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ijerst.editor@gmail.com

editor@ijerst.com

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Research Paper

WOMEN WORK LIFE BALANCE AT INDIABULLS SECURITIES LTD

Buchanpally Nikshitha [1] MBA Student
Dr M Narasimha [2] ASSOCIATE PROFESSOR
[1,2]MASTER OF BUSINESS ADMINISTRATION
[1,2]Megha Institute of Engineering and Technology for Women, Sy. No. 7, Edulabad Road, Edulabad, Ghatkesar, Telangana.

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ABSTRACT

In today's workplaces, there is a growing readiness for employees are not to give up their lives. Only on the basis that they're working. Work and life are still the two most important areas in the world. The life of a single person in use Management acknowledges that the essence of the close-to-home and family life of an employee impacts Standard of work and solid market incentives to advertise work and non-work Co-ordination. In this initiative, we are battling to help employees achieve a work-life balance. In the event that it is really to get the best from a simple piece of HR policy and procedure.

INTRODUCTION

The expression "work-life balance" (WLB) was instituted in 1986 to a reaction to the developing worries by people and associations the same that work can encroach upon the nature of family life and the other way around, hence offering to ascend to the ideas of "work-family strife" (WFC) and "family-work struggle" (FWC). The previous is likewise alluded to as "work meddles with family" (WIF) while the last is otherwise called "family meddles with work" (FIW). In a 24*7 vicious serious work condition, the measure of time committed to work can negatively affect one's family.

The sense of balance among individual and professional life varies from person to organization. When a person does not maintain a balance and is very active in organizational planning, this can cause him some medical, psychological and behavioral consequences, as a result his productivity will be lesser. Work-life stresses are harmful to employees. Being sedentary and overworking can create imbalances in personal and professional life; but there are other ways to handle job time stress e.g. job management, rest, flexible working hours, homework and exercise etc. Work-life balance improves individual well-being, job satisfaction, commitment, participation and reduces work-related discomfort and attendance (physical status but not productive). Despite the progress in improving occupational health, there is still much to be done.

One important factor is the degree to which work-life balance often applies to all the higher power of the organization. Those who lower the organizational position sometimes do not have the benefit of other benefits or are unaware of the company's relevant policies. "Balance is not better time management, but better border management. Balance means making decisions and enjoying those choices." - Betsy Jacobson.

NEED FOR THE STUDY:

In the current context the entire organization expects its employees to perform to the best of their ability. Although financial factors play a major role in motivating employees, international organization has heard that there are many other factors that contribute to better staff performance. In particular, this study aims to identify various intangible and intangible factors that exacerbate work quality. The survey will be used as a feedback from human resources to know their current vision of working and identify areas that improve the organization. To increase the performance through

improved organizational climate and reduction of stress and more efficient use of the staff of the organization.

SCOPE OF THE STUDY:

The research of the study covers the various aspects of INDIABULLS finance at Banjarahills branch. The study focuses on the employee work-life balance and how to improve the productivity, commitment and communication improved and less negative organization stress.

OBJECTIVES OF THE STUDY:

- To analyze the effectiveness of the work-life balance of employees in theorganization.
- To learn how to improve the work-life balance of employees in an organization.
- To know the opinions of employees related to work-life balance.

RESEARCH METHODOLOGY

The study has been covered based on the following steps:

A) DATA COLLECTION: The data has been collected from the two main sources of datanamely:

- Primary Source of data
- Secondary Source of data

PRIMARY SOURCE

The primary source includes the data that is collected from Indiabulls Securities Ltd andselected respondents. The required information is collected in the following ways:

- Administered a structured questionnaire.
- Based on observation.
- By interacting with the concerned employees.

SECONDARY SOURCE

The secondary source is that information that is obtained from those sources other than directsources and the information is collected through the mentioned ways.

- Company‘s Website.
- Magazines and Journals.
- Textbooks published in Human Resource Management.
- Websites and Search engines.
- Other records.

B) SAMPLE SELECTION:

Sample size:100

The sampling was done based on a convenient sampling method.

LIMITATIONS OF THE STUDY

- Perspective each view seems to be different.
- Some respondents are hesitant to tell the truth so that it may lead to incorrect statistical data.
- The department has allowed the researcher to collect information from only limited respondents and restricted departments.

REVIEW OF LITERATURE

Simultaneously its effect is extremely critical for the associations since the representative's disposition, devotion to the association, and profitability are straightforwardly subject to how well one balances one's time between two lives. Worldwide rivalry, developing commercialization, fast advances in innovation, and changes in the family as an organization are as one impinging and affecting the 'time-cash press' between family caring duties and requests of work. This paper will for the most part diagram the idea, writing audit, practices of WLB, and difficulties to the viability of practices and prospects for WLB.

There is a creating status in the present workplaces that employees don't give up their lives just because they work. Work and life remain the two most central zones in the life of a used single

individual. In any case, the trial of modifying work and non-work demands is one of the present central mindfulness toward the two individuals and associations. With the creating contrasts of family structures addressed in the present workforce, particularly with the creating standard of twofold calling families, the essentialness of managing a representative's work-life balance have extended strikingly over ongoing years. Administrations comprehend that the idea of a worker's near and dear and family life impacts work quality and that there are strong business inspirations to promote work and non-work coordination. Right now, fight that helping employees to achieve a work-life balance should transform into a fundamental bit of HR approach and method if it is to get the best from the association's kinfolk without deserting them unsatisfied, exhausted and unfulfilled.

INDUSTRY PROFILE

The securities market achieves one of the most important functions of channeling idle resources to productive resources or from less productive resources to more productive resources. Hence in the broader context the people who save and investors who invest focus more towards the economy‘s abilities to invest and save respectively. This enhances savings and investments in the economy, the two pillars for economic growth. The Indian Capital Market has come a long way in this process and with a strong regulator it has been able to usher an era of a modern capital market regime. The past decade in many ways has been remarkable for securities market in India. It has grown exponentially as measured in terms of amount raised from the market, the number of listed stocks, market capitalization, trading volumes and turnover on stock exchanges, and investor population. The market has witnessed fundamental institutional changes resulting in drastic reduction in transaction costs and significant improvements in efficiency, transparency and safety.

Stock market:

When investors think of the stock market, they Nov imagine a specific place - such as a stock exchange. In fact, the stock market is the abstract idea of stock trading and stock exchange. All selling of stocks - at stock exchanges and in other ways - affects the market overall. Following stock market information in the news can help you make the right decisions about stock market investing.

Need of stock market:

The stock market is simply a term for the overall market or industry that is concerned with buying and selling company stock, both private and publicly traded securities. The stock market does many things. It helps to set prices of stocks. The more a stock is traded on the market and the more in demand the stock, the higher is its value. Having a stock market that is interconnected with stock markets around the world helps traders and investors to see how Specific stocks are doing.

Of course, the stock market is mainly present to create money. Through the market, investors - both companies and individuals - can buy stocks, which effectively make them own a small part of a company. If the company prospers, investors are rewarded with dividends and profits. Companies, by becoming public and offering stocks to the public, can raise money and improve their profile through business expansions which can help them make great profit.

How to invest in stock market:

Most financial experts recommend that investors must consult a full-service financial advisor initially. This type of advisor can provide advice and can help ensure that an investor's money gets a good return. More experienced investors Nov be interested in one of the online investing options. These allow almost anyone with a fast internet connection and a subscription to an investment site to buy and sell stocks when they wish.

COMPANY PROFILE

Indiabulls Group is one of the country's leading business houses with interests in housing finance, real estate, securities, construction equipment leasing and facilities sector. The group had combined revenues of over Rs. 8,300 Cr and PAT of over Rs. 1,900 Cr for the year ended 31 March 2014. All the group companies are listed on the Bombay Stock Exchange, and the National Stock Exchange. The combined market capitalization of these companies as on 30th June 2014 was Rs. 17,900 Cr.

Indiabulls Ventures Limited (Formerly Indiabulls Securities Limited) is one of India's leading capital markets companies providing securities broking and advisory services. Indiabulls Ventures also provides depository services, equity research services to its clients and offers commodities trading through a separate company. These services are provided both through on-line and off-line distribution channels. Indiabulls Ventures is a pioneer of on-line securities trading in India. Indiabulls Ventures' in-house trading platform is one of the fastest and most efficient trading platforms in the country.

Indiabulls Group started with its securities trading business, which incubated the financial services business. The financial service business went on to incubate other businesses. Thus in many ways the securities business was the seed that today has grown to independently manage and separately listed business of the group. Indiabulls Ventures has been assigned thehighest broker quality rating BQ1 by CRISIL.

CSR policy

Other main listed companies:

Indiabulls Housing Finance Ltd. (IBHFL) is the 2nd largest private housing finance company in India, regulated by the National Housing Bank (NHB). We have the highest rating of AAA from CARE ratings and Brickwork ratings.

The company offers home loans at competitive rates, especially loans of up to Rs. 25 lakhs. Our employees are specially trained to guide the customer through different stages, right from the initial process of applying for a loan till the time he takes possession of his dream home. **Our Core Values**

Customer First

Transparency

Integrity

Professionalism

Our Goals

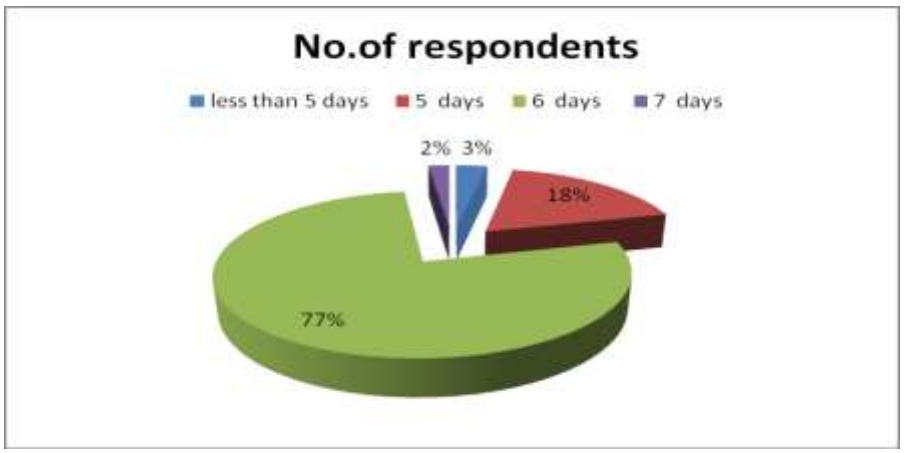
Committed to helping people realize their dream of owning a home of their own

Contribute towards a well-organized housing finance sector and thus enable efficient channeling of financial resources to make housing finance available at reasonable and affordable rates

DATA ANALYSIS AND INTERPRETATION:

1) How many days in a week do you normally work?

S no	Particulars	No of respondents	Percentage
1	less than 5 days	3	3
2	5 days	18	18
3	6 days	77	77
4	7 days	2	2
	Total	100	100

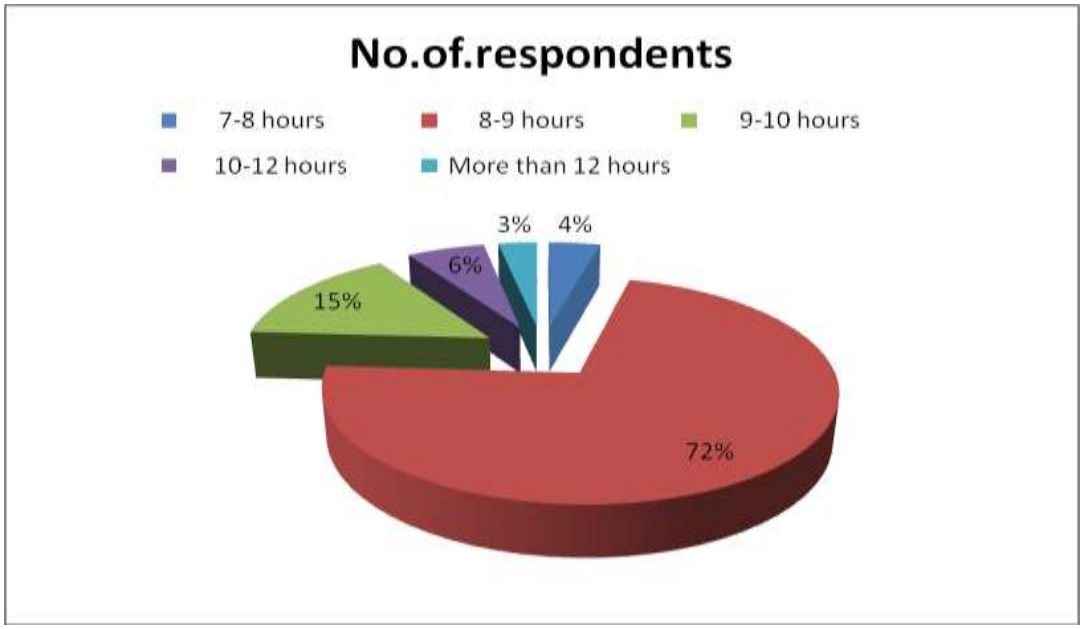


Interpretation:

From the above chart, 77% of the staff employment for 6 days a week.18% of the workers job for 5 days a week.3% of the human resources employment less than 5days a week.2% of the people work whole 7 days in a week.

2) How many hours in a day do you normally work?

S no	Particulars	No of respondents	Percentage
1	7-8 hours	4	4
2	8-9 hours	72	72
3	9-10 hours	15	15
4	10-12 hours	6	6
5	More than 12 hours	3	3
	Total	100	100

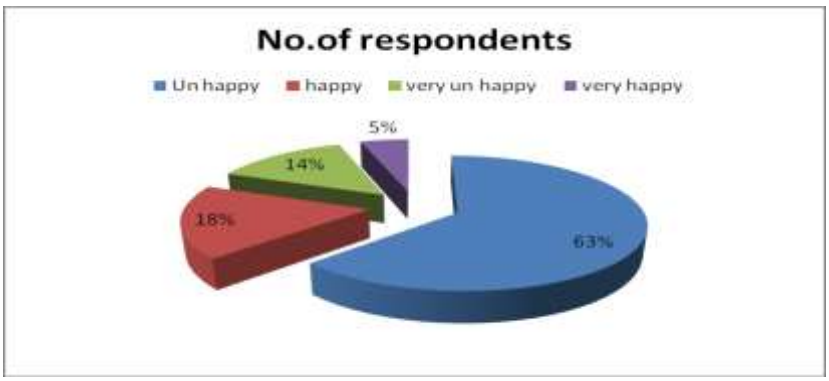


Interpretation:

From the above chart, 72% of the people normally work 8-9 hours a day. 15% of people normally work 9-10 hours. 6% of the people work 10-12 hours. 4% of the people normally work in 7-8 hours. 3% of the staff work for more than 12 hours.

3) What is your perception when you spend maximum time at work?

S no	Particulars	No of respondents	Percentage
1	Unhappy	63	63
2	Happy	18	18
3	very unhappy	14	14
4	very happy	5	5
	Total	100	100

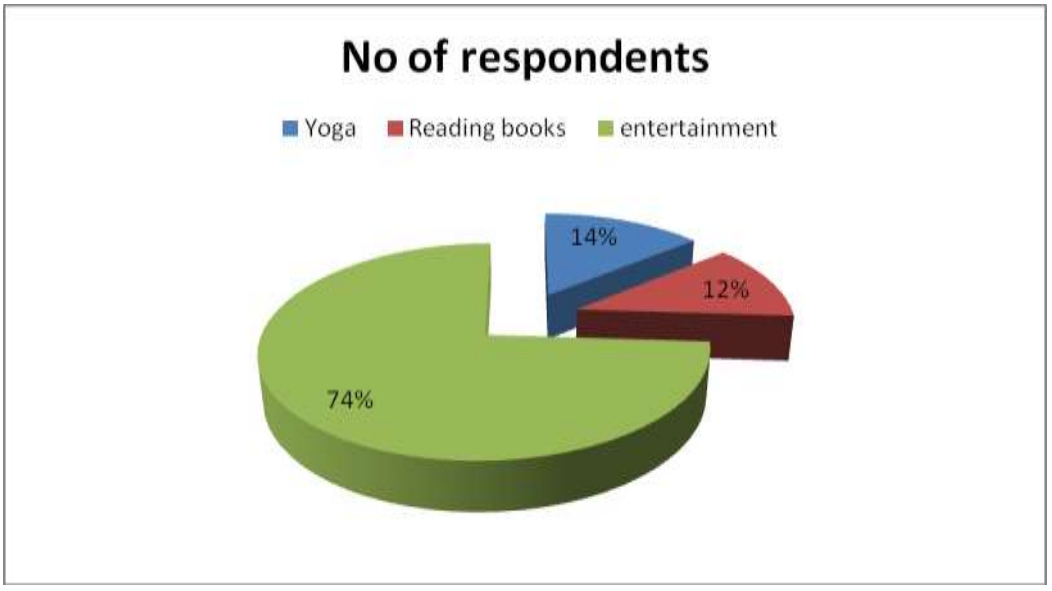


Interpretation:

From the above analysis, 63% of the human resources are unhappy to spend time at work, 18% of the staff are happy to spend time at work, 14% of the employees are very unhappy, 5% of the staff are very happy from the above analysis maximum number of employees are unhappy to spend their time at work.

4) How do you manage stress arising out of work?

S no	Particulars	No of respondents	Percentage
1	Yoga	14	14
2	Reading books	12	12
3	entertainment	74	74
	Total	100	100



Interpretation: From the above chart, it says that 74% of the staff will manage their

stress by entertaining in the organization, 14% of the people will manage by reading the books and 12% of the People manage stress out of work by doing yoga.

FINDINGS

1) The mainstream of staff in the organization are working 6 days a week.

2) The greater part of human resources in the company work 8 to 9 hours a day normally.

3) 59 % of staff feel that able to balance their work life.

4) 63% of people are unhappy because they spend maximum time at work.

SUGGESTIONS

1) The changes in the working hours of the company must be needed .so that it will satisfythe employees because they are unhappy to spend most of the time at work.
2) Effective employee work-life balance has better organizational commitment which leads tobetter production output.
3) We need to provide health checkups and welfare programs for employees because of mostof the employees very much satisfied with them.
4) The organization needs to provide gym and yoga facilities for employees to manage stressarising out of work.
5) In India bulls housing finance there are 6 working days, but it is suggestible to make 5days as working to the employees. So that Work-Life balance will be achieved.
6) The company should allow flexible working hours to achieve work-life balance.

7) The organization should invite the family members of employees on occasions likeAnnual day celebrations. Also, it should provide a family vacation at least once a year.

CONCLUSION

It is clear that worker work-life equilibrium in INDIABULLS is good. But there is a small gap from employee satisfaction to the company. The present work-life balance programs inan organization will do both the employee and employers above-average satisfaction level. But to improve productivity level the company should initiate many more programs. For the employer, work-life balance initiatives create positive branding, promote being an employer of choice, and foster an organizational community. The key role of HR, therefore, is to understand the critical issue of work-life stability integrate into the organization's HR policy, and champion work-life balance programs.

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