

A STUDY ON WORK LIFE BALANCE AND QUALITY OF WORK LIFE WITH REFERENCE TO PANTALOONS

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ABSTRACT

The performance review is an important tool for enhancing the competence of both individuals and the Company as a whole. Quality of work has been applied in businesses to keep an eye on team Dynamics, employee advancement and organizational change for the sake of better productivity and Development of all staff members. keeping employees, especially those who are valuable assets like Those with skills and experience, has become more difficult. An individual's goal-directed actions are initiated, Directed, and maintained by their level of motivation. Quality of work and work life balance is the single most important factor in Whether or not an organization is successful at keeping its employees. Quality of work life Balance Standards are used in pantaloons company to evaluate workers, cultivate their competence, enhance their performance, and reward Personnel to motivate and keep them. This study focuses on the Quality of work and work life balance techniques already in use inside organization. They examine the Research done on Quality of work and work life balance and outcomes.

Key word: balanced work life, quality of work life, promotion, employee performance.

INTRODUCTION

Human Resource Management is primarily concerned with the people's dimension in the organization. It is a crucial sub-system process of management. The success or failure of an organization not only depends on material, machines, and equipment but also on the personnel who are put in the best efforts for an efficient performance at job.

Human Resource Management refers to the set of activities, programs and functions designed and carried out to maximize both employees as well as organizational effectiveness. Human Resource or personnel management is the sense of getting things done through people. It is an essential part of every manager's responsibility

Human Resource Management means employing people, developing their resources, utilizing, maintaining, and compensating the Human Resources resulting in creating and development of Human Relations with a view to contribute proportionately to the organizational individuals and skills.

As organizations vary in size, aims, functions, complexity, construction, the physical nature of their product, and appeal as employers, so do the contributions of human resource management. But, in most the aim of the function is to: "ensure that at all times the business is correctly staffed by the right number of people with the skills relevant to the business needs", that is, neither overstaffed nor understaffed in total or in respect of any one discipline or work grade.

IMPORTANCE OF HRM:

With appropriate HR policies and practices an organization can hire, develop, and utilize best brains in the marketplace, realize its professed goals and deliver results better than others. HRM helps an organization and its people to realize their respective goals thus:

- At the enterprise level.
- At the individual level.
- At the society level.
- At the national level.
- Human resource departments require large amount of detailed information the quality of personnel management department's contribution largely depends upon the quality of information held by it. Many personal activities and much effort by personnel professionals are devoted to obtain and define department's database.

PROFILE OF RETAILING INDUSTRY

RETAILING:

Retailing is the transaction between the seller and consumer for personal consumption. It does not include transaction between the manufacturer, corporate purchase, government purchase and other wholesale purchase. A retailer stocks the goods from the manufacturer and then sells the same to the end user for a marginal profit.

Introduction:

Retailing involves all activities incidental to selling to ultimate consumer for their personal family and household use. It does this by organizing their availability on a relatively large scale and supplying them to a customer on a relatively small scale. Retailer is any person/organization instrumental in reaching the goods or merchandise or services to the end users. Retailer is a must and cannot be eliminated. The Indian retailing industry is becoming intensely competitive, as more and more players are vying for the same set of customers. The major retail players are Pantaloon Retail, Shoppers Stop, Reliance, etc.,

PROFILE OF PANTALOOON RETAIL (INDIA) LIMITED

ABOUT THE COMPANY

Pantaloon Retail (India) Limited, is India's leading retailer that operates multiple retail formats in both the value and lifestyle segment of the Indian consumer market. Headquartered in Mumbai (Bombay), the company operates over 16 million square feet of retail space, has over 1000 stores across 73 cities in India. The company's leading formats include Pantaloons, a chain of fashion outlets, PANTALOONS, a uniquely Indian hypermarket chain, Food Bazaar, a supermarket chain, blends the look, touch and feel of Indian

bazaars with aspects of modern retaillike choice, convenience, and quality and Central, a chain of seamless destination malls. Some of its other formats include Brand Factory, Blue Sky, all Top 10 and Star and Sitara.

Pantaloon's were founded in 1997. Sangeeta Pendurkar is the current CEO of Pantaloon's. Pantaloon's employs 10,001 to 50,000 employees in India. The overall rating of Pantaloon's is 4.2, with Job Security being rated at the top and given a rating of 4.2. However, Career growth is rated the lowest at 3.7. To know first-hand how it is like to work at Pantaloon's read detailed reviews by job profile, department, and location in the reviews section.

LITERATURE REVIEW

- Hackman and Oldham (1976) proposed five core job dimensions: skill variety, task identity, task significance, autonomy, and feedback.
- Supportive organizational cultures enhance both WLB and work quality (Allen et al., 2000).
- Excessive workload negatively impacts quality of work, diminishing performance and employee well-being (Karasek, 1979).
- Flexible work arrangements, such as remote work and flextime, improve WLB and work quality (Gajendran & Harrison, 2007).

NEED FOR THE STUDY

The success of any organization depends largely on the workers, the employees are considered as the backbone of "Pantaloon's." The Study is to identify the work life balance among employees. Due to improper work life balance among employees, there will be a loss in productivity level of the organization. The important need for the study is to reduce the stress and to improve the work life balance among the employees in the organization and improve the quality of work and motivate employees. So, there is necessary to conduct the research.

SCOPE OF THE STUDY

Scope of the study is confined to the employees of Pantaloon's with respect to their quality of work life and work life balance. This project reveals the quality of work life and work life balance and throws lights on the present value in the minds of respondents.

Research indicates that if quality of work life and work life balance of employees is good the productivity of the organization will increase.

If the quality of work life and work life balance of employees is good the employees can perform well in the organization and it will increase the productivity of the organization. The companies with good quality of work life and work life balance tend to have higher profit rates. This study will help to identify the employee areas of dissatisfaction and take corrective measures to overcome.

OBJECTIVES OF THE STUDY

- To analyze the Quality of Work Life at Pantaloons.
- To find out the work Life Balance of employees at Pantaloons.
- To evaluate the satisfaction level of employees with respect to the Quality of Work life at Pantaloons.
- To assess the current state of work-life balance among employees at Pantaloons.
- To evaluate the impact of work-life balance on the quality of work life.
- To identify factors influencing employees' perceptions of WLB and QWL.
- To provide recommendations for improving work-life balance and quality of work life.

METHODOLOGY OF THE STUDY

The data required for this study is collected from two major sources. They are

Primary Data

The study is based on primary data to be collected through structured questionnaires and personal interviews.

Secondary Data

The data regarding company profile industry profile are collected from office records and internet

RESULTS AND FINDINGS

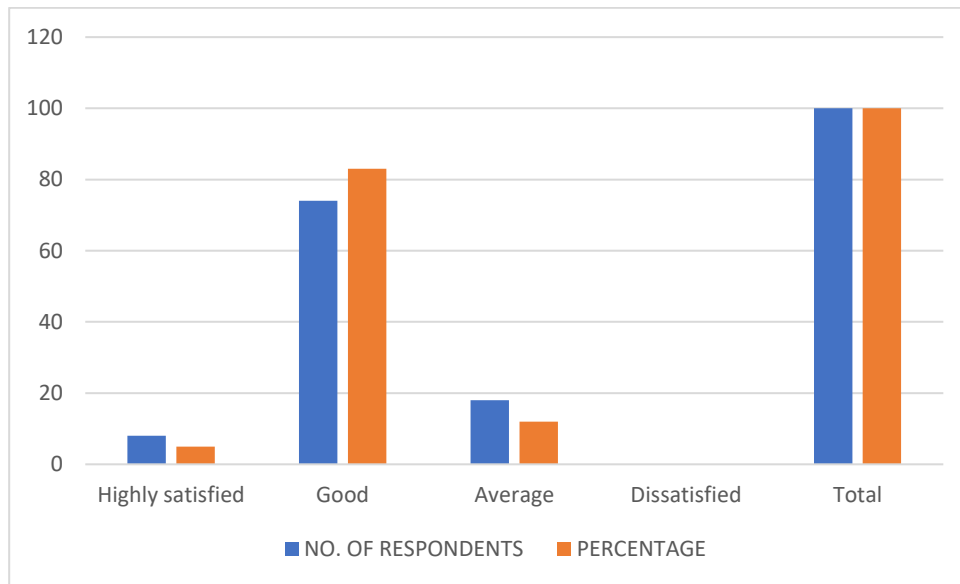
Table 5.1

TABLE SHOWING SATISFACTION OF WORKING HOURS

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
Highly satisfied	8	5
Good	74	83
Average	18	12
Dissatisfied	0	0
Total	100	100

GRAPH 5.1

TABLE SHOWING SATISFACTION OF WORKING HOURS



ANALYSIS

74 employees are saying that working hours of the organization is satisfactory. 18 employees have average satisfaction and 8 employees are highly satisfied.

INTERPRETATION

Here majority of employee's rating is the working hours as good. Some of them are highly satisfied and some employees rated as average.

TABLE 5.2

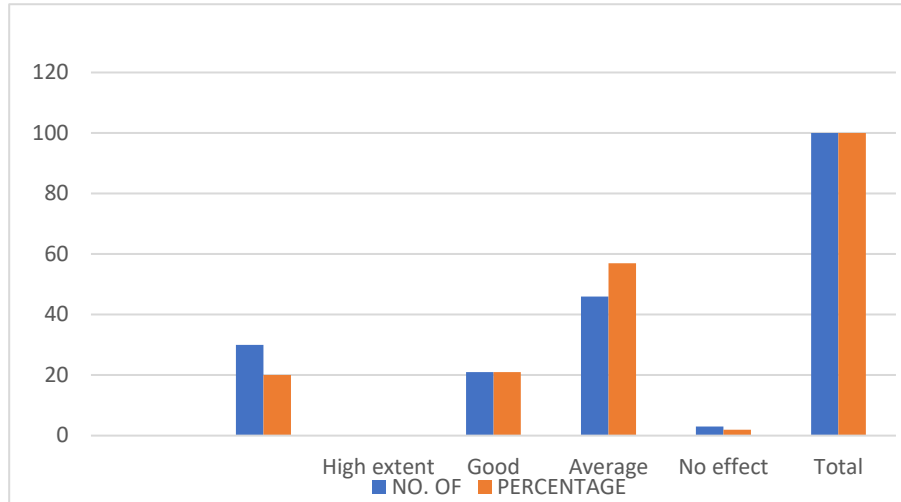
TABLE SHOWING IMPACT OF WORK-LIFE BALANCE ON ORGANIZATIONAL PRODUCTIVITY

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
High extent	30	20
Good	21	21
Average	46	57
No effect	3	2
Total	100	100

TABLE

GRAPH 5.2

SHOWING IMPACT OF WORK-LIFE BALANCE ON ORGANIZATIONAL PRODUCTIVITY



ANALYSIS

46 employees are thinking that proper balancing of work life has only average effect on the productivity of the organization.

INTERPRETATION

Most of the employees are saying proper balancing of work life management has only average impact on the productivity of the organization. 20 % of employees saying that proper balancing of work life management has high effect on productivity of the organization.

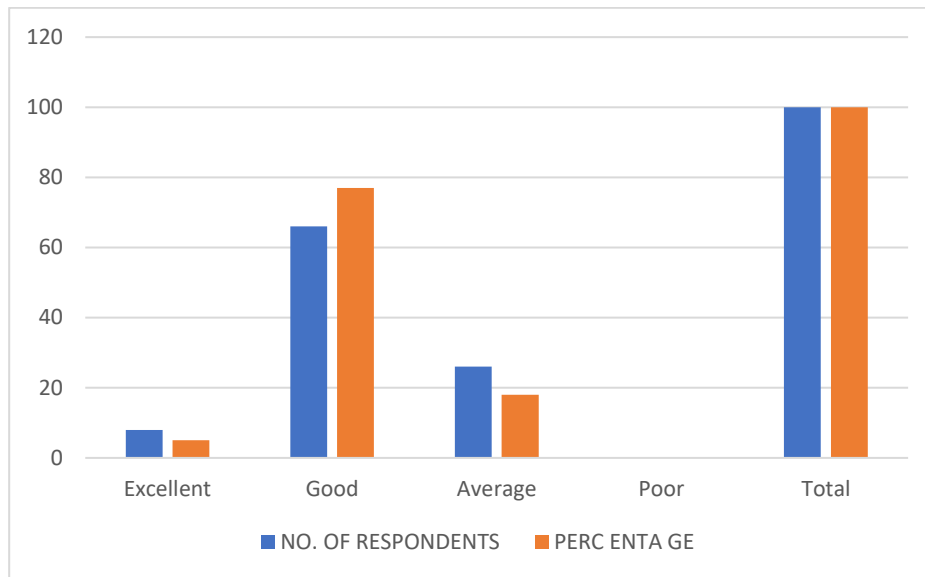
TABLE 5.3

TABLE SHOWING WORKING HOURS AND CURRENT WORK LIFE MANAGEMENT

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
Excellent	8	5
Good	66	77
Average	26	18
Poor	0	0
Total	100	100

GRAPH 5.3

TABLE SHOWING WORKING HOURS AND CURRENT WORK LIFE MANAGEMENT



ANALYSIS

66 employees are telling that working hours of the organization is good. 26 employees rated as average and 8 are rated as excellent.

INTERPRETATION

Majority of the employees says that working hours provided by the company helps to manage the current work life. The employees can manage their work life with the current working hours provided by the company.

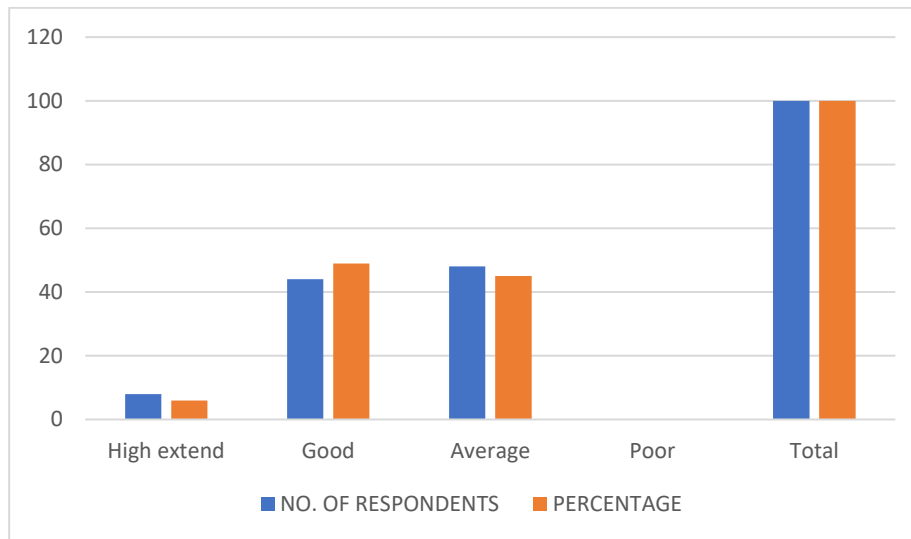
TABLE 5.4

TABLE SHOWING THE COMPANY STAFF OUTING CAN HELP TO MANAGE WORK LIFE AND PERSONAL

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
High extends	8	6
Good	44	49
Average	48	45
Poor	0	0
Total	100	100

GRAPH 5.4

TABLE SHOWING THE COMPANY STAFF OUTING CAN HELP TO MANAGE WORK LIFE AND PERSONAL



ANALYSIS

44 employees are telling that there is a good effect of staff outing on work life and personal life. 48 employees rated as average and 8 employees are telling that high effect is there.

INTERPRETATION

Majority of the employees says that staff outing has good effect on the management of work life and personal life of employees. It will help to manage the work life and personal life of employees to an extent.

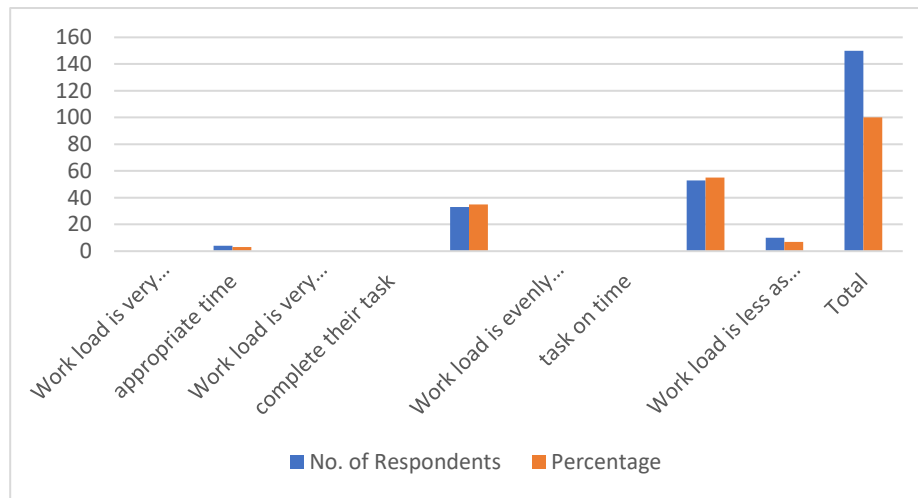
TABLE 5.5

TABLE SHOWING EMPLOYEE PERSPECTIVES ON WORKLOAD IN THE ORGANIZATION

Particulars	No. of Respondents	Percentage
Work load is very much and task are not finished on appropriate time	4	3
Work load is very much due to participate environment employees can complete their task	33	35
Work load is evenly distributed and employees can complete their task on time	53	55
Work load is less as compared to other companies	10	7
Total	100	100

GRAPH5.5

TABLE SHOWING EMPLOYEE PERSPECTIVES ON WORKLOAD IN THE ORGANIZATION



ANALYSIS

53 employees are telling that they have workload and Due to participate environment they can complete their task.

INTERPRETATION

Majority of the employees saying that evenly distributed and employees can complete their task on time. The employees can manage the work load because the evenly distributed among the employees and it helps to complete the task on time.

FINDINGS

- 74 employees are saying that working hours of the organization is satisfactory. 18 employees have average satisfaction and 8 employees are highly satisfied.
- 46 employees are thinking that proper balancing of work life has only average effect on the productivity of the organization.
- 66 employees are telling that working hours of the organization is good. 26 employees rated as average and 8 are rated as excellent.
- 44 employees are telling that there is a good effect of staff outing on work life and personal life. 48 employees rated as average and 8 employees are telling that high effect is there.
- 53 employees are telling that they have workload and Due to participate environment they can complete their task.

SUGGESTIONS

- The company should provide adequate salary package according to their work.
- The company should improve the work atmospheric condition of the company.
- The company should provide enough tools and resources to employees.
- Most employees are motivated by salary, so the company should increase the remuneration to the employees.
- The goals and expectation should be clearly communicated to the executives.
- Provide enough freedom to employees to make changes.

CONCLUSION

The study concluded with the major findings based on the prompt and unbiased response of the respondents. Pantaloons are undoubtedly the number one retailer in India. It has built a very emotional and cordial relationship with its customers. Pantaloons, with 25 years of experience in the field of weaving fabrics, is the leading apparels and fashion design fabrics company.

Quality of work life and work life management has a vital role in the organization. Ultimately, the employees are the company's greatest assets. Their collective ideas, feedback, and enthusiasm for what they do can help your business grows and succeeds. The study has revealed that quality of work life plays an important role work life management. The existing quality of work life is good in the company.

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