

'Citi, PepsiCo best women employing firms'

New York: With their employee-friendly and innovative initiatives, two American corporate giants PepsiCo and Citigroup — led by India-born chief executives have made 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 US-based working mother magazine. It is primarily on the basis of diversity programmes for such employees.

"... These businesses recognize that it is not just about recruitment. Many use "real" inclusion programmes to actively develop, re-



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tain, and promote their multicultural employees," the magazine said. PepsiCo is led by Chennai-born Indra Nooyi, while Nagpur-born Vikram Pandit is the chief executive of banking giant Citigroup. According to the magazine, PepsiCo has about 10% employees who are 'women of colour', with 7% of them in the executives/managers.

"Since 2002, PepsiCo has prioritized 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 company. PTI