

GENDER DIVERSITY in India



Strengthen Your Case for Gender Diversity With Four Pillars of the Business Case

REFLECT THE MARKETPLACE



The spending potential of working women in India is growing.

Increase in Women's Monthly Earnings from 2010 to 2012:¹ **46%**

Women's Total Labor Force Earnings: ²	2010	\$280 billion
	2020 expected	\$901 billion

Women are becoming an increasingly large market of global consumers.

WHAT THIS MEANS FOR YOU

Include women at all levels to ensure your workforce is properly reflective of your markets.

ADDITIONAL TOOLS

click to view



Getting Ready for Change in India Inc.: A Step-by-Step Guide³



Buying Power: Global Women⁴

INCREASE INNOVATION AND GROUP PERFORMANCE



Gender-diverse groups have higher collective intelligence than homogenous groups.⁵

62% Amount of innovation driven by employee perceptions of inclusion.⁶

↓ The more included employees felt, the more innovative they reported being in their jobs.

WHAT THIS MEANS FOR YOU

Educate all employees about the importance of inclusive cultures in order to leverage diversity.

ADDITIONAL TOOLS

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Inclusion Matters⁷



First Step: The Link Between Collective Intelligence and Diversity⁸

IMPROVE FINANCIAL PERFORMANCE



Companies perform better with women on their boards.

Performance of BSE100 Private Companies⁹

ROE Growth from 2013 to 2014	2%	Only Men on the Board
	4%	Women and Men on the Board



Companies with women promoter CEOs

→ fared better on annual growth rates over a 5-year period than the BSE30 as a whole.¹⁰

WHAT THIS MEANS FOR YOU

Sponsor women to boards of directors. The Companies' Act 2013¹¹ requires companies to have at least one woman on their board.

ADDITIONAL TOOLS

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Board Service as Executive Leadership Development¹²



2013 Catalyst CEO Summit: Solutions From the Boardroom for the Boardroom¹³

LEVERAGE TALENT



India is likely to add **65 MILLION JOBS**

→ over the next decade, and finding qualified talent will be challenging.¹⁴

Employers reporting difficulty filling job vacancies due to lack of talent:¹⁵



Indian Employers



Global Average

WHAT THIS MEANS FOR YOU

Consider investing in hiring women who have taken a career break through returnship or reintegration programs.

ADDITIONAL TOOL

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Making Change in India Inc.: Tool 3—Reintegrating Women Into the Workplace Successfully¹⁶



Assessing the Talent Management of High-Potential Women in India¹⁷

“Diversity used to be about corporate social responsibility...because the business requires it; because customers expect it; and because the talent deserves it. It also happens to be the “right” thing to do!”

SOURCES:

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