



Building Business Owners

Management Development Program On **Gender in Workplace** **15-17 January 2025**

Program Directors

Dr. Ashapurna Baruah

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Introduction (Program)

Low employment participation of women remains a grave concern in the Indian context. As per data from the recent Periodic Labour Force Survey 2020-21, female labor force participation (for women aged 15 years and above) hovers around 32 percent, compared unfavorably to the global female labor force participation of about 53 percent. While low employment participation remains a concern, another daunting issue is that a major share of women in the workforce are relegated to lower rung occupations.

Even those women who are able to climb up the occupational ladder are subject to numerous challenges that are sourced in the existing social norms, stereotypes, and biases that workplaces and society at large tend to propagate and perpetuate. These factors hinder women's professional growth and impede their ability to achieve their full potential. Addressing and challenging these biases is essential for fostering gender equality, promoting diversity, and creating inclusive work environments. By recognizing and addressing gender biases, organizations can harness the full potential of their workforce and promote equal opportunities for all employees. Harnessing the untapped potential of women in our workforce has the potential to yield substantial returns on investments made by the government and businesses. In line with findings from the McKinsey Global Institute, India could witness a remarkable surge in GDP by 2025, surpassing the projected business-as-usual figures by 18 percent, which amounts to an impressive USD 770 billion.

This program aims to empower women leaders by equipping them with the necessary tools, knowledge, and resources to effectively navigate workplace biases and become agents of change. The program has the underlying motive of sensitizing women of the existing biases, discriminatory practices, stereotypes, and similar conventions that hurdles their professional journey in particular and participation in the labor market in general.

Objectives

The program objectives are:

- To sensitize women leaders about the discrimination that women face in the workplace and foster a deeper understanding of the unique challenges and issues for women in professional settings.
- To encourage participants to engage in a collaborative exploration of the issues women face in the workplace
- To facilitate a comprehensive understanding of strategies and approaches to effectively address the problems women face in the workplace and build strength to face these challenges and forge ahead.

For Whom

The program is designed with a focus on middle and senior level managers who might be heading a group, department, work unit, or organization.

Pedagogy

The program pedagogy includes various methods of training such as lectures, discussions, exercises and role plays

Faculty

All sessions in this program will be co-facilitated by the Program Directors along with the subject matter experts.

Duration and Venue

The program is scheduled for **15-17 January 2025** at IIM Raipur, Atal Nagar, New Raipur.

Registration Fee

The registration fee per participant is **Rs. 6,000/- + 2500/-** per day plus taxes as applicable (**on twin sharing basis**). Registration fees per participant will be **Rs. 6,000/- + 4500/-** per day plus taxes as applicable on **Single sharing basis**.

This includes academic fee, program kits for participants, boarding and lodging. Payment can be made online by registering through the website. Upon remitting the fees online, kindly intimate the EL& D Office with the UTR No /Relevant transaction details through email, so that we can connect your remittance to your nomination(s)

Last date

The last date for receipt of nominations for the Program is Two week before the commencement of program and the last date of withdrawal is one week before the commencement of program. Any withdrawal request received after this duration will be subject to deductions as per the Institute's rules. In case of subsequent withdrawal or cancellation of nomination(s), no refund of fee will be allowed. However substitutes may be permitted with prior intimation.

About Program Director



Dr. Ashapurna Baruah is an Assistant Professor in the area of Economics at the Indian Institute of Management Raipur. She holds a Ph.D. degree in Economics from Jawaharlal Nehru University (JNU), New Delhi. She completed her M.Phil. degree at the Centre for Development Studies (CDS), Thiruvananthapuram. Her doctoral thesis is an enquiry into how the changes in the rural economy affect labor market outcomes among marginalized women. Her research interests are gender & labor, employment, and rural development in particular and economic development in general.



Dr. Shabna. P is an Assistant Professor in the area of Humanities and Liberal Arts at Indian Institute of Management Raipur. She received her PhD in Sociology from the Indian Institute of Technology, Madras. She was a Fulbright Doctoral Research Scholar at the Department of Women's Studies, San Diego State University California. She has published articles in peer-reviewed academic journals and has presented her research at various conferences.



Dr. Suneetha Saggurthi is an Asst. Professor in HRM & Organizational Behavior, Organizational Behavior Human Resource Management and Fellow in Management XLRI Jamshedpur, Recipient of Case writing Scholarship from Case Centre U.K in 2019 along with Cledwyn Fernandez for the case The Journey of Life Craft: Resolving the Paradox of Passion. First runner up for AMLE's best paper Award 2016. 1st Prize in Case Study Presentation in Responsible leadership: Sharing of Case studies. National Convention at XLRI Jamshedpur, 2011. accredited assessor for competency-based assessment centres. Building leadership capacities in women

Workshops for personal exploration, Workshops on crossing the threshold – transitional spaces for college students, MDPs on Transition from College to Corporate; Team building, Personal effectiveness.

Indian Institute of Management Raipur

The Indian Institute of Management (IIM) brand has now become synonymous with innovation, talent, and zeal for success and contribution to management. The Government of India set up IIM Raipur in 2010 to meet the growing demand for top-quality professionals. It is situated at Raipur in the state of Chhattisgarh-one of the fastest growing states of India, with its rich mineral, forest, natural and local resources. The Post-Graduate Program in Management (PGP) was started in 2010, whereas Fellow Program in Management (FPM) & Executive Fellow Program in Management (EFPM) was started in 2013. Executive Post-Graduate Program (ePGP) was started in 2021.

IIM Raipur has grown and improved in quality, as evidenced by the NIRF ranking of management institutes, which moves up from 18th in 2016 to **14th** in 2024.

IIM Raipur offers top-notch management education on its 200-acre, state-of-the-art well-equipped lecture rooms, a library, a simulation lab, and a pleasant lodging campus in Atal Nagar, Naya Raipur. With the goal of becoming a highly regarded business school worldwide, IIM Raipur has partnered with numerous business schools in Europe, South America, Australia, New Zealand, and the United States for faculty and student exchange Programs.

Location

The IIM Raipur campus is located about 20 minutes' drive from the Swami Vivekananda Airport, Raipur.

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