

Gender Inequality In Society**Dr. Jayashree M. Nayak****Department Of Sociology****Saurashtra University****Rajkot****(Received:20December2019/Revised:12January2020/Accepted:20January2020/Published:25January2020)****Abstract**

Though the traditional picture of a woman is very different, the organizations are beginning to recognize that equal opportunity for women is 'smart business'. This 'status' of today's women also has more to tell us. Henceforth, there is a need to monitor closely the issues of women while at work or in the workplace. Majority of women who wish to pursue a career face the problem.

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The traditional picture of women is very different than what it is today. Women have played a key and largely unrecognized role in the rapid economic and social development worldwide. Women have been entering workforce in record numbers, over the last four decades. Although women are not a minority, in the world of work they have faced many handicaps. In fact, majority of women who wish to pursue a career face the problem. Domestic and outside work often caused imbalances. Gender discrimination is a common phenomenon. Women make up 50 percent of the world place but account for less than 4 percent of nations top executives. Women managers are clustered into administrative and support functions.

Human resources management (HRM) helps working women have a support system and a gender just culture. The proverb seems true that "the hand that rocks the cradle rules the world."

Although a significant number of women has entered management positions for sufficient number of years, they are still noticeably absent at the top level of organizations. Women are not newcomers to the working world, as some may believe, but their role is changing, as are the social values. Most women have always worked. Though the traditional picture of a woman is very different, the organizations are beginning to recognize that equal opportunity for women is

'smart business'. This 'status' of today's women also has more to tell us. Henceforth, there is a need to monitor closely the issues of women while at work or in the workplace.

Majority of women who wish to pursue a career face the problem. Women are expected to fulfil their biological role but at the same time if they choose to follow a career by they are expected to accept the same terms as their male colleagues. Women are still thought of in their family roles and men in their work and business roles. The 1970s was a time of unprecedented interest in women's opportunities, expressed in two major Acts of Parliament and supported by widespread changes in social attitudes, by the influx of women in the labour market and by a rising tide of women with high qualifications and aspirations. On the negative side, women's jobs are endangered and women, particularly women working part-time, are in danger of being selected first for redundancy. The positive side is that there has been increase in the number of designations for positive training for one sex only under Section 47 of the Sex Discrimination Act. With equalizing the opportunities and the responsibilities between men and women, changes must also be accompanied in personnel practices and procedures within companies, positively designed to ensure that women are not overlooked in informal / formal networks. The need for gaining employment by women has arisen for better management of the family and fulfilling its need. More and more women are entering the working class to satisfy these needs. Though the employment of women outside family is accepted by our society there is no clarity about their role within family circumstances. Working wives face a crisis of adjustment. As they have to perform a dual role - one at home, the traditional mother-wife role and the other outside to achieve gainful employment. Thus, they face a conflicting situation. It is not surprising that the development of women in India has been the centre stage of its development planning since independence, though the concept has been evolving from plan to plan. In most South Asian countries, the status of women is low and their socio-economic conditions are much weaker than that of men. In India, while the constitutional and legal status of women is equal to that of men in all respects, the reality is that they still suffer in all spheres of social and economic life.

The hand that rocks the cradle rules the world. This popular proverb bluntly describes the confident, potential and dynamic women in the 21st century. Women have come a long way from barely rocking the cradle, now, to ruling the world. This essentially means that women whose role was traditionally to sit at home and keep house, has changed drastically. Today, more than 50 percent of women in urban areas have begun to move out and start working. If one takes

a closer look at any industry / organization / institution, one will see that around 70 percent of the employees are women. For example when we visit a hospital, female workers are definitely outnumbering their male counterparts. One look at the service industry, i.e. hotels and airlines and one can notice a majority of women employees. In the present day and age, women have excelled in academics and in a whole wide range of professions.

The increased respect and need for women in both the productive sphere and the reproductive roles they have held, has led to a trend in human resource management towards equal opportunities in the workplace.

Today, while women make up 48.9 percent of the workforce, they comprise 33 percent of managers and administrators, 4 percent of senior managers and only 1 percent of senior executives. These figures indicate that, in spite of sex equality legislation having been on the statute book for over 20 years, women's progress in achieving senior positions in the same proportion as men is slow.

Despite the fact that female self-employment has increased rapidly, over the last 10 years, the female share of total population of self-employed is actually declining. Far fewer women are self-employed than men, and the percentage of female self-employment is generally lower.

There are a number of factors which contribute to the lower numbers of women in self-employment. A significant proportion of the female population is economically inactive due to full-time domestic commitments. It is difficult to target measures of enterprise support, such as information, advice and training, to those women who are home based. They are socially isolated and are not linked onto conventional networks through which information and support could be channeled. Another factor preventing women from entering self-employment is their perception of themselves, which is still dominated by traditional stereotypes. Research into female entrepreneurship has highlighted women's lack of confidence and assertiveness. This can affect women at all stages of business development, but may be a fatal inhibition at the pre start-up stage when a woman may feel particularly vulnerable about the viability of her business idea.

References

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