

WOMEN IN SOCIETY

K.J.Vinodini*

Dr.P.Umarani**

**Assistant Professor, Department of Management Studies, Panimalar Engineering College, Bangalore Trunk Road, Varadharajapuram, Nazarethpettai, Poonamallee, Chennai, Tamil Nadu - 600 123.*

***Professor, Department of Management Studies, Saveetha Engineering College, Saveetha Nagar, Thandalam, Chennai, Tamil Nadu – 602 105.*

ABSTRACT

For last few years, women are playing a vital role in the society when comparing to men. There are many reasons behind this, were the society gives a preference and freedom for women. The opportunities in the society are numerous starting from education to job, they take those opportunities to build their career with a strong base and now being competitor for men. There is a famous quote “There is a growing strength in women but it’s in the forehead, not the forearm.” Beverly Sills Women have the right to make their own decisions, and they've also got the brains. The Woman interest is not measurable but, after choosing their career path how they put their efforts in succeeding the target is being the most important in life. And yet, it appears that there is no clear public understanding of the realities of women’s and girls’ lives in this country. This study discusses few roles and fundamentals qualities that a woman is playing in the society.

Key Words: Discriminating, Entrepreneur, Lifestyles, Self-Reliant, Traits.

INTRODUCTION

Gone are the days when women sat at home, managing the house and looking after the children. Today women have been given bigger role to play in the society. They are entrusted with more responsibility than their male counterparts.

Earlier in the olden days, women use to sit at home detached from the outside world. They use to manage home and look after children. They were devoid from the responsibility of earning income for the family, leaving it exclusively to their male counterparts. The responsibility of earning income for the family was left to males.

With the advent of industrialization and technological development, the lifestyles of human beings started to change. The needs of human beings started to multiply. Apart from basic amenities, man

aspired for sophisticated life. This shift to modern living started to reflect in the lifestyles of human being.

In this process, women slowly started to move outside home. Women pursued education in equal terms with males and with this women literacy rate improved tremendously. Subsequently, women slowly started to participate in all walks of life. Women started to think independently and participated equally in the outside world along with their male counterparts. Slowly and steadily discriminating women on the basis of gender diminished, as women won applauses in all the fields of life including politics, sports and even in defense services.

THE GENERAL ROLE AUTHORITY THAT HAS TO BE PLAYED IN SOCIETY BY WOMEN

- To prevent and control conduct widely recognized as threatening to life and property
- To aid individuals who are in danger of physical harm, such as the victims of violent attack
- To facilitate the movement of people and vehicles
- To assist those who cannot care for themselves, the intoxicated, the addicted, the mentally ill, the physically disables, the old, and the young
- To resolve conflict, whether it be between individuals, groups or individuals, or individuals and their government
- To identify problems that have the potential for becoming more serious problems
- To create and maintain a feeling of security in communities

From the above authority how women have taken her responsibility, how smart is the women in achieving success. There are few Qualities for a Smart & Successful Women

1. Successful Women know what they want. Winning women always have a clear picture of what they are trying to accomplish. Whether it's to do with their career or their life in general, they know what they're shooting for what the overall objective is. They usually know how much money they want to make, what position they want to hold in the company, if they want their own business, a professional degree and career, what role a family plays in their life, etc.

2. Smart Women have a strategic plan. It's not so much that they are going to follow their plan, but that, for their peace of mind, they need a plan to follow for when the going gets tough or they

hit a wall or they don't know what to do. We've all been there, and a strategic plan helps get over those humps. The more detailed your strategic plan, the better.

3. Successful Women are willing to “pay the price.” Not accepting that they can't have it all, smart women find ways of compromising, or better put, prioritizing, in order to achieve their ultimate result. They accept that they cannot be all things to all people and that opportunities might get missed in order to achieve their dreams, but they readily accept that instead of trying to go back and forth with no forward momentum. Focus is key here, as well as utilizing all available forms of leverage.

4. Smart Women deal with “what is.” Successful women know that reality is only temporary. Any situation can be changed in the twinkling of an eye if the desire is strong enough. Dealing with “what is” is simply a matter of attitude. I often hear smart, successful women say things like, “Okay, it happened, now what? How do we move on? What would it take to convince you to?” Or “How can I convince you to work with me on this?”

5. Successful Women constantly pick up from “where they are.” Smart women know that they are constantly starting over. Instead of focusing on opportunities or time lost, they pick up from where they are now, today, this hour, this moment, and move forward. Lamenting over lost time or actions wasted is, in itself, lost opportunity and time wasted. High achievers do not waste time feeling sorry for themselves or wishing things were different. The accomplished attitude is, “This might be where I am, but it is not where I desire to be. How do I go about getting from here to there?”

6. Smart Women are happy on their journey. Well, you would be, too, if you were smart and successful, right? Smart, successful women know that life is about the pursuit of joy. Money, cars, clothing, relationships, even perfect health mean nothing if they fail to bring you joy. Being able to experience joy in any situation makes the good times, relationships, health, and material possessions even more enjoyable. But if you can't experience joy, those things will do you no good anyway.

7. Successful Women listen to and follow the guidance of their intuition. Smart women are very in tune with their inner being. They hear the voice, or calling, and respond accordingly. Whether it's during strategic planning or when something takes them off the path, they receive

their inner guidance with courage and trust. We've all had situations when we went against our intuition and regretted it. Developing the discipline to follow your instincts would be a worthy goal, indeed.

8. Smart Women accept no excuses, but change their minds when they want to, or if it just makes sense. Upon accomplishment of a goal, successful women take time to reflect and reassess the status of their strategic plan. "Am I still on track? Do I still want this?" Doing this gives them control over their life experience, instead of following the plan for the plan's sake, ending up burnt out, unhappy, and feeling like a workhorse. Smart women periodically re-examine their plan.

9. Successful Women are self-reliant. This characteristic might be the most important. I never hear a smart, successful woman say, "I'll have to check with my husband and see what he thinks." Any major decision that involves the family or relationship has been thought out ahead of time and smart, successful women make their own ultimate decisions. Then again, it's easy to make decisions when you know what you want and have wisely chosen a partner who supports that. Perhaps this trait is a culmination of all the rest!

Before analyzing the special traits in successful woman, a glance at the physiological variations in the brains of men and women can be beneficial.

- Male brains are 10% larger than female brains.
- Female has more nerve cells in certain areas.
- Women transfer data faster due to larger corpus collusum, making it easier for increased flexibility and multitasking.
- Men are left-brain oriented and are largely successful in solving numbers and problems.
- 'Gray matter' - the part that allows thinking is 55.4% in women and 50.8% in men.

This reveals that women are endowed with natural advantages that aid in creating, developing and fostering relationships. Not restricting herself to merely fostering relationships with her family, friends and society, a successful woman uses this proficiency to build and maintain a flourishing business enterprise. She translates her natural advantages into effective networking, excellent communication skills and empathetic behavior. Her mastery over multi-tasking influences her to initiate action with direction and integrate it with management and organizational skills. A

successful woman entrepreneur has the attitude and the inner drive to change her dream, her vision into reality.

MOST SUCCESSFUL WOMEN POSSESS THE FOLLOWING TRAITS:

She is ambitious

A successful woman entrepreneur is extremely ambitious, has an inner urge or drive to transform an idea into reality. Experience from her previous tenure as an employee, relying on educational qualifications or lessons learnt from inherited business, she is ready to seize opportunities, sets goal, possess clear vision, steps confidently forward and is ambitious to succeed. Every successful woman entrepreneur is truly determined to achieve goals and make her business flourish. In-depth knowledge of the field is essential to success. She comes with new innovative solutions to old problems to tide over issues.

She is confident

A successful woman entrepreneur is confident in her ability. She is ready to learn from others, seek help from experts if it means adding value to her goals. She is optimistic and is more willing to take risks. A successful woman entrepreneur uses common sense to make sound judgements when encountering everyday situations. This is gleaned from past experience and knowledge acquired over the years. It is essential not to get frustrated and give up when you face obstacles and trials? a part of setting up any business venture. The ability to explore uncharted territories and take bold decisions is the hallmark of a successful woman entrepreneur. A successful woman usually loves what she does. She is extremely passionate about her tasks and activities. Her high energy levels motivate her to contribute immensely towards building, establishing and maintaining a thriving business.

She is open and willing to learn

A successful woman entrepreneur keeps abreast of changes, as she is fully aware of the importance of evolving changes. She is ahead of her competitors and thrives on changes. She adapts her business to changes in technology or service expectations of her clients. She is curious, interested to learn and accommodative to innovations.

She is cost conscious

A successful woman entrepreneur prepares realistic budget estimates. She provides cost-effective quality services to her clients. With minimized cost of operations, she is able to drive her team to maximize profits and reap its benefits.

She values teamwork and loyalty

She has the ability to work with all levels of people. She is keen on maintaining relationships and communicates clearly and effectively. This helps her to negotiate even sensitive issues easily. She is empathetic to people around her and possess good networking skills that help her to expand contacts and make use of opportunities.

She can balance home and work

Cautious of not becoming a workaholic, a successful woman entrepreneur is good at balancing diverse aspects of life. Her multi-tasking ability combined with support from spouse and family members enables her to blend business priorities with family and household responsibilities efficiently and effectively.

She is conscious of her responsibility to society

A successful woman entrepreneur is willing to share her success with the society. She is committed to help others and enjoys doing it.

It is no wonder that millions of aspiring woman entrepreneurs admire Oprah Winfrey for her entrepreneurial skills, business achievements, and commitment to philanthropy. A woman can choose self-owned business as her career choice provided she is to ready to face the challenges that lie ahead of her, ready to walk the extra mile and ready to rely on her own vast resources and abilities.

HIGHLY SUCCESSFUL WOMEN HAS SOME HABITS

- **Maintain your hormonal balance.** Are you moody, exhausted, irritable, or sad? Check your hormones. If they're out of whack, then you'll struggle to be successful! Make sure you're getting enough protein and vitamins, and decrease your refined sugars and carbohydrates.

- **Forgive yourself for your mistakes.** Highly successful women don't obsess or feel guilty about past choices or failures. They make mistakes, move on, and apply what they've learned to new situations.
- **Connect with who you are.** Being a daughter, wife, or mother is one aspect of your life. It doesn't define who you are as a woman. To connect with who you are, find and express your authentic self. The more authentic you are, the more appealing you'll be to others – and to yourself!
- **Avoid energy vampires.** Do you feel drained or sad after spending time with a particular friend, coworker, or relative? Limit the time you spend with him or her. Note how you feel after visiting with a certain person; if you feel energized and happy, then you're in good company. Highly successful women choose their companions wisely.
- **Speak kindly to yourself!** If you beat yourself up for being overweight, a "bad" mom, or not exercising enough, you just create a downward spiral. Highly successful women remind themselves of their achievements and successes. They refuse to tell themselves negative things; they accept themselves.
- **Listen to your body.** I heard Oprah Winfrey say this about 10 years ago: listen to what your body is telling you. Are you emotionally hungry or physically hungry? Feed yourself properly. Are you sad, furious, or depressed? Follow your body's cues.
- **Volunteer your time.** Find something that takes you out of your comfort zone or that you love to do. You'll feel great that you're helping others out – and volunteering directly improves your physical health. Highly successful women step out of their comfort zones and take risks.
- **Let go of perfectionism.** Strive to do your best, but let go of perfectionist tendencies. Accepting that you're doing the best you can is a habit of highly successful women. Letting go of perfectionism is vitamins and exercise for the soul!
- **Use your core strengths.** Are you a natural mathematician, writer, or party planner? Discover your core strengths by trying different things until you find what fits. To take risks and try new things, take short-term volunteer positions or volunteer for new projects at work or in your community.

- **Take time for yourself.** This habit for highly successful women is my favorite: take time to recharge your batteries and refuel your emotional, spiritual, and physical energy. Spend at least a few minutes alone each day – even if you have to lock yourself in the bathroom to do it!

SERENA WILLIAMS SAYS THE TIPS FOR CREATING A SUCCESSFUL LIFE PLAN FOR WOMEN

1. Set goals that represent who you are. “I was just tired of losing,” says Serena Williams. “Life was passing me by.” She is incredibly successful at playing tennis because she got tired of feeling left behind. Williams chose a life goal that she was passionate about, that represented who she was. And, she not only won...she’s also happy and fulfilled. To create a successful life plan, you need to figure out who you really are as a woman.

2. Set your intentions and focus on what you want to achieve. “If you can keep playing tennis when somebody is shooting a gun down the street, that’s concentration,” says Williams. What – or who – distracts you from achieving your personal and professional goals? Find a way to deal with that obstacle even if it’s as disruptive as a shooting down the street!

3. Let go of the past. “I decided I can’t pay a person to rewind time, so I may as well get over it,” says Serena Williams. Don’t let your past mistakes, shame, or regret stop you from creating a successful life plan! Figure out how to let go of past negativity and free yourself to set your intentions and achieve your goals. Get over it...the past is behind you.

Women are becoming increasingly visible and successful in the professional and public sphere. Whether it is Barkha Dutt, who has become a idol for several journalists, Arundhati Roy, a Booker Prize Winner and a social activist, or Kiran Mazumdar Shaw, who became the wealthiest Indian woman after the initial public offering of her company, Biocon , they have all heralded the arrival of Indian women professionals.

CONCLUSION

Globalization has provided opportunities for the educated, middle class woman to build her own dreams and excel in fields, which were earlier perceived as complete male domains. Though they are not the majority, Indian women professionals are definitely on the rise and are paving the way for future generations.

REFERENCES

<http://teacher.scholastic.com/activities/women/>

<http://womeninbusiness.about.com/od/startingasmallbusiness/a/3traitsofentrep.htm>

<http://careers.targetwoman.com/women-entrepreneur-qualities.html>

http://www.fullerton.edu/universityblues/self_steem/selfesteem.htm#
