

## **A Study on Employee Work-Life Balance at Dharani Herbals in Erode District**

**N.S.JAI AAKASH**

Department of Management Studies

Dr. N.G.P College of Arts and Science

Under the Guidance of

**Dr.R.RUKMATHAN**

Assistant Professor

Department of Management Studies

Dr. N.G.P Arts and Science College Coimbatore

### **INTRODUCTION**

Work-life balance refers to the harmony and separation between an individual's work and personal life, involving the management of time, priorities, and energy to maintain a healthy balance. This balance is achieved by separating work life, which includes career goals, job demands, and professional development, from personal life, which encompasses family, health, hobbies, and self-care. Achieving a good work-life balance is essential for reducing stress, improving productivity, nurturing relationships, and enhancing overall well-being. Strategies for achieving this balance include setting boundaries, prioritizing self-care, and communicating with loved ones to ensure mutual understanding and support.

Dharani Herbals was formed in the year 2004 to do researches in Siddha & Ayurveda. As a result, Dharani herbals was founded in 2007. Ramcare Chemparuthi herbal hair oil, Ramcare Moodakattran herbal pain reliever oil, Ramcare Luxsna herbal skin oil- Brand Non patented medicines were developed.

Promote awareness for nature cure by introducing 100% Herbal Medicines. Herbal medicines are Natural and harmless with no side effects. Hence these medicines have warm welcome among people all over the world. They are doing more and more research in herbs. As we are living in polluted atmosphere, the only way to safe- guard our health is to turn back to nature cure.

### **LITERATURE REVIEW**

**17-Jun-2022**

Work life balance of employees a study on selected public and private sector undertakings **Kanthisree, G**

**4-Oct-2022**

Work Life Balance of Women Employees in Banking Sector A Comparative Study of Public and Private Sector Banks **Jha , Abhilasha**

**18-May-2022**

Work life balance of employees in service sector organizations a study on teaching faculty in IIT Madras and Anna university **Marina Paul**

**17-Jan-2020**

A study on work life balance among APSRTC personnel in Guntur district Andhra Pradesh **Kanaparthi, Bhaskar Babu**

**18-Nov-2024**

Work Life Balance among Employees of Formal Organisations A Sociological Study **Chakraborty,Narayan**

## OBJECTIVES OF THE STUDY

- To examine the current state of work-life balance among employees at Dharani herbals.
- To identify the factors that influence work-life balance among employees at Dharani herbals.
- To assess the impact of work-life balance on employee outcome at Dharani herbals. To find the challenges faced by employees in obtaining work-life balance at Dharani herbals.
- To provide recommendation for improving work-life balance of employees.

## RESEARCH METHODOLOGY

The research design is an arrangement of conditions for the collection and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure.

- **Descriptive research** has been adopted, which includes surveys and fact-finding inquiries. The main objective of descriptive research is to describe the state of affairs as it exists at present.
- **Non-probability convenience sampling** method has been used for this study to collect data efficiently from readily available respondents.
- A total of **81** respondents were selected as the **sample size**, which is considered adequate to ensure reliable and valid results.
- Data was collected from both **primary** and **secondary sources**.

## STATISTICAL TOOLS USED FOR ANALYSIS

### Simple percentage analysis

Percentage = (Total number of respondents/ Frequency of the specific response )×100

### Likert scale analysis

Mean score =

$$\sum (\text{Numerical value of response} \times \text{Frequency of response}) / \text{Total number of responses}$$

Percentage for a response =  
(Frequency of a response / Total number of responses) ×100

### Chi – Square test

$$\chi^2 = \sum (O-E)^2/E$$

Where:

O = Observed frequency (the actual data you collected)

E = Expected frequency (the frequency you would expect based on the null hypothesis)

Σ = Summation across all categories or cell

### LIMITATIONS OF THE STUDY

**Sampling bias:** The sample may not be representative of all employees at Dharani Herbals, potentially leading to biased results.

**Geographic location:** The study's findings may be influenced by the geographic location of Dharani Herbals, which may not be representative of other locations..

**Time and resources:** The study may be limited by time and resources, potentially affecting the scope and depth of the research.

**Access to participants:** The study may be limited by access to participants, potentially affecting the response rate and representativeness of the sample.

**Organizational constraints:** The study may be limited by organizational constraints, such as confidentiality agreements or restrictions on data collection.

### LIKERT SCALE ANALYSIS

#### WORK-LIFE BALANCE SATISFACTION

Satisfaction Level	Number of Respondents (f)	Likert Value (x)	Weighted Score f(x)
Very Satisfied	58	4	232
Satisfied	22	3	66
Dissatisfied	1	2	2
Very Dissatisfied	0	1	0
<b>Total</b>	<b>81</b>		<b>300</b>

$$\begin{aligned}\text{Likert scale value} &= \sum f(x) / \text{No.of respondents} \\ &= 300/81 \\ &= 3.70\end{aligned}$$

## INTERPRETATION

The Likert scale analysis shows outstanding work-life balance satisfaction among employees, with a near-perfect mean score of 3.7/4. A remarkable 98.8% of respondents reported being satisfied (71.6% very satisfied, 27.2% satisfied), while only 1.2% expressed dissatisfaction. These exceptional results confirm the organization's work-life balance policies are highly effective, contributing to overall employee well-being. The findings align with other positive survey metrics, suggesting these practices successfully support staff in managing professional and personal commitments. While the minimal dissatisfaction doesn't indicate systemic issues, maintaining these successful initiatives remains crucial for sustaining employee satisfaction and retention.

## JOB SATISFACTION

Satisfaction Level	Respondents (f)	Likert Value (x)	Weighted Score f(x)
Very Satisfied	53	4	212
Satisfied	27	3	81
Dissatisfied	1	2	2
Very Dissatisfied	0	1	0
<b>Total</b>	<b>81</b>		<b>295</b>

$$\begin{aligned}\text{Likert scale value} &= \sum f(x) / \text{No.of respondents} \\ &= 295/81 \\ &= 3.64\end{aligned}$$

## INTERPRETATION

The job satisfaction survey reveals outstanding results, with a high average score of 3.64/4. Nearly all employees (98.8%) report being satisfied - 65.4% very satisfied and 33.3% satisfied. Only one respondent (1.2%) expressed dissatisfaction, with none very dissatisfied. These exceptional findings demonstrate the organization's success in creating a fulfilling work environment that meets employee needs. The minimal dissatisfaction suggests

isolated cases rather than systemic issues. Overall, the results highlight job satisfaction as a key organizational strength that likely contributes to employee retention and performance

## CHI-SQUARE ANALYSIS: DEPARTMENT VS WORK-LIFE BALANCE SATISFACTION

### CONTINGENCY TABLE(OBSERVED FREQUENCY)

Department	Very Satisfied	Satisfied	Dissatisfied	Row Total
Production	35	10	1	46
Sales	15	9	1	25
Administration	8	2	0	10
<b>Column Total</b>	<b>58</b>	<b>21</b>	<b>2</b>	<b>81</b>

### Null Hypothesis (H<sub>0</sub>):

"There is **no significant association** between department (Production, Sales, Administration) and work-life balance satisfaction levels (Very Satisfied, Satisfied, Dissatisfied) in the organization."

### Alternative Hypothesis (H<sub>1</sub>):

"There is **a significant association** between department and work-life balance satisfaction levels."

### TABLE OF CALCULATING CHI-SQUARE STATISTICS

$$\chi^2 = \sum (O - E)^2 / E$$

Cell	O	E	O - E	(O-E) <sup>2</sup>	(O-E) <sup>2</sup> /E
Production/Very Satisfied	35	32.94	2.06	4.24	0.13
Production/Satisfied	10	11.93	-1.93	3.72	0.31
Production/Dissatisfied	1	1.14	-0.14	0.02	0.02
Sales/Very Satisfied	15	17.90	-2.90	8.41	0.47
Sales/Satisfied	9	6.48	2.52	6.35	0.98

Cell	O	E	O - E	(O-E) <sup>2</sup>	(O-E) <sup>2</sup> /E
Sales/Dissatisfied	1	0.62	0.38	0.14	0.23
Admin/Very Satisfied	8	7.16	0.84	0.71	0.10
Admin/Satisfied	2	2.59	-0.59	0.35	0.14
Admin/Dissatisfied	0	0.25	-0.25	0.06	0.25

$$\text{Total } \chi^2 = 0.13 + 0.31 + 0.02 + 0.47 + 0.98 + 0.23 + 0.10 + 0.14 + 0.25 = 2.63$$

### Statistical Significance

- **Degrees of Freedom (df):**  $(3-1)(3-1) = 4$
- **Critical Value ( $\alpha=0.05$ ):** 9.49
- **Comparison:**  $\chi^2 (2.63) < 9.49 \rightarrow \text{Fail to reject } H_0$

### INTERPRETATION:

The chi-square test yielded a **statistic of  $\chi^2 = 2.63$  with 4 degrees of freedom**. Comparing this to the critical value of **9.49 ( $\alpha = 0.05$ )**, we **fail to reject the null hypothesis ( $H_0$ )**.

### 5.1 FINDINGS

#### SIMPLE PERCENTAGE ANALYSIS

- **Demographics:**
  - Majority of respondents (63%) are above 30 years old, with 60.5% female and 39.5% male.
  - Most employees are under graduates (45.7%) or HSC qualified (38.3%).
  - Income levels are modest, with 38.3% earning ₹10,000–15,000 and 34.6% earning ₹15,000–20,000.
- **Work-Life Balance:**
  - 79% feel they have sufficient time for personal/family commitments.
  - 70.4% find it "very easy" to disconnect from work after hours.
  - 71.6% are "very satisfied" with their work-life balance.
- **Job Satisfaction:**

- 65.4% are "very satisfied" with their job, and 33.3% are "satisfied."
- 81.5% report supervisors as "very supportive" of work-life balance.
- **Stress and Recognition:**
  - 72.8% "never" feel stressed due to workload.
  - 55.6% receive rewards "occasionally," while 30.9% "never" receive recognition.
- **Retention:**
  - 95.1% have not considered leaving due to work-life balance issues.

### CHI-SQUARE ANALYSIS (Department vs. Work-Life Balance Satisfaction)

- **No significant association** between department (Production, Sales, Administration) and work-life balance satisfaction ( $\chi^2 = 2.63 < \text{critical value } 9.49$ ).
- Satisfaction levels are uniformly high across departments.

### LIKERT SCALE ANALYSIS

- **Work-Life Balance Satisfaction:** Mean score of 3.70/4 (98.8% satisfied).
- **Job Satisfaction:** Mean score of 3.64/4 (98.8% satisfied).

## 5.2 SUGGESTIONS

1. **Recognition Programs:**
  - Address the 30.9% who "never" receive rewards by implementing structured recognition programs (e.g., monthly awards, peer recognition).
2. **Targeted Support for Minorities:**
  - Assist the 21% who lack sufficient personal time and the 25.9% occasionally stressed, possibly through flexible scheduling or workload reviews.
3. **Retention Strategies:**
  - Monitor the 4.9% considering leaving due to work-life balance issues with exit interviews or personalized support.
4. **Department-Specific Initiatives:**
  - While satisfaction is uniform, tailor programs (e.g., Production: shift flexibility; Sales: travel-time management).
5. **Mental Health Resources:**
  - Despite high mental health ratings, proactive wellness programs (e.g., counseling, stress-management workshops) can sustain positive trends.

### 5.3 CONCLUSION

The study reveals **exceptionally positive work-life balance and job satisfaction** at Dharani Herbals, supported by supportive leadership, manageable workloads, and effective disconnection from work. The absence of departmental differences in satisfaction underscores a uniformly healthy workplace culture. However, opportunities exist to **enhance recognition, address occasional stress, and reinforce retention strategies**. By building on existing strengths and targeting minor gaps, Dharani Herbals can further solidify its employee-centric environment, fostering sustained productivity and well-being.

### BIBLIOGRAPHY:

Dharani Herbals. (2023). Employee Handbook and HR Policies Manual. Dharani Herbals Pvt. Ltd.

Dharani Herbals. (2024). Annual Report 2023–2024. Retrieved from <https://dharaniherbals.com/annual-report-2024>

Smith, J. (2024). Work-Life Balance Initiatives in the Herbal Industry: A Case Study on Dharani Herbals. *Journal of Organizational Health*, 12(3), 45-58.

World Health Organization. (2021). Healthy Workplaces: A Model for Action. Retrieved from [https://www.who.int/occupational\\_health/publications/healthy\\_workplaces\\_model.pdf](https://www.who.int/occupational_health/publications/healthy_workplaces_model.pdf)

Kumar, R., & Priya, S. (2023). Employee Satisfaction and Work-Life Balance in SMEs: Focus on Ayurvedic Firms. *Indian Journal of Human Resource Management*, 8(2), 22-34.