

STUDY THE ROLE OF INDUSTRIES FOR BETTER WORKFORCE DIVERSITY & ITS IMPORTANCE**SIVA REDDY KODIDELA¹, DR. PAWAN KUMAR VARMA²****Department of Management****^{1,2}OPJS University, Churu (Rajasthan), India*****Abstract***

Employee is considered as the main organ of authoritative productivity. The capacity of the association in accomplishing higher position regarding productivity and market share exceedingly relies upon its manpower. Successful administration of employees assumes an essential part in achieving the coveted objectives of the association. Employees, particularly those in transportation administrations, are fundamental not exclusively to decide the objectives of the association yet additionally to provide security and wellbeing administrations to the customers. Management being a social teach manages the behavior of individuals and human knowledge. Thus, workforce diversity is the greatest test and at similar circumstances the greatest open door for the 21st century chiefs. "Diversity Management" is a system to advance the observation, affirmation and execution of diversity in industries. Workforce diversity has critical ramifications for the administration. The administrators will be required to move their approach from treating each gathering of specialists alike to perceiving contrasts among them and following such strategies in order to support inventiveness, enhance productivity, diminish work turnover and maintain a strategic distance from any kind of segregation. Fruitful diversity administration approach and program will in the end have an immense effect in the correspondence among employees and the general productivity of the industries. The present industries need to perceive and oversee workforce diversity viably. The examination is directed to investigate how organizations oversee workforce diversity and its results to the organization's presence and look at how organizations' arrangement with challenges that accompanies employees from differing social foundations. Is workforce diversity identified with industries execution and productivity and its impact on human asset administration? The examination subsequently answers the inquiry 'Has working environment diversity added to mechanical success'.

Keywords: *diversity, management, productivity, work force, contribution*

1. INTRODUCTION

The examination is directed to investigate how organizations oversee workforce diversity and its outcomes to the organization's presence and additionally analyze how organizations' arrangement with challenges that accompanies employees from assorted social foundations. The examination along these lines answers the inquiry 'Has working environment diversity added to industrial success'. Since diversity covers an extensive variety of human properties and qualities, The exploration is restricted to the required devices for overseeing working environment diversity, focal points and weaknesses of dealing with a different workforce. Work environment diversity is the issue of individuals, concentrate on the distinctions and likenesses that individuals convey to an industries. We are live in an inexorably multicultural society. It is a mixture or a stew. Fruitful industries perceive the requirement for prompt activity and are

prepared and willing to spend assets on overseeing diversity in the work put [1]. Like globalization, diversity and social issues have dramatically affected the examination and use of administration and industrial behavior. Before, diversity was dealt with as a legitimate issue; that is for well more than 45 years it has been straightforwardly illegal to oppress any one, on any premise. Presently industries are getting to be to understand that diversity isn't only brief comment with, yet rather a reality to assemble onto make a more grounded more aggressive venture. The employees of the industries require nonstop consolation as money related advantages as well as welfare measures. Welfare measures to a great extent impact the employees' sense of duty regarding the industrial objectives. Welfare measures including statutory and non-statutory measures will definitely affect accomplishing development in yield. Thus, in perspective of this situation, the present research ponders focuses on the employee welfare measures actualized in industries [2].

Diversity can by and large be characterized as perceiving, understanding and tolerating singular contrasts regardless of their race, sexual orientation, age, class, ethnicity, physical capacity, and race. Sexual introduction, otherworldly practice et cetera. Diversity can be grouped into two measurements. The essential measurement, for example, age, sex, sexual introduction et cetera, shows the principle contrasts between different people. These essential contrasts additionally have the most effect on introductory experiences and can be effectively seen and fill in as channels through which individuals see the world. The optional measurements, for example, religion, instruction, land area, salary and so on, are those qualities that are not recognizable in the principal experience and can even change all through various experiences. These qualities are just seen after a few communications happen between people [3].

2. CONCEPT OF WORK FORCE DIVERSITY

Workforce diversity is basically how differing is the workforce. Are there a few people with a blend of cultures, age, foundation, race, and so forth? In the event that there are many people that have contrasts. As per Moorhead and Griffin "Workforce diversity is fundamentally worried about the similitude's and contrasts in such attributes as age, sex, ethnic, legacy, physical capacities and inabilities, race and sexual introduction among the employees of the industries" As we enter the 21st century, workforce diversity has turned into a basic business concern. In the alleged data age, the best assets of most organizations are currently on two feet (or an arrangement of wheels). Verifiably, there is an ability war seething. No company can stand to superfluously limit its capacity to pull in and hold the absolute best employees accessible. As a rule, the expression "Workforce Diversity" alludes to policies and practices that look to incorporate people inside a workforce who are thought to be, somehow, not quite the same as those in the predominant voting demographic. In this specific situation, here is a speedy diagram of seven predominant variables that spur organizations, expansive and little, to expand their workforces [4].

Advantages of Workforce Diversity

Diversity has different advantages to the workplace. One of the real principles of diversity says that a company that has diverse employees has a more prominent understanding of the global marketplace. As indicated by Diversity Working.com, bosses revealed that their diverse industries advantage from an assortment of perspectives, higher productivity and profit because of company cultures that urge employees to perform to their highest capacity. Bosses

may likewise perceive prompt advantages of workplace diversity. Clients who talk diverse dialects or originate from abroad may require client benefit in their dialect. In industries, for example, marketing and publicizing, comprehending what buyers crosswise over various foundations need is essential to progress [5]. Points of interest of having diverse workforce:

- 1) **High level of Productivity:** When administration takes the welfare of its workers on a fundamental level by methods for offering them appropriate remuneration, social insurance and employee examination, It empowers workers to feels they have a place with the company regardless of their social foundation by staying faithful and hardworking which expands the company's productivity and profit.
- 2) **Exchange of varieties of ideas and Team work:** A solitary individual going up against various undertakings can't perform at an indistinguishable pace from a team could; in this way each team part conveys to the table distinctive ideas and offers an interesting viewpoint amid critical thinking to effectively arrive at the best arrangement at the most brief conceivable time.
- 3) **Learning and growth:** Diversity at the workplace makes an open door for employee's self-improvement. At the point when workers are being presented to new cultures, ideas and perspectives, it can help every individual to mentally connect and have a clearer understanding of their place in the global condition and thus their own particular environment [6].
- 4) **Effective Communication:** Workplace diversity can enormously reinforce a company's association with some particular gathering of clients by making communication more effective. A client benefit work force or delegates can be combined up with clients from their particular range or area, influencing the client to feel at home with the agent and in this way with the company.
- 5) **Diverse Experience:** Employee and their associates that originate from a diverse foundation convey to the table some measure of one of a kind observations and experience amid teamwork or gathering errands. Pooling the diverse aptitudes and information of socially particular employees together can massively profit the company by reinforcing the responsiveness and productivity of the team to adjust to the changing conditions.

Managing Diversity Is an Important and Difficult Task

To address diversity issues certain inquiry to be replied:

- What policies, practices, and methods for considering and inside our industrial culture have differential effect on various gatherings?
- What industrial changes ought to be made to address the issues of a diverse workforce and to expand the capability of all workers, with the goal that San Francisco can be all around situated for the demands of the 21st century? The vast majority put stock in the brilliant rule: regard others as you need to be dealt with. The understood assumption is that how you need to be dealt with is the way others need to be dealt with.

In any case, when you take a gander at this adage through a diversity point of view, you start to make the inquiry: what does regard resemble; does it appear to be identical for everybody? Does it mean making proper acquaintance in the morning, or allowing somebody to sit unbothered, or looking when you talk? It relies upon the person. We may have comparable

esteems, for example, regard or requirement for acknowledgment, however how we demonstrate those qualities through behavior might be diverse for various gatherings or people. How would we know what distinctive gatherings or people require? Maybe as opposed to utilizing the brilliant rule, we could utilize the platinum rule which states: "regard others as they need to be dealt with." Moving our edge of reference from what might be our default see ("our direction is the most ideal path") to a diversity-touchy point of view ("we should take the best of an assortment of ways") will help us to manage all the more effectively in a diverse work environment [7].

3. FACTORS TO CONSIDER IN ADOPTING A DIVERSE WORKFORCE

The concept of workplace diversity may contrast from company to company as per the rules and rules that have been stipulated for a specific reason and additionally the importance a company provides for it and how it is often used. "Nobody needs to pay a company for administrations and not get value for cash", a company that would utilize a diverse workforce points enhance its productivity and salary [8]. When considering embracing a diverse workforce, some essential factors and credits should be considered, which includes the accompanying:

- Company type
- Organizational culture
- Company Location Company type

The type of a company assumes a noteworthy part in the decision making process of the company in deciding if to utilize a diverse workforce. Companies vary in size and activities, and accompany its own particular rules and company act. Most open companies tends to utilize more workers because of its size when contrasted with privately owned businesses, the same applies to different types, for example, restricted obligation companies, Unlimited companies, Government companies and so on. Employing diverse employees would mean, being persuaded that the company type will improve them on board. Authoritative culture Organizational culture could be characterized as an arrangement of values that are share in the association, which reflects on the company's activities. There are five segments to hierarchical culture that includes its practices, vision, value, people, place, and its history. Each hierarchical culture is exceptional and unique in relation to some other companies; in this way any decision made by a company about workplace diversity depends on the company's convictions and standards, and should in this way consider company. Company location Company location adds to the decisions of a company to or not to utilize a diverse workforce. Companies that have their assembling plants arrange in many parts of the world does not appear to have much decision but rather to utilize workers from diverse cultures, since workers are required in every office they work. However a few companies can choose whether or not to utilize a diverse workforce particularly when they are arranged just in their country of origin [9].

4. ROLE OF INDUSTRIES IN WORKFORCE DIVERSITY

You have a key part in changing the industrial culture with the goal that it all the more nearly reflects the values of our diverse workforce. A portion of the aptitudes required are:

- An understanding and acceptance of managing diversity concepts

- Recognition that diversity is threaded through each part of management
- Self-mindfulness, as far as understanding your own particular culture, identity, biases, prejudices, and stereotypes
- Willingness to test and change institutional practices that present hindrances to various gatherings It's normal to need a cookbook way to deal with diversity issues so one knows precisely what to do. Shockingly, given the many measurements of diversity, there is no simple formula to take after. Guidance and strategies given for one circumstance may not work given a similar circumstance in another unique situation.

Managing diversity implies recognizing people's disparities and perceiving these distinctions as significant; it upgrades great management practices by keeping Managing Diversity is Different from Affirmative Action Managing diversity concentrates on augmenting the capacity of all employees to add to industrial goals. Affirmative action concentrates on particular gatherings in light of chronicled discrimination, for example, people of shading and ladies. Affirmative action underscores lawful need and social duty; managing diversity underlines business need. To put it plainly, while managing diversity is likewise worried about underrepresentation of ladies and people of shading in the workforce, it is significantly more comprehensive and recognizes that diversity must work for everybody [10].

Contribution of Diverse Workforce towards Industries

1) As a Social Responsibility

Since a significant number of the beneficiaries of good diversity practices are from gatherings of people that are "hindered" in our groups, there is absolutely justifiable reason motivation to consider workforce diversity as an activity in great corporate obligation. By broadening our workforces, we can give people the "break" they have to procure a living and accomplish their fantasies.

2) As an Economic Payback

Many gatherings of people who have been prohibited from workplaces are subsequently dependent on tax-supported social administration programs. Differentiating the workforce, especially through activities like welfare to work, can effectively transform tax clients into tax payers. So thusly it turns out to be an economic payback and bolster the industries.

3) As a Resource Imperative

The changing demographics in the workforce, that were proclaimed 10 years prior, are currently upon us. Today's work pool is significantly not quite the same as before. Never again dominated by a homogenous gathering of white males, accessible talent is currently overwhelmingly spoken to by people from a huge range of foundations and beneficial experiences. Competitive companies can't enable discriminatory inclinations and practices to obstruct them from pulling in the best accessible talent inside that pool.

4) As a Legal Requirement

Many companies are under legislative mandates to be non-discriminatory in their employment practices. Rebelliousness with Equal Employment Opportunity or Affirmative Action legislation

can bring about fines and/or loss of agreements with government offices. With regards to such legislation, it bodes well to use a diverse workforce.

5) As a Marketing Strategy

Purchasing power, especially in today's global economy, is spoken to by people from all kinds of different backgrounds (ethnicities, races, ages, capacities, sexes, sexual introductions, and so forth.) To guarantee that their items and administrations are intended to engage this diverse customer base, "keen" companies, are contracting people, from those strolls of life - for their specialized bits of knowledge and learning. Thus, companies who collaborate specifically with the general population are finding progressively critical to have the makeup of their workforces mirror the makeup of their customer base.

6) As a Business Communications Strategy

All companies are seeing a growing diversity in the workforces around them - their sellers, accomplices and customers. Companies that hold homogenous workforces will probably get themselves increasingly ineffective in their outside interactions and communications. And an effective communication framework created in the industries which push the concern to overcome the communication barriers.

7) As a Capacity-building Strategy

Turbulent change is the standard in the business atmosphere of the 21st century. Companies that succeed have the capacity to effectively tackle issues, quickly adjust to new circumstances, promptly recognize new open doors and rapidly gain by them. This capacity can be measured by the range of talent, experience, learning, knowledge, and imagination accessible in their workforces. In enrolling employees, effective companies perceive conformity to existing conditions as an unmistakable disadvantage. Notwithstanding their activity particular capacities, employees are increasingly valued for the remarkable qualities and perspectives that they can likewise convey to the table. As per Dr. Santiago Rodriguez, Director of Diversity for Microsoft, genuine diversity is exemplified by companies that "contract people who are distinctive – knowing and esteeming that they will change the way you work together."

For whichever of these reasons that motivates those, unmistakably companies that expand their workforces will have a particular competitive advantage over those that don't. Further, plainly the best advantages of workforce diversity will be experienced, not by the companies that that have figured out how to utilize people regardless of their disparities, yet by the companies that have figured out how to utilize people as a result of them [11].

5. BARRIERS FOR ACCEPTING WORK FORCE DIVERSITY

- 1) **Prejudice:** an unfair and unreasonable opinion or feeling, particularly when formed without enough idea or learning; an unjustified pessimistic state of mind toward a man based on his or her enrollment in a specific gathering
- 2) **Ethnocentrism:** a tendency to respect one's claim gathering, culture, or country as superior to others this tendency of the work force demonstrate a major obstruction in tolerating a strategy of diverse work force.

- 3) **Stereotypes:** a settled idea about what a specific type of individual resembles, particularly an idea that isn't right; an arrangement of convictions about a gathering that is connected universally to all individuals from that gathering
- 4) **Blaming the victim:** making incorrect easygoing attributions connecting aggressions with saw qualities of gatherings
- 5) **Discrimination:** banning a person from enrollment in industries or from an occupation in view of his or her participation of a specific gathering. Segregating behavior of work force limit them to embrace new environment. 6) **Harassment:** intentionally avoiding verbally or physically manhandling an individual in light of participation in a specific gathering 7) **Backlash:** negative reaction to individuals from already underrepresented bunches picking up power and impact

6. CONCLUSION

Workforce diversity speaks to both a challenge and an opportunity for business. A growing number of dynamic organizations are understanding the requirement for esteeming diversity in the workforce, in order to guarantee strategic utilization of HR for the achievement of strategic goals. The degree to which managers perceive diversity and its potential advantages and disadvantages characterizes an industries' way to deal with managing the diversity. No organization in this world of globalization would make do without workforce diversity. It is trusted that industries should set up strategies to improve workforce diversity. As far as industrial learning, industries are as yet stuck on the issue of inspiring people to value diversity and have not yet decide the approaches to use and adventure it. It is the way to deal with diversity, not the diversity itself which decides the real positive and negative results. At last, creating a diverse workforce requires some serious energy and significantly longer to receive the rewards. The management and leaders must not lose center and enthusiasm for creating a diverse workforce because of the absence of quick returns.

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