



To Identify the Role of Women's and its Impact on Women's Job Satisfaction in Hotel Industry

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ABSTRACT

The term women empowerment is all about authority, or the power embarked on women sharing indistinguishable rights. The term refers to the liberation of women from socio-economic restraints of reliance. Women comprise around 50% of the country's population, and a bulk of them stays economically dependent on each other without employment. In the age of feminism, a small portion of women in India are freed and can employ their free will and are permitted to carve out their lives the way they want. But there is a considerable division of the women in this nation who require optimistic support. In most Indian villages and semi-urban cities, women are still denied fundamental education and are never authorized to continue higher education despite amassing the understanding required.

Women are known for delivering multiple roles effortlessly per day, and thus, they are considered the backbone of every society. Living in male-dominating societies, women play a wide range of roles, such as caring mothers, loving daughters, and capable colleagues. The best part is that they fit the bill perfectly in every role. Nonetheless, they've also stood as a neglected bunch of society in different parts of the world. In turn, it has resulted in women surviving the brunt of unevenness, financial trustworthiness, oppression, and distinct social evils. Women have been residing under the shackles of enslavement for centuries now that impedes them from attaining professional as well as personal highs. Being an NGO for women empowerment in India, Hindrise Foundation has designed our dynamic and transformation-oriented programs in such a manner that the grooming of impoverished young girls will uplift the condition of the nation.

Keywords: *Women, Gender, Power, Society, People.*

1. Introduction

Women's empowerment may be defined in several ways, including accepting women's viewpoints, making an effort to seek them and raising the status of women through [education](#), [awareness](#), [literacy](#), and training. Women's empowerment equips and allows women to make life-determining decisions through the different societal problems. They may have the opportunity to re-define [gender roles](#) or other such roles, which allow them more freedom to pursue desired goals.

Women's empowerment has become a significant topic of discussion in [development](#) and economics. [Economic empowerment](#) allows women to control and benefit from resources, [assets](#), and income. It also aids the ability to [manage risk](#) and improve women's well-being. It can result in approaches to support trivialized [genders](#) in a particular political or social context. While often interchangeably used, the more comprehensive concept of [gender empowerment](#) concerns people of any gender, stressing the [distinction](#) between biological and [gender as a role](#). Women empowerment helps boost women's status through literacy, education, training and awareness creation. Furthermore, women's empowerment refers to women's ability to make strategic life choices that were previously denied them.

Several principles define women's empowerment, such as, for one to be empowered, one must come from a position of disempowerment. They must acquire empowerment rather than have it given to them by an external party. Other studies have found that empowerment definitions entail people having the capability to make important decisions in their lives while also being able to act on them. Empowerment and disempowerment are relative to each other at a previous time; empowerment is a process rather than a product.

Nations, businesses, communities and groups may benefit from implementing programs and policies that adopt the notion of female empowerment. Women's empowerment enhances the quality and the quantity of human resources available for development. Empowerment is one of the main procedural concerns when addressing [human rights and development](#).

As a progressive society, standing for women's rights and empowerment, we must stop viewing culture only as a barrier and an obstacle to women's rights. Culture is an integral and huge part of diversity and a medium that seeks to ensure women's equal opportunities. It recognizes their freedom to take pride in their values, whether they are orthodox or modern in nature. This is not to say that centuries of abuse clothed in the spirit of culture should be allowed to continue, let alone be celebrated. Undoubtedly, traditions cloaked in the idea of empowerment should be objected to in light of feminism. For example, some research indicates that women only have an equal chance to have their written work published in peer-reviewed journals if the sex of

the author is absolutely unknown to the reviewers. This is a result of historical habitual culture which has led to lack of representation of women in literary and therefore, strongly demonstrated why all cultural legacies cannot and should not be celebrated or encouraged.

Since the 1980s, the push for [neoliberalism](#) prioritizes competitiveness and self-reliance as a measurement for economic success. Individuals and their identifying communities that do not meet society's favored neoliberal standards are looked down upon and prone to lower their self-esteem. Some groups who do not fit the preferable neoliberal image are the lower working class and the unemployed.

2. Methodology

Empowering women is the fundamental right of women. They can have equal rights to participate in education, society, economics and politics. They are allowed to have higher education and treated in the way like men. In this article, you will know about the importance of women's empowerment. So make a halt on this page and read the following content.

It is impossible to realize and understand the women by looking at them. You can predict their intelligence level by the way of approaching the problems and in the solution finding. In the modern era, women are well versed in solving technical problems. In these cases, women's empowerment plays a vital role. This is because, without women empowerment, you will not be able to know about the intelligence of women. Thus making the presence in the work is extremely important and an advantage one. To appreciate their work, you can present any gifts.

You can find many women's day gift ideas from online portals. So make use of them to appreciate their work and intelligence. Women empowerment is one of the key terms for the overall development of society. It is nothing wrong in taking part in the development of society. In the corporate world, women are playing several roles in fields like engineering, medical, and so on.

They are not only taking part in the technology fields, but they are also actively participating in security services like military, police, navy and so on. All these services are taking society to the next level. If you find any woman who is serving their role in the development of society, then you can appreciate their work with any gifts on women's day. Many online shopping sites are available to purchase women's day gifts.

This leads us to the third reason for integrating women's empowerment into sustainable development, and it reaches deeper down to the underlying causes of both issues: in most societies and economies, women's unpaid work and nature's services are not accounted for and therefore not valued properly in our economic, political or social systems. Julie Nelson argues that "Women and nature are largely invisible in mainstream economics.

One would search in vain in the core models of economics for any inkling of where the materials used in production came from, or where the waste goes... for a discussion of where people come from, or where they go when they are broken or used up.

When considered at all, women and nature are treated as passive 'resources'. "Parallels between the treatment of women and nature are no coincidence, but have an ancient history in mythology and religion, with powerful concepts such as 'Mother Earth'. Nelson and others argue that this encourages unhelpful perceptions of women and nature as endlessly productive and nurturing.



3. Results

Specifically, neoliberalism has negatively impacted women's self-worth through its welfare reform policies. Mary Corcoran et al. theorize that conservative welfare reformers believe welfare dependency is the cause of poverty. This leads welfare reformers to widen the criteria for an individual to qualify as a welfare recipient, limiting the number of people dependent on welfare. These criteria include: work requirements and time limits, rapidly pushing women into the labor market. The active push for women to enter the labor market reinforces the notion that single mothers and unpaid care

laborers are unproductive to the American economy. In consequence, women are forced to settle for low-paying unstable jobs while having to manage their maternal and domestic responsibilities. Scholars believe welfare reform's underlying purpose is to disempower women by suppressing women's agency and economic independence. Women can counteract neocolonialism's social implications and welfare reform by creating opportunities for women's empowerment, like job training. In addition, policymakers are suggested to support job training to aid entrance in the formal markets. One recommendation is to provide more formal education opportunities for women that would allow for higher bargaining power in the home. They would have more access to higher wages outside the home; and as a result, make it easier for women to get a job in the market. Women's empowerment and achieving gender equality help society ensure the [sustainable development](#) of a country. Many world leaders and scholars have argued that sustainable development is impossible without gender equality and women's empowerment. Sustainable development accepts environmental protection, social and economic development, including women's empowerment. In the context of women and development, empowerment must include more choices for women to make on their own.

Strengthening women's access to property inheritance and land rights is another method used to economically empower women. This would allow them better means of asset accumulation, capital, and [bargaining power](#) needed to address [gender inequalities](#). Often, women in developing and underdeveloped countries are legally restricted from their land on the sole basis of gender. Having a right to their land gives women a sort of bargaining power that they would not normally have; they gain more opportunities for economic independence and formal financial institutions. Race has an integral impact on women's empowerment in areas such as employment. Employment can help create empowerment for women. Many scholars suggest that when we discuss women's empowerment, discussing the different barriers that underprivileged women face, which make it more difficult for them to obtain empowerment in society, is important when examining the impact of race in connection to employment.

Significantly examining how opportunities are structured by gender, race, and class can transpire social change. Work opportunities and the work environment can create empowerment for women. Empowerment in the workplace can positively affect job satisfaction and performance, having equality in the workplace can greatly increase the sense of empowerment. Women empowerment can be measured through the [Gender Empowerment Measure](#), which calculates women's participation in a given nation, both politically and economically. GEM is calculated by tracking "the share of seats in parliament held by women; of female legislators, senior officials and managers; and of female profession and technical workers; and the [gender disparity](#) in earned income, reflecting economic independence". It ranks countries given this information. Some critiques of GEM is that it is not concerned with factors regarding society, such as gender, religion, cultural context, legal context, and violations of women's rights. Gender empowerment measure attempts to make a consistent standardized approach to measure women's empowerment; in doing so, it has been critiqued that the GEM doesn't account for variation in historical factors, female autonomy, gender segregation, and women's right to vote. Other measures that calculate women's participation and relative equality include the [Gender Parity Index](#) or the [Gender-related Development Index](#).

The GDI is a way in which the United Nations Development Programme measures the inequality between genders within a country. Some critique of this measurement is that, because GDI calculations rely solely on the achievement distribution between males and females of a population, GDI does not measure gender inequality; instead it measures absolute levels on income, education, and health. A more qualitative form of assessing women's empowerment is to identify constraints to action. This allows for the identification of power relations between genders. Because this is a participatory process, it facilitates conversation on gender discrimination. [2] Comparing constraints on women at a later time also allows for any changes or expansion to be better identified. The evaluation of the development of women's agency allows for an evaluation of actions taken.

4. Conclusion

Women empowerment refers to increasing the spiritual, political, social, educational, gender or economic strength of individuals and communities of women. Women's empowerment in India is heavily dependent on many different variables that include geographical location (urban / rural) educational status social status (caste and class) and age. Policies on Women's empowerment exist at the national, state and local levels in many sectors, including health, education, economic opportunities, gender based violence and political participation. The Empowerment of Women has become one of the most important concerns of 21st century not only at national level but also at the international level. Government initiatives alone would not be sufficient to achieve this goal. Society must take initiative to create a climate in which there is no gender discrimination and women have full opportunities of self decision making and participating in social, political and economic life of the country with a sense of equality.

Women have been empowered through women's art in many ways as I have explained in my analysis. Although at the same time they have had to struggle a lot to gain this power and get their voice heard. The artists Cindy Sherman, Frida Kahlo and Barbara Kruger have used paintings, photos and texts and slogan very cleverly to portray their message, although in some ways it projects and highlights even more the anxieties they faced in politics and the public sphere. But mostly in my opinion I believe that they have cleverly used paintings, photographs and texts and slogans to get their message across in such an effective way. I would never have thought such images could express so many different ideas/points about various different topics which are very interesting and useful to empower women and give them the same treatment and respect as men are given. I also feel like it allows women to be liberated and talk about issues such as sexuality and childbirth and the pain and suffering women have to go through which shows endurance and hope in women. Their work also shows how to fight for justice in a peaceful way but still is quite strong, powerful and effective as well as showing that women do not have to have concrete identities i.e. being housewife's etc and that they too can be whatever they want to be in life because they are just as strong and powerful. Although I would make the point that their work did cause controversy and public debate at the time as these not everyone agrees with the ideas of Kahlo, Sherman and Kruger. The overall message I gained from this was that we should appreciate what we have and be grateful that we do not have to go through some of the horrors of the world that these women had to go through.

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