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WOMEN: THE SOURCE OF UNTAPPED POTENTIAL

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Abstract:-The importance of Human Resources cannot be underestimated in the present management. Human Resources, of Course, include the male and the female (women) resource. Women as a part of human resources are neglected and untapped in our country as well as in the world. The article enumerates characteristics of successful executives and analyses whether women lack any of these qualities. So also, who is responsible for the present situation and the efforts that need to be undertaken to tap the potential of women.

Keywords: *Human Resources, women's managerial potential, challenging managerial positions.*

The Present Scenario:

Women form a significant proportion of our population and represent a source of untapped potential – a cause and consequence of our country's slow progress. In the words of Hurbert H. Humphery, "One of the richest underutilized resources in America is the talents of its women". The situation in India is not different. Despite evidence of women's managerial potential, there appears to be persistent resistance to their participation in managerial careers. Studies indicate that, they are discriminated against in staffing particularly for challenging managerial positions, in monetary remuneration and in promoting and training opportunities.

Women : Inborn Qualities as Managers

By every yardstick, be it intuition or intelligence, upbringing or aptitude, capacity to judge, capacity to take prompt and firm decisions and the capacity to pursue any objective with determination, dedication and discipline, woman is not a whit inferior to man and is to fact well suited to handle responsibilities. When women have the necessary character and intelligence to shine in other fields, why not as executives too ? To give some of the examples, we had Dr. Mrs. Annie Besant, Sarojani Naidu, Mrs. Vijayalakshi Pandit, Mrs. Indira Gandhi, Mrs. Margaret Thatcher who excelled in the fields they worked. The most outstanding chief executive was Mrs. Golda Meir, Ben Gurion, the founder president of Israel had once remarked that, "Mrs. Golda Meir is the only man in my cabinet", testifying to her tenacity and efficiency as an administrator. The recent examples are Mrs. Kiran Bedi, Sehnaz Hussain, Urjita Jain, Pushpa Patel, Savita Parmar, Anis Kuttur and so on.

What are the chief characteristics that make for a successful executive ?

- Character connoting integrity and incorruptibility is a fundamental requirement. Corruption at every level is the bane of both politics and business in our country. By nature, women will be much less prone to corruption than men. The corroding influence of corruption can be controlled if we allow women to assume higher positions in management.
- Another essential characteristics is the capacity to judge and to decide promptly and correctly in executive matters. As the most eminent and successful administrator Shri. Rajagopalachari has put it, "The capacity to judge quickly and correctly depends more upon sagacity, imagination and intuition and is indeed a gift of God". Women are certainly endeavored with these characteristics of imagination and intuition.
- While taking a decision, a good executive should not allow himself to be influenced by various pressures, personal or political. In this respect a woman has a decided advantage as she can be more reserved and can insulate herself much more successfully from such pulls and pressures and hence, her judgment can be impartial, equitable and balanced.
- Another hall mark of good executive is that, once a decision is taken, there should be no shifting of responsibility. Women are generally known to pursue any objective with single minded devotion, dedication and tenacity of purpose and loyalty without being deflected from their goal by currents of criticism.

e. Another field where women score is in their patience, fact and resourcefulness. She can manage her family with complete patience and resourcefulness which are inborn qualities whereas as a man has to take special efforts to develop the same.

The only field where men are better endowed than women is in physical strength. It should be remembered that an executive requires not so much of brawn as more of brains. An executive should have infinite patience, should avoid bad temper and should be capable of taking a balanced view.

They are certainly endowed with all these qualities of head and heart and can thus play a very important role in management. With all these qualities, women can play a vital role in reducing the crisis in the present Indian management, which is basically a crisis of character. Character in a sense that presents Indian management lacks loyalty, honesty, discipline, a sense of dedication to duty and integrity. We find all these qualities in women by nature and by birth. With just minimum of efforts women can definitely bring the dignity to Indian management. For this tapping the potential is a prerequisite.

A view of the present position, causes and the efforts needed.

In spite of all these, what is the present position? – It is seen that a number of women are employed in the field of teaching and medicine. But women in the field of management and that too at the top level are very less in number. The result being, this human resource, namely the women resource is not at all tapped properly in our country and also in the world. The question is who is responsible for this? The male dominated society? The politicians or the women themselves? If we think on right lines, all these factors are responsible for the untapped women resources of course; the male dominated society which has been suppressing women has never given a thought that women can also be efficient managers. The politicians of course, play a very vital role, but it is not essential to go into the details of the same. Along with these two factors, women themselves are also equally responsible. They should have the courage to come out of these shackles and should be ready to accept any challenge, should kindle the spark within, develop self confidence and should generate the same within others.

The Efforts :

The efforts that need to tap the potential are classified as developing the awareness or the correct atmosphere and the action plans to be implemented by the organizations.

1. The society at large should be made aware of the fact that neglect of women power in our society is perhaps the most important cause of our backwardness. Suppression of women means suppression of progressive ideas.
2. We should be aware that if the women resources are not tapped it is just like rendering half of our population unproductive. By depriving the one half the other half cannot attain its full growth.
3. Women will have to promise themselves that they are going to play an important role in building up the management of this country and bringing back the dignity through their integrity, loyalty and honesty.
4. Total independent attitude needs to be developed. Women should accept that they are going to play a major role in the management of coming years not on the basis of reservations and political influences but on the basis of their sheer merit.
5. The male members of the family will have to encourage their female counterparts to venture into challenging managerial tasks rather than restricting them to the traditional areas of work.
6. Long term strategies need to be prepared for improving women's opportunities in the area of decision making.
7. Effective career strategies for women need to be developed by the organizations.
8. Entry of women into organizations has to be a continuous process at various points of time.
9. It is essential that the organizations take care to empower women adequately, so that their potential could be developed and used to the fullest extent. This needs to be the philosophy of the human resource development.
10. The concept of flexible timing which is emerging these days should be made more use of for women, so that they can adjust their working hours keeping in mind the social obligations.

Unless we take care to tap the potentials of women properly the future of Indian Management seems to be grim.

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