

## Where There is a Woman There is Magic !!

Women are change-makers and world shapers! When women speak up, they are a force to be reckoned with. Plenty of data shows that empowering girls and women creates a ripple effect that goes far beyond the individual and benefits entire communities, countries, and economies.

When women have a firm standing and a determined voice in their homes, it improves access to education and healthcare for their families. When more women hold more leadership positions, their organizations stand to be more profitable. When more women have a public office, policies will become more sustainable and inclusive at large.

But this all can happen when we allow and create a healthy ecosystem to empower women to achieve the conscience to become a catalyst to achieve the Sustainable Development Goals.

On the economic front, the most significant factor for a country's competitiveness is its human talent—the skills and productivity of its workforce. But what happens when the entire human talent is not contributing to the global economy? Because of the widespread disparity in gender participation, we are losing a big chunk of economic development.

On the fact sheet, women contribute half the world's population. Even with all of the talent shortages in the world, we are still not making the shifts we need to ensure gender parity – even inclusion – in the emerging skillsets.

Today, we claim that customers and employees want to do business and work with equality-driven companies. There are some examples where the organizations espousing this culture have registered a significant growth than others. But are they simply 'talking the talk' without 'walking the walk'?

Despite taking various measures in this direction of inclusion, we still are not on a war footing to achieve this. So where are we lacking in our approach and efforts? First of all, we don't have specific gender data and research, which is a significant obstacle to moving the needle forward for girls and women who are too far from participating in the decision-making process.

Without the quantifiable data, wrong decisions will be made, and the schemes and programs will continue to fail to address girls' and women's needs. They will also fail miserably to remove the critical detrimental that nations remove to achieve the substantial development goals.

But amazingly, women are rising to the moment as stronger leaders and taking on the extra work that comes with this: compared with men at the same level, women are doing more to support their teams and advance diversity, equity, and inclusion efforts.

Now let's understand how we achieve it through a sustainable policy framework and actions:



### Talk about the value of diversity

One must talk to their hiring managers about why your business requires more diversity in its workforce. Espouse and communicate the benefits to the bottom line and your corporate culture.

Well, it can take time to shake up long-held, preconceived notions about gender, however ultimately leaders especially women must be able to communicate that it will ensure sustainability and long-time results.

### Remove Mental Barriers

Traditionally in India families & communities have had many unconscious & conscious Biases. It is perceived that women are less capable in many fields, certain job roles are only male oriented, women happen to have less flexibility in comparison to men & so on. Breaking this mind-set is a huge challenge but not impossible.

### Cast a wider net

Diversifying the talent pool can be as simple as changing your traditional recruiting practices. First, tell colleagues and team members the benefits of diversifying the workforce (and why),

and ask them to help you identify more talented women candidates.

### Rework your pay and benefits program

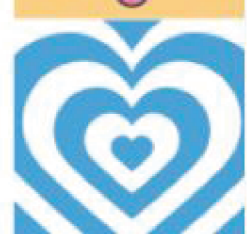
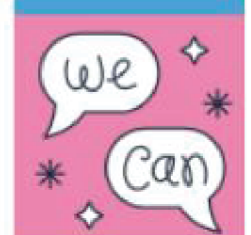
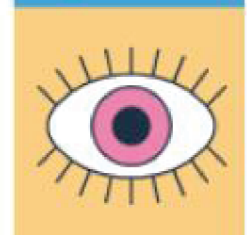
To make your organization as competitive as possible to a broader range of people, you should make changes to remove pay inequality between men and women in the same positions.

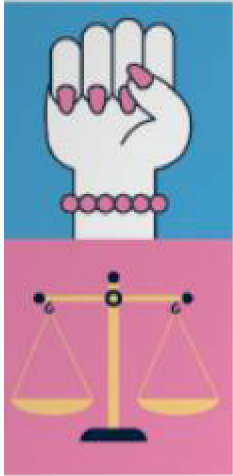
Studies also show that women in particular value robust, family-oriented perks when seeking a new job when it comes to benefits. So ensure the ecosystem that has all these attributes to attract women talent.

At Jakson, first of all, we believe "women's rights are human rights," and to ensure it, we have started to believe that diversity is about differences and that inclusiveness is about leveraging these differences to achieve better business results. We are committed to recruiting, developing, and advancing ethnically diverse professionals to achieve sustainability goals.

We are committed to hiring more female candidates for leadership roles and nurturing their talent through various internal & external programs to ensure an equitable platform.

Paving the way for a brighter future, Jakson Group forayed into girls education programmes with an aim to provide world-class quality education in India and runs many programs to teach them the essential life skills to empower them to compete in the real world.





We have also taken steps to attract, retain, advance, and sponsor women by launching initiatives that empower women and publishing their workforce demographics annually to encourage transparency.

Let's celebrate the true essence of women's power and work together to ensure the self-determination they are entitled to.



**Radhika Arora**  
VP and Group CHRO  
Jakson Group

In Indian energy and engineering company into Solar, Distributed energy and erection business, she is responsible for defining the strategic roadmap for people initiatives that include recruitment, talent management, organizational development compensation and benefits, training & development amongst others. With a total of close to 18 years of work experience in HR space, Radhika is a change leader, a problem solver and an enabler of personal and professional excellence. Prior to Jakson, she was associated with BHEL for a decade and with Sony India for seven years. Radhika is a Management Graduate from Ramaiah Institute of Management, Bangalore and has a degree in BSc from St Johns College, Agra.

