**EVALUATING THE EFFECTIVENESS OF GENDER EQUALITY AT ADHUNIK: ENHANCING BUSINESS OBJECTIVES THROUGH EQUALITY, DIVERSITY, AND INCLUSION (EDI) STRATEGY**

**Introduction**

Analysing Adhunik's approach to gender equality reveals that the organisation faces challenges in establishing a diverse and inclusive workplace. The case study discusses a variety of concerns, including biassed recruitment processes, a lack of diversity in leadership roles, and unequal reimbursement and awards. These difficulties not only damage employee morale and engagement, but also endanger the company's capacity to hire and keep outstanding employees (Ryan, 2022). To address these issues, this essay will explore the effectiveness of Adhunik's current approach to gender equality and discuss how further developing an Equality, Diversity, and Inclusion (EDI) strategy could help the organization achieve its business objectives.

**Current Gender Equality Issues at Adhunik**

Adhunik's present approach to gender equality highlights several critical difficulties that limit the organization's capacity to foster a diverse and inclusive workplace. First, the recruitment and selection process appear to favour men, as indicated by the high proportion of male applicants in job postings and interviews. This approach not only promotes gender biases, but it additionally restricts the organization's talent pool (Stamarski and Son Hing, 2015). Second, there is a significant lack of diversity in managerial positions at Adhunik, with Dilraj selecting older males from identical cultural backgrounds. This bias towards a specific demographic group limits possibilities for women and people of various backgrounds to rise into leadership roles, resulting to an absence of representation at the decision-making level (Verniers and Vala, 2018).

Furthermore, women's underrepresentation in important decision-making roles, including employee recruitment and selection, promotes gender stereotypes. The absence of diversity in decision-making can result in a restricted range of concepts and approaches, thus limiting the company's capacity to innovate and adapt to evolving marketplace conditions (Son Hing et al., 2023). Additionally, potential compensation and reward inequalities exist at Adhunik, as seen by the differential treatment of managers recruited from outside the family against those recruited internally. This variation in treatment based on the source of recruiting affects workplace justice and equity, giving employees a sense of favouritism and inequity (Foley and Cooper, 2021).

To overcome these concerns, Adhunik must take proactive initiatives that encourage gender equality and diversity among its employees. This could involve developing unbiased recruitment and selection methods, offering equitable opportunities for promotion, and assuring fair and transparent compensation and reward systems (Kalev and Deutsch, 2018).

**How Developing an EDI Strategy Could Help Adhunik Company**

Developing an EDI plan provides Adhunik with a strategic opportunity to tackle gender equality challenges while also integrating with its business objectives. By developing defined goals and targets for gender equality and diversity, Adhunik can take an active role to building a more diverse work environment, which can boost employee commitment and organizational success (Garg and Sangwan, 2020). Regular monitoring and evaluation of gender equality measures is critical not just for evaluating progress, but also for cultivating a culture of responsibility and continuous improvement (Ciuk, Śliwa and Harzing, 2022). This data-driven approach helps Adhunik determine areas of strength and areas for improvement, which enables focused interventions that are aligned with the company's strategic aims.

Training and development program help to promote diversity and inclusion by providing personnel with the knowledge and skills needed to overcome biases and create a more inclusive environment (Lignou, Sheehan and Singh, 2024). Adhunik can create a more diverse talent pipeline, increase employee engagement, and promote innovation by investing in these programs (Pedulla, 2022). Policies and procedures that encourage diversity and inclusion, including unbiased recruiting and selection procedures and equal compensation for equal labour, have both ethical and strategic significance (Özbilgin and Erbil, 2023). Implementing these rules can help Adhunik improve its image as an employer, recruit and keep top personnel, and gain a competitive advantage in the marketplace (Dewidar, Elmestekawy and Welch, 2022).

**Benefits of an Effective EDI Strategy**

An effective Equality, Diversity, and Inclusion (EDI) plan can provide various benefits to Adhunik, including alignment with corporate objectives and improved overall performance. An effective EDI approach improves staff morale and engagement, which leads to increased productivity and retention levels (Siri, Leone and Bencivenga, 2022). By fostering a more inclusive work environment, Adhunik can create a sense of belonging among its employees, which can positively impact their motivation and commitment to the organization (Siri, Leone and Bencivenga, 2022).

Additionally, an EDI approach can help Adhunik build a reputation as an outstanding employer, attracting a wide labour pool (Corsino and Fuller, 2021). Diverse teams are acknowledged for making better decisions and driving innovation because they bring a wide range of viewpoints and ideas to the table (Dewidar, Elmestekawy and Welch, 2022). This can be especially useful for Adhunik as it enters new global markets where different viewpoints could give a competitive edge (Patrick and Kumar, 2012).

Furthermore, a good EDI approach guarantees that Adhunik adheres to legal and ethical norms, fostering a fair and inclusive work environment (CIPD, 2022). This not only reduces legal concerns, but also improves the company's reputation and credibility with its stakeholders (Wolbring and Nguyen, 2023). Overall, Adhunik may gain significantly from investing in an EDI strategy, which will represent the company as socially responsible and inclusive.

**Conclusion**

Adhunik's approach to gender equality faces severe obstacles, limiting its capacity to foster a diverse and inclusive workplace. The organization's biassed recruitment processes, lack of diversity in leadership positions, and unequal pay and reward systems all foster a culture that limits possibilities for women and people of different backgrounds. Nevertheless, by adopting a thorough Equality, Diversity, and Inclusion (EDI) plan, Adhunik can address these concerns while also connecting with its economic objectives. A good EDI strategy can boost employee morale and engagement, improve the organization's reputation as a preferred employer, and encourage innovation. By investing in EDI, Adhunik can foster a more inclusive workplace which helps both its employees and the company image.

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