



PREFACE

Human resources are the most important assets an organization has and their effective management is the key to its success. This success is most likely to be achieved if the personnel policies and procedures of the enterprise are closely linked with, and make a major contribution to, the achievement of corporate objectives and strategic plans. The corporate culture and the values, Organizational Climate and managerial behaviours that emanate from that culture will exert a major influence on the achievement of excellence, along with good Quality of work life strategy.

In the modern scenario, QWL as a strategy of Human Resource Management is being recognised as the ultimate key for development among all the work systems, not merely as a concession. This is integral to any organisation towards its wholesome growth. This is attempted on par with strategies of Customer Relation Management.

BPO: Socio-cultural effect the booming IT industry (including software services outsourcing and IT enabled services) has become emblematic of the success of the liberalization agenda in India and of the ongoing process of globalization.

It is a fact that BPO (business process outsourcing) boom has provided lucrative jobs to thousands of college students and graduates, who previously would have found it difficult to get employment. With their new financial independence, and a penchant for everything this has poised a challenge to our own cultural mores such as the patriarchal family, and taboos such as premarital sex and eating meat.

The work culture followed in BPO is different and less hierarchical. The exposure to such a work culture is leading employees to challenge hierarchies at home and in society. "Now that they have independent incomes, they feel more confident to challenge traditional values and customs. Live-in relationships and casual sex among call center and BPO employees are on the increase, as are alcoholism and drug abuse.

The problem is that people are now getting financial independence at an age when they don't have the maturity to handle it. Most of the work at

call centres and BPO operations is at night, so employees tend to lose touch with their family, friends, and neighbours, whose waking hours are different.

The changing workforce consists of literate workers who expect more than just money from their work life. Their idea of salvation lies in the respect they obtain in the work environment, like how they are individually dealt and communicated with by other members in the team as well as the employer, what kind of work he is entrusted with, etc. Some of these non-economic aspect are: Self respect, satisfaction, recognition, merit compensation in job allocation, incompatibility of work conditions affecting health, bullying by older peers and boss, physical constraints like distance to work, lack of flexible working hours, work-life imbalances, invasion of privacy in case of certain cultural groups and gender discrimination and drug addiction. Yet, the employer has to identify the source of employees problems and try to mitigate the conditions and take supportive steps for good work life balance in the organisation so that the workers will be easily retained and motivated to work.

Thus this study attempts to find out the quality of work life and to explore the various challenges that employee face to strike balance between work and family life.

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