

For Diversity



Against Discrimination

DIVERSITY

in small and medium-sized enterprises

EUROPEAN CONFERENCE 2006

Diversity in Practice at The Shere Khan Group

Awan Nighat United Kingdom



An initiative of the European Union

www.stop-discrimination.info



Our approach to diversity

- The Shere Khan group is an ethnic-origin family-owned company (British Pakistani) with an active policy of encouraging inclusion among staff - for example, our MD is white British
- We have implemented a policy of actively recruiting from all sectors of the community to encourage diversity and ensure integration





Our commitment

- As an employer and service provider, the Shere Khan Group is fully committed to ensuring fair treatment of all employees, job applicants, customers and potential customers
- We will not tolerate discrimination or harassment on the grounds of sex, age, pregnancy or maternity leave, disability, colour, race, nationality, ethnic or national origins, sexual orientation, religion or belief or marital/partnership status





Speaking from experience

- As the 'ambassador' not only for Shere Khan, but for British Muslim businesswoman, it is imperative I provide a positive role model:
 - Regular public speaking at public and private events
 - Outstanding Contribution Award, Manchester Food & Drink Festival
 - Awarded OBE for services to export and to charity
 - Entrepreneur Award, Asian Women of Achievement
 - Finalist in Daily Telegraph's Great Britons Awards
 - Honorary doctorate from Manchester Metropolitan University





The Challenges

- A female entrepreneur at the heart of Britain's curry revolution
- The 'double diversity' of being a woman in business and an entrepreneur bringing ethnic food to the mass market
- We have had to 'educate' people about ethnic foods, especially when it comes to bringing it to overseas markets, e.g. Belgium, Spain
- Through our restaurants and retail products we have successfully brought ethnic food and culture to the public

