

WOMEN TAKE UP THE MANTLE IN MANUFACTURING

Factories and shop floors have for a while now been enveloped in an aura that stood synonymous to everything non-feminine. However, the narrative is being altered by women professionals who have taken the mantle of leadership in the Indian manufacturing sector

POST NEWS NETWORK

BHUBANESWAR: The Indian manufacturing sector with its imagery of 'gear and grease' has traditionally been a man's world where rugged men dwell amongst huge machines. However, the narrative seems to be changing with women professionals having successfully taken the mantle of leaders at Vedanta Ltd, Jharsuguda.



A lack of social awareness, exposure and vision had pegged manufacturing companies as a low-skilled, dull, rugged and strenuous, male dominated sector. For decades, socio-cultural constructs and psyche like these posed hindrance to women's foray into the manufacturing sector, whereas in sharp contrast, the service sectors had women powerfully ris-

ing up the ranks. The evidence of changing mind set is reflected in many women leading significant operations in factories and shop floors, and the company has evolved as one of the preferred equal opportunity employers for women professionals in manufacturing sector. Today, the company has 448 women on role in a total of 3521 employees. At Vedanta, there's significant focus on re-

cruiting women professionals, giving them meaningful and challenging roles, identifying and elevating high potential candidates through fast-track career growth programs. The company has implemented strict HR policies and best practices aimed at providing the women employees a comfortable and encouraging work environment. Not



only does it logically make good business sense, but also deepens the company's pool of talented human capital who can passionately contribute towards the organisational vision of becoming the world's most preferred aluminium producer.

Abhijit Pati, CEO, Vedanta Ltd, said, "We firmly believe that gender, race, ethnicity and similar constructs are figments of the socio-cultural fabric, and should not be a bar to a successful career in the manufacturing sector. Our firm is particularly focused on recruiting women professionals who have the right knowledge and attitude. Today,



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ABHIJIT PATI | CEO, VEDANTA LTD

women are passionate about building a successful career, and we want to provide them that platform. There's no reason why women shouldn't consider manufacturing companies like ours as the employer of choice for their professional aspirations."

The company has developed many policies like Pragati,

Prevention of Sexual Harassment, Women's council, Vatsalya, Spouse Recruitment and cab facilities among others. These are aimed at fostering a conducive, inclusive and encouraging work environment for all of our employees, especially the women professionals. With automation, digitisation, technology and modern methods of production revolutionising the Indian manufacturing sector, the need for technically competent and highly skilled human capital is higher than ever before. Today, the behemoths of Indian manufacturing sector like Vedanta, Tata and Birla among others are on the lookout for bright, talented and skilled professionals to join them and drive their operations towards the pinnacle of operational excellence; their gender being irrelevant to the equation.

This stands testimony to the movement that is revolutionising the world today as women stand up, demand what they deserve and take the world in stride. At a small corner of the world in Odisha, one of India's largest manufacturers is leading the change for a better tomorrow where women work as equals and partners with men to build India 2.0.