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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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of childcare. But often the biggest obstacle can come from their own family who do not 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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Arun Jaitley hit all the right notes in his tenure as the minister of finance

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Arun Jaitley has decided to opt out of the new government, citing poor health

Jaitley's guiding hand and legal mind were responsible for major legislative accomplishments including GST

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Twelve of the 18 state-owned banks that reported losses in Q4FY19 have eroded their capital base

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Caught up in a corporate governance controversy, an insider view shows Sun trod ethical grey zones since the 1990s

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Sundar Pichai turned down a big new grant of restricted stock in 2018 because he felt he was already paid generously

Since 2016 big stock award, Sundar Pichai has collected a \$650,000 annual salary and typical CEO perks such as the cost of personal security

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Sensex, Nifty snaps three-day gain ahead of F&O expiry

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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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M&M posts 20% decline in Q4FY19 PAT at ₹849 crore

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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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China's Huawei Technologies Co Ltd filed a lawsuit against the US government in its latest bid to fight sanctions from Washington

The benchmark S&P 500 index is now about 6% away from its all-time high of 2,954.13 hit on May 1

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CEOs may not boost public sector productivity

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More than waiting for CEOs to lead a turnaround, public sector firms should focus on skilling middle-managers, suggests study

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After Lok Sabha debacle, AAP shifts focus to assembly polls

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Kejriwal writes to AAP volunteers, says work of the Delhi govt will make voters support it in the 'small election'

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

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Why you should worry about the cut in mutual fund distributors' fee

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With AMCs passing the expense ratio cut to distributors, the latter may churn investors for higher fees

There is wide variation in the commission structure of various schemes and mutual fund houses

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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

2 min read 29 May 2019

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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Intense heat wave to continue, temperature likely to rise by 2-3°C: IMD

1 min read 29 May 2019

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

The maximum temperatures were significantly above normal, by 3.1 to 5.0 °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

2 min read 29 May 2019

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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China may squeeze supplies of rare earth material to tame US

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Firms in hi-tech areas need rare earth materials for production of various items, including mobile phones

Beijing not to tolerate foreign hi-tech products made from rare earth material produced in China

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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 to review quality of PhD thesis for doctoral degrees

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The move comes after concern raised on degrading research quality

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

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Bengaluru airport: Domestic, international lounges to be closed temporarily

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Both AGL and Plaza premium lounges at Bengaluru airport will be shut down temporarily from June

Bengaluru airport authorities say refurbished lounges will enhance the experience of air travellers

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