BCC&i
THE BENGAL CHAMBER

Presents

3rd Edition of

PINK IT
For the Women IT Professionals

2024

with

FMM
FIVE MAD MEN

14th March 2024

Five Mad Men,
Salt Lake Sector V
Kolkata

The Bengal Chamber of Commerce and Industry (BCC&I) is making re-energised focus on the *Sustainable Development Goals (SDG) 2030 of the United Nations* which advocates for gender equality as part of the **SDG 5.**

PinkIT is an annual initiative of BCC&I which aims to address the issues of gender parity in technology industry especially with the objective of bridging the gap in leadership.

> **From Ada Lovelace, the first computer programmer, to Katherine Johnson's space calculations which was also featured in the movie Hidden Figures, women in information technology paved the way for much of the computing power we take for granted today.**
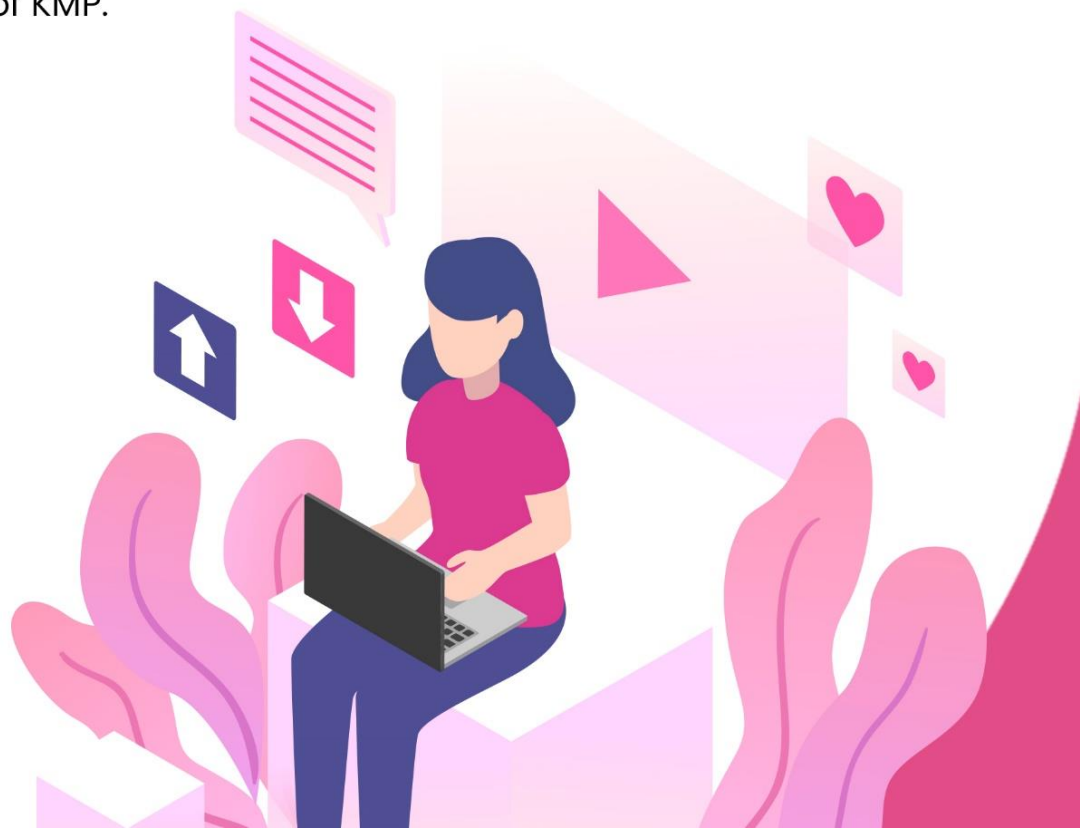
Report suggests that companies with more gender diversity on their leadership teams were 25% more likely to hit above-average profits.

Companies that emphasize equity and inclusion, however, are making inroads when it comes to promoting the careers of women — and retaining them.

The IT sector has the highest representation of women in the workforce at 30%, while FMCG and industrials occupy the last two spots with 5.5% and 4.3% representation, respectively, according to a CFA study.

Within the information technology sector, women accounting for 27% of employees and only 8.3% of KMP.

The 3rd edition of Pink IT will bring together women IT professionals and entrepreneurs to converse, engage and network for deeper look into the gap analysis towards career progression. The Bengal Chamber of Commerce and Industry will organize the 3rd Edition of PINK IT on 14th March 2024 at Five Mad Men, Salt Lake Sector V Kolkata.

The programme will feature:

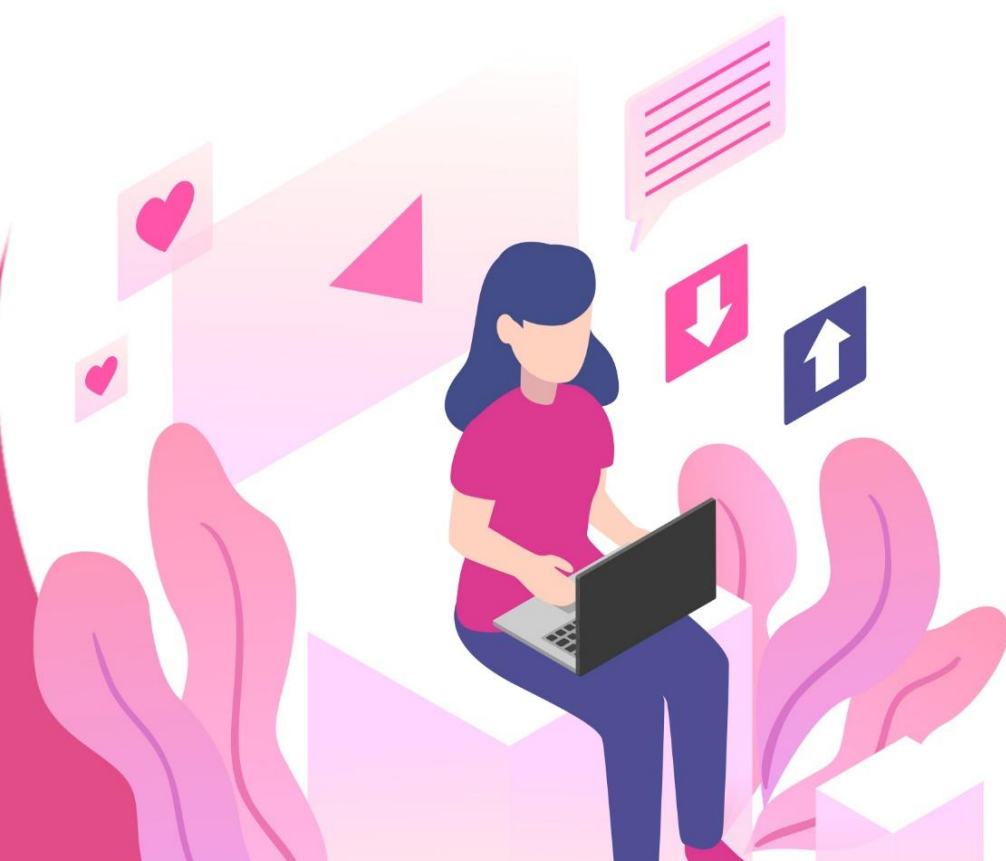- Industry Leadership Address
- Overseas Perspective
- Legal Perspective
- Success Stories of Women Entrepreneurs
- Wellness Perspective

GLIMPSES OF THE 2ND EDITION OF PINK IT, HELD ON 3RD MARCH 2023 AT 5 MAD MEN

Mr. Manojit Sengupta, Co-Chairperson, IT Committee,The Bengal Chamber of Commerce and Industry and Delivery Centre Head - Eastern Region, Tata Consultancy Services Limited formally welcomed all.

L-R- **Ms Angana Guha Roy Chowdhury,** Assistant Director General, The Bengal Chamber of Commerce and Industry (Moderator); **Ms. Amrita Mukherjee,** Talent Acquisition Lead, Tata Consultancy Services ; **Ms Sing Jheng,** Director, Taipei World Trade Centre, Kolkata, **Ms Minal Bhagat,** Director, Ensonic Computech Pvt Ltd; **Ms. Aunkita Nandi,** Co-Founder & Managing Director, Tier5 Technology Solutions Pvt. Ltd; **Ms Sushmi Saha,** Software Engineer, LTIMindtree.

Ms Anjali Gupta, Group Head-Marketing, Sify Technologies Limited gracing the occasion virtually as Lead Speaker.

Distinguished participants

Distinguished participants

Distinguished participants along with distinguished Speakers.