

OPPORTUNITIES AND CHALLENGES OF WORKING WOMEN IN BANKING SECTOR

*Shruthi R. ** Dr. Venkatesh S.

*Research Scholar, Department of PG Studies and Research in Commerce

**Professor, Department of PG Studies and Research in Commerce

Abstract

Banking sector is the back bone for the economical development of any country and working women being a considerable part of the society also played a vital role in the smooth run of banking sector. The phenomenal growth of banks has created massive employment opportunities for the educated unemployment youth of our nation. The women job seekers find jobs in banks more attractive and more suitable to their nature. Banks also were not only not oversee to taking them but even welcomed their entry because women have certain innate traits which fit in with the job requirements. Further this aims also at finding out the organizational support for women employees to achieve better work performance. The conclusion has been given.

Key words : career advancement, role of women and working women, women in banking industry.

Introduction :

There are many banks operating in our country some of them are public sector banks and some others are private sector banks where as some others. Working women of banking sectors in India are faced with lot more challenges than their counter parts in the other parts of the world. In Vedic times women occupied the highest place in society. They were given all opportunities to develop themselves, socially, intellectually and morally. They were given through education. Similarly there is a positive change in the present society, which is focusing on women empowerment. Men generally do not offer any help in the households work. This makes the life of working women extremely stressful. The pattern of Indian women's employment has changed significantly since the 1970's many major Indian banks

are hiring highly qualified young Indian women to their administrative levels and they are showing remarkable growth over the years.

Review of Literature :

- Wentling (2003) showed that the twin roles of women cause tension and conflict due to her social structure which is still more dominated in there study on working women in Delhi. She has shown that “Traditional authoritarian set up of Hindu social structure continues to be the same basically and hence women face problem of role conflict change in attitudes of men and women according to the situation can help to overcome their problem.”
- Hilly and Duffy (2006) wrote “work family conflict occurs for men and women in the sense that anyone with a job and family many need to cope simultaneously with the demands of both”. Job spill over, in the case of work and family refers to the impact that work roles could have on that family and vice versa (Delgado and Canabal 2006). It has been recognized that the long hour work culture in many organizations does not support appropriate parenting (wood and newton, 2006) long hour work includes working in the banking sector of every economy. After even the long hours daily for five days, Saturdays are now included.
- Skinner and pocock (2008), investigated the relationship between work overload, work schedule control, work hours and their fit with preferences and work-life conflict among full time employees(N-887). It was found that the “Strongest association with work-life conflict was demonstrated by work overload. Followed by work schedule control, Work hours and work hours fit. Time based work life policies, procedures and interventions were found necessary, but not sufficient for addressing work life conflict. They called for effective management of work overload to support a healthy work life relationship.

Statement of the Problem

- Impact of job in bank on professional women's professional and personal life problem.
- Find the problems faced by women in banking sector (Govt. and private)
- Sexual harassment mental pressure and safety problems.
- Work related stress problems faced by working women.

Objectives of the study

1. To identify the key socio-economic pointers contributing to women's status safety and security.
2. To gain knowledge about the opportunities and challenges faced by working women in various public and private sector banks.
3. To provide suitable suggestions to improve the working conditions of women employees in banking sector.
4. To identify the problems of women in the Indian banking sector.
5. To suggest the measures to overcome the problems.

Conclusion

Increasing women literacy growing economic pressure and the burning desire to gain economic and social independence are pushing womenfolk to take up gainful careers working women to fare better in different types of banks, certain problems encountered in the discharge of professional duties like heavy workload, physical strain the pain of dealing with illiterate customers difficulties experienced in getting work done from the male subordinates last of time to attend to the needs of family members etc.

Bibliography.

1. Higgins C.L. Duxbury and K. Johnson (2004) Examining work life conflict and constraints Canadian health system, report 3, health Canada, OHWA/
2. International journal of science and research (USR) ISSN [Online] : 2319-7064 index Copernic's value (2013) : 6.14 impact factor (2014) : 5611.

3. Bhatnager, D. (1988), "HRD for women employees in banks." In A.K. Khandelwal, (ed) Human Resources Development in Banks oxford and IBH Publishing company New Delhi.
4. Goverman J. (1992) " Women in Science should look within" LOS angles times November 11.
5. Srinivas M. N. (1978) "The changing position of Indian women". Oxford university press Bombay.
6. Kamala srinivasan (1991) "Women in Banking and professional struggles – women and development." Discovery, Vol.1, New Delhi.