



Women and Development

By M.L. Narasaiah

Discovery Publishing House Pvt. Ltd., 2006. Hardcover. Book Condition: New. In the wake of unemployment, global Competition and deregulation, more and more women are joining an unforgiving Job market. Are they in a position to exercise force against the Discrimination they experience, and can they impose equality of opportunity? To change things women need to enter into combat on several fronts. For a long time, Companies considered publicity to be a luxury and, in difficult times, the `advertising and communications` Budget was always the first to be slashed. Today, employers have become more aware that publicity has become a trump card in their strategy. Why can `t a similar awareness become possible on the subject of women`s employment?" Financial problems and an evolution of mentality are the two core themes discussed in this Paper on the equality of women in the World of work. It is of a two-fold general observation: women are more increasingly joining the ranks of the active population, however, this trend is not matched by a parallel improvement in the quality of jobs to which they have access. It is foreseen that women`s Rate of participation will be close to that of men by the year 2010....



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