



A STUDY ON STRESS MANAGEMENT TOWARDS EMPLOYEES IN RELIANCE LIFE INSURANCE LTD WITH SPECIAL REFERENCE TO TRICHY REGION

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Abstract: *Stress has become a major concern of the modern times as it can cause harm to employees' health and performance. Work related stress costs organization high each year through sickness, turnover and absenteeism. Stress is a part of everybody's life. Depending on the level of stress, it can control our lives, especially in the workplace. We begin to spend several long hours at work, and thus have less time for other things. Stressed employees may be unhappy and thus produce nominally. Stress can deteriorate social and family relationships and eventually burn you out; ultimately it can take toll on your health. Organizations need to recognize stress as a problem and decide whether or not to act upon it. So, it becomes necessary for every organization to know the level of stress and its consequences on the employee performance as well as productivity so as to overcome it. Situations themselves are not stressful, they simply happen. The stress results from the way we perceive those situations. Stress often occurs when we feel we are powerless to change the things that are impacting on our lives. This study on the impact of stress on employees of Reliance Life Insurance Ltd was conducted to know the level of stress and its consequences faced by the employees.*

OBJECTIVES OF THE STUDY:

Primary objective:

- To study the stress level of the employees at work

Secondary objective:

- To study the various reasons that leads to stress in employees
- To determine the overall consequences of stress on their work.
- To study the measures taken to manage stress.



SCOPE OF THE STUDY:

Stress is emerging as a major problem for many successful people. Stress has become a major concern of the modern times as it can cause harm to employees' health and performance. Stress can deteriorate social and family relationships and eventually burn you out; ultimately it can take toll on your health. Organizations need to recognize stress as a problem and decide whether or not to act upon it.

Reliance Life Insurance – Trichy:

The study will help in understanding the factors that leads to stress at work and the measures taken to overcome stress of the employees.

The study will further lead to recognition of the stressors which may affect their employees' performance on work. The study may lead to recognition of the more advanced and latest technology for reducing the stress of the employees.

The study will lead to solving the problems of the employees at work. It will define the ways in which the organization can further in making the climate of the organization friendlier.

PROFILE OF THE COMPANY:

RELIANCE LIFE INSURANCE CO. LTD.

Few men in history have made as dramatic a contribution to their country's economic fortunes as did the founder of Reliance, Sh. Dhirubhai H Ambani. Fewer still have left behind a legacy that is more enduring and timeless.

- ❖ As with all great pioneers, there is more than one unique way of describing the true genius of Dhirubhai: The corporate visionary, the unmatched strategist, the proud patriot, the leader of men, the architect of India's capital markets, and the champion of shareholder interest.
- ❖ But the role Dhirubhai cherished most was perhaps that of India's greatest wealth creator. In one lifetime, he built, starting from the proverbial scratch, India's largest private sector enterprise.

When Dhirubhai embarked on his first business venture, he had a seed capital of barely US\$ 300 (around Rs 14,000). Over the next three and a half decades, he converted this fledgling enterprise into a Rs 60,000 crore colossus—an achievement which earned Reliance a place on the global Fortune 500 list, the first ever Indian private company to do so.



- ❖ Dhirubhai is widely regarded as the father of India's capital markets. In 1977, when Reliance Textile Industries Limited first went public, the Indian stock market was a place patronized by a small club of elite investors which dabbled in a handful of stocks.

Undaunted, Dhirubhai managed to convince a large number of first-time retail investors to participate in the unfolding Reliance story and put their hard-earned money in the Reliance Textile IPO, promising them, in exchange for their trust, substantial return on their investments. It was to be the start of one of great stories of mutual respect and reciprocal gain in the Indian markets.

Under Dhirubhai extraordinary vision and leadership, Reliance scripted one of the greatest growth stories in corporate history anywhere in the world, and went on to become India's largest private sector enterprise.

- ❖ Throughout this amazing journey, Dhirubhai always kept the interests of the ordinary shareholder uppermost in mind, in the process making millionaires out of many of the initial investors in the Reliance stock, and creating one of the world's largest shareholder families.

RELIANCE CAPITAL:

Reliance Life Insurance Company Limited is a part of Reliance Capital Ltd. of the Reliance - Anil Dhirubhai Ambani Group. Reliance Capital is one of India's leading private sector financial services companies, and ranks among the top 3 private sector financial services and banking companies, in terms of net worth. Reliance Capital has interests in asset management and mutual funds, stock broking, life and general insurance, proprietary investments, private equity and other activities in financial services.

- Reliance Capital Limited (RCL) is a NonBanking Financial Company (NBFC) registered with the Reserve Bank of India under section 45-IA of the Reserve Bank of India Act, 1934.
- Reliance Capital sees immense potential in the rapidly growing financial services sector in India and aims to become a dominant player in this industry and offer fully integrated financial services.
- Reliance Life Insurance is another step forward for Reliance Capital Limited to offer need based Life Insurance solutions to individuals and corporate .Reliance



capital entered into the life insurance business by acquiring AMP Samar in October 2005. The business was thereafter renamed Reliance Life Insurance. Today RLIC has over 20 products - 16 individual plans and 4 employees benefit plans – including the two new innovative products – Connect to Life and Reliance Money Guarantee Plan -that were launched recently.

RELIANCE LIFE INSURANCE, TRICHY:

Reliance Life Insurance Company (RLIC) has been accorded the ISO 9001-2000 certificate for its best-in-class management systems in Quality, Customer & Process orientation. With this, RLIC is one of the only two life insurance companies in India to get ISO9001:2000 certification covering all functional areas. The scope of the certification covers the entire gamut of business processes ranging from product design, sales - front-end and back-end operations, customer care and investment, to all business support functions.

The certification has been awarded by internationally acclaimed Bureau VERITAS and is valid till 2010 subject to continued satisfactory operation of RLIC's Quality Management System."This certification is a significant milestone in our continuous quest to offer innovative products, outstanding services and improved customer satisfaction. It indicates that we have been able to install systems, processes & performance measures that are in line with the best in the industry and will form the basis of our business growth in future", said P Nandagopal, CEO, Reliance Life Insurance Company. Reliance Life Insurance is the fastest growing life insurance company in India and has an incremental market share of 4 per cent amongst private insurers. The company has third largest distribution network in terms of number of agents operating out of 143 locations across the trichy region.

CORPORATE OBJECTIVE:

At Reliance Life Insurance, we strongly believe that as life is different at every stage, life insurance must offer flexibility and choice to go with that stage. We are fully prepared and committed to guide you on insurance products and services through our well-trained advisors, backed by competent marketing and customer services, in the best possible way.

Research Findings:

- ❖ 40% of workers reported their job was very or extremely stressful.
- ❖ 25% view their jobs as the number one stressor in their lives.



- ❖ Job stress is more strongly associated with health complaints than financial or family problems.
- ❖ 25% have felt like screaming or shouting because of job stress, 10% are concerned about an individual at work they fear could become violent.
- ❖ 9% are aware of an assault or violent act in their workplace and 18% had experienced some sort of threat or verbal intimidation
- ❖ 19% had quit a previous position because of job stress.
- ❖ 26% have been driven to tears because of workplace stress.
- ❖ 62% routinely find that they end the day with work-related neck pain.
- ❖ 44% reported stressed-out eyes.
- ❖ 38% complained of hurting hands
- ❖ 34% reported difficulty in sleeping because they were too stressed-out.
- ❖ 12% had called in sick because of job stress. Workplace stress has a negative impact on the business as well as on the individual employee. The increase in job stress creates emotional, financial, and safety concerns for employers and managers The World Health Organization labelled stress a “worldwide epidemic.”
- ❖ Today, workplace stress is estimated to cost companies more than \$300 billion a year in poor performance, absenteeism and health costs.

SUGGESTIONS ABOUT THE STUDY:

RELIANCE LIFE INSURANCE, KOPPAL

Benefits of Stress Management

If you cannot fully understand the importance of stress management, then try thinking in reverse. Imagine yourself not suffering from the negative impacts of stress. Without the negative results of stress in your life, then a person is able to enjoy a more satisfying and stress-free life. To sum it up, here are the benefits that can be derived with practicing an efficient stress management method: 1. it improves your overall health status. 2. You are able to assume a more positive attitude and outlook in life. 3. It increases your productivity since you are able to focus clearly on your tasks. 4. You have better control over your emotions and how you respond to them. 5. And more importantly, you reduce or eliminate negative stress in your life.



About Positive Stress

Although "stress" has become synonymous with something bad, such as traffic jams and too many work demands, some stress is good for you. Pioneering stress researcher Hans Selye differentiated between damaging stress (distress) and positive stress. Positive stress can inspire us to do our best and to perform better than if we were under no stress. Psychologists tell us that our level of performance is directly related to the level of stress we experience. This theory says that low and high levels of arousal decrease performance, whereas intermediate levels enhance performance. In other words, we are capable of peak levels of performance when under a moderate amount of stress. Consider a situation such as taking a test or giving a presentation. Reducing your stress through preparation and careful planning leads to a more confident and competent performance. The increase in stress motivated and caused you to take action.

Stress management

Stress management is the amelioration of stress and especially chronic stress often for the purpose of improving everyday functioning. A set of techniques used to help an individual cope more effectively with difficult situations in order to feel better emotionally, improve behavioural skills, and often to enhance feelings of control.

A wide variety of techniques that are utilized to treat the physical and emotional effects of stress

The person's current ways of coping with stress and anxiety are explored, suggestions are made to build on these strategies, and relevant practice is provided using simple stress management-techniques.

RELIANCE LIFE INSURANCE, KOPPAL

A decision-making strategy that is reactive in nature. Once a resource issue becomes critical, then policy is determined to cope with the immediate problem without any consideration of long-term implications of such a policy. The personal analysis of the kinds of stress experienced while flying, the application of appropriate stress assessment tools, and other coping mechanisms The process of identifying stress factors and learning coping skills to deal with them This is a broad category of options/treatments that range from counseling and life coaching, to massage therapy and remedies (homeopathic, naturopathic, herbal).A



programmed of meditation and deep relaxation intended to reduce the effects of stress on the system.

Stress management encompasses a range of modalities designed to treat the physical and emotional toll of stress. The approaches used can include bodywork, meditation, counselling, energy work, and education. The skilful handling or use of mental, emotional, or physical strain – in order to avoid symptoms such as raised blood pressure or depression. This is particularly helpful once the person has recovered from the anorexia nervosa. Learning to deal with stress will help to reduce the chance of future relapse.

RESEARCH METHODOLOGY:

Sampling Plan Sampling unit: Individuals.

Sampling Method: Non Probability, Convenience Sampling.

Sampling Size: 54 Employees.

Sampling Character: Employees Sample area: Trichy Territory.

Analysis of the factors creating work related stress Relationship

1. Behaviour from managers/staff

Table 1a.1 showing the number of employees who think that the behaviour from their managers/staff is a factor in creating work related stress .Analysis of the factors creating work related stress Relationship Behaviour from managers/staff Table 1a.1 showing the number of employees who think that the behaviour from their managers/staff is a factor in creating work related stress

Response	Number of Respondents	Percentage
Not at all	14	26
Occasionally	32	59
Sometimes	7	13
All the time	1	2
Total	54	100

Table 1a.1 showing the number of employees who think that the behaviour from their managers/staff is a significant factor in creating work related stress.

Analysis and Interpretations:

Based on the chart, we can infer that 2/3rd of the employees feel that the behaviour from their managers/ staff influences their stress level. 1/3 rd of the employees are not happy with the behaviours of the managers/staff. Dealing with conflicting situations Table1b.



Showing the number of employees who believe dealing with conflicting situations affects their stress level

Response	Number of Respondents	Percentage
Not at all	12	22
Occasionally	28	52
Sometimes	13	24
All the time	1	2
Total	54	100

Table 1b. Showing the number of employees who believe dealing with conflicting situations affects their stress level.

Analysis and Interpretations:

Based on the chart, we can infer that less than 3/4rd of the employees agree that they believe that dealing with conflicting situations affect their stress level .1/4 employees' believe that dealing with inflicting situations doesn't affect their stress level of the employees' believe that dealing with conflicting situations doesn't affect their stress level.

Lack of management support

Table 1c.1 showing the number of employees who believe that lack of management support Affect their stress level

Response	Number of Respondents	Percentage
Not at all	18	33
Occasionally	27	50
Sometimes	8	15
All the time	1	2
Total	54	100

Table 1c.1 showing the number of employees who believe that lack of management support Affect their stress level Analysis and Interpretations:

Based on the chart, we can infer that 3/4Thof the employees believe that lack of managemen t support affect their stress level which leads to more absenteeism andavoidance of work and they do not enjoy their work.1/4th of the employees feel that lack of management support doesn't affect their stress level. 1d). Lack of communication with Peers

Table 1d.1 showing the number of employees who believe that lack of communication with peers affect their stress level



Response	Number of Respondents	Percentage
Not at all	21	39
Occasionally	21	39
Sometimes	10	18
All the time	2	4
Total	54	100

Based on the chart, we can infer that more than $\frac{3}{4}$ th of the employees agree that lack of communication with peers affect their stress level because of which there is no mutual understanding between them. $\frac{1}{4}$ th of the employees feel that lack of communication with peers doesn't affect their stress level.

1e). Feeling that your work is not valued Table 1e.1 showing the number of employees who feel their work is not valued affect their stress level

Responses	Number of Respondents	Percentage
Not at all	14	26
Occasionally	27	50
Sometimes	8	15
All the time	5	9
Total	54	100

Analysis and Interpretations:

Based on the chart, we can infer that $\frac{2}{3}$ rd of the employees feel that if their work is not valued, it affects their stress level which lower their morale and efficiency to work. $\frac{1}{3}$ rd of the employees feel that if their work effort is not valued, it doesn't affect their stress level. Showing the number of employees who believe that conflicting demands in their job role affects their stress level

Response	Number of Respondents	Percentage
Not at all	16	30
Occasionally	23	43
Sometimes	13	24
All the time	2	3
Total	54	100

Analysis and Interpretations:

Based on the chart, we can infer that $\frac{2}{3}$ rd of the employees agree that the conflicting demands in job role affect their stress level because of which they have too much stress in



fulfilling these demands. Only 1/3rd of the employees feel that the conflicting demand in job role doesn't affect their stress level.

Unclear job descriptions

Table 2b.1 showing the number of employees who believe that unclear job description affect their stress level

Response	Number of Respondents	Percentage
Not at all	14	26
Occasionally	23	43
Sometimes	14	26
All the time	3	5
Total	54	100

Chart 2b.1 showings the number of employees who believe that unclear job description affect their stress level

Analysis and Interpretations:

Based on the chart, we can infer that more than half of the employees agree that they are stressed by the unclear job description. Nearly 1/3rd of the employees feel that they are not stressed by the job description.

2 c). Lack of support in job role Table 2c.1 showing the number of employees who believe that lack of support in their job role affect their stress level

Response	Number of Respondents	Percentage
Not at all	14	26
Occasionally	29	54
Sometimes	10	18
All the time	1	2
Total	54	100

Analysis and Interpretations:

Based on the chart, we can infer that 2/3rd of the employees agree that lack of support in job role affect their stress level. Only 1/3rd of the employees feel that lack of support in job role doesn't affect their stress level.

2 d). Efforts not valued. Table 2d.1 showing the number of employees who believe that efforts not valued affect their stress level



Response	Number of Respondents	Percentage
Not at all	19	35
Occasionally	19	35
Sometimes	13	24
All the time	3	6
Total	54	100

Analysis and Interpretations:

Based on the chart, we can infer that nearly 3/4th of the employees feel that if their efforts are not valued, it affects their stress level which de-motivates the employees and there is less belongingness towards the organization. 1/4th of the employees feel that if their efforts are valued, it doesn't affect their stress level.

3 a). Pace and intensity of change Table 3a.1 showing the number of employees who believe that the pace and intensity of change affect their stress level

Response	Number of Respondents	Percentage
Not at all	20	37
Occasionally	25	46
Sometimes	9	17
Total	54	100

Level Analysis and Interpretations:

Based on the chart, we can infer that 2/3rd of the employees agree that their stress level is affected with the pace and intensity of change because they are not well informed and new change takes time for being adopted by the employees. 1/3rd of the employees feel that there is no impact of the pace and intensity of change on their stress level.

FINDINGS

- Majority of the respondents are happy surrounded by positive behaviour but there are few respondents who get affected by the behaviour of the managers/staff.
- Majority of the respondents say that they are able to cope with the demands of their job.
- The majority of the respondents believe that they receive adequate support from their superiors and colleagues.
- 72% of employees feel that lack of support from peers will affect their stress level since majority of respondents believe that they receive adequate support in the



organization. Lack of support from peers is not a significant factor for stress for the employees.

- Majority of the respondents believe that lack of communication with peers and lack of information about what is going on affect their stress level.
- Maximum of the respondents feel that if their work and efforts are not valued, it affects their stress level.
- 74% of the respondents believe that unclear job description would affect their stress level, since 82% understand their roles and responsibilities. Job ambiguity is not a significant factor for the stress level.
- 63% of the respondents believe that the pace and intensity of change affect their stress level.
- 54% of the respondents believe that insufficient admin support affect their stress level.
- 65% of the respondents believe that the organization engages staff frequently when undertaking organizational change.
- 58% of the respondents agree that the number of working hours per week influences their stress level.
- 45% of the respondents agree that their work life is progressive.
- 65% of the respondents are satisfied with the program for reducing their stress.

CONCLUSION:

Stress is inevitable. There is a need to manage with the stress in present day. Though stress is helpful but usually harmful for his/her health and ultimately affects the performance. So stress need to be managed with minimum its debilitating effects. It has been used to denote the way of dealing with stress or the effort major condition of harm threat or challenge when routine or automatic response is not readily available. It is also suggested that various strategies to be used to manage stress. Mover formulated strategies vary from person to person and in the same person from time to time. The various strategies may be at the individual level and at the organizational level. In competitive and complex world, implementation of the strategies to manage stress may be considered with extra caution. To manage stress is continuous process and essential aspect in everyday life.



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