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### Multiplicity and Incorporation of Female Community in IT-ITES Corporates in India

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**Abstract:** Multiplicity and Incorporation in various corporates aims to project and bring out equality among employees irrespective of gender and has taken effort to translate this diversification and annexation into a larger corporate wide policy. This shows a greater acceptance among employees to project their talents in various fields. This paper aims to project and emphasis on how Indian corporates contrivance various practices and policies that highlight the idea of Women Multiplicity and Incorporation and the varied methodology by which they try to uplift the female community within the corporate place of work. As a result, I have tried to bring out the implication these corporates have attained by ensuing such practices. The study is done based on diversity and inclusion reports of various companies, social media responses, company websites, Newspaper articles and interaction with some employees working in IT-ITES corporates. These companies impart a lot many strategical approaches to influence multiplicity and incorporation among woman employees.

**Keywords:** Corporate; Multiplicity; Diversity; Incorporation; Inclusion; D & I; IT; ITES.

#### 1. INTRODUCTION

The uncontrollable and unpredictable growth and expansion of global organizations into the fast and trendy markets has created a hindrance on the flairs and progression of operative capabilities. To restrain such issue, corporations highlight on the multiplicity/diversity and Inclusion/Incorporation policies and practices and try to attract and uphold employee flairs. Corporate D & I policies have engrossed its effect on employee talents and growth strategy and explain the need and possibilities to innovate something fruitful. Worldwide diversity has now become a main focus area among organizations with the fact that getting employee quantity is not enough, but quality matters. Well implemented and practiced diversity policies influences inclusion throughout the development of corporate women and help in uplifting the leadership quality of woman among organizations.

The greatest challenge among corporates now is that which among these organizations creates a real impact on this inclusive environment, to support and bring out the full potential and talents of women employees among organization. Through this paper, I have tried to focus on D & I initiatives of various corporates that consider and help woman employee to showcase their talents and potentials in various fields. Also, the paper provides a

general definition for “Multiplicity”, converses the advantages of multiplicity in the workplace, the encounters of managing an assorted or diverse workplace, and presents effective strategies for managing multiplicity and incorporations among workforces. This concept has now become a fundamental need for every organization around the globe. The notion of diversity that emerged as an initiative to provide equal employment status has today transformed into a wider corporate wide policy of diversity.

## 2. OBJECTIVE

The main objective of this paper is to highlight the importance of gender multiplicity and women incorporation within various IT –ITES companies in India. Also to project the level of equality and acceptance these female employees are getting from these corporates.

## 3. METHODOLOGY

This paper is based on the study done using the primary data collected from 30 different IT-ITES companies within India. Data and responses were collected from a single woman employee of these companies through e-mail and telephonic talks. Secondary data was collected from different sources like Journals (National & International), articles, publications, books and Websites on diversity and inclusion. A detailed questionnaire was prepared comprising of 16 different questions keeping in mind the objective and was send across the HR heads of these companies directly and through e-mail and got it filled by a woman employee of that organization.

## 4. LITERATURE REVIEW

The study was focused mainly on gender diversity at the corporate sector mainly IT and ITES industries located in various parts of India. To get a wide knowledge on this area, I had gone through some of the papers where different types of diversity factors followed within the corporate were well explained. The article [1] is retrieved from “*The Economic Times*”, which projects the importance and practice of gender diversity in firms like Microsoft, Accenture etc. and how they flourish in business by expending these recipes. Likewise, [2] gives an insight about a range of practical ideas to help women to use human rights and principles to create an inclusive workplace. [3] is a report retrieved from the websites of “*Royal Bank of Canada*”. This particular site provides us year wise reports showing that the multiplicity in their company create better value, provides greater customer involvements and improves innovative solutions for the markets and societies. [4] gives an entire report on how a company can attain success by following the practice of diversity. The best way for this is to ensure the development of new ideas through a diverse and inclusive workforce.

In [5], the paper shows the importance of strategies and practices being adopted by companies on various diversity and inclusion aspects. [6] projects the role of women entrepreneurs in economic development. The paper gives importance on how to explore talents of women, identify and train them to increase productivity of their workplace. In [7], the author has clearly given a picture of the acceptance of workforce diversity with respect to cultural and gender diversity followed in corporates located in Bangalore. In paper [8], the relationship between obstacles and acceptance of diversity has been explained in a perfect manner. The paper claims that obstacles have very high negative influence on acceptance of diversity among employees in IT Industry. The article [9] indicates the status of top ten IT companies in India which has the topmost woman employees. The companies referred here are TCS, Infosys, Wipro, HCL, Cognizant, Tech M, Mahindra Satyam etc. And finally, paper [10] refers to how the top tier male and female business leaders are insisting the organizations to ensure more, to support gender multiplicity in the workplace. It also showcases on the six tips to increase gender multiplicity within the workplace.

## **5. THEORETICAL OVERVIEW OF CORPORATE DIVERSITY AND INCLUSION ASPECTS**

### **5.1. Diversity/ Multiplicity**

Multiplicity or Diversity is any aspect that can be used to segregate groups and people from one another. It means respect for and appreciation of differences in mores, age, sex, national origin, infirmity, sexual orientation, religion and edification. But in workplace, the concept can be defined in a more literal way as bringing with us diverse perceptions, work experiences, life styles and cultures. It is considered as a source and driver of innovation in business and in society. Multiplicity concerns are now well-thought-out as important and are anticipated to become even more important in the future due to growing population. Corporations need to focus on multiplicity and look for ways to become totally inclusive organizations because multiplicity has the possibility of acquiring grander productivity and feasible advantages (SHRM, 1995). Managing and regarding diversity is a strategic component of effective people management, which can improve workplace productivity (Black Enterprise, 2001).

### **5.2. Inclusion / Incorporation**

Incorporation or Inclusion on the other hand is a state of being esteemed, treasured and buttressed. It projects all about centring on the necessities of each single person and safeguarding the right conditions and glancing whether each one are in place for achieving his or her full potential. Incorporation should be reflected in an organization's ethos, practices and associations that are in abode to upkeep a varied workforce. In simple terms, multiplicity is the mix and incorporation is getting the mix to work well hand in hand.

## **6. IMPLICATION OF GENDER MULYIPLICITY IN PLACE OF WORK**

Diversity or Multiplicity plays a great role in revising the mode and style an organization manages its workforce in various ways. Modern workplace environment projects the diversity features in varied form, which forces companies to appropriately accomplish the different diversity factors among their employees. For this, now a day's companies try to instigate many sort of competency training. Such a movement helps co-workers to respect each other and work together in a cooperative environment. Diversity in the workplace is cherished to both the employees and the employers. It is really challenging to create a varied workplace where each and everyone get along, but it is often indispensable to the success of a business. The following reasons show the importance of Multiplicity in the workplace:

- 1. Equivalent Prospect Employment Pliability:** Appointing assorted workforces conforms to the protocols enforced by the Equal Employment Opportunity Commission. The EPEP works to create corporate multiplicity and boost equal opportunity employment.
- 2. Flexibility and Creativity:** A dissimilar association allows for additional professional prospects and pulls a greater audience. A workplace with multiplicity emphasizes more on the flexibility and creativity. People from unlike ethos and circumstances bring new perspectives and fresh ideas into the organization.
- 3. Enhanced Organizational Enactment:** A diverse workplace provides faster and effective problem-solving capacity and customer service. A sundry workplace mends the performance of an organization to a greater extend. Delegating duties based on employees' multiple skills builds more effective teams and bring out multitudinous output.

## **7. HEIGHTENING UP MULTIPLICITY WITH IN THE WORKPLACE**

Multiplicity is a corporate strategy that supports and promotes service for a diverse population. Companies have to practice such policies which promote diversity within the workplace and create an environment that works much better as a single unit and gives a better efficiency result. It also helps decrease the feel of discrimination among employees based on gender. Some of the policies and practices suggested by the top level managers of companies to promote the concept of gender diversity are:

1. **Be Open and Clear :** Establishing uncluttered strokes of communication and inspiring womenfolk to share their stories is crucial to boost the number of women in headship. Have a clear and transparent communication so that women can emanate forward and do their best.
2. **Prioritize the term ‘Multiplicity’ :** Make diversity a major business priority and consider it as a major matter and should be considered seriously as important as meeting budget, milestones and goals. Provide equal opportunity to all within workplace irrespective of gender.
3. **Regular Evaluation of Profile-raising Practices:** The major problem which betters the public as well as the private sector is that, men are promoted based on potential while women are measured based on proven performance. This practice has to be overlooked and give equality for women employees.
4. **Hunt and Select Potential Women :** Managers have a great role in pursuing out and promoting women to assist them climb the headship hierarchy. Women subconsciously are backward in promoting themselves for a range of reasons. So the top levels need to pave attention on those who are capable and give guarantee that they never seep out of the pipeline in which they’re there and they’re coming through the business.
5. **Proper Communication with Female Employee:** Businesses need to be having constant conversations with their staff to ensure they’re aware of any problems in the business. It is essential to have programs which permit to perceive genuine talent right throughout the organisations and to protect it.
6. **Practice Female supporting Policies:** Institute a strategy that guarantees that men and women are remunerated equally for performing the same work. Beyond equal pay for equal work, the policy should also ensure that both are well-thought-out alike in staffing, training, hiring and promotion.

These are some of the tips we can use to implement diversity in the workplace. The best thing to do in order for these to be effective is not only to have rules in writing but also to act on these rules. The rules are useless if they are not going to be followed and implemented in the workplace.

## **8. FEMALE MULTIPLICITY AND INCORPORATION WITHIN IT-ITES INDUSTRIES IN INDIA – A SURVEY REPORT**

### **8.1. Research Design**

A survey was conducted using a questionnaire method and was send across more than 30 IT-ITES industries across India through e-mail, postal and by contacting directly and over phone. The focus group responded in a very positive way and shared their experience within the company. Using this method, it was easy to find out and get valuable feedback about the Gender Multiplicity and Incorporation within these companies and the employee perceptions towards this concept.

A psychometric response scale was used in questionnaires to obtain participant’s predilections or degree of agreement with a statement. Here, I have used a **Likert scales** method to collect the responses from the participants in the form of questionnaire. A Likert scale is a non-comparative scaling technique and is unidimensional that helps in measuring a solo trait in nature. Contributors are requested to signpost their range of agreement with a given decree by way of an ordinal scale. Along with this method, several secondary data were analysed to enhance information from the survey. A sample of 30 respondents, one female employee from each company was included in the study.

The study was focused mainly based on 16 questions given in the questionnaire. Based on this response, a general conclusion of how a women employee is treated within the company and her position and status among other male employees could be easily analysed.

**8.2. Data Analysis**

Table 1 refers to the overall nature of how the Indian IT-ITES companies show their responsibility towards Female Multiplicity and Incorporation. The analysis was based on five different responses from one women employee from each company. All the responses are carried out within strongly agree and strongly disagree range. The overall idea what we can get from the above analysis table is that most of the female employees are agreeing to the fact that companies give importance to and follow the gender multiplicity and incorporation principle and practices.

If we consider the individual analysis of each question separately, we get a clear picture of how much care and support corporates are taking to bring women to the front and uplift their values. The Graph below shows each individual analysis and their outcomes, from which we can conclude our research survey.

The following questions and the responses were collected and analysed.

**Table 1**

Survey Queries	Agreement Report (in %age)				
	Strongly Agree	Agree	Neutral	Disagree	Strongly
My organization is inclusive of gender Diversity and Practices	20%	70%	10%	0%	0%
My organization conducts special training and motivational programmes to promote women employees.	5%	45%	40%	10%	0%
As an employee, I am experiencing a greater and positive effect of gender diversity and inclusion at my workplace.	5%	60%	30%	5%	0%
I am feeling valued and respected as a woman by my co-employees and management.	40%	45%	10%	5%	0%
I am free to express my opinions and views without any fear and criticism to my management.	25%	35%	25%	15%	0%
Any kind of differences are openly discussed and respected at my workplace.	10%	45%	15%	25%	5%
My working environment encourages women identity and ability to develop myself.	20%	35%	20%	20%	5%
Women at my workplace are given positions equivalent to men in all respect.	13%	70%	12%	0%	5%
Women at my workplace are given equal opportunity as men 9 e.g. Onsite projects and visits).	30%	50%	10%	5%	5%

Survey Queries	Agreement Report (in %age)				
	Strongly Agree	Agree	Neutral	Disagree	Strongly
I have no experience of discrimination at my workplace in the name of woman gender.	18%	70%	3%	4%	5%
My company recruits equal number of men and women employees.	15%	35%	25%	20%	5%
I feel ‘Successful woman in traditionally male dominated area are generally disliked’.	10%	45%	25%	15%	5%
I feel, I am economically and equally well secured when compared to men handling equal position at my organizations.	10%	50%	30%	5%	5%
Women get additional paid leave benefits other than the normal procedural leaves.	5%	40%	20%	20%	5%
My organization has achieved any positions/growth/award due to exclusive women participation.	20%	20%	35%	20%	5%
As a woman employee, I am totally happy and contented at my workplace.	15%	60%	25%	0%	0%

Response Percentage of Woman Employee from various IT / ITES Corporates

When the survey questionnaires were analysed, it was found that question1 shows how individual organizations execute the gender diversity and how they make women employees inclusive to those practices. From the Figure 1, it is clear from the corporate side that most of the companies put effort in bringing up women workers and casting them a good position in the organization. Conferring to these theory and practice, female employees have agreed that their organizations practice gender multiplicity and incorporation. Similarly, while analysing the second question, it is found that most of the organization conduct special training and motivational programmes to promote women employees.



Figure 1: Graphical Plot of Question 1



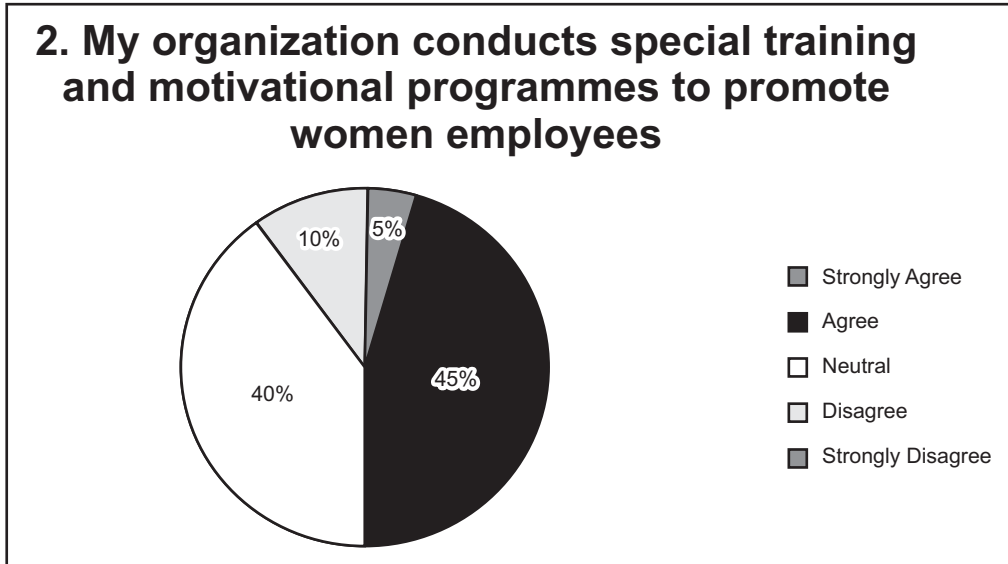


Figure 2: Graphical Plot of Question 2

When analysing *question 3, 4, 5 and 6* it's a clear cut view that female employees of mainstream IT-ITES companies under survey, experience a great positive effect of gender multiplicity, a greater value and respect from the co-employees and have all freedom to express their opinions and views. Most women feel free to discuss all kinds of differences openly within their workplace and to their management. *Figure 3, 4, 5 and 6* shows a higher rate of agreement in all respects from these woman employees. *Figure 5* indicates that most of the company provide a positive environment which help women employees to show stronger agreement level for expressing each employees individual opinion and view to the management.

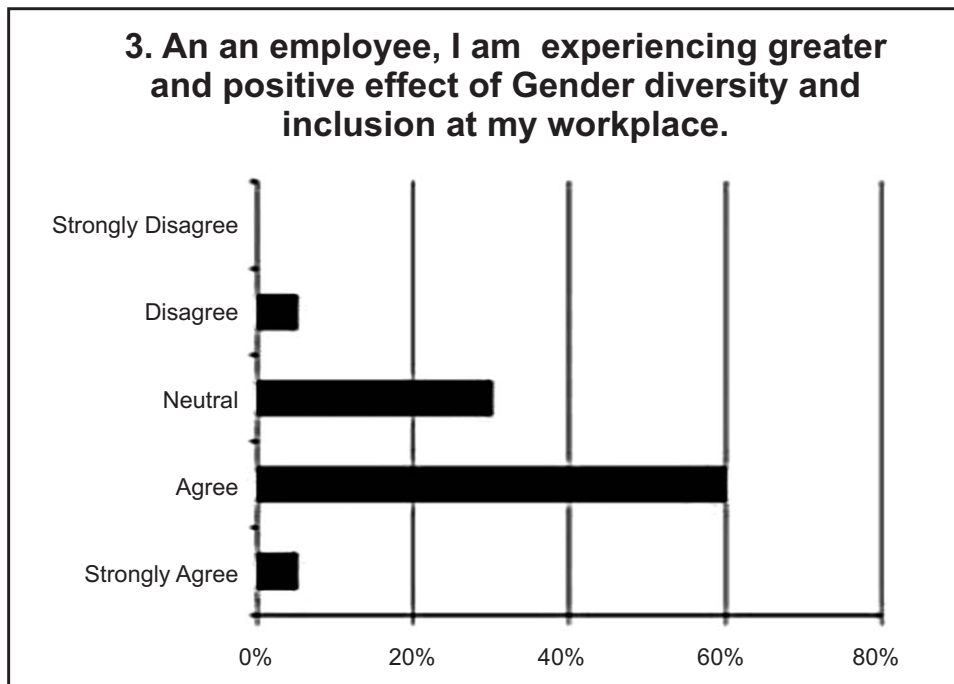


Figure 3: Graphical Plot of Question 3

**3. I am feeling valued and respected as a woman by my co-employees and Management.**

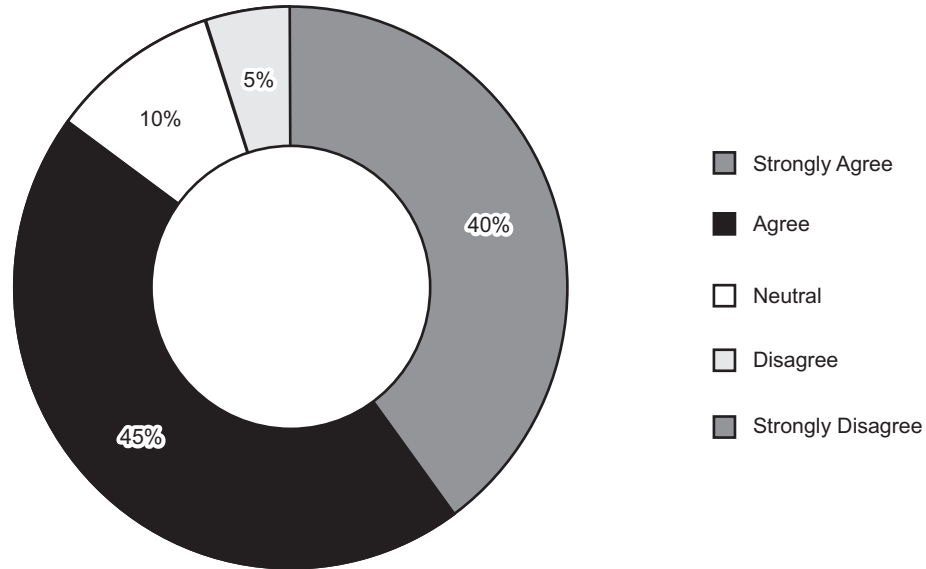


Figure 4: Graphical Plot of Question 4

**5. I am free to express my opinion and views without any fear and criticism to my management.**

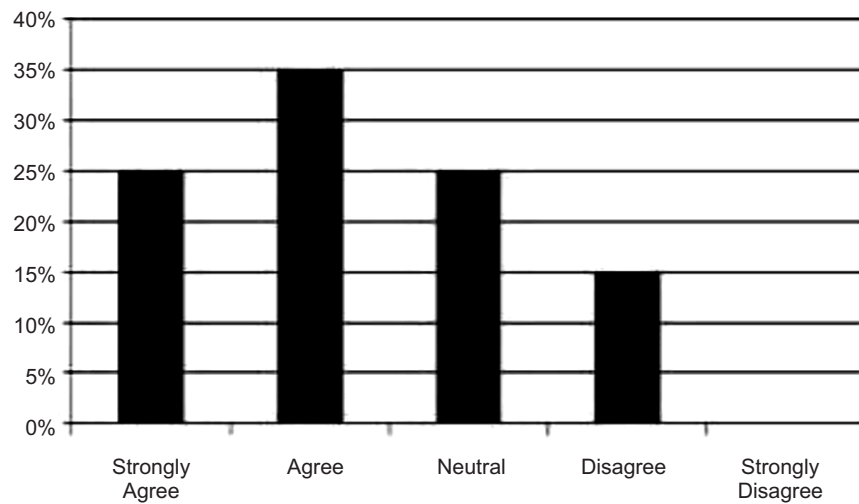


Figure 5: Graphical Plot of Question 5



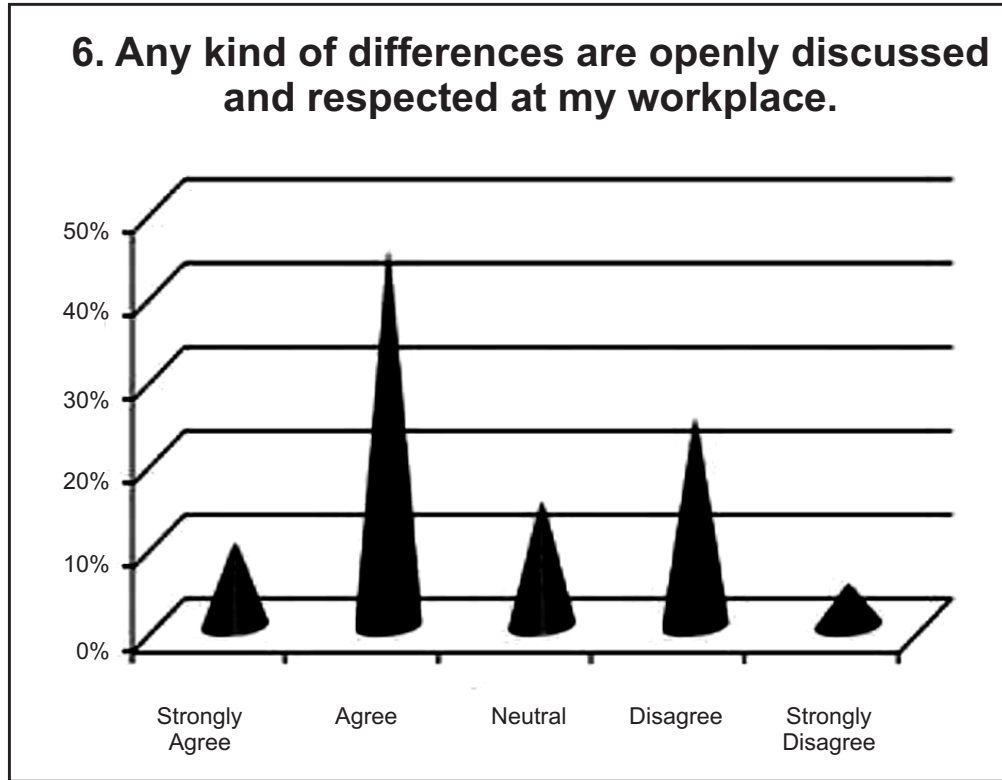


Figure 6: Graphical Plot of Question 6

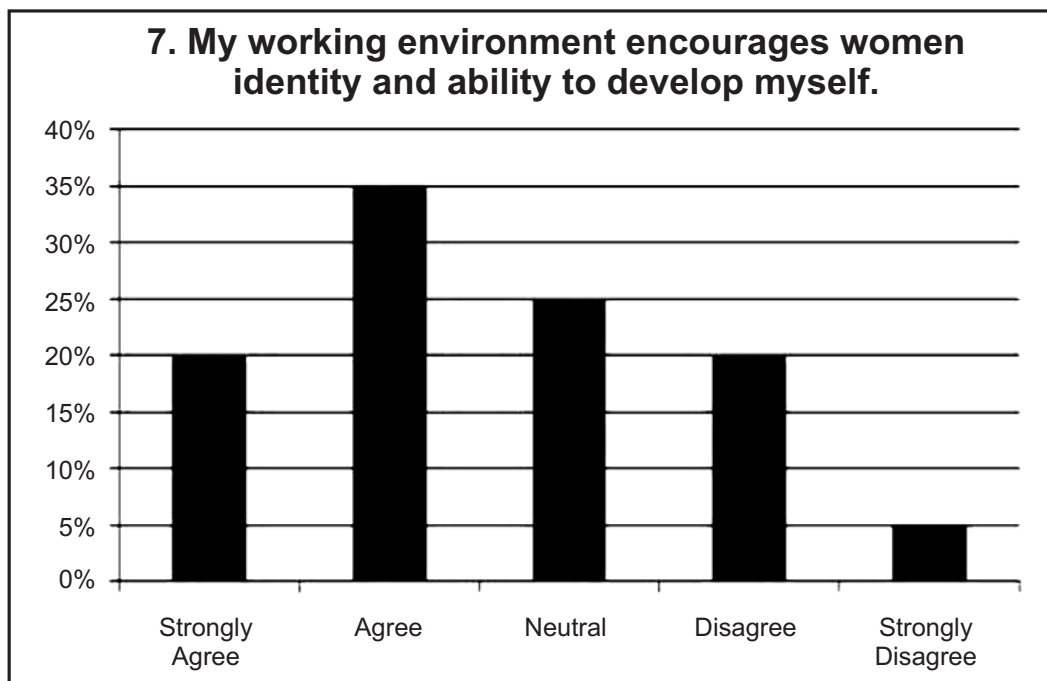


Figure 7: Graphical Plot of Question 7

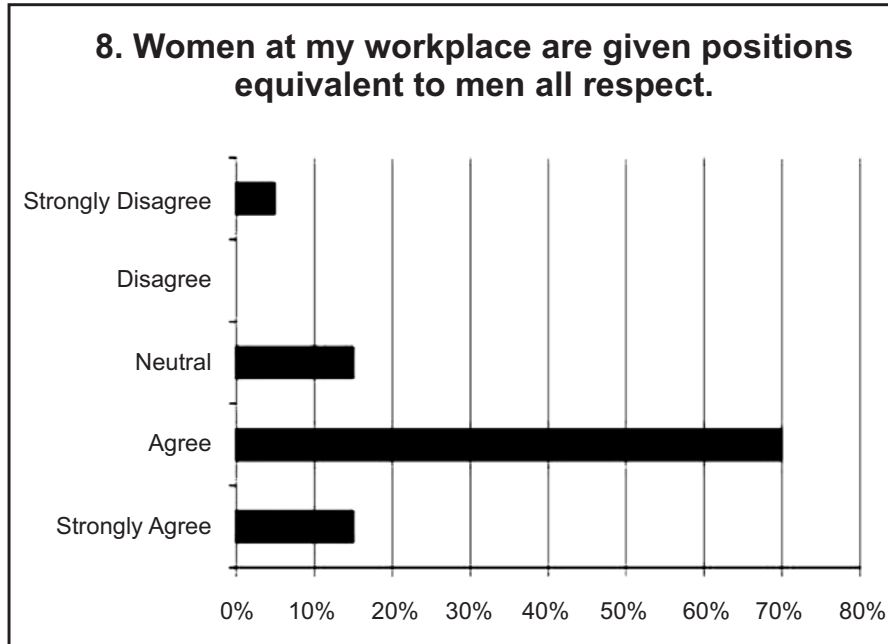


Figure 8: Graphical Plot of Question 8

From the data collected and analysed, it is evident that most of the corporates have flexible and agile working policies especially for women workforces. With support from HR and Management, it has become a practice and policy to enable gender multiplicity and incorporation as the primary driver for change in the working environment.

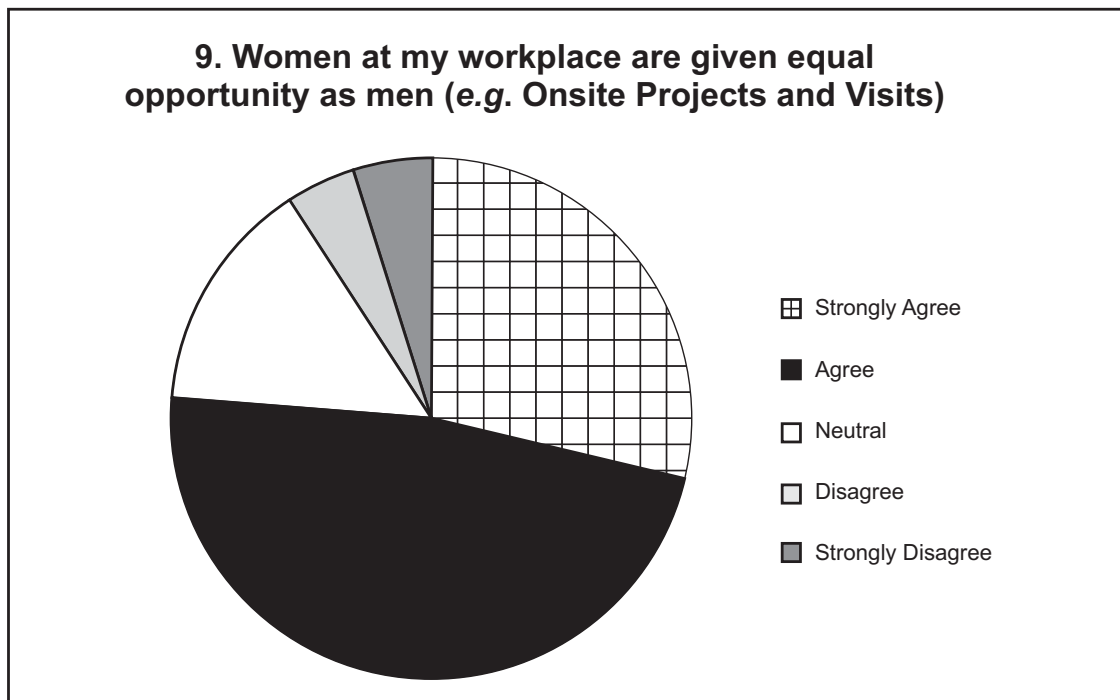
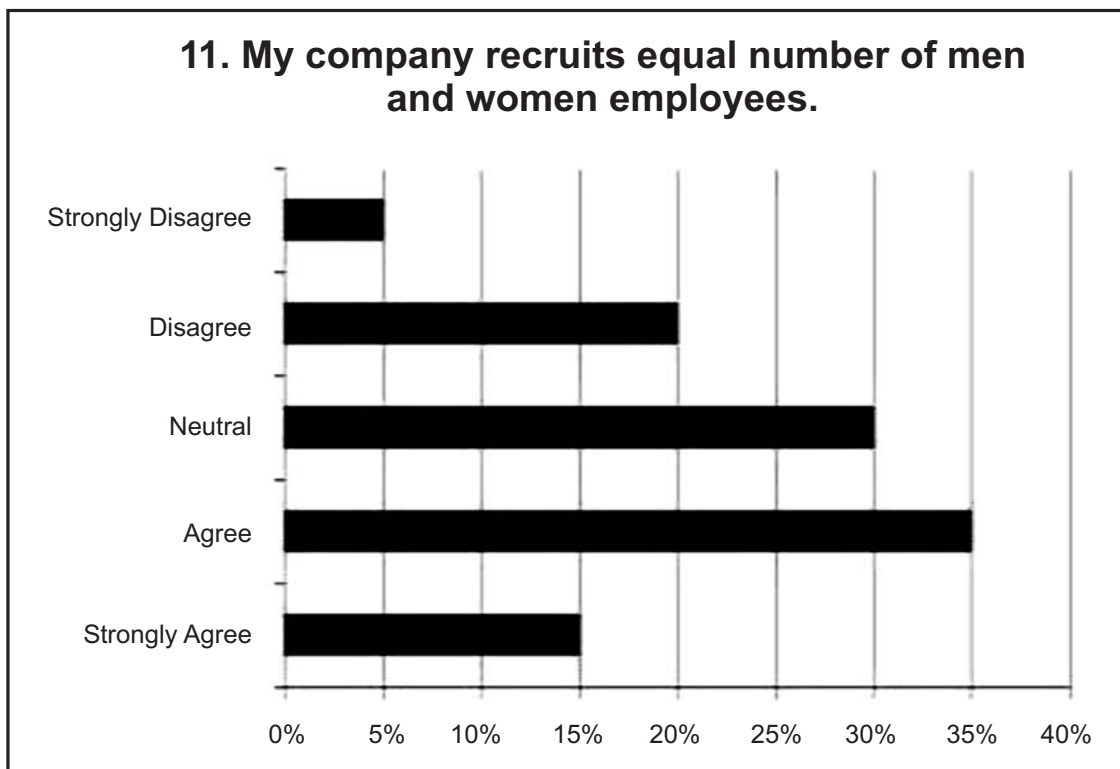


Figure 9: Graphical Plot of Question 9



**Figure 10: Graphical Plot of Question 10**



**Figure 11: Graphical Plot of Question 11**

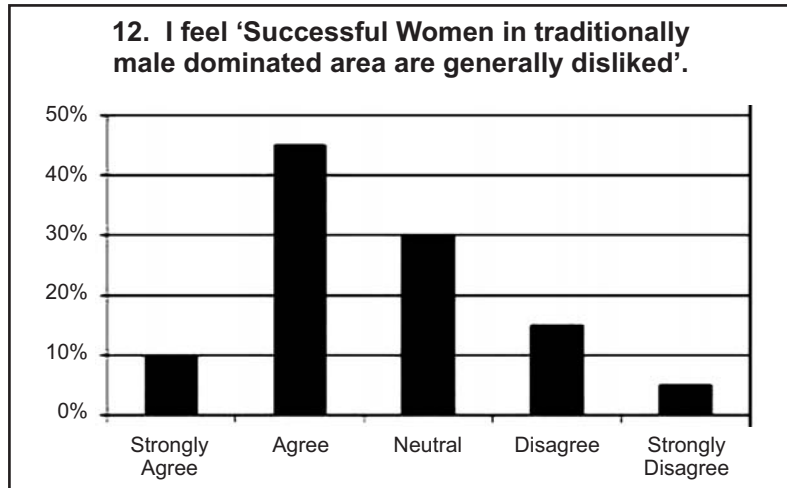


Figure 12: Graphical Plot of Question 12



Figure 13: Graphical Plot of Question 13



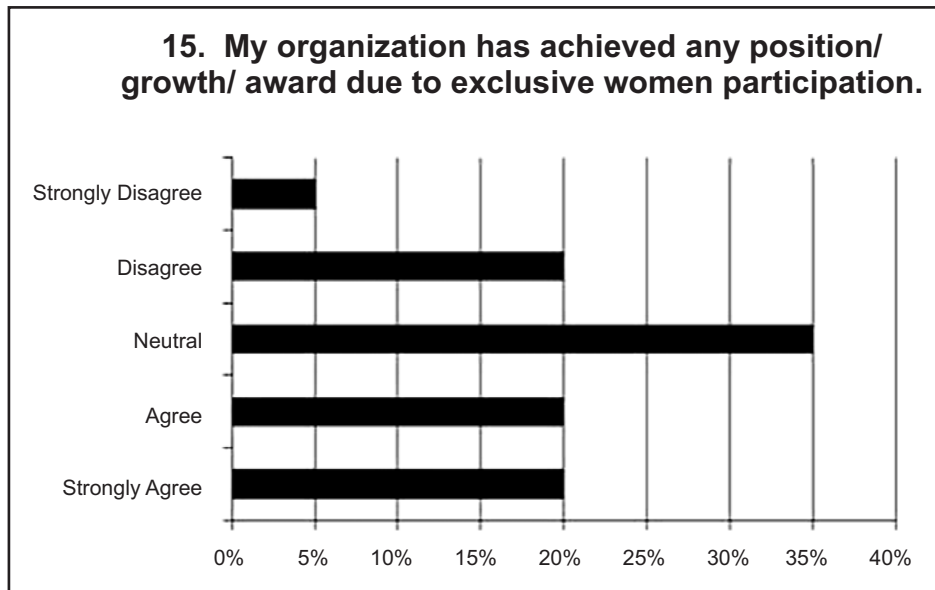
Figure 14: Graphical Plot of Question 14

The above study indicates clearly about the position and value given to female employees in corporates nowadays.

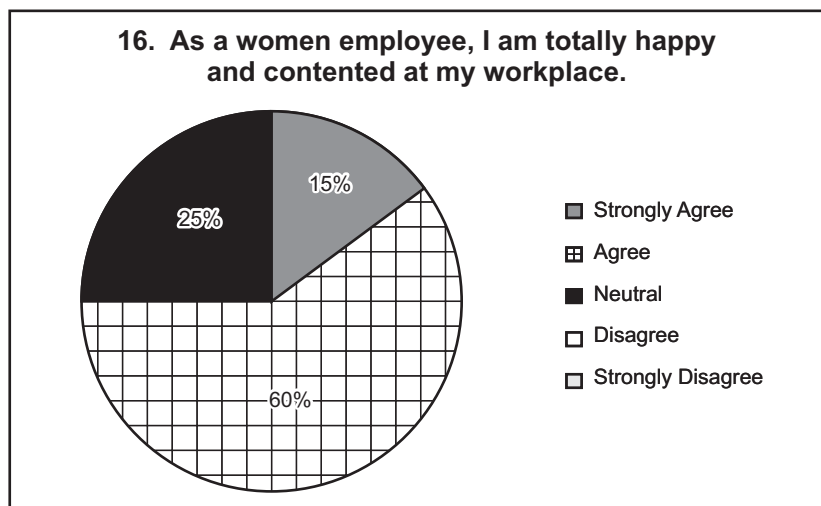
They are given ample opportunity as well as corporates take more effort in uplifting them in all means like special women training. Through my survey, I have tried to choke out different aspects regarding women development within IT/ITES industries in India. Sixteen different questions were prepared and passed on to more than 30 companies and got positive responses regarding women diversity.

All collected responses and their results are exemplified using graphical approach and have tried to picturize about how women community are treated in modern corporates. *Figure 7 to15* are self-explanatory and illustrates the position and prominence of women multiplicity and inclusion in their workplace.

Finally, *Figure-16* depicts the level of satisfaction of women employees in their respective workplaces. The graph clearly says that 60% of women employees are happy and contented with their work environment which itself shows how much women are valued and respected at their workplaces.



**Figure 15: Graphical Plot of Question 15**



**Figure 16: Level of satisfaction and value attained at workplace by women e**

About 15% women are highly motivated and contented at their workplace which is also a good indication of women diversity and inclusion. But 25% women had neutral responses which indicate that they are still unaware of their position and value at their workplace. But it was prominent from the study that, no women retorted in a negative way. This gives an affirmative sign showing that the modern corporates provide a contented and stimulating working milieu now days.

## **9. CONCLUSION**

From the study and survey done, it can be concluded that modern corporates or IT-ITES industries in India provides a greater emphasis and better prominence on gender diversity. All companies put their maximum effort on ensuring that female flair is epitomized across all levels of the organisation. Workplaces are making an intensive effort to ensure that women receive special position and value with a vision to safeguarding that they are able to achieve a better work life equilibrium and feel happy and contented in whatever work they are doing. Procedures and policies offer a podium for encouraging equal prospects in employment and working practices. It is found that all of the participating companies have adapted some major policies to uplift women diversity and inclusiveness. Majority of the organisations provide flexible and agile working environment. With support from Management and HR, corporates use these policies as principal aspects for bringing a drastic change on gender diversity. It is perceived evidently that Indian corporates devoting in multiplicity and incorporations are experiencing a positive and vibrant impact on their overall business progression. The survey reports provide a big picture of how womenfolk are treated in Indian IT-ITES industry and delineate the level of work satisfaction they are experiencing out of it. As a concluding note, it is evident from the above study that, IT-ITES corporates in India give maximum significance and value to female employees. It also emphasises on how these corporates project gender multiplicity at its best and indicate high rate of incorporation at their workplaces. Hence, it is observable that a varied workforce in an inclusive and collaborative work atmosphere brings out the best flairs of all woman employees.

## **10. ACKNOWLEDGMENT**

I would like to extend by heartfelt gratitude to all the HR managers and women employees of different corporates who facilitated me to conduct my survey and give their full support by providing me with data and resources that helped my study in a effective way. Also, I would like to thank my students for their help in collecting information necessary for this study, from different sources.

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