

## Changing perception towards varying roles of working women in Indian rural society

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### Abstract

There are transformations happening in the social and economic front in the rural areas of India. Among the many changes, perception on women's employment in information technology-enabled service companies among the rural society is emphasised in this study. This paper focuses on the views among the rural public towards changing woman's roles and responsibilities in the family beyond the roles as a mother or wife due to an increase in women's employment in information technology-enabled services companies. The article tries to examine whether there is a change in the perception between males and females in the rural area towards women's employment. Besides, the study tries to see whether the working woman's contribution to family wellbeing is influenced by childcare, more earning by husband, household duties and good relationship with children. Eight hundred and eleven samples were collected from four different districts of two states in India. The statistical tools used for the study are T test, Anova, multiple regression and discriminant analysis. The demographic variables considered for this study includes age, gender and education. The regression analysis revealed that wellbeing of the family is related to woman's involvement in taking care of children, involving in household activities and maintaining good relations with children. The discriminant analysis reveals that there is no difference between the genders regarding her employment. The mind set of women taking care of children and household activities still remain priority but their perception that husband's earning should be more than wife and spending extra time outside for official purpose is not given significance. There is a positive change in the attitude of the rural society towards woman's employment. Her involvement in childcare and household activities is for the wellbeing of the family and for the future generation. This positive outlook encourages more women to the workforce in rural areas.

**Key words:** *woman, working, rural, gender, childcare, household*

### Introduction

The employment of women provides financial stability and social status. The opportunity for women in education and employment help in the economic development of a country. The inequality between men and women that exist in society impact economic growth and prosperity. Prevailing facts suggest that economic growth is affected by the gender disparity in employment. (Klasen and Lamanna, 2009). Employed women can bring about a change in the role played by each gender (Sevim 2006). The rise in educational opportunities is resulting in more women entering the job market. Women's employment provides financial independence and brings social security to their families. Depending on the level of education, skill, and ability of women, they are getting attracted to new job opportunities in call centres and business process outsourcing (BPO) which is part of information technology-enabled services in

India. There are cases where many employees, especially women employees, are shifting from other sectors like health, textiles, etc. into this area. The companies are hiring more women because women exhibit 'communal' features like kindness, friendliness, compassion, and generosity (Eagly 1987) apart from knowledge and skill.

According to NASSCOM (The National Association of Software and Services Companies) information, technology-related companies in India are expected to touch about three hundred and fifty billion dollars by the financial year 2025. The woman employees constitute about 48.5 percent of the 2.5 million professional populations. These numbers reveal the progressive participation of women employees in this sector. The numbers reveal that about seventy per cent of the revenue of the business process outsourcing industry comes from call-centres. This change in the opportunity for women to take such jobs in the rural areas is disrupting conventional roles. This is creating an extra burden for employed women without much support from other family members. The growing woman's responsibilities in the job are resulting in an imbalance of work and family life (Sandberg, 2013). Without support from family and workplace it is impossible to manage both household and job responsibilities. The change in the perception of 'women as the homemakers of the family and men the breadwinners' (Diekmann and Goodfriend 2006) is inevitable. The acceptance of new role the rural women undertaken is examined in this study.

#### Literature Review

**In the conservative family, women face opposition from the family to take up employment if the family members are earning well. Most family types are joint family, where husband and wife live with his parents, along with the extended family members (Mookerjee, 2017). Some studies find rural women, especially upper-caste, leaving their jobs and focusing on domestic chores when men start earning well (Eswaran et al. 2013). There are cases where women leaving the job is considered as a status symbol (Rao, 2014). A study (Carswell, 2016) on South Indian working women, examine the pride they take when their status rises due to husband's increase in salary. Historically, working women do not attract respect in the family compared to those who are good in taking care of the home and children (Eswaran et al., 2013). In a patriarchal society, considering the Indian context, men are given more power upon family members as they inherit property and get dominance in society (Jejeebhoy & Sathar, 2001). Even now the rural people still follow many of the traditional practices. (Anna-Maria Lind 2006), and women follow the religious rituals dutifully. The participation of women in the spiritual and family-related functions are sacred and vital.**

**The old school is that women attain satisfaction from performing traditional roles (Crompton and Lyonette 2005) and expect women to be at home and take care of kids, especially when they go to pre-school (Charles and Cech 2010). Woman's association with the paid job results in a shortage of time to spend with the family. Additionally, household work and elderly care deter her from any outside jobs that require long rigid hours of work (Dhanaraj, and Mahambare, 2019). Some studies explain the lack of time that employed mothers have to spend with family and children leading to unhappiness and dissatisfaction. (Nomaguchi, Milkie and Bianchi 2005). The full-time job reduces her time to attend household chores and forces husbands to perform it, resulting in conflict (Fuwa 2004). However, there are cases where employment creates a positive environment in the family. A job creates economic stability and provides a social networking opportunity for women (Treas & Lippe and ChloeTai, 2011). A study by Stevens, Minnotte, Mannon, and Kiger (2007) explains the positive spillover from work life to family life refresh and energize women. Therefore, women's involvement in employment increases not only financial stability but also marital happiness. This is proved in a**

longitudinal study (Rogers and DeBoer 2001) that women's income is directly related to family well-being.

Nevertheless, there was not much increase in the involvement of men in household tasks (Evertsson and Neramo 2004). Avoiding men from household duties and considering their job to be superior is noticed in India (Olsen and Mehta, 2006). The dual role, workplace and home have resulted in taking extra pressure to manage both family chores and job tasks. A study by (Ugwu 2010) examined the multiple roles of women employees at both home and office. Some studies related to western context explains the increase in women's participation in the workforce is due to the support from the parents or in-laws (Posadas and Vidal-Fernández, 2013, Arpino et al., 2014) but, such data are rare in the rural Indian context. Dhanaraj and Mahambare (2017). Though there is a slight increase in the males participating in the household task, in such cases, the woman is expected to reach higher levels in career (Eagly and Carli 2007). The support and acceptance from the family members are crucial for the career development of women employees. Some studies confirm that support from a spouse is considered as an essential backing for women to involve in different roles, as a family person and an employee (Eckenrode & Gore 1990).

The employment of women becomes a severe concern when the number of women taking jobs is not able to balance both sides. The issues of the division of household activities arise in situations where society discriminates against gender roles. In a place where gender equality is acceptable, women's well-being is positively related to women's employment (Tesch-Romer, Motel-Klingebiel and Tomasik 2008). Based on the literature survey, the perception of rural people on the employed women related to childcare, household duties, difference in income earned, her stay away from home for official work, contribution for the well-being of the family and good relationship with children are examined.

*Research Question 1:* Whether because of her employment, childcare responsibilities, her earning more than the husband, being away for work, household responsibilities, and maintaining good relations with children are contributing to the wellbeing of the family.

There is a considerable increase in women's involvement in paid employment that is ruled predominantly by males. Men's participation in full-time jobs and the shouldering of domestic responsibilities by women is common in most societies. The favouritism towards males in urban society is changing tremendously due to the impact of education. (Sharma and Mukherjee, 2011). At present, the involvement of women is inevitable in both family life and workforce, but the prevailing related to inequality is the issue (Andal 2002). Rudman et al., (2012) emphasize that changes are happening in the roles of genders but the gender stereotype still predominating in the society (Jussim, Cain, Crawford, Harber and Cohen 2009). Many works of literature explain gender equality, which is a one-sided view and not the opinion of both genders. Saari (2013) explains about the gender-blindness concept that describes the neutral image of males characterized as the opinions of both males and females. In most cases, the information regarding women's employment is collected from men, and their view is considered as the public's perspective (Siddiqui, Lahiri-Dutt, Lockie and Pritchard, 2017). Therefore, this study examines the opinions of men and women to understand the rural viewpoint.

*Research Question 2:* Is there any difference in the opinion between genders living in the rural area about the changing responsibilities of employed women in information technology-enabled service companies.

## **Methodology**

Villages like Anugondanahalli (286 samples), and Bagalur (159 samples) villages in Hoskote taluk in Bangalore rural district, and from the villages in Kerala, Chembilode (202 samples) and Chakkarakal (164 samples) were chosen to collect samples. The collection of data was from two different states in India to find out whether there is a difference in perception from two different south Indian states in India. For instance, there were regional differences (Kishor and Gupta, 2004) that was noticed in most studies. From the eight hundred and fifty questionnaires, eight hundred and eleven completed questionnaires were usable for the study. The questionnaire chosen was a standard questionnaire (Stevens et al. 2007). The sampling method selected is the Snowball method. In this study retail shopkeepers were the first contact point to collect data from all the different places. Through their referral, the next respondent was contacted and so on. It was mandatory that all the participants of this study should have close or far relatives or friends who know at least a woman working in information technology-enabled service companies to participate in this study. This sampling method helped to identify such respondent. For the study, men who were working in small establishments, entrepreneurs, farmers, cobblers, blacksmith, tailors, etc., and females who were homemakers or working in the farmland along with their husbands participated. The demographic variables considered for the study include gender, age, and education. The scale used is Likert scale, ranging 1-strongly disagree, 2-disagree, 3-neutral, 4-agree, and 5-strongly disagree. The ten items used in the study include 'working woman part of being a good mother', 'working woman part of being a good wife', 'woman's work contributions to her family's well-being', 'woman's work is related to her duty towards her family', 'giving up family time for work is self-sacrifice a mother makes', 'woman's most important task in life should be taking care of her children', 'husband should earn more money than his wife', 'It should not bother a husband if his wife's job sometimes requires her to be away from home overnight', 'woman has to take care of the household activities' and 'working mother can have just as good a relationship with her children as a mother who does not work'. A reliability test using Cronbach Alpha helps to measure the strength of the scale (Bhatt, Jayswal, & Patel, 2013). Cronbach Alpha was tested and found that except for one item, all the other items had value more than 0.7. The alpha value for the item 'working woman is part of being a good wife' was 0.65. Since this value was more than 0.5, it was moderately reliable.

The statistical tools considered were T test, F test, multiple regression and discriminant analysis. Multiple regression was conducted to predict the dependent variable, 'woman's work contributes to her family's well-being' (G3) using independent variables like 'a woman's most important task in life should be taking care of her children' (G6), 'a husband should earn more money than his wife' (G7), 'it should not bother a husband if his wife's job sometimes requires her to be away from home overnight' (G8), 'if a woman works outside the home or not she has to take care of the household activities' (G9), 'a working mother can have just as good a relationship with her children as a mother who does not work' (G10). The discriminant analysis helped to find out whether there was a difference between the opinions of genders regarding the employed females. Descriptive statistics used in the study include mean and standard deviation. This provided a summary of the sample collected. T test helped to find whether the mean was significantly different from the sample mean and F test was conducted to compare the standard deviation of two samples.

## **Results**

### **Demographic Profiling**

The demographic variables like age, gender, and education are described before analysis using the F or T-test. Three hundred and eight (38 percent) were in the age group 25-35. Two hundred and eighty-four

respondents (35 percent) were in the age group 36-45 and the remaining two hundred and nineteen (27 percent) were in the age group 46-55. Three hundred and eighty-one respondents were males (47 percent) and the remaining four hundred and thirty (53 percent) were females. The respondents who participated in the study who were tenth standard pass were two hundred and ninety-two (36 percent) and those not passed the tenth standard or dropped studies before reaching 10th standard were one hundred and ninety-five (24 percent). Those who completed pre-university certificate (PUC) were two hundred and seventy-six (34 percent). Only six respondents were with graduation. The demographics of the respondents represent that majority who participated were females, the tenth standard passed, and were in the age group 25-35.

**Table No.1 Descriptive Statistics**

Gender (G)	Mean	Std. Dev.
G1. In your opinion, working woman is part of being a good mother	2.88	0.98
G2. In your opinion, working woman is part of being a good wife	2.96	1.20
G3. Woman's work contributes to her family's well-being	2.27	1.08
G4. Woman's work is related to her duty towards her family.	3.65	0.94
G5. Giving up family time for work is not a self-sacrifice a mother makes for the well-being of her family.	2.90	1.15
G6. A woman's most important task in life should be taking care of her children.	4.15	0.79
G7. A husband should earn more money than his wife.	3.29	0.48

G8. It should not bother a husband if his wife’s job sometimes requires her to be away from home overnight	2.96	1.20
G9. If a woman works outside the home or not she has to take care of the household activities	3.86	0.90
G10. A working mother can have just as good a relationship with her children as a mother who does not work.	2.70	1.11

Source: Primary data

The mean was high for G6, 4.15, explaining the ‘A woman’s most important task in life should be taking care of her children’, with a standard deviation of 0.79.

To find out the relationship between the items related to working women and the age F test has been considered. However, the T-test was conducted to find the difference in opinion between gender and items related to working women.

**Table No. 2 Details of the relationship between items related to working women and age**

Items	Age	Mean	N	Std Dev.	F	Sig
G1	25-35	3.62	308	.770	2.028	.119 Reject
	36-45	3.40	284	.951		
	46-55	3.81	219	.429		
G2	25-35	3.69	308	.803	2.348	.079 Reject
	36-45	3.40	284	.904		
	46-55	3.89	219	.386		

G3	25-35	3.75	308	.692	.079	.969
	36-45	3.78	284	.589		Reject
	46-55	3.70	219	.754		
G4	25-35	2.63	308	1.147	2.189	.097
	36-45	2.59	284	1.179		Reject
	46-55	3.20	219	.930		
G5	25-35	3.50	308	.879	2.418	.079
	36-45	3.30	284	.998		Reject
	46-55	2.40	219	1.469		
G6	25-35	2.30	308	1.340	3.310	.025
	36-45	2.75	284	1.279		Accept
	46-55	3.06	219	1.219		
G7	25-35	1.17	308	.359	.739	.463
	36-45	1.15	284	.320		Reject
	46-55	1.09	219	.310		
G8	25-35	3.35	308	.860	1.299	.278
	36-45	3.58	284	.819		Reject
	46-55	3.40	219	.980		

G9	25-35	2.57	308	1.207	1.527	.212
	36-45	2.48	284	1.199		Reject
	46-55	2.08	219	1.330		
G10	25-35	3.73	308	.682	2.510	.062
	36-45	3.45	284	.955		Reject
	46-55	3.38	219	1.140		

Source: Primary Data

The mean age group of 46 – 55 was high for G1, G2, G4, and G6, while for age group 36 – 45 is G3 and G8. The mean for age group 25 -35 is G5, G7, G9, and G10.

The value of F was less than 0.05 for ‘important task to take care of children’ (G6). This explained that there was a statistically significant difference between the mean of the different levels of the age variable with this item.

Table No. 3 Details of the relationship between items related to working women and gender

Items	Gender	Mean	N	Std Dev.	T	Sig.
G1	Female	3.61	430	.897	.772	.441
	Male	3.52	381	.718		Reject
G2	Female	3.60	430	.928	-.093	.926
	Male	3.59	381	.666		Reject
G3	Female	3.81	430	.683	.720	.472
	Male	3.74	381	.627		Reject
G4	Female	2.64	430	1.124	-.073	.942
	Male	2.63	381	1.183		Reject



G5	Female	3.37	430	.950	1.619	.107
	Male	3.14	381	1.085		Reject
G6	Female	2.35	430	1.355	-1.963	.041
	Male	2.71	381	1.263		Accept
G7	Female	1.14	430	.353	1.301	.195
	Male	1.09	381	.283		Reject
G8	Female	3.41	430	.808	.128	.898
	Male	3.39	381	.913		Reject
G9	Female	2.64	430	1.188	2.690	.008
	Male	2.20	381	1.207		Accept
G10	Female	3.67	430	.729	2.023	.059
	Male	3.43	381	.953		Reject

Source: Primary data

The mean of females is high for G1, G2, G3, G4, G5, G7, G8, G9, and G10 except for G6.

The value of T was less than 0.05 for an important task to take care of children (G6) and women have to take care of household activities (G9). This explained that there was a statistically significant difference between the mean of the gender variable with these two items.

Table No. 4 Details of the relationship between items related to working women and education

Items	Education	N	Mean	Std. Dev.	F value	Sig.
G1	<10 std	195	3.68	.770	2.60	.110
	= 10 std	292	3.53	.855		Reject
	PUC	276	3.69	.746		

	Degree	48	3.71	.735		
G2	<10 std	195	3.55	.748	2.24	.112
	= 10 std	292	3.50	.910		
	PUC	276	3.71	.694		
	Degree	48	3.73	.620		
G3	<10 std	195	3.69	.594	.437	.499
	= 10 std	292	3.55	.695		
	PUC	276	3.84	.446		
	Degree	48	3.73	.509		
G4	<10 std	195	3.52	.948	7.71	.015
	= 10 std	292	3.64	.943		
	PUC	276	2.67	1.22		
	Degree	48	2.63	1.05		
G5	<10 std	195	3.47	.854	.642	.230
	= 10 std	292	3.17	.988		
	PUC	276	3.54	.847		
	Degree	48	3.58	.843		
G6	<10 std	195	3.71	.828	15.73	.008
	= 10 std	292	3.83	.770		
	PUC	276	3.64	.865		
	Degree	48	3.67	.847		
G7	<10 std	195	3.83	.795	.526	.310

	= 10 std	292	3.46	.873		Reject
	PUC	276	3.53	.855		
	Degree	48	3.67	.807		
G8	<10 std	195	3.25	.855	.200	.660
	= 10 std	292	3.52	.837		
	PUC	276	3.13	.878		
	Degree	48	3.65	.824		
G9	<10 std	195	3.65	.897	22.72	.000
	= 10 std	292	3.35	.905		
	PUC	276	3.75	.877		
	Degree	48	3.67	.895		
G10	<10 std	195	3.70	.765	4.63	.034
	= 10 std	292	3.50	.882		
	PUC	276	3.61	.837		
	Degree	48	3.63	.826		

The mean of G1, G2, G5, and G8 were high for the degree. The mean of G3 and G9 were high for PUC while G4 and G6 for 10<sup>th</sup> standard and less than 10<sup>th</sup> standard for G7 and G10.

The value of F was less than 0.05 for ‘women work not related to family duty’(G4), an important task to take care children (G6), women has to take care of household activities (G9) and working women in good relation with children (G10). This explained that there was a statistically significant difference between the mean of the different levels of the education variable with these items.

### Analysis

**Research Question 1:** Whether because of her employment, giving up family time, childcare responsibilities, her earning more than the husband, being away for work, household responsibilities, and maintaining good relations with children are contributing to the wellbeing of the family.

**H1:** Woman's work contributes to her family's well-being (G3) is influence by taking care of children (G6), the husband should earn more money than his wife. (G7), husband doesn't care if the wife is

away from home officially (G8), takes care of the household activities (G9) and working mother can have a good relationship with her children (G10).

**Table No.5 Regression Estimate**

Variables	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
Constant	2.48	0.29		8.59	0.00
G6	0.26	0.04	0.36	6.01	0.00
G7	0.00	0.07	0.00	0.07	0.93
G8	0.06	0.04	0.09	1.83	0.79
G9	0.28	0.05	0.38	6.41	0.00
G10	0.20	0.04	0.30	5.36	0.00

Dependent Variable: G3 (Woman's work contributes to her family's well-being)

Table no.5 showed that the p-value is less than 0.05 for G6, G9, and G10. Therefore, there was a significant effect of G3 on G6, G9, and G10. The beta value of the standardized coefficient was high for G9 (0.38) and G6 (0.36) while compared to G10 (0.30) which signified the strength of the influence of the independent variable G9 on G3.

The R<sup>2</sup> value was 29.9% that explained the proportion of variance in the G3 variable that can be predicted from all independent variables like G6, G7, G8, G9, and G10. The R<sup>2</sup> value predicts the overall strength of the association of the independent variables with the dependent variable. The calculated F value (from Anova) was 34.875 and the p-value was zero. This predicted the fitness of the model.

**Research Question 2:** Is there any difference in the opinion between genders living in the rural area about the changing responsibilities of employed women in information technology-enabled service companies.

**H2:** There is a difference in the opinion between genders in rural areas regarding the responsibilities of employed women in information technology-enabled service companies.

The discriminant analysis was a linear combination of independent variables that distinguish between the groups of the dependent variable. The dependent variables were categorical, opinions between genders – ‘no difference’ in the opinion between males and females related to the employment of

women and ‘the difference’, and the independent variables were the items related to gender, (G1 to G10). The scale is interval. This test was conducted to find whether there was a difference between the opinions of genders regarding the employed females.

**Table No.6 Eigen Value, Canonical Correlation & Wilks Lambda**

Eigen Value	% of Variance	Canonical Correlation	Wilks Lambda	Chi-square	Df	Sig
.139	100.0	.369	.937	34.120	10	.618

Source: Primary data

Eigenvalue represented the variance of discriminant scores between the groups and within the groups. The high value explained that the function is strong. In this case, the value 0.139, was less. The value of Wilks Lambda should be between 0 and 1. Since the value, .937 is close to one indicating that, the discrimination was not so fit. The p-value was not less than 0.05, which was .618, indicated that the discriminant function between the groups was not significant. There was no significant discrimination between the opinion of males and females related to the employment of women in information technology-enabled service companies. The canonical correlation represented the variance between the opinions of males and females regarding employed women were less.

From the unstandardized canonical discriminant functions, the discriminant functions at group centroids were as follows:

The centroid of Group 1(no difference among the gender) = -0.449, Group 2 (difference among the gender) = 0.395.

The mean of it is 0.027. The D score below 0.027 belongs to group1 and that above 0.027 belongs to group2.

$$-0.449 < Z < 0.027$$

$$0.027 < Z < 0.395$$

**Table No.7: Canonical Discriminant Function Coefficient**

Independent Variables	Function
G1	.498
G2	-.805
G3	.409
G4	-.012

G5	.191
G6	-.594
G7	1.181
G8	-.282
G9	.668
G10	.203
Constant	-2.348

Source: Primary data

$$Z = \alpha + \beta_1 x 1 + \beta_2 x 2 + \beta_3 x 3 + \beta_4 x 4 + \beta_5 x 5 + \beta_6 x 6 + \beta_7 x 7 + \beta_8 x 8 + \beta_9 x 9 + \beta_{10} x 10.$$

$$D \text{ Score} = -2.348 + .498 (6) + -.805 (9) + .409 (7) + -.012 (10) + .191 (4) + -.594 (3) + 1.181 (5) + -.282 (8) + .668 (1) + .203 (2) = -0.157$$

The value, -0.157 comes in-group 1. Group 1 is classified as no difference between gender regarding women’s employment.

**Table No.8: Classification Matrix**

Sex	No difference	difference	Total
No difference	408	191	599
Percentage	68.1%	31.9%	100
Difference	40	172	212
Percentage	18.9%	81.1%	100

70 % of original grouped cases correctly classified

Source: Primary Data

The classification matrix indicated that discriminant function had classified 70 percent of the opinions among the gender correctly. The matrix classified 70 percent of the respondents correctly as no difference and difference among the gender in their opinion regarding the responsibilities of women. It had been seen that out of 599 opinions, 408opinions were classified as no difference and 191 were

wrongly classified. From 212 opinions, 172 opinions are classified as differences, and forty were wrongly classified. This table indicates that the model was accurate at 70 percent.

## Discussion

From the analysis, it is clear that there is a difference among the demographic variables like age groups, gender, and educational backgrounds with 'important task to take care of children' (G6) and 'women have to take care of household activities' (G9). Table No.2, 3 and 4 reveal that significant difference is associated with demographic variables and G6 and G9. There is a significant difference among the age, gender and educational background regarding the opinions related to childcare and household activities. This confirms that all respondents do not have the same opinion regarding women's responsibility to take care of children and household activities. Employed women are responsible for their children and home (Abdullah, Noor & Wok 2008). Still, the influence on the wellbeing of the family was tested; further, regression analysis is conducted to find out the influence of the independent variables on the dependent variable, 'women's work contributes to her family's wellbeing'.

The regression analysis, Table No.5 revealed the effect of independent variables like 'take care of children' (G6), 'household duties' (G9) and 'working women maintain good relations with children like non-working women' (G10) on the dependent variable, 'working women contribute to the wellbeing of the family' (G3). The result shows that other variables like 'husbands earning are more than wife' (G7) and 'husband does not bother if the wife is away from home overnight for the official' (G8) have no impact. This shows that wellbeing of the family is influenced by childcare, household activities and having a good relationship with children. The working women contribute to the family by taking care of the family, household duties and maintaining a good relationship with children but earning more salary than her husband and being away for official work is not impacting the wellbeing. The mindset of a typical traditional family is that male members in the family should earn more compared to females and families expect females to be back in the house as soon the official work gets over. Studies on Indian context (Rustagi, 2010., Fletcher, Pande, and Moore 2017) states that there were not many changes in the past two decades regarding the participation of women in household activities and child care. But modest changes are noticed in this study.

Nevertheless, changes are visible in the present scenario as the society recognizes her capability and companies are providing job opportunities. The studies (Kuo et al 2018) illustrated that there is a change in the involvement of males in household activities. The interest of males to support females in household activities and child care is a significant step towards a big change in future. However, the disappearing boundaries of work and family life are changing the perception and gender relationships (Olah, Kotowska and Richter, 2018). The difference in earnings of husband and wife is no longer a serious matter. The involvement of both men and women in earnings and caring activities is strengthening due to the uncertainty in the present employment (Olah, Kotowska and Richter, 2018). The awareness related to economic stability that is achievable through double income can be one of the reasons to allow women to work. The research findings of (Wibisono and Purwanegara 2013) state that in the present era, husbands consider wife's earnings appropriate for family spending. The awareness that dual earners in a family bring more financial stability and welfare to the family can be one of the reasons for this change. The strict separation in the role carried by the husband as a breadwinner and woman to take care of children and household activities are disappearing (Ndubisi and Koo, 2006). There is positive thinking in the mind of rural people regarding women's employment and her income. This is clear through the analysis conducted in this study.

The results of discriminant analysis, Table No.7 explain that there is no difference between males and females on the opinions related to the current changing roles taken by working women. This highlights the changing approaches of family members in supporting women in routine household tasks and office-related activities (King 1997). Staying in the office for long hours or travelling for official purpose is not given priority. That is considered as part of her responsibility in office. The new role of women has affected the family, but the caring role of males is the visible change in family (Goldscheider et. al. 2015). Previously, women were declining jobs due to the responsibilities towards household activities. The expectations towards family matters refused her to take extra job responsibilities and overtime, so there is less involvement compared to males (Keene and Reynolds, 2002). Now, the attitude of society towards woman's employment has changed, and there is encouragement from her family.

Education and employment play a significant role in the development of an individual to take proper decisions and to make judgments for family welfare. The studies reveal that average human capital remains at a minimal level as long as the education of women is low, leading to a negative effect on economic advancement (Chaudhry & Rahman 2009). The progressive attitude of the rural people towards working women is a clear indicator of the development of women.

#### **Managerial Implication**

There are many opportunities for educated, talented Indian women in the information technology-enabled service companies. The key factors that attract Indian women to information technology-enabled service companies are attractive income, comfortable working environment, fair policies that are knowledge and skill-based, and less physically and more mentally focussed jobs (Shanker 2008). The information technology-enabled service companies have to realize the rural woman's responsibilities towards her family and frame policies that can attract and retain their talents. The facilities that they provide are to the needs and requirements of these women.

The satisfactory role as a mother and as an employed woman fulfils both sides and result in significant contribution. The balance of work and family life will help her to bear family responsibilities, especially childcare effectively. At different stages of the development of the child, the mother's contribution is indispensable—the care and duties of a mother towards her children during infancy, childhood, and teenage vary. Therefore, the support provided to her through different policies will help to carve an accomplished next generation.

The entry of women into this sector has created financial stability and empowerment. The present opportunity for these women could help them to explore many opportunities that are unknown to them till now. The rewards and recognition, along with the compensation, maybe the current focus. The small steps they put forth may help them to leap forward with for a gigantic jump.

#### **Conclusion**

There is an anxiety that women's role in the company would take away her time to spend with children and other household activities. There are responsibilities where women's presence brings prosperity and success in the family. The duties towards her children help in moulding a future generation. These may be the reasons that are deterring rural society from encouraging young women to take a full-time job in these companies. The present mentality of the society will surely bring a drastic change for women to dream big. The support from family, along with the backing of employers, can bring a radical difference in the life of women. The support from employers in the



form of organizational policies may be helping women employees to work comfortably without any family interference. Understanding the needs of women and framing the policies will help to retain women in the same company and reap profits through their contributions. The expectation of the family of her responsibilities and her requirement in the company are equally important. Therefore, support from both families' side and the company's side can bring about a real change in the life of a woman.

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