



## A STUDY ON WORKLIFE BALANCE AT ICICI

<sup>1</sup>SUDDALA PRASANNA, <sup>2</sup>Dr. D. SATHISH KUMAR

<sup>1</sup>MBA STUDENT, <sup>2</sup>ASSISTANT PROFESSOR

DEPARTMENT OF MBA

*Sree Chaitanya College Of Engineering, Karimnagar*

### ABSTRACT

Work/life balance, in its broadest sense, is defined as a satisfactory level of involvement or 'fit' between the multiple roles in a person's life. Although definitions and explanations vary; work/life balance is generally associated with equilibrium, or maintaining an overall sense of harmony in life. The study of work/life balance involves the examination of people's ability to manage simultaneously the multi-faceted demands of life.

This model of work/life balance, with time, involvement and satisfaction components, enables a broader and more inclusive picture to emerge. For example, someone who works two days a week and spends the rest of the week with his or her family may be unbalanced in terms of time (i.e equal measures of work and life), but may be equally committed to the work and non-work roles (balanced involvement) and may also be highly satisfied with the level of involvement in both work and family (balanced satisfaction). Someone who works 60 hours a week might be perceived as not having work/life balance in terms of time. However, like the person who works only a few hours a week, this individual would also be unbalanced in terms of time, but may be quite content with this greater involvement in paid work (balanced satisfaction). Alternatively, someone who works 36 hours a week, doesn't enjoy his or her job and spends the rest of the time pursuing preferred outside activities may be time-balanced but unbalanced in terms of involvement and satisfaction. Thus, achieving balance needs to be considered from multiple

perspectives.

### 1. INTRODUCTION

Work/life balance, in its broadest sense, is defined as a satisfactory level of involvement or 'fit' between the multiple roles in a person's life. Work/life balance can be achieved and it has received attention from employers, workers, politicians and the media. In this particular context in focus on the current skill shortages and the prospect of ageing workforce which is now a crucial part of organizations in order to grasp work/life balance practices to pull in and hold ability, from conventional sources as well as from undiscovered and differing social gatherings. These are the gatherings whose way of life can often demand more noteworthy regard for work/life balance: working mothers, develop laborers and some minority gatherings. More importantly the organizations are not giving genuine chance for the employee work/life balance are opening themselves up to expanding quantities of disappointed and ineffective representatives and henceforth expanded whittling down rates. Moreover just creation of work/life policy framework is not sufficient; fostering an organizational culture that encourages the utilization of accessible approaches is also of great significance. This study investigates the notion of work/life balance, which also includes the actual experience of grounded benefits for employers and employees. The study also additionally moves a portion of the expository presumptions related with work/life balance. Further, it plots the social inhibitors to the usage of adaptable



work courses of action and gives viable systems to creating.

specific end goal to decrease steady loss rate.

### **OBJECTIVES OF THE STUDY:**

The main objectives of the study are as follows:-

- ❖ To study about how the representative helps in balancing both work and family
- ❖ To study about the Provision of low maintenance work
- ❖ To understand about Job sharing
- ❖ To understand Sick youngsters and representatives mind
- ❖ To study about the Telecommunications
- ❖ To understand about the Executive exchanges

### **NEED FOR THE STUDY**

- ❖ To adapt the new organization changes their practices along with their new strategic business environment.
- ❖ To find out the new concept of knowledge organization like knowledge workers, multi skilled workers etc., and the profile of the workers has been completely changed.
- ❖ To find out about employee satisfaction in ICICI

### **SCOPE OF THE STUDY**

- ❖ The examination with the prime destinations of determining the businesses Towards the Work Life Balance program, which are required to play out their employments successfully, in ICICI prudential Life Insurance Company. The investigations incorporate directors and software engineers.
- ❖ The venture is certain to the Human Resource Dept at Icecap this is focused on 'work life balance' with a

## **2. RESEARCH METHODOLOGY**

The study has been conducted in the organization to examine any issue usually found that information nearby are lacking and along these lines it winds up important to gather information that are fitting. These are a few different ways of gathering the fitting information, which concede extensively. In setting of time and different assets. Here with the end goal of concentrate two sorts of information has been utilized.

### **Primary Source**

With reference to this investigation, information is gathered through

- a) Questionnaire
- b) Interview technique.

#### **a) Questionnaire Method:-**

Information is assembled by conveying poll to chiefs and Programmers. Poll is readied and pre tried before utilizing it for information accumulation.

Survey is an organized one comprising of inquiries, which are close, finished having settled reaction design with different Answers.

#### **b) Interview technique:**

The examination likewise incorporates acquiring data from knowledgeable people. This meeting is a casual or unstructured One with able and verbalizes people, developers and experts of the association.

### **Secondary Source**

Optional information are those that are as of now accessible, i.e. they Refer to the



information, which have just been gathered and examined by another person. Auxiliary information is assembled from the association Catalogs, Journals and books.

### Tools of Analysis

The tools like questionnaire, bar charts etc., are used to analyze the data.

### LIMITATIONS OF THE STUDY

- ❖ The exhibit examine is limited to shared administrations, ICICI, Hyderabad, staff as it were.
- ❖ The reaction of the workers has been acquired just through poll.
- ❖ The test estimate is confined to just 30
- ❖ Some workers are not continually approaching to express their feeling straightforwardly

### 3. Work/Life Conflict

Work/life balance is out of kilter when the weights from one part make it hard to agree to the requests of the other. This is known as work/life strife. This implies if people don't feel they have a 'decent' blend and combination of work and non-work parts, they may encounter adverse or clashing results. This suggests a bi-directional relationship where work can meddle with non-work duties (work/life strife) and vice versa (life/work struggle).

Representatives who encounter expanded worry because of work/life strife and decreased impression of control over their work and non-work requests are less profitable, less dedicated to, and happy with, their association and more prone to be truant or leave the association. People encountering obstruction amongst work and individual lives are likewise essentially more inclined to experience the ill effects of lessened mental prosperity and physical wellbeing. In one investigation, individuals who experienced life/work struggle were almost 30

times more inclined to experience the ill effects of a state of mind issue (e.g. misery), 10 times more prone to have a tension issue and 11 times more inclined to have a substance-reliance issue (e.g., overwhelming drinking). On alternate hand, employees with bring down levels of work/life strife report higher occupation fulfillment in general.

### Public Policy Development

A scope of open approaches supporting work/life balance has been created in light of financial and social patterns, huge numbers of which center around ladies' expanded interest in paid business. These patterns incorporate the long haul decrease in richness rates and its effect on populace and work drive development; the solid development in ladies' work compel investment

by the tyke bearing and raising age gathering (15– 45 years) and its effect on the interest for formal childcare; and the solid development in support in auxiliary and post-optional training by ladies and its effect on profession accomplishment.

Administrative changes, for example, the International Labor Organization (ILO) Convention 156, Workers with Family Responsibilities 1981, antidiscrimination and governmental policy regarding minorities in society enactment and mechanical relations changes have likewise lifted the profile of issues identified with work/life balance

Furthermore, obscured the limits amongst open and private circles. These changes have brought about obligatory revealing of policies by associations with in excess of 100 representatives, the extension of legal protections to incorporate unequivocally those with family duties, and the accessibility, by concurrence with the business, of low maintenance work up to a youngster's second birthday celebration. The administrations



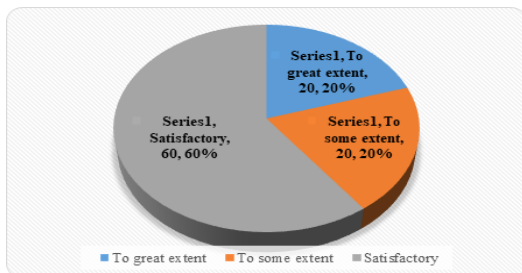
additionally urge bosses to give childcare support to staff with families.

A decent case of childcare bolster is Star City Casino in Sydney. The clubhouse administration gives a 24-hour childcare office with the goal that representatives can work the round-the-check shifts important in a gambling club.

#### 4. DATA ANALYSIS AND INTERPRETATION

1) To what extent are you comfortable is done with the benefits that are aimed towards your self- improvement.

To great extent	25%
To some extent	25%
Satisfactory	50%

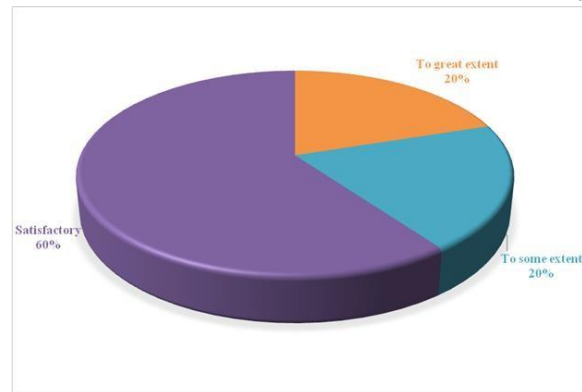


#### Response:

- ❖ 25% of employees say that they are satisfied to great extent with the provision of benefits at the work place.
- ❖ 25% of the employees say that they are satisfied with the Provision of benefits to some extent.
- ❖ And 50% say that they are just satisfied and 0 say that not satisfied.

2) To what extent is your performance justified with adequate and Fair compensation?

To great extent	20%
To some extent	20%
Satisfactory	60%

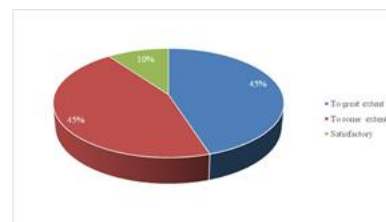


#### Response:

- ❖ 20% of the employees say that their performance is justified with adequate and fair compensation.
- ❖ 20% of the employees say that their performance is justified only to some extent.
- ❖ 60% of the employees are just satisfied regarding this.

3) To what extent your organization is maintaining the appropriate balance of work?

To great extent	45%
To some extent	45%
Satisfactory	10%



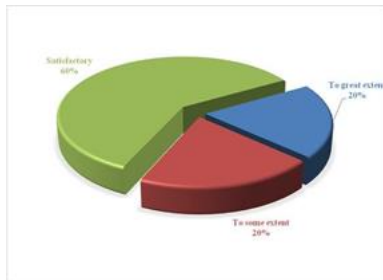


**Response:**

- ❖ 45% of the employees say to great extent that the Organization maintaining appropriate balance of work.
- ❖ 45% of the employees say to some extent the Organization maintaining appropriate balance of work and.
- ❖ 10% of the employees are satisfied.

4) Your organization provides an opportunity for growth and continued security?

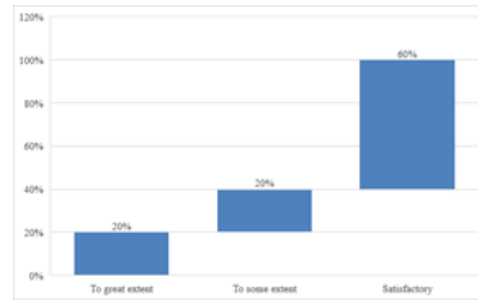
To great extent	30%
To some extent	30%
Satisfactory	40%



**Response:**

5) Do the benefits provide by the organization suites your needs?

To great extent	20%
To some extent	20%
Satisfactory	60%



**Response:**

- ❖ 20% of the employees say to great extent that the Organization suites for our needs
- ❖ 20% of the employees say to some extent the Organization suites for our needs
- ❖ 60% of the employees are satisfied.

**6. FINDINGS**

- ❖ Significant influence of women employees' marital status on self management is observed. Married women employees are good in self management than the women employees living as single.
- ❖ Work life balance policies provide the way for good support from the work place.
- ❖ Work life balance policies, work place support, work load and financial assistance are the predictor variables of work satisfaction of women employees working in urban area banks.
- ❖ Self management increases satisfaction level in personal life.
- ❖ The level of organizational commitment of the employees does not differ by sex and family size.
- ❖ The work life balance of among unmarried employees significantly higher than the work life balance of married employees.
- ❖ The employees who have joined the job through direct recruitment are significantly higher in balancing work with their personal life compared to that of employee who have joined the current job through promotion.



## SUGGESTIONS

The point chose is Work Life Balance. The hugeness of determination the theme identifies with its significance in the examination to make the workers more effective, so hierarchical objective can be accomplished through Personal advancement.

The examination manages the specific perspective on Work Life Balance and investigation of their perspective on the preparation program. A considerable lot of the Respondents concur that the office is kept an eye on with capable Personnel and has sufficient offices, completely furnished with required Teaching helps and amicable atmosphere.

The majority of the representatives went to the Work Life Balance program to Gain learning on their self-premium. In any case, a portion of the respondents gave their proposals with the goal that the program can be more powerful.

A portion of the proposals are as follows:-

1. Work ought to be conveyed among workers consistently.
2. Job revolution
3. Objective evaluation
4. Transparent in correspondence both ways (top level to low level and the other way around)
5. Qualification Vs benefit at the season of examination to representatives needs more straightforwardness and compelling techniques.
6. More motivational classes on the attitudinal difference in the representative towards the activity.

7. Man power framework should be more viable.

8. Appraisal framework needs changes when evaluation of worker there ought to be pre and post advising for representatives.

9. Compulsory leave of 45 days.

10. Work portion ought to be made according to the execution

11. More social party ought to be arranged by authority to meet The relatives of the worker's

The theme chose is Work Life Balance. The noteworthiness of choice the point identifies with its significance in the examination to make the workers more proficient, so authoritative objective can be accomplished through Personal improvement.

The examination manages the specific perspective on Work Life Balance and investigation of their perspective on the preparation program. A considerable lot of the Respondents concur that the division is kept an eye on with skillful Personnel and has satisfactory offices, completely outfitted with required Teaching helps and harmonious atmosphere.

The vast majority of the representatives went to the Work Life Balance program to Gain information on their self-intrigue. Yet, a portion of the respondents Gave their proposals with the goal that the program can be more viable.

## 7. CONCLUSION

Subsequent to leading an exceptional examination on Work Life Balance program in ICICI prudential Life Insurance Company the following conclusions were determined.





1. Association should center around the advantages that are pointed towards Self-change of the representatives
2. Association needs to keep up the proper adjust of work.
3. Open door for the vocation development is great.
4. Advantages gave by the Organization are great to fulfill the Employee individual needs.
5. Cooperation in the association is great.
6. Association should center around instructional courses so as to spur the representatives.
7. Work weight on the representatives is some what high.
8. Organization needs to give degree to the representative advancement.
9. There is some segregation at the work put.
10. All in all the Work Life Balance program in ICICI Prudential Life Insurance Company. Is great.

## **BIBLOGRAPHY**

### **INTERNET**

[www.google.com](http://www.google.com)

[www.ask.com](http://www.ask.com)

[www.icicprulife.com](http://www.icicprulife.com)

### **BOOKS**

- Human Resource and Personnel Management- William Wrether
- ICFAI University press—HRM Review