



GENDER DISCRIMINATION AMONG WORKERS IN SERVICE SECTOR A STUDY OF ITES EMPLOYEES IN COIMBATORE CITY.

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ABSTRACT

Gender discrimination in India have existed for generations and impacts the lives of each genders. This observe analyses the discrimination amongst ITES personnel as regards to Coimbatore district. A overall of one hundred thirty five pattern respondents had been decided on having an identical illustration of 70 male and sixty three girl 2 decide on now no longer to mention personnel of ITES Companies. It analyses the operating pattern, advantages and issues of the ITES respondents. The identical operating hours, beyond regular time paintings and further paintings of colleague are substantially affecting the operating situations of the respondents. Long operating hours and shortage of appreciation are the main hassle confronted with the aid of using the respondents.

KEY WORDS: Discrimination, employment, working hours, workplace.

INTRODUCTION

India performed remarkable financial boom and made noteworthy advances within side the fields of science, agriculture, medicinal drug and data technology. The improvement of a country can't handiest be measured via the technological and materialistic advances, however via the pleasant of lifestyles the human beings live. The boom of a country lies in its ability to raise the fame of the weakest phase of its society specifically ladies. Women play a essential function within side the socio financial improvement of a country. Despite the

remarkable boom and improvement, ladies's role has worsened substantially in each sphere except a few profits for center elegance ladies in phrases of schooling and employment. Gender disparities in ladies's financial participation have remained deep and chronic in India. There is an alarming upward thrust within side the charges of gender discrimination at offices nowadays. Discrimination at paintings can come from both the worker or from the colleague side. Discrimination with the aid of using colleagues can show up to new personnel. Moreover, it's far believed that girl personnel in ITES at instances face discrimination in compensation, recruitment, promotion, participation in choice making, management roles etc.

STATEMENT OF THE PROBLEM

Problem at place of job is a completely not unusual place characteristic in all of the organizations. The trouble can be disciplined-primarily based totally, performance-primarily based totally or both. All personnel face issues however the issues confronted via way of means of male and girl personnel differs. Though ladies have made their access into the labor marketplace they nevertheless face a few barriers at their place of job which can be associated with the dangers or dangers which can be not unusualplace to all workers. Factor evaluation became used to discover the elements liable for the issues at place of job in ITES organisation. Gender discrimination turns the personnel emotionally brittle, easy peace loving personnel rework into paranoid and suspicious, anxious and irritated individuals. Elimination of gender discrimination is vital for the pride and motivation, dedication and exuberance and much less strain of the personnel.

OBJECTIVES OF THE STUDY

- To study the socio- financial profile of the chosen respondents.
- To check the interrelation among perceived gender discrimination at place of work and expert increase for lady personnel.
- To examine belief of the personnel on same possibilities at work, decision- making, emoluments, facilities, blessings and troubles at place of work.
- To examine the gender distinction at the belief of the personnel at the determinants of jobs satisfaction.

LIMITATIONS OF THE STUDY

- The study was restricted to Coimbatore city. Hence, the result from the study may or may not apply to other areas.
- The study was carried out within period of four month.
- The information gathered through surveys, observations and personal interviews, which are subject to bias.
- The study only carried on commonly gender discrimination of ITES employees not specified for any industrial.

REVIEW OF LITERATURE

Mustafa Khalid and RabailAroosh (2015) analysed the idea of gender discrimination at place of business and the way it impacts the overall performance of girl personnel and its effect on organizational overall performance in banking area of Pakistan. Data become accumulated from each ladies and men operating in personal banks thru questionnaires. eighty one According to the results, the examine concluded that gender discrimination did now no longer have a lot effect on worker overall performance and organisation dedication and way of life moderated the connection among gender discrimination and organizational dedication.

Maria de Paola et al. (2014) investigated gender differences in competitive behavior. The study found that women were approximately 4-5 percentage points less likely to participate in the competition after taking into account productivity and a variety of individual and sector-specific characteristics. The gap is even greater in areas where women are underrepresented. Attitudes to avoid competition were inherent in women at the bottom of the scientific productivity distribution, but women at the top behaved similarly to men. They also found that women were just as likely to get promoted when they competed.

Ravi Kumar (2013) made an attempt to perceive gender discrimination amongst production people and perceive the way of empowering girls production people with unique connection with Vijayawada, Andhra Pradesh, India. The findings of the take a look at confirmed that many girls production people are illiterate, widows, handiest incomes individuals of the family, from depressed elegance and from low profits households whilst in comparison to guys production people. Women production people face harassment at domestic and paintings place, and they're discriminated in wages and promotion.

RESEARCH METHODOLOGY

RESEARCH DESIGN

A research design is purely and simply the framework of plan for a study that guides the collection and analysis of data. It is descriptive in nature.

AREA OF THE STUDY

Area of the study covers the employees of Coimbatore city.

SAMPLE SIZE

The sample size for the study is 135 respondents.

SAMPLING TECHNIQUES

Convenience sampling technique is used for the study.

METHODS OF DATA COLLECTION

Questionnaire method is used to collect the data from the respondent.

SOURCE OF DATA COLLECTION

Data collection is a process of getting information from all the relevant sources to find a solution to the research problem. It helps to evaluate the outcome of the problem. Data can be classified into two types. They are:

1. Primary Data
2. Secondary Data

PRIMARY DATA

The primary data was collected from the respondents by using questionnaires to know gender discrimination among workers in service sector a study of ITES employees in Coimbatore city.

SECONDARY DATA

The secondary data has been collected from existing literature on gender discrimination, various journals, books, newspapers, magazines and websites of different national and international institutions.

TOOLS FOR ANALYSIS

The tools used for analysis are

- Simple percentage analysis
- Weighted average method
- Chi- square test

SIMPLE PERCENTAGE METHOD**GENDER**

S. NO	GENDER	NO. OF RESPONDENTS	PERCENTAGE
1	Male	70	51.9%
2	Female	63	46.9
3	Prefer not to say	2	1.5
	TOTAL	135	100

INTERPRETATION

The above table shows that 51.9% of the respondents belongs to male, 46.9% of the respondents belongs to female and 1.5% of the respondents to prefer not to say.

WEIGHTED AVERAGE**LEVEL OF SATISFACTION**

FACTORS	1(5)	2(4)	3(3)	4(2)	5(1)	TOTAL	MEAN SCORE
Salary	50	50	21	5	9	135	3.94
	250	200	63	10	9	532	
Working hours	15	67	27	17	9	135	3.45
	75	268	81	34	9	467	
Women empowerment	25	51	25	18	16	135	3.37
	125	204	75	36	16	456	
Job	23	49	25	25	13	135	3.32
	115	196	75	50	13	449	

INTERPRETATION

The above table shows the various satisfaction levels. It interprets that the respondents give the highest mean score 3.94 for the salary, the respondents gave 3.45 as mean score for the working hours, the respondents gave 3.37 as mean score for women working hours, the respondents gave 3.32 as mean score for job.

CHI-SQUARE TEST

RELATIONSHIP BETWEEN THE AGE OF THE RESPONDENTS AND THE GENDER DISCRIMINATION BEGINS

To find out the association age group and gender discrimination, chi square test is used and result is given below.

HYPOTHESIS

There is no significant relationship between the age of the respondents and the gender discrimination begins by the respondents.

CHI-SQUARE TESTS

FACTORS	CALCULATION	DF	TABLE VALUE	REMARKS
Gender discrimination begins	15.457 ^a	9	16.919	Accepted

INTERPRETATION

The calculated value of chi – square is less than the table value. Hence the hypothesis is accepted stating that there is no significant relationship between age of the respondents and gender discrimination begins by the respondents.

SUGGESTIONS

- To advise appropriate coverage selections for employers to inspire offer higher protection and make certain a useful weather for ladies employees.
- The corporation ought to deliver right schooling and consciousness to each worker approximately gender and sexuality.
- Gender discrimination regularly effects from a loss of variety inside an organization. To lessen or dispose of gender discrimination, businesses ought to create a properly variety and inclusion program. These packages ought to sell gender variety via recruitment and retention effort, worker consciousness and gender precise duty measures.

CONCLUSION

- The study found that women face discrimination in terms of employment opportunities, promotions, salaries and benefits. Additionally, the study found that women are more likely to face sexual harassment and gender-based violence in the workplace, which has a significant impact on their productivity and overall well-being.
- Overall, this research project emphasizes the importance of developing strategies to combat gender discrimination in the service sector and promote gender equality in the workplace.
- These studies highlight the ongoing issue of sexism in her ITES industry in Coimbatore city. Despite efforts to promote gender equality, women workers still face significant challenges in terms of wages, job opportunities and promotion. These studies highlight the need for companies to develop policies and practices that promote diversity and equality in the workplace and ensure equal opportunities for all employees regardless of gender.

