



HE FOR SHE: CHANGING SCENARIO OF URBANIZED INDIAN WOMEN

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ABSTRACT

The increased pace of urbanization and modernization has been rapidly changing the Indian culture with regard to career development of women. Indian women belonging to all classes have entered into paid occupations. Presently, Indian women's exposure, especially in the urban areas towards educational opportunities is substantially higher than it was ten decades ago. This has unlocked new vistas, increased awareness and embossed inclination of personal growth. The nature of work-force has been changing and the percentage of men as wage earners and women as housewives has rapidly declined. Rather than following a transitional sequence from one role to another, women perform an accumulation of disparate roles simultaneously, each one with its unique pressures. Multiple role-playing has resulted in both positive and negative effects on the mental health and well-being of professional women. This paper discusses the factors affecting the changing role of women and the effect of these roles on them.

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INTRODUCTION

UN Women Goodwill Ambassador Emma Watson at a special event for the 'He For She' at her first campaign stated that 'both men and women should feel free to be sensitive. Both men and women should feel free to be strong... It is time that we all perceive gender on a spectrum not as two opposing sets of ideals. If we stop defining each other by what we are not and start defining ourselves by what we are—we can all be free and this is what He For She is about'. It's about freedom. If men takes up this mantle, their daughters, sisters and mothers can be free from prejudice but also so that their sons have permission to be vulnerable and human too reclaim those parts of themselves they abandoned and in doing so be a more true and complete version of themselves. It suggested that to try and galvanize as many men and boys as possible to be advocates for gender equality, but make sure it is tangible. Recent research has shown that feminism has become an unpopular word, apparently the ranks of today's independent women expressions are seen as too strong, too aggressive, isolating, anti-men and, unattractive. It is women's right that to be paid as same as male counterparts.

I think it is women's right to be able to make decisions about her owns self. The campaign advocated the right of women to socially afford the same respect as of men, but sadly there is no one country in the world where all women can expect to receive these rights. No country in the world can yet say that they have achieved gender equality. These rights are considered as human rights. The time demands the lucky girl, to have a sheer privilege of parents who didn't love less their daughters. The school enrolls a girl to educate her. The mentors, not to assume her to go less far as compare men because she might give birth to a child one day. These influencers are the gender equality ambassadors that make women who a women wants to be today. They may not know it, but they are the inadvertent feminists who are changing the world today. And we need more of those. Indians call our nation mother India and are great devotees of Mother Goddess in various manifestations. But is this devotion and respect for the country limited to only a few words or do well actually implement these values. No, we all are openly playing a double standard game with our country. One way we say mother India and the other way we are continuously destroying the valuable gift of nature, a girl child. Latest inventions in

medical field of gender detection have allowed the rate of female feticides increase in India. Still there are mother who desires to have abortion if the ultrasound test detects a girl child. But wait a moment...what can you see in the ultrasound test? Ten tiny fingers, ten tiny toes, innocent face, ready to come out and feel the beauty of nature and love of mother. When you close your eyes and you will hear a sweet voice from within, 'Mamma'. Will you still abort your unborn girl child? No, you can't be so cruel, at least not to someone who is a part of you. Becoming a mother is the greatest gift of God. Treasure this gift whether you have a baby boy or baby girl. Boys and girls are like two hand human body. In the absence of the one the other is incomplete. This is the time to take an initiative to apply brake on the undesirable practice of girl discrimination. Girls must enjoy the right to birth, right to freedom, and right to education. Girls are biologically stronger than boys and must receive adequate nutrition, health care facilities and education. They must be given opportunities to explore themselves and prove their capabilities. As mothers, they are responsible for imparting values, cultural beliefs and manners in their children. Hence, they must be educated spiritually, emotionally and intellectually. Women are the backbone of society to bring in strength, harmony, cooperation, humanity and eventually transforming the society into a compassionate and peaceful place to live in. Every child requires nourishment and wise guidance in the early age. During this stage, a woman helps her child induce the best of good things in life. Lack of education will not only harm the individual development of a child but whole of the community and nation. Western education has enlightened our people in many ways. Shouting against injustice on woman is one of them. Our government has made primary education compulsory and free for all children. Unfortunately, the idea of equalities between a boys and girls has not yet taken the sound footing is most of our formalities. There are two ways to deal with this issue, the very first way is to find those people and give them such an extreme punishment that other should be dread from even thinking about it. And another way is that we must realize importance of girl child in our society.

Urbanized Indian Women

The increased pace of urbanization and modernization is rapidly changing the Indian culture with regard to career development of women. Indian women belonging to all classes have entered into paid occupations. Presently, Indian women's exposure, especially in the urban areas towards educational opportunities is substantially higher than it was ten decades ago. This has unlocked new vistas, increased awareness and embossed inclination of personal growth. This, along with economic pressure, has contributed in influencing women's decision to enter the work force. Now days the economic need is considered to be the first criteria for women to go for work in India. Working women's employment outside the home generally has a positive rather than negative effect on marriage, the effects of family life on women's job performance and work attitudes. Traditionally, men perceive themselves as breadwinners and society also expects them to perform work roles to earn and support the family and women have been looked upon as nurturers and care givers and assigned all roles related to maintaining and managing a family. However, the nature of work-force has been changing and the percentage of men as wage earners and women as housewives has been rapidly declining. In urban India, the percentage of dual-earner couples is gradually increasing

and for most women and men today, their work environment and the family have become the two important institutions in life. Rather than following a transitional sequence from one role to another, women perform an accumulation of disparate roles simultaneously, each one with its unique pressures. Multiple role-playing has resulted in both positive and negative effects on the mental health and well-being of professional women. In certain instances, women with multiple roles reported better physical and psychological health than women with less role involvement. In other words, they cherished motivational stimulation, self-esteem, a sense of control, physical stamina, and bursts of energy. However multitasking has also lead to lots of issues in women health like mental and physical health, frustration, depression and stress.

It is necessary to balance the demands of the workplace with the needs of families to promote the stability and economic security of families and to promote national interests in preserving family integrity. Women often feel they must choose between work and motherhood, with social conditioning encouraging women to put home before career. These expectations affect the decisions women make about their careers. They are subjected to many different demands and are often expected to play several roles which are of conflicting nature. Caring for a family often means that many work/life conflicts emerge for women. Often these conflicts cause women to reduce their employment which in turn leads to a restriction in career opportunities and advancement.

Factors Affecting Work and Life of Women

In the present scenario, due to many changes happening in the work place and family systems, a vast majority of women are finding it difficult to achieve a desired Work and Life balance. In comparison with men, women have more responsibilities at home. The factors affecting imbalance in women work and life are:

Burden of excessive work: Much of the women at work place suffer from the burden of excessive work. Working women are often confronted with tasks involving children, home, in-laws, parents and their social circle. To add to this they take up multiple roles in their personal lives. With the increasing demands on the job, working women spend long hours working and at sometimes they even carry their work home. Therefore majority of them are burdened with excessive work in both their personal and work spaces.

Interference of work with family life: Majority of women suffers the work interfere with family life. This attributes to the fact that mostly working hours are not limited to 7 or 8 hours a day, especially in the private sectors. This leaves them with very little time for family.

Fulfill others' expectations: A large majority of working women is under pressure to fulfill other's expectations whether at work or at home. As working women they are constantly juggling between multiple roles in both domains, there is a lot of expectation from family to fulfill social roles, the organization also expects them to perform effectively. Both domains expect the working women to do full justice to all their roles.

Travelling issues: Working late hours at work place for women often insecure them about travelling with male co-

workers. More terrifying is the late night travelling from work. The women are not safe anywhere around the globe. This also leads no choice for the ambitious women in choosing an easy career upon her passionate dreams. There are number of rapes, acid attacks and robberies reported in many cosmopolitan cities of India.

Pay scales: The women in most of IT sectors or private companies are not paid equal pay scale at the same positions. The women are mostly meant to work more effectively, hard and given hard tentative roles than men for their promotions due. Equal opportunities are not just about women entering the work force as equals. It is also about men being empowered to take on non- traditional roles or careers. Many women at high level positions are thou paid highly but they work for 18-19 hours per day.

Indecent working hours: A large number of working women work in the odd hours because of their demand at work place. There are certain goals set by them which are to be achieved within their target of work life. Women who spend more time at work climb the corporate ladder faster than those who don't work which results in less time for family or to socialize.

Lack of security: Women's career continuity including household responsibilities, the women personality variables, financial considerations and the husband's attitude towards his wife's paid employment changes the women's world with self independent attitude. Women lack security in being dependent on her husband as the time demands proper cash flows to have basic necessities of lives. The women want independency. The career secures them independent - financially, socially, psychologically and emotionally.

Non cooperative co workers: The lack of relatedness or the "business first" mentality of jobs has caused many women to end up resigning from their jobs because they just do not provide the support they needed. Male bosses, however, tend to be less forgiving and more demanding of time outside of work. The above analysis suggests that in working women are often left with very little space for themselves to pursue their personal interests. Working women have to put in longer hours of work as they need to compete with their male counterparts in their work domain so as to remain in the race for advancement and promotions. In the Indian context, women remain the sole caretakers of children and older dependents which will entail longer hours of work at home thus jeopardizing their work life balance. It is observed that working women are left with hardly any time to pursue personal interests. Majority of women have no time for themselves. It becomes highly important to study what women undergo in their career path as they will be handling their family as well at the same time and the stress and work pressure is far more than others as a lot of time management, job management, kid management, house management everything is put under criteria. It is critical for work and family research to fully understand the conditions under which the married women employees experience conflict between their roles.

There is a need to consider working environment, job satisfaction, family support and number of working hours in the future research. In order to attain in-depth understanding of one's work and family life, researchers who study work-family roles should include multiple perspectives such as job stress, quality of life, mental health, and work demands. In addition, it is necessary to explore multiple waves of data collection over a longer period of time to better understand the changing nature of work family roles over time. Longitudinal studies need to be conducted to examine how the stages of life (e.g., marriage, child birth, and child rearing) affect work and family concerns. Thus, organizations need to formulate guidelines for the management of work place Conflicts since they are related to job satisfaction and performance of the employees.

Conclusion

It is largely held that women all over the world have been made to suffer discrimination and deprivation of various kinds since the beginning of time that they have all along been denied even such basic rights as access to literacy and property. This global concern has steadily grown through the past few decades and has resulted in efforts to bring women into the mainstream of life, mainly through socio-economic activities aimed at empowering them and thus restoring equality between the genders. In the present environment there is a need to specify the role and the status of women. In establishing an alternative setting the process of empowerment of women can be helpful. Rather, new practices can be flourished from the traditional guides or procedures. Numerous dimensions such as prevalent norms, traditions, language, religion, meanings, identities and cultural practices are crucial in determining contents and intent of programs and policies for empowerment of women. Real empowerment of women, however, lies in helping them unfold the spiritual aspect of their personality, build up their character and manifest their purity and motherhood. It is these that make up the character of the ideal Indian woman; earning capacity and public status are secondary. All women are parts of the same infinite divine power, and hence divine. Fully realizing the importance and urgency of the uplift of women, if we are to save our cultural traditions and spiritual values and counter the negative trends that are now affecting our body politic. Empowerment is complete only when a given community takes full control of its own development and the implementing agency, much like a catalytic agent, remains in the background after initiating the process of change. As Swami Vivekananda said, "Our duty is to put the chemicals together; the crystallization will come through God's laws. Let us put ideas into their heads, and they will do the rest".

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