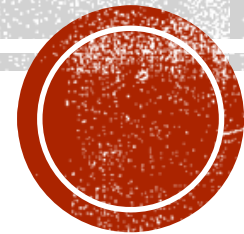




Indian  
Women  
Network

*women matter.*

## **CII WOMEN EMPOWERMENT COMMITTEE ACTION TAKEN REPORT**

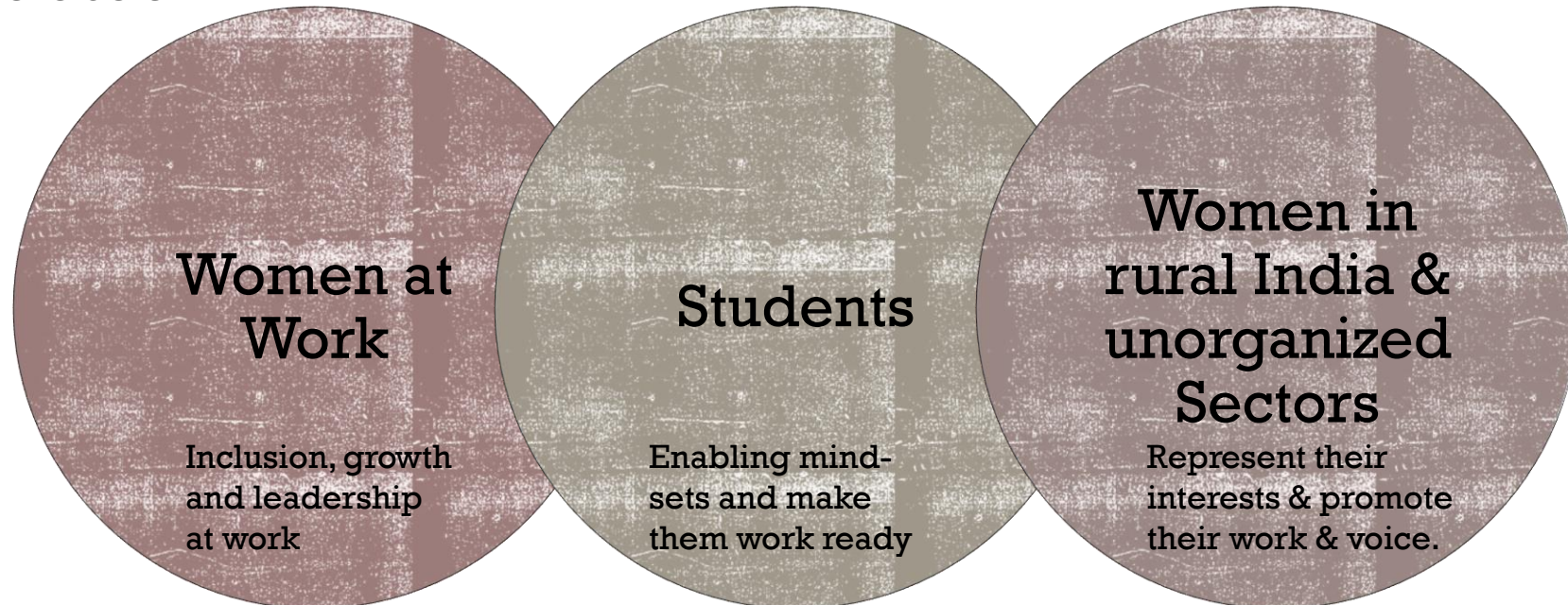


To enhance women's participation in the labour force and access to opportunities. We decided to clearly articulate the problems we were trying to address

# THE ROADMAP

## WOMEN EMPOWERMENT COMMITTEE & IWN

*It was also important remember what was our area of expertise and influence as CII and who were our stakeholders*

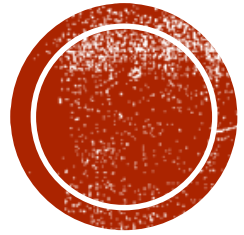


Through working with  
**Business/ Policy**



# INITIATIVES UNDERTAKEN



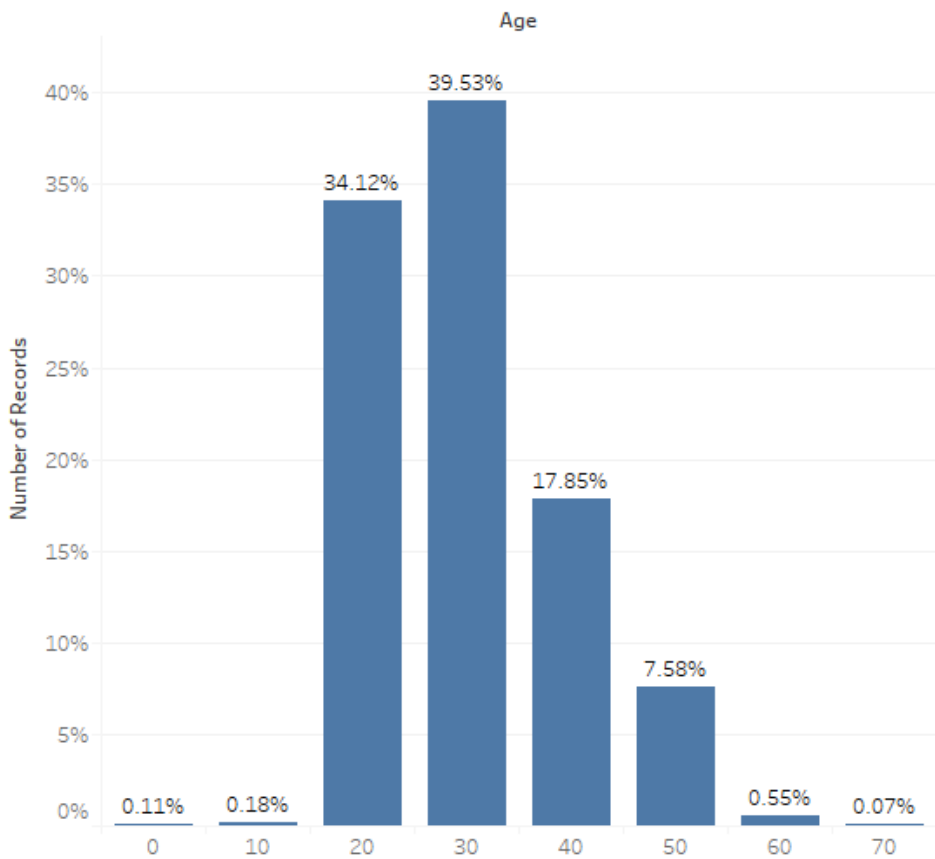
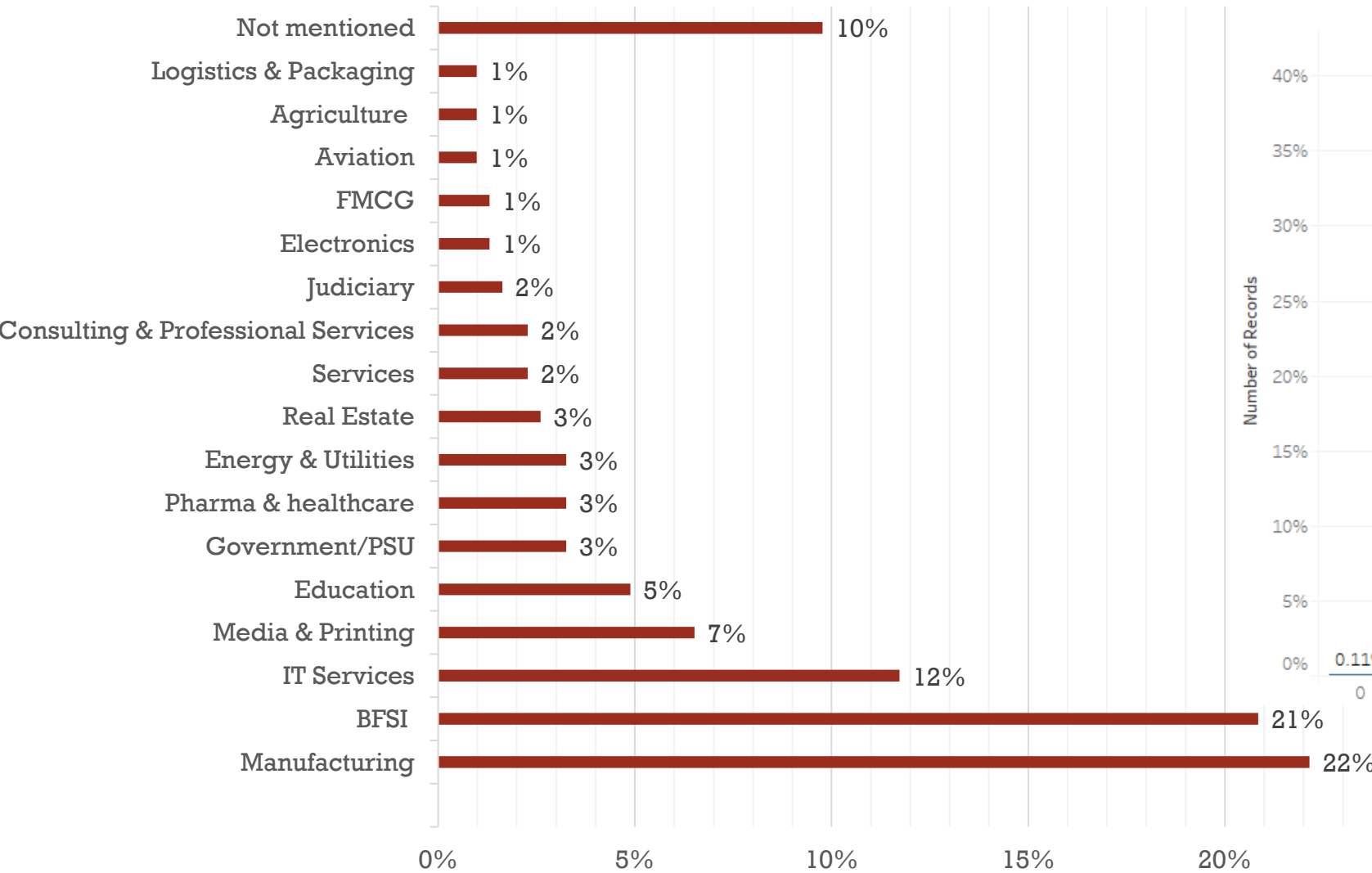


# **WOMEN ON WORK SURVEY**

**Objective:** Use Data to understand what women are “feeling and saying” about the places they work at to advocate with Corporates and Government

# WOW SURVEY RESPONDENTS

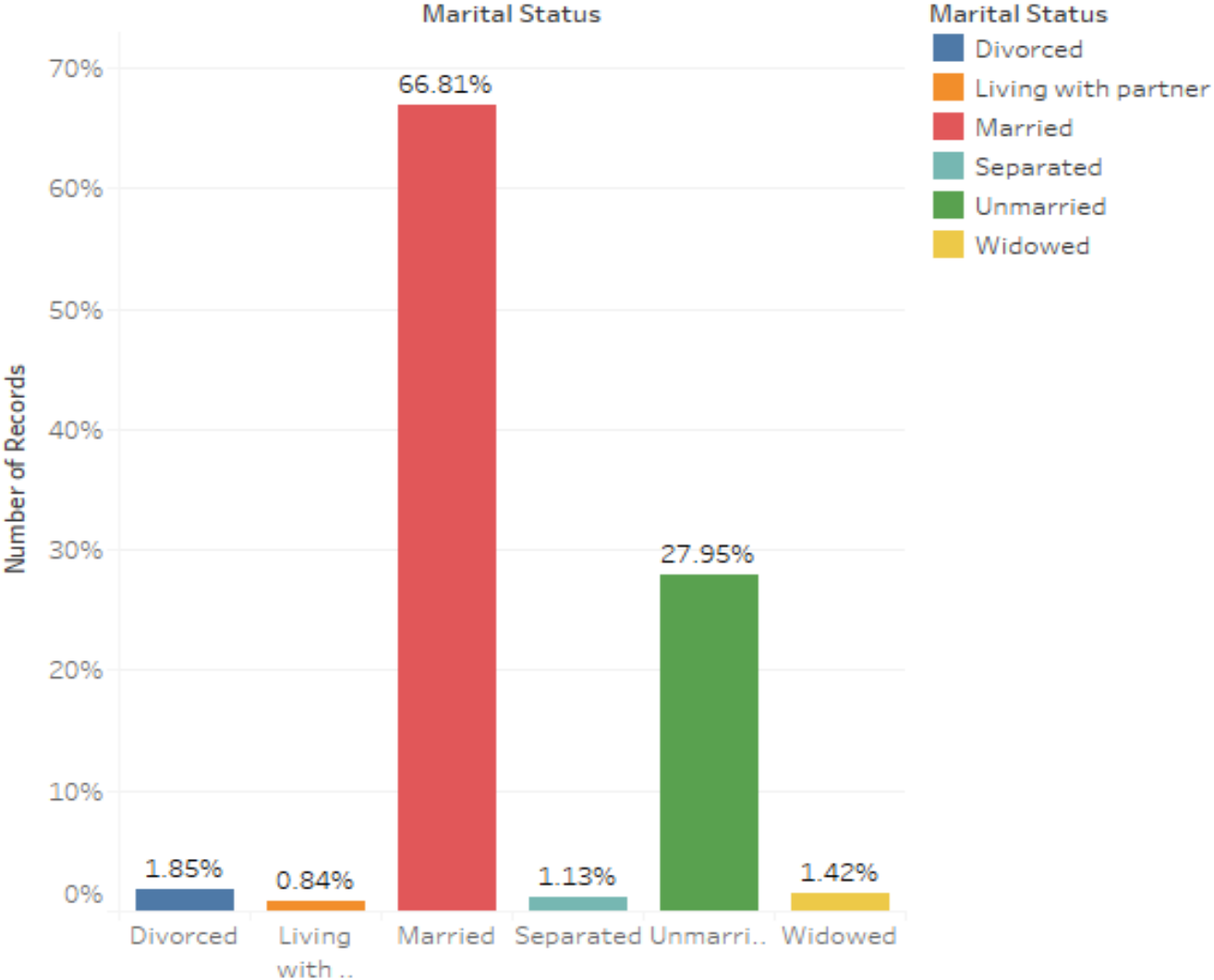
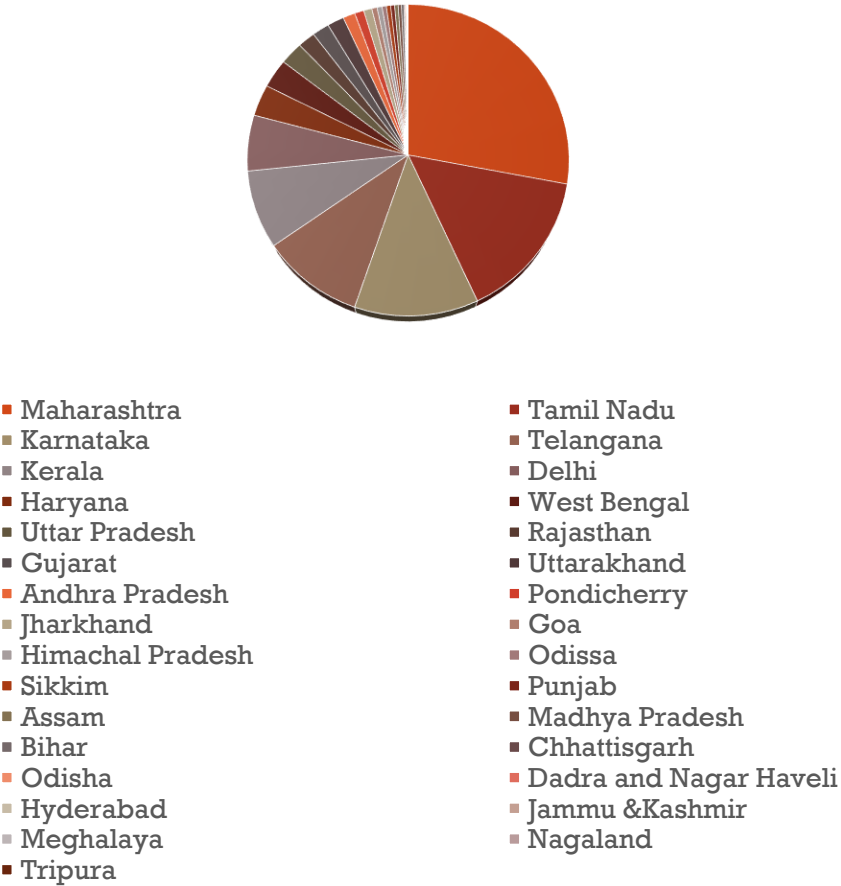
2751 responses, many including open-ended comments.



99% educated, 71% studied in a field related to their work

# WOW SURVEY RESPONDENTS

State-wise Responses







PERCEIVED INFLUENCE  
OF GENDER ON CAREER



EXPERIENCE OF SEXUAL  
ABUSE OF ANY KIND AT  
WORKPLACE



THOUGHTS ABOUT  
GENDER-RELATED  
FACILITIES AT  
WORKPLACE



SAFETY & SECURITY  
PERCEPTION AT  
EMPLOYER, RESIDENCE,  
CITY



IMPACT OF FAMILY AND  
CHILDREN ON WORK



REASONS FOR TAKING  
CAREER BREAKS, TOP-3  
SUGGESTIONS TO  
WORKPLACES

## ANALYSIS CATEGORIES FOR THIS PRESENTATION

The questions of the survey were broken down into six different categories for better understanding and analysis

The survey was completely anonymous and took on an average 15-18 minutes to complete

The survey results were analyzed by India's leading data science company **Quadratyx** and the outreach was facilitated by **SHEROES** – India's largest online community for women

## Did you feel that your career was influenced by your gender at any point in time?

- 44% of respondents felt that gender had an influence on their career
- From the 44% who said gender had influence on their career:
  - 18% respondents felt gender had a negative impact on their career of these:
    - 29% felt it was in area of deserved promotions
    - 25% felt it was in being trusted with the with challenging tasks
  - 13% respondents felt that gender had a positive impact on their career
  - 63% felt gender had no impact on their career but may have had influence
  - 6% percent didn't respond



## PERCEIVED INFLUENCE OF GENDER ON CAREER

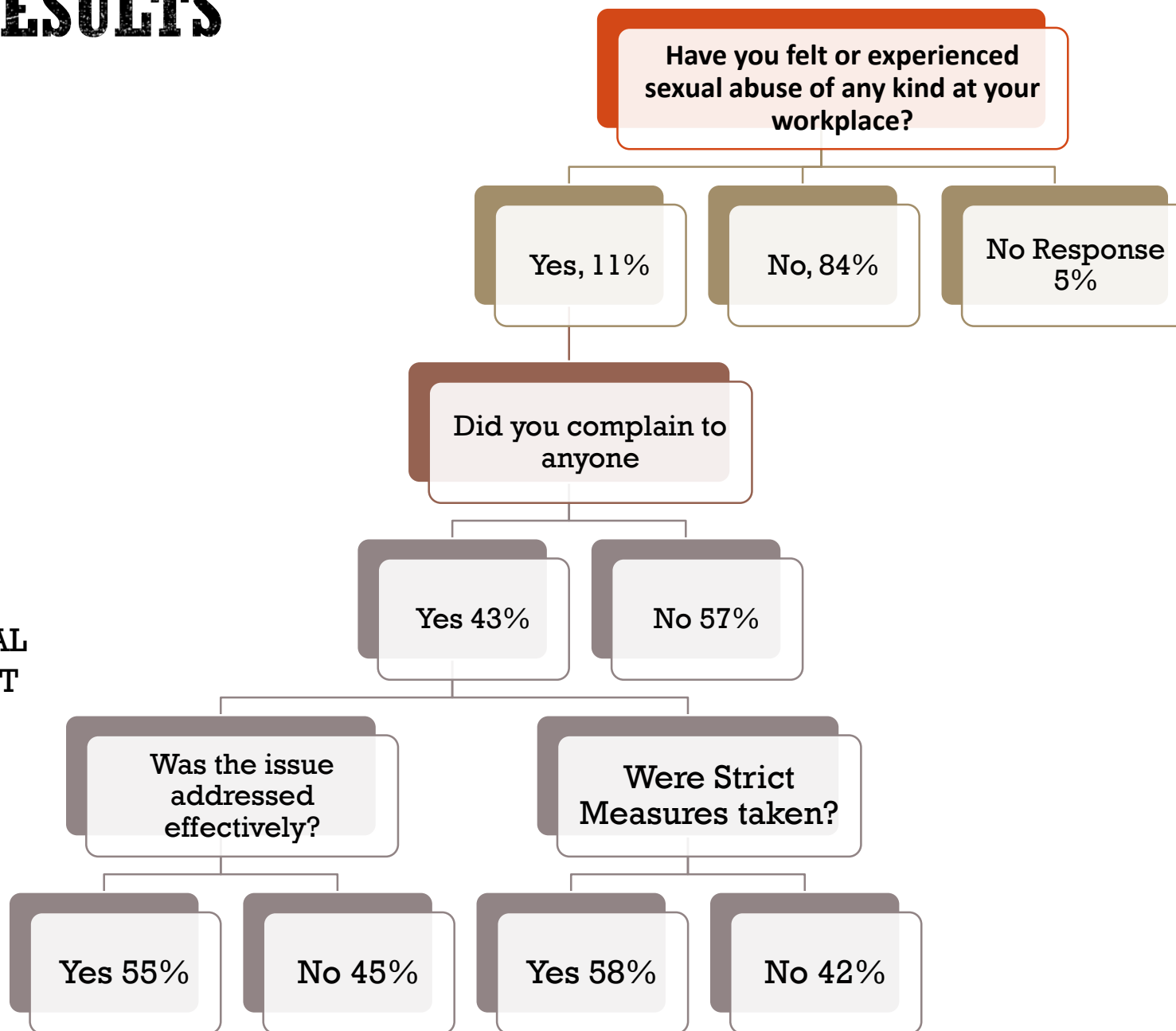




# WOW SURVEY RESULTS



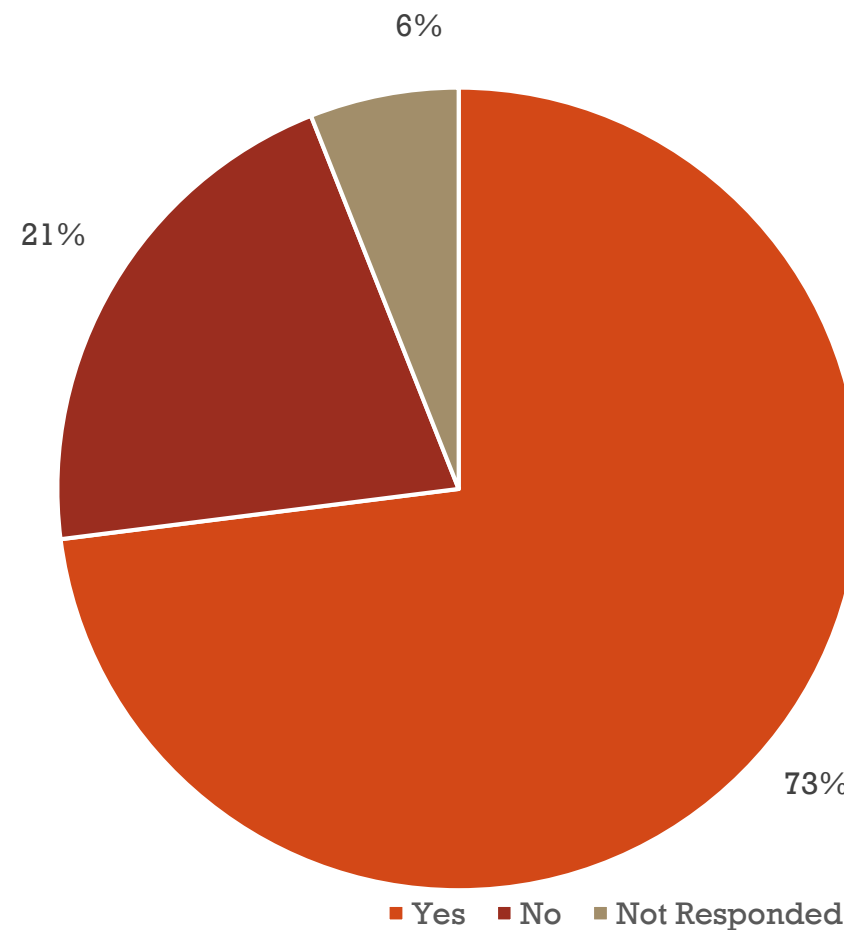
## EXPERIENCE OF SEXUAL ABUSE OF ANY KIND AT WORKPLACE



# ARE THERE ADEQUATE FACILITIES FOR WOMEN AT YOUR WORKPLACE?



THOUGHTS ABOUT  
GENDER-RELATED  
FACILITIES AT  
WORKPLACE



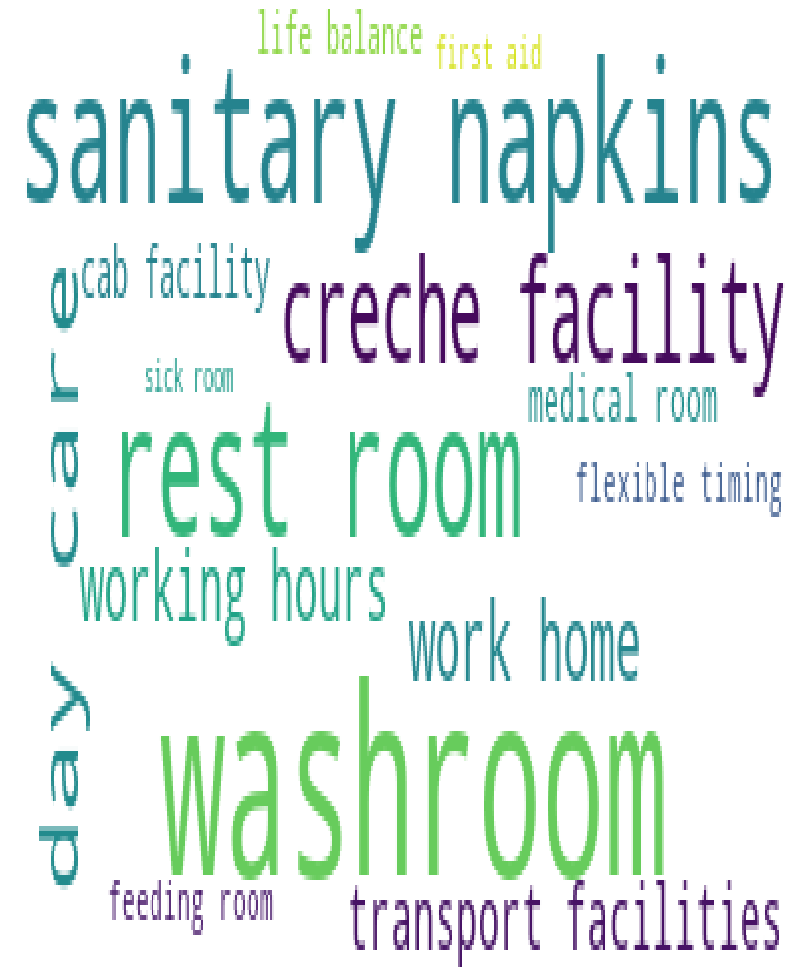
# WHAT FACILITIES FOR WOMEN ARE MISSING AT YOUR WORKPLACE? A WORD CLOUD



THOUGHTS ABOUT  
GENDER-RELATED  
FACILITIES AT  
WORKPLACE

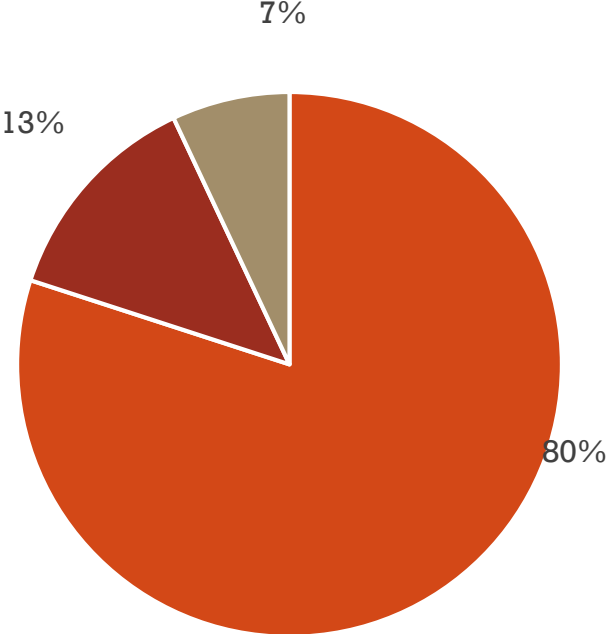
*Lack of  
washrooms is the  
single largest gap*

Facilities	frequency
Washroom	106
Sanitary napkins and vending machine	72
Restroom	67
Crèche facility	64
Day care and Childcare facilities	49
Work from home	35
Efficient working hours	31
Transport facilities	27
Cab facility	15
Medical room	12
Flexible timing	8
Feeding room	8
First aid	7



# IS ADEQUATE SAFETY OR SECURITY PROVIDED FOR WOMEN BY YOUR EMPLOYER AND BY YOUR HOUSING COMPLEX/WARD/CITY

Employer

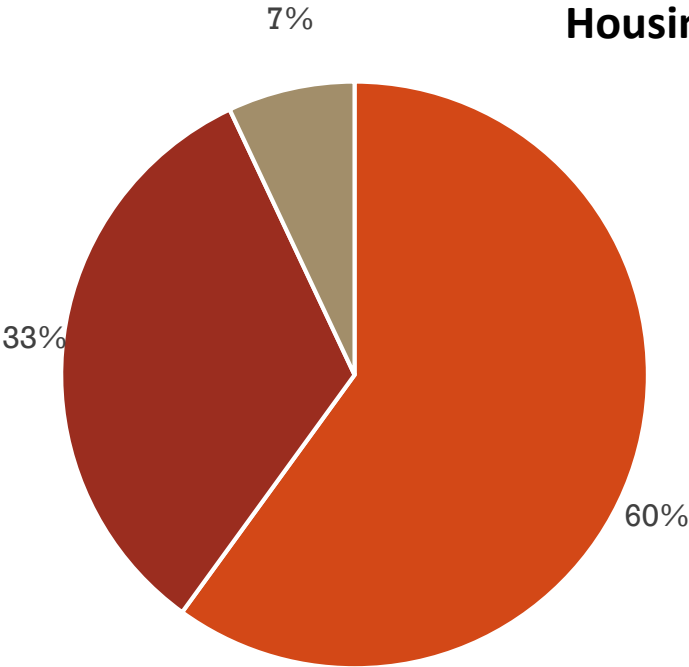


■ Yes
 ■ No
 ■ Not Responded



SAFETY & SECURITY PERCEPTION AT EMPLOYER, RESIDENCE, CITY

Housing Complex



■ Yes
 ■ No
 ■ Not Responded

# THREE BIGGEST ISSUES THAT WOMEN FACE AT WORK PLACE



## REASONS FOR TAKING CAREER BREAKS, TOP-3 SUGGESTIONS TO WORKPLACES

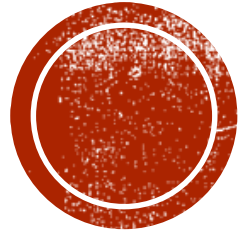
### 3 Biggest issues:

- *Work-Life balance*
- *Late working hours*
- *Gender bias*

Issues	frequency
Work life balance	244
Late Working hours	134
Gender biased	102
Sexual Harassment	79
Work pressure	45
Due to male colleagues	43
Career Growth	36
No equal opportunity	36
Flexible working hours	35
No equal pay	33
Time management	31
Family Commitments	31
Maternity leave	24
Safety & Security	23
Lack of support	19
Health issues	14
Male domination	11
Lack of Confidence	11







# CAPACITY BUILDING INITIATIVES

Objective: Increase capacity of women to Enter, Stay and Grow in the workspace

# CAPACITY BUILDING INITIATIVES

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**MENTOR MENTEE  
PROGRAM**



**MAKE YOUR MARK  
CIRCLES**



**CAMPUS TO  
CAREER PROGRAM**



# MENTOR-MENTEE PROGRAM



- Target Audience :
  - CEOs /CXOs or Senior Leader nominated by CEOs as Mentors.
  - Mentees nominated by CEOs who will benefit from connection with a leader outside of the organization
  - IWN Members who nominate themselves
  
- Objective :
  - Launch mentoring program for top talent women leaders. 20 women mentored across Chennai and Maharashtra
  - Opportunity for
    - companies to identify and develop top talent women within their company
    - IWN members with at least 10 years of work experience, who would like to nominate themselves
    - Leadership development opportunity for Mentor



# CAMPUS TO CAREER PROGRAM

## OBJECTIVE

- Grooming groups of fresh graduates from educational institutions to think, behave and act as professionals
- Creating alumni networks of students for positive peer pressure, learning & sharing of best practices
- Demonstrate the value of IWN to women students to encourage educational institutions to take up IWN membership and stay engaged with IWN



# CAMPUS TO CAREER PROGRAM METHODOLOGY

Identify Institutions interested in taking forward the 'Campus to Career' programme

Connect with the Principal/ Faculty after their confirmation to engage with IWN to understand the requirements for students

Based on broad topics that are discussed, create a customised plan for 6 months

Identify relevant speakers to address at the respective sessions/workshops (or) Organise 'train-the-trainer programme' for capacity building of identified resource persons.

Obtain feedback from the students after each session to augment the benefit they derive from future sessions.





# The Problem on the Ground

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- **1 in 4** women feel their gender has played a role in missing selection, raise, promotion, chance to get ahead and their gender will make it harder going forward.
- **92%** of women do not feel confident asking for sponsors, **79%** lack confidence seeking mentors,
- over **60%** lack confidence requesting a promotion, raise, or a new role or position.



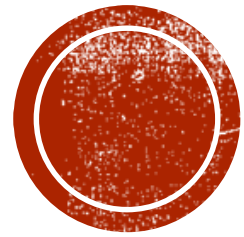
## MAKE YOUR MARK CIRCLES



### INITIATED PILOT IN DELHI

- HOW IT WORKS
  - THEME BASED/ONE CIRCLE A MONTH
  - FACILITATOR LED/RESEARCH BASED/PEER LEARNING
  - HERE AND NOW ACTION/CREATIVE LEARNING
  - BUILDING A COMMUNITY





# SECTORAL FOCUS

Women in Manufacturing, Construction, Agriculture

Objective: To focus on sectors that engage women in large numbers but not across all rungs of leadership

# WOMEN IN MANUFACTURING



# WHAT COMPANIES SAY

- Women of Mettle, a pioneering scholarship program to tap young female talent in engineering colleges has been designed to expedite diversity numbers in recruitment. SWATI (Steel women Aspirational Team Initiatives), EKTA (Women in Mining) at OMQ division - Noamundi B Shift Deployment and Women in Mines : Adding to the long list of innovative practices in the realms of diversity, we have now opened our Jamshedpur steel plant shop floor for women employees in shifts A&B between 6:00am and 10:00 pm through the week. Also, recently TSL has recruited female officers for mining, mineral processing at Noamundi Ore Mines. This is a step towards having women constitute 10 % of our workforce on the shop floor by 2025. - **Tata Steel**
- It was noticed women students prefer to go for higher studies after their graduations, so in order attract women to join our organization we launched initiative like Earn While You Learn 2010 wherein students were provided offer based on their Diploma qualification and they were allowed to pursue their Graduation & Post-graduation while earning livelihood for themselves and their family members. This boosted their confidence levels they were provided paid leaves to write Graduation and Post-Graduation exams. - **Elico**





# WHAT COMPANIES SAY

- Chrysalis – The Talent Development Board for Women · 9 month-long Leadership Development Program for 25 mid-management, hi-potential women · Classroom sessions with premier faculty(from SP Jain, TISS etc) on Self-awareness, Women and Power in organizations, handling teams, personal effectiveness · Group Projects on live business cases · Real Time Simulation exercise on a Value Chain analysis-based HBS case · Mentoring with senior leaders - **Dr. Reddy's**
- Shift system started in 2006 to give opportunities to balance their household work and factory work. Setting up satellite units started from 2010 to encourage in the rural villages to work in a neighbourhood factory without having to travel long distance they can spend quality time with family. We are engaging outside trainers to impart necessary supervisory and leadership skill in order to promote them to the next level specific project like SAKHI, FIT etc covering modules like communication gender parity conducted on regular basis to identify and nurture talent. – **Farida Shoes**





# WHAT COMPANIES SAY

- Some of the women employees who are now heading the departments have grown to senior levels from very junior levels after they have been identified as good resources. The oldest of the some of these women employees are associated with the company for the last 23 years. - ***Bharat Biotech***
- Senior leadership felt that accounts and HR were areas where women could be employed. However during the strategy session in 2013, with the intervention and guidance of the directors, it was decided to include women in all areas. The current strategy loop has a target of 5% women which has been achieved. – ***ALPLA India***



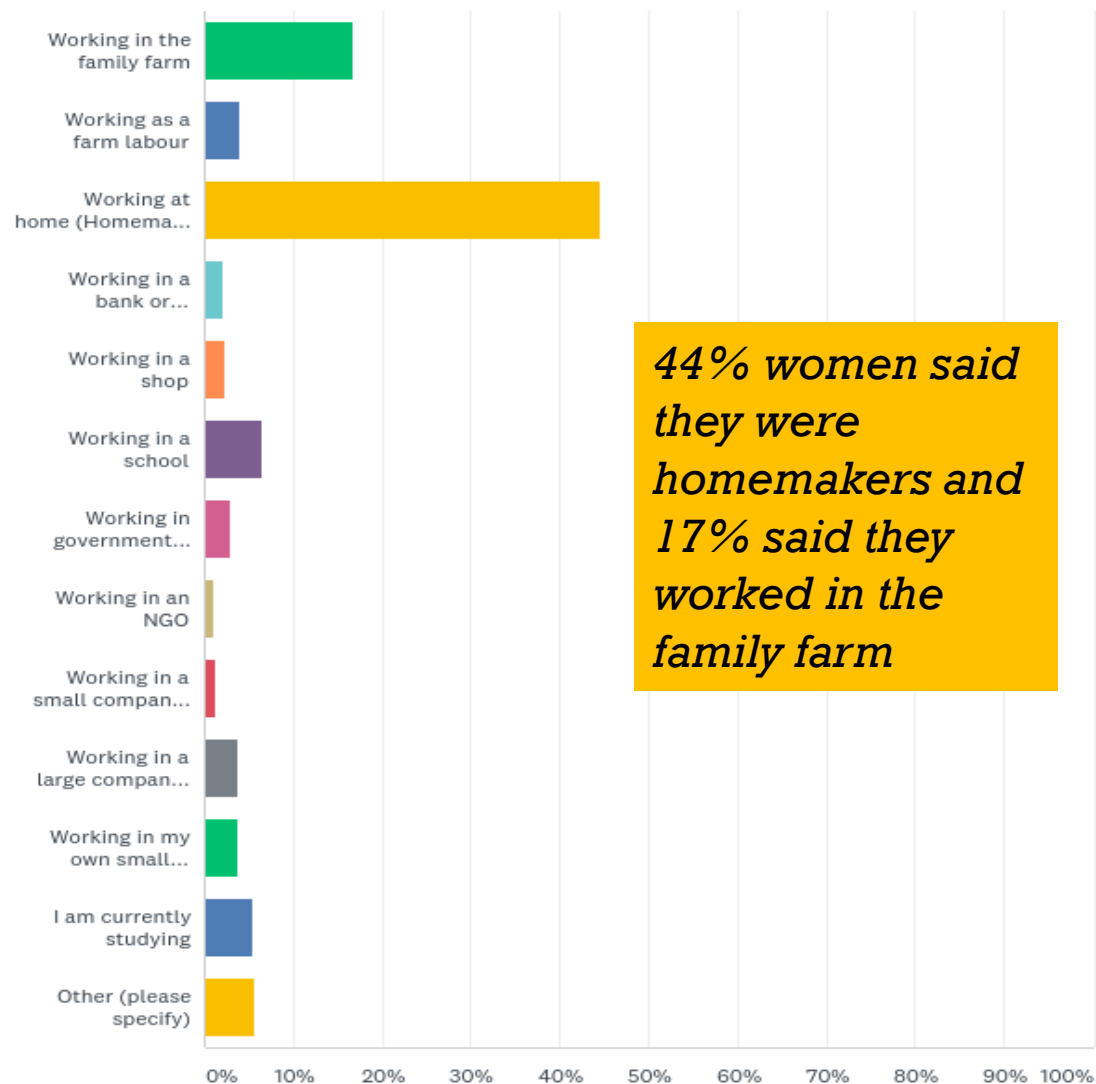
# WOMEN IN AGRICULTURE



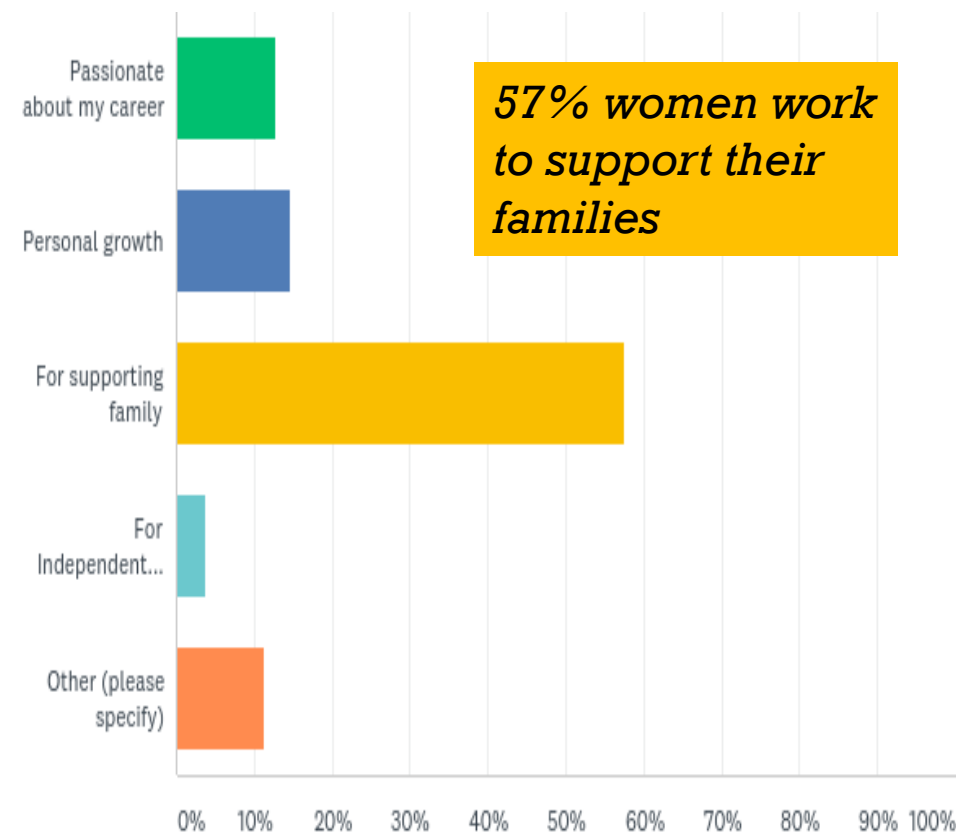
**401 — TOTAL RESPONSES**



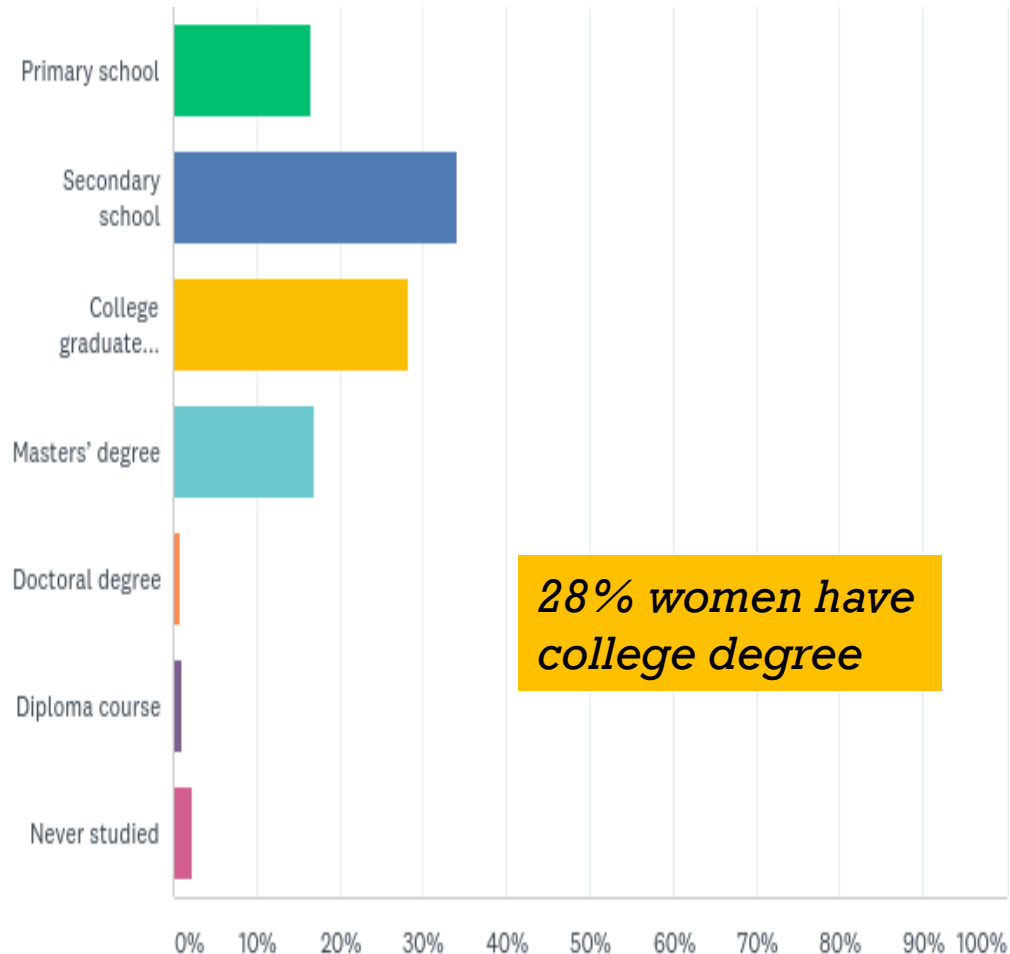
# CURRENT OCCUPATION



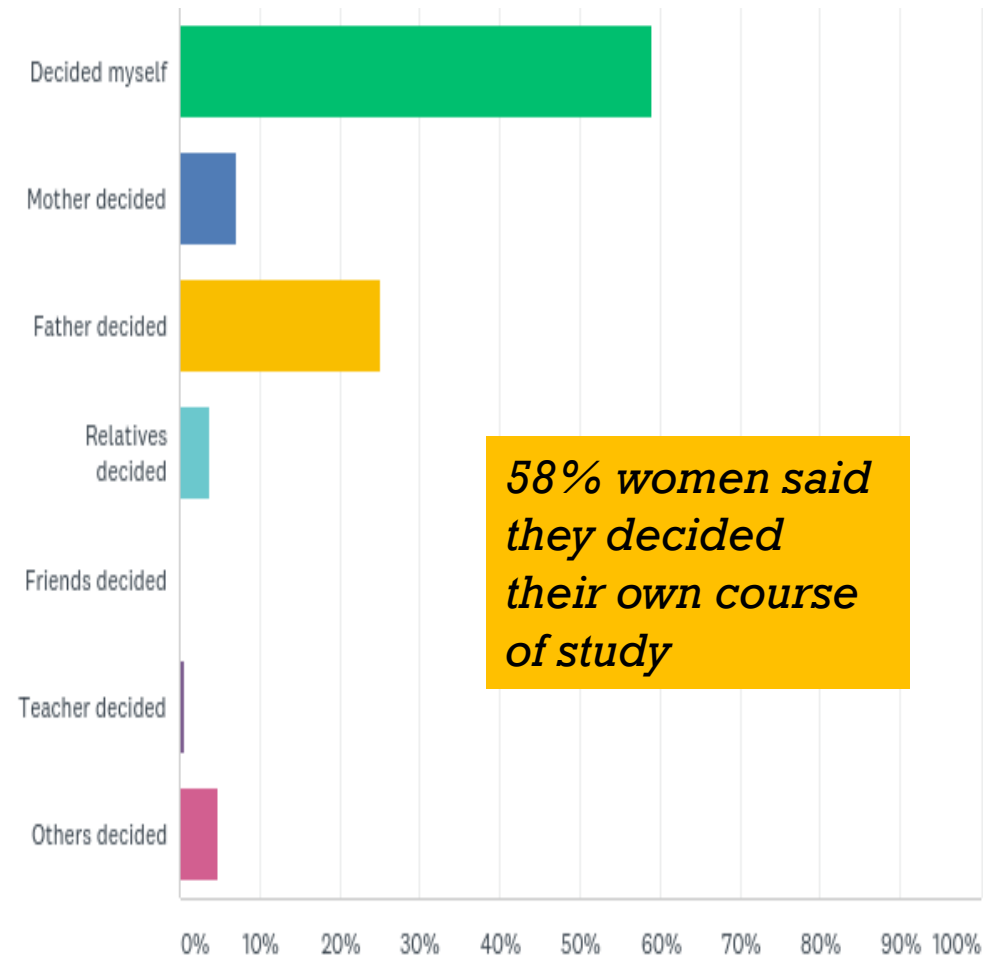
# WHAT IS THE MAIN REASON OF YOUR EMPLOYMENT ?



# WHAT IS YOUR HIGHEST EDUCATION LEVEL

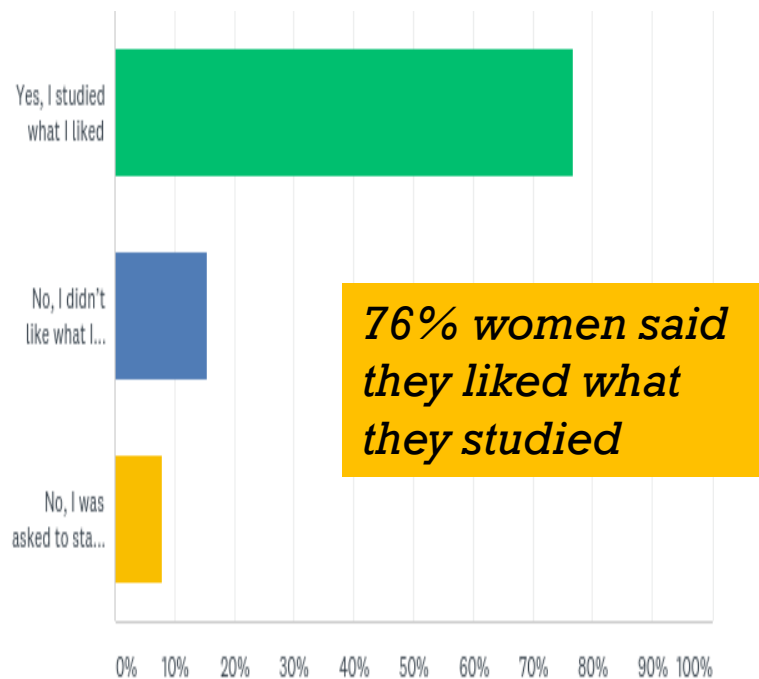


# WHO DECIDED YOUR COURSE OF STUDY?

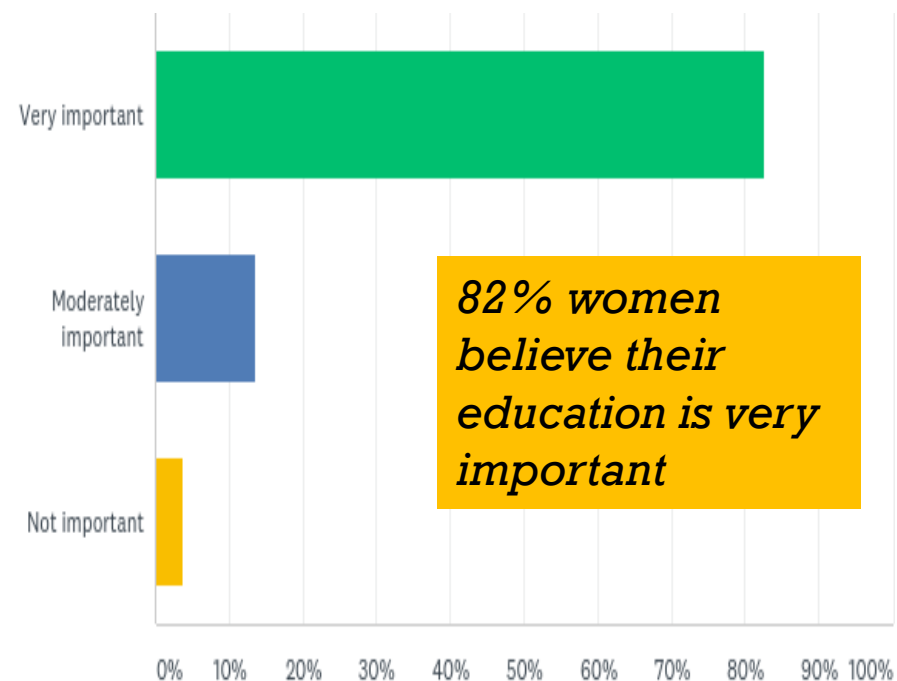




# DID YOU PURSUE A COURSE OF STUDY THAT YOU WERE INTERESTED IN ?



# HOW IMPORTANT DO YOU BELIEVE YOUR EDUCATION IS?





# WOMEN IN CONSTRUCTION

- Introduced the “WOMEN BUILDING INDIA” Awards to recognise companies who have been proactive to include women in Infrastructure.
- LAUNCHED AS PART OF EXCON- LARGEST CONSTRUCTION FAIR IN SOUTH ASIA
- 3 Categories for the Award
  - Leadership
  - Initiatives at the Grassroots
  - Initiative at the shopfloor/Company



# WOMEN LED ENTREPRENEURSHIP - CONTEXT

## SYSTEMIC FAILURE TO INCLUDE WOMEN IN WORKFORCE



### Limited Education opportunities

According to the Annual Status of Education Report 2014, only 1 out of 100 girls from rural India makes it to colleges, limiting their economic and gender empowerment.

### Gender discrimination

Gender Discrimination is rampant in Indian villages leading to women being confined to their households and not allowed to participate in any activities like elections, discussions, participating in major festivals, etc.

### Lack of Livelihood Opportunities

There are not enough formal sector jobs available in rural areas and agricultural work on family farms is both informal and unpaid.



# PIVOTING SOLUTIONS AROUND FOLLOWING LEVERS



*Technology as an Enabler to  
drive Impact*

*Skilling and Capacity  
Building for Girls & Women*

*Financial Literacy &  
Financial Inclusion*

*Relevant & Timely  
Forward and  
Backward Linkages*





# WOMEN LED ENTREPRENEURSHIP

- It was decided to focus on technology as an enabler for women entrepreneurs
- A roundtable was organized in Bengaluru with key technology platforms participating to explore the way forward
- Discussions points, participant list and recommendations from the Round Table follow.



# WOMEN LED ENTREPRENEURSHIP – ROUNDTABLE - DISCUSSION

- Investment required in knowledge training for women on utilisation of Apps towards aggregation opportunities which reduces the requirement of physical contact.
- Creation of social networks of rural women to enable them to display their products
- Need for access to skilling, capacity building, market accessibility for women through technology platforms. Enhancing usage of social media platforms by women towards democratizing access.
- Smart phone access in rural areas is an issue – enabling finger print access for women was suggested as a solution.
- Customisation of smart phones/devices in local languages and availability of such devices at low cost.
- Relate data collected by technology enabled platforms to share buyer preferences with women entrepreneurs.
- Creation of marketplace through smart phones for home businesses.
- On ground digital literacy for women towards enabling them to use technology for their advantage

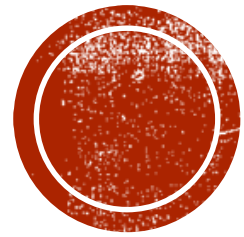


# WOMEN LED ENTREPRENEURSHIP — ROUNDTABLE - DISCUSSION

- Educational system to be oriented towards provision of life skills to women
- Representation of Women required in boards of VCs. Bias of funding towards 'Type A' personalities needs to be avoided.
- Enabling a level playing field wherein women entrepreneurs are treated on par with male entrepreneurs (some issues specific to this were pregnancy, child care, menstrual periods- travel constraints)
- Educating men for change in mindsets due to socio cultural biases which prevents women from entering and thriving in the workplace.
- Necessity for having relatable role models, networks, cohorts, self help groups for women.
- Addressing safety concerns of women towards creation of ecosystems for enabling them to contribute to the work force.







# **GENDER DIAGNOSTIC TOOL**

Objective: help companies to self-assess their progress towards gender equality

# CII GENDER DIAGNOSTIC TOOL

The tool is currently being launched and socialised into corporate India

- Identifying strengths, gaps, and opportunities in their existing business function.
- The scoring from the self-assessment will help them establish benchmarks, set targets, and measure progress in several areas promoting gender equality, thereby helping organisations become a leader in the industry.
- The tool hopes to assist the organization to ask questions of themselves that will move them towards becoming 'gender positive companies' that are able to explore their full potential by being inclusive.

