Quality of Work Life (QWL) in it Sector – Indian Scenario

R. Balaji, J. Michael Mariadhas, K. Rajamani

Dr. R.Balaji, Professor, Department of Management Studies, Saveetha Engineering College, Chennai, Tamilnadu, India. (E-mail: balajir@saveetha.ac.in)
Dr. J.MichaelMariadhas, Associate Professor, Department of Management Studies, Saveetha Engineering College, Chennai, Tamilnadu, India. (E-mail: michaelmariadhas@saveetha.ac.in)
Dr. K.Rajamani, Post Doctorate Research Fellow, State Bank Institute of Leadership, Kolkata, West Bengal, India.(Email: rajamani.pradeep@gmail.com)

Abstract:

The success for any organization is the end product of its commitment to deploy, develop and retain its effective workforce. The superiority of work life is the congenial work environment, peaceful work atmosphere, and an effective work life balance which results in win-win situation both for the employer and workers.

It intends to attainavision into present working life Procedures and follows, as well as work-life stability issues of IT Workers. Someimportantfeatures that effect quality of work life comprised high package higher the expectation, culture, climate, occupational health care, policies and procedures, compensation and benefits, job security etc. QWL offersfor the stableassociationamong work, non- work and family Features of life.

Keywords: Quality of Work life, Concept, Work Life In Indian It Companies

I. INTRODUCTION

A high quality of work life (QWL) is necessaryfor administrations not only to deploy the workers but also to keep them in tact in the organization resulting in

➢ Developing the knowledge and aptitude for learning of the individual

➢ Making them aware of their own strengths and deficiencies

➢ Giving them work compatible with their capacity to provide them contentment, making them enjoy their work

II. DEFINITION

QWL had been described as "the quality of relationship between employees and the total working environment**".** It is defined in other words, "Satisfaction with QWL is experienced when individuals are satisfied with interacting factors, such as optimal external conditions and social aspects, as well as being internally motivated by factors inherent in the work itself and which ultimately results in a sense of psychological well being of employees".

III. THE CONCEPT OF QWL

The term (QWL) is presumedinvented from aworldwideworkassociation's conference in 1972 at Arden House, Columbia University, New York (Davis &Cherns,

1975). However there appearscertain upon description of QWL, it had been used as a concept which communicates to the well-being of workers.

IV. OBJECTIVES OF THE STUDY

➢ To study the workers life in IT companies.

➢ To examine the need and scope of QWL.

➢ To recognizefeaturesinfluencing QWL in an IT industries.

➢ To evaluate HR's role in improving QWL.

➢ To examine how quality of work life leads to high satisfaction.

V. WORK LIFE IN INDIAN IT COMPANIES

The IT manufacturing has impartial happened to take a limitedrealstages in this direction. "Organisations in this sector are aiming at driving a culture whereby an employee is not looked down upon or ridiculed when he/she has a personal commitment to fulfil. They are given adequate time and space to spend quality time and effort towards fulfilling both work and personal objectives," Indian IT firms are in aprogressivelyreasonableatmosphere with objectives for superior heights. Workers find it problematic to sustainstabilityamong work and life, and as the result the quality of work is also affected directly or indirectly.

VI. NEED AND SCOPE FOR QWL

The Superiority of Work Life programs purposes at assimilating the socio-psychological requirements of workers the exclusivenecessities of a specific technology, the assembly and process of the association and the socio-culture milieu. It seeks to create a culture of work obligation in organization and culture at huge so as to certifyadvancedefficiency and better job fulfillment of the employees. Superiority of working life is the grade to which associates of the association are capable to fulfill their personal requirementsover their knowledge in the association. The attention is on the difficult of forming a human work atmosphere where workerseffort co-operatively and give to organisation's objectives.

Robert Owen, British entrepreneur, a cotton mill owner in Scotland in the early 19th century, pioneered ideas about better treatment of workers.

Owen argued that improving working conditions would not only recover worker's quality of work life but lead to a 50 to 100 percent increase in productivity.

The planned and effective QWL programs shall fetch the organization with the following. Benefits:

Ø Improved productivity
Ø Improved quality of production
Ø Offering better customer service
Ø Highly engaged workforce
Ø Reduced absenteeism
Ø Improved employee morale and commitment
Ø Reduced attrition rates
Ø Attraction of best talent
Ø Greater flexibility in staffs' attitudes and ability to deal with changes.

HR departments of organizations play an important role in designing the QWL. The reason is obvious. "Supporting the employees as they balance home and work responsibilities leads to a highly engaged workforce thereby becoming a large contributor to employee loyalty".

IBM has been the pioneer in practicing the QWL in IT Sector. Besides, General Motors, Ford, Xerox, BHEL, TISCO are the other companies implementing quality of work life vehemently.

QWL is the entirety total for physical (working conditions), psychological and financialfeatures which affect the job. It is the implementation of all those procedures which create the job less routine and addedrecompensing. These processescontain autonomy, appreciation, belongingness, growth and exterior rewards.

It is concerned with improving not only life at effort but also life external work.

Measuring Quality of work life:

Questionnaires and Interviews are useful measures here to measure superiority of work life. In fact, General Motors gives a questionnaire with 16 dissimilar dimensions of QWL to all its employees to recognize their perception around the superiority of their work life.

VII. HIGH PACKAGE – HIGHER THE EXPECTATION

The gratitude of theIndia rupee beside the US dollar has also meant thatstaff incomes in India have got highluxurious."Though people who have been successful in thelonger term have used the strategy of spending moretime at the workplace, they have been able to balancethis with adequate time with their families. So, inthe long run it's not the question of spending time atwork or at home, but spending quality time at bothplaces matters a lot".

VIII. ORGANIZATIONAL STRUCTURE

The IT companies and their workerswork in an atmosphere that has seen numerousvariations in current years. Organizations are progressivelyreliant on their IT organization to distribute 24/7 convenience,soorganizationcontrolling software and facilitiesare progressing to meet these requirements, different typeof organizational structure are like Flat, Tall, Matrix and the like, the structure also includes the hierarchyand the channels involved in the relating the crewand taking decisions and passing on the bottom ofthe pyramid. Many feel convenient with the minimal levels of managerial hierarchy to gather or pass theinformation. This has a got a vital impact in thedetermining the working environment.

IX. CULTURE AND CLIMATE

The growth of associationmainly, how you achievevariationeffectstheattainment of your commercial.Associationgrowthactivities occur in the dealingsof people systems such as formal and informal collections,work culture and climate, and associationplanto increase their efficiency using changes ofapplied behavioral sciences.

X. OCCUPATIONAL HEALTH CARE

The safe work atmospheredelivers the basefor the people to likeemployed. The work must notpose a health hazard for the people. The ownerand worker, attentive of their risks and rights, canattain a lot in their jointlyvaluabledialogue.Work signifies such a part in life which hasbeen selected to it through the person himself.

XI. COMPENSATION & BENEFITS

Administrations are stressed to keep upwith variations in salary and compensation thinking.There were days long back, when administrations gaveequalgrowths to all association members.This income grows, in the one percent to fivepercentkind,lead the wrong message to underperformers.

XII. SUITABILITY OF WORKING HOURS

The working hours in the organization arenormally eight to twelve hours in the corporatescenario, and that concept of flexi-time if adoptedshall be much ease for the employees in the software development activities. The flex time is prevailingin the Indian software concerns but even then it's

notfollowed to the fullest as per the views given by theemployees, but if considered shall contribute to agood working environment.

XIII. COMMUNICATION

Face-to-face or person-to-personrelational communication is the highlyrepeated communication process high people use at effort.Moreover, personslead into via email,newsletters, andmeetings. Deprived communication is regularlycited problem in organizations. Maintainingtransparency in communication and following thechannels accordingly shall create a good and effectivecommunication system in the organization.

XIV. MOTIVATIONAL TECHNIQUES & RETAINING STRATEGIES

Workerinspiration, positive workerdetermination, rewards and acknowledgment are explored inthese incomes. What creates motivated, contributingpeople. The administration'srecompense strategy reflects itspower to drive quality workers. As competition for employees increases, attracting and retaining employees will become a challenge, to certify that the association remains a needed place to effort by providing opportunities for learning. "It isimportant to keep an eye on fast track people who areintelligent and excellent performers. Performance is aprimary requirement; therefore, excellent performersshould be valued. They should be identified, nurturedand provided growth opportunity."

Celebrations at Work

The corporate life style is very tedious andmaterialistic now-a-days, as the type of work ismonotonous and the employees get bored and stressedoften, which reflects in poor quality output in theirresults. In-order to cope up with this situation, the HRshould introduce some new activities Music, Poetry,Art etc. competitions among the workers duringleisure and boost them up. Also they are expected toform the club-membership and a get together amongthe employees and their family members for a movieor for an outing, etc., which will directly reflect intheir performance in a notable way.

XV. TRAINING AND DEVELOPMENT

The relevant training and growth ishigh essential for the young professionals. To trainemployees in new skills, new ideas, and new ways ofperforming work. Theright training design will ensure your ability tohelp learners adopt the new ideas received in thetraining, and creates an effective work force in theorganizational setup.

Job Security

The IT jobs are highly paid profession andthe stability is not sure in this sector, hence it is quiteobvious that it lacks security and becomes the majorfactor that affects the employee's attitude and in turn reflects the performance in a negative manner. Theemployees gain confidence and feel comfortable inthe work place only if they are given some sort ofassurance for their job.

Study Assistance - Time Off For Study

Employees and the organization are very keenin talent acquisition and talent retention, for whichtheemployees are asked to update their knowledge basethrough training and upgrade their qualification so asto suit the client requirements to serve them better,hence the study assistance to be provided in monetary and non-monetary aspects. Like the managers aresponsored for their executive programs at leadinginstitutes to enhance their potentials.

Opportunities For Advancement / Career Growth

Employers frequently fail to comprehendthe significance of providing chances forgrowth of their workers or their jobgrowth. A favorableemployed atmosphere, goodculture, preparing and jobdevelopment with passableincome are particularrequirements that contribute for a goodQWL. Recognizing the influence of remainingachievers also stimulates others to try hard and putin their best. A respectable organisationalbehaviouralsoattentions on areas like training, jobgrowthand believe in preparing workforce improved on the

Professional aspect.

HR's Role

The part of HR department in QWL differs widely. In certainassociation top administrationemploysadecision-making to certify the QWL and outputdeterminationshappenduring the association. The rules and performssection also effectinspiration and fulfillment indirectly.Difficultimposedsecurity and health program, for sample can give workers and managers a great sense of security from accidents and industrial health hazards, like wise reparationrulescaninspireand fulfill employee through inducementprocedures or they may harm inspiration and gratification by inadequateincreases or absolute incomefreezes.

XVI. RESULTS, DISCUSSION AND STRATEGIES

The research reveals that the majorrequirements that are expected from the employeesend from their management and work place is goodCompensation& Benefits, a working environmentthat does not harm their health, good prospects forcareer growth, security for their job, and the like…These requirements are too considered with utmostcare by the employers, and perform an effectiveInternal Marketing strategy through enhancingthe QWL; keeping in mind therequirements and expectations form the employees.If failed to give immediate attention to these facts,it might slowly affect the business and may incur aheavy loss in manpower resources and also in theirfinancial turnover & profit.

XVII. SUGGESTIONS

A Worker Management Committee can be set up to oversee the implementation of QWL. The drive behind implementing quality of work life should be to ensure good QWL and effective work life balance for the workers and organizational efficiency for the organization as a whole

XVIII. CONCLUSION

Workers are the soft properties and are the hidden worth of a concern. Therefore, if administrations are worried about evolving their human properties and achievement a modestbenefit in the marketplace, it appearsessential that they appear to one of their highlyvaluable assets, namely, their human incomesthroughretainingQWLinvolvements in consonance their numerousrequirementscausingencouraging job-related replies in return.

The absolute fact that prevails in thecorporate life is prolonging the implementationof plans, related to enhancing the QWL. The factors discussed above are not in practiceto the fullest, and the management should fastenthe implementation process which shall contributeto success of the individual and the organization asa whole.

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