



New research shows
for every **two** job call backs
that a **Hindu** woman gets,
a **Muslim** woman in India
gets only **one**!

INDIA | JUNE 2022

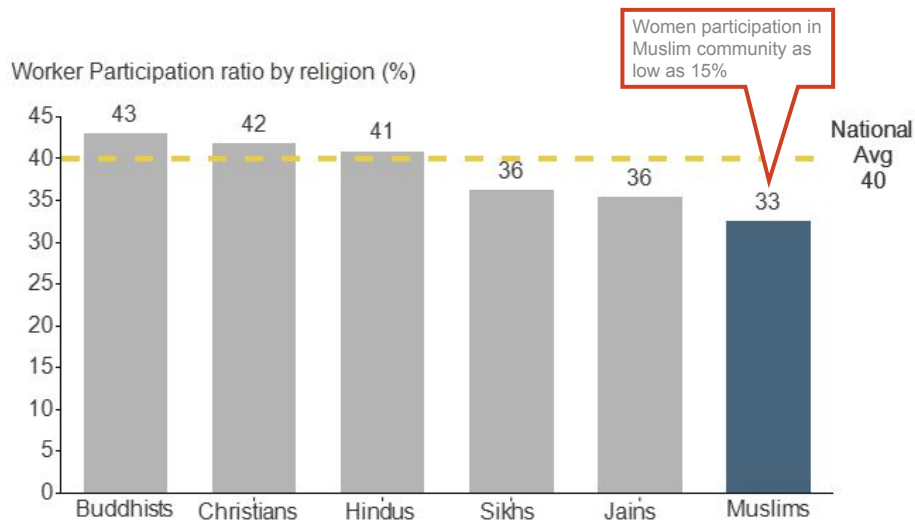
HIRING BIAS

Employment for Muslim women at entry-level roles

Extensive diversity efforts have failed to level the playing field for the young Indian Muslim Woman

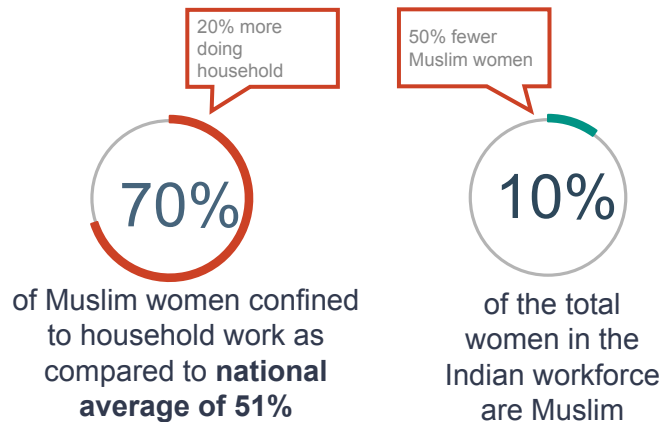
Most diversity, equity, and inclusion (DEI) initiatives focus on improving women participation, with limited attention to intersectionality with religious and ethnic identities. A closer look shows how the Muslim community, especially its women continue to be underrepresented in the workforce

Muslim working proportion lowest among communities...



...with extremely limited participation from women

2011 census estimates **50M Muslim women of working age** (15-65 years old). However, closer look shows...



LedBy, along with MANUU¹ introduced two identical profiles in the job market to study any hiring bias against the Indian Muslim Woman (1/2)

Resume 1

PRIYANKA SHARMA

FEMALE | 21 YRS | PRIYANKA.SHARMA6391@GMAIL.COM | +919967954121

EDUCATION

B.Com. (Hons.)	2017-20	Hindu College, University of Delhi	8.2
AISSE (Class XII)	2017	Delhi Public School, Noida	96%
AISCE (Class X)	2015	Delhi Public School, Noida	93%

INTERNSHIP/S

- Freelance Writer (October 2020 - July 2021)
- Worked as a freelance writer for approximately 10 months with 18 companies.
 - Worked with organizations like Coffee and Creative, Oclure, The SportsGail amongst others.
- Content Writing Intern, **IAMDIGITALNINJA**, Delhi (January 2019 - March 2019)
- Iamdigitalninja is a digital marketing consultant and specialist.
 - Wrote SEO content, developed social media content and wrote blogs for dozens of clients.
- Social Media Marketing Intern, **Project EIFL**, Remote (December 2019 - January 2020)
- Project EIFL promotes financial awareness amongst youth in developing countries that is often lacking in the education system.
 - Generated social media strategies for marketing and promotion of the organization's mission. Edited, researched, and wrote content for the social media, as well.

POSITIONS OF RESPONSIBILITY

- Enactus, Hindu College**, Member
 - Enactus employs the power of entrepreneurial action to create sustainable social change.
 - As a member of Enactus, helped promote events through social media, wrote content for posts, and contributed to all the events.
- Girl Up Delhi University**, PR Wing Member
 - Girl Up Delhi University is the DU chapter of the UNF Girl Up Clubs and seeks to make the university safer and more conducive for women and gender minorities.
 - As a member of the PR wing, came up with social media strategies, designed posters, and helped expand the reach of Girl Up Delhi University.

VOLUNTEERING

- HelpAge India**, Fundraising Volunteer
 - HelpAge India is an Indian organization focused on helping elderly people.
 - Worked in social media management and fundraising along with on-ground work with old age homes.

ACCOMPLISHMENTS AND CERTIFICATES

- Economics and English Topper (XII), DPS Noida (2017)
- Student Merit Award, DPS Noida (2017)
- 3rd Place, Creative Writing Competition, Scribe - Creative Writing Society of Hindu College (2019)
- Quarterfinalist and Team Break, GGS Fresher Parliamentary Debate (2017)

SKILLS

Canva, Photoshop, MS Office, SEO Writing, Technical and Grant Writing

HABIBA ALI

22 YRS | HABIBAA10991@GMAIL.COM | +91-7506940794

EDUCATION

B.Com. (Hons.)	2017-20	Lady Shri Ram College, University of Delhi	8.2
AISSE (Class XII)	2017	Bal Bharati Public School, Noida	97%
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EXPERIENCE

Content Writing Intern, Oodles Marketing, Gurugram - May 2019 to July 2019

- Oodles Marketing is a digital marketing agency based in Gurugram, India.
- Wrote content for over two dozen websites, social media profiles, blogs, etc.
- Fulfilled client expectations, helped build online presence of a wide array of organizations.

Social Media Marketing Intern, Youth Empowerment Foundation - January 2020 to February 2020

- Youth Empowerment Foundation is an NGO that works for education and skill development.
- Ideated social media strategies, researched, and wrote content for their social media handles.

Freelance Writer - November 2020 to July 2021

- Worked as a freelance writer and wrote SEO content for the social media and websites of 15+ organizations.
- Organizations including Tulasi Healthcare, Spacebar, EyeMantra Foundation, Swiggy, etc.

POSITIONS OF RESPONSIBILITY

- Women's Development Cell, LSR**, Member of the PR Team
 - Women's Development Cell, Lady Shri Ram College is a group of passionate feminist stalwarts, out with a gender lens on a long journey of learning and unlearning.
 - Wrote content, managed social media platforms, and ideated strategies to promote awareness.
- Enactus, LSR**, Member
 - Enactus attempts to create sustainable growth models for this world to be thriving with opportunities for all.
 - Helped organize sessions, researched and wrote content, and strategized modes of promoting Enactus' initiatives.

VOLUNTEERING

- Muslim Aid India**, Volunteer
 - Muslim Aid has been working in India providing humanitarian relief aid to some of the marginalized communities in different parts of India.
 - Worked in fundraising through social media marketing and cold calling. Translated content to regional languages.

ACCOMPLISHMENTS AND CERTIFICATES

- Economics (99) Topper (XII), Bal Bharati Public School (2017)
- Principal's Award, Bal Bharati Public School (2017)
- Winner, Graphic Designing Competition, Hive (Fine Arts Society of LSR) (2019)
- Quarterfinalist, St. Stephen's College Fresher Quiz (2017)

SKILLS

SEO Writing, Content Writing, Canva, Photoshop, MS Office, Technical Writing, Grant Writing

Both Priyanka's and Habiba's resumes are comparable in achievements

Applications to first 500 jobs were done using Resume 1

LedBy, along with MANUU¹ introduced two identical profiles in the job market to study any hiring bias against the Indian Muslim Woman (2/2)

Resume 2

PRIYANKA SHARMA

21 YRS | PRIYANKA.SHARMA6331@GMAIL.COM | +919967994121

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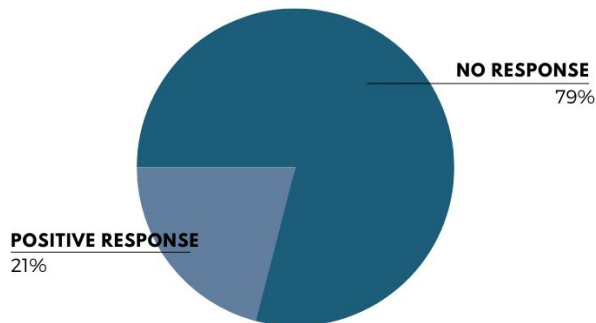
Both Priyanka's and Habiba's resumes are comparable in achievements

Applications to second set of 500 jobs were done using Resume 2

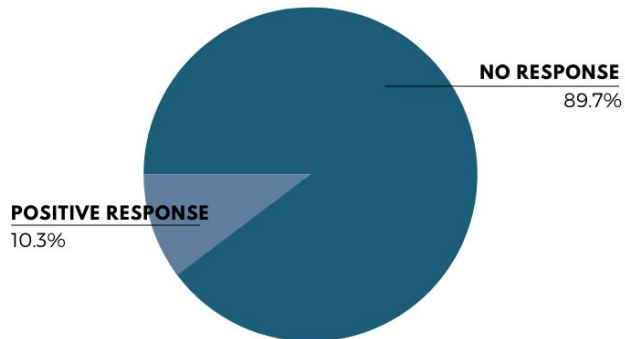
For every two positive responses that the Hindu woman received, the Muslim received only half



Priyanka Sharma



Habiba Ali



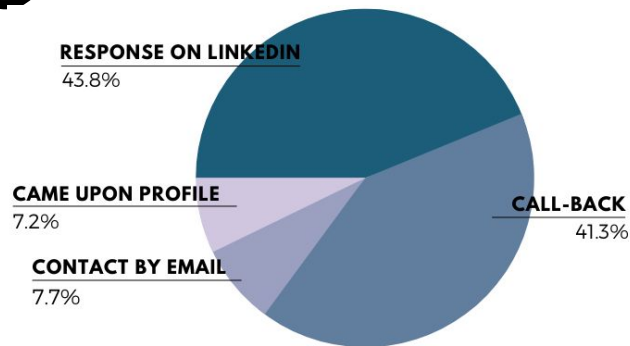
Key takeaways

- Of the **1,000 jobs applied**, **Priyanka received 208 positive responses**, while **Habiba received 103 positive responses**. Despite similar capabilities, Habiba's profile was less favored in ~50% of the instances
- Priyanka and Habiba both received **88 positive responses from the same organizations**, but **Priyanka received 120 responses from unique organizations while Habiba received only 15**
- The **net discrimination rate of 47.1%** for Indian Muslim women relative to Hindu women, represents a massive discrepancy between call-backs for Muslim and Hindu women, proving that a significant hiring bias against Muslim women

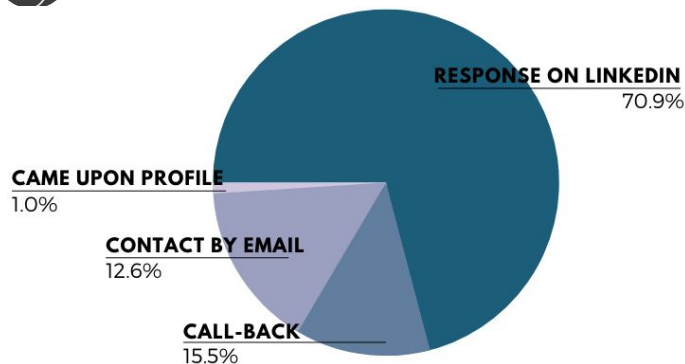
The recruiters reached out to the Hindu woman more personally than they did to the Muslim woman



Priyanka Sharma



Habiba Ali

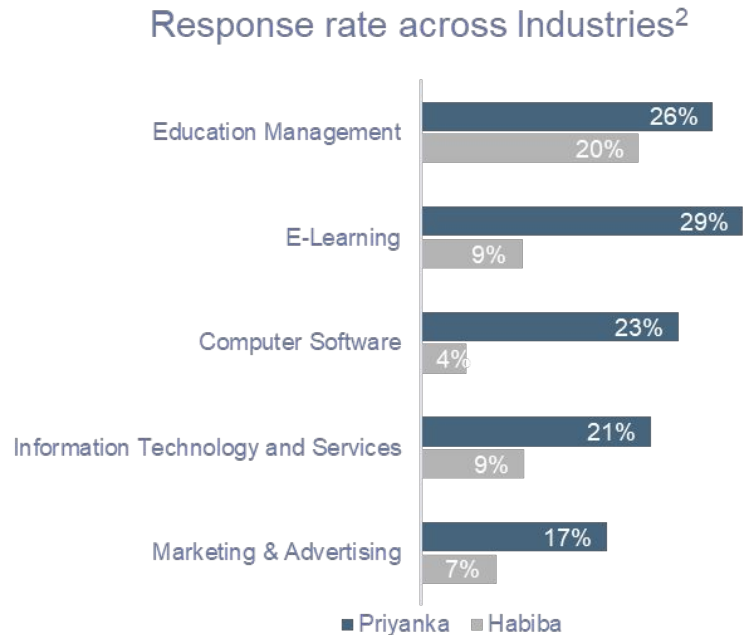


Key takeaways

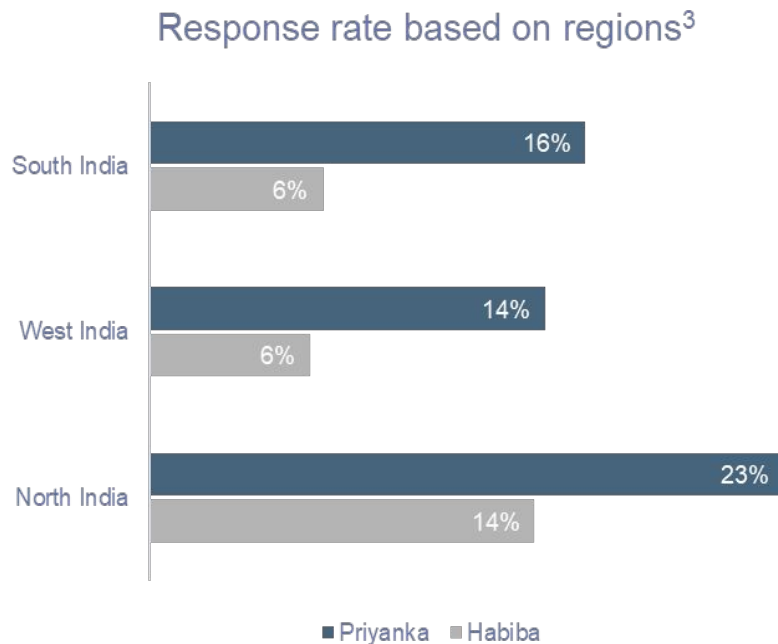
- Habiba received only a **rare follow-up call**, whereas a large proportion of Priyanka's responses were in form of call-backs
- Recruiters reached out to Priyanka more **proactively on her online profile**. Habiba received only one positive response from recruiters coming upon her online job profile, whereas Priyanka received 15 such responses
- This displays the difference in proactivity that recruiters have when they approach the two profiles and in turn, the more **nuances** within the biases that exist against Muslim women

The religious bias against Indian Muslim Women for entry-level jobs is visible across industries and across geographies

The disparity in the call-back rates between Priyanka and Habiba is visible across industries...



...and across regions. NDR¹ was higher in companies located in West and South India vs North India



1. NDR: Net Discrimination Rate, Refer [here](#) for the detailed analysis

2. Response rate of top 5 industries has been shown. The top 5 industries constitute more than 50% of the total volume of applications

3. Response rate of top 3 regions has been shown. The top 3 regions constitute more than 75% of the total volume of applications

India's economy is missing out on talent; organizations, researchers, and individuals can play their part



Organizations

- **Introduce a 'Blind' hiring Process:** Stripping all non-essential candidate information such as name, schools, and ages etc. can prevent unconscious bias from creeping in at the initial screening stages
- **Incorporate skill-based and work sample test stage in the hiring process:** Standardising recruitment processes by inducing a work sample test that mimics the Business-as-Usual for a role can enable prevention of any hiring bias
- **Adopt a panel recruitment approach:** Establishing a diverse recruitment panel (in terms of gender, ethnicity, socio-economic background and age) can help mitigate personal unconscious biases and consider an applicants from a broader perspective to make a more informed decision
- **Set diversity goals:** Rolling-out more targeted DEI goals and position current employees, from both majority and minority groups as the DEI champions to drive the change collectively



Researchers

- **Focus on career-oriented research for Indian Muslim women:** Expand beyond the current socio-economic status-focused studies to more professional growth-focused studies that further discuss the underrepresentation of the Indian Muslim Woman



Individuals

- **Reflect and initiate conversations:** Increase awareness, build safe spaces, and demand more inclusion in workplaces

KEY CONTACTS

LedBy Foundation is a Harvard University incubated social enterprise that focuses on the professional development and inclusion of Indian Muslim women

If you would like to discuss the theme and content of this report, please contact:

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Dr. Ruha Shadab
Founder and CEO, LedBy Foundation



Deepanjali Lahiri
COO, LedBy Foundation



Vanshika Sharan
Researcher

This research paper can be found in
CDPP's Gender and Inclusion Volume II, August, 2022