

A PROJECT REPORT
(18MBAPR407)
on the Topic
**“A STUDY ON THE QUALITY OF WORK LIFE OF THE EMPLOYEES AT JIVOX
SOFTWARE INDIA PVT. LTD”**

By
PUNEETH M
USN: 1CY18MBA38
MBA 4thSemester

Submitted to
VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI

**In partial fulfillment of the requirements for the award of the degree of
MASTER OF BUSINESS ADMINISTRATION**

Under the Guidance of

INTERNAL GUIDE

Prof PrekshaYadav

Assistant professor
Department of Management
Studies
CMR Institute of Technology
BENGALURU

EXTERNAL GUIDE

Ms. Devi Iswarya

Senior HR Associate
Laxmi International
JIVOX Software India
Pvt. Ltd,BENGALURU



DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

C M R INSTITUTE OF TECHNOLOGY

#132, AECS Layout, ITPL Main Road, Kundalahalli,
BENGALURU-560037

June/July 2020

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CERTIFICATE

This is to certify that **Mr. Puneeth M** bearing USN **1CY18MBA38** is a bonafide student of Master of Business Administration Programme of the Institute (2018-20 Batch), affiliated to Visvesvaraya Technological University, Belagavi. Project report on **“A STUDY ON QUALITY OF WORK LIFE OF EMPLOYEES AT JIVOX SOFTWARE INDIA, PVT. LTD”** is prepared by him under the guidance of **Mrs. Preksha Yadav**, Assistant Professor, in partial fulfilment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi in Karnataka.

Signature of Internal Guide

Signature of HoD

Head of the Department
Department of MBA
CMRIT-PG Studies
Bangalore-560 037

Signature of Principal
Principal

CMR Institute of Technology
Bangalore - 560037

Evaluators

1) Name of external evaluator

Signature with Date

2) Name of internal evaluator



INTERNSHIP ACCEPTANCE LETTER

16th January 2020

Puneeth M

CMR Institute of Technology

University Seat number (USN) 1CY18MBA38

Home Address : No. 4/1, Doopanahalli, HAL, 2nd Stage,
Indiranagar, Bengaluru – 560 008. Mobile : + 91 97319 71322

Dear Puneeth M,

We are pleased to offer you an internship program for an academic project titled **“A study on the quality of worklife of employees”** with **Jivox India Private Limited**. You will report directly to Mirilla Woodward – Vice President Human Resources. The duration of your internship will be between **January 2nd 2020 to February 16th 2020**.

You should note that any information and data collected from you during the course of your internship should be kept confidential at all times. If you have any questions feel free to get in touch with me at mirilla@jivox.com or on my mobile +91 9535 799 199.

We appreciate your interest in Jivox India and wish you all the best for your future endeavours.

Sincerely,

Authorized Signatory

Mirilla Woodward

Vice President Human Resources



Jivox Software India Pvt. Ltd.

No.56/ 57/58/1/2 , Saket Callipolls, 2nd Floor , Opposite Wipro, 22 Doddakannhalli,
3, Sarjapur Main Rd, Kaikondrahalli, Bengaluru, Karnataka 560035



14 February 2020

CERTIFICATE OF COMPLETION

This is to certify that **PUNEETH M** bearing **USN NO: 1CY18MBA38** a **3rd Semester MBA** student of **CMRIT College** has successfully completed the Internship project ("**A study on the quality of work-life of employees**") in our organisation under the guidance of myself **Mirilla Woodward - Vice President Human Resources** from **02 January 2020** to **14 February 2020**. His performance and conduct during the project work was good.

We wish him all the best in her future endeavours.

Sincerely,

Authorized Signatory
Mirilla Woodward
Vice President Human Resources



Jivox Software India Pvt. Ltd.

**No.56/ 57/58/1/2 , Saket Callipolls, 2nd Floor , Opposite Wipro, 22 Doddakannahalli,
3, Sarjapur Main Rd, Kaikondrahalli, Bengaluru, Karnataka 560035**

DECLARATION

I, Puneeth M, hereby declare that the project report entitled with reference to prepared by me under the guidance of Mrs. Preksha Yadav, faculty of M.B.A Department. CMR Institute of Technology, and external assistance by. I also declare that this project work is towards the partial fulfillment of the university.

Regulations for the award of degree of Master of Business Administration by Visvesvaraya Technological University, Belgaum, I have undergone a summer project for a period of six weeks. I further declare that this project is based on the original study undertaken by me and has not been submitted for the award of any degree/ diploma from any other university / Institution.

Place:

Signature of the student

Date:

ACKNOWLEDGEMENT

I have been fortunate enough to get good timely advice and support from a host of people to whom I shall remain grateful.

I take this opportunity to express my heartfelt thanks to **Dr. Sanjay Jain**, Principal, CMR Institute of Technology, Bangalore, for his support and cooperation to undertake and complete the project work.

I am extremely thankful to **Prof. Sandeep Kumar**, Head of the Department of Management Studies and Research, CMR Institute of Technology, Bangalore, for his advice and support throughout the completion of the project work.

It gives me immense pleasure to record my thanks to my Internal Guide, **Prof Ms PREKSHA YADAV**, assistant professor of the Department of MBA of CMR Institute of Technology, Bangalore, for her valuable guidance and untiring support and cooperation in completing the project work.

I acknowledge the insights provided by my External Guide, **MS DEVI ISWARYA, EXECUTIVE MANGAER, JIVOX SOFTWARE INDIA PVT LTD** which helped me to a great extent in completion of the project work.

And finally, there is deepest of thanks for the patience and cooperation of the family and friends, without whom the endeavour would not have been possible.

PUNEETH M

USN : **1CY18MBA38**

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EXECUTIVE SUMMARY

In the present scenario, ensuring the employee's work-life quality would be a challenging issue to the IT giants, managers and also to the human resource personnel. Quality of labour life is drawing importance globally; organizations face major issues associated with the human resource on which the employee's stability is one among the main problems and addressing that is a topmost priority. Among the various reasons the for-employee stability, the quality of work - life is one among them. Quality of work - life is a multi-dimensional construct and it has been influenced by many variables.

Work is a fundamental portion of the way of life because it is our energetic hood or career or trade. On normal based on the ponder, we are found likely to spend almost twelve hours every day and it is one-third of our whole life. Investigate on quality of work - life is considered for both the representatives and the organization and it is included with work fulfilment, work association, efficiency and work enhancement, etc.; the victory of any organization is profoundly tried and true on how it pulls in, initiates, spurs and holds its workforce. Today's organizations have to be more adaptable so that they're prepared to create their workforce and thrive in their commitment.

The quality of work-life means the term which may be of favourable or unfavourable conditions concerning the environment of the workplace or the environment within the organization. The employee's satisfaction is achieved when it is connected to the environmental favourableness and when it's not connected it leads to the right opposition of un favourableness. The work-life quality is nothing but the measurement of the degree of the satisfaction level of the employee's personal needs concerning the firm.

This study is an endeavour made to dissect the "quality of work - life among employees" to make strides the quality of work-life, different adapting methods have been proposed to overhaul the employee's demeanour towards their work and thus the working environment inside the organization. The conclusion drawn from the project is that a better quality of work - life leads to motivation and satisfaction. So, thereby it increases production and performance levels. It helps in reducing absenteeism, stress & distractions.

CHAPTER 1

INTRODUCTION

Theoretical Background of the study

Human resource management is recently the most popularized title for the management of the people within the organization management. Human resources are an important organizational resource because of the optimum utilization in the other important organizational resources such as finance, technology, material, etc; depending not only on the quality of human resources but also on how good they are managed. Human resource management function plays a special and significant role in the management and development of the human resource. That the part of human resources is known as human resource development.

Quality of work - life alludes to the degree of bliss or disappointment with one's career. Those workers who appreciate their careers are said to be having a high-quality work-life, whereas those other sets of workers who are despondent or whose needs are something else cleared out unfulfilled is said to have a low quality of work life. Quality of work life is seen as an elective to the controlling approach of overseeing the representatives. The quality of the work-life approach considers individuals as a resource to the organization instead of a cost for the organization. This approach not as it persuaded individuals by fulfilling their financial needs but to their social and mental ones. To fulfil the unused generation workforce. The organizations have to be concentrate on work plans and organization of works. Encourage, today's workforce is realizing the significance of connections and is attempting to strike a adjust between career and private lives.

At first, the standard of work-life concept was utilized fair for work updating handle by considering the socio-technical framework approach, but steadily this thought was broadened by considering large interventions. Centring on the change of the quality of work - life to extend the satisfaction and fulfilment of workers can result in different pros for both workers and the organization.

Through the successful execution of mediations of quality of work - life such as adaptable time, work improvement, work broadening, independent workgroup

culture, it is possible to upgrade a better status of QWL in representatives. These interventions guarantee the complete use of employee's potential by guaranteeing a more prominent association which makes the work more viable and efficient by making it more noteworthy to including the quality. QWL moreover gives openings for the dynamic inclusion of representatives within the organization's decision-making process. Human asset is a resource to the organization, an unsatisfied employ

Quality of work life isn't a unitary concept but has been seen as joining a progression of viewpoints that not as it were incorporate work-based components like work fulfillment, fulfillment with pay, and connections with work colleagues, but to variables that broadly reflect life fulfillment and common sentiments of well-being. Most as of late the thinks about have decided that work-related stress and the relationship between work and non - work life spaces have to been distinguished as variables that ought to conceptually be included within the quality of working life.

COMPANY PROFILE

JIVOX SOFTWARE INDIA PVT LTD.

INTRODUCTION

JIVOX Software India Private Limited is a Private incorporated on 26 June 2007. It is classified as a Non-govt company and is registered at Registrar of Companies, Bangalore. Its authorized share capital is Rs. 2,000,000 and its paid-up capital is Rs. 100,000. It is involved in Software publishing, consultancy, and provide [Software publishing includes production, supply and documentation of ready-made (non-customized) software, operating system program, business & other applications software, computer games software for all platforms. The Consultancy includes providing the best solution in the form of custom software after analysing the user's needs and problems. Custom software also includes made-to-order software supported orders from specific users. Also, included are writing of software of any kind following directives of the users; software maintenance, web-page design].

JIVOX is transforming the way the planet experiences digital marketing. We connect brands with their audiences within the most personalized way: using big data, AI/machine learning, Dynamic Creative Optimization (DCO), customer journey optimization and identity technologies to deliver user-consented omnichannel precision marketing.

More than serving relevant messages in consumers' purchase-intent moments across all channels, brands can track, measure, and optimize customer paths—starting from a brand website, email, or exposure to an advertisement—that are driving engagement and conversions.

JIVOX is pre-integrated with over 25 data partners who provide rich data sets for personalization. The company's Programmable Personalization

APIs significantly simplify workflows and campaign activation through the enablement of easy integration with other marketing technologies.

Recognized as a pacesetter in creative advertising technologies, only JIVOX

delivers 1:1 messaging throughout the customer journey, seamlessly linking paid and owned media.

JIVOX IQ is trusted by leading global brands that include, J W Marriott International, Toyota, Sony, REI, Pepsi and more. We share one goal, one voice with our customers- accelerate engagement, conversions, and ROI through personalized digital marketing.

COMPAN PROFILE

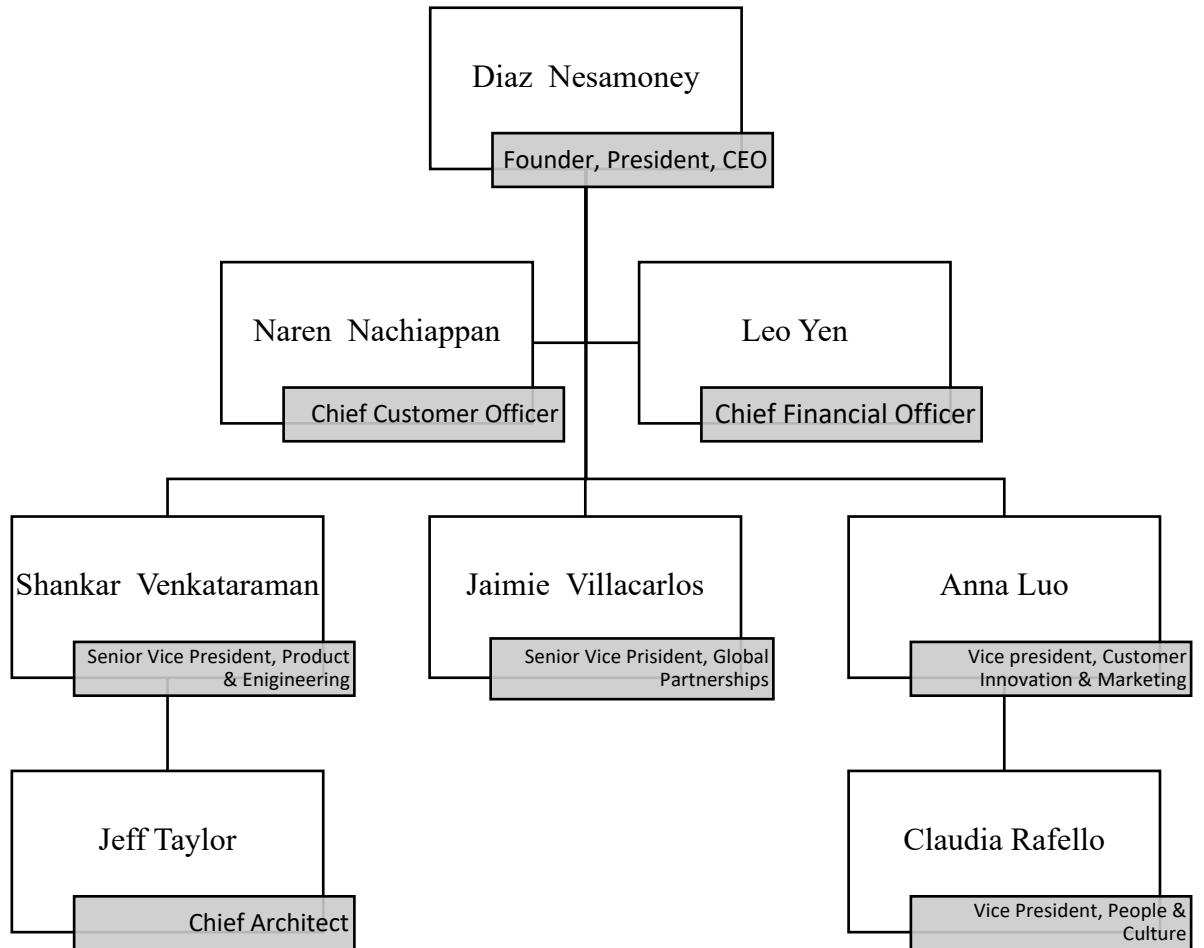
Diaz Nesamoney is the founder, president, and CEO of JIVOX Software India Pvt Ltd., a company that provides a technology platform for data-driven personalized advertising and marketing. He was previously the co-founder, president, and chief operating officer at Informatica (NASDAQ: INFA), which he took from a start-up to a publicly-traded company in 1999. Informatica pioneered data integration software as a category and is now the market leader with more than \$1 billion in revenue and \$5 billion. Market capitalization.

Before finding JIVOX, he founded celequest and served as its CEO until early 2007, when the company was acquired by cognos/ IBM. Celequest introduced the markets first business intelligence and analytics appliance, a disruptive innovation that led to its acquisition.

Naren Nachiappan, The JIVOX'S Chief Customer Officer, leads a global organization in customer acquisition and retention. As COO, he is also devoted to the pursuit of our customer's success, by developing and owning key operational metrics, including customer satisfaction, retention, and profitability.

Naren comes to JIVOX from (NASDAQ: WIND), whereas vice president and a general manager, he was a part of the executive team responsible for reigniting and adding over \$100 million to the top line in three years. He was directly responsible for taking the device management business from a concept to a multimillion-dollar revenue rate in under 9 quarters.

CORPORATE STRUCTURE



MISSION & VISION STATEMENT

MILESTONES/ ACHIEVEMENTS

- JVOX is recognized as a leader in creative advertising technologies
- It delivers 1:1 messaging throughout the customer journey by linking paid and owned media

PRODUCTS/ SERVICES

- **Personalized DCO**

From basic dynamic creative optimization (DCO) to hyper personalization, JIVOX IQ caters to marketers of all levels of interests and needs. Choose the pace that makes sense to the business. It helps to serve relevant, precise ad content at the right time to the right person, based on intelligent data.

- **Omni- Channel Personalization**

In this fast-paced era where the consumers interact with the brands in multiple ways i.e. social media, email, web, applications and with multiple devices, it is increasingly important for brands to provide the most consistent, seamless and relevant experience through digital marketing. Omni - channel personalization is providing a 1:1 customer experience at the precise time or “micro- moment” across all channels and devices. The personalized omni-channel DCO engages audiences 4.3x the industry benchmark at 43% higher than most single- channel ads. When brands combine multiple touchpoints and relevant messaging served consistently across higher- viewership channels in real time, engagement rates soared.

- **Customer Journey Optimization**

Brands achieve precision marketing with JIVOX’s AI powered 360-degree customer journey analytics and optimization. Crunching terabytes of omni channel data, JIVOX helps you Identify and visualize which customer paths- ranging from website, email or exposure to ads are driving engagement and optimize the best performing paths in real time.

- **IQid Identity Graph**

JIVOX IQiD enables dynamic creative (DCO) personalization by combining first party data with contextual triggers. Brands now have the power to build 1:1 relationship with individual consumers without relying on third party cookies. Using consented data that they owned, coupled with real- time contextual data to signal the right place and moment, brands can deliver omni

channel personalization while being compliant with regulations including GDPR & CCPA.

- **Machine learning recommendation**

Machine learning will boost advanced showcasing personalization and gives your brand a competitive edge. Learning almost the four key benefits of this innovation and its effect a bulletin execution when machine learning-based proposal engine is employed in genuine time to provide exceedingly important advertisements to small scale- sections of consumers. The JIVOX IQ Advertisement substance Proposal Engine is that the primary of an arrangement of apps powered by Neuron Machine Learning Innovation. This machine learning-based app is implied to provide exact, significant, and high affect digital promoting campaigns in real-time, permitting brands to form a 1 to at least one involvement with their customers.

- **Dynamic Audience Scoring**

JIVOX and AppNexus have joined forces to deliver the industry's most comprehensive personalized digital advertising solution. Through the seamless integration of JIVOX IQ and AppNexus Programmable Bidder, thus solution gives marketers unprecedented power to transform retargeting ads into effective sales conversion campaigns by using sophisticated message personalization and audience micro-targeting.

TECHNOLOGY USED

- **Personalization Hub**

The Personalization Hub extends to your continuous real-time consumer engagement across advertising and marketing channels, including the all-digital as formats plus video, social and email.

- **Content Management System**

The JIVOX IQ Content Management System (CMS) is an advanced dynamic repository of creative assets and an integration point for external asset

feeds from external CMS systems, such as Adobe's Experience Manager. It separates out creative assets from the layout and logic of a customized ad, video or email, which suggests campaign managers can do the following:

- o Swap creative assets in flight.
- o Share assets across all units.
- o Use "widgets" as creative assets.
- o Include video, feeds, social media buttons and other complex assets.

• **Personalization Engine**

The JIVOX IQ Personalization Engine uses advanced algorithms to process ad logic to make sure that ads, videos and email are correctly populated supported various data signals and personalization logic from millions of creative assets.

• **Server**

The JIVOX IQ Server enables programmatic delivery of lightweight, personalized ads, videos and email altogether formats and for all screens.

• **Console**

The JIVOX IQ Console may be a self-service interface where content and artistic developers, campaign managers, data scientists and ad operations personnel aggregate data and creatives and found out campaigns for deployment across all display, video, social, native and email creatives.

• **Neuron Machine Learning**

JIVOX Neuron™ may be a set of foundational machine learning algorithms used throughout the JIVOX IQ platform to deliver the foremost sophisticated and best performing personalization capabilities within the market.

• **Dynamic canvas**

JIVOX Dynamic Canvas™ technology, invented by JIVOX, removes the labour intensive development process required by platforms of the past generation.

- **Big Data Integration**

Data, while plentiful and readily available, exists today in silos. Because it's not collected, stored or made available in real-time, siloed data cannot drive your in-the-moment decisions about which message a user is probably going to reply .

- **Programmable Personalization**

JIVOX Programmable Personalization Platform integrates creative, data and media workflows from disparate technologies and enables them to work together seamlessly.

SWOT ANALYSIS

SWOT examination (qualities, shortcomings, openings, and dangers investigation) may be a system for recognizing and examining the insides and outside variables that can have an impression on the practicality of a venture, item, place, or individual.

STRENGTHS

- **Providing a personalized online digital marketing for the customers**

Creating a separate personalized information that to share with the consumer and in exchange for the relevant experiences.

- **Creative advertising technologies**

It makes proficiency by taking the imaginative 'AdTech vendors' take the human component out of humble assignments and diminish the time taken to tailor imaginative clients and prospects setting and encounter, agreeing to the advertiser.

- **Plotting, analysing and optimizing the customer journey**

Marketers are presently having to disentangle customer conduct and make beyond any doubt that they will take after and in a perfect world lead buyer down a way to induce, which is changing continually and powerfully.

OPPORTUNITY

- **Global growth and innovation**

JIVOX is that the personalized showcasing innovation pioneer and has subsidizing to require a position in worldwide development openings and improve its point of interest personalized energetic inventive optimization stage to raised spare huge multinational and coordinate to customer brand clients.

- **Accelerate personalization of digital marketing at scale**

JIVOX introduced Neuron Machine learning technology to accelerate personalization of digital marketing.

- **Standard to deliver more relevant ads to consumers and greater efficiency and effectiveness to marketers**

It allows the real time assembly and rendering of creative assets based on audience data.

WEAKNESS

There is a huge demand in the market and the company should cater its services deliberately under the developing technologies and artificial intelligence.

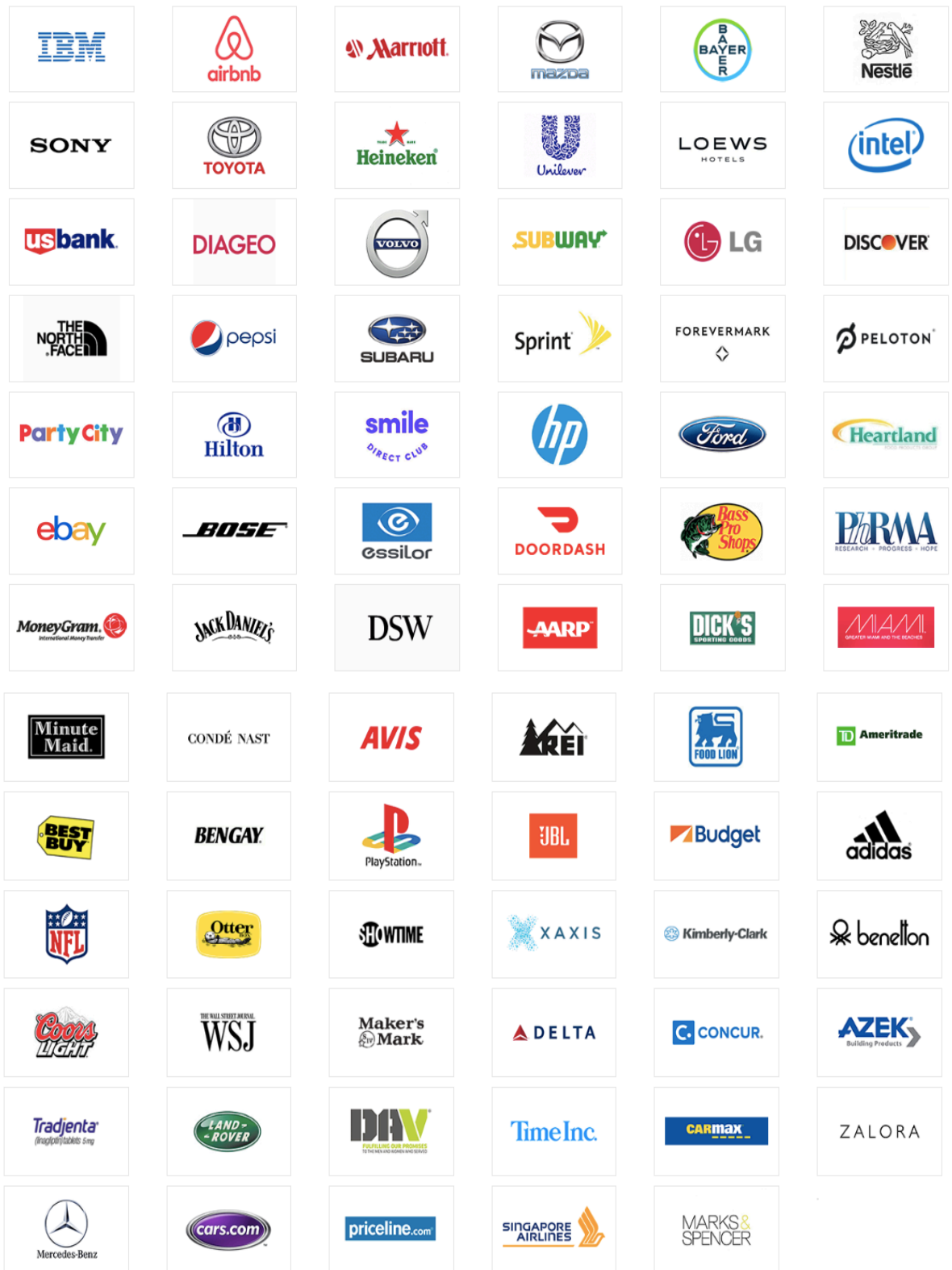
THREATS

The client whole digital platforms are to be constructed and encrypted well as to prevent any threats from the outsiders and hackers.

Future growth and prospects

- Offering for personalization dynamic creative without third party cookies
- Partner program to offer new tech solutions to global clients

TRUSTED CLIENTS OF JIVOX



CHAPTER 2

CONCEPTUAL BACKGROUND AND LITERATURE REVIEW

THEORITICAL BACKGROUND ON THE STUDY OF THE QUALITY OF WORKLIFE

The quality of work-life could be a multi-dimensional development. It has picked up more consideration due to numerous sorts of research have considered diverse factors which are related to work fulfilment, work security, compensation, etc. in any case there are numerous other basic components which contribute to Quality of Work-life which incorporates the physical, physiological and social variables. Thus an endeavour had been made to join the over figure and create a solid scale to degree the QWL. The focus of the literature review would be valuable to diagram the logic utilized for the choice of predominant factors.

The quality of work life is characterized as the quality relationship between workers and the whole working environment. In other words, the QWL is portrayed because of the great working conditions and environment that underpins and advances fulfilment by giving representatives with rewards, work security, and career development openings.

The QWL comprises of the factors such as reasonable pay and independence, work security, wellbeing, and security guidelines at work, remunerate frameworks, acknowledgment of endeavours, preparing and career progressions openings, cooperation in choosing, curiously and fulfilling work, believe in senior administration, adjust between the time went through at work and with family and companions, level of push experienced at work, the sum of work to be done, word related wellbeing and security at work.

At first, 27 vital QWL components were considered based on the recurrence of the utilization of these components within the past inquire about ponders. The components included were the ampleness of assets, independence of work, career adjust, remuneration & rewards, competence improvement, commitment towards society from the work done, impartial compensation to workers, offices given, grievances taking care of, human relations, picture of the organization, quick work

opportunity, work fulfilment & work securities, nature of work, organization culture, punishment framework, physical work environment, acknowledgment of endeavours, connection and participation, self- regard, preparing, and improvement, turn over eagerly, work, and add up to living space, work environment and workload. Based on the rule component examination, the ensuing nine transcendent QWL components were selected supported the Eigenvalues which are more noteworthy than one. they are –

Work environment

It is described as the surrounding conditions in which an employee operates. It may be composed of physical conditions, such as office temperature, or equipment, such as personal computers, Personal desks, and other facilities. It can also be related to factors such as the work processes or procedures of an employee.

Organization culture and climate

The organizational culture is a system of shared assumptions, values and beliefs that govern the behaviour of the people in an organization. The culture of an organization breeds an organizational climate that represents how members of an organization experience that organization's culture. The organizational structure strongly influences the organizational climate and therefore the organizational climate is that the reflection of the degree of employee motivation.

Relation and cooperation

Cooperation is something that strengthens the underlying fabric of relationships through balanced interchange, open communication, and mutual understanding. This builds relationships at the workplace among the employees and its results affect the quality of work-life.

Training and development

A preparing program permits the workers to reinforce the abilities that they got to improve. An advancement program brings all the representatives to a better level so they all have comparable skills and knowledge. This makes a difference to diminish any shortcoming inside the company that depends intensely on others to

total fundamental work assignments. This not only helps the worker to create and develop himself but provide openings to create a stronger quality of work-life.

Compensation and rewards

Compensation includes monetary payment such as incentives, various bonuses and performance appraisals. And the rewards refer to the non-monetary benefits provided when the staff attains the goals and targets that they have jointly set for the employees. The good compensation and reward system improve the Quality of Work-Life of the employees.

Facilities

The quality of work-life among the employees would be affected by the facilities that are provided by the organization it may be food, beverages or snacks, drinking water facilities and restrooms, etc.;

Job satisfaction and job security

Job satisfaction and job security are the most significant issues to continue for a long time in an organization. The retrenchment and attrition rates are increasing due to these factors of satisfaction and security in a job. To attain the positive outcomes under employee's job satisfaction level and job security the quality of work-life plays a very important role in it.

Autonomy of work

Independence within the work environment refers to the level of flexibility available for the workers while working. In a few organizations, the representatives are permitted to set their plans and in other organizations, it implies the workers can choose how their work ought to be done. This independence improves the quality of the employee's work - life.

PRINCIPLES OF QWL

- **The principle of security**

The quality of work - life cannot be progressed until the workers are relieved of the uneasiness, misfortune, and fear of long-run employment. The working conditions must be secure and fear of financial need ought to be eliminated.

- **The principle of equity**

There must be a coordinated and positive connection between effort and reward. All sorts of separation between the individuals doing comparable work and with the same level of execution must be disposed of. Equity moreover requires sharing the benefits of the organization.

- **The principle of individualism**

The representatives who are diverse in terms of their attitudes, aptitudes, potentials, etc. hence, each person ought to be provided with the opportunity for creating his identity and potentials. Humanization of work requires that the workers are permitted to choose their own pace of action and plan of work operations.

- **The principle of democracy**

This rule implies the more prominent authority and duty to representatives. Significant interest inside the decision-making handle moves forward the standard of work-life.

NEED & IMPORTANCE CONCERNING THE QUALITY OF WORK-LIFE

The quality of work-life may be a modern issue in each organization needs more yield in comparison of less input it can be conceivable when working employee discovers its working put appropriately as per the work requirements. So, it is very important and vital for an organization to form a quality relationship between the family and work life due to the work weights and clashing interests and over socializing that has driven to as well much of interest around the co-workers for the fulfilment of their self-image, creating issues within the minds of neighbours. The work standards force laborers an intemperate sum of burden and control by their bosses. And these rules are for the laborers or representatives. They have to follow, and thus the manager has the right to get off the labourer much appreciated to marketing and technological variables.

The Indian workers and their unions are on a cautious and more fascinated by the address of how to hold their occupations than within the address of how to move forward their quality of life in the workplace. It is hence not troublesome to get it why the question of improving the quality of work-life has misplaced its significance within the nation. The quality of work-life has drawn attention to laborers require for significant and fulfilling work and for support in choices that influence their work circumstances. And work is that the major arrangement experience which may either advance or limit a man's development in ways which influence the complete man and which therefore shape his life exterior the work as well as internally. A few of the variables which define the significance of QWL are –

Job involvement

It decides the degree of an individual's identification with a self-image inclusion within the work and the work quality. The more centered the work is on the individual's life, the more prominent is his association in it. Subsequently, the person spends more time and energy on that specific work. Individuals with high work inclusion are way better propelled and more profitable. The different research

and thinks about reveal that skill variety, accomplishment oriented and challenges help to move forward work for the association.

Job satisfaction

It speaks to the employee's fulfillment with the environment of his organization comprising of the nature of the work, the quality of supervision, pays, co-workers, and openings for advancement, etc.; it generally reflects the quality of work life. The work fulfillment is related to work involvement and individuals included in their jobs are fulfilled with their employments and vice - versa.

Sense of competence

The quality of work-life among the representatives increases the sense of competence which refers to the emotions of confidence that a person has in his own competence. The sense of competence and the work association reinforce each other. A person procures a more prominent sense of competence as he locks in increasingly in work activities. When he feels more competent, he gets to be more included within the work and gets to be way better motivated and creates great quality of work life.

Work ethic

A stronger quality of work-life creates a great work ethic among the employee. The business ethics are to be watched by each organization and is the obligation of the HR administration to progress the work ethic and work-life quality.

Job performance

When there is an increase in the quality of work-life it leads to the job satisfaction and sense of competence increase and raise in overall job performance.

Productivity

When the quality of work- life increases the level of the job performed increases and thus the output per unit of input goes up. Therefore, the match between the job characteristics and the productivity traits of employees generally results in higher productivity.

ISSUES RELATING TO THE QUALITY OF WORK LIFE

Pay and Stability of Employment

A good pay for the employees still dominates most of the other factors in employee satisfaction. By enhancing the facilities for human resources development, the employment stability could be made better.

Occupational stress

The push might be referred to as a condition of strain on one's feelings, thought process, and physical condition. It is caused thanks to irritability, hyperexcitation or discouragement, unsteady behaviour, weakness, faltering, trembling, psychometric pains, heavy smoking, and substance manhandle. Stress adversely influences an employee's efficiency.

Employee turnover or attrition

The representative turnover is an employee's intentional withdrawal from the organization. The turnover of talented and proficient staff can bring about significant costs for the organization. The high staff turns over can also impact negatively organizations' capacity to meet understanding needs and give quality healthcare administrations. Worker's behavioural intention to turnover could be an indicator of their actual turnover. The turnover may be a marker of the low quality of work life.

Organizational Health Programme

The organizational wellbeing programs point at teaching the representatives about wellbeing issues, the means of keeping up and progressing of health, etc. these programs cover drinking and smoking cessation, hypertension control, and another shape of cardiovascular risk decrease, family planning, etc. this program ought to also cover relaxation, workout, diet control, etc.

Alternative Work Schedule

The alternative work schedule including work on home, flexible

working hours, reduced work week, staggered hours, part time employment which can be introduced for the convenience and luxury of the workers as the work schedule which offers the individual the leisure time, flexible hours of work would be preferred.

Participative Management and control of work

Workers accept that their interest in administration and decision making moves forward the quality of work-life. Workers too feel that they have control over their work, using their abilities and make a genuine contribution to the work if they are permitted to take part in imaginative and decision-making processes.

Recognition

Recognizing the employees as a human being rather than a labourer increases their quality of work-life. The participative management, awarding the rewarding systems, offering prestigious designations to the employees, congratulating the employees for their achievement, job enrichment, providing vehicles, offering job vacations & trips, etc. Are some of the means to recognize the employees.

Congenial Worker Supervisor Relations

A harmonious supervisor and employee relations give the employees a sense of social association, belongingness, achievement of work results so this turn leads to the better quality of work-life.

Grievance Procedure

The employees have a way of fair treatment when the corporate gives them the chance to ventilate their grievance and represent their case succinctly instead of settling their problems arbitrarily.

Adequacy of Resources

The resources should match with the stated objectives otherwise the employees will not be able to attain the objectives. The result in employee dissatisfaction and lower quality of work life.

Seniority and Merit in Promotions

The seniority is generally considered for the basis of promotion in case of operating employees. The merit is considered as the basis for managerial people. The promotional policies and activities should be fair and just in order to ensure higher quality of work life.

Employment on Permanent basis

Employment of workers on casual, temporary and probation premise gives them a sense of insecurity. On the other hand, the work on a changeless basis gives them security and leads them to accomplish the higher-order quality of work life.

BARRIERS TO THE QUALITY OF WORK LIFE

- The resistance or not complying with the change by the management and employees
- There is a general perception that the implementation of QWL measures will cost much to the organization.
- The continuous increase or upgrading in QWL may result in a less productivity. It means after a certain level the productivity will not increase in proportionate to the increase in QWL.
- The QWL may widespread unhappiness due to comparisons with the colleagues.
- Regional prejudice
- It creates skepticism about the performance appraisal system and promotion criteria.

MEASURES TO IMPROVE THE QUALITY OF WORK LIFE

Emotional Intelligence

The focus on emotional intelligence has moved in daily life. It is up to the administration to coordinate the organization towards a positive heading since a good authority can impact the feelings. Emotional intelligence is known as a kind of status, aptitude, and capability which deeply influences an individual's abilities so that he/ she may be motivated, control the emotions, oversee the relationship with others. On the other hand, emotionally intelligent individuals can control their sentiments as well as others.

As per a study that holds the workers in an organization and an attempt to raise their productiveness and execution ought to have an expansion to the specialized and professional capacities, and the other characteristics which put together are called emotional intelligence. Since it is these highlights that prompt a person when confronted with other people and different circumstances to be conscious, peaceful, aware, steady, alternative, obliging, responsive, mindful, and responsive. It is accepted that to defeat the approaching challenges, one should improve the components of emotional intelligence which joins self-awareness, social mindfulness, self-management, and connection control.

Reward and Recognition

There should be an honest reward and recognition system that include both materials also as psychological rewards. The rewards beget commitment and therefore the bottom line for any employee to figure is to earn a correct reward and recognition. this is often the first reason why everyone or every employee work and once they receive this, they're going to be motivated to take a position longer and energy into his job.

Providing Growth Opportunities

It is another powerful measure which can cause commitment among employees in growth opportunities provided by the company. The growth and development are an inborn necessary of human being and everyone desires to achieve growth. There are many ways which a company could adopt to help its employees grow.

Respect and Boosting Self-Esteem

Whatever matters or is the status, people desire equal respect. A good manager respects people at all levels. And in turn they will always try to prove him right by doing whatever is necessary. The employees commit with their hearts and souls and make the work or project a total success when they are respected and appreciated.

Vision and Get Supported

Commitment cannot be achieved in case individuals don't know what to be committed. The organization and its pioneers ought to give a compelling vision of the long run to the representatives. Individuals will act in case they could visualize what they are assumed to attain. A successful pioneer will persuade individuals by giving them a vision of what they may get to be and how they can change their organizations.

Vision may be a group exertion and it ought to be communicated, shared, and upheld by everybody within the company. A great manager will make the company's vision compatible with the employees' vision and dreams in life. This could be done by showing the representatives how the accomplishment of the organization will contribute to their work-life within the frame of good compensation, career progressions or shareholdings, superior working conditions. The representatives will grant their best in case they are clear around rewards as "people work for their reasons, not ours".

Good Working Environment

Mostly the employees spend their major portion of time at work. One major factor which the employees would highly appreciate is the congenial working environment, where they feel happy to work with others. Team work, cooperation and friendship with colleagues and bosses and mutual respect are the signs of a good working environment which acts a method to attract and retain the employees to stay longer with the company.

Creating Work Life Balance

Helping the employees to attain a balance between work and personal lives encourage people to stay with the organization. Many studies and research have revealed that the work life balance is one of the main concerns of the employees. Organizations which make sure their employees to balance work and family responsibilities have a positive impact on employees' decision to stay with them.

QWL through employee involvement

One of the most commonly used methods to form a better quality of work-life is employee involvement. Employee inclusion comprises a spread of systematic strategies that enable the workers to take part inside the choices that influence them the foremost and their relationship with the organization. Through employee involvement, they feel a sense of duty and a proprietorship of choices that they take part in. To be fruitful the representative association would be more of a systematic approach. It just ended up a portion of the management's philosophy. Where a few of the companies have had this philosophy imbued in their corporate structure for decades.

Quality Circles

The quality circles are a small group of employees who meet their common leader regularly in order to identify and solve work-related problems. They are considered to be a highly specific form of team building, which are common across Japan and has gained popularity in North America in the late 1970's and early 1980's. By 1980's most of the medium and large sized Japanese firms had quality control circles for their hourly employees. This effort began as a top quality improvement program but has become a routine procedure for several of the Japanese managers and cornerstone of QWL efforts in many of the Japanese firms. Several characteristics make this approach unique.

Firstly, the membership is the circle involuntary for both of leader and the members i.e. the supervisors and the employees. Secondly, the creation of quality circles is usually preceded by a in-house-training. Where for the supervisors these sessions typically last for two to three days. Most of the time is devoted for the discussions about small social psychology ,

leadership skills also because the indoctrination within the QWL and quality circle philosophies. About a working day is spent on finding the different approaches to problem solving techniques. The employees also receive an explanation of the supervisor's role as the group discussion leader and information on the quality circle concept. Thirdly as it has pointed out in the training, the group is allowed to select the problems which it wants to tackle. The management may suggest the problems of concern, but the group would be provided with an empowerment to decide which one to select. When the employees are allowed to select the problems, they want to work on, they are likely to be more motivated to find the solutions. Which makes them to be motivated to stay on as a member of the circle and solve additional problems arriving in the future.

Autonomous Work Group

It is a more common yet rare approach to employee involvement is the use of autonomous work groups. These are teams of workers, without a formal company appointed leader, who decide among themselves about most of the decisions traditionally which are handled by the supervisors. The key objective of this group is to lead a high degree of self-determination by employees in the management of their day-to-day work. It includes the collective control over the pace of works, distribution of the tasks, organization of breaks, and collective participation within the recruitment and training of latest members. The QWL is most likely to improve as workers demand jobs with more behavioral elements. These demands will probably emerge from an increasingly diverse and educated manpower which expects more challenge and more autonomy in its jobs like employee participation in decisions that are traditionally reserved for management.

CHAPTER 3

RESEARCH DESIGN

STATEMENT OF THE PROBLEM

The QWL in an organization is essential for smooth functioning and success of its employees. The work life balance must be maintained effectively to make sure that all employees are running at their peak ability and free from stress and strains.

NEED FOR THE STUDY

The efficient and effective working of an organization depends upon the quality of work life of the employee working in the organization. Organizations and individuals must develop their work life and progress in their positions simultaneously for the survival and attainment of mutual goals. Employees are to be provided with a quality work life conditions to meet their requirements and the trends.

The depending relation between the factors of QWL and therefore the workers are significant. If a balance is maintained at home and work, it can turn out in the following benefits such as increased employee performance and productivity, enhanced morale, reduced attrition, decreased absenteeism and sickness, reduced burnout and stress, retention of staff, and rise in company reputation and goodwill in society.

So, quality of work life is a specialized function and one of a primary operative function of Human resource management. The purpose of enhancing the Quality of work life is to achieve a better work conditions and to provide the employees with the requirements which they expect.

OBJECTIVES

- ◆ “To identify the valid and reliable factors that affect the standard of work-life among the employees”.
- ◆ “To determine the wants & expectations of the workers that's expected from his work-life and his role within the organization”.
- ◆ “To identify how the steps taken by organization create better standard of work-life”.
- ◆ “To increase the effectiveness of the organizations by knowing the extent of job satisfaction of the workers concerning the work culture and the way it affects the profitability and goal accomplishments”.

SCOPE OF THE STUDY

This research study can be used as a tool to develop the steps for enhancing the quality of work life of the employees

RESEARCH METHODOLOGY

Research methodology is a systematic way of solving the research problem both primary and secondary data were used for analysis and interpretation by finding suggestions and conclusions.

HYPOTHESIS

Hypothesis are couched according to the specific independent variables which will be included in the analysis. The researcher hypothesis of this study is as follows

H0: There is no significant relationship between the effectiveness employee and the quality of work life.

H1: There is a significant relationship between the effectiveness of employee and the quality of work life.

LIMITATIONS

Every research has its own challenges and barriers, now withstanding, this research had its limitations. During data collection, most of the employees were busy in their work so it was quite difficult getting in touch with them. Some senior members were reluctant in releasing vital information about recruitment and selection in their respective organization. Due to the combination of studies and work, researcher also did had limited time, but these limitations did not affect the validity of the study.

CHAPTER SCHEMES

CHAPTER 4

ANALYSIS AND INTERPRETATION

INTRODUCTION

A questionnaire was prepared for measuring the Quality of Work-life of the Employees and was distributed among the employees of JIVOX Software India Pvt Ltd. The primary data which was collected by simple random sampling by using questionnaire were tabulated, converted into percentage and displayed both in table as well as by using a graph representation for analysis. Based on the similar data the interpretation was made. The questionnaire which was used for carrying the survey is included in the annexure.

4.1 Age of the respondents.

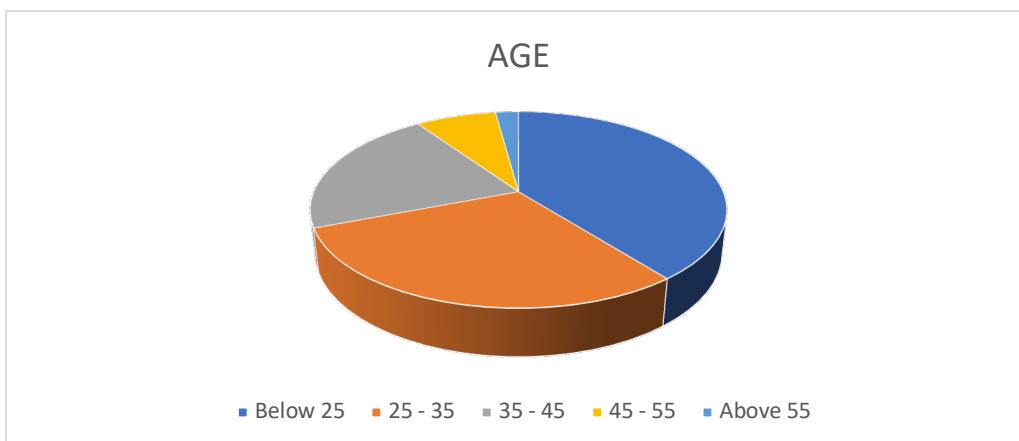
Table 4.1 Age of respondents

Age	Frequency	Percentage
Below 25	37	39.36
25-35	28	29.79
35-45	20	21.27
45-55	7	7.44
Above 55	2	2.12
TOTAL	94	100

ANALYSIS

The age of the respondents collected for the conducting the research and majority of the employee respondents were below 25 consisting of 39.36% and 29.79% of respondents of age between 25 – 35. There were 21.27% of employees aged between 35 – 45. And 7.44 % of 45 – 55 age and only 2.12% of above 55 age.

Graph 4.1 Age of Respondents



INTERPRETATION

The age of respondents were collected and the data is represented in the form of a table and a pie chart as above.

4.2 Gender of Respondents

The employees were given the questionnaire requesting them to fill up the gender. The data collected from the same is shown in the form of table and a pie chart below.

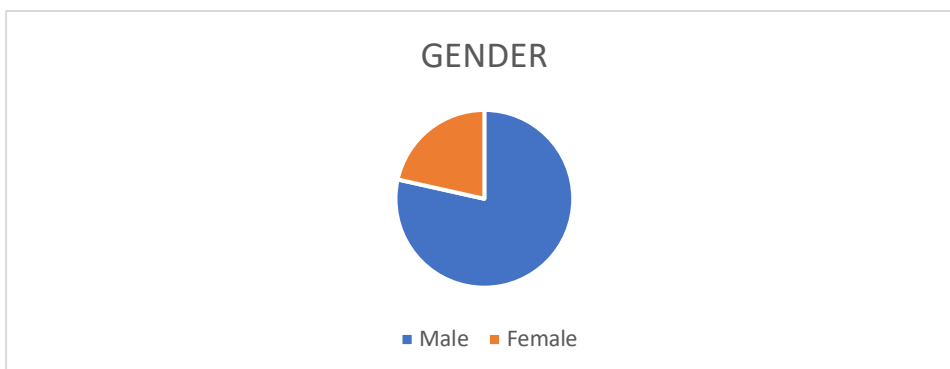
Table 4.2 Gender Respondents

Gender	Frequency	Percentage (%)
Male	73	77.7
Female	21	23.03
Total	94	100

ANALYSIS

Above table shows 77.7% of respondents were males and 23.03 percentage were females. The gender is displayed using a pie chart. It shows majority of respondents are males.

Graph 4.2 Gender Respondents



INTERPRETATION

JVOX was founded by Diaz Nesamoney in the year 2007, providing IT services to various brands and giant companies to connect their audience and customers through digital marketing platforms using the Artificial intelligence & machine learning. It has provided equal opportunities irrespective of the gender. But the survey contains majority of male employees over the female. It may be due to the job types.

4.3 Experience of the Respondents

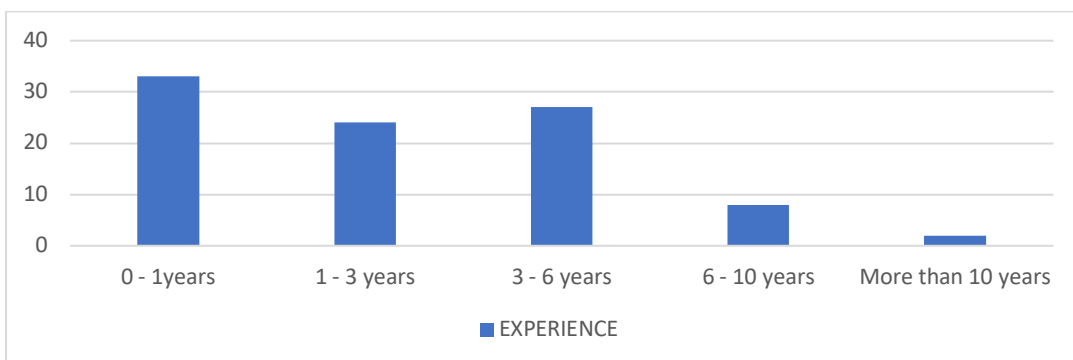
Table 4.4 Experience of the respondents

Experience	Frequency	Percentage (%)
0 – 1 years	33	35.1
1 – 3 years	24	25.5
3 – 6 years	27	28.7
6 – 10 years	8	8.5
More than 10 years	2	2.1
TOTAL	94	100

ANALYSIS

Above table shows that the 35.1% of the respondents in the survey conducted were majority and have less than 1 years of experience, 25.5% were experienced in the company for about 1 to 3 years, 28.7% of employees were about 3 to 6 years of experience, 8.5% were having experience in this company for 6 to 10 years and only 2.1% were present in the company for more than 10 years.

Graph 4.3 Experience of the respondents



INTERPRETATION

The period of experience in the company was classified into different groups and respondents were requested to specify which group they belong. The results of survey is displayed both in table and chart form and interpretations are given.

ORGANIZATION

4.4 Sharing of information and knowledge

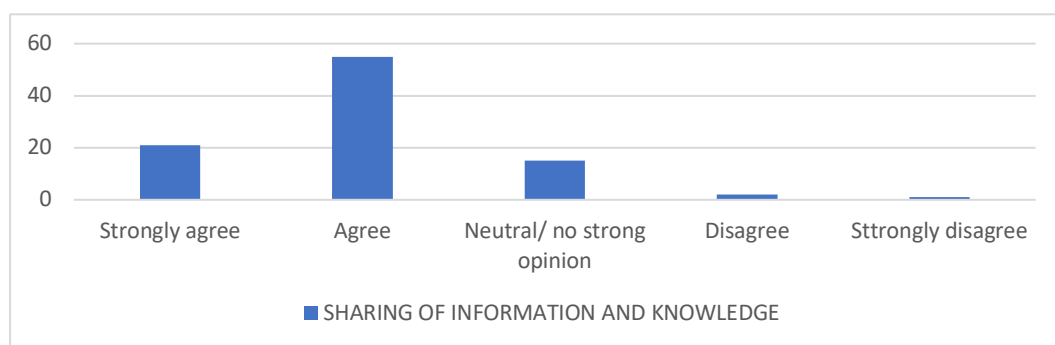
Table 4.4 Agree level on sharing information and knowledge openly in JIVOX

Particulars	Frequency	Percentage
Strongly agree	21	22.3
Agree	55	58.5
Neutral/ no strong opinion	15	16
Disagree	2	2.1
Strongly disagree	1	1.1
Total	94	100

ANALYSIS

The employees responded to the sharing of information and knowledge openly in the company where only 22.3% of them strongly agreed, 58.5 have just agreed, 16% are having no strong opinion, and 2.1% and 1.1% have disagreed and strongly disagreed.

Graph 4.4 Agree level on sharing information and knowledge openly in JIVOX



INTERPRETATION

The employees have provided their opinions on the line that states the information and knowledge are shared openly among the employees and the management of the company which are represented graphically and in form of a chart.

4.5 Reward and recognition of employees

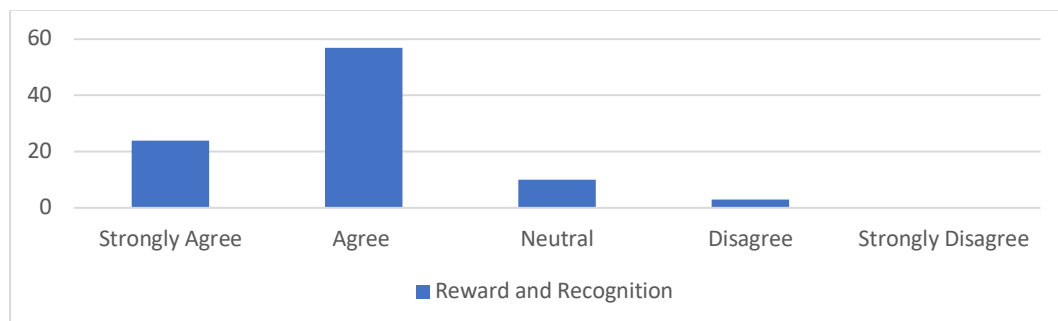
Table 4.5 Agree levels upon the company offering good recognition programs such as awards and appreciation to motivate.

Particulars	Frequency	Percentage (%)
Strongly agree	24	25.5
Agree	57	60.6
Neutral/ no strong opinion	10	10.6
Disagree	3	3.2
Strongly disagree	0	0
Total	94	100

ANALYSIS

The respondents are the employees of JIVOX and have provided their agree levels upon the recognition programs like the awards and appreciation by the management to motivate. Where 25.5% strongly agree, 60.6% have agreed and are the majority, 10.6% have no strong opinion, 3.2% of employees feel disagreeing and none of the employees have responded as strongly disagreeing.

Chart 4.5 Agree levels upon the company offering good recognition programs such as awards and appreciation to motivate.



INTERPRETATION

The respondents were asked for feedback about their rewards and recognition provided by the company which is shown in the table as well as in a chart.

4.6 Availability of flexible work schedules

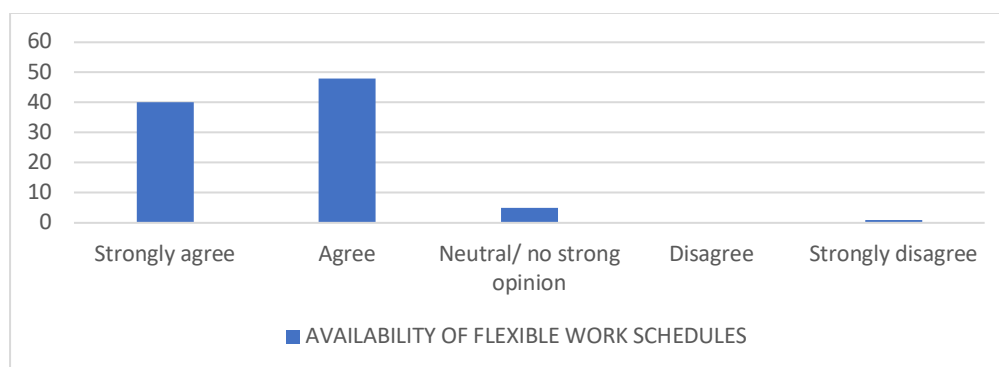
Table 4.6 Employee agree levels on the flexible work schedules helps to manage work effectively

Particulars	Frequency	Percentage (%)
Strongly agree	40	42.6
Agree	48	51.1
Neutral/ no strong opinion	5	5.3
Disagree	0	0
Strongly disagree	1	1.1
Total	94	100

ANALYSIS

The responses were collected for knowing the opinions upon the flexible work schedules for the employees where 42.6% have strongly agreed, 51.1% of employee respondents have just agreed being the majority, 5.3% have no strong opinion and only 1.1% have strongly disagreed.

Graph 4.6 Employee agree levels on the flexible work schedules helps to manage work effectively



INTERPRETATION

The responses were received for ensuring the flexible work schedules for employees enabling them to manage their work effectively and the majority have agreed that the JIVOX Software, provides flexible work hours which is represented in the table and in form of a chart.

4.7 JIVOX ensuring career growth

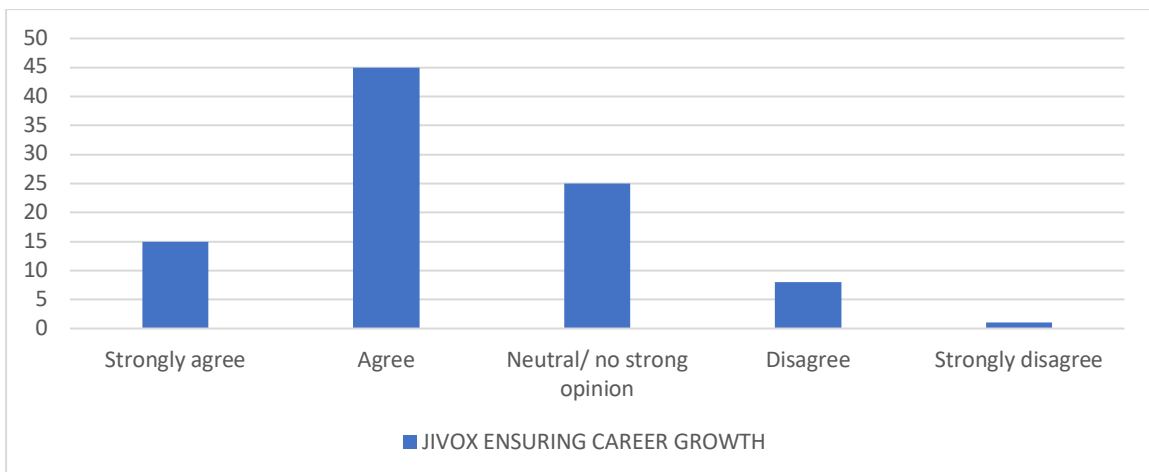
Table 4.7 Employees opinion upon the company ensuring career growth

Particulars	Frequency	Percentage (%)
Strongly agree	15	16
Agree	45	47.9
Neutral/ no strong opinion	25	26.6
Disagree	8	8.5
Strongly disagree	1	1.1
Total	94	100

ANALYSIS

The survey shows that 47.9% of respondents are agreeing and are the majority, 16% of people strongly agree upon the company ensuring the career growth, , 26.6% are having no strong opinion, 8.5% & 1.1% have disagreed and strongly disagreed.

Graph 4.7 Employees opinion upon the company ensuring career growth



INTERPRETATION

Respondents were requested to react to the statement that the company ensures career growth of its employees. Where a five point like scale from strongly agree to strongly disagree was used to measure their responses which are recorded in both tabular form and graphical form which are arrived from the data.

4.8 JIVOX providing and encouraging the employees to participate in recreational activities

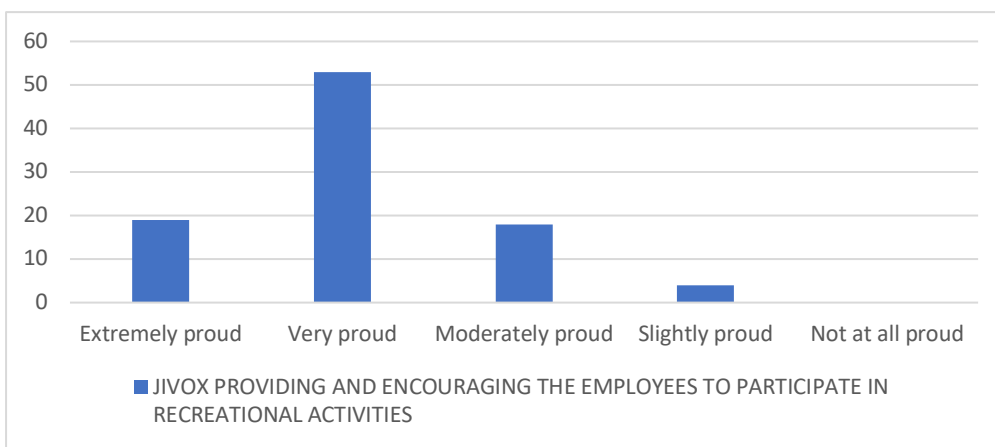
Table 4.8 Employee agree level on company’s recreational activities

Particulars	Frequency	Percentage
Strongly agree	19	20.2
Agree	53	56.4
Neutral/ no strong opinion	18	19.1
Disagree	4	4.3
Strongly disagree	0	0
Total	94	100

ANALYSIS

The responses were collected for knowing the employees agreeing upon the recreational activities provided by JIVOX Software Pvt. Ltd, where majority of 56.4% of them agreed, 20.2% are strongly agreeing, 19.1% have no strong opinion and only 4.3% of them disagree.

Graph 4.8 Employee agree level on company’s recreational activities



INTERPRETATION

JIVOX Software India Pvt. Ltd have responded upon the recreational activities that are being provided to the employees where it was collected on a 5 point like scale ranging from strongly agree to strongly disagree.

4.9 The relationship between the management and employee

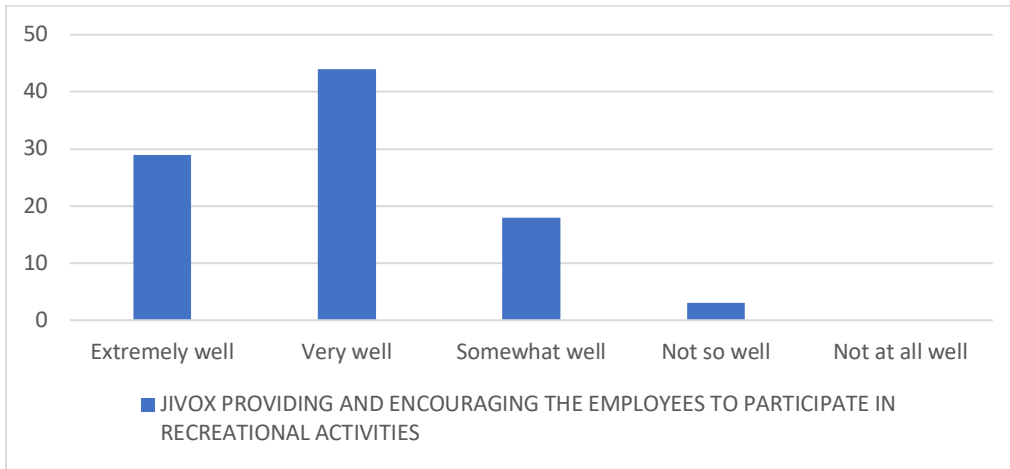
Table 4.9 Employee opinion about the relationship in workplace between management and employee.

Particulars	Frequency	Percentage (%)
Extremely good	29	30.9
Very good	44	46.8
Neither good nor bad	18	19.1
Quite bad	3	3.2
Very bad	0	0
Total	94	100

ANALYSIS

The relationship between the management and the employee in the work place was surveyed where 46.8% of employees have very good opinion, 30.9% have described as extremely good, 19.1% have no strong opinion and only 3.2% are having quite bad opinions.

Graph 4.9 Employee opinion about the relationship in workplace between management and employee.



INTERPRETATION

JIVOX Software India Pvt. Ltd has a good work place and the majority of employee respondents feel that the relationships are very well with the management which can be seen in the charts above.

4.10 Proudness towards the company

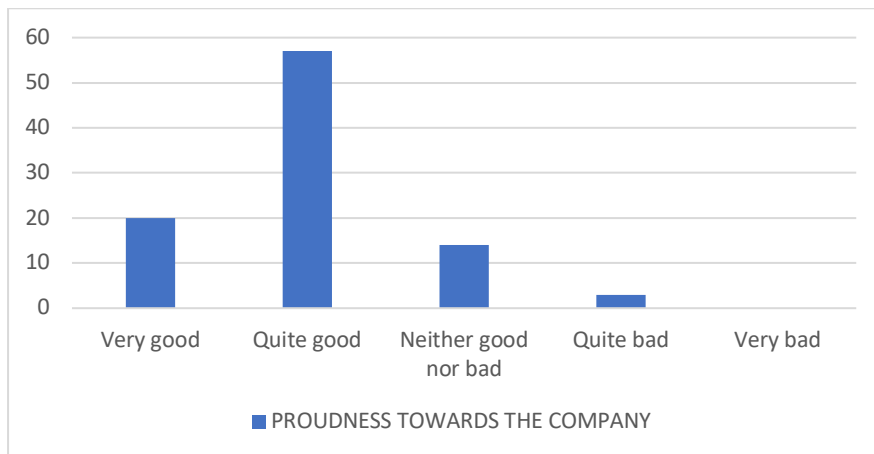
Table 4.10 Employee proud feeling towards the company

Particulars	Frequency	Percentage (%)
Extremely proud	20	21.3
Very proud	57	60.6
Moderately proud	14	14.9
Slightly proud	3	3.2
Not at all proud	0	0
Total	94	100

ANALYSIS

The respondents of about 60.6% were very proud of the company and is the majority, 21.3% are extremely proud, 14.9% are moderately proud, and only 3.2% of the respondents are having a slightly proud feeling.

Graph 4.10 Employee proud feeling towards the company



INTERPRETATION

The employee respondents within the company were asked about the proudness feeling of them towards the company and the results were quite good and positive which is reflected through a table and a line chart above.

TEAM

4.11 Team work and cooperation among peers in the team

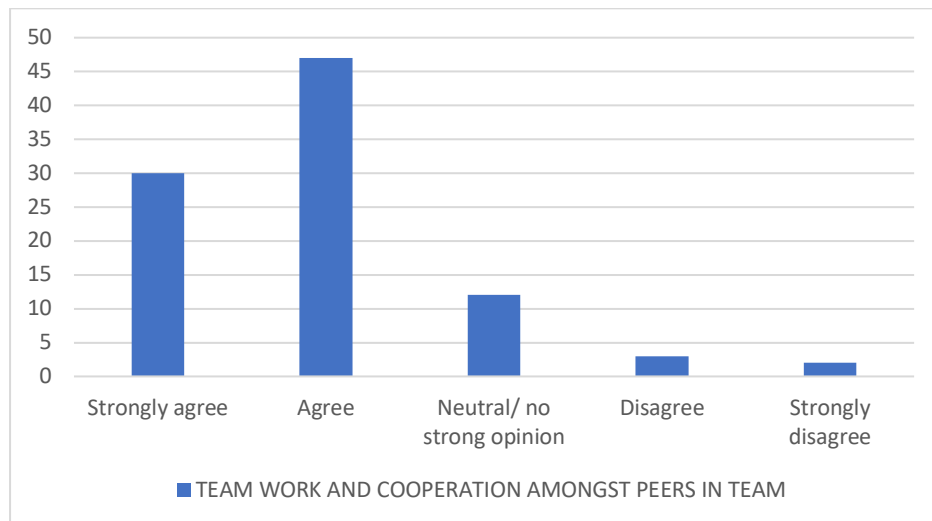
Table 4.11 Employee agree level on having the feeling of teamwork and cooperation amongst peers in his team

Particulars	Frequency	Percentage (%)
Strongly agree	30	31.9
Agree	47	50
Neutral/ no strong opinion	12	12.8
Disagree	3	3.2
Strongly disagree	2	2.1
Total	94	100

ANALYSIS

The respondents of about 50% are agreeing upon the team work and cooperation among the peers in their team, 31.9% have strongly agreed, 12.8% have no strong opinion, 3.2% have disagreed and only 2.1% have strongly disagreed.

Graph 4.11 Employee agree level on having the feeling of teamwork and cooperation amongst peers in his team



INTERPRETATION

The employees were questioned about the team work and the cooperation among the peers in the company to make decisions about the quality of work life where the feedback received were mostly positive and favorable to the company it is represented in the form of a table and a analysis chart above.

SUPERVISOR

4.12 Constructive feedback at regular intervals

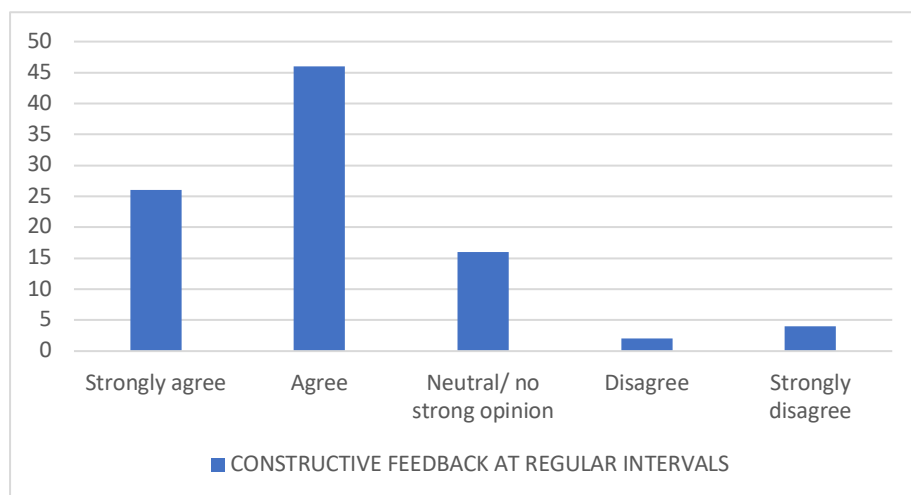
Table 4.12 Employee opinion on his supervisor providing a constructive feedback on regular intervals related to work

Particulars	Frequency	Percentage (%)
Strongly agree	26	27.7
Agree	46	48.9
Neutral/ no strong opinion	16	17
Disagree	2	2.1
Strongly disagree	4	4.3
Total	94	100

ANALYSIS

Respondents opinion about his supervisor providing a feedback on regular intervals related to the employee's work. Where 48.9% of the employee respondents have agreed and 27.7% have strongly agreed, 17% are neutral, 4.3 & 2.1% of them strongly disagree and only disagree.

4.12 Employee opinion on his supervisor providing a constructive feedback on regular intervals related to work



INTERPRETATION

The respondents were asked about the supervisor providing feedback on the work performed or the task completed where the employees have a positive opinion upon their supervisors and are shared a good feedback.

4.13 Enhancement of personal growth and skills

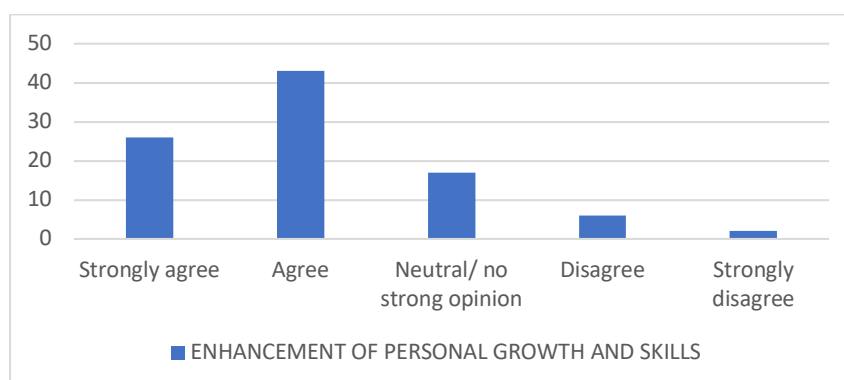
Table 4.13 Employees opinion about his personal growth and skills are enhanced by his supervisor

Particulars	Frequency	Percentage (%)
Strongly agree	26	27.7
Agree	43	45.7
Neutral/ no strong opinion	17	18.1
Disagree	6	6.4
Strongly disagree	2	2.1
Total	94	100

ANALYSIS

The 45.7% of the respondents have only agreed which is the majority, 27.7% of them are strongly agreeing, 18.1% are having no strong opinion, 6.4% are disagreeing and only 2.1% of the respondents strongly disagree.

Graph 4.13 Employees opinion about his personal growth and skills are enhanced by his supervisor



INTERPRETATION

The respondents were questioned about the enhancement and growth in their personal and skills to which the company is providing importance where the majority of feedback were agreeing and have positive opinion on this statement which can be seen in the tables and charts above.

WORK

4.14 Usage of skills and abilities

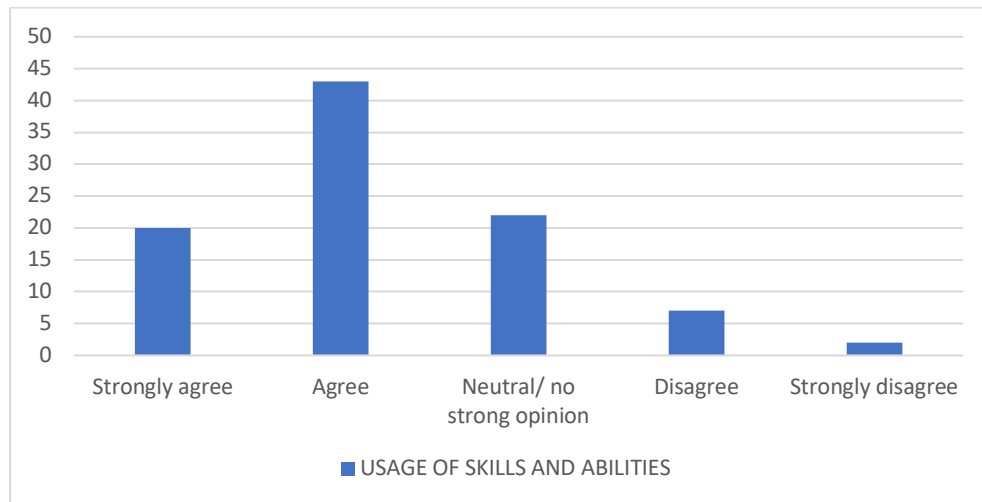
Table 4.14 Employees opinion about the company allowing to use his skills and abilities to the maximum potential.

Particulars	Frequency	Percentage (%)
Strongly agree	20	21.3
Agree	43	45.7
Neutral/ no strong opinion	22	23.4
Disagree	7	7.4
Strongly disagree	2	2.1
Total	94	100

ANALYSIS

The survey shows that the majority of about 45.7% of the employees have agreed to the usage of their skills and abilities, 23.4 have no strong opinion, 21.3 strongly agree, 7.4% of them disagree and only 2.1% of them strongly disagree.

Graph 4.14 Employees opinion about the company allowing to use his skills and abilities to the maximum potential



INTERPRETATION

The employees were questioned about their usage of skills and abilities in work and their reply was majorly agreeing and can be identified as positive which is represented in the above table and chart.

4.15 Adequate and fair compensation for the work

Table 4.15 Employees opinion on receiving an adequate and fair compensation for the work contributed

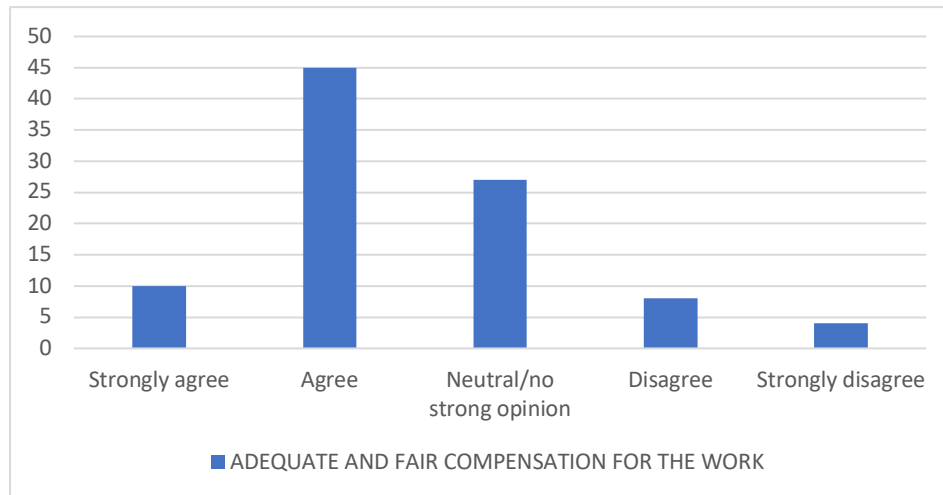
Particulars	Frequency	Percentage (%)
Strongly agree	10	10.6
Agree	45	47.9
Neutral/ no strong opinion	27	28.7
Disagree	8	8.5
Strongly disagree	4	4.3
Total	94	100

ANALYSIS

The employees of about 47.9% of them agree upon receiving an adequate and fair compensation for the work contributed which is the majority of the respondents. 28.7

have no strong opinion and 10.6% of them strongly agree, 8.5% of them are disagreeing and only 4.3% of them have strongly disagreed.

Graph 4.15 Employees opinion on receiving an adequate and fair compensation for the work contributed.



INTERPRETATION

There was a opinion collected from the employees of the company regarding their compensation and pay where majority of people are happy about it and some of them are neutral and have no strong opinions.

4.16 Quality of work life improves productivity

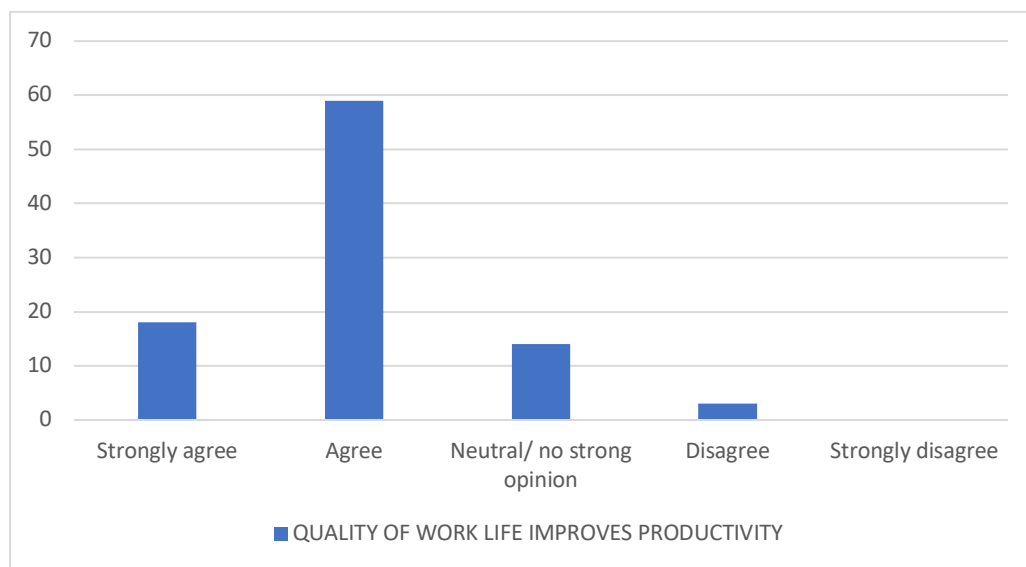
Table 4.16 Employees agree level on the quality of work life improves his productivity

Particulars	Frequency	Percentage (%)
Strongly agree	18	19.1
Agree	59	62.8
Neutral/ no strong opinion	14	14.9
Disagree	3	3.2
Strongly disagree	0	0
Total	94	100

ANALYSIS

About 62.8% of the respondents agree upon the statement that the quality of work life improves the productivity which reflects the majority, 14.9% of them have neutral opinion, 19.1% of them are strongly agreeing and only 3.2% of them disagree.

Graph 4.16 Employees agree level on the quality of work life improves his productivity



INTERPRETATION

The employees were asked whether the quality work life improves their productivity in their work and majority of the responses is known as agreeing to the statement.

4.17 Work life balance at JIVOX

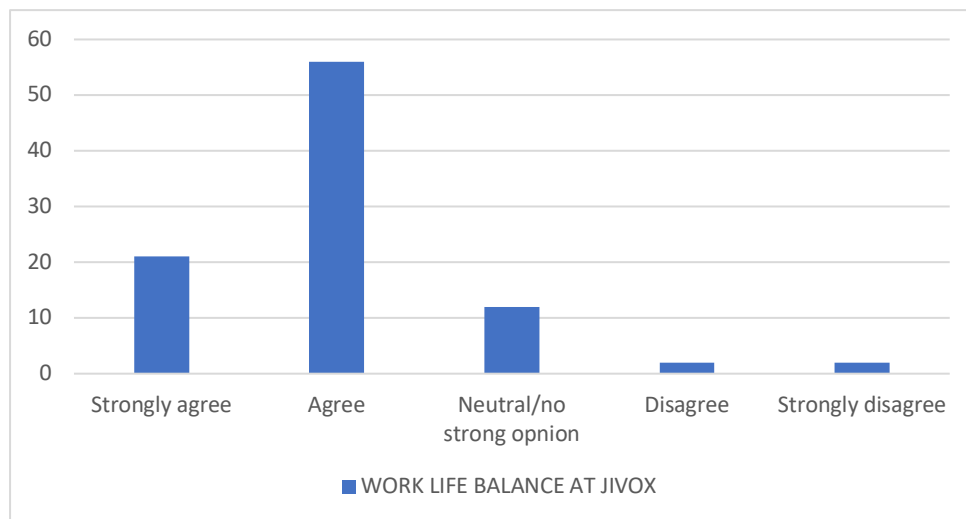
Table 4.17 Employee opinion on his work life balance

Particulars	Frequency	Percentage (%)
Strongly agree	21	22.6
Agree	56	60.2
Neutral/ no strong opinion	12	12.9
Disagree	2	2.2
Strongly disagree	2	2.2
Total	94	100

ANALYSIS

60.2% of them employees are agreeing upon the good work life balance and it is contributing to the majority, where 22.6% of the overall response is strongly agreeing, 12.9% are neutral and 2.2% of them are having strongly disagree and disagree opinions.

Graph 4.17 Employee opinion on his work life balance



INTERPRETATION

The data was collected to measure the opinion of the employees about their work life balance where majority of the employee respondents have respondents have strongly agreed and agreed.

HR DEPARTMENT

4.18 Approachable human resource department

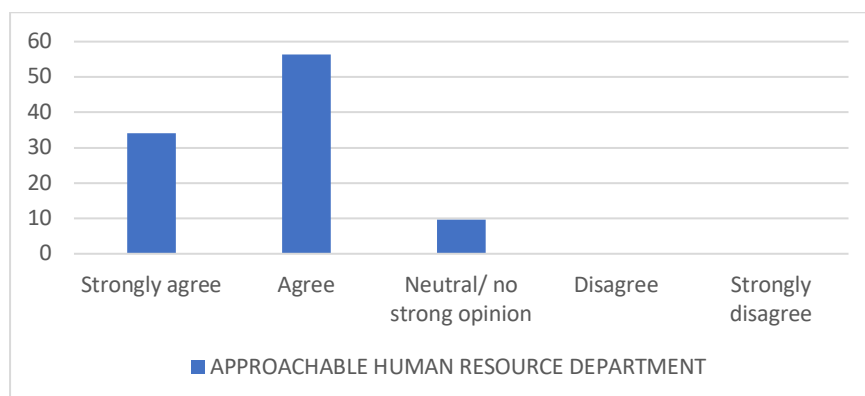
Table 4.18 Employee agree level on approaching the HR

Particulars	Frequency	Percentage (%)
Strongly agree	32	34
Agree	53	56.4
Neutral/ no strong opinion	9	9.6
Disagree	0	0
Strongly disagree	0	0
Total	94	100

ANALYSIS

Over 56.4% of the employee respondents are agreeing about the approachableness of the HR department on a majority, 34% are strongly agreeing, only 9.6 of them are neutral about the above statement.

Graph 4.18 Employee agree level on approaching the HR



INTERPRETATION

A question was asked to the employees to know the relationship level between various departments of the company and the responses turns to be positive.

4.19 Accepting employee feedback and receiving motivation

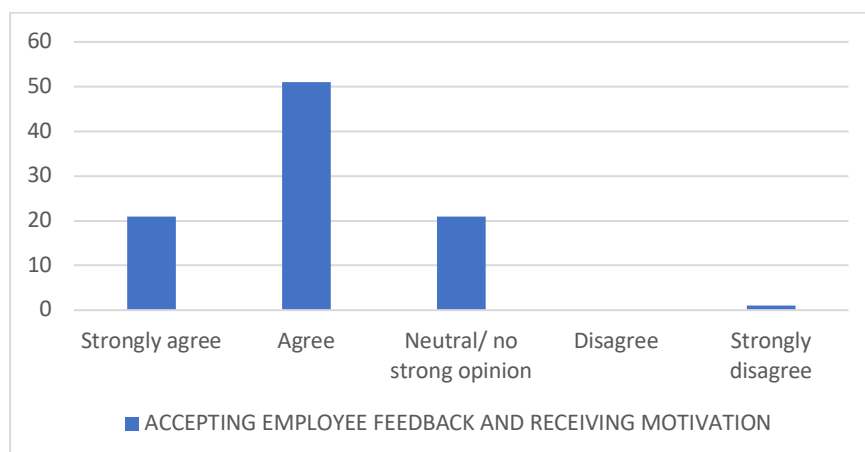
Table 4.19 Employees thoughts towards HR on motivating to receive feedbacks

Particulars	Frequency	Percentage (%)
Strongly agree	21	22.3
Agree	51	54.3
Neutral/ no strong opinion	21	22.3
Disagree	0	0
Strongly disagree	1	1.1
Total	94	100

ANALYSIS

54.3% of the respondents agree that their feedback is accepted and received motivation by the HR department, 22.3% of the respondents each contribute to the strongly agree and have neutral opinions and only 1.1% of them are strongly disagreeing.

Graph 4.19 Employees thoughts towards HR on motivating to receive feedbacks



INTERPRETATION

The employees felt positive to the statement made on receiving motivation and feedback from their HR department.

4.20 HR ensuring the employees having fun at workplace

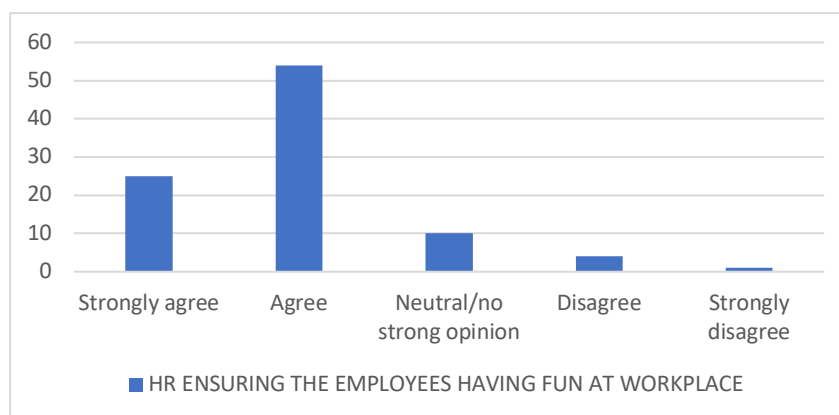
Table 4.20 Employees opinion about the HR department for creating a fun atmosphere at work place.

Particulars	Frequency	Percentage (%)
Strongly agree	25	26.6
Agree	54	57.4
Neutral/ no strong opinion	10	10.6
Disagree	4	4.3
Strongly disagree	1	1.1
Total	94	100

ANALYSIS

About 57.4% of the employee respondents are majorly agreeing about the line stating the HR is ensuring the employees having fun at workplace, over 26.6% strongly agree and 10.6% are neutral, 4.3% are disagreeing and only 1.1% are strongly disagreeing.

Graph 4.20 Employees opinion about the HR department for creating a fun atmosphere at work place.



INTERPRETATION

The employees were asked about their HR department working in the company are creating a friendly and enjoyable atmosphere at the workplace and the results were majorly agreeing to the above as represented in the table.

ADMIN AND IT DEPARTMENT

4.21 Employee opinion about approaching admin

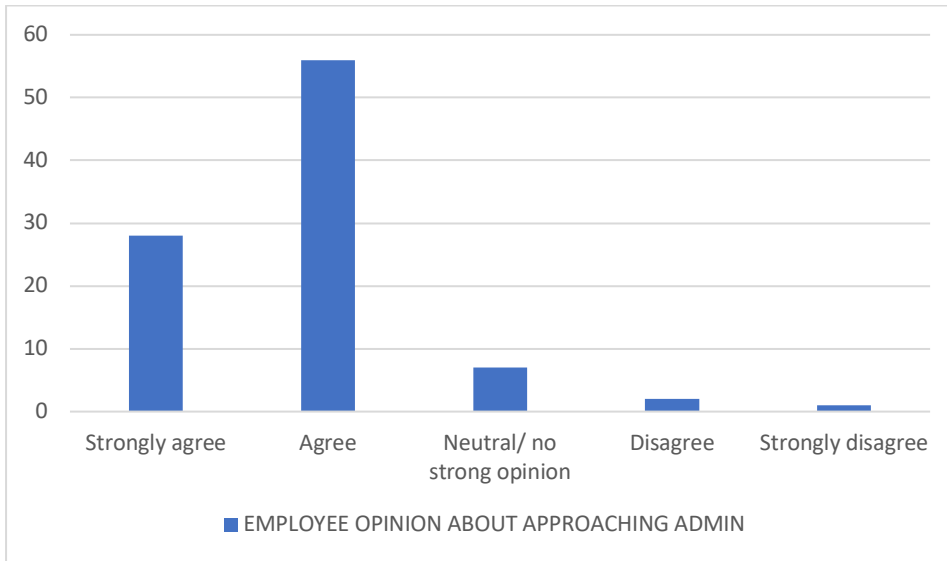
Table 4.21 Employee agree levels on approaching and solving requests by the Admin department

Particulars	Frequency	Percentage (%)
Strongly agree	28	29.8
Agree	56	59.6
Neutral/ no strong opinion	7	7.4
Disagree	2	2.1
Strongly disagree	1	1.1
Total	94	100

ANALYSIS

59.6% of the responses are majorly favorable to the opinion on approaching admin department 29.8% of them have strongly agree opinions, 7.4% are neutral, 2.1% are disagreeing and only 1.1% of them are strongly disagreeing.

Graph 4.21 Employee agree levels on approaching and solving requests by the Admin department



INTERPRETATION

The employees opinion on the admin department and their solving requests were questioned and the responses were positive as shown in the chart and the table.

4.22 Employee opinion about approaching IT department

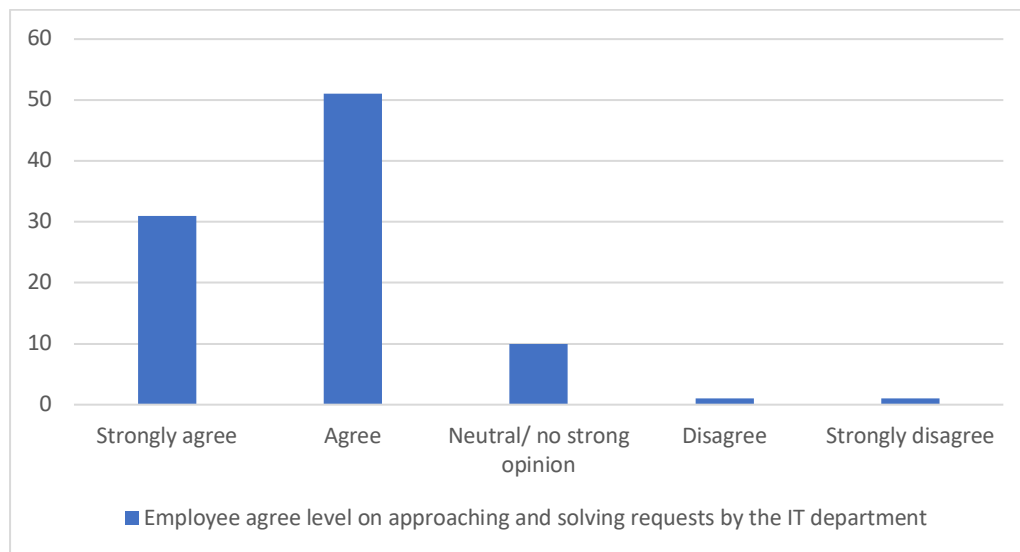
Table 4.22 Employee agree levels on approaching and solving requests by the IT department

Particulars	Frequency	Percentage (%)
Strongly agree	31	33
Agree	51	54.3
Neutral/ no strong opinion	10	10.6
Disagree	1	1.1
Strongly disagree	1	1.1
Total	94	100

ANALYSIS

About 54.3% of the responses collected from the employees are agreeing to the opinion about approaching and solving requests by the IT department, 33% of them strongly agree. 10.6% of them are neutral and only 1.1% each are contributing towards disagree and strongly disagree opinions.

Graph 4.22 Employee agree levels on approaching and solving requests by the IT department



INTERPRETATION

Employees opinion on the IT department on solving their issues were included in the research and the results were positive as shown in the chart as well in table

SUMMARY

In the first chapter, the research problem was described, and sample size & data collection and analysis methods were defined. The problem identified was “A study on the quality of work-life of the employees” at JIVOX software India Pvt. Ltd, Bangalore. The research was proposed to be conducted by descriptive statistics method. A questionnaire was developed using like scale and used for data collection, and the company profile of JIVOX software India Pvt. Ltd was studied in detail. The workings of various departments such as client services Admin and IT and human resource management departments was studied in detail. The success factors of the company were in detail.

In the second chapter, the literature review.

In the third chapter, the research methodology and the theoretical concepts of HRM, Quality of Work-Life, principles of QWL, needs and importance of QWL, issues relating to QWL, and the measures taken for overcoming the QWL issues was discussed.

In the fourth chapter, the data collected through questionnaire was analyzed using percentage method tabulated and displayed in by graphical form by using tables and charts, the data was interpreted. Likert scale mean was found which indicates the overall performance of the firm.

In this chapter the findings of the study, suggestions for improving the study further are included. The chapter ends with a conclusion to the study.

FINDINGS

- **Compensation system**

The pay scale within the company is well outlined. But, a larger part of the employees has as it was agreed to the question around their fulfillment upon the reward and recognition given by the company. The outside value is kept up by the company but the inner structure in rewards must be changed to fulfill the representatives.

- **Employee Benefits**

The company was compared to any other software firm where it was found satisfactory that the workers were emphatically agreeing upon the reality related to the work push was exceptionally minimal.

- **Work life balance policies**

The policies related to work-life balance are to be recognized to assist representatives to adjust their individual and work-life through employee counseling.

- **Work flexibility**

The facility to work from home is given for the employees within the company for a certain number of days and the timings are reasonable and this makes beyond any doubt that the employees are profitable and are able to have a great quality of work life.

- **Organization culture**

The superiors are receptive and supportive to their subordinates and keep up great relations. This is very critical because it influences the employee's behavior.

- **Career progression and career support**

The environment for creativity and self- improvement is high within the company and is permitted to experiment. The employees are moreover made a difference with career progression by the superiors.

SUGGESTION

- To improve the quality of work-life of the representatives within the company – JIVOX Software India Pvt Ltd. the work assessment committees may be constituted within the organization which would be headed by a qualified professional group. The committee should meet and evaluate the performance and appreciate the sincere efforts made by the representatives.
- The employees may be given due participation whereas framing approaches within the organization they serve which can allow them a feeling of being a portion of the whole. This will offer assistance to contribute to the accomplishment of the company's objective.
- Employees at the entry or junior level may be given on the work training to make the work more qualitative and valuable. also, efforts may be made to discover the skills and the abilities as well the range of interest in employees to tap it for the improvement of one's welfare and that of the organization, resulting in the change of work effectiveness of employees and company executives.
- There might be chances of open gatherings for employees to have far better trade of their matters and discuss their issues to improve their service quality and to make themselves fulfilled in their work. The employees shall meet at short intervals in their working environment to examine their official matters which can help them to create radical changes in their work circumstances and may too offer assistance to discover cures within the emergency they stand up to in their day to day professional life. This may progress the quality of work-life of the people.
- Quality of Work Life and Occupation Stress of employees are found altogether and negatively connected. So reducing the levels of stress is one of the finest ways to upgrade QWL. Consequently it is proposed that, based on the result of the study, effective stress administration programs may be embraced within the company to maintain the stress at sensible and satisfactory levels.

- The capacities of the workers are to be utilized ideally by setting the proper man on the correct work. By this process, the management would utilize the capacities of the employees by giving a higher quality of work life.
- The work is of challenging nature within the private sector. If the management progresses the quality of work-life in great earnest by uncovering their specialists to the changes and improved techniques of production, the resultant effect is way better performance.
- Have fun within the working environment. Representatives expressed that it is because it was once in a while that they get missing from their work environments for picnics and trips. Organizations can organize for more visit get-together parties and picnics and energize employees' participation in such social events. Organizations may indeed attempt to induce the family people moreover to require an interest in such events
 - The management is advised to open special cells to help the workers in their career planning and career development.
 - The management is advised to provide facilities for job enlargements and enrichments to derive the optimum advantage from the skilled employees in their units.
 - The statutory provisions like a subsidized canteen and medical facilities are to be improved. These facilities help to relieve the fatigue of the workers and make them fit for further hard work.
 - The company may provide some of the fringe benefits or memberships to its employees.
 - The employees may be insured and provide other financial and security benefits.

- The employees may be provided with transportation facilities.& relocation of the workplace may be taken into consideration.

CONCLUSION

The study was conducted in JIVOX Software India Pvt Ltd, Bengaluru. The quality of work life was studied with respect to employee's opinions which was compared to the company's management structure in detail.

The most influencing factors of quality of work life are ranked and while it was done it was found that compensation of employees, opportunity for growth and development and working conditions prevailed in the company dominated all the other factors.

ANNEXURE 1

QUESTIONNAIRE TO STUDY THE QUALITY OF WORKLIFE OF THE EMPLOYEES JIXOX SOFTWARE INDIA PVT. LTD

GENDER:

1. since how many years have you been working with this organization?
 - a. 0 - 1 years
 - b. 1 - 3 years
 - c. 3 - 6 years
 - d. 6 – 10 years
 - e. More than 10 years

ORGANIZATION

2. At JIVOX, Information and knowledge are shared openly
 - a. strongly agree
 - b. agree
 - c. neutral/ no strong opinion
 - d. disagree
 - e. strongly disagree

3. The company offers good recognition programs such as awards and appreciation to motivate us
 - a. strongly agree
 - b. agree
 - c. neutral/ no strong opinion
 - d. disagree
 - e. strongly disagree

4. flexible work schedules helps employees to manage work effectively

- a. strongly agree
- b. agree
- c. Neutral/ no strong opinion
- d. disagree
- e. Strongly disagree

5. JIVOX ensures the career growth of its employees

- a. Strongly agree
- b. agree
- c. Neutral/ no strong opinion
- d. disagree
- e. Strongly disagree

6. JIVOX encourages and provides recreational activities to employees

- a. Extremely proud
- b. Very proud
- c. Moderately proud
- d. Slightly proud
- e. Not at all proud

7. In general, how would you describe relations in your workplace between management and employee? Extremely well

- a. Extremely good
- b. Very good
- c. Neither good nor bad
- d. Quite bad
- e. Very bad

8. How proud are you of your company?

- a. Very good
- b. Quite good
- c. Neither good nor bad
- d. Quite bad
- e. Very bad

Additional comments with regards to your organization?

TEAM

9. There is a strong feeling of teamwork and cooperation amongst peers
in my team

- a. Strongly agree
- b. agree
- c. Neutral/ no strong opinion
- d. disagree
- e. Strongly disagree

Additional comments with regards to your organization?

SUPERVISOR

10. My supervisor always provide me constructive feedback at regular intervals

- a. Strongly agree
- b. agree
- c. Neutral/ no strong opinion
- d. disagree
- e. Strongly disagree

11. My supervisor helps me to enhance my personal growth and skills

- a. Strongly agree
- b. agree
- c. Neutral/ no strong opinion
- d. disagree
- e. Strongly disagree

Additional comments with regards to your organization?

WORK

12. I am able to use my Skills and Abilities to my Max Potential at JIVOX?

- a. Strongly agree
- b. agree
- c. Neutral/ no strong opinion
- d. disagree
- e. Strongly disagree

13. You are given adequate and fair compensation for the work you do

- a. Strongly agree
- b. agree
- c. Neutral/ no strong opinion
- d. disagree
- e. Strongly disagree

14. Quality of work life in the company helps you to improve your productivity?

- a. Strongly agree
- b. agree
- c. Neutral/ no strong opinion
- d. disagree
- e. Strongly disagree

14. Work/ Life Balance is good at JIVOX?

- a. Strongly agree
- b. agree
- c. Neutral/ no strong opinion
- d. disagree
- e. Strongly disagree

Additional comments with regards to your organization?

HR

15. My HR is approachable

- a. Strongly agree
- b. agree
- c. Neutral/ no strong opinion
- d. disagree
- e. Strongly disagree

16. My HR motivates me to provide feedback and acts upon the same

- a. Strongly agree
- b. agree
- c. Neutral/ no strong opinion
- d. disagree
- e. Strongly disagree

17. My HR ensures we have enough fun at work

- a. Strongly agree
- b. agree
- c. Neutral/ no strong opinion
- d. disagree
- e. Strongly disagree

Additional comments with regards to your HR?

ADMIN & IT

18. My Admin is approachable and solves all our requests

- a. Strongly agree
- b. agree
- c. Neutral/ no strong opinion
- d. disagree
- e. Strongly disagree

19. My IT is approachable and solves all our requests

- a. Strongly agree
- b. agree
- c. Neutral/ no strong opinion
- d. disagree
- e. Strongly disagree

Additional comments with regards to your Admin & IT?

OVERALL

21. What do you like the most in JIVOX and why?

22. What do you like the least in JIVOX and why?

23. How can we make JIVOX a better place to work? Suggestions.

ACTIVITY CHART

Sl. No.	Activity	Activity Details	Duration
1	Activity-1	Understanding Structure, Culture and functions of the organization/identification of business problem from the Industry from the literature study	Week-1 [02/01/2020 To 08/01/2020]
2	Activity-2	Discussion with the guide for finalization of research design and instrument and presenting the same to the guide.	Week-2 [09/01/2020 To 15/01/2020]
3	Activity-3	Collection of data, editing of the collected data, coding, tabulating and presenting to the guide for suggestions for analysis.	Week-3 [16/01/2020 To 22/01/2020]
4	Activity-4	Analysis and finalization of report and making presentation to the guide	Week-4 [23/01/2020 To 29/01/2020]
5	Activity-5	Submission of final Report to the University before one week of the commencement of theory examination	Week-5 [30/01/2020 To 05/02/2020]

Name and Signature of the Student

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<https://www.jivox.com/company/>

[https://www.academia.edu/12235155/Quality of Work Life Scale Development and Validation](https://www.academia.edu/12235155/Quality_of_Work_Life_Scale_Development_and_Validation)