

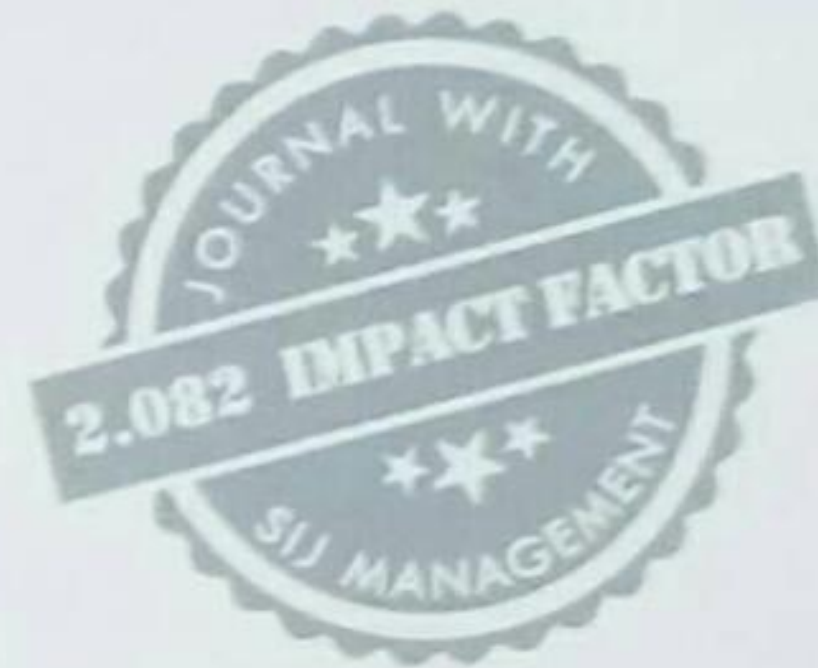
ISSN 2321-4643



VOL 5 | SPECIAL ISSUE 1 | FEB 2018

UGC Approved Journal Number: 44278

Shanlax International Journal of Management



A Peer-Reviewed, Refereed Scholarly Quarterly Journal
Globally Indexed with Impact Factor

International Conference

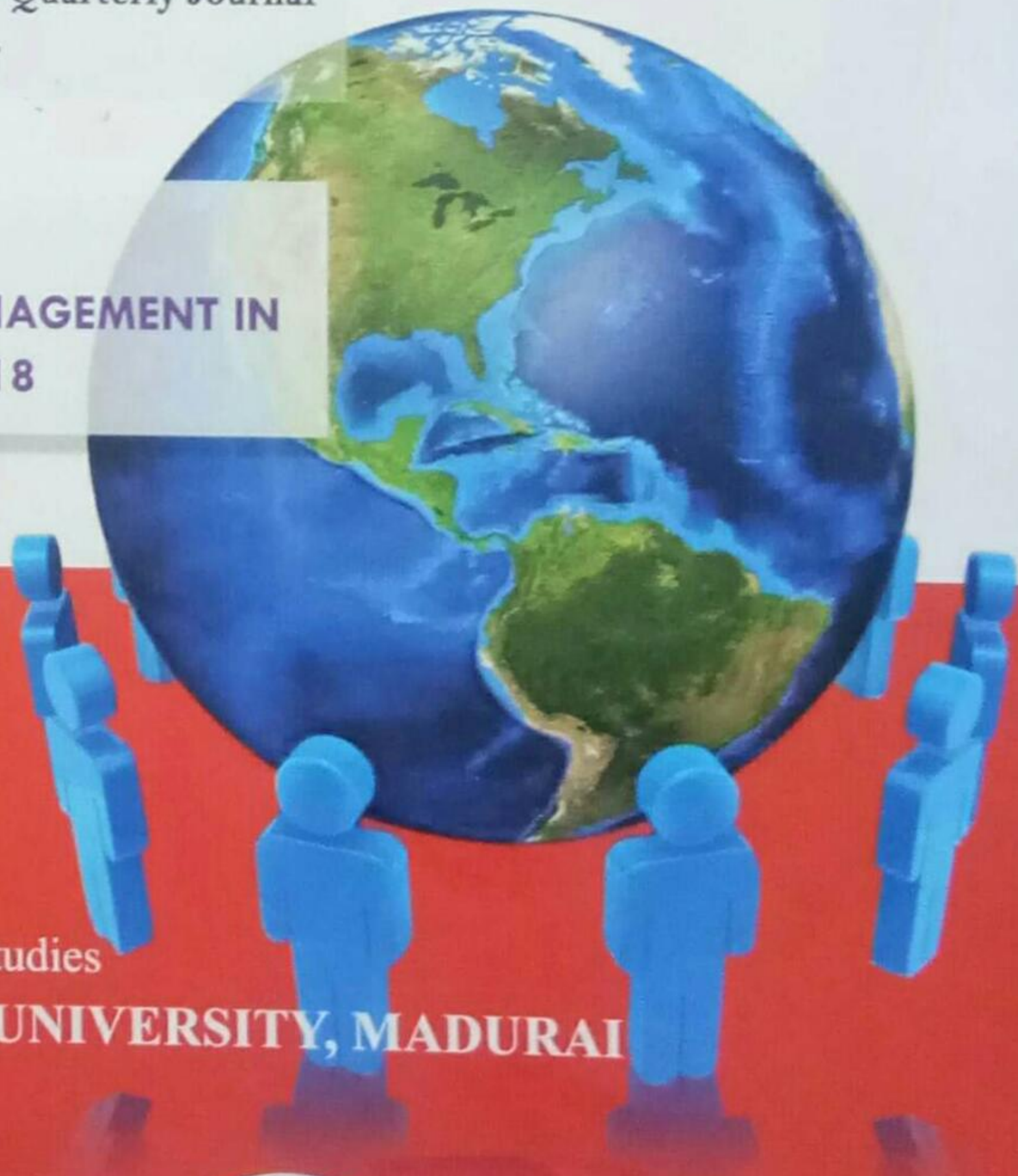
**NEW DIMENSIONS OF MANAGEMENT IN
THE GLOBALIZED ERA - 2018**

Editors

Dr. V. Chinniah | Dr. J. Vijayadurai
Dr. D. Deepa | Dr. V. Murugan



Department of Management Studies
MADURAI KAMARAJ UNIVERSITY, MADURAI



ISSN

INTERNATIONAL
STANDARD
SERIAL
NUMBER
INTERNATIONAL CENTRE



SHANLAX
www.shanlaxjournals.in

THE EFFECTS OF WOMEN JOB SUSTAINABILITY POST PREGNANCY WITH RESPECT TO MUMBAI REGION

Prasadhini Gautam

Ph.D. Scholar, Madurai Kamaraj University, Madurai

Dr.D.Deepa

Assistant Professor, Department of Management Studies, Madurai Kamaraj University, Madurai



Introduction

The main purpose of the study is to assess the effects of post pregnancy job sustainability. Chapter one outlines the background, problem statement, main and specific objectives of the study. The chapter continues by highlighting the research questions, significant, scope, limitations, and the organization of the study.

Background of the Study

Unlike other emerging market economies, India has seen a decline in Workforce participation rates of women, despite growing per capita incomes. India has one of the lowest female workforce in absolute term (less than half for China), which instead of, has been falling. Demographic dividend is defined as arising share of the working age population in the total population, with a corresponding falling share of non-working, dependent population which is either below 15 or over 60 years of age. The youth entering the work force must get jobs in the non-agricultural sector for the demographic dividend to be realised. In other words, the paradoxes of India's recent phase of economic growth must disappear with time, not intensify.

Improving Employability

Skills set that Link to Raising Women's work Force Participation in Industry and Services. The continuing low and declining work force participation of women, completely contrary to the experience of other emerging market economies, holds out a challenge to policymakers. In time, probably within the next five years, women employees will increase, primarily because increasingly better educated girls, unlike their mothers who worked in home-based enterprises or on own account, will want to join formal and informal employment in nearby towns and cities. The challenge for both public and the private sector is to skill them, to enable them to become employable in industry and services, since unlike their parents they would want to leave rural areas behind. The increase in information and technology has enabled rural women to venture out. When the work force participation rates of women start to increase instead of falling could well be a turning point in the economic and social history of India. Women's participation in non-agricultural occupations has historically been associated with economic growth as well as high social achievement.

Statement of the Problem

India's maternity laws allow working women three months of paid leave and job protection. But the reality can often be different: India's labour courts received more than 900 complaints of denial of maternity benefits by employers between 2008 and 2012.

Literacy rates vary between urban and rural populations. In 2011, 80% of urban women were literate compared to 59% of rural women.

Women Are Closing the Higher Education Gap

In India 46.8% of all enrolled undergraduate students in India are women and 40.7% of all enrolled PhD students are women. In spite of it most working women, when denied maternity benefits, do not go to court, they just stop working. The Indian culture is driven towards giving greater importance to a man's job than a woman's job. So, companies are not willing to make special allowances to integrate women after they take a break for becoming mothers."

The problem is that when we go back to work after becoming mothers, we are given less responsibility and unimportant projects since we can't stay for long hours. Companies start considering us the weakest link in the team.

Lowest rate

According to a 2013 World Bank study, only 27% of the female population aged over 15 is working in India. This is the lowest rate of women's participation in any workforce among the Brics (Brazil, Russia, India, China and South Africa) countries, with the highest in China at 64%.

Rationale of the Study

Mumbai, and other parts of India has been experiencing an increasing standard of living. With only 3.4% of the country's population, it accounts for 10% of the total consumption. If we look at the reasons for women taking a break in her career, it is pre-dominantly because maternity related issues.

This temporary phase from of life makes it difficult for them to re-enter the workforce. In times when unemployment is still high, for mothers returning to work after a career break, the challenge can be almost overwhelming. So it should come as no surprise that 48 percent of women in India abort their careers midway, which is 20 percent more than the global average. This puts the issue of women's re-employability in this country at the forefront. The key challenges faced by women returning to work after a maternity break are the lack of workplaces that offer flexible work options and the unavailability of quality pre-schools and day care centres for childcare.

The government too has a major role to play in women re-employability. Schemes such as the Rajiv Gandhi National Creche Scheme for the Children of Working Mothers aims to provide day-care facilities for children (six months to six years) of working mothers in the community and to help educate and empower parents/caregivers for better childcare. Approaching the issue of women's re-employability with sensitivity is a must in order to achieve the targets listed in the new era, sustainable development goals – gender equality and economic growth through employment. True economic parity, however, can only be realised when women can go beyond making a choice between contributing to their career development and sustaining their households and are able to perform both roles successfully.

Objectives of the Study

1. To analyse the women employability post pregnancy.
2. To examine the influence of women employees limited career growth.
3. To identify the reason for women employees sustainability in the organisation after pregnancy.

Selection of Study Area

- From Mumbai city of Maharashtra, state are selected on the basis of concentration of urban population and socio economic index, as the study is based on IT sector, Financial sector and local employees..

- The criteria for the selection of sample blocks are more contribution from Employed and ex-service woman.
- From each of these samples they are selected in random sampling method.

Sampling methods

In the present study we calculate the sample size using random sample method on the basis of information obtained from the pilot study. The power analysis gives that a sample of 50 or more from each category is adequate for our study. The respondents were selected using systematic random method. We select 100 questionnaires from each of to form a total of 50 samples.

Data analysis method

The percent study analysis of woman perception about Job sustainability in companies, industry, services and labour force. Primary data were first calculated to get the initial reaction of the respondents to each item in the questionnaire. All items were analyzed using percentage method. Secondary method were collected have been from the newspapers and articles from Mumbai region.

India's Work Force is Growing

Women hold only 7.7% of board seats and just 2.7% of board chairs. The industries with the highest percentage of women on boards are technology, media, and telecommunications.

Out of 323 total executive directorship positions (generally considered to be prerequisite to becoming CEO) on the Bombay Stock Exchange 100, just eight (2.5%) are held by women. Only 54% of companies on the *Bombay Stock Exchange 100* have no women board directors.

Globally, women in the workforce is gaining more momentum. However, India is still ranked 87th when it comes to the female-male ratio at the workplace. Presently, women in India only represent 24 percent of the paid work force as against the global average of 40 percent. If the participation of women in the Indian workforce can be increased to 41 percent by 2025, the GDP could be boosted by an estimated Rs 46 lakh crore (\$700 billion).

Findings from Working Women and Motherhood

In this section presents the relation between working women and motherhood is touched upon to understand the emotional and physical trauma women go through after pregnancy. There is a tendency to give greater importance to a man's job than a woman's job in India. So, companies are not willing to make special allowances to integrate women after they take a break for becoming mothers.

A survey of 100 women working in the capital, of Maharashtra, Mumbai, areas found that only 18-34% of married women continued working after having a child. Women have found it difficult to cope up even with support system from home as the guilt of leaving their children forces them to take a career break.

More than 75% of the respondents believe that the fear of getting the same position and the hierarchy after pregnancy is depreciates in corporate culture. But it also happens when companies are completely insensitive to the needs of the employee. This leads to indirect pressure and changes in the attitude of the employer both before and after the maternity leave.

Women no longer a long Term Asset

The Maternity Benefits Act is applicable to all working women, irrespective of the type of organisation they work for, however, a woman can only be eligible to claim maternity benefits if she has

worked in the organisation for a minimum of 80 days before her due date. A woman cannot be dismissed from the service of the company for being pregnant. But companies, tactfully avoid giving work to pregnant women and women who are having children considering the fact they are not reliable. Sometimes company deny paid maternity leave or keep them on hold without any project.

It is found that employers force the employees under circumstantial pressure and are left with no choice except to resign. This results in a huge waste of talent and investment in training and educating employees for a short term career.

Data Analysis - Primary Data

Gender of the respondents

S.No.	Particular	Respondent	Percent
1	Female	40	80
2	Male	10	20
	Total	50	100

Age group of the respondents

S.No.	Particular	Respondent	Percent
1	21-35 years	30	60
2	36-50 years	15	30
3	Above 50 years	5	10
	Total	50	100

Occupation status of the respondent

S.No.	Particular	Respondent	Percent
1	IT sector	15	30
2	Financial sector	15	30
3	Middle level Position	10	20
4	Others	10	20
	Total	50	100

Factors Influencing to compromise on career for Family

S.No.	Particular	Respondent	Percent
1	No other Choice	12	24
2	No family support	16	32
3	Work Pressure	11	22
4	Lack of job security	11	22
	Total	50	100

Perception of Respondents who believe in lack of Job security due to maternity leave

S.No.	Particular	Respondent	Percent
1	Projects are on hold	20	40
2	No New assignment	11	22
3	Work Pressure	14	28
4	Indifference in attitude	5	10
	Total	50	100

Results and Discussion

- The survey reveals that only 40% of women get full time job after pregnancy.
- The law should be actively monitored and implemented to ensure that every women in India is allowed maternity benefit.
- Corporate companies and other private and public sectors should make it mandatory to have minimum percentage of female employees who have joined post pregnancy.
- Companies should make it compulsory to have an In-house Daycare facility to ensure a healthy and productive work environment.
- The economic growth in India is highly depended upon the maximum women workforce, which can result in the increase of GDP.
- Henceforth a strong law enforcement should be implemented in order to utilize the women talent and retain employees who have the ability to perform and sustain in the job.

Conclusion

India is the second most populated country after China. India boasts about the maximum number of women population in our country. It is yet to achieve equal strata against men. In order to achieve this, the society should look at pregnancy as a dual responsibility and not a women's responsibility.

The India system should emphasis on equal role for men and women when it come's rearing children, therefore the maternity law should be made for men and women to balance their livelihood. This will definitely enable India to grow as a nation, which believes in gender equality like any other western countries.

The impression on women employees as a liability, should be broken in order sustain women employees in the company. This revolution can improve the economy and secure jobs to thousands of women in the workforce.

References

1. Ratio of women employees- 2010-2017
2. Fischer, E and SjAArnold, sex, gender identity, Gender role attitudes and consumer behaviour. *Physcology and Marketing* 1994.11[2]-p.163-182