



Balancing the
GENDER DIVERSITY
EQUATION Survey 2016

ProEves Gender Balance India Survey 2016

About the Survey



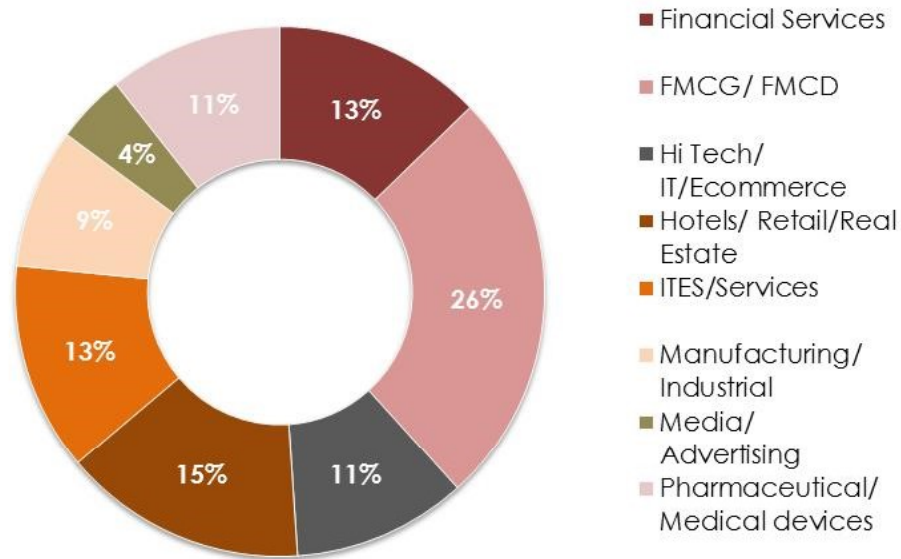
With increasing realisation that addressing the Gender Gap will deliver higher growth and development worldwide – nowhere more so than in India, the **Gender Balance India Survey 2016** was launched to gather market benchmarks and insights on how companies are trying to bridge this gap

It is a comprehensive study across 47 organizations covering various sectors like FMCG, IT, Manufacturing, ITES, E-commerce, Financial Services. The study goes beyond understanding of current representation across levels. It studies the enabling policies and programs that aim to attract, retain and develop women.

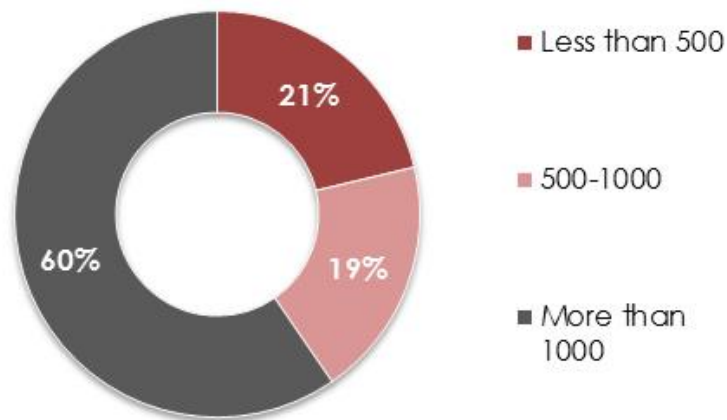
This study has created one of the largest databases of Gender Diversity specific policies and programs in India. Please mail us at ketika@proeves.com or divya@proeves.com for any further information.

Survey Details – Participant Demographics

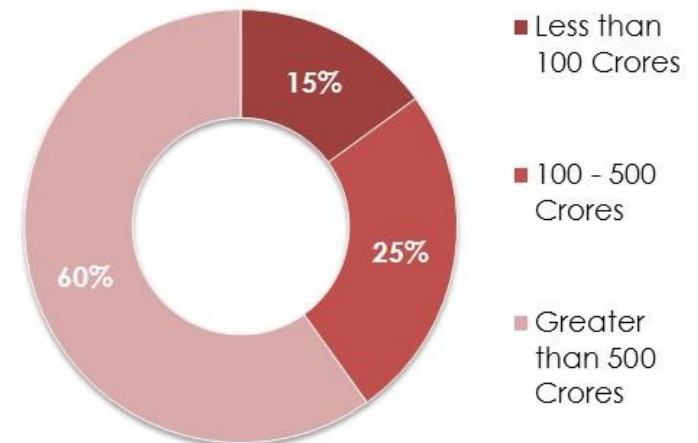
Participants – Sector Spread



Participants – Employees Spread



Participants – Revenue Spread





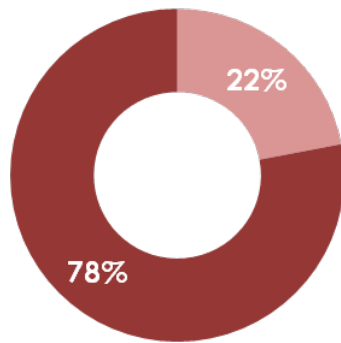
Key Insights

Women Representation in India Inc is stuck at 20%

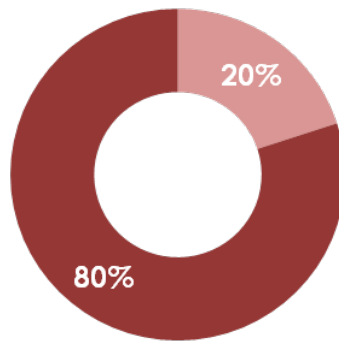


Gender Representation by Levels 2016 – India

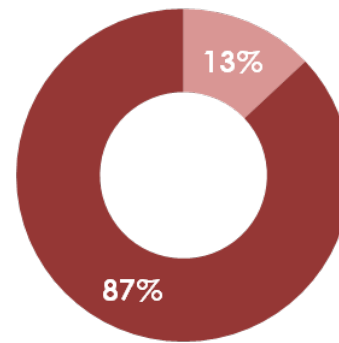
Entry/ Junior Managers



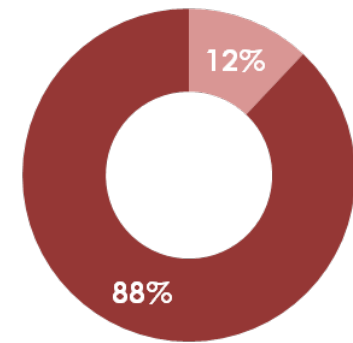
Middle Managers



Senior Managers



Top Managers

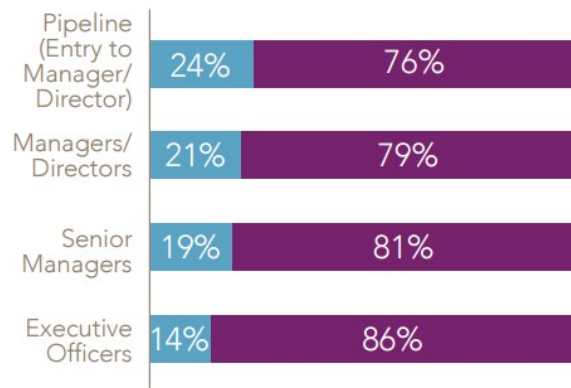


Women Men

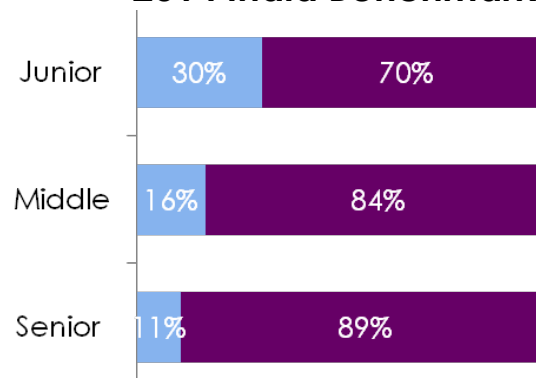
Source: ProEves Gender Balance India Survey 2016

Overall women participation in India Inc. is **stuck at 20%**. The Entry/ Junior & Middle level managers see a 20-22% participation, but that is sharply **reduced to 12-13% at Senior & Top levels** which clearly highlights a leaking pipeline from Middle to Senior.

2015 India Benchmarks



2014 India Benchmarks



When compared to Catalyst 2015 and Community Business 2014 India Study, we see similar percentage representation of **AROUND 20%** - So the Gender Diversity agenda is not truly reflecting in the year on year progression of these numbers.

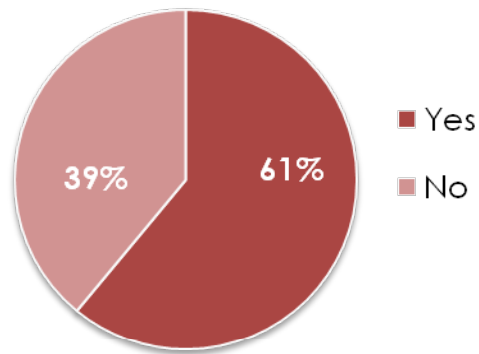
Note: Higher representation in Senior Managers is on account of construct of the definition and participant profile

While Gender Diversity is Tracked is there Accountability ?

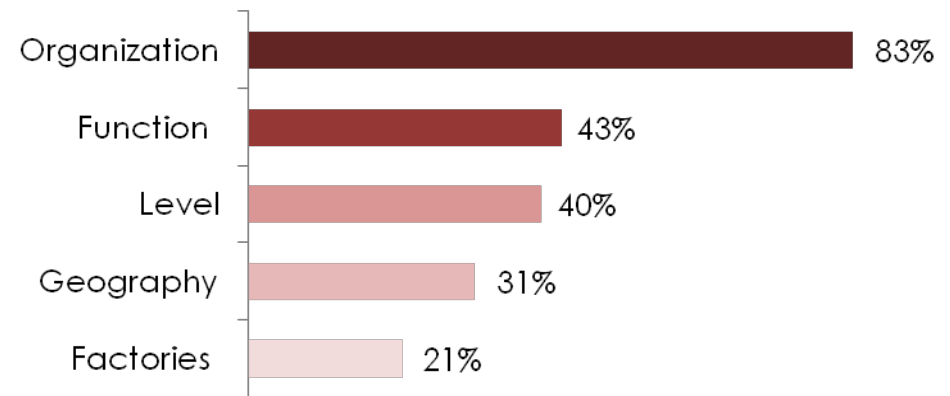


Tracking of Gender Diversity Goals

Does your company have a stated goal on gender diversity ?

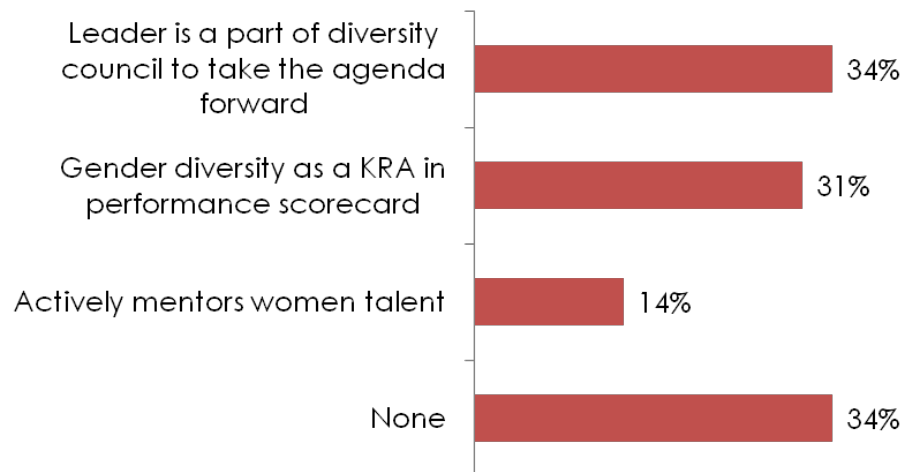


At which entities is gender balance tracked ?



Source: ProEves Gender Balance India Survey 2016

Driving Accountability at the Leadership Level

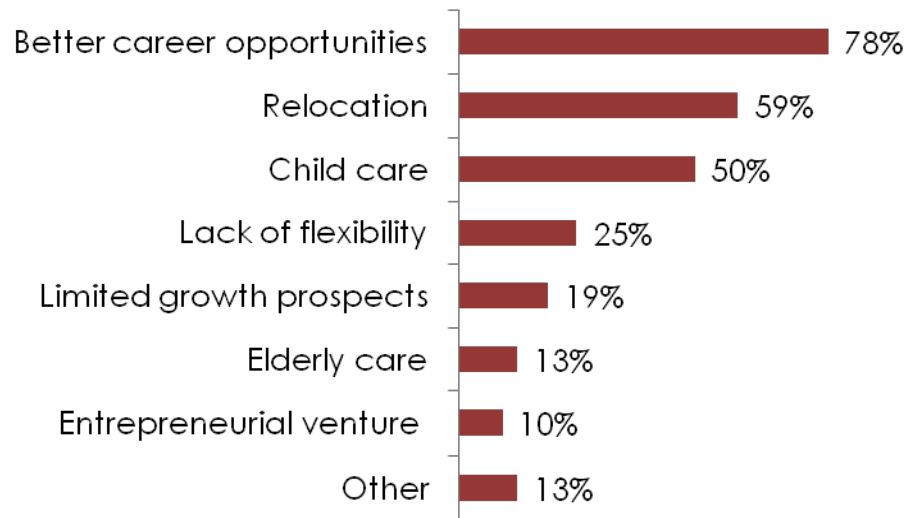


- Only 34% of companies hold leaders accountable to drive gender balance goals by way of making leader part of the diversity council to push the agenda forward.
- Less than a third of responding companies have gender diversity goals as part of the KRAs
- What is alarming is that only 14% actively mentor women talent – which is a critical need to arrest the leaking bucket

Employer and Employee view on Reasons for Exit



Top Reasons for Women Leaving the Workforce – Employer Speaks

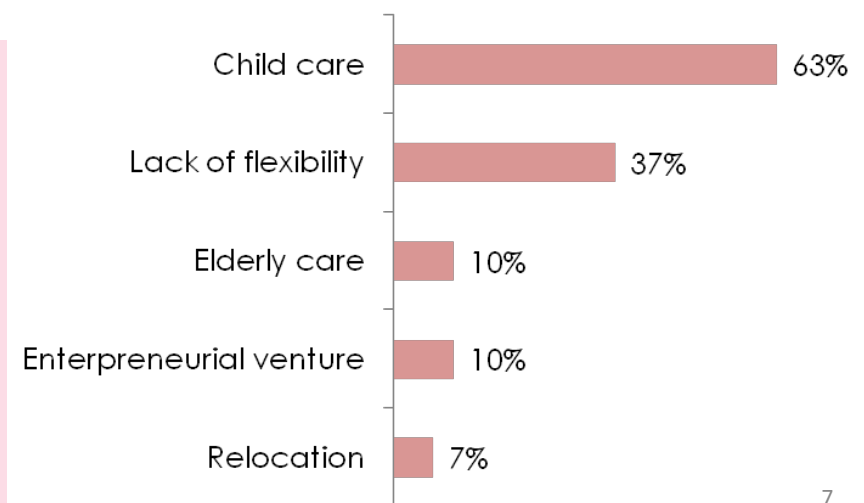


- Better career prospects, relocation and childcare are the top three reasons of exit for women, followed by lack of flexibility.
- The question is - "Are we providing women the right support mechanisms, mentoring and an inclusive culture to help them continue their jobs and career? The support system that we provide need to

Source: ProEves Gender Balance India Survey 2016

- ProEves conducted a poll in a group of 3000 moms to understand reasons for women leaving corporate career. Child care and lack of flexibility emerged as the top reason for the same. Companies which have a childcare arrangement – onsite/ near site/ multi site are able to ring fence talent with younger children as it is an important enabler.
- While most companies (70%) have flexible working policies, there is no data around acceptance and utilisation of the same which makes it difficult for employees to adopt flexible working

What do Employees say ?

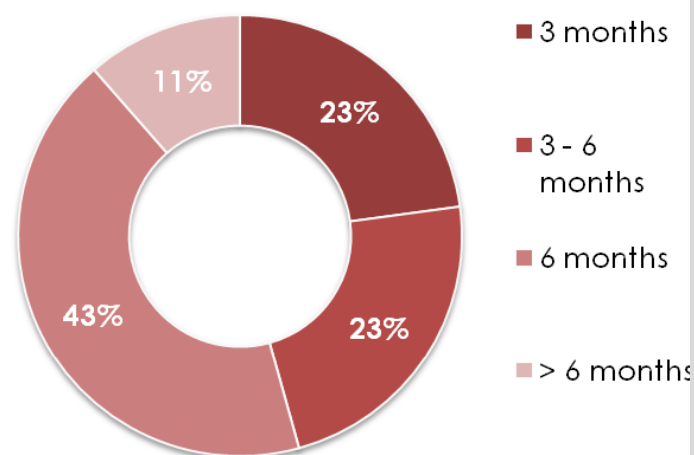


ProEves Poll administered on a group of 3000 moms

What are companies doing to arrest women dropout after Maternity ?

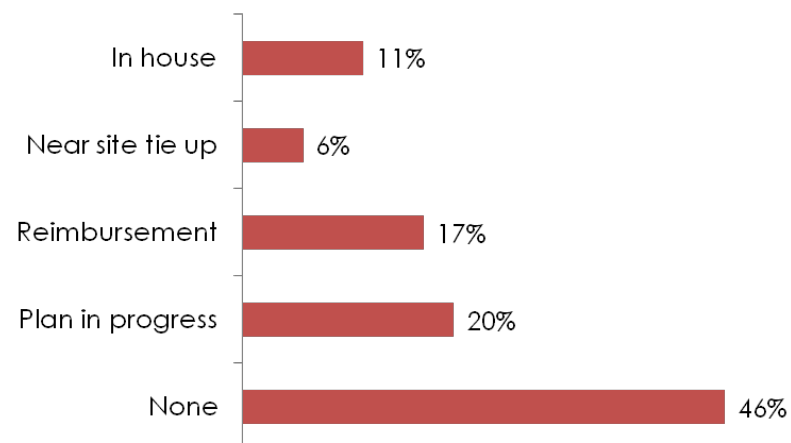
Maternity and Childcare Support Policies and Practices

Maternity leave across companies

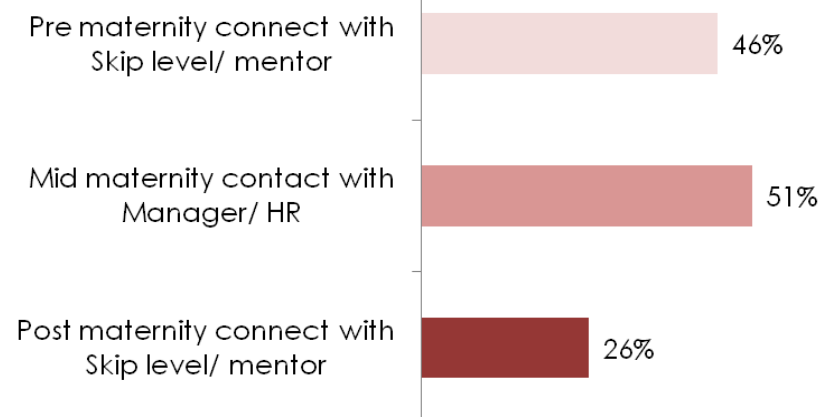


- 54% of companies provide ≥ 6 months of maternity leave. This is in line with the new amendments. With companies providing extended maternity leave, the **key question is whether these employees return to the same role ?** Our detailed report captures this and medical benefits provided during maternity.
- Surprisingly less than 35% companies provide for childcare support, which is a big challenge for moms
- Providing support to expecting mothers beyond the tangible benefits helps in smooth transition to maternity
- Engagement with line manager and skip level manager/mentor and HR partner is an important aspect of providing support and has a long term impact in retaining talent

Childcare support provided by companies



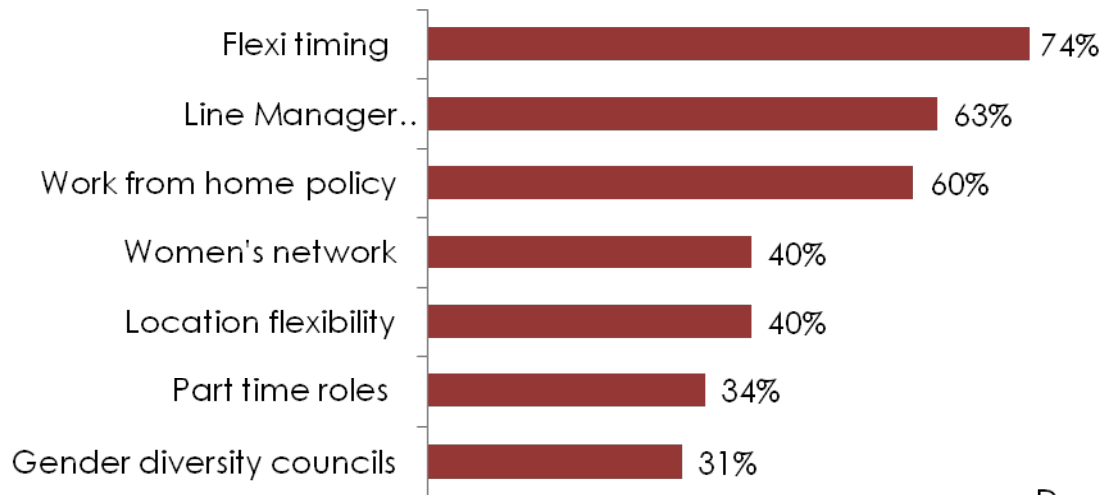
Engagement across maternity life cycle



What Employer's provide and What Employees want ?



Support Mechanisms that Companies Provide to Create a Gender Balance Workplace



- Flexi timing, line manager sensitisation and work from home policy are the highly prevalent enablers to retain women employees
- Location flexibility and part time roles are other enablers to provide flexibility

Source: ProEves Gender Balance India Survey 2016

- From an employee (mom's) perspective, childcare set up in office or near home is the most important enabler followed by flexible work arrangements. While only 20% employers provide this facility
- Flexi working arrangements are sought by employees and companies seem to provide this, yet lack of flexibility is cited as a reason for employees to leave. Is it lack of true implementation ?

What Employees want ?



Overview of the Full Report



- I. Women Representation In India Inc
- II. Gender Diversity Goals and Targets
- III. Gender Diversity Hiring Practices
- IV. Gender Diversity Attrition Trends
- V. Coverage of Woman in Key Programs
- VI. Maternity Support
- VII. Childcare and Parental Support
- VIII. Support Mechanisms
- IX. Holding Leaders and Managers Accountable
- X. Acknowledgements

To get a copy of the full report please get in touch with divya@proeves.com or ketika@proeves.com 10

About ProEves



ProEves aims to provide childcare and parental support solutions to individuals and organizations. The founders have over 22 years of combined experience in HR consulting and gender diversity.

Childcare and Parental Support

- Network of 450+ verified preschool and daycares
- Online platform to discover, decide and book childcare
- End to end childcare support program for corporates
- Parental support coaching
- Highly active and engaged community of 5000 moms

Gender Diversity Support

- Gender Diversity Diagnostic and Benchmarking
- Holistic Support across the Maternity Lifecycle
- Design and Implementation of Returnee Programs
- Line Manager Sensitisation on Diversity and Inclusion

For more information, please visit www.proeves.com



Thank You

