

# STUDY OF WOMEN EMPLOYEE ENGAGEMENT INITIATIVES IN IT COMPANIES

<sup>1</sup>Ms.Narmada Kalgi, <sup>2</sup>Dr. S. H. Honnalli

<sup>1</sup>Research Scholar, <sup>2</sup>Director

<sup>1</sup>Gulbarga University, <sup>2</sup>Dodappa Appa Institute of MBA  
Kalaburgi, Karnataka, India

**Abstract:** Participation of women employees in Information Technology (IT) industry is growing year by year. According NASSCOM, an IT industry body, almost one third of the employees are women working across different job roles. Every company is speaking out about the gender diversity ratio, but struggle continuous in retaining women employees.

Companies are making efforts in retaining their women employees by introducing innovative and effective employee engagement programs. Hence this article attempts to get into the theoretical views obtained from the literature on women employee engagement program carried out in various IT companies and how these programs are used as effective tools for retaining women employees.

## I. INTRODUCTION-EMPLOYEE ENGAGEMENT

Employee engagement is gaining its importance and considered as most widely researched area of Human Resource Management. Indian companies are the seeking the innovative way to utilize their human resources by introducing new Employee Engagement program. One of the survey (Deloitte survey) revealed that 78% of business heads believed that retention and engagement are the important criteria of business and also claimed that in their company the engagement program is carried out similar to annual performance rituals. In reality engagement is not an attitude but a way of life in an organisation. Proper initiatives of employees' engagement will have a positive impact on the bottom line of the business. According to Mr.Simon O. Sinek (an author, a leader and consultant of leadership and management), if the people are financially invested, returns are expected but if they are emotionally invested result turn to be contributions. This statement is in sync with the ideology of Ms.Annie M Mulchay, a former CEO of Xerox corporation who states that, if employees are aware that the management is concerned about them for not only their professional growth but also about his overall satisfaction, then they tend to perform better which directly will have effect on profitability of the business.

In current business scenario employee engagement has become the top business priority for management. Today's rapid cycle of business economy, business leaders are aware that high performance and stable workforce is very essential for the survival and growth of organisation. The organisation with highly engaged workforce can increase innovation, productivity and bottom line performance with optimize hiring and retention in highly competitive environment. But most executive still feel that there is a need of improvement in the way employee engagement carried out and effective tools to measure the outcome in financial terms. However, a growing group of best-in-class companies says that they are gaining competitive advantages through establishing metrics and practices to effectively quantify and improve the impact of their engagement initiative on overall business performance.

Engagement at work was conceptualized by Khan in 2010 as the "Harnessing of organizational members". The engaged employees express physically, cognitively and emotionally while performing a role. Employee engagement is hence can be defined as the level of commitment and involvement an employee exhibits towards their organisation and its value. An engaged employee is aware of business context and work with the team to improve performance for the organisation benefits.

In the latest context employee engagement can be defined in two ways. From employer point of view it is about positive attitude and behavior which attains magnified business outcomes, in a way that reinforces and triggers one another. It is all about the employees of the company feels pride and loyalty working for the organisation. According to David Macleod it is all about creating the conditions in which employees offer best of their capability and potential.

And from the employees point it can be well described as an employee thinks in the morning that it is great that she is going for work and clearly understand what she is upto at the work and also this of great ideas to perform effectively and also look forward to help the team members to work efficiently.

But in general engagement is very broad terms which can be different for different companies, jobs and employees at workplace. To give a single definition of employee engagement is difficult and many researchers defines it as the approach which results in the right conditions for all members of an organisation to give of their best every day. And also creating an environment in which the employees are committed to their organizational goals and values, feel motivated to contribute towards organisation success with an enhance sense of their own well-being.

## II. WOMEN ENGAGEMENT-GROWING ATTENTION

“We have noticed that, women employees’ commitment is much higher than the able-bodied individuals’- Mr.Partha DeSarkar, CEO of Hinduja Global Solution, speaks out the logical reasoning behind the growing initiatives of women engagement. To support this the Nasscom(10th edition of Diversity and Inclusion summit) has reported interesting facts, that the company which has minimum of 10% women employee has 2.5 to 5% higher returns on the equity. And the company which has at least 30% of women strength has 15 percent higher profitability.

The Nasscom report also states that number of women employee in IT industry is about 34% in 2017(which was 28% in 2016)and expected to grow in the coming years as most of the companies are aiming to improve the gender diversity ratio. This indicates the fact that one third of employee strength in IT industry is women working at various levels. The summit also predicts that nearly 51% of the firms will have more than 20% of women employees at senior level in coming years.

According to an article, more women joins IT companies but many of them drop out too and it also describes that lot of women quits their job during post maternity or because no support from the family.

The percentage of working women in this sector is going up year by year. Unfortunately, retaining these valued employees and by association, their skills and experience continues to be a challenge as they have expectations about fitting together jobs and family, and they are speaking loudly about their desires to be able to balance work and personal life.

One side the companies are speaking more on matching the gender diversity ratio and other side companies are concerned about the results of the researches which clarifies that women employees are likely to leave their job earlier than their men colleagues. Although women employees are more stable than men colleagues when it comes to the job but the series of studies, researches and conferences have shown that the number of unhappy and dissatisfied women is increasing continuously. Unlike men, female employee prefers to explore horizontal opportunities instead of going up vertical. Most of the women when decide to quit or move, the common reason cited was their family. When women employee decides to quit their resuming back to the work is negligible, most of the cases economic crisis compel them to join back.

## III. IT GIANTS FARING IN TREATMENT OF THEIR FEMALE EMPLOYEES

AVTAR, an Indian women professional interface network, in 2016 had conducted a survey to identify best companies for women in India and it also has found the best practices across industry which helps them to have sustainable career growth and those are listed as below:

- Workforce profile
- Flexible work
- Women’s recruitment and retention
- Benefits
- Paid time
- Company Culture and
- Safety

And also according to the survey considering the above key factors, it has declared 10 top companies to work for women across India and out of which there are three IT companies which fall under these top 10 companies, those are Accenture, IBM, and TCS.

According to a survey result of The Economic Times about a great place to work in India, most of the IT giants are coming with new initiatives to foster women career advancement. As per the report, RMSI, a global IT services company is ranked as best place to work, which has adopted well defined initiatives for its women employees. Apart from Anti sexual harassment policy, it conducts workshops on self defense, distribution of pepper sprays and also organizes programmes with NGOs to create women safety awareness. It policies also focuses on women health taking initiatives in health checkups for breast and cervix cancer, thyroid tests and gynecological problem. These are the initiatives taken along with regular facilities like extended maternity leaves, work from home options and short break in careers.

Google is ranked number 2 in the same survey, which provides the best working environment benefits with a focus on women’s empowerment and it also has a special employee resource group like Women@google.

SAP labs are one of the IT giant which provides immense support to their women employees. It has a lot of special initiative for women employees to list a few; Run Mummier, which supports a female employee to restart after maternity in a smoother way. SAPling In-house crech, Business women Network, Work from home and Temporary part time work are some initiatives which helps a women to sustain and grow in their career without affecting their family responsibility.

While most of the IT giants are taking initiatives in making the work environment most feasible for women but for the small and mid-sized IT companies are struggling hard to retain their women employees reason being the total strength of women employees are less to invest so huge but they are providing best possible engagement program to retain them back.

## IV. CONCLUSION

While the number of women employees is continuously increasing, organisation cannot keep retention on the back burner. Even after understanding various reasons and continuous studies on them, organisations are failing to retain their women employees.

Companies need to take initiative in understand what actually motivates women employee stay back and design engagement program accordingly.

Companies which are not making efforts in retaining their women employees have already lost some of their business or will lose out the impact on the business in coming years, the reason being women employees are also a part of top and middle management. Their decision to leave an organisation can directly impact on the working environment and business of the organisation.

The organisation must take initiatives in providing women employee meaningful task depending upon their capabilities. Giving them the open, innovative and collaborative environment and assigning the challenging work. Very importantly keep the door open when they really want to return back to the work after maternity break or family break or raising their kids, by helping them with various options to take care of their family which keeps them motivated to deliver the best in them.

## V. REFERENCES

- [1] <http://www.businessdictionary.com/definition/employee-engagement.html>
- [2] Article, May 2014, "50-cent-indians-committed-job" Updated in 2016
- [3] (<http://www.deccanchronicle.com/business-latest/article/50-cent-indians-committed-job>)
- [4] Article, 2014 from Economicstimes of Indiatimes
- [5] (<http://articles.economicstimes.indiatimes.com/2014-05-14/news>)
- [6] <http://engageforsuccess.org/what-is-employee-engagement>
- [7] <https://cis-india.org/internet-governance/blog/women-in-indias-it-industry>
- [8] Aquirre, D., Hoteit, L., Rupp, C., & Sabbaugh, K. (2012), Empowering the Third Billion: Women and the World of Work in 2012.
- [9] Asmita Bhattacharyya., Dr. Bhola Nath Ghosh (2012), Journal Of Humanities And Social Science, Volume 3, Issue 6 (F0364552)
- [10] <http://www.rediff.com/business/report/pix-special-what-makes-these-10-companies-the-best-to-work-for-in-india/20150721.htm>
- [11] <http://www.avtariwin.com/best-companies>
- [12] <http://www.india-briefing.com/news/employing-women-workplace-12267.html/>
- [13] Article from The Hindu Business Line (02,2017) more-women-join-up-it-firm (<http://www.thehindubusinessline.com/info-tech/more-women-join-up-it-firms/article9562362.ece>)
- [14] Devina Sengupta, (2015), Economic Times, India Times.

