



## Women Empowerment in Different Service Sector in India

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### Abstract:

This paper introduces the empowerment of working women in different service sector and factors related to work efficiency and work environment. It also provides the in-depth discussion on effective work place / work environment and their relation with work efficiency and job satisfaction of women employees. Among fast growing developing countries, India is distinctive for the role of the service sector. Where earlier developers grew on the basis of exports of labor intensive manufactures, India has concentrated on services. Although there are other emerging markets where the share of services in GDP exceeds the share of manufacturing, India stands out for the size and dynamism of its service sector.

*Key words: Women Empowerment, Different service sector, Development of India.*

### INTRODUCTION:

Indian already has, after china, the largest Women workforce. About 30-35 percent of estimated 480 million jobs are performed by women, mostly agriculture, construction and as domestic help. There is scope for shifting them with higher education, training and skill development to benefit them economically as well as socially. The important role played by women in The important role played by women in industry, particularly in electronics, information technology, food processing, agro industry and textiles have been crucial to the development. Women friendly personnel Policies are necessary to encourage women to participate effectively in the developmental process. The Indian women are breaking their age-old shackles of serfdom and male dominations. She has come to her own and started scaling the ladders of social advancement with pride and dignity.

They are very strong, independent, self sacrificing and career oriented. Indian women are moving towards an ideal balance of tradition and progressive/ modern values. The work place of today and certainty tomorrow is no longer going to remain an exclusive man's world. It is going to transform itself into a much fairer 'person's world', where men and women work together as individuals.



It is important to identify the reasons why women are not the force they ought to be. Woman's work is often unrecognized. If it is recognized, it is not paid, if it is paid, it is under paid. Recognition of woman as a worker will result not only in fair wages and control over these wages, but will also result in her recognizing and using her right to access resources. A reasonable wage, control over that wage, access to resources will increase a woman's mobility which will lead to opportunity for further knowledge, less fear, more self reliant and more self-confidence.

## **WOMEN IN DIFFERENT SERVICE SECTORS**

### **Banking Sector**

Banking today is one of the major sectors, which provide the largest employment opportunities. With the network of approximately 34,163 branches and a work force of 9 lakhs of employees and a potential for further expansion, the banks are one of the biggest employers in the country. Alongside the development of the banking industry and the generation of increasing employment opportunities in this sector, there is a significant spurt in the number of women being drawn towards the banking industry. In case of married professionals, situation is much grave. Besides her professional area, she has to meet many requirement and expectations of the family from the social, obligatory emotional and psychological point of view and she works day in and day out to maintain both the fronts.

### **Hotel industry**

The hotel industry is a service industry and is related to tourism. In the context of national importance as a source of study of revenue generation as well as the development of international understanding many hotels have been constructed in the country. They have major economic effect, as it is a highly labor intensive service industry. This particular feature makes it a very valuable source for recruiting and employing people. The study concerning women derives its relevance in the context of finding out the kind of jobs that are available to women in hotels, specialized training in hotel jobs is also useful to gear the staff towards efficiency and work specialization.

### **Health / Medicine**

Young women often choose nursing as a career because it offers substantial opportunities for employment after training. During the period of training they receive a stipend. They are basically motivated by a desire to improve the economic position of self and that of the family. Some tend to opt for the profession due to influence of the



nurses who had treated them during their childhood. The desire to serve the poor and the needy is also one of the motivation causes for opting the profession.

### **Films / Television**

Enterprising young women with their own or borrowed resources have produced documentaries or short stories. Agencies headed by women are also producing quickies for exhibition at the cinema. Film and slide advertising absorb few women seeking specialized careers. Today, in the small screen i.e. the television, none other than Ekta Kapoor is ruling. She is known as the queen of the small screen.

### **Radio and Television**

Radio and television offer better facilities for women professionals. From their inception, women have been recruited to the posts of announcers, newsreaders, feature or documentary producers and even engineers. There are segments of the daily radio station schedule, which are exclusively for the concern of women. Every station has a Women and Children's hour besides programmes designed for specific audiences like rural women and families of workers.

### **Mass media and communication**

Careers in communication are concentrated in the urban centers and in fact mainly in the bigger metropolitan centers. Most women prefer editorial work to any other in a newspaper. There are very few women reporters and correspondents in the daily press. Most leading newspapers have a women or children's page and these are usually edited and produced by women members of the staff. Contributions to the women's page are almost exclusively by the women.

### **Newspapers and periodicals**

One of the most fruitful sources of employment for women is the newspaper feature. There is a prevailing view that women make better feature writers than men. They are particularly good at human-interest stories. Amita Malik, Santh Rungachary, Padmini Sen Gupta, Kamala Chopra, Rashmi Chhabra, Promilla Kalhan, Rita Thapar, Kobita Sarcar and Razia Ismail are well-known feature writers in the 'English' press in India.

### **OBSTACLE'S IN WOMEN EMPLOYMENT:**

1. Dual Role of duties.
2. Dominate over her husband.
3. Inconvenient timings.



4. Transfer of the husband seriously affects a women's career.
5. When husband and in laws are not supportive.
6. Transfer of and promotion in her own job.
7. Not able to provide wholesome food and failure to become a good cook
8. Unable to maintain an orderly home.
9. Possible chances for husband and wife conflict.
10. Working in irregular shifts.
11. Night duties in working.

### **CONCLUSION:**

Service sector as a whole plays a vital and strategic role in the overall progress and prosperity of any country the service sector is also a source of employment for many women in developing countries, but its relative importance and women's representation within services vary among the regions in all countries. Health and education sectors rely heavily on females. In developing countries, changes in employment opportunities for women in the service sector are linked to globalization. New employment created in the service sector spreads across both low and high skilled work It is better opportunity for working women in different service sector to improve their work life balance.

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