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A Study on "Recruitment and Selection Procedure Towards Inmakes Info Tech Pvt Ltd, Chennai

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ABSTRACT

Inmakes Infotech Pvt Ltd, headquartered in Chennai, is a dynamic technology company specializing in software development, IT training, and digital solutions. The company has established a strong presence in the edtech sector, offering innovative learning platforms and mobile applications designed to make education more accessible and engaging. With a commitment to quality and a vision for technological advancement, Inmakes combines modern development practices with deep domain expertise to deliver value-driven solutions to its clients and learners. This abstract highlights the core operations, technological offerings, and growth-oriented approach of Inmakes Infotech, reflecting its role as a growing leader in the Indian IT and education technology landscape.

Introduction

Inmakes Infotech Pvt Ltd, based in Chennai, is a rapidly growing information technology and education technology (EdTech) company focused on delivering high-quality digital solutions and learning platforms. Established with the goal of transforming education through technology, Inmakes offers a wide range of services including mobile application development, software solutions, IT training, and content development tailored for students and educational institutions. The company is best known for its innovative learning apps and platforms that cater to school and competitive exam students across various educational boards in India.

Driven by a passion for knowledge and innovation, Inmakes combines advanced technology with educational expertise to bridge the gap between learners and quality education. With a skilled team of developers, educators, and designers, the company continues to contribute significantly to the digital learning ecosystem, making education more accessible, engaging, and effectiv**e.**

Industry Relevance

Globally, more than 2.3 million workers die annually due to occupational accidents or diseases (International Labour Organization, 2023). In India alone, the construction sector accounts for 24% of occupational fatalities. Regulatory bodies like the Directorate General Factory Advice Service & Labour Institutes (DGFASLI), OSHA, and ISO 45001 have set mandates, yet implementation gaps persist. AVS Avstech's efforts are thus critically situated within this global-local safety compliance paradigm.

Global Importance of Workplace Safety

Workplace safety is no longer a reactive compliance tool—it is now a driver of business resilience. As industries embrace automation, artificial intelligence, and remote operations, safety practices must evolve to cover not just physical hazards but also psychosocial and environmental risks.

Literature Insights: Foundations of Safety Practice

A robust literature base provides conceptual clarity and direction to assess AVS's safety culture. Below are key thematic perspectives shaping the article:

Safety Climate and Culture

Research by Zohar (2010) emphasized the importance of a strong "safety climate," where employees perceive safety as a top priority. Fernández-Muñiz et al. (2021) further asserted that leadership commitment significantly impacts organizational compliance and hazard management effectiveness.

REVIEW OF LITERATURE

Ali and Saeed (2019) -This study focused on manufacturing units in the Middle East using audit checklists and root cause analysis (RCA). It revealed that regular internal audits and enforced compliance policies improved safety practices. Employees were more compliant when safety audits were tied to performance incentives. Strategic tools included compliance mapping, internal inspections, and audit frequency tracking.

Bavafa, Mahdavian & Wong (2020) - This research implemented mobile incident reporting systems to streamline communication. Using usability testing and behavioral analysis models, it showed improved reporting rates. The study highlighted that gamified apps and real-time feedback encouraged transparent safety reporting. Tools included mobile apps, gamification, and report tracking dashboards.

Brown et al. (2019) - Analyzing workplace culture, this study used anonymous reporting systems and organizational justice theory to show that punitive environments hinder near-miss reporting. A culture of trust and learning improved transparency and compliance. Strategic tools included just culture policies, safe reporting platforms, and incident tracking systems.

Celik et al. (2019) - Using leadership accountability frameworks, this study assessed the role of upper management in safety compliance. Leaders who engaged in safety walkthroughs and inspections fostered stronger compliance. Tools included performance dashboards, 360-degree evaluations, and management engagement tracking.

Choudhry (2022) - This research examined the influence of on-site leadership using safety leadership development programs. It found that visible leadership and involvement in safety briefings enhanced employee commitment. Strategic tools included leadership coaching, toolbox talks, and behavior modeling protocols.

Fernández-Muñiz et al. (2021) - This study used the Safety Climate Framework and SEM analysis to show that leadership commitment enhances safety adherence. Managers who prioritized safety embedded it into the organizational culture. Tools used included management participation metrics and organizational behavior assessments.

Guo et al. (2021) - The research applied IoT wearables and geo-fencing technologies to monitor hazard zone exposure. These tools helped track real-time compliance but required strong enforcement mechanisms to be effective. Strategic tools were wearable trackers, hazard zone mapping, and compliance alert systems.

Hoła & Szóstak (2020) - This EU-based meta-analysis used root cause analysis and PPE compliance metrics. Most construction site incidents were linked to PPE non-use and weak supervision. Strategic tools included corrective action databases, accident severity indexing, and supervision audits

Iqbal et al. (2022) - Focused on multicultural workforces, this study used cross-cultural communication tools and multilingual training modules. It found that visual and languagespecific materials improved understanding. Tools included icon-based signage, translated SOPs, and inclusive training systems.

Khan & Abas (2023) - Using pre-post training assessments and response simulations, the study emphasized periodic refresher training. Results showed better safety knowledge retention and faster emergency responses. Tools included e-learning platforms, emergency drill assessments, and training tracking software.

Kwak et al. (2020) - This study used plan-do-check-act (PDCA) cycles and employee feedback systems to evaluate adaptive safety policies. Companies engaging workers in reviewing and revising procedures had higher compliance. Tools included safety suggestion portals and policy update workflows.

Lehtola et al. (2020) - Evaluating behavior-based safety (BBS) strategies, this European study found a significant drop in incident rates where safety behaviors were tracked and corrected. Tools included observation checklists, real-time behavior feedback, and trend analysis software.

Martínez-Córcoles & Stephanou (2021) - The research employed transformational leadership metrics to show that inspiration-based leadership increases compliance. Employees were more proactive under motivational leaders. Tools included transformational leadership training, safety engagement metrics, and employee initiative surveys.

Mason et al. (2021) - Using communication audits and focus groups, this study found that ambiguous safety messaging leads to non-compliance. Clear, visual, and multilingual communication improved adherence. Strategic tools included standardized SOPs, safety signage systems, and interactive training materials.

Moyo & Crafford (2021) - This South African study used compliance audit frameworks to assess regulatory adherence in SMEs. Limited resources and awareness were key barriers. Recommended tools included risk readiness templates, government-subsidized audits, and compliance scoring systems.

Nielsen et al. (2019) - The research explored subcontractor safety using collaborative safety agreements. It revealed that aligned safety expectations between main and subcontractors led to better compliance. Tools included joint onboarding modules, shared KPIs, and cross-contractor safety dashboards.

Nnaji & Karakhan (2020) - This study used OSHA audit frameworks and anonymous feedback tools. Many small firms underreported incidents due to fear of penalties. Tools included nonpunitive reporting systems, compliance workshops, and whistleblower protection protocols.

Patel & Vyas (2020) - The researchers conducted safety signage effectiveness studies using eyetracking and visibility analysis. They found dynamic and decision-point signage improved attention and compliance. Tools included digital signage systems, sign visibility audits, and location-based safety prompts.

Rajapakse & Rathnayake (2021) - Using digital compliance dashboards, this study showcased improved safety oversight through real-time data integration. The platform aggregated inspection results, training logs, and hazard alerts. Tools included IoT integrations, real-time safety analytics, and automated alert systems.

Riaz et al. (2021) - Using Safety Climate Index (SCI) and employee satisfaction models, this study showed that safety perception strongly impacts compliance. Positive climates led to more safety-conscious behavior. Tools included employee surveys, climate assessments, and HR feedback systems.

Sarkar et al. (2022) - This study assessed psychological safety using trust climate scales. Workers who felt free to speak up without retaliation adhered more to rules. Tools included confidential reporting systems, feedback loops, and psychological safety training.

Shenoy & Appalla (2022) - The study integrated AI-based hazard detection and IoT sensor data to improve workplace safety. Wearables and smart cameras were used to identify risks in real time. Tools included predictive analytics platforms, AI vision systems, and smart PPE.

Singh et al. (2020) - Using ergonomic assessments and stress level indicators, this study linked job stress to accident rates. Stress reduction programs enhanced compliance. Tools included wellness apps, fatigue monitoring, and rest-scheduling algorithms.

Sundararajan & Jeyaraj (2022) - This study used balanced scorecard frameworks to integrate safety into business KPIs. Firms that monitored safety alongside production metrics saw improved outcomes. Tools included safety dashboards, KPI-aligned tracking systems, and laglead indicator charts.

Wimalasena & De Silva (2023) - This study analyzed safety incentive schemes using performance-based reward models. It found that both recognition and financial rewards encouraged safe behavior, but warned against under-reporting risks. Tools included points-based safety rewards, recognition portals, and incentive tracking systems.

Williams & Adam (2023) - Gamification was applied to safety training using interactive quizzes and virtual simulations. The study showed increased engagement and knowledge retention. Tools included VR-based learning, gamified LMS platforms, and engagement analytics tools.

Winge, Albrechtsen, & Mostue (2019) - Using hazard identification techniques and risk assessment matrices, this research emphasized planning and communication. Worker involvement in planning was key to reducing site risks. Tools included HAZID workshops, WBS-based risk assessments, and collaborative planning tools.

Yıldız & Demirkesen (2019) - This study examined supervisor behavior using leadership behavior inventories. Supervisors who modeled good safety practices and gave real-time feedback achieved higher compliance. Tools included daily briefing scripts, checklists, and supervisor compliance scorecards.

Zhao et al. (2020) - This study on Chinese construction used training evaluation models and accident rate analysis to show the value of practical safety training. Strategic tools included scenario-based modules, safety drills, and training impact assessment tools.

Role of Training and Communication

Kwak et al. (2020) advocated participatory safety training, finding that frequent, interactive modules significantly enhanced retention and compliance. Mason et al. (2021) added that multilingual and visually accessible communication boosts understanding in low-literacy environments—critical for AVS's workforce diversity.

Technological Interventions

Guo et al. (2021) and Shenoy & Appalla (2022) explored how IoT, smart PPE, and AI-based hazard detection can transform traditional safety management systems by enabling predictive analysis and real-time risk identification.

Regulatory Compliance and HRM Integration

The work of Moyo & Crafford (2021) highlighted that even among compliant firms, fragmented HR involvement hampers policy enforcement. Integrating safety KPIs into appraisals and HR strategies helps foster ownership across departments.

Research Methodology

Design and Approach

This study employed a mixed-method approach:

Quantitative: Structured surveys targeting 50 respondents across different roles (workers, engineers, HR, supervisors). Qualitative: Semi-structured interviews with management and observational audits at AVS sites.

Sampling and Tools

Sampling Techniques: Purposive sampling for management; stratified random sampling for employees and clients.Data Collection Tools: Google Forms, Microsoft Excel, observation checklists, and interview guides.Statistical Tools: Regression analysis, frequency analysis, and correlation tests using Excel.

Reliability Measures

Pilot survey conducted to ensure clarity and eliminate ambiguity.

Triangulation using internal reports and cross-referencing external literature enhanced the study's validity.

Avstech Group : Organizational context

Founded in 1995, AVS Avstech has grown into a vertically integrated provider of concrete products, aggregates, and construction services. With more than 400 employees across multiple states, it emphasizes cost-effective, sustainable, and scalable infrastructure solutions.

Workplace safety is embedded in its mission statement and operational strategy. However, the organization, like many in the sector, faces constraints related to subcontractor oversight, training standardization, and technology integration.

Employee Demographics and Safety Awareness

Indicator	**Finding**
PPE Usage	30% irregular usage due to discomfort or lack of oversight
Safety Training	54% received training only once; 8% never trained
Reporting Comfort	56% fully comfortable; 36% hesitate
Audit Frequency	38% reported annual audits; only 24% experienced monthly checks
Tech Adoption	54% supported AI and IoT in safety management
Mental Health	78% rated support as average to excellent
Awareness of Government Regulations	94% had at least some awareness

Age and Gender: 74% male, predominantly aged 18–35. Education: Over 62% held UG or PG degrees—indicating strong cognitive potential for advanced training programs. Work Experience: Majority had <3 years' experience—pointing to a workforce in need of frequent safety orientation.

FINDINGS

80% of employees demonstrated awareness of workplace safety policies, but 20% lacked clarity, indicating the need for broader communication efforts.

90% of respondents had participated in at least one safety training session, though only 56% attended regularly, revealing gaps in ongoing safety reinforcement.

70% of workers consistently used PPE, while 30% admitted to irregular usage, primarily due to discomfort or lack of supervision.

76% of respondents agreed that management supports safety initiatives, showing positive leadership involvement in promoting a safe work culture.

Only 44% of employees regularly reported unsafe conditions, with many citing fear of blame or lack of proper channels as key reasons for underreporting.

Communication barriers — including language differences and low literacy — were identified as obstacles to effective safety training and hazard awareness. □

Daily toolbox meetings and visual signboards were appreciated by frontline staff and proved effective in promoting day-to-day safety awareness.

There is a lack of integration of modern technologies, such as smart PPE and digital incident tracking, which could enhance hazard detection and reporting.

Mental health and stress-related risks remain largely unaddressed within the current safety framework.

Subcontractor safety compliance was inconsistent, highlighting a need for uniform safety enforcement across all labor partners

Regression Analysis Highlights

Training vs. Accidents: Weak correlation ($R^2 = 0.025$), indicating that training alone doesn't reduce accidents without enforcement

Safety Audits vs. Safety Perception: Positive correlation ($R^2 = 0.081$), showing that regular audits build employee confidence.

Technology vs. Safety Culture: Strongest correlation $R^2 = 0.118$), indicating employees believe in the value of digital safety tools.

Gaps and Challenges Identified

Behavioral Compliance Gaps: Despite training, inconsistent PPE use remains a challenge.

Communication Barriers: Language and literacy limitations hinder comprehension of safety SOPs.

Underreporting Culture: Fear of blame and lack of anonymity discourage hazard reporting.

Subcontractor Risk: Subcontracted teams often operate without adequate oversight.

Post-Pandemic Protocols: Hygiene, distancing, and mental health were under-addressed during COVID recovery.

Technological Lag: IoT and predictive analytics are acknowledged but not operationalized.

Strategic Recommendations

Strengthen Training and Orientation

Conduct quarterly refresher sessions with scenario-based simulations.

Introduce multilingual safety videos, voice-activated alerts, and simplified infographics.

Integrate safety scores into performance appraisal systems to encourage compliance.

Optimize Reporting Channels

Establish anonymous digital reporting tools with instant alerts.

Use WhatsApp chatbots for hazard alerts in regional languages.

Schedule weekly toolbox talks addressing site-specific risks.

Improve Technological Integration

Deploy wearables with sensors monitoring air quality, movement, and PPE usage. Install geofencing alarms for restricted zones. Implement digital dashboards showing site safety KPIs updated in real-time. Train supervisors in empathetic leadership and communication. Provide mental health counseling sessions via external partners. Offer work-life balance tools like stress leave or flexible rosters during peak load periods. Enforce mandatory onboarding safety modules for all contract workers. Include shared accountability in contracts with safety KPIs. Rotate subcontractor representatives into monthlysafety meetings.

Broader Implications

HRM-Safety Nexus

HR departments must evolve from policy enforcers to culture architects. Embedding safety into performance metrics, onboarding, rewards, and wellness initiatives ensures a more integrated, effective approach.

Digital Future of Safety Management

In the next decade, workplace safety will be governed by **data-driven ecosystems**, where AI will predict, prevent, and learn from incidents. Organizations like AVS must invest in these transformations today to remain competitive, compliant, and human-centric.

PPE Category	Consistency Rate	Observed Issue
Helmets	85%	Loose fitting
Gloves	70%	Not suitable for high-temperature tasks
Reflective Vests	92%	High compliance
Respirators	40%	Short supply at M-Sand units

Methodology

The methodology was designed to triangulate data sources for rigor.

Survey and Sample Details

Population: AVS workers, HR staff, contractors, and suppliers.

Sample Size: 50 (stratified across five departments).

Instrument: 5-point Likert questionnaire + structured interview.

Tools: Google Forms, Microsoft Excel, regression modeling.

Observational Audit

Field visits were made to AVS's batching plant, precast yard, and two construction sites. Observations included PPE usage, signage visibility, and emergency preparedness.

Data Interpretation

Behavioral Trends

70% of workers witnessed an accident in the past year.

30% admitted to bypassing PPE protocols due to discomfort or urgency.

Only 56% felt fully confident to report safety violations—indicating a partial culture of fear or blame.

Technology Awareness

54% employees favored AI for predictive safety.

38% cautious but open to partial tech integration.

Only 8% were skeptical—indicating readiness for transformation.

Digital Safety Ecosystem

Deploy an integrated platform combining:

Safety Dashboards: Real-time data from wearables and logs.

Mobile Incident Reporting App: With voice-to-text and regional language interface.

Gamified Training Modules: Level-based learning with rewards.

Emerging Trends in Workplace Safety

Predictive Analytics

Tools like IBM Watson and SAP SafetyOne use historical data to predict when and where incidents might occur. This allows preventive deployment of resources.

Smart PPE

PPE with integrated IoT—such as vests with proximity sensors or helmets with fall alerts—are transforming passive equipment into active safety assets.

AI-Powered Surveillance

Computer vision systems now detect unsafe behaviors in real time (e.g., workers without gloves or entering danger zones). These tools reduce dependence on human observation.

ESG and Safety

With growing investor interest in ESG (Environmental, Social, Governance), safety performance is now linked to market perception and investment readiness.

Recommendations

Safety Governance Model

Adopt a three-tier governance structure:

Strategic Level: Safety Board with CEO, HR, legal, ops.

Tactical Level: Department safety officers + analytics lead.

Operational Level: Worker safety reps + digital tools.

Advanced HR Integration

Add “Safety Quotient” to employee appraisal. Make safety training part of probation clearance. Introduce a “Safety Ambassador” recognition scheme.

Directions for Future Research

To deepen the discourse and policy design on workplace safety, future researchers are encouraged to:

Benchmark multiple firms across regions and product lines. Conduct longitudinal studies assessing pre- and post-intervention data. Examine the ROI of AI safety systems in medium enterprises. Explore cultural and linguistic impacts on safety compliance. Investigate gender-specific safety perceptions and ergonomic challenges. Study the synergy between HR tech and safety tech in building predictive capabilities.

Conclusion

AVS Avstech Group exemplifies a company committed to evolving safety standards. This study reveals that while foundational mechanisms are in place—such as policy documentation, audits, and basic training—the next level of maturity demands deeper behavioral change, digital enablement, and psychological integration. The journey from compliance to resilience requires consistent leadership involvement, employee empowerment, and cross-functional coordination. AVS’s progress offers a blueprint for similar organizations aiming to blend performance with people-centric workplace safety practices.

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