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Demand up for women in top corporate positions

The demand for top-level women executives at Indian companies is rising fast, as the firms have begun to realise the business benefits of having female executives in their organisations,

experts say.

While India Inc continues to have a low percentage of top women executives, experts say that a slow realisation has set in that hiring women at the senior level is

imperative and makes good business sense.

According to executive research firm MANCER Consultancy, the growth of demand for women at senior level is growing at the rate of

10 per cent every year.

Besides, studies prove that women at top positions can help increase the revenue potential of an organisation by up to 600 per cent, MANCER Consultancy CEO Satya D

Sinha said.

Echoing similar views, Deloitte Touche Tohmatsu India's Senior Director Latha Ramanathan said, "Those companies which rank higher when it comes to women's

representation on their boards outperform those that rank lower by double-digit differences in terms of return on equity etc.”

Ramanathan believes that women are emerging as equal candidates to men for top posts as firms are slowly focussing more on competence

of the candidate rather than the gender.

As per Executive Access MD Ronesh Puri, the trend of hiring women for senior level started a few years back but has gathered speed in last six to nine months.

Experts said demand for women is high in sectors like

IT, retail, hospitality, media and entertainment, travel and tourism, and banking, among others.

The proposed Companies Bill 2012 also mandates that there should be at least one woman director on board for certain classes of companies.

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