

● GLOBAL STRIKE

Best place to work for women of colour

Nooyi, Vikram redefining attitude



Pepsico has 10 pc staff who are multicultural women



Citigroup has a better representation with 22 pc

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WITH their employee-friendly and innovative initiatives, two American corporate giants Pepsico and Citigroup - led by India-born chief executives - have made it into a list of best employers for multicultural women.

Evaluating the presence and prominence of coloured women in the US corporate world, the list of 20 companies has been drawn up by the US-based *Working Mother* magazine. It is primarily on the basis of diversity programmes for such employees.

"... These businesses recognise that it is not just about recruitment. Many use 'real' inclusion programmes to actively develop, retain and promote their multicultural employees," the magazine said in an accompanying report.

Pepsico is led by Chennai-born Indra Nooyi, named by Fortune magazine as one of the most powerful business

people in the world, while Nagpur-born Vikram Pandit is the Chief Executive of Citigroup. According to the magazine, Pepsico has about 10 per cent employees who are 'women of colour', with seven per cent of them in the executives/managers.

"Since 2002, Pepsico has prioritised the hiring, development and retention of women of colour in middle and senior management through its women of colour multicultural alliance, which aims to increase representation of multicultural women across the company. All told, senior-level representation of women of colour increased nearly three per cent from 2002 to 2006," it added.

Vikram Pandit-led Citigroup has a higher representation of women of colour in its ranks, making up 22 per cent of the total employees. Noting that nearly 28 per cent of new hires last year at the Citigroup were women of colour, the report said the figure was up from 25 per cent in 2006.