

# ICSI-NIRC

NEWSLETTER

*Insight*

## **WOMEN IN LEADERSHIP: ACHIEVING AN EQUAL FUTURE IN A COVID-19 WORLD**



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## Inside:

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#### Motto

सत्यं वद। धर्मं चर।  
इष्टं कुरु त्वत्कृतं कर्तव्यं त्वत्कृतं कुरु।

#### Vision

"To be a global leader in promoting  
good corporate governance"

#### Mission

"To develop high calibre professionals  
facilitating good corporate governance"

#### Published by :

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## NIRC-ICSI NEWSLETTER

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- » Articles on subjects of interest to company secretaries are welcome.
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**Dear Professional Colleagues,  
Greetings from ICSI-NIRC!**

It is my privilege to communicate with your esteemed selves through this column for the second time. The month of March is of Change. Change of weather, fragrances etc. As the saying goes that the only thing which is constant in this universe is change, and who knows this better than WE the Company Secretaries. Most of us learned Companies Act 1956 followed by amendments followed by Companies Act 2013 then amendments and then other Acts. WE are associated with change. I believe that we can show our full potential only if we help our clients and corporates to adjust with the ever dynamic laws. All of us can update ourselves by participating in the various Professional Development Programs organized by the Institute irrespective of CPE Hours.

The theme of this edition of Newsletter is 'Women in Leadership: Achieving an equal future in a covid-19 World'. I am not going to write anything about the empowerment of women as I believe that majority of the Women readers of this Newsletter are already showing the way to the other Professionals and are fully empowered

in time spirits. Friends, on 8th March every year we celebrate International Women Day and to me it's a celebration and a day to acknowledge the efforts put in by Women in our Personal and Professional life. I am sure that you will go through the articles and acknowledge the various perspectives of authors.

I am happy to share that NIRC has constituted its various functional committees for the year 2021. The names of the committees and their respective Chairmen are published separately in the Newsletter. I am sure that the Chairmen of various Committees will involve all the members & will come out with good & effective suggestions and support me to discharge my duties in the most effective manner.

Friends, it has been continuous endeavor of the NIRC to provide best possible services and facilities to all its stakeholders. I take this opportunity to briefly highlight some of the major activities / developments that have taken place during the month of February 2021:

**SEMINAR ON THEME 'CONCEPT TO CLARITY'  
ON 13TH FEBRUARY, 2021**

NIRC organized Seminar on theme 'Concepts to Clarity' on Saturday, the 13th February, 2021

at Hotel Park, Connaught Place, New Delhi. Shri P.P. Chaudhary, Hon'ble Member of Parliament (Lok Sabha) was the Chief Guest on the occasion. CS Sanjay Gupta, Company Secretary & Chief Compliance Officer, InterGlobe Aviation Limited ('IndiGo') was the Speaker of 1st Technical Session on the topic 'Related Party Transactions'. CS Mrinal Shrivastava, Company Secretary, Power Grid Corporation Of India Limited was the Speaker of 2nd Technical Session on the Topic 'Prevention of Insider Trading & Virtual Meetings'. CS Surya Kant Gupta, Regional Council Member, NIRC-ICSI was the Program Director. I wish to place on record my sincere thanks and gratitude to the Chief Guest and Guest Speakers for sparing their time & sharing their words of wisdom with the participants.

### **SARASWATI POOJA ON 16TH FEBRUARY, 2021**

Being part of profession where regular updated knowledge is of supreme importance, Saraswati Puja was performed at NIRC premises on 16th February, 2021. I pray to the Goddess of Knowledge to shower her blessings on CS Fraternity.

### **SEMINAR ON THEME 'CORPORATE SOCIAL RESPONSIBILITY – BRIDGING THE GAP' ON 20TH FEBRUARY, 2021**

NIRC organized Seminar on theme 'Corporate Social Responsibility – Bridging the Gap' on Saturday, the 20th February, 2021 at Eros Hotel, Nehru Place, New Delhi. Shri Ramcharan Bohra, Hon'ble Member of Parliament (Lok Sabha) was the Chief Guest and CS (Dr.) Shyam Agrawal, Member, Appellate Authority & Past President, ICSI was the Guest of Honour on the occasion.

Shri. Ashok Pavadia, Founder & Director, Council for Research on Policy and Governance, New Delhi and Former Additional Secretary, Ministry of Home Affairs, Govt. of India was the Speaker of 1st Technical Session on the topic 'Impact of New CSR Policy Rules on Corporates'. CS Harish Kumar, Partner, L&L Partners (Formerly known as Luthra & Luthra Law Offices) was the Speaker of 2nd Technical Session on the Topic

'Regulatory Framework vis a vis CSR'. CS Suresh Pandey, Immediate Past Chairman, NIRC-ICSI was the Program Director. I wish to place on record my sincere thanks and gratitude to the Chief Guest, Guest of Honour and Guest Speakers for sparing their time & sharing their rich experience with the delegates present.

### **4 DAYS ONLINE MASTER CLASS ON NATIONAL COMPANY LAW TRIBUNAL: PRACTICE & PROCEDURE (19th Edition)**

4 Days Online Master Class was organized on 'National Company Law Tribunal: Practice & Procedure' from 16th February, 2021 to 19th February, 2021. CS Ashish Garg, Immediate Past President, ICSI was the Chief Guest on 16th February, 2021. CS Ranjeet Pandey, Past President, ICSI was the Guest Speaker on 16th February, 2021. He spoke on the topic 'Background, Powers of NCLT and Structure of NCLT & Opportunities for CS in NCLT & NCLAT'. CS Nesar Ahmad, Past President, ICSI, took session on 17th February, 2021 on topic 'Drafting of Pleadings, Art of Advocacy & Court Craft'. CS Satwinder Singh, Past Central Council Member, ICSI & Partner- Vaish Associates Advocates was the Guest Speaker on 18th February, 2021. He spoke on the topic 'Corporate Restructuring with specific focus on Mergers & Demergers' and CS GS Sarin, Past Chairman and Regional Council Member, NIRC-ICSI was the Guest Speaker on 19th February, 2021. His coverage included 'Provisions governing Insolvency and Bankruptcy Code: Practice & Procedure'. The Master Class was attended by around 300 Participants.

### **THIRD LEADERSHIP SUMMIT 2021**

The 3rd Leadership Summit was organized on 26th and 27th February, 2021 at Taj Vivanta at Surajkund, Faridabad, Haryana. The Leadership Summit was attended by the Central Council Members, Regional Council Members, Senior Management, ICSI, Chapter Chairmen and the Chapter In-charges.

CS Nagendra D Rao, President, ICSI shared his plans & vision of the ICSI for the year 2021

and assured full co-operation from his side and on behalf of HQ to all the dignitaries present in the summit.

The Chapter Chairpersons presented the presentations to Regional Council Members showcasing their performance of previous year and also shared their future plans. The meeting was very interactive. Chapters' representatives have freely discussed their concerns with the dignitaries present. We have noted all their concerns and suggestions carefully and assured our full support to them.

Presentation having details of achievements of Northern Region during the year 2020 and the vision for the year 2021 was given by CS Vimal Gupta, Chairman, NIRC-ICSI on behalf of the Northern India Regional Council.

### **ONLINE MANAGEMENT SKILL ORIENTATION PROGRAMME (MSOP)**

I am happy to inform that NIRC inaugurated the 10th Online MSOP Batch and overall 314th Batch of MSOP of NIRC on 16th February, 2021. I take this opportunity to thank the faculties for sparing their valuable time and grooming the budding Company Secretaries. Further, NIRC is in the process of organizing physical MSOP as well.

### **ONLINE OT CLASSES AT NIRC**

I understand that it took a while for students to get accustomed to the Online Coaching, but with the passage of time and in order to cover the syllabus, students are now getting used to the new normal. Keeping the same in mind, we are organizing Online Classes for students of Executive Programme & Professional Programme. I request all the students to take advantage of the online batches.

### **ONLINE CAREER AWARENESS PROGRAMS AND CAREER FAIRS**

NIRC organized various Online Career Awareness Programs for Students and Teachers of various Schools & Colleges and also participated in the Online Career Fair. We apprised the students and their parents about the Role of Company

Secretary, Company Secretary in Employment, Company Secretary in Practice and Eligibility, Validity and Cut-off Dates for Registration in CS.

If you know schools/colleges that are willing to organize Online/Physical Career Awareness Programs on 'Career as a Company Secretary' for their students, please write to us with details of schools/colleges at [chairman.nirc@icsi.edu](mailto:chairman.nirc@icsi.edu)

### **FORTHCOMING ACTIVITIES**

NIRC is organizing various professional development programs in the month of March, 2021 on the various topics of professional interest for our members. The details of all the programs are being uploaded on [www.icsi.edu/niro](http://www.icsi.edu/niro) for your kind reference. I request all of you to attend all these Professional Development Programs.

Friends, membership of the Benevolent Fund of the Institute is a noble cause for the benefit of those members who may be in the dire need of help in case of any eventuality. Larger the members, larger the fund would be and the risk cover shall be multiplied with minimum cost. I sincerely appeal to all the members, who have not yet enrolled for the Company Secretaries Benevolent Fund, to become proud member of the Benevolent Fund.

Friends, it is my earnest desire to have continued interaction with all of you. I sincerely solicit opinion and suggestions from all of you for further betterment of the activities of NIRC. Please send your suggestions at [chairman.nirc@icsi.edu](mailto:chairman.nirc@icsi.edu).

Wishing you all a very Happy and Colourful HOLI!

With best regards,



**CS Vimal Gupta**

**Chairman-NIRC of ICSI**

**Mob. 9983324282, 9314324282**

## SEMINAR ON THEME 'CONCEPTS TO CLARITY' ON SATURDAY, THE 13TH FEBRUARY, 2021



L to R: CS Vimal Gupta, Chairman, NIRC-ICSI, Shri P.P. Chaudhary, Hon'ble Member of Parliament (Lok Sabha), CS Ranjeet Pandey, Past President, ICSI and CS Surya Kant Gupta, Regional Council Member, NIRC-ICSI.



CS Mrinal Shrivastava, Company Secretary, Power Grid Corporation Of India Limited, CS Sanjay Gupta, Company Secretary & Chief Compliance Officer, InterGlobe Aviation Limited ('IndiGo') along-with other dignitaries and Participants.

## SEMINAR ON THEME 'CORPORATE SOCIAL RESPONSIBILITY – BRIDGING THE GAP' ON 20TH FEBRUARY, 2021



L to R: CS Saurabh Kalia, Regional Council Member, NIRC-ICSI, CS Devender Suhag, Secretary, NIRC-ICSI, CS Vimal Gupta, Shri Ramcharan Bohra, Hon'ble Member of Parliament (Lok Sabha), CS (Dr.) Shyam Agrawal, Member, Appellate Authority & Past President, ICSI and CS Suresh Pandey, Immediate Past Chairman, NIRC-ICSI



Shri. Ashok Pavadia, Founder & Director, Council for Research on Policy and Governance, New Delhi and Former Additional Secretary, Ministry of Home Affairs, Govt. of India, CS Harish Kumar, Partner, L&L Partners (Formerly known as Luthra & Luthra Law Offices) along-with other dignitaries and Participants.

**ICSI LEADERSHIP SUMMIT 2021**  
**CS NAGENDRA D RAO, PRESIDENT, ICSI ADDRESSING THE PARTICIPANTS**



**CS VIMAL GUPTA, CHAIRMAN, NIRC-ICSI ADDRESSING ALL THE PARTICIPANTS OF LEADERSHIP SUMMIT**



## GLIMPSES

### CS VIMAL GUPTA, CHAIRMAN, NIRC-ICSI ADDRESSING CHAIRPERSONS AND OFFICE INCHARGE OF CHAPTERS OF NIRC



### INAUGURATION FUNCTION – 10TH ONLINE MSOP (314TH BATCH)



Screen View: CS Vimal Kumar Gupta, CS Hitender Mehta, Council Member, ICSI, CS Devender Suhag, Secretary, NIRC-ICSI, CS Himanshu Harbola, CS Suresh Pandey, Immediate Past Chairman, NIRC-ICSI and CS Sonia Baijal addressing the Participants during Inauguration Function.

**4 DAYS ONLINE MASTER CLASS ON 'NATIONAL COMPANY LAW TRIBUNAL: PRACTICE & PROCEDURE' FROM 16TH TO 19TH FEBRUARY, 2021**

Day 1: 16.2.2021



CS Ashish Garg, Immediate Past President, ICSI, CS Ranjeet Pandey, CS Vimal Gupta, CS Himanshu Harbola and CS Sonia Baijal addressing the Participants.

Day 2: 17.2.2021



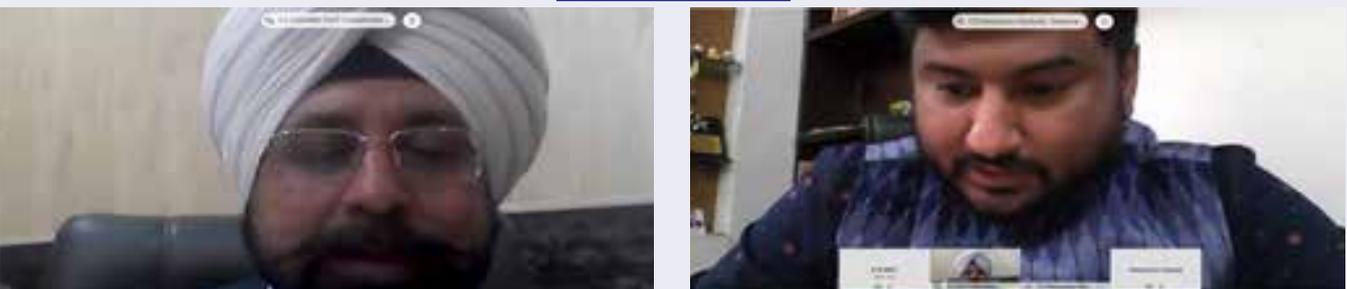
CS Nesar Ahmad, Past President, ICSI addressing the Participants. Also Seen , CS Vimal Gupta and CS Himanshu Harbola.

Day 3: 18.2.2021

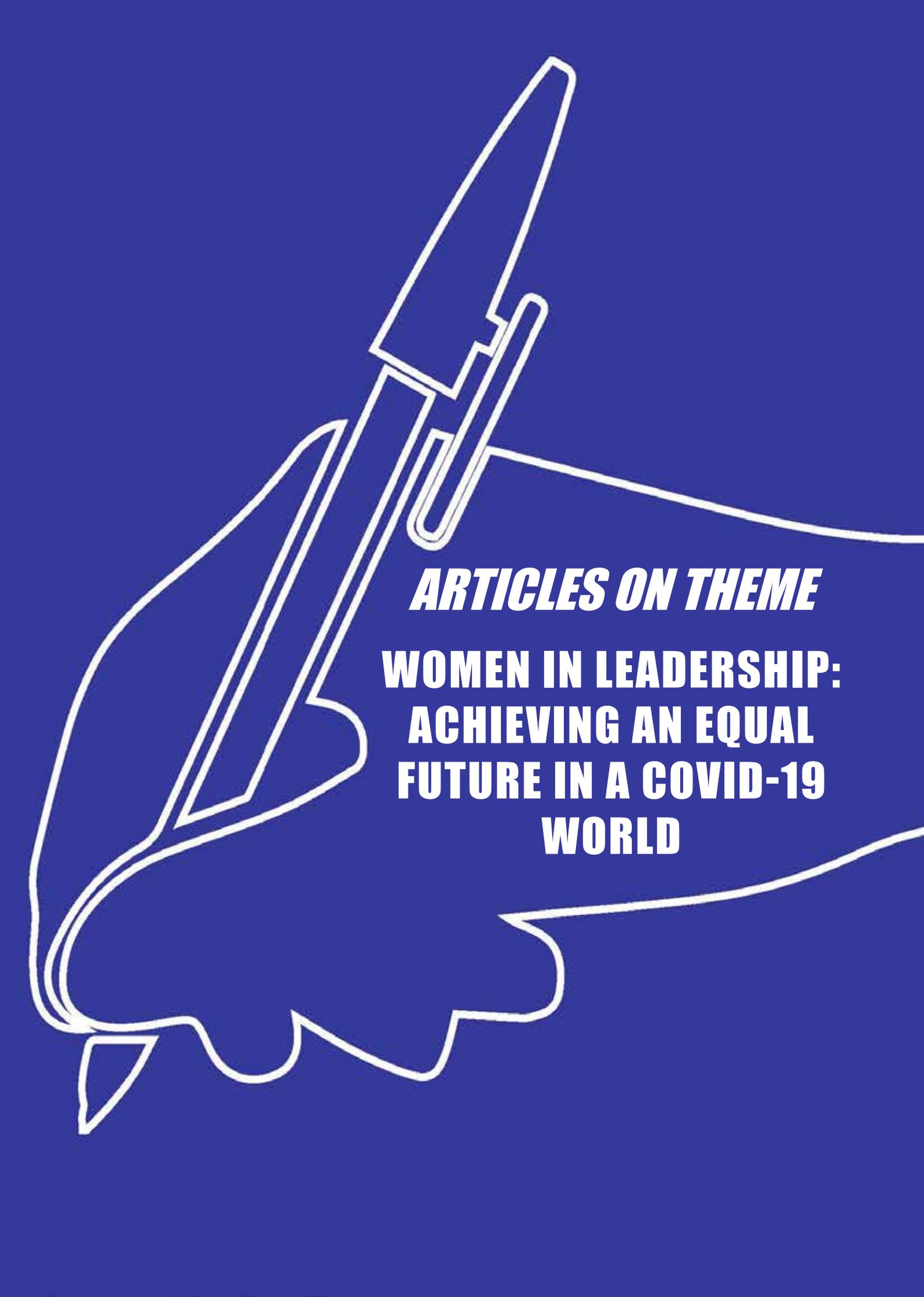


CS Satwinder Singh, Past Central Council Member, ICSI & Partner- Vaish Associates Advocates addressing the Participants. Also Seen CS Vimal Gupta, CS Himanshu Harbola and CS Sonia Baijal.

Day 4: 19.2.2021



CS GS Sarin, Past Chairman, NIRC-ICSI addressing the Participants. Also Seen CS Himanshu Harbola.



***ARTICLES ON THEME***

**WOMEN IN LEADERSHIP:  
ACHIEVING AN EQUAL  
FUTURE IN A COVID-19  
WORLD**

# COVID-19 VS. WOMEN ENTREPRENEURS: INSPIRING STORIES OF WOMEN WHO OUTSMART AND WIN OVER PANDEMIC



CS Pradeep Kumar Ray, FCS  
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**“Think like a Queen. A Queen is not afraid to fail.  
Failure is another stepping stone to Greatness.”**

**.... Oprah Winfrey, while inspiring Women to overcome failures**

I always respect the entire womanhood from the core of my heart. On occasion of International Women’s Day (March 8), I dedicate this article as a token of reverence to them through glorifying few women entrepreneurs, who battled hard with COVID-19 fiercely and snatched success from the jaws of defeat and failure.

## BACKGROUND

Gone are those days when the women were confined within the four corners of a room and spend whole life in maintaining the homely affairs with little scope of independence and think beyond family. Since the turn of the century, the status of women in India has changed drastically, thanks to growing industrialization, globalization, and social legislation. With the spread of education and awareness, the so called conservative women mind set has shifted significantly from kitchen to higher level of professional as well as entrepreneurial scenario.

## CHANGING STATUS OF WOMEN

The term entrepreneurship was happened to become a male-dominated phenomenon from the very early age. With the passage of time, the situation changed and brought women at the centre stage of development and growth at par with male counterparts in every aspect. By winning the confidence reposed upon them, women have proved their mettle and calibre and earned the undisputed and paramount distinction as today’s most memorable, achievable and inspirational entrepreneurs of our times.

## ROLE OF WOMEN ENTREPRENEURS

In almost all the developed countries in the world, women has been putting their steps at par with the men, be it education, sports, science, space, literature, politics or business and shining in their chose profession. A plethora of opportunities have paved the way for women to enter not only in selected professions but also in entrepreneurial activities in fashion, jewellery, cooking, handcrafts, literatures besides traditional trade, industry and engineering. Women are overwhelmingly and straightforwardly taking up their business commitments and contributing to the nation’s growth at a broader level. The role of women entrepreneurs in economic development thus seems inevitable and indispensable. In a brighter note, their significant role is now being recognized and steps are being taken to promote women entrepreneurship.

## INDIAN WOMEN ENTREPRENEURS

India is home to approximately 15 million women-owned enterprises – a thriving sector that makes up only 20% of all businesses in the country. By the researchers’ calculations, growth in this segment could create up to 70 million jobs in India over the next decade alone.

## COVID-19: THE UNSEEN VILLAIN

Everything was going as usual prior to COVID period. The economy was just taking its bullish turn to recover at a greater speed with a promise to usher a new era of passion, innovation and

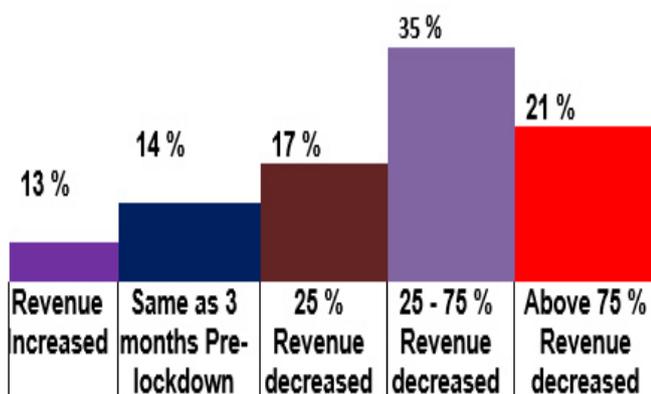
rejuvenation. But suddenly the cruel COVID, one biggest unforeseen disaster plunged into the globe and swayed away like a whirlwind many lives and livelihoods, The stock market suffered, movement stopped, businesses both big and small took a hit, thousands lost their jobs in what can only be called the worst crisis of the century.

**IMPACT OF COVID-19 ON WOMEN ENTREPRENUERS**

The women entrepreneurs at the helm of startups, small businesses, and even established enterprises too faced the brunt of the pandemic-induced hitches, including unprecedented shutdown, broken distribution and logistics chain, and a loss of market share due to the lockdown and consequent digitisation of most services. Their dreams shattered like fall of playing cards and hopes flushed away like paper boats. They were at the receiving ends of victimisation and struggling very hard to sustain their both household and business affairs.

**IMPACT ON BUSINESS REVENUE**

An analysis was conducted by consulting firm Bain & Company in collaboration with Google and AWE Foundation. The researchers focused on entrepreneurship as a metric of female participation, surveying nearly 350 small or microbusiness owners – “solopreneurs” – across Indian cities. Question was asked- How significantly was your business revenue impacted during 3 months of post-lockdown (April- June,2020) as compared to 3 months of pre-lockdown ?



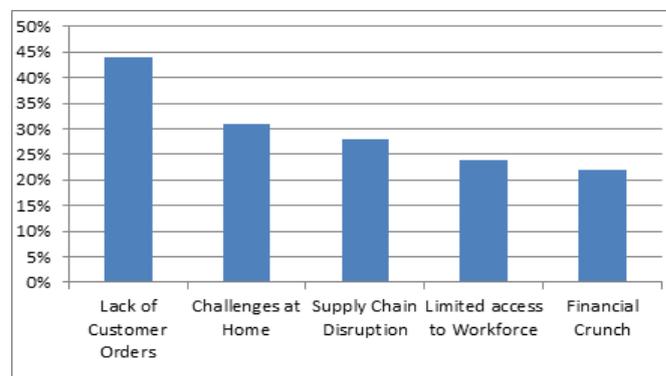
(Impact of Covid-19 on business Revenues of Women Entrepreneurs)  
(Source: Bain & Company Analysis)

The outcome of the survey was very pathetic and painful.

- i) Over 70% women entrepreneurs surveyed faced a decline in business revenue due to lock-down and Covid-19 restrictions.
- ii) Only 13% women entrepreneurs survived and overcome the failures and even succeed in increasing their business revenues.

**TOP CHALLENGES TODAY**

Again another survey was conducted by AWE Foundation in July,2020. While interviewing urban women entrepreneurs in India one question was asked- What are your top challenges today?



(Source: Bain & Company Analysis)

The outcome of the survey was equally heart breaking. The situation of women entrepreneurs has been deteriorated as follows:

- a) Lack of Customer Orders: 44%
- b) Challenges at Home: 31%
- c) Supply Chain disruption: 28%
- d) Limited access to Workforce: 24%
- e) Financial Crunch: 22%

**OVERALL IMPACT**

Short term, women-owned enterprises have been thrown into a whirlwind just like the rest of the economy. Businesses were disrupted, jobs were lost, spending came to a grinding halt, and revenues have shrunk. Following observation were made on their overall business:

- a) For more than 20% of women entrepreneurs, revenues have all but disappeared.
- b) Beyond this, well over a third report a revenue cut of up to 75%,
- c) An additional set of nearly 20% have lost

around a quarter of their revenues.

- d) A handful of lucky ones – just under 15% – have actually seen a spike in revenues. According to the report, these were either businesses with a “relevant” product offering (medicines, groceries, etc), or businesses that adapted to consumer needs rapidly.
- e) For the rest, this year has been challenging.
- f) Just under half of all women entrepreneurs report that their biggest challenge has been subdued customer demand. Orders have simply stopped flowing in, and many expect this scenario to persist until December at the earliest, with some expecting things to normalise only in March next year.

### THE WORK-LIFE CHALLENGE

Besides the demand shock, an issue spreading through the economy as a whole, the second biggest challenge being faced by women entrepreneurs was the increased burden of personal responsibility due to virtual working arrangements. While most around the world would relate to this issue, it invokes elements of the inequitable social set up in India, where women are often solely burdened with running the household.

The ‘Work from Home’ scenario has also rub the salt on their wounds of business debacle. Being an obstacle, it increased the burden on women entrepreneurs. In fact, female entrepreneurs are powering through these challenges, and most are focused on setting up their business for the future.

### WILL TO WIN OVER ODDS

In a fierce battle against COVID-19, a few strong-willed women entrepreneurs refused to succumb to the situation, Instead of shutting shop, a grim reality for the majority of India’s 30,000 odd startups, a few businesses have pivoted, diversified their offerings to tap on the bankable sectors, and managed to keep their head above the water

### OUTSTANDING WOMEN ENTREPRENEURS

When the going gets tough, the tough get going. A few headstrong, brave hearted and bold women entrepreneurs took COVID-19 disaster as a challenge and rewrote history in their favour

with a brighter note. Proud stories of few of them are elucidated herein below for all of us to be motivated and inspired:

#### 1. Ms. Shalini Raj, Founder of Journey Weavers

In 2015, Shalini Raj was working as a marketing professional with Coca-Cola. She decided to take a rest and look after her family. It was a very crucial time for her because it not only allowed her to focus on what she wants to do next but also produced the idea of her travel startup ‘Journey Weavers’.

She took a brave step, to nurture her startup, to make it one-stop destination for all travel solutions, She customised her startup and offered experiential trips for families, employee incentive plan, and corporate offsite training. Shalini’s next big moment was unfolded in the year 2020.

But the destiny wanted to experiment her faith and confidence. She faced a growing number of challenges posed by the coronavirus pandemic and the resultant travel restrictions. Before her, the only option was to bow down before the devil and face defeat. But this strong and bold entrepreneur accepted the challenge and made some changes for growth and survival. She decided to pivot and reinvent Journey Weavers as a wedding-focussed startup. That decision was undoubtedly the turning point of her business career.

#### 2. Ms. Shivaarti Bajaj, Co-founder of ‘BoxEngage’

A Gurugram-based startup GoParties was operating in the offline events segment. It was functioning as an event discovery and ticketing platform, providing users with real-time data on nearby events. And the business was doing quite well, clocking an annual revenue of Rs 1.5 crore.

But the emergence of COVID-19 was considered as a biggest threat to their business. The nationwide lockdown not only dampened their growth but also put a break on their revenue generation streak, In the wake of the new social distancing norms Ms. Shivaarti Bajaj and her co-founders at GoParties saw the need to revisit their brand and business strategy. From an entertainment-tech model, they pivoted to provide virtual entertainment under the new brand name ‘BoxEngage’ in March. 2020. And the result is not hidden to all of us. This unique

platform serves as a TikTok alternative and is already home to over 30 content creators and influencers.

### 3. Ms. Darshika Joshi, Co-founder of 'Glimpse Analytics'

The Pune-based startup was founded in 2018 by Darshika Joshi, along with Kedar Pataki and Kakshil Shah, uses AI-based analytics device to send alerts to stores or offices in cases of incidents violating social distancing and occupancy limit norms. It also rolls in a mechanism to make use of the CCTV cameras installed in brick-and-mortar stores and offices to offer customer analytics and data on customers, employees etc.

While the COVID-19 was about to ruin their mission and vision, these clever and smart entrepreneurs have turned every odd into their advantages. The new order brought about by the pandemic mandates rigorous norms of social distancing. It gave new insight to exploit new avenues. At least until vaccines and cures are ready and available for the mass market, they turned their strategies and opted tech-driven solution in this mission. They turned this as the ultimate weapon in fighting with the furious virus and helping people with a tech-driven solution. In case there are people without masks or violating social distancing rules, their hardware device, which has been repurposed for the COVID-19 times, can also send alerts through email, SMS and WhatsApp, etc.

### 4. Ms. Suhani Mohan, Co-founder of 'Saral Designs'

In 2015, an IIT Bombay alumna Suhani Mohan co-founded the innovative 'Saral Designs' to solve the problem of menstrual hygiene for women. Aware of the status of menstrual awareness in India, the entrepreneur wanted to decentralise the production of sanitary napkins. So, along with her co-founder Kartik Mehta, an IIT Madras alumna, she came up with the technology to build semi-automatic and automatic machines, called SWACHH.

The tragic threat of covid pandemic did not bother these promising entrepreneurs. Rather they took it at their advantage for the overall growth

of their startup. They started producing masks for the people and the result is eye catching. Today, SWACHH has the capacity to produce 40 masks per minute, helping India narrow the gap in the healthcare infrastructure amid a global pandemic. This was around five years back. Little did Suhani know at the time that in a matter of a few years, her team would be completely repurposing their machine to meet the high demand for face masks.

### 5. Ms. Rakhi Khera, Founder of 'Abiti Bella Enterprises'

In the COVID-19 battleground, Ms. Rakhi Khera, Founder of Abiti Bella Enterprises, she was about to bite the dust of failure. When her online business went into a complete shutdown, what she calls, zero business, after the announcement of a nationwide lockdown in March, 2020. She cleverly observed the situation and understood the aftereffect of covid situation. She realised that the only way she could tide through the times was by readapting and changing her business strategy. Masks, PPEs, and any kind of covering that provides shield against exposure to the coronavirus is the need of the hour.

Thus, Enklose was born. A reusable, washable overall, Enklose acts as a covering and can be worn in large housing societies, beauty salons, and hotel chains. Since pivoting, the entrepreneur has managed to sell around 1,000 pieces in 20 housing societies in Gurugram. While her kits and overalls are not a substitute for PPEs, they are convenient for service providers in low-risk zones.

### LET US LEARN FROM WOMEN

In spite of multiple odds and adversities faced during the pandemic, these outstanding women entrepreneurs did not cower down before any challenges and threats but instead turned every failure as stepping stone for achieving success. It seems they taught us many more things to learn, adopt and practice to ensure multifaceted success in our lives through these famous inspiring quotes:

1. Don't wait for extraordinary opportunities. Seize common occasions and make them great. Weak men wait for opportunities; strong men make them. - Orison Swett Marden

2. Every adversity, every failure, every heart-ache carries with it the seed of an equal or greater benefit. ~ Napoleon Hill
3. If you don't design your own life plan, chances are you'll fall into someone else's plan. And guess what they have planned for you? Not much. ₹ Jim Rohn
4. You're going to go through tough times - that's life. But I say, 'Nothing happens to you, it happens for you.' See the positive in negative events. ₹ Joel Osteen
5. You cannot control what happens to you, but you can control your attitude toward what happens to you, and in that, you will be mastering change rather than allowing it to master you. ₹ Brian Tracy
6. If you want to succeed you should strike out on new paths, rather than travel the worn paths of accepted success. ₹ John D. Rockefeller
7. Never be bullied into silence. Never allow yourself to be made a victim. Accept no one's definition of your life; define yourself. ~ Harvey Fierstein
8. Do more than you are being paid to do, and you'll eventually be paid more for what you do. ~ Zig Ziglar
9. Unless you try to do something beyond what you have already mastered, you will never grow. - Ronald E. Osborn
10. Hard conditions of life are indispensable to bringing out the best in human personality. ~ Alexis Carrel



# WOMEN IN LEADERSHIP: ACHIEVING AN EQUAL FUTURE IN A COVID-19 WORLD



CS Jaspreet Kaur Dhanjal, ACS  
jaspreetkdhajal@yahoo.com

**“A Woman is like a tea bag –  
you can’t tell how strong she is until you put her in hot water”**

**– Eleanor Roosevelt**

**Some words written by me:**

**As a Women of Today,**

**I say NO to verbal, emotional, physical or sexual abuse,**

**I say NO to physical, economic or domestic violence,**

**I say NO to disrespect in the name of adjustment,**

**I say YES to speaking for myself,**

**I say YES to using laws to protect my rights as a citizen,**

**I say YES to prioritizing myself over everyone else.**

This is the theme announced by the UN Women for the International Women’s Day which is on 8th March. We don’t need only one day to tell women how special she is. We need to do it everyday and try to fix the problems/issues faced by women in our society.

It is also aligned with the priority theme of the 65th session of the Commission on the Status of Women, “Women’s full and effective participation and decision-making in public life, as well as the elimination of violence, for achieving gender equality and the empowerment of all women and girls”, and the flagship Generation Equality campaign, which calls for women’s right to decision-making in all areas of life, equal pay, equal sharing of unpaid care and domestic work, an end all forms of violence against women and girls, and health-care services that respond to their needs.

Women are the strongest pillars of the society.

They are better decision makers and they think about everyone around them. Whenever any problem arises, everyone rushes to a woman whether she is mother, wife or any other women in essential position. Women with power are actually blessing in the life. The women’s day marks a day to celebrate the achievements of women as good and successful leaders. The pandemic has brought out the strongest and real let it good or bad side of human beings.

## WHAT MAKES A WOMAN “WONDERFUL”?

### 1 HER RESILIENCE

Resilience isn’t about a woman’s control or refusal to cede control over to another. Her resilience is all about:

- Believing that life can never defeat her unless she allows herself to become defeated.
- Accepting the worst or the best in equal stride, acting in such a way that either outcome will not control her, that’s beautiful.

### 2 HER PASSIONS

- It’s hard for a woman to slow down and take time to do the things that truly bring her joy.
- A woman who enjoys all that life has to offer, not just her partner or her relationships, is a woman who others admire.

### 3 HER FUN-LOVING SPIRIT

- A woman can and will taste disappointment in her life just like everyone else.
- The point is, a sense of adventure and appreciation for all that life has to offer is

more attractive than relentlessly sticking to a routine and taking life's opportunities for granted.

Women's leadership brings essential knowledge, skills, resources and experience to emergency response and resilience building. When women are involved in the development and implementation of COVID-19 response plans they are more likely to consider the disproportionate impact that the pandemic is having on women and girls.

Around the Asia Pacific region, and globally, women have been leading COVID-19 responses in their communities and countries. Making decisions, developing policies, and implementing plans to ensure that the needs of women and girls are not forgotten, and that response and recovery is inclusive of all. From health workers treating COVID-19 patients to service providers supporting survivors of violence; from Prime Ministers leading national COVID-19 responses to women serving on community resilience groups, women are leading work to strengthen resilience and build back better from this pandemic. But we need more of them.

Women's leadership brings essential knowledge, skills, resources and experience to emergency response and resilience building. When women are involved in the development and implementation of COVID-19 response plans they are more likely to consider the disproportionate impact that the pandemic is having on women and girls.

Women stand at the front lines of the COVID-19 crisis, as health care workers, caregivers, innovators, community organizers and as some of the most exemplary and effective national leaders in combating the pandemic. The crisis has highlighted both the centrality of their contributions and the disproportionate burdens that women carry.

The hashtags for social media is #IWD2021 and #InternationalWomenDay.

### Women Leaders in India in COVID 19

In India also women stood strong in pandemic. Like in Kerala, the pandemic was well tackled by the women. When the pandemic hit India, Kerala reported maximum number of positive confirmed cases. Though infected cases were high in Kerala

in early March, the state was able to flatten the curve swiftly and determinedly in a month's time. Kerala model is applauded across the globe and interestingly women in this state too have showcased remarkable ways of handling this pandemic. It starts with one woman in a strong position to devise the course of response — Kerala Health Minister K. K. Shailaja. She acted skilfully and used her experience of previous health emergencies like Dengue spread, possibilities of Leptospirosis post floods, Nippah Virus while planning for coronavirus. 'Shailaja teacher', as she is addressed by her state citizens since she was a Chemistry subject teacher in a high school prior to her full-time political career, has been vigilant. She unheeded the mockery on her for initiating state preparedness based on the initial reports from Wuhan. Her daily press meets along with the Chief Minister portrays transparent approach, which is providing media accurate information. After containing the existing cases in the state, she arranged adequate quarantine and isolation wards for internal migrants and migrants of Kerala who wished to return to their homeland.

### Women Leaders Globally in COVID 19

Women led countries were way better than other countries –

New Zealand – Jacinda Ardern

Taiwan – Tsai-Ing-Wen

Germany – Angela Merkel

New Zealand & Germany locked down much earlier than the male led ones. This decision helped curb Covid-19 in these places. The research paper reasoned that this may be due to "the proactive and coordinated policy responses" adopted by female leaders. Research also states women are better leaders during a crisis. The outbreak of COVID-19 has been an enormous test of leadership. Around the world, heads of State have been forced to spring to action in bid to tackle the pandemic.

Major Takeaways from actions of women leaders:-

- I. **Include everyone** – Women think about everyone around them so they include everyone while making decisions. So decisions are taken with the perspective of everyone



around.

- II. **Be Authentic** – The women leaders are authentic and take decisions accordingly.
- III. **Tell the Truth** – They believe in telling the truth, without manipulating the numbers or problems which happen in their organization or country.
- IV. **Be Decisive** – The women leaders teach us to be more decisive as lockdowns in female led countries were imposed the moment there was breakout of COVID 19. That's why they managed to control the deaths in pandemic.
- V. **Embrace Technology** – The women leaders are good at embracing technology also.
- VI. **Leaders of every kind can learn from these women** - Successful leaders who are women teach us a lot as they show how to shine while facing societal challenges.

Despite of celebrating the women leaders who proved to control pandemic better than men, there were women faced increased domestic violence, unpaid care duties, unemployment and poverty. Despite women making up a majority of front-line workers, there is disproportionate and inadequate representation of women in national and global COVID-19 policy spaces.

“Each time a woman stands up for herself, without knowing it possibly, without claiming it, she stands up for all women.” – Maya Angelou

The violence that increased in the pandemic against women was called “The Shadow Pandemic” : Violence against women during COVID-19. The increased violence against women in COVID 19 is The Pandemic within a Pandemic.

One in three women worldwide experience physical or sexual violence mostly by an intimate partner. Violence against women and girls is a human rights violation. Since the outbreak of COVID-19, emerging data and reports from those on the front lines, have shown that all types of violence against women and girls, particularly domestic violence, has intensified.

This is the Shadow Pandemic growing amidst the COVID-19 crisis and we need a global collective effort to stop it. As COVID-19 cases continue to strain health services, essential services, such as domestic violence shelters and helplines, have reached capacity. More needs to be done to prioritize addressing violence against women in COVID-19 response and recovery efforts.

The United Nations defines violence against women as:

“any act of gender-based violence that results in, or is likely to result in, physical, sexual, or mental harm or suffering to women, including threats of such acts, coercion or arbitrary deprivation of liberty, whether occurring in public or in private life.”

**Reasons of man participating in violence**

- Low education
- A history of child maltreatment
- Exposure to domestic violence against their mothers
- Harmful use of alcohol
- Unequal gender norms

#### Reasons of women tolerating Violence:-

- Low education
- Exposure to mothers being abused by a partner,
- Abuse during childhood
- Low levels of access to paid employment
- Attitudes accepting violence

#### Domestic violence in the context of COVID-19

Fuelled by mandatory stay-at-home rules, physical distancing, economic uncertainties, and anxieties caused by the pandemic, domestic violence has increased globally. Across the world, countries including China, United States, United Kingdom, Brazil, Tunisia, France, Australia, and others have reported cases of increased domestic violence and intimate partner violence. India, infamous for gender-based violence (and ranked the fourth worst country for gender equality, according to public perception), is showing similar trends.

#### The lockdown affects the situation further

Within a few days of the lockdown in India, the National Commission of Women (NCW) noted a rise in the number of domestic violence complaints received via email. The NCW chairperson believes that the real figure is likely to be higher, since the bulk of complaints come from women who send their complaints by post, and might not be able to use the internet. Between the beginning of March and April 5th, the NCW received 310 grievances of domestic violence and 885 complaints for other forms of violence against women, many of which are domestic in nature—such as bigamy, polygamy, dowry deaths, and harassment for dowry.

The number of cases reported are most likely not proportional to the actual rise in domestic violence. This is because people locked in with their abusers may not be able to get access to a mobile phone, nor the space and time to call for help. Most avenues to seek help or to physically remove themselves from their situations are impaired.

Being trapped in a space with violent or manipulative individuals could lead to increased rates and intensity of threats, physical, sexual, and psychological abuse, humiliation, intimidation, and controlling behaviour. The ability to isolate



a person from family and friends, monitor their movements, and restrict access to financial resources, employment opportunities, education, or medical care is heightened by a lockdown. These behaviours often have lasting effects on people, and can significantly affect mental health and well-being.

The series of COVID-19 lockdowns in India diminished the opportunities of reporting of domestic violence cases. Here's why:

- **Restricted movement:** The lockdown incapacitated women by preventing them from moving to safer places in cases of violence and abuse. With men and women cohabiting together for longer periods, the privacy of women plummeted and instances of violence rose.
- **Handicapped mediums of communication:** The Whatsapp number launched by the NCW had a limited reach as only 38% of women in India own phones and fewer have an internet connection, making this platform inaccessible to majority of women in the country.
- **Reduced contact with the natal family:** Natal family is usually the first point of contact for the victim. They are not only essential

in supporting the victim in filing a complaint but also facilitate filing of complaints to the police. The constant presence of the perpetrator made it difficult for the victims to contact their first respondent which ultimately deterred them from reporting to institutionalised channels.

- **Unavailability of the formal support system:** The machinery under the Protection of Women from Domestic Violence Act had not been identified as an essential service during the lockdown. Hence, the protection officers were not able to visit households of victims, NGOs were not able to have physical interactions with them and the police officers being at the frontline in our effort to tackle COVID-19 were overstretched to help victims effectively.

### CONCLUSION:-

The COVID 19 celebrated the leadership of women leaders while putting a question mark on why only few countries have women in leadership. The need of gender equality is a must. Then the women who faced domestic violence struggled a different pandemic alongside the pandemic. The need of hour is to increase awareness among the people to treat women respectfully and equally.



# ‘WOMEN IN LEADERSHIP: ACHIEVING AN EQUAL FUTURE IN A COVID-19 WORLD’



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***“Leadership is about making others better as a result of your presence and making sure that impact lasts in your absence.”***

The leadership qualities of women have been questioned time to time and again in all walks of society across the world although the evidence tells a different story. This past year has not only seen the devastating effects of a global pandemic, but also a critical setback in women’s progress in terms of economic and workplace empowerment despite of Women leadership has grown during COVID-19 pandemic.

The current pandemic is a moral dilemma in addition to an economic dilemma, with decision makers weighing lives against livelihoods. It is proven that women are more likely to consider the rights of others and to take co-operative approach to decision making, which is essential in a crisis like this. It is noticeable fact that the countries led by women appear to have fared better during the pandemic. It is evident that the countries led by women leaders seem to have been particularly successful in fighting the Coronavirus. Majority of the countries that have been more successful in stemming the tide of the COVID-19 pandemic and responding to its health and broader socio-economic impacts, are headed by women. For instance, Heads of Government in Denmark, Ethiopia, Finland, Germany, Iceland, New Zealand and Slovakia have been widely recognized for the rapidity, decisiveness and effectiveness of their national response to COVID-19, as well as the compassionate communication of fact-based public health information.

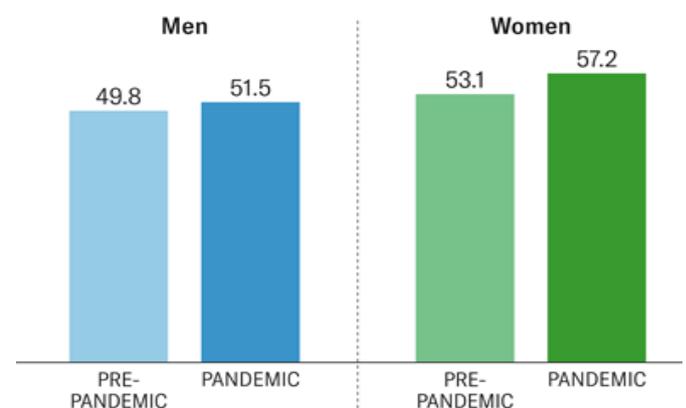
The analysis of 194 countries, published by the Centre for Economic Policy Research and the World Economic Forum, reported difference in death rates that may be explained by

the proactive co-ordinated policy response adopted by female leaders. As of early October, Denmark, Finland, Germany, Iceland, New Zealand, Norway, and Taiwan all had lower death rates than many other countries. These successes are inspiring for women, given the challenges many of them face while progressing towards leadership roles.

We have witnessed that the women stand at the front lines of the COVID-19 crisis, as health care workers, caregivers, innovators, community organizers and as some of the most exemplary and effective national leaders in combating the pandemic. The crisis has highlighted both the centrality of their contributions and the disproportionate burdens that women carry.

The pivotal representation given below clearly explains that the Women were rated as more effective Leaders before and during the crisis:

Overall leadership effectiveness ratings\*



\*Based on analysis of 360-degree feedback data between March and June, their scores were even higher during first wave of the pandemic.

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The women leaders and women's organizations have demonstrated their skills, knowledge and networks to effectively lead in COVID-19 response and recovery efforts. Today, there is more acceptance than ever before that women bring different experiences, perspectives and skills to the table, and make irreplaceable contributions to decisions, policies and laws that work better for all.

When it comes to India, it has a history of electing female leaders to top positions. India's Minister of Finance and Corporate Affairs and Immediate Past President of FICCI are women. Indian women, such as the Chief Scientist of WHO and Chief Economist of IMF, are providing crucial leadership in the global arena during COVID-19 crisis.

Women Leadership has a direct nexus with Women Empowerment, hence, with an aim to promote Women empowerment, Government of India, gives utmost priority to ensuring gender equality in all spheres of life and has taken several steps to ensure that women do not face any gender-based disadvantage. The Union budget 2021 has made a number of systemic reforms including Women Empowerment. Special emphasis has been given to strengthen the Women Entrepreneurs through various schemes & initiatives as introduced by Government of India during COVID-19.

**□ The Indian government has taken following initiatives to boost Women Empowerment and Leadership:**

**□ Measures taken under Union Budget 2021**

1. For the welfare of women, this Union Budget 2021 provides for about Rs. 28,600/- crore for programs that are specific to women only.
2. Finance Minister proposed to provide Rs. 1,000 crores for the welfare of Tea workers especially women and their children in Assam and West Bengal. A special scheme will be devised for the same.
3. Women will be allowed to work in all categories and also in the night-shifts with adequate protection,"
4. Harping on the theme of 'Caring Society', the Finance Minister proposed

that Rs 35,600 crore has been allocated for nutrition-related programs.

5. This budget has given special emphasis on equality of health, sanitation, nutrition, pure water and opportunities to make the lives of the common man and women of the country easier.
6. Under Stand Up India Scheme for SCs, STs and women,
  - Margin money requirement reduced to 15%
  - To also include loans for allied agricultural activities
7. National Apprenticeship Training scheme to be realigned with a provision of over Rs. 3000 Crore

**□ ESIC takes Major Policy Initiatives for better services to Insured Workers/Insured Women**

1. Relaxation in contributory conditions to avail Sickness Benefit to the Insured Women availing Maternity Benefit. The relaxation will be effective from 20.01.2017 i.e. the date from which the enhanced duration of Maternity Benefit is effective.
2. Relaxation in contributory conditions to avail Sickness & Maternity Benefits for the benefit period of January to June'2021: ESIC has decided to extend the relief to the IPs by relaxing the contributory conditions for availing the Sickness & Maternity Benefits for the benefit period of 01.01.2021 to 30.06.2021.
3. ESIC to construct 300 bedded Hospital including 50 Super Specialty beds at Haridwar, Uttarakhand.
4. ESIC to construct 350 bedded Hospital with additional 50 bedded SST wing at Vishakhapatnam, Andhra Pradesh.
5. Establishment of Negative Pressure ICU at ESIC Super Specialty Hospital & Medical College at Hyderabad, Telangana.
6. The ESI Corporation has also approved the Revised Estimates & Budget Estimates for the year 2020-21 & 2021-22 and Performance Budget for the year 2021-22 during the meeting.

However, things are different in the

corporate world. Only 26 women are in CEO roles at Fortune 500 companies, making up 5.2% of the companies on the list, according to a 2015 report by Pew Research. While that number hit a high of 37 CEOs this year, women ran only 7.4% of the companies on the list. This shows that there is little movement of women making up these high-ranking positions as company leaders, when in fact they have a lot to offer, owing to certain qualities that make them well suited for leadership roles.

While a large number of companies, as high as 96 per cent, have at least one woman on their boards -- thanks to the Companies Act, 2013 that made it mandatory for companies in India above a certain threshold to have at least one women board member -- they have only 17 per cent of representation as of 2020 so far in the overall pie of board positions. However, this percentage is increasing, albeit slowly. It has increased by a mere 8.6 per cent since 2012-2013.

Even though the Companies Act, 2013, makes it mandatory to have at least one woman on company boards, the increase in gender representation on paper must translate into practices and culture to boost women leadership in India.

### Conclusion:

Women around the world are paving the way for an inspiring style of leadership that is confident, authentic, and highly effective. However, in addition to persistent pre-existing social and systemic barriers to women's participation and leadership, new barriers have emerged with the COVID-19 pandemic. Across the world women are facing increased domestic violence, unpaid care duties, unemployment and poverty. Despite women making up a majority of front-line workers, there is disproportionate and inadequate representation of women in national and global COVID-19 policy spaces which needs to be tackled at country level and strong measures should be taken up by the government of respective countries.

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# CORONA PANDEMIC- ROLE OF WOMEN, PRESENT AND FUTURE



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“What we do today, will define tomorrow”

With the world grappling under the fear of novel coronavirus and everywhere human life has come to a standstill. The millennial society which was sky rocketing towards the modernism and robotics has been shut down by this unprecedented calamity for an indefinite period, and none of us knows when the wheels will turn back to normalcy. But in midst of this pandemic we are now defining new roles for everyone. Now the heroes which I am mentioning here has been the controversial issue since forever and are still awaiting their due stand in the society WOMEN. Women has always been part of the backstage while spotlight was making men look brighter and hence more noticeable but the tables have turned and we are now in a situation of a complete lockdown where we all have to remain inside the house for indefinite period. Now is the good time to shade light on the fact how does women play her role from backstage and does her role really that of a supporting artist. With the order from the Prime Minister of India Mr. Narendra Modi to impose a 21 days lockdown everyone was thinking that was just impossible to happen but it happened, and who made this possible the Lady of the house, with her constant working in the background. Right from the duties of the household to the additional duty of being teacher to their kids taking special care of elderly and kids as they are in vulnerable position they managed everything which makes this a high time to see had they not been there it would not have been this easy to stay home for the given time. We are able to stay at home because they are working and taking care of each and every one of us by being dotting mothers, caring wives and cautionary daughter in laws they have taken the responsibility of safety and security of their

family. We are able to spent time with are family because of them as it is vividly apparent how women are doing these jobs tirelessly with smile on their faces and motivating us for hoping in times of despair, this is the role of homemakers in our houses and if we look at the other side of the coin the working ladies now facing the situation where they are doing “work for home adding to it work from home” and are balancing things more than ever, not only they are managing office work from home but also household chores and tutoring kids with no house help whatsoever and especially in India where male population does not contribute to the household work it surely becomes most challenging times for the females. Still what seems like darker clouds proving to be the pathway hurdle to the rest of the world our women counterparts are only looking at the silver lining in these stormy weather for instance let me site example of IAS officer G.Srijana of Visakhapatnam who has joined office with one month old baby in her hand. Officers like these are real heroes of the society they are the present which make us believe in better future. They are not leaving any stone unturned so that we can stay at our homes safe and sound.

“These are unprecedented times that require unprecedented efforts”

When more than half of the world is under lockdown, trying to be safe from this contagion. The frontline workers are out there fighting for us from this deadly virus which is invisible and wreaking havoc on the very basis of human civilization. It's a matter of pride to know that here too we see female population being part of this frontline battalion to put an end to this disaster right from doctors to nurses to sanitation worker even in administration post of any country females are leading to bring back society to a run. Not only

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frontline workers or the officers who are allocated with task but in voluntary services we can easily see women are taking full charge ensuring that they can do whatever it takes to minimize the impact of this contagion so that this deadly virus does not cripple the economy of the society let me quote example of women who are making masks from their home to distribute it for free to the poor people who can't afford the same.

“I slept and dreamt that life was joy. I awoke and saw that life was service. I acted and behold service was joy”

In yet another example to emphasize the role of female in society, recently a pilot task force of 84 females has been created to monitor the crisis at hand. This task force is given the work to screen and take samples from every house in the locality of the hotspots marked by Punjab authorities to contain the spread of the contagion. Today half of our frontline workers who are fighting like never before from this invisible enemy are FEMALES. One such recent inspiring story of Mrs. Bhosale who had given our country a new hope by delivering India's first testing kit for the testing of novel coronavirus and she has done this only a day before she has delivered her first baby, when asked how did she cope up with such a tense situation she said “the country needed me”, these kinds of stories inspires us, act as an motivating force. These events exemplifying the point not all wars are fought and won with guns and ballistics some need sheer patience, perseverance, courage

and mental strength which no doubt are inherent personality traits of a women.

Times like these are no less than a war and when this indiscriminatory enemy is out to devour entire economy, the question arises, can a female leader rise up to the challenge? And that's been answered by our courageous four female world leaders without flinching in the face of the pandemic and took the matter in their hand to ensure the situation remains under control always. In the words of Harriet Stowe “women are the real architects of society” it seems to stand true. With their understanding of the delicacy of the situation and aggressive precautionary measures they are leading the world to follow their footsteps. These countries are DENMARK, GERMANY, TAIWAN, and NEW ZEALAND, leading them are Mette Frederiksen, Angela Markle, Tsai Ing-wen, and Dame Patsy Reddy respectively. These leaders are showing us all, a way out of this situation, by emphasizing on the need of personal hygiene and new set of social norms that have become the need of the hour. Moreover, societal adherence of these leader shows that the world too, is warming up to the concept of prioritizing equality and humanity. Ending this essay with a positive message for all the women out there:

It seems Earth like Zeus took the light away;  
Then I will become Prometheus for human's say;  
I will fight the extreme to bring the change  
Tarnishing every dark cloud now and then;  
Just so the society which is part of me;  
Can live their life as they used to be!!



# WOMEN IN LEADERSHIP: ACHIEVING AN EQUAL FUTURE IN A COVID-19 WORLD



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Women are making their leadership presence felt in entrepreneurship, administration, education, engineering, health, etc. at regional, national, and global levels. Women are now resolved to break the traditional glass ceiling that barred them from entering leadership positions even if they possessed requisite skills and talent to occupy them.

Women are constantly evolving and reaching new milestones across a wide spectrum of human activities in modern times. The world has witnessed the advent of women leaders such as Hillary Rodham Clinton, Indra Nooyi, Oprah Winfrey, Theresa May, Christine Lagarde, to name a few.

## What is Leadership?

Every organization needs a leader, irrespective of its size and functions. A leaderless organization is a “muddle of men and machine”; a country without leadership is anarchy; a society without leadership is a violent and dangerous place to live.

A leader is a person who influences and encourages a group of people to work towards the realization of goals. The hallmark of leadership is the capacity to influence others towards accomplishing goals and towards betterment. As Chester Barnard sums it up, “Leadership is the ability of a superior to influence the behavior of a subordinates or group and persuades them to follow a particular course of action.”

Leadership is not gender-specific. It is a set of leadership qualities inherent or cultivated in person or persons who develop themselves into great leaders with mass following. Leaders can be either men or women.

Although leadership skills are acquired and shown by both men and women, there exists certain differences in the basic traits and qualities possessed by men and women leaders. Men and women mostly show distinctly different styles of

leadership.



## Characteristics of Women Leadership

Some of the common characteristic features of women leaders are summarized as follows-

### Transformational Leadership Style

Women leaders are more transformational than men leaders. They function as a role model for their subordinates. They inspire their team and spend a lot of time coaching their team. They care a lot about their personal development. Women leaders emphasize teamwork and authentic communication as a key to success. For most women leaders, leadership is not meant only for accomplishing organizational goals but for transforming their followers into better people.

### Task-Focused

Women leaders are invariably focused on completion of tasks assigned within deadlines. From an operational point, completing day-to-day tasks are necessary to ensure smooth functioning of the company.

### Prefer to Work in Collegial Atmosphere

Women leaders generally prefer leading and creating flat organizational structures that enables all to work in a collegial atmosphere interdependently. Flat organizational structure overlooks the experience and knowledge of seasoned employees

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and the manager. Women leaders usually are critical of hierarchical structure of organization.

### Promote Cooperation and Collaboration

To work in collaboration with others is a typical feminine characteristic. Women leaders always promote cooperation and collaboration amongst the team members. In this case, all the members of the team need to be clear of their roles and responsibilities, otherwise, it results in redundant work.

### Communication Style

Women leaders tend to be participatory and possess a democratic style of leading people. They seem to abhor 'command and control style' practiced by male leaders. Women often times indirectly communicate their expectations of a given task and allow more space in accomplishing a goal. It sometimes helps the team members use their skills and expertise to complete the task, however, at other times it can be a drawback if the assigned task requires a leader to have direct communication with the members.

### Self-Branding

Unlike their male counterparts, women leaders often appear to be modest or silent about their own accomplishments. They are seldom good at branding themselves. However, it is necessary that women leaders learn how to brand themselves by sharing their achievements and skills with others. Unless people know or notice what they are capable of, they cannot recognize the leadership qualities of a women leader.

### Women in Leadership - Importance

Any institution, whether it is society or organization, in the present century cannot function effectively without women's equal participation in leadership activities. Women create a perspective that brings to competition and collaboration to organizations and teams.

In today's world, organizations that are led by inclusive leadership teams make effective decisions that deliver better result. In the twenty-first century, the essential qualities required to lead include the ability to collaborate, connect,

empathize and communicate. All these qualities are feminine in nature and can help build a more sustainable future.

Many statistics show that companies led by women have better financial results. Leadership by women is vital to increase the pace of societal transformation at home and in the workplace. Women leaders are likely to provide an integrated view of work and family, resulting in an engaged and promising personal and professional future.

Gender parity in leadership is important because true progress cannot happen without a diversity of perspective in leadership roles.

### Leadership brings.....

Women's leadership brings essential knowledge, skills, resources and experience to emergency response and resilience building. When women are involved in the development and implementation of COVID-19 response plans they are more likely to consider the disproportionate impact that the pandemic is having on women and girls.

Around the Asia Pacific region, and globally, women have been leading COVID-19 responses in their communities and countries. Making decisions, developing policies, and implementing plans to ensure that the needs of women and girls are not forgotten, and that response and recovery is inclusive of all. From health workers treating COVID-19 patients to service providers supporting survivors of violence; from Prime Ministers leading national COVID-19 responses to women serving on community resilience groups, women are leading work to strengthen resilience and build back better from this pandemic.



The theme celebrates the tremendous efforts by women and girls around the world in shaping

a more equal future and recovery from the COVID-19 pandemic.

It is also aligned with the priority theme of the 65th session of the Commission on the Status of Women, “Women’s full and effective participation and decision-making in public life, as well as the elimination of violence, for achieving gender equality and the empowerment of all women and girls”, and the flagship Generation Equality campaign, which calls for women’s right to decision-making in all areas of life, equal pay, equal sharing of unpaid care and domestic work, an end all forms of violence against women and girls, and health-care services that respond to their needs.

Women stand at the front lines of the COVID-19 crisis, as health care workers, caregivers, innovators, community organizers and as some of the most exemplary and effective national leaders in combating the pandemic. The crisis has highlighted both the centrality of their contributions and the disproportionate burdens that women carry.

Women leaders and women’s organizations have demonstrated their skills, knowledge and networks to effectively lead in COVID-19 response and recovery efforts. Today there is more acceptance than ever before that women bring different experiences, perspectives and skills to the table, and make irreplaceable contributions to decisions, policies and laws that work better for all.

Majority of the countries that have been more successful in stemming the tide of the COVID-19 pandemic and responding to its health and broader socio-economic impacts, are headed by women. For instance, Heads of Government in Denmark, Ethiopia, Finland, Germany, Iceland, New Zealand and Slovakia have been widely recognized for the rapidity, decisiveness and effectiveness of their national response to COVID-19, as well as the compassionate communication of fact-based public health information. Yet, women are Heads of State and Government in only 20 countries worldwide.

In addition to persistent pre-existing social and systemic barriers to women’s participation and leadership, new barriers have emerged with the COVID-19 pandemic. Across the world women are facing increased domestic violence, unpaid care duties, unemployment and poverty. Despite women making up a majority of front-line workers, there is disproportionate and inadequate representation of women in national and global COVID-19 policy spaces.

To uphold women’s rights and fully leverage the potential of women’s leadership in pandemic preparedness and response, the perspectives of women and girls in all of their diversity must be integrated in the formulation and implementation of policies and programmes in all spheres and at all stages of pandemic response and recovery.

### Women’s equal representation in covid-19 response planning and decision-making

Evidence across sectors, including economic planning and emergency response, demonstrates unquestioningly that policies that do not consult women or include them in decision-making are simply less effective, and can even do harm. Beyond individual women, women’s organizations who are often on the front line of response in communities should also be represented and supported.

Women lead an immense role in supporting each other. Since Covid-19 has begun, women played an important role in society to overcome this obstacle and help the society like, from the frontline nurses looking after everyone admitted to a hospital; the teachers providing education



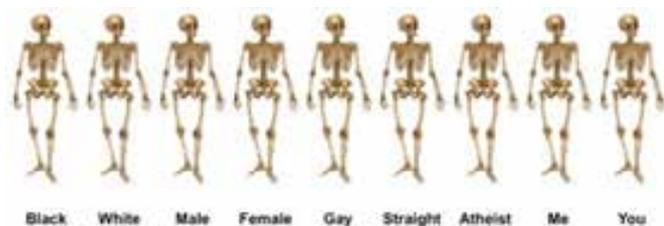
#### Summary

This brief shines a light on the critical role of women’s leadership in responding to COVID-19 and preparing for a more equitable recovery. Across the globe, women are at the helm of institutions laying out effective and inclusive COVID-19 responses, from the highest levels of decision-making to frontline service delivery. At the same time, the brief recognizes pre-existing and new constraints to women’s participation and leadership and advocates for measures to facilitate women’s influence over decision-making processes. It makes recommendations to be considered by national, regional and international policy makers. In addition to analyzing the pandemic’s immediate impacts on women’s political participation, the brief demonstrates the opportunity to “build back better” by including and supporting women, and the organizations and networks that represent them, in the decision-making processes that will ultimately shape the post-pandemic future.

for the children of essential workers; and even the cleaning staff at the hospitals and medi-hotels.



Both men and women have been those nurses, teachers and cleaners. Men and women have been actors, bosses, business tycoons, carers, and every role imaginable. In the acting world, it is a genderless fight to enable women to receive the same pay as men in their roles.



**Every gender is the same: human.**



Women bring different experiences, perspectives and skills to the table, and make

invaluable contributions to decisions, policies and laws that work better for all. They have played pivotal roles in the COVID response and other humanitarian crises, are strong advocates for equity and diversity, and provide avenues and voices for women in an effort to shape a more equal future.

Women today have gone beyond and literally touched the sky. In India, the women at the Indian Space Research Organisation (ISRO) have played a key role in the country's Moon, Mars and other space programmes. The first woman to head an Indian missile project, Tessy Thomas, who is Director General of Aeronautical Systems, DRDO, has decisively broken the glass ceiling to make her mark in a traditionally male bastion. She earned the moniker of 'Missile Woman of India.' Mangala Mani, the 'polar woman of ISRO', was ISRO's first woman scientist to spend more than a year in Antarctica, where she went as part of the 23-member team in 2016. Dubbed as the 'Rocket Woman of India,' Ritu Karidhal was Mission Director of the Chandrayaan-2 mission and was feted for her role in helping one of India's most ambitious lunar projects. Dr Gagandeep Kang is the first woman from India to be elected a Fellow of the Royal Society. She is a widely respected vaccine scientist whose integrity and commitment is an inspiration to so many. Chandrima Saha is a biologist and the first ever woman president of the Indian National Science Academy (INSA). Renu Swarup as Secretary, Department of Biotechnology, Ministry of Science & Technology, has been working tirelessly to promote large-scale use of biotechnology in the country. From space technology to biotechnology, from missiles to mathematics, women are changing the formula.

#### **Women and their Self-Help Groups (SHGs)**



Women are the worst sufferers during pandemics; at the same time, they contribute the most during such difficult times.

Just like most other disasters in the world, the Coronavirus pandemic too has had a differential impact on men and women. At a time when supply chain disruptions in medical products have largely hindered women's menstrual and reproductive health in India, they have been the majority amongst the Covid-19 warriors across the world. 70% of the world's healthcare and social workers are women. In India, estimates show that qualified female healthcare workers account for almost half of the country's health force and are among the more vulnerable groups—women account for a staggering 88.8% of trained nurses and midwives.

Women's bigger role in the healthcare sector in India makes them the frontline staff in the ongoing war against Covid-19 and exposes them to this deadly disease in a multitude of ways. As the collateral damage seems to be lopsided, women across India play a seminal role in plugging the medical supply disruptions as well. Indian self-help groups (SHGs) dominated by women have contributed towards the production of masks, sanitisers, and protective gear to meet the burgeoning demands of the health sector.

These SHGs have contributed in holistically addressing economic and social needs that have emerged at the community level during the Covid-19 outbreak. The SHGs have consolidated their efforts to work on issues like social distancing, use of masks, quarantine, and psycho-social issues of migrants, care of elderly population, mental health, and well-being, amongst others. Women in these SHGs are creating awareness in the local communities by means such as telephone calls, wall writings, pamphlets, social media, etc.

According to reports in April, about 20,000 SHGs produced over 19 million masks and 100,000 litres of sanitiser all over India. Since the production is decentralised, these items have been delivered to the masses without having to undergo the logistics of transportation. SHGs have also initiated work related to the provision of rations or cooked food to poor and vulnerable families using the Vulnerability Reduction Fund or

with support from state governments and the local administration.

The footprints by the SHGs as community warriors against Covid-19 can be felt across various Indian states.

For a few years now, in consonance with India's digital drive for financial inclusion, the government has turned towards SHGs to facilitate this process. Women in SHGs are also working as bank correspondents, referred to as 'bank sakhis'. Even during such distressing times, they are helping with the distribution of pension, providing door-to-door service to remote communities to access their account credits from direct benefit transfers.

In addition to combating gender issues in society, even at times of zoonotic disasters like these, women are the worst sufferers. However, there is no denying that like most difficult times in the past, women have again risen to the fore in India's fight against the ongoing pandemic.

#### International Women's Day Summit 2021



Nigeria's flagship of news media, The Guardian newspapers, is set to host the first-ever International Women's Day (IWD) Summit 2021 in partnership with Olad'n'Bridge Limited, a frontline media consulting firm.

The objective of the summit is to honour women in the public service, who have distinguished themselves by serving the country selflessly in various capacities, for the development of mankind and the female gender especially.

The aim is to provide a platform for the upcoming generation of female leaders to have access to mentorship by these icons of our generation for further progressive advancement of the country.

The public sector in Nigeria is the engine room of government policy and programmes'

implementation for the delivery of developmental initiatives over the years. Though women in the public sector contribute immensely, they are hardly recognised.

The summit will form a gathering of reputable personalities in Nigeria and diaspora to deliberate the process of encouraging government, elected leaders in the public sector, to imbibe the culture of partnering the private sector in seeking ways of providing long-lasting policies, programmes, projects, that are capable of impacting positively on the populace, irrespective of their social status in the society.

### Conclusion

Women are at the helm of fighting COVID-19. It's not just that women make up 91% of nurses, 74% of healthcare workers and almost 62% of pharmaceutical professions. Having nearly half of the world's children home from school means that many mothers are trying to teach, caretake and manage their workload simultaneously.

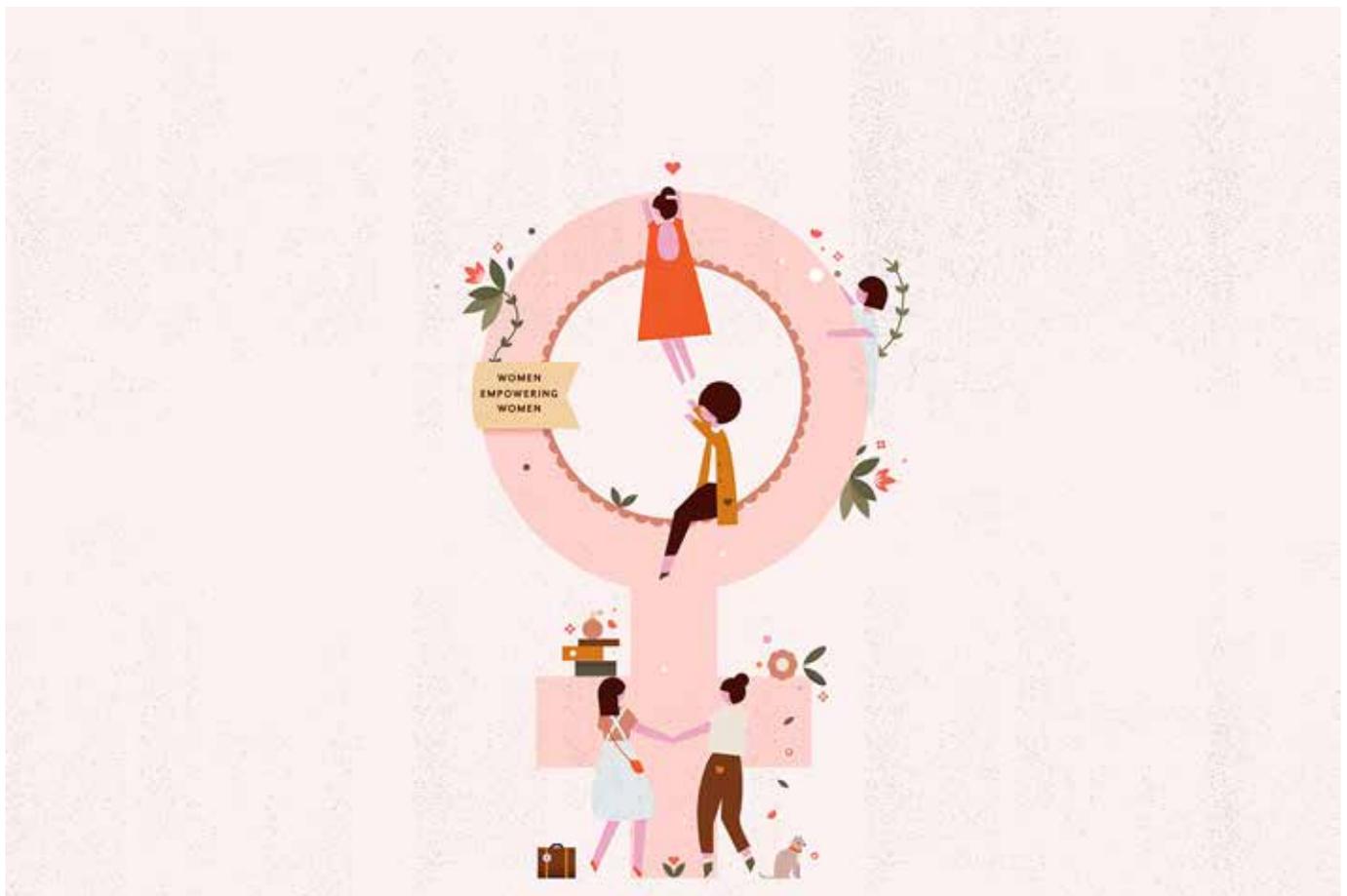
This is a significant challenge for most families, and is positioning us for an interesting gender role

reversal, one that might be unprecedented in this century.

In a nutshell, it can be explained that women are the gems of society. This shines a light on the critical role of women's leadership in responding to COVID-19 and preparing for a more equitable recovery. Across the globe, women are at the helm of institutions carrying out effective and inclusive COVID-19 responses, from the highest levels of decision-making to frontline service delivery.

At the same time, this recognizes pre-existing and new constraints to women's participation and leadership and advocates for measures to facilitate women's influence over decision-making processes. It makes recommendations to be considered by national, regional and international policymakers.

In addition to considering the pandemic's immediate impacts on women's political participation, this demonstrates the opportunity to "build back better" by including and supporting women, and the organizations and networks that represent them, in the decision-making processes that will ultimately shape the post-pandemic future.



# WOMEN IN LEADERSHIP: ACHIEVING AN EQUAL FUTURE IN A COVID-19 WORLD



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**YOU CAN JUDGE A NATION, AND HOW SUCCESSFUL IT WILL BE, BASED ON HOW IT TREATS ITS WOMEN**

– **Barack Obama**

Be it science, technology, defense, sports, corporates or any other conventionally considered masculine space, we have witnessed women as deft decision makers and as harbingers of the change. Year by year, Time and again women strive to leave a mark in their chosen field and there is hardly any field that's left without their impression. They are epitome of strength, love, sacrifice and courage. Gone are the days when women were confined to the four walls, from housewives to CEOs, this transition is at accelerating rate. Having struggled over past few decades but they have still been able to successfully establish their own identity.

## WOMEN LED STARTUPS

“Businesses can only be run by men” it has now been a bygone notion. Over the past few years India has had a record growth in women entrepreneurship. They are shattering the glass ceiling of a field that only men ventured into.

Startups are not just boys club anymore, women have stepped in and paved way for other women to come forth and start something they could call their own and become an independent identity. Women-owned businesses are playing an important role in the society inspiring others and promote a balanced growth in the country. Whether it is a technology startup or any business startup, the struggle to combat the stereotype, of not many women working in these fields can be tiring.

Nevertheless, times are finally changing here are few women led successful startups.

### • **ShopClues : Radhika Ghai Aggarwal**

ShopClues, an online shopping place selling

products including everything from technology and fashion to footwear and jewellery, was co-founded by Radhika Ghai Aggarwal. She is currently the chief business officer of the ecommerce company. Prior to joining ShopClues, Radhika worked with Goldman Sachs and Nordstorm. In fact, even ShopClues is not her first entrepreneurial venture. She had earlier started a company called FashionClues, which was a content portal for NRI women. Aggarwal holds an MBA from Washington University and has also studied Web 2.0 and Creative Writing at Stanford.

### • **Zivame : Richa Kar**

Recognizing inadequacies in daily life and working on finding a solution for the same is both noble and a great opportunity for business. Richa Kar did something similar when she launched Zivame, an online lingerie store for women. She was opposed by many people and her own parents too since the purpose of the store was a hushed topic for Indian society.

This was the exact problem that her startup was launched to fight- the embarrassment of buying lingerie. She realized women in India are not as comfortable going for lingerie shopping since the stores mainly had male salespeople to guide them.

Despite being ridiculed and not taken seriously, Richa continued to Zivame and today the store is popular with the company valuation standing at \$200 million.

### • **Mobikwik : Upasna Taku**

Mobikwik is a mobile-based digital wallet that allows digital payments. Users can add money to the wallet and conduct online transactions. The co-

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founder of MobiKwik has quite an inspiring story for budding women entrepreneurs.

Upasana Taku is an ideal candidate for every high paying job in the corporate sector with her NIIT and Standford Degrees. She was employed with PayPal in the US and it wasn't until 2008 that she decided to challenge her potential and join MobiKwik as a Co-founder.

MobiKwik was initially started as a recharge platform and later matured into a digital wallet.

#### • Limeroad : Suchi Mukherjee

Gurugram-based LimeRoad happens to be India's first boutique fashion marketplace for women, and is run by Suchi Mukherjee. Realizing that there was no way to discover such products easily, Mukherjee, a former eBay UK executive, decided to create a lifestyle platform for women's products.

LimeRoad is an e-commerce platform where one can discover, share and shop. The startup has also raised a funding of \$50 million from investors.

### WOMEN AS LEADER MAKERS

Women are great leaders because they are able to balance professional and personal leadership skills. Not only they are leaders but they are leader makers and for this no better example exists than in the role of the mother as the first educator of the children.

They are the ones who nurture spiritual qualities and virtues in their children's natures, who encourage the children to acquire perfections, good manners, firmness, resolve, endurance under hardship and warn them against unbecoming qualities. Women are by nature advocates of peace; they influence their children in ways that can shape society

"Educate a boy, educate a human being. Educate a girl, educate several generations". Be it kindergarten or be it top level universities you will hardly find any without a woman in there shaping the future of the coming generation. Female educators across the globe have educated, uplifted and influenced millions of souls.

A long rough ride from being kept away from education to having some revolutionary women in education sector of India.

#### • Vimla Kaul

At 81, Vimla Kaul has been a teacher almost all her life. She established a school named Guldasta in 1993 in a Municipality Park in Delhi. 2 years ago it was upgraded to a 4 room tenement, after an NGO adopted the school. Students here are taught English, Maths, Environment Science, Computers and extra-curricular activities like Yoga, dance and drill. There is an entrance exam that happens to assess the students before sending them to the next class.

#### • Roshni Mukherjee

Roshni Mukherjee established ExamFear Education by quitting a well-paying job at an IT company. She was always a good student, had a passion for teaching, and always got a good feedback about her teaching style from her college friends and relatives.

### WOMEN WARRIORS AMID COVID

In an exemplary display of grit and determination, women corona warriors are instrumental in India's war against coronavirus. Some women in power made their presence felt through the decision making bodies and some Asha, Anganwadi workers working as foot soldiers in this fight and have turned into the eyes, ears and nose of the administration.

From being frontline COVID warrior as Doctors, nurses they risked their own lives to save other's. Amid the fears of infection, sanitation workers continued to work. In rural areas, healthcare facilities, doctors and nurses were shorter in supply, Here the Asha workers who took the lead, they deserve our whole hearted appreciation

#### • B. Rajakumari

Vizianagaram Superintendent of Police, received the Woman COVID Warrior Award, she personally cooked and served meals to labourers who were returning to their native places during the lockdown. In the absence of restaurants, they were suffering from hunger and called her at night explaining their ordeal. She then cooked at her home and provided meals to a large number of distressed labourers.

She also arranged for vehicles to help the

migrant workers reach their homes safely after observing that they had multiple health problems due to walking for long distances from across the country.

### LEADERS OF SOCIETY, NATION AND WORLD

Villages, States, Nations or any International organisation you name it and you will find a women leading upfront standing shoulder to shoulder with men. In several years women have overcome deep-seated cultural resistance to catalyse change as a head of village councils, nearly half of all the elected representatives in the Panchayati Raj institutions are women. They share responsibility of the work assigned to them as representatives of their communities, which has, in a way, provided them an opportunity to understand the local issues in-depth, and to raise their levels of capability, awareness and skills Elected Women Representatives are now more articulate, conscious of their power, and effectively tackle bureaucratic and political hurdles. They are also known to bring in greater transparency and efficiency to their daily administration and implementation duties.

Their approach to leadership is different than

of men leading to much more diverse policymaking and also including more women in leadership positions. More than 70 nations worldwide have seen a woman lead their governments in the modern era. Some have been elected, some appointed; some served for relatively brief terms, while others have left an enduring legacy behind them, they have showed that woman could take a charge

We have had and have charismatic female leaders like Indira Gandhi, Jayalalitha, Mayawati, Sushma Swaraj and Mamata Banerjee among several others. Whether guiding a nation with a steady hand, rising up against injustice or representing nation at international organisation and leading the world as a whole women have made progress under difficult circumstances, they have offered models of creative, thoughtful and decisive leaderships.

A world without women is world that wouldn't exist, they are educators, warriors, leaders of nation, leader makers in short they are a strong pillar of nation which is no lesser than men. Thus, women's contribution is crucial to building a strong and vibrant nation.



# “THINK MANAGER, THINK WOMEN – THE NEW NORMAL COVID 19” (WOMEN IN LEADERSHIP)



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COVID 19 a very noteworthy happening of this century, have dazed the world, alarmed the mankind and revived so many scatter-brained lessons. All just contracted in the tiny rectangular structure called home and “Work from Home” (WFH) evolved as the new “Expression”. With this global approach and paradigm shift in working, the role of women increased manifold. But once again, she proclaimed as the winner because naturally, women are powerful adapters and agents of change. The situation responded as advocate of gender parity in leadership and decision-making role by the women.

But ironically, despite possessing quality of being a superb leader, women are vastly under-represented in decision making role. But the Pandemic has clearly communicated that between brain and heart, Heart is equally justified to be the supreme. In easy words, the time for the world to place more women in the positions of power has come.

## What meaning “Leadership” implies?

Irrespective of size and operations, Leader is required by every organization. An organisation without a leader is nothing but “jumble of men and machine”; on similar terms, a leaderless country is no more than anarchy; and society without a leader moves in disorderly direction ends to devastation and destruction only. When Leader is so important for existence of mass and their well-being, it is inevitable to understand “What is Leadership? who constitutes as the Leader?”

“A leader is a person who influences and motivates the mass to work towards the achievement of set goals. Impact and Influence are the key words, when we talk of Leader. As Chester Barnard sums it up, {Leadership is the ability of a superior to

influence the behaviour of a subordinates or group and persuades them to follow a particular course of action}. Anyone who is capable enough to be an epitome and possess ability to snatch the viewpoint of masses can be a great leader, irrespective of gender. Women compassionate and hardworking inherently seems to be more fitted into the pegs. However, Men and Women may have distinct style of leadership.

## Why Women act as Powerful Leader-

- The decisions, rulings, verdicts, assessments and evaluations done under women leadership are more likely to be inclusive and not exhaustive, representative and take diverse view- points into account.
- Resource allocation is more judicious and attributed towards vital and basic needs ultimately satisfying the criteria of CSR.
- Decision making helps in mitigating the disparity of income among various groups.
- Women is a born leader and possess natural capability of budgeting and decision-making, as she runs the home within limited or limitless resources. Her execution is in harmony with the decision thus smooth flow and more profitability is resultant under her leadership.
- Peaceful working more likely to become usual environment where the women leader is involved in the creation & execution of policies, procedures and dealings.
- Since the decisions, decrees and declarations taken by a women leader is multi-faceted and thus helpful in overall economic, social, and political progress.
- Sustainable and balanced growth can be assured under the Women leadership across

all the segments viz a viz political, business, economic i.e. urban & rural etc.

- Women leaders are more transformational than men leaders. They function as a role model for their subordinates. Women leaders emphasize teamwork and reliable communication as a key to success.
- Women leaders are comparatively more focused on following deadlines and pushing team towards understanding the importance of completion of tasks assigned within deadlines.
- Flat organisational structure is preferred choice of a women leader where activities are interconnected and team work is in the core. The bridge between superior and inferior seems to be short here.
- A Women is inherent leader can be understood by the fact that she likes to work in collaboration and cooperation with others. By this way, role and responsibility for every team member remains clear and specific.
- Being compassionate & easy going in nature, women have preference to not-so-strict style of working, yet the deadline compliance is more under her leadership. The communication is also two way and not direct & control type, which helps in smooth flowing of operations.
- Women are Natural Multitaskers, their ability to decisively and quickly respond to complex tasks or problems at a time is a critical component to successful leadership.
- Women are master in creating Work-Life Balance, another excellent component of being great leader. With this perspective, it is easier to approach a women leader with a personal complaints and problems
- Emotional intelligence a recently gained momentum as an essential leadership quality, is the ability to recognize emotions in yourself and others. Thankfully, women are naturally possessing this specific trait of mankind.

Various statistics have proved that companies led by women have better financial results and her

leadership is vital to increase the pace of societal transformation at home as well as the workplace.

### POST COVID 19 SCENARIO-

Despite invention of Vaccine, attempt to enable socio-economic revival, the aftermaths are severe of this Pandemic. Still integration in work and family is mandatory, which could only resultant into an engaged and promising personal, professional, and societal future. Now at this juncture, Gender Parity in leadership is as important as revival policies for global and inclusive development.

### The Way Forward

Only discussion is not going to work and certain course of action we will have to bring into execution to pave the way for Women Leadership. May it be Government, Corporate, Academics, Non-Profit Organisations or Civil Societies it's high time to balance power in leadership and decision-making.

- Let's Commit to gender parity in leadership. Change the chronicle on women in leadership
- Support & Promote Women's organizations and movements.
- Enact such laws and regulations that ensure a safe and congenial environment for women's participation in leadership.
- Organise & Invest into public services and programs that enable women to succeed as leaders.

Last but not the least, COVID 19 has proved how inevitable a women is for reinforcement and resurgence. Being a good care-taker, front line worker, Multitasker she is inherently capable of nurturing the mankind & the wellbeing. A women's participation in leadership and role in decision – making power is not only a boon for her own self but panacea to fight Pandemic like Corona. Equal Recovery is the need of this hour and women's participation with supreme decision-making power can cause this much easier. Definitely the world will not be the same Post COVID but lets commit to make it more better....That's a Nature's Call...

**Disclaimer:** This article is purely based on my understanding on prevalent conditions and scenario worldwide. I have tried to summarised the importance of women leadership within limited words.

# WOMEN IN LEADERSHIP – ACHIEVING AN EQUAL FUTURE IN A COVID 19 WORLD



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The theme of this year's International Women's day is "Women in Leadership – Achieving an equal future in a Covid 19 World" which has been aptly chosen by the United Nations which reinforces its commitment to bring in gender equality mostly in the workforce, parity in pay for both genders for doing the same job and share in an equal future in a post recovery world. Now Women are facing difficulties in sustaining their livelihoods, homes, families due to the ongoing pandemic and are more vulnerable to job losses, domestic violence, unemployment and poverty. Even before the pandemic women were facing tough situations and the pandemic has worsened it.

Leadership has stereotypically perceived as a male bastion but Leadership is a quality that is displayed by members of both genders. We have seen exceptional women leaders earlier like Ms Margaret Thatcher, Ms Indira Gandhi, Ms Chandrika Kumaratunge, Ms Sheryl Sandberg who have broken the conventional theories and has emerged as successful leaders, even in the present Covid Scenario, its women leaders like Ms Jacinda Ardern, the Prime Minister of New Zealand who have scripted a global success story of the containing the Covid 19 pandemic. Today we are learning that Leadership as a quality can be taught and groomed it's not an inborn quality, as perceived by some.

Today in this pandemic world when everyone is going through a tough phase, leadership needs to be compassionate and multi-dimensional. Hence when we speak of compassionate leadership, we adjudge it to be more caring, open and inclusive. When we say compassionate leadership, it means that subordinates are looking to their leaders for assurance, inspiration, empathy. Compassionate leadership also means open communication lines that brings in positivity in leader subordinate relationships.

If I quote the United Nations view on Women in leadership in today's Covid 19 world, then it certainly reverberates the fact that "Women stand at the front lines of the COVID-19 crisis, as health care workers, caregivers, innovators, community organizers and as some of the most exemplary and effective national leaders in combating the pandemic. The crisis has highlighted both the centrality of their contributions and the disproportionate burdens that women carry. Women leaders and women's organizations have demonstrated their skills, knowledge and networks to effectively lead in COVID-19 response and recovery efforts. Today there is more acceptance than ever before that women bring different experiences, perspectives and skills to the table, and make irreplaceable contributions to decisions, policies and laws that work better for all."

There are advantages to a multi-dimensional leadership style, in particular during difficult times like the ones we're experiencing now. So when we talk of compassionate leadership, then it's the perfect opportunity to bring forth more women leaders like the ones' who have shown us their resilience during this pandemic whom we celebrate every day into the mainstream in our countries, organisations, communities, families to steer us out of the difficult situation that we are in. The pandemic serves as a learning opportunity, that the gender gap that was there it needs to be filled up.

At last, I would like to state that the challenges of the current century like health, environment, climate change, depletion of global resources, an aging population, talent development, social inequities, telecommuting, new technologies and so on requires multi-dimensional style of leadership because the challenges that lie Infront of us requires the contributions of not only women leaders but everyone.

# CATALYTIC ROLE OF WOMEN'S LEADERSHIP IN FOSTERING GREEN ECONOMY



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***“Women have a vital role in environmental management and development. Their full participation is therefore essential to achieve sustainable development”  
(Principle 20, Rio Declaration)***

## The perspective

Gender equality and environmental sustainability are two sides of the same coin - both women and the environment are undervalued in our global systems and economies. And both are essential if we are to see transitions to inclusive and sustainable economies. Greener economies holds great potential to reduce gender inequalities and increase women's economic participation. It offers the opportunity to make women's contributions to society and the economy visible as well as to revalue them.

## What is a green economy ?

Sustainable development has been at the forefront of development agendas all over the world. And with current challenges such as climate change, one of the major strategies in place for this form of development to be achieved is through the concept of facilitating a green economy. A green economy is one that improves human well-being and social equity, while significantly reducing environmental risks and ecological scarcities. A green economy seeks to bring long-term societal benefits to short-term activities aimed at mitigating environmental risks

In its simplest expression, a green economy can be thought of as one which is low carbon, resource efficient and socially inclusive. Green economy, understood either as a goal or a structural adjustment process to greener industrialization, agriculture, services sector and scientific and technological development, must not be seen as an end in itself, but as a pathway toward achieving

the goals of sustainable development and poverty eradication.

Transitioning to a green economy to achieve sustainable development is a tall order that requires consistent cooperation of every segment of society. As the complex but interconnected issues of social inequality, environmental degradation, and economic instability remain a major threat to progress and quality living, each and everyone has a role to play to fast-track the green economy movement worldwide.

## What has gender got to do with nature?

Gender inequality is not just a moral issue. It's an economic and environmental one. The surge in activism for women's rights - #MeToo, #TimesUp and #StillMarching – send a strong global message: women have had enough. Fuelling the powerful sentiments driving these campaigns, there is now compelling evidence to show that reducing the gap between genders is essential for tackling humanity's greatest challenge: to develop fair economies within our ecological limits.

Women remain to be the majority of the population to be adversely affected by climate change and environmental degradation. Women constitute approximately 70 per cent of the 1.3 billion people living on less than US\$1 a day, and they tend to be more dependent on In the same way that the natural capital which underpins our economies is too often treated as an economic externality, so too is the unpaid work carried out by the majority of the world's women on a daily basis. Yet unpaid care and domestic work makes

\* The views expressed are personal views of the author and it should not be taken as views of the NIRC-ICSI

a very real contribution to our economies. At the same time, women own between 10 and 20% of the world's land yet produce the majority of the global food supply. Women consistently earn less and fewer women occupy corporate executive positions. Worldwide, the majority of women work in informal markets, mainly concentrated in the lowest-paid and least secure forms of work. And women carry out between two and ten times as much unpaid care work as men. The global value of this work each year is estimated at \$10 trillion – one-eighth of global GDP.

### Women and Green economy

There is a dual rationale for promoting gender equality. Firstly, that equality between women and men - equal rights, opportunities and responsibilities – is a matter of human rights and social justice. And secondly, that greater equality between women and men is also a precondition for (and effective indicator of) sustainable people-centred development. The perceptions, interests, needs and priorities of both women and men must be taken into consideration not only as a matter of social justice but because they are necessary to enrich development processes” women are critical to global green economy movement.

Green economy, understood either as a goal or a structural adjustment process to greener industrialization, agriculture, services sector and scientific and technological development, must not be seen as an end in itself, but as a pathway toward achieving the goals of sustainable development and poverty eradication.

In this context, it is clear that women's participation in inclusive, sustainable and green growth can propel the growth of a green economy. Women are consumers, they are also workers and producers, and in this context they play a crucial role in benefiting the growth of a green economy and in reaping the benefits from it.

The Harvard Business review estimated that in 2009 women controlled roughly US\$20 trillion dollars of global consumer spending, with a predicted rise to US\$28 trillion by 2014. Studies also showed that economically empowered women are more likely to purchase goods for

their households — specifically for their children, including food, healthcare, education, clothing and personal-care products; and simultaneously they are more likely to buy recyclable, eco-labeled and energy efficient products.

So women's economic empowerment affects patterns of household spending and is likely to increase demand for sustainable services and products. This trend could lead to significant impact on green growth. Gender equality is good for the environment. Women tend to have smaller ecological footprints than men and engage in more sustainable behaviors. Women and men approach environmental issues differently, and have different levels of use, access to and control of environmental resources. In many parts of the world women's extensive experience also makes them an invaluable source of knowledge and expertise on more sustainable environmental management. Women around the world are powerful agents of change and can play a vital role in the greening of economies. Women are key managers of natural resources and powerful agents of change. Not just victims, women have been and can be central actors in pathways to sustainability and green transformation.

Women are a core player in this all-encompassing crusade to build a sustainable future for all. As active contributors to the economy and society as a whole, women are crucial to ensuring the growth of a green economy. Women have innate leadership skills and sound judgment to make them effective leaders. They're key partners in the green economic transition. They have a way of seeing things comprehensively, bringing a mentoring approach to management and treatment of issues, including social considerations and implications. Their unique leadership and skills, non-traditional approach to a myriad of issues, and great influence within families — the core of any society — are vital to pushing common green economy goals; increasing demand for green products and services; and significantly reducing greenhouse gas emissions, among others. They can help push those in power to prioritize climate change and take immediate, long-lasting action addressing this threat. In the absence of

appropriate social policies, the green economy may exacerbate existing gender inequities to the detriment of overall sustainability.

### Opportunities of green economy for gender equality

Actions are needed to address the issues that currently impede women from economic participation such as barriers to education, lack of time, limited access to productive inputs, lack of land rights, access to finance etc. Since women are over-represented in the informal sector this should also be considered when assessing the potential for women's participation in greening, particularly in relation to improving working conditions to ensure green jobs are decent jobs.

While there are concerns that the emerging jobs in key green sectors tend to be male-dominated and highly skilled, there is also the opportunity to recognize this and support both women and men to learn new skills for green jobs. Sectors such as agriculture, forestry and energy will also be a major focus of the transition to green economy. Given their high participation in these sectors, women could use their knowledge of and dependency on natural resources to access green and decent job opportunities. In many developing countries, though often unrecognized and undervalued, women as farmers, forest stewards, natural resource managers and entrepreneurs already engage in green economic activities.

Women remain under-represented in high-level corporate leadership —accounting for 37 percent of lower-level and middle managers, and only 26 percent of vice presidents and senior managers — and lack of career development is often cited as one of the barriers for women. If business actively provides opportunities to women in non-traditional fields, they can nurture the talents of women needed to propel and sustain long-term 'green' growth of their business and the economy overall. Women's economic empowerment affects patterns of household spending and is likely to increase demand for sustainable services and products. This trend could lead to significant impact on green growth. But women are also workers and producers and the potential of their participation in a "green

labour force should not be underestimated. Currently at least 80 percent of global green jobs are expected to be in the secondary sectors, such as construction, manufacturing and energy production — industries where women are currently under-represented. For example, women account for 9 percent of the workforce in construction, 12 percent in engineering, 15 percent in financial and business services, and 24 percent in manufacturing — all sectors critical to building a green economy. To fill this shortage, training is needed. While this entails a cost; the benefits are many. On the production end, women trained in research and development for environmentally friendly products can contribute to designs that have both women and men in mind, enhancing the marketability and use of such products.

With increasing demand for professionals trained in green sectors and sustainable business practices, women provide an untapped resource for green growth. Therefore, targeted public support can ensure that girls and women have equal opportunities in education and training, leading to a stronger role in research and development on environmentally sound technologies. Businesses have a key role to play in advancing these complementary objectives — gender equality in the workplace, marketplace and community, as well as climate-smart and environmentally sound practices.

The 'greening' of economies may also require the introduction of policy frameworks that promote sustainable patterns of consumption and production, public finance, and capacity development of local communities. Green policy instruments for moving along a sustainable growth path may require setting-up of specific incentive measures for both producers and consumers. This may involve subsidizing sustainable methods of production and taxing harmful practices, and require ecological tax reforms that promote a shift of the tax base away from 'good factors' of production (e.g. labour) to 'bad factors' (e.g. pollution), therewith boosting employment for both women and men while correcting environmental externalities.

The Women's Empowerment Principles (WEPs) — a joint initiative of UN Women and the UN Global Compact — are a set of seven principles that offer a clear, coherent and attainable vision of the contribution that business can make to advance gender equality in lock-step with sustainable economic growth. The result can mean good business for women, the environment, and the marketplace. More broadly, an enabling environment must be created. Legal measures must be put in place to protect women's full and equal rights to land, property and inheritance. Gender-responsive budgeting in Ministries in charge of water, energy and agriculture is another tool to eliminate inequalities in access to basic services that simultaneously maximizes the effectiveness of development policies and contributes to the achievement of more equitable development outcomes.

Green economy, understood either as a goal or a structural adjustment process to greener industrialization, agriculture, services sector and scientific and technological development, must not be seen as an end in itself, but as a pathway toward achieving the goals of sustainable development

and poverty eradication. In this context, it is clear that women's participation in inclusive, sustainable and green growth can propel the growth of a green economy. Women are consumers, they are also workers and producers, and in this context they play a crucial role in benefiting the growth of a green economy and in reaping the benefits from it.

### Conclusion

Enhancing and promoting gender equality and women's participation in green growth and a green economy will require a multi-stakeholder approach that cuts across different sectors, addresses different levels and takes into account different contexts and cultures. It has often been said that the green economy brings together the economic and environmental pillar of sustainable development. Women's participation in the green economy makes an important link to the social pillar. Their contributions are therefore not only central to sustainable development in its three dimensions, but also a key aspect of the integration of the three pillars - environmental, economic and social. Now is the time to make sure that the right policies and actions are in place to make this a reality

## CSBF NIRC admission from 01.02.21 to 28.02.21

REGION NIRC	LM NO.	NAME	MEMB NUMBER	CITY
1	14784	MS. AARTI SHARMA	ACS - 53397	GHAZIABAD
2	14787	MS. SANGITA	ACS - 61061	DELHI
3	14788	MS. PREETI	ACS - 60320	NEW DELHI
4	14789	SH. AKHIL KUMAR KANSAL	FCS - 5531	NEW DELHI
5	14790	MR. SAVAN KUMAR SHARMA	ACS - 54504	BHILWARA
6	14812	MR. ARJUN BANSAL	ACS - 48141	MEERUT



CS Sachin Bajaj, ACS  
cs.s.bajaj@gmail.com

## “नारी शक्ति”

है वह शक्ति जो दिखाती है अंधेरो में रौशनी,  
जिस की महिमा से आती है जीवन में संतुष्टि, वोह है नारी शक्ति,  
बिना किसी स्वार्थ वोह निभाती है अपनी ड्यूटी वोह है नारी शक्ति,  
इस नए दौर में भी उसने दिखाया अपना हुनर  
और बताया की क्या है नारी शक्ति,

जब खड़ी हुई बन के आपति covid-19 की,  
तब डट कर सामने खड़ी हुई यह शक्ति,  
अपने लोगों को बचाने के लिए यह “नारी शक्ति”.

हर दौर में उसको कुचला, किया निरादर उसका,  
उभर कर आयी, हर बार जैसे तप कर के आता है आग में से सोना क्योंकि  
वोह थी “नारी शक्ति”.



CS Aditya Gutgutia, ACS  
gutgutiaaditya@gmail.com

## OUR TRUE HEROES

*We have all been through such Crazy Times,  
Stranded at homes while the Death toll  
climbs! As Spirits fade and Hope declines,  
It was always the House-Lady who chose to have her roles re-assigned.*

*They took it upon them to Compete and Outshine,  
Not just the homemakers anymore, but being virtual Advisors to  
Clients. They were always the Pillar, our Mothers, our Wives, Guiding  
us all the way, within whom every Male confides.*

*Now is the Moment to take giant Strides,  
Be it working from Home, or connecting via Skype! These  
Leaders of Tomorrow, these neighbourhood names, Can  
surpass all Boundaries and become Harbingers of Change.  
From Sania to Sindhu, be it Muslim or a Hindu,  
We have what it Takes, we won't stop till we Break!*



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## INITIATIVES OF CHAPTERS

### NOIDA

1. One Day Orientation Programme on 31.01.2021 for CS Executive Programme Students.
2. Half Day Seminar on 13th February, 2021.
3. Online Oral Coaching Classes w.e.f. 01.002.2021 (Both Modules) for Students of Executive Programme Organising by Noida Chapter of NIRC of the ICSI.
4. Webinar on the Topic "Key aspects of Union Budget 2021" on 02nd February, 2021.
5. Webinar on the Topic "Opportunities for Professionals in Global Arena" on 20th February 2021.
6. Executive Development Programme (EDP) (15 Days) in Class Room Mode (Under the New Training Structure) from 17th February, 2021 to 05th March, 2021.

### JODHPUR

1. Webinar on 22.01.2021
2. Republic Day Celebration on 26.01.2021
3. Career Fair on 31.01.2021
4. Members Program on Budget 2021 on 02.02.2021
5. One Day Orientation Program on 05th Feb., 06th Feb and 13th Feb. 2021.
6. Webinar on 10.02.2021
7. Members Program on 20.02.2021

### MODINAGAR

Modinagar Chapter organised programme on 'Highlights of Union Budget- 2021'. The Chapter also conducted One Day Orientation Programme for CS Executive Students.

### GHAZIABAD

1. Ghaziabad Chapter of NIRC of ICSI celebrated Republic Day and organized a Seminar on the theme "Role of a CS in Nation Building" on January 26, 2021.
2. Ghaziabad Chapter of NIRC of ICSI organized a Webinar on the theme "Discussion on Union Budget" on February 06, 2021
3. Ghaziabad Chapter released its 20th Monthly Newsletter for members and students.
4. Ghaziabad Chapter organized 02 Orientation Programmes for Executive Students.

### GORAKHPUR

Gorakhpur Chapter conducted One Day Orientation Programme for CS Executive Students on 12th January, 5th February and 22nd February 2021. The Chapter organised Professional Development Programme for Students on 06th February 2021. Gorakhpur Chapter conducted Half Day Seminar on Union Budget 2021 on 6th February 2021. Gorakhpur Chapter also organised Republic Day celebration for Members and Students.

### CHANDIGARH

1. Chandigarh Chapter of NIRC of ICSI has conducted Chandigarh State Conference on 9th January, 2021 at Hotel Shivalik View, Chandigarh. The chief guest of the conference was Shri Rattan Lal Kataria, Hon'ble Minister of State for Jal Shakti and Social Justice and Empowerment, GOI. The Guests of Honour was Shri Krishan Kr Dhull, Honorary General Secretary, Haryana State Council for Child Welfare and CS Kumar Gaurav Dhawan DD(Admin) PGI Chandigarh.
2. The Chapter organised the Foundation Day Celebration and Seminar on Union Budget-2021 on 3rd February, 2021. SHRI MAHESHINDER SINGH SIDHU (Advocate) Senior Deputy Mayor Municipal Corporation Chandigarh was the Chief Guest for the program.

### AJMER

1. Celebration of 72nd Republic Day on 26.1.2021.
2. Webinar on 15.1.2021; 10: am to 11:30 am on topic "LODR Regulations & Compliances"

### AGRA

Agra Chapter of NIRC of ICSI had organised 6th, 7th, 8th and 9th Batch of One Day Orientation Program on 14th and 16th January 2021 and 9th and 16th February 2021 and a Members Study Session on theme UNION BUDGET 2021 & AMENDMENTS IN CSR RULES on 6th February 2021. Further Agra Chapter has organised Republic Day celebration for Members and Student.

### ALWAR

1. Alwar Chapter started Oral coaching classes for CS Executive students at Alwar Chapter premises from 1st Feb, 2021 onwards.
2. Conducted One Day orientation Programme

for Executive students on 9th Feb, 2021.

### FARIDABAD

- 1) SEMINAR on "UNION BUDGET 2021" on Saturday, 2nd February, 2021
- 2) One Day Orientation Program for CS Executive Students on 4th February and 11th February, 2021
- 3) Seminar on "Latest Updates & Amendments in GST" on Saturday, 13th February, 2021
- 4) 2 days classroom series on "Practical Aspects on Filing of GST Returns" 20th -21.02.2021
- 5) 19th One Day Orientation Program for CS Executive Students - 22nd February, 2021
- 6) CAP on 17.02.2021 at Govt College FBD.
- 7) 4th Batch of CSEET Oral Coaching Classes w e f 20.02.2021
- 8) 2nd Batch CS Executive Classes w e f 01.02.2021 for June, 2021 Session.

### PANIPAT

1. Seminar for Members on 10-Feb-21 on the topic Analysing the Impact of Budget 2021 and Professional Opportunities for the Company Secretaries.
2. One Day Orientation Program Executive Stage on 13-Feb-20.

### BIKANER

Half Day Programme on Union Budget 2021.

### KANPUR

1. Talk on Union Budget 2021-22 (3rd February, 2021)
2. One Day Orientation Programme on 08th Feb, 10th Feb, 12th Feb, 16th Feb, 17th Feb and 18th Feb 2021.
3. Half Day workshop for Members (20/02/2021)
4. New batch of CSEET started on 12th Feb., 2021

## Initiatives of Chapters of NIRC of ICSI

### AMRITSAR

ODOP organised for CS Executive Students.

### JAIPUR

Jaipur Chapter has taken Initiative as (Sarathi); Study Circle Meet for Student. The Chapter has started OTC for Executive Student.

### BAREILLY

Bareilly Chapter organised 1st batch of One Day Orientation Program, 2021 on 19th January, 2021.

On 26th January, 2021 Flag hoisting ceremony was organised at Bareilly Chapter on the occasion of Republic Day.

### PRAYAGRAJ

Prayagraj Chapter conducted 2 Batches of ODOP for Executive Students and also started OTC for June 2021 Executive Module 1 with around 14 students.

### LUCKNOW

1. Lucknow Chapter Conducted the Oral Coaching Classes at Chapter.
2. The Chapter also conducted the Orientation Programme for Students.
3. Lucknow Chapter also conducted the Members Programme.

### JALANDHAR

1. Half day seminar on 06.02.2021 on the topic Union Budget 2021
2. One Day Orientation for Executive students
3. Online CAP at RRMK Arya Mahila Mahavidyalaya, Pathankot

### KOTA

Kota chapter conducting ODOP for executive students and study session for members.

### JAMMU

1. Organising OTC classes for Executive program
2. Organising programs for members of Jammu.

### KARNAL

- \* Communication done with hospitals regarding discounted Medical assistance to Members & Students of Karnal Chapter. Four hospitals here have agreed for the same, namely Virk Hospital, Lifecare Hospital, Shri Ram Chand Hospital, Amritdhara Hospital. A pathology lab "Chhabra Path Lab" has also agreed for Discounted Medical tests.
- \* Webinar conducted on 6th January, 2021 on the Topic "Companies Amendment Act, 2020"
- \* Hosted Haryana State Conference on 10th January, 2021
- \* First Foundation Day of Karnal Chapter was celebrated on 29th January, 2021
- \* Two Online Career Awareness Programs were organised on 25th & 27th January, 2021 at Kendriya Vidyalaya Karnal and Kendriya Vidyalaya Ambala respectively
- \* One Day Orientation Programme was conducted on 10th February, 2021 for Students of Executive Programme

### BHILWARA

Bhilwara Chapter organised webinar on the topic "How to Navigate through Professional Lif" on 4th January, 2021. The Chapter has also organised online CAP in schools at Bhilwara.

### UDAIPUR

Udaipur Chapter organising One Day Orientation Programme for Executive Programme on Dated 16.02.2021 To 19.02.2021 Total Four Batch. Chapter Conduct Online Career Awareness Programme for Students. Udaipur Chapter is providing all necessary information to the students and the Members on regular basis. Udaipur Chapter organised Full Day Seminar on the Topic "Traits of Professionals & Drafting of Commercial Contracts: Issues and Concerns and Overview of POSH Act." CS Susshil Daga, Vice-Chairman, NIRC of ICSI Key Note Speaker of the Programme on Dated 31st January, 2021.



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### FUNCTIONAL COMMITTEES OF NIRC-ICSI FOR THE YEAR 2021

**Dear Professional Colleagues,**

As the members are aware that NIRC performs its various activities through functional Committees constituted every year. The Committees named herein after, for the year 2021 and request the members to volunteer their names, indicating their preference (for one committee only), for the Committee through which they wish to serve the profession:

1. Training & Education Facilities Committee (TEFC) - CS Himanshu Harbola
2. Chapter Development Committee - CS Vimal Gupta
3. Professional Development and Program Coordination Committee - CS Devender Suhag
4. Women Empowerment Committee - CS Monika Kohli
5. Brand Building & Public Relation Committee - CS Bhupesh Gupta
6. Oral Tuition & Library Committee - CS Suresh Pandey
7. Practicing Company Secretaries Committee - CS G S Sarin
8. Corporate Law Committee - CS Amit Gupta
9. MSOP Committee - CS Surya Kant Gupta
10. Research & Publication Committee - CS Susshil Daga
11. Social Welfare of Members & Benevolent Fund Committee - CS Saurabh Kalia
12. Young Members Empowerment & Placement Committee - CS Vinay Shukla
13. Career Awareness Committee - CS Vimal Gupta
14. Editorial Advisory Board – CS Vimal Gupta
15. Ethics Committee- CS Vimal Gupta

You are requested to forward your nominations through Google form link <https://forms.gle/FvsWzWtXUy-pcAyKa6> on or before 31st March, 2021.

**Note: Selection of functional committee members will be at sole discretion of NIRC of ICSI. One member may please opt for one committee only.**

**CS Vimal Gupta  
Chairman  
NIRC-ICSI**



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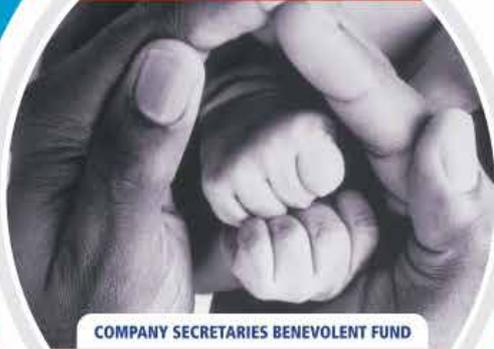
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**CSBF**

**COMPANY SECRETARIES  
BENEVOLENT FUND**

Safeguarding and  
caring for your well being



COMPANY SECRETARIES BENEVOLENT FUND

**Saathi Haath Badhana**

साथी हाथ बढ़ाना

## What exactly is CSBF?

The Company Secretaries Benevolent Fund (CSBF) is a Society registered under the Societies Registration Act, 1860 and is recognized under Section 12A of the Income Tax Act, 1961.

The CSBF was established in the year 1976 by the ICSI, for creating a security umbrella for the Company Secretaries and/or their dependent family members in distress.

The amount of ₹ 7,50,000 (in the case of death of a member under the age of 60 years) has been increased to ₹ 10,00,000

The subscription amount is being increased from ₹ 10,000 to ₹ 12,500 soon

The amount of Rs.40,000 per child (provided in case of death of member under the age of 60 years) for education of minor child (upto two children) has been increased to Rs.50,000

The amount of Rs.60,000 (provided for reimbursement of medical expenses) has been increased to Rs.75,000.

### Is it the right time to enrol in CSBF?

CSBF is the protection you and your family need to survive the many ups and downs in life, be it a serious illness or a road accident which derails your plans for the future.

### Is it a requirement?

Yes, as your dependents need the protection. Your dependents be it your parents, your spouse, or your children will have to bear the brunt of paying off your home/education personal loans and even for managing day-to-day expenses without your contribution.

If you do not want to leave behind such a situation in your absence, enrol in CSBF today.

## Advantages of enrolling into CSBF

**1** To ensure that your immediate family has some financial support in the event of your unfortunate demise

**2** To finance your children's education and other needs

**3** To ensure that you have extra resource during serious illness or accident

**4** Subscription/Contribution to CSBF qualifies for deduction under Section 80G of the Income Tax Act, 1961

Become a proud Member of CSBF by making a one-time online subscription of ₹ 10,000/- (to be changed soon) through Institute's web portal ([www.icsi.edu](http://www.icsi.edu)) along with Form 'A' available at link <https://www.icsi.edu/csbf/home> duly filled and signed.

*Decide Now! Decide Wise!*

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