



# Gender Centre

INDIAN INSTITUTE *of* MANAGEMENT AHMEDABAD

विद्याविनियोगाद्विक्रमः

## ANNUAL REPORT 2023-2024



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# About the Centre

The Gender Centre at the Indian Institute of Management, Ahmedabad, was set up in October 2018 to create and promote scholarships related to women and issues of gender equality. The centre is a thriving hub of research focused on understanding gender-related issues and promoting equality and inclusivity in all aspects of life. As the nation's sole gender centre within a management institution, we lead the charge, providing cutting-edge research, transformative insights, and best practices in this area. Our visionary interdisciplinary expertise empowers organizations to cultivate evidence-based strategies, driving a future of women empowerment.

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# Scope of the Centre

The Gender Centre serves as a dynamic catalyst for change, fostering interdisciplinary research, facilitating collaborations, and engaging with diverse stakeholders. As a premier institutional site, we are committed to providing a deeper understanding of gender-related challenges and opportunities by bringing together individuals from diverse backgrounds and disciplines. The research at the Gender Centre aims to cut across multiple disciplines and business sectors while being rooted in management.



# MESSAGE FROM THE CHAIRPERSON

I am pleased to present the annual report of the Gender Centre at IIMA. This milestone represents our collective efforts in promoting research, education, and collaboration in gender research.

The Gender Centre has been actively involved in innovative research projects led by our faculty members. We've created public goods in terms of databases and created opportunities for policymakers, industry, and IIMA students to participate in future meaningful research initiatives. Our aim is to not only address current challenges but also forge strong partnerships with industry and government stakeholders, making our work relevant and impactful. This year, the members of the centre are engaged in grant-based research on measuring women's empowerment, resilience in climate change, enabling labor-saving technologies in agriculture, sexual harassment in public spaces, diversity and inclusion initiatives among corporates, corporate laws, gender-based attitudes in education, time use and care requirements among rural women.

The core of our center is its proactive approach to promoting interdisciplinary research, facilitating collaborations, and engaging with diverse stakeholders. We aspire to catalyze positive change, contributing significantly to policy and practice in gender-related issues rooted in management and policy.

I would like to invite all the relevant stakeholders to learn more about the centre and the support that the centre can provide. I extend my heartfelt thanks to each one of you for your unwavering support and dedication. Collectively, we shall persist in advocating for a more equitable management and policy world.

Thank You

Sincerely,  
Prof. Vidya Vemireddy  
Chairperson, Gender Centre

# COMPOSITION OF CENTRE

## COMMITTEE MEMBERS



**VIDYA VEMIREDDY (CHAIRPERSON)**  
Assistant Professor of  
Centre for Management in Agriculture.



**KATHAN SHUKLA**  
Associate Professor of Ravi J. Matthai  
Centre For Educational Innovation



**NAMRATA CHINDARKAR**  
Associate Professor of JSW-SPP



**VAIBHAVI KULKARNI**  
Associate Professor of Communication



**PRITHA DEV**  
Associate Professor of Economics



**RAMA MOHANA TURAGA**  
Associate Professor of Public Systems Group

# MEMBERS



**AKSHAYA VIJAYALAKSHMI**  
Associate Professor of Marketing



**AMBRISH DONGRE**  
Assistant Professor of Ravi J. Matthai  
Centre For Educational Innovation



**JEEVANT RAMPAL**  
Associate Professor of Economics



**CHINMAY TUMBE**  
Associate Professor of Economics



**NEHARIKA VOHRA**  
Professor of Organisational Behaviour



**MEENAKSHI SHARMA**  
Associate Professor of Communication



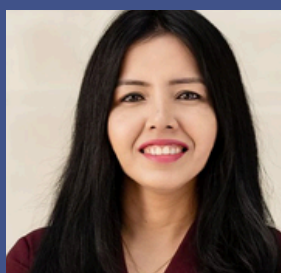
**SUKHPAL SINGH**  
Professor of Centre for Management  
in Agriculture



**TARUN JAIN**  
Associate Professor of Economics



**DEVASMITA CHAKRAVERTY**  
Associate Professor of Ravi J. Matthai  
Centre For Educational Innovation



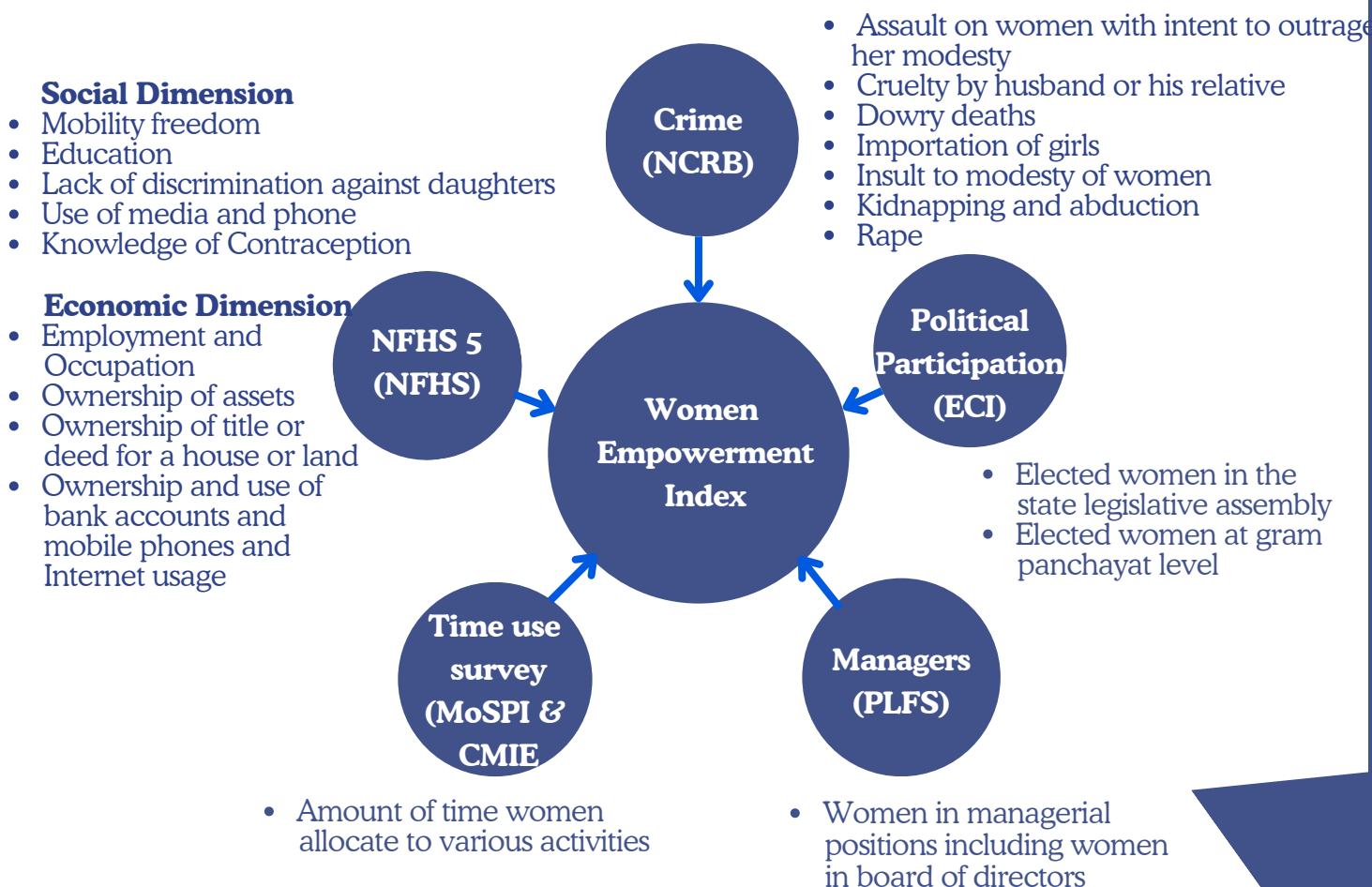
**PROMILA AGARWAL**  
Associate Professor of Human Resources  
Management

# CENTRE ACTIVITIES

## 1. SDG 5 dashboard at the district level for India\*

The Gender Centre embarked on an initiative in 2022 to consolidate sub-national level gender indicators into a unified dashboard, aiming to provide a comprehensive overview of SDG 5, which aims to achieve gender equality and empower all women and girls. This dashboard integrates critical indicators such as time use, crime rates, political participation, health metrics, and labor market participation at the district level. The primary goal was to formulate a Women Empowerment Index specific to subnational districts, leveraging these diverse indicators. Through the use of visual representations of the data, policymakers, researchers, and stakeholders can develop a nuanced understanding of the trends, enabling them to pinpoint specific areas for targeted interventions and fostering impactful changes.

The framework and key indicators utilized in the dashboard are detailed below.



The following dashboard was presented to the Odisha government and has received significant appreciation. It will also be presented to the Central government for further review and consideration.

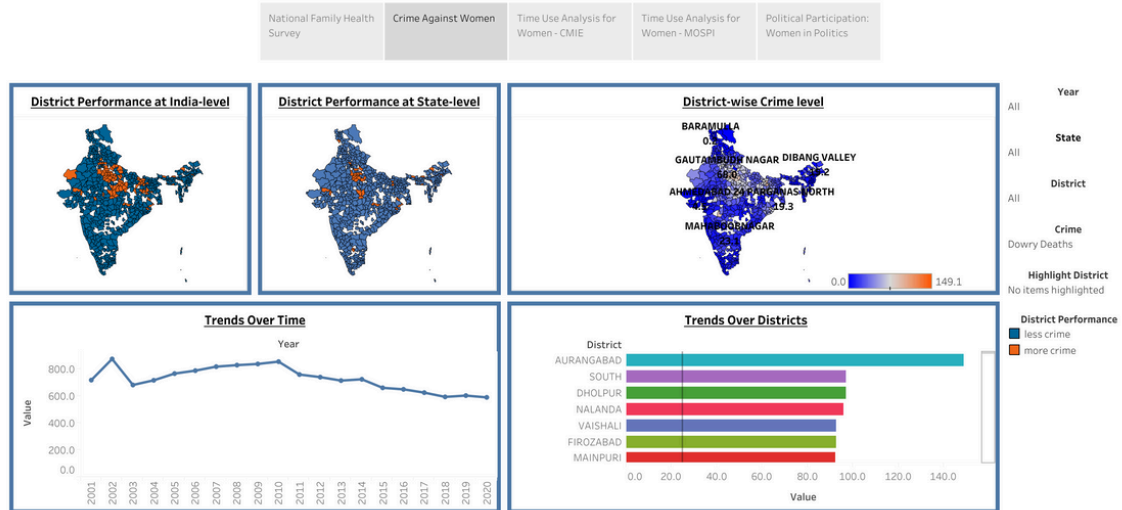


Figure 1.

In Figure 1, The maps depict the incidence of dowry deaths between 2001 and 2020 from the dataset National Crime Records Bureau (NCRB). The initial map contrasts the district average with the national average, while the second graph compares the district average with the corresponding state average, where the blue color connotes less crime while the orange color suggests more crime. The third map provides a district-level view of the average dowry deaths in each district over the specified time frame. The trend analysis over time shows there has been a decrease in dowry death from the year 2001 to 2020,

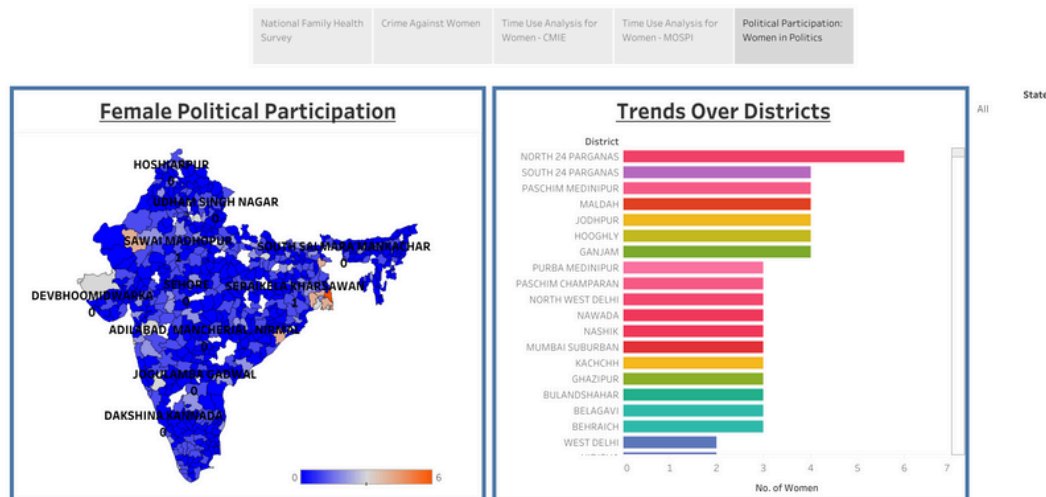
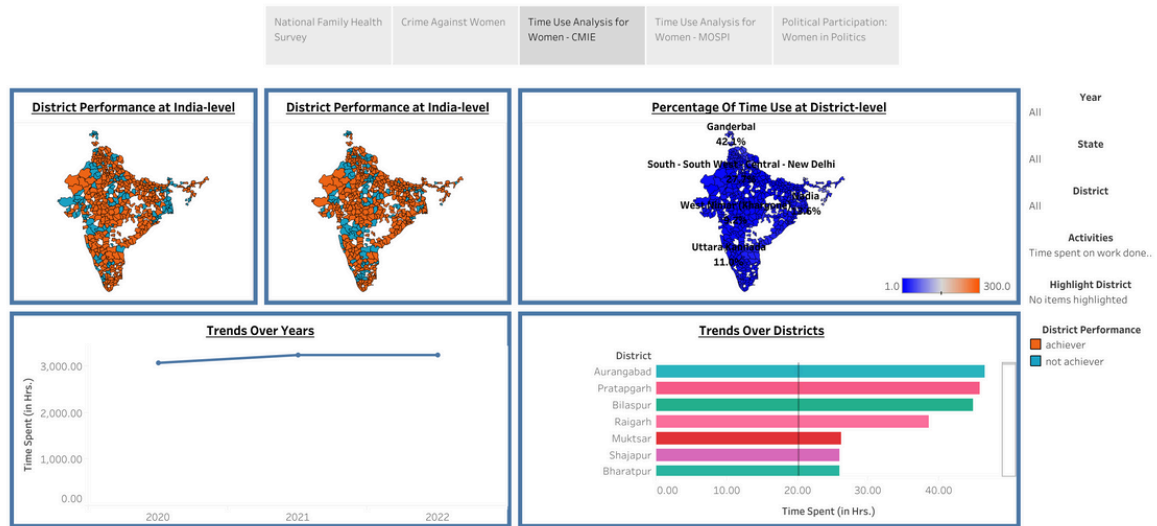


Figure 2.

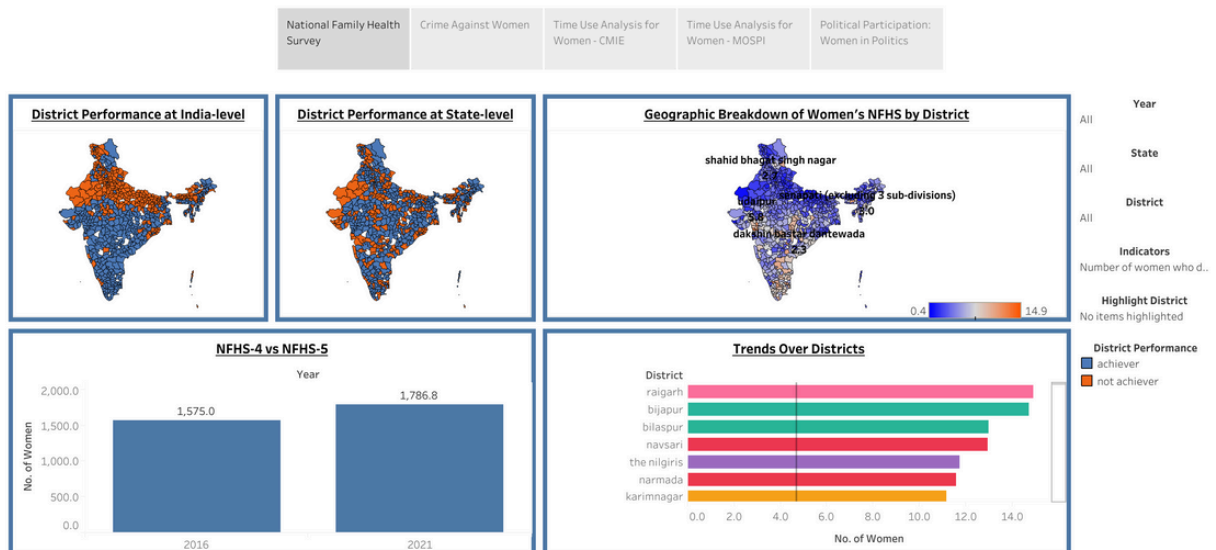
In Figure 2, the map illustrates the number of women's political participation in India; the data is taken from the Election Commission of India. Varying shades of orange represent higher numbers of women and shades of blue indicate lower numbers.





**Figure 3**

In Figure 3, the maps highlight the hours devoted to working for the employer from 2020 to 2022 from the dataset taken from the Centre for Monitoring Indian Economy (CMIE). The initial map contrasts the district average with the national average, while the second graph compares the district average with the respective state average. Here, the blue color connotes the nonachiever districts, while orange suggests achiever districts. The third map provides a district-level overview of the average hours spent working for the employer in each district during the specified period. Notably, there was an increase in the duration of hours over time.



**Figure 4**

In Figure 4, the maps show the proportion of women who independently or jointly make decisions about their earnings. The analysis covers data from NFHS 4 (2015-16) and NFHS 5 (2019-21). The first map compares district averages with the national average, while the second graph contrasts district averages with their respective state averages. Blue indicates districts meeting the criteria (women who make decisions) after comparison with the state and national averages, while orange indicates those that do not. Over time, there has been an increase in the proportion of women making these decisions.

## 2. Women's entrepreneurship and career advancement

There was a 1.5-year vision to create a research paper on women's entrepreneurship and career advancement, focusing on identifying research gaps. The project began in 2022 and concluded in 2024. Over this period, we conducted more than 1,000 research projects, which helped us establish critical gaps in gender and management literature. The goal of this initiative was to identify these gaps and encourage further research in these areas. The aim was to deliver this work as a public good, informing researchers about future themes for exploration."



## 3. Inclusion index

The Gender Centre initiated the development of an inclusion index for inter-sectoral measurement of inclusion during the period. While substantial progress has been made, the validation process across various industries is still ongoing and is yet to be completed.

## 4. Measuring climate resilience from a gender perspective in the state of Odisha

The Gender Centre collaborated with the International Rice Research Institute (IRRI) to measure climate resilience from a gender perspective in Odisha. From 1804 to 2010, Odisha faced cyclones and floods for 126 years, with a severe period from 2001 to 2010 witnessing annual floods. Rural women bore the burden of these climatic changes, facing additional household responsibilities and increased agricultural burdens due to male out-migration. As climate challenges progress, the frequency and intensity of these events are expected to increase in the future, making the lives of women even more difficult.

We conducted a study to identify indicators of women's roles in agriculture and climate risk mitigation. We developed a robust framework to capture the nuances of women's empowerment in these contexts through systematic literature reviews, findings from focused group discussions, and interviewing 600 respondents across three districts. Our objective was to design a measurement tool that could assess resilience capacity at both national and international levels, focusing on simplicity for easy adaptation at the local level.



# → Policy Briefs

## **Trend analysis of time use pattern by women (2020-2022)**

Analysed the trends in women's time use patterns from 2020 to 2022, focusing on district-level variations. Used a range of variables from the Centre for Monitoring Indian Economy (CMIE) dataset, such as time allocation for employer-related work, household duties, unpaid volunteering, training, self-activities, entertainment, religious practices, travel, and socializing. It was observed that the time dedicated to household responsibilities slightly decreased from 4.7 hours per day in 2020 to 4.2 hours in 2022. The time spent on self-activities remained constant at 13.01 hours daily over the years. There was an increase in time allocated for learning, from 0.7 hours per day in 2020 to 0.8 hours in 2022. Women's engagement in employer-related work increased from 6.6 in 2020 to 7.1 in 2022. Time spent on religious activities and unpaid volunteering decreased, and the duration of unpaid trainee roles increased from 0.01 hours daily in 2020 to 0.02 hours in 2022. There was a change in time spent on travel, indoor entertainment, social interactions, and outdoor sports, reflecting evolving patterns in women's daily activities.

## **Trend analysis of crime against women (2001-2020)**

Analysed the long-term patterns in crime against women for the years 2001-2020 at a district level. It utilizes various variables related to crimes against women from the National Crime Records Bureau (NCRB) dataset, which includes assault on women with intent to outrage her modesty per 100,000 women, cruelty by husband or his relatives per 100,000 women, dowry deaths per 100,000 women, insult to modesty of women per 100,000 women, kidnapping and abduction per 100,000 women, rape per 100,000 women, and total crime per 100,000 women.

Positive trends were observed in certain areas. The insults to the modesty of women have shown an overall decreasing trend, with the rate declining from 1.601 in 2001 to 0.990 per 100,000 women in 2020. Dowry deaths have gradually decreased since 2010. Kidnapping and abduction incidents increased until 2018 but slightly improved in 2020. The incidence of reported rape cases followed a complex pattern, with a gradual increase until 2016, reaching 7.527 per 100,000 women, then followed by a decline to 5.448 per 100,000 women in 2020.

However, there were negative trends as well. Incidents of assault on women with the intent to outrage her modesty have significantly increased over the years. Cruelty by husbands or his relatives shows an overall upward trajectory until 2010, in 2019, there was a surge in reported incidents, however, there was a decline in reported incidents in 2020. Lastly, total crime per 100,000 women depicts an overall increase from 26.22 in 2001 to 37.70 in 2020. These findings provide valuable insights into the changing landscape of crimes against women during the analyzed period.

## 1. The burden of women in construction: How the construction sector can absorb more women, especially migrants.

Published on March 08, 2024, in The Hindu by Prof. Namrata Chindarkar, IIM Ahmedabad and Dr. Divya Ravindranath, Indian Institute for Human Settlements

The Hindu (Delhi)  
8 Mar 2024



# The burden of women in construction

How the construction sector can absorb more women, especially migrants

**Namrata Chindarkar  
& Divya Ravindranath**

**L**ow female labour force participation remains a pressing concern in India. Even among women who are employed, it is imperative that we ask how they fare in their sector of employment, in terms of the quality of employ-



ployers in the construction sector often break down tasks to circumvent minimum wage requirements, forcing women to undertake multiple tasks throughout the day to meet minimum wage thresholds. These include menial tasks with quick turnarounds such as moving bricks, mixing, and sifting sand and cement

## 2. Does a Man's Hardship Matter More Than a Woman's? Reasons for Justifying Domestic Violence

Published on January 20, 2024, in Economics & Political Weekly by Prof. Pritha Dev and Prof. Akshaya Vijayalakshmi, IIM Ahmedabad and Jeemol Unni, Amrut Moody School of Management, Ahmedabad, University

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# Does a Man's Hardship Matter More Than a Woman's?

## Reasons for Justifying Domestic Violence

Published On : 20th Jan, 2024

PRITHA DEV, AKSHAYA VIJAYALAKSHMI, JEEMOL UNNI

COVID-19 led to increased economic distress, which is usually associated with an increased justification of domestic violence. Through causal methods of survey experiments, the reasons for justification of domestic violence are evaluated. The hypotheses are tested using

**S**ocial acceptance of violence against women is an essential driver of actual violence incidents (Biswas et al Yount et al 2012; Koenig et al 2003; Cools and Kots 2017). This paper investigates the attitudes towards domestic violence and the causal impact of economic hardships on attitudes. The lockdown in India led to severe hardships for

### 3. Women spend 7.2 hours on unpaid domestic work compared to 2.8 hours spent by men

Published on Feb 12, 2023, in The Economic Times, by Prof. Namrata Chindarkar, IIM Ahmedabad

The screenshot shows the top navigation bar of the Economic Times website with categories like Home, ETPrime, Markets, News, Industry, Rise, Politics, Wealth, Mutual Funds, Tech, Careers, Opinion, NRI, Panache, ET TV, and Spotlight. Below the navigation bar, there's a sub-header for 'India' with links to Decoded, Web Stories, Morning Brief Podcast, Newsblogs, Economy, Industry, Politics, ET Explains, Company, and More. The main headline of the article is 'Women spend 7.2 hours on unpaid domestic work compared to 2.8 hours spent by men: IIMA prof's research'. Below the headline, it says 'By PTI - Last Updated: Feb 12, 2023, 12:47:00 PM IST'. There are icons for social media sharing and utility functions like font size, save, print, and comment. A synopsis box states: 'Even wage-earning women spend twice the amount of time on unpaid domestic work in comparison to wage-earning men in fulfilling basic needs of the household such as cleaning, preparing meals and caregiving, says the research which is based on the Time Use Survey of the National Sample Survey Office.' Below the synopsis is an 'ET Spotlight' image of a woman working on a laptop, with a text box that reads: 'Women in the working age category of 15 to 60 years spend 7.2 hours on unpaid domestic work compared to 2.8 hours spent by men, indicating they have "time poverty", as per a research conducted by a professor from the Indian Institute of Management Ahmedabad.'

### 4. Women are burdened, time-stretched, unpaid

Published on March 07, 2023, in The New Indian Express by Prof. Namrata Chindarkar, IIM Ahmedabad



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## Women are burdened, time-stretched, unpaid: IIM-A professor Namrata Chindarkar

*Policymakers, researchers & civil society need to work, says Namrata Chindarkar of JSW School of Public Policy at IIM-A.*



Namrata Chindarkar.

Express News Service

Updated on: 07 Mar 2023, 8:53 am · 3 min read



# Research Papers

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## Examining climate resilience strategies and adaptation measures through a gendered lens in India



Files  
 Presentation (2.31 MB, pdf)

Authors  
 Vemireddy, Vidya  
 Vishwanath, Drishti  
 Choudhary, Amjali  
 Tank, Nikita



Citation  
 Vemireddy, Vidya; Vishwanath, Drishti; Choudhary, Amjali; Tank, Nikita . 2023. Examining climate resilience strategies and adaptation measures through a gendered lens in India. Presentation. Presented at the CGIAR GENDER Conference 'From Research to Impact: Towards just and resilient agri-food systems', New Delhi, India, 9-12 October 2023. Indian Institute of Management

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Abstract/Description  
 Climate change has emerged as a challenge that has risen up the global develop-

**Vidya Vemireddy**, Drishti Vishwanath, Amjali Choudhary, Amjali, Nikita Tank (2023). Presented at the CGIAR GENDER Conference 'From Research to Impact: Towards just and resilient agri-food systems', New Delhi, India, 9-12 October 2023. Indian Institute of Management  
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Research Article  
**Period products during the pandemic: The impact of lockdown on period products usage**  
 Karan Babbar & Pritha Dev  
 Published online: 11 Sep 2023  
<https://doi.org/10.1080/00036846.2023.2257035> Check for updates

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**ABSTRACT** Formulae display MathJax Related rese

This paper estimates the impact of the government-mandated intensity of the lockdown across various zones on the period product consumption for menstruating women in India. We have used the national-level panel data from the Centre for Monitoring Indian Economy (CMIE)'s Consumer Pyramids Household

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## Investor's Bias in the Funding of Women Ventures – A Qualitative Narrative Enquiry Using LIWC

Kashika Sud and Neharika Vohra

Published Online: 24 Jul 2023 | <https://doi.org/10.5465/AMPROC.2023.18139abstract>

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### Abstract

The start-up ecosystem in India is currently the third largest in the world, trailing only behind USA and China. However, there are striking gender differences in the business ownership and funding practices. Only 11% of the Indian start-ups have women founders. Starkly, only 6% of the funding goes to

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Kashika Sud, **Neharika Vohra** (2023). Published in Proceedings Academy of Management  
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# CENTRE ENGAGEMENT



Prof. Vdya Vemireddy, Chairperson of the Gender Centre, spoke at the 'Women in Agriculture' summit on March 5, 2024, hosted by Godrej Agrovet. Prof. Vemireddy joined other prominent speakers to celebrate women in the sector and bring together diverse perspectives within the agricultural landscape.



The center hosted Prof. Marianne Bertrand from the University of Chicago at IIMA, an expert on women's labor market participation.

# PLANNED ACTIVITIES

## 1. High-level discussion on women in the Indian industry

We plan to organise a high-level discussion forum, uniting industry leaders to understand and tackle pivotal challenges women face in the Indian corporate landscape. We will feature engaging workshops, panel discussions, and interactive sessions with esteemed female heads of top organizations for meaningful dialogue and inspiring actionable outcomes. Juxtaposing the discussions with the research at the centre, the aim of this roundtable would be to set up the research agenda for gender and management for the coming years.

## 2. Inclusion index at the industry level

The Centre aims to create an Industry-level Inclusion Index to assess and measure the gender inclusivity of organisations. This index will be a benchmarking tool to track progress, identify gaps, and guide organisations in implementing effective strategies for fostering gender equality in the industries. We will collaborate with potential partners who can assist in implementing and utilising this index, ensuring its widespread adoption and impact.

## 3. Workshop on women entrepreneurs at the grassroots level:

Recognizing the importance of empowering women entrepreneurs at the grassroots level, we will organise a workshop specifically tailored to their needs. This workshop will provide a one-day training, mentorship, and networking opportunities for aspiring women entrepreneurs, enabling them to overcome challenges and succeed in their ventures. By nurturing their entrepreneurial spirit, we can contribute to economic empowerment and community development.

## 4. Research grants via the centre:

To support research on gender-related issues, the Gender Centre will provide research grants to scholars and researchers. These grants will enable the exploration of diverse research topics, from leadership and workplace dynamics to societal norms and policy interventions. By encouraging innovative research, we aim to generate knowledge that drives positive change and contributes to evidence-based decision-making.





## Research Papers

**Akshaya Vijayalakshmi, Pritha Dev, Vaibhavi Kulkarni** (2022). Domestic workers and sexual harassment in India: Examining preferred response strategies: *World Development*  
<https://doi.org/10.1016/j.worlddev.2022.105875>

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<https://doi.org/10.1080/00036846.2023.2257035>

**Chinmay Tumble** (2022). Women directors in corporate India, c. 1920–2019: *Business History*  
<https://doi.org/10.1080/00076791.2022.2038139>

**Tarun Jain**, Diva Dhar, Vrinda Kapoor, Vrinda Kapur, Anita Raj (2022). Measuring gender attitudes: Developing and testing Implicit Association Tests for adolescents in India: *Plos One*  
<https://doi.org/10.1371/journal.pone.0264077>

**Akshaya Vijayalakshmi**, Meng-Hsien (Jenny) Lin (2022). One-Click at a Time: Empowering Mothers for their Adolescent Children's Educational Expenditures Through Social Media Usage: *International Journal of Consumer Studies*.  
<https://doi.org/10.1111/ijcs.12891>

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Gautam Bose, **Tarun Jain**, Sarah Walker (2022). Women's labor force participation and household technology adoption: *European Economic Review*  
 DOI: [10.1016/j.euroecorev.2022.104181](https://doi.org/10.1016/j.euroecorev.2022.104181)

Diva Dhar, **Tarun Jain**, Seema Jayachandran (2022). Reshaping adolescents' gender attitudes: Evidence from a school-based experiment in India: *American Economic Review*  
<https://www.aeaweb.org/articles?id=10.1257/aer.20201112>

Kashika Sud, **Neharika Vohra** (2023). Investor's Bias in the Funding of Women Ventures – A Qualitative Narrative Enquiry Using LIWC: *Academy of Management*  
<https://doi.org/10.5465/AMPROC.2023.18139abstract>

**Vidya Vemireddy**, Drishti Vishwanath, Amjali Choudhary, Amjali, Nikita Tank (2023). Examining climate resilience strategies and adaptation measures through a gendered lens in India. Presented at the CGIAR GENDER Conference 'From Research to Impact: Towards just and resilient agri-food systems', New Delhi, India, 9-12 October 2023. Indian Institute of Management  
<https://hdl.handle.net/10568/137135>

**Vidya Vemireddy**, Priyansha Bajoria (2023). More women's agency on farms relates to better household nutrition—but differs by the type of production system.

<https://gender.cgiar.org/news/more-womens-agency-farms-relates-better-household-nutrition-differs-type-production-system/frescoberg/portrait.pdf>

## Working Papers

**Jain, T.**, & Narayana, N. J. R. S. (2023). Gender differences in tertiary healthcare.

Gupta, S., **Vemireddy, V.**, Seth, P., & Pingali, P. L. (2024). Bridging the intrahousehold dietary gap—the role of economic growth and women's nutritional empowerment: Evidence from India.

Alvi, Muzna; **Vemireddy, Vidya**; Ringler, Claudia; Tank, Nikita. 2023. Developing a women's empowerment in energy index: Conceptual framework and empirical evidence. Poster. Presented at the CGIAR GENDER Conference 'From Research to Impact: Towards just and resilient agri-food systems', New Delhi, India, 9-12 October 2023. International Food Policy Research Institute

**Vemireddy, V.**, Bajoria, P., Puskur, R., Seasonal dietary diversity and gender control in sub-Saharan Africa: a comparison across production systems.

## SNIPPETS FROM FIELD VISITS





## Gender Centre

INDIAN INSTITUTE OF MANAGEMENT AHMEDABAD

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