

A STUDY ON GENDER DIVESTIFICATION IN WORKPLACE ON TRUEMARK ENGINEERING INDUSTRIES

By

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REGISTER NO: 40410081



Master of Business Administration

SCHOOL OF MANAGEMENT

STUDIES

SATHYABAMA

INSTITUTE OF SCIENCE AND

TECHNOLOGY (DEEMED TO BE

UNIVERSITY)

Accredited with Grade “A” by NAAC | 12B Status by UGC | Approved by

AICTE Jeppiaar Nagar, RAJIV GANDHI SALAI, CHENNAI - 600 119



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SCHOOL OF BUSINESS ADMINISTRATION

BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of **KARTHIGA S 40410081** who carried out the project entitled “**A STUDY ON GENDER DIVESTIFICATION IN WORKPLACE**” of **Sathyabama Institute of Science and Technology**” under my supervision from SEPTEMBER 2021 to NOVEMBER 2021

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Dr. BHUVANESWARI G.

Dean – School of Business Administration

Submitted for Viva voce Examination held on _____

Internal Examiner

External Examine

DECLARATION

I **S.KARTHIGHA (40410081)** hereby declare that the Project Report entitled '**A STUDY ON GENDER DIVESTIFICATION IN WORKPLACE**' done by me under the guidance of **Dr. SUDHA PAULIN M**, MBA, School of Business Administration is submitted in partial fulfilment of the requirements for the award of Master of Business Administration degree.

DATE:

PLACE:

S.KARTHIGHA

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I am pleased to acknowledge my sincere thanks to Board of Management of **SATHYABAMA** for their kind encouragement in doing this project and for completing it successfully. I am grateful to them.

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I wish to express my thanks to all Teaching and Non-teaching staff members of the School of Business Administration who were helpful in many ways for the completion of the project.

S.KARTHIGHA



TRUMARK ENGINEERING INDUSTRIES

Manufacturing of textile machineries & spares

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16.03.2022

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Ms.Karthigha.S** (40410081) a bonafide student of sathyabama Institute of Science and Technology , Chennai , pursuing Master of Business Administration has completed the project titled as '**A STUDY ON GENDER DIVERSIFICATION IN WORKPLACE AT TRUMARK ENGINEERING INDUSTRIES**' a part of her academic curriculum from **03.01.2022 – 03.03.2022**

During the period, she showed keen, enthusiasm to learn.

We wish her successful and future endeavors.

For TRUMARK ENGINEERING INDUSTRIES

Balakrishnan A
Managing Director (MD)

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ABSTRACT

Gender diversitification in today's organizations is one of the issues that if it cannot be managed well, there will be other problems in the organization that may cause great harm to the organization. Factors of gender diversification are included that is discrimination in recruitment and selection, promotion and facilities hiring, promotion, salary, control/ autonomy/ influence, challenge, performance measures. Therefore, the object of this research is to examine the effect on workers of gender discrimination. Gender diversification has had a detrimental and critical impact on work satisfaction, employee participation, and organizational identity and has had a positive and significant effect on job stress. The employee performs critical tasks for the survival of the organization irrespective of any gender differences (male/female).

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CHAPTER – I

INTRODUCTION

STATEMENT OF PROBLEM

Gender inequality in the workplace takes many forms unequal pay, disparity in promotions, incidents of harassment, salary, facilities hiring, and performance measures.

Gender diversification in workplace also might include hiring on training only one gender for a particular role.

1.2 INTRODUCTION

HRM in any organization is concerned with the staffing, training, developing, motivating and maintaining the employees. Staffing is concerned with strategic human resource planning, recruiting and selection.

The gender diversification may exist in various dimensions which include hiring, differences in salary and wages, discrimination/differences in promotion and inequity related to different goods and facilities provided to different gender. Employee is a back bone of the organization that performs critical tasks for the survival of the organization and employee productivity affected by gender discrimination.

Almost half of the world's workforces are working in specific gender professions where at least 80 percent of the employees are of the same sex (Melkas, H., & Anker, R, 1998). The non- agricultural occupations of men are actually about seven times those of women. This phenomenon shows the labour market's inflexibility, which causes a decline, creating job opportunities, particularly for women, and thus it reducing economic efficiency (Mass & Gonzalez, 2011).

Undoubtedly, Women are, a greater part of every society's social and spiritual capital. This immense capital plays a major role in their country's development, both in the domestic role and in the social role. Factors such as industrial and economic growth in the country, the expansion of public education, the entry of a significant percentage of women into higher education, late marriage, increased cost of living and ultimately government

support for women's participation have resulted in a significant presence of women in the workplace in recent years.

Gender inequality has major consequences not only for the workers but also for the dignity of the workplace. For e.g., when university workers believe that their gender restricts their career development, some of them may engage in unhealthy behaviours in protest or revenge against the organization (Ambrose et al., 2013). These unhealthy behaviours may include stealing from university facilities, abusing emergency leave during peak work seasons, ignoring certain tasks, and wasting time performing a variety of activities that endanger the overall progress of the institution.

Job Satisfaction

While widely known in literature on human motivation, Maslow's hierarchy theory of needs was one of the first hypotheses to analyse the key contributors to work satisfaction. The theory suggests that human needs create a five-level hierarchy that includes physiological needs, security, belonging / love, trust, and self-actualization.



Maslow's needs hierarchy was created to describe human motivation in general. Nonetheless, the main tenants refer to the work environment and have been used to illustrate workplace satisfaction. Fair compensation and welfare are some of the advantages within a company that help an individual fulfil their basic physiological needs. Biological conditions for human life are physiological requirements, such as air, food, water, shelter, clothes, warmth, sex, sleep. The human body cannot act optimally if these requirements are not met. As all the other needs become secondary before these needs

are fulfilled, Maslow found physiological needs the most important. (Macaulay Lawton 2006).

COMPANY PROFILE

Established in the year **2003**, we, “**Shri MRK Engineering**” are counted among the leading manufacturers, suppliers and exporters of a comprehensive range of **Blow Room Machinery** and **Textile Machinery Blow Rooms**. Apart from providing quality machinery, we also render quality bound services to our clients to meet their variegated requirements.

To keep in sync with market competition, we have empowered ourselves with a sound infrastructure. It is segregated into different units and each unit is equipped with relevant machinery and equipment. The workforce that puts its best efforts in order to scale new heights for us is the biggest asset for us.

The combined effort of manpower and machines enable us to manufacture quality machinery in time as well as to provide unmatched services to the clients. Our ethical business practices, client centric approach and transparent business dealings are amongst those factors that have earned us a reputable position in the domestic as well as in Middle East countries.

Under the able mentorship of '**Mr. Muthurajja**', our organization has grown drastically in these few years. His sharp business skill, vast domain knowledge and ethical policies are propelling us towards the ultimate success.

Research & Development

We are motivated to excel the industry by upgrading and modifying our existing range of **Mini Blow Room Machinery** and **Textile Machinery Blow Rooms**. For the same, we concentrate on stringent research and development process that has made us to design and develop an unmatched range of Condenser Plants. Our experts strive to comprehend the market trends and clients' requirements and develop new concepts accordingly. This approach of ours has not only helped us in gaining optimum client satisfaction but also to stay a step ahead of our competitors. Our R&D activities focus on improvement in:

- Quality
- Raw material used
- Efficiency
- Production process

INDUSTRY PROFILE

We are backed by a team of well-versed and highly skilled professionals that serves as a catalyst for our rapid success. The strategic, operational and financial expertise of the professionals has made us to set an example for others in the industry. All the team members' work in close coordination with each other to deliver best quality **Mini Blow Room Machinery** and **Textile Machinery Blow Rooms** those are at par with clients' requirements. Our team keeps a tab on the entire business endeavours, right from receiving orders to shipment. Further, we keep on informing our clients about the production status at each and every stage. Our team includes the following key professionals:

- Technicians
- Engineers
- Designers
- HR
- Quality controllers
- R&D experts
- Sales and Marketing personnel
- Skilled and semi-skilled labourers.

We are one of the most reckoned names engaged in manufacturing, supplying and exporting a wide range of **Mini Blow Room Machinery** and **Textile Machinery Blow Rooms**. Following are some of the factors that contributed in our success immensely:

- International quality standards
- Customized solution
- Highly focused research & development
- Excellent after sales services
- On time delivery
- Competitive pricing

1.4 SCOPE OF THE STUDY

This research was conducted to assess gender diversification in workplace. Workplace diversity focuses on the employee's relationship in the truemark engineering industries. Gender diversification is based on paid and unpaid, unequal pay, disparity in promotion, facilities hiring, training only one gender for a particular role.

1.4 OBJECTIVES:

PRIMARY OBJECTIVE

- To analyse the gender diversification in men/women employees on Truemark engineering industries.

SECONDARY OBJECTIVES

- To assess the gender diversification in workplace.
- To find out the gender diversification in variable recruitment, selection, promotion unequal pay and facilities.
- To find out the impact of gender equality in the workplace.

AREA OF INDUSTRY

==SAMPLE SIZE: 105

==POPULATION: 152

==LOCATION: Coimbatore

==TARGET PEOPLE: TRUEMARK ENGINEERING INDUSTRIES EMPLOYEES

==TYPE OF INDUSTRY: HR

==SAMPLE METHOD: convenient sampling

CHAPTER – II

REVIEW OF LITERATURE

Adhikari (2014) she conducted research on five IT companies of luck now .She find no significant difference in the performance of different gender employees (male, female) and there is significant level of discrimination at work place female workers are discriminate they are under paid and get less rewards as compare to men which decrease motivation and moral which effect their productivity.

The results of a study conducted about considering the sense of gender discrimination among faculty members and the effective factors show that there is only one thing related to managerial gender discrimination. And the regression analysis test of the factors affecting the dependent variable shows that the effect of five variables, glass roof, individual gender stereotypes, motivation to progress, fear of individual success, and gender stereotypes of officials on the sense of gender discrimination is significant **(Baghestani, 2017)**

Channar, Abbassi, & Ujan (2011) have conducted the research on gender biasedness in workforce and how it impact on employees of Hyderabad and jamshoro districts' private and public health and education departments .they have found that female workers are discriminated more in private sector than public sector. Gender discrimination has positive relationship with stress and negative with job satisfaction and motivation, commitment and enthusiasm. Gender discrimination decreases the satisfaction, motivation, commitment, enthusiasm and increases the stress of workforce.

A study conducted in connection with Gender Inequity Reasons and Its Impact on Staff Efficiency of Travel agencies, The Case of Travel Agencies in Isfahan City revealed that the most important motivational factors are the job prestige, dress code and having qualifications in this area. The findings also showed that there is clear gender gap which is as the result of masculinity in the work environment **Channar et al. (2011)**

In a study entitled "Assessing the Culture of the Women's Labour Organization" **(Carlsen 2015)** examined the problems of 446 Swedish women employees in universities, hospitals and industrial environments. The results of this study showed that women

employees in more masculine environments suffer more from gender attitudes than women employees in more feminine environments.

Deborah (2011) male employees had more likely to receive promotion as compare to female employees, but female employees has higher wage increases linked to promotions

Daniel, Adewale, Anthonia, & Olumuyiwa (2014) they concluded that gender discrimination negatively affect employee performance. Female staffs are discriminated by not getting higher level positions or managerial position which affects their performance.

Erik et al., (2015) have conducted the research on whether women are discriminated through sticky floor or glass ceiling effects in Sweden. They have found through their research that women in Sweden suffer more from sticky floor effects than glass ceilings. Their study also showed that women with small children face a largest gender penalty in careers. Gender penalty is larger for younger and older women and less for middle aged women. There was no any empirical support in their study that women have lesser career opportunities in the private sector than in public sector, relative to men.

F., J., & O. (2013) they conducted study on medical doctors of private hospitals in order to analyse the effect of gender bias on productivity. Primary and secondary data are collected and examine through descriptive and inferential statistics results shows that employees who are affect by gender discrimination lose their motivation which directly affect their productivity. Gender discrimination has negative impact on the profitability of private hospital.

Habib (2014) has studied the effects of Brick Wall and Glass ceiling in public administration of Bangladesh. His analysis has shown that women are discriminated in civil services of Bangladesh from entry to the higher posts (Glass Ceiling). Social cultural factors are the principal stumbling blocks and build a wall for entry of woman into civil services. Their career path was hindered by the impediments of the systematic and attitudinal reasons. Government laws and regulations in this regard are proving ineffective. However, that discrimination was not for the women who came from upper class. This disparate treatment against women had implications for their morale, motivation and performance.

Nick (2012) they concluded from the results that female at higher position face fewer barriers to get promotion than female employees at lower or middle position/career level.

Petersion and Theea (2012) describe that the least clear aspect of recruiting process is relationship between employer and employee. The hiring authorities are fully aware and conscious about gender biasness in hiring. They use their best understanding while hiring male or female employee and consider all positive and negative aspects. They collect data from big size Norwegian and Scandinavian financial institutions who are dealing almost 7000+ employees. They investigate from different employees related to the answer of the question; that gets the job offer male or female? What are the outcomes of discrimination of different sex? They conduct qualitative and quantitative research.

Workplace discrimination and employee unhealthy habits in the workplace are controversial subjects which have not received much attention. Gender inequality has significant consequences not only for staff, but also for the dignity of the workplace. For example, when university staffs feel that their gender, limits their career advancement, some of them may engage in unhealthful behaviour against the organization in the form of protests or reprisals. Investigating the role of gender discrimination, particularly among women, reduces unreasonable behaviour and increases the productivity of workplace employment.

Parodan and Irina (2016) describe the objective of their research is to present a general idea of Romania's gender biasness and inequality in both political and economic side in all walk of life of Romania citizens. One group of people assume that female has more importance and dominance in the society either workplace or not. But actually male are more dominated in government and state institutes. Different quotas are fixed in election of the state and jobs in the organizations or in the institute of gender disparity in economic and political areas in Romania. Gender inequality facts are analysed by the different ways and methods; for instance gender empowerment index, human development index and gender development index. Research findings reveals that people expectations are shifting from communism to democratic system and provides more opportunities to the resident and citizen of the country is that one of the great people expectations have been changed and shifted towards more female empowerment and fair representation in government institutes or in private organization. Both type of sex must

be participated in decision making and got equal benefits and opportunities from the available resources. The international scenario has been changed that female representation and participation is the basic condition of the distributive justice.

Qaisar, Abdul, & Aamer (2011) described about the gender discrimination and its effect on the employee productivity which directly affected the organization's profitability by collecting data from two telecom organizations one is government (ufone) and other is private multinational organization (Telenor). They found that Gender discrimination in hiring , promotion and providing facilities to employees have negative relationship with employee performance In order to survive and earn profitability organization has to avoid gender discrimination in hiring ,promotion and providing facilities to employees .Positive and loyal culture increase the employee productivity and organization profitability.

Syed, Shaikh, & Herani (2010) they conduct research on pay discrimination on the basis of gender, decrease the job motivation and satisfaction which causes decrease in employee performance organization performance and causes problem in employee retention of lower level (blue-collar) workers at manufacturing company. Results conclude that significant relationship between gender bias and Wage dissatisfaction, wages (salaries of female worker is different from male worker) and company's productivity.

Susan et al (2013) have focused on the work place gender discrimination rational bias theory. According to this theory, decision makers may choose to discriminate if they believe that their superiors or others having power over their careers expect or prefer it. The findings of their research showed that businessmen discriminated women and people at the top of the organization are most biased against women than people at the bottom. Their study has also confirmed that management support discrimination, though those discriminations were less than the findings of earlier research, reflecting increasing equal opportunity. It was also confirmed through their research that the discrimination is more because of external pressures than from internal.

Uzma (2013) found out that identity is created through the society, environment and parents. It is a two-way process - how people view you and how you view yourself. Attitude of parents towards their children formulate their identity. Parents usually consider their daughters as weak, timid, and too vulnerable; they need to be protected by the male members of the society. Because of this reason females cannot suggest or protest. This is the first step of subjugation and suppression.

CHAPTER – III

RESEARCH METHODOLOGY

3.1 RESEARCH METHODOLOGY

Research is the process of systematic and in-depth study or search for any particular topic, subject or area of investigation, backed by collection, compilation, presentation and interpretation of relevant details or data.

The primary stage includes

- ☐ Observation
- ☐ Interest
- ☐ Formulating research problems
- ☐ Documentation
- ☐ Research designs

The secondary stage includes

- ☐ Project planning
- ☐ Data collection
- ☐ Questionnaire preparation
- ☐ Analysis of data
- ☐ Testing of hypothesis
- ☐ Interpretation
- ☐ Questionnaire preparation

TYPES OF RESEARCH

DESCRIPTIVE RESEARCH

Descriptive research has been used, it involves survey and fact finding enquiries of different kinds, the purpose of descriptive research is the description of state of affairs, as it exists at present.

PROJECT PLANNING

Project planning is the first step in actually conducting & directing a research Project. It is one of the most important tasks of a researcher. This includes formulation of the researcher objectives & goals and determining ways of achieving them.

DATA COLLECTION

Data collection is one of the most important aspects of research. The information in research methodology must be accurate and relevant. The data collection method can be classified into two methods.

PRIMARY DATA

Questionnaire methods have been used as a tool for data collection in this research.

SECONDARY DATA

Secondary data means data that are already available i.e., they refer to data which has already been collected and analysed by someone else. The secondary data for the study was collected from books, company websites, magazines and other sources. Sample size: 105

TYPE OF QUESTIONS

- Linker's scaling question.
- Rank question.
- Satisfaction scale.

- Agreeability scale.

HYPOTHESIS TESTING

- H0 – Null hypothesis (there is no significant relationship between the Gender Of The Respondent).
- H1 – Alternative hypothesis (there is significant relationship between which of the gender complete efficiently and finish the work on time). After analysing the data, hypothesis testing is done. It will result in either accepting or rejecting the hypothesis.
- H0 – Null hypothesis (there is no significant relationship between the both male and female employees work equally in all shift timings).
- H1 – Alternative hypothesis (there is significant relationship between the who get more job opportunities).

INFERENCE

After telling the hypothesis, the researcher comes out with his conclusion. The explanation of theory can also be considered as inference.

PREPATION OF REPORT AND PRESENTATION OF REPORT

Finally, the researcher has to prepare a final report along with conclusion and suggestion.

CHAPTER – IV

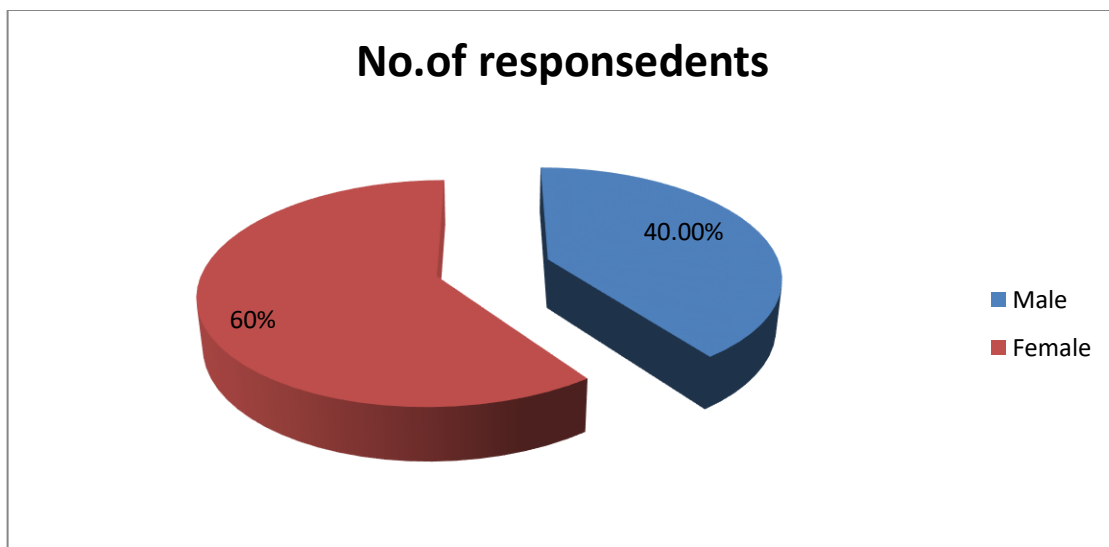
DATA ANALYSIS AND INTERPRETATION

4.1 Percentage Analysis

Table no.1: Gender wise classification of respondents

Gender	No.of Respondent	Percentage
Male	42	39.4
Female	63	60.6
Total	105	100

Chart no.1: Gender wise classification of respondents



Interpretation

From the above table show that the gender of the response, 40% of male, 60% of female.

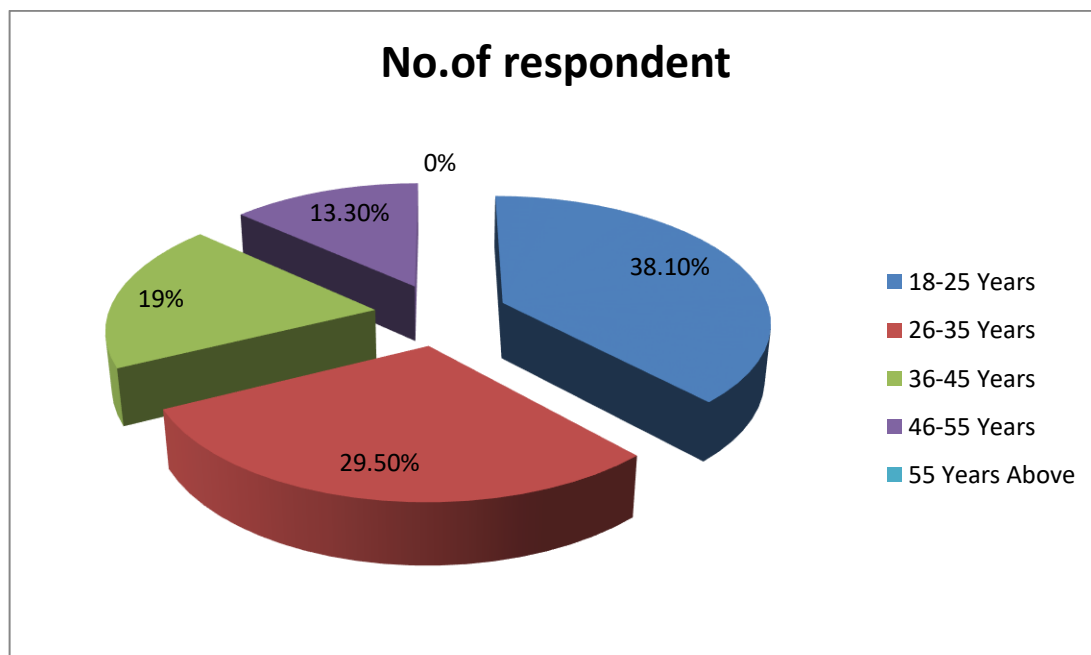
Inference

60% of the respondent have Female of the response is majority.

Table no.2: Age wise classification of respondents

Age	No.of respondent	Percentage
18-25 Years	40	38.1
26-35years	31	29.5
36-45 Years	20	19
46-55years	14	13.3
55 Years Above	NIL	NIL
Total	105	100

Chart no.2: Age wise classification of respondents



Interpretation

From the above table show that the age of the respondent, 38.10% of 18-25 years, 29.50% of 26-35 years, 19% of 36-45 years, 13.30% of 46-55 years

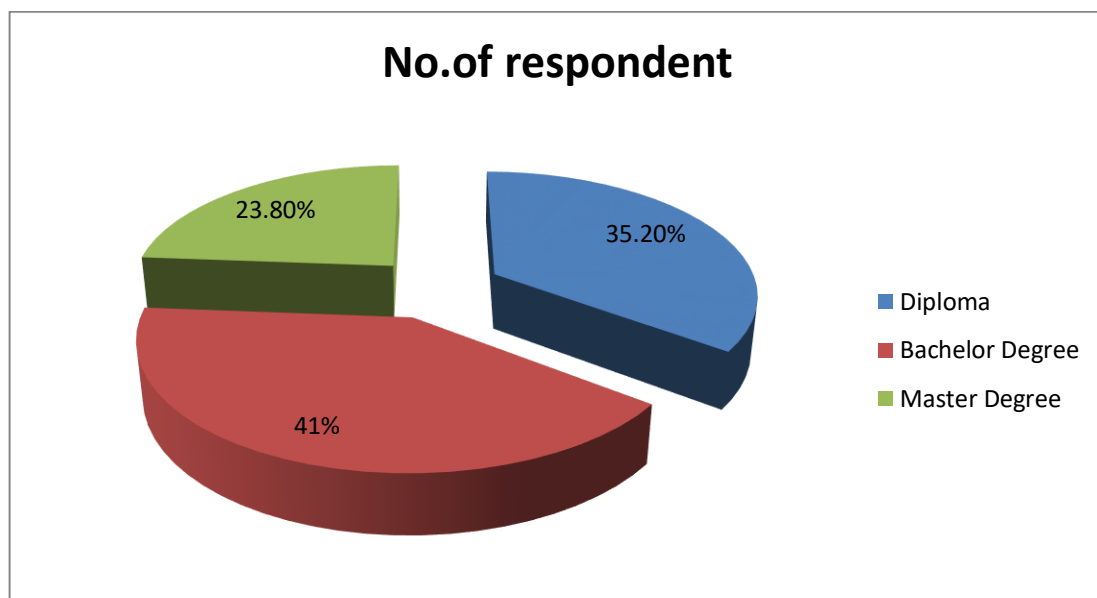
Inference

38.10% of the respondent have 18-25 years of the response is majority.

Table no.3: Qualification of the respondents

Qualification	No.of respondent	Percentage
Diploma	37	35.2
Bachelor Degree	43	41
Master Degree	25	23.8
Total	105	100

Chart no.3: Qualification of the respondents



Interpretation

From the above table show that the Qualification of the respondents, 35.20% of Diploma, 41% of Bachelor Degree, 23.80% of Master Degree.

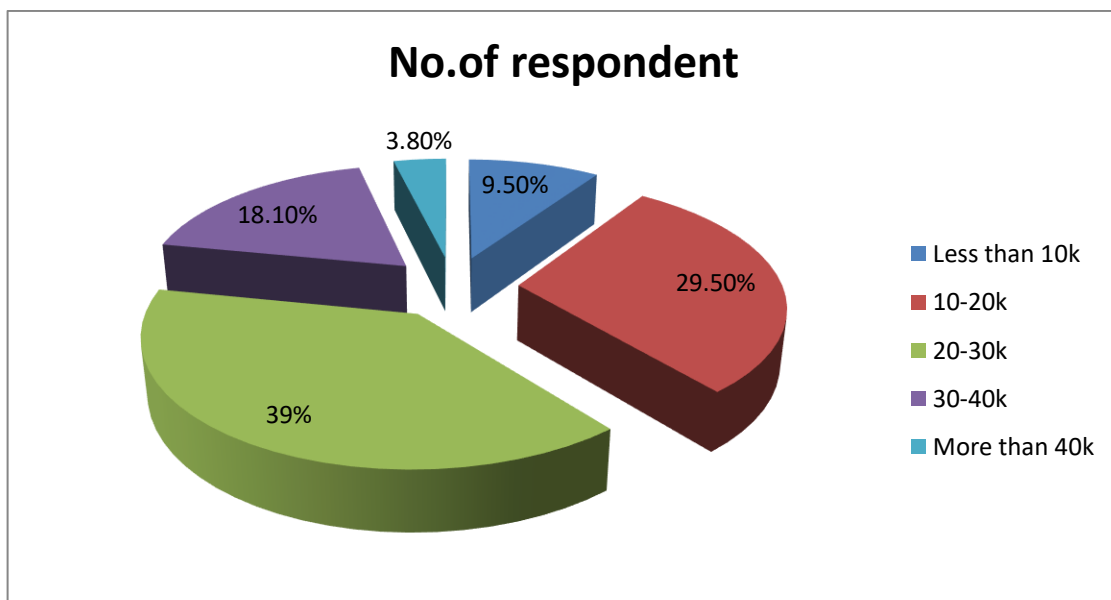
Inference

41% of the respondents have Bachelor Degree of the response is majority.

Table no.4: Monthly Income of the respondents

Monthly Income	No.of respondent	Percentage
Less than 10k	10	9.5
10-20k	31	29.5
20-30k	41	39
30-40k	19	18.1
More than 40k	4	3.8
Total	105	100

Chart no.4: Monthly Income of the respondents



Interpretation

From the above table show that the Monthly Income of the Respondents, 9.50% of Less than 10k, 29.50% of 10-20k, 39% of 20-30k, 18.10% of 30-40k, 3.80% of More than 40k.

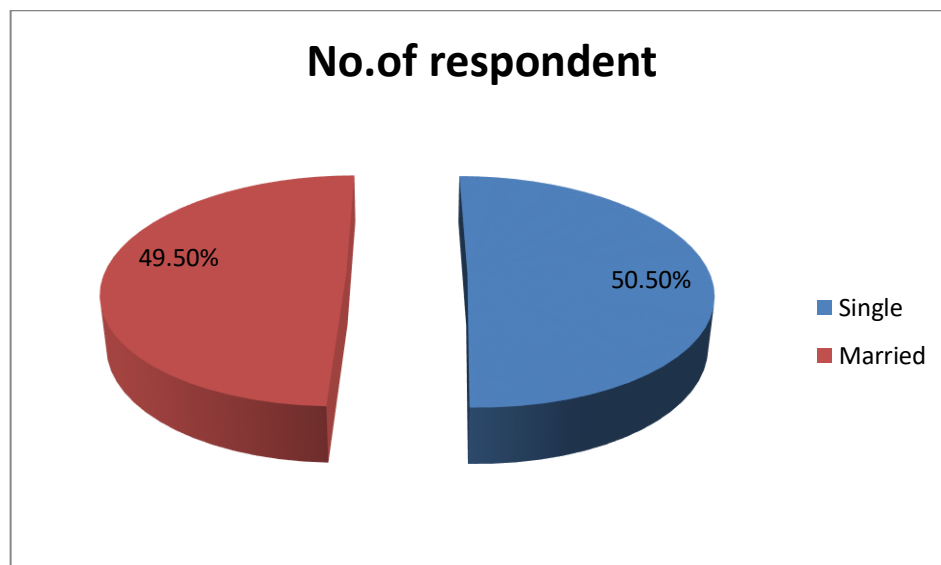
Inference

39% of the respondents have 20-30k of the response is majority.

Table no.5: Marital status of the respondent

Marital status	No.of respondent	Percentage
Single	53	50.5
Married	52	49.5
Total	105	100

Chart no.5: Marital status of the respondent



Interpretation

From the above table show that the Marital status of the respondent, 50.50% of Single, 49.50% of Married.

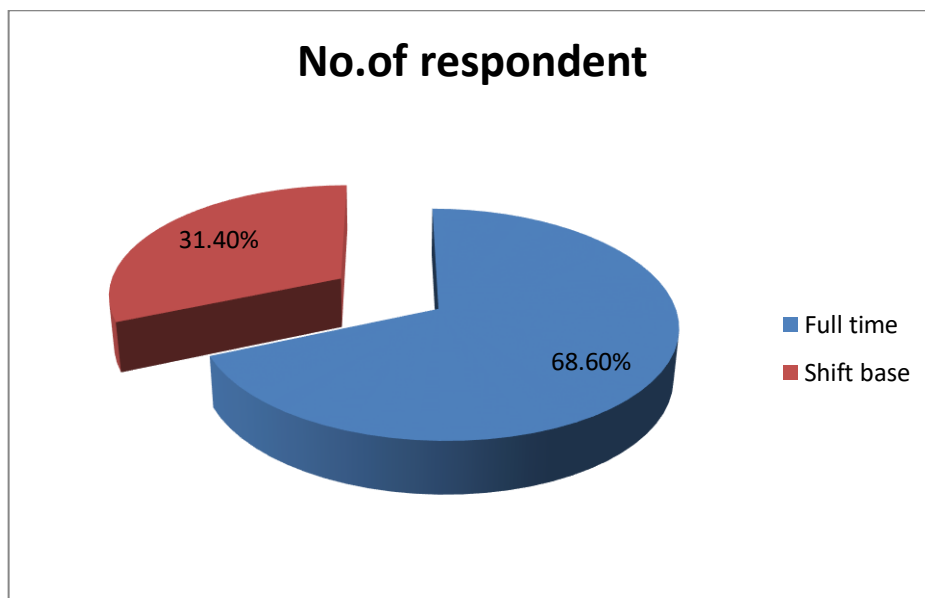
Inference

50.50% of the respondent have Single of the response is majority.

Table no.6: Work base of the respondent

Work base	No.of respondent	Percentage
Full time	72	68.6
Shift base	33	31.4
Total	105	100

Chart no.6: Work base of the respondent



Interpretation

From the above table show that the Work base of the respondent, 68.60% of Full time, 31.40% of Shift base.

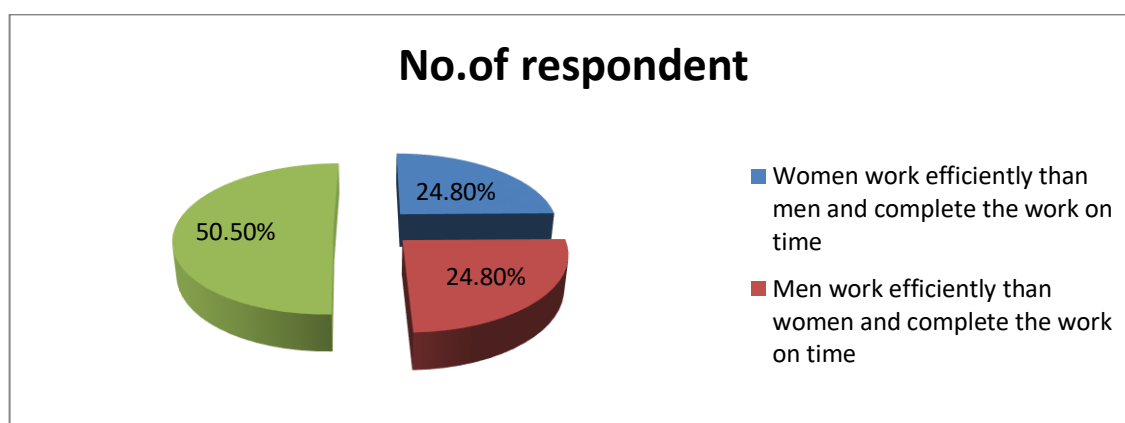
Inference

68.60% of the respondent have Full time of the response is majority.

Table no.7: In your opinion, which of the gender complete efficiently and finish the work on time?

In your opinion, which of the gender complete efficiently and finish the work on time	No.of respondent	Percentage
Women work efficiently than men and complete the work on time	26	24.8
Men work efficiently than women and complete the work on time	26	24.8
Both men and women work efficiently and complete on time	53	50.5
Total	105	100

Chart no.7: In your opinion, which of the gender complete efficiently and finish the work on time.



Interpretation

From the above table show that the In your opinion, which of the gender complete efficiently and finish the work on time, 24.80% of Women work efficiently than men and complete the work on time, 24.80% of Men work efficiently than women and complete the work on time, 50.50% of Both men and women work efficiently and complete on time

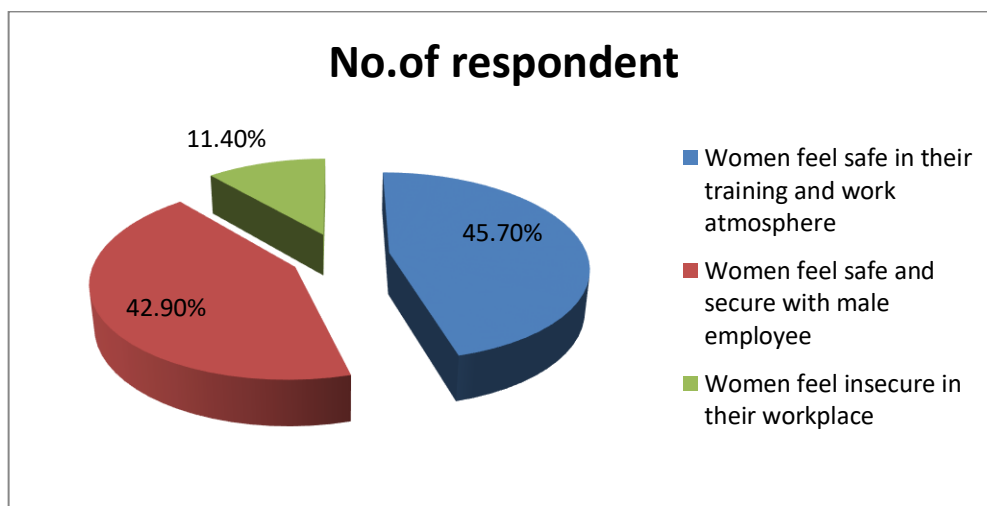
Inference

50.50% of the respondents have Both men and women work efficiently and complete on time of the response is majority.

Table no.8: Do you think, men are threat to women employee in the workplace

Do you think, men are threat to women employee in the workplace	No.of respondent	Percentage
Women feel safe in their training and work atmosphere	48	45.7
Women feel safe and secure with male employee	45	42.9
Women feel insecure in their workplace	12	11.4
Total	105	100

Chart no.8: Do you think, men are threat to women employee in the workplace



Interpretation

From the above table show that the Do you think, men are threat to women employee in the workplace, 45.70% of Women feel safe in their training and work atmosphere, 42.90 of Women feel safe and secure with male employee, 11.40% of Women feel insecure in their workplace.

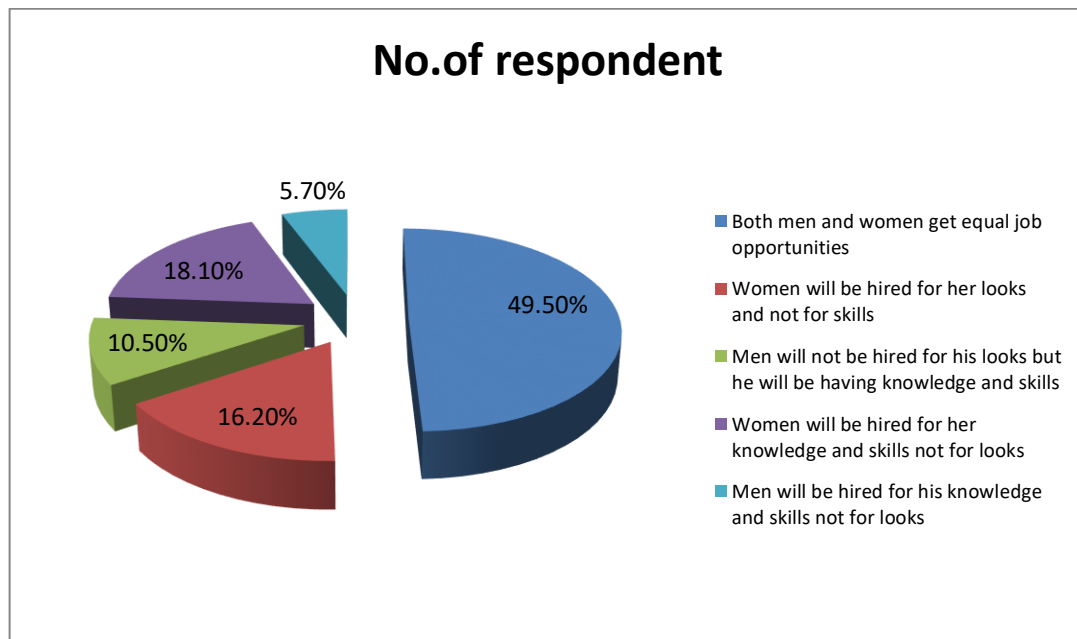
Inference

45.70% of the respondents have Women feel safe in their training and work atmosphere of the response is majority.

Table no.9: In your opinion, who get more job opportunities?

In your opinion, who get more job opportunities	No.of respondent	Percentage
Both men and women get equal job opportunities	52	49.5
Women will be hired for her looks and not for skills	17	16.2
Men will not be hired for his looks but he will be having knowledge and skills	11	10.5
Women will be hired for her knowledge and skills not for looks	19	18.1
Men will be hired for his knowledge and skills not for looks	6	5.7
Total	105	100

Chart no.9: In your opinion, who get more job opportunities?



Interpretation

From the above table show that the In your opinion, who get more job opportunities? In your opinion, who get more job opportunities, 49.50% of Both men and women get equal job opportunities, 16.20% of Women will be hired for her looks and not

for skills, 10.50% of Men will not be hired for his looks but he will be having knowledge and skills, 18.10% of Women will be hired for her knowledge and skills not for looks, 5.70% of Men will be hired for his knowledge and skills not for looks.

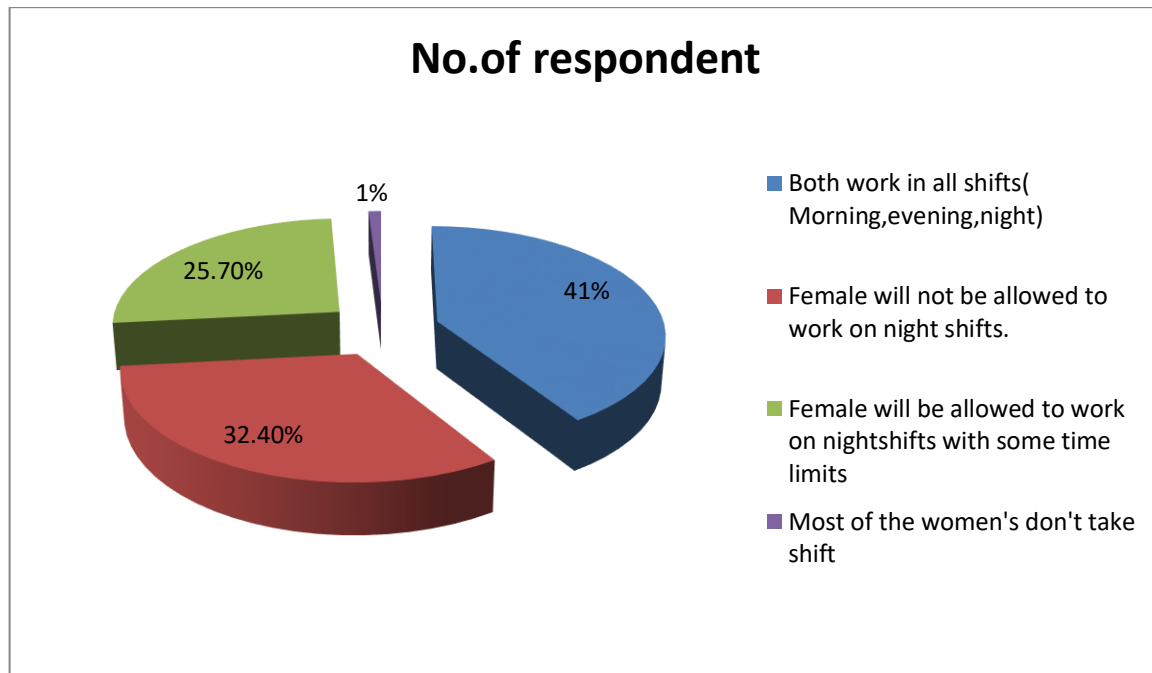
Inference

49.50% of the respondents have both men and women get equal job opportunities of the response is majority

Table no.10: In your opinion, both male and female employees work equally in all shift timings

In your opinion ,both male and female employees work equally in all shift timings	No.of respondent	Percentage
Both work in all shifts(Morning,evening,night)	43	41
Female will not be allowed to work on night shifts.	34	32.4
Female will be allowed to work on nightshifts with some time limits	27	25.7
Most of the women's don't take shift	1	1
Total	105	100

Chartno.10: In your opinion, both male and female employees work equally in all shift timings



Interpretation

From the above table show that the In your opinion, both male and female employees work equally in all shift timings, 41% of Both work in all shifts (Morning, evening, night), 32.40% of Female will not be allowed to work on night shifts, 25.70% of Female will be allowed to work on nightshifts with some time limits, 1% of most of the women's don't take shift.

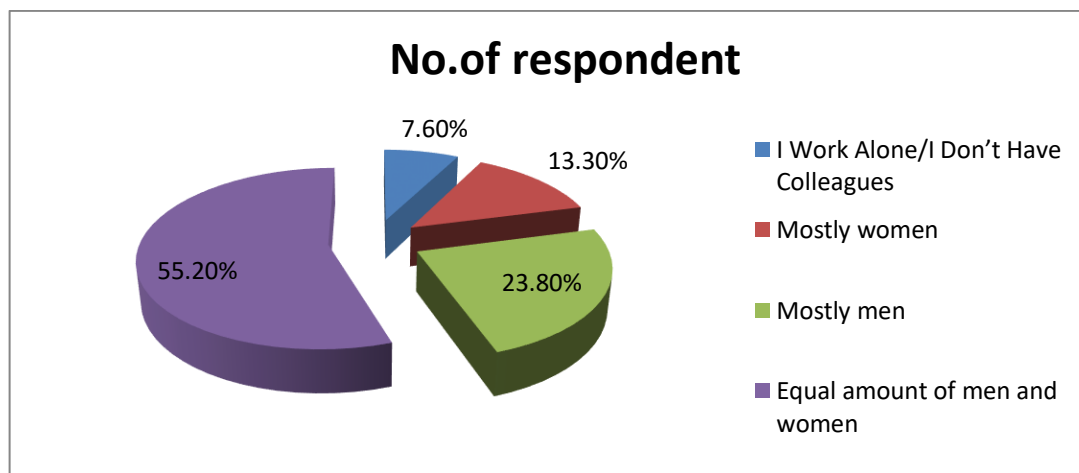
Inference

41% of the respondents have Both work in all shifts (Morning, evening, night), of the response is majority.

Table no.11: Among Your Colleagues are they Mostly Women or Men

Among Your Colleagues are they Mostly Women or Men	No.of respondent	Percentage
I Work Alone/I Don't Have Colleagues	8	7.6
Mostly Women	14	13.3
Mostly Men	25	23.8
Equal Amount Of Men And Women	58	55.2
Total	105	100

Chart no.11: Among Your Colleagues are they Mostly Women or Men



Interpretation

From the above table show that the Among Your Colleagues are they Mostly Women or Men, 7.60% of I work alone/I Don't have colleagues, 13.30% of Mostly women, 23.80% of Mostly Men, 55.20% of Equal amount of men and women.

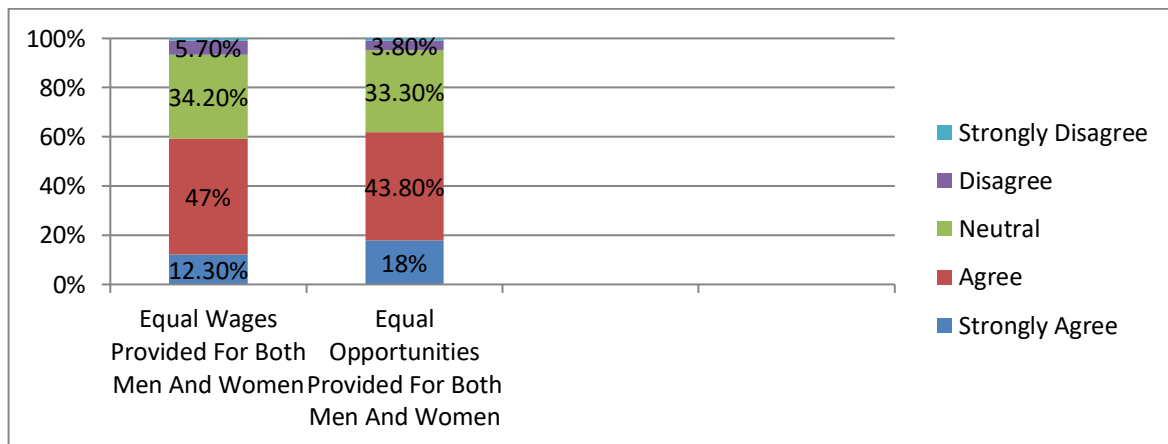
Inference

55.20% of the respondents have Equal amount of men and women of the response is majority.

Table no.12: If You Opinion How Can You Segregate Company/Organization

If You Opinion How Can You Segregate Company/Organization	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Equal Wages Provided For Both Men And Women	12.3	47	34.2	5.7	1
Equal Opportunities Provided For Both Men And Women	18	43.8	33.3	3.8	1

Chart no.12: If You Opinion How Can You Segregate Company/Organization



Interpretation

From the above table show that the Equal wages provided for both men and women, 12.3 of strongly agree, 47% of Agree, 34.2% of neutral, 5.7% of disagree, 1% of Strongly disagree, Equal Opportunities Provided For Both Men And Women, 18% of Strongly agree, 43.8% of Agree, 33.3% of neutral, 3.8% of strongly disagree, 1% of strongly disagree

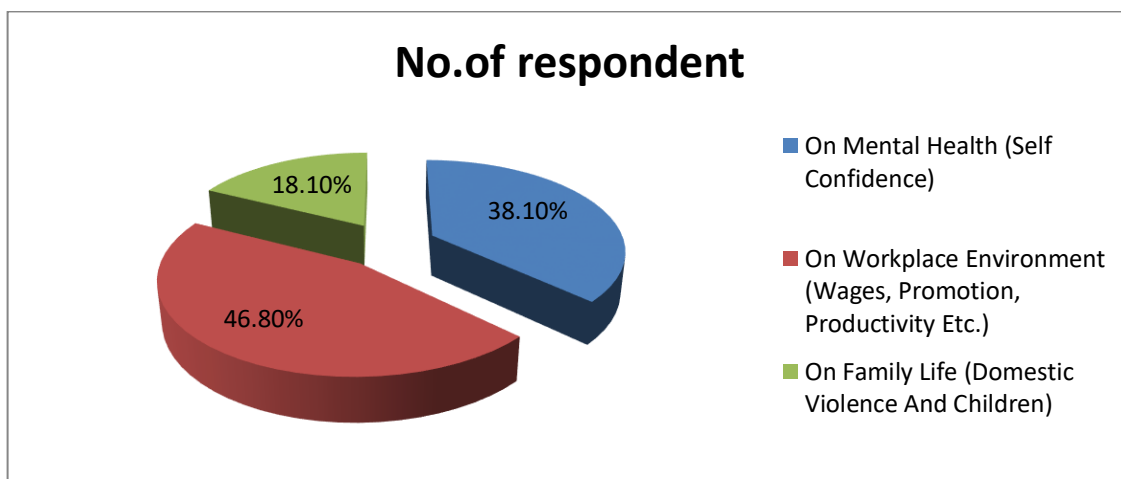
Inference

47% of the respondents have, Agree in Equal wages provided for both men and women of the response is majority.

Table no.13: In Your Opinion, How Does Gender Inequality Affect Employees?

In Your Opinion, How Does Gender Inequality Affect Employees?	No.of respondent	Percentage
On Mental Health (Self Confidence)	40	38.1
On Workplace Environment (Wages, Promotion, Productivity Etc.)	46	46.8
On Family Life (Domestic Violence And Children)	19	18.1
Total	105	100

Chart no.13: In Your Opinion, How Does Gender Inequality Affect Employees?



Interpretation

From the above table show that the In Your Opinion, How Does Gender Inequality Affect Employees? 38.10% of on mental health (self-confidence), 46.80% of on workplace environment (wages, promotion, productivity), 18.10% of on family life (domestic violence and children)

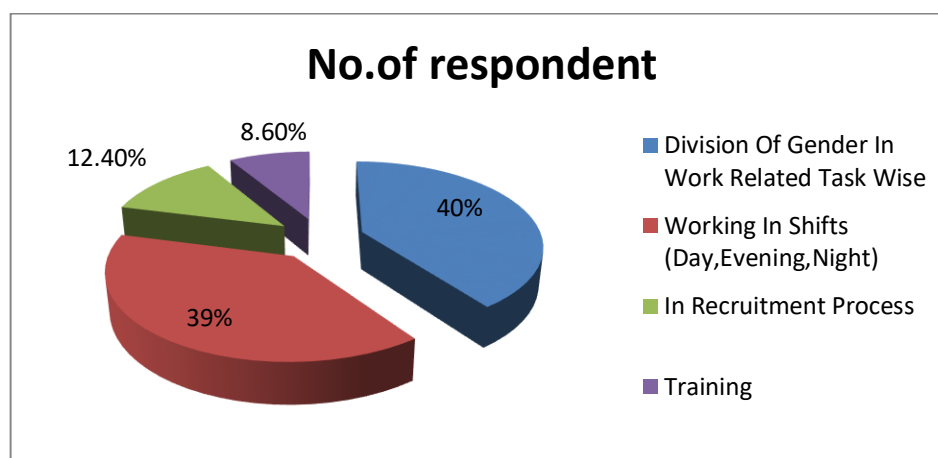
Inference

46.80% of the respondents have workplace environment (wages, promotion, productivity) of the response is majority.

Table no.14: In Your Opinion, Do You Feel That Your Current Employee Had Treated You in Following Issues

In Your Opinion, Do You Feel That Your Current Employee Had Treated You In Following Issues	No.of respondent	Percentage
Division Of Gender In Work Related Task Wise	42	40
Working In Shifts (Day,Evening,Night)	41	39
In Recruitment Process	13	12.4
Training	9	8.6
Total	105	100

Chart no.14: In Your Opinion, Do You Feel That Your Current Employee Had Treated You In Following Issues



Interpretation

From the above table show that the In Your Opinion, Do You Feel That Your Current Employee Had Treated You In Following Issues, 40% of Division of gender in work related task wise, 39% of working in shifts (day, evening, night), 12.40% of in recruitment process, 8.60% of training.

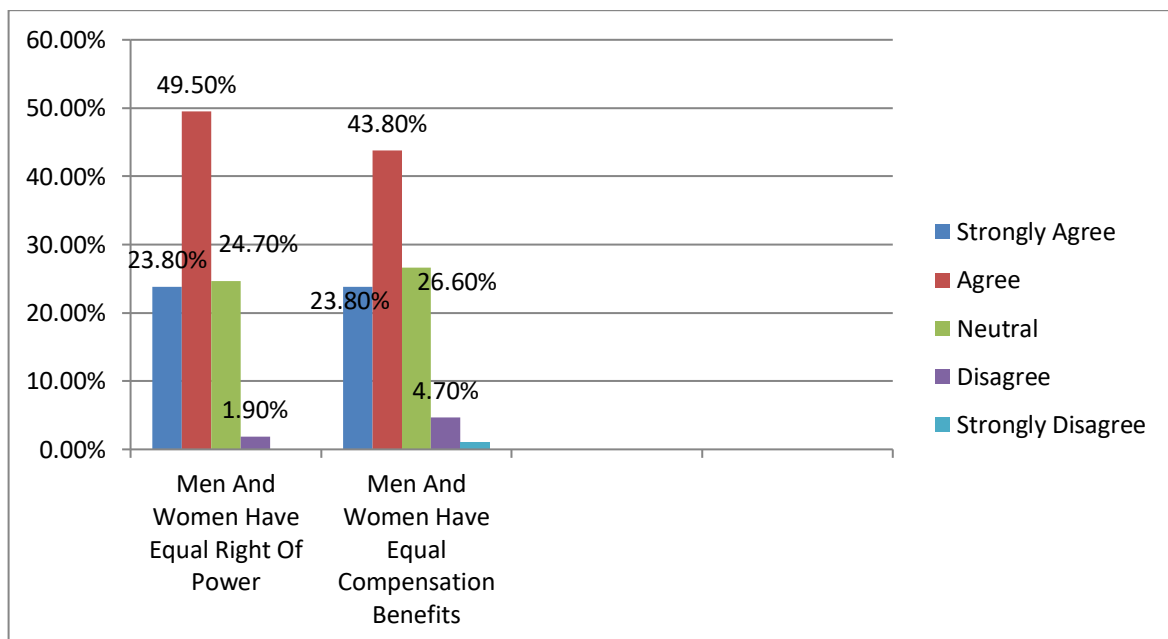
Inference

40% of the respondents have Division of gender in work related task wise of the response is majority.

Table no.15: If You Opinion How can you segregate Company/Organization

If You Opinion How Can You segregate Company/Organization	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Men And Women Have Equal Right Of Power	23.8	49.5	24.7	1.9	
Men And Women Have Equal Compensation Benefits	23.8	43.8	26.6	4.7	1%

Chart no.15: If You Opinion How can you segregate Company/Organization



Interpretation

From the above table show the If You Opinion How Can You segregate Company/Organization, 23.8% of strongly agree, 49.5% of agree, 24.7% of neutral, 1.9% of degree, Men and women have equal right of power, 23.8% of Strongly agree, 43.8% of Agree, 26.6% of Neutral, 4.7% of Disagree, 1% of Strongly disagree

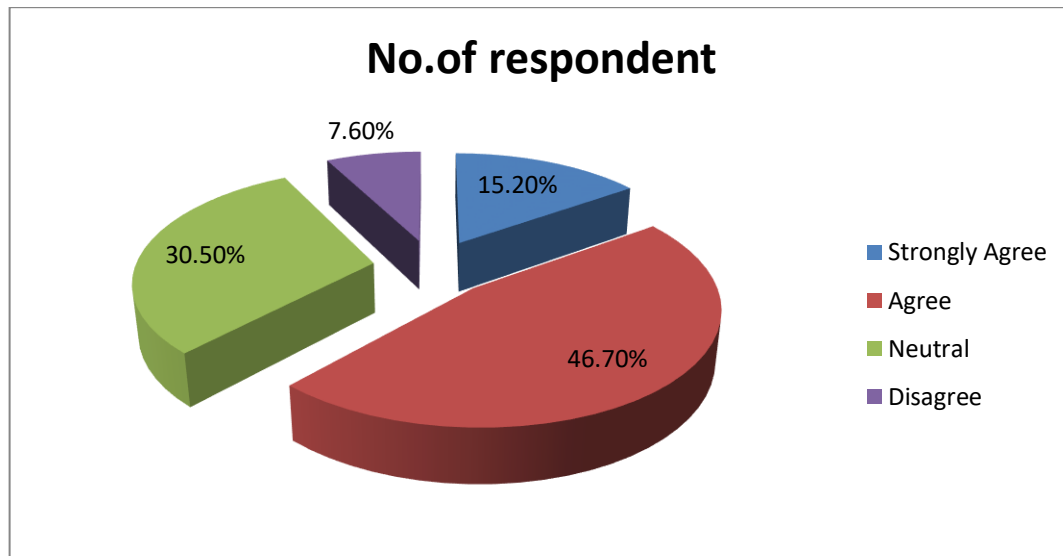
Inference

49.5% of the respondents have Agree in Men and women have equal right of power of the response is majority.

Table no.16: In Your Opinion, Do You Think There Is Equal Opportunities for Both Men and Women.

In Your Opinion, Do You Think There Is Equal Opportunities For Both Men And Women.	No.of respondent	Percentage
Strongly Agree	16	15.2
Agree	49	46.7
Neutral	32	30.5
Disagree	8	7.6
Strongly Disagree	NIL	NIL
Total	105	100

Chart no.16: In Your Opinion, Do You Think There Is Equal Opportunities for Both Men and Women.



Interpretation

From the above table show that the In Your Opinion, Do You Think There Is Equal Opportunities For Both Men And Women. 15.20% of strongly agree, 46.70% of Agree, 30.50% of Neutral, 7.60% of Disagree

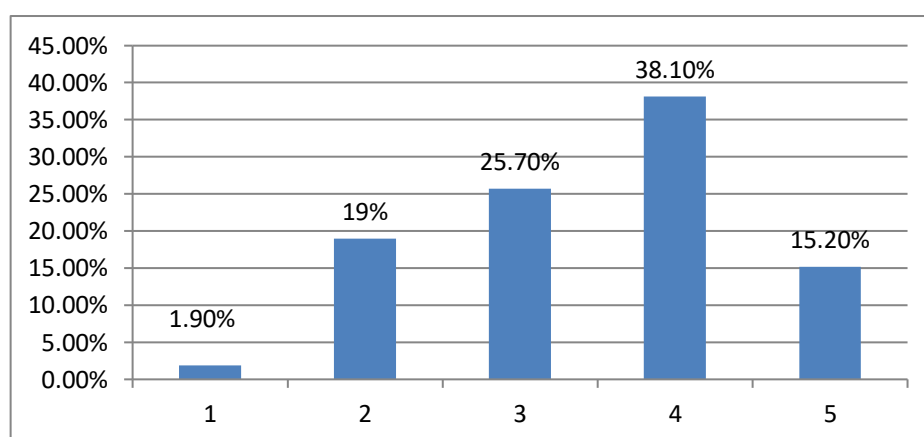
Inference

46.70% of the respondents have Agree In Your Opinion, Do You Think There Is Equal Opportunities For Both Men And Women of the response is majority.

Table no.17: In Your Opinion, Do You Think Women Are Less Paid than Men for the Same Work?

In Your Opinion, Do You Think Women Are Less Paid Than Men For The Same Work?	No.of respondent	Percentage
1	2	1.9
2	20	19
3	27	25.7
4	40	38.1
5	16	15.2
Total	105	100

Chart no.17: In Your Opinion, Do You Think Women Are Less Paid than Men for the Same Work?



Interpretation

From the above table show that the In Your Opinion, Do You Think Women Are Less Paid Than Men For The Same Work, 1.9% of 1, 19% of 2, 25.70% of 3, 38.10% of 4, 15.20% of 5

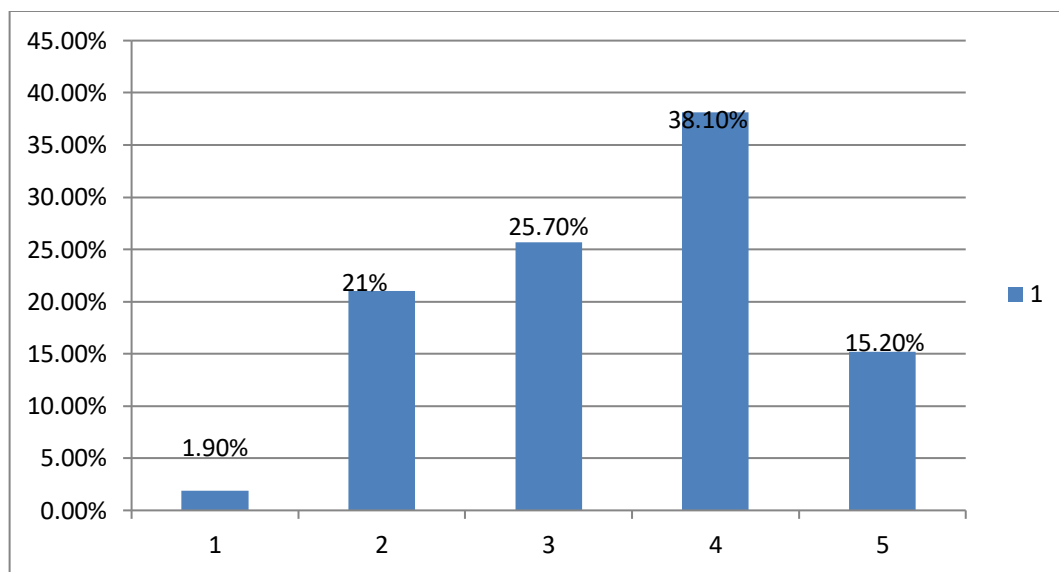
Inference

38.10% of the respondents have 4 In your opinion do you think women are less paid than men for the same work

Table no.18: Is Gender Equality A Priority Issue In Your Company

Is Gender Equality A Priority Issue In Your Company	No.of respondent	Percentage
1	2	1.9
2	22	21
3	27	25.7
4	40	38.1
5	16	15.2
Total	105	100

Chart no.18: Is Gender Equality A Priority Issue In Your Company



Interpretation

From the above table show that the Is Gender Equality A Priority Issue In Your Company, 1.90% of 1, 21% of 2, 25.70% of 3, 38.10% of 4, 15.20% of 5.

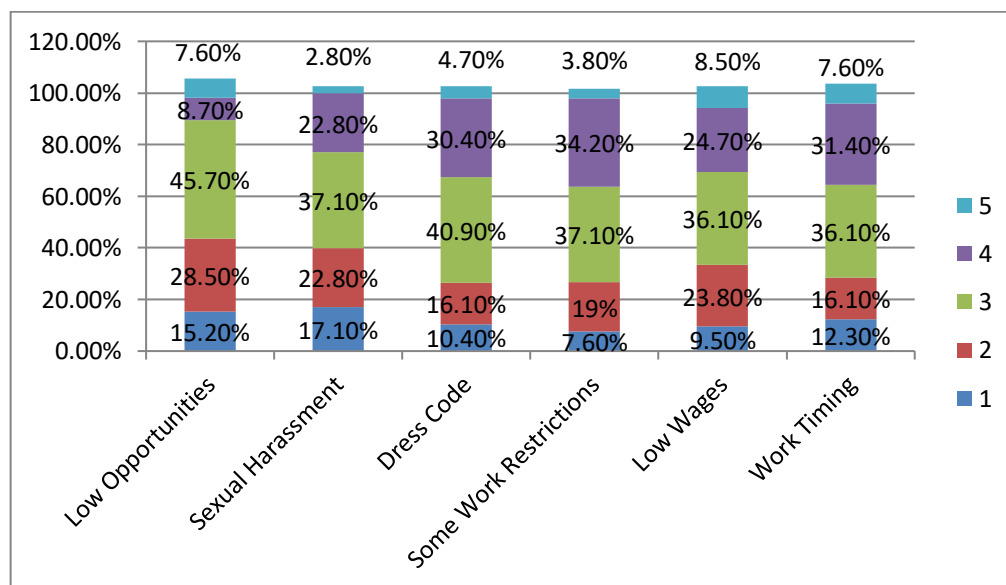
Inference

38.10% of the respondents have 4 Is Gender Equality A Priority Issue In Your Company of the response is majority.

Table no.19: What Gender Inequality Situation Had You Faced in Your Workplace?

What Gender Inequality Situation Had You Faced In Your Workplace?	1	2	3	4	5
Low Opportunities	15.2	28.5	45.7	8.7	7.6
Sexual Harassment	17.1	22.8	37.1	22.8	2.8
Dress Code	10.4	16.1	40.9	30.4	4.7
Some Work Restrictions	7.6	19	37.1	34.2	3.8
Low Wages	9.5	23.8	36.1	24.7	8.5
Work Timing	12.3	16.1	36.1	31.4	7.6

Chart no.19: What Gender Inequality Situation Had You Faced In Your Workplace?



Interpretation

From the above table show that the What Gender Inequality Situation Had You Faced In Your Workplace, 15.2% of 1, 28.5% of 2, 45.7% of 3, 8.7% of 4, 7.6% of 5 in Low opportunities, 17.1% of 1, 22.80% of 2, 37.10% of 3, 22.80% of 4, 2.80% of 5 in Sexual harassment, 10.40% of 1, 16.10% of 2, 40.90% of 3, 30.40% of 4, 4.70% of 5 in Dress code, 7.60% of 1, 19% of 2, 37.10% of 3, 34.20% of 4, 3.80% of 5 in some work restriction, 9.50% of 1, 23.80% of 2, 36.10% of 3, 24.70% of 4, 8.50% of 5 in low wages, 12.30% of 1, 16.10% of 2, 36.10% of 3, 31.40% of 4, 7.60% of 5 in work timing.

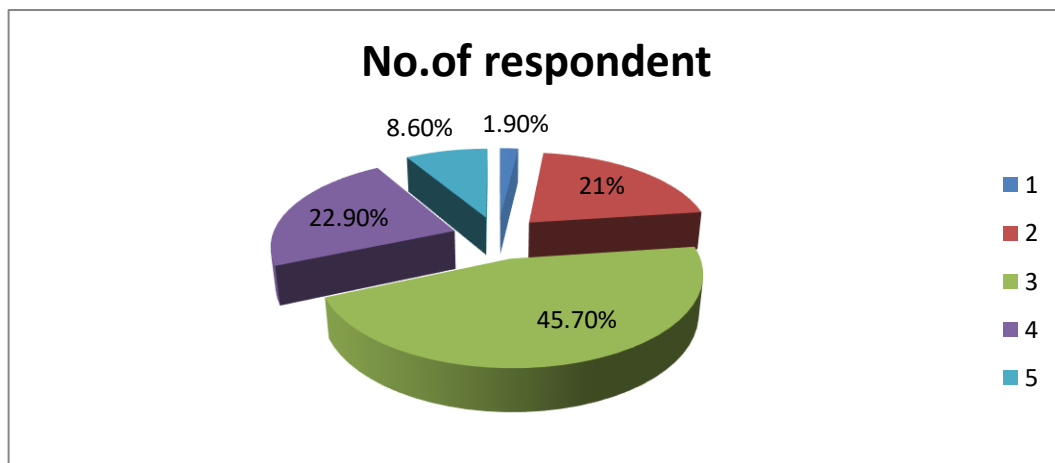
Inference

45% of the respondents have 3 in Low opportunities of the response in majority.

Table no.20: Is Gender Inequality Will Be a Major Problem for Difficult Task Provided by the Company

Is Gender Inequality Will Be A Major Problem For Difficult Task Provided By The Company	No.of respondent	Percentage
1	2	1.9
2	22	21
3	48	45.7
4	24	22.9
5	9	8.6
Total	105	100

Chart no.20: Is Gender Inequality Will Be a Major Problem for Difficult Task Provided by the Company



Interpretation

From the above table show that the Is Gender Inequality Will Be A Major Problem For Difficult Task Provided By The Company 1.90% of 1, 21% of 2, 45.70% of 3, 22.90% of 4, 8.60% of 5

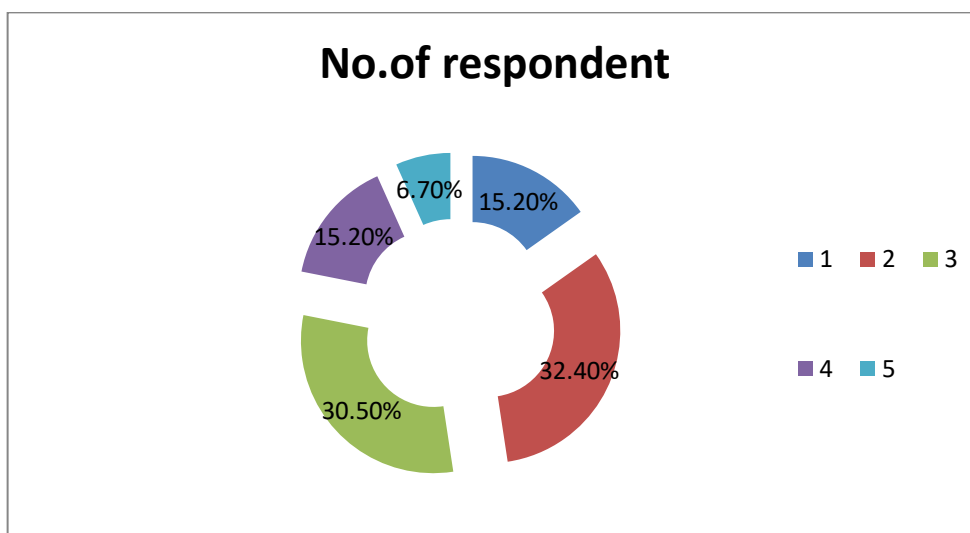
Inference

45.70% of the respondents have 1 Is Gender Inequality Will Be a Major Problem for Difficult Task Provided by the Company of the response is majority.

Table no.21: Is Gender Inequality Will Be a Problem for Self Development

Is Gender Inequality Will Be A Problem For Self Development	No.of respondent	Percentage
1	16	15.2
2	34	32.4
3	32	30.5
4	16	15.2
5	7	6.7
Total	105	100

Chart no.21: Is Gender Inequality Will Be a Problem for Self Development



Interpretation

From the above table show that the Is Gender Inequality Will Be A Problem For Self Development, 15.20% of 1, 32.40% of 2, 30.50% of 3, 15.20% of 4, 6.70% of 5

Inference

32.50% of the respondents have 2 Is Gender Inequality Will Be a Problem for Self Development of the response is majority.

4.2 CHI SQUARE

TABLE 1

HYPHOTHESIS

Null Hypothesis (H0): There is no significant difference between Gender of the Respondent and In your opinion, which of the gender complete efficiently and finish the work on time.

Alternative Hypothesis (H1): There is significant difference between Gender of the Respondent and In your opinion, which of the gender complete efficiently and finish the work on time.

Crosstabs

Case Processing Summary

	Valid		Cases Missing		Total	
	N	Percent	N	Percent	N	Percent
Gender * which_of_the_gender_compl ete_finish_the_work_on_tim e	105	100.0%	0	0.0%	105	100.0%

Gender * which_of_the_gender_complete_finish_the_work_on_time

Crosstabulation

			which_of_the_gender_complete_finish_the_work_on_time			
			Women work efficiently than men and complete the work on time	Men work efficiently than women and complete the work on time	Both men and women work efficiently and complete on time	Total
Gender	Male	Count	26	16	0	42
		Expected Count	10.4	10.4	21.2	42.0
	Female	Count	0	10	53	63
		Expected Count	15.6	15.6	31.8	63.0
Total		Count	26	26	53	105
		Expected Count	26.0	26.0	53.0	105.0

Chi-Square Tests

	Value	df	Asymptotic Significance (2- sided)
Pearson Chi-Square	79.359 ^a	2	.000
Likelihood Ratio	106.686	2	.000
Linear-by-Linear Association	77.562	1	.000
N of Valid Cases	105		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 10.40.

INTERPRETATION:

Since p value is 0.000 is less than 0.05 null hypothesis is rejected, alternate is accepted. Hence, there is significant association between Gender of the respondent and which of the gender complete efficiently and finish the work on time

4.3 ANNOVA

TABLE 1

HYPHOTHESIS

Null Hypothesis (H0): There is no significant difference between both male and female employees work equally in all shift timings and who get more job opportunities

Alternative Hypothesis (H1): There is significant difference between both male and female employees work equally in all shift timings and who get more job opportunities

Descriptives

both_male_and_female_employee_equally_in_all_shift_timing

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
Both men and women get equal job opportunities	52	1.17	.382	.053	1.07	1.28	1	2
Women will be hired for her looks and not for skills	17	2.00	.000	.000	2.00	2.00	2	
Men will not be hired for his looks but he will be having knowledge and skills	11	2.27	.467	.141	1.96	2.59	2	3
Women will be hired for her knowledge and skills not for looks	19	3.00	.000	.000	3.00	3.00	3	3
Men will be hired for his knowledge and skills not for looks	6	3.17	.408	.167	2.74	3.60	3	4
Total	105	1.87	.833	.081	1.71	2.03	1	4

ANOVA

both_male_and_female_employee_equally_in_all_shift_timing

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	61.676	4	15.419	147.445	.000
Within Groups	10.457	100	.105		
Total	72.133	104			

Post Hoc Tests

Homogeneous Subsets

both_male_and_female_employee_equally_in_all_shift_timing

Duncan^{a,b}

who_get_more_job_opportunities	N	Subset for alpha = 0.05			
		1	2	3	4
Both men and women get equal job opportunities	52	1.17			
Women will be hired for her looks and not for skills	17		2.00		
Men will not be hired for his looks but he will be having knowledge and skills	11			2.27	
Women will be hired for her knowledge and skills not for looks	19				3.00
Men will be hired for his knowledge and skills not for looks	6				3.17
Sig.		1.000	1.000	1.000	.194

Means for groups in homogeneous subsets are displayed.

a. Uses Harmonic Mean Sample Size = 12.878.

b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

INTERPRETATION

Since p value is less than 0.05 Null hypotheses is accepted. Hence, there is a significant difference between both male and female employees work equally in all shift timings and who get more job opportunities?

CHAPTER – V

FINDING, SUGGESTIONS AND CONCLUSION

5.1 FINDING

- In this above table show that the 60% of the respondent have Female of the response working in Truemark Engineering Industries.
- In this above table show that the 38.10% of the respondent have 18-25 years of the response.
- In this above table show that the 41% of the respondents have Bachelor Degree of the response is majority.
- In this above table show that the 39% of the respondents have 20-30k of the response is majority.
- In this above table show that the 50.50% of the respondents have Single of the response is majority.
- In this above table show that the 68.60% of the respondent have Full time of the response is majority.
- In this above table show that the 50.50% of the respondents have Both men and women work efficiently and complete on time of the response is majority.
- In this above table show that the 45.70% of the respondents have Women feel safe in their training and work atmosphere of the response is majority.
- In this above table show that the 41% of the respondents have Both work in all shifts (Morning, evening, night), of the response is majority.
- In this above table show that the 55.20% of the respondents have Equal amount of men and women of the response is majority.
- In this above table show that the 47% of the respondents have, Agree in Equal wages provided for both men and women of the response is majority.
- 46.80% of the respondents have workplace environment (wages, promotion, productivity) of the response is majority.
- In this above table show that the 40% of the respondents have Division of gender in work related task wise of the response is majority.

- In this above table show that the 49.5% of the respondents have Agree in Men and women have equal right of power of the response is majority.
- In this above table show that the 46.70% of the respondents have Agree In Your Opinion, Do You Think There Is Equal Opportunities For Both Men And Women of the response is majority.
- In this above table show that the 38.10% of the respondents have 4 In your opinion do you think women are less paid than men for the same work
- In this above table show that the 45% of the respondents have 3 in Low opportunities of the response in majority.
- In this above table show that the 45.70% of the respondents have 1 Is Gender Inequality Will Be A Major Problem For Difficult Task Provided By The Company of the response is majority.
- In this above table show that the 32.50% of the respondents have 2 Is Gender Inequality Will Be A Problem For Self Development of the response is majority.

5.2 SUGGESTIONS

- ✓ The company needs to create the awareness about employee diversity issues in the organization.
- ✓ The company needs to maintain good interaction with the employees.
- ✓ The company needs to encourage diversity in the workplace so that employees can perform to their highest ability.
- ✓ Create a workplace that is a forum for people to share opinions.
- ✓ Build a workplace where people speak to each other respectfully and listen to other points of view.
- ✓ Provide on-going training opportunities focusing on diversity and inclusion from the top down, everyone required to attend.
- ✓ The diversity in the work place requires various cultural backgrounds which has very good influence behaviour within the organization.
- ✓ Active participation in decision has to be concentrated in order to increase the level of participation in decision making so that achievement of goal and division of work can be improved.

- ✓ The organization can offer various meetings, seminars, conferences to enhance the skills of the employees. If many programs are offered the organizational as well as individual goals.
- ✓ Management need to concentrate on all departments and the programs offered in the organization.

5.3 CONCLUSION

- In many organization female and male has not given equal job opportunity, pay scale , job role etc.
- Gender diversification will make balanced scenario in the work culture. Hence I conclude that both men and women should be given equal opportunity for their betterment and growth.

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A STUDY ON GENDER DIVERSIFICATION IN WORKPLACE IN TRUE MARK ENGINEERING INDUSTRIES

* Required

1. Name *

2. Gender *

Mark only one oval.

☐ Male

☐ Female

3. Age *

Mark only one oval.

☐ 18-25 YEARS

☐ 26-35YEARS

☐ 36-45 YEARS

☐ 46-55YEARS

☐ 55 YEARS ABOVE

4. Qualification *

Mark only one oval.

☐ Diploma Bachelor

☐ DegreeMaster

☐ Degree

5. Monthly Income *

Mark only one oval.

- ☐ Less than 10k
- ☐ 10-20k
- ☐ 20-30k
- ☐ 30-40k
- ☐ More than 40k

6. Marital Status *

Mark only one oval.

- ☐ Single
- ☐ Married

7. Work Base *

Mark only one oval.

- ☐ Full Time
- ☐ Shift Base

8. In your opinion, which of the gender complete efficiently and finish the work on time *

Mark only one oval.

- ☐ Women work efficiently than men and complete the work on time Men
- ☐ work efficiently than women and complete the work on time Both men
- ☐ and women work efficiently and complete on time

9. Do you think, men are threat to women employee in the workplace ***Mark only one oval.**

- ☐ Women feel safe in their training and work atmosphere
- ☐ Women feel safe and secure with male employee Women
- ☐ feel insecure in their workplace

10. In your opinion, who get more job opportunities ***Mark only one oval.**

- ☐ Both men and women get equal job opportunities
- ☐ Women will be hired for her looks and not for skills
- ☐ Men will not be hired for his looks but he will be having knowledge and skills Women will
- ☐ be hired for her knowledge and skills not for looks
- ☐ Men will be hired for his knowledge and skills not for looks

11. In your opinion, both male and female employees work equally in all shift timings ***Mark only one oval.**

- ☐ Both work in all shifts (Morning, evening, night)
- ☐ Female will not be allowed to work on night shifts.
- ☐ Female will be allowed to work on night shifts with some time limits other:
- ☐ _____

12. Among Your Colleagues are they Mostly Women or Men ***Mark only one oval.**

- ☐ I Work Alone/I Don't Have Colleagues
- ☐ Mostly Women
- ☐ Mostly Men
- ☐ Equal Amount Of Men And Women

13. If You Opinion How Can You Segregate Company/Organization *

Mark only one oval per row.

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Equal Wages Provided For bothMen and Women	☐	☐	☐	☐	☐
Equal Opportunities ProvidedFor both Men And Women	☐	☐	☐	☐	☐

14. In Your Opinion, How Does Gender Inequality Affect Employees? *

Mark only one oval.

- ☐ On Mental Health (Self Confidence)
- ☐ On Workplace Environment (Wages, Promotion, Productivity Etc.)On
- ☐ Family Life (Domestic Violence and Children)
- ☐ Other: _____

15. In Your Opinion, Do You Feel That Your Current Employee Had Treated You In Following Issues *

Mark only one oval.

- ☐ Division of Gender in Work Related Task Wise
- ☐ Working In Shifts (Day, Evening, Night)
- ☐ In Recruitment ProcessTraining
- ☐

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Men and Women Have Equal Right Off Power	☐	☐	☐	☐	☐
Men and Women Have Equal Compensation Benefits	☐	☐	☐	☐	☐

17. **In Your Opinion, Do You Think There Is Equal Opportunities For Both Men And Women.**

Mark only one oval.

- ☐ Strongly Agree
- ☐ Agree
- ☐ Neutral Disagree
- ☐ Strongly Disagree
- ☐

18. **In Your Opinion, Do You Think Women Are Less Paid Than Men For The Same Work? ***

Mark only one oval.

	1	2	3	4	5	
Agree	☐	☐	☐	☐	☐	Disagree

19. **Is Gender Equality A Priority Issue In Your Company ***

Mark only one oval.

	1	2	3	4	5	
Agree	☐	☐	☐	☐	☐	Disagree

20 What Gender Inequality Situation Had You Faced In Your Workplace?

	1	2	3	4	5
Low Opportunities Sexual	☐	☐	☐	☐	☐
HarassmentDress Code	☐	☐	☐	☐	☐
Some Work RestrictionsLow	☐	☐	☐	☐	☐
Wages	☐	☐	☐	☐	☐
	☐	☐	☐	☐	☐
Work Timing					

21. Is Gender Inequality Will Be A Major Problem For Difficult Task Provided By TheCompany *

Mark only one oval.

1	2	3	4	5	
Agree	☐	☐	☐	☐	Disagree

22. Is Gender Inequality Will Be A Problem for Self Development *

Mark only one oval.

1	2	3	4	5	
Agree	☐	☐	☐	☐	Disagree

23. According To You What Will Be Your Opinion on Gender Inequality in Today's Workplace

*

ANNEXURE 2

A STUDY ON GENDER DIVERSIFICATION IN WORKPLACE EMPLOYEE IN TRUEMARK ENGINEERING INDUSTRIES

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ABSTRACT:

Gender diversification in the present associations is one of the issues that on the off chance that it can't be overseen well, there will be different issues in the association that might hurt extraordinary the organization. Elements of gender diversification are remembered that is segregation for enlistment and choice, advancement and offices recruiting, advancement, compensation, control/independence/impact, challenge, execution measures. Thusly, the object of this exploration is to look at the impact on labourers of orientation separation. Gender diversification fundamentally affects work fulfilment, representative interest, and authoritative personality and has significantly affected work pressure. The representative performs basic errands for the endurance of the association regardless of any distinctions in gender differences (male/female).

Keywords: Gender Diversification, work pressure, salary and wages.

I. INTRODUCTION:

The gender diversification might exist in different aspects which incorporate employing, contrasts in compensation and wages, segregation/contrasts in advancement and disparity connected with various products and offices gave to various gender. employee is a back bone of the association that performs basic undertakings for the endurance of the association and worker efficiency impacted by gender diversification. Without a doubt, Women are, a larger piece of each general public's social and profound capital. This gigantic capital assumes a significant part in their nation's turn of events, both in the homegrown job and in the social job. Factors like modern and monetary development in the country, the extension of state funded schooling, the passage of a critical level of women into advanced education, late marriage, inflated cost of living and eventually government support for women' investment have brought about a huge presence of women in the working environment as of late.

II. REVIEW OF LITERATURE:

Adhikari (2014) she conducted research on five IT companies of luck now .She find no significant difference in the performance of different gender employees (male, female) and there is significant level of discrimination at work place female workers are discriminate they are under paid and get less rewards as compare to men which decrease motivation and moral which effect their productivity.

Deborah (2011) male employees had more likely to receive promotion as compare to female employees, but female employees has higher wage increases linked to promotions.

Daniel, Adewale, Anthonia, & Olumuyiwa (2014) they concluded that gender discrimination negatively affect employee performance. Female staffs are discriminated by not getting higher level positions or managerial position which affects their performance.

Nick (2012) they concluded from the results that female at higher position face fewer barriers to get promotion than female employees at lower or middle position/career level.

In a study entitled "Assessing the Culture of the Women's Labour Organization" (**Carlsen 2015**) examined the problems of 446 Swedish women employees in universities, hospitals and industrial environments. The results of this study showed that women employees in more masculine environments suffer more from gender attitudes than women employees in more feminine environments.

III. OBJECTIVES OF THE RESEARCH:

- To find out the gender diversification in variable recruitment, selection, promotion unequal pay and facilities.
- To find out the impact of gender equality in the workplace.

IV. RESEARCH METHODOLOGY:

DATA COLLECTION

Data collection is one of the most important aspects of research. The information in tough research methodology must be accurate and relevant. The data collection method can be classified into two methods Primary Data and Secondary Data.

A. AREA OF INDUSTRY:

FACT:

The study is to done the A STUDY ON GENDER DIVERSIFICATION IN WORKPLACE AT “TRUEMARK ENGINEERING INDUSTRIES.”

SAMPLE SIZE AND POPULATION:

Primary Data were collected for the study from a Sample of 52 Gender Diversification in workplace in the city of Coimbatore through questionnaires regarding Gender Diversification.

LOCATION:

Coimbatore has been selected for the Area of study.

TARGET PEOPLE:

The Study is done to know the “TRUEMARK ENGINEERING INDUSTRIES EMPLOYEE”.

TYPE OF INDUSTRY:

HR

V CONCEPTIONAL FRAMEWORK:

The conceptional framework of Policyholder Insight on Investing in Life Insurance was based upon research gaps and exhaustive review of literature into 3 variables of the study such as,

- a. Trust and, Effective and good plans
- b. Employee perception and expectation
- c. Gender Diversification

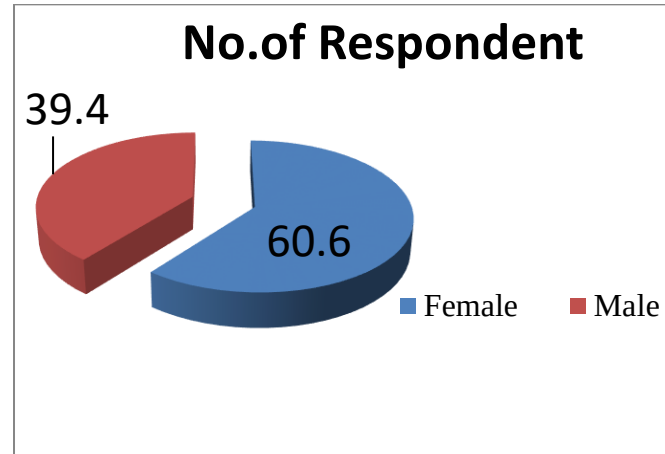
VI. RESEARCH QUESTIONS AND NULL HYPOTHESIS:

- a) Research Questions: Relationship between the Gender of the Respondent and which of the gender complete efficiently and finish the work on time.
- b) Null hypothesis: There is no significant association in Relationship between the Gender of the Respondent and which of the gender complete efficiently and finish the work on time.

VII DATA ANALYSIS:

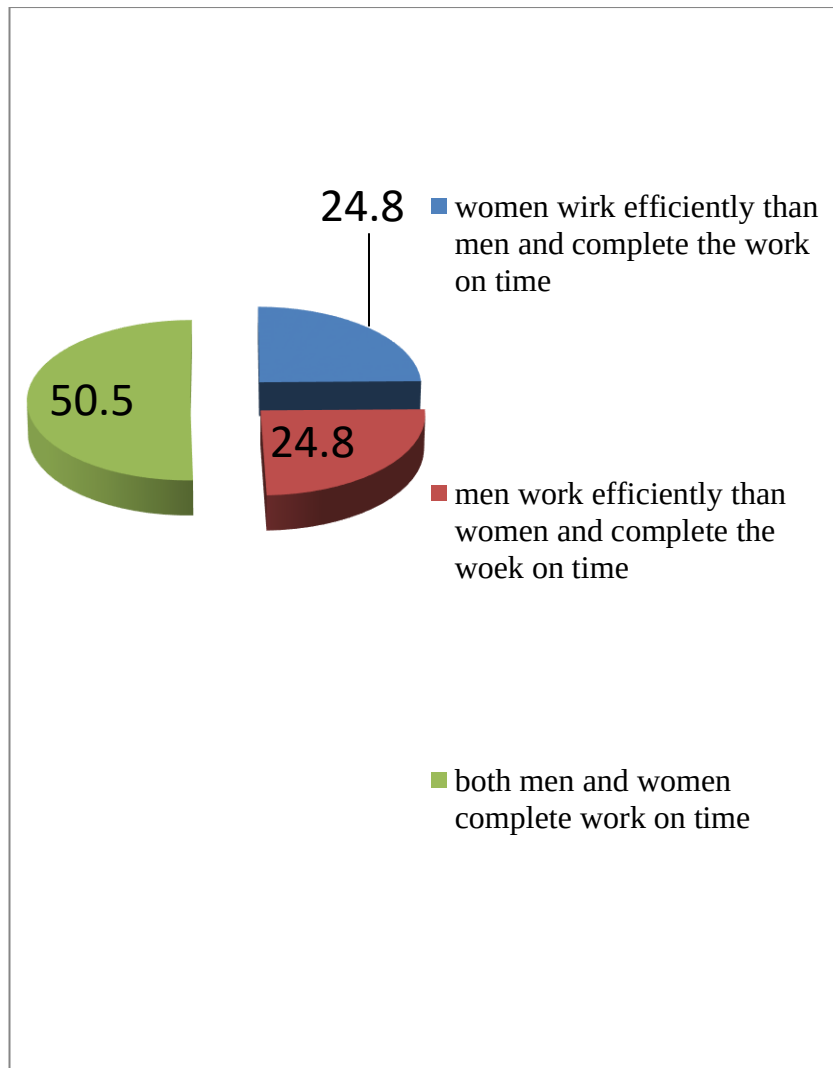
1) Gender wise classification of respondents

Gender	No.of Respondent	Percentage
Male	42	39.4
Female	63	60.6
Total	105	100



2) In your opinion, which of the gender complete efficiently and finish the work on time

In your opinion, which of the gender complete efficiently and finish the work on time	No.of respondent	Percentage
Women work efficiently than men and complete the work on time	26	24.8
Men work efficiently than women and complete the work on time	26	24.8
Both men and women work efficiently and complete on time	53	50.5
Total	105	100



Interpretation

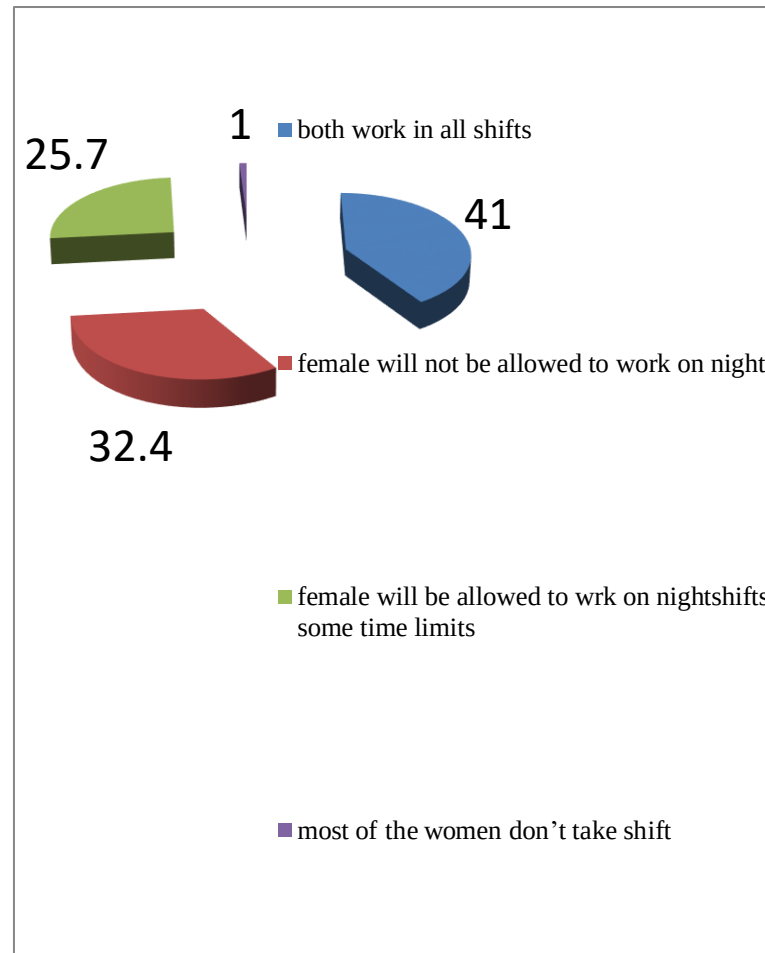
From the above table show that the In your opinion, which of the gender complete efficiently and finish the work on time, 24.80% of Women work efficiently than men and complete the work on time, 24.80% of Men work efficiently than women and complete the work on time, 50.50% of Both men and women work efficiently and complete on time

Inference

50.50% of the respondents have Both men and women work efficiently and complete on time of the response is majority.

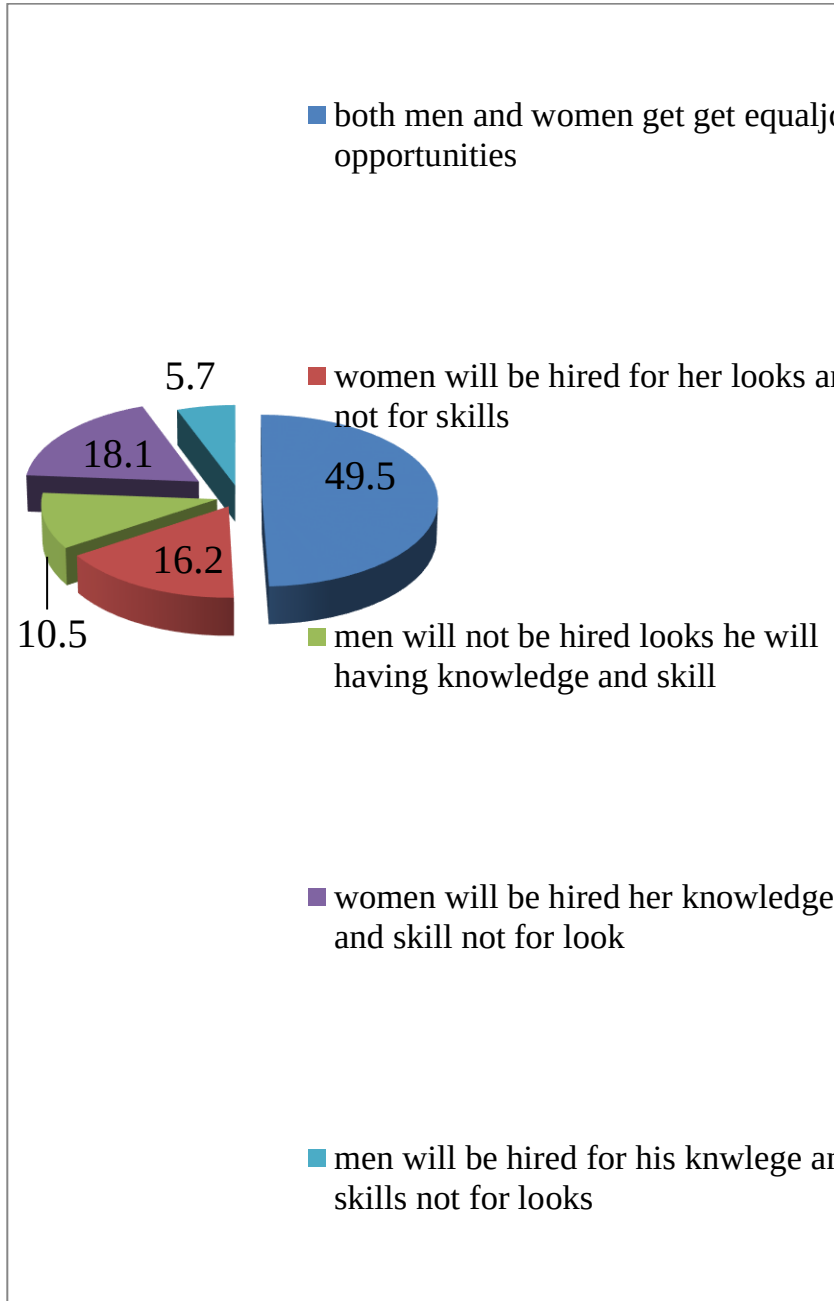
3) In your opinion, both male and female employees work equally in all shift timings

In your opinion ,both male and female employees work equally in all shift timings	No.of respondent	Percentage
Both work in all shifts(Morning,evening,nig ht)	43	41
Female will not be allowed to work on night shifts.	34	32.4
Female will be allowed to work on nightshifts with some time limits	27	25.7
Most of the women's don't take shift	1	1
Total	105	100



4) In your opinion, who get more job opportunities

In your opinion, who get more job opportunities	No.of respondent	Percentage
Both men and women get equal job opportunities	52	49.5
Women will be hired for her looks and not for skills	17	16.2
Men will not be hired for his looks but he will be having knowledge and skills	11	10.5
Women will be hired for her knowledge and skills not for looks	19	18.1
Men will be hired for his knowledge and skills not for looks	6	5.7
Total	105	100



Interpretation

From the above table show that the In your opinion, who get more job opportunities? In your opinion, who get more job opportunities, 49.50% of Both men and women get equal job opportunities, 16.20% of Women will be hired for her looks and not for skills, 10.50% of Men will not be hired for his looks but he will be having knowledge and skills, 18.10% of Women will be hired for her knowledge and skills not for looks, 5.70% of Men will be hired for his knowledge and skills not for looks.

Inference

49.50% of the respondents have Both men and women get equal job opportunities of the response is majority

CHI SQUARE

Chi-Square Tests			
	Value	df	Asymptotic Significance (2- sided)
Pearson Chi-Square	79.359 ^a	2	.000
Likelihood Ratio	106.686	2	.000
Linear-by-Linear Association	77.562	1	.000
N of Valid Cases	105		
a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 10.40.			

INTERPRETATION:

Since p value is 0.000 is less than 0.05 null hypothesis is rejected, alternate is accepted. Hence, there is significant association between Gender of the respondent and which of the gender complete efficiently and finish the work on time.

ANNOVA

Oneway

ANOVA					
both_male_and_female_employee_equally_in_all_shift_timing					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	61.676	4	15.419	147.445	.000
Within Groups	10.457	100	.105		
Total	72.133	104			

both_male_and_female_employee_equally_in_all_shift_timing					
who_get_more_job_opportunities	N	Subset for alpha = 0.05			
		1	2	3	4
Both men and women get equal job opportunities	52	1.17			
Women will be hired for her looks and not for skills	17		2.00		
Men will not be hired for his looks but he will be having knowledge and skills	11			2.27	
Women will be hired for her knowledge and skills not for looks	19				3.00
Men will be hired for his knowledge and skills not for looks	6				3.17
Sig.		1.000	1.000	1.000	.194
Means for groups in homogeneous subsets are displayed.					
a. Uses Harmonic Mean Sample Size = 12.878.					
b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.					

INTERPRETATION

Since p value is less than 0.05 Null hypotheses is accepted. Hence, there is a significant difference between both male and female employees work equally in all shift timings and who get more job opportunities.

IX. FINDING:

- ☐ 38.10% of the respondent have 18-25 years of the response is majority
- ☐ 45.70% of the respondents have Women feel safe in their training and work atmosphere of the response is majority.

KARTHIGA S

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jaihindpuram, Madurai

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Career objective:

To pursue a career opportunity in a challenging organization that provides opportunities to utilize my skills to the best of organizational growth and also to enhance my knowledge, skills and techniques.

Academic Qualification

Course	Name Of Institution	Board/ University	Year Of Passing	Percentage
MBA (Finance and HR)	Sathyabama institute of science and technology	Deemed university	2020-2022 (Pursuing)	-
B.COM	Subbalakshmi lakshmipathy college of science	kamarajar university	2017-2020	62%
XII Standard	Arunachalam higher secondary school	State Board	2017	64%
X Standard	Gurukalam higher secondary school	State Board	2015	64%

Project:

- Mini Project (UG) – Aam Admi Bima Yojana at Life insurance co-operation.
- Final year project (UG) – A study on fixed deposit and recurring deposit at Madurai districtco-operative central bank
- Mini Project (PG) – A Study on Policyholder Insight on Investing In Life Insurance.
- Final year project (PG) – A study on Gender diversification at TRUMARK Engineeringindustries.

Hobbies and sports

- Book Reading
- Drawing

Certificate Completion

Completed Typewriting upper and lower (1st class)

Key Strengths:

- Self – disciplined and a quick learner with an unfailing enthusiasm and stamina to work.
- Team Building.
- Decision Making.
- Problem Solving.

Internship

- MDCC – Madurai district cooperative central bank (Banking)
- Learnovate Ecommerce. (Finance)

Personal Details:

Date of Birth : 14-08-2000
Father Name : SURESH RAGAV.N
Mother Name : SUDHA. S
Sex : Female
Nationality : Indian
Marital Status : Unmarried
Linguistic Abilities : Tamil English & Kannada (speak only)

Declaration

I hereby declare that the details mentioned herein are true and correct to the best of my knowledge and belief.

Place: Chennai

KARTHIGA S

Date:

