



presents

THE ECONOMIC TIMES

WOMEN'S FORUM

Supported by



WELCOME TO ETWF 2020

We welcome you to The Economic Times Women's Forum 2020, a milestone in the national dialogue on gender and work. Over the next 6 weeks, you will meet women who have taken the challenges we face head-on, creating opportunities for millions of other women, some who are shaping the future of technology, a smart young generation of entrepreneurs, online influencers, sportswomen, politicians, scientists and many more. Every Wednesday, from 11 in the morning to 12 noon, we will bring you stories and insights from these inspiring women in the form of keynote addresses, panel discussions, interviews and exciting interludes.

This workbook aims to help you assimilate information from across the Forum. We also have a personal message from a past speaker, crosswords and games that yield exciting prizes, cartoons, and a self-assessment mental health quiz.

Join us to strengthen the Power of Half a Billion Indian women. There has never been a more critical time for women to come together and be heard.

LET'S HEAR IT

AGENDA

23
SEPTEMBER

SESSION TITLE

Being A Pathbreaker

Sania Mirza, Former World No. 1 Doubles Tennis Player, UN Women's Goodwill Ambassador for South Asia
R Sriram, Resident Editor, The Economic Times

Getting the Most out of Working From Home

Kristine Anvik Leach, MD, Jotun India
Namita Thapar, Executive Director, Emcure Pharmaceuticals
Gargi Dasgupta, Director, IBM Research in India & CTO, IBM India/South Asia
Vinod Senthil, Founder & Chief Technical Officer, InfySEC
Divya Rajagopal, Senior Assistant Editor, The Economic Times

Empowering Girls Through Self-Defence

Kung Fu Nuns

30
SEPTEMBER

Women Leading the Fight Against COVID-19

Gagandeep Kang, Scientist, Fellow of the Royal Society

Beating the Lockdown Blues

Anna Chandy, Founder, Anna Chandy & Associates
Dr. Prakriti Poddar, MD, Poddar Wellness
Shaheen Bhatt, Author
Pragya Tiwari, Journalist & Editor

A Daredevil on Wheels

Anam Hashim, Professional Bike Stuntwoman
Saloni Shukla, Deputy Editor, The Economic Times

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OCTOBER

Leading a Multi-Billion Dollar Business Through the Pandemic

Stephanie C. Hill, Executive Vice President, Rotary and Mission Systems, Lockheed Martin

Women shaping the future of Technology

Aruna Jayanthi, MD, Capgemini Asia Pacific and Latin America
Dipty Chander, President, E-mma
Rama Sridhar, Executive Vice President, Business Development, Digital and Emerging Partnerships, New Payment Flows, Mastercard APAC
Rekha M. Menon, Chairperson & Senior Managing Director at Accenture in India
Archana Rai, Editor, South, The Economic Times

Do Women Make Better Leaders?

Mahua Moitra, Member Parliament, Krishnanagar, West Bengal

LET'S HEAR IT

AGENDA

14
OCTOBER

SESSION TITLE

Leading Through COVID-19: An Entrepreneur's Journey

Ankiti Bose, Co-founder & CEO, Zilingo

Supporting Rural Women Entrepreneurs

Alison Eskesen, Vice President, Mastercard Center for Inclusive Growth
Rica Bhattacharyya, Senior Assistant Editor, The Economic Times

Entrepreneurs who thrive in a crisis

Vineeta Singh, Co-founder & CEO, SUGAR Cosmetics
Shweta Bhatia, Partner & Head of Technology, Consumer and Financial Services, Eight Road Ventures India
Gazal Kalra, Co-founder, Rivigo
Samidha Sharma, Emerging Business & Startups Editor, The Economic Times

I Did it My Way

Ritu Beri, Founder, The Luxury League
Sonali Krishna, Anchor & Senior Editor, ET NOW

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OCTOBER

Finding the Positive

Sonali Bendre, Actor & Cancer Survivor
Saira Menezes, Editor, Economic Times Panache

Powering the Economy with Her

Sapna Chadha, Senior Country Marketing Director, India and Southeast Asia, Google
Megha Chawla, Partner, Bain & Company
Shephali Bhatt, Technology & Culture Reporter, The Economic Times

Fight for Equality

Dr. Valli Arunachalam, Murugappa Group Scion
Shanu Hinduja, Chairwoman, S P Hinduja Banque Privée
Arijit Barman, Deputy Resident Editor, The Economic Times

Learning From India's Most Valuable Woman Entrepreneur

Kiran Mazumdar-Shaw, Executive Chairperson, Biocon

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Login to the Sisterhood of Women

Sairee Chahal, Founder & CEO, Sheroes
Vanshika Goenka, Founder & CEO, Kool Kanya
Prabha Chandran, Forum Curator, The Economic Times Women's Forum

India's Top Social Media Influencers: A Force to Reckon With

Shivya Nath, Author & Travel Blogger, The Shooting Star
Malini Agarwal, Founder, MissMalini.com
Archana Doshi, Founder, Archana's Kitchen
Sagarika Ghose, Consulting Editor, The Times of India

Keynote Address

Melinda Gates, Co-Founder, Bill & Melinda Gates Foundation

LET'S HEAR IT

A MESSAGE FROM CHERIE BLAIR

FOUNDER, CHERIE BLAIR FOUNDATION FOR WOMEN | ETWF 2018 SPEAKER

Dear participant,

When I spoke at the Economic Times Women's Forum in 2018, I highlighted the boundless potential of Indian women, and asked the audience to "be the change you wish to see in the world." Two years on, this advice is perhaps even more relevant, with a global pandemic sweeping the nation and the world.

Even before COVID-19, the path towards women's economic empowerment was not at all straightforward. In the early months of 2020, the World Economic Forum estimated that it will be 257 years before women will have equal economic opportunity to men, 55 years longer than was estimated in 2019.

This year has undoubtedly posed new challenges to women in business all over the world. Unlike most businessmen, women everywhere are facing the 'double burden' of having to juggle work with unpaid domestic labour and family care.

Women entrepreneurs in particular are less likely to be able to access financial support than their male counterparts. They are struggling to make their voices heard and fighting to keep their businesses afloat. I know this directly through the work of the Foundation I created in 2008, the Cherie Blair Foundation for Women, which supports women entrepreneurs all over the world. According to a survey we conducted this April, 93% of the women we work with had already been negatively impacted by COVID-19.

At this time of unprecedented global economic uncertainty, action is needed more than ever to ensure that women in business receive the support they need to get through this period. We all have our part to play to work towards women's economic empowerment, as individuals and companies, and platforms like the Economic Times Women's Forum are a hugely instrumental part of this.

I have seen first-hand the immense power that is unleashed when women come together to form networks and mutually support each other. By unlocking the power of a platform like this Forum, a community of women can share specific practical skills and inspire and support each other to achieve their goals.

I am not prepared to wait until my own granddaughters are not just grandmothers but great grandmothers before they see equal opportunities. I hope that you will join me in striving to ensure women's voices and women's futures become an intrinsic part of the global response to the economic impact of COVID-19.

Kind regards,

Cherie Blair, CBE QC



LET'S HEAR IT

DISCUSSION AREA 1: GETTING THE MOST OUT OF WORKING FROM HOME

COVID-19 pandemic brought about a huge experiment in widespread remote working. For most women, working from home has reinforced the stereotype of men as providers and women as caregivers particularly for families with young children. **Over 40% of women professionals are experiencing high levels of stress owing to this double burden syndrome.** What are the essentials for being productive at home? What new habits should we inculcate? What are the sunrise sectors for reskilling?



LET'S HEAR IT

BLAST FROM THE PAST

IDENTIFY THE SPEAKERS FROM PREVIOUS EDITIONS

- 1
- Crowned Miss World in 1997
 - Made my debut in the film Tehzeeb
 - Authored the book, 'A Beautiful Truth'

- 2
- World's first female twins to scale Mount Everest
 - First siblings to climb the Seven Summits and ski across both poles
 - Recently competed in the World's Toughest Race, Eco-Challenge Fiji

- 3
- Served as the 27th Prime Minister of Australia
 - First woman to ever serve as Australia's Prime Minister or Deputy Prime Minister
 - Inaugural Chair of the Global Institute for Women's Leadership at Kings College London

- 4
- First basketball player in India to be awarded the Padma Shri
 - Represented India in the 2006 Commonwealth Games, the 2010 and 2014 Asian Games, and six FIBA Asia Women's Championships

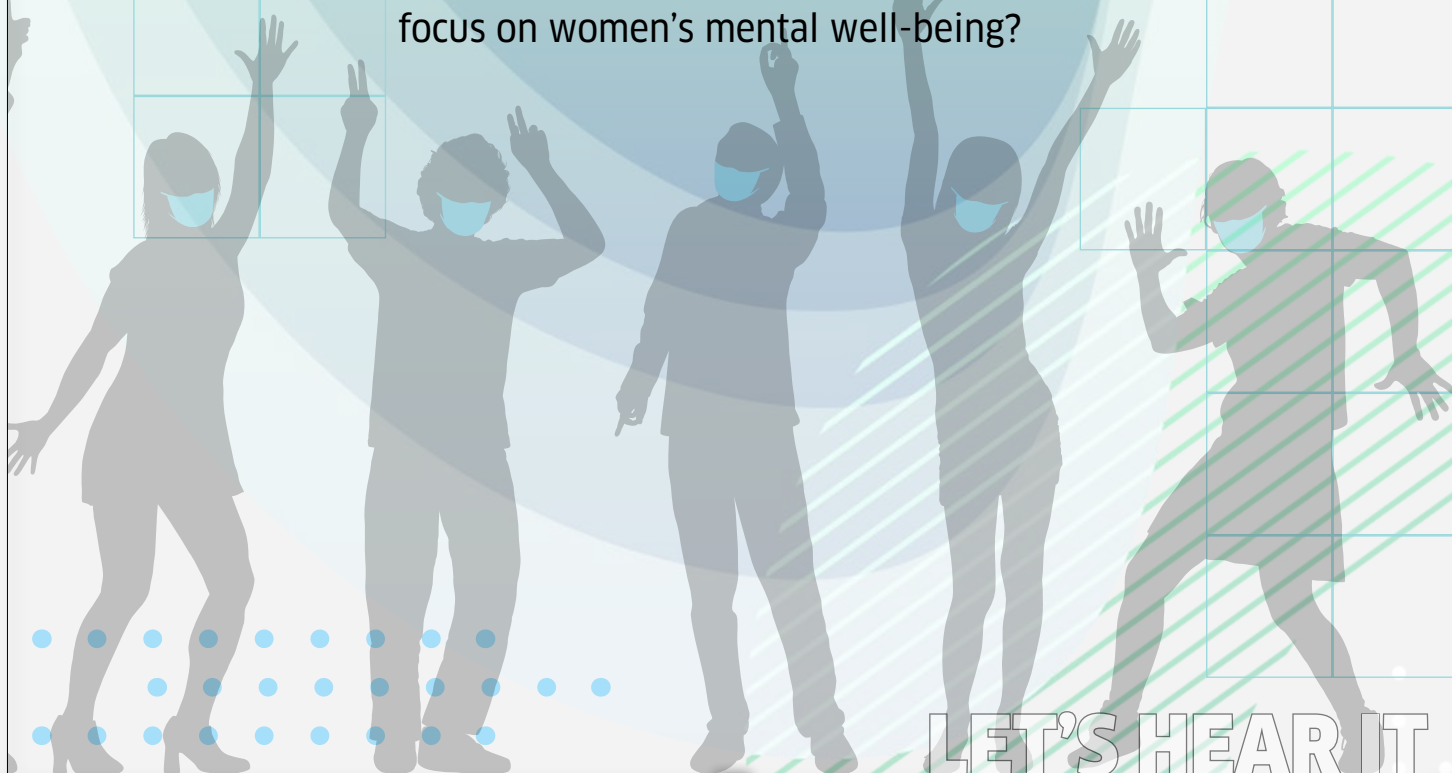
- 5
- The first Indian woman to graduate from Harvard Business School in 1982
 - The first woman president of Federation of Indian Chambers of Commerce and Industry

Share your entries on Instagram & Twitter from Sep 23 to Sep 29, by tagging @ETWomensForum and using #LetsHearIt and #ETWF2020.
Exciting prizes in store for lucky winners!

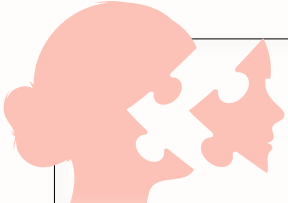
LET'S HEAR IT

DISCUSSION AREA 2: BEATING THE LOCKDOWN BLUES

COVID-19 has made the existing inequalities for women, worse. Women's jobs are estimated to be 1.8 times more vulnerable to this crisis than men's jobs. **Women are at the frontline of the COVID-19 fight representing 70% of the health and social sector workforce globally and their work environment may expose them to discrimination.** COVID-19 has disproportionately increased the time women spend on family responsibilities - by an estimated 30 percent in India. During the lockdown, **India witnessed a sharp increase in the recorded domestic violence complaints.** This is putting enormous strain on women's mental health. What can be done to especially focus on women's mental well-being?



LET'S HEAR IT



MENTAL HEALTH SELF-ASSESSMENT QUIZ

1. I am unable to concentrate and focus on my routine tasks.

- Strongly Disagree Disagree Neutral Agree Strongly Agree

2. I have stopped meeting my friends and family as I like to be by myself

- Strongly Disagree Disagree Neutral Agree Strongly Agree

3. I eat far less or far more than I usually would.

- Strongly Disagree Disagree Neutral Agree Strongly Agree

4. I sleep through most of the day and have trouble waking up or I am unable to sleep and often wake up in the middle of the night/ early in the morning

- Strongly Disagree Disagree Neutral Agree Strongly Agree

5. I feel tired throughout the day and am lacking energy and motivation

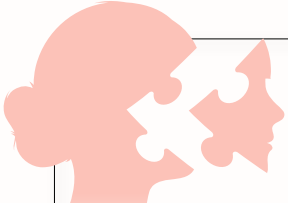
- Strongly Disagree Disagree Neutral Agree Strongly Agree

6. I feel the world is unfair and cruel and often have thoughts of harming myself

- Strongly Disagree Disagree Neutral Agree Strongly Agree

7. I have extremely less to no willingness to do anything that once brought me great pleasure and interest.

- Strongly Disagree Disagree Neutral Agree Strongly Agree



MENTAL HEALTH SELF-ASSESSMENT QUIZ

SCORE YOUR RESPONSES AS FOLLOWS:

STRONGLY AGREE: **5** | AGREE: **4** | NEUTRAL: **3** | DISAGREE: **2** | STRONGLY DISAGREE: **1**

If your score is 15 or less:

MILD DEPRESSION

Mild depression is more than just feeling blue temporarily. Your symptoms can go on for days and even years. If your symptoms persist for most of the day, on an average of four days a week for two years, you would most likely be diagnosed with persistent depressive disorder. This condition is also referred to as dysthymia. Hence, contact a mental health profession.

Though mild depression is noticeable, it's the most difficult to diagnose. It's easy to dismiss the symptoms and avoid discussing them with others.

Despite the challenges in diagnosis, mild depression is the easiest to treat. Certain lifestyle changes can go a long way in boosting serotonin levels in the brain, which can help fight depressive symptoms.

Helpful lifestyle changes include:

- exercising daily
- adhering to a sleep schedule
- eating a balanced diet rich in fruits and vegetables
- practicing yoga or meditation doing activities that reduce stress, such as journaling, reading, or listening to music.

If your score is 15- 29:

MODERATE DEPRESSION

Moderate and mild depression share similar symptoms. Additionally, moderate depression may cause:

- problems with self-esteem
- reduced productivity
- feelings of worthlessness
- increased sensitivities
- excessive worrying

The greatest difference is that the symptoms of moderate depression are severe enough to cause problems at home and work. You may also find significant difficulties in your social life.

Moderate depression is easier to diagnose than mild cases because the symptoms significantly impact your daily life. The key to a diagnosis, though, is to make sure you talk to your doctor about the symptoms you're experiencing.

If your score is 30 or above:

SEVERE DEPRESSION

Severe (major) depression is classified as having the symptoms of mild to moderate depression, but the symptoms are severe and noticeable, even to your loved ones.

Episodes of major depression last an average of six months or longer. Sometimes severe depression can go away after a while, but it can also be recurrent for some people.

Diagnosis is especially crucial in severe depression, and it may even be time-sensitive.

The Economic Times would like to thank **Dr. Prakriti Poddar and the team at Poddar Wellness** for creating this self-assessment quiz. You can learn more about mental health or start on your wellness journey by visiting www.poddarwellness.com.

LET'S HEAR IT

CAPTION THE CARTOON



Share your entries on Instagram & Twitter from Sep 30 to Oct 6, by tagging
@ETWomensForum and using #LetsHearIt and #ETWF2020.
Exciting prizes in store for lucky winners!

LET'S HEAR IT

WHAT IS YOUR WORK-FROM-HOME ARCHETYPE

- 1. A work related meeting gets cancelled at the last minute. What do you do with the one hour that has just opened up in your life?**
 - a. Wash the dirty dishes you have been ignoring since morning
 - b. Make progress on the puzzle you have been working on
 - c. Use the time to catch up on other work related tasks
 - d. Get in your daily quota of cardio
- 2. Your manager calls you at 11 pm on a Saturday...**
 - a. You can't hear the phone ring since you are on a marathon LOTR viewing session
 - b. You are already asleep since you need to up early for your 5k run
 - c. You see the call but ignore it. It can wait till Monday morning
 - d. You answer the call. She wants some numbers which you had foreseen so you send it across in a minute.
- 3. You have two hours to put the finishing touches to a presentation for an important client. At the same time your child is struggling with his Math homework. What do you do?**
 - a. You work on the presentation. Your partner is on school duty today
 - b. Child! What are those?
 - c. You finish your presentation and then get around to helping your son with linear equations
 - d. You don't need the two hours. You are done in 30 minutes.
- 4. Your partner was on kitchen duty. At the last minute, they have burnt the curry you were supposed to eat for lunch. What do you do?**
 - a. You take over. Lunch will be late but atleast it will be edible.
 - b. Not a problem. There's freshly baked Sourdough bread you had made yesterday.
 - c. Order takeout
 - d. Without breaking a sweat, you have a 3 course meal laid out in no time
- 5. You haven't met your best friend in 3 months. It's her birthday tomorrow, but it's a weekday..**
 - a. You have a glass of wine over a video call after work hours
 - b. You paint a portrait of her and send it as her birthday gift
 - c. You make plans to meet over the weekend and celebrate then
 - d. All of the above
- 6. During a meeting, you get a call from the delivery boy who has arrived at your society gate with your online shopping. Due to your society's rules, someone needs to collect them from the gate.**
 - a. You transfer the call to your phone and head out to pick up your shopping
 - b. You ask the delivery boy to leave it at the gate. The oil paints your ordered won't go bad.
 - c. Finish your call and then go down and collect it
 - d. You call the security office and request them to make a special allowance since you have sprained your ankle
- 7. What is your house cleaning schedule?**
 - a. Once a week
 - b. I'd rather not say
 - c. Once every 3 days
 - d. Every day while listening to your favourite podcast



Depending on which choices you select, go to the page numbers mentioned and find out what archetype describes you best:

Mostly a: Page 12

Mostly b: Page 15

Mostly c: Page 19

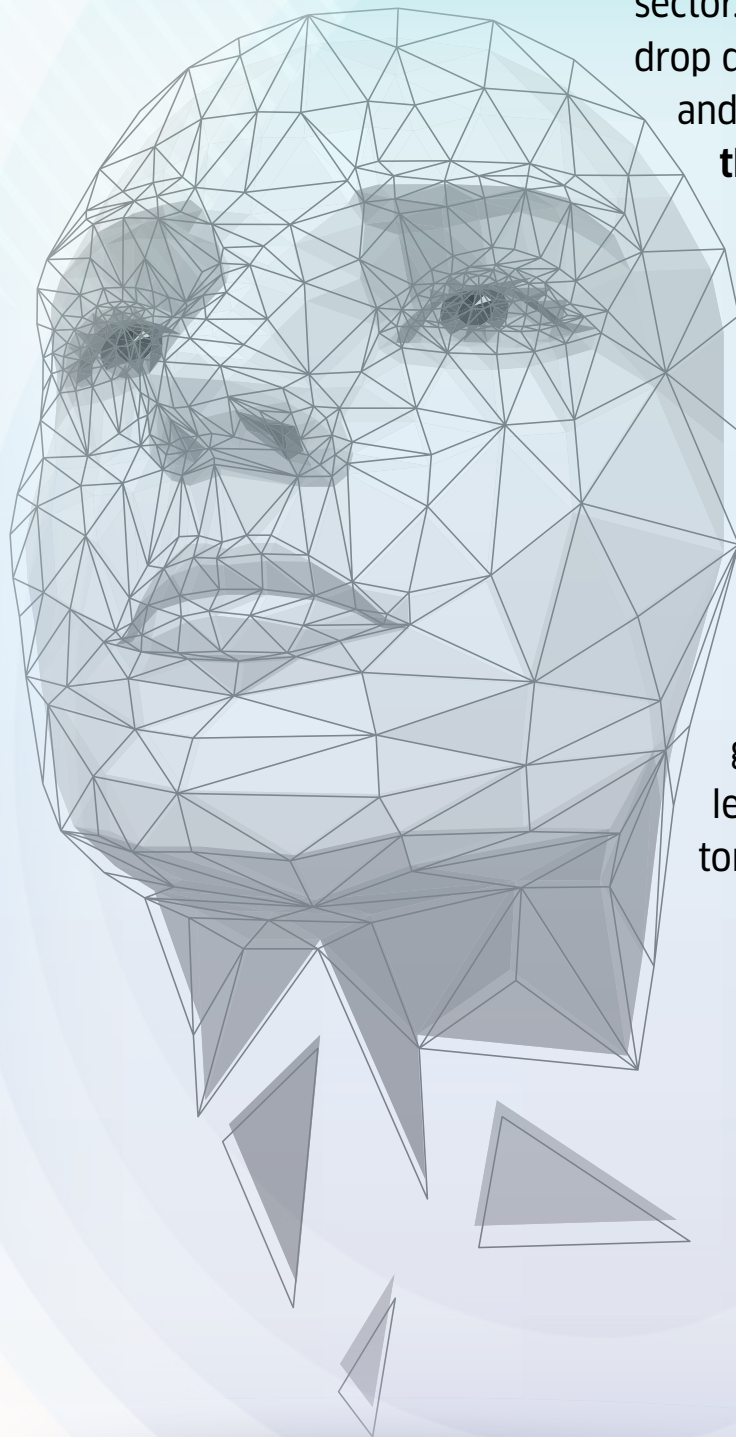
Mostly d: Page 22

LET'S HEAR IT



LET'S HEAR IT

DISCUSSION AREA 3: WOMEN SHAPING THE FUTURE OF TECH



Women now constitute 30% of the workforce in India's tech sector. However, the numbers drop dramatically at middle and senior levels. **Globally,**

there is a positive correlation between business performance and women representation in senior management.

How can tech companies help women avoid pitfalls and climb up the ranks? How can the goal of 'Indian women leading the tech world of tomorrow' be achieved?

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CROSSWORD TECH WIZ



Across

- 4 The latest in screen technology
- 5 Jeff reaching for the stars
- 6 Can help turn an amateur into a 'Hero'
- 7 Neuroscientist in real life.
Neurobiologist in reel life
- 8 Owns the world's largest physics lab
- 10 Created by Netscape, it allowed for
dynamic webpages

Down

- 1 Digital skeletons
- 2 Your ears won't need protection around these
racetracks
- 3 Swedish music streaming company
- 5 Linked list of records
- 9 Behind-the-scene software interactions
- 11 Place one above the other

Share your entries on Instagram & Twitter from Oct 7 to Oct 13, by tagging
@ETWomensForum and using #LetsHearIt and #ETWF2020.
Exciting prizes in store for lucky winners!

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HOBBYIST

LET'S HEAR IT

DISCUSSION AREA 4: ENTREPRENEURS WHO THRIVE IN A CRISIS

In the face of the pandemic, entrepreneurs are being tested like never before. While some are witnessing their businesses being upended, many others have pivoted to meet new needs for goods or services borne out of the crisis. Further, this pandemic has given rise to more or new entrepreneurial activity – a reminder for us to think about how we value innovation. Nevertheless, **with optimism and resilience hard-wired in their DNA, entrepreneurs are finding opportunities amid the crisis.** Some are even turning it into success.



LET'S HEAR IT

CROSSWORD: WOMEN TRAILBLAZERS



Across

2. First Indian woman to win a Booker prize
3. First woman chairperson of a listed Indian IT company
4. First Indian to win an Oscar in 1983
5. First woman President of India
6. First woman IPS officer in India
7. First female Chief Economist of IMF
8. First woman in the world to swim across the seven seas

Down

1. First Indian woman to score a T20I Century
9. First Indian woman to win a gold medal at the IAAF World Under-20 Athletics Championships

Share your entries on Instagram & Twitter from Oct 14 to Oct 20, by tagging @ETWomensForum and using #LetsHearIt and #ETWF2020.
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LET'S HEAR IT

MY ROLE MODEL, MY INSPIRATION

Highlight the qualities that describe your role model and share it with us on Instagram & Twitter, by tagging @ETWomensForum and using #LetsHearIt and #ETWF2020. Don't forget to tag your role model and let her know of your admiration!

V	Y	C	R	E	A	T	I	V	E	A	D	C	H	X
K	R	O	T	G	C	O	U	R	T	E	O	U	S	C
G	A	R	Z	N	M	J	U	S	T	M	M	U	I	I
K	N	G	I	I	E	I	V	E	P	B	O	T	N	T
Y	O	A	N	R	P	T	R	A	L	I	N	C	T	A
O	I	N	F	E	L	M	S	E	T	E	L	N	N	M
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T	I	S	U	N	I	L	B	T	S	D	D	V	I	A
S	V	E	E	O	R	M	U	I	I	N	A	X	L	R
P	A	D	N	I	A	A	V	F	I	R	O	Y	I	P
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Ambitious
Approachable
Authentic
Brave
Compassionate

Confident
Consistent
Courteous
Creative
Determined

Diplomatic
Humble
Inclusive
Influential
Just

Kind
Optimist
Organised
Outspoken
Pioneering

Powerful
Pragmatic
Reliable
Resilient
Visionary

LET'S HEAR IT



LET'S HEAR IT

DISCUSSION AREA 5: INDIA'S TOP SOCIAL MEDIA INFLUENCERS A FORCE TO RECKON WITH

Starting two decades ago with eclectic accounts of daily life, Indian bloggers have evolved and diversified into a formidable lot of social media influencers. Brands lean into influencer marketing to attract wider audiences and to deliver relevant and consistent messages to their consumers. With fan following in the millions on YouTube, Instagram, Twitter (and others) the growth of social media influencers closely mirrors the rise in digitisation. How has this group of individuals been impacted by the pandemic? What are the lessons for those who wish to begin this journey?



LET'S HEAR IT



Got a new perspective	Participated in the online debates	Enjoyed the sessions	Got moved by the stories
Asked a question to a speaker	Felt inspired	Connected with other participants	Felt brave
Identified with a speaker	Made a list of my goals	Felt empowered	Caught all the weekly sessions
Won a gift prize	Engaged with the Forum on social media	Looking forward to the next edition	Vowed to keep making my voice HEARD

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LET'S HEAR IT

DISCUSSION AREA 6:

LOGIN TO THE SISTERHOOD OF WOMEN

With more than a billion mobile phone connections and 500+ million active internet users (35% of them are women), India seems to be bridging the digital divide between urban and rural audiences, men and women. However, much more that can be done to fight gender inequality through online communities dedicated to better information and networks.

Millions of Indian women have found a voice and practical help in building careers, improving health, managing relationships or simply sharing their ups and downs with a sisterhood of communities online.

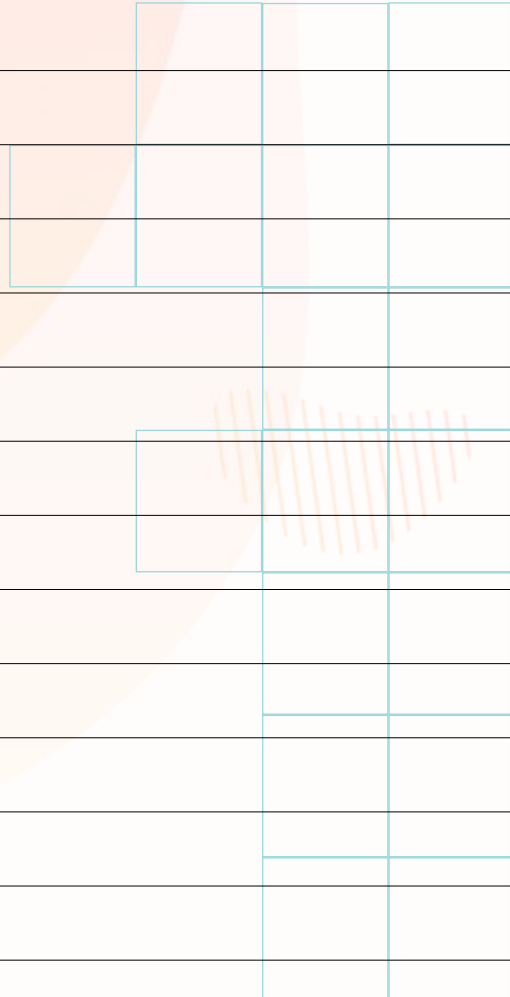
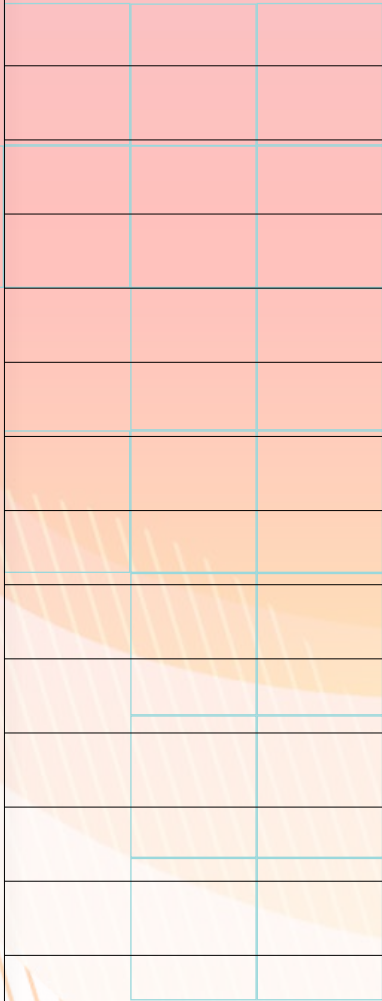


LET'S HEAR IT

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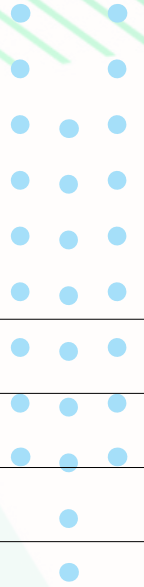


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LET'S HEAR IT

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LET'S HEAR IT