

NTT DoCoMo, Inc. began in 1992 when it transferred its mobile communications businesses from NTT (formerly the Nippon Telegraph and Telephone Public Corporation). Since the Nippon Telegraph and Telephone Public Corporation, the forerunner of NTT, was a public enterprise, basic gender equality was guaranteed. In addition, the large number of female phone operators working as the core workforce allowed for an early adoption of systems combining work and family life, including systems for childcare leave and for working short hours. As a company in the NTT Group with this kind of heritage, NTT DoCoMo has a reputation as a company where, in terms of systems, it is easy for women to work. However, NTT DoCoMo also faces certain issues.

The first issue is that although the job responsibilities of female employees are expanding there is a lack of higher-ranked employees in these fields and it is difficult to anticipate one's future career. The second issue is that despite a relatively established system, there are concerns about achieving balance between work and family life in a business that is rapidly changing. Finally, the third issue is that a climate of diversity where men and women mutually respect each other's characteristics has not necessarily been established in all offices.

In addition to establishing the Diversity Development Office as part of the Personnel Development Department in July 2006, NTT DoCoMo launched "Win-D (Women's Innovative Network in DoCoMo)", a cross-organizational working group comprised of core female personnel, in order to resolve these issues. In order to achieve issue resolution, career development support for female employees, balance between work and private life, and the establishment of diversity are the three central pillars in implementing such measures as introducing role models in individual job areas, providing counseling when taking childcare leave and when returning to work, training for female employees and management, and grassroots networking activities.

While employees value their lives as individuals, in order for them to have a fulfilling working life within the company it is thought such measures as incorporating men in a reevaluation of working styles, support for balance such as the establishment of day care facilities, and eliminating fixed ideas about gender roles are necessary, to be implemented not only by businesses but comprehensively, including participation by society and individual households.