

A study on women employees of supermarket in Thoothukudi district (T.N.)

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ABSTRACT

The purpose of the study was to determine the problems of women employees of supermarket in Thoothukudi district. The data were collected from 100 respondents through a well structure interview schedule by using random sampling method. The collected data were analysed by using appropriate statistical tools like ratio analysis and rank test for arriving conclusions.

KEY WORDS : Rank analysis, Ratio analysis, Supermarket, Women employees

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Historically, women had no real power in the outside world, no place in decision-making. Women are an integral segment of society and they make almost half of the total population of our country. One can hardly ignore the multi-dimensional role of women in every society. Today, ecology speaks for the earth, for the other in human/environmental relationships and ecofeminism by speaking for the original others seeks to understand the interconnected roots of all domination and ways to resist and change. It has been seen in general that women work with greater dedication and more meticulously than a man, where in majority of the women suffer from malnutrition, illiteracy, poor health, inadequate housing, unemployment, insecurity and denial of the legal rights. The reason for this situation is that majority of women are still not aware of their legal rights. So they are unable to demand their due right. By participating in

environmental stand-offs against those who are assuming the right to control the natural world, they are helping to create an awareness of domination at all levels. From this perspective, consensus decision making and non-hierarchical organization become accepted facts of life.

Female labour has been an important segment of the workforce in India. With the changing socio-economic scenario, women's productive roles have assumed new dimensions. The observance of the International Women's Year in the last quarter of the 20th century was a historic landmark in the calendar of women's progress. Women's participation has always been necessary for the success of social and economic development. The main objective of the policies of the Government of India with regard to female labour has been to remove the handicaps under which they work, to strengthen their bargaining capacity, to improve their wages and working conditions, to augment their skills and to open up better employment facilities for them. To help women develop the relationships that they need to get ahead. Women tend to focus on doing a good job first, then working on relationship-building, whereas men are more likely to seek out relationship-building opportunities, such as attending client meetings, earlier on. As a manager, reach out to the female employee. Their working hours do not below the level of eight however it may go up to ten hours a day.

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