



# Women's Indian Chamber of Commerce and Industry

Vitika Sharma Banerjee  
National President, Marketing Council

TO,  
The Hon'ble Minister  
Ministry of Finance,  
The Govt. Of India

Jan 15, 2021

Dear Sir,

It gives me great pleasure to share with you suggestions / recommendations for incorporation of some key measures ahead of the Union Budget from the National Marketing Council – WICCI as well as from our state councils. While this below is a summary of the suggestions from various council members, I am also attaching their individual submissions for your reference and records. I do hope these will help create a strong pitch to you, our Government, to support our efforts in the empowerment, support and promotion of women leaders and entrepreneurs all over India.

Salient points of our submissions are :

1. Support & help promote platforms like WICCI and National Marketing Council, State Marketing Councils to help women entrepreneurs, "homepreneurs" at the grass-roots level to help make them independent and equitably contribute to their household incomes.
  - a. Funding support to expand and reach out to women entrepreneurs from underprivileged backgrounds, Self Help Groups, NGOs working with women artisans.
  - b. Marketing support to the Councils to drive awareness among the target audience so that more women in need can reach out for support
2. Activate the GIG-ECONOMY MODEL to provide more opportunities for women to contribute to the Indian GDP and also provide the women with equitable pay as per their skills and employment opportunity.
3. Create an eco-system with Govt./Public-Private/NGO(eg. WICCI ) partnership to retain women in workforce and provide them opportunities to showcase their talent and acquired skills.
  - a. Day-care centers / Creches for infants, children of working women
  - b. Old Age care centers for seniors / dependents for whom the working women are primary care-givers preventing them to enter the workforce.
4. WICCI members especially women founders to get additional tax rebate and perhaps tax free if they are running not for profit enterprises
5. Additional Tax rebate for single women with income >10L
6. Especially during the pandemic, to ensure school teachers, who are primarily women, are not made to face significant salary cuts while schools continue to charge tuition fees from parents; especially since online teaching has put additional burden on the women in this sector.

I hope you will find these useful for due consideration in the upcoming Union Budget 2021.