

Impact of Spiritual Awareness on Manufacturing and Service Industries



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Abstract

Spirituality is an inseparable dimension of a person that provides an integrative factor evidenced in certain experiential and behavioural characteristics. The Spirituality or spiritual awareness means the connectedness & togetherness of feelings and emotions with others and the ability to connect with physically & psychologically that transcend the inner self holistically in relation of values. Such an understanding incorporates the general ideas found in the literature and avoids reducing spirituality to a single aspect such as "belief in God". These four interrelated themes resonate in the workplace spirituality literature also. Interconnectedness is about integrating work into one's life and connecting with one's workplace community through that work. The longing for meaningful work reflects this desire. Such persons want employment that fits within their larger spiritual worldview and that makes a difference to a wider range of stakeholders. Transcendence is also a key component in this process; it enables a person to subject their ego to this larger concern and rise above their work environment. Finally, these aspects ensure a growing inner spiritual maturity whereby work and private life become one and the same and where a person is able to reach their full potential both at work and in the wider community. Therefore, it is unsurprising that the SWP (Spiritual Workplace) literature constantly asserts that spirituality enhances overall work outcomes positively"

Keywords: Spirituality, Spiritual Awareness, Spiritual Values

Introduction

Emotional attachment to one's organisation, be it manufacturing or service, can produce unimaginable results sometimes. This emotional relationship between the employee and its organisation, which is commonly seen as an entity, is achievable only through spiritual endowment at individual parts of the employees.

Objectives of The Study

The present study therefore seeks to analyse the following :-

1. To prepare action plan for employees to address spirituality at work for better & higher productivity.
2. To indicate a statistically significant relationship between spiritual values and behaviour.
3. The positive effects of spiritual values in promotion of an organization's effectiveness and individual growth of employees.
4. To enhance the organizational efficiency and effectiveness.
5. To give the managers and employees a broader perspective and ability to create, convert, and transform organizational values.
6. Spirituality in workplace leads to improved organizational performance and is addressed by lasting organizational excellence.

Spiritual Awareness & Values

According to a study carried by Charkhabi, Mortazavi, Alimohammadi & Hayati (2014), the "incorporation of spiritual values into the workings of the manufacturing and service industries has helped the employees to be more self-reliant and developed the inner satisfaction level of the employees. The feeling of inner satisfaction enhances the work performance of the employees. When the managers show trust in the employees by implementing spirituality at the workplace the employees feel contented and perform better and contribute towards the enhanced productivity of the units. The self-growth of the employees gets enhanced and they are able to connect with the working environment with much more honesty, sincerity and loyalty. It develops the individual identification of the employees in the workplace and increases the self-worth of the employees. As per the collected data, it was found that due to the inclusion of spiritual

values into the working of Eicher Motors Ltd has increased the organizational performance levels to about 39.01 % in the year 2016 which was about 17.45 % in the year 2011."

Be it manufacturing or service industry, the industry or the independently working organisation has to be very careful and equally reciprocative in its behaviour with its potential and active human resources. "An organization must become sensitive to its workers personal lives and beliefs in order to increase job productivity and reduce turnover rates. A company must first understand what it means for an employee to express him or herself spiritually. This involves the assumptions that each person has his or her own inner motivations and truths and desires to be involved in activities that give greater meaning to his or her life and the lives of others. Organizations with a stronger sense of spirituality enable employees to exercise stronger values and ethical beliefs in their workplace and empower them to show more creativity and flexibility at work" (Ashmos and Duchon, 2000).

Many of the service and manufacturing industries and MNC's, that established themselves in the Delhi NCR region, have incorporated certain religious tendencies in their day to day employee curriculum. "Various training programs are conducted such as the Art of Living Program, Transcendental Meditation, Vipassana meditation in companies like American Express, Citibank. Some corporations incorporate spirituality into their strategies within the framework of corporate social responsibility. For example, Anita Roddick, founder of the Body Shop, is committed to contributing to Glasgow through social responsibility projects aimed at solving the problems of high unemployment, crime rates and urban decay in the region. She invests a quarter of net profits back to the community to 'keep the soul of the company alive'. Many companies that are grounded in spiritual values and principles also are committed to social responsibility and community service" (Bhatia, Arora, 2017).

In an analogous manner, companies like Aarti International Ltd., Reckit and Coleman, Wipro, Tata Tea, Dabur, Excel Industries and The Times of India "have implemented specific policies, programs, or practices that explicitly nurture spirituality inside their organizations. To empower the employees and to fulfill their personal and professional dreams Hindustan Unilever & Kotak Mahindra offers simple, everyday conveniences that make life easier, richer and more joyful. Along with health insurance and hospitalization insurance for employees and their family, the company also has recreational facilities like meditation room, yoga classes and a well - stocked library." Similarly, in HCL Technologies and Info Systems, employees are given due weightage and are hugely invested upon, both in terms of capital and other valuable assessments. Besides, they have "an employee focused program called 'Employees First' that gives employees whatever they need to succeed - be it space to grow, time to think or tools to use. It's about maximizing personal potential rather than scrutinizing professional performance. They ensure that people are given Support, Knowledge,

Recognition, Empowerment, and Transformation" (Bhatia, Arora, 2017). Wipro is not behind. "Employees at Wipro are encouraged to be a part of different Corporate Social Responsibility campaign under the banner 'Wipro Cares'. 'Mitr', Wipro's counseling initiative, help employees to cope with crises faced in their personal and professional life" (Pawar, 2016).

Several corporate scandals in service and manufacturing industries in India and abroad have made the general high level management team more cognizant, sensible and mindful about the judicious and clever incorporation of Spiritual programmes and other accessible frameworks for their employee assets. Some of the companies are training their managers, keeping in mind the after effects of the positive "influence of managers' spiritual mindfulness on ethical behaviour in the organisation" (McGhee, Grant, 2015).

The concepts of mindfulness and spirituality have become popular in organisational literature from past one or two decades. Although, they are very distinctive terms but "their practice and resultant outcomes have some similarity. Both, spirituality and mindfulness have an internal focus and have been shown to enhance organisational outcomes such as job satisfaction, organisational commitment and employee well-being" both at service and manufacturing agencies (Aikens et al., 2014; Dane & Brummel, 2014).

Spirituality and Emotional Intelligence

Spirituality at workplace produce more 'competent and engaged employees.' Employee engagement is the sum total of, experiencing positive attitude and emotions, contributing via rigorous intellectual efforts and establishing meaningful connections with others at workplace. "Thus, an engaged employee is someone who thinks hard about their work, feels positive when they do a good job and discusses work related matters and improves those around them. Employee Engagement is also defined as a positive, work related state of mind, characterised by vigor (high levels of energy while working, willingness to invest effort in work, and persistence in the face of difficulties), dedication (sense of enthusiasm, inspiration, pride and challenge), and absorption (being happily engrossed in one's work, whereby time passes quickly and one has difficulties detaching)" (Devi, 2016).

"Workplace spirituality must align individual and team roles with the organizational goals and must strive to create a fulfilling relationship, not only between employer and employees, but also among the co-workers" (Tim, Aylin, Carlis, & Ian, 2015).

Conclusion

Now it is clear that the spiritual awareness will create an impact of behaviour which are related to their productivity in manufacturing & service industries. Many manufacturing and service industries located in NCR region are promoting their places as human communities where social functions and communal benefits are taken into consideration and practiced into the working of the organizations. This leads to the development of a perspective that

organizations are not built with just machines for the attainment of major task of producing goods and service, but with a due concentration on human resources and their modifying and altering modern day needs.

With the development of economy of any type of manufacturing & service Industries, the kind of thinking prompts for integrating values of spiritual awareness with its 'Human Value'. The Human Values, in this context is primarily referred for maximizing the output or productivity through providing meaningful profile to a professional ethics to perform the challenging assignments at the work place. In this concept, the employees emerges with the high value of energy when an employer provide meaningful and healthy work environment with the group of people. Now therefore, an effective employee work behaviour is possible when the organization is able to create a work environment that provides a meaningful, healthy & safe job assignment, retain them with an emotional cum motivational ground and instills a sense of commitment throughout their professional career path.

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