

## **How women are leveling the employment playfield in India**

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India is witnessing a remarkable transformation in its workforce, with women taking charge across industries. Traditionally, gender inequality in employment has been a long-standing challenge, but today, women are leveling the employment playfield with determination, resilience, and entrepreneurial spirit. From corporate boardrooms to rural enterprises, women are reshaping the future of work in India. Here's how.

### **Breaking Barriers in the Corporate World**

Indian women have been making strides in corporate sectors that were once male-dominated. Today, more women are seen holding leadership positions, thanks to policies that promote diversity and inclusivity. Companies are investing in creating a supportive work environment for women, offering flexible work hours, maternity leave benefits, and mentoring programs designed to empower them to rise to senior roles.

Organizations such as SEBI (Securities and Exchange Board of India) have mandated that listed companies must have at least one woman on their board of directors, ensuring that women have a say in crucial decision-making processes. Leading women like Naina Lal Kidwai, Kiran Mazumdar-Shaw, and Indra Nooyi are setting examples and inspiring others to step forward.

### **The Rise of Women Entrepreneurs**

Entrepreneurship is another area where Indian women are excelling. From small-scale ventures to successful start-ups, women are leading the way in redefining what it means to be a business owner. With the rise of e-commerce, many women have launched their brands, offering everything from handmade crafts to eco-friendly skincare products.

Government initiatives like the "Mudra Yojana" and "Stand Up India" have played a pivotal role in helping women access credit and funding, which were historically harder for women to secure. Today, businesses run by women are

contributing significantly to India's economy, creating job opportunities and fostering economic independence.

### Rural Empowerment Through Self-Help Groups

In rural India, women are increasingly becoming breadwinners, thanks to self-help groups (SHGs) and micro-finance initiatives. These groups provide women with financial resources, skills training, and the confidence to start their ventures, such as producing organic goods or handmade products. These SHGs have become a powerful tool for empowering women in rural communities, where societal norms often limit their role to household work.

Women involved in these initiatives are not only earning for their families but also contributing to local economies. For example, rural women making handmade soaps and organic skincare products are seeing increased demand, both locally and internationally, helping them build sustainable livelihoods.

### Shifting Societal Attitudes

One of the most significant changes in recent years is the shift in societal attitudes toward women in the workforce. Indian society is slowly but surely moving toward greater acceptance of women working in various fields. Families are increasingly supporting the education and career aspirations of their daughters, recognizing the value of financial independence and empowerment.

This shift is also seen in the growing acceptance of women in non-traditional sectors such as technology, engineering, and manufacturing. Women are now enrolling in STEM fields (science, technology, engineering, and mathematics) at higher rates, breaking stereotypes and proving that they are equally capable of excelling in technical fields.

### The Role of Technology in Women's Empowerment

The digital revolution has been a game-changer for women in India. Access to the internet and smartphones has enabled women to upskill, find remote work opportunities, and connect with markets globally. Online platforms have given women the tools to create personal brands, manage e-commerce stores, and engage in freelance work without having to leave their homes.

Moreover, technology has opened the doors for women in rural and semi-urban areas to educate themselves and seek opportunities that were previously inaccessible. Digital literacy programs aimed at women are helping them navigate the online world, access financial services, and participate in the digital economy.

### Natural Skincare: A Symbol of Empowerment

In industries like natural skincare, women are not only consumers but also creators. Many women-led enterprises are making a name for themselves by crafting handmade, natural skincare products that resonate with the growing demand for clean beauty. These businesses often focus on sustainability, using eco-friendly ingredients and packaging, aligning with global trends toward conscious consumerism.

By supporting these brands, consumers are not just investing in high-quality products but also contributing to women's empowerment. The natural skincare industry is becoming a symbol of the progress Indian women are making, bridging the gap between traditional knowledge and modern entrepreneurship.

### Conclusion

Women in India are redefining the workforce by breaking traditional barriers, leading businesses, and creating their opportunities. As societal attitudes shift, technology advances, and support systems improve, women are poised to continue leveling the employment playfield. Whether it's in boardrooms, rural enterprises, or small businesses like natural skincare brands, the future of work in India is being shaped by the dynamic contributions of women.

At Subheccha, we celebrate this transformation by offering products made with care, sustainability, and empowerment at their heart. Every purchase you make supports women-led businesses and contributes to a brighter, more inclusive future.