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AVATAR I-WIN launches Interactive Portal

Avatar Career Creators has recently conducted a study on "VIEWPOINT 2010- Flexible Careers – Moment of Truth" among 341 women who were interviewed on "Flexible Working". According to the study, most of the women said " Flexible working is a critical requirement for success in life". The Indian woman, even more so than her sisters around the world, requires flexibility at critical junctures in her life.

The study which covered the responses of 341 senior women professionals across India as well as the policies and practices around flexi-working followed by 45 top organizations, reveals that 91% of the women surveyed had resorted to flexi-working at some point of time in their careers, but only 25% had availed this through a policy offered by their employers.

Avatar Career Creators have launched a full-service interactive dynamic portal www.avtariwin.com (interim Women managers' interface Network) which seeks to address both these issues. According to Soundarya Rajesh, Founder-President, Avatar Career Creators, this portal will work with women professionals across India who seek work life integrated careers. It will also provide simple methods for organizations to implement flexi-working systems and processes.

Prithvi Shergill, Senior Vice President – Human Capital & Diversity, Accenture, India said, "Working with Avtar Career Creators, we have identified how we can shape roles so as to allow individuals the flexibility to integrate their work life priorities".