

## **We grow together by Building India, Safe Cities, Smart Cities, Empowered Women**

Women's contribution in the GDP of our country is slowly growing, and to ensure more growth, it is crucial that adequate safety, opportunities, motivation, education and support be provided to them to get into the work force. World Trade Center Jaipur in association with JW Media, SSBC Foundation and Hotel Souvenir Peppermint organized a panel discussion on how to empower our women from not just urban but rural India as well.



Mrs. Sunita Meena, Additional DCP, Nodal Officer - Nirbhaya Squad said “ Rajasthan Police Nirbhaya Squad is a unique innovation of Jaipur Police Commissionerate to protect the rights of girls, women, children and elderly people of Jaipur city. Formed in September 2019, the Nirbhaya Squad has 212 women constables and 50 women policemen on motorcycles working in the patrolling team in two shifts (7:00 am to 2:00 am and 2:00 pm to 9:00 pm) aiming to prevent any kind of anti-social or disrespectful behavior against women in Jaipur.



Dr. Alka Gour, Director, Hotel Souvenir Peppermint, Jaipur said, “today the term ‘glass ceiling’ is most often related with women at work. Studies suggests that women are 20 percent less likely to be promoted than their male co-workers. The term is applied to sectional groups too, but it goes beyond issues of gender and civilization. It can affect people from all walks of life for a variety of explanations. For example, well-informed and accomplished female managers are sometimes deprived of a raise because of her gender, as men in comparrison, are assumed to be as more ‘appropriate’ leaders. Glass ceilings are often the result of insentient bias – natural and fundamental politics about background, gender, age, communal class, faith and likewise many more. This needs to change, and immediately.”



Mr. Pankaj Agarwal, Managing Director, Goyal Group Jaipur, ensured that now a days corporates are looking at female executives seriously, and there is no such gender distinction being made. Secondly, all job role allocations are done based on the capabilities and qualifications of a candidate. “in contrast to previous experiences, women are now actively taking marketing and business development roles as we speak” he pointed out.



Dr. Monika Mathur, Head, Department of Economics, Manipal University, Jaipur urged for the development of adequate surveillance technologies and also the installation of the same at appropriate places with light, necessary power backups and round the clock maintainance. “Such a technology led approach is a sure shot measure for ensuring women’s safety“ remarked Dr. Mathur.



Mr. Madan Yadav, Managing Director, SSBC Group, Jaipur, said “the real estate sector is not far behind. Earlier, this sector was a taboo to women incumbents’. Today, women have not just joined the sector, but excelled in bringing revenues to large developer groups through their demonstrated capabilities in areas such as Architecture, Interior Designing and Business Development.”

Mrs. Manju Sharma, Vice President, Vipra Welfare Board, Government of Rajasthan; Mr. Madhusudan Dadhich, Specialist Technical Education & Skill Development, Jaipur and Mrs. Anju Sharma, AP, Fashion Design Department, Apex Group of Institutions, Jaipur also shared their views during the programme which was attended by over 75 guests.

Mr. Navneet Agarwal, Assistant Director, World Trade Center Jaipur proposed the vote of thanks.

The programme was held on November 5, 2022.