

North Asian International Research Journal Consortium

North Asian International Research Journal

Of

Multidisciplinary

Chief Editor

Dr. Nisar Hussain Malik



NAIRJC JOURNAL PUBLICATION

North Asian
International
Research Journal Consortium



Welcome to NAIRJC

ISSN NO: 2454 - 2326

North Asian International Research Journal is a multidisciplinary research journal, published monthly in English, Hindi, Urdu all research papers submitted to the journal will be double-blind peer reviewed referred by members of the editorial board. Readers will include investigator in Universities, Research Institutes Government and Industry with research interest in the general subjects

Editorial Board

J.Anil Kumar Head Geography University of Thirvanathpuram	Sanjuket Das Head Economics Samplpur University	Adgaonkar Ganesh Dept. of Commerce, B.S.A.U Aruganbad
Kiran Mishra Dept. of English,Ranchi University, Jharkhand	Somanath Reddy Dept. of Social Work, Gulbarga University.	Rajpal Choudhary Dept. Govt. Engg. College Bikaner Rajasthan
R.D. Sharma Head Commerce & Management Jammu University	R.P. Pandday Head Education Dr. C.V.Raman University	Moinuddin Khan Dept. of Botany Singhaniya University Rajasthan.
Manish Mishra Dept. of Engg, United College Ald.UPTU Lucknow	K.M Bhandarkar Praful Patel College of Education, Gondia	Ravi Kumar Pandey Director, H.I.M.T, Allahabad
Tihar Pandit Dept. of Environmental Science, University of Kashmir.	Simnani Dept. of Political Science, Govt. Degree College Pulwama, University of Kashmir.	Ashok D. Wagh Head PG. Dept. of Accountancy, B.N.N.College, Bhiwandi, Thane, Maharashtra.
Neelam Yaday Head Exam. Mat.K..M .Patel College Thakurli (E), Thane, Maharashtra	Nisar Hussain Dept. of Medicine A.I. Medical College (U.P) Kanpur University	M.C.P. Singh Head Information Technology Dr C.V. Rama University
Ashak Hussain Head Pol-Science G.B, PG College Ald. Kanpur University	Khagendra Nath Sethi Head Dept. of History Sambalpur University.	Rama Singh Dept. of Political Science A.K.D College, Ald.University of Allahabad

Address: -North Asian International Research Journal Consortium (NAIRJC) 221 Gangoo, Pulwama, Jammu and Kashmir, India -192301, Cell: 09086405302, 09906662570, Ph. No: 01933-212815, Email: nairjc5@gmail.com, info@nairjc.com Website: www.nairjc.com

WOMEN IN BANKING SECTOR: CHANGING TRENDS

K. MADHAVI*

*Research Scholar, Department of Commerce, Rayalaseema University, Kurnool, AP.

ABSTRACT

Throughout the economy, women tend to hold lower-level positions than men even when they have sufficient skills to perform higher level jobs. Although most women in India work and contribute to the economy in one form or another, much of their work is not documented or accounted for in official statistics. Women plow fields and harvest crops while working on farms; women weave and make handicrafts while working in household industries; women sell food and gather wood while working in the informal sector. Additionally, women are traditionally responsible for the daily household chores (e.g., cooking, fetching water, and looking after children). Since Indian culture hinders women's access to jobs in stores, factories, and the public sector, the informal sector is particularly important for women. More women may be involved in undocumented or "disguised" wage work than in the formal labor force. Although the cultural restrictions women face are changing, women are still not as free as men to participate in the formal economy. In the past, cultural restrictions were the primary impediments to female employment; now, however, the shortage of jobs throughout the country contributes to low female employment as well. The focus of this paper is on the role played by women managers in the banking industry in India. It provides a brief overview of the status of Indian women and the progress they have made in Indian society. A short summary of the banking industry in India is also included.

Key Words: *employment, region, grade, scheduled, personnel.*

INTRODUCTION

Indian banking system has a long history dating back to last decades of 18th Century and it has witnessed gradual development over the centuries while evolving into a modern banking organism, making its presence felt throughout the length and breadth of the country. Rapid expansions of branches were initiated following nationalization of this crucial sector in 1969. It also underwent transformation with regard to objectives, approaches and scale of operations in the decades to come. Banks came to be recognized not just as entities for

mobilizing of resources, but as catalyzes in bringing genuine socio-economic transformation of our still-developing but aspiring nation.

For the overall and inclusive growth of banking sector, questions of gender participation in banking in India have become decisive. If half the chunk of population, namely women, is left-out in terms of their participation in it, 'Banking for all' would forever be an objective only to be paid a lip-service to in opportune moments having no ramifications whatsoever on country's reality. Thus, participation and meaningful engagement of womenfolk in banking system is of utmost importance as is the need to take banking services to the doorsteps of those who need them most, justifiably women being the one amongst them.

The recruitment in PSBs is done through competitive examinations uniformly for all candidates irrespective of gender biases and that there is no job reservation policy specifically for women and they are treated at par with male candidates. All employees of PSBs including the women employees are governed by similar service rules/conditions formulated by way of bipartite Settlements/officer services rules and that no separate conduct rules are available specifically for women employees.

OBJECTIVES OF THE STUDY

1. To study the recent trends in women work force participation in banking sector.
2. To analyze the category wise women work force in Indian banking sector.

METHODOLOGY

The study is basically descriptive in nature. The data for the present study is collected from secondary sources like RBI Bulletins, Basic Statistical Returns of Scheduled Commercial Banks in India etc.

Banking Sector an Overview

In the beginning of 1990's, there were so many deficiencies were prevailing in the Indian economy, particularly in the financial sector and also in the banking sector. The major deficiencies prevailing at the time of early 90's were productivity and efficiency of the system has suffered, its profitability has been eroded, several public sector banks and financial institutions have become weak financially, some public sector banks have been incurring losses year after year, their customer service was poor, their work technology was outdated and they

were unable to meet the challenges of a competitive environment. Keeping in mind all the above said distortions in the economic, financial and banking sectors, the government of India and the RBI thought it was necessary to introduce reforms in the financial and banking sector also, so as to promote rapid economic growth and development with stability through the process of globalization, liberalization and privatization in the financial system so that the financial system becomes more competitive and gets integrated with the world economy through internationalizations of financial markets in the world. In the present paper researcher is interested to investigate the performance of selected banks in pre and post IT era and wish to suggest some strategies to enhance the low performance in banks in e-age. Figure 1 presents the progress of commercial banking at a glance.

Figure 1
Growth of Scheduled and Non-Scheduled Commercial banks in India

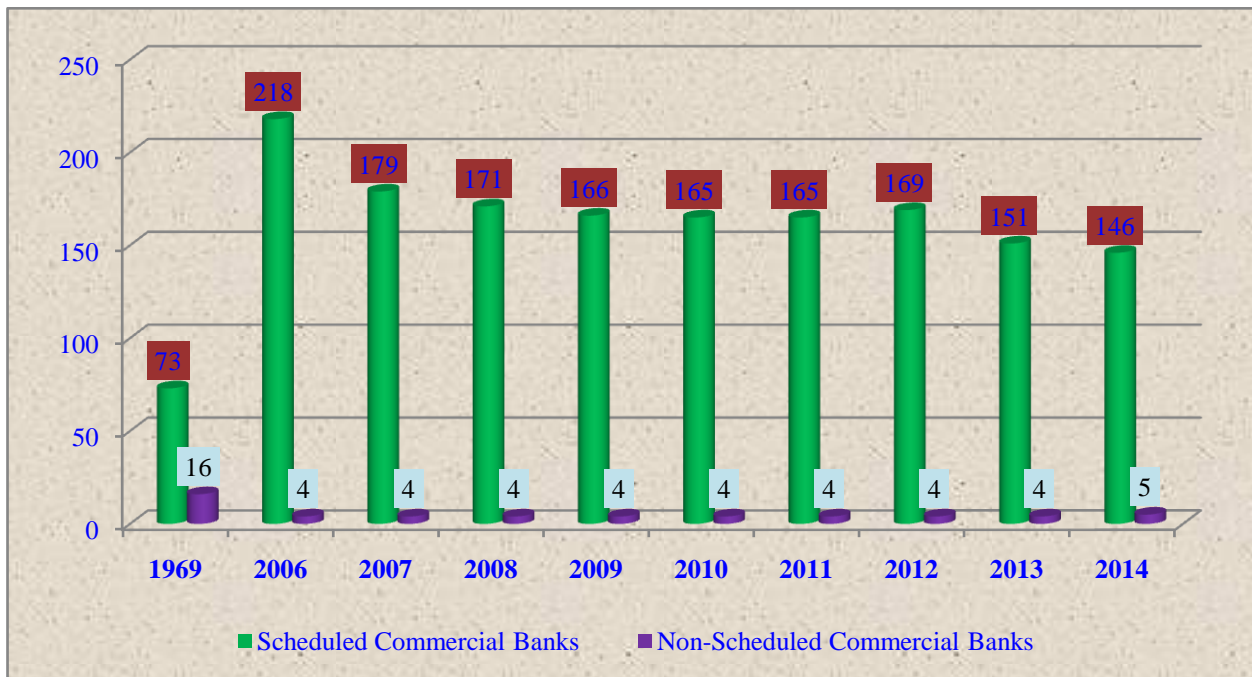


Chart 1 shows number of commercial banks in India in different periods. In the year 1969, there were 89 commercial banks in India of which 73 were Scheduled Commercial Banks and the rest were non-scheduled commercial banks. Regional rural banks were not started at that time. In the year 2006, number of commercial banks in India reached 222 of which 218 were scheduled commercial banks and 4 were non-scheduled commercial banks. Out of 296 scheduled commercial banks in the year 2006, Regional rural banks accounted for 133 banks. As on 31st March 2014, there were 151 commercial banks in India of which 146 banks were scheduled commercial banks and 5 were non- scheduled commercial banks. Decrease in number of commercial

banks in the year 2014 as compared to 2006 may mainly be due to sharp decline in number of RRBs in India due to amalgamation.

REVIEW OF LITERATURE

Kumar Ashok P. and K. Sundar (2012) in their study seeks to identify the factors preventing women employees from aspiring for higher post and problems faced by women executives in public sector banks related to work performance. Further this aims also at finding out the organizational support for women employees to achieve higher post. Conclusion has been given. The authors have been used factor analysis to identify the critical factors debilitating the work performance of women executives.

Abdul Moeed Abid et.al. (2013) in their study observed that Parents are supportive to send their daughter in banking sector but other relative and Moral Values of the Society is creating problem for working women which is causing non-supportive attitude of husband of working married women. the study reveals that majority of the respondent are agreed on the point that married women are facing more problem than unmarried women although the children of married are not neglected but husband attitude remain non-supportive. Most of the respondents are satisfied with salary structure but they are not satisfied with the promotional system in the banking sector as they believe the basis of promotion is favoritism. With all these problem though, The research concludes that the Banking Sector of Bahawalpur is considered to be a very good sector for female workers as more than 80% respondent are agreed for this sector should be adopted by female workers.

Keeping in mind the growing importance and systematic rise in the employment of women banking and financial sector Manidipa Chatterjee and Riddhi Mahidhar (2014) in their study elucidates how the different variables of work-life like social needs, personal needs, time management, team-work and work performances varies across different demographic profile of women executives employed in banking sector and how far the organization culture in banking sector supports women in maintaining their multiple roles. A standard structured questionnaire on work-life balance of Pareekh and Purohit (2010) were administered on a sample of 62 women executive working in some private and public sector banks in Kolkata. Non-probabilistic convenient sampling technique was adopted and various statistical tools were used for data analysis and interpretation. The results from this study revealed that there are variations regarding fulfillment of various work-life needs among the respondents and overall organization culture in banking to some extent is supportive for maintaining the proper work-life balance for women executives.

Francis Ofunya Afande (2015) investigates the factors affecting women career advancement in Kenya Commercial Bank. The study found that top management support and commitment to the exercise, the explicit use of gender in decision making in recruitment, career planning and employee development, the development of policies and procedures consistent with the goal of supporting women, the provision of rewards for providing the required support and achieving agreed upon goals for women's advancement, and becoming a model (in the wider community) of what can be accomplished through commitment, resources and effort.

Personnel Strength

The banking sector is steadily growing India in recent times. The services of the commercial banks are penetrating in to remote and rural areas. Accordingly, the personnel working in the banking sector is to be enhanced to meet the demands of customers. Table 1 presents the strength particulars of commercial banks in India from 2009-10 to 2014 2015.

Table 1
Total Employees and the Share of Women Employees in Indian Banking Sector

Year	Total Employees				Women Employees			
	Officers	Clerks	Sub-ordinates	Total	Officers	Clerks	Sub-ordinates	Total
2009-10	401,060	349,360	175,608	926,028	50,507	86,351	16,525	153,383
2010-11	470,144	402,521	178,220	1,050,885	67,958	100,999	17,827	186,784
2011-12	502,938	481,421	190,790	1,175,149	84,375	107,826	23,113	215,314
2012-13	551,712	484,975	184,044	1,220,731	95,507	115,233	22,436	233,176
2013-14	640,869	431,842	181,244	1,253,955	129,345	125,795	22,652	277,792
2014-15	729964	376608	184970	1291542	157016	98505	24377	279898

Source: 'Basic Statistical Returns of Scheduled Commercial Banks in India 2010 to 2016.

It is evident from table 1 that the number of total employees as well as women employees is steadily growing in India. In 2009-10 there are 926, 608 employees in banking industry in India. Among them 772, 645 were men and the remaining 153,383 were women. As on March 2015, the strength of the employees working in

Indian banking sector stood at 12, 91,542. Out of that, the number of women employees is about 2, 79,898, constituting 21.67% of the total workforce. Among them 1, 57,016 women employees are officers, 98,505 are clerks and 24, 377 women work at the level of sub-staff. Among the total officers, the share of women officers in 2009-10 is 12.59 per cent. It steadily increased and stood at 21.51 per cent as on 2014-15. The share of clerks grown from 24.72 per cent to 29.13 per cent in 2013-14, but it declined to 26.16 per cent in 2014-15. The percentage of women subordinates among total subordinates increased from 9.41 per cent 13.18 per cent

Region Wise Distribution of Women Employees

The region wise distribution of women employees in six regions of India is presented in table 2.

Table 2
Region Wise Women Employees in Banking Sector in India

Year	Northern Region	North-Eastern Region	Eastern Region	Central Region	Western Region	Southern Region	Total
2009-10	26,376 (17.20)	2,936 (1.91)	13,688 (8.92)	14,885 (9.70)	39,300 (25.62)	56,198 (36.64)	153,383 (100.00)
2010-11	31,932 (17.10)	3,480 (1.86)	17,274 (9.25)	17,945 (9.61)	50,883 (27.24)	65,270 (34.94)	186,784 (100.00)
2011-12	37,011 (17.19)	3,910 (1.82)	20,087 (9.33)	21,373 (9.93)	56,300 (26.15)	76,633 (35.59)	215,314 (100.00)
2012-13	40,168 (17.23)	4,448 (1.91)	21,565 (9.25)	24,070 (10.32)	59,575 (25.55)	83,350 (35.75)	233,176 (100.00)
2013-14	48,889 (17.60)	5,260 (1.89)	26,265 (9.45)	29,237 (10.52)	70,165 (25.26)	97,976 (35.27)	277,792 (100.00)
2014-15	48,731 (17.41)	5,169 (1.85)	26,510 (9.47)	30,317 (10.83)	68,973 (24.64)	100,198 (35.80)	279,898 (100.00)

Source: ‘Basic Statistical Returns of Scheduled Commercial Banks in India 2010 to 2016.

The data in table 2 shows that more than one-third of women were working in southern region. There are minor fluctuations in the share of women working in the southern sector. Nearly 25 per cent of women in banking sector are working in western region consisting Goa, Gujarat, Maharashtra, Dadra & Nagar Haveli and Daman & Diu. The share of women in this region varies between 24.64 per cent to 27.42 per cent. The third place is occupied by northern region where more than 17 per cent of women were working in the banking sector. The women working in northern region of India ranges between 17.10 per cent 2010-11) to 17.60 per cent (2013-14).

The per cent of women working in eastern and central region are going hand in hand. The share of women working in north eastern region never crosses 2 per cent of total women employees in banking sector.

Grade Wise Women Employees

The grade wise women employees working in Indian banking sector during 2009-10 to 2014-15 is presented in table 3.

Table 3
Grade Wise Women Employees in Banking Sector in India

Year	Officers	Clerks	Subordinates	Total
2009-10	50,507 (32.93)	86,351 (56.30)	16,525 (10.77)	153,383 (100.00)
2010-11	67,958 (36.38)	100,999 (54.07)	17,827 (9.54)	186,784 (100.00)
2011-12	84,375 (39.19)	107,826 (50.08)	23,113 (10.73)	215,314 (100.00)
2012-13	95,507 (40.96)	115,233 (49.42)	22,436 (9.62)	233,176 (100.00)
2013-14	129,345 (46.56)	125,795 (45.28)	22,652 (8.15)	277,792 (100.00)
2014-15	157016 (56.10)	98505 (35.19)	24377 (8.71)	279,898 (100.00)

Source: 'Basic Statistical Returns of Scheduled Commercial Banks in India 2010 to 2016

It can be inferred from table 3 that there is a gradual increase of officers and on the other hand the share of clerks and subordinates. It means that women were assuming higher positions in the banking sector steadily. The share of officers among total women employees in 2009-10 is 32.93 per cent and the share gradually increased and stood at 56.10 per cent by 2014-15 by registering an incremental increase of 23.17 per cent. With regard to clerk grade the share registered 12.10 decrement decreases during the same period. In the same way there is a decrement decrease of 2.06 per cent in case subordinates during the same period.

CONCLUSION

The results of the study provide some important insights into the status of women in the banking industry. The women officers in the banking sector are growing positively. Many feel that in order to progress in their careers they need to constantly prove themselves to be equal to or better than their male counterparts. This is not

surprising since management has traditionally been a male dominated field, especially in India. The same factors that women indicated were unique to them as female officers were the ones that helped them in their career progress. Of note are the characteristics of patience and tolerance that were identified as unique and important to the success of female managers. These characteristics reflect the cultural context in which the officers operate.

REFERENCES

1. Abdul Moeed Abid, Abdul Jabbar, Ambreen Sarwar, Naveed Akhtar and Javed Iqbal “Problems Faced by Working Women in Banking Sector of Bahawalpur”, International Journal of Contemporary Research in Business, Vol.5, No.1, May 2.13, pp.490-503.
2. Francis Ofunya Afande, “Factors Affecting Women Career Advancement in the Banking Industry in Kenya (A Case of Kenya Commercial Bank Branches in Nairobi County, Kenya)”, Journal of Marketing and Consumer Research, Vol.9, 2015, pp.69-95.
3. Kumar Ashok P. and K. Sundar “Problems Faced By Women Executives Working In Public Sector Banks in Puducherry”, International Journal of Marketing, Financial Services & Management Research, Vol.1 Issue 7, July 2012, pp.180-193.
4. Manidipa Chatterjee and Riddhi Mahidhar, “ Problems of Work-Life Balance among Women Executives Working in Banking Sector in Kolkata”, Astitva International Journal of Commerce Management and Social Sciences, Vol. 3, No.3, December 2014, pp.34-58.
5. Kapoor (1967) job satisfaction of employees”, International Journal of Bank Marketing, Vol.17No.3, pp.116 -123.
6. P. A. Kumar and K. Sundar, “Problems Face by women Executives Working in Public Sector Banks in Puducherry,” *Int. J. Mark. Financ. Serv. Manag. Res.*, vol. 1, no. 7, pp. 180–193, 2012.

Publish Research Article

Dear Sir/Mam,

We invite unpublished Research Paper, Summary of Research Project, Theses, Books and Book Review for publication.

**Address:- North Asian International Research Journal Consortium (NAIRJC)
221, Gangoo Pulwama - 192301**

Jammu & Kashmir, India

Cell: 09086405302, 09906662570,

Ph No: 01933212815

Email: nairjc5@gmail.com, info@nairjc.com

Website: www.nairjc.com

