, p. 46

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WOMEN ENTREPRENEURSHIP- CHALLENGES AND OPPORTUNITIES (AN ANALYSIS OF KARNATAKA AS AN ENTREPRENEURIAL DESTINATION)**Dr. Shobha K**

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ABSTRACT

The study was conducted through a survey method and results indicate that the challenges and opportunities of women entrepreneurs and many other factors that have made women becoming entrepreneur. Further, it is witnessed very often that they suffer from setbacks. Therefore, the author suggests that efforts to be put and the extra efforts to improve the existing quality of women entrepreneurs and convert the setbacks into opportunity and introduce many more friendly programs to enhance efficiency of women entrepreneur in the days ahead.

Keywords: Women Entrepreneurship, Challenges and Opportunities

INTRODUCTION

Women entrepreneurship is an important tool for achieving social equality and empowerment in the contemporary world. In spite of several constraints, women have made sincere attempt in identifying the opportunities in entrepreneurship and confronted with the challenges that the domain possesses. An attempt has been made in this research paper to explore the challenges and opportunities of women entrepreneurship in the state of Karnataka. Three important districts of Karnataka namely, Kolar, Chikkaballapur, Tumkur and Bangalore Rural are taken for the purpose of the survey of selected women entrepreneurs for the purpose of the study.

REVIEW OF LITERATURE:

(Kimbu and Ngoasong 2016), Women's entrepreneurship supports the economy, enhancing educational opportunities and other family concerns, and even influencing social status in society.

(Atmadja et al. 2018), Women entrepreneurs contribute to the development of the economy through their commercial activities. The women entrepreneurs must know the loan scheme accessibility of the governments of central and state.

(Digan et al. 2019), Women entrepreneurs have the indigenous knowledge and skills to manage the enterprise. However, at the same time, they face major problems like social barriers, lack of adequate education, and lack of awareness about legal formalities, which act as impediments for successful entrepreneurship.

OBJECTIVES OF THE STUDY

To understand the status of Women Entrepreneurship in Karnataka

To analyse the Challenges and Opportunities for Women Entrepreneurs in Karnataka

To suggest appropriate strategies for Potential Women Entrepreneurs to start new ventures in Karnataka.

SCOPE OF THE STUDY

The scope of the present study is confined to the analysis of the challenges and opportunities of women entrepreneurs in the state of Karnataka. The study is limited to the study and analysis of the selected women entrepreneurs operating in the state of Karnataka. The study does not intend to cover any other issue or area or domain pertaining to women entrepreneurship or any other aspect.

SAMPLE SIZE

Women entrepreneurs with Five years or more experience in entrepreneurship is considered for the purpose of the study. 100 women entrepreneurs from five identified field are selected at random from 04 districts of the state of Karnataka. *Simple Random Sampling* is adopted for the purpose of selecting the women entrepreneurs. *Quota Sampling* is adopted for determining the sample respondents from each district. At the rate of 25 respondents from each districts namely, Kolar, Chikkaballapur, Tumkur and Bangalore Rural are selected for the purpose of the study. *Convenience Sampling Technique* has been adopted for the purpose of selecting four districts.

Tools and Techniques Data Collection & Analysis:

Structured pre-tested questionnaire has been circulated among the identified sample respondents and the data has been collected. Google form has been sent to the identified respondents with an intention to use the

technology and save the time and usage of paper. District Industries Centre has been contacted in every district and the data base provided by the DIC has been used keeping the criteria of 5 years and above experience in entrepreneurship and at random the respondents are identified. Around 200 respondents are identified, among them 100 respondents responded positively and shared their opinion by answering the questionnaire.

Data Analysis and Interpretation:

Table: 1.1 Table showing the District wise Distribution of Respondents

Sl.No	District	No. of Respondents	Percentage
01	Kolar	25	25
02	Chikkaballapur	25	25
03	Tumkur	25	25
04	Bangalore Rural	25	25
Total		100	100

Table 1.1 depicts the distribution of respondents from the dimension of the selected districts. There are four districts and 100 respondents is the scope and coverage. All the four districts are equally distributed the total sample of respondents.

Table: 1.2 Table showing the Educational Qualification wise Distribution of Respondents

Sl.No	Qualification	No. of Respondents	Percentage
01	SSLC	08	08
02	PUC	13	13
03	Diploma	21	25
04	Graduation	27	27
05	BE/ PG	31	31
Total		100	100

It is evident that the women Entrepreneurs are qualified and focused on their task. Most of the Women entrepreneurs in the selected region are graduates and post graduates. It is a very positive trend from the Socio-Economic perspective of the four districts selected for the research study.

Table: 1.3 Table showing the Age wise Distribution of Respondents

Sl.No	Age group	No. of Respondents	Percentage
01	20 to 25 years	07	07
02	25 to 30 years	31	31
03	30 to 40 years	28	28
04	Above 40 years	34	34
Total		100	100

The analysis of table 1.3 on the Age wise distribution of the women entrepreneurs very clearly show that the women are very enterprising between the age of 25 to 40 years. As, this age group covers about 59% of the total respondents. The exposure in a particular domain, Zeal to take up a venture on one are the key factors which have motivated the women to become entrepreneurs. Hence, the women in the age group of 25 to 40 are more in number compared to other age groups.

Table: 1.4 Table showing the Income wise Distribution of Respondents

Sl.No	Income Per Annum. Rs.	No. of Respondents	Percentage
01	Rs.600,000-800,000	21	21
02	8,00,000-10,00,000	26	26
03	Rs.10,00,000 – 12,00,000	18	18
04	Rs.12,00,000 – 15,00,000	35	35
Total		100	100

Income wise distribution of the respondents shows that there are around 35 percent of the women entrepreneurs are in the income brackets of Rs.12 lakhs to Rs.15 lakhs of income per annum. The analysis of the income wise distribution of respondents depicts that the women entrepreneurs in these four districts are prospering through their entrepreneurial activities over years.

Table: 1.5 Table showing the Factors Motivating the women to become entrepreneur.

Sl.No	Motivating factors	No. of Respondents	Percentage
01	Additional Financial Needs of the family	09	09
02	Government Assistance	21	21
03	To be independent	27	27
04	To an Employer	43	43
	Total	100	100

Factors motivating women to be an entrepreneur include, Additional financial needs of the family, Government Assistance, to be independent and to be an employer. Most of the respondents are of the opinion that they have motivated to become an entrepreneur because they want to be an employer and create employment opportunities rather end up as an employee.

Table: 1.6 Table showing the Challenges confronted by women in the process of becoming an entrepreneur.

Sl.No	District	No. of Respondents	Percentage
01	No Support from Family	16	16
02	Competition from Big firms	28	28
03	Financial Difficulty	24	24
04	Poor Education, Training and orientation on EDP	32	32
	Total	100	100

Most of the respondents are of the opinion that they had confronted with the greatest challenge of Poor educational background, Poor Training and No orientation on Entrepreneurship Development. The other challenges faced by the women entrepreneurs include, No support or poor support from the family. Stiff competition from the big giants, financial difficulty and fund crunch. Therefore, the identified women entrepreneurs have raised in their domain after mitigating these challenges.

Table: 1.7 Table showing the Sector wise Distribution of Respondents

Sl.No	District	No. of Respondents	Percentage
01	Garments	27	27
02	Ready foods and confectionaries	22	22
03	Dairy farming	18	18
04	Hotel and Mobile Canteen	33	33
	Total	100	100

It is depicted in table 1.7 that around 27% of the women entrepreneurs selected for the study are into Garments Sector. Whereas, as high as 33% are into Hotel and Mobile Canteen business. The analysis of the beneficiaries from the funding agencies also indicates the same results. Analysis of Secondary data from the published literature also correlates with the fact that most of the beneficiaries who have obtained the financial assistance from the development banking sector also hails from Hotel, Hospitality sector.

Table: 1.8 Table showing the Opinion of Respondents on the Opportunities in various sectors of entrepreneurship

Sl.No	District	No. of Respondents	Percentage
01	Garments	14	14
02	Ready foods and confectionaries	37	37
03	Dairy farming	12	12
04	Hotel and Mobile Canteen	37	37
	Total	100	100

Most of the respondents are of the opinion that the Opportunities in Ready foods and confectionaries & Hotel and Mobile Canteen are very prospective followed by Garments and Dairy Farming sector. The reasons for such an opinion would be because of the simple procedure and the start-up time required in minimum in these two sectors.

Table: 1.9 Table showing the Suggestions given by the respondents for the potential entrepreneurship

Sl.No	District	No. of Respondents	Percentage
01	Do SWOC Analysis before choosing the sector	18	18
02	Undergo Training on entrepreneurship	32	32
03	Take advice from established entrepreneurs	38	38

04	Join for a Course on Entrepreneurship	12	12
Total		100	100

Most of the respondents advised in their suggestion to the potential women entrepreneurs that they should have interaction with the established entrepreneurs to get insights into the in and out of the entrepreneurship. The practical difficulties underwent by the experienced entrepreneurs will be the great “Torch in the darkness”.

Table: 1.10 Table showing the Opinion of the respondents on the Traits the potential entrepreneurs should possess.

Sl.No	District	No. of Respondents	Percentage
01	Hard working	22	22
02	Contemporary Knowledge and Skill Set	31	31
03	Technicalities of the Business	13	13
04	Communication and Life skills	34	34
Total		100	100

Analysis of Table 1.10 depicts that the most important trait a potential entrepreneur should possess in the opinion of the respondents is that the Communication and Life Skills. Contemporary Knowledge and Skill Set is another important trait the respondents have suggested to the potential women entrepreneurs to possess to be successful in the entrepreneurship.

Summary of Findings, Suggestions and Conclusion

FINDINGS OF THE STUDY:

- ✚ The results indicate that equal number of respondents have been taken from all the four districts.
- ✚ The findings reveal that out of the total respondents ,8 % are SSLC qualified, 13% have completed their PUC, 25% have diploma certification, 27% are graduates and 37% have BE and post graduate degree.
- ✚ 7 % belong to the age group of 20 to 25 years, 31 % belong to 25 to 30 years, 28% belong to 30-40 years and 34 % belong to the agr profile of above 40 years.
- ✚ The self-annual income of 21 % of the respondents was noticed between Rs 6,00,000 – 8,00,000, 26% between 8,00,000-10,00,000, 18% earned Rs.10,00,000 – 12,00,000 and 35% earned between Rs.12,00,000 – 15,00,000.
- ✚ The findings indicate that 9 % of the respondents when questioned about the Factors Motivating the women to become entrepreneur opined it to be Additional Financial Needs of the family, 21% to Government Assistance, 27% felt as it contributed to be independent and 43% to be an employer.
- ✚ When questioned regarding the Challenges confronted by women in the process of becoming an entrepreneur 1116% associated it to No Support from Family, 28% to Competition from Big firms, 24% to Financial Difficulty and 32 % to Poor Education, Training and orientation on EDP.
- ✚ It is depicted in the analysis that around 27% of the women entrepreneurs selected for the study are into Garments Sector, 22% from Ready foods and confectionaries, 18% from Dairy farming Whereas, as high as 33% are into Hotel and Mobile Canteen business.
- ✚ Data analysis indicated that 14% of the respondents opined those opportunities are in Garments sector, 37% were of the opinion in Ready foods and confectionaries, 12 % associated to Dairy farming and 37% to Hotel and Mobile Canteen
- ✚ The results reveal that 18% associate to Do SWOC Analysis before choosing the sector, 23% to Undergo Training on entrepreneurship, 38% to Take advice from established entrepreneurs and 12 % to Join for a Course on Entrepreneurship when questioned about Suggestions for the potential entrepreneurship.
- ✚ In the opinion of the respondent’s opinion about Traits the potential entrepreneurs should possess, 22% associated to hard work, 31% to Contemporary Knowledge and Skill Set, 13% Technicalities of the Business and 24% to Communication and Life skills

CONCLUSION

The study gives insight about the Women Entrepreneurship- Challenges and Opportunities in four major districts. The study indicated that women entrepreneurs are been associated with various factors contributing to become successful entrepreneurs. There is a need of various traits at different degree to be successful nevertheless they are also confronted with various challenges in the journey.

With reference to the Women Entrepreneurship- Challenges and Opportunities majority of them have an agreement level regarding to the factor contributing, sector-oriented success, traits and challenges faced in becoming entrepreneurs. It very essential to convert their abilities, skills into competency.

SUGGESTIONS:

- ✚ Proper planning and realistic goal setting in life, developing entrepreneurial skills is the need of the hour.
- ✚ Periodical training sessions on interpersonal skills, moral values, job sharing and time management to be concentrated.
- ✚ It is suggested that, the Financial Institutions should concentrate more on the promotion and welfare scheme for women entrepreneurs.
- ✚ They should evaluate their priorities and focus their attention on them so that they are able to give their best.
- ✚ Women entrepreneurs can perform SWOT analysis on themselves, to assess their strengths and recognize their weaknesses, so that they can build a successful future.

SCOPE FOR FURTHER RESEARCH:

It has become need of the hour to conduct empirical study on the topic to larger segment of the population to understand Women Entrepreneurship- Challenges and Opportunities, which is the need of the hour. In addition, further research can be conducted to measure the mediating and moderating effects of other variables on the success and challenges of the women entrepreneurs. In Indian context, such type of studies may throw new light on quality enhancement and understanding the sector wise potentiality in the near future.

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PARTICIPATION OF WOMEN IN POLITICS AND POLITICAL EMPOWERMENT OF WOMEN IN INDIA**¹Dr. Rasida Begum and ²Dr. Md. Ishaque Ahmed**¹MSW (Non-Medical Faculty), Department of Community Medicine, (SPM) Silchar Medical College and Hospital, Cachar, Assam, India²Lecturer, Department of English, Silchar Polytechnic, Meherpur, Silchar, Cachar, Assam, India**ABSTRACT**

Jawaharlal Nehru had said “You can tell the condition of the nation by looking at the status of women.”

The Indian women’s movement building on the nineteenth century social reform movement progressed through the period of nationalism and freedom struggle towards the milieu of democracy which was established in India with the achievement of independence. The Constitution of India is based on the principles of equality and guarantees equality before law and equal protection to all its citizens. Women in India now participate in all activities so the status of women’s human rights in India has been subject to many great changes over the past few years. Political participation means not only exercising the right to vote, but also power sharing, co-decision making, co-policy making at all levels of governance of the state. The present paper attempts to understand the various aspects of the women’s movement and political status and participation of women in politics in India. The 73rd and 74th Amendments (1993) to the Constitution of India have provided for reservation of seats in the local bodies of Panchayats and Municipalities for women, laying a strong foundation for their participation in decision making at the local levels.

Keywords: Women, Empowerment , India , politics, Women’s participation

INTRODUCTION

Women’s participation in mainstream political activity has important implications for the broader arena of governance in any country. Women, in many societies, are often restricted to the roles inside the house, those of wife and mother. While major changes have occurred in the status of women in some parts of the world in recent decades, norms that restrict women to the home are still powerful in defining the activities that are deemed appropriate for women and they exclude political life, which by its very nature takes place in a public forum. Human rights are vital part of human being .both male and female exist in it but our social system makes differences between them. . In our society we all know that women are still fighting issues such as female foeticide, rape, dowry death, communalism, fundamentalism, sexual harassment, gang -rapes, violence-domestic and social, poverty and so on. As the Nobel Laureate Amartya Sen pointed out, 25 million girls are missing From India’s population every year as they are not even allowed to be born! And The United Nations Children’s Fund, estimated that up to 50 million girls and women are ‘missing’ from India’s population. The Police records show high incidence of crimes against women in India. Now the all scenario is going to change, in modern India, women have adorned high offices in India including that of the President, Prime minister, Speaker of the Lok Sabha and Leader of the Opposition. As of 2011, the President of India, the Speaker of the Lok Sabha and the Leader of the Opposition in Lok Sabha are all women. On attaining independence in the year 1947, India became a republic country and adopted the parliamentary form of Government. The roots of women’s participation in politics can be traced back to the nineteenth century reform movement.

Concept of Empowerment

Nobel Laureate Amartya Sen (1993) explains that the freedom to lead different types of life is reflected in the person’s capability set. The capability of a person depends on a variety of factors, including personal characteristics and social arrangements. Empowerment signifies increased participation in decision-making and it is this process through which people feel themselves to be capable of making decisions and the right to do so (Kabeer, 2001). The World Bank defines empowerment as “the process of increasing the capacity of individuals or groups to make choices and to transform those choices into desired actions and outcomes. Thus, as the World Bank (2001) report confirms, societies that discriminate on the basis of gender pays the cost of greater poverty, slower economic growth, weaker governance and a lower living standard of their people. The World Bank also identifies four key elements of empowerment to draft institutional reforms: access to information; inclusion and participation; accountability; and local organizational capacity. Gender equality means a society in wherein both women and men enjoy the same opportunities, rights and obligations in different spheres of life. The National Commission for Women was set up by an Act of Parliament in 1990 to safeguard the rights and legal entitlements of women. In order to promote gender equality , we need to the empowerment of women,and concentrate on areas which are most crucial to her well being.

OBJECTIVES OF THE STUDY

1. To study the constitutional provisions and women's human right in India.
2. To know the women in India's Freedom Struggle
3. To know the impact of socio-political changes on woman's human rights.
4. To study the political empowerment of women in India

RESEARCH METHODOLOGY

This is a descriptive research paper; this study is compiled with the help of the secondary data. Secondary data have been finding out by googling in different websites, Books, Journals and Magazines.

Women in India's Freedom Struggle

The struggle for freedom marked the beginning of a political awakening among women in India. With the establishment of the Indian National Congress, membership was open to women. The Swadeshi Movement in 1905 saw the entry of women into independence movement. It also marked the formulation of several women's organizations. The entry of Annie Besant into Indian politics in 1914 accelerated the process of women's associations with the freedom struggle. She was the first woman to be elected as president of the Indian National Congress. Sarojini Naidu too became active in Indian National Movement. It is M. K Gandhi who drew large number of women into the freedom struggle. The participation of women in India's historic freedom struggle was a country wide phenomena, their participation in a large scale was linked closely with the advent of Gandhi on the Indian political scene from 1917 on words. In response to Gandhi's call large number of women plunged into the national movement. His message "when women, we call abala became sabala, all those who are helpless will become powerful", reveals the importance he gave for the strength of women. Through his experiments with sathyagraha (peaceful strike), he realized that women could equally participate together with men. His overpowering voice in the freedom struggle and his views on women influenced their position in it. His brand of politics and resistance, which rested largely on the principles like Ahimsa (non-violence), Sathyagraha and civil disobedience allowed women to participate in the political arena. Gandhi was therefore able to mobilize large number of women, cutting across caste and class lines, to play an active role in the freedom struggle.

He said men and women are equal but not identical. Intellectually, mentally and spiritually, women is equivalent to a male and she can participate in every activity. Gandhi succeeded in galvanizing the traditional house bound women as a powerful instrument of political action. Women's traditional capacity to sacrifice was especially emphasized by Gandhi in an effort to mobilize women. He argued that women's capacity to sacrifice her own personal interest for the family was held to extend to the community and nation and this motivated women to join the Non-Cooperation Movement. Large number of women participated actively in the Non-Cooperation, Civil Disobedience, Swadeshi, And Salt Sathyagraha led by Gandhi. During the Non-Cooperation Movement, women in different parts of India joined processions and propagated the use of khadi (spun cotton) and charakha (spinning wheel). Participation of large number of women in the freedom struggle strengthened freedom movement. But gender equity was no where the agenda of Indian national movement. It was not the main thrust of the Indian national movement. Either directly or indirectly large number of women participated in the freedom struggle. The contribution of women in getting freedom for India is noteworthy. They proved that women are capable of strengthening the political movement. The participation of women in freedom struggle had its impact on the society and family and on women themselves.

Participation of Women in Post Independent Period

The foundation of political participation of women was laid down during the national movement. The transfer of power from British to Indian hand gave women opportunity to participate in democratic process. Large number of legal, social and economic measures has been taken up by the independent government to raise the status of women in India. Women too have become politically conscious, as they have started participating in national and state politics. and the Lower House is called the Legislative Assembly. Each state has its own local self governments known as Panchayati Raj Institutions both at urban and rural areas Rural Panchayati Raj Institution has three tier structures consisting of the Zilla Panchayath at the district level, Taluk Panchayat at the taluk level, and Gram Panchayat at the village level.

The preamble of the Constitution of India resolved to secure to all its citizens justice, social, economic and political, liberty of thought, expression, belief, faith, and to worship, equality of status and opportunity and to promote among them fraternity assuring the dignity of individual and the unity of nation. To attain this, the Constitution guarantees fundamental rights. Specific articles and amendments have been enacted to ensure that

women and children enjoy the Constitutional rights. The Constitution not only grants equality to women, but also empowers the State to adopt measures of positive discrimination in favor of women. Indian govt. passed various laws for empowering and protecting women rights such as the Special Marriage Act, 1954, The Hindu Marriage Act, 1955, The Hindu Succession Act, 1956 with amendment in 2005, Immoral Traffic (Prevention) Act, 1956, The Maternity Benefit Act, 1961 (Amended in 1995), Dowry Prohibition Act, 1961, The Medical Termination of Pregnancy Act, 1971, The Contract Labour (Regulation and Abolition) Act, 1976, The Equal Remuneration Act, 1976, The Prohibition of Child Marriage Act, 2006, The Criminal Law (Amendment) Act, 1983 The Protection of Women from Domestic Violence Act, 2005 and so on. The Crimes Identified Under the Indian Penal Code (IPC) Rape (Sec. 376 IPC), Kidnapping & Abduction for different purposes (Sec. 363-373), Homicide for Dowry, Dowry Deaths or their attempts (Sec. 302/304-B IPC), Torture, both mental and physical (Sec. 498-A IPC), Molestation (Sec. 354 IPC), Sexual Harassment (Sec. 509 IPC), Importation of girls (up to 21 years of age) Due to the 73rd Constitutional Amendment Act 1992 and the 74th Constitutional Amendment Act, 1993 woman empowered in local level government bodies. The National Perspective Plan was formulated for women under state patronage and systematic plans were made for promoting women's education, health status, and political participation. Now a days women are playing numerous roles such as medical, engineering, and so on. Apart from taking part in the sphere of technology, they are energetically taking part in security services such as police, navy, military, etc

Constitutional Provisions for women in India

On attaining Independence in the year 1947, India became a republic. The preamble of the Constitution of India resolved to secure to all its citizens justice, social, economic and political, liberty of thought, expression, belief, faith, and to worship, equality of status and opportunity and to promote among them fraternity assuring the dignity of individual and the unity of nation. To attain this, the Constitution guarantees fundamental rights. Specific articles and amendments have been enacted to ensure that women and children enjoy the Constitutional rights. The Constitution not only grants equality of treatment to women but also calls upon the state to adopt measures favoring women neutralizing the socio-economic, educational and political disadvantages that they face. The following are the various provisions in the constitution which ensures equality between men and women.

Article 14 guarantees equality before law and equal protection of law within the territory of India. This Article stands for absence of any discrimination by law or in their administration.

Art 15 prohibits discrimination on the basis of religion, race, caste, sex, place of birth. It is a guarantee against every form of discrimination. According to article 15(3), nothing shall prevent the state from making special provisions for the benefit women and children.

Article 16 guarantees equality of opportunity for all citizens in matter relating to employment or appointment to any office under state. Secondly no citizen shall, on grounds of religion, race, cast, sex, decent, place of birth residence or any of them, be eligible for, or discriminated against in respect of any employment or office under the state.

Article 39- a) guarantees right to an adequate means of livelihood for all citizen.

Article 39 b) guarantees equal pay for equal work for both men and women. c) that the health and strength of workers, men and women, and the tender age of children are not abused and that citizen are not forced by economic necessity to enter occupations unsuited for their age or strength.

Article 42 guarantees just and humane condition of work and maternity relief. This is in accordance with Article 23 and 25 of Universal Declaration of Human Rights.

Article 51-A clause (e) says that it shall be the duty of every citizen of India- to promote harmony and sprit of common brotherhood amongst all the people of India, transcending religious, linguistic and religious or sectional diversities, to renounces practice derogatory to the dignity of women.

The 73rd Constitutional Amendment has added the following articles to the Constitution providing reservation for women in Panchayati Raj Institutions.

Article 243-(D) (2) states not less than 1/3 of the seats reserved under clause (1) shall be reserved for women belonging to S. C or as the case may be S.T.

Article 243-(D) (3)-extends political reservation to women not less than 1/3 of the total number of seats to be filled by direct election in every panchayat shall be reserved for women and such seats shall be allotted by rotation to different constituencies in a panchayat.

Article 243-(D) (4) extends reservation to elected offices as well. The office of the chairpersons in the panchayats or any other level shall be reserved S.C and the S.Ts and women in such a manner as legislature of a state may, by law provide.

The legal Constitutional framework in India would appear a combination of Communitarian perspective on one hand and that of liberal democracy on the other hand. In spite of such provisions in the Constitution, the decades following independence witnessed a decline in the women's participation in politics.

Article 325 and 326 guarantees political equality, equal right to participate in political activity and right to vote, respectively. While the latter has been accessed and enjoyed by large number of women, the right to equal participation is still a distant dream. The lack of space for participation in political bodies has resulted in their presence in meager numbers in this decision making bodies.

RESULTS AND ANALYSIS

In any political system, right from the developed to the developing countries, presence of women is very low compared to men. In many countries women had to wage long battles to get right to vote. Today the percentage of women as voters has increased considerably, but their political participation is not equal to men and therefore women are unable to get an equal share in organization that require decision making. Women have not been regarded as significant part of the political arena. Politics at every level of participation is dominated by men. Participation of women in this political activity is almost equal to men. Political participation is not just casting vote. It includes wide range of other activities- like membership of political party, electoral campaigning, attending party meetings, demonstrations, communication with leaders, holding party positions, contesting elections, membership in representative bodies, influencing decision making and other related activities. The violation of women's fundamental rights through physical, mental, emotional, and sexual violence against women has become almost commonplace in the Indian context. Now in the present scenario due to the government policies, globalization, modernization, industrialization, women are now actively participating in all spheres. As per census, 2011 the total female sex ratio in India is 940 per 1000 males and the female child sex ratio is 944 girl children per every 1000 boy children of the same age group. The overall female sex ratio has increased by 0.75 % in the Census 2011 as compared to the previous Census of 2001. The Social awareness exists in the Indian society to save girl child. Women in India now participate in all fields such as education, sports, politics, media, art and culture, service sectors, science and technology so the status of women's human rights in India has been subject to many great changes over the past few years. From the prime minister to chief ministers of various states, Indian voters have elected women to its state legislative assemblies and national parliament in large numbers for many decades. Women turnout during India's 2014 parliamentary general elections was 65.63%, compared to 67.09% turnout for men. As far as political participation is concerned, women have a poor representation in India's Lok Sabha (Lower House), Rajya Sabha (Upper House) and also in State Assemblies. A total of 62 females have been elected in the General Election 2014 constituting only 11.4% share in the Lok Sabha, while in the Rajya Sabha only 11.9% representatives are women at present. Similarly, women representation in the state assemblies and state councils is also very poor. On an average, in the states, women share is only 8% in assemblies and only 4% in state councils as on 1st August 2014. However, due to the reservation of one-third seats for women in all tiers of the Panchayati Raj Institutions (PRIs), representation of women in the PRIs has increased to 46.7% as on 1st March 2013. As far as women's participation in the judiciary is concerned, there were only 2 women judges out of 30 judges in the Supreme Court and only 58 women judges out of 609 judges in different High Courts with maximum 25% in Delhi High Court and no women judge in 6 High Courts as on 1st April 2014 (Women and Men in India, 2014). The Department of Women & Child Development in the Ministry of Human Resource Development has prepared a "National Policy for the Empowerment of Women" in the year 2001. The goal of this policy is to bring about the advancement, development and empowerment of women. A National Resource Centre for Women (NRCW) Portal has been set up to inform and empower women, and lodge complaints of women's rights violations on-line. 108 Constitutional Amendment Bill (also called Women's Reservation Bill) was passed to reserve one-third of the seats for women only in the Lok Sabha to make them actively involved in every area. There are currently 16 female chief ministers in India as of 2020.

CONCLUSION

In the conclusion it can be said that women everywhere are likely to suffer from some form of gender discrimination. According to the Indian Constitution women being the weaker section are eligible for reservation wherever necessary. Till date, women's representation in the legislative bodies is literally being obstructed by male domination. Constitutional and political action has to play a positive roll to solve the problem. As an interim measure, reservation of 33 per cent seats in the legislative bodies for women, through an

Act of Parliament, is only just, prim and proper. It is our moral, social and constitutional responsibility to ensure their progress by providing them with equal rights and opportunities. The one of the key factors in determining the success of development is the status and position of women in the society. Empowering women must be a united approach, a cause that requires continued attention and stewardship by all. Legal literacy and awareness programmes are the other important measures for the women to achieve their rights. For the purpose para-legals are to be trained to educate women about their rights to face the challenges of 21st century. For economic growth to be really inclusive, women empowerment is of utmost value. Along with government, civil society organisations and all other stake holders must come forward and involve in the women empowerment process. Inclusive programmes involving the men are the need of the hour. Swami Vivekananda, one of the greatest sons of India, quoted that, *“There is no chance for the welfare of the world unless the condition of women is improved, It is not possible for a bird to fly on only one wing .”*

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A STUDY ON AWARENESS OF GENDER EQUALITY AND GENDER SENSITIZATION AMONGST COLLEGE STUDENTS IN MUMBAI

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ABSTRACT

This study focuses on the implementation of Gender sensitization in educational institutions in Mumbai. The study is an exploratory study to find out whether educational institutions promote gender equality and gender sensitization and the measures taken for the same.

Gender Equality is about equal opportunities irrespective of gender. Gender sensitization is about sensitization of gender equality concerns. Gender sensitization makes people understand the difference between gender and sex and to break the mould of gender stereotypes.

The study focuses on educational institutions as they can act as the foundation stone of Gender Equality and Sensitization for their students and shape a better future life irrespective of the gender. Gender sensitization will create equal opportunities and same treatment to people in different positions irrespective of their gender.

The study also would like to make certain recommendations for the betterment of society in general.

Keywords: Gender sensitization, equality, educational institutions, equal opportunities

INTRODUCTION

According to WHO, Gender refers to the characteristics of women, men, girls and boys that are socially constructed. This includes norms, behaviours and roles associated with being a woman, man, girl or boy, as well as relationships with each other. As a social construct, gender varies from society to society and can change over time.

Gender equality does not mean that men and women become the same. It means their access to opportunities and life changes is neither dependent on, nor constrained by, their gender. It is achieved when women and men enjoy the same rights and opportunities across all sectors of society, including economic participation and decision-making, and when the different behaviours, aspirations and needs of women/girls and men/boys are equally valued and favoured. It also implies that the specific interests, needs and priorities of girls/women and boys/men are taken into consideration; that the diversity of different groups, is recognized; and that they can each make choices and not be limited by stereotypes and prejudices about gender roles in society.

Gender sensitization make people understand the difference between sex and gender, how gender is socially constructed and the stereotypes around gender roles It helps them determine which assumptions in matters of gender are valid and which are stereotyped.

Need of Gender Sensitization:

Need of gender sensitization is to create awareness among the working professionals about the importance of gender sensitivity in organization. Without being sensitive to the needs of a particular gender, an individual may refrain from understanding the opposite gender. Gender is socially learned behaviour, based on social expectation from men & women. The women and children are most vulnerable group of this situation. And it's the undue pressure on boys & girls to live up to the established norms of masculinity & femininity. Girls endure unwarranted social control, discrimination & domination. Boys discouraged from being emotional, gentle or fearful.

OBJECTIVES OF THE STUDY

1. To find out whether educational institutions are focussing on gender equality and gender sensitization
2. To understand whether student community is aware about the concept of gender equality and gender sensitization
3. To seek information on how issues related to gender equality and sensitization are tackled by educational institutions
4. To provide solutions to the issues related to gender equality and sensitization.
5. To find out the gender wise awareness about gender equality and sensitization

REVIEW OF LITERATURE

A Research Paper titled: “**Gender Sensitization: An Appraisal Of The Roles Of Teachers And Educational Institutions**” by Reetika Sharma, emphasises on the important role played by teachers and educational institutions in promoting positive gender equity and gender sensitization.

Dr.S. Vasundhara in her Research Paper titled: **Importance of Gender Sensitization** gives insights about women and men breaking gender stereotypes and changing the perception of the society and her recommendations for the achievement of the same.

Dr. Rajshree wrote a paper titled: **Gender Sensitization – Equality of Opportunity in Indian Context**. This paper focuses mainly on Gender discrimination as a part of Gender Sensitization. It also reflects on the views of Babasaheb Ambedkar on Gender Discrimination and Women Empowerment and the Legal and Constitutional Provisions regarding the same. It also has certain recommendations for achieving woman empowerment.

RESEARCH METHODOLOGY

This study is a result of the feeling that the students of Mumbai colleges aren't suitably aware of the need and importance of the concept of Gender Equality and Gender Sensitization.

The methodology used for data collection is as follows:

Primary:

Sample Size: 100 (Actual Respondents – 177)

Sampling Method: Non-Probabilty Sampling Method, Convenience Sampling. Responses for the survey collected through a Google Form Questionnaire.

Secondary:

Secondary data was collected through books, magazines, research papers, college websites and so on.

Hypothesis:

The hypothesis for the Research Paper were as follows:

1. Hypothesis

H0: There is no association of gender wise awareness of the concept of gender sensitization

H1: There is an association of gender wise awareness of the concept of gender sensitization

2. Hypothesis

H0: There is no association of awareness of the concept of gender sensitization

H1: There is an association of awareness of the concept of gender sensitization

Constraints:

Time was a major constraint in data collection

Data Analysis and Interpretation

This research paper data analysis and interpretation is based on 177 responses from college students in Mumbai.

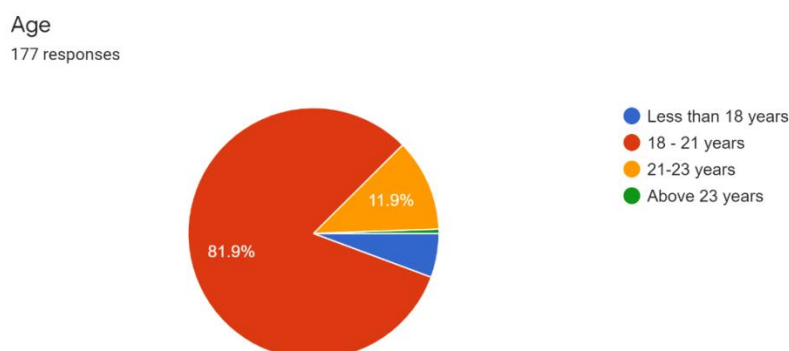


Figure 1.1. Age Group of Respondents

The majority of the respondents (81.9%) were between 18-21 years and responses were given accordingly. (Figure 1.1)

Gender
177 responses

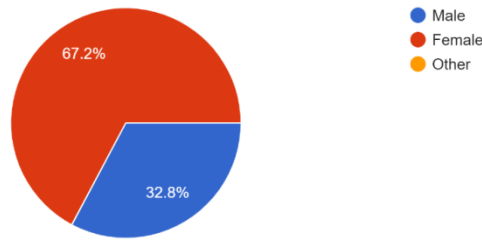


Figure1.2. Gender of Respondents

The majority of the respondents were females (119) and only 58 males responded to the survey. (Figure 1.2.)

Are you aware of the concept of Gender Equality ?
177 responses

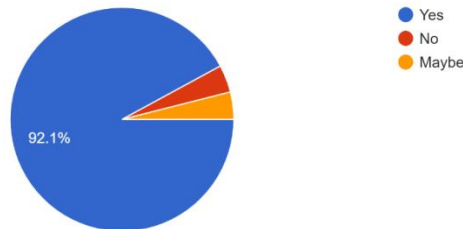


Figure 1.3. Awareness of the concept of Gender Equality

As per Figure 1.3, we can see that the majority of the college students (92.1%) are aware of the concept of Gender Equality

Are you aware of the concept of Gender Sensitization?
177 responses

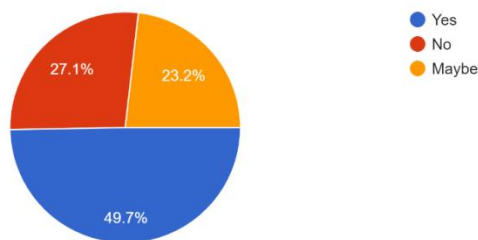


Figure 1.4. Awareness of the concept of Gender Sensitization

According to Figure 1.4. many students are not really clear of the concept of Gender Sensitization. Only 49.7% of the students are aware of the concept, whereas 27.1% students have no knowledge of the concept and 23.2% are not really sure about the concept.

Does your school/college conduct any workshop on gender issues?
177 responses

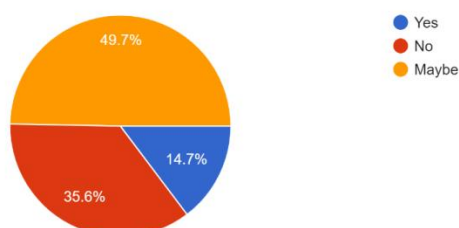


Figure1.5. Awareness of Workshops related to gender issues

From Figure 1.5. it can be seen that students are not sure whether their college conducts any workshop on gender issues.(49.7%).

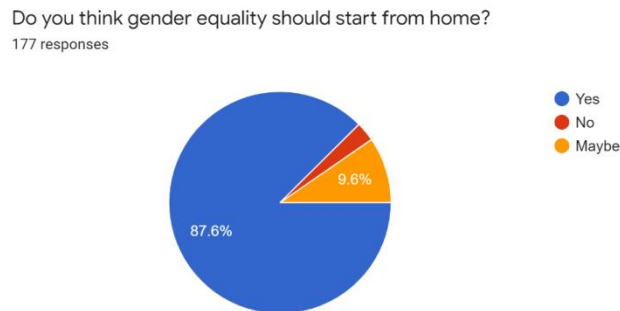


Figure 1.6. Gender Equality Training should begin from home

As per Figure 1.6 we can see that many college students feel that the training related to gender equality should start from home. (87.6%)

Testing of Hypothesis:

1. Hypothesis

H0: There is no association of gender wise awareness of the concept of gender sensitization

H1: There is an association of gender wise awareness of the concept of gender sensitization

As per the calculation $\chi^2 < CV$ ($1.87 < 5.991$), hence the null hypothesis will be accepted

This means that there is no association of gender wise awareness of the concept of gender sensitization

2. Hypothesis

H0: There is no association of awareness of the concept of gender sensitization

H1: There is an association of awareness of the concept of gender sensitization

As per the calculation χ^2 at df 2, 0.05; $\chi^2 > CV$ ($21.79661 > 5.991$), hence the null hypothesis will be rejected. So, we will accept the Alternative Hypothesis. This means that there is an association of awareness of the concept of gender sensitization.

SUMMARY OF FINDINGS

- Majority of the respondents felt the training for gender equality should begin at home
- Schools and colleges haven't taken efforts to make students aware of the concept of Gender sensitization
- Awareness need to be create on the concept of Gender sensitization on a large scale.
- According to the study, following responses were received on the concept of Gender Equality:

Gender equality is when people of all genders have equal rights, responsibilities, and opportunities. Everyone is affected by gender inequality - women, men, trans and gender diverse people, children and families. It impacts people of all ages and backgrounds. It is the state of equal ease of access to resources and opportunities regardless of gender, including economic participation and decision-making; and the state of valuing different behaviour's, aspirations and needs equally, regardless of gender.

Gender equality is treating all kinds of people equally in terms of rights and opportunities, irrespective of their religion, caste, sex, colour, background, etc.

Gender equality means different but equally important. Women and men are all equal both have equal rights and responsibilities to take decisions

It is the state of equal ease of access to resources and opportunities regardless of gender, including economic participation and decision-making; and the state of valuing different behaviours, aspirations and needs equally, regardless of gender

RECOMMENDATIONS

As a part of the survey, the researcher investigated the websites of colleges all over India, following are some of the recommendations based on that:

- Annual Action Plan for Gender Sensitization
- Gender Sensitization Workshops, Seminars and Events
- Through NSS create awareness through street plays and so on.

CONCLUSION

This exploratory study has created awareness about the fact that concepts of Gender Equality and Gender Sensitization are important and need to be taught from home, schools, and colleges and so on.

Awareness needs to be created amongst the student fraternity about the importance of gender equality and sensitization which in turn may ensure that their personalities are well balanced, and they move beyond concepts like gender discrimination and stereotypes. This will also ensure effective leaders irrespective of the genders being created.

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A STUDY ON FACTORS AFFECTING WORK LIFE BALANCE OF MARRIED WORKING WOMEN WITH RESPECT TO WORLI**¹Miss. Daksha Siyaram Choudhary and ²Samiksha Devanand Dhekale**¹Research Guide & Assistant Professor, Sasmira Institute of Commerce & Science, Worli²SYBAF-Student, Sasmira Institute of Commerce & Science, Worli**ABSTRACT**

There has been a lot of chaos in the married life of a woman. There are a lot of responsibilities and stress at work place as well. There are women who have a combination of both i.e. married life and work life in her life. Sometimes it becomes difficult to manage both but sometimes she is able to manage it with the support of family and friends. The present research study is an attempt to find out the work life balance of married working women with respect to women residing in Worli. The study is based on primary data collected from married working women to know their challenges and balance between their married and work life. The findings suggest that it was indeed a tough call for many married working women to manage both but with the support of family they are able to achieve a work life balance.

Keywords: Work life balance

INTRODUCTION

Work life balance is a term highly used in case of maintaining a balance between the professional and personal life. Sometimes this term is misinterpreted as balance between work and family only but personal life doesn't only consist of family but also includes friends and other societal responsibilities, personal health, mental peace, freedom and vacation etc. Striking a perfect work life balance is a challenge for many working people.

Work life balance is important for male as well as for female. But in case of females, especially those who are married it is a big challenge as they perform several responsibilities at home as well as at workplace.

With the present research study, researcher has tried to study the various factors affecting the work life balance of married working women.

REVIEW OF LITERATURE:

1. Raman, R. Rangarajan (2018) in their study titled, "A Study on Work Life Balance of Working Women- With Special reference Chennai City" aimed to find out the work life balance of women who are working. The study concluded that there are lots of struggles in the family life of working women and it has affected their corporate career as well.
2. Shanker, Meera. (2019) in their study titled, "Women at Workplace and Work Life Balance: A Literature Review" has reviewed the literature which involves a study on work life balance of women who are working. The study highlights the various factors associated with the work life balance and suggests measures to balance it.
3. Reddy, N. K., Vranda, M. N., Ahmed, A., Nirmala, B. P., & Siddaramu, B. (2010). In their study titled, "Work-Life Balance among Married Women Employees" has studied several factors responsible for work-family conflict and family-work conflict in the life of married working women. The study concluded that organization should formulate guidelines with respect to work-family conflict as it is affecting the working of women employees.

OBJECTIVE OF THE STUDY:

1. To study the factors affecting work life balance of married working women.
2. To find out duties and responsibilities they perform along with their work life.
3. To find out the satisfaction level of married working women towards their work life balance.

RESEARCH METHODOLOGY

1. **Source of Data Collection:** This research study was based on primary data collected through questionnaire from married working women residing in Worli area.
2. **Tools and Techniques:** Frequency and percentage were used as statistical tool for data analysis.
3. **Sampling Method:** convenience sampling method was used to collect primary data from respondents.
4. **Sample Size:** The data was collected from 30 married working women residing in Worli area.

SCOPE OF THE STUDY

The scope of present study is to find out the work life balance of married working women with respect to their responsibilities at home and at their professional life.

LIMITATION OF THE STUDY

The study is limited to study the work life balance of married working women residing in Worli area only. Unmarried working women are not covered under this study.

Data Analysis and Interpretation:

The present research study has tried to find out the factors influencing the work life balance of married working women.

Table no.1 exhibits the demographic profile of married working women in terms of age, qualification and occupation.

Table No .1 Demographic Profiles

Parameters	Category	%
Age	21-30	60
	31-40	30
	41-50	10
	51-60	-
	60 & above	-
	Total	100
Qualification	SSC	6.7
	HSC	3.3
	Graduate	50
	Post-Graduate	40
	Others	-
	Total	100
Occupation	Salaried Employee	83.3
	Business	6.6
	Professional	6.6
	Others	3.5
	Total	100

Source- Primary Data

The above table indicates that almost 83% of the respondents were working as a salaried employee. Maximum of the respondents belong from the age group of 21-30 years who are married working women. Approx. 50% of the respondents were Graduate and approx. 40% of the respondents were Post-Graduate.

Table no.2 exhibits the total number of years of working of married women.

Table No. 2 No. of years of working

Category	%
0 – 5 years	56.7
5 – 10 years	26.7
10 – 15 years	10
15 – 20 years	6.7
20 & above	-
Total	100

Source – Primary Data

The above table indicates that approx. 56% of the respondents were working from up to 5 years whereas approx. 26% of the respondents were working from 5-10 years. Further, approx. 10% of the respondents were working from 10-15 years.

Table no.3 indicates the number of working hours per day of married working women.

Table No. 3 No. of Hours of work per day

Category	%
Up to 5 hours	23.3
5- 10 hours	66.7

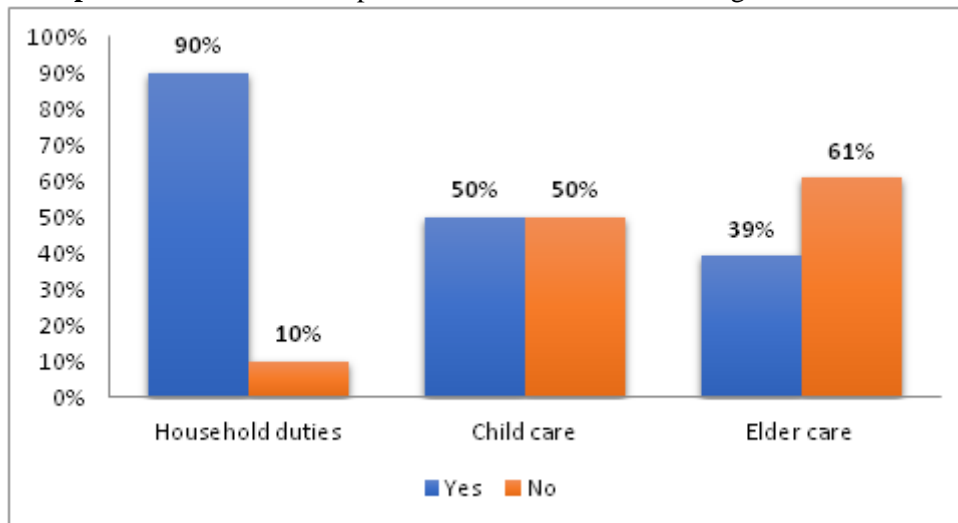
10 & above	10
Total	100

Source – primary data

The above table indicates that almost 23% of the respondents work up to 5 hours per day whereas approx. 66% of the respondents were working 5-10 hours per day. Further approx. 10% of the respondents were working for more than 10 hours in a day.

Graph no.1 indicates the duties and responsibilities of married working women at home other than professional duties.

Graph No.1 Duties and Responsibilities of Married Working Women at Home



Source – primary data

From the above it can be seen that approx. 90% of the respondents have to take care of household duties along with their professional duties whereas approx. 50% of the respondents have child care responsibilities at home along with their job. Further approx. 39% of the respondents have elder care responsibilities at home along with their job.

Table no.4 exhibits the factors affecting Work-Life balance of Married Working Women.

Table No. 4 Factors Affecting Work-Life Balance of Married Working Women

Particulars	Always	Sometimes	Never
How often does your work schedule make it difficult to fulfill your home & family responsibilities?	16.7%	80%	3.3%
Does your job make you feel tired to do the things that need attention at home?	30%	63.3%	6.7%
Does your spouse help you at your household work?	30%	56.7%	13.3%

Source – primary data

The above table shows that approx. 80% of the respondents sometimes feel that their work schedule makes it difficult to fulfill their home & family responsibilities. On the other hand approx. 63% of the respondents sometime feel tired to do the things that need attention at home because of work pressure. Further, approx. 30% of the respondents' spouses always help them at their household work whereas approx. 56% of the respondents' spouses sometimes help them at their household work.

Table no.6 indicates family support of married working women towards their work life.

Table No.6 Family Support of Married Working Women

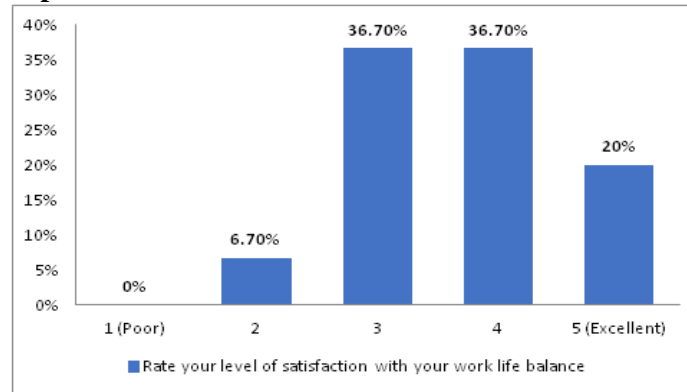
Particulars	Sometimes Opposed	Strongly Opposed	Neutral	Somewhat Favor	Strongly Favor
How do you have support of your family towards your work-life?	10%	3.3%	33.3%	23.3%	30%

Source – primary data

From the above it can be seen that approx. 30% of the respondents' family strongly support their work life whereas approx. 3% of the respondent's family do not support them towards their work life. Further approx. 23% of the respondent's family occasionally supports them towards their work life.

Graph no.2 exhibits the satisfaction level of married working women towards their Work Life Balance.

Graph No.2 Level of Satisfaction towards Work-Life Balance



Source – primary data

From the above it can be seen that approx. 36% of the respondents are moderately satisfied with their work life balance whereas approx. 20% of the respondents feel their work life balance is Excellent.

FINDINGS OF THE STUDY

1. It has been observed that maximum of the married working women were working as salaried employee.
2. It has been observed that maximum of the married working women work for up to 10 hours per day.
3. It was found that married working women are taking care of household duties, child care and elder care responsibilities at home along with their professional job.
4. It was also observed that some of the married working women do not get any support or help from their spouse and family towards their work life.
5. In spite of all these difficulties, it has been observed that married working women feel that they are able to achieve work life balance.

CONCLUSION

Achieving a perfect work life balance has been a dream for many but very few people could say that they have a perfect work life balance. So when it comes to a work life balance of married working women it seems impossible for many. As we know women can handle and survive at any level of difficulty and challenge in their life. When it comes to family they will never step back but they will manage both their family responsibilities as well as their professional responsibilities. With the help of this study it can be concluded that life of married working women is not so easy at all. They have to manage both work responsibilities as well as the household responsibilities. Sometimes they get support from their family and spouse whereas sometimes they do not get support from them. Still without any complaint women do manage both.

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ANALYSIS OF GENDER INEQUALITY IN INDIA: A RECENT STUDY**ABSTRACT**

According to Indian Mythology, the statuses of women are goddesses but in reality, things are different even in the 21st century. Gender Inequality can be referred to as gender-based discrimination on the basis of the gender of women so as to limit their potential to achieve various socio-economic benefits with the society. The main reasons in India are due to the patriarchal family system, lack of decision making power of women, lack of support and encouragement from the society, low sex ratio, poor health care facilities etc. In order to eliminate gender inequality in India, various plans have been implemented by the government of India in recent years. In this paper, an attempt has been made to find out the recent trend in the development of the Gender inequality index of India. For this purpose, various research papers, journals, reports and secondary data has been extensively studied. The Government of India has rigorously implemented new policies to overcome this challenge. In the present paper, an attempt has been made to find out the present status of India's Gender Inequality.

Keywords: Gender Inequality, Gender Gap, GII, Gender Disparity

INTRODUCTION

After Independence, Gender Inequality is the major issue and challenge for the policymaker and Social Scientist in India. Gender inequality can be referred to as when a particular gender will be able to access more freedom in respect of decision making, employment opportunities, marriage and social relationships at the cost of the other gender.

“A Composite measure reflecting inequality in achievement between women and men in three dimensions: reproductive health, empowerment and labour market.”

Barriers faced by girls' and women's rights from the initial stage is one of the major reasons for gender inequality in India. From the fifth 5 years, Plan's focus has been widened for women's development and recently many policies and actions have been initiated by the government of India to uplift women's development in India. Some of the major areas where the government has deliberately planned consist of healthcare, politics, personal rights of women etc. The status of women is better in the neighbouring countries as compared to India as per the report studied by various international agencies. In this research paper, an attempt has been to find out the recent change in the development of the Gender Inequality Index of India. The study will also be useful for future researchers to extend their study based on the present paper.

REVIEW OF LITERATURE:

- 1. Razvi, M., & Roth, G. L. (2004):** The Authors considered gender, economic and social development a tool to probe into the status of Indian women. The study was based on secondary data that were used from various journals, websites and dissertations. The authors have used a Review of literature methodology to find out the factors that affect the status of women in India. From the author's point of view, Women must not be considered as liabilities but as an Asset for the socio-economic development of Indian Women.
- 2. Jha, P., & Nagar, N. (2015):** The Study highlighted the history of Gender Inequality in India and explained the various causes of growing gender inequality viz Economic factors, Political factors, Social and Cultural factors. The aim of the study was to identify the factors responsible for growing gender inequality in India and suggest policies to overcome the same. The study also emphasizes the importance of the “Beti Bachao and Beti Padhao Programme ” to overcome the challenge.
- 3. Sumanjeet, S. (2016):** In the Research Paper the author has made an attempt to examine the problem of Gender Inequality in India. Various Global Financial, Educational and Developmental Indexes have been described under the study. The author also describes among the South Asian Countries only Afghanistan lags behind India in terms of Gender Inequality which makes India's contribution far behind as compared to neighbouring countries. The study was based on completely secondary data and various reports were used in the present study. The author concluded that we require much more time to claim gender us as a “Gender Neutral” Country.
- 4. Amutha, D. (2017):** The author states that the root cause of gender inequality in India is nothing but the patriarchal system. The author has also cited seven types of Gender Inequality. The study was based on

secondary data and in the view of the author the country cannot achieve its full potential and development unless women's skills, knowledge and potential are not developed.

OBJECTIVES

- 1) To Study the Recent Trend in the Gender Inequality in India.
- 2) To evaluate policies and measures taken by the Government of India to reduce gender Inequality.
- 3) To suggest the direction of study for further research.

RESEARCH METHODOLOGY

The data for this study has been collected from secondary sources Various reports, magazines, journals, ministry websites have been referred to. In order to find the ranking and statistics Gender Gap reports and Gender inequality reports have been studied purposely. Some recent statistics were only considered in this study which can be stated as the limitation of the study.

Data Analysis and Interpretation:

Global Gender Gap Index is a composite measure of health and survival, economic participation, educational attainment and political empowerment. In order to analyze the disparity and progress over time in the development of Gender Inequality and Index, Global Gender Gap and Gender Inequality Index have been studied by the researcher. Some recent reports have been evaluated from the world economic forum and United Nations Development Programme Websites.

Table no 1 Tabulation of Gender Gap Report				
Report Year	Country	Rank	Score	Total Countries
2016	India	87	0.683	144
2017	India	108	0.669	144
2018	India	108	0.665	149
2020	India	112	0.668	153
2021	India	140	0.625	156
* Souce World Economic Forum Website https://www.weforum.org/reports/global-gender-gap-report-2021				

Interpretation: Gender Gap reports published by World Economic forum are a composite tool to measure gender parity globally on a scale of 0 to 1.0 being the lowest and 1 being the highest. In this study a recent analysis is being made from the year 2016 to 2021. India's rank seems to be worsening year after year in terms of the global ranking. In 2016 our rank was 87 out of 144 total countries. In the year 2018 slight improvement can be seen over the previous year as even the number of countries increased by 5, India's rank remaining the same. However, in recent years India's rank has completely deteriorated in terms of Global ranking. According to the recent report of 2021, India ranked 140 out of 156 total countries. It slipped by 28 ranks over the previous year of 2020. All this indicates the poor performance of India's Gender Parity. One reason can be a constant increase in the number of countries in the computation of the index.

Gender Inequality Index (GII) is again one of the most reliable indexes to measure the disparity on the basis of gender. It is computed by United Nations Development Programme (UNDP). The GII measures gender inequality in three dimensions of women empowerment, labour market participation and reproductive health care of women in the society.

Table no 2 GII Comparative Analysis of the year 2011-12 and 2017-18

Years	RHI	EI (female)	EI(Male)	LMI(Female)	LMI (Male)	GII
2011-2012	0.044	0.147	0.549	0.225	0.556	0.531
2017-2018	0.083	0.174	0.59	0.175	0.555	0.462

Note: RHI: Reproductive Health Index, EI: Empowerment Index, LMI: labour Market Index, GII : Gender Inequality Index

*** Source: Report of the Ministry of Statistics and Programme Implementation, GOI**
([https://mospi.gov.in/documents/213904/301563//Report%20on%20Gendering%20Human%20Development%20\(1\)1617270984176.pdf/ab88fd0a-d5ee-77f9-a493-4238dfb3838c](https://mospi.gov.in/documents/213904/301563//Report%20on%20Gendering%20Human%20Development%20(1)1617270984176.pdf/ab88fd0a-d5ee-77f9-a493-4238dfb3838c))

Interpretation: Indicators such as Reproductive health Index and Empowerment Index have shown a positive change whereas Female Labour market Participation has dropped down in the comparative analysis. As an overall change is negative which again shows poor performance of India Gender Inequality as compared with the Global Index?

As per the UNDP Report and Statistics India's rank was 122 out of a total of 189 countries in the year 2018. In terms of GII value of 2018, it was 0.501 out of 1 (0 being the best, and 1 being the worst).

As per the latest report available of 2019, India's rank slipped to 123 out of 189 countries and GII valuing 0.488 out of 1. This indicates a slight decrease in performance globally.

Policies and Measures and Recommendation:

1) Beti Bachao Beti Padhao: Beti Bachao and Beti Padhao Programme is a joint initiative of the Ministry of Women and Child Development, the Ministry of HRD and the Ministry of Health and Family Welfare to empower education, protection and survival of girl children in the low Child sex ratio districts of India. It was launched in the year of 2015. The scheme has benefited the whole of India by achieving its objectives to reduce gender-based discrimination and protection of girl children to a large extent. After the successful implementation of the scheme, the government has extended a scheme under it as Sukanya Samriddhi Yojana as a minor Deposit scheme for Girl children for various benefits. The scheme by far has shown efficient response from the citizens.

2) Kasturba Gandhi Balika Vidyalayas: To Bridge, the gender inequality in India the government have revamped the Kasturba Gandhi Balika Vidyalayas Scheme (KGBVs) where now the girls under the age group of 10-18 years from Scheduled Caste/Tribes, Other Backward Classes and Below the Poverty Line can enrol for secondary education to XII class. After the beginning of the 10th Five Year Plan, the rate of girls' dropout has been almost equal to the boys suggesting better implementation in the plan.

3) Pradhan Mantri Matru Vandna Yojana: The earlier scheme of Indira Gandhi Matritva Sahyog Yojana of 2010 have been replaced by Pradhan Mantri Matru Vandna Yojna in the year 2017 for empowering women of India by providing Maternity benefits by the government. The scheme is implemented by the Ministry of Women and Child Development. The scheme provides cash benefits for mothers to recover from wage loss. More than 1.75 crore eligible women have received the benefit under this scheme till the financial year 2020.

4) Pradhan Mantri Ujjwala Yojana: Under the Prime Ministership of Narendra Modi, this Scheme was launched on 1st May 2016 to distribute LPG connections to women living under Below Poverty Line. More than 9 crore connections have been released as of 31st January 2022. The scheme empowers women living in the rural areas, especially consisting of families which could not afford LPG Connections.

5) Political & Legal Support: The Constitution of India has given fundamental right rights to women related to gender equality, elimination of all forms of discrimination against women in Article 15. The 73rd and 74th amendments to the constitution make provision for reservation of seats for women which will again empower Indian women in taking a decision and ultimately reduce gender inequality. One-third of the elected seats for the local governing bodies to be reserved for women etc.

Conclusion & Recommendation: Gender inequality in India is due to the economic and social structure of rules and regulations at the workplace and in society. In spite of the various policies and measures taken up by the Government of India, Gender inequality is not reducing at a much faster pace. One reason could be the gender developmental gap between the urban and rural areas. The government and the policymaker must plan to make Strategic Partnership with various NGP's, national and international Agencies. Empowerment of women and girls should be done right from the early stage in society. Some areas which can be suggested are health and nutrition, higher education, community participation, women entrepreneurship, decision making, better healthcare, abolishing gender-biased selection and equal job and employment opportunities. Policies should also be undertaken related to women's personal laws such as divorce, maintenance, marriage, guardianship to abolish complete gender-based discrimination in India. Though various measures have been recently taken by the Government, for efficient implementation timely review and control is also required. Based on the present study some future directions are suggested as a study can be done to find out the causes of increasing GII in India, State-wise comparison of GII in India, In-Depth analysis of government plans and policies to empower women in India's social, political and working environment.

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A STUDY ON AWARENESS OF SEXUAL AND MENTAL HARASSMENT AT WORKPLACE**¹Mr. Deepak Jha, ²Ms. Rhea Worlikar and ³Mr. Vedant Kalambate**¹Research Guide & Assistant Professor, Sasmira Institute of Commerce & Science, Worli²⁻³(SYBMS-HR), Sasmira Institute of Commerce & Science, Worli**ABSTRACT**

There can be various types of harassments taking place at workplace such as sexual and mental harassment, physical and verbal harassment. Sometimes men and women both have to go through this annoyance at their place of work. As we say prevention is better than cure, creating awareness about such harassment amongst the employees would definitely lead to decrease of such events. The present study is an attempt to find out the various type of sexual and mental harassment taking place at workplace and measure to prevent it. The study is based on secondary sources of data collection through various websites and published reports.

INTRODUCTION

Imagine that you have recently met a man, about your age, whom you feel strongly attracted to. He is waiting at the entrance of a restaurant, looking intensely at you while you cross the street. As you come close, he comments on how sexy you look, and then puts his arm around your waist while you are entering the restaurant. Now imagine the exact same behaviour (staring at you, commenting on how sexy you look, and touching you) in a different context, performed by your male boss at work. Now you will probably find this situation stressful, offensive, and potentially threatening. This will lead to Sexual and Mental harassment. The key feature that distinguishes harassing from non-harassing conduct is not any specific behaviour, but the fact that it is unwelcome, not reciprocated, and considered inappropriate according to shared societal standards.

Sexual harassment is a type of harassment involving the use of explicit or implicit sexual overtones, including the unwelcome and inappropriate promises of rewards in exchange for sexual favours. Sexual harassment includes a range of actions from verbal transgressions to sexual abuse or assault. Workplace, home, school etc. are the places where harassment can take place. Although sexual harassment laws do not usually cover teasing or offhand comments, these behaviours can also be upsetting and have a negative emotional effect.

REVIEW OF LITERATURE:

1. (Barker, 2017) Sexual harassment in the workplace may cause victims short-term and long-term negative effects. It leads to depression and post-traumatic stresses. Individuals may feel humiliated, lose self-esteem, and more. It may also lead to workplace problems like higher turnover, absenteeism, lower job-satisfaction and decreased work-performance.
2. (Lopez, Hodson and Roscigno, 2009) Organizational chaos and job insecurity are two key factors of general harassment. It is also that team-organization and grievance mechanisms can act as modest factors to curtail sexual harassment. However, it is proven that highly physically demanding jobs that involves minorities are more prone both general and sexual harassment.

OBJECTIVES OF THE STUDY

1. To Study the Importance of Awareness of sexual and mental harassment at workplace.
2. To study the measures to be taken against sexual and mental harassment at work place.

RESEARCH METHODOLOGY

5. **Source of Data Collection:** This research study was based on secondary data collected from various website and published reports.

SCOPE OF THE STUDY

The scope of present study is to find out the various type of sexual and mental harassment taking place at workplace and measure to prevent it.

LIMITATION OF THE STUDY

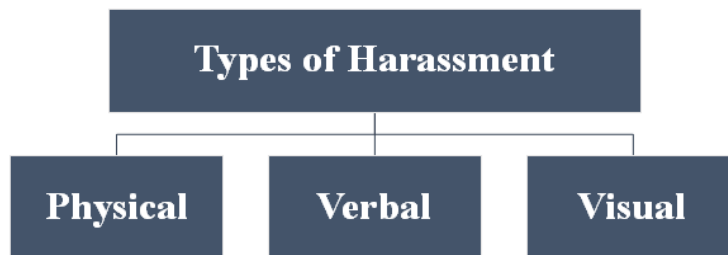
The study is limited from data collected through secondary sources only. Due to time constraint, primary data couldn't be collected.

Importance of Awareness of Sexual Harassment at Workplace

- The Article is from “ Banaras Hindu University”
- Work place harassment affects women in every walk of life in every level of employment.

- The purpose of this research paper is to spread awareness among working women regarding sexual harassment law procedure provide to them in constitution.
- Few women’s are effectively able to translate the guidelines to make the workplace safer and gender equitable.
- Only few women seek redress and few receives swift action, responses have included non-action and even victimization of complaint women.
- Few women don’t complaint because of the fear of being blamed
- Org sexual harassment is still prevalent at the workplace despite of attempts to eradicate it Article By– Manish Kaithwas
- 46 Nifty companies report 415 sexual harassment cases
- Indian reports for sexual harassment are raised by 14%

Women working in corporate sectors are facing more problems regarding sexual harassment



Physical Harassment

Physical harassment is an act where someone inappropriately touched you against your will. It is also called as workplace violence. Physical harassment behaviour intimidates, embarrasses, threatens and makes the victim uncomfortable.

Verbal Harassment

It is a type of harassment that makes employees feel less comfortable, humiliated, threatened and intimidated. Most of the time, people find it challenging to identify verbal harassment because of different reactions from people.

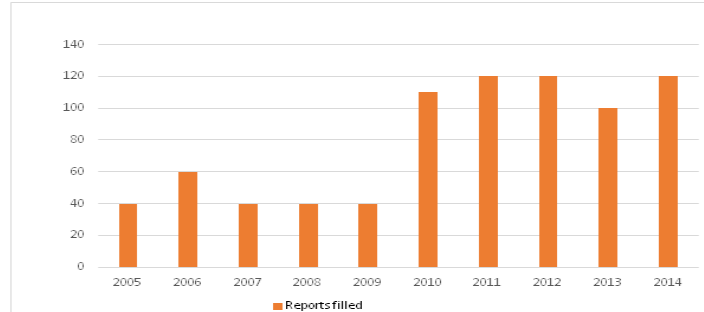
Visual Harassment

Visual harassment is a situation where the individual exposes themselves to another person without the consent of the victim, and the act affected their performance or attitude.

Data Analysis and Interpretations:

The data related to sexual harassment report has been collected and depicted in the graph given below.

Graph No.1 Analysis of Sexual Harassment Report 2005 - 2014



Source – <http://crime.com/>

The above graph shows that the rate of sexual harassment taking place and there reports have increased in the past ten years.

Measures taken against taken Sexual Harassment

1. Involve Management
2. Ensure that employees know about and have access to confidential reporting channels through they can report cases of sexual harassment

3. Have an anti-harassment policy and ensure all employees sign up to it
4. Develop basic civil rights protection in the workplace
5. Develop approaches for avoiding sexual harassment and other form of unlawful discrimination
6. Use best practices for investigating claims

Anti-Harassment

1. Behaving in a way that workplace is free of intimidation, hostility or offence and any form of harassment
2. Not tolerating any form of harassment

POSH Policy

The Prevention of Sexual Harassment (PoSH) at Workplace Act of India mandates every organisation to define their sexual harassment policies, prevention systems, procedures and service rules for its employees. Recent reports claim a rise in the number of cases registered for sexual harassments at the workplaces.

This policy is in accordance with the provisions of “The Sexual Harassment of Women at Workplace (Prevention, Prohibition, and Redressal) Act, 2013”. The purpose of this policy is to prevent sexual harassment against women in the workplace and also to protect them. Every company aims to provide a safe working environment for all people.

This policy is applicable to all the members of the company including employer and those who are employed on regular, temporary, on a daily wage basis, etc. The policy also extends to those who are not employees of the company such as customers, clients, visitors, interns, contract workers, suppliers, etc.

Main features of POSH Policy

- Prevention of Sexual Harassment
- Develop basic civil rights protection in the workplace
- Detailed information on complaint system
- A perfect blend of pictorial & audio visual material
- Every module has a simple test at the end, to gauge participant clarity
- Sensitizing about the emotional & physical aspects of aggrieved women
- Proffers overview of the related laws and incorporating the real time issues pertaining to #metoo and #himtoo movement

CONCLUSION

Harassment can take place in both public as well as private places. It has been observed that cases of harassment taking place at workplace are increasing day by day. Government has also taken steps against such sexual harassment and enacted laws to prevent the interest of society. It can be concluded that reducing such harassment is also the responsibility of every individual and the company as well. The company should create awareness amongst their employees so that such inhuman act can be stopped occurring anywhere. They should organize for training programs where they can sensitize their employees about the effect of such sexual harassment as well as the punishment of doing such act.

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MEENA KANDASAMY'S POETRY: VOICE OF AN ANGRY YOUNG WOMAN

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&

Guest Faculty, SVBPUA &T, Meerut

ABSTRACT

To be a Dalit woman is to being oppressed at different levels in socio-political arena. Meena Kandasamy regards herself as an angry young woman, her radical viewpoint states her position. A critical improvement in modern Indian writings and Dalit works are the extension of a women's activist or woman- centred approach, an approach that tries to extend and translate ability from the point of view of a female awareness and sensibility. This paper intends to study her poetry and figure out her sustained methods to break free from dominant ideologies. Sharmila Rege says: 'the category of dalit woman is not homogeneous'. The paper shall also borrow critical ideas and opinions majorly from Indian feminist poets. The paper seeks to highlight the prevalence of exploitation done morally, sexually, socially and economically. Dalits have suffered marginality and poetry like that of Kandasmy proves that writer/poet is saviors of downtrodden and also of human values. Poems selected for analysis are "Mascara", "My Lover Speaks of Rape", and "Hymns of a Hag".

Keywords: Meena Kandasamy, Touch, Dalit Poetry, Feminism, Resistance

INTRODUCTION

Literature is the eternal voice of resistance to injustice and oppression. Kandasamy displays a deep sympathy for the oppressed and her writing presents a radicalism that strikes at the very roots of society. Most of her poems revolves around the exploitation of women and their economic, psychological problems along with sexual frustrations and unconventional relations. It is her activist bearing that enabled her to continue writing and translations, despite the reluctance of the critics to evaluate and accept her. Kandasamy's poetry is as unorthodox and radical as Kamala Das's chiefly in the sphere of revolutionary ideas, sexual anarchy and records of personal experiences.

Her Candor in Dealing with Body

In feminist writings female body is seen as the site where the power manipulates "Mascara" is a poem which highlights the sexualized vision of men. Beginning

The last thing she does before she gets ready to die once more, of violation, she applies the mascara. (1-4)

Here she is giving an account of a prostitute, who applies mascara before getting mistreated in a ritualistic fashion. This masacra shadows her dreams; the categorical analysis of the trauma a transgressed woman on the basis of her sex suffers goes beyond mere humiliation of human rights. Applying mascara is as monotonous as having intercourse with her clients. Both the acts has no real value to her, she is perpetually forced into the vicious cycle. Prostitutes are rendered voiceless by the sheer immensity of the unfairness and sexual exploitation they are subjected to. The life they live is a process of grim and pain, but somehow, they live on by applying mascara, which is an object of resistance for them. Instead of citizens, they become sexual entities. This poem is not a silent spectator to this callous and phenomenal tyranny but a voice to the voiceless hopes and dreams benumbed with shock and fear.

Sex clings to her devadasi skin, assumed superficialities don't wear off, Deliverance doesn't arrive (32-34)

Her words document the series of humiliations, social dilemmas and barbarities that marginalized instruments are exposed to in patterned graph of the society. "My Lover Speaks of Rape" is another poem locating the issue of body as an only measured attribute facilitated to a woman. The concept given by Edward Said 'the other' fits this notion as gender procures body as the primary reality of a woman and her soul, intellect, dreams are abandoned like 'the other' or untouchable which doesn't require statement.

In his arms. I return from the self-defence lessons:

Mistrust is the black-belted, loose white mechanism

Of survival against this groping world and I am

A convert too. Yet, in the way of all life, he could try

And take root, as I resist, and yield later, like the earth. (23-27)

These lines not just reflect the brutal mental state of the speaker but the relationship which is supposed to bring her solace is the very narrative of her agony and suffering. Resistance is again the tool to voice an enduring story of unfulfilled passion and mundane violence. There is absence of love and concern in the relationship, lived reality of many women. Kandasamy uses concrete images and descriptive language to enable the reader to understand the universality of the objectification and women's oppression. The net result that Dalit women faces suppression not only from high class man and woman but also from Dalit men within the Dalit hood. Male is considered to be giver/provider, but the anticipation that in a relationship he can't behold his counterpart as an equal is utter despair. The term 'self defence' is a paradox as it projects the defense against the one supposed to validate her security and safety.

The uplifted symbol of silence, resentment and resistance in both these poems resembles with the discontent in Kamala Das's "The Descendants", meaninglessness of relationships which are obscure and at instances toxic. The vacant ecstasy which is developed further betrays the discipline of love and happiness in relationships.

Kandasamy explores the most elementary of all five senses the sensation or touch. The irony being touch is one universal for to connect and merge souls; however, society and tradtional conditoned minds manipulates it to discriminate based on gender, race, caste and class and hence a body becomes a breathing source of taboo establishing barriers.

The Poetry of Protest and Resistance

Meena Kandasamy is unapologetic fierce face of intersectionality in India. She has torn away the mask from her face, and exposed the ideas of freedom. She tackles multi-layered oppression through confrontational lines, directly accusing the players of this system, stripping them down of their so-called reverence, and exposing their hypocrisy. Meena Kandsamy is not merely sympathetic to but also revolutionary enough for the Dalit cause. Poetry is a form of organized violence upon every day's speech. It breaks down the routine and forced language in a productively addressed approach. "My writing is informed by personal, collective resistance", she states in an interview. Calvino "a voice to whatever is without a voice", here Kandasamy's poetry fits well.

This is precisely why Kandasamy herself assumes the role of the witch in "Hymns of a Hag", in order to launch a scathing attack both against the individuals who perpetrate these crimes and the system that allows them to do so with impunity

Broomstick borne and black as pitch.

Thin, stark-naked and with fire for eyes.

Killing men whom I despise . . .

Haunting oppressors to shave their heads

Cutting all their holy threads.

Experiencing joy as they bleed.

Dance, rejoice my black black deed.

The anger and hatred of the part of the poem quoted may appear as extreme to some. Yet, it is a very practical recourse for the powerless, as history is theirs who have the power and means to write it. The marginalized subaltern never gets the centre stage. Where all action is shown in progress they remain "invisible" as always. As Fanon or Malcolm X proclaimed, these voices assert that violence must be employed if needed, against the exploiters whose best interest is in maintaining the status quo through perpetuation of their hegemony. It is the process of maintaining the hegemony that has taken a lot of ideological support and practical methods that have congealed into policies. The Indian Dalit had to face a challenge to his caste identity and responded in various manners. The extent of hopelessness was compounded by the fact that they were the doubly dispossessed and marginalized in both their class and caste. It can be further argued that the marginalization of certain voices is not solely the product of deliberate processes of exclusion but is the result of what Judith Butler says "a normative violence" that denies the denies them the possibility of a culturally intelligible and politically-qualified subject position.

E poem entitled "Narration" the lady narrates:

I'll weep to you about

My landlord, and with

My mature gestures—
You will understand.
The torn sari, disheveled hair
Stifled cries and meek submission.
I was not an untouchable then
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GENDER INEQUALITY AT WORKPLACES: A STUDY BASED ON BANKING SECTOR**¹Mandeep Singh Ahuja and ²Dr. Sampurna Nand Mehta**¹Academician, Mumbai²Faculty, Sasmira's Institute of Commerce & Science, Mumbai**ABSTRACTS**

The roles of women and men in society are often dependent on gender. The rules of social life are shaped culture, religion, or stereotypes. Clearly noticed the impact of stereotypes on the perception of women and men in society. Schematic perception of men and women is accompanied by mankind ever since. Unfortunately, they have a significant negative impact on the perception of women in society and in the workplace. Women are perceived as being weak, fragile, who cannot make important and sometimes risky decisions. Such perception of women means that they have limited access to managerial positions. This chapter reviews theory and research on gender inequality in workplace organization. The study has been taken in Banking Sectors which include private as well as public banks

Keywords: Gender Inequality, workplace

INTRODUCTION

The modern workplace is a pivotal arena for shaping societal gender inequalities. Gender inequality is a multifaceted issue that concerns men and women. Some argue that various gender equality indices place men at a disadvantage. However, when population is examined as a whole, women are disadvantaged in several important ways. Gender inequality in workplaces is becoming less common; yet, gender is a factor that affects men and women. Especially women have been subjected to a historical discrimination that has influenced society to decide which job is more suitable for women than men. Gender inequality can be an entrenched issue in the office. It reveals itself in pay grade differences, lack of representation at senior level, and sometimes — incredibly — minimal intervention against gross misconduct. The respondents in present study have been taken mainly from service sector, manufacturing sector and education sector, thus the study looks at only organised sector. The research work suffers from the usual limitations of survey research method.

Gender inequality in the workplace occurs when an employee is treated differently, unfavourably or unfairly because of their gender. Not only is gender discrimination wrong, when it affects the terms and conditions of employment, it's against the law. Despite protection from the law, many people, particularly working women, feel that gender inequality and discrimination is still a big problem in some businesses.

LITERATURE REVIEW:**1. Kinios, Zoe; Kim, Hejung S. (2012)**

In this research linking perceptions of gender inequality and psychological well being were considered in light of the proposition investigated from different cultures. This research investigated the differences of their consequences using cross culture.

2. Walter, Lsura. (2010)

The study is a report of data collected in a number of countries and for the book. In order to understand gender inequality in the workplace it is necessary to consider how a nation's family affect the policies of division. "Some countries support working publicly by providing child care.

3. Bhardwaj, Tarun. (2018)

There has been low representation of women at workplaces in India. It is a global difficult situation but it is for more prevalent in India. The Global Gender Gap Report 2017 released by the world economic forum presented a gloomy picture in terms for gender equality at workplace in India.

4. Kim, Jae, Fitzsimons, Grainne M'. (2018)

Although women's are under presented in senior level positions in the workplaces has multiple causes, women's self improvement or "empowerment" at work has recently attracted culture attention as a solution. Women's can tackle gender inequality themselves by overcoming the Internal barriers, eg. lack of confidence and ambition that prevent success.

RESEARCH PROBLEM

1. There has been Unfavourable recruitment strategy in various banks
2. There are differentiation in payment between male and female for similar roles and responsibilities
3. The female employees are harassed by their bosses at work place in baking sector.

RESEARCH OBJECTIVE

The employees should not face any kind of discrimination for a stress free working environment with equal opportunities for growth in career. No discrimination leads to maximum job satisfaction and that leads to increased productivity and higher retention rate. The various objectives that should be defined for this purpose are:

- Equal growth opportunities
- Healthy peer relationships
- Fair reward and recognition
- Fair and equal policies for both genders
- Less stress level
- Less biasness
- Healthy competition
- Higher Retention
- Less prejudice at work place

RESEARCH METHODOLOGY

The study is assessed by all categories of age group. It also included tools to collect data related to gender discrimination and equal opportunity. In questionnaires first question consists of personal like your age, at what level you are working, while third section consists of the research questions. There are mainly two sources of data to be collected:

- Primary data
- Secondary data

To fulfil the informational need of study. The data is collected from primary as well as secondary sources.

❖ Primary Data

The analytical part of study was based on primary data collected through a questionnaire. The questionnaire has been designed with both open ended and close ended questions. The data were collected and then analyzed to find the actual result.

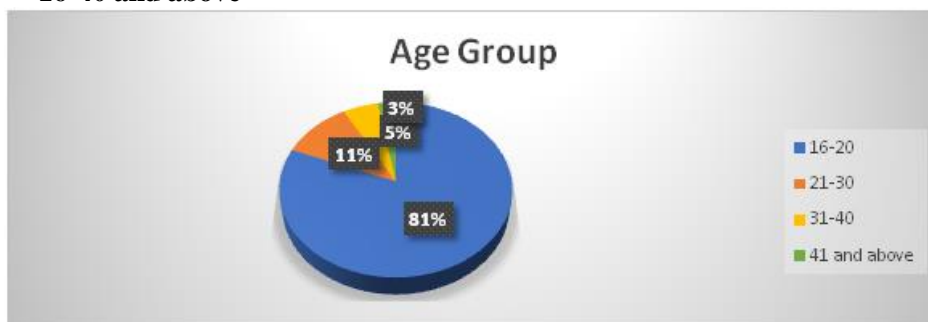
❖ Secondary Data

Secondary data are collected from internal sources. The secondary data was collected on the basis of newspaper, magazines, books and internet.

Data Analysis

The number of the sample size used for this study was 50. Out of which 37 responses recorded. The data were collected through a well-structured questionnaire.

AGE GROUP - 16-40 and above

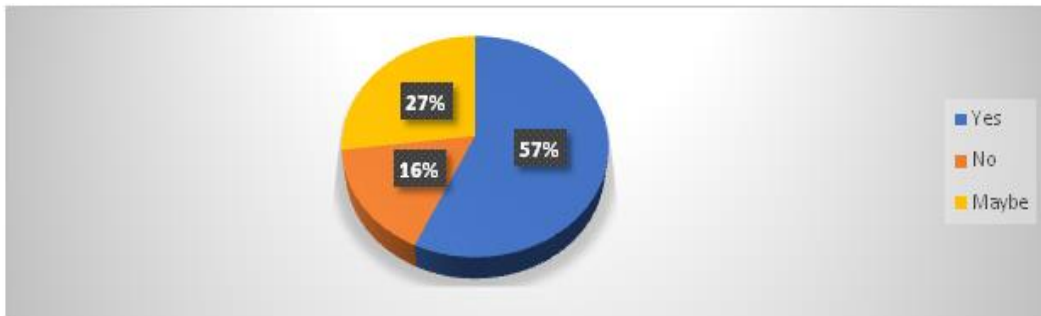


SCOPE OF THE STUDY

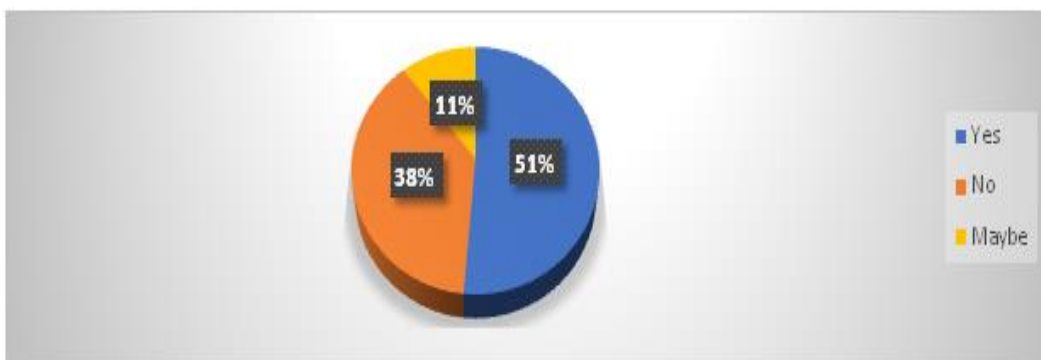
- To study the pattern of gender equality at the workplace are related to mental health for both the genders.
- To give suggestions to reduce gender inequality.
- To study the current & past situation of gender difference.

8. DATA ANALYSIS AND FINDINGS:

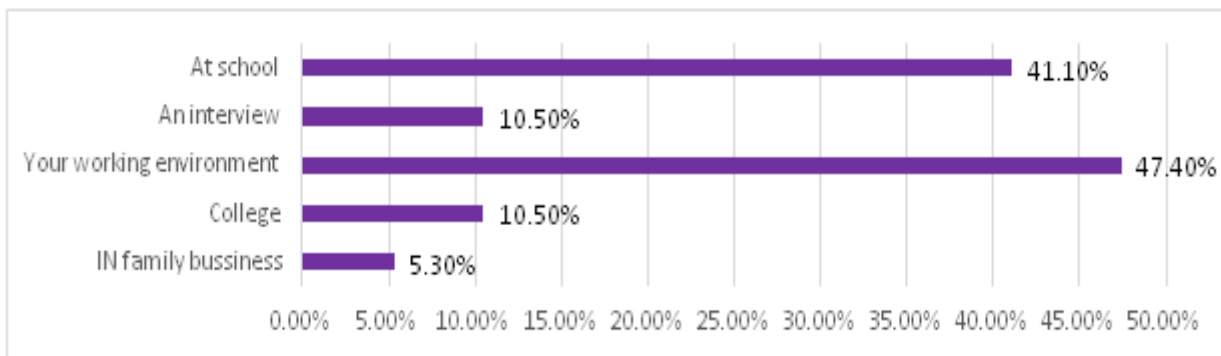
1. The study has shown that 57% said YES, 16% said NO, 27% said MAYBE. Gender inequality at workplace is ethically significant.



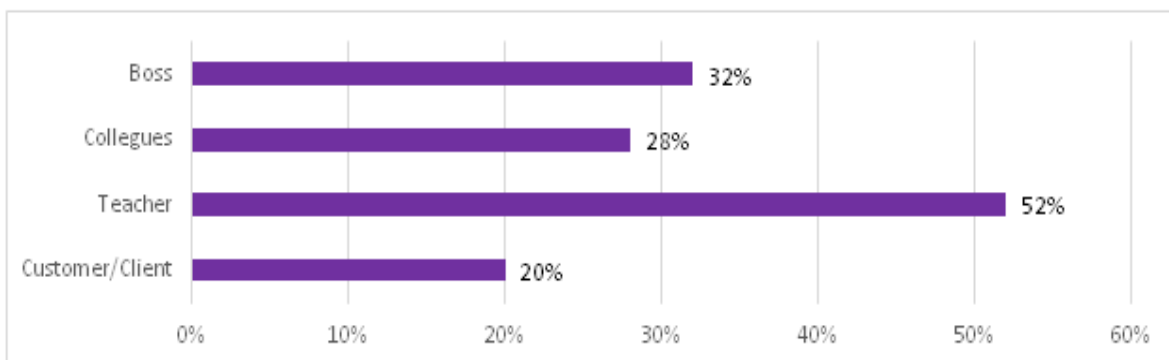
2. The study shows that 50% of them are positively have experience, 41.2% have not experienced any kind of inequality which is a good number of percentage, 8.8% are on the middle stage of experience.



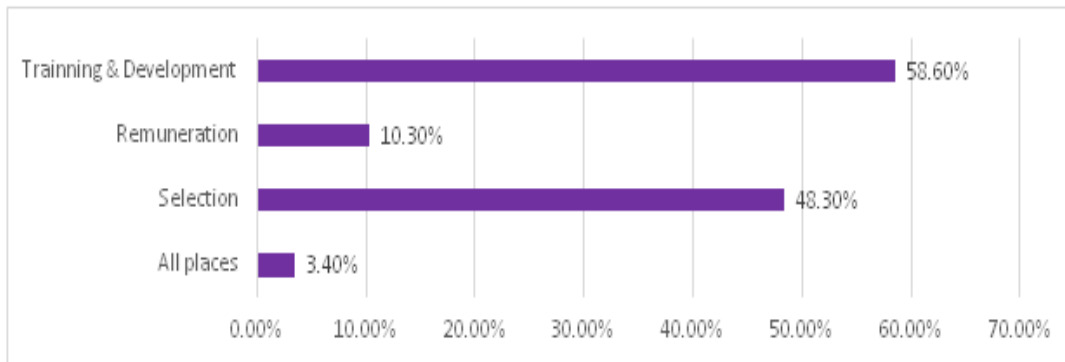
3. The study shows that half of the people prefer to not to say but rest of the people have experienced it, 7 at the school which 41.2%, 2 at an interview which is 11.8%, 8 at working environment 47.1% which high rate from the rest, 2 at college 11.8% and 1 in the family 5.9%.



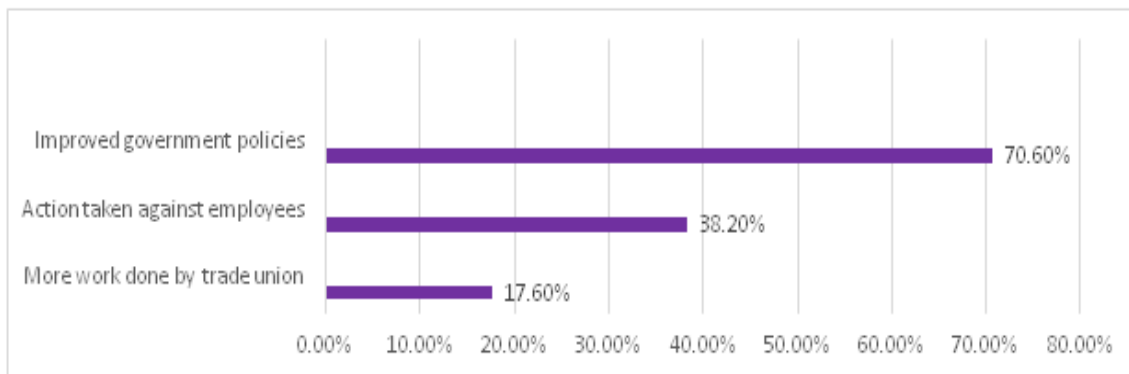
4. The study shows number of people have experienced it by the existence of Boss where 7 response have responded (30.4%), 7 at colleagues (30.4%), 12 have responded Teacher (52.2%) 4 for customer/client (17.4%).



5. The training and development basis is 61.5%, for remuneration 11.5%, on selection basis 46.2%. And one said everyone should get equal chance at every places.



6. Gender inequalities in the working is becoming less common yest gender is the factor that affects men and women. It can be improved by the government policies where 23 people gave response (72.9%), 11 responded for Action taken against employees 34.4%, 6 said for More work done by trade union 18.8%.



FINDINGS

The study shows variation in terms of gender inequality in banks specially private banks while recruitment. For few positions like like Marketing and Operation, most of the private banks not prefers female candidates though they fit for the position. Also, Male candidates are not prefer to recruit at desk job where there is interaction with the customers.

It has also been found that females in private banks were ask for late evening meeting and not treated respectfully.

The gender inequality found less in Govt. undertaking banks as the selection of the candidates through proper channel which include Competitive Entrance Exam followed by Interview.

CONCLUSION

- The study of research paper concluded that gender discrimination mostly in favour of men in many realms including the workplace.
- Inequality affects many aspects in the lives of women from career development and progress to mental health disorders.
- Although the constitution of Indian grants men and women equal right, gender disparities remain.
- Most research on gender in workplace organization has focused on exploring the organizational mechanisms that reproduce and expand gender inequality.
- This agenda accords well with the statistical trends showing the persistence of gender pay gaps and gender segregation.
- Yet focusing solely on mechanisms that reproduce inequality is myopic to ttend that workplaces are also key arenas for producing change in gender relation at work.
- It also fails to acknowledge the fact that effective remedies do not necessarily involve simply reversing the causes of inequality.

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[3] By Anu Madgavkar, Olivia White, Mekala Krishnan, Deepa Mahajan, and Xavier Azcue

[4] <https://www.abacademies.org/articles/Gender-based-discrimination-faced-by-females-at-workplace-1528-2651-21-3-202>.

[5] <http://www.ijip.in>

MANUSCRIPT SUBMISSION

GUIDELINES FOR CONTRIBUTORS

1. Manuscripts should be submitted preferably through email and the research article / paper should preferably not exceed 8 – 10 pages in all.
2. Book review must contain the name of the author and the book reviewed, the place of publication and publisher, date of publication, number of pages and price.
3. Manuscripts should be typed in 12 font-size, Times New Roman, single spaced with 1” margin on a standard A4 size paper. Manuscripts should be organized in the following order: title, name(s) of author(s) and his/her (their) complete affiliation(s) including zip code(s), Abstract (not exceeding 350 words), Introduction, Main body of paper, Conclusion and References.
4. The title of the paper should be in capital letters, bold, size 16” and centered at the top of the first page. The author(s) and affiliations(s) should be centered, bold, size 14” and single-spaced, beginning from the second line below the title.

First Author Name₁, Second Author Name₂, Third Author Name₃

1 Author Designation, Department, Organization, City, email id

2 Author Designation, Department, Organization, City, email id

3 Author Designation, Department, Organization, City, email id

5. The abstract should summarize the context, content and conclusions of the paper in less than 350 words in 12 points italic Times New Roman. The abstract should have about five key words in alphabetical order separated by comma of 12 points italic Times New Roman.
6. Figures and tables should be centered, separately numbered, self explained. Please note that table titles must be above the table and sources of data should be mentioned below the table. The authors should ensure that tables and figures are referred to from the main text.

EXAMPLES OF REFERENCES

All references must be arranged first alphabetically and then it may be further sorted chronologically also.

• **Single author journal article:**

Fox, S. (1984). Empowerment as a catalyst for change: an example for the food industry. *Supply Chain Management*, 2(3), 29–33.

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- **Chapter in edited book having one editor:**

Bessley, M., & Wilson, P. (1984). Public policy and small firms in Britain. In Levicki, C. (Ed.), *Small Business Theory and Policy* (pp. 111–126). London: Croom Helm.

- **Chapter in edited book having more than one editor:**

Young, M. E., & Wasserman, E. A. (2005). Theories of learning. In K. Lamberts, & R. L. Goldstone (Eds.), *Handbook of cognition* (pp. 161-182). Thousand Oaks, CA: Sage.

- **Electronic sources should include the URL of the website at which they may be found, as shown:**

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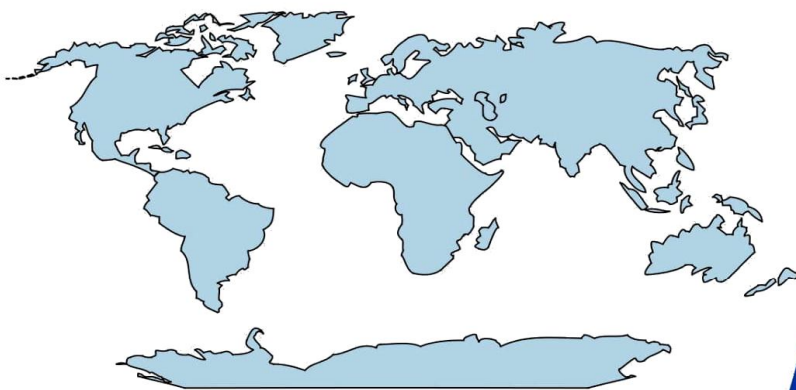
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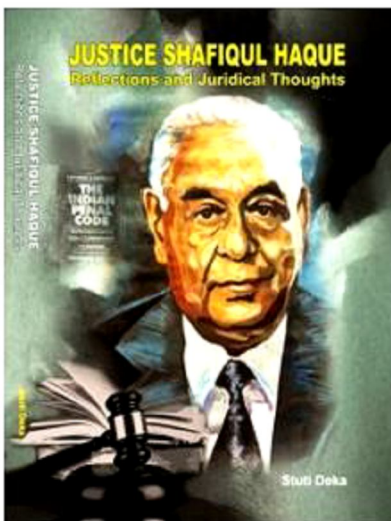


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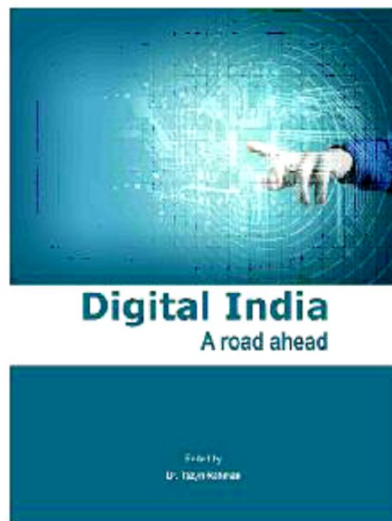
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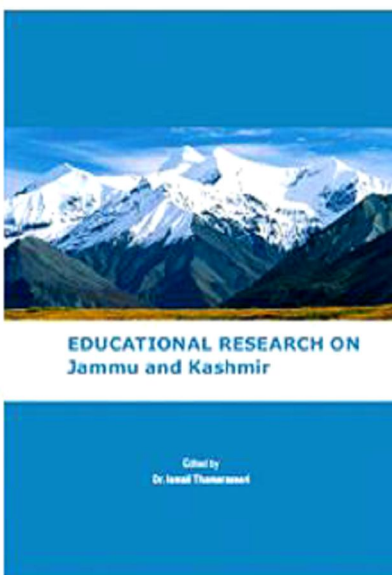
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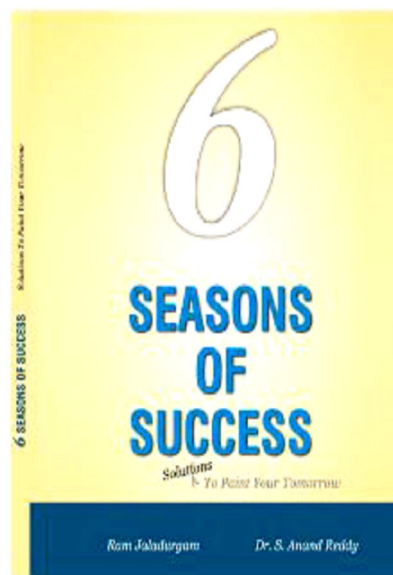
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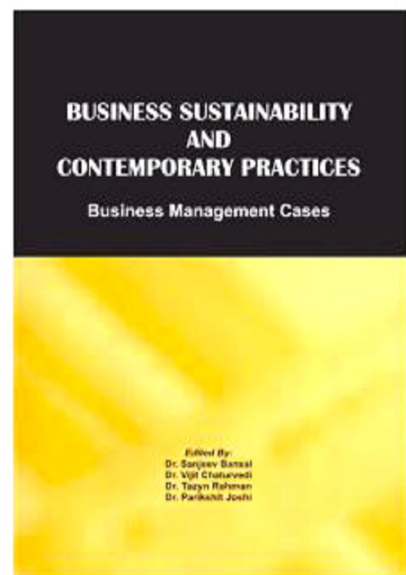
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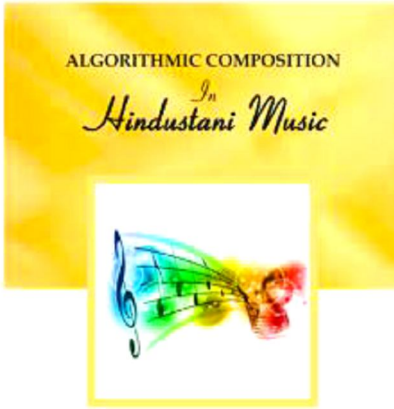
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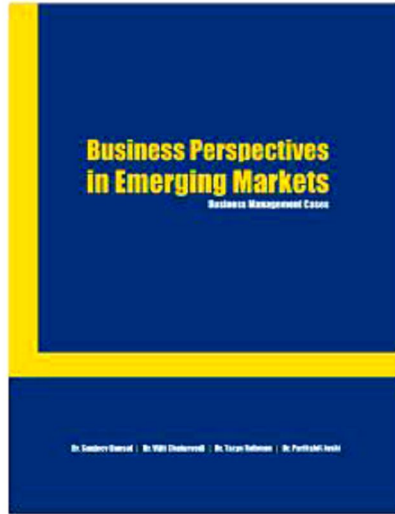
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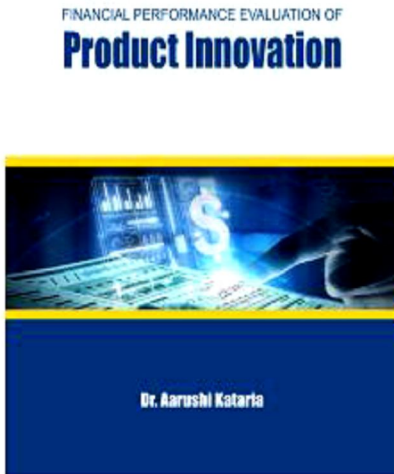


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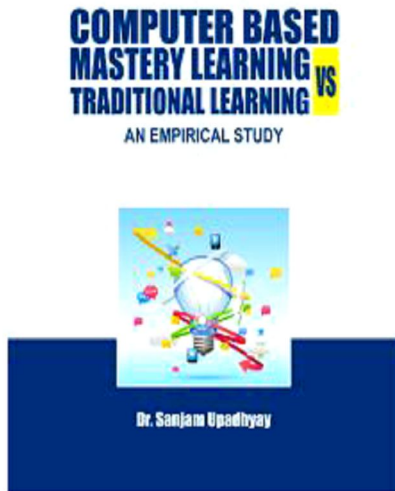
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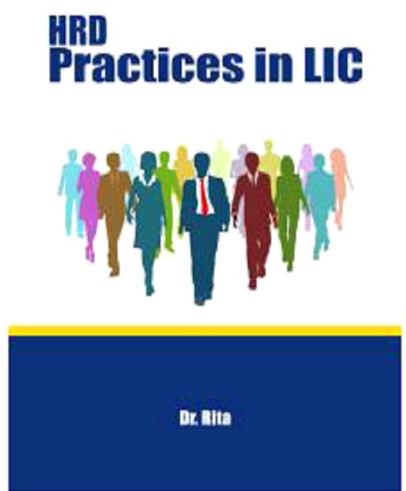
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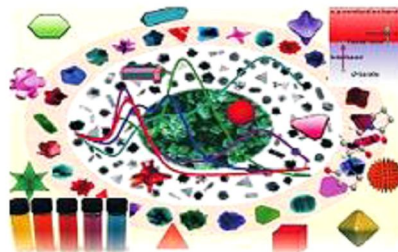
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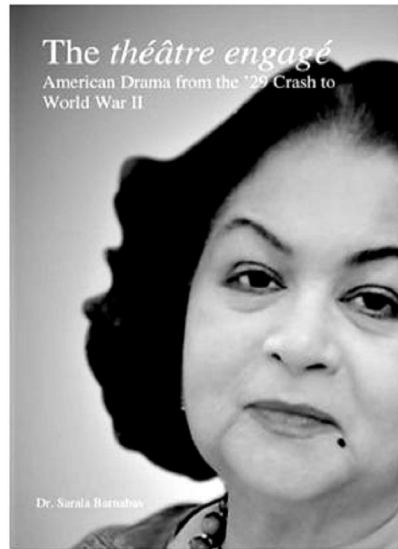
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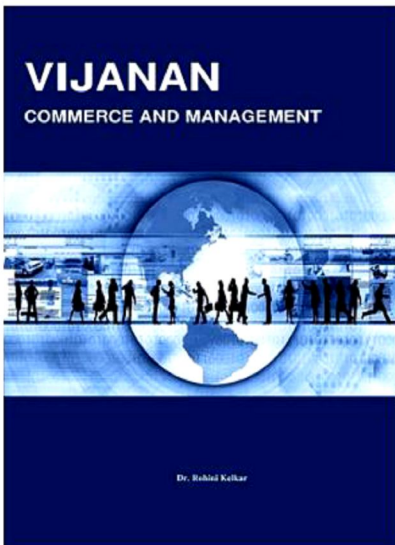


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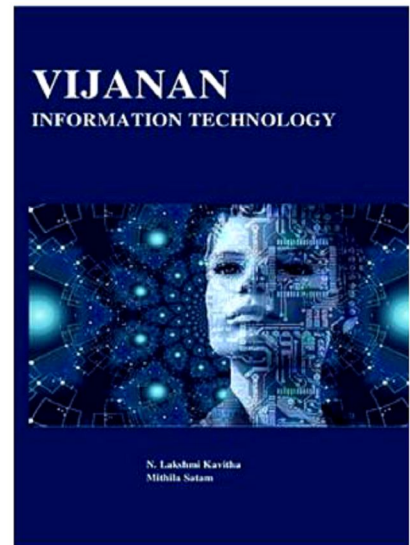
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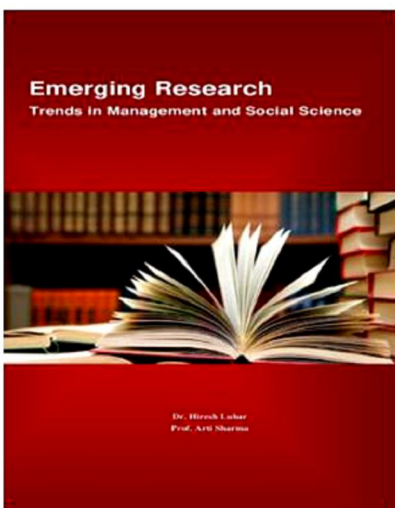
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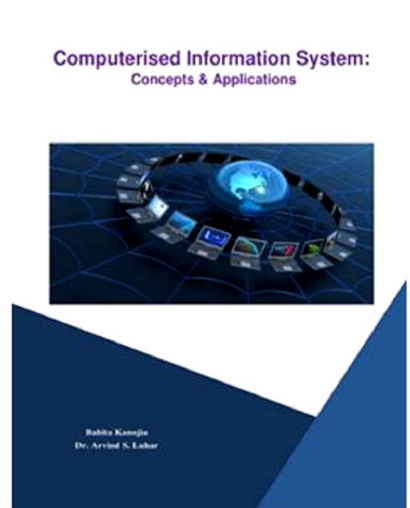
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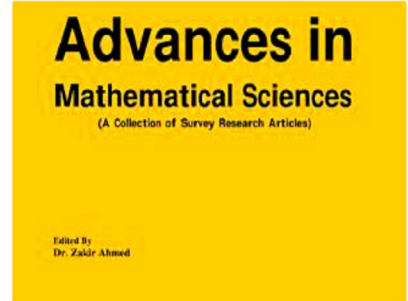
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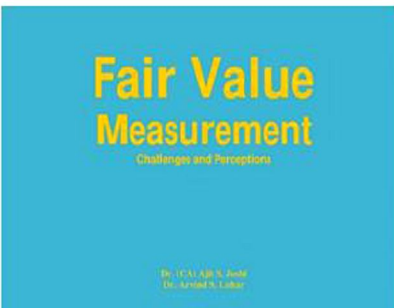
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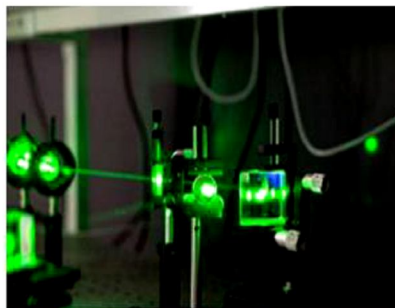
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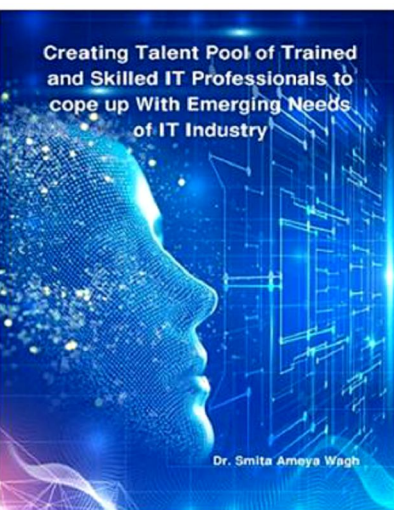


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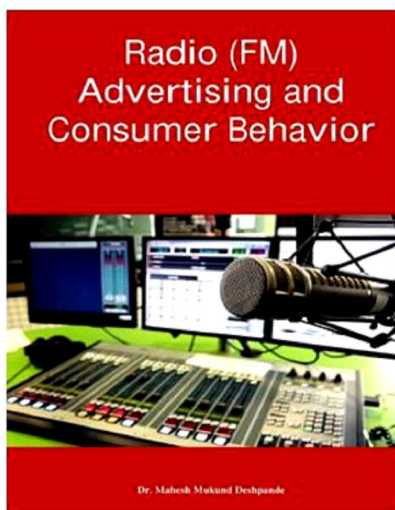
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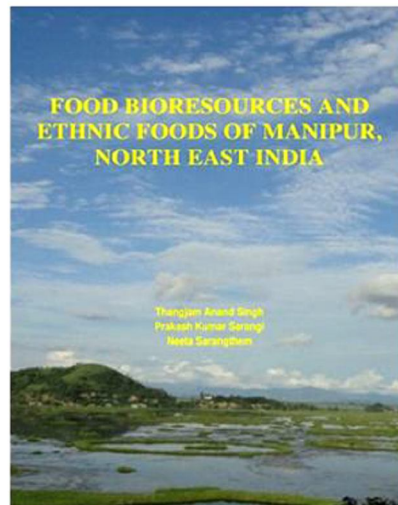
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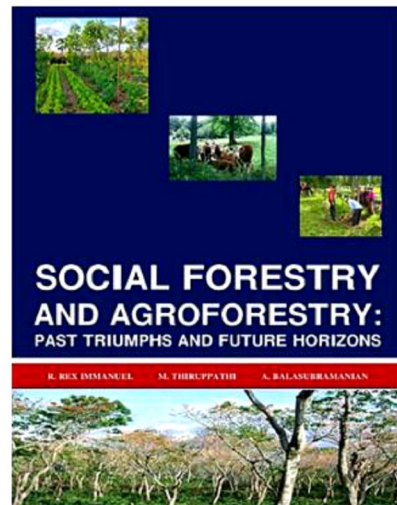
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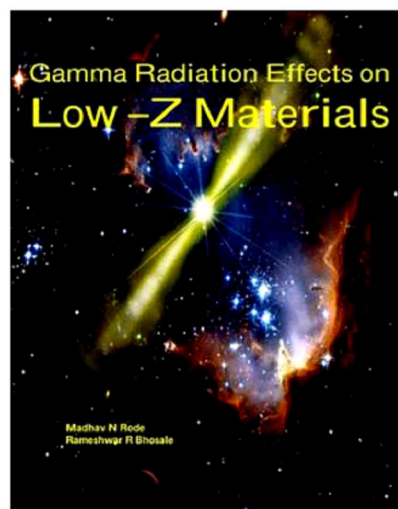
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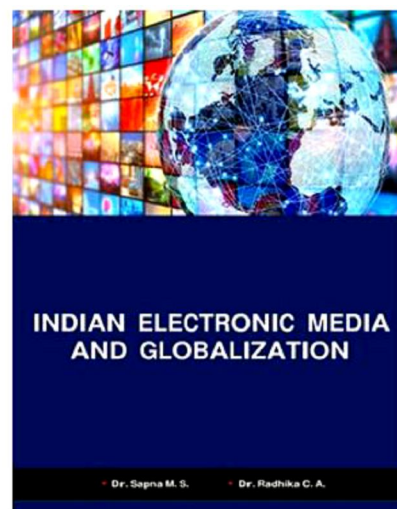
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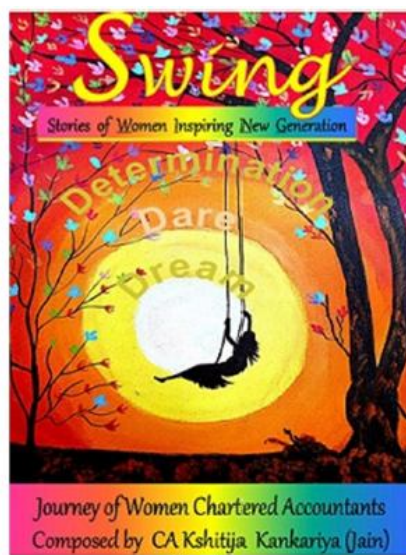
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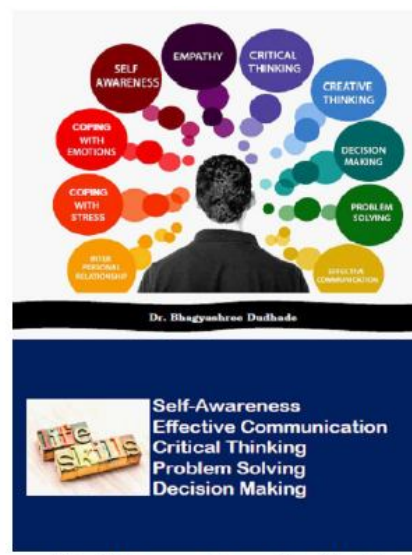
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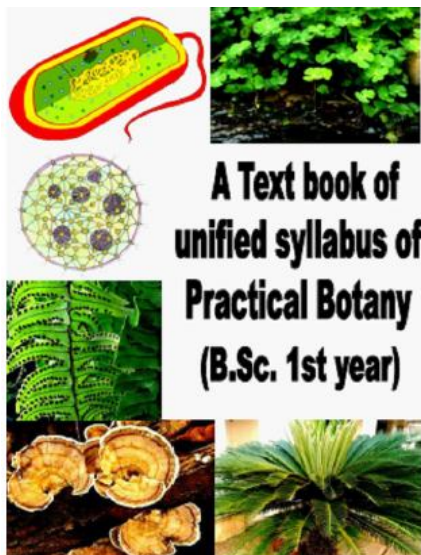
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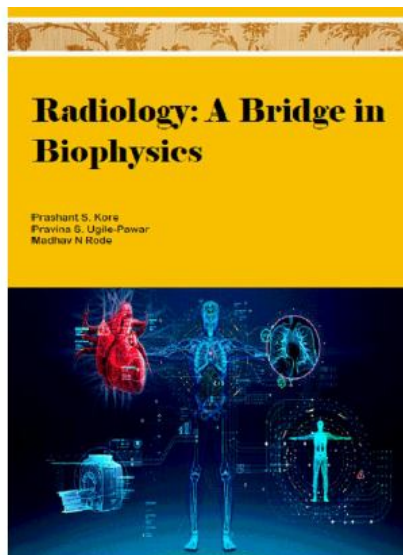


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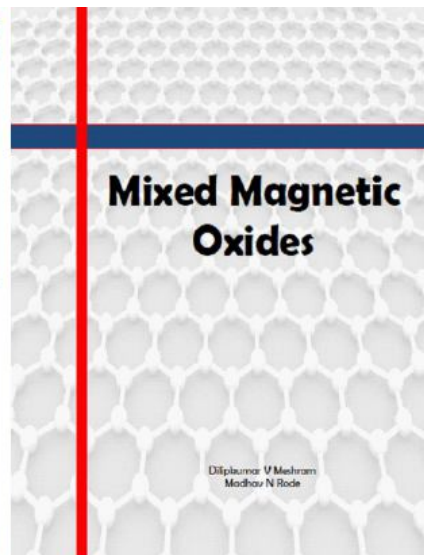
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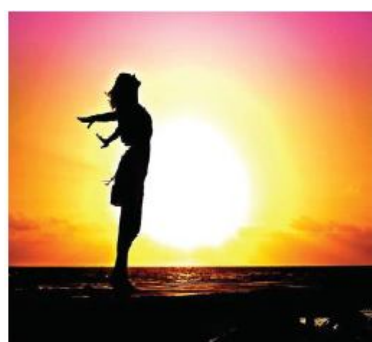
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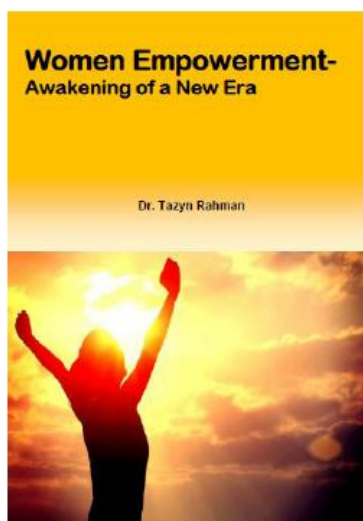
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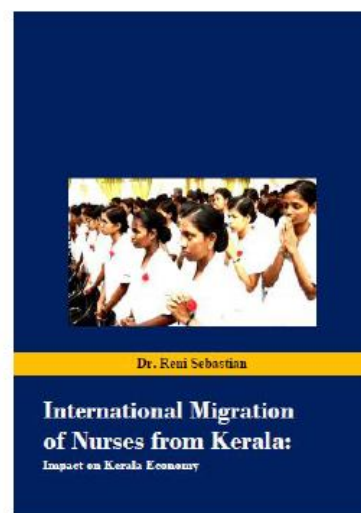
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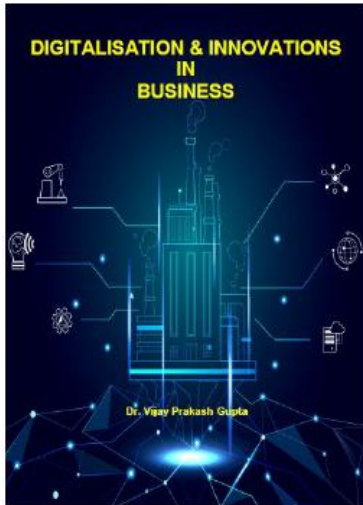
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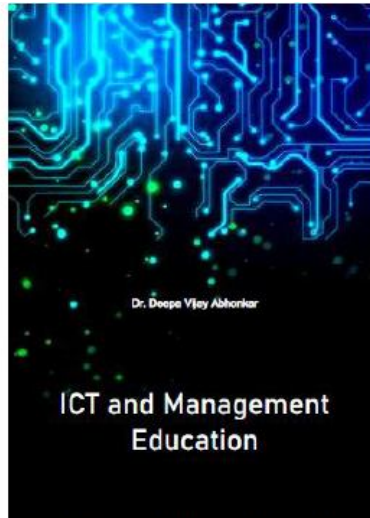
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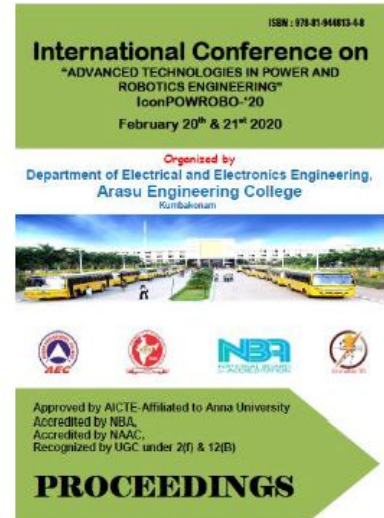
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