

## **WOMEN & WORK: INTERNATIONAL WOMEN'S DAY**



Over a century ago, the first International Women's Day was commemorated by millions of people. As a result, it is now celebrated worldwide as a day to celebrate the social, economic, cultural, and political achievements of women.

Women's Day is celebrated on March 8th worldwide, the day helps bring awareness to ongoing biases and injustices that still exist despite tremendous progress in women's rights, urging us to take stronger action. Anna Bissell, Katharine Graham from America to Indra Nooyi from India, these women are known for the first CEOs in business. Study shows that globally 37%

female shares the workforce, 26% are in board chairs of companies, 25% works as and Senior management, 18% works on Executive's level and only 5% works as an CEOs of the companies. As strong leaders and assumed the responsibilities that go with that, women are doing more to promote diversity, equity, and inclusion than men at the same level.

Our Resource Coordinator, Twinkle Parte wrote an fascinating article about this important topic. If you are interested in learning more about this subject, visit our website: [www.ledelsea.com](http://www.ledelsea.com).

## **LET'S CELEBRATE: HAPPY BIRTHDAY AYESHA!!**

Ayesha Mukadam is Chief Marketing officer at Ledelsea, with responsibility for marketing programs, brand management, and legal & immigration. Prior to joining Ledelsea, she worked in strategy consulting at several companies until she found a home with us.

A study conducted by McKinsey, in partnership with LeanIn.Org, reported that the percentage of females in the C-Suite had increased from 17% to 21% between 2015 and 2020, prior to the pandemic. We are very proud that here in Ledelsea we have woman in a leadership role.

Ayesha's greatest strengths are her creativity, drive, and leadership. She thrives on challenges, particularly those that expand the company's reach. Ayesha holds an MBA degree and aspires to complete paralegal certification soon. She lives in the western suburbs with her husband and their 2 year old son. In her free time, Ayesha loves to undertake interior design projects for friends and colleagues and one day aspires to open her own hospitality business.



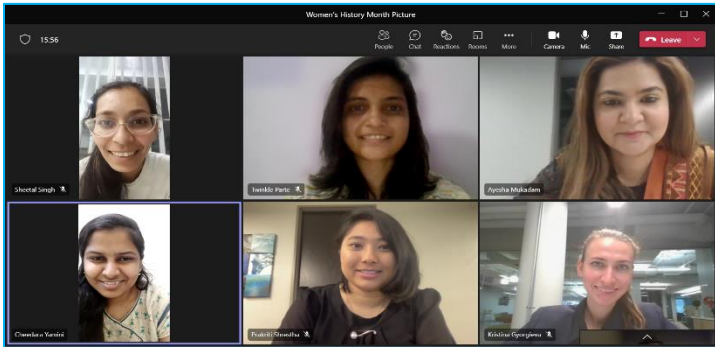
**Happy Birthday Ayesha,** may all your birthday wishes come true. We are very proud to have you in our team!

## LEDELSEA'S WOMEN

Ledelsea is a global company, and our success is based most of all on our employees. We strive to ensure the same in working conditions for our people.

Women hold important positions at our company. We have a female CMO and CIO, female Head of Practice Lead, female Senior Recruiter, and a female HR Coordinator. At Ledelsea, women always have a seat at the table, and we consistently hear women in our company say they feel included in decisions and supported both professionally and personally. Nithu Nair gave an exciting testimony:

"I am proud to state that I work for a company that understands, appreciates and encourages me everyday to be "me" and learn from all other female leaders in the company."



## MEET OUR EMPLOYEES: MALIKA

Malika Modi is from India and joined Ledelsea last year, in the H-1B Visa process of 2020. Right after she joined us, she started to work in one project for our client Land O'Lakes. Malika shared with us a little about his experience:



"I was looking for a change from my current job and a new consulting company, so one of my friends introduced me to Ledelsea. After going through initial meetings with team and the CEO, Uzair, I felt very warm and welcomed by them. The entire process of me looking for a new company, getting the job and starting work was just about two weeks. The entire journey of this process was so smooth and effortless. The entire team was very helpful with interview prep, mock interviews as well as onboarding in the new company. It is absolute a pleasure working with them."

— Modi, Malika.

## NEW HIRES: WELCOME ABOARD TWINKLE!



**Twinkle Parte** joined Ledelsea in the end of last year and has already started to make a mark for herself! She is working as Resource Coordinator. We are so excited about sharing with you a little bit about Twinkle:

**Favorite Quote:** "The greatest asset is a strong mind. If I know someone is training harder than I am. I have no excuses." – P.V Sindhu.

**Favorite Meal:** A traditional Marathi dish that I enjoy is the puranpoli with spicy dal, which caters to my sweet tooth. This is an Indian bread made with wheat flour, dal, and jaggery.

**Favorite Hobby:** I like to paint, sketch, read, and write a lot, and with that, I enjoy photography, trekking, and mountaineering.

**Favorite COVID memory/activity:** Reading various things online along with writing and sketching.

**Favorite book:** "Three Thousand Stitches" by Sudha Murthy

**Favorite country to vacation:** I'd like to explore mountains, so I'd choose Leh Ladakh in India.

**Brief Intro:** After completing my graduation in Banking & Insurance, I worked in the Accounts domain. I am now getting experience in the IT field working with Ledelsea. I have started to write articles and newsletters for different companies. I usually spend time with books and try to learn more about the mountains and arts.

