

Leaving a mark in all aspects of business

Satyanarayan.Iyer@timesgroup.com

From improving productivity to ensuring better ergonomics and bringing civility to the boardroom talk, women are leaving a mark in all aspects of business — shop-floors included. In May, last year, representatives from nine Swedish companies operating in India met in Mumbai to discuss ways to increase women in their workforce.

All of them are into core manufacturing — considered traditionally a male bastion. On an average, they said that 1 in every 5 employees in the Swedish companies in India is a woman. They were referring to women in leadership and management positions. At the shop floor, this number is less than 10% and when one looks at the manufacturing sector, the number is even less. Companies that have sizeable women representation on shop floors have seen the many benefits of them being involved in the process of core manufacturing.

“Be it improving productivity or ensuring better ergonomics, women are driving these initiatives and making a mark for themselves as able leaders,” says Anjali Byce, director, human resources, SKF India.

“Women bring a lot more civility to boardroom talks and more often than not, men take those traits back home after work,” Shishir Joshipura, managing director, SKF India told TOI recently. Women storming traditional male bastion is old news but what sets their participation apart is the quality they bring to the table. For instance, Bajaj Allianz General Insurance started with just two all-women branches about two years ago. Today, that network has grown to 31 all women branches and employs some 1,200 women. Some of them also sell insurance policies to commercial vehicle owners.

“They bring in a lot of quality business is what we have noticed in the past two years,” says Ananmika Roy Rashtrawar, senior president — Zones, Bajaj Allianz General Insurance.