



66% HIGHER RETENTION RATE IN APPAREL FACTORIES THROUGH CAREER ADVANCEMENT PROGRAMS TARGETING WOMEN'S NEEDS

CHANGING BUSINESS PRACTICES

By changing business practices to address unequal working conditions disadvantaging women, companies increase market share and reduce costs.



A worldwide apparel company achieved 66% higher retention rates, higher productivity per worker and company savings on hiring in Cambodia and 15% higher productivity in India among women who participated in personal and career advancement programs targeted at female employees' home and work needs.

In collaboration with several NGOs and supplying factories, the company realized the need for such programs in a sector dominated by female employees. Enabling women employees to gain managerial, interpersonal and other practical skills plays a role in the figures reported above and creates a win-win situation for both the women employees and the business.

The program led to greater work efficacy among participants and less absenteeism and staff turnover. Women achieved greater ability to take initiative and to demonstrate their abilities, greater influence in the workplace through stronger relationships, better communication with their supervisors and were able to move into management and supervisory roles at factories. At personal and household level, they acquired more confidence, time management, problem-solving and decision making skills, and were able to better communicate with their husbands. Some participants reported a more equal division of labor at home.



66% HIGHER RETENTION RATE IN APPAREL FACTORIES IS ACHIEVED THROUGH:

- Providing female employees with personal and career development training on managerial, interpersonal and other practical skills. The training includes life skills and technical education targeted at women's needs to improve their lives at work and at home.

WHY INTEGRATE GENDER?

Career development programs with a focus on women's work and home challenges increase retention rates resulting from greater confidence and better communication skills

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for more examples on how integrating gender aspects results in positive business outcomes

SOURCES:

[Women's Empowerment in Global Value Chains: A Framework for Business Action to Advance Women's Health, Rights, and Wellbeing](#); Davis Pluess, J. and Pruzan-Jordan, P.M.; 2016. (page 12)

[Advancing Women, Changing Lives: An Evaluation of Gap Inc.'s P.A.C.E. Program](#); Nanda, P. et al.; International Center for Research on Women; 2013. (entire report)

[Empowering female workers in the Apparel industry: Three areas for business action](#); BSR; 2017. (page 10)