

THE INSIGHT

6th March 2022
Volume 106

Weekly Newsletter from HR Vidyalaya Corporate Services LLP

This volume of Newsletter is decorated with contributions from Leading Women in their fields. Thanks to them. Way to Celebrate the International Women's Day – 2022 by us.....

Thought for the week: A Tribute to Working Women

How to manage work and family as a woman?

In today's world, we have more women in the workplace than ever before. This means that an increasing number of mothers have to balance the demands of both work and family. Doing so successfully requires mothers to have a strong web of support - from their workplaces, families and government. According to Politico, nearly 1.8 million women have dropped out of the labor force amid the pandemic and are now grappling with whether and how to return to work in a vastly different landscape. Despite companies' efforts to support employees during the crisis, women are feeling more exhausted, burned out, and under pressure than men are, according to the 2020 Women in the Workplace study.

This suggests that companies need to do more to adjust the norms and expectations that lead to these feelings. Workplaces that espouse more flexible work timings and work from home policies enable parents to strike a better balance between meeting the demands of raising children while at the same time fulfilling the requirements of their job. Additionally, as more women join the workforce, fathers are increasingly responsible for sharing the burden of child rearing.

Organizations can also make men more empowered in taking a more active part in helping with raising children by providing parental leave to men as well. Lastly, governmental programs such as subsidies for childcare, childcare tax credits, government sponsored pre-school can also enable women to have the necessary support to provide for their families while also being successful in the workplace.

Lot of discipline and proper planning is required in both at work area and also while managing the family and in this respect, a woman needs complete support from her Organization and also from her family.



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HR Vidyalaya Corporate Services LLP

"Each time a woman stands for herself, She stands for all Women."

Maya Angelou



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BETI BACHAO BETI PADHAO (BBBP) SCHEME

(Greatest Initiative by Government of India)

To celebrate the Girl Child in an attempt to foster a change in the minds and hearts of the people of our country; with the urgent aim to arrest declining CSR (child sex ratio).

By valuing her contribution to society, the programme not only addresses prejudicial treatment meted out to the girl child before birth, but also addresses unjust access to resources and care she faces even after birth.

Girls have fewer opportunities to tap into their potential and are consequently bereft of accessing equal rights and opportunities that men and boys are able to avail more conveniently.

The objectives of this initiative are:

- ⇒ Prevention of gender biased sex selective elimination
- ⇒ Ensuring survival & protection of the girl child
- ⇒ Ensuring education and participation of the girl child

Celebration of
birth of girl child

No to Child
Marriage

Self Defense
Training

Campaign against Child
Sexual Abuse

Challenging Nutrition -
Based Discrimination

Generating Awareness on Menstrual Hygiene Management

Skill Development of Adolescent Girls and Women

Innovations under the Scheme

Courtesy
<https://wcd.nic.in/bbbp-schemes>



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Women's Day

Why is the women's day celebrated?

International Women's day is observed every year on the 8th of March, and it is observed around the world to celebrate the value of women. Life without a woman in the life is quite hard-hitting. The great people of the world are born from the womb of a woman. And that is the reason we have always emphasized giving due respect to women in their life. The purpose of this women's day is to teach people the various roles played by women in different spheres of life in various organizations and educational intuitions and various national and international platforms. That is why women's day is celebrated with so much zeal and it has spread throughout the world. Women from various cultural and ethnic groups come together crossing all the boundaries to remember their struggle of many decades for peace, justice, equality, and development. The day allows women to raise their voice for equal opportunity in whatever field she wants to participate.



Celebrating women's day is due to the wide differences in various fields- the pay difference of 14.9% between men and women, only 21.4% of seats for women in parliament around the world, lack of awareness for women's education and many more. International women's Day is all about feeling women realize their worth and giving them a boost to achieve as per their actual potential. On this day the world unites to appreciate their courage to cross all the hurdles and make such tremendous improvement in all most all the spheres of life. Besides that, it is the most important thing to be given the emphasis on is the work that still needs to be done to fill that gap completely that had existed for ages.

Many people in society believe that the gender gap does not really exist, and some are also of the belief that the efforts made by individuals cannot actually make difference to the gender gap that exists in society. On Women's day we must realize that every single person's contribution towards fighting a threat of the society counts. International women's day is all about being aware of the fact that each individual has to work in their own way for changing the ugly face of society.

Ms. M. Bharathi, B.E., M.L.,
IPR Specialist



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How the Female Brain Works?

For many decades, the *female brain and women's brain health* has been most under-researched, underdiagnosed, and underrated fields in medicine.

Thanks to Lisa Mosconi, a neuroscientist and director of the Women's Brain Initiative at Weill Cornell Medical College in New York City, who has come up with a book "**The XX Brain: The Groundbreaking Science Empowering Women to Maximize Cognitive Health and Prevent Alzheimer's Disease,**" based on her years of research.

In this book she explains the differences between the female and male brains and explores the different ways the brain affects women's health. She discusses about the unique risk's women have for developing *Alzheimer's diseases* and also offers practical tips to optimize brains health and the actions which can be taken to prevent it.

The book is a detailed research-based guide, and the author has written this book in a way and a level which can be understood by those of us who do not hold a medical degree.

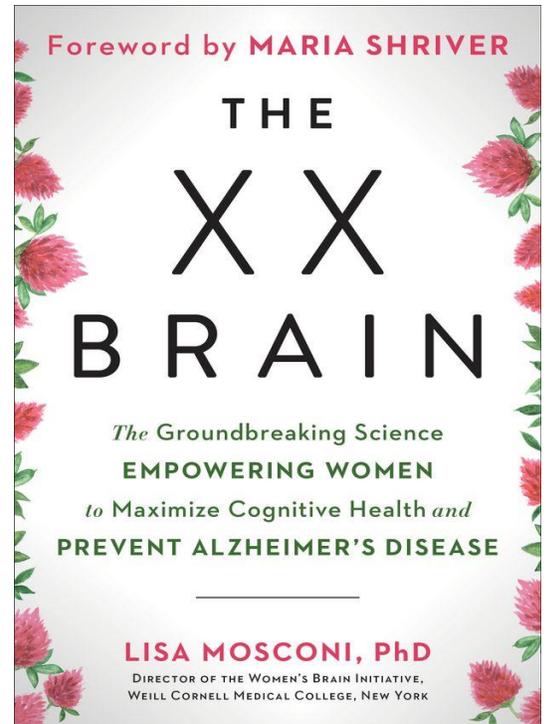
The book will be helpful for those who want to negotiate life's hormonal transitions with resilience and grace. This book will be especially useful for women approaching midlife and *all those men who loves to take care of their women.*

Getting interested in knowing more about this book? Come, let's have a quick summary of the book.

How are female brains different than male brains?

In the book, the author explains that compared to men, women are twice as likely to have anxiety and depression, three times more likely to be diagnosed with an autoimmune disorder, four times more likely to suffer from migraines and headaches, and much more prone to developing brain tumors and dying from a stroke. Based on her study, she states that **menopause** plays a key role in the brain function.

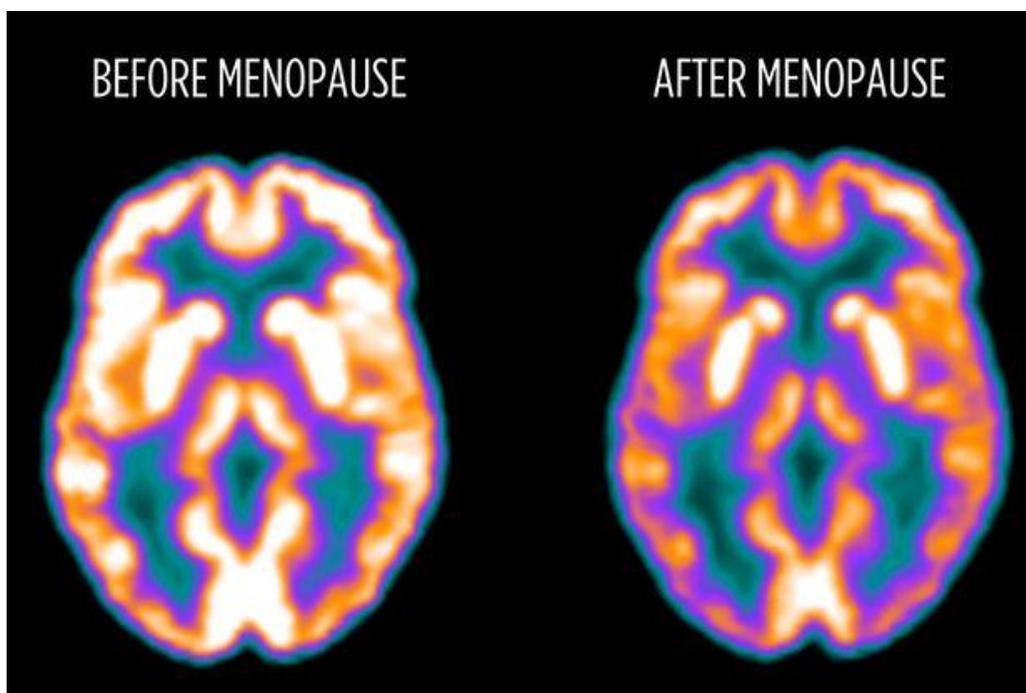
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The Connection between Brain's Health and Menopause

The hormones (estrogen for women and testosterone for men) serve a number of functions in the brain, primarily with brain energy. Both estrogen and testosterone literally push neurons to burn glucose to make energy. Men's testosterone doesn't run out until late in life. However, for women, *estrogen drops in midlife during menopause*. The dropping level of estrogen has consequences in women's' brain because estrogen supports energy metabolism in the brain and is also involved in growth, plasticity, and immunity. Basically, **estrogen keeps women's' brain younger and healthier**. There are various issues for women during and after menopause like *hot flashes, sleeplessness, stress, mood swings, forgetfulness*. The researchers state that these issues are not just something happening on the reproductive system, but they are actually happening because of the impact created in the brain regions like *hypothalamus, brain stem and hippocampus*.

Image of the Women's brain before and After Menopause



The left side image was taken for the research before the women got her menopause and the right side of the image was taken after menopause. If we have a closer look, the left side is bright and nice. But after menopause, the bright yellow turns yellow and almost get purple and that's 30% drop in the brain energy level. However, **there was nil impact on the cognitive performance of the brain**. The brain may get tired but **they are sharp**.

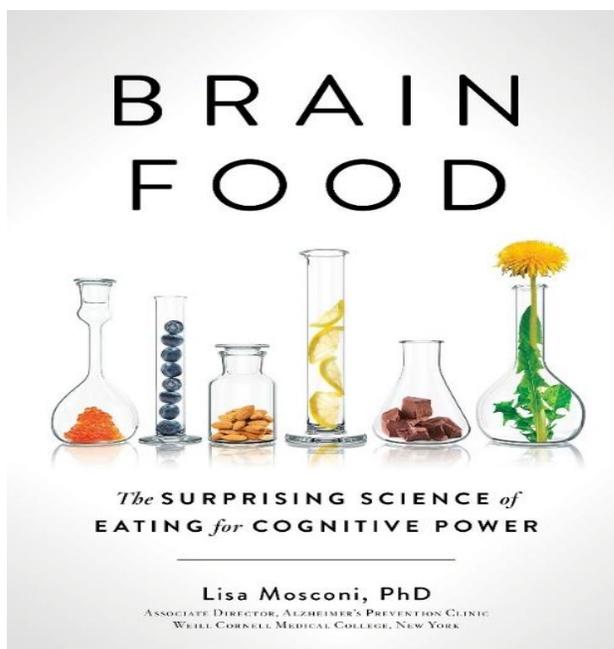
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How to Protect the Brain?

Based on her studies, the author states that avoiding processed foods, regular exercise and meditation can impact hormones positively. Studies have shown that Mediterranean diet promotes women health. Women on Mediterranean diet are said to have lower risk of cognitive decline, depression, heart disease, stroke and cancer, and fewer hot flashes. The author specifically recommends the in-take of flax seeds, sesame seeds, dried apricots, legumes, fruits and dark chocolates as they have estrogens or act like mild estrogens in female body.

A well-fed brain is one of the greatest assets when it comes to career. Science says, our diet plays a crucial role. Lisa Mosconi has also written a book on the connection between diet and brain function: "**Brain Food: The Surprising Science of Eating for Cognitive Power**". Of course, this book will be helpful for *all men and women* out there.

Give it a try, if you wish to dive-in for more information.



Ms. Gayathiri Sridharan

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Being a Teacher... How a Micro-Organism taught me Technology...

Bill Gates and his vision was not my cup of Coffee, when I took my Academics in late nineties. As a College going Girl, my passion was towards interacting with Human than the machines (Computers). I took the noble Profession...Teaching... most women prefer, fulfilling my Dream to continuously interact Human, that too with Young minds. Year after Year, Batch after Batch, I had to interact with fresher minds, with changing expectations. It was not monotonous in that way. I had to learn to mingle with such young generation & upskill their knowledge. With such continuous learning, my age becomes just a number.

The start of the year 2019, has taught me a new lesson. I had to enter to a new classroom – Virtual classroom – where I need to learn few things before, I teach English. Covid-19.....The Brutal Blow on entire human being – without discriminating caste or colour or race or ethnic – a merciless misfortune. Wear a Mask or Morgue is in waiting....untold misery, fear and distress around the Globe.

While each industry was trying to do the best to sustain in the gloom, it is double blow for Academic institutions. Black board and Chalk \\\ White board and Marker, becomes Computers and Internet connections. A micro-organism which could not be seen by human eye, has changed my destiny. Hope my disinclination not to interact with machines was not liked by this micro-organism. It made me to interact with Human beings through Machines, which I disliked, earlier.

After 25 years, Bill Gates theory winked its wicked eyes, challenged me and changed me with a sarcastic smile. An Interactive and enthusiastic classroom becomes a closet called Google Classroom. Building with high infrastructure facilities and amenities were squeezed into a computer/smart phone.

I had to bow down to this “use of Digital Technology” due to this precarious pandemic situation. We now moved back to the old system of teaching, but the lesson the micro-organism taught was a big enough. No one can say that “I had mastered my subject”. There are so many things, for everyone, in their life to continuously LEARN – UNLEARN – LEARN. Embracing the Changes is the New Learning which is inevitable. Don't make yourself comfortable, in where you are or what you are doing. Expect Change and Embrace Change. A micro-organism has taught me Technology, where it is not the Master and I had not paid any fees to it.

The tenacity with me as a Woman made me to embrace it quickly, to which I am proud of.

Ms. Monicaa Vinodh



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We join the Celebration of the “NARI SHAKTI” on the auspicious of International Women’s Day 2022



ASSCOD

Association for Sustainable Community Development is a voluntary organization having its presence since 1994 in several districts of Tamilnadu.

We believe that the society develops only when the women get equal opportunity. We work predominantly for improving the social and economic status of women in rural regions in various aspects such as Education, Microfinance, and disaster management. The major development activities are based on the United Nation’s then Millennium Development Goals (MDGs) now known as Sustainable Development Goals (SDGs).

Our Mission

To work with rural women through Self Help Groups (SHGs) by imparting training including financial literacy to enhance their economic skills and to increase their income to attain economic and social empowerment of the groups.

Thus, enable women as agents of social change and empowering them to lead the prosperity of their community.



Our Vision

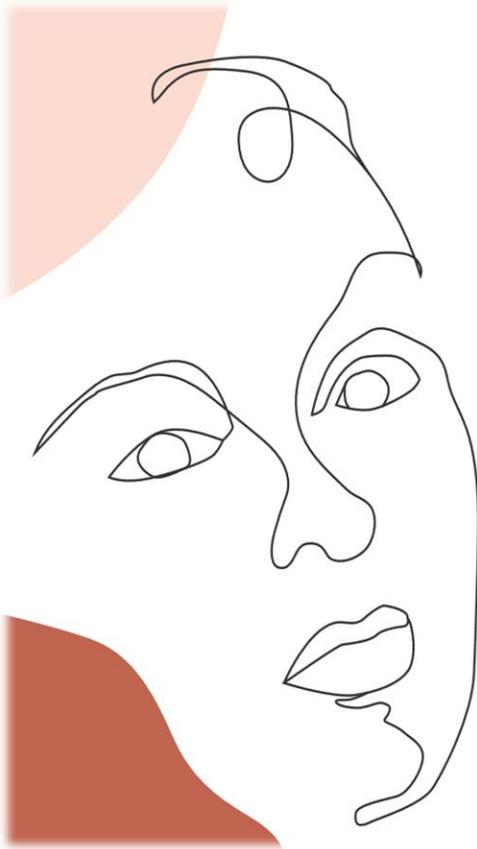
Economically empower rural women below poverty line to lead their families and bring prosperity to the Community.

Over 4000 families were benefitted with our Initiatives. ASSCOD is a duly Approved Non-Governmental Organization by appropriate authorities. We support Industries/Establishments for CSR initiatives also.

Loganathan
0091-44-27567115
0091-98423-60428

Anandan
89395-89165
asscod@yahoo.co.in <https://www.asscod.org/>



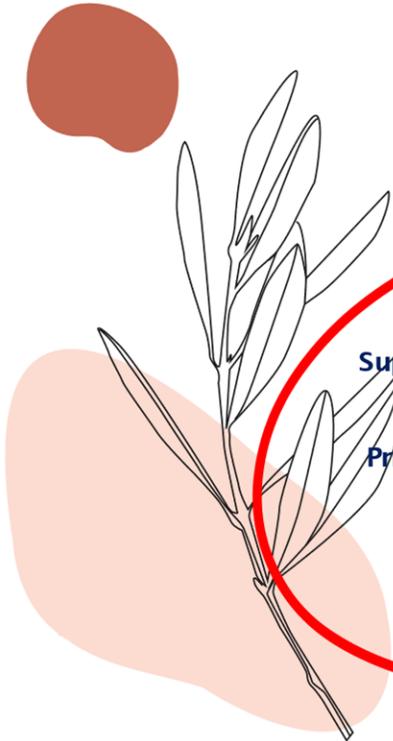


50% Of Population is Women..... But where is the Equality?

The Constitution of India not only grants equality to women..... but also empowers the State to adopt measures of positive discrimination in favour of women..... Few are below.....

- ⇒ Equality before law (Article 14)
- ⇒ The State not to discriminate against any citizen on grounds only of religion, race caste, sex, place of birth or any of them (Article 15(i))
- ⇒ The State to make any special provision infavour of women and children (Article 15(3))
- ⇒ The State to direct its policy towards securing for men and women equally the right to an adequate means of livelihood (Article 39(a)); & equal pay for equal work for both men & women (Article 39(d))
- ⇒ The State to make provision for securing just and humane conditions of work and for maternity relief (Article 42)
- ⇒ To promote harmony and the spirit of common brotherhood amongst all the people of India and to renounce practices derogatory to the dignity of women (Article 51(A)(e))

Recognizing Women's power is a Success Factor for an Organization



**Women are Not
Supplementary Earners**

**They are also
Primary Breadwinners
Of a Family**

**Women are Not
Backend Supporters**

**They lead anything
and everything to
Grand Success**

Empower Women

EMPOWER WOMEN

"To call woman the weaker sex is a libel; it is man's injustice to woman.

If by strength is meant moral power, then woman is immeasurably man's superior".

- Mahatma Gandhi.

In India, when women started participating in democratic decision making, only 1% of the women in the country were able to vote because of property qualification. The literacy rate of female was just 7.3% and the employment ratio was 23 per 100 in 1951. A lot has changed in past few decades, still numerous physical and mental challenges keep arising. Gender inequity, pay gap, educational deprivation, health unconsciousness, sexual harassment, and dowry and so on, are present at this day and age. The first step to women empowerment starts in family. The Indian families must stop discriminating against boy and girl and teach them to respect each other. Equal opportunities in education and employment should be provided to women. Being paid par with men, implementing and educating about laws which helps to protect women against workplace sexual harassment should be addressed. The key step is to encourage women to stand and speak up for themselves if any sort of problems or discriminations arises. Most importantly men have the vital role in women empowerment. As quotation goes, we cannot all succeed when half of us is held back.

Happy women's day to all strong women. We know them,
We be them and We raise them.

Ms. Divya Srinivasan



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POSH TRAINING

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Chennai only**

**To commemorate the
International Women's Day 2022**

We are planning special Training week

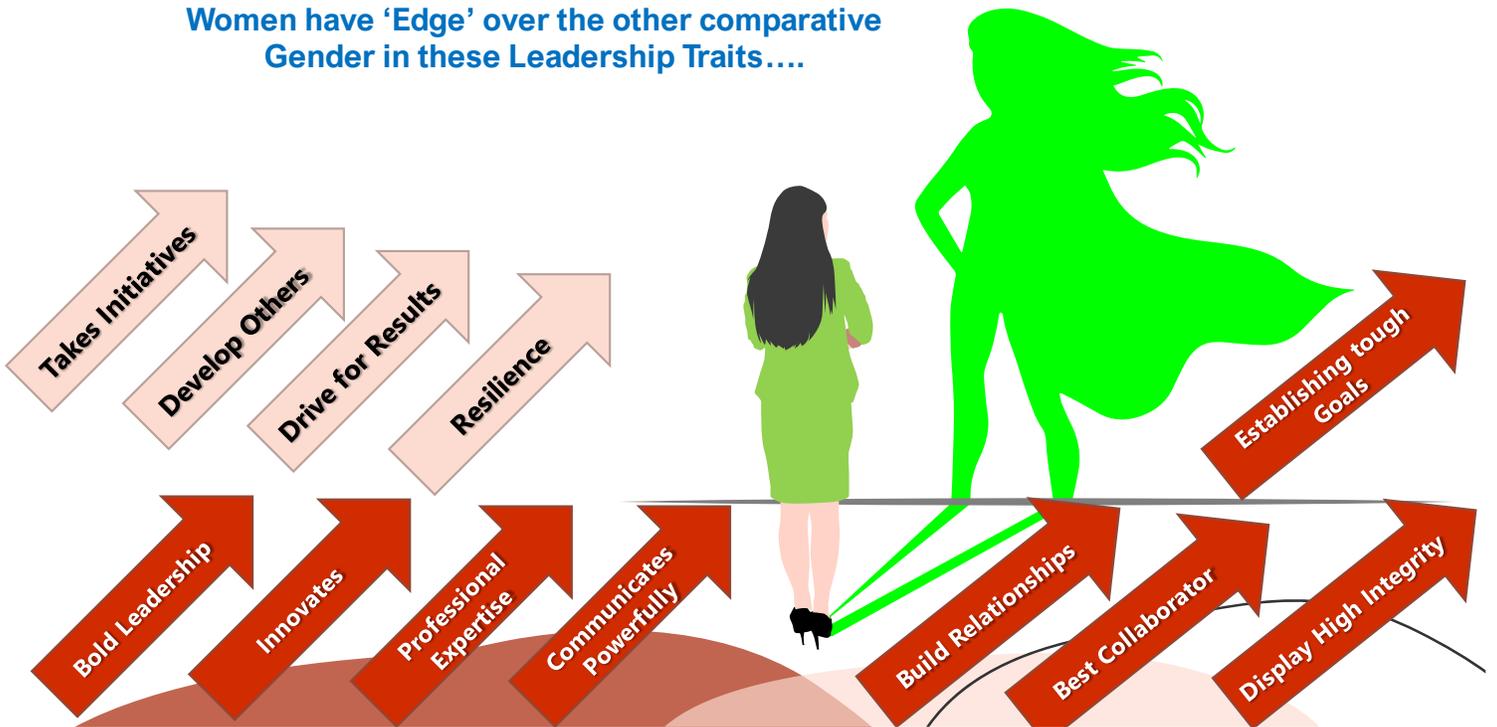
March 07 to 12, 2022

- 1. Employee Awareness Program**
- 2. Competency Development
Program for IC members
in one day**

Pay only for One program

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comply@hrvidyalaya.in**

Women have 'Edge' over the other comparative Gender in these Leadership Traits....



Throughout a year many days are labelled and celebrated.

The very special day is Women's Day.

Even in these Modern times, the hardship faced by women are many.

We had to fight for our Equity than Celebrating the day.

Though we are almost 50% of the total Global Population the Organized Crimes, Discrimination against us is growing where there is nothing against a Men as a Gender.

I think this day is more to RECOGNIZE the Woman in all walks of life

Ms. Gomathi Chitra S

**Common Concerns raised by Women employees working in night shift across Industries / across India
&
Expectations from the Establishments for appropriate Care**

Health related
Work related Backaches
Tiredness due to night work
Respiratory illness
General illness
High BP
Menstrual issues
Depression due to sleeplessness
Anxiety & Irritation
Gynaecological issues
Gastric disorders

Shift related inconveniences
Unsecured work atmosphere
Mental Harassment
Commutation issues
Long duration of the shift
No better package / allowance
Lesser number of women @ night
Trainings not provided @ night
Employers dissatisfied with performance
Social image/ issues
Lesser career growth opportunities

Now the Industry is back to Work From Office now. Do you have an Establishment in the State of Maharashtra and like to engage women after 9.30 pm?

It is Employer's duty to take:

- ⇨ All the measures and safeguards to prevent or deter the commission of the Acts of sexual harassment
- ⇨ In case of a sexual harassment at the instance of a third party, take all necessary and reasonable steps to assist the affected women workers in terms of support and preventive action.
- ⇨ Provide proper lighting and illumination inside the establishment & also surroundings and to all places where the women worker may move out of necessity during such shift
- ⇨ Shall maintain a complaint box.
- ⇨ Display the phone numbers of local police station/control room/ women help line prominently establishment.
- ⇨ Enough woman security guard shall be engaged in establishment employing not less than ten women workers. (The Police verification of such women security guard shall be mandatory)
- ⇨ Separate urinals & latrines shall be maintained for women workers with safety locking facility only from inside

Additionally, the Employer shall take following appropriate actions:

- ⇨ Woman workers shall be allowed to work during 9.30 p.m. ~ 7 a.m. only after obtaining her consent in Form 'L'.
- ⇨ The number of women workers employed in the night shift shall not be less than three at any point of time.
- ⇨ To provide safe and secure separate transportation facility for all the women workers working in the night shift from the place of workplace to the doorstep of their residence and vice-versa
- ⇨ In addition to the other holidays, every women worker who works in night shift as per her shift schedule, shall be eligible for one additional paid holiday for every two months in a year.
- ⇨ There shall be not less than twelve consecutive hours of rest or gap between the last shift and night shift whenever a women worker is changed from day shift to night shift and also from night shift to day shift.
- ⇨ No women worker shall be allowed to work in night shift during the period of twenty-four weeks before and after her childbirth, of which at least twelve weeks shall be before the expected childbirth
- ⇨ Shall annually submit an undertaking to the Facilitator that he shall provide all the facilities as mentioned in the Rules.



Happy International Women's Day – 2022

With Best compliments from



Association for Sustainable Community Development is a voluntary organization (NGO) having its presence since 1994 in several districts of Tamilnadu



We support Establishments to remain engaged in doing an existing one, to start a new one, in the areas of HR



Young Rush is a career tech startup, providing virtual HR services to startups & SME's and internship placement support to student community



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