



# PLANET IPE

March 2017

Special Edition: **#MakeWayForHer**



**HELP**



**BREAK**



**PERCEPTIONS**



## MD SPEAKS



### SOCIETY THAT FAILS ITS WOMEN AND GIRLS, ULTIMATELY FAILS ITSELF...

Women's social and economic empowerment is critical for gender equality and for achieving the goals of the 2030 Agenda for Sustainable Development.

Women make up one half of the world's human capital and yet women continue to be denied control and access to resources and decision making. Gender inequality and skewed distribution of assets and power within family, workplace and socio-political institutions are both the cause and consequence of multiple forms of discrimination that tend to reproduce themselves over time and over generations thus having a negative impact on development outcomes.

Empowering and educating girls and women and leveraging their talent and leadership fully in the global economy, politics and society emerges as the fundamental element of prospering in an ever more competitive world.

It is time the world treats women differently and especially the workplace...

The workplace is where the woman spends the maximum time and colleagues become family. Investing in women is investing in our future.

I want to urge women to stand their ground. Fight back. Win. Break free from the shackles that tie them down and chase their dreams.

It is time there are more women leaders. And, we as men, owe it to them. Let us together [#MakeWayforHer](#).

I pledge to [#BeholdforChange](#) and accelerate gender parity. Do you?

**Best wishes**  
**Ashwajit Singh**

## #MakeWayForHer Campaign



Do women come with a work expiry?

The world of work is changing. The theme for International Women's Day, 8 March, 2017, focuses on "Women in the Changing World of Work: Planet 50-50 by 2030".

Realising that women's social and economic empowerment is critical for gender equality and for achieving the goals of the 2030 Agenda for Sustainable Development, **#MakeWayforHer** Campaign highlights the need to address gender gaps in the Corporate World and how equity in opportunities and facilities can lead to their growth and empowerment.

The Campaign addresses the issue by engaging with people at workplace to help break perceptions for a more gender inclusive world.



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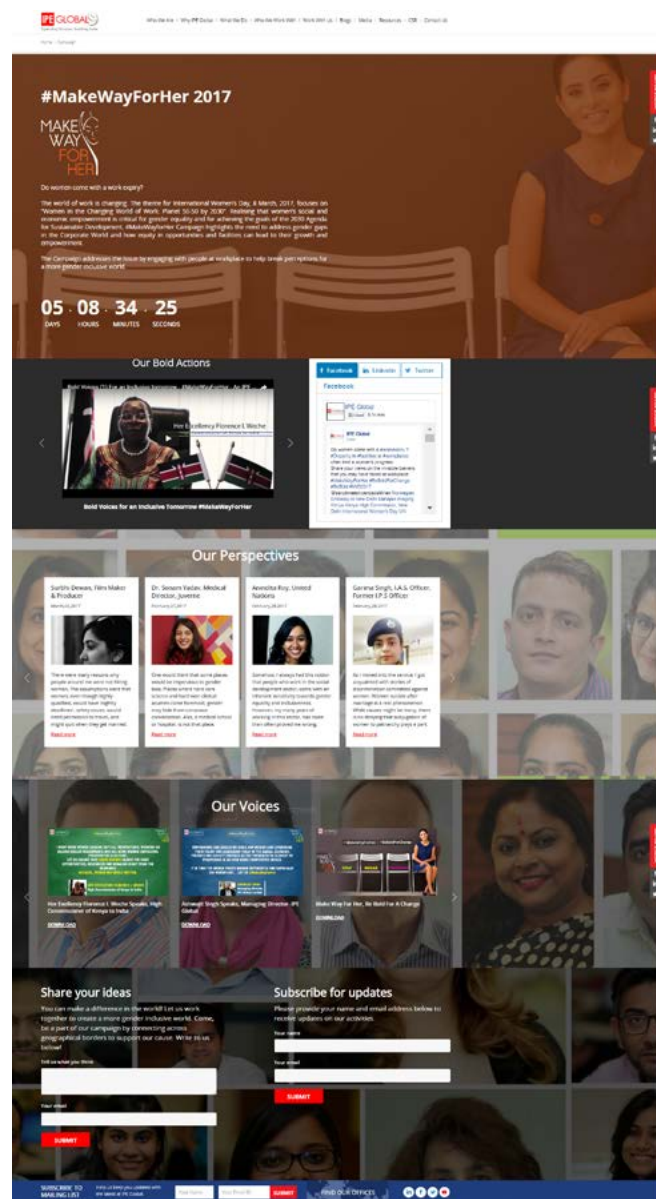
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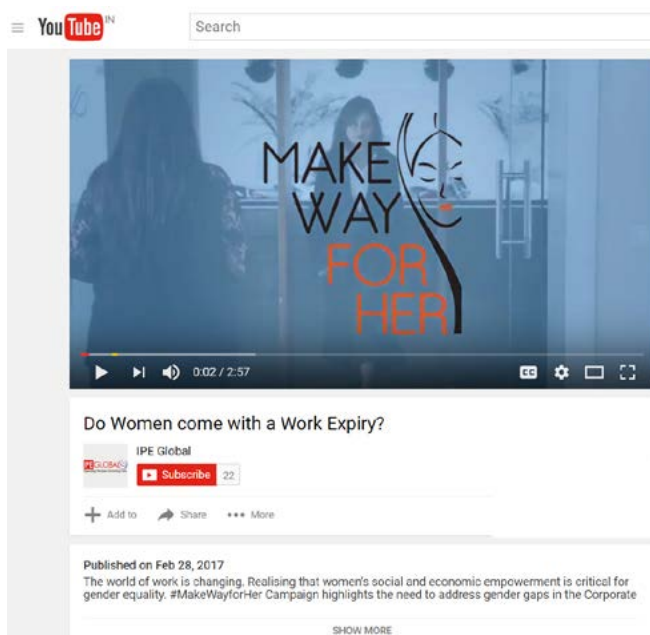


SPREAD THE WORD ON OUR DIGITAL PLATFORMS

IPE Global Website



YouTube



## POWER OF COLLECTIVE VOICES



**Sarod Maestro  
Ustad Amjad Ali Khan  
Padma Vibhushan;  
Sangeet Natak Akademi  
Award for Music,  
Instrumental (Sarod)**

“ Every woman is the first Guru of a child. I was fortunate to have my mother as my first guru. It’s unfortunate to see the different treatments meted out to women. All women of any communities should be treated in equally. They must have their freedom and right to speech. It’s high time a woman should receive what she deserves in the world. ”



**Her Excellency Florence I. Weche, High Commissioner of Kenya to India**

“ It begins from when a child is born. It begins with the family. There is no difference between a boy and a girl. Men matter. And women definitely matter too. Age or perceptions, mindsets and stereotypes have typecast all of us, over the years. There has been some progress in changing this. I would like to see more women in the decision making process; more women leading critical negotiations, more women working on and managing key internal assignments and more women contesting for national elections and getting support from other women as well as men. Let us develop the next tier of women leaders by investing in them because women definitely matter. Let us ensure that everyone enjoys the same opportunities, resources and rewards right from the beginning. Help us build an equitable world for all of us. It starts with you and your family. ”



**Her Excellency Ebyan Mahamed Salah  
Ambassador of Federal Republic of Somalia to India  
Dean of League of Arab States Mission  
Deputy Dean of African Head of Missions**

“ Men and women work alongside, they have same business colleagues and often go together for the same meetings. So why are they viewed with different perspectives at the workplace? Why is there is a difference in their promotions? The disparity begins right at the start. A study reports that nearly 46% of women continue to remain at the entry level. This disappoints me. No society can develop sustainably without transforming the distribution of opportunities, resources and choices for women and men so that they have equal power to shape their own lives and contribute to their families and communities. The invisible barriers that often limit women's progress toward employment equity calls for more engagement with people at the work place to build a more gender sensitive and inclusive world. Women in the workforce hold the key to a vibrant economy. ”

**His Excellency Nils Ragnar Kamsvåg  
Ambassador of Norway to India**

“ Norway has the biggest sovereign wealth in the world worth around \$900 billion. But that pales in comparison with the fact that we have 83% women participating in the work force. The Nordic model for women and men is a key explanation to the Nordic countries being one of the richest in the world. Both parents are caretakers. In Norway, the system is arranged so, the responsibility of the child has to be taken partly by the men, and the number of fathers staying home to take care of the child has steadily been increasing. This has created a lot of gender balance at the work place. But we still have a number of challenges for absolute gender equality. We still have a long way to go. ”





**Dr. Pam Rajput**

**Member Status for Women Committee, Ministry of Women and Child Development, Government of India**

“ I have been engaged in the women’s movements nationally and globally since mid-1970s and feel very strongly for issues of gender equality. As we talk about being bold, the question is, do we have that kind of gender parity in our societies? Do we have gender parity at work places or governance? All these are critical questions. Gender parity should be there in every sphere, every respect at all levels. There should be spaces, opportunities for all genders (all men, women, transgender and even the marginalized sections). Economic empowerment of women is imperative. India has the lowest ever work force participation. To combat that, women have to been given opportunities at higher levels of management. It’s an era of the corporate worlds. At an entry level, about 46% of the workforce constitutes of women but at a higher managerial level, only 19% constitute women. Is it because opportunities are not available or do they get pushed back and move out? Only 2.2% women are CEOs currently. We need to make the system more transparent and provide equal opportunities for women. Let there be cells or commissions to ensure these equal opportunities at the work places. It should be the responsibility of society too to ensure gender parity i.e. men should also come forward to facilitate and take over some of the multi-tasking responsibilities of women. ”



**Dr. Harsh Mahajan**

**Managing Director, Founder & Chief Radiologist, Mahajan Imaging**

“ The Percentage of Female CEOs in the Fortune 500 stands at 4% today. And almost four in ten businesses in G7 countries have no women in senior management positions. Women constitute almost 50% of the global population and ignoring this huge talent pool has a severe impact on the bottom line, families, economies and nations. Let us ensure everyone enjoys the same opportunities, resources and rewards and invest in the next tier of women leaders. Let us break perceptions, build hope and create the world we want to live in. Change does not come on its own. We need to make it happen. ”





**Xerxes Sidhwa**  
**USAID India Director for Health**

“ Women’s empowerment is not just a development goal. It’s a human right. We strive to ensure that every woman and girl has access to quality and affordable healthcare in the right place and at the right time. Our goal is that women and girls are empowered so that they have a voice in decisions about all aspects of their lives.

Empowered women make better choices for themselves and their families; have healthier children; live longer; and contribute more substantially to their communities. When women move forward, they bring the rest of society with them. ”



# PEOPLE'S PERSPECTIVES





**GARIMA SINGH**

**Indian Administrative Service Officer, Former Indian Police Service Officer, Government of India**

In my opinion, patriarchy is a bane for both the gender. While it prevents a woman to realise all the aspects of her life to full, it also puts a lot of pressure on men to prove their worth in this ever increasing competitive world. The 'glass ceiling' is not the roof but it lies in the middle of men and women and equal efforts from both the gender is needed to bring it down. The cracks are many and it is growing weak but we should not forgo the success we have achieved.

There is no denying that IPS, in its past, like the other services was male dominated. The recruitment of women in the service has improved significantly when compared to the past, but still some traditions remind us of the years past. *One such was the peculiar way of addressing your senior women officers: 'Madam Sir'. Every time I heard it, it did bring a smile on my face. Someday, people will find it apt to address the lady officers with just 'Madam'.* Someday, unabashed hooligans would be ashamed of their doings. Someday, the cracks in the 'glass ceiling' will be just enough to make it shatter. Let us try to bring that day together.



**DR. RANJANA KUMARI**

**Director, Centre for Social Research  
President, Women Power Connect  
Coordinator, Joint Action Front for Women  
Coordinator, South Asia Network Against Trafficking India**

Many a times I was told, "Why gender? This is India. The change you are seeking will not come through. This is a way of life that people have learnt to live with, walk over, circumvent and ignore." I started working at a time in India when we were still discussing Sati abolishment (RoopKanwar, 1987). I was fumbling to pick up the magnanimous pile of gender issues and articulate one at a time. Wherever I went, I was not seen as a messiah who is the harbinger of liberal times. *On the contrary, both men and women were threatened at how the change I was speaking of, will feel like. Women wanted the men to change without even the strand of their hair to move in the process. I would ask myself, "Will the women change?"*

When I look at fledglings and budding gender crusaders, I always tell them, "If you lose your confidence, you will lose yourself. Never ever feel deadlocked and doubt the integrity of the gender-just spirit which you wish to infuse in the society. If you must, question it but do not doubt it. You must become a person a woman can trust. You must generate strength to not only carry yourself but also a little bit of others on you. You will gain strength if you keep your head stable with the ammunition of knowledge so keep reading. Read-learn-repeat. Finally, there will be a cost you will have to cough up if you seek social change. It will all come to you in a much better way that you will ever imagine. Take my word.



**DR. APARNA SRIVASTAVA**

**Associate Professor (Political Science & Human Rights), Noida International University.  
Formerly at National Human Rights Commission of India & UNDP.  
Former Member of the High Level Committee on the Status of Women in India (Joint collaboration of Ministry of Women & Child Development & UNDP)**

When organisations encourage their employees to freely speak about discrimination by providing space for reflection, they foster an environment conducive for change. This is something that needs to encourage. The leaders of the organisation need to be more humane & proactive, thereby promoting the benefit and convenience of policies that follow a work life balance. There is a strong need to start and sustain a dialogue on gender equality in the workplace as workplaces cultures transform and address, patriarchal effects.

*My own journey since 1996 has been very challenging and honestly speaking, not a fair one. Work politics was an integral part across sectors from corporate to development to Government & then higher education. Women still haven't come together to fight against injustices. Sexual Harassment committees are either not there or exist only on paper.* Concerned officers in such committees are most often than not, not adequately trained. Women Human Rights should be spread through various effective awareness programmes and right to information must be exercised, when required.



**DR. N. HAMSA**  
Executive Director, Women Power Connect

Voting rights is one part of political participation which as a constitutional right was given to women since the Indian Republic came into being. One wonders why women's struggle of more than two decades to get 33% representation in parliament and state assemblies' has not borne fruit. That too after the Rajya Sabha passed the Women Reservation Bill in March 2010, with open commitment of major political parties to support enhanced representation of women in Parliament. Not taking up such an important piece of legislation and denying the rightful space to half the population of the country in the highest decision making body reflects poorly on the democratic ethos of the nation. It is nothing but one the manifestations of patriarchy which shudders to share power equally with women least its citadel is threatened. ***Sharing space in Parliament means not just making way but also giving away what one zealously possess. This requires men who contest election from particular constituencies to forego their seats for women contestants.*** This needs political parties to field more women candidates. This also needs women to enter the political 'dangal' and fight their way through. Nevertheless it is important women get space in parliament in enough numbers to influence government decisions concerning development and social change, to fight age old norms which perpetuate discrimination and inequality. It is not making way for her. It is vacating her space which is occupied by others. It is political space, decision making power, a right to reject and support, it is right to represent and be an agent of change. To be an equal partner in the path of progress. Make way or She will carve her way.



**UNNATI MISHRA**  
Supreme Court Lawyer

I grew up in a house that was rooted in patriarchy, thinking that to be the norm, never quite understanding that the power and influence of women I saw growing up wasn't common for all women in every house and most certainly not outside of it. Women require encouragement too, along with opportunity to move forward and there's not always plentiful of that coming for us. I began to examine inequity in gender roles more consciously once I began my counsel practice, where ***I have often found myself held back in a male dominated profession who did and do much better when it comes to things like scoring new clients and are inhibited by a lot less in comparison to a woman. I cannot entertain a client like a man can.***

The boundaries that exist for me don't exist for a man. A lady advocate is not appreciated if she is more aggressive in courtroom than her male counterpart. That's just not ladylike!

The rules are different for us. They are different for us even in the world of dating and that's why debates, this campaign, the marches world over and all the rebellion has real meaning because the cause is very real and is borne of unfair and unjust terms that have always been meted to women. It's not said to be a man's world for nothing, you know that even more when you're trying to play alongside them.



**ANINDITA ROY**  
Adolescent Education Consultant,  
United Nations

I feel that women can't catch a break at work places. If you're single then employers are scared that you will get married and relocate. If you're married, then they fear that you will have a child and go on maternity leave. If you're a mother of young children, then they are scared that your parental obligations may take precedence over your work and your performance will suffer.

***Being a female professional it's almost your utmost priority to convince your colleagues and superiors that you take your job seriously and can manage your work and family priorities, if the need arises.*** Today if I walk into an office with a responsibility, and I say this especially because I work in the social sector and am passionate about what I do, I don't want to be questioned whether my gendered position in society will make me less capable of fulfilling, my promises to the organization. I am not taking up a job, 'to pass the time'

I believe that we are currently a society in a state of flux, grappling with new notions of gender equality in the workplace while being unable to shake of some of our regressive ideas. However, it is my humble request to employers and interviewers to please give women professionals the opportunity to be viewed as what they are - professionals. It is also my request to women in the work place to not give anyone an opportunity to think that your position as a woman makes you any less capable of fulfilling your role in the organization and prioritizing your professional aspirations. Overtime we will progress towards a society that has a much more gender neutral work place but till then I request all employers and employees to please build your expectations from your job on the basis of trust and professionalism and you will be rewarded with the same.



**SUDARSANA KUNDU**  
Country Director, Gender at Work

Gender at Work India prepared a report on the status of Gender Equality in the Non-profit Sector in India. This report examines the Status of gender equality in the non-profit sector in India. The report sought to identify key challenges, trends and good practices in order to determine the most innovative practices being adopted to promote gender equality today.

***The underlying assumption among non-profits that they operate on values like social justice and human rights and are thus inherently equal in their workplace practices. Our study has not only dispelled this myth, but has attempted to draw the attention of non-profits to this discrepancy.***

Few of the strategies highlighted in the report that organisations in the non-profit sector could adopt to create a more gender equal workplace are stated below:

Gender sensitization workshops, particularly on sexual harassment, are mandatory by law. Based on our study, many organisations were unaware of the legal dimension as well as the importance of institutionalising workshops to advance gender equality. It is crucial that organisations hold these workshops regularly in order to understand gender equality in practice.

Leadership is crucial as it sets an example. Most organisations have greater gender diversity due to informed and effective leadership. A focus on building women's leadership goes a long way. The non-profit sector does not appear to be generating a pipeline for women leaders. Strengthening secondary leadership among women should be made a priority for women's leadership to grow within this sector. Women leaders are often role models for women. Organisations should prioritise leadership for women to create a gender balance in the workforce at senior levels of management.



**DR. SONAM YADAV**  
Medical Director, Juverne

A decade ago, when I was at college, a female doctor was still being called nurse by a patient. A female medical student was still being counselled against a career in surgical specialities.

***A female nurse was still expected to fetch coffee. Girls were still being pulled aside and lectured on the tightness of their jeans. Sleeveless clothes were once banned from the library of a progressive private college by a dean. The rules however applied only to female students, their arms apparently kryptonite for male class mates.***

The length of a girl's hair was still fair lunch room conversation for a study group. A doctor's well-proportioned behind still game for open comment during a busy OPD. Students in scrubs still conscious of their curves, feeling the unknown groping touch in the crowded harshly lit operating room. The colleague that stands just a little too close in an ER. An anaesthetist trying to do her job red in the face under her mask, pretending not to hear the dirty joke about the sedated patient being operated on.

We need to stop sweeping things under the rug. Recipients need to stop feeling responsible. Bias, abuse, harassment happen at work places and homes. We let it happen. Then it grows. When we look things in the eye and call a spade a spade, there change begins. It starts from us. Don't look the other way when it happens to someone. When it happens to you. Stand up and call it. You start the change.

## IPEans SPEAK

It's unfair that the gender gap at workplace is still attributed to not having equal facilities for men and women. Why should women be discriminated against at work place? And for world's progress, let there be a realisation, where women's work and economies grow.



**M. K. Padma Kumar**  
Chief Operating Officer

We are all born equal, may not have the same talents, but equal opportunities are what enables us to develop talents and achieve success in life. Unfortunately, we live in world full of discrimination and in a country like India, less than 20% women get an opportunity to work, and less than 5% of them get into leadership roles. Our endeavor is to use the winds of change and ensure that everyone enjoys the same opportunities i.e. resources and rewards. We need to do more, need to strengthen our reputation that we not only work towards equitable development globally but also within our own premises.



**Tanya Singh**  
Advisor, Corporate  
Communication &  
Quality Assurance

170 years...are we ready to wait this long for gender parity? I am not! We need to dispel the illusion that women are in any way less capable. It is about time we become drivers of change for a progressive and gender equitable world. Let us break perceptions, build hope and create the world we want to live in. And remember, change doesn't occur on its own, we need to make it happen.

Gender roles continue to influence crucial decisions at the work place, which are not always in the best interest of women. It's imperative to reject the culturally assigned roles of women being more responsible for the households; and get an equal allocation of tasks in offices. This will enable their economic independence and help them to exercise control over their lives. Thus, there needs to be an increased sensitisation of challenges faced by women workforce w.r.t. security during commute to office, equal participation, wages & opportunities.



**Himanshu Sikka**  
Chief Strategy &  
Diversification Officer

**Umang Handoo Raina**  
Senior Urban Planner  
Urban Development  
and Infrastructure  
Engineering



There are strong socio-historical reasons as to why there exists inequalities experienced by women. Work places and public domains that bring women out, become very important to introduce women to skill sets and conditions that help them to develop into; and get out of the ones that have been bestowed upon them culturally. Organisational values can be uplifting and empowering and help women rediscover their own potential. We have to look beyond the work space opportunities for women to learn, grow, formally train themselves. Work spaces and their environment can be a big stepping stone in that.



**Richard Slater**  
Director-  
Research,  
Development  
& Learning

Gender disparity continues to be an enormous problem that is deeply rooted in the society at all levels. The existing patriarchal norms have lowered women to secondary status within the household and workplace. This has radical effects on women's health, financial status, education, and political involvement. While many progressive laws and schemes have been passed or are underway to ensure political, social and economic empowerment of women and girls, the need for aggressive steps and additional gauges is critical.



**Amita Sharma**  
Team Leader, Social and  
Economic Empowerment

**Soumitro Ghosh**  
Program Director



A family is complete only when it has both genders. An organisation also has to be complete when it has these differing points of views and the composite strength that all the genders offer. I strongly feel that we have to make space for her in the office space and that's what will make, this organisation, this country, the whole world, an equitable, stronger and more progressive.

Equal facilities for all genders in an office space means that everyone irrespective of their genders should get equal opportunities to perform. Any gender based discrimination at the work space needs to be addressed by the corporate leaders so that they can be powered to perform equally. In many of the corporate spaces, parking spots are allowed only for the senior management and others have to go hunt for parking in nearby areas- which are more often than not, not secured or brightly lit. As there are lesser women in senior management, most of the women end up parking their vehicles elsewhere, at these dimly lit, unsafe areas especially during post office hours in the winter days. These issues might sound very insignificant but need to be highlighted by the corporate leadership. These are some of the issues which need to be addressed so that women may feel confident to perform better.

**Abdul Rahim**  
Chief Knowledge Officer



**LET US BE BOLD FOR  
A CHANGE.  
COME JOIN HANDS  
WITH IPE GLOBAL  
TO...**



...HELP ACCELERATE  
GENDER PARITY.  
MAKE WAY FOR HER  
MAKE WAY FOR ME



**BY TEAM CORPORATE COMMUNICATION**

Tanya Singh, Shilpi Jain, Tanya Uke, Sapna Subba, Aashna Bhatia, Kriti Pandey

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