

Integra's Holistic, Data-Powered and Cost-Efficient DEI Plan



COMPANY PROFILE



Established in:
2000



Country of origin:
India



Headquarters:
Puducherry



No. of employees in Indian operations:
2,000+



Website:
www.integranxt.com



55%
of Integra's
workforce is
women.

Integra's Holistic, Data-powered and Cost-efficient Approach

Integra Software Services Pvt. Ltd is a leading software company that offers end-to-end solutions for digital content, learning services, technology transformation and content workflows.

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's DEI taskforce 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 included:

- ✓ Women's reluctance to take on greater responsibilities in DEI 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 program 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.



“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 DEI framework: A model for inclusive excellence

Integra adopts a holistic, data-centric approach to DEI, ensuring transparency and measurable outcomes at every level of the organization. By embedding data at the heart of its DEI strategy, the company achieves sustained progress and accountability. Key highlights of Integra’s data-driven DEI 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.



Integration into performance evaluations:

DEI goals are seamlessly woven into performance assessments, reinforcing their significance and aligning individual efforts with organizational objectives.



Regular tracking and reporting:

DEI metrics are reviewed quarterly, with findings presented to the Advisory Board, ensuring active engagement and commitment from senior leadership to continuously refine and enhance DEI efforts.

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:



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.



Internship and apprenticeship programs:

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



Rural employment outreach:

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



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 DEI success:



Collaboration with NGOs and government institutes:

Provides access to diverse talent pools and DEI 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 programs:

Utilizing senior leaders and subject matter experts, Integra creates mentorship and leadership training programs tailored for women, fostering growth and empowerment, thus minimizing external costs.



Cultural & 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 DEI journey:



Market Research/Survey:
Avtar’s comprehensive data helps Integra understand the landscape, identify gaps and craft a sound DEI strategy.



Recognition and Awards:
Prestigious DEI awards such as Avtar & Seramount BCWI-MICI validate Integra’s efforts and offer insights into how Integra’s initiatives compare to top performers in the industry.



DEI Analysis:
Avtar’s in-depth analysis of DEI practices provides actionable feedback, helping to refine and align Integra’s approach with best industry practices.

KEY TAKEAWAYS



Targeted hiring programs to boost gender and socio-economic diversity.



Cost-effective in-house DEI initiatives, leveraging internal expertise.



A metrics-driven DEI framework that creates a tangible impact.

