



# A STUDY ON CHALLENGES AND PROBLEMS FACED BY WOMEN EMPLOYEES IN SELECT IT COMPANIES (WITH SPECIAL REFERENCE TO COIMBATORE CITY)

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## ABSTRACT

*The global expansion of software and IT enables services has open up new vistas for women in India. The paper describes about the various challenges and problems faced by women employees in IT sector. For the purpose of research the sample of 120 respondents, who are working in IT Companies in Coimbatore are considered. The primary data and secondary data are used for the study, the primary data is collected using questionnaires and secondary data is collected from articles, books and websites. Convenient sampling technique is used and the tools used for analysis are simple percentage and likert scale. The suggestion has been given, which would help the women employees to overcome their problems.*

**KEYWORDS:** Women employees, IT sector, Problems.

## INTRODUCTION

In earlier days the contribution of a woman was restricted only to her home and family but now, crossing the thorny boundaries of the society, women have ventured into IT's and corporate. The growth of education and awareness has led women to work in industries, corporate and IT's. "Women are not only the backbone of nuclear and joint families but also the national economy".

Women have started venturing into areas which were seen as dominated by men. Women in all fields have proved their excellence and skills. Women have proved their commitment and versatility for ages and have also carried different roles successfully. When highlighting BPO industry, women constitute a major part of the IT sector and their contribution to this area is huge. Despite all these facts, women still find it difficult to cross the boundaries of their home and make future in the corporate world.

The global expansion of software and IT enabled services has opened up new vistas for women in India. The major resource required by the software and services outsourcing in India is a steady supply of educated technical labour or 'knowledge workers'. The industry is considered to provide a good avenue for the employment of women, who have conventionally not opted for technical occupations, but have the essential knowledge base

and flexibility to adjust themselves to the outsourcing industry.

During the last quarter of this century Information Technology (IT) has transformed the way of human life as no other technology. Now, there is no area of human life, which is not affected by information technology in one way or the other.

This industry has succeeded not only in achieving global competitiveness but also raising awareness of the benefit of Information Technology within the country thereby laying the platform for future growth.

The important factors that encourage women workforce to participate in IT sector are for embracing a white-collar job with comparatively high salary, easy international mobility, gender-neutral policy based on knowledge-centric skills possession, flexible work routine and physically less demanding work process in comfortable indoor work-environment.

Further they also face issues like gender discrimination, harassment, stress and less support from the family. Women employees are sometimes benchmarked against the male counterparts, despite the fact that they undergo the same hardships to accomplish their objectives. The great scientist Albert Einstein says that "Life is like riding a bicycle. To keep our balance we must keep moving". The participation of women has also raised the challenges



to balance between responsibilities of paid work and family life as there is barely a time when there isn't any struggle.

**STATEMENT OF THE PROBLEM**

It is an open truth that working women have to face problems just by virtue of their being women. The old age belief of male superiority over women creates several hurdles for women at their place of work. Working in Information Technology industry inevitably puts strains on women to greater extent as compared to men. Women in Information Technology industry suffer from physical discomfort, psychological problems and mental tension. The physical problems were mostly in the form of digestive disorders, eye, voice and hearing problems. In spite of this there are certain other consequences of sedentary lifestyle such as anxiety, depression, faulty eating habits, mental tension, sleep disturbance, nightmare. Late working hours, long working hours at the desk, job related pressure, deadlines and problem of balancing work at home and office are some of the mental tension that resist women employees to stay in the job. Hence the present study is confined to women employees working in select IT companies in Coimbatore city.

**OBJECTIVE OF THE STUDY**

- To analyse the socio-economic status of the women employees in select IT Companies in Coimbatore city.
- To identify the physical problems faced by women employees in select IT Companies in Coimbatore city.
- To identify the psychological problems faced by women employees in select IT Companies in Coimbatore city.

**RESEARCH METHODOLOGY**

Sampling technique	Convenient Sampling method
Sample size	120 respondents
Methods of data collection	Primary and Secondary data

**TOOLS USED**

The following tools were used to analyze the data collected from various respondents, they are:

- Simple Percentage Analysis
- Likert Scale Analysis

**LIMITATIONS OF THE STUDY**

- The study is limited to find the problems and challenges faced by women employees working in select IT Companies such as Robert Bosch, Cognizant, Wipro, HCL Technologies, Zoho Corporation and the

- To find out the major reasons cited for quitting the job by women employees in select IT Companies in Coimbatore city.

**REVIEW OF LITERATURE**

**Dr. Velmurugan. R and Dr. Chockalingam. SM (2019)** the study says that the responsibilities of female members are two-fold than male members. In this study an attempt has been made to identify the reason for work-life conflict of women employees of select IT companies in Bengaluru city. The result of the study disclose that lack of teamwork and support, rigid work schedule, lack of time to caring family members and social commitment, lack of equal opportunity, inadequate support from family, absence of flexible working hours, ineffective stress coping mechanisms and more work load are the reasons for work-life conflict.

**Bavya M.P and Raghunandan M.V (2018)** the study says that it aims at understanding the difficulties faced by women while working in BPO's, it was conducted in Mysore city and the data was collected by using structured questionnaires to 50 respondents and the tools used are reliability test, factor analysis and anova test. The result says that hesitation is the problem that stands with women.

**Sneha Menaria (2016)** the study says that work life and personal life are inter-connected and interdependent. The study is attempted against the increasingly work hours that Indian organizations seem to demand and except in the course of time and what problems are faced by employees working in BPO's and how they can be encountered. This industry is positive impact on the society at large and adverse effect on work life.

results are not generalised to other IT Companies.

- The study is confined only to 120 respondents.
- The study covers only Coimbatore city not the other cities.

**FINDINGS**

These are the findings from the Simple Percentage Analysis, they are as follows:

- The study found out that majority (62%) of the respondents are 20 years– 30 years of age.



- The research states that majority (67%) of the respondents are under graduate.
- It is inferred that majority (51%) of the respondents are unmarried.
- It is found out that majority (50%) of the respondents live in urban area.
- The observation states that majority (68%) of the respondents live in Nuclear family.
- The survey shows that majority (58%) of the respondents have 4 members in their family.
- It is inferred that majority (52%) of the respondents have 2 earning members in their family.
- The study found out that majority (28%) of the respondents are working as Software Engineers.
- The research states that majority (46%) of the respondents have experience of 2 years – 5 years.
- It is defining that majority (70%) of the respondents feel gender discrimination only sometimes in their company.
- The research states that majority (54%) of the respondents choose to work in IT Company because of their self – interest.
- The survey shows that majority (54%) of the respondents work in day shift.
- The observation states that majority (69%) of the respondents work 6 hours – 8 hours on a day.
- It is inferred that majority (51%) of the respondents say there is no job assurance.
- The study says shows that majority (48%) of the respondents use company vehicle for transportation.
- It is defining that majority (54%) of the respondents earn monthly Rs. 20,000 – Rs. 30,000.
- The research states that majority (54%) of the respondents utilize their salary for savings and investment.
- The observation shows that majority (50%) of the respondent's savings pattern is 75% savings and 25% expenditure.
- Majority (57%) of the respondents have freedom sometimes to spare their money to their parents.
- The research shows that majority (57%) of the respondents have barrier of long working hours.
- It is defining that majority (51%) of the respondents have professional barrier as knowledge about job.
- The study shows that majority (63%) of the respondents have opportunities sometimes to update their knowledge.
- It is inferred that majority (69%) of the respondents feel that working hours are comfortable and safe.
- Majority (65%) of the respondents have eye problems due to long working hours.
- The observation states that majority (63%) of the respondents do not digestive issues.
- Majority (68%) of the respondents suffer from back pain due to long working hours.
- The research shoes that majority (68%) of the respondents face from mental tension due to their work.
- It is inferred that majority (75%) of the respondents are safe while travelling to office.
- Majority (62%) of the respondents are satisfied with maternity leave provided.
- The survey shows that majority (81%) of the respondents do not face sexual harassment at their work place.
- The observation states that majority (39%) of the respondents quit their job due to unsuitable working hours.

#### LIKERT SCALE

These are the findings from Likert Scale, they are given below:

- Likert scale value is 3.7 is greater than the mid value (3). Hence the majority of the respondents agree to the family support for their job.
- Likert scale value is 3.89 is greater than the mid value (3). Hence the majority of the respondents say that the standard of living improved.
- Likert scale value is 4 is greater than the mid value (3). Hence the majority of the respondent's agree to IT Companies influence their life style.
- Likert scale value is 3.7 is greater than the mid value (3). Hence the majority of the respondents are satisfied with the status among their colleagues.
- Likert scale value is 3.54 is greater than the mid value (3). Hence the majority of the respondents agree that their superiors accept opinions and criticism from other employees.
- Likert scale value is 3.12 is greater than the mid value (3). Hence the majority of the respondents agree that their work load is normal.
- Likert scale value is 3.09 is greater than the mid value (3). Hence the majority of the



respondents agree that there is no stress in their work.

## SUGGESTIONS

These are some suggestion which is being provided for development and welfare of women working in select IT companies, they are listed below:

- ✓ Participation of women in technical and non – technical field must be enhanced.
- ✓ Every IT Companies should treat women with respect and dignity.
- ✓ Guidance cell is needed to handle the numerous difficulties faced by women and by providing them the proper guidance.
- ✓ Social standards should be nullified in business and family should aid support women for making their own decisions.
- ✓ Every Companies should give opportunities to women for updating their knowledge in the particular field they work.
- ✓ Women employees should also be given equal priorities as that of men.
- ✓ Each and every women working in the company must be given periodical health check-up for their welfare and well-being.

## CONCLUSION

Since the 21<sup>st</sup> 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 by crossing the boundaries of their home and make future in the corporate and software world.

## REFERENCE

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## WEBSITES

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