



WOMEN IN THE WORK PLACE – BPO INDUSTRY

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Abstract:

WOMAN IN THE ECONOMY

Women are not only the backbone of nuclear and joint family but also the national economy. They are the fulcrum, foundation upon which the super edifice of any family and the economy built upon. The future of any economy with special reference to socio-economic, religious and cultural development of the family and the nation depends upon the women folk.

WOMEN PERSONALITY

There cannot be any two different opinions as to the personality of women. They always have an edge over others especially their counter part viz men. It is an acknowledged truth that woman are the best.

PREFERENCE OF WOMEN

One of the appreciable, salient and worth mentioning point to accept by every body is the preference and forbearance of women. Many have proved beyond doubt that women have the capability and the capacity to handle any issue / problem in a smooth and amicable way. For the BPO job women are the best to answer, clarify any query/doubt raised by the client by their sweet voice and polite way of putting things. Above all, recently Ms. Sunitha William has proved to the world that women are capable of achieving the goal. This paper tries to highlight the prospects and problems of women in their work place and the suitability of women for the BPO industry.

Keywords: *Problems, personality, prospects and preference.*

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INTRODUCTION TO OUTSOURCING

In a global market place, managing a business is increasingly becoming complex as it pulls the company leaders in many directions, multiplying their responsibilities, dividing their attention and often hindering their efforts. Competition is also compelling enterprises to respond quickly to changing market conditions driven by customer-based valuing of products and services. So, nowadays companies have started to concentrate on core competency business rather on non-core to their business. Many companies have started to go for outsourcing for their non-core activities. Outsourcing provides an efficient and cost-effective for the work to be carried out for companies. This trend has recently become very popular in both big and small companies. The main reason is to attain economies of scale. The companies need not build infrastructure of their own because of the above advantage.

INTERNATIONAL SCENARIO OF OUTSOURCING

The staffing industry internationally has seen a growth rate of 20% p.a. In the past two years 25 million contract staff is placed in major companies. Internationally there are many outsourcing companies are specialized in “Interim Staffing” and “Managed Services”. Major outsourcing of engineers comes from Information Technology. The major players in the International markets are Adecco, Manpower, VIDIOR, Randstad, Kellys, Spherion Corporation, Robert Half PLC, Volt Staffing, CSG, CDI, Modis Professional.

NATIONAL SCENARIO OF OUTSOURCING

It is the single largest segment among all HR services. The market is supposed to grow to a \$2 billion worth than that of the actual of \$12-15 billion. It provides more employment opportunities. Recent statutory changes facilitate flexible outsourcing. India is strongly positioned in the areas like technical skills relating to IT, Process, Power and Infrastructure, Life Sciences and Agro-Business.

BENEFITS OF OUTSOURCING

Free the resources and focus on the strategy improves the processes and save money will increase the capabilities to start new projects quickly.

IMPORTANCE OF THE STUDY

As it has been highlighted as one of the major sector, it is facing lot of problems relating to stress, health and work place issues, etc. Hence a research is under taken in two of the



leading ITES Company in Chennai city to find out the major reasons for problems of women in workplace.

SCOPE OF THE STUDY

The study can be confined to BPO companies in Chennai city. **Xansa**–Sruchery, Sipcot Industry Park, **Accenture** – Solinganalur. The survey is made in these companies to find out the major reasons for problems of women in workplace.

OBJECTIVES OF THE STUDY

- To know the benefits provided by company for women employees.
- To find the problems faced by women in the BPO industry.
- To suggest and recommend the ways and means for the development of women in the workplace.

METHODOLOGY

The study has been based on primary and secondary data. Questionnaire was prepared and followed. Various books offering information about BPO industries also said to be used in the study. The sample taken for research is 120. Research design used is descriptive research design and sample design is stratified random sampling.

REVIEW OF LITERATURE

- **B.Mythili (2008)** in her article titled “Stress among working women” reveals that policies, program and seminars cannot change the society towards working women. The society should recognize the creativity and entrepreneurship of passive and defenseless poor women”.
- **Sujatha Mellacheruv (2008)** in their article titled “A study on Home related pressures of working women” states that women as a part of the workforce and gaining recognition and choosing challenging careers. As a result, they face a variety of pressures at home as well as at work place. Home related pressures are high in case of women who needed to take care of either younger children or elderly family members back home. On the other hand, women with grown up children and who enjoy support from the family members have less pressures. To deal with home related pressures these women adapt a variety of coping strategies



- **Sucharita, (2008)** in her paper titled some companies have anti-sexual harassment and anti-discrimination among polices and also put in place proper reporting mechanism as well.” A few companies have begun to encourage work-from-home, part-time and tele-working. For working mothers, childcare, sabbaticals and flexible rejoining policies (especially after a one-year break in service) are being included. Companies do not want to let go of good experience and do not want to waste talent.
- **Arun Bhatia and Rashmi Bhatia (2007)** in their paper titled “Stress at work and How to manage it” explain about stress. Stress can be both positive and negative, which has an impact on the employee’s performance at work. If taken positively, the results are positive, and if taken in a negative way, may yield disastrous results.
- **Dr.P.Akbar Batcha (2007)** in their paper titled “Problems of women employees in Call Centres” feels that the women employees in call centers should enjoy all rights of the working women and not to be treated as slaves. Employers and male colleagues, including the drivers of vehicles who ferry home at nights should be sensitized on human rights and dignity of individuals, particularly that of their women colleagues.
- **Nadeem Inamdar (2007)** in her paper titled “Safety rules stand widely ignored in city” views that in Safety rules stand widely ignored in city .A guard should accompany a woman employee for night pick-up (starting 8 pm) and before 6 am .Men should be picked up first and then the women staff .While dropping them off, the women should be dropped first and then the men .Woman employee are not allowed to sit on the front seat next to the driver .

DATA ANALYSIS

Table 1 showing respondents opinion about preference of shift

S.No	Opinion of the Respondents	No of respondents	Analysis in %
1	Dayshift	69	57.5
2	Nightshift	51	42.5
TOTAL		120	100



57.5 % of the employees feel that they prefer only day shift and 42.5 % feels that they prefer night shift.

Table 2 showing respondents opinion about getting nightshift allowance

S.No	Opinion of the Respondents	No of respondents	Analysis in %
1	Yes	96	80
2	No	24	20
TOTAL		120	100

From the above table we can conclude that 80% of the employees feel that they are getting night allowance, 20% of the employees feel that they are getting night allowance

Table 3 showing respondent's opinion about enjoying benefits provided by the company

S.No	Opinion of the Respondents	No of respondents	Analysis in %
1	ESI	15	12.5
2	Medical	54	45
3	House Allowance	6	5
4	Maternity leave	24	20
5	Gratuity	18	15
6	LIC	3	2.5
7	Other	-	-
TOTAL		120	100

From the above table we can conclude that 45% of the employees feel that they are getting medical benefits, 20% of the employee feel that they are getting maternity leave, 15% gratuity benefits.

Table 4 showing respondent's opinion about any problem in account of nightshift

S.No	Opinion of the Respondents	No of respondents	Analysis in %
1	Always	6	5
2	Sometime	54	45
3	Rarely	30	25
4	Never	30	25
TOTAL		120	100



From the above table we can conclude that 75% of the employees feel that they have problem in account of nightshift.

Table 5 showing respondent's opinion about health problem because of nightshift

S.No	Opinion of the Respondents	No of respondents	Analysis in %
1	A Lot	78	65
2	To some extent	30	25
3	Not at all	12	10
TOTAL		120	100

From the above table we can conclude that 65% of the employees feel that they have lot of health problem because of nightshift.

Table 6 showing respondent's opinion about symptoms experienced by the result of nightshift

S.No	Opinion of the Respondents	No of respondents	Analysis in %
1	Backache	60	50
2	Feeling depressed	6	5
3	Continual tiredness	9	7.5
4	Frequent cold and headache	3	2.5
5	Digestive disorder	3	2.5
6	High blood pressure	12	10
7	Feel angry and irritated	3	2.5
8	Sleep difficulty	18	15
9	Respiratory illness	6	5
10	Other	-	0
TOTAL		120	100

From the above table we can conclude that 50% of the employees feel that they experienced Backache by the result of nightshift



Table 7 showing respondent's opinion about women who have left their jobs due to difficulties faced during nightshift

S.No	Opinion of the Respondents	No of respondents	Analysis in %
1	1	9	7.5
2	2	12	10
3	3	18	15
4	4 & above	81	67.5
TOTAL		120	100

From the above table we can conclude that 67.5% of the employees feel that there are above 4 employees left their jobs due to difficulties faced during nightshift

Table 8 Showing respondent's opinion about women experiencing stress during work.

S.No	Opinion of the Respondents	No of respondents	Analysis in %
1	Shift	9	7.5
2	Working condition	18	15
3	Leave	18	15
4	Timing	54	45
5	Colleague	12	10
6	Boss	9	7.5
TOTAL		120	100

From the above table we can conclude that 45% of women experiencing stress during work because of timing.

9. To find any relation between shift and stress experienced by women

Ho: There is no association between shift and stress experienced by women

H1: There is association between shift and stress experienced by women



Observed Frequency (O_i):

	Shift	Working condition	Leave	timing	colleagu e	boss	Total
Dayshift	6	9	18	27	6	3	69
Nightshift	3	6	6	21	9	6	51
Total	9	15	24	48	15	9	120

Expected Frequency (E_i)

	Shift	Working condition	Leave	tim ing	collea gue	bos s	Total
Day shift	5	9	13	28	9	5	69
Nightshift	4	6	11	20	6	4	51
Total	9	15	24	48	15	9	120

O _i	E _i	[(O _i -E _i)] ²	$\frac{[(O_i-E_i)]^2}{E_i}$
15	14	1	0.07
18	13	25	1.92
27	28	1	0.04
12	18	36	2.00
12	17	25	1.47
21	20	1	0.05
15	10	25	2.5

$$\sum \frac{[(O_i-E_i)]^2}{E_i} = 8.05$$

$$\begin{aligned} \text{Degree of freedom} &= (r-1)(c-1) - 4 \\ &= (2-1)(6-1) - 4 \\ &= (1)(5) - 4 \end{aligned}$$

Degree of freedom = 1

Tabulated value of χ_1 for (2-1)(6-1) - 4 = 3.84 for 2 D.F at (0.05) level of significance is



Calculated value $\chi_2 = 8.05$

Table value $\chi_1 = 3.84$ Hence, Calculated value > Table value. Reject Null Hypothesis

INFERENCE

As the null hypothesis is rejected there is association between shift and stress experienced by women. This clearly portraits that women are experiencing stress due to the shift.

FINDINGS

- 1 57.5 % of the employees feel that they prefer only day shift and 42.5 % feels that they prefer night shift.
- 2 80% of the employees feel that they are getting night allowance, 20% of the employees feel that they are getting night allowance.
- 3 45% of the employees feel that they are getting medical benefits, 20% of the employee feel that they are getting maternity leave, 15% gratuity benefits.
- 4 75% of the employees feel that they have problem in account of nightshift.
- 5 65% of the employees feel that they have lot of health problem because of nightshift.
- 6 50% of the employees feel that they experienced Backache by the result of nightshift.
- 7 67.5% of the employees feel that there are above 4 employees left their jobs due to difficulties faced during nightshift.
- 8 45% of women experiencing stress during work because of timing.
- 9 There is association between shift and stress experienced by women.

SUGGESTIONS

1. The organization should concentrate on the people who achieve and perform well .They should be recognized immediately in the form of monetary benefits.
2. Entertainment, conducting cultural programs within organization can be carried out so that the stress level of the women employees could be reduced.
3. The top management should refer the wellness of employees while taking decisions.
5. The company should provide master health check up and annual treatment if needed.
6. Weekend reassertion club could be organized to women employees.

CONCLUSION

In this competitive world where work environment is filled up with lot of stress and other problems the organizations should take care of its employees because they are not just



people who come and work but the best results are performed by them hence the organization should take a note of its employees welfare too.

Benefit to the society:

Women who are the moulds of the family to create the future generation must be free of stress. There is a chance for women to collapse her family due to the work stress. Kids of the same will behave in an odd manner which affects the society in future. This is the right time to relieve the stress of women employees so as to create a peaceful generation in future without stress.

Further research could be carried out to check out the behavior of stressful women's children and their I.Q level should be studied. So that it would reveal the truth of the result of the word "Stress" in their mother's work. Researcher has increased the eagerness to find the remedies for work stress. This is because, women should be free of stress to carry away her work and lead a peaceful life

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