

Statesman

Mantra for women to succeed in corporate world

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Three leading ladies of the corporate world, Ms Naina Lal Kidwai, Ms Manisha Girotra and Ms Dipali Goenka, today held out a multi-pronged 'mantra' for women for overcoming the challenges of competition and societal pressures in achieving high stations at the workplace.

At a panel discussion on 'Rising Power of Women in the Corporate Sector: The Journey, Issues and Challenges' organised by Ficci Ladies Organisation, the corporate divas felt that in order to carve a niche in a male-dominated corporate world, women need to work out and maintain a work-home balance where they are able to collaborate with peers and their fami-

ly members in a gender-neutral environment.

Flexible work culture, quota in manufacturing and marketing companies to encourage women employees to take up leadership roles, a supportive family structure and the use of technology advancement, were highlighted as some of the essentials for women to be successful in the corporate world.

Speaking on the subject of women-centric policies in corporates, Ms Kidwai, immediate past president, Ficci, and country head HSBC India, said her organisation formulates policies which are gender-neutral to avoid discrimination. For instance, HSBC offers the alternative of working in flexible hours to both men and women. Besides maternity leave, her organisation

offers paternity leave to male employees who want to take time off to be with their newborns.

Ms Girotra, India Head, Moelis Investment Bank, believes in outsourcing of work. In Indian society, a woman is expected to be a perfect homemaker and a thorough professional at work. To achieve this, she said, one needs to create and develop a good successor and a team which can take on responsibilities in one's absence.

Ms Goenka, managing director, Welspun Global Brands Ltd, considers women natural managers, as they have the ability to multitask and are determined in their approach towards work. To succeed in a corporate world, women need to take ownership and become accountable.