A STUDY ON WORK LIFE BALANCE AS A CRUCIAL HR INITIATIVE AT SELECTED MANUFACTURING COMPANIES IN BANGALORE CITY – A CASE STUDY

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ABSTRACT

Work-life balance is about effectively managing the juggling act between paid work and the other activities that are important to people. Work shouldn't completely crowd out the other things that matter to people like time with family, participation in community activities, voluntary work, personal development, leisure and recreation.

Work-life balance policies, if employed effectively, offer a win-win situation for employers and employees. For employers, work-life initiatives create positive employer branding, foster organizational citizenship, and support diversity initiatives. For employees, there is lesser stress, increased happiness, motivation, and productivity, and a better chance of reaching personal and career goals satisfactorily.

Employers have to try and make the working conditions of the employees such that the personal life of the employees is not affected. Employees have to take various measures to ensure that their personal life does not impinge on their work responsibilities.

To identify the factors affecting the Work Life Balance of the Employees at selected companies, their effect on employees lives, ways of addressing these problems and advantages of an ideal Work Life Balance for employees as well as employers.

KEY WORDS

Work life balance, employee satisfaction, employee engagement, employee morale, employee motivation.

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