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Present

MOST  
PREFERRED  
**WORKPLACE**  
FOR **WOMEN**  
2024-2025

TM

CERTIFIED

*Empowering  
Women,  
Powering Business  
Growth*

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TEAM MARKSMEN

# EMPOWERING **WOMEN,** ACCELERATING **GROWTH**

In recent years, India's workforce has seen a significant rise in female participation, growing from 21% in 2021 to 26% in 2023. This progress offers a strategic opportunity to unlock economic potential, with the working-age population projected to reach nearly **70% by 2030**.

The IT sector leads this shift, with 30% female participation, driven by flexible hours, progressive policies, and a supportive environment. The BFSI sector follows with 22.4% female participation, thanks to job stability and abundant career opportunities. In contrast, the FMCG and industrial sectors lag behind with female participation rates of 5.5% and 4.3%, respectively, due to rigid gender norms, inflexible work environments, and a lack of female leadership.



# UNLOCKING **ECONOMIC** POTENTIAL

Increasing women's participation in the workforce is not only a social or industrial imperative, but also an economic one. According to the World Bank, India's GDP could grow by 1% if the female labour force participation rate increased from the current 25% to 50%. As India moves towards becoming the **world's third-largest economy by 2030**, achieving gender parity in the workforce will be instrumental in realizing its full potential. By fostering an inclusive work environment and addressing barriers to female employment, India can unlock unprecedented economic opportunities and ensure sustainable growth for future generations.





# OVERCOMING **SYSTEMIC** CHALLENGES

In India, women face a multitude of challenges in the workplace stemming from deep-rooted cultural norms, systemic biases, and structural barriers. Gender discrimination is pervasive, manifesting in unequal pay, limited career advancement opportunities, and a stark underrepresentation in leadership roles. The lack of safe working environments further exacerbates these issues, discouraging women's participation and retention in the workforce. Organizations must address these ingrained disparities by implementing comprehensive policies that promote gender equity, establish transparent pay structures, foster mentorship and sponsorship programs, and strive for gender diversity in leadership. Creating safe and inclusive work environments through robust anti-harassment policies and flexible working arrangements can significantly enhance women's participation, and tap into their diverse perspectives and unique contributions.



# BUILDING ON PAST SUCCESSES

Team Marksmen Network's flagship initiative, Most Preferred Workplace, now shifts its focus to the **Most Preferred Workplaces for Women 2024-25**. This initiative recognizes and celebrates organizations that prioritize women's welfare and create supportive, equitable environments for their female employees across various sectors, including BFSI, manufacturing, retail and e-commerce, FMCG, automobiles and auto ancillaries, IT and ITES, healthcare, power and energy, infrastructure, and real estate.

## SHAPED BY IN-DEPTH RESEARCH

This unique initiative has been shaped by insights gleaned from an industry-wide study conducted by **LeadCap Ventures** with organisations appraised on the following parameters:



Equitable pay and compensation



Career advancement opportunities



Safe and inclusive working environment








Leadership representation




Work-life balance

# KEY DISCUSSION POINTS

-  Approaches to ensure equal career growth opportunities
-  Strategies for implementing effective pay equity policies thereby reducing the gender-pay gap
-  How organisations can ensure gender diversity in the boardroom
-  Navigating challenges associated with career gaps
-  Ensuring work life balance in the organisation

## INDUSTRIES COVERED

-  BFSI
-  IT and ITES
-  Manufacturing
-  Healthcare
-  Retail and E-Commerce
-  Power and Energy
-  FMCG
-  Infrastructure
-  Automobiles and Auto Ancillaries
-  Real Estate

and more...



# GLIMPSES



## ABOUT **TEAM MARKSMEN**

We are a media organisation based out of Mumbai that empowers industry leaders by providing them with insights, ideas, and opportunities that fits their unique industry and context. Through content shared via our flagship website, Marksmen Daily, and our print magazine 'in Focus' focused on business, leadership, and lifestyle, we help advance the practice of management.

**Team Marksmen** has carved a niche by creating unique knowledge communities and platforms that inform and shape the actions of decision makers, enabling them to create impactful change. We have successfully executed more than 45 events with 1500+ domestic and international B2B and B2C brands, helping businesses across industries create opportunities to engage audiences through on-ground and virtual experiences.



SOCIAL  
MEDIA



DIGITAL



PRINT



TELEVISION



BESPOKE  
EXPERIENCES

## ABOUT **MARKSMEN DAILY**

**Marksmen Daily** is a leading and fastest growing digital knowledge platform committed to showcasing stories that engage, inspire, and captivate the imagination. Through crisp, bite-sized information, this new-age website breaks down the world around us by uncovering the latest business happenings, highlights trends to keep an eye on, and demystifies all things complex.

MarksmenDaily.com has been very well-received and gets over 175,000 visitors a month and is already very well received by industry executives and general populace.

[WWW.MARKSMENDAILY.COM](http://WWW.MARKSMENDAILY.COM)

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[contact@teammarksmen.com](mailto:contact@teammarksmen.com)



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