



ETHICS AND
RESPONSIBILITY IN
HUMAN
RESOURCES,
LEADERSHIP AND

**START
UP**

BUSINESS

Editors

Hanna Lehtimäki

Ajoy Kumar Dey

B L O O M S B U R Y

Managing Gender Diversity at Shoptrust Limited

Drishhti Paul¹ and Manosi Chaudhuri²

ABSTRACT

Shoptrust Limited is a global subsidiary operating in India for more than hundred years. It is known among the “Most Respect Companies” in the list of Bloomberg’s Gender-Equality Index (Bloomberg, 2019, p. 12). The company launched a gender diversity initiative three years back and since then there has been a constant increase in female employees at all levels. Managing gender diversity is not a one-time task, rather a continuous effort, which includes attracting the female employees, having policies which support them and retaining the female workforce. Some aspects of what went into the making of this company inclusive and diverse are discussed in the case.

Keywords: Gender Diversity, Inclusion, Performance Evaluation, Recruitment, Retention

1. OVERVIEW

Shoptrust Limited, a global subsidiary operating in India for more than a hundred years, has been a supporter of diversity since its existence. They further strengthened their emphasis on diversity and inclusion about ten years back, adopting a three-step approach i.e. Attract, Retain and Develop. An unbiased council having most stakeholder representatives (management committee, people from the field, factory, head office along with an external member) has been appointed to work on such aspects. The perspective towards diversity widened when the focus shifted from multicultural diversity to gender, through an initiative depicting strength through diversity.

In 2016, the company realized that operating in a country with a 48.4% female population required similar representation in the company. They realized the impact of gender on the cultural, political and socio-economic environment in the society and the workplace. Majority purchasers of the company’s products are females, and the best way to get consumer insight is to include females at all levels. Men and women bring different perspectives, thinking, approach and decision making to the table, thus giving opportunity to make the best use of this aspect by creating gender-balanced teams.

¹ Birla Institute of Management Technology (BIMTECH); e-mail: drishhti.paul20@bimtech.ac.in

² Birla Institute of Management Technology (BIMTECH); e-mail: manosi.chaudhuri@bimtech.ac.in

Disclaimer: This case has been developed for classroom discussion and is not intended to illustrate either effective or ineffective handling of an administrative situation or to represent successful or unsuccessful managerial decision making or endorse the views of the management.