Gender Inclusivity: Proposing New Paradigms
International Case Writing Competition

IIMA November 11, 2009: The international case writing competition on Gender Diversity and Inclusivity: Proposing New Paradigms will be held on November 14 and 15, 2009 at the Indian Institute of Management, Ahmedabad (IIMA) Campus. The corporate sponsor for this event is Oil and Natural Gas Corporation (ONGC).

Ms. Renuka Ramnath, Founder & MD, Multiples Alternate Asset Management, will be the chief guest of the event on the inaugural day. Mr. R S Sharma, CMD, ONGC would be the chief guest on the concluding day and give away the prizes to the finalist from the 27 short listed entries from corporate houses, who would present the issues and problems related to diversity and inclusivity within organization. The presentation would include sharing solutions to the problems. Additionally, participants through discussions on diversity and inclusivity models would have an opportunity to pool their knowledge. About 56 participants are expected to attend the event. The event would enable participants to collaborate with IIMA's gender resource centre, in documenting issues/problems, solutions and best practices to ascertain thought and action leadership.

Diversity, gender equality, and mainstreaming gender are some of the buzzwords in the corporate scenario. Small wonder as more and more women are effectively and efficiently pursuing demanding careers. This change in the organizational employee ratio, though incremental over the last three decades has suddenly gained momentum. Diversity and inclusivity cells are being introduced by companies to manage the talent pool and resource crunch. How successful are these companies is a matter of debate and needs analysis. What is common is the need to amend, change, and fortify existing policies, procedures, and processes.

The case writing competition is distinct in nature and flavour as it is based on real life experiences and attempts to enlarge the shrinking pipeline by positing issues and proposing methodologies for handling the same.