

How a Woman Can Successful in Business World, (Corporate World) with Women Empowerment

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Abstract: *This topic covers how a woman can be successful in business world (corporate world) with woman empowerment. Through this paper, we can identify what are the ways we can prefer to get success in our business life. For example, through gender equality, and empower woman at workplace. Inspirational stories of women entrepreneurs also helps to teach how a life of women in business world. Teaches a lot about our life and lifestyle in corporate world of women. How we can sustain in corporate world and get succeed in business world.*

Keywords: Gender Quality, Women Empowerment, Corporate World, Business World, women entrepreneurs

1. Introduction

This topic covers “How a woman can successful in business world, (corporate world) with empowerment of women”. Women’s empowerment and achieving gender equality is essential for our society to ensure the sustainable development of the country. Women empowerment is created when the strengths that women bring to the workplace are accepted and used. Women empowerment is a pre-requisite for creating a good nation. It also helps to succeed in achieve the goal of an organization. Acquiring knowledge and understanding of gender relations and the way in which these relations may be changed. Women’s security, decision-making power and mobility are three indicators for women empowerment.

Empowerment can be defined as a “multi-dimensional social process that helps people gain control over their own lives. It demands a basic change in social system. The philosophy of women’s empowerment needs a total re-hauling of the Indian society. Women’s empowerment in India is heavily dependent on many different variables that include geographical location, educational status, social status, and age. Policies of women empowerment exist at the national , state , and local levels in many sectors ,including health , education, economic opportunities, gender-based violence , and political participation. However, there are significant gaps between policy advancements and actual practice at the community level.

2. Empower Women at Workplace

Empowering women in the workforce doesn’t just happen by appointing women. If an organization really would like to improve the level of empowerment of women, you have to set goal diversity in an organization. An organization requires preparing the women in your workforce by instituting women’s initiatives in the workplace, so they can get succeed in their achievement of goals (new roles).

Mentors can share their own stories and their personal experiences regarding the business experience or related to their job. Inspirational stories make them to match themselves with role model of strong female .It helps them to succeed in their life and also benefits for an organization or an industry. It benefits strong mentor-mentee relationship to strengthen employees.

Women ask for raises and promotions at the same rate as men but are denied more often. Studies show that women are promoted based on their provable achievements, while men are also promoted based on their potentiality.

Empowerment of Women in corporate world:

Nowadays women are reshaping the competitive landscape i.e., it results in how IT field excited to accept the changes happen by women as well as women are giving more opportunities and support to advance their careers. Companies are leading the way by encouraging women to participate in various entrepreneurship programs for career advancement. Achieving gender equality in the workplace may be a slow process, but a steady increase of women employees across industries is extremely encouraging.

Women leaders can serve as a support system for other women, enabling them to discuss challenges and seek advice. Companies realize the values and qualities that women bring to the table in terms of integrity, sincerity, multitasking and motivation. Today women are unlocking their potential through mutual empowerment and mentorship.

Improve Gender Equality in Workplace:

Make work/life balance a priority for your employees;

One of the most prominent hurdles which currently prevent women from reaching the top of their career is the lack of available childcare support. Companies should consider helping to pay for child and elder care. Companies need to play a vital role in supporting mothers by working together to agree on a fair and balanced workplace which helps them to succeed in workplace or their life.

Mentors available to everyone:

Mentors may be expected to question on how to ask for pay rises within a company and advice on how to tackle any issues relating to inequality. The availability of experienced mentor to help guide you through the different channels an employee may face throughout their career is invaluable, and it should be an opportunity that is open to everyone. Although it may be tempting to resolve gender inequality within a company by focusing only on women, gender inclusiveness needs to focus on both men and women as

initiatives involving only part of the workforce will likely have reduced results.

Creating an open minded atmosphere:

Gender equality can be achieved at the workplace, only when the employers, process owners, managers, and team leads have a broad and open minded policy. Employees should be appreciated based on their talent and performance, not by employer's personal favorites. Consider current employees suggestions as well as, as they can provide valuable insight into what is happening in the organization and check scope for improvement.

Educate yourself about intersectionality:

Intersectionality means that all aspects of identity must be considered, especially when examining oppression. Avoid making feminism among groups of people in power. If you are a white cis (community) person, make sure to include other groups in your discussion so that you can understand different perspectives and experiences.

3. Opportunities in Business for Women

Entrepreneurship as the path to leadership:

For a growth number of women, fastest route to the c-suite is launching their own business. Today start-up culture empowers women to be their own boss and pay their own salary, defining how they want to work and making the balance of career and family life easier, entrepreneurship presents a path for women to close the pay gap and raise to leadership positions, on their own terms. Running their own company also offers the opportunity for women to collaborate with and hire other ambitious, like-minded women fostering a new generation of women in leadership roles.

Strengthening credentials with a business degree:

To stand out in a competitive job market, many women hone the knowledge and expertise they need through a business degree. The number of women enrolling in business school is steadily on the rise. Whether it's undergraduate, an MBA, EMBA or Masters Degree, business school offers a valuable platform for women to become subject-matter experts, practice, leadership skills, and gain the confidence they need to step into the boardroom. A mentor can offer industry advice and serve as a sounding board for new ideas. Mentors can also become important career sponsors, offering professional opportunities and helping ambitious and talented women to take their next step up the career ladder.

4. Successful Stories of Women Entrepreneurs in India

Indra Nooyi

The most well-known face amongst Indian Women entrepreneurs-Indra Nooyi is the CFO and president of PepsiCo.

She was born in Chennai. Beginning her career in India, Nooyi held product manager positions at Johnson's & Johnson and textile firm Mettur Beardsell. Nooyi joined PepsiCo in 1994 and was named president and CFO in 2001. She has been conferred with prestigious Padma Bhushan for her business achievements and being an inspiration to India's corporate leadership.

Her strong acumen for business has helped the company garner as much as 30 billion dollars worth of crucial deals within the last couple of years.

Chanda Kochhar:

Chanda Kochhar is currently MD & CEO of India's largest private bank ICICI Bank. She was born in Rajasthan and she got her Masters Degree in management studies, Mumbai.

Under Kochhar's leadership, ICICI Bank won the "Best Retail Bank in India award in 2001, 2003, 2004 and 2005 and "Excellence in Retail Banking Award" in 2002; both awards were given by the Asian Banker. Kochhar personally was awarded 'Retail Banker of the Year 2004' by the Asian Banker, "Business Woman of the Year "2005 by The Economic Times and "Rising Star Award" for Global Awards 2006 by Retail Banker International.

Indu Jain

Indu Jain belongs to Sahu Jain family and is the current chairperson of India's largest group, Bennett, Coleman & Co. Ltd., which owns the Times of India and other large newspapers. She is widowed with two sons.

Indu Jain is known by many different identities such as that of a spiritualist, humanist, entrepreneur, an aficionado of culture and the arts, an educationalist but her most prominent and eminent roles has been that of chairman.

Ms. Jain was awarded the Padma Bhushan by the government of India in January 2016. She is also the guiding force behind the oneness forum, formally launched by the president of India IN 2003. The forum recently awarded the Mahatma Mahavira Awards to outstanding individuals from all of walks of life and is involved in several activities that seek to bring, highlight, a sense of oneness in the world.

Kiran Mazumdar Shaw

Kiran Mazumdar Shaw is the founder chairman and managing director of Biocon Limited. She was born in Bangalore; Shaw completed her bachelor's in Zoology from Mount Carmel College, Bangalore University. She

later did her post- graduation in Malting and Brewing from Ballarat College, Melbourne University.

She started Biocon in 1978 and spearheads its evolution from an industrial enzyme manufacturing company to a fully integrated bio-pharmaceutical company .Kiran is also a member of the board of governors of the prestigious Indian School of Business and Indian Institute of Technology Hyderabad. Kiran received the prestigious Padma Shri, and the Padma Bhushan from the Government of India.

5. Strategies for Women to Succeed in Business

Women's unheard voice to hear:

Women feel unheard when they suggest ideas in meetings and then feels frustrated when subsequently a male colleague claims the idea as his and gains the support of the team. Actively attributing ideas to the originator helps to bring attention to this situation. When a woman proposed an insight or solution other women would repeat it in agreement to amplify the point. This helped everyone, both men and women, recognize the contribution coming from the woman who first proposed the idea.

Make other woman to interact with your circle:

Very few positions at the top are held by female leaders. Rather than just looking for your own career, take time to find other women who are climbing up and reach out to help: Advocate for their promotions , mentor their careers or coach them through a life decision. One of the best way to make them to interact with us i.e., motivate them at schools and university level. Women in senior roles who are able to advocate for other gritty and talented women by giving clear and concise feedback as well as they support others.

Don't accidentally give in to gender stereotypes:

There are gender stereotypes we are aware of. Always be conscious about your subconscious behavior.

6. Conclusion

Women entrepreneur are those women who think of a business enterprise, initiate it organized and combine the factors of production, operate the enterprise, undertake risk and handle economic uncertainties involved in running a business enterprises. Encourage women's participation in decision-making. Women entrepreneur are those who think of a business enterprise, initiate it organize and combine the factors of production, operate the enterprise, undertake risk and handle economic uncertainties involved in running a business enterprise.

Women participation in the field of entrepreneurship is increasing at considerable rate, efforts are being taken at the economy as well as global level to enhance woman's involvement in the enterprise sector. Women is contributing

to a great extent to the social transformation and in the future, will be seen that more women venturing into areas traditionally dominated by areas.