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## **RETENTION OF WOMEN IN IT & ITES ORGANIZATIONS**

**Dr. E. Jalaja**

**Abstract:**

Great workplaces are not created by accident they are built through the day-to-day relationships an employee experiences at his or her organization. The emergence of Information Technology sector in mid-1990s has unveiled a potential employment opportunity for women in this organized sector congenially befitting their job environment and offering, in principle, least gender discrimination. This paper attempts to analyze the issues of opportunities and constraints the women employees face in the Information Technology sector in India. IT sector has contributed a lot to the women empowerment. With the growth of IT sector in India many girl students opted for technical and professional courses. This paper highlights the present position of women in IT industry and how IT industry is removing the glass ceiling regarding the gender and it also discusses about the organizational efforts to retain the number of women employees

**Keywords:** Women empowerment, Retention, Gender discrimination, Women and IT.

**Introduction:**

The rapid growth of the Information Technology (IT) industry in India has generated vast employment opportunities for young talents. There is a shift in the employment of women in IT firms and it is considerably increased over the years. Women workforce had changed their role from the household to their improvement of self-esteem in the society. Women are empowered by focusing on their continuous learning and their career development actions. Women empowerment in IT sectors has raise the Indian GDP to certain extent. Women migrations have considerably increased in the last decade and this migration will not end up because of getting the job in local.

India is male dominate society from the beginning. History is evident and in India women are restricted to house hold things and are completely responsible for taking care of family. But the advent of globalization has changed the Indian society drastically. Over the decades the social changes in the society had opened the door for the gender diversity. As an emerging economy India is facing a turbulent situation in major issues like the growth of populations, hygienic factors, employment opportunities and scarcity of goods and services. Having more than a billion of population and holding one third of the world poor is living in India. Because of the economic slowdown and social cause, India needs a rapid

growth towards the scarcity of goods and services. Some structural, political and economic reforms are needed to raise the growth perspective of the country. The rapid growth of information technology enabled services in the business has considerably changed the means of access. India is a hub for attracting the foreign software clients by the quality of skilled software professionals (NASSCOM, 2010)<sup>1</sup>. India is ranking in second position for producing English learning scientific professionals. In the recent years the usage of computers and internet services has increased. The growth in the services sector over the decades has contributed 56% percentage of increase in Indian GDP.

**Objectives:**

1. To know the status of women employees in Indian organizations
2. To understand the importance of retaining women employees
3. To know the retention strategies followed by the organizations to retain women talent pool.

**Research Methodology:**

This paper is purely descriptive in nature. It takes into consideration only the secondary data from different sources.

**Development of women in Indian IT & ITES Sector:**

The current scenario IT and ITES companies are offering enormous employment opportunities for both the genders. As an emerging economy India holds 49th place in global competitions and ranked 28th positions in terms of innovations<sup>9</sup>. More over the working group in this sector is predominantly youngsters and a need for talented peoples. In the recent times plenty of opportunities were created and middle aged peoples were also shifting into this sector. Mainly skilled software professional have a greater demand for their service with an attractive pay structure and benefits. With an increased awareness towards the business challenges and employment opportunities many Indian women's are changing their vision. Women had changed their role from domestic worker to employees of an IT and BPO firms. The opportunities for the women in management have been considerably raised and their entries in the business domains like advertising, banking, civil services, manufacturing and engineering has been increased. In the beginning of IT revolution women were employed in lower level jobs such as data entry, word processing and assembling of electronic components. As a statistical report nearly 47.5% 10of the women are employed in the entry jobs and 11% of women were employed in leadership roles in senior management. Nearly 19% of women are employed in software industry and more than 40 % were employed in telecom industry.

While comparing with 12.5 % in IT industry and nearly 45% of women were

employed in ITES sector. Indian IT companies like Infosys employed 17% of women workforce and TCS employed nearly 20% of workforces. The employment of women employees in management has considerably increased from 3% to 6% and nearly 2 % of the women managers are employed in Indian corporations. Nearly 96% of the women's are employed in unorganised sectors.

#### **Attrition of women in IT:**

In spite of the challenging opportunities women have in It sector, in equal numbers they are quitting their jobs at crucial moments. Than their male counter parts female are leaving their jobs for many reasons. It is one of the most crucial problems HR managers are facing in this industry. Since IT industries are the economic backbone on providing much needed foreign currency inflow to our country, it is the need of the time to improve the level of satisfaction among the women IT employees Married women employees who are working in the night shift face many problems from family, society and even health problem and there is no safety for women an employee working in night shift. The women's has to get more support from the society and family members to work and to become more dynamic in the society (Dr. Lakshmi pathi. C.G 2014).

#### **Reasons for attrition of women employees in IT:**

Research has proved that in India women are treated with at most care. They are held responsible for many things. In spite of their equal efforts with the male counter parts they were paid less. Gender inequality is highly prevailing all over India. Mains reason for attrition of women in Indian are Marriage, Security reasons, Inferiority complex, fear to take up higher positions, immigration problems, travel discomfort, family responsibility, child and elder care, distance, work – life-balance, lack of role model, No support from the family and organizations. Many organizations never encourage women employees to take up higher positions as they feel that they are lacking the managerial abilities. But research has proved that women are far better than men in handling responsibilities. It is proved that women are multi tasking, responsible, sincere, more intelligent, understand, have good leadership abilities, possess more negotiation and convincing abilities, able to take up more pressure, good crisis managers.

In the recent years only organizations are realizing the importance of women employees. They are now having a clarity that they have encourage women employees and also have to entrust them with higher responsibilities equally with the male employees. So many organizations are adopting retention strategies to retain the talent pool in the organizations.

IT companies those who want to retain their women employees take appropriate steps with hope of reducing the attrition. Career development' is a key retention driver,

'culture' in addition to compensation keeps people engaged at the lower levels (Rajeswari Sharma, 2012). Providing salary hikes in accordance with industrial standards and recruiting the women those who have long-term orientation towards the organization will reduce the level of attrition (Pooja Wadhwa Saroj Koul, 2012). Shrada et.al specified that there are two reasons why women employees leave one is the intrinsic reasons ( changes in personal lives) and the other is the extrinsic reasons ( Shock from external world).

#### **Retention strategies adopted by the organizations:**

TATA has introduced maternity benefits policy. The company's women-centric policy includes paid maternity leave of seven months (the longest period offered in the country as yet), 18 months of half pay - and half flexible work schedules among other benefits. Flip kart also came out with a six-month paid maternity policy, and other companies like General Electric Co. India, HCL Technologies, SAP Labs India and Team Lease have followed suit with initiatives like paid child care facilities, guilt-free parenting counselling, increased referral bonuses and even a highly innovative Bring Your Mother-In-Law To Work Day programme.

Organizations also have taken initiatives for Harassment free work culture and environment, Equal payment for men and women, transparent performance appraisal evaluation policy, flexible work schedules, Create collaborative employee groups, addressing women's leadership challenges and needed competencies, Consider a women-only leadership development experience, creating the right networks, providing clear career paths.

#### **Women are becoming your competitor:**

To retain the best work force organizations need to adopt many retention strategies especially for the women employees as they are becoming competitors to the existing organizations. After years of bumping their heads on glass ceilings, women have had enough of the corporate world. In fact, studies show that more than half of women who start out in Fortune 500s leave before they reach the executive level.

Women who leave large companies often join upstart competitors or become new competitors by launching their own businesses. As of 2010, there were more than 8 million women-owned businesses in the U.S, and women-owned firms were growing at twice the rate of all other groups.

Why are women leaving? In 2012, women held 14.3 percent of executive positions at Fortune 500 companies, yet were paid only three-quarters of what their male colleagues earned. The wage gap does not reflect a skills or needs gap: Today, young women are just as likely as men to hold a bachelor's degree, 50 percent more likely to have a graduate degree and more than 40 percent are their families' main breadwinners.

**Conclusion:**

The advancement of information technology in the business has created economic changes and offered enormous job opportunities. While compared with men's participation in the business, women are lesser engaged in their job with their loss of recognition. Organization has to develop Systematic and sound policies for solving gender related issues. Organization has to focus on ensuring safety and health issues of women employees. Rural initiatives from the government machinery and NGO have been taken to encourage women education and participations.

Traditional workplaces are slow to accommodate women. As a result, record numbers of women are leaving the organizations, which is huge lose to the organization. This can be curtailed with the right programs, policies, and organizational cultures, to not only retain high-potential women, but to develop them to be organizational leaders. Organizations can also follow upgrading the professional skills among women, setting up a mentorship program for women in an organisation, undertaking an internal study to identify where career paths for women reach a block, providing incentives in the form of tax benefits for organisations which fulfil certain criteria in empowerment of women.

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