

CHAPTER – IV

FINDINGS, CONCLUSION AND ACTION MODULE

On the base of data analysis following findings, conclusions and recommendations were drawn for this study

(A) FINDINGS :

SECTION – I RESPONDENT DEMOGRAPHIC/PERSONAL PROFILE

- Present study it is found that most of the respondents that (N-239) 65.5 % of the respondents belonged to the age group between 18-24yrs.
- Most of the respondents (N-254) 69.6 % were unmarried...
- Looking to educations profile it is found that majority of respondents (N-168) 46 % have done graduation..
- Majority of the respondents (N-210)57.5 % had monthly income between Rs. 5000-15000..
- In terms of work experience (N-152) 41.6 % of the respondents had 7-12months of working experience in the BPO sector.
- Reason for taking up of BPO job whether 46% (N-170)of the respondents have cited only earning was the motive to take up this job..
- 44.1 % (N-161) of the respondents have said that respondents have a high value for working.
- 58.4 % of the respondents said that attitude of the family members seem to be favorable towards working in BPO sector
- 8 % of the respondents spouse were involve in other activities like, self employed, working from home and so on.
- 14 % of the respondents spouse income is above 15,000 per month..
- 8.5 % of the respondents spouse had done graduation..
- 53.7 % of the respondents had a small family..

- 31% of the respondents had 16,000-25,000 income of the family per month.

SECTION- II

QUALITY OF WORKLIFE

- There was no association found between QWL parameter & leadership looks for new ways to improve the working relationship within organization. Therefore the first hypothesis has been proved i.e. no significant association is found between QWL & personal variable.
- There was association found between QWL- parameter like both / head would be responsive to employees need and Marital Status (F.018) Here the first hypothesis had been disproved, a significant relation between QWL & Martial status
- There was no association found between QWL- parameter & showing staff member in organization has confidence in their head of their department. Therefore the first hypothesis has been proved i.e. no significant association is found between QWL & personal variable.
- There was no association found between QWL parameter & leadership in organization fosters healthy informal relationships to improve the culture of the organization. Therefore the first hypothesis has been proved i.e. no significant association is found between QWL & personal variable.
- There was no association found between QWL parameter & there is a high cooperation between work groups in organization. Therefore the first hypothesis has been proved i.e. no significant association is found between QWL & personal variable.
- There is no association found between QWL parameter & showing Heads / leaders are clear about who does what in my

organization. Therefore the first hypothesis has been proved i.e. no significant association is found between QWL & personal variable.

- There is no association found between QWL parameter & staff members automatically take initiatives to complete task/duties. Therefore the first hypothesis has been proved i.e. no significant association is found between QWL & personal variable.
- There is no association found between QWL parameter & staff members treat each other with dignity and respect. Therefore the first hypothesis has been proved i.e. no significant association is found between QWL & personal variable.
- There is no association found between QWL- parameter & staff members share a sense of purpose & vision for organization. Therefore the first hypothesis has been proved i.e. no significant association is found between QWL & personal variable.
- There is no association found between QWL parameter & showing routine information flow is well coordinated in my work place.
- Therefore the first hypothesis has been proved i.e. no significant association is found between QWL & personal variable.
- There is no association found between QWL parameter & an appropriate forum for the exchange of important information. Therefore the first hypothesis has been proved i.e. no significant association is found between QWL & personal variable.
- There is association found between QWL parameter like everyone in organization can participate in formulation of specific goals & objectives and marital status. (F-.029) Here the first hypothesis has been disproved i.e. no significant association found between QWL & personal variable.

- There is association found between QWL parameter like organization responds positively to changes in the field and monthly income (F- .036) & Work experience. (F-.019) Here the first hypothesis has been disproved i.e. no significant association found between QWL & personal variable.
- There is no association found between QWL parameter & equipments that are used adequate to accomplish work. Therefore the first hypothesis has been proved i.e. no significant association is found between QWL & personal variable..
- There is association found between QWL parameter like organizations are well maintained & marital status. (F- .022) Here the first hypothesis has been disproved i.e. no significant association found between QWL & personal variable.
- There is no association found between QWL parameter & staff members are trained & developed for additional duties & increased responsibilities. Therefore the first hypothesis has been proved i.e. no significant association is found between QWL & personal variable.
- There is association found between QWL parameter like participation of employee in establishing training goals & objectives & Age. (F-.013) Here the first hypothesis has been disproved i.e. no significant association found between QWL & personal variable.
- There is no association found between QWL parameter & time available for staff members to learn what is expected of them to be successful in their current job. Therefore the first hypothesis has been proved i.e. no significant association is found between QWL & personal variable.
- There is association found between QWL parameter like organization regularly collects information about how well, it is doing & Marital status. (F-.025). Here the first hypothesis has

been disproved i.e. no significant association found between QWL & personal variable.

- There is no association found between QWL parameter & staff members collaborate to improve policies & procedures. Therefore the first hypothesis has been proved i.e. no significant association is found between QWL & personal variable.
- There is association found between QWL parameter like changes are quickly made in formal policies & procedure & Age. (F-.058) Here the first hypothesis has been disproved i.e. no significant association found between QWL & personal variable.
- There is no association found between QWL parameter & adequate facilities are provided in organization. Therefore the first hypothesis has been proved i.e. no significant association is found between QWL & personal variable.
- There is no association found between QWL parameter & facilities are maintained with a high standard of safety adequate facilities are provided in organization. Therefore the first hypothesis has been proved i.e. no significant association is found between QWL & personal variable.
- There is association found between QWL parameter like staff members are rewarded appropriately for their performance & Age. (F-.051). Here the first hypothesis has been disproved i.e. no significant association found between QWL & personal variable

SECTION- III DIET (Cross tabulation between Independent variable & Dependent Variable)

- It is seen that most of the respondents i.e. N=185(n=50.7) from the age group of 18 to 24 of years consume tea or coffee or other carborated drinks.
- It is also found that most of the respondents from the category of unmarried i.e. N=205(n=56.2) consume tea or coffee or other carborated drinks.
- Majority of the respondents i.e.N= 133 (n=36.4) are graduate consume tea or coffee or other carborated drinks.
- Majority of the respondents i.e. N= 166(n=45.5) having income between 5 to 15 thousand consume tea or other carborated drinks.
- Majority of the respondents i.e. N= 120 (n=32.9) working in BPO since last 1 to 3 years consume tea or coffee or other carborated drinks...

SLEEP

- (N-166) 45.5 % who were in the age group between 18-24year sometimes compelled to awake when one wants to sleep..
- (N-179) 49.0 % who were unmarried sometimes compelled to awake when one wants to sleep..
- (N-107) 29.3 % who were graduates sometimes compelled to awake when one wants to sleep..
- (N-149) 40.8 % who had a monthly income 5,000- 15,000 sometimes compelled to awake when one wants to sleep..
- N-107) 29.3 % who 7-12months of work experience sometimes compelled to awake when one wants to sleep.

LEISURE ACTIVITY

- (N-190) 52.5 % who were between 18-24years pursue some hobby as a leisure..
- (N-194) 53.2 % who were unmarried pursue some hobby as a leisure..
- (N-118) 32.3 % who were graduate pursue some hobby as a leisure..
- (N-166) 45.5 % who had monthly income between 5,000-15,000 pursue some hobby as a leisure..
- (N-122) 33.4 % who has a work experience of 7-12months pursue some hobby as a leisure.

WORK INTEREST

- (N- 197) 54 % of the respondents who fall in the age group between 18-24 years did found interest in present job..
- N-210) 57.5 % of the respondents who were unmarried found interest in present job..
- (N-143) 39.2 % of the respondents who were graduate found interest in present job.
- (N-185) 50.7 % of the respondents who had monthly income between 5-15 thousand found interest in present job..
- N-128) 35.1 % of the respondents who had work experience of 1-3 month found interest in present job..

HEALTH ASPECTS

- In terms of age of respondents and physical health aspect, it is seen that (N-197) 54 % of respondents are more interested in present job in the age group of 18-24yrs..
- In terms of marital status of respondents and physical health challenges, it is seen that (N-210) 57.5 % of respondents who were unmarried showed interested in present job..

- In terms of educational qualification the respondents who were graduates (N-143) 39.2 % were interested in present job..
- 50.7 % respondents whose income is between 6-15 thousand per month were interested in present job..

PSYCHOLOGICAL ASPECTS

In terms of psychological wellbeing (N -153) 41.9 % who fall in the age group between 18-24yrs were not feeling hopelessness in job...

- (N- 163) 44.7 % who were unmarried were not feeling hopelessness in job...
- (N- 96) 26 % who were graduate were not feeling hopelessness in job...
- (N- 93) 25.5 % who has 7-12 months of work experience in BPO were not feeling hopelessness in job...
- (N- 117) 32.1 % who had monthly income between 5-15 thousand did not feel lack of concentration...

WORKING CONDITIONS

- (N- 168) 46 % of the respondents who again belong to 18-24yrs, agree that work prepare for a more lucrative job in future
- (N- 178) 48.8 % of the respondents who were unmarried agreed that they can move in some other job.
- (N- 120) 32.9 % of the respondents who were graduate agreed that they can move in some other job.
- (N- 154) 42.5 % of the respondents whose income is 6-15 thousand per month agree that they can move in some other job.
- (N- 105) 28.8 % of the respondents whose work experience is between 7-12months agree that work prepare for a more lucrative job in future.

SOCIAL LIFE

- It is seen that with reference to age and social life (N-156) 42.7 % of the respondents who fall in the age group between 18-24years sometimes goes out for social gathering...
- In terms of marital status and social life (N-166) 45.5 % of the respondents who were unmarried sometimes goes out for social gathering...
- Educational qualification and social life (N-114) 31.2 % of the respondents who were graduate sometimes goes out for social gathering.
- Social life and monthly income (N-147) 40.3 % of the respondents who had monthly income of Rs.5000-15,000 sometimes goes out for social gathering...
- It is seen that with reference to social life and no. of years working in BPO (N-97) 26.6 % having a work experience of 7-12months sometimes goes out for social gathering..

SEX LIFE

- It can be analyzed that majority of the respondents from the age group of 18 to 24 years of age(N=156N) 42.7 % believe that they do not have active sexual life
- It can be analyzed that majority of the respondents from the unmarried group N=177(n=48.5) believe that they do not have active sexual life.
- Majority of the respondents from the graduate group N=109(n=29.9) believe that they do
- not have active sexual life.
- Majority of the respondents having income between 5 to 10 thousand N=126(n=34.5) believe that they do not have active sexual life.
- Majority of the respondents working since 1 to 3 years N=92(n=25.2) believe that they do not have active sexual life.

SECTION-IV

WORK LIFE & FAMILY LIFE BALANCE (ORGANISATION)

- (N-177) 48.5 % of the respondents who falls in the age group between 18-24 years currently don't use any of the work life policies or programmes provided by the organization.
- (N-182) 49.9 % of the respondents who were unmarried currently don't use any of the work life policies or programmes provided by the organization.
- (N-116) 31.8% of the respondents who were graduate agreed that no overtime is paid for working extra..
- (N-152) 41.6 % of the respondents who had monthly income between 5,000-15,000 currently don't use any of the work life policies or programmes provided by the organization.
- (N-107) 29.3 % of the respondents who had work experience of 7-12months currently don't use any of the work life policies or programmes provided by the organization.

ASPECTS THAT BALANCE WORK & FAMILY COMMITMENT (By organization)

- (N-158) 43.3 % of the respondents who fall in the age group between 18-24 years felt that it the organization that gives time off for family emergencies & events will helps in balancing work & family commitment.
- (N-167) 45.8 % of the respondents who were unmarried felt that it the organization gives time off for family emergencies & events will helps in balancing work & family commitment.
- (N-111) 30.4 % of the equal respondents who were graduate felt that Compressed working week/fortnight & time off for family emergencies & events helps in balancing work & family commitment.

- (N-152) 41.6 % of the respondents who had monthly income between 5,000-15,000 agreed that no overtime is paid for working extra.
- (N-101) 27.7 % of the respondents who has 7-12months of working experience in BPO sector felt that it is the organization that gives time off for family emergencies & events that will helps in balancing work & family commitment.

ASPECTS THAT HINDERS IN BALANCING WORK & FAMILY COMMITMENT.

- With references to the aspects that hinders in balancing work & family commitment with reference to age of the respondents it was found that (N-141) 38.6 % who age group was between 18-24yrs don't felt long working hours hinders in work and family commitment.
- In terms of marital status it was found that (N-157) 43 % who were unmarried don't felt long working hours hinders in work and family commitment.
- With reference to educational qualification it was found that (N-100) 27.4 % who were graduate don't felt long working hours hinders in work and family commitment.
- With reference to monthly income it was found that (N-137) 37.5 % who had monthly income between 5,000-15,000 don't felt long working hours hinders in work and family commitment
- With reference to work experience it was found that (N-91) 24.9 % who had 7-12months of work experience don't felt long working hours hinders in work and family commitment.

**ASPECTS THAT HELPS IN BALANCING WORK & FAMILY
COMMITMENT (In organization)**

- It was found that (N-170) 46.6 % who age group was between 18-24yrs . felt that support from manager/supervisor helps in work and family commitment.
- (N-206) 56.4 % of the respondents who were unmarried felt support from team members helps in work and family commitment.
- (N-136) 37.3 % who were graduate felt support from team members helps in work and family commitment.
- (N-176) 48.2 % who had monthly income 5,000-15,000 felt support from team members helps in work and family commitment.
- (N-113) 31.0 % who has work experience of 7-12 months felt support from team members helps in work and family commitment.

**ASPECTS THAT HINDERS IN BALANCING WORK & FAMILY
COMMITMENT (In organization)**

- With reference to age of the respondents it is found that (N-145) 39.7 % who were between 18-24 years don't felt that negative attitude of managers hinders the work n family commitments.
- (N-146) 40 % of the respondents who were unmarried don't felt negative attitude of colleagues hinders work and family commitments.
- (N-94) 25.8 % of the respondents who were graduate don't felt negative attitude of colleagues hinders work and family commitments
- (N-120) 32.9 % of the respondents who had a monthly income between 5,000-15,000 don't felt negative attitude of colleagues hinders work and family commitments.

- (N=89) 24.4 % of the respondents who had 7-12 months of work experience don't felt negative attitude of colleagues hinders work and family commitments.

***ASPECTS WHICH BALANCES WORK AND FAMILY COMMITMENT
(Other strategies)***

- N=123(n=33.7) from the age group of 18 to 24 of years believe that technology such as laptops or cell phones do help in balancing work and family commitments.
- N=131(n=35.9) from the unmarried group believe that bringing children to work place on occasions does not help in balancing work and family commitments.
- N=93(n=25.5) from graduate group perceive that utilization of technology such as laptops and cell phones do help in balancing work and family commitments.
- N=89 (n=24.4) working since 1 to 3 years perceive that bringing children to work place on occasion does not help to balance the work and family commitments.

Aspects which hinders work and family commitments (Other strategies)

- (N=120) 32.9 % who belong to the age between 18-24 years felt that technology such as laptops or cell phones do not hinders the work n family commitments.
- (N=125) 34.2 % who were unmarried do n't felt that technology such as laptops or cell phones hinders the work n family commitments.
- (N=85) 23.3 % who were graduate do n't felt that technology such as laptops or cell phones hinders the work n family commitments

- It is found that (N-119) 32.6 % who had monthly income 5,000-15,000 don't felt that technology such as laptops or cell phones hinders the work n family commitments.
- With reference to work experience of the respondents it is found that (N-71) 19.5 % who had 7-12 months work experience don't felt that technology such as laptops or cell phones hinders the work n family commitments.

(Correlation between work life & Family life Balance).

Aspects that helps in Balancing Family & Work life and Quality of work life.

- There is significant association (sig-0.01) between family& work life and Quality of work life.
- With reference to the aspects that helps in balancing work and family commitments a significant association was found flexible staring time, flexible finish time, flexible hours (sig-0.000), weekend work & shift work (sig-0.041), support from manager & supervisor (sig-0.003), support from colleagues and team members (sig-0.000), encouragement to use paid & unpaid leave (sig-0.045). The second hypothesis has been proved i.e. an association is found between Quality of work life & Family life Balance

Aspects that hinders in Balancing Family & Work life and Quality of work life.

- With reference to the aspects that hinders in balancing work and family commitments a significant association was found in negative attitude of the managers (sig-0.021) & use of technology such as laptop or cell phones (sig-0.001) The second hypothesis has been proved i.e. an association is found between Quality of work life & Family life Balance

Steps taken by organization in balancing work & family life.

- (N- 204) 48 % of the respondents felt that organization can go for flexible working hours in order to maintain the balance between work & family life

Perception of the respondents regarding good work-life balance if provided by the organization.

- (N-286) 83.1% of the respondents felt helps in increasing job satisfaction which helps in increasing productivity..

CONCLUSION

From the findings it can be concluded that majority of the respondents working in BPO's were very young, between the age group 18-24yrs & mostly unmarried. They have taken up this job for earning, but have a high value for working in BPO. This is mainly due to the favourable attitude of the family members.

It was found that there is significant association between Diets; Age and Work experience. It was found that employees have awareness about balance diet but nevertheless they consume more tea, coffee and other carborated drinks to keep them active and energetic, for sustenance for long period which helps them for accomplishment of targets assigned. There is no significant association between diet and marital status, educational qualification and income.

There is a significant association between Sleep, Age and Educational qualification. The respondents are compelled to remain awake and so not able to maintain regularity in sleep in order to complete the assigned targets. There is no significant association between sleep and marital status, income and no. of years of working in BPO sector.

There is a significant association between leisure and income and work experience. This shows that respondent who has good income and the one who has invested time and energy in BPO sector able to afford leisure activities. There is no significant association between leisure and age, marital status and educational qualification.

It was found that significant association between work interest and income. This shows that their job offers flexibility according to your personal convenience and they enjoy other benefits also, while no

significant association between work interest and age, marital status, educational qualification and work experience.

In terms of physical health challenges, a significant association was found between health and income and educational qualification. Here it can be perceived that higher the educational qualification and income more is the work responsibility which leads to physical stains while no significant association was found between health and age, marital status and no. of years working in BPO sector.

In terms of Psychological aspects a significant association between psychological health and marital status was seen. It can be perceived that marital status leads to more stress due to dual responsibility of work and family while no significant association was found between psychological health and age, educational qualification, income and no. of years of work experience.

There is a significant association between work and family life and between income and no. of years of work experience. Thus it can be perceived that their work and family life get affected as income and work experience increases while no significant association was seen between work, family life and age, marital status, educational qualification.

With reference to sex life there is significant association between balance sex life and education of the respondents, and work experience. Thus it can be interpreted that education makes person understand the need of active sex life to maintain balance in family life. But in contrast it is also understood that hectic job schedule affects the sex life which leads to extra marital sex relationship to satisfy the sex needs. Further it is also found that there is no significance relationship between balancing sex life & age, marital status & income of the respondents..

There is a correlation between QWL and income of the employees . This shows that income does affect quality of the work life of the employees. Further no significant association is found between QWL and other variables like age, marital status, educational qualification and work experience.

In terms of *hindering* balancing work & family commitment it is found that there is correlation between work – family life balance & Age, Marital status respectively .Thus respondents find it difficult in balancing work and family commitment.

Further it is also found that there is correlation between work – family life balance & Age, Marital status and work experience respectively, with respect to Encouragement to use paid & unpaid, support from colleagues & team members & managers / supervisors.

Thus it could be perceived that meeting / training & long working hours hinders in balancing work & family life. Meetings & long working hours it is difficult to give time or rather to spend time with the family due to commitment of the work.

Further it also can be seen that the support from colleagues, team members & boss for getting parental leave help in balancing family life. However, there is no correlation between balancing work and family commitment and Education.

In terms of *helping to* balance work & family commitment it is found that there is correlation between work – family life balance and Age, Education and work experience respectively with regards to flexible working i.e. working from home, utilization of technologies such as laptops and cell phones and to bring children to the work place on occasions.

Further it is also found that there is correlation between work – family life balance with regards to utilization of technologies such as laptops, cell phones, frequent travelling away from home and

Marital status and Education. This may be because flexible work i.e. working from home and utilization of electronic gadgets assist in balancing work and family life as one can work from home and be with family also, networking and utilizing cell phones and laptops can make the work easier and faster too.

It is also found that bringing children to the work place provides for a congenial feeling of family at the work place too. Thus these practices assist in balancing one's work and family life.

In terms of Family Life Balance and Quality of Work Life there is a correlation between Family life and flexible working hours. This shows that flexible working hours, improves QWL, which in turn helps in maintaining family life balance.

In terms of hindrance of family life balance and quality of work life, there is a correlation between the above parameter and weekend holiday and shift work, weekend working & frequent shift changes leads to hindrance in balancing FLB and QWL.

In terms of helping to balance family life & quality of work life, there is correlation between above parameter and support of the managers support from colleagues and team members and encouragement to avail paid and unpaid leave.

There is a correlation between negative attitude of colleagues as a hindrance of work and family life.

Thus in terms of organization contribution to balance work and family life, few respondents have felt to reduce workload, maximum respondents prefer to have flexible work, few preferred paid leaves, while rest said to give proper allowances. In terms of employers attempts to improve good work life balance in organisation it is seen that majority of the respondents have said to increase job satisfaction, helps to fulfill the given targets, & increase quality of work life and foster good working atmosphere.

Thus call centres and other out sourced businesses such as software writing, medical transcription and back office work employ more than 1.6 million young men and women in India, mostly in their 20s and 30s, who make much more than their contemporaries in most other professions.

They however, face sleep disorders, heart disease, depression and family discord, according to doctors and several industry surveys. *(The Dataquest-IDC survey found that maximum people found to have heart problems and stress)*

The outsourcing industry has come under fire because the sedentary lifestyle **of its employees combined with often stressful working conditions makes the job more tiring.** *Night shifts, monotony of work and better salary offers elsewhere were given as reasons for moving on to other jobs.*

Over a third said the main reason for taking a job in the BPO industry is to be part of an international work environment, ahead of salary and lifestyle incentives.

A survey on BPO workers found the main reason for leaving, as cited by over 50 per cent of respondents, was that it is a dead end job. The staff attributed their exits to a lack of growth opportunities, expectation mismatches and dissatisfaction with company policies.

Over a third said the main reason for taking a job in the BPO industry is to be part of an international work environment, a handsome salary and lifestyle incentives.

The call centre stress is mainly because of working in shift and its impact on the biological and social life of an individual. They are vulnerable to heart disease, digestive problems and weight gain. Some complain of psychological distress.

Long hours of sitting attending calls leads to back and shoulder pains as well.... Furthermore due to exorbitant exposure to computers screen and head phones(for the periods 8 to 10 hours per day) **auditory and visionary problems also set in i.e. hearing impairing and ear infection** can also be cause due to continuous usage of headsets.

Due to their different shift cycle tend to get distanced from there on family and friends and this is a major source of stress.

The human body has its own routine and whosoever goes against it cannot stay healthy. For a call centre employee, it start with stress and insomnia in the early stages and ultimately it leads to **premature greying of hair, hair loss and digestive disease**

Another major problem which these employees face is to take out time for social relationship. There is hardly any times for family and friends the pre dominate reason is mismatch of timings. Call centre follow the calendar of the country they are servicing, their holidays also come accordingly, it is normal for call centre employees not to celebrate festivals with their loved ones... **(A study by the CIPD (2005) found that 45% of the respondents indicated that working hours had put strain on personal relationships., while 11% of the respondents believed that this strain had contributed towards divorce)**

The new working habits and patterns of lifestyle, like working in the night, smoking, drinking and pub culture, are in complete contrast to the ways of living together, value systems, traditions and beliefs still nurtured by the urban middle class. These young people have little time to spare for their family members relatives, or friends due to a long duration of work estimated to be somewhere between ten and twelve hours of per day. The fear of someone always sweetening to take his/ her job makes it necessary to work hard. As they

earned more than their parents ever did, finance is not a problem for them as they adopt the life style that they pretend to represent in the call centres. These issues are creating family and social tension in the urban area.

Thus in this race of earning money, good social status, these people hardly realize that they are missing something very valuable i.e enriched family life.

ACTION MODULE

Social Work Strategies

Social work methods can be utilized and applied as remedies for better quality of work life and family balance. Family being the important component of the society it is really matter of concerned that the an employee should have happy family life along with the better quality of work in short there should be positive work – life balance.

Thus social work methods in this regard can be important tool for the strategies or remedies.



Counseling on:

- ✦ Diet habits, balance diet etc.
- ✦ Proper maintenance of sleep
- ✦ Sex life
- ✦ Tips on healthy living



**APPLICATION OF
SOCIAL CASE WORK
METHOD**

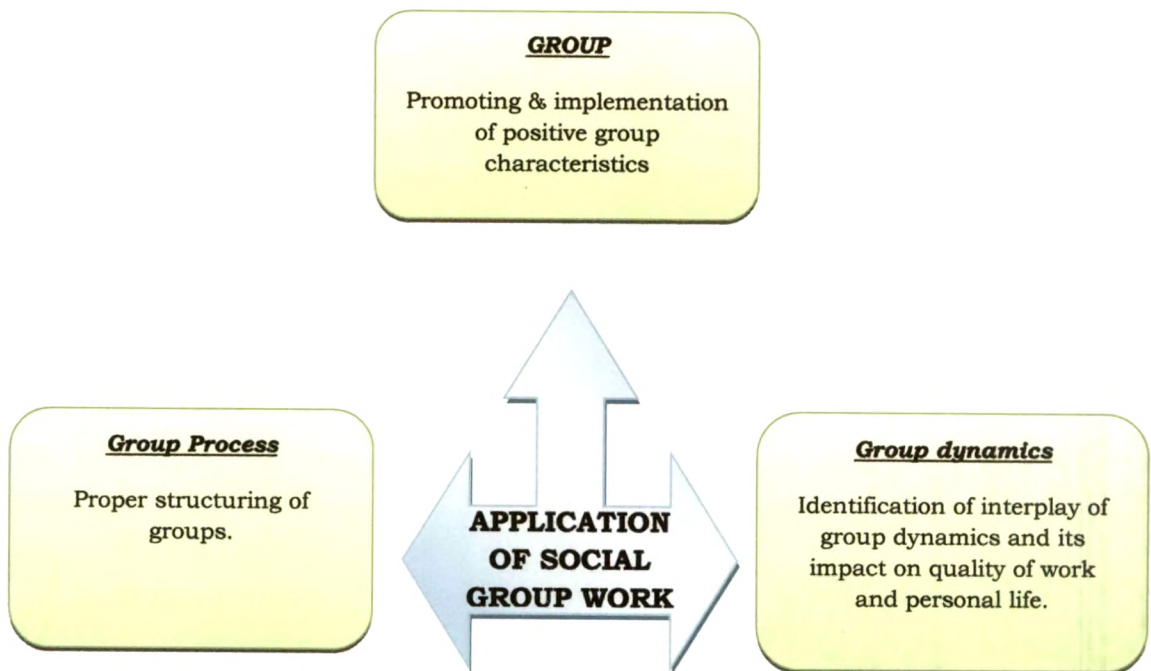
PROBLEM SOLVING

Motivation -
practicing various
theories of
motivation

Personality – various
personality theories



CATHARSIS Helps
to release the inner
conflicts of the
employee related
to the problems in
work and family
life.



APPLICATION OF COMMUNITY ORGANIZATION

- Identification of different needs of different communities like youth, women, etc.
- Capacity building of different communities.

APPLICATION OF SOCIAL WORK RESEARCH

QUALITATIVE RESEARCH

QUANITATIVE RESEARCH

Conducting surveys & based on findings strategies could be drawn

APPLICATION OF SOCIAL WELFARE ADMINISTRATION

- To draw the strategies for maintenance of good quality of work life & family life balance
- Implementation of various policies & programmes for good quality of work life & family life.
- Sensitivity to the cultural issues based on geographical areas while developing & designing policies;

MANAGEMENT STRATEGIES

Health – cum – Medical



- ✓ Group Medi-claim Insurance Scheme
- ✓ Personal Accident Insurance Scheme
- ✓ Personal Health Care (Regular medical check-ups)
- ✓ Stress free work environment Parental leave
- ✓ Counseling on Balanced diet, Sex life,

Recognition & Rewards



- ✚ Flexible Salary Benefits
- ✚ Performance based incentives
- ✚ Loans
- ✚ Corporate Credit Card
- ✚ Employee Stock Option Plan
- ✚ Employee recognition & Prompt reward
- ✚ Fringe benefits & perks on achieving the target / task



Employee Development

Communications - Getting Your People to Care

Right person at the right place for the right place

Career development & growth

Motivating Creativity & innovation

Implementing competency model

Employee Assistance Programme

Flexi Working

Time

Subsidized
Food &
Transportation

Flexi Work Environment

Cellular
Phone/Laptop

Healthy work
environment

Recreation,
Cafeteria, ATM &
Concierge facilities

Others



- Job Enrichment
- Employee Referral Scheme
- Education Benefits
- Loans
- Company Leased Accommodation

EMPLOYEE STRATEGIES

Organizational development



- ✓ Organizational Commitment
- ✓ Considering task to be important for organization
- ✓ Utilizing creativity & innovation
- ✓ Proper utilization of working hours
- ✓ Team work

Behavioural development



- Maintaining harmonious work environment
- Appreciation & motivation of the achievement of the task of colleagues
- Maintaining harmonious interpersonal relationships
- Enjoying the task / assignment to be achieved

