As increasing number of women are entering the workforce with better education and access to employment. Traditionally male dominated sectors like the manufacturing sector too are employing women employees. With high demand for talented and skilled employees, organisations have turned their attention to women workforce. Organisations with a higher number of women employees are found to perform better, have lesser disciplinary issues and a healthy work environment. To attract female employees organisations create a work environment that is supportive and sensitive to women. As a substantial part of the female population is employed in the Small and Medium Enterprises (SMEs) in India as SMEs are provide employment close to 40% of India’s workforce which is next only to the agricultural sector, the largest employer. SMEs are the backbone of Coimbatore’s economy and one of the challenges it is facing is skilled worker shortages. Women constitute an important source of recruitment and are constitute an important part of the workforce in SMEs. They too need to attract and retain women employees to ensure good quality workforce.

This study investigates the extent supportive work culture for women is prevalent in the small and medium enterprises of manufacturing sector. The results will be useful for organisations in understanding how supportive workplace culture is important in creating work environments that contribute to improved recruitment and retention of skilled women in the SMEs of manufacturing segment in Coimbatore. Women employees from 113 SMEs belonging to the manufacturing sector in Coimbatore are the respondents.