

A STUDY ON DIVERSITY AND INCLUSION AT ACC THONDEBHAVI CEMENT WORK

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Abstract—Diversity and inclusion is a business strategy which is driven by HR managers of a company. Diversity is perceived differently by different generations. Millennial view workplace diversity as the combining of different backgrounds, experiences, and perspectives, and they believe in taking advantage of these differences is what leads to innovation. Gen Xers and Boomers, on the other hand, view workplace diversity as equal and fair representation regardless of Demographics without necessarily considering diversity's relationship with business results. This article highlights the importance of having a diverse workforce, how it leads to innovation, the barriers which exist in diverse cultures and how different companies adopted the diversity Inclusion mode. The purpose of this study was to determine the perceptions of departmental personnel regarding the impact of diversity and inclusion initiatives in improving and sustaining productive work cultures. Additionally, this study sought to determine whether a relationship exists between perceptions of departmental personnel and their department's work culture scores.

Keywords—Diversity, Employee Motivation, Equality, Firm Value, Inclusion Practices.

INTRODUCTION

Diversity in the work environment implies that an association utilizes a different group of individuals that is intelligent of the public in which it exists and works. Shockingly, figuring out what makes a group differing is not so straightforward. Assorted variety joins the entirety of the components that make people extraordinary from each other and keeping in mind that there are limitless contrasts in people, a large portion of us subliminally characterize decent variety by a couple of social classifications.

There are progressively noticeable and undetectable components that make people various from each other than those characterized by these announcements, however these general classes can assist organizations with recognizing holes in assorted variety. They additionally give quantifiable measurements to organizations to set objectives and put forth deliberate attempts to help decent variety in the work environment. Albeit regularly utilized pair with decent variety, incorporation is its very own idea. SHRM characterizes consideration independently from assorted variety as "the accomplishment of a workplace wherein all people are dealt with reasonably and deferentially, have equivalent access to circumstances and assets, and can contribute completely to the association's prosperity."

REVIEW OF LITERATURE

- According to John Hope Bryant (The Memo): This book discloses how to guarantee your place at the table. - Diocese supervisor Desmond Tutu. Smash hit creator, dissident, and author of Activity Expectation, John Expectation Bryant has assembled a reputation of development building. Expanding on his own understanding of ascending from monetarily burdened conditions and his work with Activity Expectation, Bryant conveys the reminder which gives peruses five guidelines that establish the framework for accomplishing monetary opportunity. "We deplorably live in an arrangement of haves and the less wealthy, and I realize no one working harder than John Expectation Bryant to convey achievement and assets to the individuals who learn about left. Our Maker planned every one of us to partake in the World's abundance, and none of us ought to be without the way to accomplish thriving and wellbeing".

- According to Tiffany Jana, (Over Coming Bias): Organizer of TMI Counselling and co-writer of The B Corp Handbook, second release, has been working indefatigably to all the more likely instruct and ingrain an all-encompassing way to deal with decent variety and incorporation work, legitimately going up against the basic misguided judgment that D&I programs should be soloed away from the work that the association is doing in general. With this holding nothing back methodology, TMI Counselling and B Lab have given a source of inspiration of the Comprehensive Economy Challenge for pioneers and associations who need to confront making a world that works for all head-on.
- According to Mary-Frances Winters (We Cannot Talk about That at Work): Organizer of The Winters Gathering tells the best way to manage touchy subjects in a manner that unites individuals as opposed to dividing them. She causes you to become mindful of the job culture plays in forming individuals' observations, propensities, and correspondence styles and gives definite direction for organizing discussions about those things should not discuss. Discussions about untouchable points, for example, race, sex, and religion, occur at work each day and in the event that they are not dealt with successfully, they can get polarizing and disruptive, affecting efficiency, commitment, maintenance, cooperation, and even employees' feeling of security in the work environment.

STATEMENT OF THE PROBLEM:

To know how they treat the employees and workers in the organization studying on the are the challenges faced by the employees to resolve the problems of the employees like gender discrimination, physical and mental disabilities, generation gap, language and communication, acceptance and respect, accommodation and beliefs, ethnic and cultural differences.

OBJECTIVES OF THE STUDY:

To study whether company is providing equal opportunities for all employees in respect of career progression

To identify the significance of esteeming Diversity

SCOPE OF THE STUDY:

The purpose of this study was to determine the perceptions of departmental personnel regarding the impact of diversity and inclusion initiatives in improving and sustaining productive work cultures. Additionally, this study sought to determine whether a relationship existed between perceptions of departmental personnel and their departments' work culture scores.

LIMITATIONS OF THE STUDY:

- Hiring managers focus on leadership qualities too often.
- Diversity can create workers who are overqualified for some jobs.
- Diversity programs are often left up the CEO
- There can be communication barriers which make productivity more challenging.

RESEARCH DESIGN

Sample Size:

The Sample method used for the study in Random Sampling the sample techniques the sample size will be based on 55 employees in ACC Thondebhavi Cement Work in Bangalore city.

Tools for Data collection:

Both primary and secondary data are taken into the account for data collection

Primary data:

- The primary in the information will be conducted through respondent using the well-structured Questionnaire

Secondary data:

- Journals and Articles, Internet, Magazine and Newspaper

DATA ANALYSIS AND INTERPRETAION:

TABLE 1: GENDER OF RESPONDENTS

<i>Options</i>	<i>No. of respondents</i>	<i>% of respondents</i>
Male	20	39.2%
Female	31	60.8%

INTERPRETAION: The above graph showing gender of respondents is 51, out of that 39.2% responds Male and 60.8% responds Female. The majority respondent is Female.

TABLE 2: ALL EMPLOYEES IN THE ORGANIZATION TREATED EQUALLY AND FAIRLY

<i>Options</i>	<i>No. of respondents</i>	<i>% of respondents</i>
Strongly disagree	5	9.8%
Disagree	1	2%
Neutral	13	25.5%
Agree	28	54.9%
Strongly agree	4	7.8%

INTERPRETAION: From the above table showing the all employees in the organization are treated equally and fairly responds is 51, out that 9.8% responds for strongly disagree , 2% respond disagree, 25.5% respondents neutral, 54.9% respondents agree and 7.8% respondents strongly disagree.

TABLE 3: EMPLOYEES FROM ALL CULTURE AND BACKGROUNDS ARE RESPECTED AND VALUED OR NOT

<i>Options</i>	<i>No. of respondents</i>	<i>% of respondents</i>
Strongly disagree	3	5.9%
Disagree	5	9.8%
Neutral	10	19.6%
Agree	27	52.9%
Strongly agree	6	11.8%

INTERPRETATION: The above graph showing employee’s form all culture and background are respected and valued respondents 51. Out of that 5.9% respondents strongly disagree, 9.8% respondents disagree, 19.6% respondents neutral, 52.9% respondents agree and 1.8% strongly agree.

TABLE 4: EMPLOYEES OR PROSPECTIVE EMPLOYEES WITH DISABILITIES GET EQUAL OPPORTUNITY IN THE ORGANIZATION

<i>Options</i>	<i>No. of respondents</i>	<i>% of respondents</i>
Strongly disagree	1	2%
Disagree	11	21.6%
Neutral	14	27.5%
Agree	22	43.1%
Strongly agree	3	5.9%

Interpretation: The above graph showing employees or prospective employees with disabilities get equal opportunity in the organization respondents 51, out of that 2% respondents strongly disagree, 21.6% respondents disagree, 27.5% respondents neutral, 43.1% respondent agree, 5.9% respondents strongly agree.

TABLE 5: THERE IS CAREER DEVELOPMENT PATH FOR ALL EMPLOYEES AT THIS FIRM

<i>Options</i>	<i>No. of respondents</i>	<i>% of respondents</i>
Strongly disagree	2	3.9%
Disagree	5	9.8%
Neither agree nor disagree	11	21.6%
Agree	26	51%
Strongly agree	7	13.7%

INTERPRETATION: The above table showing there is career development path for all employees at these firm respondents 51, out of that 3.9% respondents strongly disagree, 9.8% respondents disagree, 21.6% respondents neutral, 51% respondent agree, 13.7% respondents strongly agree.

TABLE 6: DIVERSITY AND INCLUSION PRIORITIES

<i>Options</i>	<i>No of respondents</i>	<i>% of respondents</i>
Recruitment of diverse employees	15	29.4%
Retention of diverse talent	9	17.6%
Managing cross generational issue	6	11.8%
All of the above	21	41.2%

INTERPRETATION: From the above graph showing diversity and inclusion priorities respondents 51, out of that 29.4% respondents' recruitment of diverse employees, 17.6% respondents' retention of diverse talent, 11.8% respondents managing cross generational issue, 41.2% respondents all of the above.

TABLE 7: THE DIVERSITY AND INCLUSION BEST PRACTICES

<i>Options</i>	<i>No. of respondents</i>	<i>% of respondents</i>
Fair treatment	7	13.7%
Equal access to opportunity	13	25.5%
Both a & b	27	52.9%
None of the above	4	7.8%

INTERPRETATION: From the above graph showing diversity and inclusion best practices respondents 51, out of that 13.7% respondents' fair treatment, 25.5% respondents' equal access to opportunity, 52.9% respondents both a and b, 7.8% respondents none of the above.

TABLE 8: I SEE STRONG LEADERSHIP SUPPORT OF THE FIRM'S VALUE OF DIVERSITY AND INCLUSION?

<i>Options</i>	<i>No. of respondents</i>	<i>% of respondents</i>
Strongly disagree	3	5.9%
Disagree	3	5.9%
Neither agree nor disagree	13	25.5%
Agree	24	47.1%
Strongly agree	8	15.7%

INTERPRETATION: The above table showing strong leadership support of the firm value of diversity and inclusion respondents 51, out of that 5.9% respondents strongly disagree, 5.9% respondents disagree, 25.5% respondents neutral, 47.1% respondent agree, 15.7% respondents strongly agree.

TABLE 9: DIVERSITY AND INCLUSION SUCCESS MATRICES

<i>Options</i>	<i>No. of respondents</i>	<i>% of respondents</i>
Employee productivity	12	23.5%
Employee morale	9	17.6%
Employee turnover	8	15.7%
All of the above	22	43.1%

INTERPRETATION: From the above graph showing diversity and inclusion success matrices respondents 51, out of 23.5% respondents employee productivity, 17.6% respondents employee morale, 15.7% respondents employee turnover, 43.1% respondents all of the above.

TABLE 10: TEAM POLICES ARE INCLUSIVE AND FEEL VALUED AND RESPECTED?

<i>Options</i>	<i>No. of respondents</i>	<i>% of respondents</i>
Strongly disagree	0	0%
Disagree	3	5.9%
Neutral	16	31.4%
Agree	26	51%
Strongly agree	6	11.8%

INTERPRETATION: The above table showing the term policies are inclusive and feel valued and respected respondents 51, out of those 0 % respondents strongly disagree, 5.9% respondents disagree, 31.4% respondents neutral, 51% respondents agree, 11.8% strongly agree.

FINDINGS

The first factor to be considered is there is a lot of producers involved in the entire working of the sales unit. The second factor is that the employees are given a lot of opportunities by their superior management so that all their views are also taken into consideration.

One of the main reasons for ACC Limited becoming India's biggest manufacture of cement all the views of the employees are considered this not only motivates the employees into bring of new ideas but also improves their decision-making capacity.

It is about empowering people by respecting and appreciating what makes them different.

In terms of age Gender, Ethnicity, Religion, Disability, Sexual, Orientation, Education and, National origin, Diversity allows for the exploration of these differences in a safe, Positive and Nurturing environment

SUGGESTIONS:

Based upon the time spend by me in the market, useful suggestions of the customers and the findings from the survey following recommendations can be suggested for increasing the brand awareness and preparation of ACC.

- Marketing and advertising services should be improved to improve awareness as well as perception level of customers. Like trade allowances, trade shows, wall paintings etc.
- What matters for the most of cement buyers is the price of cement and then the quality and promotion while visiting to the market buyers not only look for the price but also the personal touch matters a lot and ACC need to improve it.
- Company should try to introduce new product range like various grades.
- ACC should develop business status with public relations by participating in local and international conferences, this will help to promote the brand.

CONCLUSION

From the above study conducted in ACC Limited sales unit, the department structure and functioning of ACC Limited and its other plants become clear to a large extent. The factors related to the functioning of each department and of the organization become clear from the study conducted in ACC Limited.

From the above study the theoretical knowledge has become the experienced one. It helped to understand and learn the actual structure and working of each department of an organization. It also helped to observe and analyse closely the function and procedure of each department of the organization.

It is important to recognize that dimensions of diversity vary in scope and importance across cultures and organizational leaders need to be aware of them. India is acknowledged to be among the most diverse countries in the world, and Indians have unconscious competence to manage diversity. To make these competence conscious leaders within India may begin with an examination of the fundamental assumptions underlying the understanding of diversity and inclusion.

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