

WORK LIFE BALANCE AN IMPORTANT FACTOR TO RETAIN THE EMPLOYEE

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Abstract: Work life balance now a day's one of the important factors that the companies need to focus. The meaning of work life balance is to maintain balance between time allocated for work and other aspect of life. The organizations which focus on these aspects have a healthy and positive work environment. Maintaining a healthy work –life balance is not only important for an employee but also for the organization as it improves employee productivity and ultimately performance. In case if an employee experience poor personal and co-worker relationships it will reduce job satisfaction resulting lower productivity at work, a higher potential for stress related health problems and absenteeism, with the associated costs related to these being passed on to the company. So this article aim to draw out strategies or plan to cope with the problem and help the employees to enjoy their work and live life to the fullest. Work life balance is that the person is equally engaged in his work and as work as his/her family role.

IndexTerms - *Work life balance, Employee productivity, Employee performance, Job satisfaction, Stress.*

INTRODUCTION

In today's world where technology plays an important role to keep work and personal life separate from each other is the difficult task. In this age of technology work and person life tends to increasingly intertwine rather than exist as separate sphere. The employee even after the office hour does not get separated from their work as now they can take the work at home and this effect their personal life as they are not able to keep office work away from them even at home which always keep their mind occupied and also stress level start increasing and also affect their work performance. When there is more interference of work life with family life it creates the situation of work family conflict. Maintaining a work-life balance is about separating the personal and work lives without allowing any one of them to encroach upon each other. Both are important, neither should be neglected. There is no ideal balance of work and personal life as it keeps on changing with different phases of life, like when the person start his career, before marriage, after the person get married and even after the person have children. So it makes it difficult for any organization to set balance for every employee because every person working in the organization has many different priorities. So these factors are creating stress and strain among the employees. Moreover, in today's world, the work pressure has become intensifying for both women and the men. As a result, in many cases the work has dominated the person family life, which in turn results in imbalance. So thus it make more difficult for organization to develop a employee friendly environment but the organizations which are unable to maintain work life balance faces high employee turnover which in turn increases the expenses and also has a negative impact on the organization's morale. The main aim of organization is to achieve their goal and to give the best performance and to ensure both of this the organization need to retain their staff by implementing employee retention programs to ensure that the best employee remain with the company. The business owner needs to retain their employees by keeping number of factors that will boost employee morale and will stay with the organization for long term. So the organization needs to not just focus on the salary but addition to that work environment is also a major factor when employees are deciding whether or not to stay with your firm. Meeting employee work/life balance concerns is now a strategic imperative for much organization. In some organization, global competition for retain human resources has made an organization ability to facilitate work/life balance an important competitive factor in attracting talent.

In the effort to create an environment where the employees want to stay in the firm for ever and with full positivity and motivation, firms need the ability to be creative with policies that address work-life balance.

ROLE OF EMPLOYER TO IMPROVE WORK LIFE BALANCE

No matter how big or small may be the organization but the success of the organization will depend on the people who work there. So it is important to ensure that the work force is happy and motivated. For an employer it is important to understand that the customers do not come first it's the employees who come first. If the employees are happy and satisfied they will take care of the customer and will always try to give best to the customers. So it is important for the organization to focus on the following areas which will help them boost the morale of the employer. First, in order to increase work life balance practices of employees and make use of their capacities; secondly to always try to keep the employee satisfied; thirdly, to make the organization best place to work for an employee, and lastly, to have a better corporate social responsibility. These things can be achieved by practicing following things.

1. RECREATION AREA: It is important for the organization to focus on the recreation areas as it will help in improving the well-being and performance of employees in the workplace. As most time of the working person time is spent in the office. So if the employees are always stuck in their work area their productivity is bound to fall. So it is important that the work place should have a relax and good environment, it gives the brain a boost to think differently and come up with out-of-the-box ideas. The facilities such as Gym, Library area, Play zone area should be created in the office area.

2. WELLNESS OF THE STAFF: The employer must also take care of the wellness of the staff if the staff medical checkup are also done of the routine basis and even the medical facilities are provided by the company where they work the staff will be more focused towards they work. As now a day the major stress the people have is the medical. If the person is medically insured he will be more relaxed.

3. CHILD CARE FACILITIES FOR FEMALE EMPLOYEES: Female employees are playing dual role, one at the workplace and another at their home. It is difficult for them to manage both the side The negative career consequences associated with working part-time is likely to be one of the principal reasons why many of these fulltime women with dependants, do not avail themselves of part-time work. If the organization wants to retain the best women talent in their company it is important to make family-friendly human resource practices such as providing flextime, job sharing, and if possible providing onsite day care facility with suitable nursing areas and the offices where onsite day care facility is not possible then providing assistance in finding daycare facility nearby.

4. FLEXIBILITY AT WORK PLACE: The organization needs to be flexible with the time. Now Changes in available technology like laptop, computers, PDA's, Cell phones, and the internet have made flexible work arrangements more reasonable and cost effective. For employees with heavy outside responsibilities, once irreconcilable demands are now technologically feasible. For example parents with young children and children with infirm parents can often work from home. Even for those with less complicated lives, technology provides the ability to reduce commuting time and increase control.

5. RESTRICT THE OFFICE HOUR: It is important to restrict the office hour because if the employee is working after his office hours also does not means that he is more productive. It is important for company management to encourage employees to complete their daily task with in office hour and avoid staying long in the office. This will improve their personal life and the work performed by them will be more efficient.

6. COMPRESSED WORK WEEKS: A compressed work week is an arrangement whereby employees work longer shifts in exchange for a reduction in the number of working days in their work cycle e.g. a employee can work additionally one hour more every day and instead of working for 6 days he can compress the week by just working for 5 days.. This can be beneficial for employees in term of reducing their commuting time and also the commuting expense. This will be one of the best way for employee as they don't have to compromise on the salary as for that they are working extra to compensate the weekly off and will also get a long weekend and will get time to spend with their family.

BENEFITS OF WORK LIFE BALANCE

The benefits that we get by having balance work and personnel life is that we have the happier staff and the less stressed staff. When the staff will be less stressed their level of productivity will increase.

The organization will not face the problem of staff retention as the staff what the organization will have will be more loyal, committed and motivated.

It will also help in attracting top talent, retaining your staff and turning a better profit is all about having a strong company brand, not only in your product or service, but also as an employer.

CONCLUSION

Work life balance is important for everyone not only for employee but also for employer. As this helps to improve the retention of the employee which help the organization to cut down on the cost of again and again doing the recruitment process and also the training and development for the new employees. Any good business knows that that investing in people is one of the most valuable things you can do. Your business relies on the talent of the people behind you, so helping to keep them engaged and happy will help your business go further. successful convergence between work and non –work aspect can be win-win situation for both employee and the employer.

Work and family life both are very important for happiness. Yet juggling the demands of each can be difficult. By creating alternative methods it will be easier to balance and work. There are many Multi -national companies which are practicing and working on these areas like work time and work location flexibility, and the development of supportive managers are contributing to increase work-life balance. It gives a feeling of contentment and motivation to the employees to shoulder responsibilities with greater accountability.

LITERATURE REVIEW

- 1. Fisher and Layte (2003):** consider three distinct sets of measures of work-life balance, viz. proportion of free time, the overlap of work and other dimensions of life, and the time spent with other people.
- 2. Gayatri Pradhan,2016:** Different factors associated with work have resulted in excessive stress and strain among workers. As a result, there is a work domination of family life created by work demands, which in turn results in work family imbalance.
- 3. Greenblatt, (2002):**Meeting employee work/life balance concerns is now a strategic imperative for much organization. In some industries, global competition for human resources has made an organization ability to facilitate work/life balance an important competitive factor in attracting talent.
- 4. K. Santhana Lakshmi et al, (2013) :** have examined that the Educational institutions should address the Work Life Balance related issues among their staff, specifically women and take a holistic approach to design and implement the policies to support the teaching staff to manage their WLB.
- 5. Niharika and Supriya, (2010):** According to them they have studied the work based factors and family related factors that are considered to contribute to work life balance. Work based factors are flexi time, option to work part time and freedom to work from home and the family related factors are child care facility and flexibility to take care of emergencies at home.

Reference

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