

Changing Roles of Women in Society and Culture

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Abstract: *Over the last several decades, women's roles in the public sphere and in society at large have evolved. In many instances, the position of bread winner has replaced that of bread maker. These responsibilities are greatly influenced by the business and cultural settings. The position has changed due to social developments. They have a variety of responsibilities in the modern workplace, including corporate executives, policymakers, and company owners. However, there are still societal constraints on the ideal part that they should perform in society. There are still societies that believe women should only be at home taking care of their families and are not fit for work. This assumption is making it harder for students to pick their school and professional path in the present global world. In order to help women play a bigger role in society, this article will attempt to chronicle the roles that women have performed as social emancipators and entrepreneurs. Despite the globalization of business, local cultures and values still have a significant effect on this. Along with these winds of change come duties and expectations*

Keywords: Changing role and social expectations, Progress from home maker to rule maker, entrepreneurship and globalization of business

I. INTRODUCTION

Recently, women's roles have changed. But how has it changed? We start with the obvious: Family relationships have altered. Workplace reforms; Reproductive rights, sexual harassment, and domestic abuse; Law changes and enforcement; Fewer women staying home and having children; Increased college enrollment by women. In 1950, 34% of women worked outside the home; today 60% do. Compared to 75% of men, "where you see female faces." varies. Women are increasingly working in board rooms, legal offices, medical offices, research labs, the military, space exploration, the ministry, Congress, the Supreme Court, professor positions, and university presidents. I would say the biggest change is a shift in options and opportunities. Women provide new perspectives that assist problem-solving. Women provide a distinct viewpoint to decision-making, improving it. I support diversity in all its forms. Humanities and science faculty will make better curriculum choices than scientists or humanists alone. A team of university officials, professors, students, and community people will design a better master plan than the academics. Just look at how well a presidential search committee with diverse experiences can choose. Rapid social change has created a new generation of educated, empowered women poised to change the world. Opportunities for education and recognizing rights and obligations have enabled this generation.

II. OBJECTIVES AND METHODOLOGY

Many changes are occurring in business and society. The position of women in society has changed significantly in the previous several decades, as attentive observers can see. Women are no longer limited to housework and contribute more to family and community. Some women have corporate roles and have started businesses thanks to education. Cultural and social developments have affected this. This study paper examines current developments and predicts future trends. The present research has these objectives:

1. Environmental changes reviewed.
2. Examine how such environmental changes affect women.
3. Current developments and predicted role of women in society
4. Reviewing social and cultural developments

Literature on the subject is abundant. Collecting, collating, and classifying them to accomplish study goals proved difficult. It's done. The researcher reached this paper's results using data from multiple sources. The researcher notes that change is rapid and requires regular updates and analyses. Data analysis and review show how digital innovation has helped.

III. REVIEW OF LITERATURE

Where are our women going in times of societal change? From housewife to activist? What changed our society's women? While waiting for their spouses to return from work, they smiled and served freshly made dinners. Their goals were marriage, motherhood, and financial stability from their breadwinner husbands. In the last fifteen years, a woman's journey from an obedient housewife to a liberated, autonomous, and active member of society has caused and reflected global societal change. Despite certain fundamental advancements in women's position and function, no culture regards women similarly to men. Thus, women throughout countries face deprivations from kitchens to computers, from birth to death. India adored women, and the birth of a girl was supposed to bring Lakshmi, the Goddess of prosperity, to earth. Women are seen as Janani, the progenitor, and Ardhgini, half of the body. Women also represent Durga. Women share obligations with males. However, rape, acid throwing, dowry murders, wife beating, honor killings, forced prostitution, and other forms of gender discrimination persist. An renowned TV program, Satyamev Jayate (Truth alone wins), presented by Bollywood legend Aamir Khan, exposed some of these concerns.

Female underrepresentation and attitudinal prejudice are seen in police, judicial, and legal fields. Despite superficial modifications in women's roles, no culture treats women equally. While women face deprivations from kitchen to key board, Kofi Annan argues that treating men and women equally is the most advantageous development plan for society. In addition to inequality, gender discrimination underutilizes women's entrepreneurial responsibilities, agricultural activities, village handicrafts, etc., which hinders national development. Education, training, health care, nutrition, credit deployment, and legal assistance and protections are needed to fix this problem. Fighting for freedom stressed that political freedom must lead to economic freedom and independence by improving education, nutrition, and health. Lack of housing, basic amenities, support services, and technology for drudgery, occupational health risks, and productivity hinder women's growth. This required a broad-based strategic action plan to achieve gender equality in all areas of life and business. The battle for independence highlighted that political liberation must lead to health, nutrition, and education emancipation for women. The greatest way to do this is by empowering women to boost economic growth and development. The inherent issues of marriage, inheritance, and maintenance laws have prevented their full effectiveness. Thus, tighter rules, enforcement, and exemplary punishment are needed to achieve gender equality. Meera Kumar, former Lok Sabha speaker, Sushma Swaraj, Minister of External Affairs, Chanda Kochar, ICCI Bank chair, Shika Sharma, and others are notable emancipated women. One swallow does not constitute a summer; more must be done. The underutilization of women in police, judiciary, etc. is apparent. Gender inequality and their societal roots affect India's sex ratio, women's lifelong health, education, and economy. Indian gender imbalance affects men and women in many ways. Men may be disadvantaged by various gender equality efforts. However, India's population as a whole disadvantages women in various ways. Sex discrimination in India has persisted for decades and affects both sexes. The Indian constitution guarantees gender equality, yet gender imbalance persists.

In 1975, the UN started honoring International Women's Day (IWD) on March 8. International Women's Day 2015 emphasized the Beijing Declaration and Platform for Action, a 20-year-old blueprint agreed by 189 states to advance women's rights. To inspire everyone to act, we must celebrate women's accomplishments, acknowledge obstacles, and emphasize women's rights and gender equality. The subject of this year's International Women's Day is UN Women's Beijing+20 campaign's appeal to empower women and humanity: Picture it. Join governments and activists worldwide to commemorate the groundbreaking 1995 Conference. Whether explicit or unconscious, social norms set our expectations of proper conduct amongst others. They include shaking hands when you greet someone, speaking from a specific distance, and facing a packed elevator. Social norms include gender norms, which govern sex-related behavior. Workplace gender roles have always been binary—masculine or feminine. Gender stereotypes about men and women are well-known. These include women wearing clothes, males like vehicles, women being caring, guys being brilliant at arithmetic, etc. These gender stereotypes are not necessarily accurate; they are only what a large portion of the population believes about men and women.

Humans are pattern recognition masters; we forecast future patterns using previous patterns. This pattern detection algorithm was purposely biased toward our own experiences and not totally accurate or unbiased. A person who has only seen white swans may assume all are white, which is inductive reasoning gone awry. A black swan would have a tougher time convincing someone who only saw white swans that he is one. Our faulty but powerful brains learn patterns and generate unconscious biases about expected behavior. What happens when someone misbehaves? Different emotions result from social transgression. You may retreat if someone invades. Older people who act too "young," may be mocked to demonstrate them incorrect. If someone crowds an elevator or confronts you, you may shout or criticize them. Women must choose between cultural standards and corporate promotions that need masculine traits. First might lead to humiliation and marginalization; second could prevent advancement. Statistics are an effective way to minimize biases and erroneous judgment. Data may contradict us on remuneration, promotion, and mentorship. Track employee and corporate progress. How long do they perform each role? When will they get a raise? That salary hike—how much? Prevent women and minorities from falling. A small company may not have enough data to see trends, but monitoring it might help you spot biases and discrepancies. Though imperfect, data is less biased than people. Helping your firm reduce bias and discrimination is crucial to 'objectivity' Alter the pattern next. Think about how effective engineers and leaders behave. A quiet, introverted leader may succeed. Girls and socialites may be great engineers.

Angela Merkel, Christine Lagarde, and Sheryl Sandberg are well-known in Davos, but the World Economic Forum has more excellent women. Breaking gender conventions, astronauts, CEOs campaigning for LGBT rights at work, scientists, and social entrepreneurs improve the world. But power is shifting outside established routes. Top-down, institutional, and predictable power is declining. The positive benefits of entrepreneurial activity on poverty reduction and women's underutilized abilities, especially in rural areas, have piqued academic and governmental interest in the economic lives of women in developing countries. Social and cultural norms that restrict women's education, travel, networks, and freedoms have perpetuated gender inequality for millennia. Nationwide equal opportunities legislation empower women and alter mindsets. NGOs have helped women support their families, albeit not everywhere. We showed how social entrepreneurship empowers women and changes society. Modern firms value hiring. This may be improved by women's education, temperament, and life experience. In today's competitive environment, corporations cannot afford to underutilize almost half their staff. Women influence 83% of consumer spending. Both men and women think women know female consumers better. Many consumer goods and retail companies fail to develop and employ female talent. Traditional talent management hurts women. Organizational transformation is needed due to radical workforce upheavals, market limits, and women workers' reluctance to accept compensation and opportunity disparities. Progressive organizations may promote gender diversity and inclusion and profitability by recognizing women's strategic worth to corporate transformation and success and the huge impact unconscious discrimination has on women's careers. Over two-thirds of associate degrees and half of doctorates will be earned by women this year. Figure 6 Part-timers can't progress. Business unit leaders require MBAs. Promoted candidates need tenure. Only Ivy League grads lead well here. Rotate worldwide to become VP.

Gender parity requires identifying and addressing organizational talent management thinking models and discrimination. Development of talent pools depends on talent managers. No matter their gender, race, or origin, managers have individual and collective sociocultural programming that impacts others' preferences, conventions, interpretations, and filters. No one is unbiased. Living and managing in this complex world need biases. Unconscious group prejudice hurts everyone.

Unconscious bias intervention is needed to identify and stop these subtle tendencies. Talent managers understand systematic unconscious bias. Many firms focus on inclusive culture yet stay in the awareness phase of unconscious bias intervention without altering their behavior. To improve projects, companies may use exercises and other ways to expose organizational biases. Gather talent management personnel and challenge business talent assumptions. Mental models are often disregarded. As usual, we consider them for talent. Examples include: Business unit leadership requires an MBA. Career progression is impossible with part-time work. Leadership in this role demands an Ivy League degree. You must rotate internationally before becoming VP. Tenure is needed for promotion. Create objective talent criteria and communication routes following the assessment. Credible outsiders may provide insight. Increasing female labor force participation at all levels has strong economic arguments. Japan has one of the lowest female job participation rates in the OECD, and its labor force is predicted to shrink by 15% between 2010 and 2030, threatening

GDP growth. Women might fill this gap. We estimate that raising women's participation rates to Singapore or South Korea's may enhance Malaysia's GDP by RM6–RM9 billion. Why do businesses need more women in top management? In a period of talent shortages, organizations are losing two critical competitive advantages: having the best staff and capitalizing on women leaders' performance gains. Companies that don't hire women risk losing top talent. Former Commonwealth Bank CEO Ralph Norris says women hold key positions. Very good business. Since women and men have equal leadership potential, capturing more high-performing women benefits the organization.

IV. ANALYSIS AND CONCLUSION

Social transformation is global, including India. Ancient Indians recognized women's efforts in various domains. Indian businesses were destroyed by invaders and money launderers. Contemporary knowledge of women's role in society and family is growing. Many women are CEOs thanks to education. Women are increasingly aware and capable of participating to mainstream life as the globe changes. Nuclear families and the need for both spouses to work have shaped women's roles in society, although education has helped. Today, women take up jobs that fit their strengths. Organizations emphasize women's skills. India has profited from environmental advances like women's higher education and sports. Women in police, subway, airline, and space travel have enhanced their image, and 21st-century women are different. Several women have held top banking and financial positions alongside men. Sushma Swarj, Minister for External Affairs, and Mamta Banerjee, Chief Minister of Bengal, are examples of women empowerment and expanding influence in India. Many Research Scholars and Professors are women. Famous women's decibels are heard on TV. Women can impact Earth's future by taking up challenging social and political roles. Women are taking on harder jobs every day, and the sky is the limit. Digital technology and opportunity allow women to express themselves like never before. They beat males in fashion design and luxury retailers. Women can develop and showcase their abilities thanks to mobile phones, the Internet, and email. Communication helped them locate jobs that fit their talents and interests. Many social taboos have been removed to provide women equal opportunities. Organizations increasingly employ women and men. Few jobs are male-only. From Sriharikota to Kota, women labor in various businesses. They match men in science and art. Female astronauts have traveled to other planets. Military and government jobs were formerly 'taboo' for women. Now this impediment is gone. Women have surmounted obstacles. Protection, rights advocacy, and public awareness have not lagged. Although skilled homemakers, their roles now involve social and charity activity. Technical education is no longer male-dominated. More women work in factories and shops. At Tata Motors, women engineers work alongside men in manufacturing shops, assembly lines, and design departments. Few years ago, only men were recruited for such positions! Every software position is competitive. Men and women will compete equally in the future.

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