

Role of Women's Financial Services Department

The Women's Financial Services Department will focus on the following strategic areas:

1. Develop institution's comprehensive gender mainstreaming policy to reduce the gender gap, duly approved by the Board.
2. Introduce and apply gender lens within the financial institution's policies and practices to enable a shift towards women friendly business practices.
3. Review the existing and new products & services offerings with gender perspective, keeping in view various use cases within women demographics of all ages and life cycle stages.
4. Develop new digital financial products with focus on women segments including startups.
5. Collaborate with different departments to develop products and services for women that are well researched and backed by demand side insights.
6. Collaborate with different stakeholders including academia, fintechs, chambers of commerce, women associations, etc. in developing and marketing women centric products & services and providing awareness
7. Ensure the compliance of the Banking on Equality Policy headline targets assigned to Financial Institution.