



# Women's Indian Chamber of Commerce and Industry

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Ms. Nirmala Sitharaman  
Union Minister of Finance and Corporate Affairs  
Minister of Finance  
Room No. 134, North Block  
New Delhi 110001

Honorable Minister Ms. Sitharaman,

I would like to take this opportunity to congratulate you on the outstanding work in steering the economy in the time of one of the worst crisis in the world. We appreciate your solicitation of inputs from the industry towards creating a well-rounded budget for the financial year 2021-22.

Background:

The soil in India is just right for the now young plants to turn into a firmly rooted tree. Coaching appeared on the scene about 20 years ago, gained a fair degree of popularity within the last 10 years, however this traction has largely been in the corporate sectors and metros. So far coaching has been able to benefit mostly executives and leadership members of the corporate sectors with very low reach in other segments or parts of the country.

Atmanirbhar Bharat or India 2.0 requires that the impact of coaching reaches out to each and every corner of the country. Today, we do not have coaches who can coach in vernacular language or reach out to not so developed parts of the country, women entrepreneurs etc.

While representation of women in corporate India has increased from 21% five years ago to 30% now, with higher representation in non-technical roles (31%) over technical roles (26%), the study by management consulting firm Zinnov, in collaboration with Intel India, has shown only 11% of senior leaders are women, compared with 20% in mid-level roles and 38% in junior roles. This is only for the organised sector where data is available such an information will be highly difficult to collect for an unorganised sector and remote parts of the country.

The number of women on company boards has increased from 5% in 2012 to 13% in 2018, according to the study, which evaluated 60 companies, including global capability centres (GCCs), technology service providers and start-ups, and analysed various organisational policies and practices. This, it said, was primarily because of the mandate of having at least one woman on every company's board of directors. This proves the strength of policy making.

A look at the data below will show you how progressive nations have leveraged coaching as a powerful tool to build their nation into a fairly developed one.

Total annual revenues shared by the International Coaching Federation:

## Total Revenue from Coaching

	USD (Million)	% of global share	% change 2011 – 2015
<b>North America</b>	955	40.6	35.2
<b>Latin America &amp; the Caribbean</b>	92	3.9	26.6
<b>Western Europe</b>	898	38.1	8.5
<b>Eastern Europe</b>	70	3.0	1.4
<b>Middle East &amp; Africa</b>	73	3.1	7.1
<b>Asia</b>	113	4.8	18.8
<b>Oceania</b>	154	6.5	10.4

The personal benefits of coaching are as wide-ranging as the individuals involved. Numerous clients report that coaching positively impacted their careers as well as their lives by helping them to:

- Establish and take action towards achieving goals
- Become more self-reliant
- Gain more job and life satisfaction
- Contribute more effectively to the team and the organization
- Take greater responsibility and accountability for actions and commitments
- Work more easily and productively with others (boss, direct reports, peers)
- Communicate more effectively

(source: Ken Blanchard Companies)

We believe professional coaching is a strong tool to steer our nation towards development, including enhancing women leadership by providing empowerment to women and the underprivileged in the nation. With the above context and belief we would like the ministry to consider our recommendations as mentioned below.

- (i) **Policy and Governance:** Ministry of skill development and entrepreneurship and Ministry of Women and Child Care Development must mandate professional coaching as part of all their funds, organizations, schemes or programs. Any individual who is the recipient of these schemes or programs must be mandated to go through a 8-12 hours of coaching hours per person, per annum. Also, mandate that 25 % of the board membership in MSDE and Ministry of Women and Child Care Development be allocated to women.
- (ii) **Allocation of resources and funds:** MSDE and Ministry of Women and Child Care development must aim at creating a professional coaching wing which works towards making professional coaching accessible to all. We believe similar to progressive nations India must also ensure coaching is made accessible to all in the country and reach out to the ones who most need it. They must set-up digital smart classrooms across 718 districts in India which will support in training need assessment, evaluation of coaching impact and provide basic infrastructure to enable coaching reaches everyone. Request a sanction of 789.8 lac towards setting up professional coaching smart classrooms across the 718 districts in India. Ministry of Skill Development and Entrepreneurship must commit to building professional coaches in India, 30% of professional coaches appointed through these smart classroom program must be women.
- (iii) **Ministry of Women and Child Care Development:** The existing program SWADHAR Greh (**A Scheme for Women in Difficult Circumstances**) which has been created towards rehabilitating women who face difficult circumstances must include professional coaching as part of their strategy over and above counselling to ensure these women can be self-reliant. All the implementing agencies must commit to providing 8-12 hours of professional coaching towards the women enrolled in the program.
- (iv) **Tax and regulatory reforms:** Ministry of Finance should commit to concession in corporate tax for organizations who have 30% or above women as part of their management team and spend 3% of their CSR budget towards professional coaching for women in their organization. This will help in building the much needed women leadership in the organized sector.

## WICCI National Coaching Council's National Advisory Board Members

- Anjali Raghuvanshi, Chief People Officer, Randstad India Private Limited
- Usha Raghunath, Executive Coach and Consultant
- Shraddha Attal, Transformation and Breakthrough Coach
- Samya Ahmed, Executive Coach and Consultant Trainer, enLeaD Consulting Services
- Ramya K. Rajaram, Certified Millennial Life Coach
- Shirley Hereford, Certified Birkman Consultant and Coach
- Korobi Roy, Learning and Development Manager, Eurofins
- Dr. Beulah Shekar, Associate Professor, Coordinator-Victimology and Victim Assistance and Human Rights Department of Criminology and Criminal Justice
- Anusha Singh, Corporate Communications and Marketing Consultant | Ex-PwC | Ex-lawyer
- Joyeeta Das, Lead Education and Skilling Initiatives at CSR, IBM India Private Limited
- Uttara Patnaik, Executive & Leadership Coach, Mentor Coach, Personal Mastery Expert, Strategic Leadership Consultant, Strategic Business Advisor, Uttara Patnaik Consulting Services
- Lata Dyaram, Associate Professor at Indian Institute of Technology, Madras
- Ankita Banerjee, Deputy General Manager - Talent Management & People Engagement, Randstad India
- Varsha Rani Pillappa, Deputy General Manager - L&D at Randstad India
- Revathy Ashok, Board Member, Angel Investor, Startup Mentor, Co-Founder Strategy Garage
- Seema Shah, Leadership Coach
- Michelle Suradkar, Ex Group Chief Human Resources Officer, Mullen Lowe Lintas Group
- Debolina Dutta, Professor of Practice- Organization Behavior and Human Resource Management, IIM Bangalore Full-Time
- Tulika Sinha, Leadership Coach

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- Nivedita Dasgupta, President WICCI Maharashtra State Coaching Council
- Rajeshri Aneesh, Vice President WICCI Maharashtra State Coaching Council
- Malvieka Joshi, President WICCI AP/ Telangana State Coaching Council
- Surekha Poddar, President WICCI Delhi State Coaching Council
- Shalini Verma, Vice President WICCI Delhi State Coaching Council
- Pooja Dawra, President WICCI Haryana State Coaching Council
- Inderjeet Kaur, President WICCI Punjab State Coaching Council
- Shikha Saxena, Vice President WICCI Punjab State Coaching Council
- Ivy Saldanha, President WICCI Karnataka State Coaching Council
- Rekha Sudarshan, President WICCI Tamil Nadu State Coaching Council
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- Priya Kapoor, President WICCI Uttar Pradesh State Coaching Council