Women in the Workplace: Their Role in Driving Organizational Performance and Goals

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***Abstract*—The concept tries to convey the message that how women empowerment can contribute in various different ways, in different forms towards any organisation. Women empowerment, in fact adopted can play a vital role in development in different fields, taking into consideration their comfort zones, prevention of harassments, providing womanly facilities. In order to inculcate different measures for women empowerment, first anyone needs to create awareness on how it could be done, when it could be done, where it could be done and by whom. Creating awareness, collecting different views and opinions can give idea for adoption ways and adjustment levels, satisfaction levels of other employees, later the objections resolving and implementing the necessary actions may show the actual results on, whether the efforts are enough or any alterations have to be done in the planning. Women employees play a significant role in contributing towards achievement of organisation's goals, they can contribute in a significant level as women are not posed to any bad habits as men do, and they have dedicative behavior towards completion of their assigned tasks either at their workplace or at their personal level. This becomes one of the biggest benefit for any organization to consider efforts of women employees and declare women are more dedicative than men. Not only making use of their efforts, providing them equal comfortability and equal facilities can boost up their output.**

***Index Terms*—comfortability, dedication, organisation, women empowerment.**

I. INTRODUCTION

Balancing the professional and personal life for women can be challenging in today's world environment, but for a working woman it is an essential one. Being women, they find fit to survive in family life, and the desire to succeed professionally has become essential for their own well-being. Even though women find it difficult to balance professional as well as personal life, their desire to succeed professionally and push themselves to contribute something towards economic development of the country makes them encourage themselves towards achieving a successful professional life. It is the responsibility of society to empower women to tackle all the challenges and compete, contribute towards development of the organisation and nation.

Women today are equally competitive as men in the workplace. Now it is time to realize how women are contributing towards any organization and achievement of their goals. Further, we may face the situation in upcoming days where women become a strong competitor in every field.

II. WOMEN WORKFORCE – THEN & NOW

Women in early days were less educated and took less initiative towards working life, but women today are well educated and participating in every field and every activity of management. Henceforth, any corporate organization consists of nearly half of its total strength as women employees. Organisations now have to realize the contributions of women employees and take a step forward to facilitate women in the workplace, as they can contribute more towards organisation's goal achievement if they have a facilitative and co-operative environment at the workplace.

Women employees can build an inspirational work culture at the workplace, creating healthy competition and achieving goals within time duration, fostering teamwork, creating bonding between colleagues and

helping to bring out the right potential and make the company grow.

The Honorable Prime Minister of India, Shri Narendra Modi, in his recent radio program, addressed women empowerment and its importance in development of the country. Shri Narendra Modi addressed "our dream of new India is an India where women are empowered, strengthened, where they become equal partners in the all round development of the country."

III. WOMEN WORKFORCE – A NECESSITY

There are various recognizable benefits of having women as part of the workforce. Considering at a macro level, women can become independent, financially and mentally, and have greater control of their own lives. This becomes an encouraging power for women to stand against physical, mental and emotional abuses, ensuring women can tackle social issues and pressures in their work life as well as social life. A working woman can contribute a higher quality of life with her additional income. The greater level of women participation in the corporate organization at a macro level is good for the overall economy and healthy development of the organization. The McKinsey Global Institute report 2016 estimates that improved gender diversity can add $12 trillion to the world GDP by 2025. By increasing gender parity, India can add $700 billion to the global GDP.

Unfortunately, today it is an open fact that women employees are treated equally to male employees when it comes to the workload, irrespective of women's responsibilities and their part in personal life and professional life. As compared to male employees, female employees have more responsibilities while handling their personal life responsibilities and professional life responsibilities. Most of the families don't support women working in the corporate sector, resulting in mental pressure and depression. Apart from these problems, women today have come forward to tackle them and contribute to the nation's development. The only thing we are forgetting is to empower women and facilitate them with a co-operative work environment in order to take first class contributions and ideas from women employees.

It is now a bitter reality that most Indian office conditions are equal for both male and female workforce. It is a small suggestion that organizations should take the initiative to inculcate steps to improve facilities for women employees, especially new mothers, making their life a bit easier by offering 6 months of paid maternity leave and an additional leave of 3 more months if they need, and adopt the system for betterment of lives of women. Secondly, offering them the comfort of working from home at least up to 6 more months after their 6 months of maternity leave, and when they are back to work, making sure they have flexible working hours in order to balance their motherhood and work life in an optimal manner.

Talking on this topic we can surely relate to work–life balance. So what is work–life balance? Work–life balance means the equilibrium state of a person where he/she equally prioritizes one's professional life demands and personal life challenges.

IV. WORK–LIFE BALANCE IN WOMEN EMPLOYEES

A female working employee has to face more challenges, handling womanly responsibilities in personal life and equally handling the responsibilities, challenges and tasks in the workplace. In simple terms, equally handling the responsibilities in professional and personal life by women employees is the situation of work–life balance in women.

Women can find life challenging at the workplace when there are:

- Gender bias
- Inflexible working conditions
- Sexual harassment
- Underrepresentation at entry level
- Gender pay gap
- Pregnancy discrimination
- "That time of the month"

V. CREATING WOMEN-FRIENDLY WORKPLACES: BEYOND BASIC COMPLIANCE

Organizations seeking to fully leverage women's talents must go beyond legal adherence to create supportive environments. Women-friendly workplaces consider the holistic needs of female employees throughout their career lifecycle.

A. Mentorship and Sponsorship Programs

Formalized mentorship programs help women navigate organizational politics and develop career

strategies. Unlike mentorship, which provides guidance and advice, sponsorship involves senior leaders actively advocating for women's advancement. Research by the Center for Talent Innovation found that women with sponsors are 23% more likely to advance in their careers than those without sponsors.

B. Addressing Unconscious Bias

Unconscious bias training alone is insufficient. Organizations should implement structural changes in recruitment, performance evaluation, and promotion processes to minimize bias. This includes using standardized interview questions, diverse interview panels, transparent promotion criteria, and regular pay equity audits.

Companies like Salesforce conduct annual comprehensive pay analyses and have invested over $10 million to address unexplained gender pay gaps. Such practices not only promote equity but also enhance the company's ability to attract and retain top female talent.

C. Supporting Career Transitions

Women often face career disruptions related to caregiving responsibilities. Progressive organizations recognize these transitions and implement programs to support women returning to the workforce after extended leaves. "Returnship" programs, pioneered by companies like Goldman Sachs and IBM, provide structured pathways for experienced professionals to rejoin the workforce after career breaks.

VI. THE ECONOMIC CASE FOR GENDER DIVERSITY

The business case for gender diversity extends beyond corporate social responsibility to vital economic advantage.

A. Innovation and Problem-Solving

Gender-diverse teams demonstrate enhanced problem-solving capabilities by bringing different perspectives to complex challenges. A study published in Harvard Business Review found that teams with equal gender representation generated more innovative solutions and had higher joint intelligence than uniform teams.

VII. THE CHANGING LANDSCAPE: POST-PANDEMIC WORK ENVIRONMENT

The COVID-19 pandemic drastically reshaped workplace dynamics, with both challenges and opportunities for women professionals.

A. Remote Work Revolution

While remote work offers flexibility that can benefit women balancing multiple responsibilities, it also risks reinforcing traditional gender roles. Organizations must ensure remote work policies support rather than hinder women's career advancement.

Research by Catalyst found that 70% of companies believe the shift to remote work during the pandemic will accelerate progress toward gender equality in the long term, provided companies implement inclusive remote work practices.

VIII. CONCLUSION

The future of work requires full participation from all talent pools, with women's contributions being essential to organizational success and economic growth. Organizations that create truly comprehensive environments where women can go ahead will gain competitive advantages in innovation, talent attraction, and market responsiveness.

It is found that some companies offer paid maternity relief for women employees and flexible working conditions, or extend the facility towards providing them comfort by facilitating working from home. It is also found that women are paid for their delivery expenses by the organization. A humble request to all organizations is to empower women in the same way. This may help organizations grow simultaneously with women, who can contribute equally to the nation's GDP.

By implementing comprehensive strategies, from structural policy changes to cultural shifts, companies can overcome historical barriers and fully harness women's capabilities. The resulting benefits extend beyond individual organizations to strengthen economies and societies worldwide. As we move forward, the question is no longer whether organizations should support women's workplace advancement, but rather how quickly and effectively

they will implement the proven strategies that drive success for everyone.

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