

# Women-Friendly Policies being adopted by Organizations: An Innovative aspect

## Shlesha Singh

Junior Research Fellow, Dept. of Management Studies,  
Indian School of Mines, Dhanbad, Jharkhand.  
[shleshasingh09@gmail.com](mailto:shleshasingh09@gmail.com), Contact: +91-7376630271, 7273077702

## Dr. Mrinalini Pandey

Assistant Professor, Dept. of Management Studies,  
Indian School of Mines, Dhanbad, Jharkhand  
[mrinal\\_nalini@yahoo.co.in](mailto:mrinal_nalini@yahoo.co.in), Contact: +91-9430136446

## 1. Introduction

Organizations are these days realizing the importance of women in the workforce and to tap that talent, organizations are now-a-days putting extra efforts. Workplaces were designed keeping men in mind and which has been intercepting women from continuing the competitive jobs and career along with the family responsibilities. On the other hand, there are various workplace barriers which are adding to the other problems. Women face several barriers at the workplace like sexual harassment, glass ceiling and gender stereotype.

In response to these issues, organizations have encouraged the efforts to implement women-friendly policies. Organizations have become aware of the fact that women have different career trajectory and that is the reason they should be given extra attention. Promoting various innovative women-friendly HR policies by organizations will encourage more women to be successful in their respective careers.

Organizations have started supporting the career and professional aspirations of women employees and therefore they are adopting women-friendly policies and practices. These days, the women centric practices appear to be gaining acceptance and popularity in the industry. Women-Friendly policies give a sense of recognition and feeling valuable in the organization to the female employees which in turn prove positive or act in favour of the firm.

## 2. Literature Review

Marshall has tried to explore the differences in the male and female employees and found that the women employees used to feel as they are 'travelers in a male world'. They experience constant pressure at the workplace and have the sense of being not accepted, valued and respected (Marshall, 1984). This tells us that to make women comfortable in the company and to enhance their work lives, there is need to implement policies and practices specifically for them. Women-friendly policies has been defined as 'Policies that aim to either eradicate sex discrimination against women at work, ensure equal employment opportunities (EEO) for women and men, and improve women's work lives can generally be considered as women-friendly' (Chiu & Ng, 2001). 'Women-friendliness refers to the nature of the organizational policy framework and the degree to which that provides for women the opportunity to integrate personal, work, marital and family roles successfully and from an organizational perspective women friendliness refers to how easy it is for women to work, have a career and feel valued within the organization' (Faugoo, 2014).

Women-Friendly organization is defined as one that 'provides women the opportunity to integrate personal, work, and marital and family roles successfully' (Cattaneo et al., 1994). A study has found that in recent years many organizations have adopted various HR practices to increase the female managers, which includes changing from conventional to non-conventional recruitment