GENDER DISCRIMINATION AMONG ITES EMPLOYEES WITH REFERENCE TO COIMBATORE

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ABSTRACT
Gender discrimination in India have existed for generations and affects the lives of both genders. This study analyses the discrimination among ITES employees with reference to coimbatore district. A total of 200 sample respondents were selected having an equal representation of 100 male and 100 female employees of ITES Companies. It analyses the working pattern, benefits and problems of the ITES respondents. The equal working hours, overtime work and extra work of colleague are significantly affecting the working conditions of the respondents. Long working hours and lack of appreciation are the major problem faced by the respondents.

KEY WORDS: Discrimination, employment, working hours, workplace.