



## **“A STUDY ON WORKFORCE DIVERSITY AT WORKING PLACE UNDERTAKING AT WIPRO LTD.”**

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### **Abstract:**

Wipro is a well-known commercial organization that offers various services, including consulting, employment, wellness, and enterprise solutions. Wipro was founded in Bangalore, Karnataka, India, by Mohamed Premji, a typical citizen. Sadly, following his brief life, the crown was handed down to his son Azim Premji at 21. Azim Premji turned Wipro into a multinational corporation by offering the most outstanding services to consumers in terms of assisting with business counselling, job possibilities, outsourcing, technology, capital venture, etc.

However, when asked more detailed questions about company policy, a significant segment of respondents expressed reservations about their employer's ability to implement successful intercultural communication and diversity practices.

**Keywords:** *Workforce Diversity, Influence of Diversity*

### **INTRODUCTION**

Wipro Limited (with "Wipro" being an abbreviation for its former name, the Western Indian Palm Refinery Oil; stylized in lowercase title) is an Indian multinational corporation that provides information technology, and business process services. It is one of the leading Big Tech companies. Wipro's capabilities range across cloud computing, computer security, digital transformation, artificial intelligence, robotics, data analytics, and other technology consulting services to customers in 167 countries.



### **The Founder of Wipro:**

Azim Premji is the founder of the Wipro Company. Wipro began operations on December 29, 1945. Azim Ji took action to transform a vegetable oil firm into an IT business. He abbreviated the name of his business and gave it the name Wipro. Wipro began manufacturing computers. Additionally, software services sales began. He received a lot of praise for his PCs. This business is now a global IT corporation.

Wipro became India's first provider of software technology and services to be certified to ISO 14001 in February 2002. The corporation attained a capitalization of more than \$1 billion in 2004, and Wipro decided to follow suit in the energy sector. Azim Premji received the Padma Bhushan in 2005 in recognition of his work, and he was awarded the Padma Vibhushan in 2011, which ranks as the nation's second-highest civilian honour.

### **Product and Services of Wipro Limited:**

There are different types of products made by Wipro that are now available on the market. Apart from the Wipro IT firm, Wipro Consumer Care (WCCLG), one of the top FMCG firms in India and one of the fastest-growing FMCG companies, is part of the Wipro group of enterprises. Products offered by Wipro Consumer Care include soaps, cosmetics, infant care, toiletries, wellness, electrical wiring gadgets, residential and commercial lighting, and modular office furniture. Several well-known services are available on the market, including the following:

#### **1. IT Services**

Wipro handles all of the business's IT requirements. The range of services includes everything from e-Business solutions to Enterprise Application Services.

#### **2. Product Engineering Solutions**

The most prominent independent provider of R&D services worldwide is Wipro. Wipro allows businesses to launch new products quickly by utilizing the Extended Engineering approach to maximize R&D efforts and access unique expertise and information globally, as well as workforce and technological resources.

#### **3. Technology Infrastructure Services**

With more than 200 clients in Europe, the US, and Japan and more than 650 clients in India, Wipro's Technology Infrastructure Services (TIS) is the largest Indian IT infrastructure service provider in revenue, personnel, and clients.



#### **4. Business Process Outsourcing**

By utilizing its principles of excellence and innovation, the most significant human resources, a self-sustaining process structure, and domain expertise, Wipro BPO is ideally positioned to meet client needs. They provide personalized service options, translating into the most adaptable and economical services of the best calibre for all clients.

#### **5. Consulting Services**

Wipro's cross-industry consulting services assist in developing the business and technological frameworks that will enable enterprises to realize their objectives. Business, quality, process, and technology consulting are all areas where Wipro has consulting expertise.

### **OBJECTIVES**

This project is designed mainly to identify and evaluate the impact of workforce diversity on workforce relations

Primary objective:

1. To study the relationship between Workplace Diversity and Workplace relations.

Secondary objectives:

1. To understand the dynamics of workplace relations.
2. To analyse the influence of diversity in relations within employees.
3. To recognize the effects of difference in cultural factors in a work setting. 4.

To comprehend the impact of language and religion into group formation.

### **LITERATURE REVIEW**

Al-Jenaibi, B. (2012). The scope and impact of workplace diversity in the United Arab Emirates—A preliminary study. *Geografia*, 8(1). Managing workplace diversity has become a priority concern among organizations in the United Arab Emirates (UAE) today. Due to the nature of the UAE workplace, which is dominated by a foreign workforce, this study critically analyses the benefits organizations enjoy and the challenges they face in the diverse workplaces of the United Arab Emirates.



His research found a generally favourable view toward workplace diversity from the perspective of surveyed employees. However, when asked more detailed questions about company policy, a significant segment of respondents expressed reservations about their employer's ability to implement successful intercultural communication and diversity practices.

Chrobot-Mason, D., & Aramovich, N. P. (2013). Workforce diversity has been described as a double-edged sword; it has the potential for positive and negative outcomes. We explored the role of four psychological outcome variables (organizational commitment, climate for innovation, psychological empowerment, and identity freedom) as possible mediators of this relationship. Racial and gender subgroup differences were also examined. Survey data were collected from 1,731 public employees.

Findings suggest that when employees perceive equal access to opportunities and fair treatment, intent to turn over decreases. Furthermore, these relationships are significantly mediated by psychological outcomes. Implications for diversity management and training are discussed.

Dike, P. (2013)- The impact of workplace diversity on organisations. The research answers the question whether workplace diversity contributed to organizational success. Because diversity covers a wide range of human attributes and qualities, The research is limited to the required tools for managing workplace diversity, and the advantages and disadvantages of managing a diverse workforce.

Five companies in Finland and Ghana have been studied to acquire answers to the question that is being focused on. To answer the research question as well as obtain practical and relevant information on each company, the author interviewed three of the companies and gathered information on the internet on two of the Companies.

## **RATIONALE OF THE STUDY**

### **Organization development:**

Involves organizational reflection, system improvements, planning and self-analysis to help adapt with any changes in the Organization.

Another author said (OD) (Rothwell & Sullivan, 2005; 19-20) involves long range in perspective, should be supported by top managers, effects change, although not exclusively, through education, change and learning, and emphasizes employee participation in assessing the current and a positive future state, making free and collaborative choices on how implementation should proceed, and empowering the system to take responsibility for achieving and evaluating results.



So, (OD) is the process of developing the current reality of the Organization into the better to fit with changes in the external environment and the working environment, by solving current problems and reduce the gap between departments and employees with improve cooperation, coordination and collective action, and to increase the effectiveness of the Organization and the staff, and work into integrate the goals of employees and the Organization.

### **Career development:**

It is a general term used to describe a number of activities aimed at enhancing both individual and organizational performance. Career development has been explored extensively in the literature because of its benefits to individuals and the organizations (Banks & Nafukho 2008; 47).

CD is “an ongoing process by which individual's progress through a series of stages, each of which is characterized by a relatively unique set of issues, themes, and tasks.” Career development involves two distinct processes: career planning and career management.

### **Training and development:**

Some writers felt that there is a mysterious difference between training and development. Where indicated (Noe & others) the definition of development indicates that it is future oriented. Development implies learning that is not necessarily related to the employee's current job. In contrast, training traditionally focuses on helping employees improve performance of their current jobs (Noe & others, 2011; 259).

Also agree with that (Yahaya & other) Training is the process of learning that is organized and carried out by an organization to equip employees with the knowledge, skills and attitudes required to carry out their jobs and to improve their current job performance. Development can be viewed as the learning process to develop the employee in general and not necessarily related to his current job (Yahaya & other, 2009; 254).

## **RESEARCH METHODOLOGY**

### **Research Design:**

#### **Descriptive Research Design**

Descriptive research is a study designed to depict the participants in an accurate way. More simply put, descriptive research is all about describing people who take part in the study.

### **Sampling Technique:**

Convenience sampling method: A convenience sample is one of the main types of non probability sampling methods. A convenience sample is made up of people who are easy to reach.



## **Sources Of Data:**

Data collection is the term used to describe a process of preparing and collecting data.

- ⑩ Primary Data – Questionnaires
- ⑩ Secondary Data - Websites and online journals, Published reports & Review of literature from published article
- ⑩

## **Technique of the analysis**

Various different tools such as pie charts, tables, bar graphs are been used to derive comparative studies amongst different investors and their interest in respective scheme and policies to have a overall scenario at once.

Characteristics such as race, ethnicity, gender, age, education, profession, occupation, income level and marital status, are all typical examples of demographics that are used in surveys.

## **LIMITATIONS**

There are many benefits to diversity in the workplace. But bringing a diverse group of people together can also lead to some challenges and limitations:

- ⑩ Communication issues:

Communication issues can be somewhat common on diverse teams, and for a wide variety of reasons. There may be language barriers, different communication styles or preferences, or people with hearing loss on your team. It's important to address these challenges before they become problematic.

- ⑩ Cultural misunderstandings:

Misunderstandings can also be common when you bring people from different cultures together.

- ⑩ Slower decision making:

Different perspectives, opinions, and ideas are great for innovation, but can slow down decision-making and progress toward goals.

- ⑩ Inequitable inclusion:



An inclusive workplace may mean something different to everyone. For a transgender team member, it might include a space to add pronouns in your People platforms and gender-neutral bathrooms. For a veteran suffering from post-traumatic stress disorder, it might include a mental health benefit and flex hours to see a therapist. And for a working parent, it might include a childcare flexible spending account and planning team-building events during work hours. As such, it's possible that the workplace will feel inclusive to some, but not to others.

⑩ Discrimination:

As diversify is the team, it's possible to see more biases, discrimination, and harassment. This can keep employees from bringing their authentic selves to work, hindering innovation, creativity, and teamwork.

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