

A Study on Barriers faced by women while holding higher position in automobile companies in Delhi NCR

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ABSTRACT

This paper empirically studies the problems faced by women in India at the workplaces specifically in the automotive industry from so many years. India has seen an increase in the number of educated middle-class women in the professions since liberalization in the 1990s. However, in leadership roles and decision-making bodies, there are very few women. This paper analyzes gender disparity in Indian organizations based on the viewpoint that gender is socially constructed. The purpose of this paper is to examine the reasons of inequality towards female employees and to what degree gender differences in organizations specifically the automotive sector employing skilled professionals are repeated, what are the barriers faced by women employees at the workplace, how these barriers can be overcome. The data used in this research is the secondary data and a questionnaire has also been designed to understand the barriers faced more deeply by the employees at the workplace. Although the scenario is changing but gradually more female employees are being employed by automotive companies like TATA Motors.

AUTOMOTIVE SECTOR

The automotive industry is made up of a diverse group of businesses and organizations that are involved in the design, production, manufacturing, marketing, and sale of automobiles. It is one of the world's most profitable sectors. The automotive industry excludes sectors committed to car repairs after distribution to the end-user, such as automobile repair shops and motor fuelling

stations. The industry is more than 100 years old. It started in Germany and France, and came of age in the U.S. in the era of mass production.

India's automotive industry is one of the country's most important economic foundations. It is a crucial factor of development because of its powerful backward and forward linkages. Over the last few years, liberalization and deliberate policy initiatives have created a lively, dynamic market and drawn many new entrants, resulting in capacity growth in the car industry and the development of substantial jobs.

Aptly, the sector was christened as the 'Sunrise Sector' of the economy. The contribution of this sector to the National GDP, rose from 2.77% in 1992-93 to about 7.1% now. It provides direct and indirect employment to over 19 million people. India is fast turning into a global automotive hub. However, the sector displays an uneven growth trajectory, at first taking a hit in 2007-08, then showing marginal recovery, both in terms of sales as well as in production next year, that led to a dramatic increase of 25-27% in 2009-10 and 2010-3.5.

The country had a production capacity of around 35 million vehicles in 2017. It was the largest manufacturer of tractors and second largest bus manufacturer in 2020. India was also the largest producer of two and three-wheelers across the globe. Hero MotoCorp was the leading two-wheeler manufacturer. In 2019, the company sold around 7.8 million units domestically. In fiscal year 2019, passenger vehicle sales had a growth of about 2.7 percent. The market was dominated by

Maruti Suzuki with a share of over 50 percent in the segment. The company became the only manufacturer to sell over 20 million passenger vehicles cumulatively. Commercial vehicles registered the highest growth that year at about 17 percent. Tata Motors held a strong command of over 40 percent in the segment. Mahindra & Mahindra, Ashok Leyland and Eicher Motors were other players in the market.

LITERATURE REVIEW

Dr (Mrs) Muneer Sultana, Suhaidah Hussain, Samsudin Shafii, has done a research on “Women Professionals’ in automobile Industry through International College of automobile (ICAM), Pekan, Malaysia.” The key findings are the potential of women to participate in the automobile industry and interests of girls’ students in automobile jobs.

Sharon Carty and Amy Wilson had mentioned in the automobile News in “Sexism in the Auto Industry Survey”, where they did a survey on women in automobiles. It mentions bias, stereotypes and discomfort. It talks about how women are termed as bossy and aggressive if they stress on their ideas and viewpoint, which makes some women to back out from major decision-making.

In AutoCar, in 2013, it mentioned gender diversity in the automobile industry. It Describes how the gender gap is reducing and how diversity increases productivity. This Emphasis on how adaptation of the workplace as a site for embracing culture and promoting gender equity.

In Indian Express, Farah Moloobhai mentioned in “Women's journey in automobile and her story” in the year 2017, about how she was let down in meetings/discussion because she is a woman, was mocked for her big build and how she used criticism as her strength. This is similar to earlier studies conducted which says that family and other factors are critical for women to be on top.

Deborah Gillis, in 2017, in her blog “Sexual Harassment: Enough is enough”, where she mentions how organizations should take up zero tolerance policy, and how victims of harassment are affected and tend to engage less and hinders their career growth. Sometimes sexual and racial standpoint also makes a significant influence on women's journey.

RESEARCH METHODOLOGY

Methodology is a way to systematically solve the research problem. It may be understood as a science of studying how research is done scientifically. Research Methodology is a step-by-step study of a problem. Physical activities involved in the study are:

- Developing the questionnaire regarding the barriers faced by women at their workplaces.
- Optimum respondents as a sample size are chosen for the activity to resemble the entire population.

The methodology followed for leading the investigation incorporates the detail of research design, sample design, data collection, information collection and statistical tool for examining the gathered information and the translations drawn from it.

Analysis technique plays a critical role in maintaining the feasibility and reliability of every report. As a consequence, the emphasis of this chapter is on the analysis methods used. The study's reliability and validity are improved by the data collection processes, as well as their analysis and interpretation. As a result, this section concentrates on data collection, analysis, and interpretation etc.

RESEARCH DESIGN

The project is more of a subjective and qualitative than quantitative investigation.

Qualitative methods: Qualitative research is a method that collects data using conversational methods, usually open-ended questions. The responses collected are essentially non-numerical. This method helps a researcher understand what participants think and why they think in a particular way.

In this research the method of qualitative research that is used are Surveys: Distributing questionnaires with a mixture of open-ended and closed-ended questions.

Information Collection Method

There are two sorts of information assortment strategies utilized:

1. Primary information collection
2. Secondary information collection

Primary information collection strategy: Primary information is the information where the researcher gathers information through different strategies like interviews, studies, surveys and so forth, to help the optional information.

Essential information gathered in this undertaking is utilizing the interviews and surveys through questionnaires.

Secondary information collection technique:

Secondary information is the information gathered by published journals, reports and research papers. Regular wellsprings of auxiliary information for reviews, hierarchical records and information gathered through subjective procedures or subjective research.

Secondary information utilized in this task is records of the Human Resource Department for the help document of the isolating staff, different HR Journals, activities and examination papers of various researchers both public and worldwide.

PURPOSE OF STUDY

The purpose is to review real life situations of women at workplaces, and maybe then we can close the gap on barriers to women progression in automotive companies.

Gender diversity is a very important vital role for any organization. This makes the simple bottom line business sense. If the organization hires both men and women it improves the financial performance because they give a wide range of ideas and different perspectives toward the work. They both have their different viewpoints, market insights, and which have better problem solving.

Two-third of the women (67%) cite the lack of the diversity and the inclusion as the reason that they don't consider the automotive industry as a career as compared to men.

91% of women believed that the automotive industry is biased toward men for leadership positions. Almost 47% of men agreed with the women's beliefs.

SAMPLING DESIGN AND TECHNIQUE USED FOR STUDY

Target population - Employees of different companies in the automotive industries.

Sample size - As mentioned earlier, the sample comprised 70 relevant individuals in various places. During the operations, the search process was conducted by virtually communicating with a variety of employees in different companies.

Area of research - Delhi NCR (Delhi, Noida, Gurugram)

Age group- From 20 to 60 years

Sampling technique- Convenience sampling

Data Analysis

- Data analyzed and validated to compute various statistical values wherever it is necessary.

- Suitable diagrams are used to exhibit the analyzed data.

COLLECTION OF DATA THROUGH QUESTIONNAIRES

This technique for information collection is very famous, especially if there should be an occurrence of large enquiries. It is being embraced by private individuals, research workers, private and public associations and even by governments. This strategy questionnaire is sent (usually by post) to the people worried with a request to address the inquiries and return the survey. A questionnaire comprises various inquiries printed or composed in a distinct request on a structure or set of structures.

The questionnaire is given to respondents who are required to peruse and comprehend the inquiries and record the answer in the space implied for the reason in the actual survey. The respondents need to address the inquiries all alone. The benefits guaranteed in the interest of this strategy are as per the following:

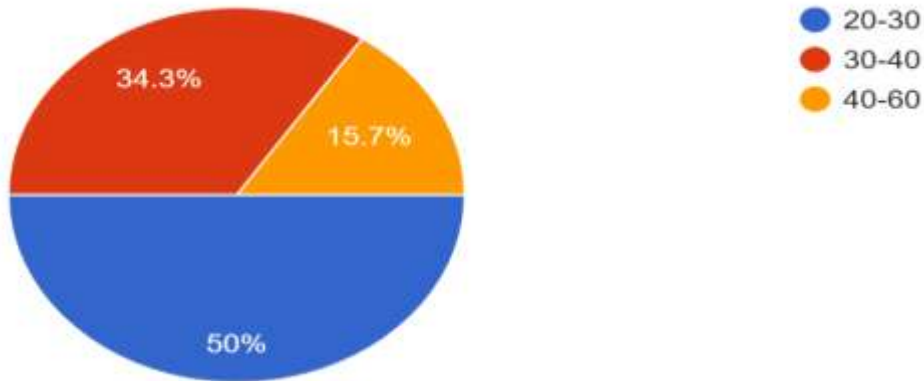
- It is liberated from the bias of the questioner; answers are in the respondent's own words.
- Respondents have sufficient chances to offer thoroughly examined responses.
- Respondents, who are not effectively agreeable, can likewise be reached helpfully.
- Large tests can be utilized and in this way the outcomes can be made more trustworthy and dependable.
- Low rate of return of the properly filled in questionnaire ; bias because of no-reaction is regularly vague. It tends to be utilized just when respondents are taught and participating. The control over the survey might be lost once it is given.
- There is inbuilt inflexibility in light of the trouble of amending the methodology once journey there is additionally the chance of uncertain answers or oversight of answers by and large, to specific inquiries; translation of exclusions is difficult. It is hard to tell whether willing respondents are really delegates. From the experience acquired along these lines, improvement can be affected, the term questionnaire refers to a self-regulated interaction whereby the respondent himself peruses the inquiries and records his answer without the help of an interviewer.

DATA PRESENTATION

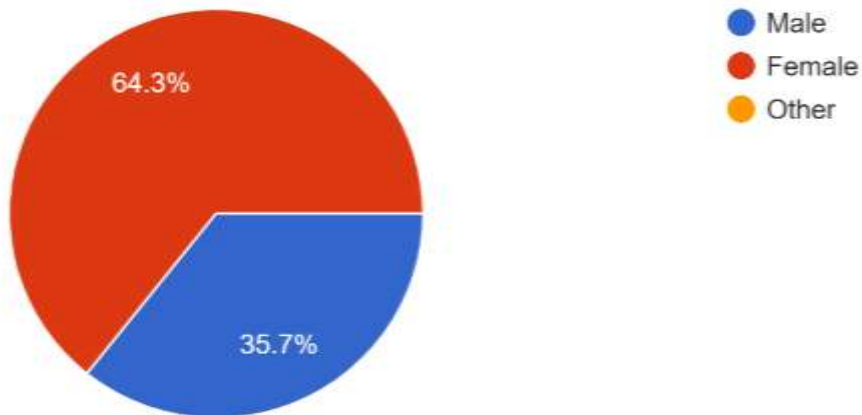
After distributing the questionnaire through Google forms, we received up to 70 responses between various working females and males in the Delhi NCR region.

The interpretation of their responses is as follows:

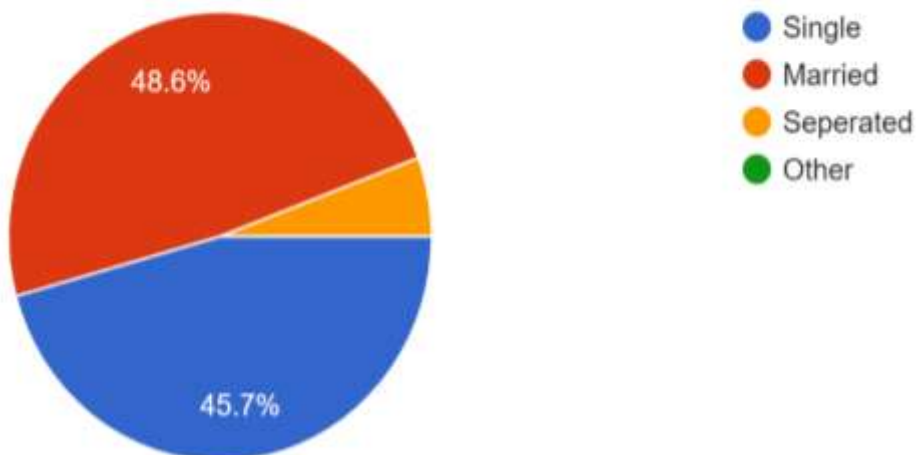
- The pie chart below represents the age of our respondents.



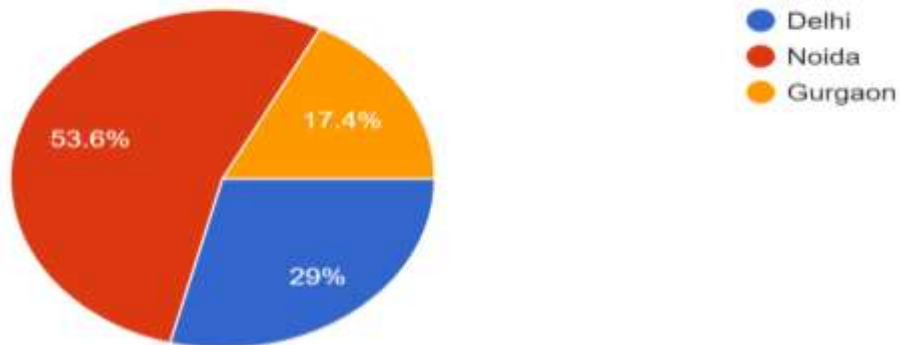
- The pie chart below represents the gender of our respondents.



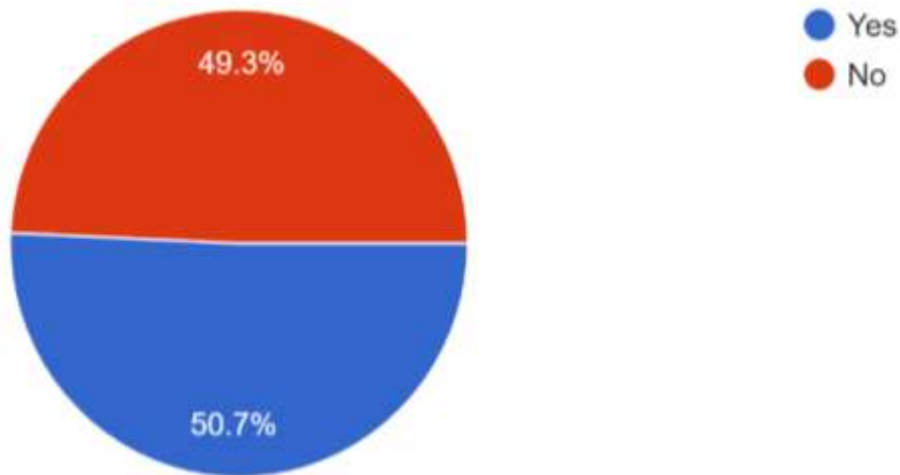
- This pie chart represents the marital status of our respondents. Their ratios are almost similar.



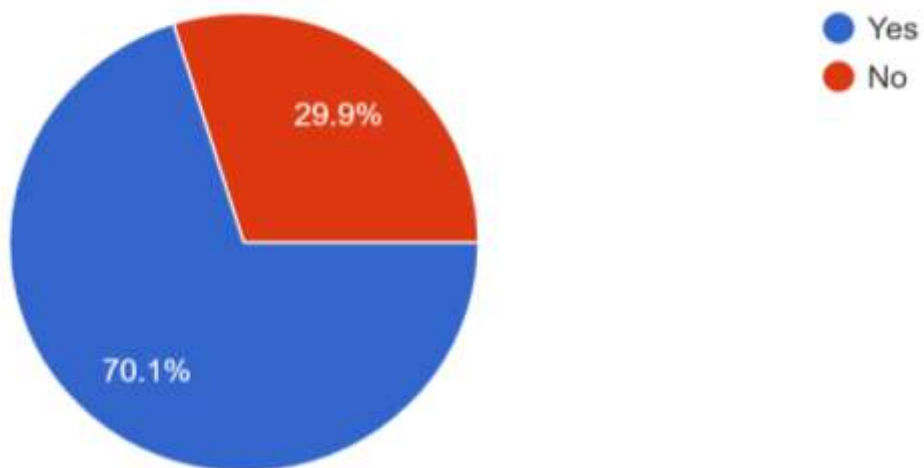
- The pie chart below represents the location of our respondents.



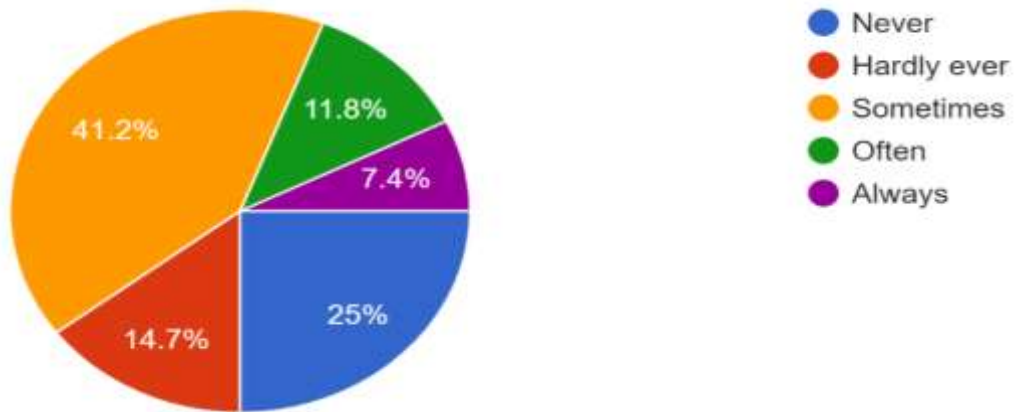
- The below pie chart shows the ratio of people who have children. Almost 50% of them have children



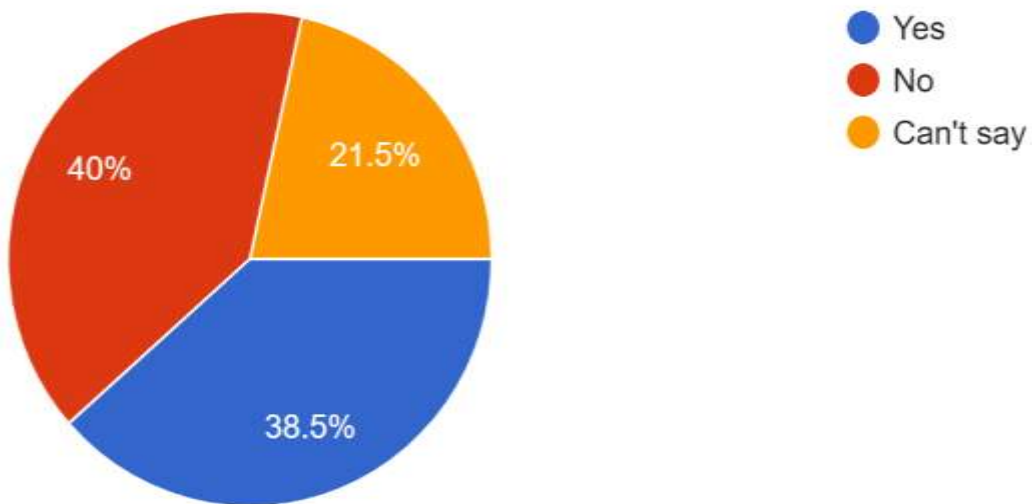
- The pie chart below represents the ratio of people who are satisfied with their jobs.



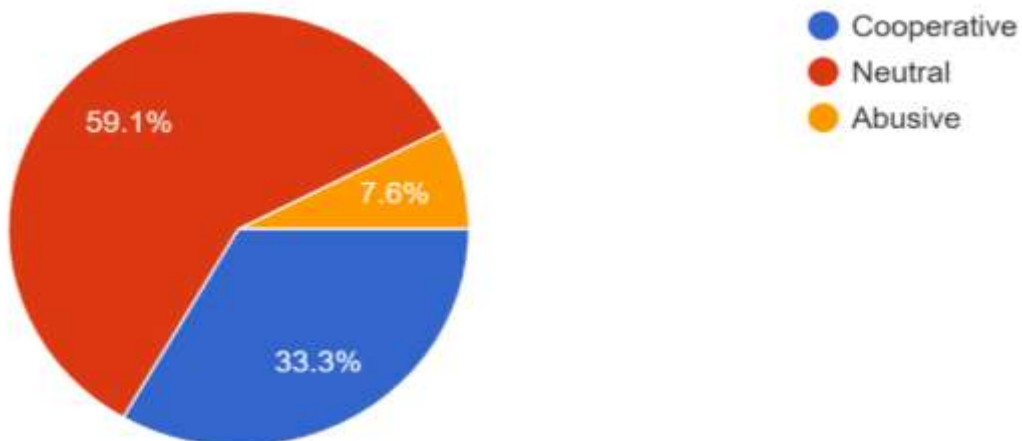
- This pie chart shows how difficult it is to manage their work and family.



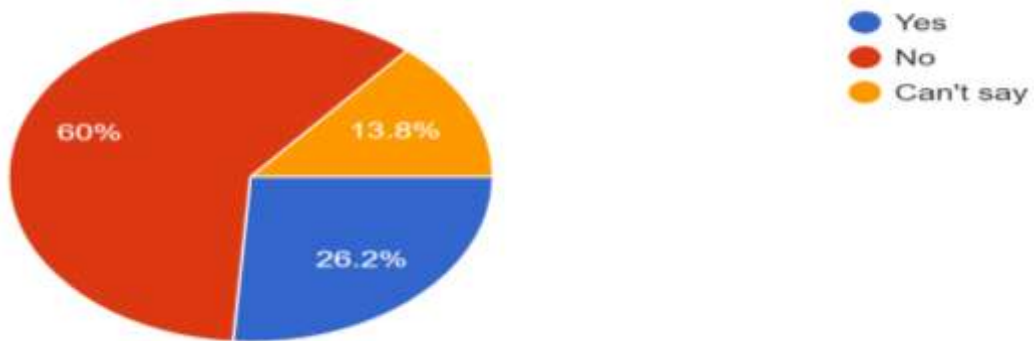
- This data represents the opinion of females as to how much they work in comparison to their male colleagues.



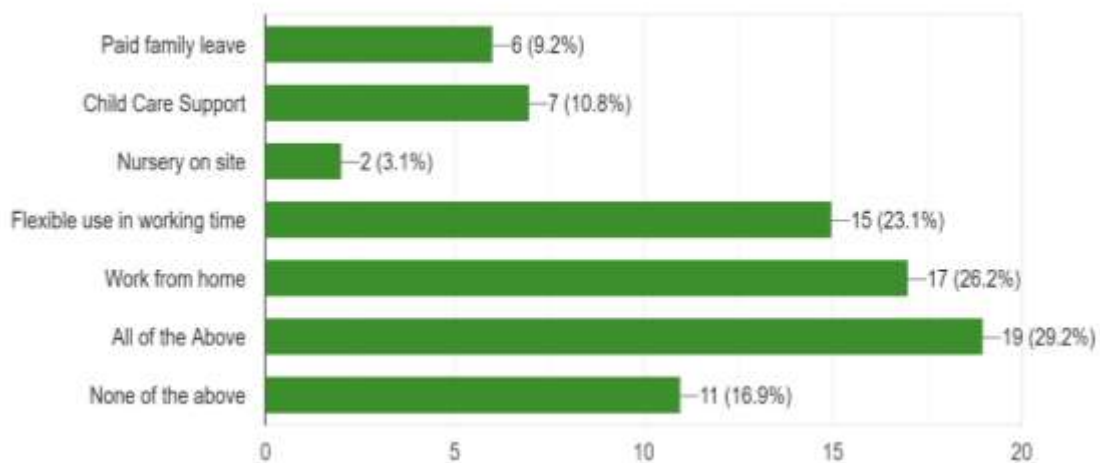
- This data shows the behavior of the boss towards their female employee.



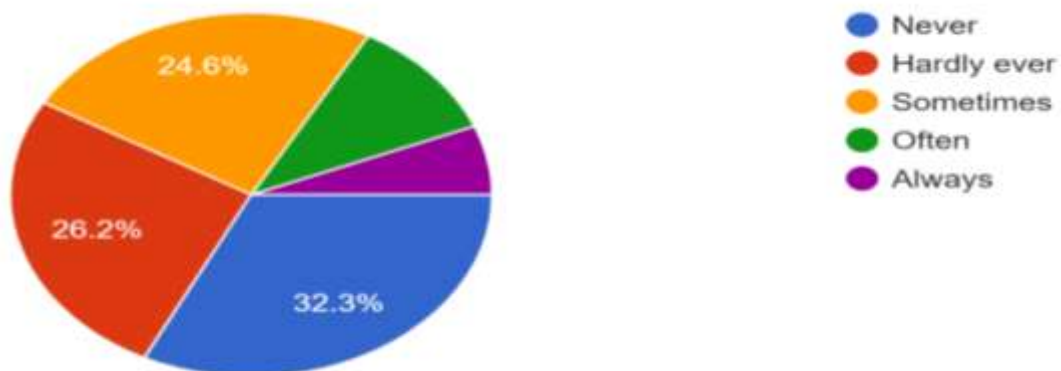
- This chart shows the perception of the people on the fact that if females are given easier jobs than the males.



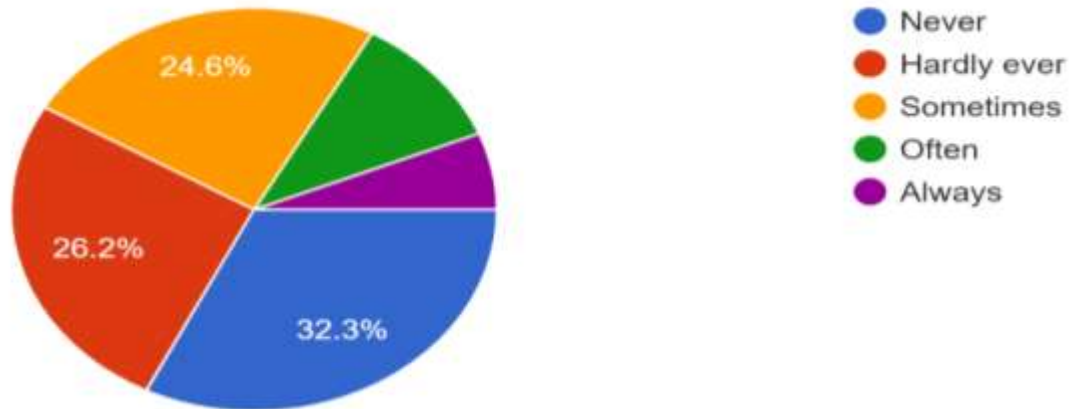
- This data shows the current flexible working arrangements provided by their organization for working women.



- This pie chart represents the extent to which people are thinking of quitting their job because of work and life conflict.



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SCOPE OF STUDY

The research incorporate detailed findings of the issues faced by the women in the workplace of the automotive industry related to the gender discrimination and also the degree of the gender gap worldwide. This study highlights the role of the women workforce in the automotive industry.

All the barriers that women face in their day to day lives for holding on to or to reach the higher positions in their organisations have been mentioned and talked about in the report.

Women from the age group 20 to 60 have been included for the research, men were also told to share their thoughts on the problems faced by women in their workplaces. We also wanted to know men’s perspective on this topic. Employees working in the companies of Delhi NCR specifically Gurgaon, Noida and Delhi itself have been questioned.

OBJECTIVE OF RESEARCH

- Identifying the different barriers faced by women while holding top level positions in automotive companies. Mainly there are three types of barriers.
- Seeing if women actually experience these barriers in their work life.
- Identifying which barrier is more prevalent and affects the life of working women in automotive industries.
- To investigate the barriers as to why women progress more slowly than men for senior level positions at the workplace in the particular industry,we will need to study and assess if changes need to occur in retail management.

- When this research is complete, there is hope that there is an answer if women do face barriers when progressing or is all just a myth