![integra 30 YEARS]

eBook

Empowering Inclusivity:
Integra's Holistic, Data-Powered And Cost-Efficient Approach

Advancing Gender Inclusion: Integra's Holistic Approach

Integra's commitment to true inclusion is exemplified through its impactful initiatives. Since launching the WINGS movement in 2008, the organization has consistently worked to empower its women employees. By adopting a holistic approach to gender inclusion, Integra identified that personal challenges, rather than workplace barriers, were often the primary reasons women struggled to advance or chose to leave the workforce. The challenges identified by Integra's inclusivity taskforce in achieving gender inclusion included:

- Women's reluctance to take on greater responsibilities in inclusivity initiatives
- Personal and familial responsibilities
- Traditional mindsets and societal norms
- Limited awareness of professional growth, particularly for first-generation working women

To address these challenges, Integra implemented robust support systems, including:

- Flexible work arrangements and work-from-home options to accommodate diverse needs.
- On-site creche facilities and transport assistance to support work-life balance.
- A comprehensive mentoring and training programme designed to empower
- women at all levels, helping them recognize the importance and potential of their careers.

By prioritizing these measures, Integra has created an enabling environment where women can thrive both personally and professionally, reinforcing its leadership in driving meaningful gender inclusion.

The result?

Percentage of women: A comparison

	0	10	20	30	40	50	60

Integra

Percentage of women in IT/ITEs
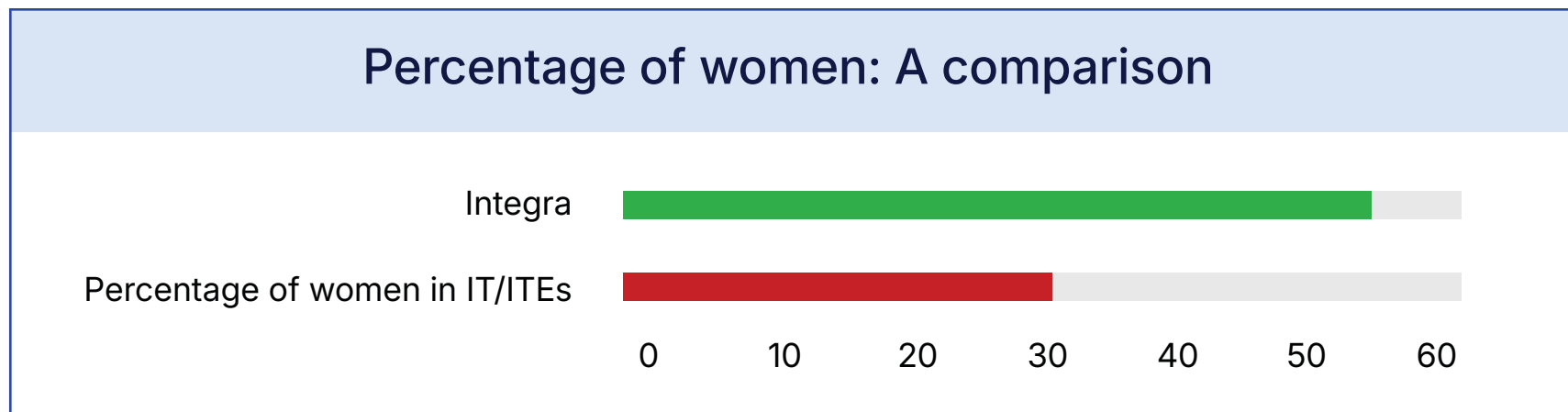
Employee Speak:

At Integra, every employee has equal access to rewards, resources, and opportunities, creating a truly inclusive workplace. Through inclusive policies like flexible working and remote work opportunities, the company ensures that the diverse needs of the workforce are met, and women are able to perform on a level-playing field.

– Anitha Mathialagan, Manager

Integra's Data-Driven Inclusivity Framework: A Model for Inclusive Excellence

Integra exemplifies a holistic, data-centric approach to inclusivity, ensuring transparency and measurable outcomes at every level of the organization. By embedding data at the heart of its inclusivity strategy, the company achieves sustained progress and accountability.

Key highlights of Integra's data-driven inclusivity initiatives include:

- Comprehensive Data Collection: Metrics such as group-specific diversity statistics, retention rates, promotion trends, and employee satisfaction are systematically gathered across the organization.

- Regular Tracking and Reporting: Inclusivity metrics are reviewed quarterly, with findings presented to the Advisory Board, ensuring active engagement and commitment from senior leadership to continuously refine and enhance inclusivity efforts.

- Integration into Performance Evaluations: Inclusivity goals are seamlessly woven into performance assessments, reinforcing their significance and aligning individual efforts with organizational objectives.

Building Bridges: Integra's Commitment to Socio-Economic Diversity

By integrating outreach, training, and strategic partnerships, Integra empowers individuals to build meaningful careers while enriching its talent pool. Key initiatives include:

1 Academic collaboration

Partnering with educational institutions in Puducherry, Integra trains students to meet industry standards and facilitates their placements, bridging the gap between academia and employment.

2 Rural employment outreach

By organizing job fairs in rural areas, Integra identifies and supports candidates through training and upskilling programmes tailored to their unique needs.

3 Internship and apprenticeship programs

Participating in the government's NAPS apprenticeship programme and offering internships, Integra broadens opportunities for individuals from disadvantaged backgrounds, helping them gain valuable industry experience.

4 Collaborative partnerships

Working alongside government bodies, non-profits, and local consultants, Integra identifies and trains eligible candidates, equipping them to thrive in the Indian workplace.

Cost-effective Strategies Driving Integra's Success

⬥ **Collaboration with NGOs and government Institutes:** Provides access to diverse talent pools and resources at minimal cost, enabling Integra to broaden its reach.

⬥ **Targeted recruitment initiatives for women:** Examples include partnering with women's colleges, attending diversity job fairs, and engaging in online communities of women professionals.

⬥ **In-house Women-Specific Development Programmes:** Utilizing senior leaders and subject matter experts, Integra creates mentorship and leadership training programmes tailored for women, fostering growth and empowerment while minimizing external costs.

⬥ **Cultural and Diversity celebrations:** Hosting inclusive events to celebrate cultural and diversity milestones reinforces Integra's inclusive culture while incurring minimal expenses..

Avtar's pivotal role in Integra's journey:

▷ **Market Research/Survey:**
Avtar's comprehensive data helped Integra understand the landscape, identify gaps and craft a sound inclusivity strategy.

▷ **Recognition and Awards:**
Avtar's prestigious inclusivity awards, like BCWI and MICI, validated Integra's efforts and offered insights into how Integra's initiatives compared to top performers in the field.

▷ **Inclusivity Analysis:**
Avtar's in-depth analysis of Integra's inclusivity practices provided actionable feedback, helping to refine and align their approach with best industry practices.

Key takeaways:

▷ Targeted hiring programmes to boost gender and socio-economic diversity.

▷ Cost-effective in-house inclusivity initiatives leveraging internal expertise.

▷ A metrics-driven inclusivity framework that creates a tangible impact.