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SUSTAINABILITY AND CHALLENGES OF WORKING WOMEN IN TAMILNADU

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Dr.G.M.SUNDER SINGH



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CONTENTS

1. Sustainability And Challenges Faced By Working Women In Tamilnadu Dr.R.Isaac Jaya Dhas	1
2. Working Women And Legislations Dr.T.Lysammal	3
3. Women Workforce Rights And Realities In Tamilnadu Dr. J Evangeline Sheela Bell	6
4. General Challenges Of Working Women In Different Sectors Dr. N. Austin John Manohar	10
5. Hurdles Of Working Women Dr. M.Glorybai	16
6. Gender Discrimination – An Overview Dr.T.Jayanthi	18
7. Problems Of Mothers While Handling Children With Autism R. Jani Jasmine & Dr.H.Deepa	21
8. Yoga For Work Related Stress Problems Faced By Working Women S.Sermathangam & Dr.H.Deepa	26
9. Problems Faced By Women In The Work Place P. Meena,& Dr. R. Selvaraju	30
10. Indira Gandhi (1917- 1984) - Women Empowerment In Politics - A Study Ashitha Kosh	33
11.Role Of E.V.Ramasamy In The Emancipation Of Women Dr.A.Amirthavalli (Mentor) & K.Dhanapackiam	36
12.Challenges Of Women Development In Tamil Nadu Dr. P. Jeyabalakrishnan (Mentor) & Hari Govind S	43
13.The Problems Faced By Women Agricultural Laborers And Their Legal Provisions - A Study Dr. G. Sheela Edward	49
14.Smarthavicharam – A Pre-Colonial Practice To Suppress Women Keerthana Santhosh	54
15.The Dualism Of Challenges And Opportunities For Women In IT Industry Dr Shani Ruskin	58
16. Work-Related Stress Problems Faced By Working Women S.Sindhu	63
17. Harassement Against Women And Some Of The Constitutional Provisions S. Monisha, L.C.Sabi Mol, R.S.Nivi	67
18. Challenges Faced By Working Women In India Dr. N. Amutha Kumari	70
19. Towards Sustainability- Changes And Challenges Of Working Women In Tamil Nadu S. Priyalakshmi & Dr. C Godwin Sam	75
20.Discrimination And Marginalization Of Women Sanitary Workers Seleena.M	78
21.Unfair Treatment Against Women In Working Place R. Vijimol, & Dr. R. Edwin Sam	82
22.Stability And Challenges Of Women Domestic Workers In Tamilnadu Bibimol.R.B	85

THE DUALISM OF CHALLENGES AND OPPORTUNITIES FOR WOMEN IN IT INDUSTRY

Dr Shani Ruskin

Head & Dept of History
Providence College for Women
Coonoor

ABSTRACT

The contribution of women to a society is undeniable where the historic and current role of women is significant and beyond limit. Globalization, innovation and climate continue to change however, the hardship of woman is always unchanged, but she faces a changing phase like girl child, wife and mother, usually a unavoidable hardship to her. In spite of hardship, women have stretched steadily in rural and urban workplace. Today, emerging technologies and digitization are transforming work and women share the global workforce of 45.4 percent. In the present era, woman wants to have opportunities as man and there are notable challenges and opportunities for her. The challenges of working women make them stronger and the opportunities provides them wisdom and self- fulfillment. This paper provides an analysis into this challenges and opportunities of women in the IT industry. The analysis is made related to gender inequality, male domination, lack of confidence, which are some of the challenges and career progression, equal pay for work, etc., are some of the opportunities women face in IT industry. It is suggested that due to the dynamic nature of the IT industry there is an insight for women in workplace.

Keywords: Hardship, challenges, opportunities, IT Industry, vision

INTRODUCTION

India very proudly claims to worship various woman deities and goddesses, but the concern is women do not get the same respect and equal status. Globalization, innovation and climate continue to change however, the hardship of woman is always unchanged, but she faces a changing phase like girl child, wife and mother, usually a unavoidable hardship to her. In spite of hardship, women have stretched steadily in rural and urban workplace. The contribution of women to a society is undeniable where the historic and current role of women is significant and beyond limit. Living in the country with the largest democracy in the world, women in India fight much harder than man. Today, emerging technologies and digitization are transforming work and women share the global workforce of 45.4 percent.

In the present era, woman wants to have opportunities as man and there are notable challenges and opportunities for her. Society is slowly understanding the importance of more women in IT. The challenges of working women make them

stronger and the opportunities provides them wisdom and self- fulfillment. Today's women are freeing themselves from traditional, age old hardship work, and entering the world of IT sector. The growth of women in the IT sector is aided by the fact that computers enjoy a woman-friendly image and fit into the overall gendered sociocultural context. Specialization in computers is suitable for women, the jobs associated with computers are considered safe for women (Varma 2010). Women have become a powerful force in today's IT world. They are able to balance their family and work, and also participate in almost every type of work. In modern society, well-educated women are working in IT jobs to prove their skills. Unfortunately, they are mediated by some challenges they need to overcome it in order to settle and there are opportunities for women to fit in their tech jobs. The study aims to explore the challenges of integrating women in the technology industry, however, it also reveals there are opportunities for career-success.

Scope of study

It is commonly acknowledged that women are vastly underrepresented at the highest level of work. Many studies have reported on the various challenges that women encounter, but have not delved into the opportunities for women. Technology workplaces carry the traditional bias, mentioning women are not suitable for IT careers. Despite the discussions about diversity and inclusion in organizations, women in leadership roles are still in the minority. The topic was chosen for the study because there is a tremendous need to explore the opportunities for women. In addition, to understand that women have to work harder to showcase their full potential. The study will enable companies to understand how the challenges affect women's careers and how to overcome them, to increase opportunities for women. Furthermore, this study will provide an in-depth understanding of the reasons why women are still facing those challenges.

Statement of Problem

Women development is an important catalyst for rapid economic growth as they make up half of the country's population. The participation of women in economic activities is necessary not only from the point of view of human resources, but also to improve the status of women in society. However, the proportion of women workers is very low compared to men in IT industry. They face many challenges from different angles, such as gender inequality, male domination, lack of confidence, which are some of the challenges. The technology industry is known as a male-dominant environment, and the lack of women in leadership positions is a recurring issue. According to the studies, women tend to face many challenges to advance their careers in the technology industry. There is an extreme need to explore the challenges of integrating women in leadership positions in the technology

industry. For this reason, several opportunities should be employed to give career progression, equal pay for *work, etc.*

Research purpose and objectives

The purpose of this study is to explore the challenges and opportunities in the Information and Technology industry. It will serve as a reference and resource for IT industry to advocate change. The following are the objectives of the study:

1. To study the challenges of women on various prospects in IT industry.
2. To examine the various opportunities favouring women in the IT sector.
3. To study the equality between women and men, an encouraging improvement.

Literature Review

Employment especially women employment is the backbone of any societal development. IT is one of the most challenging professions in the world for both men and women, but women seem to feel it more than men do in different ways and across different challenges. In 2020, women made up 42% of the GAFAM (Google, Apple, Facebook, Amazon and Microsoft) workforce, according to self-reported data from [Statista](#). More broadly, only 31% of IT employees are women, according to Gartner research. In the last couple of decades, the world has made huge strides when it comes to women involvement in the workforce. According to a report by Catalyst, women make up nearly half (46.9%) of the total workforce. Despite all the progress that has been made by women, things do not look so easy in IT industry. There is a huge gender gap between men and women and this gap manifests itself through various aspects, including employment opportunities, wages, leadership opportunities, perception at the workplace, and so on.

The issue of wage among men and women is a very problematic issue that occurs across the world. According to research, it would take 108 years to close

the gender gap (Bishaw, 2008). Many support for more facilities to women in the workplace for developmental strategy and an act of social justice. Most of the women employees are dissatisfied with career development programmers and women are discriminated against career development opportunities. Gender discrimination continues to create a gap between men and women that not only affects the workplace, but society and the economy as well. Even though women makeup around fifty percent of the world's population and forty-even percent of America's labor force they still face a significant gap in pay and opportunities compared to men (Lorenz, 2017). The study recommended that organizations should strive to ensure that career development programmers are set to enhance career development amongst women employees.. The study reveal that the career growth in Information Technology sector for women is not smooth and undisturbed.

Challenges for women in IT Industry

Various challenges of women working in IT sector are analyzed with the help primary sources from magazines, web sources and newspaper. Firstly, it can be revealed that there are adequate employment opportunities for women IT professional. However, the health standard of IT sector women employees is weak and it affects their maternal health also. They do not get nutritious food and proper medical care in case of illness. After delivery, they do not get proper time or rest which affects their overall health. IT Sector women employees mostly work in the night shifts and it affects their health. In addition to office work, they have to work at home. They have to take care of children, social gatherings and so on. This working condition adversely affects the health of the women employees and her daily life.

It is claimed that all humans are equal, irrespective of their sexual orientation, but still the standardized social and patriarchal gender role

gravitates a person to behave in a certain manner, which makes them bias and restricts the holistic growth of a person. Gender bias is a behaviour that shows being favourable towards one gender over another. Most frequently, gender bias is that the act of favouring men over women. Women experience numerous hindrances to headway into corporate authority positions, and these obstacles incorporate gender-based discrimination just as oblivious gender bias. Most women complain of managerial bias. They claim performance standards and expectations differ on a gender basis, even for the same levels or bands.

Next, the most obvious discrimination has its roots in money. Talking specifically about the IT-ITeS sector, the Monster Salary Index states that women, on average, are paid 26 percent lesser for equal amounts of work. The wage rate they are getting is an important factor to be considered. Most significant problems of women employees are related to wages. There is a difference between the wages of men and women working in same kind of environment and doing the same kind of work. Women do get less in wages and salary as their kind of job is different. They work in less important or primary sectors, where the possibility of getting good wages is less. For the fewer wage given to women employees, the social and traditional system is responsible. The International Employee Organization, in its special report on why women gets less wages and salary, says that the only constant factor that affects the women Employee is wage rate. For this, there are two reasons: there are inadequate facilities for training of women and women are less interested in increasing their skills and traditional sectors in which women work are below standard. It is understandable that women get low wages and salary in traditional sectors. It is observed that a lack of senior or visibly successful female role models as a major obstacle to women career advancement. Women often must push through internal and external barriers to

find the confidence to express their ideas. It may be a challenge to trust in the unique aspects of female executive presence and acknowledge them as personal and organizational assets.

Opportunities for women in IT Industry

Women have slowly rose to leadership roles in all sectors of the economy; however, each woman who makes it to the top of her field is usually alone once she gets there. The IT industry is **one of the fastest-growing industries**. According to the Bureau of Labor Statistics (BLS), occupations in computer and information technology (IT) are projected to grow 12% in the next decade — much faster than all other occupations. The National Center for Women and Information Technology (NCWIT) reports that while 57% of the workforce is made up of women, only 26% hold computing jobs. The NCWIT states that the participation percentage has been declining since 1991 when it reached a high of 36%. Additionally, 56% of women leave their careers at a mid-level point, making the quit-rate for females two times higher than men's. Despite this imbalance, many resources and career opportunities have been created to encourage women to explore IT and other fields.

Networking is an important aspect of any industry. It allows you to access opportunities that you may not have found on your own and could lead you to a new potential employer or provide insight into new positions. Additionally, networking can help you find professional advice and role models. Once a woman enters into a profession/job, she has opportunity to perform and prove her worth. This is ultimately reflected in the career development in due course. Career development emanates in terms of salary, promotion, position/designation, skill, learning by doing and so on. Capability developed over time is quickly reflected in promotions. It has already been stated that upgrading skills is an essential element of career development strategy. Majority of the women are putting their efforts to

improve their domain skills. Married women have higher age and age has positive relationship with promotions. It can be concluded from the foregoing discussion that marital status in Information Technology Industry hardly affects the career development of the women.

CONCLUSION

Since the 21st century, the role of Indian women has been changing because of growing industrialization and urbanization. Over a period of time, more and more women are going for advanced, professional and technical education. Their proportion in the total workforce is also increasing. The growth of education and awareness has led women to work in industries, corporate and IT's. Employees need to create and enhance policies that protect women when they become victims to certain problems. However, they also need to go beyond forced compliance to fully eliminate gender - related IT employment issues. Hence, this study concludes that women contribution towards IT sectors must be an identification by uplifting socio - economic conditions and encourage women workforce to participate in IT sectors. Now a day's women are promoted in their workplace and in technological work. Women workers are often subject to sexual harassment then the Government should put strict rules for these types of crimes , also public transport system sometimes danger for woman and Government should put more Inspection. Traditionally people think that men should only work and gain money and women should work as house hold, but the financial demands on a family is increasing and women also should gain income. Therefore, a fundamental change is required in attitudes of employees, family members and public on women working in IT sectors.

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