President’s Address

It has been seven years already. Seems like only yesterday that Ms. Rajalakshmi, the then Director of STPI called few of the women from the IT industry and discussed about the need for a forum that worked towards the empowerment and success of women in the industry which led to the formation of eWIT.

I feel privileged to have got involved in the various activities of the forum since its inception. During these years, so many wonderful and highly accomplished people, both men and women, helped in many ways for eWIT to grow. Many companies have been supporting us from the first year onwards with their generous sponsorships and memberships without which we could not have done what we had been able to do.

Through the years, we have helped companies on how to go about building a gender inclusive environment. Whenever there is opportunity, we give our inputs to the Government on subjects that is of importance to women at work. We have also been actively working with colleges to prepare the women students for a successful career in IT/ITES industry. Plus, our regular networking events and theme based events bring the eWIT members together to learn and grow.

It is encouraging to know that we are making positive impact on the women in the IT/ITES industry based on the constant feedback we get from the members and other supporters of the forum but if we need to see remarkable changes that produce significant and lasting results on the growth of women in the IT/ITES industry at all levels of organizations, then only the women can make it happen. The colleges, the government, the companies, and forums like eWIT can only create the necessary ecosystem for women to succeed. Ultimately, we women need to take ownership and act on.

So, if you want to be successful in your career, assess yourself. Here are few questions to ponder upon:

✓ Do you often hide behind the gender factor in order to dodge responsibility at work?
✓ Are you as productive as your male colleagues?
✓ If you did something significant that attributed to the success of a project, do you make sure that your boss is aware of it? In other words, are you ‘visible’ to the seniors?
✓ Are you actively in touch with at least a dozen men and women who are working in similar area outside of your place of work?
✓ Do you seek opinion and suggestion from someone much senior to you when you have questions or issues to deal with at work, say, a mentor or someone you look up to?
✓ Do you have a plan of where you want to be in your career path, say 5 years from now, or 10 years from now? Do you know how to get there? Are you doing what it takes to get there?
✓ Have you communicated to your family (husband, children, parents, in-laws) about your career goals and sought their active support of your goal?
✓ Are you leveraging your natural strengths at work place?
✓ Are you assertive at work to see what is happening around you?

There are many more things that you need to be aware of and know how to handle in order to be a success at work place. At eWIT, we bring out various perspectives and solutions to problems at IT/ITES work place through our programs and events, which no other forum in India is doing. We make it possible for the members to learn directly from the accomplished leaders in the industry. Therefore, if you are not a member of eWIT, then I urge you to become one and attend our programs. If you are already a member, then help another woman by making her a member of the forum.

Godspeed.

www.ewit.co.in
## List of eWIT Governing Body

### Office Bearers

<table>
<thead>
<tr>
<th>Name</th>
<th>Position</th>
<th>Email</th>
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</thead>
<tbody>
<tr>
<td>Kalyani Narayanan</td>
<td>President</td>
<td><a href="mailto:kalyani@icmindia.com">kalyani@icmindia.com</a></td>
</tr>
<tr>
<td>Rama Sivaraman</td>
<td>Vice President</td>
<td><a href="mailto:rama.sivaraman@polarisft.com">rama.sivaraman@polarisft.com</a></td>
</tr>
<tr>
<td>Sarada Ramani</td>
<td>General Secretary</td>
<td><a href="mailto:sarada@ciindia.com">sarada@ciindia.com</a></td>
</tr>
<tr>
<td>Namagiri Ramesh</td>
<td>Jt. Secretary</td>
<td><a href="mailto:ramnam25@gmail.com">ramnam25@gmail.com</a></td>
</tr>
<tr>
<td>G. Rajalakshmi</td>
<td>Treasurer</td>
<td><a href="mailto:lakshmi@cenzatech.com">lakshmi@cenzatech.com</a></td>
</tr>
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### Governing Council Members

<table>
<thead>
<tr>
<th>Name</th>
<th>Position</th>
<th>Email</th>
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<tbody>
<tr>
<td>Anuradha C, BSc1 – Human Resources, Polaris</td>
<td></td>
<td><a href="mailto:anuradha.c@polaris.co.in">anuradha.c@polaris.co.in</a></td>
</tr>
<tr>
<td>G. Bhuvaneswari, eWIT, Chennai</td>
<td></td>
<td><a href="mailto:admin@ewit.co.in">admin@ewit.co.in</a></td>
</tr>
<tr>
<td>Indira Jagan, Director, Value Software Technologies Pvt. Ltd.</td>
<td></td>
<td><a href="mailto:indirajagan@yahoo.co.in">indirajagan@yahoo.co.in</a></td>
</tr>
<tr>
<td>Indira Viswanathan, Associate Vice President – BFSI vertical, Hexaware Technologies Ltd.</td>
<td></td>
<td><a href="mailto:indirav@hexaware.com">indirav@hexaware.com</a></td>
</tr>
<tr>
<td>Jayalakshmi Thirugnanam, Director, Ascenders Technologies Pvt. Ltd.</td>
<td></td>
<td><a href="mailto:jayalakshmi@ascenderstech.com">jayalakshmi@ascenderstech.com</a></td>
</tr>
<tr>
<td>Latha Ramesh – Head Academic and Community Engagement, Classle Knowledge Pvt Ltd.</td>
<td></td>
<td><a href="mailto:latha.ramesh@gmail.com">latha.ramesh@gmail.com</a></td>
</tr>
<tr>
<td>Name</td>
<td>Title and Company</td>
<td>Email</td>
</tr>
<tr>
<td>-------------------------------</td>
<td>--------------------------------------------</td>
<td>------------------------------</td>
</tr>
<tr>
<td>Nadia Makhani</td>
<td>Deputy Manager – Editorial, Scope e Knowledge</td>
<td><a href="mailto:nadia@scopeknowledge.com">nadia@scopeknowledge.com</a>; <a href="mailto:nadiaamakhani@gmail.com">nadiaamakhani@gmail.com</a></td>
</tr>
<tr>
<td>Radhika Chandrashekar</td>
<td>Director, BCM &amp; Internal Audit, Global Outsourcing</td>
<td><a href="mailto:radhika.chandrashekar@rrd.com">radhika.chandrashekar@rrd.com</a></td>
</tr>
<tr>
<td>Radhika Narayan</td>
<td>Delivery Manager, Ford Technology Services</td>
<td><a href="mailto:nradhika@ford.com">nradhika@ford.com</a></td>
</tr>
<tr>
<td>V. P. Rajini Reddy</td>
<td>Managing Director, Exemplarr Worldwide Limited</td>
<td><a href="mailto:rajini@exemplarr.com">rajini@exemplarr.com</a></td>
</tr>
<tr>
<td>Thenmozhi Sengodan</td>
<td>AVP – Mahindra Satyam</td>
<td><a href="mailto:Thenmozhi_Sengodan@mahindrasatyam.com">Thenmozhi_Sengodan@mahindrasatyam.com</a></td>
</tr>
</tbody>
</table>

**Advisors – Past Office Bearers**

<table>
<thead>
<tr>
<th>Name</th>
<th>Title and Company</th>
<th>Email</th>
</tr>
</thead>
<tbody>
<tr>
<td>R. Rajalakshmi</td>
<td>Retd. Director – STPI, Bangalore &amp; ex – eWIT President</td>
<td><a href="mailto:rajyashri.r@gmail.com">rajyashri.r@gmail.com</a></td>
</tr>
<tr>
<td>Usha Srinivasan</td>
<td>Director – USHAS</td>
<td><a href="mailto:ushatr@gmail.com">ushatr@gmail.com</a></td>
</tr>
<tr>
<td>Vijayalakshmi Rao</td>
<td>Mentor/Business Advisor</td>
<td><a href="mailto:vijirao99@gmail.com">vijirao99@gmail.com</a></td>
</tr>
</tbody>
</table>

**Advisory Board**

<table>
<thead>
<tr>
<th>Name</th>
<th>Title and Company</th>
</tr>
</thead>
<tbody>
<tr>
<td>Virginia Little John</td>
<td>CEO, Quantum Leaps</td>
</tr>
<tr>
<td>Ganesh Chella</td>
<td>Founder &amp; CEO, Totus Consulting</td>
</tr>
</tbody>
</table>
Empowering Women in IT (eWIT) is a voluntary and not-for-profit forum run by a group of senior women professionals associated with the IT/ITES industry. eWIT was formed in March 2006 with support provided by STPI, Chennai.

eWIT was formed with the vision: “To be the preferred forum for interchanging of ideas and for pioneering initiatives so as to unleash the potential of women and drive their growth in the IT/ITES industry” with specific objectives of:

- Expanding the women workforce at all management levels and sustain and flourish
- Enabling women to tread the career path by equipping them with necessary skills
- Facilitating women’s quest for a better ‘work – life’ balance in IT/ITES Sector

eWIT currently has corporate members both large and small such as Polaris, Cognizant, RRDOnnelley etc and several individual members. We work with other not-for-profit organizations like Computer Society of India, SPIN, TiE and Prajnya for conducting programs that are of specific interest to women in IT.

Over the last seven years, towards achieving the above mentioned objectives, we have undertaken the following:

1. We have been conducting programs and workshops to train women on various topics of relevance to them, apart from regular networking events that enable women from the industry to interact for knowledge sharing and exchange of ideas.

2. The eWIT Excellence Award competitions, held annually to encourage young talent enjoy wide participation. Our Anniversary events, usually held in March, are hugely successful and we are happy to say that today, every company associated with eWIT is perceived to be a women-friendly organization. We also provide consultancy services through a network of women who have registered on our database.

3. This year we have started an Academic Initiative in which we network with Colleges/academic institutions across Tamil Nadu. Colleges become Institutional members of eWIT. Senior women associated with eWIT conduct interactive sessions, give lectures, motivational talks etc to students to encourage them to take up careers in IT and also explain industry practices.

4. We undertake research studies to understand the expectations women have from companies with regard to women-friendly policies, support infrastructure etc. We also study what companies have to offer and try to knowledge-share for the larger benefit of all our member companies.

5. In recent times, eWIT is being invited by corporates to initiate and provide a thrust to their women empowerment programs. We not only present industry best practices but also research and make recommendations on specific women-friendly policy related issues like flexi-time etc. Please check out our website www.ewit.co.in for more details.

Organisations find that eWIT’s intervention can help in two ways:

- To get more information about what other companies are doing in the area of gender inclusivity and bring out the learnings relevant for their company
- To interact in a neutral manner with a cross-section of women employees to get an unbiased feedback on their expectations and identify areas where further improvement could be brought about in the company’s women oriented policies

You can visit our website www.ewit.co.in to find more detailed information about us.
### Annual Membership Details

<table>
<thead>
<tr>
<th>Category</th>
<th>Classification of Members</th>
<th>Annual membership fee (Rs.)</th>
<th>Number of employees eligible to attend all eWIT events</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>Corporations with &gt; 50,000 Employees</td>
<td>35,000</td>
<td>10 members</td>
</tr>
<tr>
<td>B</td>
<td>Corporations with &gt; 20,000 and &lt;= 50,000 Employees</td>
<td>25,000</td>
<td>10 members</td>
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<tr>
<td>C</td>
<td>Corporations with &gt; 1000 and &lt;= 20,000 Employees</td>
<td>15,000</td>
<td>6 members</td>
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<tr>
<td>D</td>
<td>Corporations with &gt; 500 and &lt;= 1000 Employees</td>
<td>7,000</td>
<td>3 members</td>
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<tr>
<td>E</td>
<td>Corporations with &gt; 100 and &lt;= 500 employees</td>
<td>5,000</td>
<td>3 members</td>
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<tr>
<td>F</td>
<td>Corporations with up to 100 employees</td>
<td>2,500</td>
<td>2 members</td>
</tr>
<tr>
<td>G</td>
<td>Colleges</td>
<td>2,500</td>
<td>2 members (lecturers, HOD, or anyone other than students)</td>
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<td>H</td>
<td>Individuals</td>
<td>500</td>
<td></td>
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<tr>
<td>I</td>
<td>Life Time Patron Membership for individuals</td>
<td>5,000</td>
<td></td>
</tr>
<tr>
<td>J</td>
<td>Sponsor Members</td>
<td>Sponsored an event</td>
<td>Depends on the number of employees, same as Category A–F</td>
</tr>
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</table>

- The membership would entitle the members to attend all the regular events free of charge. Some special events may be charged depending on the trainer involved. Also more number of women can be sent by corporate members to attend by paying extra amount for the event.
- Please draw the cheque in favor of Empowering Women in IT and mail to: No. 6, Kalakshetra Avenue 2nd Street, Thiruvanmiyur, Chennai 600041. Ph: 044-42120706 along with company and contact details.
- The Corporate membership would make it eligible for ALL the women employees of the company to become a member of eWIT for FREE. All the women employees of the corporate member need to do is just register in eWIT's website in order to activate the membership.
- If a corporate member has presence over several regions where eWIT exists and the corporate wants to become a member of the regional chapters as well, then the annual membership fee paid by the corporate member would be divided equally among the eWIT regions. This is applicable only if the corporate member explicitly requests membership at Regional chapters as well.
eWIT’s Excellence Award 2013

eWIT conducted “eWIT’s Excellence Award-2013”- a Paper Presentation Contest, to unleash the potential of IT/ITES woman professionals, to showcase their talent and expertise in their respective areas.

Candidates from various organizations had registered to take part in the contest and sent in their papers from which the eminent panelists had evaluated the papers and short listed 4 papers each in Technology, Human Resource and Quality categories for oral presentation.

The oral presentation for all the categories was held on 16th March 2013 at the office of RR Donnelley, one of our corporate members. The event had a healthy and tough competition amongst the 4 short listed candidates each in all categories and the event was teeming with ideas and conversation. The panelists gave suggestions and ideas to candidates for improvising their presentation after a rigorous Q&A session.

The following candidates emerged as winners taking away the first and second place respectively.

<table>
<thead>
<tr>
<th>Category</th>
<th>Topics</th>
<th>Winner</th>
<th>Runners up</th>
</tr>
</thead>
</table>
| Technology      | Enhancing Customer Experience through Portals/Content/ Collaboration/ Business Analytics | Ms. Lakshmi Ranganathan, RR Donnelley, Chennai | 1. Ms. Swapna Shree Jaivittal, RR Donnelley, Chennai  
|                 |                                                                       |                                             | 2. Ms. Dhanaselvi C, HCL Technologies, Chennai   |
| Human Resources | Creating a Culture of for Intrapreneurship                             | Ms. Deepa Rahul Easwar, IBS Software Services, Trivandrum | Ms. Stella Little Asha Stephen, Hexaware Technologies Limited, Chennai |
| Quality         | Enhancing Customer Experience through Portals/Content/ Collaboration/ Business Analytics | Ms. Premalatha Shanmugham, Indium Software India Ltd., Chennai | Ms. Preethi Sylvia, HCL Technologies, Chennai |

eWIT extends cordial appreciation for the support given by all the members, and participants in making this event a grand success. eWIT especially thanks the panel of judges who had spent their invaluable time in selecting the papers for the final presentation and also for chairing the event.

Our sincere thanks to the RR Donnelley for having sponsored venue to conduct Oral Presentation of eWIT Excellence Award 2013.

eWIT also thank the following panelists and judges for the support and guidance rendered to us to make this event a great success. We look forward to their continued support for our future events.
We would also like to convey our thanks to the volunteers from eWIT member companies who helped us in conducting the Oral Presentation sessions smoothly.

eWIT has also conducted a Photography contest for the first time. We had overwhelming response for this contest. The winners of the contest are:

**Winner:** Gargi Sarcar, Great Lakes Institute of Management, Chennai

**Runner up:** Priya Aldam, Take Solutions, Chennai

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<th><strong>Quality</strong></th>
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Feedback from Winners

Priya Aldam, Runner up, Photography Contest

I applaud EWIT in recognizing the need to “Empower Women” through various medium and one such being the powerful visual medium of photography. The opportunity to capture the Women of Will (WOW) was an enriching experience which left an everlasting memoir in my life. The visuals captured were a depiction of the challenges, turmoil and strife for existence faced by women in their multifaceted journey of life as a Mother, Daughter, Wife, Professional, Leader and many more.

Asha Stephen, Runner up, HR

The topic is one of my favourite topics as well as presenting paper is also which I like most to do. Confidence, Boldness and practical and clear understanding of the topic would be the reasons for my success I guess. I thank the eWIT for this wonderful opportunity being given to me.

Premalatha, Winner, Quality

During oral presentation, within the given time frame, we need to bring out the core theme of Quality; the best practices of compatibility testing with our strategic approach supported with metrics dashboard. And the attributes for evaluation are really challenging. With the experience level of the judges panel one should have 360 degree view. The toughest part is Q&A session, to handle the queries of the jury panel, real project and process experience should speak out.

Lakshmi Ranganathan, Winner, Technology

I believe that every woman has within her the capabilities to succeed. It’s just that we have to be willing to explore them and showcase them. In the right environment, where women can be supported as they muster that little bit of extra energy to give it a shot or try a different approach, they can emerge as winners. I’m grateful for this opportunity, for the support I’ve received, and for this recognition.

Deepa Rahul Easwar, Winner, HR

eWit has added immense value to my career and has given me a massive exposure to the views of industry experts on this relatively fresh topic, Intra-preneurship. I believe the passion with which I had looked at this topic coupled with the confidence with which I had presented it orally in a precise time span of 12 minutes, followed by a pleasant and effective handling of questions put across by the judges who were representatives from giant organizations, together has led me to win this most coveted title. This victory is very close to my heart and I thank eWit with all my heart for giving us the right platform for empowering ourselves in our professional growth. eWit, through its such activities keeps telling the world that “The hands that rock the cradle can definitely rock the world too!”

Dhanaselvi Chandrasekaran, Runner up, Technology

I always believe in “No matter what obstacles life throws at us, we can walk away a winner, all because of a positive attitude and Hard work”. I take this opportunity to thank eWit, Kalyani Narayanan President – eWIT for organizing an event specially to encourage women employees in IT industry. It is a good platform for talented women IT employees to showcase their talents, provides a learning platform and creates an opportunity to meet women achievers, role models in IT industry. My sincere thanks to Saradha, Bhuvana of eWIT for their great coordination. I would like to thank HCL Management and all my mentors from HCL especially Sundar Lal (AGM, Technology Management Office – HCL) for the continuous support and encouragement, Thank you.

Gargi Sarkar, Winner, Photography

Proud to be a woman – That’s the thought that came to my mind when I made this photograph at the passing out parade of Indian Army. For me, every picture holds emotions and has a story to tell. This one in particular gives me a feeling of pride and respect that each of these young cadets holds in her heart. Real empowerment of women lies in the trust that society puts on them. This company of officers, led by a woman, exemplifies this true empowerment.
Compatibility Testing – A Must Do of the Web Apps

The major changes occurring in the new century involve computerization and automation. Until some years ago there were not many different versions of web browsers to choose from. Now there are over 250 distinct browser versions.

In today's scenario, software needs to be compatible with many platforms, browsers, peripherals, network, databases and different environment. If the compatibility issue arises in either of these areas, we may lose a potential customer. Proliferation of browsers, operating systems and devices has mandated organizations to ensure that all their software is rendered as intended across these platforms.

When software is compatible with different platforms it increases the sales and improves the company branding. After all, the end user wants high quality software that works on the system without any glitches.

This paper aims at sharing our experience in testing software in different OS with different browser versions. The objective of this paper is to share our strategy, challenges and approaches in Compatibility testing.

Our approach to compatibility testing is (and not limited to) test environment selection based on market strategies, prioritization, virtualization technologies, end to end test coverage, etc... To decide what to test we need to understand what is likely to break. The current batch of web browsers has a set of commonly known bugs and differences.

A software product compatible with multiple OS & browser environments will be the most successful one, both commercially and structurally.

Key Takeaways

- Strategic approach to compatibility testing
- Highlighting cross-browser issues
- Performance dashboard
- Reduce testing costs
- Reduce hardware maintenance
- Minimize user dissatisfaction resulting from compatibility issues
- Testing results which becomes a good reference for continual improvement

Premalatha Shanmugham,
Project Manager,
Indium Software India Ltd.
Winner – Quality Category – Excellence Award 2013

www.ewit.co.in
Creating a Culture of/for Intrapreneurship

“Intrapreneurship is living a few years of your life like most people won’t, so that you can spend the rest of your life like most people can’t”.

Intrapreneurship is a quality which is a benefit to corporates as much as it is to the employees. If we develop this quality among the employees inside the organization, we can see numerous miracles in the corporate world. There are three kind of groups – The ignorant group who has no awareness about Intrapreneurship qualities and are not willing to explore; another group who has knowledge about intrapreneurship, but no enthusiasm to develop the quality by using the opportunities provided by the organization. There is yet another group which consists of people are willing to do so many creative things but unfortunately do not receive sufficient and relevant support from their organization...

All organizations must take care of the aspect of intrapreneurship by considering all three groups employed with them. This is because the organization is only going to be benefited much through Intrapreneurship. Many big organizations (Example: IBM, Google & etc.) reached great heights because they encouraged Intrapreneurship inside their firms by organizing different types of programs and schemes (Example: Google’s 70/20/10 policy, jam conferences in IBM & etc.). We can see many miracles in the organizations once it gets ignited!!!

“The best innovators aren’t lone geniuses. They’re people who can take an idea that’s obvious in one context and apply it in not-so-obvious ways to a different context. The best companies have learned to systemize that process.”

Let’s encourage intrapreneurship and enjoy the miracles being created in corporates through intrapreneurs!!

Stella Little Asha Stephen,  
Hexaware Technologies Limited, Chennai  
Runner up – Human Resources Category – Excellence Award 2013

ewit  
Empowering Women in IT  
www.ewit.co.in
Incident based C-SAT Survey

Summary

C-SAT Survey stands for Customer Satisfaction Analysis Tool. It can be used to understand the satisfaction of customers on incident resolution.

This tool helps to improve the quality of incident resolution provided to customers.

It gives an opportunity for business users to provide feedback on the service provided at incident level, this feedback helps us to understand the customer's satisfaction levels to service them better. It also helps the management to find the defective areas so as to take corrective actions for better performance.

The CSAT tool captures the details of all closed incidents and triggers E-mails to the end user who have raised the incident giving them an opportunity to share their views and satisfaction levels in terms of ratings and comments.

Rating provided by the users are converted into Statistical information for Trend analysis and casual analysis thus providing Statistics of improvement in performance and to substantiate the value add to the customer over a period of time.

This tool can be used in development & ASM projects. As questions are populated from the database they can be modified as per the project's requirements.

It improves incident resolution standards thereby increasing customer trust and bringing in more business to the organization.

The quality standards of the organization are evaluated and are improved by this tool, bringing in better standard of operations and as a consequence, building the organization's reputation.

Preethi Sylvia,
Software Engineer, HCL Technologies Ltd.,
Runner up – Quality Category – Excellence Award 2013
Pluggable Audit Trail using – Aspectj – Business Analytic Tool

Pluggable Audit Trail using – Aspectj – Business Analytic tool, used to enhance the user experience by finding out the usage statics of the application from day one after Go Live.

- Helps to find out most and the least frequently used features in the Application
- Helps to find out the most crucial features
- Top 10 Time taking transaction
- Top 10 transaction Success-Failure rate
- User Logon Count for month, week, day
- Success and Failure Rate of the Transaction

✓ Assists the product owner to make business decision, to compute ROI and to optimize the cost of sustenance
✓ Used for Predictive analysis
✓ The Development team can enable this feature to measure the user Experience in their application without writing a single line of code

Product owner uses these metrics to enhance the user experience.

Dhanaselvi C,
Technical Lead, HCL Technologies
Runner up – Technology Category – Excellence Award 2013
Gender Gap in Senior Management Positions in IT

Women are storming the Information and Technology field and in the late nineties, the number of women in computing and internet industries have registered a steep rise. But there are certain factors holding women back in closing the gender gap in senior management positions. Padma Ravichandar, Mercer India’s Country Head, says this is due to the “leaking pipeline” syndrome; many women drop out as they go up the career.

Barriers to women’s corporate advancement

Obstacles to women’s progress into management stem from several sources: constraints are imposed upon them by society, by the family, by employers, and by women themselves. The barriers can be classified as

- Behavioral expectations regarding women’s role in the family
- Discrimination in the form of organizational structures and policies

Tactics to further the advancement of women

US-based study group focusing on women’s corporate advancement identified the factors below as crucial to successful promotion of gender diversity within organizations:

- Stereotypes and preconceptions concerning women’s abilities and suitability for careers in the corporate environment should be avoided.
- Ensure that women have mentors who are willing to share information and experience, knowledgeable about the company and use of power, able to offer helpful career counseling and offer them visible ‘stretch’ roles.
- Rotate women across functions and ensure they have experience of line assignments.
- Implement succession planning with a focus on women.
- Help employees balance work and personal responsibilities.
- Hold managers accountable for women’s advancement.
- Create a comprehensive, sustained initiative.

Assist employees in balancing work and personal responsibilities

To overcome the gender gap at the senior management level, the most productive tactic is to assist women employees to achieve work – life balance. Organizations have maternity and childbirth leave, early child-care leave available to either parent, sick-child leave and a range of alternative family or medical leave entitlements and there is a rise in need to implement ‘work-life’ or ‘family-friendly’ programs, especially like flexible work time /location flexibility/ work from home options for women to achieve more ground in organization levels.

The incorporation of more friendly/flexible policies in organizations will help women to achieve greater heights in the IT Sector.

Charumathi. B, Software Engineer, Ford Technology Services

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Empowering Women in IT
Psychological Challenges – Being Faced by Women

In our daily life, all of us face myriad situations and our day eventually ends up with different emotions. In this article, I try to look into the psychological problems that are being faced by women in particular and discuss few tips to handle them.

When we look at the psychological problems – fear, depression, stress, anxieties are found in the first row. If an individual is vulnerable, then, all the negative emotions are hooked into their systems easily. Especially when a woman is faced with any of the psychological challenges due to peer pressure, family problems, relationship problems, work pressure, dead line fever, she tends to lose the balance in her life. First of all, she does not feel good about herself, developing complex in understanding or realization or perception of any small problems or situations, not even concerned about her health etc. As a result, she finds it hard to handle others and have the intention to escape from unpleasant realities.

In general, the way you react to a situation solves most of the issues. After returning from the vacation or any kind of retreats, we will feel enriched, rejoiced and rejuvenated which is evident in our behavior. We feel fresh mentally. But when the day passes by, the freshness also goes away. Mind gets congested with negative thoughts and emotions. Individual becomes imbalanced in their emotions.

Can we overcome this? The Easiest way is to replace all the negative emotions with positive affirmations. Create the positive thoughts, which will enhance our life in an effective and productive manner. Make an effort to construct the positive affirmations and repeat the same every day, in order to create wonderful neuro-path of own self. Positive thought formation helps in resolving any emotional issues. The law of attraction says that you attract into your life whatever you think about. Learn to allow the positive affirmations flow into body and mind. Hence create positive thoughts and prevent negative thought creation. Make a mind set to live a happy energetic life.

As women undergo many life changes, the practice of yoga can help them in every stage, helping her to achieve a peaceful mind, lead a happy life and bodily poise. If we look into own self, each individual will find miracle in them. Understanding thyself will solve all their emotional issues and help them to understand others. The liberation of fear for sure is bound to happen!

Vanitha Kannan,
Ford Technology Services
Habits for Excellence

We are what we repeatedly do – Excellence then is not an act, but a habit.

“Winners make a habit of doing things losers don’t want to do”. — Aristotle

The following are seven habits that you should cultivate to be successful in life, whether personal or professional. These are relevant at all times in life, in all eras and have also been mentioned in our ancient scriptures.

“First you make your habits, then your habits make you”.

A life of discipline

Develop the habit of preceding every activity, all actions, by appropriate planning, preparation and rehearsal if necessary. Take some time to plan and then prepare for the activity before actually performing the activity. When you prepare you must consider – positive factors and consequences, adverse consequences, expenditure of time energy and money, resources required. Consider the pros and cons. Follow planning and preparation with efficient execution and see how much saving there is in time, energy and rework. Thoughtless actions can lead to adverse consequences for the performer and all those associated with the action.

Hard work

Any amount of planning and preparation are not enough for success. It should be supplemented by hard work with a timetable for implementation and effort. All forms of success require hard work, perseverance, crossing obstacles with will power. Work hard to complete every task or project you have to perfection, to the degree possible. “Great people do ordinary jobs extraordinarily well”.

Aesthetic Excellence

Whatever job you do, you should have a value for aesthetic excellence. This consists of three things –

✓ Cleanliness & Neatness – Every place and thing you handle should be extremely clean, spic and span.
✓ Orderliness – Everything you handle should be allocated a specific position and everything should be in that place when not in use.
✓ Attractiveness – Everything you handle should be arranged in an attractive manner.

Aesthetic excellence is cleanliness, orderliness and attractiveness.
Honesty & Integrity

Do unto others as you would unto yourself. Be conscientious in whatever you do. Distinguish between right and wrong, and have the courage to do what is right. Listen to your inner voice, your conscience, and correct your behavior where required. Be honest to yourself and in all you do. Be accountable to your conscience.

Obedience

Obedience is with respect to two aspects

✓ Obedience with regard to instructions given by our seniors. If seniors are good role models and juniors follow their instructions then that group will prosper and be successful.

✓ Obedience with regard to the rules and regulations of the group you belong to – family, company, work group, society, nation. Make sure that you follow what has been laid out. If some rule or regulation is in your opinion not right, follow it so that the group is not disrupted by your disobedience, but do appropriate action to initiate changes.

Consideration for others

Before doing anything, keep in mind whether others will be affected or not. Keep in mind other people’s existence. Take care of your own needs and also those of others. Don’t take care of your own interests at the cost of the well being of others. This does not mean you have to sacrifice your own well being all the time, but it means not hurting others to gain something for yourself.

Sincerity

Believe in the above principles and implement all the above six rules sincerely, consistently, always. Follow this at all times, in all you do. Laziness is a big obstacle. Avoid giving excuses to yourself and to others. Implement as much as possible and you will be able to achieve whatever goals you have in life. Successful people are simply those with successful habits.

Your beliefs become your thoughts,
Your thoughts become your words,
Your words become your actions,
Your actions become your habits,
Your habits become your values,
Your values become your destiny.

—Mahatma Gandhi

Note: This article was inspired by Swami Paramarthananda's lecture titled “Seven Healthy Habits”

Sulochana Ganesan has 28 years experience in the IT industry in the field of software development, Project Management & Quality Management. She retired from Hexaware Technologies as a Senior Vice President.
Voice for a Cause

Voice matters a lot. There should be something that gives victims of sexual assault and violence a vent … Always be a Voice and share personal happenings of tragedy and triumph in an effort to build confidence and self esteem. The act of telling and sharing is said as “An act of empowerment”.

“Don’t be a victim but be a voice”

The woman’s role in societies can’t be ruled out as she plays multiple roles. God has conferred women with a unique quality called ‘patience’. If a man is made to run into this cycle, he would not tolerate the tear of the complexities. If we look into our society, women walk aside men shoulder to shoulder in every pass of life.

Women are everywhere, in every sphere of life and at every instance of requirement. A woman is the creation of social face, a generous pace that gives the nation an ace. The role of women in society has been overseen greatly in the last few decades but now it is coming to a more perspective to people.

Women should voice their opinions in any way possible so that they could reach their goals. Women and children have the inalienable right to live violence-free lives. Individuals and communities everywhere must take responsibility and take action to help maintain this fundamental freedom.

Fear not! Move on! Facing the New World

Sharmila Arumugam,
Test Engineer,
Indium Software India Ltd.
How to Become a Woman Exemplar in Corporate World?

In our current global scenario the quintessential problem is to make our organization successful amidst a challenging economic situation. The success of an organization can largely be attributed to its leadership. An effective leader is one who could sail smoothly even in times of tribulations. So who is an exemplary leader? What traits are required to become an exemplar, and a woman exemplar in that?

Exemplary Leader

An exemplary leader is one who can make seemingly impossible into possible by efficient execution of the organization goals. None of us are born with leadership gene. A complex situation alone makes an ordinary person to display extraordinary behavior. While rising to the occasion, the person is able to portray her leadership experience that might have remained dormant till then. Gone are those days when women were confined to their kitchen work, were completely preoccupied with their responsibility towards the spouse and family. In every country irrespective of developing or developed country women are always considered as one level lower to men. Now its 21st century, if you want to be one step ahead, we must try to shed our inhibitions that emulate us from the male-counterparts. Women are proving their mettle emerging as leaders in growing range of fields like aeronautics, medicine, space, engineering, law, politics, education, business, sports etc. Take for example Indira Nooyi, Chairman and CEO of Pepsico, who is consistently ranked among the Top 100 powerful women in the world. Here we put together the traits we need to become exemplar women

Traits that women should possess as a leader

1. Makes her own decisions – reduce dependency on others for everything.
2. Does not give up easily.
3. Gives personal guidance & direction to the team.
4. Listens exceptionally well.
5. Is humble.
6. Never says “I told you so.”
7. Never flaunts authority.
8. Is always straight-forward.
9. Gives at least a second chance.
10. Inspires loyalty.
11. Really wants to hear other’s ideas and acts on them.
12. Handles disagreements privately.
13. Says “we” instead of “I”.

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15. Gets everyone involved.
16. Is optimistic.
17. Operates well under pressure, or in a rapidly changing environment.
18. Has a good understanding of the job.
19. Believes we can do it.
20. Sets attainable milestones.
21. Wants to make the organization best in the industry.
22. Enjoys her job.

At the end of the day a woman should be charming, captivating, amiable, sociable and approachable. She should make a stellar difference in carrying out her business plan with transparency and should guide the employees to the path of success. My humble request for women who aspire to be an exemplar is think yourself as a queen because “A queen is not afraid to fail. Failure is another steppingstone to greatness”.

**Aarathy Ravi, SAP Technical consultant**

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**Moments....**

They come and go without a foe  
They jump and pump without a blow  
They live and lead without a show  
They give and take with all the glow  
They are ‘MOMENTS’  
Essential they are for all the aspects  
Crucial they are for all the prospects  
Leaders they are for all the trumpets  
Treasurers they are for all the trinkets  
They are ‘MOMENTS’  
Memories are clouds of precious ‘MOMENTS’  
Tears are springs of emotional ‘MOMENTS’  
Smiles are brims of happiness ‘MOMENTS’  
Sighs are signs of thoughtful ‘MOMENTS’  
Fights are keys of angry ‘MOMENTS’  
Hugs are views of affectionate ‘MOMENTS’  
Laughs are lots of lively ‘MOMENTS’  
Learnings’ are actions of listening ‘MOMENTS’  

SO ALWAYS MAKE LIFE a bunch of lovely MOMENTS

**By Mahima Meenakshi R**

**ewit.co.in**
The True Elixir of Life

River! Oh river! So Cold so wild
Gentle as a woman when you ripple on
River! Oh river! So Clear so calm
As soft and tender as women's heart
River! Oh river!
Night after night you cry and weep
Like a woman with pain in deep
Twists and turns as you drift
Life of women turns with a twist
River! Oh river!
You bring life as you steam along
Woman in labour brings life along
When you’re part there is no more life
When women depart life is no more......

By Shiny Josephine, Test Engineer & D. Gayathri, Test Associate
Indium Software India Ltd.

Did You Know?

1. The word “woman” is believed to have derived from the Middle English term wyfman, broken down simply as the wife (wife) of man.
2. Women own only 1% of the world’s land.
3. The first and last Muslim woman ruler of India is Razia Sultan.
4. In ancient Egypt, women have their rights was the right to decide if they wished to marry or not. If a man asked a woman to marry him, she could say no. A woman in ancient Egypt could not be forced into marriage.

Lavanya Palani,
Test Engineer,
Indium Software India Ltd.

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Emotional Freedom Techniques

EFT – Emotional Freedom Techniques

Emotional Freedom Techniques - commonly abbreviated to EFT – is a modern and growing form of personal development and therapy. EFT is one of a number of recent concepts increasingly used for improving and developing people. EFT can be effective for various purposes, including personal and self-development, attitude and behaviour development, resolving personal problems, reducing stress, and restoring life balance. This free article about EFT is contributed by Peter Delves, a leading UK Emotional Freedom Techniques trainer and practitioner, which is gratefully acknowledged. EFT, like many modern spiritually-based or ‘alternative’ concepts, generates passionate debate as to its scientific validity - especially among the scientific community and conventionally-minded therapists. This article does not seek to judge whether, how or why EFT works. This information merely seeks to introduce the concept and to outline its principles, so that you can then seek more information or try the methodology, and then decide for yourself.

Emotional Freedom Techniques – Introduction

EFT (Emotional Freedom Techniques) is about returning the mind, body and feelings to a state of balance and harmony so you are not limited by negative emotions.

Even though we are ‘designed’ to recover from unpleasant experiences or thought patterns, nevertheless we can be affected by recurring emotions from past events such as relationships, trauma or loss. We can also be affected by ongoing or future events such as work-related stress, interpersonal problems, depression and various kinds of anxieties.

In these examples, emotions can be stuck rather than dispersed. Even if we try to ignore them, they still affect our lives. If people decide to do something about the negative feelings or patterns they may try counselling, see their doctor, or compensate for their feelings in some way. Every approach has its merits, but many people will not have heard of Emotional Freedom Techniques (EFT) as an option for resolving their problem.

How EFT works?

EFT is a very effective yet gentle method of directly balancing the body’s energy system for the feelings that you want to change. It’s a bit like clearing a log that’s blocking a stream where the log represents a stuck emotion in your stream of energy. You don’t have to believe in the theory though, just as you don’t need to know how a car works under the bonnet to drive one. Some people do like to find out more about the theory, while others are happy simply to have their problem resolved.
**What EFT involves**

Using EFT involves ‘tuning into’ the issue and then tapping with your fingers on specific acupressure points with your fingers. For example if you still carry anger towards someone who has hurt you in the past, you would be asked to think about them, and notice how you feel. But you **do not** have to relive past events. You just have to be aware that the negative feeling is there. Having therefore ‘tuned in’ to it, you are shown which acupressure points to tap, and what words to say as you do so. (Saying a few things also helps to disperse the emotion from the system).

Having done that you are then asked to think about the person or situation again and check how you feel. Typically you will notice a significant reduction in the intensity of the feeling. If it’s not completely gone then the EFT practitioner repeats the process, bringing the intensity down each time until full balance is restored.

All this is done while sitting normally in a chair.

**After EFT do feelings really return?**

Following an EFT session, the dispelled feelings very rarely return. If they do this implies that there is a bit more work to do than the practitioner initially thought. Of course you can still feel angry, fearful or guilty about other things - and it might be appropriate to do so. But if you have thoroughly used EFT for a specific issue, the feeling will not return. Once you have sent the problem ‘downstream’, it does not come back up.

You will still retain the memory of the event you were working on but it will no longer have the emotional charge that it had before. The other thing to say is that there may be more than one emotion that needs to be cleared, like more than one log jamming the stream. So using our example there might be the anger towards the person, but there could also be anger towards yourself, or other emotions involved such as guilt or sadness. All of these can be addressed separately, and often when you start to disperse one emotion the intensity of others can start reducing straight away.

*Leena Parameswaran,*  
*Software Analyst, Ford Technology Services*
மங்கைற்று வெளி

விளைந்த ஆண்டு ஒரு வருடம். 2 மாதத்திற்குப் பிறகு வந்தார். ஆண்டுகளிலும் மேற்கு வருவதற்கு வருவதற்கு வைத்தையும் பூனையும் மேற்கு இலையாக உள்ளிட்டுள்ளது. ஆண்டுகளிலும் மேற்கு வருவதற்கு வைத்தையும் பூனையும் மேற்கு இலையாக உள்ளிட்டுள்ளது. இந்த வைத்தையும் பூனையும் மேற்கு இலையாக உள்ளிட்டுள்ளது. வைத்தையும் பூனையும் மேற்கு இலையாக உள்ளிட்டுள்ளது. வைத்தையும் பூனையும் மேற்கு இலையாக உள்ளிட்டுள்ளது.

என்று நம்பிக்கையாளர் நோக்கி, நம்பிக்கையாளர் நோக்கி, நம்பிக்கையாளர் நோக்கி. நோக்கி என்று நம்பிக்கையாளர் நோக்கி, நோக்கியும் நோக்கியும் நோக்கியும் நோக்கியும் நோக்கியும் நோக்கியாக உள்ளிட்டுள்ளது. நோக்கியும் நோக்கியும் நோக்கியும் நோக்கியும் நோக்கியாக உள்ளிட்டுள்ளது.

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Deepika Murugesan,
Software Engineer, Hexaware Technologies Ltd.
Kudos to Women

This poem is dedicated to women who strive to bring change in the realms surrounding them. Let's hail the spirit of women and encourage them forever.

The creation of women is a great wonder.
She received a lot of thunder
And her life was in a great asunder.

But now willfully she shatters all the obstacles,
And finally reaches her highest pinnacle.
She stands as hard as the nut of an almond,
She glows in the midst of the world as a diamond.

Is it not our duty
To know the secrets of her life history?

Unwelcomed she entered this world,
Uncared she lived this world.
Everyone saw her with contempt
That she could not make any attempt,
She was like a bird with feathers-cut
And all the doors to the path of success shut.
She was a storehouse of wisdom
But faced a lot of hardship in her struggle to stardom.

She wanted her life to be full of color.
To redeem her life she longed for a savior.
She thought, all such search was futile,
Knew that the savior was no-where
But the soul within her very fertile.
She woke up her soul which was in a deep nap
And wore new feathers to attain her victory cap,
And thus she opened a new chapter of her life history,
Walked steadfast into the road of success to attain crown and glory.
Her aspirations, desires and dreams are boundless,
She soars up high and high, her horizon being endless.

Is not her journey
A great victory?

Yes, she overcame her path crossing each and every stone,
She has really created a remarkable milestone.
In her gentle hands is now the whole world
LIFE IS WHAT YOU MAKE OF IT is her watch-word.
Let us all follow her footsteps,
Success will then be at our doorsteps.

Sanjeetha Veni J.S., Trainee Software Engineer, Ford Technology Services India, Chennai

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Social Networking, which was once considered a boon to many people, irrespective of their age, education, qualification and social status has now become a bane, more specifically to WOMEN. Constant nagging of unknown friend requests, messages from strangers, tags, wall posts, likes, comments have all become part and parcel of our day-to-day activities. Now, when I sit and do a research on how and why Facebook has dominated my life so much, I force myself to answer these questions:

✓ Does this FB take my life to a different platform?
✓ Does this really give me what I aim for, in life?

In reality – the answer is NO.

Being a part of IT industry, I spend almost close to 12 hours at work place and all I have is just another 12 hours left for me and my family, out of which I set aside 6 hours for my sleep. With just 6 hours where I can do hell lot of productive work which will keep my whole family happy and elated, why should I ruin that with my social activities?

I can go for a walk, play with my children, educate them, prepare healthy, variety of food, do something for self-development, visit religious places, friends and relatives (these days children don’t even know their paternal/maternal uncles & aunts 😔 thanks to video and mobile games !!!) Not to forget that, face book addiction, leads us to unwanted connection followed by unpleasant incidents.

It took 2 ½ years for me to realize Face Book is just another addiction which doesn’t bring any great benefit to our lives, it rather eradicate the prevailing peace often. Nevertheless, I have regained the consciousness and am now another happy woman who love to spend time with family and maintain the WLB, with available time 😊

Having said that, I don’t definitely mean Facebook is useless. It depends on how we can put it to productive use yet it DOES NOT have any impact in your life.

Subha V.,
Sr. Technical Writer, Tech Mahindra Ltd.
"Oops its 7 ‘O’ clock!" Half an hour late, I ran to the kitchen thinking where and how I could adjust the hour which I lost sleeping. Many things would have to go to the stove one by one. My day had started!! Along with the cooker whistle one more alarm sounded; my son got up and wanted milk.

“Oh no! I didn’t boil the milk”, I realized. “Dear, wait for 2 minutes; milk is on the way” I tried to calm him down. While I was serving a cup of Horlicks to the little one, I noticed that my brinjal fry got burnt a little. Thank god it didn’t burn completely!! I wished I could have two more hands!!!

Now I need to serve the breakfast, need to get the naughty one ready to school, and of course need to pack the tiffin and lunches. Finally I have done everything. I relaxed and looked at the clock. “Noooo… it’s almost 9!” I need to rush to office, maybe I can forget breakfast today.

“What is the status of EP enhancement? “I heard the sound from behind. Oh… I am in the office now so I need to forget curry and gravy, and it’s time for statuses and meetings.

“Brinjal is burnt a little”, the comment echoed in my ear. “Well, between the brinjal and milk, I prioritized milk”, I replied with smile. It’s the gossip and fun around the table-the relaxing lunch time.

It’s 6:30 and I don’t have any meeting today. Wow! I will have to rush home; my maid will be waiting for me with the little one.” Do you have home work today? “I asked my son while opening his bag and searching for the books. “Yes mom, as usual.” He replied. I silently cursed the person who invented home work.

“I want poori today. No chapatti.” It was the little one again. “You have to eat what everybody eats, we all are eating chapatti so you also have to” I pretended to be serious and convinced him somehow.

This is just one of my many days. When I look back, I ask myself: What did I do? Am I happy? Of course I am multitasking; I am managing the family well, and my work is not bad at office. Still something is missing. It put me in deep thought.

I am not doing justice to myself; I am ignoring my interests, my hobbies. I am not caring about what I am and most importantly, neglecting my health.

It’s the time to change. I cannot forget or neglect myself. I need to find time for my personal growth which is missing in my day to day list. May be I can compensate dosa with a normal upma, a delicious lunch with minimal items in the lunch box or a homemade chapatti with a dinner out. I can delegate some of the kitchen work to domestic help rather than managing everything alone to become a top rated Daughter-In-Law or number one Wife!!! I am not superwoman!!

I need to care-After all If am there only, my dear ones are there.

Leena Parameswaran,  
Software Analyst, Ford Technology Services

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eWIT conducted its 6th Anniversary event on April 27, 2012 at Royal Le Meridian Hotel, Guindy, between 2.30 pm and 5.30 pm. The theme of the event was 'Women in Leadership – Are We There Yet?' The speakers for the event were Ms. Nirmala Gopalakrishnan, Head – Training Operations and Process consulting Hexaware Technologies, Mr. Mohan Narayanaswamy, Managing Director and Chief Operating Officer iNautix Technologies India Pvt Ltd., Ms. Srimathi Shivshankar, AVP – Diversity and Sustainability HCL Technologies, Chennai, and Mr. Uppili Srinivasan, Partner & Head – Intellect Global Transaction Banking, Polaris Software, Chennai.

Ms. Kalyani Narayanan, eWIT President, delivered the Presidential Address. In her address, Ms Kalyani Narayanan gave a presentation on eWIT, its journey so far, and the future focus of the forum.

Ms. Vijayalakshmi Rao introduced the speakers to the stage. Her first question was ‘Do women make effective leaders? Do they lack the required qualities, or do they hesitate to take on leadership roles? She invited Mr. Mohan Narayanaswamy to share his thoughts on the topic.

Mr. Mohan Narayanaswamy, the first speaker, affirmed that every woman has a plethora of leadership qualities. He said that banking, HR, and quality are fields where women are already at the top level. He stated that women do not lack the leadership skills, but felt that women in the middle level need training and mentoring to reach the top level. He said women are already in top-level leadership roles, and those who are not, do not need anyone's help to reach there.

Ms. Vijayalakshmi Rao then posed a question to the next speaker, Ms. Nirmala Gopalakrishnan. ‘Are men ready to accept women in leadership roles?’

Ms. Nirmala communicated that women have been at the top since 300 BC. There are several leadership roles where the woman’s presence is inevitable, like raising a family. If majority of women are not found in leadership roles, it is because of their own decisions and the need to be able to balance home and career, as the latter requires more time and sometimes erratic hours. Whenever needed, the homemaker (the woman) has always stepped up to fulfill family responsibilities, but never the man. Women need no training or mentoring, they are born leaders, but the men should be ready to allow women to reach the top.

Ms. Vijayalakshmi Rao’s next insight was on the notion that women excel in some roles, such as quality/HR/Audit, but do not in some others – like operations, sales, etc. Why is it so? She requested Mr. Uppili Srinivasan to share his thoughts on this.

Mr. Uppili agreed with Ms. Vijayalakshmi Rao’s statement and pointed out that it is stress that stops women from growing, as they prioritize differently. Most women choose roles, which do not compromise on their family time. It is a matter of choice. He also stated that unfortunately, the choices available for men are very different from those available for women. Our society sets the stage for women, which puts most of them to disadvantage.

He further added that a CFO or a CEO gets elevated to the company’s board, while personnel from Quality or HR may not be the prime choice for an organization. Success for women need not be only at corporate level, and a woman can be successful as a homemaker also.

The next speaker, Ms. Srimathi Shivashankar, came up with data from several articles about gender inclusivity, women beliefs, and the state. She requested eWIT to work on the data. She affirmed women are capable of taking as well as managing more stress than men are. Women’s choices, mostly of placing family first, are often misused. Ms. Srimathi feels that at home, for most women, men take the important decisions. This is the way...
society works. She quoted that only 18% women in urban India work, whereas in rural areas, 83% of women work. It is not that women have not been working to support spouses and families, but in our society, it is expected that women’s choices, freedom and voice be controlled by men. Women have been the epitome of empowerment, but it is the society that does not allow them to unleash their potential. There is no end to women empowerment, but women are always seen giving up their choices for men. It is our society that needs to change its outlook, not women.

The Q&A session that followed was interactive with questions and suggestions. Women felt their spouses should be invited to such events, which would be an eye opener for them.

Mr. Senthil Kumar, CFO, Excelacom, the souvenir sponsor, released copies of the 6th anniversary souvenir and Ms. Shobana of Take Solutions received a copy from him.

The eWIT Excellence Award 2012 prizes were distributed to the winners of the competition. Cognizant Technology Solutions sponsored the awards this year as well.

The evening ended with a vote of thanks by Ms. Rama Sivaraman, Vice President – eWIT.

**Role Model Series – We conducted a total of two Role Model Series events**

**Ms. Latha Rajan of Ma Foi Strategic Consultants – June 29, 2012**

As she shared her journey of entrepreneurship since 1992, she related the challenges she faced. She said that one needs to understand his/her strengths and weaknesses; identify core competencies and work hard to bring out the same. When there is a failure, working harder and changing the strategy might be fruitful. She advised that we need to compete against the situation and not against the rival.

She then briefed the audience on how HR activities rose to prominence in India. It was the IT boom that not only made HR prominent, but also placed India on the global map.

Talking about building support networks, she said life is not an individual game and people around us are different from each other. Working together with different people in different situations is very important.

She stated that taking care of oneself, self-nurturing, networking, spending time with children is as important as our careers. She finished her speech with an advice – keep experimenting and keep trying new things in life.

The venue of the event was hosted by Exemplarr Worldwide, a corporate member of eWIT.

**Ms Rama Sivaraman, Partner and Global Head – Performance Excellence, Polaris FT – August 29, 2012**

Ms. Rama Sivaraman started her speech narrating how she was brought up in her childhood without parents being around, with her younger brother and managing household and school, etc. When Ms. Indira Viswanathan asked her how she manages being in a higher position, member of the management committee that is dominated mostly by men, Ms. Rama said she would not think men as a different gender from hers but treat them as a fellow member. She attributed this to her schooling in a co-education school.

She narrated how some women were brave enough to come out of their comfort zone and take a risk in their career. She explained the challenges faced in her personal life when she had to get a critical contract signed from a customer. She asserted that everyone will face challenges in the formative period of their careers. Even during career breaks, staying in touch with technology helps to get back to work easily, and to cope up with upgraded technology.

She stated that when there were choices to make between work and the household, she always preferred to be with her kids. She said to remotely monitor safe internet use by kids; she had always used net nanny. She challenged that when managing teams at office is possible for women, it should be possible at home as well. She further added that women are inclined to leadership skills such as trust, empathy, mentorship, time management, resource management etc. naturally and hence they are naturally suitable for top management positions.

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She requested youngsters to be focused on what they want to be. She asked them to set up a benchmark and slowly sail towards it with a focus, if they want to be in top management.

During the Q&A session, when asked about perception management, Ms. Rama said women are much better at perception management than men. She also mentioned that women tend to finish their work and rush back home, but never try to spend time in talking to colleagues, outside meetings. It is very important to network, and have offline chats with colleagues, beyond middle management and above levels. This is something the men do very well, and gain the advantage of such networking.

The venue of the event was hosted by Exemplarr Worldwide, a corporate member of eWIT.

**Networking Events – We conducted a total of five Networking Events**

**‘Know Your Rights’ – July 30, 2012**

As a woman in the work place, home and society, it is vital that she has the knowledge on – whom to approach when in trouble, laws applicable to women, the importance of taking immediate action, body language, physical comfort levels with your family, friends, boss, colleagues, violation of personal space, how to handle sexual harassment vs. domestic violence or abuse, how to manage difficult children, how to handle situations that might cost you your job, reputation, marriage, relationships etc.,

A panel of speakers consisting of Ms. Vasundhara, Assistant Commissioner of Police for Cyber Crime Branch, Dr. Sangeetha Madhu, psychologist, Ms. Sumithra Mathew, VP-HR, Polaris, and Dr. Geeta Madhavan, Attorney, moderated by Ms. Smita Venkatraman, Associate Director at AGS Health, discussed about how women are subjected to newer forms of abuse such as through cyber-crime, and what their rights are and how to handle both work related and domestic related abuses of various forms.

Ms. Vasundhara explained about various cyber-crimes such as blackmailing using photographs on the internet, usage of MMS etc. She said that she also received a large number of cases wherein the girls were at fault. She stressed that sharing of personal information such as email IDs; passwords must be restricted as these can be misused. A lot of light was shed on the differences between domestic violence and sexual harassment laws – where to go to file a case, which police stations to approach, and the history behind the Visaka Judgement. As a police officer and a parent, she reiterated the importance of speaking up, taking action and most of all keeping parents informed.

Very relevant questions came up pertaining to dress code in the office, problems faced when sent for an onsite deputation, young women who are recently married and could not handle their marital problems, empowerment of women vs. freedom, when and how to control teenagers and the things that they were exposed to in society, handling peer pressure, what to do when organization did not have support system, etc., The questions brought out various discussions and responses on how to handle such situations.

The bottom line that came out clearly from every point of the session was that women must speak up and act.

**Networking Dinner Meet – eWIT&TiE Chennai – November 21, 2012**

eWIT and TiE, Chennai hosted a dinner meet for its members and non-members. The theme of the evening was the law of attraction at work, being surrounded with people who share a similar ambition, and drive themselves to be successful; and together, to move forward as a group. It’s one of those things when everyone is engaged the magic starts to happen.

This business is all about networking, building relationships and taking action and when you do these things continually, the return on your investment in time will be quite positive. But that’s not the extent of networking benefits, in fact that’s only the beginning!
More than 200 men and women heard Angel Investor and former Sr. Program Officer of Bill and Melinda Gates Foundation, Ms. Padma Chandrashekar talk about her journey through her career.

It was great opportunity for eWIT members to network with vibrant members of TiE Chennai.

**R M Seshadri Memorial Lecture – February 13, 2013**

Tamil Nadu Dr. Ambedkar Law University and the Rajaji Center for Public Affairs conducted the 7th Annual RM Seshadri Memorial Lecture on ‘Empowerment of Women’. Members of eWIT were invited to attend this event.

The main speakers were Hon’ble Justice Ms. Prabha Sridevan and Mrs. Kalyani Narayanan, President – eWIT.

Ms. Kalyani Narayanan, President of eWIT spoke on ‘The Female Work Force – A Perspective’. The speech was around the current status of women in our country. For example, India stands at 107th in Gender Gap Index among 137 countries assessed. She also discussed what the society, Government, Corporate and the Women must accomplish through various phases of progress that would take them from ‘Novice’ state to ‘Arrived’ state in building a Gender Inclusive nation.

She said that the most challenging is the changing the Societal outlook on gender equality. It has to start from childhood where parents bring up their children, both sons and daughters, consciously nurturing gender equality among them.

Hon’ble Justice Ms. Prabha Sridevan shared her judgments on women rights she made while serving in the Madras High Court. Her judgments highlighted:

- The importance of marriages – to be registered as soon as it takes place in order to establish legality and rights of the wife.
- The value of the home maker i.e. the services that a wife as home maker performs has value that has to be calculated in settlement cases. She spoke on this judgment as a proud moment in her career because the Delhi High Court directed to follow this judgment for a similar case later on.
- The responsibility of an educational institution towards how they treat the women students.

Mr. Narayanaswamy, Guest of Honor and Dr. Reddy of the TN Dr. Ambedkar Law University also stressed upon the need for the empowerment and equality of the women in our country and also mentioned that women students are 52% in law colleges and perform much better than the male students.

During the Q&A session, many questions were raised to Honorable Justice Praba Sridevan, which she addressed enthusiastically.

Mr. Venkatakrishnan, son of Mr. RM Seshadri, gave the vote of thanks.

**Celebrating Womanhood– March 8, 2013**

eWIT was invited to participate and eWIT members were invited to attend an event sponsored and conducted by iNautix called ‘Celebrating Womanhood’. It was a panel discussion on “Leveraging the Power of Diverse and Different Styles”.

The speakers of the evening were Ms. Jyoti Chopra, Diversity & Inclusion, BNY Mellon, US spoke about ‘Diverse modes of Communication’, Mr. Sudharshan Ramamoorthy – iNautix, spoke about ‘Potential of a Diverse Workforce in the Context of Operational Excellence’, Ms. Merlia Shaukath – Teach For India, spoke about Education & Diversity, Ms. Deepa Narayan – iNautix, spoke about ‘A Multigenerational Workplace – Challenges & Rewards’, Ms. Lakshmi Ramachandran, Head of Delivery – Heymath Technologies spoke about Leadership styles (Gender, generational), Gender attitude to leadership roles, Ms. Kalyani Narayanan, President – eWIT spoke about Gender Differences in Career Ambitions

The session was moderated by Ms. Usha Srinivasan, Co-Founder, Advisor, eWIT. The event was attended by over 200 men and women.

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Networking Event – Rashmi Bansal’s Latest Book Launch and Showcase of WEConnect Entrepreneurs – April 19, 2013

WEConnect International in partnership with TiE and eWIT was happy to kick-start a series of regular networking and professional development workshops and sessions for women entrepreneurs in Chennai and Pondicherry.

The first event was the Book Launch of ‘Follow Every Rainbow’, which featured stories of 25 enterprising women entrepreneurs. A good sized audience was present to listen to and interact with well-known author Rashmi Bansal, who presented the highlights of this book and also joined by a panel of successful women entrepreneurs.

The session started with ‘Showcase’ where 3 women entrepreneurs in our network made a one-minute presentation of their businesses.

There were ample opportunities to network and take away valuable learning for business houses.

‘My Persona’ – A special workshop for women leaders and aspiring leaders – June 8, 2012

Ms. Anita Gupta, former Sr. Vice president and Managing Partner of JWT and Ms. Supriya Padmanabhan, former Vice President of RMG Connect, the Direct Marketing Division of JWT, conducted a workshop called ‘My Persona’ – The workshop focused on helping participants identify and remove their characteristics and restrictions imposed on themselves, and to bring out and leverage their true differentiators for personal success.

The facilitators also helped participants individually by using constructive methods to help each one understand how she can create a distinctive impact in an organization. The process that they introduced helped participants to find an exclusive organizational need that makes the person relevant and consistently working at peak performance.

Senior women leaders from various organizations participated in this program.

The workshop was hosted by Polaris Financial Technology Ltd.

Knowledge Sharing Session – December 2012

eWIT along with Prajnya conducted a knowledge sharing session on “workplace sexual harassment” where about half dozen companies shared what their companies are doing with regard to the topic. Ms. Sheila Jayaprakash, a senior advocate at the Madras High Court, explained to the participants the salient components of Vishaka guidelines.

Excellence Award-2013

For the 6th year in a row, eWIT conducted Excellence Award in three categories, HR, Quality, and Technology – for women IT/ITES professionals. More on this could be found elsewhere in this souvenir.

Addressing IT Companies/NGOs, etc

eWIT executives were invited to give speeches by various IT/ITES companies, NGOs, and colleges.

✓ A team of eWIT Governing Council members conducted Entrepreneurship Program for over 200 Women students representing over a dozen colleges in Chennai organized by Alumni Association and Entrepreneurial Cell of GKM College of Engineering and Technology.

✓ eWIT addressed the women of TATA Teleservices (Docomo) to help its HR understand how they could increase the percent of women employees.

✓ Address employees at Steria, Cenza Technologies, and Mahindra Satyam as part of their international women’s day event in these companies.
Ms. Usha Srinivasan and Ms. Kalyani Narayanan were invited to address men and women at Flextronics during its international women's day event.

Starting Trivandrum Chapter

A significant accomplishment the past year has been formation of eWIT Regional Chapter in Trivandrum. Thanks to the enthusiastic and committed women leaders from Trivandrum such as Ms. Rina Vivekanandan, we now have a fully functioning first ever regional chapter of eWIT in Trivandrum. A detailed write-up can be found elsewhere in this souvenir.

Academic Initiatives

We have about a dozen engineering and arts colleges spread across Tamil Nadu who are members of eWIT. The Governing Council members and other volunteers have been busy speaking in these colleges on specific subjects of interest to the women in the colleges. Last year alone, eWIT has addressed more than 20 events in academic institutions. Detailed write-up on our academic activities could be found elsewhere in this souvenir.

Last but not least, eWIT has collected and sent its points to take into consideration to Verma Committee on forming laws around sexual assault post the Nirbhaya case in Delhi.

Photography Contest

The winning photos

1st Prize

The winner: Ms. Gargi Sarkar,
PGPM – Great Lakes Institute of Management

The runner up: Ms. Priya Aldam,
Take Solutions, Chennai

2nd Prize

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Empowering Women in IT
eWIT thanks Exemplarr World Wide for their continuous support

In sponsoring the venue for Role Model Series sessions, Design of the souvenir and for Press coordination of eWIT’s anniversary events

eWIT thanks ICM Computer Consultants for their continuous support

In maintaining eWIT website and providing all administrative assistance
eWIT – Academic Initiative

Working towards Increasing the Share and Sustainability of Women in IT and ITES, eWIT launched its Academic initiative this year. As a first step, eWIT focussed more on colleges outside Chennai especially in the tier II & tier III cities, in line with the industrial growth.

Our academic membership is growing. Apart from others, Teja Sakthi Institute of Technology for Women Coimbatore, Sri Sakthi College of Engineering and Technology (SIET) Coimbatore, Sona College of Technology Salem, Granamani Institute of Technology Namakkal, Sri Shanmugha College of Engineering & Technology Salem, PSR Rengasamy College of Engineering for Women Sivakasi. Colleges in Chennai: Saveetha Engineering College Thandalam Chennai, Agni College of Technology Navalur Chennai, Shasun Jain College for Women Chennai are some of the academic institutional members of eWIT.

As senior women from the industry in leadership roles or as women running their own companies, eWIT Committee interactions with the students when they visit the member colleges has been valuable to the students. By sharing their journey and how they overcame challenges in rising to the top, they have been able to motivate the students towards a serious career in IT and also build confidence that they can reach the top in their careers without compromising on personal commitments.

Various sessions were conducted this year for our member colleges. Topics ranged from Entrepreneurship, Leadership, Personal Branding, What Corporates expect from freshers, How to face Interviews, Critical traits for Success and many more. What was common between all these sessions was that they were interactive, with the students participating enthusiastically.

Academic Institutions have invited eWIT to actively participate in their Entrepreneurship development programs. eWIT has done five sessions on Entrepreneurship for different member colleges in the last year including a very interesting half day interactive session on Entrepreneurship for a reputed college in Chennai.

We would like to specially acknowledge Ms. Jayalakshmi of Ascenders Technologies, Ms. Lakshmi Gopal of Cenza, Ms. Sarada Raman of CI Global, Ms. Kalyani Narayanan of www.easyinsurance.com, Ms. Rajini Reddy of Exemplarr, Ms. Nadia Makhani of Scope knowledge, Ms. Namagiri Ramesh of Tech Mahindra and Ms. Indira Jagan of Value Software who spontaneously contributed to the academic sessions in the member college. We would also like to thank each of the Corporates mentioned above for their support in making these sessions possible.

In the coming year we expect to grow our Academic members both from outside Chennai and within Chennai too, with a mix of Engineering as well as Arts and Science colleges.

We have shared below a few of the comments from some of our member colleges. The journey so far has been a very interesting one both for the colleges and for eWIT. We look forward to more colleges becoming part of the eWIT family!

Agni College of Technology is a member of eWIT for the past one year. During this period many guest lectures and talks were delivered by eminent personalities from eWIT which emphasized on the empowerment of women in various fields. Our students have greatly benefited from these lectures and will rise to the occasion.

Chandravadhana
Head of Department of ECE,
Agni College

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The experience with ewit over the last one year has been very fulfilling. Fulfillment happens when one is satisfied beyond expectations. Expectations from ewit were varied. Varying right from mentorship to upliftment. Upliftment of the women folk morale was tangible as a number of initiatives were encouraged on leadership. Leadership to engage school children with fundamental maths and science knowledge, Leadership to attract women icons to inspire the women in our institution and Leadership to enlighten themselves with fundamental knowledge on women rights. Rights as an entity were perceived as far-fetched and not as those meant for implementation. Implementation is the watch word and the success mantra at ewit, the organization where we have cherished a number of landmarks over the last year.

Dheepan. T
Managing Trustee,
Sri Shakthi Institute of Engineering and Technology,
Coimbatore

I feel eWIT is helpful for Tier – II college in the following ways:

1. Urban youth have a very good exposure, compared with the semi-urban & rural college/Tier – II college. Now that gap is bridged by eWIT programmes which links industries and academia together.

2. It motivates the students taking up IT career by giving in lots of inputs for personal as well as professional growth.

3. Power packed by women who are successful in profession and in their ventures along with promotion of Entrepreneurship.

Wishing eWIT the very best.

N. Sampath Kumar
Prof of IT & Head of Entrepreneurship Development,
Sona College of technology, Salem

What a fabulous job that eWIT is doing for the empowerment of women in the industry and society. Without your thoughtful planning and oversight, an undertaking like this would have been nearly impossible.

My Heartfelt congratulations and best wishes for your continued success.

N. Latha
Asst. Professor.
Shasun College

Warm Greetings from Teja Shakthi Institute of Technology for Women!

We wish “EWIT” all the very best for the release of the souvenir. The service towards empowering women in the field of IT is amazing. The motivation and leadership guidance given by the expert entrepreneurs helped our students have a strong hope and confidence in the field of their learning.

Wishing “EWIT” continue to guide and spread its wing of success.

Smt. A. Tharalakshmi
Secretary and Correspondent

ewit
Empowering Women in IT

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The Journey thus far....

It is with great pride and pleasure that the launch of the Trivandrum chapter was announced.

The eWIT Trivandrum pre-launch session was held on July 3rd at Malabar Hall in Technopark. It was a great start, with a larger than expected turnout of attendees from different companies in Technopark. The main focus of the session was an intensive round of brainstorming by all the participants. The core team behind the eWIT Trivandrum initiative compiled the ideas generated, to help form the basis of the group’s agenda in the coming months. Members of the executive committee were chosen from among the attendees keen to take this new initiative forward.

The eWIT Trivandrum Chapter was inaugurated today by HH Princess Gouri Parvathy Bayi on September 20th 2012. Radhika Chandrasekhar from eWIT Chennai came down to Trivandrum to support us. The chief guests were Mr. Rakesh Gupta, Managing Director, Allianz; Mr. V.K. Mathews, Chairman IBS group of Companies and Mr. Vasudevan, Business Development Manager, Technopark. All the chief guests signed their commitment to empower women in IT on a placard which sits in the office of eWIT’s regional President.

The inaugural ceremony was followed by a spirited and engaging panel discussion where eminent panelists presented their views on the topic – **Empower the women, enrich your world!**

Amee Yajnik eminent social worker and standing counsel for the Gujarat High Court, Independent Journalist and Author Bhawani Cheerath, Mr. Balagopal ex-IAS and MD of Terumo Penpol, Dr. Sherly Elizabeth, Director, IIITM Kerala were the panelists at the discussion. Quiz presenter and media personality RekhaMenon moderated the discussion to make it lively and engaging.

Speaking at the panel discussion, AmeeYajnik said, “…. women are here not to compete but to complement and that is key to successful relationships in the working and personal world”. There was consensus among the panelists on this point. The panel discussion was lively, evoking interesting questions and discussion points.

The eWIT team was able to conduct a couple of programmes after the launch which drew a huge crowd. The first was a Wellness program conducted by Dr. Haripriya Naresh, an Integrated Therapist and a Mind-Body Wellness Coach. Amidst the pouring rain, we had participants join the first session conducted by eWIT. Though Haripriya’s sessions generally involve a group of 25, she managed to reach out to a crowd of 40. The session on the “Human behind the Role” was informative and had the total attention of the audience. There was a diverse group varying from CEOs to Managers, technical and support team from various companies in attendance.

The second programme was a technical workshop on User Centric Design. Sanu George, Senior Consultant Usability Engineering, IBS, in his 90 min interactive session You Are Not the User, covered UX tools and techniques integrated into real world design and development processes. User Experience Design (UXD) is clearly an area of increasing importance, going by the enthusiastic participation in the session organized by eWIT on Tuesday, 20 Nov 2012 at the Park Centre, Technopark.

The varied audience included UX designers, engineers, project managers and also quite a few non-techie who were curious about UXD – from various companies in Technopark.

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We look forward to bringing more programs on regular basis based on the needs of women serving the companies in Trivandrum area and also participate and collaborate with Chennai eWIT.

Rina Vivekanandan
CEO-SHIPS
Regional President – eWIT

Office Bearers

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<tr>
<th>Name</th>
<th>Position</th>
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<tr>
<td>Rina Vivekanandan (SHIPS)</td>
<td>CEO &amp; Managing Director eWIT – Regional President</td>
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<td>Dr Sindhuja R Varma (Allianz)</td>
<td>Senior Manager Human Resources(L&amp;D) eWIT – Regional Vice – President</td>
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<td>Rani Ramesh (CCS-ELUX Lighting Engineering Pvt Ltd.)</td>
<td>G M – H R &amp; General Administration eWIT – Regional Treasurer</td>
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<td>Gita Gopalakrishnan</td>
<td>Asst. Manager (Marketing &amp; Legal) Park Centre, TECHNOPARK</td>
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<td>Rani Sasikumar, (Allianz)</td>
<td>Manager, Corporate Communications eWIT – Regional Secretary</td>
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<td>Radhika Vishwanathan, (Allianz)</td>
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Disclaimer: The articles/poems/stories/etc. that are printed in this souvenir are submitted by various individuals whose names appear next to what they have submitted. Be it known that eWIT has neither checked nor validated these articles for accuracy of the content or originality of the content. Therefore, please be informed that eWIT cannot be held responsible in any way for the contents given by members outside of eWIT.
Blueprinting is the standard method used to copy large architectural and construction drawings. A blueprint used to consist of white lines on a blue background. A more recent process uses blue lines on a white background. The reason people still use a blueprint is because it is an inexpensive process even though the pungent smell of Ammonia haunts.

“Cherish your visions and your dreams as they are the children of your soul, the blueprints of your ultimate achievements.”

—Napoleon Hill

“The great question that has never been answered, and which I have not yet been able to answer, despite my thirty years of research into the feminine soul, is ‘What does a woman want?’

—Sigmund Freud

“The heart and soul of discrimination, the last refuge of the bigot, is to say that those who are discriminated against deserve it because they are less good.”


Gender discrimination is subtle but pervasive, and stems largely from unconscious ways of thinking that have been socialized into all of us, men and women alike.

Women tend to be cautious and self-deprecating about their talents and so don’t push themselves forward enough. Women are less likely to jump up and say “me! me! me!” They are far more likely to wait to be asked to participate.

Programming today involves many activities that men seem to enjoy more than women. Programming often requires constant puzzle-solving while staring alone focused on lines of text on a screen. Most women don’t find that interesting or compelling in any way. You can’t blame anyone for that — not women, and not men.

Women really excel in the team environment. Technology companies with the highest representation of women in their senior management teams showed a higher return on equity than did those with fewer or no women in senior management.

We need to accept that men and women are different and it’s not “better” or “worse” if one gender prefers a certain type of activity to another. We don’t need women to be different than they are, we just need to invite them in a way that works.

Qualitative studies show that many women in technology are interested in this combination of technical and non-technical work. Women in computing tend to mitigate innovation-hindering effects such as groupthink by preventing the group from becoming too homogenized. Gender diversity has been suggested to give benefits such as...
better decision making, increased creativity, and enhanced, innovative performances. Additionally, a gender diverse workforce will help businesses to better cater to their clients since their product and service offerings will reflect the varied interests of those who pay for these items.

According to a Catalyst report called “Women in Technology: Maximizing Talent, Minimizing Barriers”, 65% of females in technical roles felt that those they reported to were receptive and responsive to their suggestions, as compared to 75% of women in non-technical roles.

Software Engineering, despite the corporate efforts, is dominated by a rejection of ideas “not invented here”, and a push to be the most innovative. It can be very hard driving. There is also an element of duck and cover rather than cooperation. Many women don’t find this a culture they want to work or live in.

Women expect men to be emotion readers, not mind readers. However, since a woman’s mind is so much more ruled by emotion than a man’s mind, reading her emotions gives the most insight into her mindset and logic as well. Now since women can read other people’s emotions so well, they expect men to be able to do the same, therefore when a man is unable to do so they get frustrated and feel he’s being insensitive or not trying hard enough.

“A woman’s mind is cleaner than a man’s. She changes it more often.”

—Oliver Herford

The best way to change a woman’s mind is to change her mood and her logic will change accordingly. To change a man’s mind on the other hand, one must attack and change his logic, and his emotions will react accordingly.

“Somebody has said that Woman’s place is in the wrong. That’s fine. What the wrong needs is a woman’s presence and a woman’s touch. She is far better equipped than men to set it right. The condescending male, in his pride of strength, likes to think of the female as being ‘soft, soft as snow,’ but just wait till he gets hit by the snowball…… If I have sometimes seemed to make fun of Woman, I assure you it has only been for the purpose of egging her on.”

—James Thurber

The paucity of women in Executive Committees and top teams is in reality the most fundamental issue that needs to be addressed. Formal quotas have been introduced in countries such as Norway, Spain, Finland, the Netherlands and France, whilst other markets have promoted progress through high profile efforts to drive voluntary improvements.

The array of career possibilities in Software Engineering is wide, and each micro-climate suits a different kind of personality or temperament, and requires different educational preparation. There is need for a study that distinguishes among the micro-climates and their consequent different requirements. Such a study may disentangle certain gender related issues from issues essential to the several natures of the field of Software Engineering. Major corporations will need to redesign their working norms and expectations to remain attractive to both men and women.

References

5. Women in Information Technology Project, Griffith University, Australia.
Enjoy Reading ...!!!

A Tester’s Courage

“The Director of a software company proudly announced that a flight software developed by the company was installed in an airplane and the airlines was offering free first flights to the members of the company. "Who are interested?" the Director asked. Nobody came forward. Finally, one person volunteered. The brave Software Tester stated, ‘I will do it. I know that the airplane will not be able to take off!’”

Experience Counts

There was a software tester who had an exceptional gift for finding bugs. After serving his company for many years, he happily retired. Several years later, the company contacted him regarding a bug in a multi-million-dollar application which no one in the company was able to reproduce. They tried for many days to replicate the bug but without success.

In desperation, they called on the retired software tester and after much persuasion he reluctantly took the challenge.

He came to the company and started studying the application. Within an hour, he provided the exact steps to reproduce the problem and left. The bug was then fixed.

Later, the company received a bill for $50,000 from the software tester for his service. The company was stunned with the exorbitant bill for such a short duration of service and demanded an itemized accounting of his charges.

The software tester responded with the itemization:

- Bug Report: $1
- Knowing where to look: $49,999!!!
Developer Vs Tester

Developer: Anything is possible, given enough time
Tester: Everything has flaws, and given enough time I can prove it

Developer: There is no I in TEAM
Tester: We cannot spell BUGS without U

Developer: I like to build things
Tester: I like to break things

Developer: There's no need for more tests
Tester: Let's just run a few more tests to be sure

Developer: I, only changed "one" line of code
Tester: The entire system must be retested

Error Messages

Microsoft is trying to add some humor to its error messages in Windows 2000 and up. Here are a couple of examples:

- "Printer not responding; Got a pen and paper handy?"
- "3 things are certain in life: Taxes, death, and data loss. Guess which has occurred?"

Disney Password

A person with a developer background was hired as a software tester and assigned to a Disney website project. On reviewing his test data for the login feature, it was found that he had "MickeyDonaldGoofyPluto" for the password field. Amused, his manager asked him why.

“It says the password needs to have at least four characters,” he replied.

IT Professionals

Long back, a person who sacrificed his SLEEP, forgot his FAMILY, forgot his FOOD, forgot laughter was called "Saint"

But now they are called...

“IT Professionals”...........

*Source: Gathered from Internet and emails.

Nivedita D, Test Engineer, Indium Software (India) limited

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