

## *The Art of Work And Personal Life Balance:- A Business Strategy For Success*

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### **Abstract: -**

Work and Family Life of employees were competitive factors, Now in recent years work and Family Life are complimentary factors to each other. If employee's work life gets disturbed, it affects badly on his/her family-life and vice-versa. Harmonious relations between work and family life of employee are having the direct effect on his productivity. To bring the peaceful and stress -free minds at work and improve the productivity is the challenge in front of Strategic Human Resource Management.



**Figure No.1**

Source:- [http://corporatevoices.files.wordpress.com/2010/03/work\\_life\\_balance.jpg](http://corporatevoices.files.wordpress.com/2010/03/work_life_balance.jpg)

The effectual WLB(Work –Life Balance) policy provide employer's a conquering Strategy, for to design useful policies and benefits packages, and to attract, retain and motivate the valuable and talented work force as their long term asset. Work – Life Balance means a harmonious balance of work and family life of employee. It allows an employee to fulfill all the roles in his /her personal and professional life effectively and efficiently. An Individual employee, daily plays various roles like, As an Employee, Child of his/her Parents, Sibling, Spouse, Parent, Friend, Relations - In Laws And Most Important, is as a SELF. In today's World of globalization, to play

all these roles with responsibilities, emotions, affections, care, love and respect is quite tough. In this article, one survey has been done for the Bank employees, of Pune City in the month of June-2010, for knowing the Work and Family Life balance of Banking Sector Employees.

## **Key Words**

Work –Family Balance Challenges, Peaceful minds at Workplace, Productivity, Strategies of HRM for WLB Policy.

## **Introduction**

Every Organisation should take innovative actions to keep their employees happy, satisfied and stress free, In return it helps the organization to retain and grow the best talent. HRM should realize that WLB is an important management strategy and give their commitment towards a new and innovative Work –Life Policy. The effective implementation of WLB policy should utilize the potentials of an employee in an optimum way to achieve the organizational goals as well as every employee's goals.



**Figure No.:-2 WORK- LIFE BALANCE**

Source:- [http://www.strategicplanningsuccess.com/images/newsletter\\_pics/balance.jpg](http://www.strategicplanningsuccess.com/images/newsletter_pics/balance.jpg)

The Indian Family System/values is world famous, Indian values for the Family System at most and once this family life is happy and healthy the employee is as best of his performance and this reflects in his/her productivity, team spirit and creating healthy environment at workplace. On the contrary, the employee whose family life is disturbed, then it's badly reflects on his work, Productivity, health and it starts destroying the Environment at workplace too. This is a time to understand the importance of WLB and Implementing the efficient WLB Policy.

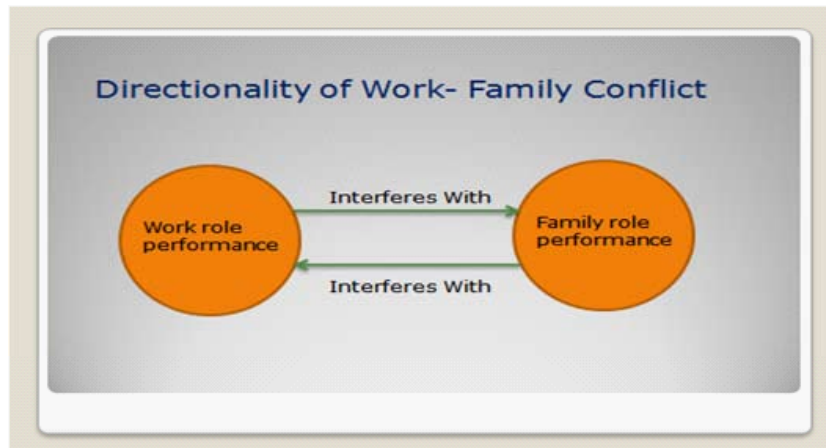
## **Goals & Objectives OF WLB Policy:-**

- The effectual WLB policy to provide employers a conquering Strategy, for to design useful policies and benefits packages, and to attract, retains and motivate the valuable work force.
- To Bring the healthy, peaceful and stress free minds at Workplace, Which flourish the environment to achieve the Organizational goals with a high degree of Team Spirit.
- To arrange certain, Concrete meetings with family members of employees with HR professionals to under-

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stand the Need of Improving the WLB.

**Work – Family Life Culture** may be defined as “shared assumptions, Beliefs, and values regarding the extent to which an organization supports and values the integration of employees’ work and family lives. A family supportive organizational culture refers to the global perceptions that employees have regarding the extent to which the organization is family supportive.” When the two domains work and family are separated, boundaries are cleared and more easily maintained. When role sets are highly integrated, role transitions become less difficult, but they can also confound the demands of these roles, increasing the chance of role blurring.



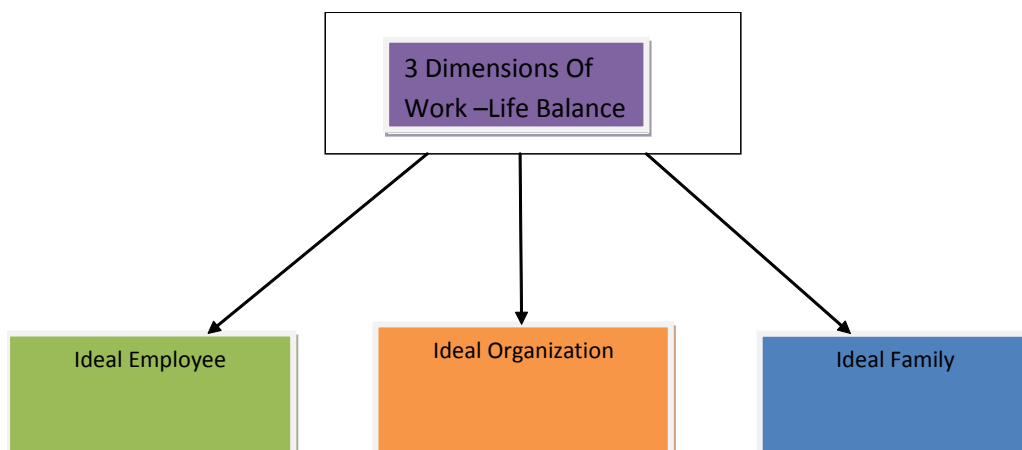
**FigureNo:-3**

Source:- Strategic HRM By Tanuja Agarwal

An employee plays various roles daily. He is as an Employee, Child of Parents, Sibling, Spouse, Parent, Friend, Relations- in Laws and Most Important, is as a SELF. In today’s World of globalization, to play all these roles with responsibilities, emotions, affections, care and with love and respect are quite tough. When the employee is on the job for 10-12 hours daily and as requirement of body he has to take minimum sleeps of 6 to 8 hours - daily, so what the time remains in his hand to perform rest of the roles.

**There are 3, main dimensions, of Work –Family Life Balance these are**

1. **Ideal Employee:-**Who is having the skills, knowledge and who is committed to the organization.
2. **Ideal Workplace:-** Where an individual can enjoy his Work in healthy environment.
3. **Ideal Family:-** Where Family relations are based on Love, Caring and affection

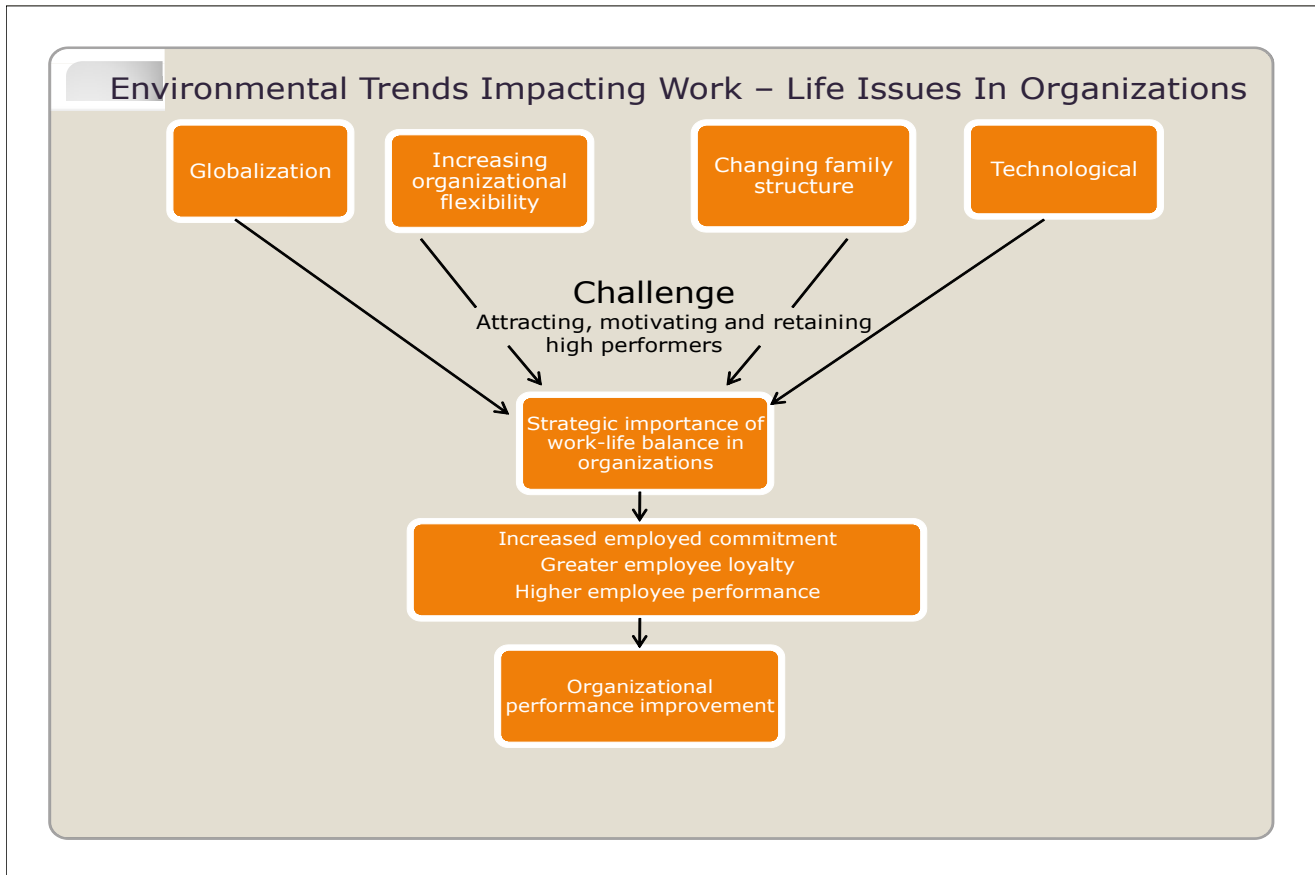


**Figure No:-4**

Achieving, WLI is not as easy as it seems. In the corporate world, it is constant and imminent.

The Impact of globalisation, has further stimulate these changes. There are many uncertainties in the environment, long-working hours, increasing work load and pressure, untimely meals, junk foods, not taking proper sleep etc, this all disturbs the balance between personal/family – work life of employees.

**Figure No.5 Environmental Trends Impacting Work – Life Issues In Organisations**



**Source:- Strategic Human Resource Management by Tanuja Agarwal**

The Organization which is upgrading the work –Life Integration Policy gets successful in achieving the Goals. It enjoys the unite in employees with healthy environment, positive attitude, great team spirit, high loyalty and commitment towards organizations, To attract and retain talent. It also controls absenteeism, late comings, indiscipline, and negative environment and less conflicts at all levels of organization. This all results in higher productivity, achieving the deadlines, less duplication of work, time saving, optimum utilization of resources, less wastages etc. It increases employees moral as well as they get self motivated and ready to take more challenging jobs.

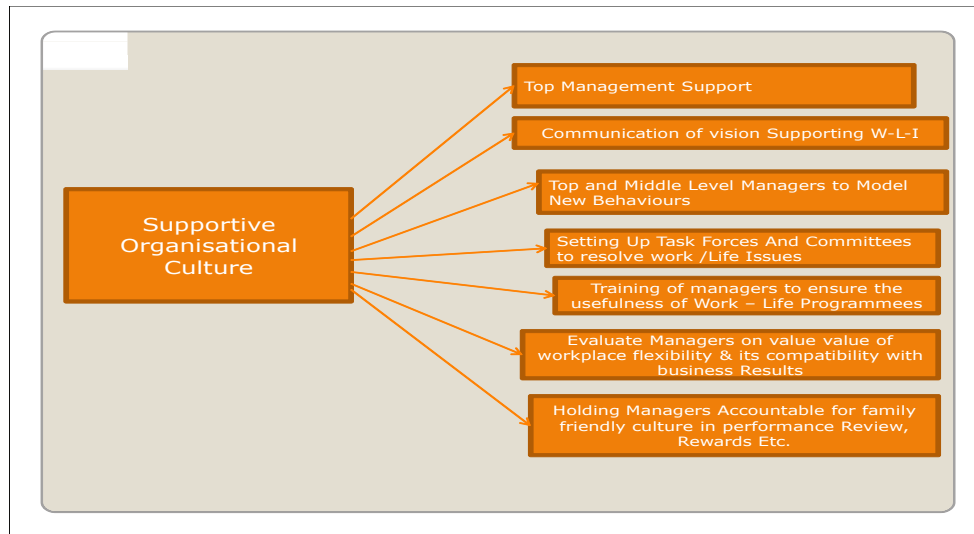
When the stress is related to work, there are many tools organization provides to get re-stress like Yoga, Meditation, Sports, etc, but when the stress is related to family responsibilities, and its fulfillment, the employee many time post pones those responsibilities because of tight work schedule these normal responsibilities, becomes worst problems, he faces stress, when this stress not get controlled it turns into burnouts. Burnout is very dangerous stage thus an individual can commit a suicide also in this stage. Many times various health problems occurs thus there is imbalance between Work –Family Life. When the harmony between these two gets lose, then Individual get depressed, frustrated, and faces anxiety. Employee faces many health problems like High BP, Heart Problems and Acidity etc. As per one survey many divorce cases also takes place because of the Work –Family life imbalance. Eg. In family, when both Husband and Wife are working, then Who has to take leave when child is ill, Who will attend the meeting in the school of children, Who will look after the old age family members,

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when they are ill etc. at a first glance these reasons are small but those are the root causes of disturbing, healthy family life.

Figure No: 6

### Organisational Culture should be supportive for the successful Implementation of WLB Policy



Source:- Strategic Human Resource Management by Tanuja Agarwal

### Here are the some Companies Examples who Has Introduced Creative WLI Policies

- **Maruti Udyog:-** Happy week keeps 1 week shut down in the month of December and June to get match holidays with children's vacation.
- **TCS:-** For Relocation the site is developed as Maitree by Ms. Mala Ramdorai, (wife of TCS's CEO Mr. Ramdorai.) for the convenience of the TCS employees, when they get relocate, the information includes on Maitree site like for rental and purchase homes, education of kids, tuitions etc.
- **NIIT:-** In addition to maternity leave, a parent can choose to work ½ day with half pay till child turns 1 year old .
- **Sasken:-** Since the office round the clock, the cafeteria also functions 24 hrs. And snacks provide after 11:00 pm are free.
- **Smith Kline Beecham:-** On –site health clinic, fitness Centers & fitness Programmes.
- **Merrill Lynch:-** Childcare Centers, Summer Camps, Tuitions.

### Below is the survey to Know how is WLB of Bank Employees in Pune City , The Survey has conducted in the month of June– 2010:-

Survey has been done by interviewing with the help of Questionnaire, with taking into consideration 36 Bank Employees in different Banks of Pune City, Including some Nationalized, Foreign and Pvt. Banks. Questionnaire includes total 10 Questions regarding How well the WLB (Work-Life Balance) Policy is in the Existence in Banking sector of Pune City.

- Around 85% of Pvt. Bank Employees work under stress and more than 8 Hours they work daily. As well as they become tense with increasing work load, system and change in technology.
- Around 92% agree that their work – Personal life Integration is below 50%.
- Around 98% Imagine their Work – Personal Life Integration as Compromising 1 thing for another.

- Only in Some Nationalised and Foreign bank’s employees are aware and knowing that Work –Life Integration Policy, is in Process in their Bank.
- There are no facilities like Crèche, Bus Services or canteen facilities as well as Work from Home, or Flexi –Working Hours in most of all the banks in Pune City.

**Questioner For Work –Life Balance, of Bank Employees - In Pune City.**

- 1 ) Name of the Employee....., Designation.....Age.....  
 2) Name of the Bank.....3) Status:- Married/Unmarried.....  
 4) Age Group – Below 25, 25-30, 31-36, 37-42, Above 42.....  
 5) Family Members.....6) No. of Children You Have.....AND 7) Age of Children.....

**1) Does your Bank implemented Work –Life Balance Policy?**

Yes B) No C) It’s In Process D)Don’t know

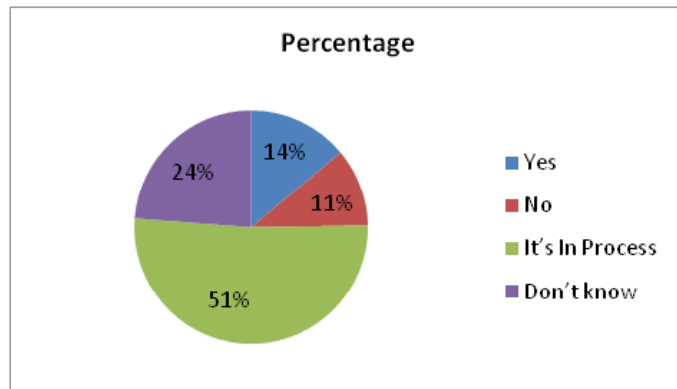
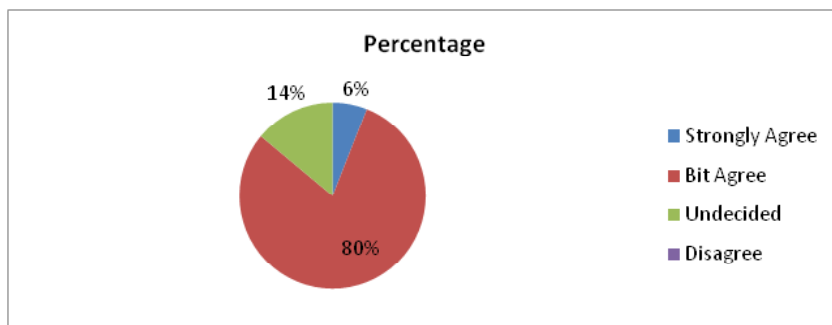


Figure No:-7

**2) Do you believe that Stress free mind and body gives you great level of satisfaction, Happiness, Motivation and it good results as High Productivity and Self Esteem?**

Strongly Agree B) Bit Agree C) Undecided D) Disagree

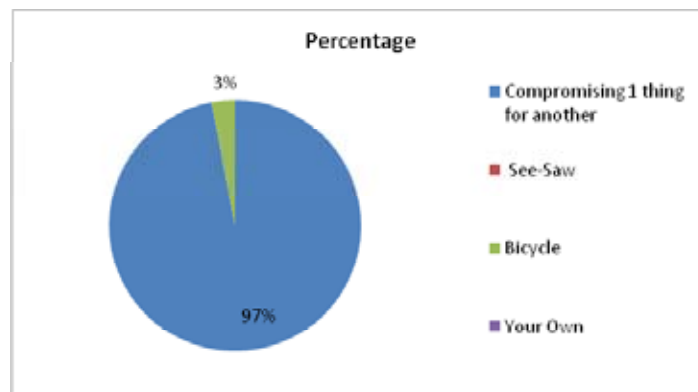


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**3) How you see/ Imagine Work – Personal Life Balance?**

Compromising 1 thing for another B)See-Saw C)Bicycle D)Your Own Concept

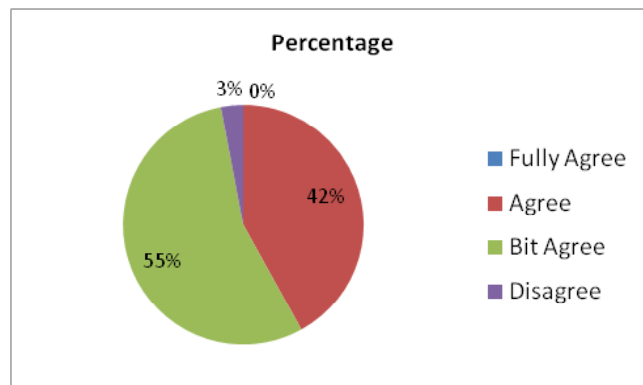
Figure No:-9



4) Do you believe that when your work life is disturbed it affects badly on your family and vice-versa?

Fully Agree B) Agree C) Bit Agree D) Disagree

Figure No:-10



**AND LAST BUT NOT THE LEAST**

5) How well balanced is your own Work-Life Balance?

90% Above B) 70% to 89% C) 50% to 69% D) Below 50%

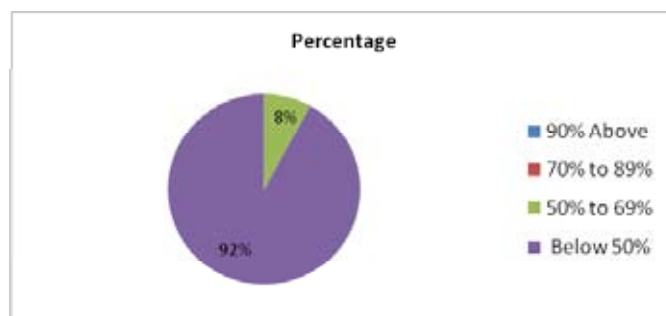


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**Conclusion**

The Corporate world is realizing the importance of Work –Life Balance, Organizations’ are realising the fact that the WLI of employees has a direct effect on the Productivity of employees. Work Life Balance is the responsibility of not only the organization, but also the employee- Understanding the essence of the programs and using them to the maximum benefit of both the individual and organisation’s purposes. For the successful implementation, of WLB policy the co-operation and co-ordination at all levels of ogranisation’s hierarchy is requires. This, in turn, helps the organization to achieve better productivity, reducing absenteeism and increase Team Spirit, Morale and



Motivation of employees and it also results in improving productivity and better customer services. Problems at the home front of employees may also lead to major financial costs of employer's, an employee who is facing family problems is unlikely to work to his/her full potential. Every organisation should design and implement and improve the WLB (Work - Life Balance) policy in a such way that it creates and develops the Peaceful and Healthy Employees, Family, Society as well as the whole Nation.

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