

ISSN NO. 2319 - 1406



INTERNATIONAL JOURNAL OF FUNCTIONAL MANAGEMENT

A Unique Journal for Management Multi disciplinary Research

Issue No. 1

Volume No. 1

Special Issue made for -

**GEM BUSINESS
ACADEMY**

Published by
SSM EDUCATIONAL AND RESEARCH FOUNDATION, SALEM, TAMILNADU

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WALKS OF MILLENNIAL WOMEN- AN INDIAN SCENARIO

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ABSTRACT

"Looking back is a good thing; but looking ahead is more purposeful"

Women carry a cultural heritage of five thousand years. The social structures and role processes which these women carry also belong to the traditional agrarian society which is two thousand five hundred years old. India is a country where simultaneously juxtaposition of the ancient and new, the traditional and the modern, the agrarian and the technological, the rural and the urban and the concept of east and the west co-exist. The living reality of these juxtapositions is experienced in all spheres of life from be it women living in puradh to women wearing a business suit working in corporate offices taking international business decisions.

The main aim of this paper is to span the five decades describing the role of Indian women in Management and the future opportunities and challenges. The research design is Descriptive and the study was undertaken in Coimbatore. Data needed for the study was collected from both secondary and primary sources.

A sampling frame of respondents covering both men and women in equal proportion in Coimbatore between the age group of 25 and 60 were considered and grouped into three slabs on the basis of age.

Slab I consists of respondents with the age group of 25 to 35, slab II between 35 and 45 years of age and slab III between 45 and 60 years of age was defined to get an unbiased response from all cadres. As the population is infinite and segregated the number of samples was limited to 300 in number. Samples are selected proportionately on quota from all cadres on the basis of convenience. Hence both Quota and Convenience sampling technique was adopted in selecting the sampling units.

From the responses gathered and recorded a picture of the role of Indian women in different decades; their strengths, weaknesses, threats, facilitators, inhibitors was summarized.

INTRODUCTION:

"Looking back is a good thing; but looking ahead is more purposeful"

Women carry a cultural heritage of five thousand years. The social structures and role processes which these women carry also belong to the traditional agrarian society which is two thousand five hundred years old. India is a country where simultaneously juxtaposition of the ancient and new, the traditional and the modern, the agrarian and the technological, the rural and the

urban and the concept of east and the west co-exist.

The living reality of these juxtapositions is experienced in all spheres of life from be it women living in purdha to women wearing a business suit working in corporate offices taking international business decisions.

The transformation of the Indian women from an enigmatic figure, covered in meters of fabric, to today's educated, successful and accomplished professional has not been without great personal sacrifices.