

## A STUDY ON INCREASING THE PRODUCTIVITY AMONG WOMEN EMPLOYEES IN THE ORGANISATION WITH REFERENCE TO DAILY CHILD CARE, MATERNITY BENEFITS AND CONVENIENT TIMINGS

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**Abstract**—The study deals with the women employees and productivity towards organisation during the maternal period. Women have been in the workforce for a huge number of years. In any case, they were seldom ready to get to indistinguishable employments from men. In contrast to prior days, ladies these days are nearly in each area and progressing admirably. Today, there are around 72 million ladies in the American workforce. That is 30 million more than there were in 1984. They make up 46.9 percent of the work power. An industry is an area that produces merchandise or related administrations inside an economy. Because they have to look after their children. Workplace day care is an important benefit for most of the employees, which allow the parents to spend more time with their kids during their workday. There are different companies which provides day care within workplace such as Fannie Mae, Walgreens Boots Alliance, Boeing, Home Depot, IBM, Valero Energy, Procter & Gamble, Johnson & Johnson, Prudential Financial, Disney, Cisco Systems, Merck, Goldman Sachs Group, Allstate, Nike, Twenty-First Century Fox, Time Warner. And all these companies provide maternity leave according to the maternity benefits act.

**Keywords**—Convenient timings, Day care, Maternal Benefits, Women empowerment, Women Productivity.

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### 1. INTRODUCTION

The study deals with the women employees and their benefits. And how these benefits will become a benefit for the companies also. Women have been in the workforce for a huge number of years. In any case, they were seldom ready to get to indistinguishable employments from men. Women was employed from thousands of years ago. One of the most mainstream occupations for ladies since forever was a seller. Ladies have customarily worked outside the home as merchants since antiquated occasions in South Asia, Africa, Central America, and different pieces of the world. Probably the most well- known positions held by women during the post-war period included:

- Office work
- Retail deals
- Nursing
- Teaching
- Other alleged female occupations

But now, the situation has totally changed. Today, there are around 72 million ladies in the American workforce. That is 30 million more than there were in 1984. They make up 46.9 percent of the work power.

The women employees are increasing nowadays. Some benefits or facilities for the betterment of women employees such as Day care within workplace, maternity benefits act, convenient timings etc paves the way for the empowerment of women employees and cause for the improvement of productivity.

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Nowadays women are working or active most of the areas such as Military and Enforcement, Education, Politics, Business

## **2. REVIEW OF LITERATURE AND GAPS**

A literature review is a survey of scholarly sources on a specific topic. It provides an overview of current knowledge, allowing you to identify relevant theories, methods, and gaps in the existing research.

Literature review or narrative review is a type of review article. A literature review is a scholarly paper that presents the current knowledge including substantive findings as well as theoretical and methodological contributions to a particular topic. Literature reviews are secondary sources and do not report new or original experimental work. Most often associated with academic-oriented literature, such reviews are found in academic journals and are not to be confused with book reviews, which may also appear in the same publication.

**Thomas and wealth house** proposed a moment perspective toward fortifying, depicting reinforcing like a scholarly motivation or mental reinforcing. The going with definitions organizes the psychological thought, for example Carlzon, which underscores reinforcing as a powerful structure. He authenticates the activity of opportunity with respect to work, authority, bearings, courses of action and headings will give the person who frees his activity of freeing himself and accept risk for his or her insights, decisions, and exercises.

**Charles Blacken** positioning a brand, he analysed from the study made on brand positioning that positioning and branding have greater role it has impact in target marketplace. So, a business has to take reasonable steps in improving the products. Technology has to be used quality products must be sold at a reasonable price. Sometimes customers choose the same brand with or without the help of marketer.

Ghosh connects with empowerment as the fortifying and responsible process for lower employees in the organizational Hierarchy and Aram ache is the rationale that engages delegates to settle on decisions about their work.

Literature reviews are a form of academic writing commonly used in the sciences, social sciences, and humanities. However, unlike research papers, which establish new arguments and make original contributions, literature reviews organize and present existing research. As a student or academic, you might produce a literature review as a standalone paper or as a portion of a larger research project.

A narrow-scope literature review may be included as part of a peer-reviewed journal article presenting new research, serving to situate the current study within the body of the relevant literature and to provide context for the reader. In such a case, the review usually precedes the methodology and results sections of the work.

## **3. NEED TO STUDY THE TOPIC**

- To know how much the maternity benefits and other benefits effected the women employees in industry.
- To understand the earlier industrial approach towards women employees.
- To understand the current approach of companies towards women employees.

## **4. OBJECTIVES OF THE STUDY**

- To study the benefits provided in companies with the effect of daily childcare and other benefits for women employees
- To study the earlier and recent approaches towards women employees in the organization.

## **5. SCOPE OF THE STUDY**

The study helps to know how much or what and all benefits are getting through the increase rate of women employees in an organisation and how it can help the GDP of India directly or indirectly. Daily childcare of day care within the workplace helps the employees as well as the organisation to perform. It will influence the productivity of the organisation.

The study helps to understand the benefits of day care, maternity benefits act, and convenient timings really abate the stress level of working women in the organisation. Sometimes the women employees could not continue their work due to their parental life. They could not maintain or balance both the life. The women employees used to abdicate their job after pregnancy. Sometimes the women employees need to abridge their job into their parental life only.

## 6. LIMITATIONS OF THE STUDY

- lack of information about the companies which have the facilities for women empowerment.
- Only less organisations have these facilities
- Limited resources
- Time constraints was a major hindrance

## 7. RESEARCH METHODOLOGY

Sampling is the selection of set of samples of individuals from a statistical population within itself. It is used in statistical analysis. Here we will be taking a set of samples from a large group. It makes the sampling process easy. There are different types of sampling techniques. Sampling is important when it comes to large number of groups. It's a technique used to find how much data to collect.

### ▪ SAMPLE SIZE

Sample size in my research is 140

Test size assurance is the demonstration of picking the quantity of perceptions or repeats to remember for a factual example.

### ▪ AREA OF OPERATION

The study deals with women employees within a limited number of organizations.

## 8. TOOLS OF DATA COLLECTION

Both the primary and secondary data of information are taken into the account for data collection.

## 9. DATA ANALYSIS

The data collected will be tabulated; table and graphs will be used to present data. The resulting tables, charts and graphs will be analysed, and inference will draw. Data analysis has various aspects and approaches, including assorted procedures under an assortment of names, and is utilized in various business, science, and sociology spaces.

Percentage analysis is the tool used for this study.

## 10. DATA ANALYSIS AND INTERPRETATION

**TABLE 1: AGE GROUP OF RESPONDENTS**

<i>Particulars</i>	<i>No. of Respondents</i>	<i>Percentage</i>
15 to 19	8	5.7%
20 to 29	101	72.1%
30 to 39	19	13.6%
40 and Above	12	8.6%
Total	140	100%

From the above table we can assume that most of the respondents age is between 20 to 29. 72% of the respondents are in between 20 and 29. Lowest people responded were in the age group of 15 to 19. And 8.6% of the respondents were above the age of 40. 13.6% were under 30 to 39. And 5.7% of the respondents were between 15 to 19.

**TABLE 2: EDUCATIONAL QUALIFICATION OF THE RESPONDENTS**

<i>Qualification</i>	<i>No. of Respondents</i>	<i>Percentage</i>
SSLC	15	10.7%
Undergraduate	59	42.1%
Postgraduate	55	39.3%

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Other	11	7.9%
Total	140	100%

By looking at the table we can able to understand the educational level of respondents. 42% of the respondents are under graduates, 39% are postgraduates, 11% are in SSLC level, and 7.9% respondents are in the other category

**TABLE 3: EMPLOYMENT STATUS OF WOMEN**

<i>Working Women</i>	<i>No. of Respondents</i>	<i>Percentage</i>
Yes	108	77.1%
No	32	22.9%
Total	140	100%

From the table we can understand that most of the respondents are employed. 77% of the respondents are working. Only 23% are not working.

**TABLE 4: IMPORTANCE IN LIFE**

<i>Importance in Life</i>	<i>No. of Respondents</i>	<i>Percentage</i>
Work	31	22.1%
Family	50	35.7%
Both	59	42.1%
Total	140	100%

From the above table we can assume that most of the people gives importance to both. 42% of the respondents are giving more importance to both family and work. 36% of them are giving importance to family. 22% of the respondents giving importance to work more than family.

**TABLE 5: FOLLOW THE RULES AND REGULATIONS OF GOVERNMENT**

<i>Particulars</i>	<i>No. of Respondents</i>	<i>Percentage</i>
Yes	120	85.7%
No	20	14.3%
Total	140	100%

The above data shows that most of the people follows the rules and regulations of government. 87% of the respondents of follows the rules and regulation of government. Only 14% of the respondents are not following rules and regulations of the government.

**TABLE 7: SATISFACTION WITH JOB AND WORKING ATMOSPHERE**

<i>Particulars</i>	<i>No. of Respondents</i>	<i>Percentage</i>
Yes	77	55%
No	35	25%
May Be	28	20%
Total	50	100%

This table it is easy to understand whether the employees are satisfied with their job and working atmosphere. 55%. 25% of the employees are not satisfied with their job and the working atmosphere. Only 20% of the respondents are not sure about their working atmosphere.

**TABLE 8: FACING PROBLEMS IN THE ORGANIZATIONS**

<i>Particulars</i>	<i>No. of Respondents</i>	<i>Percentage</i>
Discrimination	26	18.6%
Communication	60	42.9%
Harassment	41	29.3%
Low motivation	48	34.3%
Salary Issues	64	45.7%
Total	140	100%

From the above table it is easy to understand that there are lot of problems in the organizations. 46% of the employees are having salary issues in the organization. 43% of the employees are facing communication problems within the organization. 34% of them are not getting proper motivation from their organization. 29% are facing harassment within organization. And 19% of the employees are facing discrimination.

**TABLE 9: WOMEN EMPLOYEES ARE WORKING IN THE ORGANIZATION**

<i>Particulars</i>	<i>No. of Respondents</i>	<i>Percentage</i>
Yes	117	83.6%
No	23	16.4%
Total	140	100%

Through the table we can easily understand that there are women employees in the organization. 84% of the respondents says that women employees are working in their organization. Only 16% of them says there are no woman working in their organization.

**TABLE 10: DISCRIMINATION AMONG WOMEN AND MALE EMPLOYEES**

<i>Particulars</i>	<i>No. of Respondents</i>	<i>Percentage</i>
Strongly Agree	19	13.6%
Agree	20	14.3%
Neutral	52	37.1%
Disagree	42	30%
Strongly Disagree	7	5%
Total	140	100%

The above graph shows representation of discrimination among women and male employees. 37% of the respondents have moderate opinion on discrimination among women and male employees. 30% says that there is a slight discrimination in their organization. 14% are rating the discrimination in between 1 and 2. And 5% of the respondents says that the discrimination is more among women and male employees.

**TABLE 11: WOMEN RESIGN THE JOB AFTER PREGNANCY**

<i>Particulars</i>	<i>No. of Respondents</i>	<i>Percentage</i>
Strongly Agree	32	22.9%
Agree	51	36.4%
Neutral	36	25.7%
Disagree	15	10.7%

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Strongly Disagree	6	4.3%
Total	140	100%

From the above data we can assume that most of them are agreeing that most of the women employees used to resign their job after their pregnancy. i.e., 36%. 26% says that they are not sure about this. 23% of them are strongly agreeing to this opinion. 11% of the respondents are not agreeing to this. And 4% of them are not at all agreeing to this statement.

**TABLE 12: INCREASE OF WOMEN EMPLOYEES**

<i>Particulars</i>	<i>No of Respondents</i>	<i>Percentage</i>
Strongly Agree	5	3.6%
Agree	20	14.3%
Neutral	47	33.6%
Disagree	50	35.7%
Strongly Disagree	18	12.9%
Total	140	100%

The above data shows that most of the people believes that there is an increase in women employees nowadays. 36% says that there is an increase of women employees. 34% are in the moderate level on this statement. 14% are not much aware about this. 4% of them are not agreeing to this statement. 13% surely says that there is an increase in women employees.

**TABLE 13: OPINION OF RESPONDENTS ON WHETHER WOMEN EMPLOYEES ARE STRONGER OF MALE EMPLOYEES**

<i>Particulars</i>	<i>No. of Respondents</i>	<i>Percentage</i>
Yes	63	45%
No	39	27.9%
May Be	38	27.1%
Total	140	100%

By looking at the chart itself we can assume the opinion of respondents on whether women employees are stronger of male employees are stronger. 45% says that women employees are stronger than male employees. 28% says male employees are stronger. 27% of them are not sure about this.

**TABLE 14: SAFETY LEVEL OF WOMEN EMPLOYEES**

<i>Particulars</i>	<i>No. of Respondents</i>	<i>Percentage</i>
Very High	37	26.4%
High	53	37.9%
Medium	45	32.1%
Low	5	3.6%
Total	140	100%

By checking the table, we can ensure that most of the people says that the safety level of women employees is high. 38% of them says that women safety is high in the organization. 32% of them says that the safety level is medium. 26% of the respondents says that the safety level is very high within the organization. And only 4% of them says that safety is very low for women employees within the organization.

**TABLE 15: AWARE ABOUT DAY CARE WITHIN WORKPLACE**

<i>Particulars</i>	<i>No. of Respondents</i>	<i>Percentage</i>
Yes	91	65%
No	49	35%
Total	140	100%

The chart shows that most of the people are aware about day care within workplace. 65% of them says that they are aware about day care within the organization. Only 35% of the respondents are not aware about day care within workplace.

**TABLE 16: OPINION ABOUT DAY CARE WITHIN WORKPLACE**

<i>Particulars</i>	<i>No. of Respondents</i>	<i>Percentage</i>
Great	37	26.4%
Good	69	49.3%
Neutral	28	20%
Poor	6	4.3%
Total	140	100%

Through this table, most of the people says that day care within workplace is good. i.e., 49%. 26% says that it is a good opinion. 20% of the respondents says that it is neutral. 4% of the respondents says that it is not at all good.

**TABLE 17: DAY CARE WITHIN ORGANIZATION ATTRACTS WOMEN EMPLOYEES**

<i>Particulars</i>	<i>No. of Respondents</i>	<i>Percentage</i>
Yes	78	55.7%
No	27	19.3%
May Be	35	25%
Total	140	100%

According to the table, we can understand that day care within organization attracts women employees. 56% of the respondents says that it can attract women employees. 19% of the respondents says that day care is not a good option to increase women employees. 25% of them are not sure about this.

**TABLE 18: AWARE ABOUT MATERNITY BENEFITS ACT**

<i>Particulars</i>	<i>No. of Respondents</i>	<i>Percentage</i>
Yes	104	74.3%
No	36	25.7%
Total	140	100%

From the above data we can understand that most of the people are aware about maternity benefits act. 74% of the respondents are aware about this act. Only 26% of the respondents are not aware about the act.

**TABLE 19: AWARE ABOUT THE SALARY SECURITY IN MATERNITY BENEFITS ACT**

<i>Particulars</i>	<i>No. of Respondents</i>	<i>Percentage</i>
Yes	101	72.1%
No	39	27.9%
Total	140	100%

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Through the diagram it is easy to analyse the salary security in maternity benefits act. 72% of the respondents says that they are aware about the salary security which will be provided during pregnancy due to maternity benefits act. Only 28% of them are not aware about this facility.

**TABLE 20: BELIEVE THE BENEFITS**

<i>Particulars</i>	<i>No. of Respondents</i>	<i>Percentage</i>
Strongly Agree	41	29.3%
Agree	58	41.4%
Neutral	35	25%
Disagree	5	3.6%
Strongly Disagree	1	0.7%
Total	140	100%

The above data helps to understand that most of the respondents says that they believe these benefits can motivate employees to work better. 29% of them says they are believing strongly to this statement. 25% of the respondents says that they are not sure with this. 4% of them says that they are not agreeing to this. 1% of the respondents says that they are not at all agreeing to this.

**TABLE 21: BENEFITS CAN INCREASE THE EMPOWERMENT OF WOMEN EMPLOYEES**

<i>Particulars</i>	<i>No. of Respondents</i>	<i>Percentage</i>
Yes	88	62.9%
No	20	14.3%
May Be	32	22.9%
Total	140	100%

From this above diagram we can understand that 63% of the respondents says that these benefits can increase the empowerment of women employees. 23% of them are not sure whether these benefits can increase the empowerment of women employees. 14% of them says that these benefits will not lead to empowerment of women employees.

**TABLE 22: PERFORMANCE LEVEL OF WOMEN EMPLOYEES**

<i>Particulars</i>	<i>No. of Respondents</i>	<i>Percentage</i>
To Great Extent	65	46.4%
Moderate Extent	62	44.3%
Small Extent	13	9.3%
Total	140	100%

The above diagram shows the performance level of women employees. 46% of respondents says that performance level has increased in a greater extent. 44% of them says that performance level has increased in a moderate extent. 9% of them says level has increased into a small extent.

**TABLE 23: BENEFITS CAN INCREASE GDP**

<i>Particulars</i>	<i>No. of Respondents</i>	<i>Percentage</i>
Strongly Agree	33	23.6%
Agree	57	40.7%



Neutral	39	27.9%
Disagree	7	5%
Strongly Disagree	4	2.9%
Total	140	100%

The diagram shows the effects of GDP level. 24% are strongly agreeing that these benefits can increase GDP. 41% agree that these benefits can affect GDP. 28% says that they are not sure on this. 5% of the respondents says that they will not agree. And 3% says they will not agree to this at all.

**TABLE 24: BENEFITS ARE BENEFICIAL FOR BOTH EMPLOYEES AND ORGANIZATION ITSELF**

<i>Particulars</i>	<i>No. of Respondents</i>	<i>Percentage</i>
Yes	98	70%
No	10	7.1%
May Be	32	22.9%
Total	140	100%

Through the above diagram we can understand that most of the people agree that these benefits are beneficial for both employees and organization itself. 70% agreed to this. 23% are not sure about this. And only 7% of the respondents says that these benefits are not beneficial for both employees and organization.

## 11. FINDINGS

- Through the survey it is to understand that most of the respondents are female respondents.
- Most of the respondents are youngsters in this survey.
- least of the respondents in this survey is under the age of 20.
- The respondents participated in the survey is educated people. Most of them are under graduates. And, in this least of them are in the other categories.
- In the case, the survey is looking forward for employees, most of the respondents in this survey is employed people.
- In the survey most of the people are giving importance to both family and family. only less people are giving importance to work.
- Employees are supposed to obey the rules and regulations of government during working in an organization.
- Most of the employees are aware about day care within organization.
- And most of respondents says that day care within workplace is a good opinion for women employees.
- Day care within workplace or organization can attract more women employees.
- Only less people say it is not a good option to attract more women employees into the organization.
- Day care within workplace, maternity benefits act and convenient timings are beneficial for both women and male employees.

## 12. SUGGESTIONS

- Employees are not yet aware about these Benefits.
- Maternity benefits act is an essential act for women employees, organization should ensure the security of women employees.
- Both men and women employees should get the same facilities, accessibilities, power etc.
- The organisation must take the necessary actions for the safety of women employees.
- If women employees are there in the company, the company should provide necessary services.
- Safety of women employees should be the responsibility of organization in which the employees work.
- Organisation must provide the services and Benefits of women employees.
- In all types of organizations, they should provide full paid salary security during the pregnancy period of women employees.
- Day care within workplace is a good option to attract more women employees.

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- Convenient timings should be arranged for women employees.
- There should not be any kind of discrimination among women and male employees.

### **13. CONCLUSION**

Nowadays women employees are increasing due to different kinds of benefits for women such as day care within workplace, maternity benefits, and convenient timings. These benefits help not only the women employees but also the organization to increase their productivity.

As a woman they face lots of issues in an organization as well as in the society. But now, there are lots of rules and laws which has created for the empowerment of women. These acts can help women to achieve their dreams as well as to fulfil their needs and wants. Nowadays the opportunities for women is increasing in organizations. This can motivate more women candidates to earn money from their own effort.

Day care within workplace is one of the main initiatives which has driven my most of the companies such as international as well domestic companies to increase the morale of employees. This is beneficial both employees as well as for the organization also. It helps most of the women employees to continue with their job even after their pregnancy period. So that they can take care of their child and their job itself. This can improve the performance level of employees.

Maternity benefit act provides full salary paid maternity leave for the women employees who has been working for 80 days within the past 12 months in the organization. The study helps to know how much or what and all benefits are getting through the increase rate of women employees in an organisation and how it can help the GDP of India directly or indirectly. Daily childcare of day care within the workplace helps the employees as well as the organisation to perform. It will influence the productivity of the organisation.

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