

Work Life Balance Among Employees with Special Reference to Koso India Pvt. Ltd, Palakkad

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Abstract

Work-life balance (WLB) is a vital component of employee well-being, productivity, and job satisfaction in today's demanding work environment. This study explores the work-life balance among employees of KOSO India Pvt. Ltd., Palakkad, with a focus on identifying the factors that affect their ability to manage professional and personal responsibilities. The study aims to assess the current state of WLB, understand its impact on employee mental health and performance, and examine the role of organizational support. A descriptive research design was used, and data were collected from a sample of 60 employees through simple random sampling. The findings reveal that while employees recognize the importance of balancing work and life, they often face challenges such as long working hours, job pressure, and limited flexibility. The study emphasizes the need for employee-friendly policies, including flexible work arrangements, mental health support, and stress management initiatives, to foster a healthier and more productive work environment. The results offer valuable insights for HR professionals and management in designing strategies to enhance work-life balance within the organization.

Keywords: Work Life Balance, Job Stress, Employees

INTRODUCTION

Work-life balance (WLB) is a crucial aspect of modern organizational management, significantly impacting employee well-being, productivity, and job satisfaction. In today's fast-paced and technology-driven work environment, employees often struggle to manage their professional responsibilities alongside personal commitments. This imbalance can lead to stress, burnout, and decreased overall efficiency. Work-life balance refers to the ability to effectively manage both work and personal life without one adversely affecting the other. Factors such as flexible working hours, remote work options, organizational culture, and individual coping strategies play a key role in influencing WLB. As organizations increasingly recognize its importance, efforts are being made to implement supportive policies and structures that promote balance and well-being. A well-maintained work-life balance allows individuals to fulfill job responsibilities while enjoying quality time with family, pursuing personal interests, and maintaining physical and mental health. Both employers and employees share the responsibility of achieving this balance through flexible scheduling, setting boundaries, and prioritizing self-care. Ultimately, promoting WLB benefits not only individual employees but also enhances organizational effectiveness and employee retention.

Concept of Work-Life Balance

Meaning and Definition

Work-life balance refers to the equilibrium between work-related responsibilities and personal life, ensuring neither aspect dominates or negatively affects the other.

Definitions:

- **Greenhaus & Allen (2011):** “Work-life balance is the extent to which individuals are equally engaged in and equally satisfied with their work and family roles.”
- **Guest (2002):** “Work-life balance is the ability of employees to maintain a healthy balance between work demands and personal life commitments, ensuring mental and physical well-being.”
- **Clark (2000):** “Work-life balance is the extent to which individuals manage and negotiate their work and family roles to maintain satisfaction in both domains.”

Importance of Work-Life Balance

- Enhances employee satisfaction and productivity.
- Reduces stress, burnout, and absenteeism.
- Improves employee retention and reduces turnover.
- Strengthens organizational commitment and engagement.
- Enhances overall mental and physical well-being.

REVIEW OF LITERATURE

Umesh et al. (2023) explored the role of organizational culture in promoting work-life balance. Their review emphasizes how organizational culture shapes employees' ability to manage work and personal responsibilities. They found that cultures that support flexibility, open communication, and employee autonomy tend to promote better work-life balance. On the other hand, organizations with cultures that emphasize excessive work demands or rigid structures can hinder employees' efforts to maintain a healthy balance between their work and personal lives. The study highlights the critical role that organizational culture plays in either facilitating or obstructing work-life balance.

Rashmi and Kataria (2022) conducted a systematic literature review and bibliometric analysis of 945 research papers published between 1998 and 2020. Their analysis identifies recurring themes in work-life balance research, including flexible work arrangements, gender differences in balancing work and personal life, and the influence of organizational policies. The study offers a comprehensive overview of the evolution of work-life balance as a research area and highlights key findings from past studies. It also presents emerging trends in WLB research, such as the challenges posed by digital workspaces and new family structures, and suggests potential directions for future research.

Andeyo and Otuya (2020), in their literature review published in *The Strategic Journal of Business & Change Management*, delve into the complexities of balancing personal and professional life. Their study highlights the significant impact that work-life balance (WLB) has on employee performance, job satisfaction, and organizational commitment. They point out that the experience of work-life balance varies globally, influenced by cultural, economic, and social factors. This review underscores the necessity for organizations to adapt their human resource practices to enhance employee well-being, reduce turnover, and align their operations with diverse employee needs.

RESEARCH METHODOLOGY

Objectives of the Study

- To study the current state of work life balance among employees through surveys and feedback mechanism.
- To study and implement policies that promote flexible working hours remote work options and adequate leave provisions.
- To study welfare initiative including mental health support and stress management programs to enhance employee wellbeing.

Research Design

The research design used for the study is descriptive in nature.

Universe of The Study

The aggregate of all the units pertaining to the study is called the population of the universe. The researcher collected data from KOSO Company, Palakkad.

Sampling Method

In the research study the researcher adopted Simple random sampling. Simple random sampling is a method of selecting a sample from a population in which every individual or item in the population has an equal chance of being selected.

Sample Size

The sample size is 60

MAJOR FINDINGS

- Among the 60 respondents, the largest group (41.7%, or 25 respondents) falls within the 31-40 year age range.
- The majority of respondents (72.9%, or 43 respondents) are male.
- A significant proportion of respondents (79.7%, or 47 respondents) are unmarried.
- The majority of respondents (72.9%, or 43 respondents) hold a Master's degree.
- Most respondents (91.5%, or 54 respondents) are undergraduate students.
- A large proportion (76.3%, or 45 respondents) are self-employed.
- The majority (59.3%, or 35 respondents) report a low level of work-life balance.
- The majority (57.6%, or 34 respondents) report a moderate level of implementation of policies promoting flexible working hours.
- A majority (61.0%, or 36 respondents) report a moderate level of welfare support, including mental health support (MHS) and stress management programs (SMP).
- A significant correlation is observed between age and the current state of work-life balance.
- No significant correlation exists between gender and the current state of work-life balance.

SUGGESTIONS

- Conduct workshops on time management and work-life balance.
- Implement flexible work hours and remote work options.
- Introduce mental health and stress management programs.
- Set up regular feedback systems for employee concerns.
- Optimize workloads to avoid employee burnout.

- Foster a supportive culture that respects personal time.

CONCLUSION

The study on work-life balance among employees at Koso India Pvt. Ltd., Palakkad, reveals that while most employees face challenges in maintaining a healthy balance between their professional and personal lives, there is a moderate level of support through existing policies and welfare measures. Factors such as age, education, and employment status influence work-life balance, with a significant correlation observed between age and work-life balance. However, there is no significant link between gender and work-life balance. The findings highlight the need for enhanced flexible work arrangements, improved mental health support, and a more supportive organizational culture to promote employee well-being and productivity.

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