



Transformative experiences for women

FUTURESCAPE

There exists a real gender data gap that is "both a cause and a consequence of the type of unthinking that conceives of humanity as almost exclusively male."

Caroline Criado Perez

Mass transport and Urban design

Medical devices and treatments

Policies, Remuneration and Finance

Consumer products

Technology Services, Analytics and Algorithms

Women leaders are asking for a paradigm shift!

A discussion with

• **Dr (h.c.) Deepa Malik**, Indian Female Para-Athlete

• **Geeta Phogat**, Indian Wrestler

• **Sqn Ldr Khusboo Gupta**, IAF

• **Ashu Suyash**, Chief Executive Officer, CRISIL

• **Masaba Gupta**, Fashion Designer, House of Masaba

• **Moderator: Taneia Bhardwaj**, Content Head & Thought Leader, InstaReM





YES BANK
and
THE ECONOMIC TIMES
present
GBS Global Business Summit
REIMAGINE BUSINESS
REIMAGINE THE WORLD

Inspiring Success

'We have to challenge ourselves to succeed. Moving forward is about hard work, mental toughness and attitude. Disability, age, gender and knowledge are all things that keep people back.'

I now work to empower other women and disabled people.'

Dr (H.C.) Deepa Malik, Indian Female Para- Athlete



Ability matters

'When I was growing up I heard many times that I should curtail my ambition of joining the IAF, but I never gave up. I have always believed in myself and that there is no difference between men and women when it comes to ability.'

Which why men around me listen to me and look up to me.'

Sqn Ldr Khusboo Gupta, IAF



Women can do anything

'My father taught us to be fearless. He wanted us to become the best and there was no consideration about gender.'

'Things are not going to change until Indian women, and their parents, stop being afraid of what society will say.'

Geeta Phogat, Indian Wrestler



Different is beautiful

'I believe in being honest and speaking my heart. That honesty is what gets reflected in my work.'

A large part of the difficulties faced are because women don't stand up or are unable to stand up for themselves at home. This perpetuates age old beliefs. Also, the narrative will change when women stop putting other women down.'

Masaba Gupta, Fashion Designer, House of Masaba



Culture Matters

'We have men who champion change in my organization. I am a product of several men having championed change. This is important, because it helps in getting empathy and empowerment into the culture of the organization.'

Ashu Suyash, Chief Executive Officer, CRISIL



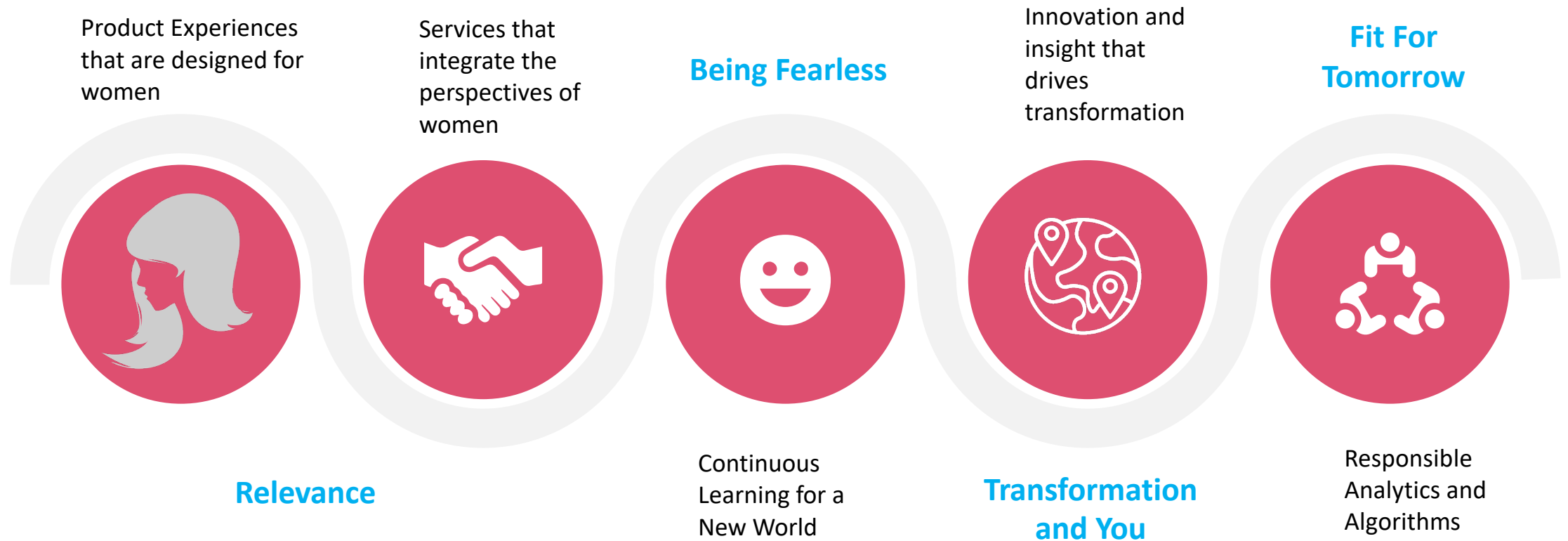
Men are needed as champions too

'Many offices stress on mentorship programs and diversity is given importance in hiring. However, more often than not, it seems that the question of gender diversity is left for the women to solve and it is rare to see men championing this cause.'

Taneia Bhardwaj, Content Head & Thought Leader,
InstaReM



Women based experiences of the future





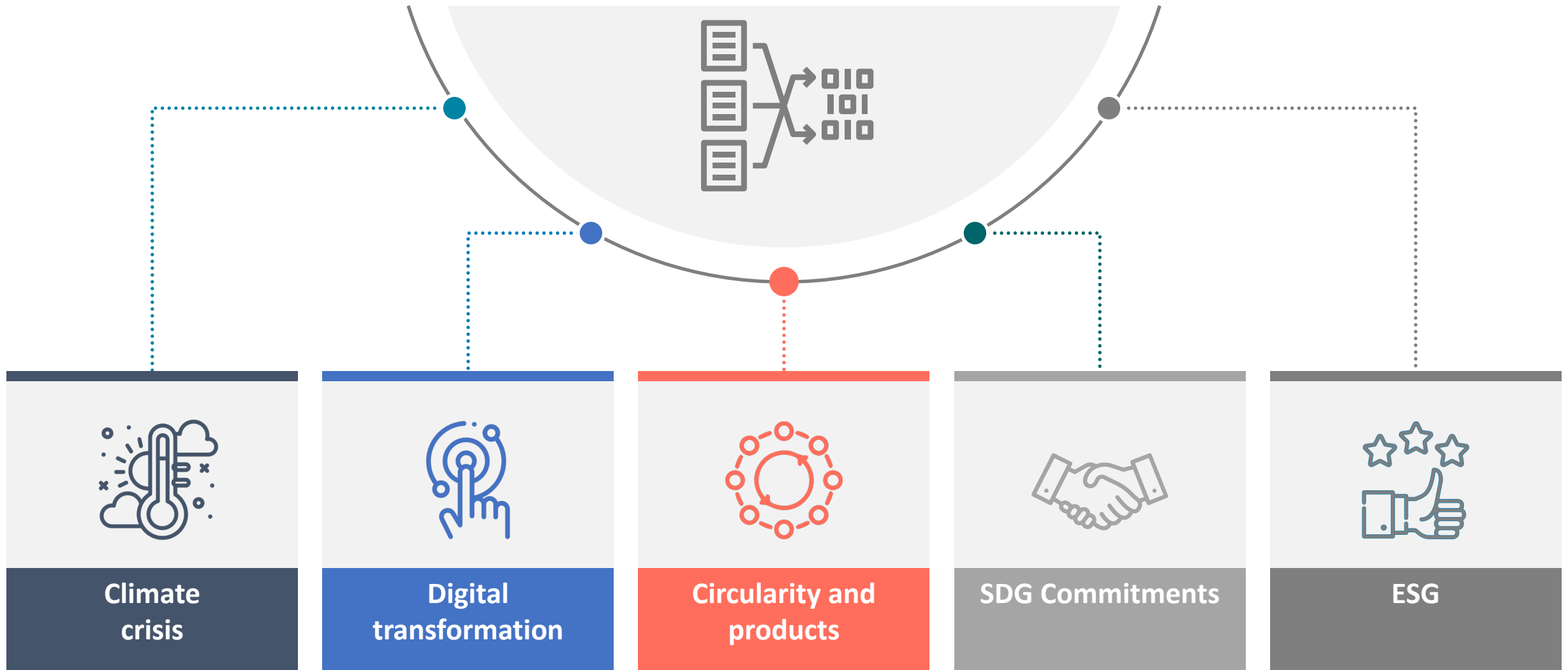
This is an opportunity for companies to connect and collaborate at a different scale whilst at the same time giving women the experiences that matter.

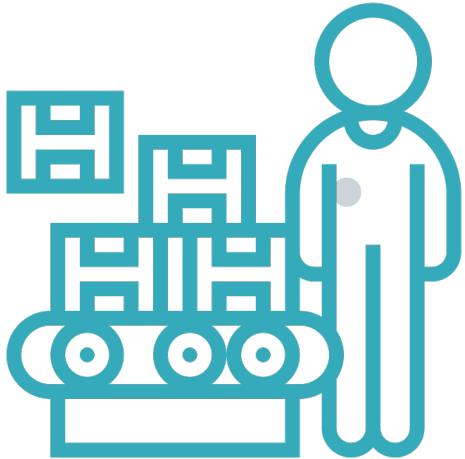
Gender data gap is both a cause and a consequence that needs to be addressed

- Company's Find, Buy, Service and Help experiences will get enhanced.
- In a similar vein new experiences in Learning, Work, Connections and Collaborations will create opportunities in the new era
- New experiences need to be designed and implemented for women.



The Imperatives for Reimagining Business





KNOWLEDGE PARTNER

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