

CLOSE THE GENDER GAP

SECTOR SCORECARD

CONSUMER DURABLES

Analysis of NSE listed companies based on
FY 2022-23 Annual Reports

KEY HIGHLIGHTS AND RECOMMENDATIONS



133

companies listed in the National Stock Exchange in FY 2022-23. Most of the companies have a total employee range of less than 2000



369,388

workforce employed by the NSE listed Consumer Durables sector companies



13%

overall women representation in the Consumer Durables sector with higher representation at the worker level (15%) than the employee level (10%)



Several leading companies in the Consumer Durables sector, that have high representation of women in the workforce or women leaders, have distinctive initiatives worth highlighting:

Bharat FIH provides dormitories for employees recruited from out of town and organizes weekly visits by its environment, health, and safety department, as well as the employee relations team, to ensure a safe, hygienic working environment for female employees.

Titan provides women employees in junior to middle-management positions with the opportunity to directly engage with senior women leaders from various companies within the Tata Group. Currently, approximately 100 Titan employees are taking advantage of this mentorship program.

RECOMMENDATIONS FOR THE CONSUMER DURABLES SECTOR TO IMPROVE ITS OVERALL GENDER DIVERSITY



Ensure **safer working conditions** for female employees and provide

the necessary infrastructure to enable them to work in the consumer durables sector and sustain their employment.



Through **Employee Resource Groups and Networks**, assist women in

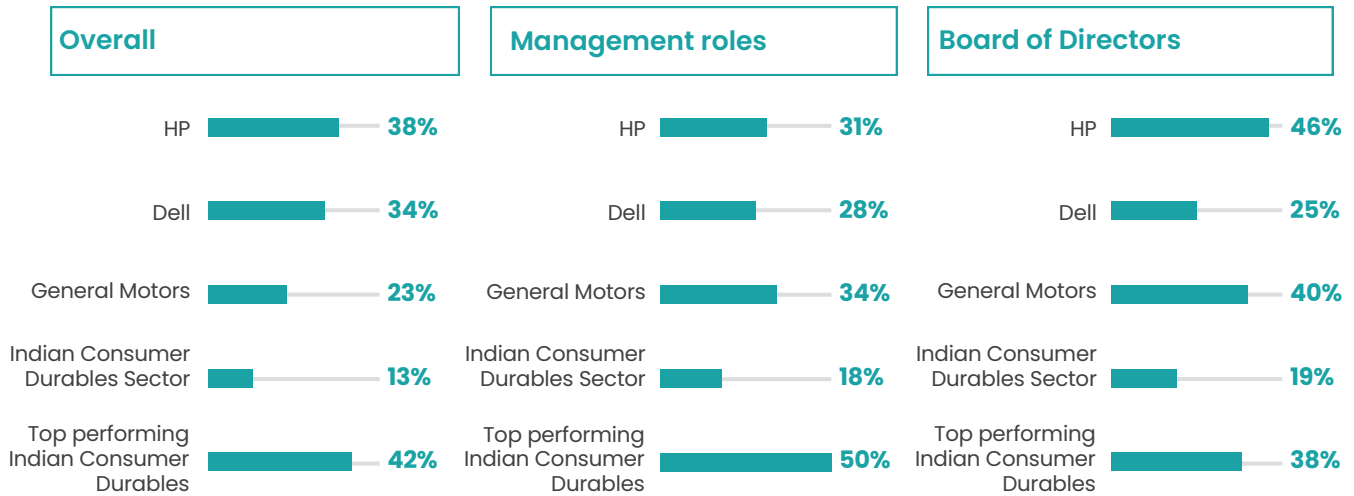
accessing mentorship programs that aid those in junior and mid-level roles in obtaining the guidance necessary to advance their careers and evolve into leaders, addressing the sector's current performance shortcomings.

GLOBAL BEST PRACTICES FOR THE CONSUMER DURABLES SECTOR IN INDIA TO EXPLORE

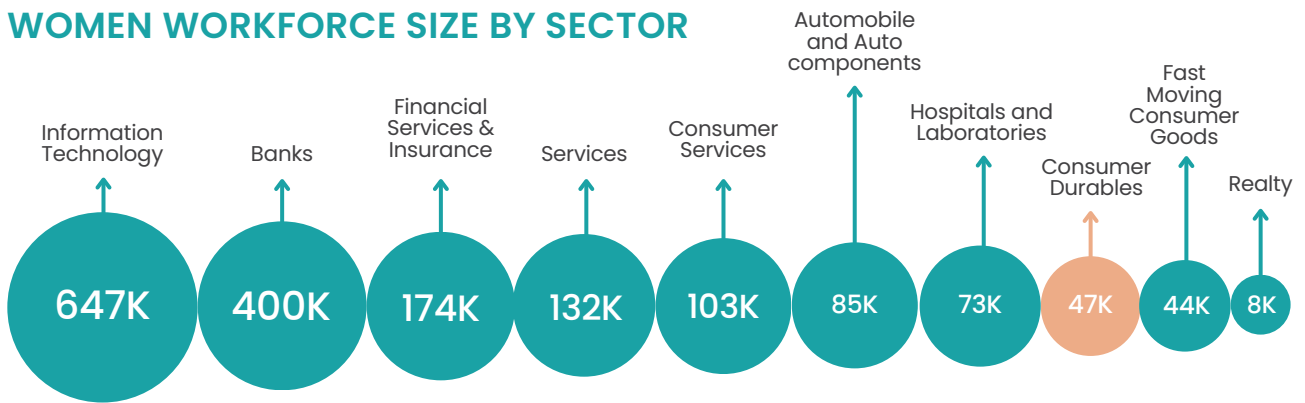
General Electric collaborates with the Society of Women Engineers (SWE) to address gender imbalance in STEM. As a founding member of SWE's Corporate Partnership Council two decades ago, GE continues to strengthen this partnership, benefiting both parties. GE employees engage with SWE for professional development, while GE recruits talent through SWE, particularly among students and early-career engineers. The GE Women's Network sponsors SWE scholarships for female STEM students at accredited U.S. universities, integrating them into GE's network and providing mentorship, professional growth opportunities, and visibility into internships and jobs.

The Women at **Dell** mentor program is an initiative led by Women in Action and three additional Employee Resource Groups (ERGs) in Sweden, collaborating to launch a program benefiting both junior and senior female employees. The program aims to empower women in their careers and increase the representation of women hired at the Swedish site. Throughout the program, participants engage in sessions to identify key objectives that empower them to grow and achieve their goals with confidence.

WOMEN REPRESENTATION IN TOP GLOBAL CONSUMER DURABLES SECTOR COMPANIES

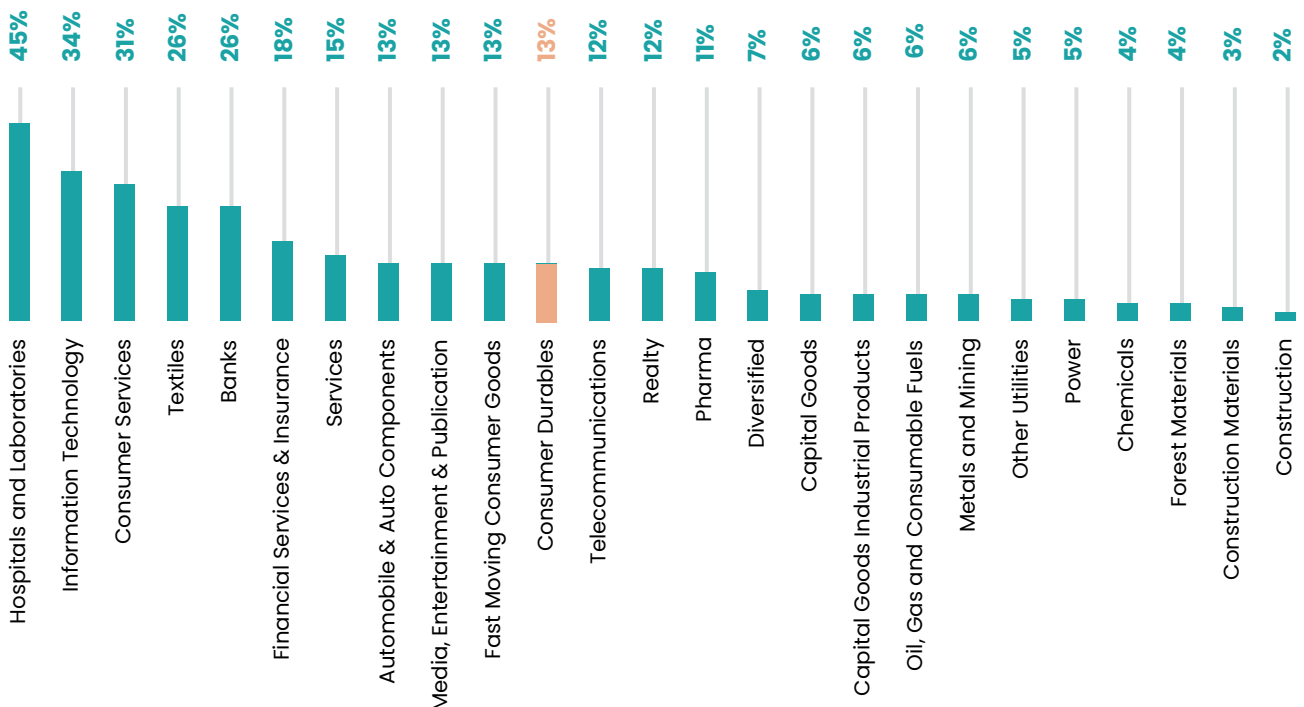


WOMEN WORKFORCE SIZE BY SECTOR

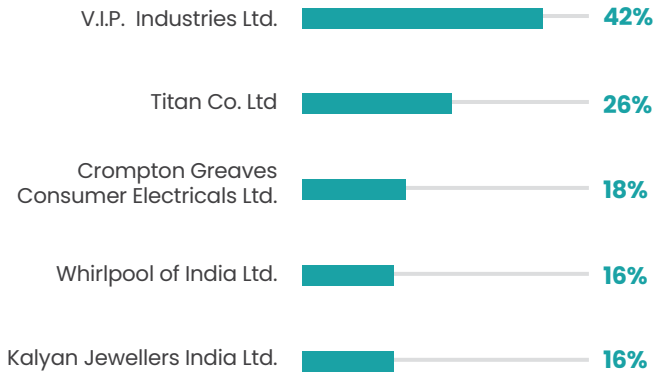


Note: The size of the bubble signifies the size of the women workforce in the sector

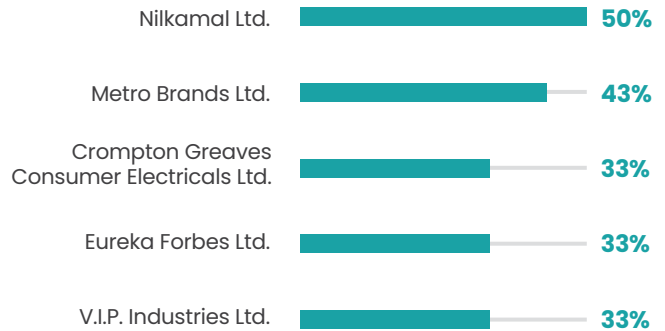
WOMEN WORKFORCE REPRESENTATION BY SECTOR



TOP PERFORMERS IN WOMEN WORKFORCE REPRESENTATION*

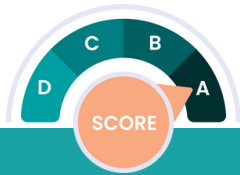


TOP PERFORMERS IN WOMEN IN KEY MANAGEMENT POSITIONS*



*Note: For top performers, the employee size has been restricted to above 2000

CONSUMER DURABLES SECTOR SCORECARD



Women Representation



Retaining Women



Women in Leadership

Employees



Workers



Turnover Rate



Retention Rate



Return to Work Rate after Parental Leave



Key Management Positions



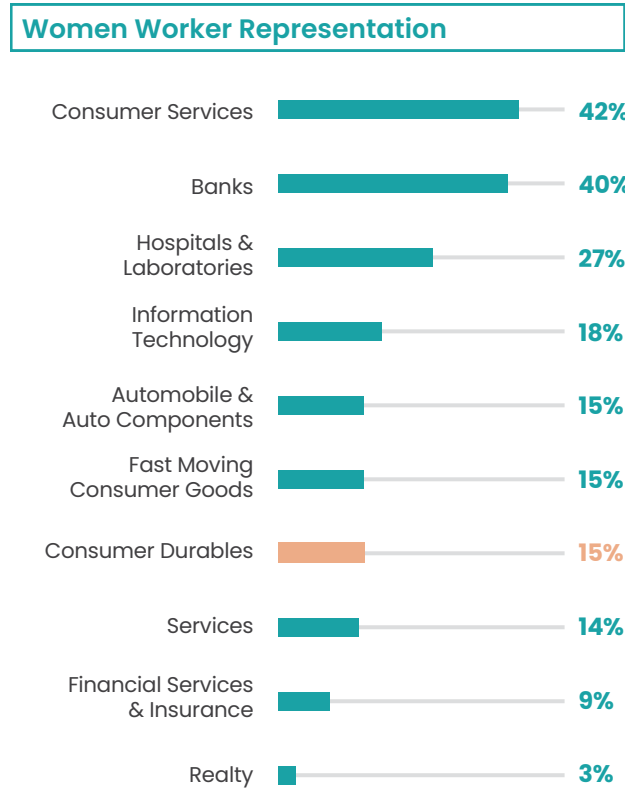
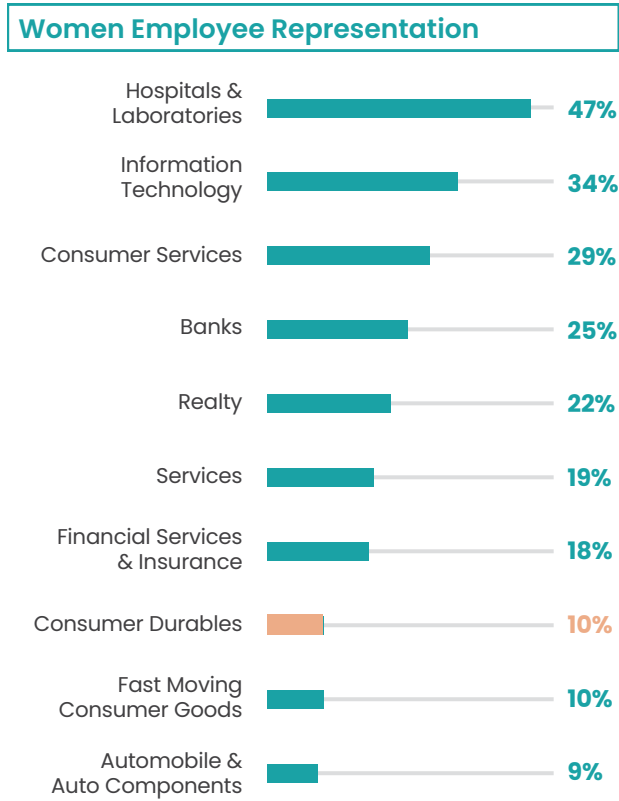
Board of Directors



WOMEN REPRESENTATION SCORE



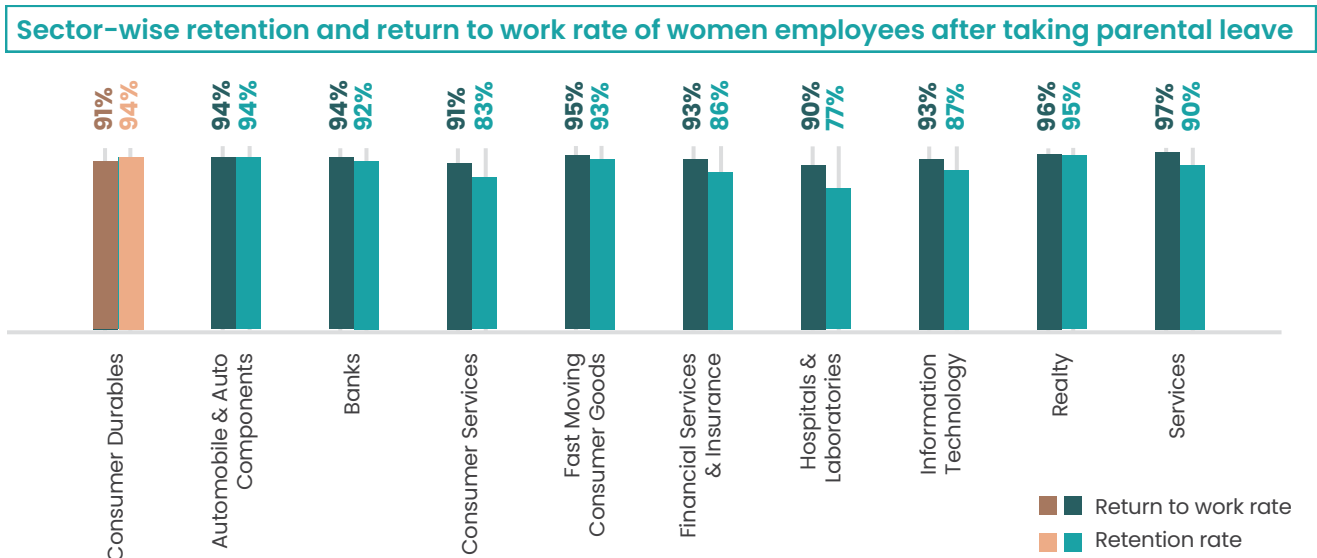
- The Consumer Durables sector ranks 11th among the 25 sectors in overall women representation.
- The sector improved by 4 percentage points in women representation from 2020 to 2022. This is more than the growth in top sectors like IT and Banks.



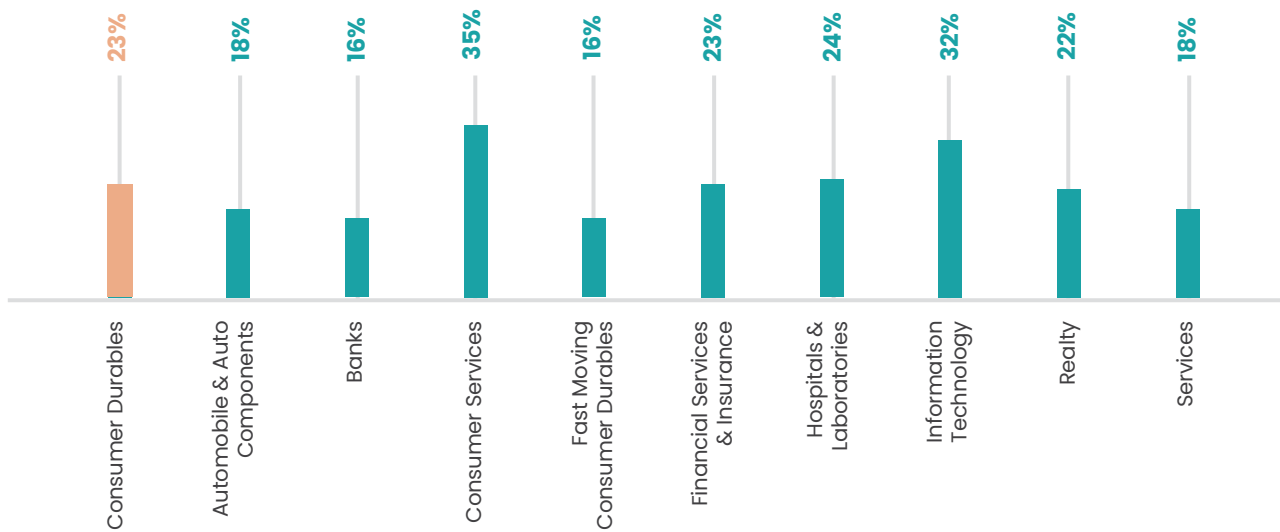
RETENTION SCORE



The Consumer Durables Sector has a high return to work rate and average retention rate at 91% and 94% respectively. The turnover rate of this sector is 23%



Turnover Rate

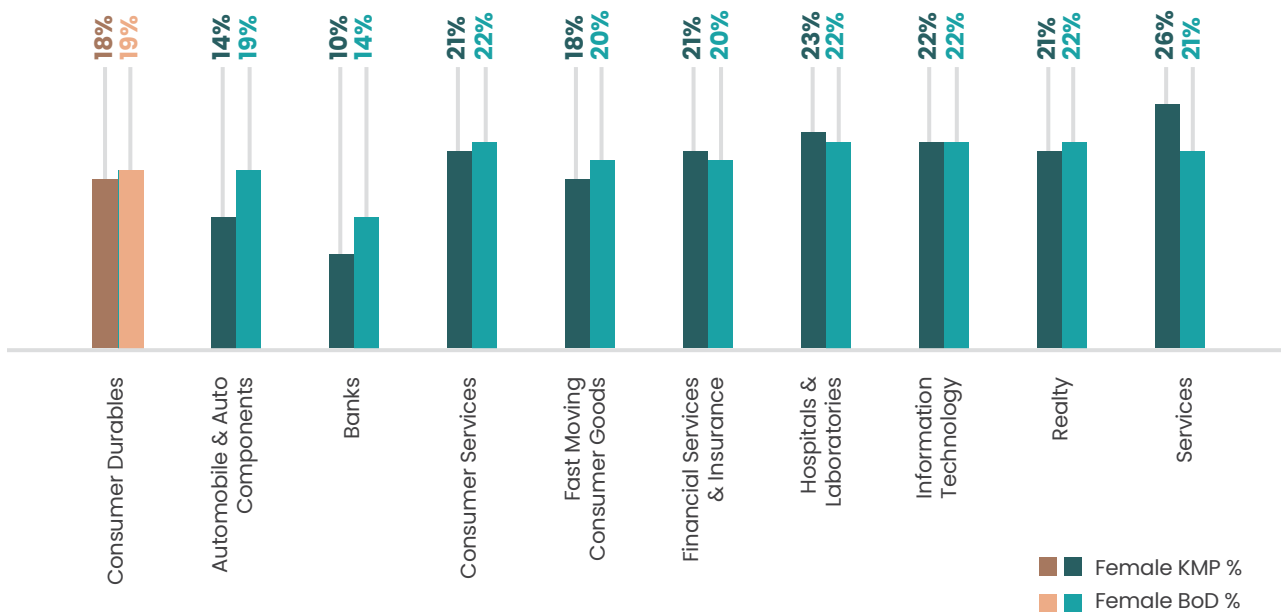


WOMEN LEADERSHIP SCORE



The representation of female BoD and KMP in the Consumer Durables Sector is lower as compared to other sector averages. 99% of the Consumer Durable companies have at least one female BoD as per The Companies Act, 2013.

Women in Board of Directors (BoD) and Key Management Positions (KMP)



ANNEXURE

METHODOLOGY

The sector scorecard is developed based on three categories and eight indicators in total:

Women Representation	Retaining Women	Women in Leadership
<ul style="list-style-type: none">• Women representation at employee level• Women representation at worker level• Change in women representation over 3 years	<ul style="list-style-type: none">• Turnover rate among women employees• Retention rate among women employees after taking parental leave• Return to work rate among women employees after taking parental leave	<ul style="list-style-type: none">• Women representation at Key Management Positions level• Women representation at Board of Directors level

- Each indicator was sorted in ascending order and scores were assigned such that the higher the indicator value, the higher the score. The exception being the turnover rate indicator which is a negative indicator.
- The category scores were calculated by summing the indicator scores under each category. The category scores were normalised to the range of 0 to 100 to standardize the scores.
- The overall sector score was calculated as the arithmetic mean of the three category scores.
- The overall sector score and the three category scores were divided into quartiles and given ratings of A to D, A being the rating for top quartile and D for the bottom quartile.

GLOSSARY OF TERMS

Employee and Worker: The term “Employee” means, any person (other than an apprentice engaged under the Apprentices Act, 1961), employed on wages by an establishment to do any skilled, semi-skilled or unskilled, manual, operational, supervisory, managerial, administrative, technical or clerical work for hire or reward. Workers does not include anyone who is employed in a supervisory capacity drawing wages exceeding eighteen thousand rupees per month or an amount as may be notified by the Central Government from time to time.

Permanent and Non permanent Employee/ Worker: The term “permanent employee or “permanent worker” refers to an employee or worker, employed for full-time or part time work, for an indeterminate period. The term “other than permanent employee” or “other than permanent worker” refers to employees or workers who are employed for a fixed term that ends when a specific time period expires, or on completion of a specific task or an event.

Retention Rate: Retention rate determines who returned to work after parental leave ended and were still employed 12 months later. It shall be calculated using the following formula: $(\text{Total number of employees retained 12 months after returning to work following a period of parental leave} * 100) / (\text{Total number of employees returning from parental leave in the prior reporting period})$.

Key Management Positions: KMP/Key Management Positions includes: (i) the Chief Executive Officer or the managing director or the manager; (ii) the company secretary; (iii) the whole-time director; (iv) the Chief Financial Officer; and (v) such other officer as may be prescribed.

ABOUT THE CGG PLATFORM

Close the Gender Gap (CGG) Platform is a go-to hub on women's representation that looks to drive commitments & action towards gender parity in the workforce. Levers include supporting gender-disaggregated data, narrative-building, creating champions & platforms, and industry & policy engagement.

Contact info@udaiti.org if you would like to partner with us and join the movement!

Scan the QR code
to know more

