



PROMOTING FEMALE GENDER ROLE MODELS – THE PATHWAY TO AN EGALITARIAN SOCIETY

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We recognize that gender equality and women's empowerment are important for sustainable development and our common future. We reaffirm our commitments to ensure women's equal rights, access and opportunities for participation and leadership in the economy, society and political decision-making.'

UN General Assembly 2012, paragraph 31



ABSTRACT :

Gender inequality is a pressing global issue with huge ramifications not just for the lives and livelihoods of girls and women but, more generally, for human development, labor markets, productivity, GDP growth, and inequality. Indeed, even following quite a while of advancement toward making ladies rise to accomplices with men in the economy and society, the hole between them stays huge. The world, including the private segment, would profit by concentrating on the expansive financial chance of improving equality among people.⁹

KEYWORDS : *pressing global issue , labor markets, productivity.*

1.INTRODUCTION:

The examination led by McKinsey Global Institute(MGI) finds that, in a maximum capacity situation in which ladies assume an indistinguishable job in labor markets to men's, as much as \$28 trillion, or 26 percent, could be added to worldwide yearly GDP in 2025. The examination likewise finds that accomplishing equality in the realm of work isn't reasonable in the present moment as it would suggest not just the decrease of impressive obstructions and change in social frames of mind yet in addition Personal decisions about how to dispense time among local and market-based work. Notwithstanding, the investigation presumes that if all nations were to coordinate the advancement toward sexual orientation Equality of the best entertainer in their locale, it could deliver a lift to yearly worldwide GDP of as much as \$12 trillion out of 2025.

2. GENDER PARITY IN INDIA

According to the report of McKinsey Global 'The Power of Parity: Advancing Women's Equality in India', released in November 2015 India has lower gender equality than warranted by its stage of economic development. MGI's new Gender Parity Score, or GPS, measures the separation every nation has gone toward sexual orientation equality, which is set at 1.00.

Gender inequality in India is extremely high with a GPS score 0.48 only. The GPS is estimated in four classes - sexual orientation balance in work, legitimate insurance and political voice, physical security and self-sufficiency and basic administrations and empowering agents of financial open door. The GPS score for sex equity in work estimated in sex imbalance pointers of - (i) work constrain cooperation rate, (ii) expert and specialized jobs, (iii) saw pay hole for comparative work and (iii) authority positions - is only 0.3 demonstrating outrageous disparity. The other indicators also speak of the same.

2.1 Gender Gap Report

The gender gap report of World Economic Forum (WEF) indicates that the gender gap in India has narrowed down over the past year during 2006-2016. The gap is closing in pushing it up in the Forum’s global gender gap rankings from 108 last year to 87 in 2016.

However, India remains one of the worst countries in the world for women in terms of labour force participation, income levels as well as health and survival, according to the Forum which has been compiling the Global Gender Gap report since 2006 by examining four broad dimensions of gender equality – economic participation, education, health and politics.

Table1: Gender Gap Rankings of India, Brazil and China for Economic Opportunity and Participation

Year of Ranking	Total No of Countries Ranked	India Ranking	Brazil Ranking	China Ranking
2006	115	110	63	53
2007	128	122	62	60
2008	130	125	59	43
2009	134	127	75	38
2010	134	128	66	46
2011	135	131	68	50
2012	135	123	73	58
2013	136	124	74	62
2014	138	134	81	76
2015	145	139	89	81
2016	144	136	91	81

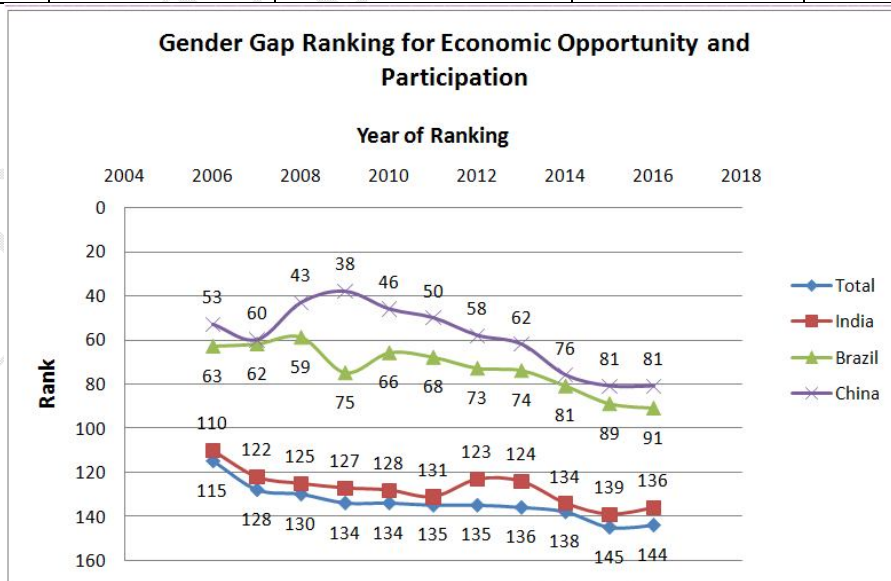


Fig 1: Gender Gap Rankings of India, Brazil and China for Economic Opportunity and Participation

Table2: Gender Gap Scores of India, Brazil and China for Economic Opportunity and Participation

Year of Ranking	India Score	Brazil Score	China Score
2006	0.3967	0.6044	0.6206
2007	0.3977	0.6449	0.6478
2008	0.3990	0.6526	0.6915
2009	0.4125	0.6369	0.6955
2010	0.4025	0.6431	0.6927
2011	0.3960	0.6490	0.6825
2012	0.4588	0.6499	0.6753
2013	0.4465	0.6561	0.6752
2014	0.4096	0.6491	0.6555
2015	0.3830	0.6420	0.6570
2016	0.4080	0.6400	0.6560

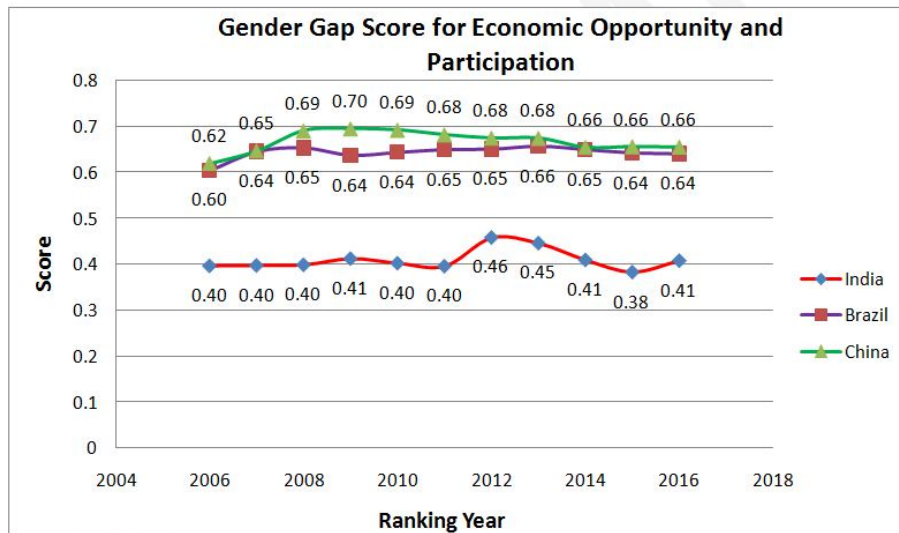


Fig 12: Gender Gap Scores of India, Brazil and China for Economic Opportunity and Participation

2.2 Gender Inequality Index

The Gender Inequality Index (GII) is an index for measurement of gender disparity that was introduced in the 2010 Human Development Report 20th anniversary edition by the United Nations Development Programme (UNDP).

India has been placed at 130th position in the 2014 Human Development Index (HDI) among the 188 countries.

In terms of Gender Inequality Index India rank at 130th position with value of 0.563 out of 155 countries in the 2014.

Table 2: Gender Inequality Index Rankings for India Brazil and China

Year of Study	Total No of Countries Covered	India	Brazil	China
2008	169	122	80	38
2014	188	130	97	40

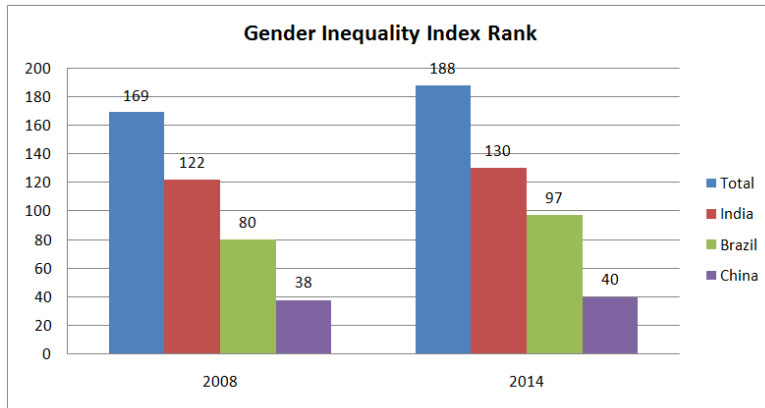


Fig 2: Gender Inequality Index Rankings for India, Brazil and China

2.3 Female Labour Force Participation:

Data from India’s National Sample Survey Office’s (NSSO) surveys indicates that women’s labour-force participation is significantly lower than that of men in both urban and rural areas. Based on data for the population aged 15 and over, India’s female labour-force participation rate is just 21 percent in urban areas and 36 percent in rural areas compared with 76 percent and 81 percent, respectively, in the case of men. State-level female labour force participation rates range from 63 percent in Himachal Pradesh to as low as 9 percent in Bihar (Exhibit 5).^{MGI}

Table 3: Female Labour Force Participation Rates of India, Brazil and China

Year	India	Brazil	China
2000	34	55	71
2014	27	59	64

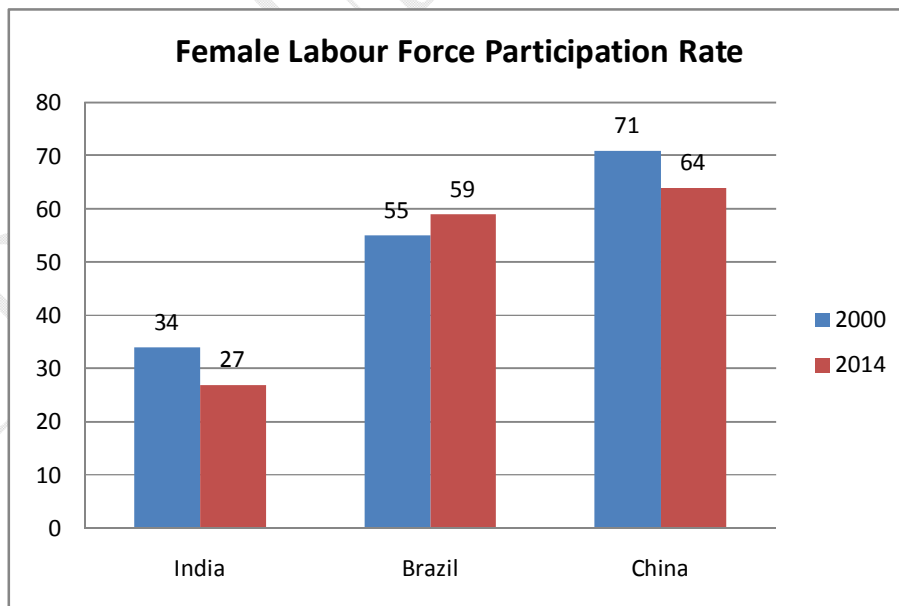


Fig 3: Female Labour Force Participation Rates of India, Brazil and China

3. WOMAN IN BUSINESS

While businesses increasingly understand the benefits of diversity in leadership and are committed to meritocracy, India is among the countries where there is less number of women in business leadership roles. According to the Grant Thornton International Business Report 2016 India ranks third lowest in the proportion of business leadership roles held by women. And 34 per cent of the Indian businesses surveyed have no women in leadership.

The Companies Act 2013 made it mandatory for every listed company to appoint at least one-woman director. As a follow up the Securities and Exchange Board of India (SEBI) issued guidelines in February 2014 that every listed company or every other public company having paid up capital of Rs 100 crore or more or a turnover of Rs 300 crore or more should have woman on board before April 1, 2015. According to the Korn Ferry Diversity Scorecard 2016, a joint study of Korn Ferry and NUS Business School, Singapore entitled "Building Diversity in Asia Pacific Boardrooms", female board representation increased from 7.3 per cent in 2013 to 8.6 per cent in 2014. India still lags substantially behind major economies such as the United Kingdom (26.1%), the European Union (20.8%) and the United States (18.7%). Again, women remain heavily underrepresented at only 4.7 per cent as executive board members.

4. GENDER EQUALITY FOR ECONOMIC DEVELOPMENT

Women are currently particularly under-represented in India's economy compared with their potential. MGI estimates suggest that, at 17 percent, India has a lower share of women's contribution to GDP than the global average of 37 percent, and the lowest among all regions in the world. In comparison, China's women contribute 41 percent, those in Sub-Saharan Africa 39 percent, and women in Latin America 33 percent. Women in India only represent 24 percent of the labour force that is engaged in any form of work in the market economy, compared with an average of 40 percent globally. India's situation on offer of ladies in workforce is on a standard with nations in the Middle East and North Africa (MENA), where, in contrast to India, legitimate arrangements can confine numerous types of female work in numerous co India's economy would have the most astounding relative lift among all areas of the world if its ladies took an interest in paid work in the market economy on a comparable premise to men, eradicating the present holes in labor-drive investment rates, hours worked, and portrayal inside every division (Which is influenced profitability) MGI considered a "maximum capacity" situation in which ladies take an interest in the economy indistinguishably to men, and found that it would signify \$28 trillion, or 26 percent, to yearly worldwide GDP in 2025 contrasted and a the same old thing situation. In this scenario, India's would gain the most of any of ten regions analysed with \$2.9 trillion added to annual GDP in 2025, or 60 percent of GDP.

5. REASONS FOR BELOW-POTENTIAL CONTRIBUTION OF WOMEN

The underneath potential commitment of ladies to India's GDP today—estimated by a lot of paid work in the market economy—appears differently in relation to their higher offer of unpaid consideration work, for example, cooking, cleaning, and dealing with youngsters and more established individuals from the family. All inclusive, ladies spend approximately multiple times the measure of time spent by men on unpaid work. In India, the circumstance is increasingly outrageous—ladies perform right around multiple times the measure of unpaid consideration work that men. Seventy five percent of unpaid work is normal family unit tasks exacerbated by poor access to essential administrations, for example, sanitation, clean water, and clean wellsprings of cooking fuel. In China and Bangladesh—to consider two other Asian countries for comparative purposes—women do about three and four times, respectively, the amount of unpaid care work as men. On the off chance that the unpaid work were to be esteemed and repaid similarly as paid work, it would contribute \$0.3 trillion to India's financial yield. Much of this unpaid work may be done willingly and provide great satisfaction to women and welfare for their families. However, it does not translate into wage-earning opportunities for women or promote their financial independence. Substituting non-advertise work with market based work would build GDP on the grounds that the present proportion of GDP does not allot an incentive to the commitment of family unit generation, yet gives an incentive to

showcase based creation. Also, progressively impartial sharing of unpaid work among people, and efficiency upgrading measures for unpaid work could result in higher GDP (as at present characterized) if the time spared by ladies was utilized to take part in paid work. This process may or may not have an effect on societal welfare and utility. It could, however, have positive second-order effects, for example greater financial independence for women, and intergenerational benefits.

6. MOVING FORWARD ON GENDER EQUALITY

The role of women in the workplace cannot be viewed in isolation from their role in society. Achieving the economic potential of women requires gender gaps in both work and in society to be narrowed—equality in one goes hand-in-hand with equality in the other.

An agenda for women's economic empowerment in India over the next decade needs to start with mapping where the opportunities lie according to MGI report on advancing women's equality in India. MGI found that about 70 percent of the potential economic impact of advancing gender equality in India comes from raising the rate of female labour-force participation. They examined the potential to raise women's participation across India's states by focusing on those in the age group 15 to 35 years who are not currently in the labour force and not trained, because younger women are more likely to respond to higher education, skills, and financial and digital training than their older peers in the coming decade.

MGI found that 68 million more women could be brought into India's workforce by 2025—21 million more in urban India and 47 million in rural India. Some 37 million of these new female entrants into the labour force would be secondary and tertiary or higher educated, while the rest would have a primary education or less. MGI concluded that no single intervention is likely to raise gender equality by this magnitude.

7. THE TASK AHEAD:

The tasks ahead are clear- women should be freed from the social shackles and bring them to the labour market to raise the female labour-force participation rate. The poor access to essential administrations, for example, sanitation, clean water, and clean wellsprings of cooking fuel must be enhanced in provincial territories to free more ladies from unpaid work of routine family errands. Ironically this will necessitate economic which can come only with raising the female labour-force participation rate. So the only strategy available to raise the female labour force participation rate is to make the rural women come out from home and participate in the market. This is possible only when the rural folks – men and women - can see the advantages of coming out and participate in the market. This can come only through female gender role models in rural areas where people can see the advantages of participation in the market through them. So the most important thing is to create female gender role models and promote them. This can be done only by the private sectors supported with policy incentives of the government. The followings two measures are suggested to move forward towards this goal.

- a) Every listed company or every other public company having a paid up capital of Rs 100 crore or more or a turnover of Rs 300 crore or more with the obligation of having a woman on board should adopt a rural area as a corporate social responsibility (CSR) and start enterprises/main units/ancillary units in such rural areas to be manned solely by women.
- b) These companies should start a woman industrial training centre cum polytechnic in the rural areas adopted by them to supply labour in their enterprises/main units/ancillary units
The same companies should also adopt an urban area and start an excellence center for women to train and employ them in their companies. These measures will help to produce female gender role models in rural as well as urban areas promoting more women to come out and participate in the labour market helping society to break the social barriers which have so far kept women confined at homes to do the unpaid work of routine household chores only.

8. CONCLUSION:

The gender gap existing from centuries and gender inequalities is a disadvantage to women in our country. It is also throwing lot of challenges and competitiveness of the country. Gender diversity on the board may provide a basis for a success for the organization. The gaps between women and men are closing down with respect to education but there is still a wide gap found in participation on boards. Mere introduction of legislation is not sufficient for empowerment of women. Companies should understand the benefits of gender diversity. Without handling the sex disparity in the public arena substantial monetary advantages won't be figured it out. Awareness could also be raised by boosting measurement and monitoring of gender disaggregated data in India at local level. Companies should volunteer to report gender disaggregated and share best practices. It has already been stated in Germany in 2015.

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