

“A Study On Women Inclusivity At Workplace With Special Reference To Malabar Trading Company, Elamkulam.”

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Abstract- Promoting women's inclusivity in the workplace is a pivotal aspect of fostering diversity and equity, essential for organizational success and societal progress. This abstract delves into the multifaceted dynamics surrounding women's inclusion within professional environments, highlighting both the strategies employed and the challenges faced. Organizations worldwide are increasingly recognizing the imperative of gender diversity, implementing targeted initiatives to attract, retain, and advance women in their workforce. Such strategies encompass tailored recruitment processes, mentorship programs, flexible work arrangements, and leadership development initiatives aimed at breaking down systemic barriers and fostering an inclusive culture. However, despite these efforts, numerous challenges persist, including entrenched gender biases, glass ceilings, and inadequate support structures. Addressing these challenges necessitates a comprehensive approach that involves not only organizational policies but also societal norms and cultural attitudes towards gender roles. Moreover, fostering women's inclusivity is not merely a matter of compliance or corporate social responsibility; it is also a strategic imperative with profound implications for

organizational performance and innovation. Research indicates that diverse teams, including gender-diverse ones, are more creative, adaptable, and better equipped to address complex challenges. Thus, by cultivating inclusive workplaces that empower and support the advancement of women, organizations stand to benefit not only in terms of talent retention and engagement but also in driving sustainable growth and fostering a more equitable society. The article highlights various studies conducted in the field of Women inclusivity at workplace with special reference to MALABAR TRADING COMPANY, ELAMKULAM, PERINTHALMANNA.

Keywords- women, inclusivity, diversity

I. INTRODUCTION

The study on women inclusivity in the workplace examines the extent to which women are integrated, valued, and empowered within organizational settings. It delves into various dimensions including recruitment, retention, promotion, leadership opportunities, pay equity, and overall workplace culture. This research often explores the barriers and challenges women face in advancing their careers, as well as the strategies and initiatives that can enhance gender diversity and inclusivity. Key objectives typically include identifying systemic biases, proposing policy changes, and fostering environments where women can thrive professionally. Such studies are critical for understanding and addressing gender disparities in the workplace, ultimately promoting greater equality and diversity.

In today's dynamic and ever-evolving professional landscape, the concept of women inclusivity in the workplace has emerged as a pivotal area of focus. With increased recognition of the value of diversity and the imperative for gender equality, organizations worldwide are increasingly prioritizing initiatives aimed at fostering an inclusive environment where women can thrive. This essay explores the significance of women inclusivity in the workplace, the challenges faced, and strategies for promoting a more equitable and supportive environment for all employees.

At the heart of the push for women inclusivity lies the recognition of its multifaceted benefits. Firstly, diverse teams have been repeatedly shown to outperform homogeneous ones, bringing a broader range of perspectives, experiences, and ideas to the table. By actively including women in decision-making processes, organizations can tap into this reservoir of creativity and innovation, driving enhanced problem-solving and strategic thinking. Moreover, fostering an inclusive workplace culture where all employees feel valued and respected contributes to higher employee morale, engagement, and retention rates. Ultimately,

organizations that prioritize women inclusivity stand to gain a competitive edge in today's global marketplace.

women inclusivity in the workplace is not just a moral imperative; it is also a strategic necessity in today's complex and interconnected world. By embracing diversity and fostering an inclusive environment where women are valued, respected, and empowered, organizations can unlock the full potential of their workforce and drive sustainable growth and innovation. Through concerted efforts and collective action, we can create workplaces where women can thrive, contributing their unique talents and perspectives to the benefit of all.

INDUSTRY PROFILE

EVENT MANAGEMENT

'Event Management' becomes an inevitable aspect in human life. People were approaching to event management for flourishing all the joyful occasions such as birth, wedding and even death occasions at present. In 1990s there were totally unaware about this arrangements due to lack of products and labourers. Moreover, in that period, ie 1970-1980s, there are no such celebrations, public programmes, cultural programmes, marriage functions etc. Due to the above reasons, almost all functions were held at temples, grounds or olden house yards. All of the many usable things like chairs, mats, utensils etc are given by the rich and old homes (Tharavadu) for the ceremonies. Thereafter days and years passing on, inventions also growing, huge changes were came in the society and public. There is invented plywood instead of wooden furniture for the functions by the sake of the work of association of decoration workers. 1980 onwards Iron and steel tables, chairs etc were replaced in the occasions. All nuke and corners were accepted and welcomed the change. Changed the shape and design of festival sheds/tends in ceremonies. For the successful events copper pots, light and sound, generators, fan, wash tap and even air cooler have full-fledged in the scene. Now at least more than 5000 labourers were working in the decoration filed in contract and wages basis. So this venture has a success today with full satisfaction and more than expectation of the consumer/customer according to their wish. The sincere and delegate service of the workers is the only reason to make beautiful and advantageous even if a wedding ceremony is at an auditorium or a house. They are doing the decoration with maximum attention and corporation. Nowadays for a wedding ceremony, there are making a temporary tent including the dressing room and all other facilities according to the capacity and wish of the families. At present Air cooled auditoriums were also

arranging by the workers in the wedding ceremony halls/tends etc. All credit goes to the Event Management.

COMPANY PROFILE

Malabar Trading Company is a renowned manufacturer and supplier of a comprehensive range of event management products. The company was founded by a dynamic entrepreneur with a deep passion for business, Yusuf Malabar in Perinthalmanna, Malappuram Dist. Kerala in the year 1994. We have our branches throughout Kerala, Karnataka, and Tamil Nadu (20 +) and we are currently expanding further to cover both the Indian and international markets. We are dealing with all kinds of event management products i.e. Carpets, Tents, Shamiyana, Canopy, Tarpaulins, Hospitality, and Catering related products, and all essential products for convention centers. Over the course of time, we have marked ourselves as a trendsetter in the field of event management by providing our customers with exceptional quality products and personalized services. We deal right from concept to completion by availing quality products of highly reputed both Indian and international brands.

II. LITERATURE REVIEW

Apurva Bongale,T Sabanna (2023): "Problems faced by Working Women in India: An obstacle for Women work participation" states that India is termed as a traditional country with wide diversity in religion, ethnicity, culture and customs. The role of women in India is mostly limited to household and domestic works. women in India's workplace remain significantly under- represented. India has a female work participation rate of 20 percent which is less than have of global average of 47 percent.

Nishtha kaushiki (2018): "Women, Work and challenges: A literature review" states that As an important part of the family and social setup of every country, women are contributing in each and every sphere of society. With the passage of time, in the new arena of the modern world, women are facing challenges in the competitive world. They are participating equally in every sector in developed countries and prove themselves. On the other hand in developing countries, although women are playing traditional roles and dependent upon their spouses for their economic necessity, yet by getting the formal education they are also coming out of seclusion of men. The present paper tries to highlight the economic empowerment of women by reviewing their contribution in the world of paid work. The paper is a division of two sections: the first section throws light on the importance of women's economic contribution and the second section analyses the challenges faced by them in work and family

sphere. The paper is totally based on the secondary sources, including books, articles, published and unpublished thesis & dissertations.

David michels(2022):“Building A Workplace That Women - And Others – Find Inclusive” Gender balance in the workplace is not only the right thing to do but is good business as well. Building an inclusive company culture should be among the top strategic priorities for any organization looking to increase retention of high-quality talent, unleash greater levels of innovation and tap into the special talents and skills that women employees and leaders contribute to an organization.

Emily Field, Alexis Krivkovich, Sandra kugele (2023): “Women in the Workplace 2023” The survey debunks four myths about women’s workplace experiences and career advancement. A few of these myths cover old ground, but given the notable lack of progress, they warrant repeating. These include women’s career ambitions, the greatest barrier to their ascent to senior leadership, the effect and extent of microaggressions in the workplace, and women’s appetite for flexible work.

Aditi Mittal(2023): “Strategies for building inclusive workplaces: Empowering women in the workplace” Building inclusive workplaces is a moral imperative and a strategic advantage for businesses. This means ensuring that individuals from different genders, communities, ethnicities, and cultures need to have access to equitable resources that support them and empower them to perform to their full potential at work.

III. OBJECTIVES OF THE STUDY

Primary objectives

- To assess the current level of gender inclusivity within the organization.

Secondary objectives

- To explore the perceptions and experiences of employees regarding gender inclusivity initiatives.
- To identify barriers and challenges faced by individuals of different gender in the workplace.

IV. RESEARCH METHODOLOGY

RESEARCH DESIGN

Research design is the framework of research methods and techniques chosen by a researcher to conduct a

study. The design allows researchers to sharpen the research methods suitable for the subject matter and set up their studies for success.

Research design is like a blueprint for a research project. It outlines how the study will be conducted, including what data will be collected, how it will be gathered, and how it will be analyzed to answer the research questions. A detailed questionnaire has been formulated and filled up by the employees.

The type of research used for this study is descriptive in nature. The study involves questionnaire method.

POPULATION

Total number of employees : 750
Women employees : 200

SAMPLING DESIGN

Sample design refers to the process of selecting a subset of individuals or items from a larger population for the purpose of conducting research or analysis. It involves determining how to choose the sample in a way that accurately represents the population of interest while also being practical and feasible.

V. DATA ANALYSIS

CHISQUARE TEST

Chi square test is applied in statistics to test the goodness of fit to verify the distribution of observed data with assumed theoretical distribution

O = observed frequency

E = expected frequency

$E = \frac{\text{Row total} * \text{column}}{\text{total Grand total}}$

Degree of freedom = (R-1) (C-1)

Level of significance is 5%

$\text{Chi square } (x^2) = \sum \frac{(O - E)^2}{E}$

HYPOTHESIS

H0- There is no significant relationship between Age of Employees and sort of discrimination in matter of promotion.

H1- There is significant relationship between Age of Employees and sort of discrimination in matter of promotion.

OBSERVED FREQUENCY

	YES	NO	MAYBE	TOTAL
20-25	0	0	0	0
25-30	20	28	7	55
30-35	24	24	9	57
Above 35	7	11	3	21
TOTAL	51	63	19	133

Computing statistics

The formula for calculation chi-square test is

$$\text{Chi square } (x^2) = \sum (O - E)^2/E$$

O = Observed frequency

E = Expected frequency

Degree of freedom = (r-1) (c-1)

Level of significant = 5%

E= (row total*columns total)/grand total

O	E	O-E	(O-E) ²	(O-E) ² /E
0	0	0	0	0
20	21.09	-1.09	-1.1881	0.056
24	21.857	2.143	4.592	0.21
7	8.053	-1.053	1.10	0.138
0	0	0	0	0
28	26.053	1.947	3.790	0.146
24	27	-3	-9	0.333
11	9.947	1.053	1.108	0.111
0	0	0	0	0
7	7.857	-0.857	-0.734	0.094
9	8.143	0.857	0.734	0.09
3	3	0	0	0
Σ				1.178

Level of significant

Significant level=5% =0.05

Degree of freedom=(row-1) (column-1) = (4-1) (3-1) = 3x2= 6

Chi-square value=1.178

Table value for 6 degrees of freedom =**12.591**

Here, the calculated value is less than table value, hence we accept the null hypothesis (HO)

INTERPRETATION

The critical value for a chi-square distribution with 6 degrees of freedom at the 0.05 significance level is 12.591. Since the calculated chi-square value of 1.178 is less than the

critical value of 12.591, so we fail to reject the null hypothesis.

ANOVA: SINGLE FACTOR

Age and satisfaction level of grievance redressal mechanism at Malabar Trading Company.

SUMMARY

Groups	Count	Sum	Average	Variance
0	4	0	0	0
1	4	54	13.5	209.6667
5	4	52	13	209.3333
0	4	21	5.25	40.91667

Variance= The variance is the average of the squared differences from the mean; it is a measurement of the spread between the numbers in a data set.

ANOVA

Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	507.1875	3	169.0625	1.470375	0.272032	3.490295
Within Groups	1379.7	12	114.975			
Total	1886.9	15				

SS (sum of squares) = the sum of squares quantifies the variability between or within the groups.

df (between groups) = Number of groups-1

df (within groups) = Number of observations - Number of groups

MS (Mean square) = think of the mean square as the average variation either between or within groups.

MS = SS/df

F= MS (between groups)/MS (Within groups)

F statistics> F critical value; The test is significant.

INTERPRETATION

Between Groups Variability: The sum of squares (SS) between groups is 507.1875 with 3 degrees of freedom (df) and a mean square (MS) of 169.0625. This indicates the variability between the Age and satisfaction level of grievance redressal mechanism at Malabar Trading Company.

1. **Within Groups Variability:** The SS within groups is 1379.75 with 12 df and a MS of 114.9792. This represents the variability within each group, accounting for individual differences in satisfaction levels.
2. **F-Statistic:** The F-value is calculated as 1.470375, which is the ratio of MS between groups to MS within groups. In this case, the F-value is compared to the critical F-value of 3.490295 to determine if the test is statistically significant.
3. **P-Value:** The P-value associated with the F-statistic is 0.272032, indicating the probability of obtaining the observed results by chance. A P-value less than the significance level (usually 0.05) would suggest that the differences between groups are statistically significant.
4. **Interpretation:** Since the p-value (0.272032) is greater than the chosen significance level (typically 0.05), we fail to reject the null hypothesis. This means there is not enough evidence to conclude that there are significant differences among the group means.

VI. SUGGESTIONS

- Change the work time of women employees. Because 74.4% of employees are not comfortable with their current worktime.
- Provide enough maternity leave policies.
- Involve them also in making decisions related to their work profile.
- Maintain a system of equal pay for equal work at MTC.
- Take serious and proper actions about gender equality issues, if a concern is expressed.
- Ensure the availability of grievance redressal mechanism.
- Provide equal opportunities for advancement for women.

VII. CONCLUSION

In conclusion, women inclusivity in the workplace is a cornerstone of building a fair, diverse, and thriving organizational culture. It goes beyond mere representation; it embodies a commitment to providing equal opportunities, addressing biases, and fostering an environment where every individual can contribute and succeed regardless of gender. Embracing women inclusivity is not just a moral imperative but also a strategic advantage, leading to increased innovation, better decision-making, and enhanced organizational performance. By prioritizing inclusivity, organizations not only empower women employees but also create a workplace where everyone feels valued, respected, and supported. As we continue to strive for progress and equality, promoting women

inclusivity remains essential for driving positive change and building a brighter, more equitable future for all.

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