

Anjali Raghuvanshi

National President, Coaching Council

Ms. Nirmala Sitharaman
Union Minister of Finance and Corporate Affairs Minister of Finance
Room No. 134, North Block
New Delhi 110001

Honourable Minister Ms. Sitharaman,

I would like to take this opportunity to congratulate you on the outstanding work in steering the economy in the time of one of the worst crisis in the world. We appreciate your solicitation of inputs from the industry towards creating a well-rounded budget for the financial year 2022-23.

Background

Coaching is still a nascent profession although it is picking up steam in India over the last ten years. This means that it is still not a very "organized" profession despite the global accreditation, leading to large variations and non-standardization in chargeable per hour rates. Currently coaches offer their services to leaders and managers in Global multinational companies (MNCs), Public Sector Companies (PSUs), Academic Institutions, Non Profit Organizations, Small and Medium Scale Enterprises (MSMEs), Start Ups and Individuals.

A large proportion of coaches emerge from the Human Resources, Organizational Development, Learning and Development or Consulting fraternity. This has led to coaching being closely tied to the working of this fraternity. It also means that most coaches continue to make their living from these allied professions and coaching is a "personal passion" project. This leads to coaching being a non-viable profession economically for a large majority of coaches, making it imperative for them to continue to offer other services in people skill and capability development for income.

We help professionals, entrepreneurs and students in any field, to develop insight and behaviors, that help them reach their potential and achieve their goals. A majority of coaches are globally accredited which means their services can be delivered outside of India as well.

We believe this profession needs recognition to help build the nation, empower women coaches and entrepreneurs which is the need of the hour.

WICCI National coaching council Recommendation

1: Tax and Regulatory Reforms

It is important for the government, specifically the ministry of finance to recognize Coaching as an important profession for personal and leadership growth that gives a disproportionate boost to the engine of economic growth in India as the impact of leaders is large; and create a separate SAC number for GST and reduce the GST for coaching professionals from the current 18% to 12%. This will help those who coach professionally to develop it as viable independent business.

Ministry of Finance should commit to concessions in corporate tax for organizations who have 30% or above women as part of their management team and spend 3% of their CSR budget towards professional coaching for women in their organization. This will help in building much needed women leadership in the organized sector.

2: Policy and Governance

Policies and budgets are needed which support/ sponsor women coaches who coach women entrepreneurs/ SMEs/ MSMEs and women leaders in Government/ PSUs/ Banks and Corporates, improving their productivity and strategic leadership skills in the service of the nation and the economy.

Women's Indian Chamber of Commerce and Industry

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Ministry of skill development and entrepreneurship and Ministry of Women and Child Care Development must mandate professional coaching as part of all their funds, organizations, schemes or programs. Any individual who is the recipient of these schemes or programs must be mandated to go through a 8-12 hours of coaching hours per person, per annum. Also, mandate that 25 % of the board membership in MSDE and Ministry of Women and Child Care Development be allocated to women.

Policies to seed coaching at grassroots level (final year students of schools/ colleges to have resident coaches); Empower teachers/ professors with coaching skills.

A culture of coaching enhances the skills of self-reflection and continuous capability enhancement helping the nation realise the potential of its demographic dividend.