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: 46%
- Women's Total Labor Force Earnings:
  - 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 Guide
- click to view Buying Power: Global Women

Improve Financial Performance

Companies perform better with women on their boards.

- Performance of BSE100 Private Companies:
  - 2013 to 2014:
    - ROE Growth: 2% (Only Men on the Board)
    - 4% (Women and Men on the Board)

What this means for you
Sponsor women to boards of directors. The Companies’ Act 2013 requires companies to have at least one woman on their board.

Additional tools
- click to view Board Service as Executive Leadership Development
- click to view 2013 Catalyst CEO Summit: Solutions From the Boardroom for the Boardroom

Increase Innovation and Group Performance

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

- 62% Amount of innovation driven by employee perceptions of inclusion.
- 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
- click to view Inclusion Matters
- click to view First Step: The Link Between Collective Intelligence and Diversity

Leverage Talent

India is likely to add 65 million jobs over the next decade, and finding qualified talent will be challenging.

- 61% of Indian Employers
- 35% of 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
- click to view Making Change in India Inc.: Tool 3—Reintegrating Women Into the Workplace Successfully
- click to view Assessing the Talent Management of High-Potential Women in India

“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.”

Manish Choudhary, Managing Director, Pitney Bowes India
SOURCES:

5. Catalyst, First Step: The Link Between Collective Intelligence and Diversity (2014).
11. The Companies Act, 2013, ch. XI.
12. Catalyst, Board Service As Executive Leadership Development (June 26, 2014).
15. For percentages and comparison to global talent average, see: Manpower Group, Talent Shortage Survey (2013). For additional information on the need for high potential talent in India, see: Aarti Shyamsunder and Nancy M. Carter, High Potentials Under High Pressure in India’s Technology Sector (Catalyst, 2014).