



## **“A study on women as managers in modern India”**

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### **Abstract**

Gone are the days when women were considered no match for all powerful men in this world. The male dominated world was always reluctant to even acknowledge the fact that women were as good as men on parameters of hard work, intelligence quotient (IQ) and leadership traits.

The new generation women across the world have overcome all negative notions and have proved themselves beyond doubt in all spheres of life including the most intricate and cumbersome world of entrepreneurship. Yes, there is a section among women who believe in short-cuts but at the same time there is no dearth of women who are confident, believe in themselves and have enormous fire in their bellies to take on the best in the business and beat them at their own game.

India too has its own pool of such bold and fearless women who have made a mark for themselves both within the country as well as overseas.

Their relentless zeal, incessant quench for success and willingness to walk the extra mile have broken all myths about their inborn limitations that were supposed to be major roadblocks on their success expressways.

### **INTRODUCTION**



Our Indian sub-continent is gradually emerging as a powerful land since women began playing significant role for the development of the nation. Role of woman in modern India can be called as phenomenal. The transition of woman from the past to present is worth mentioning. Woman who once considered being the masters in the art of home making are now considered to be the forces that shape a country.

“The hand that rocks the cradle rules the world.” -Albert Einstein

### **PRACTICAL STATUS OF INDIAN WOMAN:**

There was a time when women were just kitchen keepers and housekeepers in the Indian society. Gradually women began to get educated, even highly educated and a stage came when some of them came out on the social and political field to rub shoulder with the men folk in these fields. The freedom struggle of India was the opening up of the new horizon for womanhood in India. In modern India, women have adorned high offices including that of the President, Prime minister, Speaker of the Lok Sabha, etc.

“LET THE WOMEN REACH THE SKY WHICH IS THE LIMIT!”

### **THE CHANGING SCENARIO:**

In those days women faced many Social Problems like Dowry, Child Marriages, Death during Childbirth, Sati and many social problems but nowadays the status of women in India has been subject to many great changes over the past few millennia. The year 1995, was declared as the International Year for Women throughout the world. The women were made aware of their status and place in society. Women are now no longer in slumber. They are awake and moving fast.

“The extension of women's rights is the basic principle of all social progress.”

-- Charles Fourier

### **PERFORMANCE OF WOMEN:**

There is no arena, which remained unconquered by Indian women. The most important name in the category of women politicians of recent times is Mrs. Indira Gandhi. Kiran Majumdar Shaw is the richest Indian woman. Some of the notable and outstanding women who set examples for others are Mother Teresa, Kalpana Chawla, Kiran Bedi, Sarojini Naidu, etc. Indian women have mastered anything and everything which a woman can



dream of. But she still has to go a long way to achieve equal status in the minds of Indian men.

“History looks different when the contributions of women are included.”

~ National Women's History Project

### **ROLE OF WOMEN IN MODERN INDIA:**

The status of women in modern India is a sort of a paradox. The modern Indian women have honed their skills and jumped into a battlefield of life fighting against social restrictions, emotional ties, religious boundaries and cultural clutches. She can now be seen working on par with men in every field. As compared with past women in modern times have achieved a lot but in reality they have to still travel a long way. Their path is full of roadblocks. The women have left the secured domain of their home and are now in the battlefield of life, fully armored with their talent. They must avail themselves of the educational opportunities provided and learn to empower themselves.

**Women's Role in Society:** The modern women are inclined towards the social issues, and trying hard to improve the social status of women at large.

Increased awareness and education has inspired women to come out of the four walls of the home. Many woman actively supported and participated in the nationalist movement and secured eminent positions and offices in administration and public life in free India. Traditionally Indian women exist because of the family and for the family.

Just like their man counterpart, women are also fond of attending social functions and value her social life quite a lot. Previously, men-folk used to discourage women from leaving their households for attending social functions. Now the spread of education, especially that of women, and with that the changing social attitudes of educated women have changed the order.

The modern woman has started caring for her health, figure, cultural needs and interests, academic pursuits, social intercourse, religious activities recreational needs, etc.



**Woman as a wife:** Woman as a wife enjoyed ideally a status almost equally to that of her husband and performed both social as well as biological functions.

Even today, the Indian girls are still brought up on models portraying selflessness, self-denial, and sacrifice.

The desire for mutual affection and love is beginning to appear in their conception of their relationship with their husbands.

The husband-wife relationship has become more equalitarian in character and much more companionable. More freedom of choice in marriage is thus an accompaniment to the change in form of the family.

**Women's role in politics:** Education of women has not only helped them to become aware of the political problems, but they are gradually becoming active participants in the political life. Some are enrolling themselves as members of political parties, attending party meetings, conventions, and carrying out political programs. Some women are attaining influential political stature of their own and have become instrumental in shaping the public opinion for the betterment of women's conditions in society.

**Participation of Women in Socio-economic activities:** The woman in modern times is entering into certain new fields that were unknown to the woman's sphere of role-sets. These are the woman's participation in economic, political, and social life.

The modern woman keenly desires to enter into a work career because of the pressing economic needs of the family. In middle class families, much emphasis is given to the maintenance of high standard of living. To fulfill the economic needs of the family and to achieve higher standard of living the woman participates in economic activities.

**Marriage:** Most women, even the educated, regard marriage as a matter of parental choice. Many young girls of the middle and upper classes are educated with a view to marriage rather than to careers. Again, many girls



enter into careers apparently not because they want them, but because there is nothing else to be done until their parents find them husbands.

**Women equality is not universal:** Women's equality in terms of education, employment, and power is still an individual rather than a universal achievement. The majority of our women are still content to accept an inferior status. This is by and large due to the fact that, although legally women have equal rights with men, there are not enough jobs for women and working women are not adequately protected from exploitation.

**Unaware of their legal status:** Women are generally not aware of the provisions related to the improvement of their own position. Even if they know about some of the provisions related to their rights of succession, marriage, or family, they do not desire to invoke them. Traditional dominance of the authority of the male parents, husband, and other elder members of the family often restricts the enjoyment of their legal rights by the women. The materialization of these problems still depends largely upon the attitudinal changes in society.

**Rural women:** Gandhiji's vision that women must play an equal and important role in national development. However, the movement for raising the socio-economic status of women had involved generally the middle-class educated women in major urban centers while the great mass of rural women are yet to enjoy the rights and privileges as enshrined in the Constitution.

**Role of Women Welfare Organizations:** Among the national level, the important organizations are Young Women Christian Association, All India Women's Conference, National Council of Women, Inner Wheel (Women's section of the Rotary International). In many cities, local organizations exist such as Mahila Mandal, Mahila Samiti, and Recreation Clubs, etc.

### **Women as managers**

According to a study by Koshal (2006), for every 100 men, only two women will gain administrative and managerial positions in India. Recently, the Confederation of Indian Industry released a report indicating that women comprise only 16 percent of junior managers, four percent of middle and senior managers and a mere one percent of organizational leaders. Thus, while women are adequately represented in the workforce at large, they remain barely present in managerial positions.



In India, the glass ceiling appears in many forms: women's under-representation within the corporate hierarchy, a severely gendered wage gap, occupational segregation, discriminative corporate policies, lack of attention to the specific needs of women, the proliferation of sexual harassment and exclusion of women from informal networks. Thus, this study was conducted with the following core objectives:

- Conducting situational analyses of managerial positions held by women in the target sectors
- Identifying factors that create barriers for career growth for women and determining whether or not they are gender-specific
- Recommending strategies to overcome the identified barriers

This can be more gravely studied by having a look at top Indian women business leaders

### **1. Indra Nooyi**

*Current position: CFO, Pepsico*

Indra Nooyi,56, is the current chairman and CFO of the second largest food and beverage business, PepsiCo.

Born in Chennai, Indra did her Bachelor's in Science from Madras Christian College in 1974 and a Post Graduate Diploma in Management (MBA) from Indian Institute of Management, Calcutta in 1976.

Beginning her career in India, Nooyi held product manager positions at Johnson & Johnson and textile firm Mettur Beardsell. Nooyi joined PepsiCo in 1994 and was named president and CFO in 2001.

She has been conferred with prestigious Padma Bhushan for her business achievements and being an inspiration to India's corporate leadership.

### **Naina Lal Kidwai**

*Current position: Group General Manager & Country Head – HSBC,India*

Naina Lal Kidwai,55, is presently the Group General Manager and Country Head of HSBC India.

Naina has a Bachelor's degree in Economics from Delhi university and an MBA from Harvard Business school. In fact, Kidwai was the first Indian woman to graduate from Harvard Business School.

She started her career with ANZ Grindlays . Presently, she is also serving as a non-executive director on the board of Nestle SA. Kidwai is also global advisor at Harvard Business school.



Indian government conferred Padma Shri award on Naina for her contributions in the field of Trade and Industry.

### **Chanda Kochar**

*Current position: MD & CEO – ICICI Bank*

Chanda Kochar, 51, is currently the MD & CEO of india's largest private bank ICICI Bank.

Rajasthan born chanda got Masters Degree in Management Studies from Jamnalal Bajaj Institute of Management Studies, Mumbai. She received the Wockhardt Gold Medal for Excellence in Management Studies as well as the J. N. Bose Gold Medal in Cost Accountancy.

Chanda Kochhar is married to Deepak Kochhar, a wind energy entrepreneur and her Business schoolmate.

### **Simone Tata**

*Current position: Chairperson (Former), Lakme Chairperson (Present),Trent Limited*

French by birth and educated in Switzerland, Simone is wife of Naval Homey Jahangir Tata and step mother to Ratan Tata. She is better known as 'Cosmetic Czarina of India'.

She has the distinction of changing a small subsidiary of Tata Oil Mills into the largest cosmetic brand in India – Lakme , that became synonymous with indigenous Indian cosmetics.

In 1996 Tata sold off Lakmé to Hindustan Lever Limited (HLL), and created Trent from the money it made through the sale. Presently, Simone is the chairperson of Trent Limited.

### **Priya Paul**

*Current position: Chairperson, Apeejay Park Hotels*

Priya joined the family business at the age of 22 and worked under her father as Marketing Manager at the Park Hotel, Delhi.



After the death of Surrendra Paul, she succeeded him in 1990 as the Chairperson of the Hospitality Division of the Apeejay Surendra Group.

Her contribution to the hospitality industry has got recognition from the government of India which conferred on her Padma Sri award in 2012.

### **Ekta Kapoor**

*Current position: JMD & Creative Director, Balaji Telefilms*

Ekta Kapoor is the daughter of legendary star of yesteryears Jeetendra and brother of Bollywood actor Tusshar Kapoor.

Ekta has created a niche for herself in TV serial and film production. She can easily be termed as the most successful female producer of entertainment world.

Ekta has produced many successful films including Kyo Kii... Main Jhuth Nahin Bolta , Kucch To Hai Love Sex aur Dhokha, Once Upon a Time in Mumbaai, Shor in the City, Ragini MMS, Kyaa Super Kool Hai Hum and The Dirty Picture.

"Educate a man and you educate an individual.

Educate a woman and you educate a family."

-- A.Cripps

### **CONCLUSION:**

Development of our country depends on the empowerment of women. A man and a woman are like two wheels of a cart. The cart can move fast and safely too, when both of them pull it in the same direction and with equal strength. Hence no developing country or society can afford to ignore the role of women, if they are to progress.

"You can tell the condition of a nation by looking at the status of women"

-Jawaherlal Nehru.





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