

Empowering & Encouraging Women for their active participation in the IT Sector

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ABSTRACT

The women participation in the economic development is a much essential for the nation's growth. The Indian Women has proved that they have great potential to make our India proud. Almost all the prominent organization has realized the urge of the women in our country for rapid development. The prominent organizations of IT Sector like Infosys, Microsoft, Tata Consultancy Services, MuSigma and Citrix are facilitating. This spirit need to be maintained for forever to bring forward the talent in Indian women. They are providing the great opportunities to their women employees and they are focused on their all round development. The one area where India is way far ahead from various developing and developed countries is in the empowerment of women in the information technology services arena.

Various factors influencing the career choices of women in the IT workforce also being discussed and The status of women in India has been subject to many great changes over the past few millennia. In the ancient times the women were deprived of the equal status and were not getting the same respect as man does. The women were not allowed to show their talent publically and were restricted to move outside home. In modern India, women are getting good opportunities and they are adorned high office in India that includes the President, Prime Minister, Lok Sabha speaker and many electoral positions are available for man and women equally.

Therefore looking the changing status of women in the Modern Indian society all the organization are much focused on hiring women and having a good man & women gender in India. This article presents an analysis of empowering & encouraging women for their active participation in the IT sector in India.

Keywords: IT sector, Empowerment, Encouragement, Gender Ratio, Quality of Work,

INTRODUCTION

Empowering women to participate fully in economic life across all sectors is essential to build stronger economies, achieve internationally agreed goals for development and sustainability, and improve the quality of life for women, men, families and communities.

Empowering Women to Succeed

Training, education and networking opportunities for women empowering the IT organizations to maximize their full potential. That's what it takes to be a global leader and change the world.

Rise of Women In IT Sector

The status of women in India has been subject to many changes over the past few decades. Now in India, women have adorned high offices in India in political, economic and IT sector. Women in India now participate in all activities such as education, politics, media, service sectors, art and culture,

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science and technology, etc

In the past century, women have fought for such basics as the right to vote, own land, and establish credit.

For raising the women social standard the equal learn and work opportunities are being provided by both government and private sector organizations .The IT companies are not staying back in the perspective to give suitable and fair opportunities to the women. The IT sector companies have special policies for women and they are committed to give significant opportunities to them and the women have proved that they are worthy to work at top positions in the organizations and no where less than a man in their performance and intelligence. The women in IT sector are holding various senior. positions and all the prominent companies do not have a gender based norms to get the best talent out of one The women are getting full working opportunity and also acquiring the leadership position in the business world.

It is clear, however, that women will be instrumental in leading corporations to new resolutions. Today we are going to present a range of perspectives on gender and information technology (IT). The **Microsoft GirlSpark Camp** organized in mid-January, 2015 has been launched to encourage talented female employees and students from the different streams to join the IT industry. The provided 30 internship and working opportunities with 21 top leader of the industry.



Group photo of GirlSpark 2015 participants.

Leadership forums, training, mentorship, and hands-on project experience were held in partnership with The Women's Foundation, the leading NGO dedicated to the advancement of women and girls in Hong Kong, and the Ivey Business School, renowned for its extensive and expert use of case method teaching and learning, which immerses participants in problems and challenges faced by real companies. This year also saw new partnerships established with key Microsoft partners and the expansion of the program to include newly-introduced internship and job placement opportunities at Microsoft Hong Kong and other well-known IT/technology companies, matching the needs of the participants at various stages of career development

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Another technology heavyweight, Microsoft, has launched its 'Women in Tech' initiative with a view to attract and retain women talent in the industry. Along with partners, Microsoft will train and mentor one million girls and women in the next 12 months. These will include girl school students, young women students in STEM (Science, Technology, Engineering and Maths) colleges, women IT professionals and women entrepreneurs.

In the tech industry the initiative of the organizations aims to increase participation of women in the Tech development of India and develop a well conducive working environment for women.

The Microsoft is also one of the major tech giant which supports and adopted the women development in their organization and create a supportive environment for the women as well as they are focused in the overall development of the women employees through various training and development programs with the view to provide career advancement opportunities to the women employees.

Challenges for women in IT

- No ideal working conditions and long working hours and poor career progression
- Work-life balance is yet a biggest challenge for the working women because they do not get enough time for their family.
- Some women do face problems due to company environment.

Basic Solutions to overcome the above challenges

- Mentoring programs and social groups in the organization can help the employees to get motivation and encouragement from the others in the industry.
- Provide flexible working hours and work from home system
- Providing career advancement opportunities

Recent Statistics

Nasscom at its 10th edition of Nasscom Diversity & Inclusion Summit 2017 , launched a report in partnership with The Open University (UK) titled "Women and IT Scorecard - India." The report aims to determine and understand the differences in participation rates between women and men in the IT-BPM workforce in India, and also benchmarks these within an international context.

In 2017, it is estimated that the number of firms that have more than 20% women at senior level will increase to nearly 60%, and nearly 51% of firms will have more than 20% of women at C-suite level.

Notably, the report highlighted that company boards with 10% women, have 2.5%-5% higher returns on equity. Also, the tech sector is the second largest sector with women employees after agriculture.

In India IT-BPM industry employees about 3.9 million people, out of which more that 34% are women. The purpose of this report is to put o the forefront, solutions and policies supporting women's progression in at the workplace and the need for the entire industry to come together provide opportunities and support required for their successful career advancement within the sector.

Infosys

NR Narayan Murthy founder chairman of Infosys advise the companies to providing work from home

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to the working women who aspire to rise in their career.

Citrix

Citrix chairman says that “We invest in women at Citrix with generous benefits and rewards. No matter if you work at home or in a lab, your career at Citrix is one that works for you.

Mu Sigma

Ambiga Dhiraj, has recently taken over as the CEO of Mu Sigma, a data analytics firm that is valued at over a \$1 billion. This shows that the Mu Sigma has no gender biased norms and regulations and they are providing great opportunities for women employees as well. Then value the talent and focused on the potential of the candidates and to provide them a good career advancement in their own company.

CONCLUSION

In modern India, women have adorned high offices in IT sector and IT sector is providing its full support and facilitating Women in all possible manner to get the best out of them and bring them forward in human race.

The study and trends signifies that the organizations are trying to balance their organization by employees more women employees and they realize that the women have quite more challenging due to natural build-up and because of family/social responsibilities. Therefore they need comfortable working schedule and to present their best to the world by their hard work and intelligence.

Women in India now participate in all activities such as education, politics, media, art and culture, service sectors, science and technology, etc. The Indian rising working women number shows that Indian industries are providing them good opportunities with a safe working environment. At IT companies takes the measures regarding health, safety and welfare for women, social security measures for women and wage protection for women.

Quality of work life of women is drastically improved in the last few years as the law and order for woman care and empowerment has become more stringent then ever. The IT companies has taken various initiatives to make comfortable working environment and at the same time IT companies formulated internal committees such as women harassment committee and they are having better policies for the women to come forward & participate in the Indian economical development.

Now it is believed by most of the organization and their leader that both man and women are equally instrumental in the growth of the economy and social development of the nation. From last so many decades women talent was highly suppressed and they didn't get the equal opportunity and Now the things are being made better for women in industries by the overall support and measures taken by our Government and Private organizations.

Earlier Working women faced lot of criticism by our society but now things are highly improved and quality of work life for women are properly looked after by the organizations & they try to empower and encourage the working women. They seriously look after women grievance and try to redress it as soon as possible. The organizations prefer women because they believe that women talent should not be wasted anymore in our society and it should get equal chance to work in their organization.

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