

**A STUDY ON “IMPACT OF EMPOWERMENT OF WOMEN EMPLOYEES ON ORGANIZATIONAL PERFORMANCE” AT VENKATESHWARA CLOTHING COMPANY (A UNIT OF GOKULDAS EXPORT) YALAHANKA, BANGALORE**

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**1. ABSTRACT:**

Women's empowerment and improved organizational reputation. As the company promotes gender diversity and inclusivity, it resonates positively with customers, investors, and stakeholders, boosting the company's brand image and customer loyalty. Empowering women employees within the company has resulted in enhanced overall performance. Through a grouping of qualitative and quantitative research methods, it is evident that fostering an environment of gender equality and empowerment has led to numerous positive outcomes. We have collected data using questionnaire in Google form and we used 5 scale likert scale. Based on the data we analyzed using software called SPSS software and we used null and alternative hypothesis based on result. Based on the result we prepared findings and suggestions for the findings. Problem-solving Furthermore, their enhanced representation in leadership positions has created role models that inspire and motivate both women and men in the business. Based on the Empowerment initiatives such as leadership training, skill development, flexible work arrangements, and inclusive policies have contributed to higher employee morale, job satisfaction, and commitment.

**KEYWORDS:** Women Empowerment And Organizational Performance, Employees Satisfaction, Employees performance.

## II. INTRODUCTION:

The empowerment of women employees is a dynamic and transformative factor that suggestively influences organizational performance. There has been a growing acknowledgement of the pivotal role women play in contributing to a company's success. The empowerment of women encompasses a range of initiatives, including skill development, leadership training, flexible work arrangements, and equal opportunity policies. These efforts aim to create an inclusive and diverse work environment where women are enabled to thrive and contribute their fullest potential. As women's roles in the workforce evolve, so too does their impact on key performance indicators such as productivity, innovation, employee satisfaction, and overall organizational success. This study delves into the intricate relationship between the empowerment of women employees and the enhancement of organizational performance, shedding light on the tangible benefits reaped by companies that prioritize gender equality and inclusivity.

### **Primary Features of Female Employee Empowerment**

1. Task anxiety is seen as an obstacle and an adventure by employees.
2. The worker develops the capacity for independent work.
3. Closed communication transforms into open concept and knowledge sharing
4. Solving problems takes the place of avoiding them.
5. The supervision of everyone becomes the duty of education and advancement personnel.

### **The significance of employee empowerment for women**

1. The empowering of women in the workplace improves the effectiveness of companies.
2. Empowering women in the workplace also helps employees become more independent.
3. It gives employees the freedom to choose for themselves.
4. It might support improving employee morale.
5. Giving staff members more freedom can aid in their ability to make informed decisions.
6. Each employee has faith in their abilities.

## III. LITERATURE REVIEW

**TITLE: Socio-economic and Socio-demographic Determinants of Women Empowerment: Empirical Evidence from the Districts of Ghizer and Gilgit, Northern Pakistan. Authors: Saranjam Baig, Year: 2020,**

The topic of women's empowerment has continued to receive the greatest attention, and a lot of social scientists have studied it in their specific specialties. There are many facets to women's

empowerment, but this only two aspects of women's participation and decision- making are studied. This study primarily builds two indices of women's empowerment, the women participation index and the women decision making index, based on several components computed by using principal component analysis.

**TITTLE: The relationship between higher education and women empowerment in Pakistan.**

**Author:** Arab Naz, **Year:** 2020

A feminist ideal is to empower women. Higher education aids women in overcoming the marginalization and oppression they experience in patriarchal societies. This study concentrated on the downtrodden; better education helps people deal with these difficulties. The research found a connection between higher education and female emancipation. Decision-making power, involvement in politics, independence from money, respect, and self-esteem have all been related to higher education. The variables are interconnected irrevocably. The report claims that more Education helps liberate women from sex discrimination and repression, which in turn promotes women's empowerment.

**TITTLE: Dimensions and Determinants of Women Empowerment in Developing Countries.**

**Author:** komal urooji, Tusawar Iftikhar Ahmad, **Year:** 2020

In Consider of the demographic and socioeconomic aspects of women's living situations at the family level, this study is an effort to create an index of women's empowerment utilizing multidimensional criteria. Using 19 DHS variables connected to women's empowerment, five broad categories of women's empowerment are constructed. These five factors are (i) the standing of women in the workforce, (ii) awareness, (iii) decision-making participation, (iv) self-esteem, and (v) self-confidence. Multiple regression analysis is used to approximation the empirical mode.

**TITTLE: Women empowerment through women entrepreneurship: A comparison between women entrepreneur and fulltime housewife in Pakistan. Author:** Leilani Mohd Nor, **Year:** 2020,

Power to make decisions is a component of empowerment. In Pakistan, women's entrepreneurship is still in its beginning in terms of information availability and resource management. The emphasis of this study is female entrepreneurship. Pakistan is where it is. The poll utilized a 120 women from Pakistan's biggest cities were studied using a standardized questionnaire; housewives and businesswomen were among the target group. When compared to housewives, the data show that entrepreneurship improved women entrepreneurs' aptitude for decision-making. Government support for female business owners is minimal.

**TITTEL: A combined strategy for empowering women in rural India. Author:** Subbankar Das, **Year:** 2021

The current study's goal is to develop a comprehensive model for women's empowerment in rural India using a primary data collected from 3000 women in 60 villages spread across east, west, south, north, and central India. . A conceptual model that specifies crucial areas that can grant women social rights and necessities while also ensuring a stringent and supportive legal system is developed in order to assure women's empowerment.

### **Objectives Of the study:**

1. To understand impact of empowered of women employee on organizational performance.
2. To analyze the performance of the organization before and after women employeeare empowered.
3. To evaluate the connection of women empowerment with organizational performance.
4. To Assess the appropriate measures towards women empowerment to improve the organizational performance.

## **VI. STATEMENT OF THE PROBLEM**

This research will look at how firms operate when women have more authority in the workplace. In teams and among themselves, empowered women employees have more flexibility and independence, which gives them the responsibility and autonomy to act as champions for their rights. Businesses' biggest challenge in empowering employees is getting them to change their attitudes and sentiments about their employment. Understanding the significance of employee empowerment, organizational performance, employee empowerment methods and techniques, and the special effects of these elements on anorganization's performance, is the goal of this study.

## **V. Research Gap**

This study was examines how employee empowerment for women affects corporate performance. The main evaluation criteria for all journals, publications, and other reviews will be the organization's effectiveness and the satisfaction of its personnel. Women on the staff will encourage empowered leadership. Research has been conducted in various sectors, but there has been a lack of focus on the manufacturing sector.

## **VI. RESEARCH METHODOLOGY:**

The sample were collected from the Venkateshwara Clothing Company (A unit of Gokaldas export) A sample random sampling is used to get the responses. The sample size collected is 400 respondents. The research instrument used for the research is the questionnaire method.

## VII. ANALYSIS:

Data analysis and interpretation were done using SPSS Software.

### Chi-Square TestsTable: 4.4.1

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	7.339 <sup>a</sup>	8	.501
Likelihood Ratio	7.284	8	.506
Linear-by-Linear Association	3.973	1	.046
N of Valid Cases	402		
a. 5 cells (33.3%) have expected count less than 5. The Minimum expected count is .05.			

### Interpretation

Allowing to the Chi-Square tests, There is no Correlation between attitudes toward empowering female employees and fostering a more diverse and inclusive workplace ( $p > 0.05$ ). However, as belief in empowering women employees rises, the linear-by-linear connection shows a minor tendency towards a more varied and inclusive workplace perception ( $p = 0.046$ ).

## VIII. CORRELATIONS

	Q33. To what extent do you believe that women employees now have equal opportunities for advancement and promotion after being empower	57. How well does your organization promote and recognize women's achievements and contributions	Q60. How well does your organization promote work environments that are free from gender stereotypes	Q49. How important is it to have women in leadership positions in your organization.
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Q33. To what extent do you believe that women employees now have equal opportunities for advancement and promotion after being empowered	Pearson Correlation	1	.000	.026	-.130**
	Sig. (2-tailed)		.998	.606	.009
	N	403	403	402	403
57. How well does your organization promote and recognize women's achievements and contributions	Pearson Correlation	.000	1	.015	-.001
	Sig. (2-tailed)	.998		.772	.990
	N	403	403	402	403
Q60. How well does your organization promote Work environments that is free from gender stereotypes	Pearson Correlation	.026	.015	1	-.060
	Sig. (2-tailed)	.606	.772		.229
	N	402	402	402	402
Q49. How important is it to have women in leadership positions in your organization.	Pearson Correlation	-.130**	-.001	-.060	1
	Sig. (2-tailed)	.009	.990	.229	
	N	403	403	402	403
**. Correlation is significant at the 0.01 level (2-tailed).					

## Interpretation

The person correlation coefficients are shown in the above table for number of pairs of variables Q33, Q49, Q60 and Q57 had a positive connections of all the questions entire data set is weakly negatively correlated with women employees' belief in having equal chances for development and promotion after being empowered ( $p = 0.009$ ), though other correlations are is not statistically significant.

## IX. ANOVA

**Table 4.5.1**

		Sum of Squares	df	Mean Square	F	Sig.
Q4. How much do you believe that empowering women employees helps to create a more diverse and inclusive workplace.	Between Groups	4.497	2	2.248	1.996	.137
	Within Groups	449.366	399	1.126		
	Total	453.863	401			
Q19. To what extent has the organization's ability to meet customer needs and expectations improved since empowering women employees.	Between Groups	11.204	2	5.602	4.101	.017
	Within Groups	544.975	399	1.366		
	Total	556.179	401			
Q34. To what extent do you believe after that empowering women employees has impacted workplace culture and collaboration.	Between Groups	8.115	2	4.057	3.190	.042
	Within Groups	507.497	399	1.272		
	Total	515.612	401			
Q47. How much effort does your organization put towards gender diversity and inclusion.	Between Groups	7.967	2	3.984	4.075	.018
	Within Groups	390.063	399	.978		
	Total	398.030	401			

## Interpretation

According to the ANOVA findings for the three questions, there are statistically, significant differences in the groups' answers to these questions. The F-statistic for question Q4 is 1.996 with a p-value of 0.137, which examines the effect of empowering female employees on fostering a more diverse and inclusive workplace. The lack of a discernible difference between the groups is indicated by The F-statistic is 4.101 with a p-value of 0.017 for question Q19.

## X. T-Test

**Paired Samples Statistics Table 4.6.1**

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	Q11. To what extent do you think that empowering women employees improves the organization's financial performance?	3.5310	403	.99547	.04959
	Q13. To what extent do you Believe that empowering women employees helps to reduce workplace conflicts and increase collaboration?	3.6055	403	1.02490	.05105
Pair 2	Q27. To what extent has the empowerment of women employees led to improved employee engagement and motivation?	3.5829	398	.89042	.04463
	Q28. To what extent has the organization become more inclusive and diverse since the empowerment of women employees.	3.5477	398	1.11842	.05606

## Interpretation

To see if there are any statistically significant variations in the means of two paired variables, t-tests are used. In the first set of questions, the median response to the question "Q11: The mean



score and "Q13. (M = 3.5310) does not change a statistically from the mean score for this question. with a p-value higher than the level of significance (M = 3.6055). The Mean score for "Q27. the second pair's question. (M = 3.5829) does not change considerably from the average rating for "Q28. with a p-value higher than the level of significance (M = 3.5477).

## **XI. Findings:**

- ❖ According to statistics from 19.4%, there is an accepted perception about how women in leadership positions affect company performance.
- ❖ According to statistics from 12.9% of respondents, empowering women is typically perceived as having a negative impact on patronage and loyalty.
- ❖ Since empowering women employees in firms, only 15.6% of organizations have seen an improvement in leadership and management.
- ❖ (11.9%) of a respondents who work for companies believe that acquisition more women has improved employee happiness and wellbeing.

## **XII. CONCLUSION:**

The study's conclusions show that empowering women in the Workplace improves organizational performance and fosters management and employee trust. The leadership assigns the staff a certain amount of authority, accountability, and management decision- making about the specific work activities of female employees. When performing in work that encourages female employees, the employee desires to create original ideas, share expertise with the team, and take leadership duties into consideration. Employee work satisfaction leads to both greater customer service standards and increased productivity within the organization. The consequences of the study show that women's employee empowerment benefits business success since it is influenced by customer demand and organizational factors.

## **XIII. LIMITATIONS:**

- In accordance with organizational ethics and standards, confidential information is asked to be kept private.
- The employees are afraid to tell the management the truth.
- While study faced difficulty in approaching the employees for their responses to the questionnaires.
- The employees were busy with their usual work and they showed fear to give accurate responses.

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