

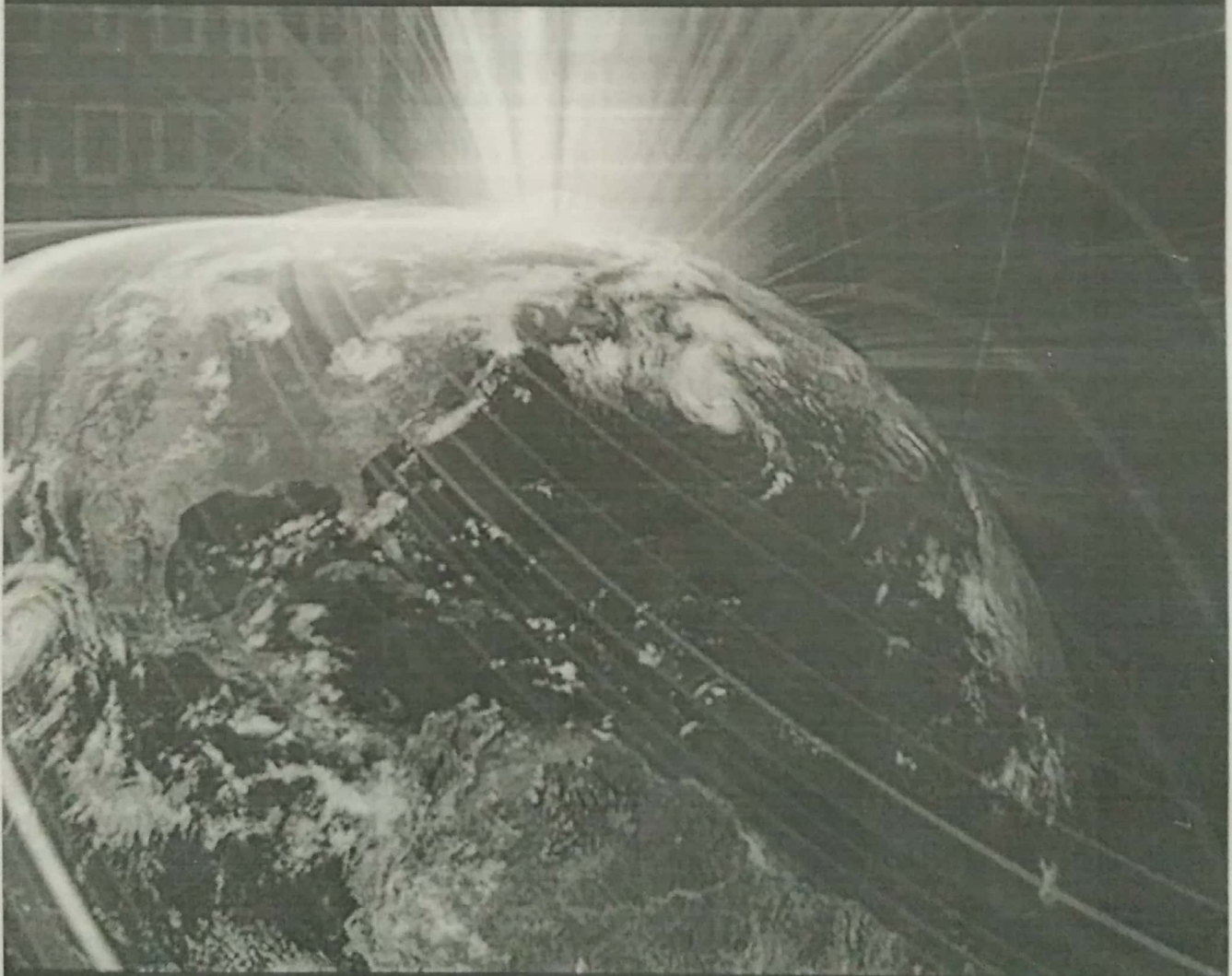
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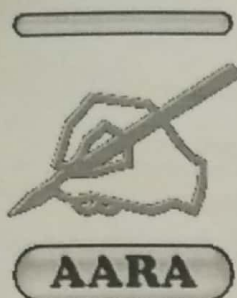
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ROLE OF MILLENNIAL WOMEN- A SWOT ANALYSIS

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ABSTRACT

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

Today in the era of rapid and far reaching change, the transition in the role of women to millennial women can be called as phenomenal. The social structures and role processes which the women carried belong to the traditional agrarian society which is two thousand five hundred years old. The fact that some Indian women now occupy prominent positions and their rightful place in the corporate world bears testimony to their fortitude, patience and courage. Mainly education opened door for a lot of women who dared to dream of life within which they could live their dreams and achieve their ambitions. The journey which many women took in this country began with the freedom movement and recently crossed the threshold of the new millennium. Thus it is an accepted fact that cultures are not stagnant. 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.

Key words: *SWOT, Millennial, Transition, Generations.*

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