

# FORTE

JULY 2019 | VOLUME V | ISSUE I

## **INSIDE:**

- *Art Work*
- *Movie Review*
- *Short Story*
- *Why Women Leave their Jobs*
- *Advice on How to Get Back into the Game*

**LET'S BRING OUR  
WOMEN BACK TO  
WORK**



# EDITOR'S NOTE

Dear Readers,

This trimester's theme, is "Bringing Women Back to the Indian Workforce." We stretched it in the spirit of inclusiveness, to include women who never got a chance to follow their dreams, as well as those who chose the road not taken, and have touched a number of lives because of it. We use a legion of buzzwords every day, so it may seem like a cliché that we've chosen a buzz phrase (so to speak), as our theme for this trimester's issue of Forte. We've all been hearing so much about the initiatives being taken by corporate giants to hire women who have taken a sabbatical, about hiring consultancies and mentoring programmes explicitly and only for these women. We wouldn't blame you if this issue feels like overkill at this point in time.

The thing is, women's careers have been on the backburner for so long, that we don't really mind the overkill. It is a matter of concern to us- we look around in class to see smart and tough-as-nails women, but then you realise that quite a few may have opted out of a professional career for reasons which aren't in their control. It's disheartening to think that our peers (and maybe even ourselves) won't reach our potential, simply because of being a woman. With this issue, we hoped that by shedding some light on the cause of this phenomena, we'd be more aware of the road ahead, and prepare accordingly.

Inside, we have a range of articles to suit everyone's tastes- be it more inclined towards research, fiction or art.

We would like to take this opportunity to extend our heartfelt gratitude to Dr Jain Mathew, Dean, Institute of Management, CHRIST (Deemed to be University), Dr Sathiya Seelan B., Head of Specialisation- OB and HR, and Dr Aruna Bala, Assistant Professor, HR Coordinator- Kengeri Campus. To all the students who contributed, thank you- this issue would not be the same without your valuable time, we sincerely appreciate the commendable efforts you have taken.

Wishing you an insightful reading,

Team Forte



## CHRIST (Deemed to be University)

### VISION

Excellence and Service

### MISSION

CHRIST (Deemed to be University) is a nurturing ground for an individual's holistic development to make effective contribution to the society in a dynamic environment.

## SCHOOL OF BUSINESS AND MANAGEMENT

### VISION

Our vision is to be an institution of excellence developing leaders serving enterprises and society globally

### MISSION

Our mission is to develop socially responsible business leaders with the spirit of inquiry through academic and industry engagement

### *Programme Educational Objectives (PEOs)*

- Graduates possessing subject knowledge, analytical ability and skills to manage business.
- Graduates exhibiting spirit of inquiry, innovation and ability to solve problems in dynamic business environment.
- Graduates with value based leadership skills, entrepreneurial capabilities and global awareness serving enterprises and society.

### *Master of Business Administration*


#### *Program Learning Goals (PLGs)*

#### *Program Outcomes (POs)*

PLG1	Social Responsibility and Ethical Sensitivity	PO1	Apply knowledge of Management and Practices to solve business problems
		PO2	Foster Analytical and Critical abilities for data-based decision making
PLG2	Functional Knowledge and Application	PO3	Ability to develop value-based leadership ability
		PO4	Ability to understand, analyse, communicate global economic, legal and ethical aspects of business
PLG3	Communication	PO5	Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to the team environment
PLG4	Critical Thinking	PO6	Identify business opportunities, design and implement innovations in the work environment
PLG5	Global Awareness	PO7	Enhance capabilities for generating research ideas in respective management domains
		PO8	Demonstrate sensitivity to sustainability issues and prepare for lifelong learning



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# RIDE THE WAVE!

Dr Rekha Hitha Aranha



The most common reasons for women taking a break from their careers are largely personal. It may be due to pregnancy, childbirth, to take care of children or the elderly. Very rarely do women take a break due to lack of expected career growth at work. The Centre for Monitoring Indian Economy (2017), report states that many women take up the science and technology related jobs, but move out of the industry due to personal reasons such as family pressures and wage disparity when they reach mid-career. Around 60-70% of women who quit employment will never return back to work.

Extended breaks can cost woman 43% of earning potential (ET, 2018). There is a huge disparity in the earning trajectories of a man and a woman who took career breaks.

Many IT & ITES companies today have a returnee program which is employee friendly, that acts as a pathway of employment for professionals returning to the workforce after a period of unemployment. Companies like Amazon, PayPal, Genpact, Intel have started providing a lot of encouragement and support to employees, having recruitment drives designed only to provide second chance to the employees in the organisation. Despite these initiatives, almost 63 percent of women in



Source: Economic Times, Jan, 2018, ( Assuming 10% increment in annual pay)



tech who re-enter the industry feel that the career break was detrimental to their career progression (booking.com,2019). Most of the women experience lot of self-doubt, and have thoughts such as “will my resume catch attention of recruiter”, “will I get interview calls”, “will my CV get shortlisted”, etc.

**Few tips for Women looking to return to work:**

**1.Be honest & positive about the career break** - Taking care of children or elderly at home, is never a old-school thought. Be transparent in whatever you communicate and ensure your time away from work during the critical time was positive.

**2.Be Confident**- Never lose your confidence in whatever skills you possess, its just un-learning what you know and relearning the nuances. The basic knowledge will never change

**3.Build networks**- Start following people on the professional sites and rebuild connections through meetings

**4.Certifications** – There are lot of MOOC courses available and can be taken at one's convenience, so having a certification will demonstrate the updation.

**5. Prepare well for the interviews**- A lot of websites, provide guidance and support for cracking interviews.

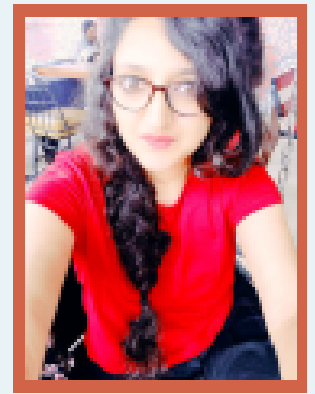
**Companies like Amazon, PayPal, Genpact, Intel have started providing a lot of encouragement and support to employees, having recruitment drives designed only to provide second chance to the employees in the organisation.**



# CAUTION!

## WOMEN AT WORK!

Archna R, 1927299



I sat, ready to write about how all women must be given equal opportunities in the workplace. Like every other youngster, it began with some help from my dear friend – Google. To my surprise, I saw that the Google search for the topic - “Bringing Women back to the Workplace” went a step ahead and produced results about how women must come back to their workplace after a sabbatical or a hiatus- not about our age old argument of how women must have an opportunity to work to begin with – for we already do. That seems like a good start, doesn’t it?

As per Census 2011, women constitute 48% of the population in India. The female LFPR (Labour Force Participation Rate) in urban areas stood at 155 and at 253 per 1000 persons in rural areas over the same period. The female workforce thus, in India was a mere 26% of the total workforce as compared to the world average of 46%.

It was a pleasant surprise to see that in rural areas, women have better workforce participation, though

mostly unskilled. The trends in urban workforce fallout are mostly due to leaving for familial reasons – marriage, maternity, and looking after the aged. In rural areas, the dip is due to enrolments in higher education

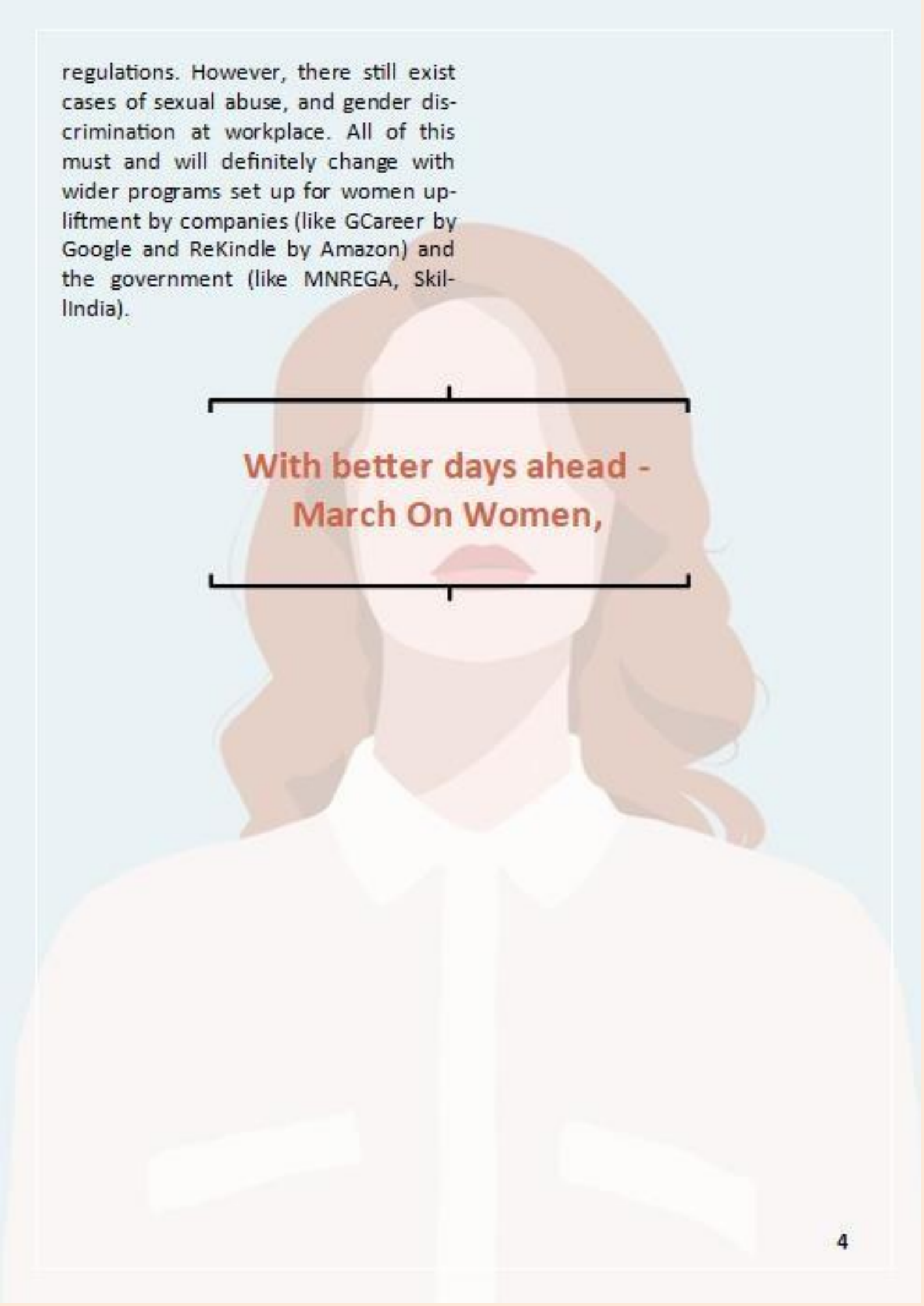
**The trends in urban women's workforce fallout are mostly due to quitting for familial reasons – Marriage, maternity, and looking after the aged.**

and mass movement towards the formalized working sector. The solution is to uplift women of both the formal and informal working section of India for a better impact on the GDP (From 16 to 60% post upliftment).

In today’s corporate world, it is heartening to see how almost all organizations have etched the concept of diversity and women’s safety deep into every employee by way of strict



regulations. However, there still exist cases of sexual abuse, and gender discrimination at workplace. All of this must and will definitely change with wider programs set up for women upliftment by companies (like GCareer by Google and ReKindle by Amazon) and the government (like MNREGA, SkillIndia).



**With better days ahead -  
March On Women,**



# MEET

## RASHMI DAGA

Harshala Dinakar, 1827336



“Women at Work” is an initiative taken to create strategies in order to build a diverse and more inclusive India.

One of the most prominent faces of Food tech apps is Rashmi Daga. Born in Kolkata, she received her PGDM from IIM Ahmedabad in 2003. She worked with a number of companies, including Johnson and Johnson Medical and IBM, she has experience in various industries, including Pharmaceuticals, IT, Education, and Jewelry. She started her online curated art marketplace afday.com in 2011 which was shut down after a year.

Fresh Menu, established in 2014, is an online food delivery platform. Her passion for cooking created a differentiated product with Food Tech, enabling the customer to experience culinary treats from around the world. Food Tech operates its own kitchen, cooks in-house healthy food and also packages and delivers the product to your doorstep. It was started with 500 employees. Currently, the restaurant services 14000 orders per day from its app across Mumbai, South Delhi, Gurugram and Bangalore.

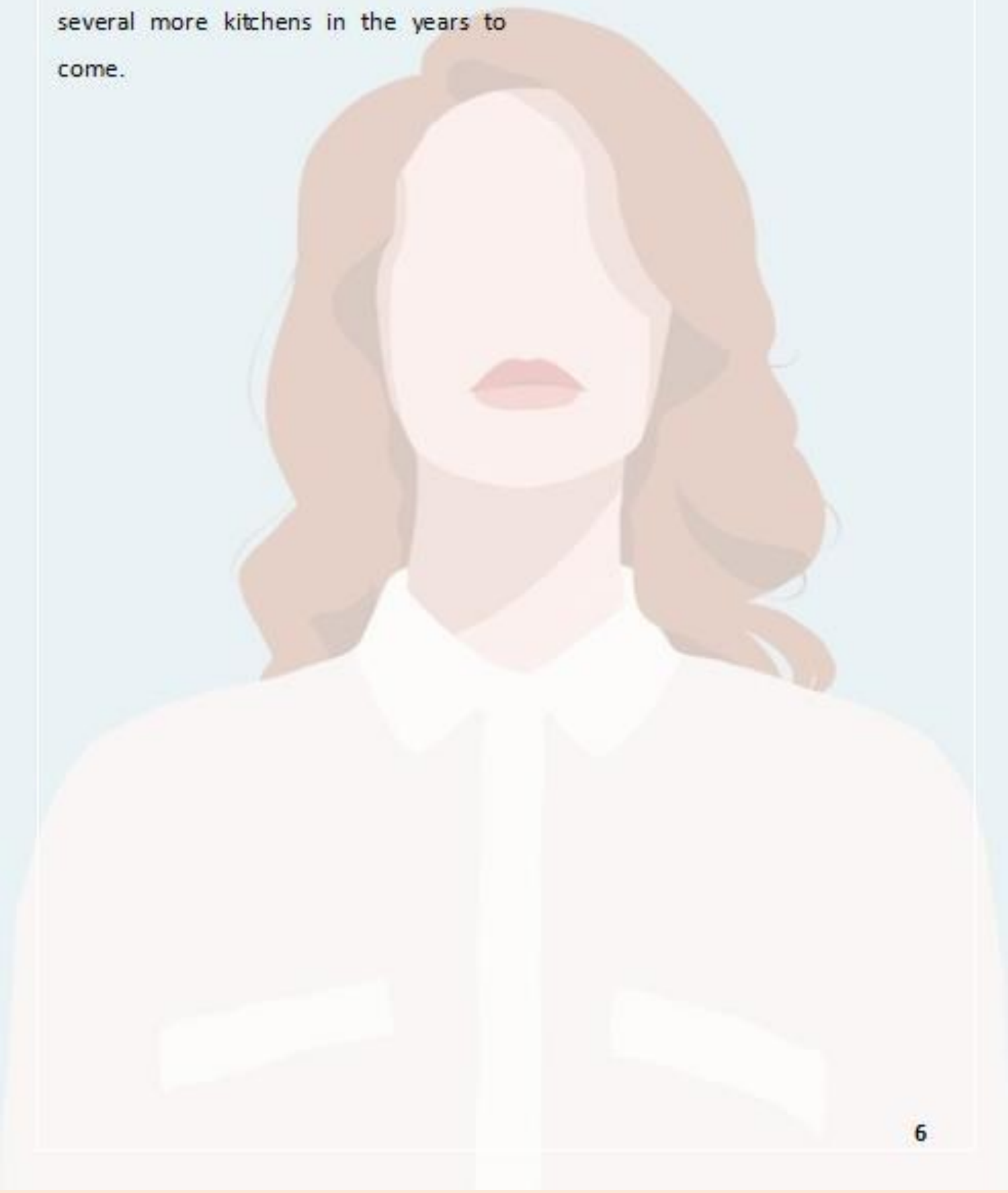


Fresh Menu has multiple satellite kitchens for serving a radius of approximately five kilometer in Bangalore with 22 kitchens. Fresh Menu reported 72 Crore rupees with 118% growth over the previous year (2017) and also has raised \$22 million in venture capital funding.

Rashmi Daga tried innovative ways in the food Business which has grown over years even after many hurdles



None of which stopped her from achieving her motto, which is customer's satisfaction. Her service and passion has to be appreciated and she plans to open several more kitchens in the years to come.





# WOMEN- EDUCATING AND EMPOWERING!

Murali Mano M, 1927113



Human life is built with bricks of desire. Each and every person who lays his or her foot on the ground, would like to stand after they crawl. Once they stand, they would like to run. Human behavior is designed in such a way. So, without any other options, we inculcate others' lifestyles into ours. Due to that, we also measure our joy by collecting others' tears. In such a dark world, it is really hard to find examples of compassion.

The earth rotates 28 km per minute and an average person catches more than 48 heads per minute. Every person tries to come up with a different message. How much of these we store in our minds is up to us.

I am going to tell you a story about a woman who gave up her pocket filling AC room job and came to her native place to educating kids.

She is Mrs. Vanathi Balasubramaniam, an Engineering graduate. Her native place is down south, where bus facilities are still struggling. It is



difficult for a girl child to continue her studies. Her continuous thirst for studies and her granny's continuous support ensured that she completed her schooling and then did her engineering in computer science. Then because of her passion, she fought with her family and finally completed her masters in computer science. Afterwards she started her career as a professor.

She faced a lot of hardship. While she was doing her schooling, she was about to quit her education because she failed to pay the fees. At the time, her friend paid the dues to help her continue the studies.



It might have been a small contribution at the time, but it played a major role in her life. Consequently, as a professor, she helped and supported her students as much as she could. Due to problems at home, she made decision to be a software engineer.

Her passion made her reach soaring heights. So, in a short span of time

**She was about to stop her education because she had failed to pay the fees. At that time, her friend paid the dues to help her continue the studies.**

she got promoted as a project manager and then got an onsite opportunity. Her wings fluttered across European countries. Whenever she had a vacation, she would come back to her native place. At that time, she met one girl who was crying bitterly. Asked her the reason. She gave the same reason which Mrs. Vanathi faced in her school— she was unable to pay her fees. She retrospected that, while she had a friend who helped her to continue her studies ,unfortunately, everyone doesn't . What about them?

She made a decision while sitting with that girl for just 10 minutes. Once she returned to Europe, the first thing she did was write a resignation letter.

Her entire family was against that decision but she did not let that deter her. With the support of her friends f, she started with 10 students and called her organisation 'Thats my child'. Now, 'Thats my child' aids more than 500 children.

We all talk about women's empowerment, while this woman, who is from a poor family threw away all her opportunities and started to work for the well-being of underprivileged children. We all come across lots of sorrowful and tragic situations but the response from our side translates only into a gesture— not any action. Instead of that, Mrs. Vanathi Balasubramaniyam actually translated her feelings into action. Now, lots of students are able to continue their education.



# OPPORTUNITY!

Pallab Chandra Manna, 1827315



It was a calm summer afternoon. The sun was shining brightly, with the final rays of hope of the day being sent out. The 43-year-old woman was sitting near a window and quietly working on her embroidery.

The atmosphere led her to introspect, and what she found, brought a smile to her face. She recalled her journey, which culminated with her teaching 50 odd students something she loved. From being a graduate homemaker to a successful embroidery teacher, she realized it had been a difficult but beautiful journey.

Mary was born into a well-to-do family, settled in the outskirts of

Goa. Her father was a traditionalist when it came to his daughters. No sooner had Mary graduated, when he started looking for a prospective groom. Mary was very obedient, and she never thought of going against her father's wishes. When she asked for his permission to follow her dreams and become a teacher, he replied "You can always go for it after your marriage. The family is good and they'll understand how important it is to you." She decided to bring up the topic with her husband, once things had settled down after the marriage ceremonies.

After a few months had passed



and she had settled into her new role of being a wife, she decided to ask her husband about pursuing her dreams. Her husband, being traditionalist like her father, did not want to walk a road not trav-

**"You can always go for it after your marriage. The family is good and they'll understand the importance of it."**

ersed before. His response – "In our family, the men earn learn the bread, so that the women don't have to. Why don't you stay home and pursue it as a hobby?"

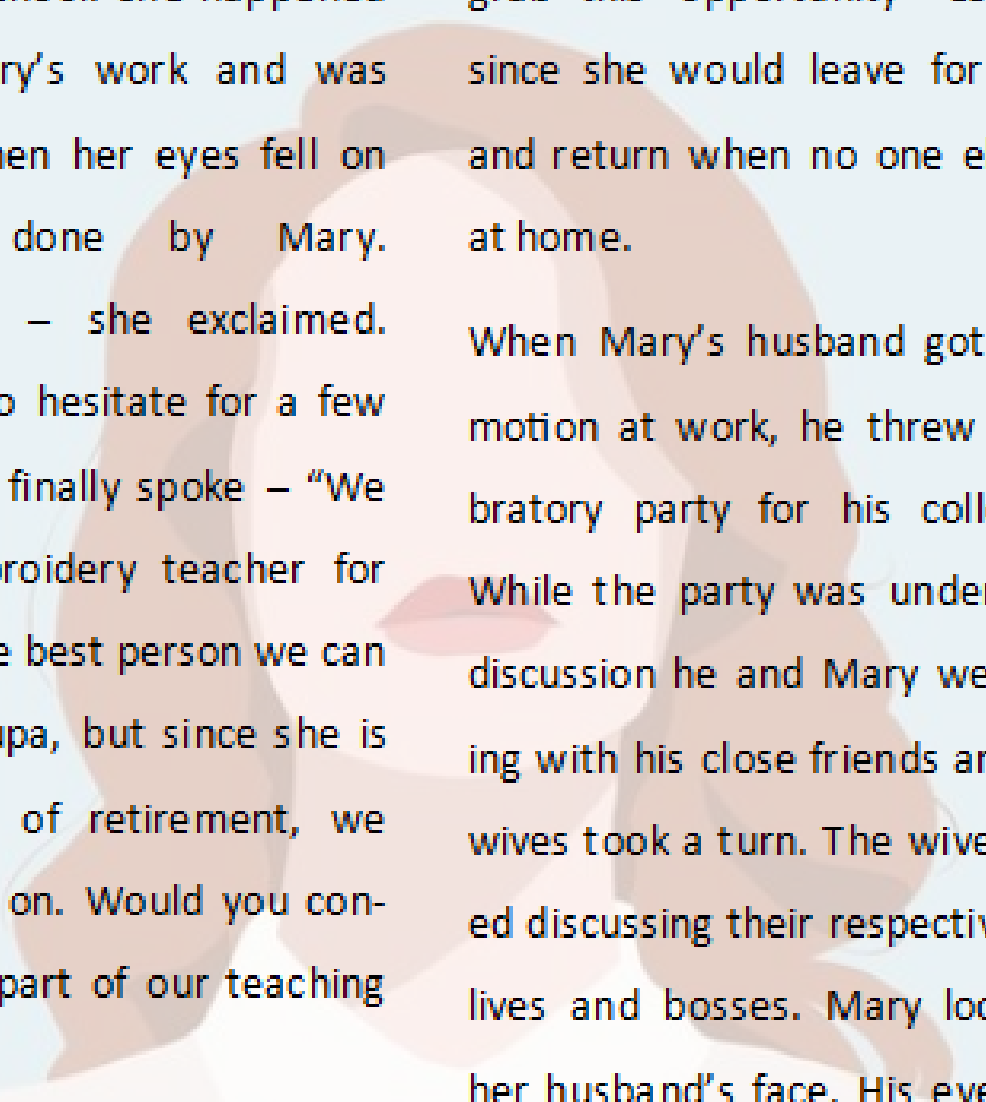
18 years passed in the blink of an eye. Her daughter was in high school, and everything she did was to ease the life of her family in one way or another. The older her daughter got, the more independent she became. Soon, Mary found that she had a lot of time on

her hands.

She was introduced to embroidery during a family gathering by a friend of hers she had known while she was in school. Soon, after her husband and daughter left for work every day, she started meeting her new friend and learning how to embroider. She would make sure that she returned home before her husband returned from work. She developed an instant liking for her new work and got very involved in the process. Soon, when her friend had nothing more to teach her, she suggested that Mary join a training school, which would be better equipped to develop her skills further.

After enrolling, Mary took a keen interest in everything the instructor had to teach her. One day, while she was working on a particular assignment, she was





noticed by her instructor's friend, Soma, who happened to visit her that day. She was a teacher in a government school. She happened to notice Mary's work and was astonished when her eyes fell on the work done by Mary. "Marvelous!!" – she exclaimed. She seemed to hesitate for a few moments and finally spoke – "We need an embroidery teacher for our school. The best person we can hope for is Rupa, but since she is past the age of retirement, we can't take her on. Would you consider being a part of our teaching team?"

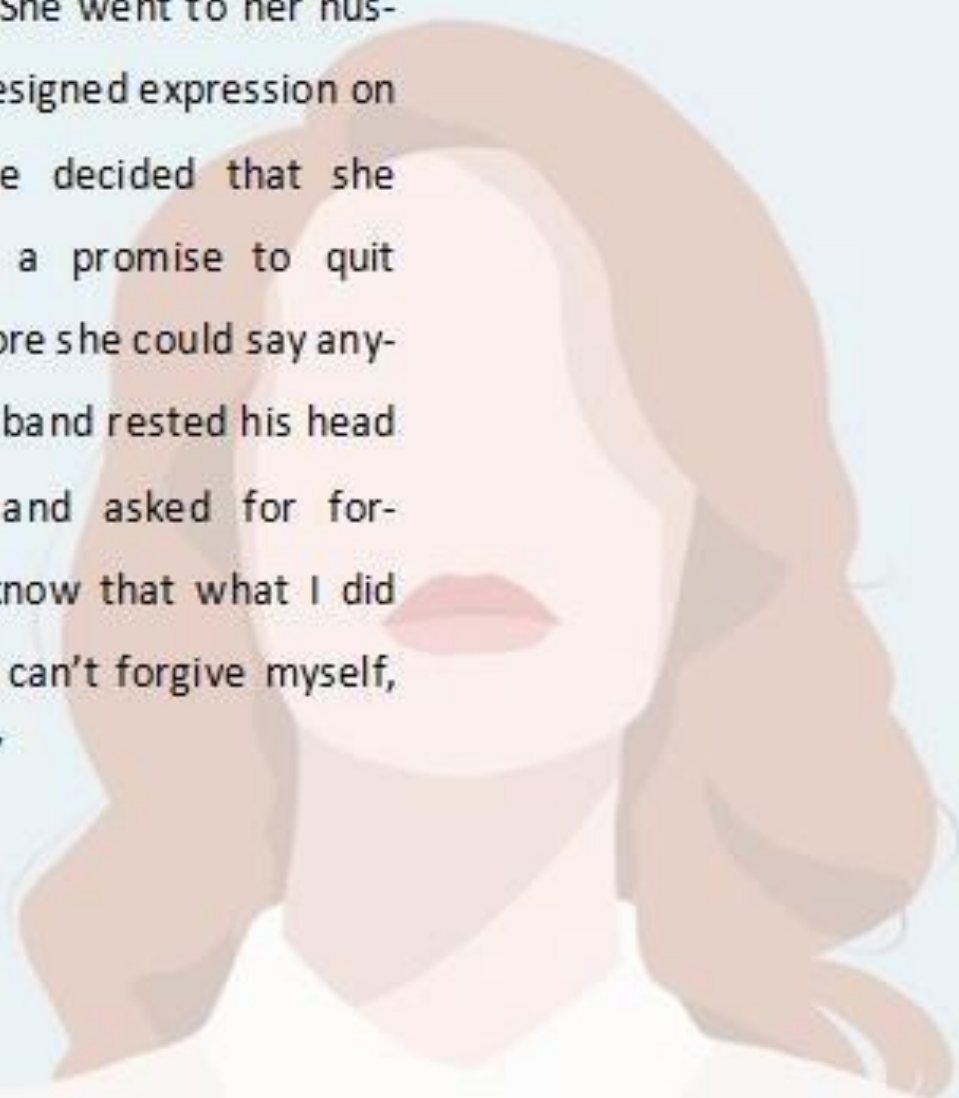
Mary was stunned. It was a great opportunity for her. However, at the same time, her husband's probable reaction took away the smile from her face. She didn't want to lose this opportunity. On Sunday afternoon, her daughter Swetha noticed her glum face and

asked her the reason. On hearing the whole story, she said that there was no reason for her not to grab this opportunity- especially since she would leave for school and return when no one else was at home.

When Mary's husband got a promotion at work, he threw a celebratory party for his colleagues. While the party was underway, a discussion he and Mary were having with his close friends and their wives took a turn. The wives started discussing their respective work lives and bosses. Mary looked at her husband's face. His eyes were staring at the ground, sweat on his forehead and he quickly finished the drink which he had in his hand. Mary opportunity to talk about her experiences teaching in a school. She noticed that the more she shared, the more her husband's eyes shone.



Once the guests has left, Mary found her husband was sitting on the staircase near the entrance of their house . She went to her husband with a resigned expression on her face. She decided that she would make a promise to quit teaching. Before she could say anything, her husband rested his head on her lap and asked for forgiveness, "I know that what I did was selfish, I can't forgive myself, only you can."









which is the gender wage gap-women are paid less for the same job compared to their male counterpart. This scenario pushes women to leave their current job and search for another job. Getting another job is difficult for women as the companies doesn't want to give "maternity leaves" and also they think women won't remain with the company for long. If they do get hired, the salary might be same as their last job. Many Indian women don't want to go through this ordeal, and after a point in time, they stop working.

"There is nothing like a concrete life plan to weigh you down. Because if you always have one eye on some future goal, you stop paying attention to the job at hand, miss opportunities that might arise, and stay fixedly on one path, even when a better, newer course might have opened up." These are the words of Indra Nooyi, former CEO of PepsiCo Ltd. This quote is very relevant for every working woman in

India . There will be people who dishearten you and pull you down, but like a phoenix rising from its ashes, every Indian women should fly high and achieve their dreams, and society should support them and help pave the way to this success.

**"There is nothing like a concrete life plan to weigh you down. Because if you always have one eye on some future goal, you stop paying attention to the job at hand, miss opportunities that might arise, and stay fixedly on one path, even when a better, newer course might have opened up."**

**- Indra Nooyi**



# MOVIE REVIEW:

## ENGLISH VINGLISH

Krupa George, 1827138



Bollywood has always confused me with its female characters. There have been countless female characters who were merely arm candy-shown on screen for the audiences to drool over only for their beauty and sex appeal. In the midst of these films, there are also couple of films every 10 years or so that

would reiterate my belief that maybe Bollywood films haven't gone to the dogs yet.

One such film is English Vinglish. We found an unexpected superhero in Shashi, a meek Indian housewife who speaks little to no English. She is mocked by her daughter and her husband and this mockery hits home every time. The film makes you realize how much importance we give to a language and how somebody who knows it well is automatically put on a pedestal. When Shashi has to go to New York alone to attend a wedding, she is terrified and it feels so real. When she faces humiliation because of her linguistic issues, she secretly enrolls herself in English classes and starts this beautiful journey of conquering her fears one at a time. She starts asserting herself more and sets out to prove in her small way that "she was not born only to





make laddus” for everyone who cares to eat them.

Shashi is not the usual confident protagonist who is fighting vocally against society and is a rebel in many ways. Perhaps that’s what makes her so endearing and different. She is a nervous, all-suffering Indian woman who just wants to be a star in front of her family. Her dreams are simple yet relatable. Sridevi shines as Shashi and you don’t doubt the authenticity of her character even once. That’s because we are surrounded by Shashi’s wherever we go in our country. All the other characters are believable and add to the story. When Gauri Shinde, the director says that this film is for her mother, you feel it.

By the end of the movie, you are clapping profusely and rooting for Shashi and every other woman who wants to step out of her comfort zone and wants to demolish patriarchy silently yet effectively one day at a time.



# SHE CAN DO IT ALL

Harshil Taneja, 1827409



*She can do it ALL!*





# THE MYSTERY OF THE CAPE

Irene Ben Philip, 1827037





# TEAM FORTE



**PROF SATHIYA SEELAN B**  
HEAD OF SPECIALISATION



**DR ARUNA BALA**  
FACULTY COORDINATOR



**CHRISTINE S ELIAS**  
EDITOR



**KRUPA GEORGE**  
STUDENT COORDINATOR



**IRENE B PHILIP**  
STUDENT COORDINATOR



**HUMANRESOURCE**  
Building Capabilities  
2019-20

## ADDRESS:

First Block, Institute of Management,  
CHRIST (Deemed to be) University,  
Kengeri Campus, Mysore Road, Kumbol-  
godu, Bengaluru, Karnataka, 560074