

EQUIPMENT TIMES

VOL. 12 ■ ISSUE: 02 ■ ENGLISH - MONTHLY ■ THANE ■ APRIL 2026 ■ PAGES: 128 ■ PRICE: ₹300



BREAKING BARRIERS



WOMEN IN CE MANUFACTURING & OPERATIONS



INSIDE

SPECIAL FOCUS
COMPACTION EQUIPMENT

SCAN FOR
EMAGAZINE



CAS
COMPONENTS ACCESSORIES & SPARES

**MACHINE CONTROL
SYSTEM**

Page No.: 108





BREAKING BARRIERS

WOMEN IN CONSTRUCTION EQUIPMENT MANUFACTURING & OPERATIONS

The construction equipment industry is in the midst of a defining transformation—one that goes beyond technology, infrastructure growth, and market expansion. It is a transformation driven by people, perspectives, and the steady rise of women who are challenging conventions and reshaping the very fabric of the sector. Long regarded as a male-dominated domain, construction equipment manufacturing and operations are now witnessing a gradual yet impactful shift toward inclusivity. From factory floors and design labs to project sites and boardrooms, women are stepping into roles that were once considered out of reach.

Equipment Times explores the journey of women in construction equipment manufacturing and operations, highlighting their growing contributions, the challenges they continue to face, and the opportunities that lie ahead.



At Komatsu Mining India, women are contributing across engineering, marketing, finance, supply chain, and customer-facing functions—including sales and aftermarket—as well as in leadership roles. As the industry becomes more knowledge-driven and technology-led, strategic thinking, collaboration, and customer insight are now as critical as technical expertise. My journey reflects this shift. With an academic foundation in business and IT, entering the mining equipment industry gave me the opportunity to apply that knowledge in a dynamic, real-world context. Over time, I have expanded my role through cross-functional exposure and deeper engagement with both internal teams and customers.

This growth has been enabled by the organization's strong culture of development—through leadership coaching, knowledge sharing, and the trust to take on new challenges. It is also visible more broadly, with women increasingly taking ownership of cross-functional and customer-facing roles, directly contributing to business outcomes rather than operating in support functions. That transition—from limited representation to meaningful participation—is what defines the evolution we are seeing today. Women are no longer on the sidelines; they are actively shaping the direction of the business.

Swara Patel, Marketing Head, Alltech India, The industry is at an inflection point, and the shift is no longer symbolic, it is structural. At Alltech, women are not being “included” as a gesture; they are integrated where performance matters most like engineering coordination, global marketing, procurement strategy, quality systems, and customer engagement. They are contributing directly to project outcomes, timelines, and business growth. What differentiates this evolution is that it is capability-led, not diversity-led. In a sector where



Swara Patel,
Marketing Head,
Alltech India



Madhumathi N,
Head – Corporate
Communications,
GMMCO
(A CKA Birla Group company)



Shivani Aggarwal,
General Manager – Marketing,
Mtandt Group

execution leaves no room for compromise, women in our team are consistently demonstrating precision, ownership, and resilience. At Alltech, women are not just part of the workforce, they are a force multiplier driving innovation, productivity, and sustainable growth in a rapidly evolving industry. In many ways, they embody the same philosophy that defines our machines - Rugged. Robust. Reliable. Not in terms of force, but in terms of mindset, consistency, and accountability. This is not about changing roles. It is about redefining who drives them.

Madhumathi N, Head – Corporate Communications, GMMCO (A CKA Birla Group company), The construction and mining equipment industry is undergoing a fundamental

shift. What was once seen as a traditionally male-dominated sector is steadily evolving into a more inclusive, capability-driven ecosystem - and women are playing a critical role in this transformation. At Gmmco, this change is not limited to representation - it is visible in the nature and depth of roles women are taking on. Women today are contributing across the value chain - from engineering and technical services to marketing, digital transformation, and leadership. More importantly, their presence is expanding into core operational environments that were once considered unconventional. Over the last three years, Gmmco has seen a 17% growth in women representation, with increasing participation not just in corporate roles, but across technical, operational, and leadership functions. This shift reflects a broader industry movement where performance, skill, and adaptability are becoming the defining factors - rather than traditional role perceptions.”

Shivani Aggarwal, General Manager – Marketing, Mtandt Group, The role of women in our organization is no longer defined by traditional boundaries—it is defined by capability, competence, and contribution. Over the years, we have seen a steady and encouraging shift, with women actively participating across functions such as marketing, communications, training, customer engagement, and increasingly in technical and operational roles. What is particularly encouraging is the representation of women in key leadership positions—such as COO, CFO, Directors, and General Manager – Marketing—where they are not only driving strategy but also influencing business outcomes.

We believe this shift is not just about representation, but about capability. Women today are leading functions, managing



Gmmco Leading the Shift: WOMEN REDEFINING ROLES in Heavy Equipment



The construction and mining equipment industry is undergoing a fundamental shift. What was once seen as a traditionally male-dominated sector is steadily evolving into a more inclusive, capability-driven ecosystem - and women are playing a critical role in this transformation.

At Gmmco, this change is not limited to representation - it is visible in the nature and depth of roles women are taking on.

Women today are contributing across the value chain - from engineering and

technical services to marketing, digital transformation, and leadership. More importantly, their presence is expanding into core operational environments that were once considered unconventional.

At Gmmco, women are actively working across:

- Workshops and service operations
- Warehousing and parts management
- On-ground roles at mining and construction sites
- Customer-facing technical and service functions

This marks a decisive shift in the industry - from role limitation to role expansion based on capability.

Over the last three years, Gmmco has seen a 17% growth in women representation, with increasing participation not just in corporate roles, but across technical, operational, and leadership functions. This shift reflects a broader industry movement where performance, skill, and adaptability are becoming the defining factors - rather than traditional role perceptions.



FROM INCLUSION TO INTEGRATION: BUILDING A FUTURE-READY WORKFORCE

For organisations in this sector, diversity is no longer an initiative - it is becoming a business imperative.

At Gmmco, the focus has been on integrating women meaningfully into the workforce, rather than limiting inclusion to intent. This includes expanding access to roles across the lifecycle - from early talent pipelines to leadership positions - and ensuring that opportunities are aligned with capability and aspiration.

Efforts are also being directed towards creating visibility for women in technical and operational roles, which is critical in reshaping industry perception. When women are seen not just in offices, but also in workshops, warehouses, and mining sites, it begins to redefine what the industry represents.

Equally important is enabling continuous learning and leadership development, ensuring that women are not just entering the workforce, but are also equipped to grow and lead within it.

ADDRESSING STRUCTURAL AND PERCEPTION BARRIERS

Despite progress, certain barriers continue to exist—both structural and perceptual.

The industry is often viewed as physically intensive and site-driven, which can discourage women from exploring opportunities in this space. Limited early exposure, coupled with traditional mindsets, further reinforces this perception.

Additionally, infrastructure and workplace design - especially in remote or site-based environments - have historically not been built with inclusivity in mind.

Addressing these challenges requires a deliberate and sustained approach:

- Reframing the narrative of the industry to highlight diverse career pathways
- Designing inclusive work environments across sites,



workshops, and operational locations

- Creating visible role models who can inspire the next generation
- Building strong mentorship ecosystems to support long-term career growth

At Gmmco, the effort is to move beyond incremental change and work towards systemic inclusion, where opportunities are defined by capability and not constrained by legacy perceptions.

THE OPPORTUNITY AHEAD: TECHNOLOGY AS AN EQUALISER

One of the most significant enablers of change in the industry is technology.

With the increasing adoption of:

- Connected equipment and data-driven systems
 - Remote monitoring and diagnostics
 - Automation and advanced machine technologies the nature of work is rapidly shifting from being physically intensive to skill- and knowledge-driven.
- This transition is creating a more level playing field and opening up new opportunities for women across roles - particularly in areas such as diagnostics, analytics, machine performance monitoring, and digital solutions.

As the industry continues to evolve, the ability to adapt,

analyse and innovate will be far more critical than physical intensity - making it inherently more inclusive.

SHAPING THE FUTURE OF THE INDUSTRY

The next decade will be pivotal for the construction and mining equipment sector. As infrastructure demand grows and technology continues to reshape operations, the industry will require a workforce that is diverse, agile, and future-ready.

Women will play a central role in this transformation - not just as participants, but as contributors to innovation, operational excellence, and customer-centric solutions.

At Gmmco, the focus is on building an organisation where diversity is not an outcome, but a core strength embedded in the way we work.

Because the future of this industry will not be defined by who has traditionally been part of it - but by who is ready to shape it.

At Gmmco, women are not just breaking barriers - they are redefining them. ■



MADHUMATHI N

Head — Corporate Communications
GMMCO (A CKA Birla Group company)