

**GOVT. DEGREE COLLEGE SARAHAN  
DIST. SIRMAUR, H.P.**



**SELF-ASSESSMENT REPORT  
2024-25**

**CRITERIA 6  
FACULTY PROFILE AND RESEARCH  
ACTIVITIES**

6.1 % of teachers with Ph.D. : Less than 50%

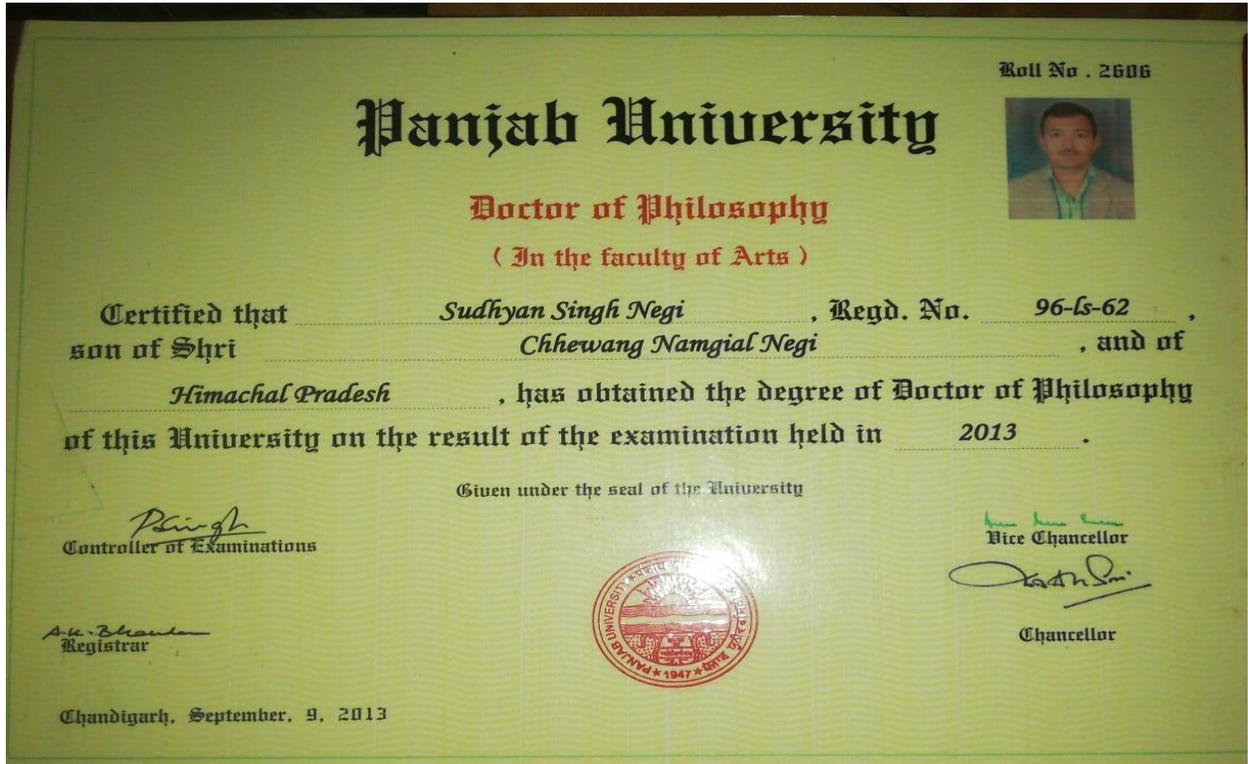
Total number of teachers= 9

Number of teachers with Ph.D.=4

1. Dr. Rajan Kaushal



## 2. Dr. Sudhyan Negi



## 3. Dr. Mollam Dolma

**Himachal Pradesh University**  
(NAAC Accredited 'A' Grade University)  
"Examination Branch"  
Summer Hill, Shimla-171005

Notification No. Ph.D.2023-22 Dated: 08<sup>th</sup> November, 2023

**NOTIFICATION**

In pursuance of the powers vested in him by the Executive Council of Himachal Pradesh University vide Resolution No. 103 of its meeting held on 28<sup>th</sup> December, 1982, the Vice-Chancellor is pleased to accept the Thesis of following candidate for the award of the degree of 'DOCTOR OF PHILOSOPHY' in the faculty/subject shown against her name and has declared her eligible for the award of 'DOCTOR OF PHILOSOPHY' of this University: -

Sr. No.	Name of the Candidate (Registration No.)	Faculty (Subject)	Title of the Thesis	Date of approval by the V.C.
1.	Ms. Mollam Dolma D/o Sh. Bhagwan Singh (07-RP-64)	Languages (Hindi)	"शशिप्रभा शास्त्री के कथा-साहित्य में युगबोध"	31-10-2023

NB: The effective date in the case mentioned above will be the date of approval by the Vice-Chancellor.

*[Signature]*  
Assistant Registrar (Exams.)  
H.P. University, Shimla-5

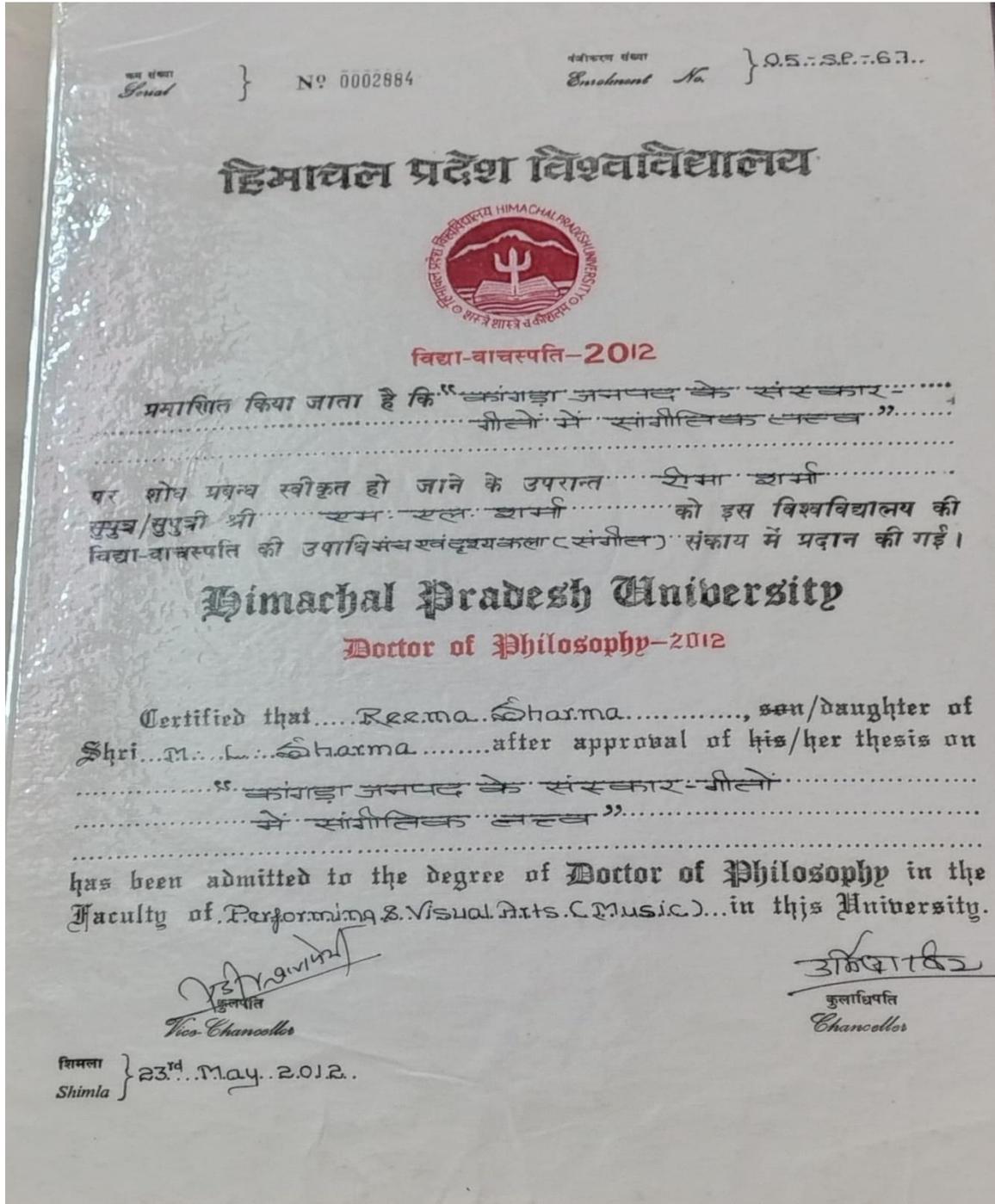
*[Signature]*  
Controller of Examinations  
H.P. University, Shimla-5  
Dated: 08.11.2023

Endst No. Even:  
Copy to:-

- The student concerned.
- The SPS to Vice-Chancellor/Dean of Studies/Registrar, H.P. University, Shimla-171005.
- The Chairman/Chairperson Hindi HPU Shimla-5.
- Dr. Usha Chauhan Supervisor of the candidate.
- The Librarian, H. P. University, Shimla-171005.
- The Assistant Registrar (Secrecy) w.r.t. their letter's No. PH-4085/HPU/Secy-dated:01.11.2023.
- The Incharge, Computer Centre B.Tech. Section, H.P. University, Shimla-5 with the request to upload the above Notification on the University Website.**
- Guard file.

*[Signature]*  
Assistant Registrar (Exams.)  
H.P. University, Shimla-5

4. Dr. Reema Sharma



## 6.2 Teachers as Research Guides: Nil

## 6.3 No. of Orientation Programmes, Refresher Programmes, Faculty Development Programmes and Workshops of one week or more Attended by Teachers (Session 2024-25):

Total no. of teachers =9

No. of teachers attended Orientation, Refresher etc. =8

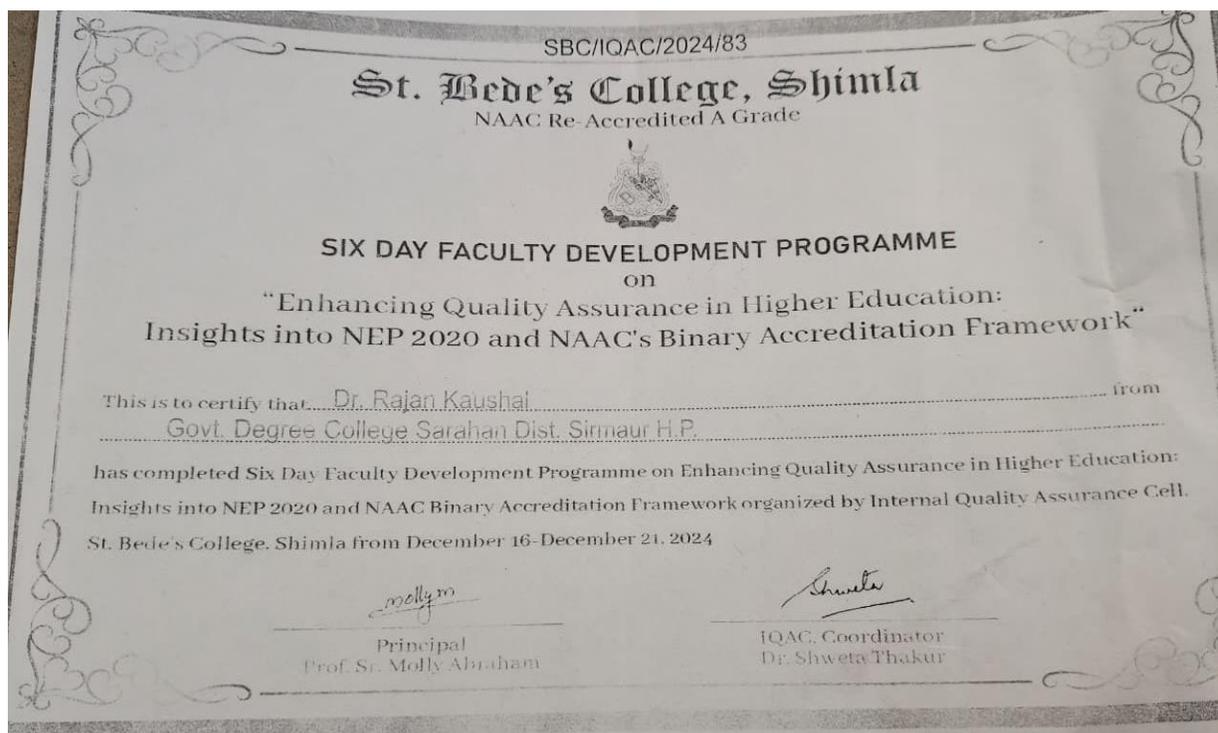
% of teachers= 90 % approx..

Sr. No.	Faculty Name	Orientation / Induction Programme	Refresher course	FDP / Work shop ( one week)
1	Dr.Rajan Kaushal			02
2	Sh. Sudhyan Singh			02
3	Dinesh Kumar		01	-
4	Dr. Mollam Dolma			02
5	Sh. Sudesh Kumar			02
6	Dr.Reema Sharma			01
7	Sh. Krishan Dutt			03
8.	Ms. Priyanka Sarao			01

Name of faculty	Programme	Duration	Organised by
Dr. Rajan Kaushal	FDP / Work shop	16/12/2024 to 21/12/2024	IQAC St. Bede's College-Shimla
	FDP / Work shop	One week from 07-12 April, 2025	Faculty of Commerce & management, Gokul Global University Sishpur , Gujrat
Dr. Sudhyan Singh Negi	FDP / Work shop	One week from 18 to 22 March,2025	Research Foundation of India
	FDP / Work shop	One week from 05 -05-2025 to 10-05-2025	Internal Quality Assurance cell Govt. college Solan (H.P)
Dinesh Kumar	Refresher Course	Two Weeks from 16-12-2024 to 30-12-2024-	MMTTC Kumaun University Nanital, Uttarakhand
Dr. Mollam Dolma	FDP / Work shop	One week from 24-30 September 2024	IQAC, GDC Rajpora & Cape comorin Trust
	FDP / Work shop	One week from 02-12-2024 to 08-012-2024	Hindi Department S.R.M. Institute of Science & Technology , Chennai
Sh. Sudesh	FDP / Work shop	One week from 23/12/2024	Govt. College Karsog, Dist.

<b>Kumar</b>		<b>to 28/12/2024</b>	<b>Mandi ( H.P</b>
	FDP / Work shop	<b>One week from 07-12 April, 2025</b>	<b>Faculty of Commerce &amp; management, Gokul Global University Sishpur , Gujrat</b>
<b>Dr.Reema Sharma</b>	FDP / Work shop	<b>16/12/2024 to 21/12/2024</b>	<b>IQAC St. Bede's College-Shimla</b>
<b>Sh. Krishan Dutt</b>	FDP / Work shop	<b>Six Day 16/12/2024 to 21/12/2024</b>	<b>IQAC St. Bede's College-Shimla</b>
	FDP / Work shop	<b>One week from 23 to 28 DEC, 2024</b>	<b>Govt. College Karsog, Dist. Mandi ( H.P)</b>
	FDP / Work shop	<b>One week from 30-12-2024 to 04-01-2025</b>	<b>B.R.B College Of Commerce , Raichur, Karnataka</b>
<b>Ms. Priyanka Sarao</b>	FDP / Work shop	<b>One week from 23-28 Dec. 2024</b>	<b>Govt. College Karsog, Dist. Mandi ( H.P)</b>

### 1. Dr. Rajan Kaushal:





**GOKUL  
GLOBAL  
UNIVERSITY**



**NUCLEUS OF LEARNING  
AND DEVELOPMENT**

**CERTIFICATE  
OF PARTICIPATION  
DR. RAJAN KAUSHAL**

From GOVT. DEGREE COLLEGE SARAHAN DIST. SIRMAUR ( H. P.)

participated in the one week online National Level Faculty Development Program on  
**“MASTERING THE FUNDAMENTALS OF POWER BI FOR DATA VISUALIZATION”**  
 organized by Faculty of Commerce and Management, Gokul Global University, Siddhpur, Gujarat  
 in collaboration with Nucleus of Learning and Development from 7 to 12 April 2025

**Mr. Manoj Patel**  
Co-ordinator

**Dr. Himmantsinh Rajput**  
Registrar

## 2. Dr. Sudhyan Singh Negi





CERTIFICATE

CERTIFICATE NO. GCSLN-43



of  
FACULTY DEVELOPMENT PROGRAMME

organized by

INTERNAL QUALITY ASSURANCE CELL (IQAC)

of

Government College Solan

from

05.05.2025 to 10.05.2025

It is certified that Prof. Sudhyan Singh, Assistant Professor (Sociology)  
of Govt. College, Solan successfully completed one week Faculty  
Development Programme on the topic "Emerging Trends in the Use of Artificial  
Intelligence, Research Methodology, and Innovative Teaching Tools in  
Education."

*Anil Thakur*

DR. ANIL THAKUR  
CONVENOR  
IQAC GC SOLAN

*Maneesha Kohli*

DR. MANEESHA KOHLI  
PRINCIPAL  
GOVT. COLLEGE SOLAN HP

**3. Sh. Dinesh Kumar**

 UNIVERSITY GRANTS COMMISSION  
MALAVIYA MISSION TEACHER TRAINING CENTER  
KUMAUN UNIVERSITY, NAINITAL (UTTARAKHAND) INDIA 

ज्ञान-विज्ञान विमुक्तये

Online/Offline

**UGC - SPONSORED REFRESHER COURSE**

This is to certify that

Mr. Dinesh Kumar Assistant Professor

(Name of the participant) (Designation)

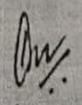
Govt. Degree College Sarahan Sirmour, Himachal Pradesh

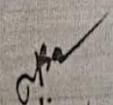
(College/University) (Place)

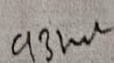
affiliated to JIP University, Shimla

participated in the Refresher Course in the subject Political Science

from 16/12/2024 to 30/12/2024 and obtained Grade A

  
Director

  
Coordinator

  
Registrar/Vice-Chancellor

#### 4. Dr. Mollam Dolma



## 5. Sh. Sudesh Kumar





**GOKUL  
GLOBAL  
UNIVERSITY**



**NUCLEUS OF LEARNING  
AND DEVELOPMENT**

## CERTIFICATE OF PARTICIPATION

**MR. SUDESH KUMAR, ASSISTANT PROFESSOR**

From DEPARTMENT OF COMMERCE, GOVT. COLLEGE SARAHAAN, DISTRICT SIRMOUR, H.P.

participated in the one week online National Level Faculty Development Program on  
**“MASTERING THE FUNDAMENTALS OF POWER BI FOR DATA VISUALIZATION”**  
 organized by Faculty of Commerce and Management, Gokul Global University, Siddhpur, Gujarat  
 in collaboration with Nucleus of Learning and Development from 7 to 12 April 2025

**Mr. Manoj Patel**  
Co-ordinator

**Dr. Himmantsinh Rajput**  
Registrar

### 6. Dr. Reema Sharma



**7. Sh. Krishan Dutt**



2.



UDYAM GJ-24-0122141

# CERTIFICATE

## OF PARTICIPATION

**KRISHAN DUTT**

From DEPARTMENT OF HISTORY, GOVT DEGREE COLLEGE SARAHAAN, DISTRICT SIRMAUR  
(HP) & UNIVERSITY - HIMACHAL PRADESH UNIVERSITY

participated in the one week online National Level Faculty Development Program on  
**"HARNESSING AI TOOLS: A STEP TOWARDS STRATEGIC TEACHING APPROACH"**  
organized by Government College Karsog, District Mandi, Himachal Pradesh In  
collaboration with Nucleus of Learning and Development  
from 23 to 28 December 2024

Co-ordinator  
**Dr. Kulbhushan Sharma**  
Govt. College Karsog(HP)

Patron  
**Dr. Jagjit Singh Patyal**  
Principal, Govt. College Karosg (HP)



# CERTIFICATE OF PARTICIPATION

**KRISHAN DUTT**

From ASSISTANT PROFESSOR IN THE DEPARTMENT OF HISTORY, GOVT DEGREE COLLEGE  
SARAHAN, DISTRICT SIRMAUR (HP), HIMACHAL PRADESH UNIVERSITY

Participated in one week Online Faculty Development Program on  
"INDIC LOCAL SELF GOVERNANCE: THE INDIGENOUS ROOTS"  
organized by B.R.B College of Commerce, Raichur, Karnataka in collaboration with Nucleus of  
Learning and Development (NLD) from 30 Dec 2024 to 4 January 2025

**Co ordinator**

**SMT. POOJITHA K**  
IQAC Coordinator,  
B R B College of Commerce

**Patron**

**CA. CHETAN DHOKA**  
Secretary, Managing Committee,  
B R B College of Commerce

**Patron**

**SRI. SRIRAM BOOB**  
Chairman, Managing Committee,  
B R B College of Commerce

**Converner**

**SRI SANDEEP KARBHARI**  
Principal,  
B R B College of Commerce

**8. Ms. Priyanka Sarao**



**6.4 Projects/Patents/Fellowships/As sociateships: Nil**

**6.5 No. of paper Presented in Conferences/Seminars/ Symposia (Session 2024-25):**

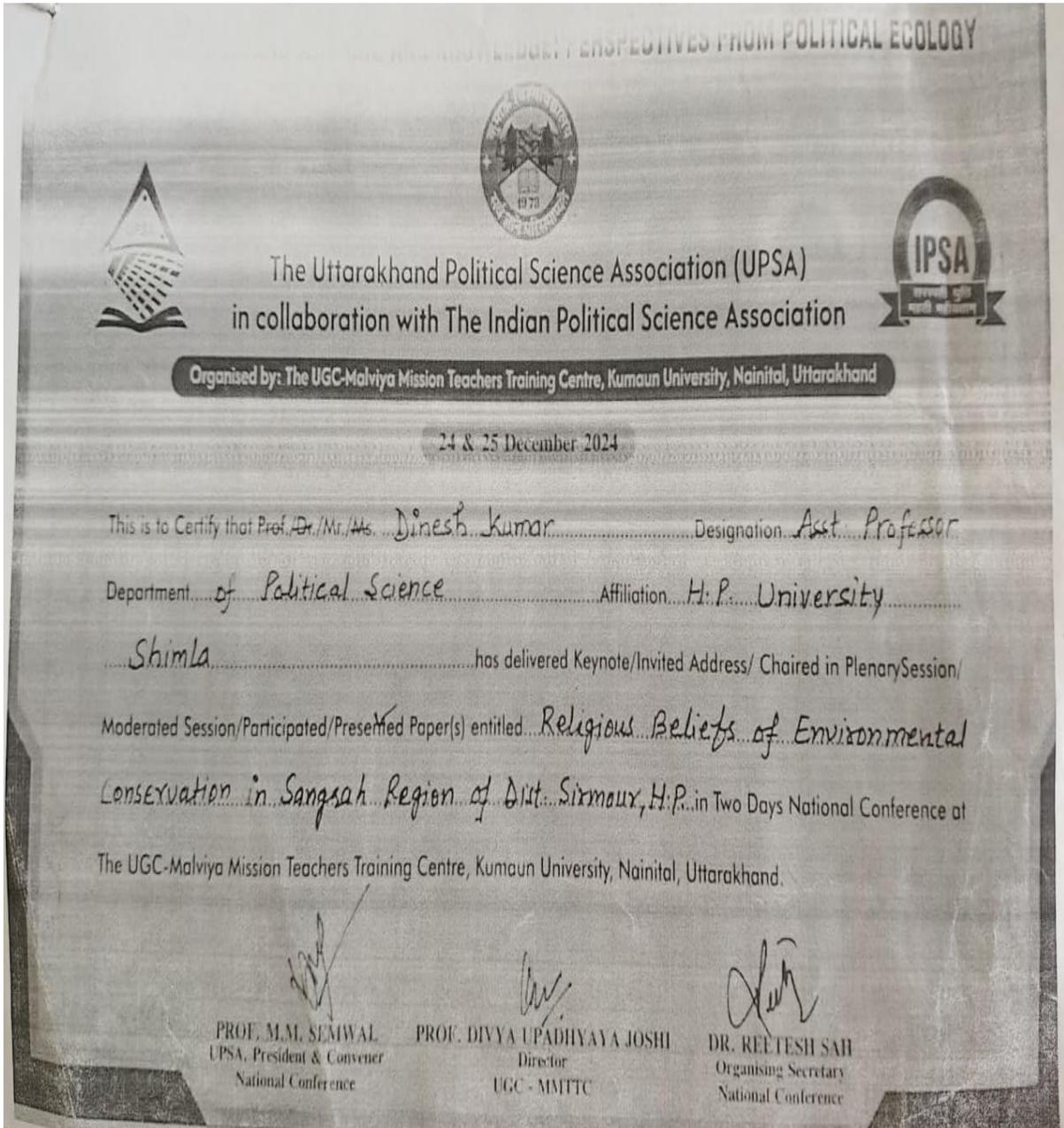
Sr. No.	Name	Paper presented in Conferences / Seminar/ Symposia		Paper published in UGC Care list Journal	Paper published in Non-UGC Care list Journal	Book Published / Chapter
		National	International			
1	Dr. Rajan Kaushal		01			2
2	Sh. Dinesh Kumar	01				
3	Dr.Mollam Dolma	01			01	
4	Ms. Priyanka Sarao		02		03	

Sr. No.	Faculty name	Organised by	Title of the Paper presented	Year	Remarks
1	Dr. Rajan Kaushal	Pandit Sant Ram Govt. Degree College Baijnath, Kangra	<b>The Portrayal of Women in Bollywood: Changing Perspectives and their impact on society.</b>	<b>08-09 March, 2025</b>	<b>International Conference</b>
2	Sh. Dinesh Kumar	UGC- MMTTC, Kumaun University, Nanital, Uttrakhand	<b>Religious beliefs of Environmental conservation Sangrah region of Dist. Sirmaur (H.P.)</b>	<b>24-12-2024 to 25-12-2024</b>	<b>National Conference</b>
3	Dr.Mollam Dolma	Guru Vidiyapeeth , Rohtak & Baba Mastnath University	□□□□□□□ □□□□□□□□□□□□□□ □□□ □□□□□□ □□□□□.	<b>09-01-2025 to 10-01-2025</b>	<b>National Conference</b>
4	Ms. Priyanka Sarao	Sri Vidhyodhaya college of Education, Villupuram, Tamilnadu  Solamalai college of Engineering, Madurai	<b>1. A Study of Consumers of environmental Attitude &amp; its impact on green purchasing behaviour in northern India.</b> <b>2. Relationship between Diversity Characteristics and the perception of inclusion in FMCG sector.</b>	<b>06-08-2024 to 08-08-2024</b>  <b>25/04/25 to 26/04/25</b>	<b>International Conference</b>

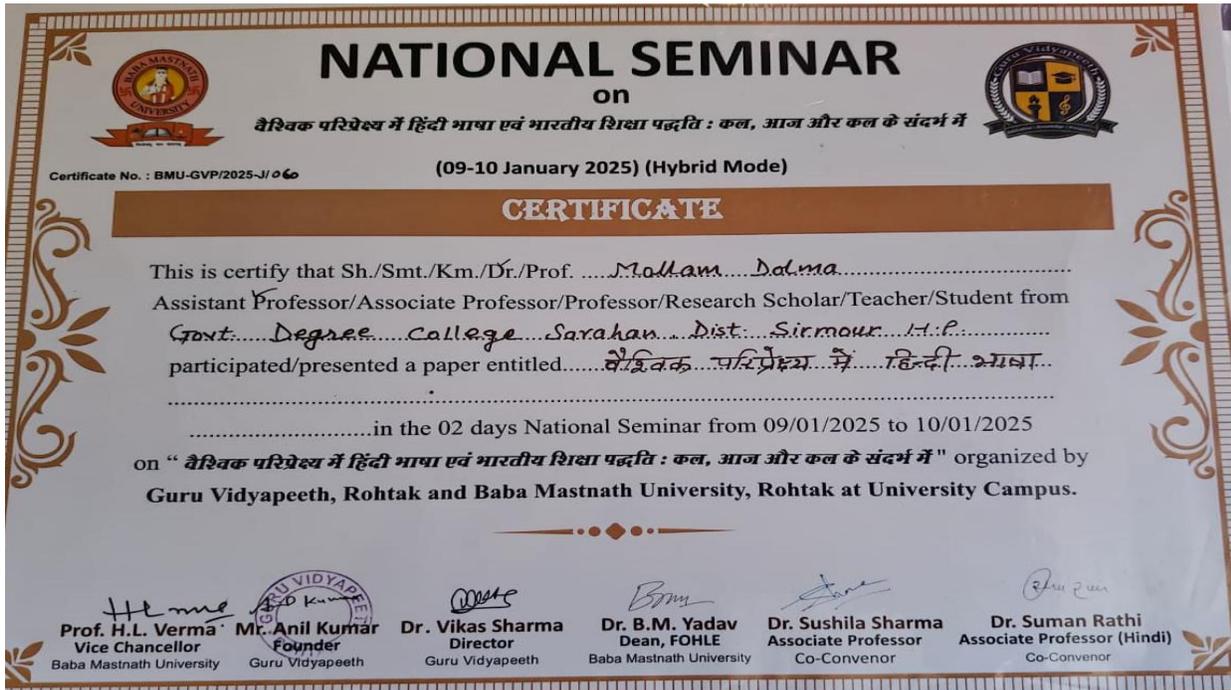
## 1. Dr. RajanKaushal



## 2. Sh. Dinesh Kumar



### 3. Dr. Mollam Dolma



### 4. Ms. Priyanka Sarao





## Supporting Documents:

1. Dr. Mollam Dolma Asst. Prof. Hindi

देवानां भद्रा सुमतिर्ऋजूयताम्॥ क्र० १/८६/२

ISSN : 2395-7115  
February 2025  
Vol.-21, Issue-2(1)

Impact Factor  
8.642

**Bohal Shodh Manjusha**

AN INTERNATIONAL PEER REVIEWED, REFEREED MULTIDISCIPLINARY  
& MULTIPLE LANGUAGES RESEARCH JOURNAL  
UGC Valid Journal (The Gazette of India, Extraordinary Part III, Section 4, Dated July 18, 2018)

वैश्विक परिप्रेक्ष्य में हिन्दी भाषा एवं भारतीय शिक्षा पद्धति :  
कल, आज और कल के सन्दर्भ में



Special Issue Editor :  
**Dr. Aruna Anchal,**  
**Dr. Suman Rathi**

Editor :  
**Dr. Naresh Sihag**  
Advocate

Publisher :  
**Gugan Ram Educational & Social Welfare Society (Regd.)**  
202, Old Housing Board, Bhiwani, Haryana-127021



## वैश्विक परिप्रेक्ष्य में हिंदी भाषा

मनीज कुमार

सहायक आचार्य, हिंदी, राजकीय स्नातकोत्तर महाविद्यालय, नाहन, सिरमौर, हि0प्र0

डॉ. मोल्लम डोलमा

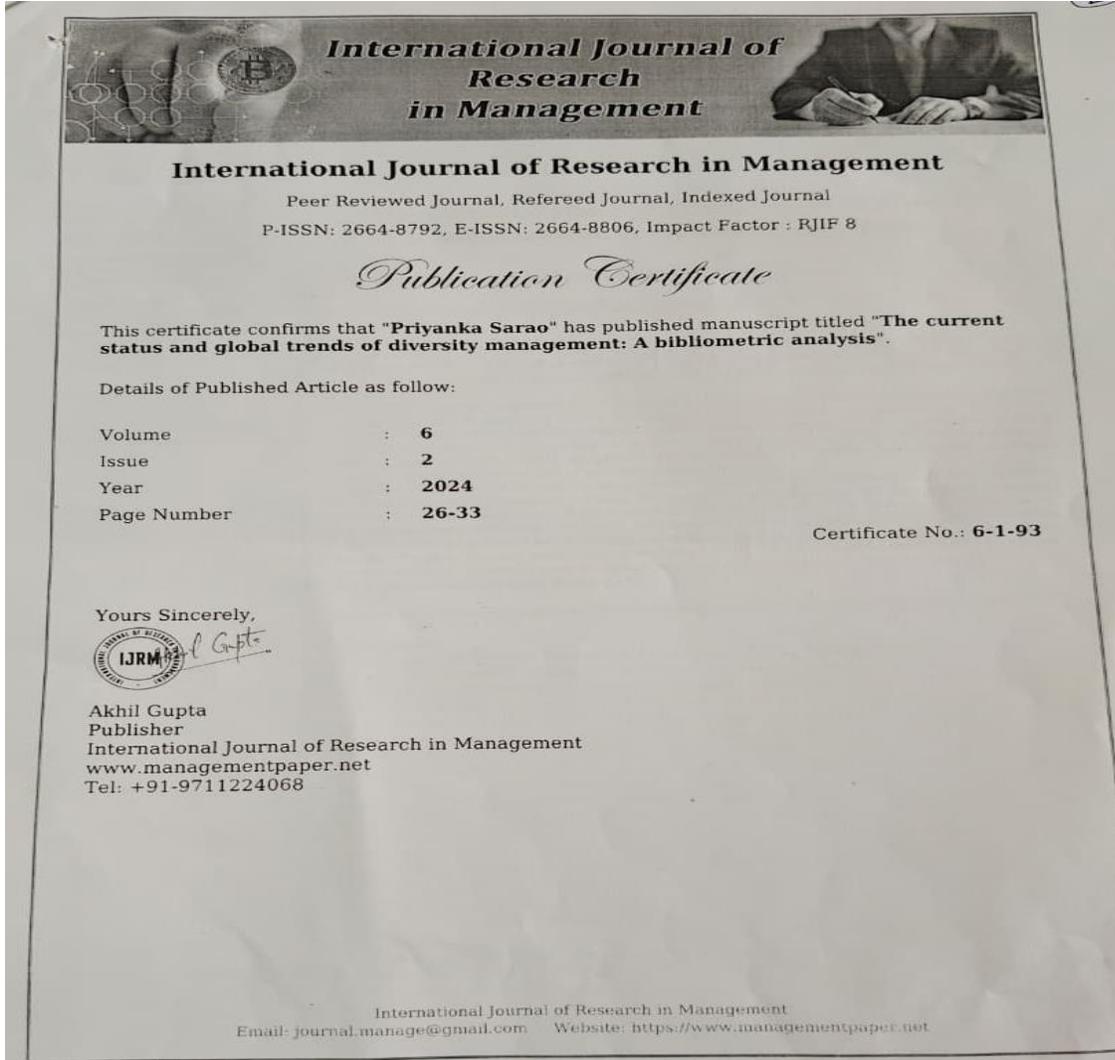
सहायक आचार्य, हिंदी, राजकीय महाविद्यालय, सराहौं, सिरमौर, हि0प्र0

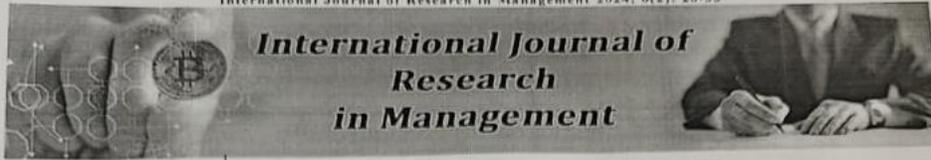
सृष्टि का हर प्राणी अपने भावों को भाषा के माध्यम से अभिव्यक्त करता है और दूसरे के भावों, विचारों को भाषा के माध्यम से ही ग्रहण करता है। हिंदी एक विशाल भूभाग की भाषा है। भूमंडलीकरण व आर्थिक उदारीकरण के दौर से इसका फलक और ज्यादा विस्तृत हुआ है। वर्तमान में हिंदी भाषा न केवल भारत में अपितु विदेशों में भी सम्पर्क की भाषा बनी है। हिंदी भारत की जनभाषा है, सम्पर्क भाषा है, राजभाषा है। यह एक अंतरराष्ट्रीय भाषा है, वैज्ञानिक भाषा है अर्थात् एक सम्पूर्ण भाषा है। व्यवहार के क्षेत्र में हिंदी की एक अपनी दुनिया है, जो अपने आत्म बल पर विकसित हो रही है। भाषा की असली शक्ति सरकार नहीं होती, उसकी बोलने वाली जनता होती है। आज हिंदी बोलने वालों की संख्या के आधार पर चीनी के बाद विश्व की दूसरी सबसे बड़ी भाषा है। लगभग पैंतालीस से भी अधिक देशों के विश्वविद्यालयों और प्राथमिक-माध्यमिक विद्यालयों में हिंदी का अध्ययन-अध्यापन हो रहा है। सूचना एवं प्रौद्योगिकी की मांग के अनुसार हिंदी ने अपना रास्ता बना लिया है। वैश्वीकरण के दौर में हिंदी भाषा ने सारी चुनौतियों को स्वीकार किया है। वर्ड प्रोसेसिंग, वेब दुनिया में इसका प्रयोग किया जा रहा है। इंटरनेट पर भी अंग्रेजी भाषा के बाद हिन्दी का ही वर्चस्व है। व्यवसाय, उद्योग, घर, शिक्षा एवं प्रशिक्षण, विज्ञान एवं इंजीनियरिंग, बैंकों आदि विभिन्न क्षेत्रों में इसका प्रयोग महत्वपूर्ण है। अंग्रेजी की तुलना में हिंदी चैनलों एवं पत्र-पत्रिकाओं की संख्या भी अधिक है। हिंदी की अपनी सरल सहज आत्मसाती प्रकृति को, हिंदी साहित्यकारों-विद्वानों एवं हिंदीसेवियों को, हिंदी की विभिन्न प्रचारक संस्थानों को, राजबल एवं सरकारी प्रयासों के साथ-साथ विश्व हिंदी सम्मेलन को हिंदी की प्रगति का सारा श्रेय जाता है।

आज हिंदी का क्षेत्रफल कश्मीर से कन्याकुमारी या राजस्थान से त्रिपुरा, मेघालय और अरुणाचल प्रदेश तक ही सीमित नहीं है बल्कि उसका प्रभाव क्षेत्र वैश्विक स्तर तक पहुंच चुका है। हिन्दीतर भाषी क्षेत्रों में भी हिन्दी बोली जाती है। राजकाज में भी प्रयोग में लायी जाती है। इसका साहित्य भी समृद्ध है। पारिभाषिक शब्दावली भी अपनी उन्नति की कगार पर है। अनुवाद, टंकन का कार्य काफी प्रगति पर है। हिन्दी में ई-मेल भी खोले जा रहे हैं। आज हिन्दी भौगोलिक सीमाओं को पार कर "वसुदैव कुटुम्बकम्" का सँदेश वैश्विक परिदृश्य में मानव मात्र को दे रही है। "आज विश्व में हिन्दी की बढ़ती प्रतिष्ठा के कारण अनेक विदेशी भी हिंदी में रूचि ले रहे हैं। उन्होंने अपने परिश्रम और लगन से हिंदी पर अच्छा अधिकार प्राप्त किया है और वे हिंदी भाषा में मौलिक

2. Ms. Priyanka Sarao Asst. Prof. Commerce

1. <https://www.managementpaper.net/archives/2024.v6.i2.A.193/the-current-status-and-global-trends-of-diversity-management-a-bibliometric-analysis>





# International Journal of Research in Management

ISSN Print: 2664-8792  
ISSN Online: 2664-8806  
Impact Factor: RJIF 8  
IJRM 2024; 6(2): 26-33  
[www.managementpaper.net](http://www.managementpaper.net)  
Received: 09-04-2024  
Accepted: 14-05-2024

**Priyanka Sarao**  
Research Scholar (HPU) &  
Assistant Professor,  
Department of Higher  
Education, Govt. of Himachal  
Pradesh, India

**Kulwant Singh Pathania**  
Professor, Former Dean,  
Director and Chairman,  
Himachal Pradesh University,  
Shimla, Himachal Pradesh,  
India

## The current status and global trends of diversity management: A bibliometric analysis

Priyanka Sarao and Kulwant Singh Pathania

DOI: <https://doi.org/10.33545/26648792.2024.v6.i2a.193>

### Abstract

**Purpose:** The main purpose of this study is bibliometric analysis of articles related to diversity management published in journals indexed in SCOPUS database between 2005 to 20<sup>th</sup> June, 2024 in order to have knowledge of the existing literature, current status and global trends of research done on diversity management.

**Design/Methodology/Approach:** For the current study, techniques of bibliometric analysis has been used on the data extracted from SCOPUS database after applying some inclusion criteria. Out of 2785 articles, 1243 have been extracted and on these 1243 articles bibliometric analysis has been done using VOS viewer software. The techniques used are citation analysis, co-citation analysis, co-authorship analysis, co-occurrence analysis to identify the most prominent journals, organizations, countries, keywords and articles in the field of diversity management.

**Findings:** The results of the analysis shows that it is crucial for the researchers to do more studies in the field of diversity management. Firstly, the most prominent journal is the International Journal of Human Resource Management on the basis of citations and Equality, Diversity and Inclusion on the basis of maximum publications. Secondly, Kent Business School, UK appears at top as the organization which contributed the most in the existing literature of diversity management. Thirdly, United States has the 1<sup>st</sup> rank as the most productive country based on both the publications and number of citations. Lastly, the most frequently used keywords are diversity management, diversity, gender, inclusion, equal opportunities, managing diversity, etc.

**Keywords:** Diversity management, managing diversity, workforce diversity, bibliometric analysis

### Introduction

The concept of Diversity Management was introduced by Roosevelt Thomas (1990) <sup>[1,5]</sup> by stating that Diversity Management includes managing diversity effectively by valuing differences among employees, changing organizational culture and practices and creating a work environment in which diversity can contribute to organization goals. Today, organizations have diverse workforce due to changing demographics such as age, gender, religion, caste, etc. in the workplace which needs to be managed properly as it will benefit the organization. Thus, it is essential for the organizations to indulge in the practices of Diversity Management. Diversity management requires changing the work environment so that diversity can contribute to organizational outcomes such as job satisfaction, job performance, organizational commitment, etc. This changing environment has been linked to the inclusiveness of organizational culture (Ashikali and Groeneveld, 2015; Pless and Maak, 2004; Shore *et al.*, 2011) <sup>[2, 12, 16]</sup>. Diversity has been found to have both positive and negative employee outcomes where positive outcomes are enhancing decision-making quality and opportunity for creativity whereas negative outcomes includes decreased group identification resulting in lower employee commitment, satisfaction and retention (Ashikali & Groeneveld, 2015) <sup>[2]</sup>. In reality, Diversity Management should focus on positive effects of diversity and mitigate the negative effects of diversity that arise from intergroup biases. Therefore, diversity management should focus on policies, programmes and management activities that address workforce diversity in order to bring its positive effects (Van Knippenberg *et al.*, 2004; Ashikali & Groeneveld, 2015) <sup>[18, 2]</sup>. Various studies have been done to determine the positive effects of diversity management on organizational outcomes. Some of these studies are as follows.

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2. <http://www.ijrar.org/papers/IJRAR25B2855>

**INTERNATIONAL JOURNAL OF RESEARCH AND ANALYTICAL REVIEWS (IJRAR) | IJRAR.ORG**  
*An International Open Access, Peer-reviewed, Refereed Journal*  
E-ISSN: 2348-1269, P-ISSN: 2349-5138

The Board of  
International Journal of Research and Analytical Reviews (IJRAR)  
Is hereby awarding this certificate to  
**Priyanka Sarao**  
In recognition of the publication of the paper entitled  
**Diversity At Work: Inclusion Perceptions Among Varied Groups In Northern India**  
Published In IJRAR ( www.ijrar.org ) UGC Approved - Journal No : 45602 & 7.17 Impact Factor  
Volume 12 Issue 2 May 2025, Date of Publication: 05-May-2025

PAPER ID : IJRAR25B2855  
Registration ID : 313558

*A. B. Joshi*  
EDITOR IN CHIEF

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Managed By: IJPUBLICATION Website: [www.ijrar.org](http://www.ijrar.org) | Email ID: [editor@ijrar.org](mailto:editor@ijrar.org)

**Certificate of Publication**

**IJRAR | E-ISSN: 2348-1269, P-ISSN: 2349-5138**

**IJRAR.ORG****E-ISSN: 2348-1269, P-ISSN: 2349-5138****INTERNATIONAL JOURNAL OF RESEARCH AND  
ANALYTICAL REVIEWS (IJRAR) | IJRAR.ORG**  
An International Open Access, Peer-reviewed, Refereed Journal

## **Diversity at Work: Inclusion Perceptions Among Varied Groups in Northern India**

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### **Abstract**

In recent years there has been a shift from diversity to inclusion in the workplace. As organizations have become more and more diverse in the recent years' due to increase in female population in the workplace and employees working are from diverse religion, race, sex, caste, age, region, education level, etc., they tend to emphasize the importance of diversity and inclusion (D&I) in fostering workplace equity and innovation. Therefore, understanding how various diversity characteristics or groups affect employees' perception of inclusion in the organization becomes crucial. This study explores the relationship between diversity characteristics and the perception of inclusion in Northern India. The diversity characteristics taken in this study are gender, marital status, hierarchy level, age, education level, and tenure of employees in the organization. Data through survey has been collected from 200 respondents working in FMCG companies in Northern India. For the purpose of this study, data has been analyzed through statistical tools like Independent sample t-test and One-way ANOVA. The findings of the study reveal that there is significant relationship between diversity characteristics and the perception of inclusion in the organization. More specifically, men, older people, employees with higher positions (middle level), higher education level and more experience feel more included in the organization than their counterparts. But marital status does not have any kind of relationship with the perception of inclusion which implies that whether the respondent (employee) is married or unmarried, they equally perceive inclusion in the organization. The study contributes to the broader discourse of diversity and inclusion by offering insights that can guide organizations especially in FMCG sector in developing more effective policies and practices to promote inclusivity of diverse workforce in the organization as this will enhance organizational outcomes such as job performance, job satisfaction, employee engagement, organizational commitment, etc. Further, future directions for research has also been highlighted in the study.

**Keywords:** Workforce diversity, diversity characteristics, workplace inclusion, perception of inclusion,

3. <https://www.managementpaper.net/archives/2024.v6.i2.C.212/sustainable-choices-the-relationship-between-consumers-squo-environmental-attitude-and-green-purchasing-behaviour-in-northern-india>

International Journal of Research in Management 2024; 6(2): 224-230



## International Journal of Research in Management

**ISSN Print:** 2664-8792  
**ISSN Online:** 2664-8806  
**Impact Factor:** RJIF 8  
**IJRM 2024;** 6(2): 224-230  
[www.managementpaper.net](http://www.managementpaper.net)  
**Received:** 09-06-2024  
**Accepted:** 12-07-2024

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### Sustainable choices: The relationship between consumers' environmental attitude and green purchasing behaviour in northern India

**Anamika Sarao and Priyanka Sarao**

**DOI:** <https://doi.org/10.33545/26648792.2024.v6.i2c.212>

**Abstract**  
This study examines the influence of various psychological and social factors on consumer environmental attitude and their subsequent impact on green purchasing behaviour. With growing global concerns about environmental sustainability, understanding consumer behaviour towards green products is crucial for businesses and policymakers alike. The independent variables under investigation include environmental knowledge, environmental awareness, environmental consciousness, environmental concern, interpersonal influence, and altruism. The study hypothesizes that these factors significantly shape consumer environmental attitudes, which in turn, drive green purchasing behaviour. Data collected through survey and analyzed using structural equation modeling revealed that higher levels of environmental concern as well as strong interpersonal influences and altruism, are positively correlated with proactive environmental attitudes. These attitudes subsequently enhance the likelihood of engaging in green purchasing behaviour. The findings underscore the importance of educational and social strategies in promoting sustainable consumption practices. The implications of these findings provide valuable insights for marketers aiming to promote sustainable products effectively and for policymakers developing strategies to encourage environmentally responsible consumer choices in the region.

**Keywords:** Green purchasing behaviour, consumer environmental attitude, environmental concern

**Introduction**  
Most of the Indian states have banned the use of plastic bags due to environmental degradation and shopping malls are charging extra money for plastic bags. Thus, environmentally sustainable or "green" purchasing decisions in everyday buyer behavior will have a great impact if they can substitute high-impact products with the eco-friendly products. Various Indian companies adopted green practices for the environmental protection and sustainability. Tata launched green ranged air conditioners and MRF launched eco-friendly tyres. Initiatives like Dell India changing their packaging materials of laptops by eco-friendly materials, McDonald using biodegradable paper for packaging of food in their stores in India. These initiatives have influenced the change of attitude of the consumer toward environment and their buying behavior. The green movement has expanded rapidly in the developed countries, but with the time an increased receptiveness is seen among the consumers about going green in developing nations such as India. Thus, after seeing the importance of going green among consumers in India, their environmental attitude and green purchasing behavior is considered for this study.

**Review of literature**  
**Green Purchasing Behavior (GPB)**  
Green purchase behavior refers to the purchase of environmentally friendly products or sustainable products those are 'recyclable and 'beneficial' to the environment and avoiding such products which harm the environment and society (Chan, 2001; Mostafa, 2007) [5, 34]. (Tilikidou *et al.* 2002) [19] developed and used the items to measure and to analyze the environmental behavior of consumers namely Pro environmental consumer behavior, Environmental knowledge/Eco literacy, Altruism,

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## 6.8 Teachers' Special Innovative Ideas: Nil

## 6.9 No. of Books Published/ Chapter in Books

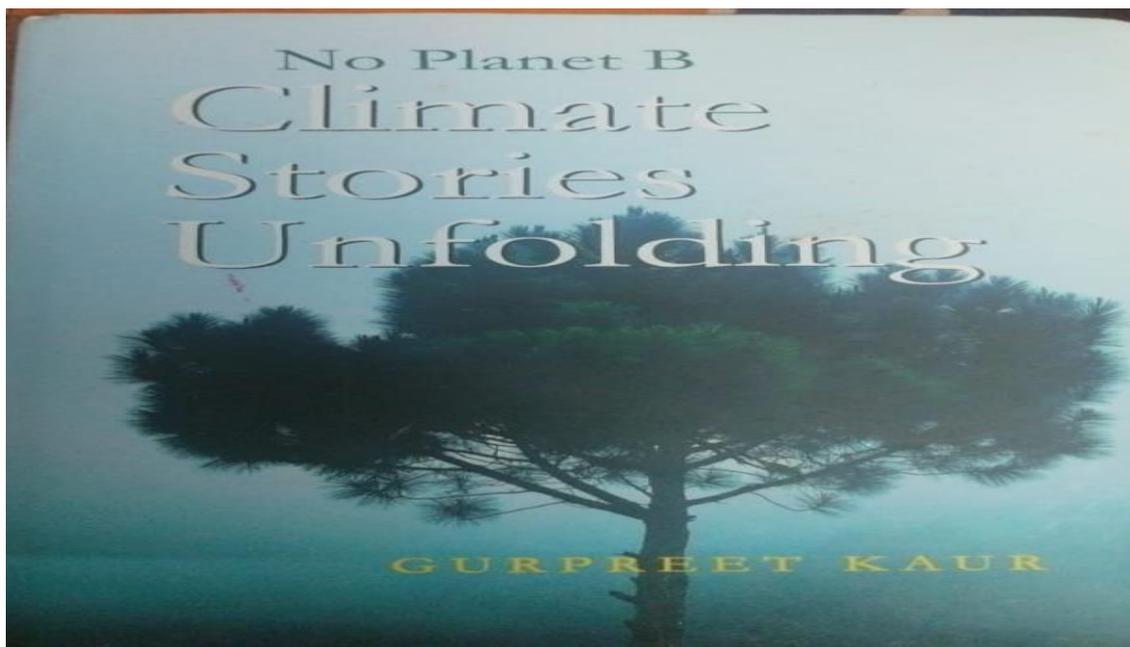
### Chapters in Books:

Sr. No.	Name of Teacher	Book Title, & publisher	ISSN/ISBN No.	Chapters/ Articles	Whether single or co-authored	Year of Publication
1	Dr. Rajan Kaushal	No Plant B Climate Stories Unfolding published by Kolkata Press Books	ISBN - 7893489073 49	1. Karma & Kripa	Single	2025
		Shrines Songs On Temple Tales published by Ferntree Publishing	ISBN 78938/58500 442	Ma Balasundri Temple Trilokpur	Single	2025

### Books Published: Nil

Sr. No.	Book Title, & publisher	Type of Book & Authorship	ISSN/ISBN No.	No. of coauthors

### 1. Dr. RajanKaushal



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# 10

## Karma and Kripa

Rajan Kaushal

As soon as the school bell rang the students of the village Primary school just rushed out of the school. It felt as if a storm of dust had risen from the school ground. Though, the strength of the students was about 150 but their excitement of going home had made the atmosphere lively. Govind and Kailash came out only after wrapping the *taat pattis* and rubbing the blackboard so that they could get clean *taat pattis* and blackboard for the next day. They both studied in class 3 and were quite responsible in consonance to their age. It was the end of June and there was scorching heat outside. They both felt thirsty and rushed towards the school tap but there was no water.

"How can this tap have water when water is hardly available anywhere else," said Govind.

"That's why, the students don't stay back even for a while after the school is over," responded Kailash.

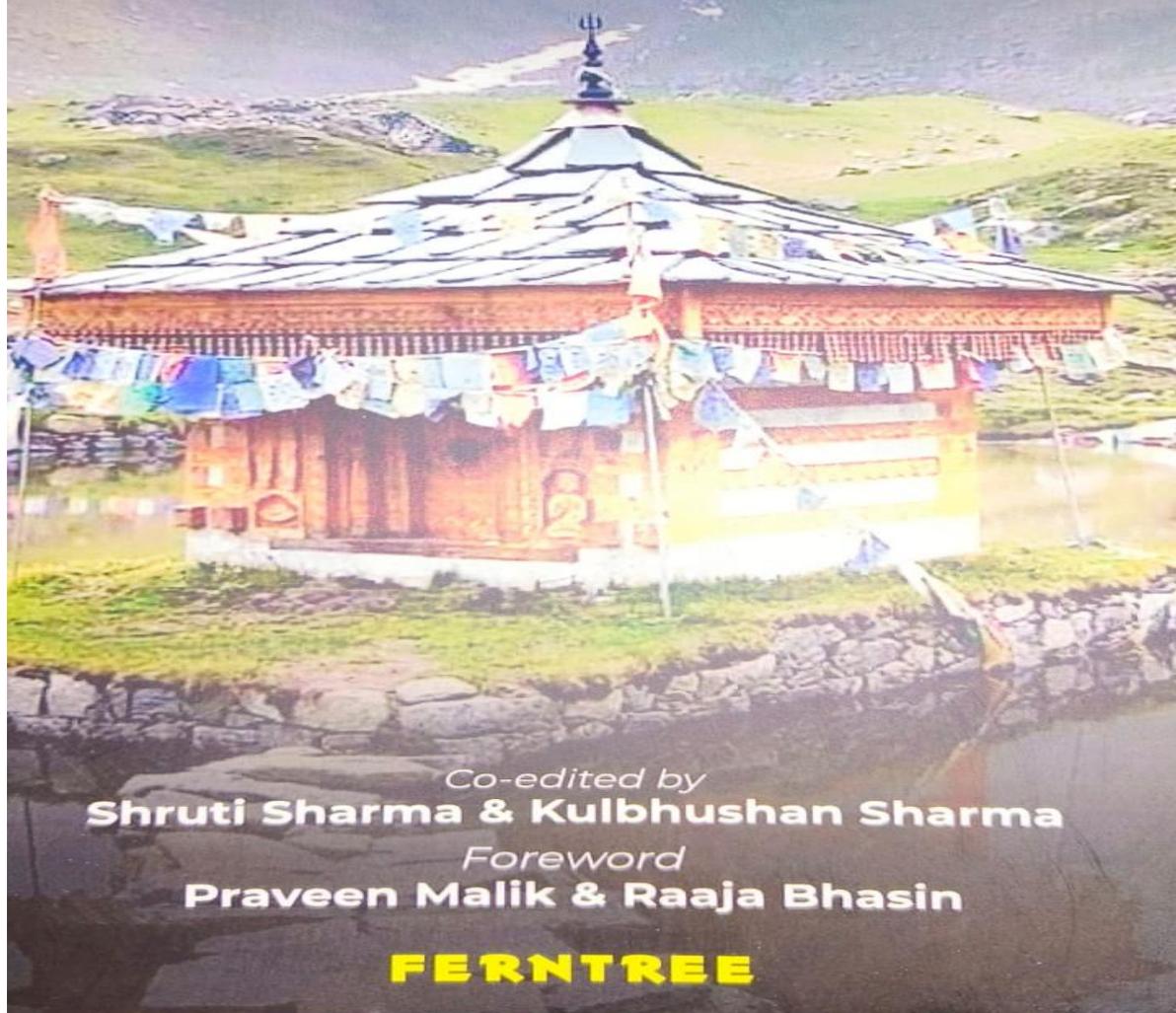
They started walking towards their village which was about two and half kilometres. The primary school was situated at an intersection of the boundaries of four nearby villages which were the part of the same *Panchayat*. On their way, there was a tea shop called Bedu's Tea Stall which used be the *adda* of the menfolk of these villages. They stopped there and Kailash asked Bedu, "Uncle, may we get some water?"

Bedu was straining the tea with his entire concentration and without even looking at him, he just said, "Get it from the drum, with the mug." Then the men sitting on the benches were talking among themselves, one of them said "Water has become

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*Co-edited by*  
**Shruti Sharma & Kulbhushan Sharma**

*Foreword*  
**Praveen Malik & Raaja Bhasin**

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***Ma Balasundari Temple Trilokpur***

**Rajan Kaushal**

Lala Ram Dass was amazed sitting at his shop  
Why the quantity of salt didn't drop  
He had sold so much out of his sack  
This knotty riddle he couldn't crack  
Dream divine, he saw one night  
He witnessed the Goddess with light  
She was in the form of a little girl  
Though his mind was in a whirl  
But Goddess Herself revealed him this very fact  
Disappeared She from Deoban but Her form was intact  
She is in a *pindi*<sup>99</sup> and the *pindi* is in the sack  
That's why quantity of salt, he doesn't lack  
Ordered him She to build Her temple  
I have no money *Ma*<sup>100</sup>, said he with a tremble  
I'll go to the king and request him to build  
And the king just obeyed as *Ma* willed  
Artisans from Jaipur were brought  
A temple was built as per *Ma's* thought  
Ram Dass was chosen as the Chief priest  
His descendents still continue to exist  
Trilokpur, the place of three *rupas*<sup>101</sup> of Durga  
*Ma Balasundari, Ma Tripur Bhairavi, Ma Lalita*

99 *Pindi*- Oval shape stone

100 *Ma*- mother

101 *Rupas*-Forms

## 6.10 Teachers Academic and Extension Activities:-Yes

### (1) Resource Person-

Sr. No	Name of Teacher	Programme	Organized by	Date
1	Sh. Dinesh Kumar	In service training programme for PGTs/Lecturer Pol. Science	SCERT Solan	15-08-2024 to 10-08-2024
		Two Days National Seminar	Govt. College Manglor Haridwar, Uttrakhand	22-23 February 2025





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हरिद्वार (उत्तराखण्ड)

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HARIDWAR (UTTARAKHAND)

Dated: 23/02/2025

## CERTIFICATE

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University/Institution Name ..... राजकीय महाविद्यालय सराई ..... has  
participated as a ..... इपाइमस - तकनीकिसत्र ..... in Two  
days National Seminar on "महिला उद्यमिता एवं कौशल विकास: सशक्त भारत के आर्थिक  
विकास का आधार" sponsored by Indian Council of Social Science Research, New  
Delhi, organized by Department of Economics, Government College, Manglore,  
Haridwar on 22-23 February 2025. He/She delivered a talk on  
..... महिलाओं में उद्यमशीलता: आर्थिक समानता एवं न्याय  
की पुष्टि .....

*Premlata*

Prof. Premlata Kumari  
Principal / Director  
REDMI 14C5G Seminar

*Tirath*

Dr. Tirath Prakash  
Organising Secretary  
National Seminar

*Rachna*

Dr. Rachna Vats  
Convener  
National Seminar

6.11 Awards by Recognized and Reputed organizations: Nil