

## **ICC Women Empowerment Summit** **Role of Women in 21st Century's Progressive Economy** Friday, July 22, 2022.

**The Indian Chamber of Commerce (ICC)** and National Commission for Women (NCW) recently organized the Women Empowerment Summit 2022 at India Habitat Centre, New Delhi. The summit hosted a panel discussion on the topic 'Role of Women in Progressive Economy' on July 22, 2022. FORE School of Management was an Academic Partner in this event. About 200 participants from industry and academia attended the summit.

**Prof. Sriparna Basu, Professor of Communication, FORE School of Management** said, "Women today need to be trained well, majorly on the lines of skill development and entrepreneurship, career mentoring, women-friendly policies, and how to use technology to build job generation skills".



Prof. Sriparna Basu was speaking at the event

Skill Development needs to be focused on both rural and urban spaces. The need is not just training but capacity building, and technique-oriented skilling. Job generation does not happen on its own so identification of entrepreneurial opportunities needs to be identified. For example- Private sector (Airbnb trained women in Homestay Services) so it is a collective responsibility of

everyone and not just some NGO and Govt. In terms of CSR, companies try to shove off their responsibilities by just giving money but do not get involved on the grassroots level.

Career Mentoring is extremely important as people do not know what to do with their acquired skills. They need to be guided on how to avail help in starting their ventures or to be a part of already established ventures. And this proper mentoring should start right after senior secondary education. Digital literacy is the need of the hour and everyone should know how to utilize it to learn more. Women-Friendly policies or Women-friendly eco-system is required in offices and in factories, all workplaces. Flexible work arrangements, crèche for new mothers who are willing to work but are unable to, and hiring women who were neglected post-Covid need to be reinstated in the workforce again. The world focused on hiring men first but now women need to be brought back as well.

The use of technology in building job generation skills is important. Connect technology to people so that they are aware of what resources they can use for upskilling. Digital financial literacy is also important, i.e., the use of technology for commercial purposes such as using e-wallets, internet banking, and getting consultations online for their loans and small investments.

When asked what she would do for the women in the country if she was the PM for a day, Prof. Sriparna Basu said, “As a PM for a day, I would want to promote women’s success stories not as a niche content, not as something which happens once in a blue moon but as a norm story, something which is common and achievable and should be promoted more.”

As a conclusion to the entire discussion, Prof. Basu added a comment along with other panelists that the total percentage of women in the workforce is 20%. 6 trillion dollars could have been added to the economy with women working right now so job restoration Post-Covid needs to happen to bring women back into the game and achieve women empowerment in real sense.

Along with **Prof. Sriparna Basu, Professor of Communication**, FORE School of Management, New Delhi, the following were the eminent panelists:

**Ms. Jyotsna Chauhan**, Sr. Vice President-Marketing, Smartworld Developers was the moderator of the session;

**Ms. Lakshmi Krishnan**, Society for the Promotion of Women and Child Welfare;

**Ms. Bhawna Agarwal**, Country Head India – HPE;

**Ms. Rashmi Ranjan**, AGM – SIDBI;

**Ms. Tripti Khanna**, Gramin Vikas Trust, Supported by KRIBHCO.

