

NASSCOM®

Making diversity work
Key trends and practices in the
Indian IT-BPM industry

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The dramatic growth of Information Technology and Media in the '1990's

Inspired women to attain higher education



40.4 percent of women entrants in higher education institutions

Direct impact on positions filled by women in IT



In 2007 420 thousand women constituted 24 percent of women in IT

NASSCOM facilitated Gender Inclusivity Programs across IT BPM Companies and started tarring the road for growth for confident women leaders of tomorrow thus empowering them

CHILDCARE



FLEXI WORK



NETWORKING



GOAL SETTING



SKILL BUILDING



Women Employees: > 1.8X increase in 6 years



FY2009: ~30%

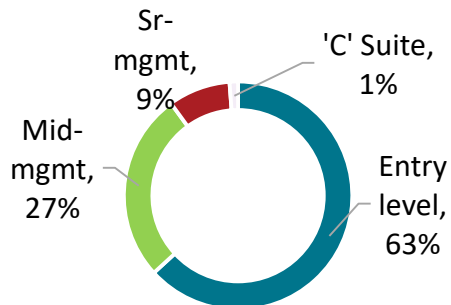


FY2015: >34%

~11 per cent CAGR growth

High level of women employees at entry level

Women Employee Breakup by role, FY2014



Note:

0-3 years: Entry-level, 4-8 years: Mid-management, 9-14 years: Senior management, 15 years and above: 'C' Suite

Quick Facts

- ~26-28 per cent of female employees in primary bread earners of their households
- Rising enrolment of girls in engineering and other technical courses
- 27 years average age
- < 1% - PwD employees
- > 50% - Employees from non-Tier I locations
- > 200k - Nationalities in workforce
- ~45% - Headcount of global MNCs in India
- ~50% - Graduates (excl. engineering)
- ~32% - Engineering graduates
- 13% - Post graduates
- ~150k - Digital specialists (SMAC)



Traditionalists

adherence to rules, discipline, family focus, hard work, and trust in the government



Generation X

balance, diversity, lack of loyalty to an organization, and a global mindset



Baby Boomers

anti-war, anti-government, equal rights, involvement and personal gratification



Millenials

achievement, fun, civic duty, sociability and self confidence

GENERATIONAL DIVERSITY - Drama/Story based Conversations

PEOPLE WITH DISABILITIES -work on web, digital & physical accessibilities



LGBT + INCLUSION & EQUALITY - Sensitization of the Industry

HOW DOES NASSCOM WORK ?

NASSCOM®



**Research Studies
with Leading
Institutions &
Companies**



**Publish Whitepapers
& Guidelines/Tool
Kits**



**Work with Govt on
Inclusivity Policies**



**Host Awards for
Excellence in
Corporate D&I**



**Conducts
Programs/Workshops**



Mentoring Organizations

WHAT HAS CHANGED ?

NASSCOM[®]

1.8 X increase in women employees since 2009



We aim to enhance the leadership pipeline from current 27% at managers level

Initiative spread across 19 locations across the country



We aim to spread the initiatives not just to Tier 2 companies but also to impact SMEs

Past 10 years we impacted around 500+ organisations



We aim to impact 1000+ organisations by 2020

WHAT HAS CHANGED ?

NASSCOM[®]

Pledge Rights of Peoples with Disability Act 2016 by 100 CEO's



We aim to set up many more capabilities centers for skills training for PWD

Facilitate and curate a well oiled engine to help women get back to work force

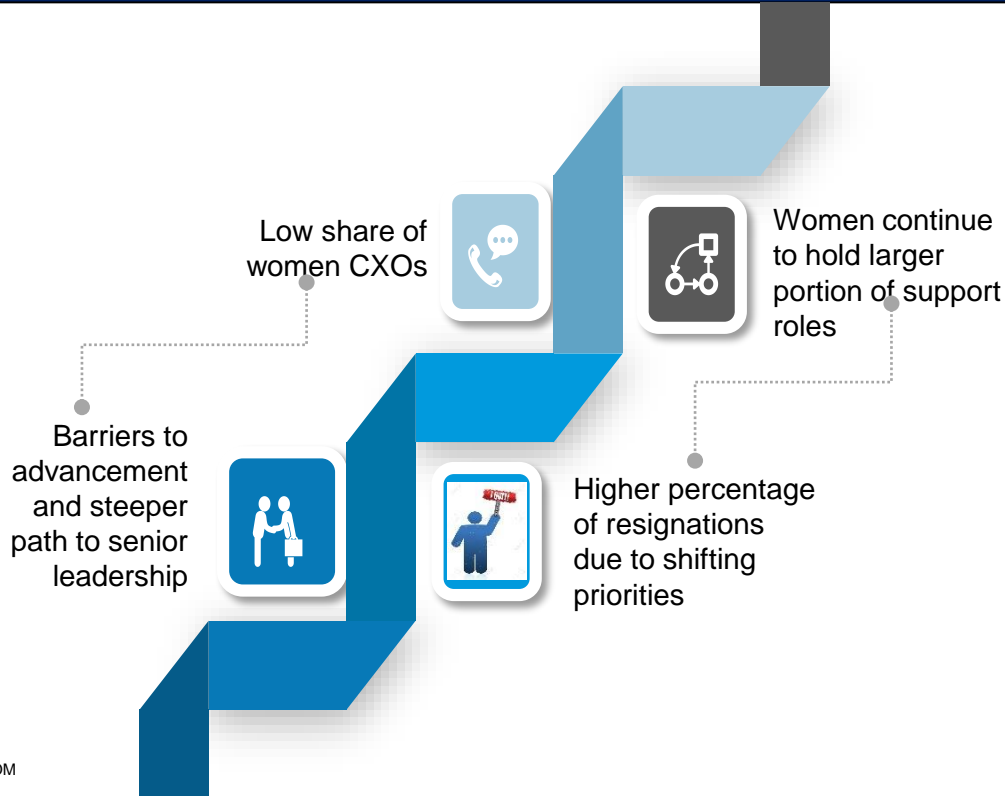


Facilitate and curate a well oiled engine to help women climb up the ladder of technology within their organisations



Challenges faced by women in the industry mirror those of corporate women worldwide

CHALLENGES



- ✓ Disparity with men exists, though gap steadily narrowing
- ✓ While gender equality established at entry levels, women still constitute a far lower share of CXO roles
- ✓ Women continue to resign at a higher rate than men as they juggle multiple priorities
- ✓ Challenges faced by women need to be addressed in a systematic manner, requires sustained CEO focus

Thank
You!