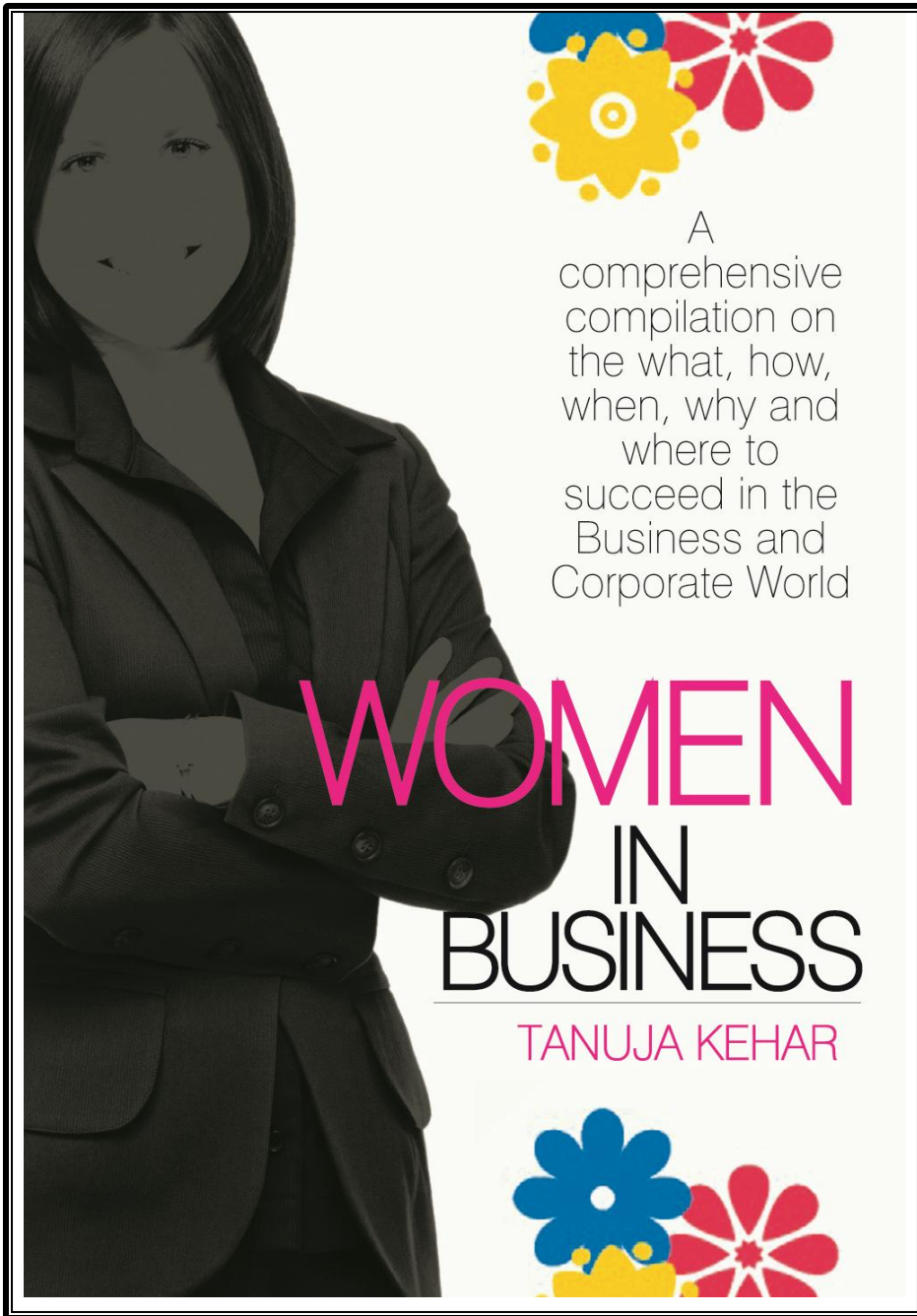


Announcing my Book...

“Women In Business”

8 March, 2016
World Communications Forum
Davos

Tanuja Kehar
Vice President
Corporate Communications
Unitech
India



FRONT COVER

A comprehensive
compilation on the
What, How,
When, Why and
Where to
Succeed in the
Business and
Corporate World

Inclusions

- Success stories of 5 illustrious women and men
- Leanings from my own 18 yrs of Experience

WOMEN IN BUSINESS

Large sections of my book are as relevant for men as they are for women because everyone faces certain similar challenges as they embark on their journey to succeed in the Corporate World and in Business. Along with drawing from my own experiences of over 18 yrs in the corporate world, I have also profiled the journeys of 5 illustrious women and men achievers. What were their challenges and how did they overcome them.

Some sections of my book delve on societal factors. I started my career at J Walter Thompson and had a number of women in my peer group. As I went up the Corporate ladder, the number of women in my peer group, at work, gradually kept diminishing. While I have been part of the leadership teams in various organizations since the last 11 yrs, I was either the only woman or the only other woman in the leadership team. So many talented women leave the work-force for personal and familial reasons. If we, as a society, can create conditions to ensure that a larger portion of these women continue to remain in the workforce, it will be a win-win situation for all. The corporates will gain on account of the diversity of thought women bring to the fore, the women themselves will be happier with a greater sense of achievement, consequently the families will be happier because the mother is more content, the country will gain because the GDP is bound to increase.

I do understand that these are easier said than done and therefore I have presented an honest analysis of the factors which lead to some women succeeding in balancing their work and family and how we, as a society, can create more such success stories. Because doing so is in everyone's benefit.



ABOUT THE AUTHOR

Tanuja Kehar is basically an Economist by education and a Communicator by passion. Having completed her Masters in Business Economics from Delhi University and Economics (Hons) from Jesus and Mary College, Delhi University, she started her career in media-planning and buying with J Walter Thompson.

She has more than 18 yrs experience in organizations like GE, IBM, Infosys, Deutsche Bank, McCann Erickson, J Walter Thompson and Unitech. She has held global leadership roles in Communications and Marketing having led multi-country communication teams and being part of the leadership team.

She is often invited as a speaker to international and national communications and marketing forums and summits and apart from being passionate about communications, she particularly enjoys sharing life-insights on what it takes to succeed in the face of challenges.

She lives in New Delhi, India, with her parents—Mr R C Kehar and Mrs Ranjana Kehar, to whom she attributes all her success to and is totally indebted to. She is a yoga aficionado and is overjoyed that the UN has declared June 21 as the International Yoga Day as it happens to be her birthday!

BACK COVER

Win-Win For All

- More Women in the Workforce is a Win-Win for everyone:
 - **Corporates** will gain on account of the diversity of thought women bring to the fore
 - **Women** themselves will be happier with a greater sense of achievement
 - **Families** will be happier because the mother is more content
 - **Country** will gain because the GDP is bound to increase

To Ignite a discussion to ensure

- ✓ *people succeed in the business world*
- ✓ *talented women remain in the workforce*

Thank You