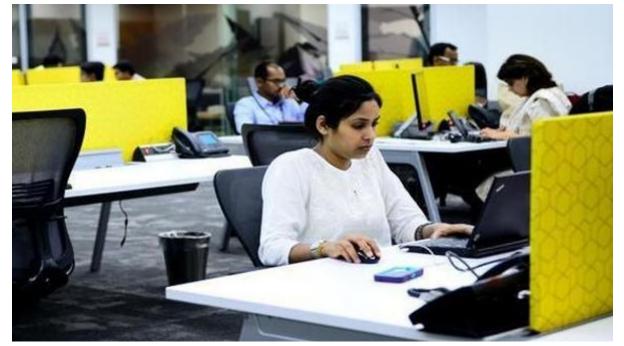


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(Photo: Mint)

How not to get more women to work

1 min read . Updated: 28 May 2019, 11:38 AM IST Sneha Alexander

In communities where women face resistance to work, direct campaigns by employers to drive female employment may not be the best strategy, finds new study



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approve of women working. One way to address this is for employers to try and convince communities about the importance of female employment. But so deep-rooted are social norms and beliefs that even these campaigns promoting female employment may not yield the desired results, suggests a new study by Joshua Dean and Seema Jayachandran featured in the online journal Ideas for India.

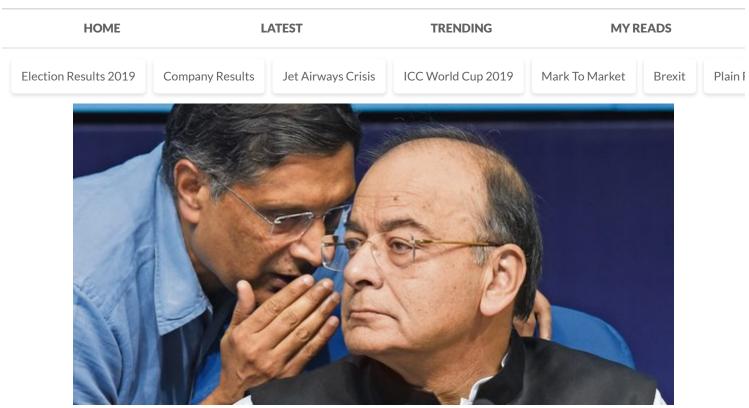
To test the effect of female employment campaigns, the authors worked with a kindergarten provider in Karnataka to conduct an experiment targeting 171 kindergarten teachers and their families. As part of the campaign, the kindergarten providers, who employed the teachers, shared videos highlighting the benefits of female employment and addressing common family concerns. In another intervention, the authors arranged conversations between kindergarten staff and teachers, with their families present, where concerns about safety were allayed The authors find that neither intervention worked. Female employment did not increase. Using indices which capture attitudes towards female employment, surveys conducted before and after found no evidence of a positive effect on general attitudes towards female employment both among men and women.

While the authors acknowledge that a more sustained campaign may have worked, they suggest that the most effective way to change social norms could be for employers to simply hire more women. More women workers can serve as role models for women and help de-stigmatise female employment by demonstrating that working is compatible with a satisfying family life.

Also read: A family affair: Family members' role in female employment decisions in India

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BSE Midcap and Smallcap lost 0.83% and 0.57% respectively

The investors were also cautious ahead of May F&O expiry on Thursday

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Q4FY19 PAT has declined 21% on quarter-on-quarter basis

M&M's net standalone revenues for Q4FY19 are reported at ₹14,035 crore



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AAP, which contested 40 seats in the Lok Sabha elections, managed to win just one seat in Punjab

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8,000 guests: Modi's swearing-in to be biggest event ever at Rashtrapati Bhavan

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The size of the gathering is seen as a reflection of the massive mandate received by Modi government in the Lok Sabha elections

The dinner at the event will have both vegetarian and non-vegetarian options and include soup, fish, chicken, vegetables and the 'Dal Raisina'

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RBI constitutes task force on development of secondary mkt for corporate loans

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Canara Bank chairman T N Manoharan will head the task force

The task force shall submit its report by the end of August 2019



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HDFC disburses ₹2,300 crore as subsidy under PMAY

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HDFC says it has disbursed subsidy amounting to over ₹2,300 crore benefitting over 1,04,000 families under Pradhan Mantri Awas Yojana credit linked subsidy scheme

The schemes for MIG are valid up to 31 March 2020, while the plans for EWS/LIG are valid up to 31 March 2022

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According to scientists, intense heat waves are becomingly increasingly frequent due to effects of climate change globally

The maximum temperatures were significantly above normal, by 3.1 to 5.0 $^\circ \rm C$ over most parts of north-western India



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RBI extends relaxed norms for NBFC loan securitisation till December 31

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NBFCs have been permitted to securitise loans of over five-year maturity after holding them for six months on their books

NBFCs and HFCs are facing a crisis of confidence following the default by IL&FS in late-August

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New GST return forms to help authorities check tax evasion

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New forms will prevent companies from claiming any more rebate from govt than they are eligible for

The original date for businesses to compulsorily start filing the new form was 1 July, but it will be revised for a gradual roll out to avoid any disruption and to give small businesses more time to get on board



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BJP fares well in 'minority-concentration' districts, wins over 50% LS seat

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Of the 79 such constituencies, the BJP has won the maximum of 41 seats, a gain of seven over 2014 In the minority-concentration districts, the BJP gained the most in West Bengal, which has 18 such seats



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UGC has invited proposals to conduct the study over a period of six months

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