# Hr Excellence Through Environment, Social and Governance with Help of Engagement   Activities in It Companies

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**Abstract**

Employee engagement is the buzz word in corporate circles. Applicable to the boomers and millennials. The work environment has become cosmopolitan in nature. Keeping the work force actively engaged in work has become a major challenge. One of the ways to keep the employees engaged is through ESG (Environment, Social and Governance) related engagement activities .In this paper attempt is made to identify ESG  related the engagement activities engagement  in the IT companies. through structured interview with 36 HR practitioners from IT companies of  Mysuru and Bengaluru districts of Karnataka. To identify their ESG  related the Cultural  engagement activities   practices in their companies.

**Keywords:**  Engagement, Cultural, IT companies, Environment and Social.

Environment, Social and Governance (ESG) is a system used to survey an association's strategic policies and execution on different supportability and moral issues. It likewise gives a method for estimating business dangers and valuable open doors in those areas. In capital business sectors, a few financial backers use ESG standards to assess organizations and decide their money growth strategies, a training known as ESG contributing.

While supportability, morals and corporate administration are by and large viewed as non-monetary execution markers, the job of an ESG program is to guarantee responsibility and the execution of frameworks and cycles to deal with an organization's effect, for example, its carbon impression and how it treats representatives, providers and different partners. ESG drives likewise add to more extensive business maintainability endeavors that mean to situate organizations for long achievement in view of mindful corporate administration and business methodologies.

In the IT sector, companies use many types of  engagement activities. The names of the games and activities differ from one company to the other. The employee engagement activities are termed as 'gamification'. Employee engagement activities are outsourced to experts like yoga gurus, musicians, etc. Some consultancies  are supporting the companies to conduct the Employee engagement programs and events. Big IT companies have a separate budget allocated for running the employee engagement activities, and they mainly focus activities which directly indirectly help in building ESG.

Indian capital business sectors have for quite some time been protected and its restricted admittance was limited to homegrown activities. It wasn't long after 1991 post advancement that the Indian business sectors had a chance to build their presence in capital business sectors. From that point, there was a rising ability to access or tap homegrown and worldwide business sectors by expanding the extent of

their borrowings. Indian organizations to support their standing to benefit lower cost of capital, had created their gains climb tops many years by fudging accounts and figured out how to crowd up crores of financial backers' cash. The tricks in IT industry especially during one year from 1999 - 2000 happened when names of the organizations were for the most part suffixed with "InfoTech". The financial backers saw their stocks take off for the time being. The latest embarrassment that happened in "Satyam" required exact around seven long years to be uncovered in 2009. This episode has shaken the certainty of financial backers and different partners. Consequently, numerous administrative systems have come up to rest the "financial backer certainty" and safeguard the interest of representatives, banks, government organizations and society at large. In the midst of a progression of improvement in different administrative systems, the significance of Corporate Administration as an arising business procedure to safeguard the premium of the financial backers and simultaneously satisfy the necessities of different partners has been consistently understood.

## LITERATURE REVIEW

Johnston et al. (2024),the author in this paper discuss about recent changes in the UK's Corporate Governance Code 2018, which encourage companies to engage with their workforce in various ways, and the dramatic rise in institutional investors' public commitments to environmental, social and governance matters (ESG), which policymakers expect to inform engagement activities under the UK's Stewardship Code 2020.

Harsha Perera et al. (2024), It is an empirical paper were author has discussed about blending of Artificial Intelligence becomes integral to business operations, integrating Responsible (RAI) within Environmental, Social, and Governance. He had discussed with 28 industry leaders. the results indicate that strong link between RAI and ESG practices.

Todd A Conkright et al. (2015), discuss the four functions of management which help to develop employee engagement, namely planning, organizing, leading and controlling. Leadership plays a vital role in planning the employee engagement programs that suits both internal and external condition of the work environment. So it is always the motivational leaders who help in developing the employee engagement.

Kathryn Simons Davis et al. (2013), conducted a study to determine what makes students of Generation Y engaged. The use of Class Preparation Assignment (CPA) was tested on the students. Results revealed that CPA before the class begins, in the form of sharing and exchanging of knowledge, leads to increased learning in Gen Y students who were tech savvy. Therefore, CPA has a positive impact on learning and engagement level of these students.

Roy et al. (2013), conducted a study on the "Mishti weds Cadbury" campaign in which 20 local sweet shops in Kolkata in collaboration with Cadbury prepared more than a 100 variety of sweets to promote customer engagement. Sixty samples were analysed to know how well this customer engagement activity worked, and results indicate that both genders have equal awareness.

## OBJECTIVE OF THE STUDY.

- To know about engagement practices prevailing in IT organizations.
- To understand the ESG activities connected with IT companies in different names of engagement activities.

## RESEARCH METHODOLOGY.

Descriptive method is used to explain about the employee engagement activities impacting Environment, Social and Governance

## SOURCE OF DATA

A structured interview method was adopted to collect data from 36 HR practitioners.

## RESEARCH DESIGN

The research design used in the research is descriptive, using the survey method. Descriptive research accurately and systematically describes the characteristics or behaviour of an observed phenomenon or a particular population. It also aids in exploring the correlations which may exist between various phenomena. Survey research gathers data about people's behaviour, attitudes, feelings, and beliefs, through the use of interviews and questionnaires. Study population consisted of HR professionals from the following levels Entry Level , Middle Level ,Top level.

## SOURCE OF DATA

Data was collected from both primary and secondary sources. Primary data was collected through structured A structured interview method was adopted to collect data from 36 HR practitioners. The secondary data was extracted from different journals, publishers and websites.

## SAMPLE DESIGN

Non parametric. That is 36 HR practitioners convenient sampling was used for the study.

## SAMPLING UNIT

IT employees in Mysuru and Bangalore were sampling units used in this paper.

## ENGAGEMENT PRACTICES.

In the IT sector, companies use many types of employee engagement activities. The names of the games and activities differ from one company to the other. The employee engagement activities are termed as 'gamification'. Engagement activities are outsourced to experts like yoga gurus, musicians, etc. Some consultancies exists which support the companies to conduct the employee engagement programs and events. Large IT companies have a separate budget allocated for running the employee engagement activities, and they mainly outsource these activities.

## CELEBRATION OF DAYS AND FORMING CLUBS:

The ESG in companies with different names.IT companies in Karnataka celebrate the following special days: Independence day, Republic day, Annual day, Holi day, Women's day, Talent day, World environment day, Children's Day, Family day, Onam, Ganesh Chathurthi, and Kannada Rajytosava. Companies also provide employees with the following recreational options: clubs such as sports club, cultural club, health club and employee visits to orphanages and villages, for example, to create awareness among public regarding global warming. In small IT companies, corporate social responsibility (CSR) is part of employee engagement activities.

## TALENT WEEK:

Indoor games as well as outdoor games, cooking without fire, best of waste, photography day, solo dance, group dance, stand-up comedy, ethnic day, anthakshari, and best outfit are part of talent week. Team outing, dinner, quizzes, rice decoration carnival, intranet, cricket, football**,** own music band are also part of talent week. Social activities like family gathering, celebration of festivals, movie viewing at interval of 2-3 months take place in large IT companies. All activities related to talent week are done as a part of Annual day celebration.

## MONTHLY ACTIVITIES:

Monthly activities usually include updating the company information programs in intranet. CEO interaction with company employees, writing the columns, giving the monthly staff awards, sharing the company Magazine, newsletter with employees and development of soft skills and Management Development Programs, Open house meetings are also held where employees interact with board of directors and HR department people.

In some companies to illustrate employee engagement activities are distributed month wise such as:

- January : Annual Day
- February : Tournament
- March : Holi celebration, Women's Day celebration
- April : Spot the talent, leadership meet
- May : Badminton tournament
- June : World environmental day
- July : Table tennis
- August : Family day, Independence day celebration
- September : Onam, Ganesh Chaturthi
- October : Cricket
- November : Kannada Rajyotsava, talent hunt
- December : Christmas

### Learning Experience

Large type companies have a separate employee engagement wing in the HR department to look after the employee engagement activities. Annual budget is allotted to take care of and measure employee engagement. A yearly engagement calendar is prepared which is followed systematically in large companies but in small type companies it was not done very systematically. Hence small companies must follow relevant and feasible practices of large type company. It helps in boosting ESG in companies.

### Conclusion

The IT employees today live in an era of rapid growth of technology. Employees are also fully aware of the opportunities in the job market. So the employer must be extra careful to retain talented employees in the job. If the most productive employees are leaving the job, then the replacement of the same with efficient employees becomes very difficult. Engagement is one of the best ways to hold the talent within the company. Employees are very different from machines because they are driven more by emotion

than by reason. The engagement activities has positive impact on ESG factors. the company must be more active in understanding and implementing engagement activities related ESG in the companies which help reduce the disengagement and stress level of employees. Employees were found to be happy with the games and activities introduced by company has positively impacted in development of Environment, Social and Governance.

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