

**A STUDY ON EMPLOYEE PERCEPTION TOWARDS THE
QUALITY OF WORK LIFE IN THINK AND LEARN PRIVATE
LIMITED
(BYJU'S)**

**K.MANUSHA
(40410094)**



SCHOOL OF MANAGEMENT STUDIES

**SATHYABAMA
INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)**

**Accredited with Grade "A" by NAAC
JEPPIAAR NAGAR, RAJIV GANDHI SALAI, CHENNAI -
600119**



SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)

Accredited with “A” grade by NAAC | 12B Status by UGC | Approved by AICTE
Jeppiaar Nagar, Rajiv Gandhi Salai, Chennai – 600 119

www.sathyabama.ac.in

SCHOOL OF MANAGEMENT STUDIES

BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bona-fide work of **MANUSHA.K (40410094)** who carried out the project entitled “**A Study on Employee Perception towards the Quality Work life in Think and Learn Private Limited (BYJU’S)**” under my supervision from January 2022 to March 2022.

Dr. TR. KALAI LAKSHMI MA, MBA, M. Phil, Ph. d

Internal guide

Dr. BHUVANESWARI .G

Dean – School of Management Studies

Submitted for Viva voce Examination held on _____

Internal Examiner

External Examiner

DECLARATION

I **MANUSHA.K (40410094)** hereby declare that the Project Report entitled “**A Study on Employee Perception towards the Quality Work life in Think and Learn Private Limited (BYJU’S)**” done by me under the guidance of **DR. TR. KALAI LAKSHMI** is submitted in partial fulfillment of the requirements for the award of Master of Business Administration degree.

DATE:

PLACE:

MANUSHA.K

ACKNOWLEDGEMENT

I am pleased to acknowledge my sincere thanks to Board of Management of **SATHYABAMA** for their kind encouragement in doing this project and for completing it successfully. I am grateful to them.

I convey my sincere thanks to **Dr. G. Bhuvaneswari, Dean - School of Management Studies** and **Dr. A. Palani, Head - School of Management Studies** for providing me necessary support and details at the right time during the progressive reviews.

I would like to express my sincere and deep sense of gratitude to my Project Guide **DR. TR. Kalai Lakshmi** for her valuable guidance, suggestions and constant encouragement paved way for the successful completion of my project work.

I wish to express my thanks to all Teaching and Non-teaching staff members of the **School of Management Studies** who were helpful in many ways for the completion of the project.

MANUSHA.K

TABLE OF CONTENTS

CHAPTER NO.	TITLE	PAGE NO
	ABSTRACT	I
	LIST OF TABLES	II
	LIST OF CHARTS	IV
1	INTRODUCTION	1
	1.1 Introduction	1
	1.2 Industry profile	8
	1.3 Company profile	14
	1.4 Objective of the study	18
	1.5 Need for the study	18
	1.6 Scope of the Study	18
2	REVIEW OF LITERATURE	20
3	RESEARCH METHODOLOGY	31
	3.1 Research methodology	31
	3.2 Research Design	31
	3.3 Source of data	32
	3.4 Structure of Questionnaire	32
	3.5 Sampling Technique	33
	3.6 Period of Study	33
	3.7 Analytical Tools	33
	3.8 Limitation of Study	34
4	DATA ANALYSIS AND INTERPRETATION	
	4.1 Percentage analysis	35
	4.2 Chi square	58
	4.3 One way ANOVA	60
	4.4 Correlation	61
5	FINDINGS, SUGGESTIONS AND CONCLUSION	
	5.1 Findings of the Study	62
	5.2 Suggestions	63
	5.3 Conclusion	63
	REFERENCES	64
	ANNEXURE – QUESTIONNAIRE	67
	ANNEXURE II – AETICLE	1-5

ABSTRACT

This study says about the perception of Quality of Work Life of employees is an experience which an employee feels about the job and work place as good, allows wider range of skills and ability, career opportunities and develop the self-respects. It gives benefits to the organization as well as to the employees. This section provides an understanding the relationship of Quality of Work Life (QWL) for employees through various studies and research. Different peoples have different perspectives on what constitutes QWL to employees in philosophy and a set principles, that consider employees as an important source in the an organization and it leads to improve job satisfaction of an employee and contributes to overall performance of the organization. Now a days the quality of work life is the key to success in any organization. The top level management companies considers the employee as asset. They take appropriate step to achieve the targets, and they realize that if the employees are not motivated, surely cannot retain employees rather than cost. Therefore, top level management has to ensure the presence of quality of work life. This has a greater growth as 6-7% annually in India. This growth market result in liberalization, hence by providing better quality of work life encourages self-esteem and development, people compatibilities, collaboration for work and organizational goals. When employees get Quality of work life environment, they feel satisfied, motivated, committed at work place. The study result that most of the employee are more motivated by the influencing factor, shift timings, facilities provided by the company and the respondent are satisfied with job.

LIST OF TABLES

TABLE NO.	PARTICULARS	PAGE NO.
4.1.1	Age of the respondents	35
4.1.2	Gender of the respondents	36
4.1.3	Marital status of the respondents	37
4.1.4	Education of the respondent	38
4.1.5	Income of the respondent	39
4.1.6	Total years of working	40
4.1.7	Work experience in Byju's	41
4.1.8	Physical work condition in Byju's	42
4.1.9	Nature of work	43
4.1.10	Designation of work	44
4.1.11	Best to describe usual work schedule	45
4.1.12	Factor motives the most	46
4.1.13	Agree that opportunities for promotion are good	47

4.1.14	Ranking the motivational insights	48
4.1.15	Agree that proud to be a part of future group	49
4.1.16	Additional benefits for Byju's employees	50
4.1.17	Related to job factor	51
4.1.18	Agree that employee's grievance are accepted by higher officials	52
4.1.19	Fell about work culture	53
4.1.20	Facility provided by Byju's	54
4.1.21	Working hours	55
4.1.22	Satisfied with job	56
4.1.23	Feel that the job stressful	57

LIST OF CHARTS

TABLE NO.	PARTICULARS	PAGE NO.
4.1.1	Age of the respondents	35
4.1.2	Gender of the respondents	36
4.1.3	Marital status of the respondents	37
4.1.4	Education of the respondent	38
4.1.5	Income of the respondent	39
4.1.6	Total years of working	40
4.1.7	Work experience in Byju's	41
4.1.8	Physical work condition in Byju's	42
4.1.9	Nature of work	43
4.1.10	Designation of work	44
4.1.11	Best to describe usual work schedule	45
4.1.12	Factor motives the most	46
4.1.13	Agree that opportunities for promotion are good	47

4.1.14	Ranking the motivational insights	48
4.1.15	Agree that proud to be a part of future group	49
4.1.16	Additional benefits for Byju's employees	50
4.1.17	Related to job factor	51
4.1.18	Agree that employee's grievance are accepted by higher officials	52
4.1.19	Fell about work culture	53
4.1.20	Facility provided by Byju's	54
4.1.21	Working hours	55
4.1.22	Satisfied with job	56
4.1.23	Feel that the job stressful	57

CHAPTER 1

INTRODUCTION

1.1 GENERAL INTRODUCTION:

Quality of work life is the quality of relationship between employees and total work environment, concern for the impact of work on individuals as well as organizational effectiveness and the idea of participation in organizational problem solving and decision making. The success of every organization is high dependent on the utilization of organizational goals. To achieve organizational goal, individuals have to be satisfied in that quality of work life, which directly contributes to the utilization, development and achievement of organization and human resource goals. This research model for this study was based on the factors affecting Quality of work life and the relationship between QWL and satisfaction of the employees in the organization.

Quality of Work life of an employee in an organization is the work environment. It is the responsibility of the management should provide a good working environment where employees can work without stress, where necessary information for accomplishing task is made available adequate and fair compensation is given in the work place is safety, healthy and supervisors motivates the employee for career growth.

In recent years, the quality of work life (QWL) has increasingly been identified as a positive indicator related to the function and sustainability of business organisations. QWL is a philosophy, a set of principles, which holds that people responsible and capable of making valuable contributions and they should be treated with dignity and respect. It encompasses mode of wage payment, working conditions, working time, health and safety, financial and non-financial benefits and managerial behaviour towards employees. A high QWL is perceived to be essential for organisations to continue to attract and retain employees. It requires a comprehensive program designed to improve employee satisfaction, strengthening workplace learning and helping employees through change and transition. Dissatisfaction with the quality of work life is a problem which affects almost all workers regardless of position or status.

According to Gadon (1984), QWL programs have two objectives: (a) to enhance productivity; and (b) to increase the satisfaction of employees. Thus QWL provides healthy, satisfied and productive employees, which in turn provides efficient and profitable organisation.

QWL is an umbrella term which includes many concepts. Because the perceptions held by employees play an important role in their decision to enter, stay with or leave an organisation, it is important that employees' perceptions be included when assessing QWL (Yoder, 1995). Improved quality of work life promotes the best use of existing workforce skills and increases employees' involvement. Most importantly, it encourages and supports the enhancement of the internal skills base to create a more professional, motivated and efficient working environment. Thus, QWL is defined as the quality of the relationship between the employees and the total working environment. It is concerned with the overall climate of work and the impact on work and people as well as on organisational effectiveness.

1.1.1 MEANING OF QUALITY OF WORK LIFE (QWL):

Quality of work life (QWL) refers to the favourableness or unfavourableness of a job environment for the people working in an organisation. The period of scientific management which focused solely on specialisation and efficiency which has undergone a revolutionary changes.

The American Society of Training and Development established a task force on the QWL way back. This task force defined QWL as “a process of work organization which enables its members at all levels to actively participate in shaping the organisations environment, methods and outcomes. This value based process is aimed towards meeting the twin goals of enhanced effectiveness of organisation and improved quality of work for employees”.

Cohen and Rosenthal define QWL as an “internationally designed effort to bring about increased labour management cooperation to jointly solve the problem of improving organisational performance and employee satisfaction”.

Nadler and Lawler summarized six potential definitions of QWL as variable, approach, methods, movement, best approach and nothing. They provide a concise as “a way of thinking about people, work and organisation. Its distinctive element are: a concern about the impact of work on people as well as on

organisational effectiveness and the idea of participation in organisational problem- solving and decision making”.

Beinum defines QWL as “based on a general approach and an organisational approach, the general approach includes all those factors affecting the physical, social, economic, psychological and cultural well-being of workers while the organisational approach refers to the design and operation of organisations in accordance with the value of democratic society.

According to Luthans “the over-riding purpose of QWL is to change the climate at work so that the human technological organisational interface leads to a better quality of work life”.

Sangeeta Jain viewed QWL as “whole parcel of terms and notions all of which really belong under the quality of work life umbrella. They include industrial effectiveness, human resources development, organisational effectiveness, work restructure, job enrichment, social technical system, working humanization, group work concept, labour management, cooperation, working together, workers involvements, workers participation and cooperative work structures”.

From above definitions QWL is defined as an approach concerned with over all climates of work and the impact that the work has on people as well as organisational effectiveness. Direct participation of employees in problem solving and decision making in areas related to their work helps upgrade the quality of life at work.

1.1.2 OBJECTIVES OF QWL:

- Improve employee satisfaction.
- Improve physical and psychological health of employee which creates positive feelings.
- Enhance productivity of employees and reinforce workplace learning.
- Improve management of the ongoing changes and transition.
- Built the image of the company as best in recruitment, retention and general motivation of employees.
- Balance between worker’s effort and rewards.
- Allow wider range of skills and ability.
- Improve career opportunities and develop self-respect.

1.1.3 FACTORS INFLUENCING QUALITY OF WORK LIFE:

Fair compensation and job security:

The economic interest of the people derive them to work at a job and employee satisfaction depends partially on the compensation offered. Pay should be fixed on the basis of work done, responsibility undertaken, individual skill, performance and accomplishment. Job security is another factor which is in concern to the employees. Permanent employment should provide security to the employee and improve their QWL.

Safe and healthy working condition:

Organization should realize that their true wealth lies in their employees and to provide a healthy work environment for employees and it should have primary objective. Most of the organizations provide safe and healthy working conditions due to humanitarian requirements and/or legal requirements. In fact these conditions are a matter of enlightened self-interest.

Opportunities to use and develop human capabilities:

Contrary to the traditional assumptions, quality of work life is improved the extent that the worker can exercise more control over his or her work, and the degree to which the job embraces an entire meaningful task, but not a part of it. Further, QWL provides for opportunities like autonomy in work and participation in planning in order to use human capabilities.

Opportunities for career growth:

Opportunities for promotions are limited in case of all categories of employees either due to educational barriers or due to limited openings at the higher level. QWL provides future opportunities for continued growth and security by expanding one's capability, knowledge and qualifications and prepare them to accept responsibility at higher levels.

Participative management style and recognition:

Flat organization structures help organizations facilitate employee participation. A participative management style improves the quality of work life. Workers feel that

they also offer innovative ideas to improve them. Recognition can be in the form of rewarding employees for jobs well done.

Constitutionalism in the work organization:

QWL provides constitutional protection to the employee only on desirability as it hampers workers. It happens because the management's action is challenged in every action and bureaucratic procedures need to employees on such matters as privacy, free speech, equity and due process.

Work and total life space:

The demand of the work like late hour, frequent travel, quick transfer, etc. occurring on regular basis depress the employee, his or her family and ultimately QWL.

The social relevance of work life:

The discharge of social responsibility of business organisation also contribution to QWL. On the contrary, lack of organisation's concern for social causes like waste disposal, low quality products, overaggressive marketing, etc. impinge upon self-esteem of workers.

1.1.4 FACTORS AFFECTING QUALITY OF WORK LIFE:

The nine factors that influence and decide the perceived degree of QWL are discussed below:

Environment:

The environment, if positive, prepares a person both mentally and physically to perform effectively and the reverse is true when it is negative. The work environment is relevant to an individual's quality of work life and the relationship between life on and off the job (Cunningham & Eberle, 1990). According to Payne (1987), the physical environment is likely to make an impact upon a person's achievement, affective satisfaction and psychological strain.

Opportunities:

Some jobs offer opportunities for learning, research, discovery, self-development, enhancing the skills, room for innovation, public recognition, exploration, celebrity status and fame. Others are monotonous, repetitive, dull, routine, no room for improvement and in every sense boring. Naturally the former are interesting and rewarding whereas the latter are de-motivating and contribute to poor QWL. Workers reporting no opportunities to use their abilities in their jobs exhibited significantly lower satisfaction.

Nature of job:

The major determinant of QWL is the job itself. A job which is interesting, challenging, that provides status and pride, entails involvement and makes employees feel pride is considered to be the ideal one. Davies (1984) identified jobs with greater variety, challenge, autonomy, future opportunities and contribution to the society as the most significant predictors of quality of work life. Jobs should provide sufficient opportunities to employees for better utilisation of their skills, knowledge and creativity.

Growth and development:

The organisation should have the environment for the fulfilment of employees' needs and aspirations. The right kind of practices must be exercised to help the employees in meeting their career goals. Everybody wants to go ahead in the career path, if an organisation does not give chance for growth and personal development it is very difficult to retain talented personnel and also to find new talent with experience and skill.

Challenges:

The job should offer some challenge to make it more interesting, enabling an employee to upgrade his/her knowledge, skills and capabilities; on the other hand, monotony makes a person dull, non-enthusiastic, dissatisfied, frustrating, complacent, less initiative and uninteresting. The amount of challenge a person has in a job is noticeable in development of abilities, freedom to decide on work control method, degree of interesting work and a chance to see the results of the work.

Career prospects:

Competency development is operational as the nature of the job that provides opportunities and stimulates growth in skills and knowledge either for a career or organisational development. Status improvements plus effective, timely recognition and appreciation from the management are the motivating factors for anyone to take a keen interest in his/her job. The work environment must be conducive to achieve the organisational goal as well as individual development. It is a win-win situation for both the parties where good work, extra efforts and sincerity need to be rewarded.

People and human relations:

Almost everyone has to deal with a set of people in the workplace. Those are namely boss, co-workers and subordinates. Many occupations also require interaction with a range of other people, depending on the nature and objective of the organisation. These situations demand a high level of prudence, cool tempered, tactfulness, humour, kindness, diplomacy and sensitiveness to improve human relations. The ways members of work organisation relate to one another about their ideas and feelings can have a positive effect (Walton, 1975). A pattern of reciprocal help, socio-emotional support and affirmation of the uniqueness of each individual can enhance an individual's quality of work life (Payne, 1987).

Risk and reward attached:

Generally reward and compensation are directly proportional to the quantum of work, employee hours, nature and extent of responsibility, accountability, delegated powers, authority of position in the organisational chart, the risk involved, level of expected commitment, deadlines and targets, demand and supply of skilled labour, and even political stability and economic policies. Some degree of risk is involved in every job, while rewards should be based on performance indicators that reflect a person's effort and competence. However, both are influences on QWL.

Stress level:

All factors mentioned above are interrelated and interdependent. Stress level need not be directly proportionate to compensation. Stress is of different types--mental stress/physical stress/psychological or emotional stress. Enjoyable work, better relationships, trust, involvement in decision-making, better wages, etc. reduce stress

levels. Pelsma (1989) and Hart (1994) found that stress level is inversely and significantly related to QWL. They determined that in the work climate of an occupation, QWL can be assessed by combining the amount and the degree of stress and the degree of satisfaction experienced by the individual within his/her occupational role.

1.2 INDUSTRY PROFILE:

India holds an important place in the global education industry. India has one of the largest networks of higher education institutions in the world. However, there is still a lot of potential for further development in the education system.

With ~26.31% of India's population in the age group of 0-14 years, India's education sector provides numerous opportunities for growth.

1.2.1 Market Size:

India has the world's largest population of about 500 million in the age bracket of 5-24 years, which provides a great opportunity for the education sector. The education sector in India was estimated at US\$ 91.7 billion in FY18 and is expected to reach US\$ 101.1 billion in FY19.

In India, the edtech market is expected to reach US\$ 4 billion by 2025, from US\$ 750 million in 2020.

Number of colleges in India reached 39,931 in FY19. As of May 17, 2021, number of universities in India reached 981. India had 37.4 million students enrolled in higher education in FY19. In FY20, Gross Enrolment Ratio in higher education in India was 27.1%. ICAR is one of the largest national agricultural organisations in the world. It has 122 institutes and 67 agricultural universities across India, as of July 2021.

In 2020-21, there were 9,700 total AICTE approved institutes. Of the total, there were 4,100 undergraduate, 4,951 postgraduate and 4,514 diploma courses in AICTE approved institutes. According to the National Institutional Ranking Framework, 7 positions were bagged by prominent Indian Institutes of Technology out of the top 10 institution rankings in 2020.

As per the QS employability rankings 2022, the Indian Institute of Science (IISc), Bengaluru, six Indian Institutes of Technology (IITs), Delhi University, University of

Mumbai, University of Calcutta, OP Jindal Global University, Sonipat and BITS Pilani were among the top 500 universities.

According to KPMG, India has also become the second largest market for E-learning after the US. The sector is expected to reach US\$ 1.96 billion by 2021, with about 9.6 million users from US\$ 247 million and around 1.6 users in 2016.

1.2.2 Investments/ Recent Developments”:

From April 2000 to June 2021, Foreign Direct Investment (FDI) equity inflows stood at US\$ 6,154.87 million according to the data released by Department for Promotion of Industry and Internal Trade (DPIIT).

The education and training sector in India witnessed some major investments and developments in the recent past. Some of them are:

- In October 2021, the Union Minister for Education and Skill Development launched phase 2 of the Mahatma Gandhi National Fellowship. Phase 2 will be a two-year long fellowship that will provide individuals with opportunities to enhance their skills.
- In October 2021, the NSDC launched the largest 'Impact Bond' in India, with a US\$ 14.4 million fund, to help 50,000 youngsters in the country acquire skills necessary for employment.
- In October 2021, Teachmint was valued at US\$ 500 million in a US\$ 78 million funding round.
- In September 2021, Amazon launched its global computer science education initiative in India. The aim of this initiative is to offer 1 lakh students the opportunity to study computer science.
- In October 2021, Byju's is planning to raise Rs. 2,200 crore (US\$ 300 million) to increase the company's valuation from US\$ 16.4 billion in 2020 to US\$ 18 billion in 2021. This funding will be used to expand the company's business in global markets and focus on more acquisitions.
- In 2021, Unacademy ranked #1 on LinkedIn's list of 25 top start-ups.
- Tata Technologies funded 150 industrial training institutes (ITIs) in Karnataka with the latest technological equipment worth Rs. 4,636 crore (US\$ 614.2

million) and infrastructure worth Rs. 220 crore (US\$ 29.1 million). This development is expected to be completed by November 2021

- In September 2021, Gradeup, one of India's leading online exam preparation platforms, was acquired by BYJU's, the world's most-valued edtech firm with a US\$ 16.5 billion valuation. The deal's value was not disclosed by the firm.
- In September 2021, Akudo, a fin-edtech start-up, raised US\$ 4.2 million in its seed round led by Y Combinator, JAFECO Asia, Incubate Fund India and marquee angels.
- In September 2021, 88academics, an edtech firm, announced that it has raised equity financing of ~Rs. 22.1 crore (US\$ 3 million) in funding led by Aarin Capital Partners.
- Following Beijing's constraints on the education business in July 2021, India might become a hotbed for Edtech entrepreneurs and the next investment hotspot in this sector, and unicorn businesses may have an advantage in attracting money from international investors.
- Unacademy, an Indian online learning company, raised US\$ 440 million in a fresh funding round in August 2021.
- In 2021, Vah Vah!, a vocational training platform offering makeup and beauty courses, has raised US\$1.85 million in a seed round led by Sequoia India's Surge accelerator.
- DigitalEd and Binary Semantics have announced the formation of 'DigitalEd India,' a joint venture that will bring the best-in-class digital learning to India in 2021.
- In June 2021, Amazon India launched Machine Learning Summer School to help students learn new skills.
- Domestic service providers have formed JV with foreign players. For example, GMR Aviation Academy and UAE-based Emirates Group Security will jointly offer various aviation and security courses in India.
- In May 2021, the Institute of Health & Management (IHM), Australia, announced its plan to offer scholarships worth Rs. 10 crore (US\$ 1.3 million)

to nurses in India to recognise their commitment and dedication amid the COVID-19 pandemic. The scholarship will be offered to those nurses undertaking the 'Gateway to global nursing programme'.

- In May 2021, the BITS School of Management (BITSoM) joined forces with London Business School (LBS). This partnership will focus on three segments—student engagement programme, LBS faculty teaching at BITSoM and developing joint executive programme in the space of women leadership.
- In May 2021, Virohan a healthcare ed-tech start-up, which provides vocational training for paramedics, raised US\$ 3 million in the Series A funding from Rebright Partners.
- As per the Union Budget 2021-22, under the NISHTHA training programme around 5.6 million teachers are to be trained in 2020-21.
- In April 2021, Education India—India's academic partner and a start-up in the field of education—is set to invest Rs. 20 crore (US\$ 2.4 million) in School Acquisition Module. The company is planning to have more than 200 schools on lease Module until 2023.
- On April 1, 2021, Union Education Minister launched the 'MyNEP2020' Platform of the NCTE Web Portal. The platform seeks to invite suggestions/inputs/memberships from stakeholders for preparing drafts for development of the National Professional Standards for Teachers (NPST) and the National Mission for Mentoring Program Membership (NMM). The 'MyNEP2020' platform will be operational from April 1, 2021 to May 15, 2021.

1.2.3 Government Initiatives:

Some of the other major initiatives taken by the Government are:

- On September 17, 2021, Mr. Ashwini Vaishnaw, the Minister of Railways, Communications, Electronics and Information Technology, launched Rail Kaushal Vikas Yojana, a programme under the aegis of Pradhan Mantri Kaushal Vikas Yojana (PMKVY), in Rail Bhavan to empower youth by providing entry-level training in industry relevant skills through railway training institutes as part of 75 years of Azadi ka Amrit Mahotsav.

- In September 2021, The NITI Aayog announced a collaboration with BYJU's. In this partnership, students in government schools in 112 'aspirational districts' will have free access to the company's 'quality learning materials'. BYJU'S will also give free engineering and medical entrance test preparation sessions to ~3,000 deserving students in Classes 11 and 12 through Aakash Institute.
- In August 2021, Prime Minister Mr. Narendra Modi will unveil at least ten schemes to commemorate a year of the new National Education Policy (NEP), including an academic bank of credit (ABC) in tertiary education, a competency-based assessment system for the school sector and a framework for internationalisation of Indian education.
- In 2021-22, the Ministry of Education has been allocated US\$ 12.52 billion, the eight-highest figure allocated to all ministries. The allocation constitutes 2.67% of the central government's estimated expenditure for 2021-22.
- In April 2021, India along with Bangladesh, Brazil, China, Egypt, Indonesia, Mexico, Nigeria and Pakistan joined the United Nation's E9 initiative. E9 initiative is the first of a three-phased process to co-create an initiative on digital learning and skills, targeting marginalised children and youth, especially girls. The initiative aims to accelerate recovery and advance the Sustainable Development Goal 4 agenda by driving rapid change in education systems.
- According to Union Budget 2021-22, the government allocated Rs. 54,873.66 crore (US\$ 7.53 billion) for Department of School Education and Literacy, compared with Rs. 59,845 crore (US\$ 8.56 billion) in Union Budget 2020-21.
- The government allocated an expenditure budget of Rs. 38,350.65 crore (US\$ 5.28 billion) for higher education and Rs. 54,873 crore (US\$ 7.56 billion) for school education and literacy. The government also allocated Rs. 3,000 crore (US\$ 413.12 million) under Rashtriya Uchchatar Shiksha Abhiyan (RUSA).
- Under the Union Budget 2021-22, the government has placed major emphasis on strengthening the country's digital infrastructure for education by setting up the National Digital Educational Architecture (NDEAR).

- In January 2021, in order to mitigate the impact of challenges created due to COVID-19 pandemic, the Ministry of Education issued guidelines for identification, admission and continued education of migrant children.
- On January 15, 2021, the third phase of Pradhan Mantri Kaushal Vikas Yojana (PMKVY) was launched in 600 districts with 300+ skill courses. Spearheaded by the Ministry of Skill Development and Entrepreneurship, the third phase will focus on new-age and COVID-related skills. PMKVY 3.0 aims to train eight lakh candidates.
- In December 2020, the Ministry of Skill Development and Entrepreneurship, in collaboration with the Tata Indian Institute of Skills, launched two short-term courses in factory automation.

1.2.4 Road Ahead

In 2030, it is estimated that India's higher education will:

- combine training methods that involve online learning and games, and is expected to grow 38% in the next 2-4 years
- adopt transformative and innovative approaches in Higher education
- have an augmented Gross Enrolment Ratio (GER) of 50%
- reduce state-wise, gender based and social disparity in GER to 5%
- emerge as the single largest provider of global talent with one in four graduates in the world being a product of the Indian higher education system
- be among the top five countries in the world in terms of research output with an annual R&D spend of US\$ 140 billion
- have more than 20 universities among the global top 200 universities

Various Government initiatives are being adopted to boost the growth of distance education market besides focusing on new education techniques, such as E-learning and M-learning.

In FY22*, of the total 8,985 institutes, there were 3,623 undergraduate, 4,787 postgraduate and 3,986 diploma courses approved by the All India Council for Technical Education.

Education sector has seen a host of reform and improved financial outlays in recent years that could possibly transform the country into a knowledge haven. With human resource increasingly gaining significance in the overall development of the country, development of education infrastructure is expected to remain the key focus in the current decade. In this scenario, infrastructure investment in the education sector is likely to see a considerable increase in the current decade

The Government of India has taken several steps including opening of IIT's and IIM's in new locations as well as allocating educational grant for research scholars in most Government institutions. Furthermore, with online mode of education being used by several educational organisations, the higher education sector in India is set for major change and development in the years to come.

1.3 COMPANY PROFILE

BYJU'S is the world's most valued Ed-Tech company and the creator of the most loved school-learning app in India. Launched in 2015, BYJU'S offers highly personalised, engaging and effective learning programs for students in classes 4-12(K-12), and aspirants of competitive exams like JEE, CAT, GMAT, IAS and GRE. With 33 million registered students and 2.2 million annual paid subscriptions, BYJU'S has become one of the most preferred education technology platforms across the globe.

1.3.1 What Makes Us Different?

Personalised Learning:

Our niche is creating personalised learning experiences for every type of learner. The BYJU'S way of learning provides students a learning platform where they can learn, engage and be excited about charting their own path to discover the world. BYJU'S - The Learning App brings together the best teachers, technology, content, media for creating a seamless, world class learning experience for each and every student.

Why Choose Us?

Learning is pivotal for a student's success in academics and life. The Digital Age is deeply shaping the way students learn and will also determine their future prospects.

In Byju's, we encourage students to embrace this fast, changing world and making them ready for tomorrow by being their constant learning partner.

We craft learning journeys for every student that address their unique needs. We believe in the power of one-to-one learning that addresses every child's learning needs, allows students to be holistically involved in their education and be active, lifelong learners.

Our Three Pillars:

Personalised Learning Journeys

Personalised Learning- is the foundation of our unique programs for students. Using knowledge graphs, the program adapts and creates personalised learning journeys for students. It provides a comprehensive coverage of over 1 lakh concepts with animated videos and questions, fun quizzes and flashcards.

Based on the student's progress, personal learning profiles are created which help analyse strengths and areas of improvement. Each concept gets tagged at different levels of difficulty to create a smooth learning curve which keeps students motivated through any new learning challenge. Whenever errors are made, motivating remedial methods are generated to strengthen and improve the student's learning experience.

Technology Enabled Learning:

In Byju's, we leverage technology to merge best practices like use of videos, engaging content and quizzes with the best teachers so that every child across the globe has access to the best learning experiences.

Key features of the learning program:

- Interactive and engaging learning modules
- Visually rich content to enable conceptual clarity and lifelong term retention
- Personalised learning programs designed for every student, enabled by the power of data science

Best Teachers & Engaging Content:

The BYJU'S Learning Programs provide students a holistic learning experience. Students across regions can access the best teachers and see concepts come to

life. Every detail of a student's journey is planned and executed at the deepest level with subject matter experts, teachers and tools like videos, interactive animations, quizzes and assessments.

The app integrates these well-crafted lessons from our teachers and assessments along with analysis and recommendations, personalised to suit each student's learning style. This holistic approach has seen a student engagement of over 64 minutes a day, being spent by a student on the app, making it one of the most loved apps for students across age groups.

We in Byju's work towards offering students the best learning experience. We have courses for students across ages and grades:

- Maths, Physics, Chemistry and Biology for CBSE and ISC (Classes 4-12)
- Competitive Exams- JEE, NEET, IAS, CAT, GMAT preparation courses

BYJU'S is the world's most valued Ed-Tech company and the creator of the most loved school-learning app in India. Launched in 2015, BYJU'S offers highly personalised, engaging and effective learning programs for students in classes 4-12(K-12), and aspirants of competitive exams like JEE, CAT, GMAT, IAS and GRE. With 33 million registered students and 2.2 million annual paid subscriptions, BYJU'S has become one of the most preferred education technology platforms across the globe.

Our niche is creating personalised learning experiences for every type of learner. The BYJU'S way of learning provides students a learning platform where they can learn, engage and be excited about charting their own path to discover the world. BYJU'S - The Learning App brings together the best teachers, technology, content, media for creating a seamless, world class learning experience for each and every student.

Learning is pivotal for a student's success in academics and life. The Digital Age is deeply shaping the way students learn and will also determine their future prospects. In Byju's, we encourage students to embrace this fast, changing world and making them ready for tomorrow by being their constant learning partner. We craft learning journeys for every student that address their unique needs. We believe in the power

of one-to-one learning that addresses every child's learning needs, allows students to be holistically involved in their education and be active, lifelong learners.

1.3.2 Our Three Pillars

Personalised Learning Journeys

Personalised Learning- is the foundation of our unique programs for students. Using knowledge graphs, the program adapts and creates personalised learning journeys for students. It provides a comprehensive coverage of over 1 lakh concepts with animated videos and questions, fun quizzes and flashcards.

Based on the student's progress, personal learning profiles are created which help analyse strengths and areas of improvement. Each concept gets tagged at different levels of difficulty to create a smooth learning curve which keeps students motivated through any new learning challenge. Whenever errors are made, motivating remedial methods are generated to strengthen and improve the student's learning experience.

Technology Enabled Learning

In Byju's, we leverage technology to merge best practices like use of videos, engaging content and quizzes with the best teachers so that every child across the globe has access to the best learning experiences.

Key features of the learning program:

- Interactive and engaging learning modules
- Visually rich content to enable conceptual clarity and lifelong term retention
- Personalised learning programs designed for every student, enabled by the power of data science

Best Teachers & Engaging Content

The BYJU'S Learning Programs provide students a holistic learning experience. Students across regions can access the best teachers and see concepts come to life. Every detail of a student's journey is planned and executed at the deepest level with subject matter experts, teachers and tools like videos, interactive animations, quizzes and assessments.

The app integrates these well-crafted lessons from our teachers and assessments along with analysis and recommendations, personalised to suit each student's learning style. This holistic approach has seen a student engagement of over 64 minutes a day, being spent by a student on the app, making it one of the most loved apps for students across age groups.

We in Byju's work towards offering students the best learning experience. We have courses for students across ages and grades:

- Maths, Physics, Chemistry and Biology for CBSE and ISC (Classes 4-12)

Competitive Exams- JEE, NEET, IAS, CAT

1.4 OBJECTIVE OF THE STUDY

Primary objective:

- To study on employee perception towards the quality of work life in think and learn private limited (byju's)

Secondary objective:

- To study the factors which influence the quality of work life of employees byju's.
- To examine a balance between worker's effort and rewards in byju's.
- To study the employees perception towards the impact of QWL and their performance
- To understand the perception towards the opportunities and development of the organization.

1.5 NEED FOR THE STUDY

- To explore to experience of workers towards their work life.
- To understand their personal life in terms of stress, perception of employee, relationship between co-workers, work load and time pressure.
- To allow job to wider range of skills and ability

1.6 SCOPE OF THE STUDY

- This study seeks to bring out the various work-life balance practices.
- The importance of this study is to highlight the various employee work-life balance practices.

- To know how it affects, the organization.
- This study will undergo and illustrate the way how organizations should treat their employees.
- To balance worker's efforts and rewards

CHAPTER 2

REVIEW OF LITERATURE

2.1 REVIEW OF LITERATURE

- **Indrajit Kumar 2022:** The main purpose of this paper is to investigate about the dimensions of quality of work life (QWL) which affects the performance and work life of public and private sector bank employees in Bihar, India. The quality of work life is to be measured by the dimensions which are affecting employee day to day work life and work relation at the work place. The QWL can be measured through eight significant dimensions which were directly or indirectly efficiently balancing their work and life. In further, aim of the present study is to understand Quality of work Life of employees in public sector and private sector banks and compare the work life balance with both type of banks' employees. The study is based on descriptive & inferential statistics and primary data has been collected through structured questionnaire from both public and private sector employees respectively. The total 250 bank employees' data have been gathered and 5-point Likert scaling technique is used to measure the factors. With the use of various statistical measures like "t" test and ANOVA the study indicates that out of eight dimensions only social integration and social relevance are significant and others are similar. However, the opinion of male and female employee of public and private sector banks towards social integration in the work and social relevance of working life has been found significant to improve the QWL of bank employees.
- **Elena Stefana 2021,** In the last two decades, Quality of Working Life (QWL) has become a core element of the European social model and the European Employment Strategy. "More and better jobs" is a strategic goal promoted within Europe for emphasising the attention in QWL. However, there is a large debate in the literature on the definition of QWL, its dimensions, and consequently on the methods to use for its measurement. To the best of our knowledge, the systematic reviews currently available in the literature on QWL measurement in European organisations investigate only a particular industry and/or working population. Moreover, they do not focus specifically on composite indicators, although they appear promising in facilitating QWL understanding and comparisons for supporting decision-makers and policy makers. To overcome

these gaps, we conducted a systematic review to identify composite indicators for measuring QWL in European organisations. The review returned 19 studies that are analysed based on a set of factors related to QWL locutions, index name, geographical area, industry or population, level of analysis, dimensions, type of data, inputs, outputs, and test and/or validation. The results highlight a significant heterogeneity among the indicators, confirming the lack of an agreed upon QWL composite indicator for Europe. Such heterogeneity concerns also QWL dimensions. A critical comparison of the different composite indicators is provided, along with a unifying proposal of QWL macro dimensions. Several gaps in the literature are pointed out suggesting directions for future research.

- **Jolly Sahni 2019**, The value that Quality of work life (QWL) brings to the workplace has long been established by several scholars, however, the impact of QWL on engagement and commitment levels of employees remains under investigated. The present empirical study is devoted to explore the quality of work life in telecom industry and examine its association with employee engagement and organization commitment. The data collected from a random sample of 312 employee working in Telecom industry of Saudi Arabia, was analysed through Descriptive statistics and Structural Equation Modeling (SEM). Evidence supports the significant relationship of quality of work life and organizational commitment, however, there is a weak link of quality of work life with employee engagement. This is the first study to explore the relationship among three important constructs of workplace; quality of work life, organizational commitment and employee engagement. Therefore, the study significantly contributes to the extant literature on Quality of work life.
- **Dr.R.Gopinath 2019**: In many ways, the quality of working life is a mixture of real interest in human values in today's society, with the realization that everyone is devoting more mature life to work, thus expanding the time, energy, and material and impartial resources of this endeavor. For this study, 150 LIC employees are taken up the study by simple random sampling method. The researcher concluded, as in this study, that there are many elements that cause the quality of work life in the organization, and the consistent and committed pursuit of management will approach the institution in any way to achieve this. There is a need to address many personnel, management and organizational issues as a whole.
- **Ajay K Garg and Ruobing Zheng 2018**, The economy across the globe is in dire need of some tool to boost employment opportunities and standard of living. This may bring

about a more balanced and integrated parameters of economy. The various sectors deliver promising pathway for the same. On top of it, Craft/Handicraft sector is one of the top solutions for achieving this goal. The Canada's craft is increasingly being recognized for higher-grade crafts. The motivation of the employees and thus the productivity of working units in craft sector is highly influenced by their quality of work life. This study has involved a real empirical survey on different 88 British Columbian, Canadian crafts units spread into various areas of handcrafted cottage industry. The study has considered different variables like gender, nature of job and experience of employees. This research tends to impose a model exclusively based on craft workers in British Columbia, Canada.

- **Al-Shawabkeh & Hijjawi, 2018:** The concept quality of work life (QWL) was at first presented in the late 1960s as a method for concentrating on the impacts of employee encounters (Bowditch & Buono, 2015). The observation of workers' perceptions about the quality of their work-life helps the employers get an awareness of where improvements can be made for better performance (Mejbel et al., 2013). In organizations, QWL is critical for the efficient and smooth running of organizations, because with having QWL commitment and loyalty of employees created, their optimal potential can be developed and utilized (Beloort et al., 2017). QWL is a complex and complicated construct that each dimension is being built on a different base; therefore, there is no agreement about the precise definition of QWL since it is a dynamic construct that developed with the growth of management. Thus, QWL can be seen as a broad management of various factors such as physical, social, psychological, and technological aspects that affect the organizational environment and its culture
- **Kwahar and Iyortsuun (2018):** According to him the study says, compensation and benefits, job satisfaction and job security, training and individual autonomy, work-life balance, safe and healthy work environment were found as the QWL dimensions most considered by employees in the Nigerian hotel industry.
- **Rahman et al. (2017):** QWL is considered as a concept that influences all issues in the organizational existence of workers that shapes the procedure of their continued employment and job satisfaction. Rekhi and Sharma (2018) mentioned the following dimensions of the QWL; fair and adequate compensation, healthy and safe working environment, chances for individual growth and development, the fulfillment of social needs at work, harmony among work and non-work undertakings, protection of employee privileges and the

social significance of work life. Almarshad (2015) identified job stress, job occupied, work satisfaction, and working conditions as the underlying dimensions of quality of work life.

- **Vanishree Beloor, Dr T S Nanjundeswaraswamy, Dr. Swamy D R January-March, 2017:** Nowadays organizations are facing high attrition rate because of abundant job opportunities in the competitive market, to retain skilled and talented workforce is the major challenge that is faced by majority of organizations. To improve retention rate organizations, need to consider human factors, while designing job. These human factors include Quality of Work Life and Employee Commitment. The present review paper addresses the factors associated with components of QWL and components of Employee Commitment. From the study is identified that employee commitment has three components they are Affective, Normative, Continuance commitment and QWL is a multidimensional construct it includes job satisfaction, adequate pay, work environment, organizational culture etc, these factors effects on the employee performance, productivity, absenteeism, retention rate etc. These QWL components may affect on the commitment of employees towards the organization, it may also enhance retention rate.
- **Dr. Balaram Bora 2017,** The concept of Quality of Work Life (QWL) has emerged as an important determinant of a model employment. Several researches have been conducted on QWL, but a few studies are in the academic sector. However, considering the contributions of QWL in the recent times, a more comprehensive review is attempted here on academic sector. In this connection, the author has reviewed the literature on QWL components which would help researchers to take a closer look at the application of QWL components. For this purpose, the author considered available secondary data relates to academic sector. The present paper Quality of Work Life Components: A Literature Review in Academic sector, is presented in four parts encompassing the concept of QWL, Review of available Literature on QWL, various Components of QWL and adoption of QWL components to academic environment. Based on the review a conclusion is provided. It is observed that 18 components are most predominant components that address the QWL of employees in the Academic Sector.

- **Ashwini Jayaram, Aparna J Varma, Ashwini. J 2016**, Work life balance is a crucial factor for workers to contribute to the growth of the organization as well for their own wellbeing. Employees spend most of their time and energy in their workplace. Therefore, it is essential for the employees to be satisfied with their job and the organization. Since the economic reforms in India, there is a growing disparity in terms of socio-economical, psychological and personal wellbeing among the employees in the conventional manufacturing industries and the fast-growing knowledge-based industries. The literature survey attempts to analyse the determinants of QWL in these sectors and the QWL measures implemented and how the workers in these two sectors perceive QWL and job satisfaction. The purpose of this study was to analyse the determinants of QWL in Manufacturing Sector and how the employees in this sector perceive QWL and Job Satisfaction.
- **Mohammed Faizal Isa (January 2015)**: Work-life balance is very important among employee and employers in organizations. This paper is to discuss a study regarding the influence of emotional, spiritual intelligence, organizational support job engagement and technology advancement on employees work-life balance. The findings showed that emotional intelligence, job engagement and organizational support were found positively and significantly related to work-life balance. However the findings indicated that spiritual intelligence was not significantly related to work- life balance.
- **Goyal K.A, Agrawal A (2015)**: In the paper titled " Issues and challenges of Work life balance in banking industry of India" explained that Work life balance policies and programs are an investment in an organization for improving productivity, reducing absenteeism, achieving improved customer services, better health, flexible working as well as satisfied and motivated workforce especially in banking industry.
- **Ashu Khanna, Dr. Radha Yadav 2014**, Quality of work life is becoming an imperative issue to achieve the goals of the organization in every sector whether it is education, service sector, banking sector, tourism, manufacturing, etc. Attrition, employees commitment, productivity etc. depend upon the dimensions of Quality of work life i.e. job satisfaction, organizational commitment, reward and recognition, participative management, work life balance, proper grievances handling, welfare facilities, work environment, etc. An organization provides a

better QWL then it develops the healthy working environment as well as satisfied employee. High QWL can give a result in better organizational performance, effectiveness, innovativeness, etc. Consequently, to contribute better life for all those peoples whom organizational members serve and with whom they deal and interact. Today, quality of work life also affects the corporate social responsibility. Quality of work life is the corroboration between the employees and their organization it improves the family life as well as work life of the individual. This paper focuses and analyses the literature review on the quality of work life and their dimensions.

- **Ashu Khanna, Dr. Radha Yadav 2014**, Quality of work life is becoming an imperative issue to achieve the goals of the organization in every sector whether it is education, service sector, banking sector, tourism, manufacturing, etc. Attrition, employees commitment, productivity etc. depend upon the dimensions of Quality of work life i.e. job satisfaction, organizational commitment, reward and recognition, participative management, work life balance, proper grievances handling, welfare facilities, work environment, etc. An organization provides a better QWL then it develops the healthy working environment as well as satisfied employee. High QWL can give a result in better organizational performance, effectiveness, innovativeness, etc. Consequently, to contribute better life for all those peoples whom organizational members serve and with whom they deal and interact. Today, quality of work life also affects the corporate social responsibility. Quality of work life is the corroboration between the employees and their organization it improves the family life as well as work life of the individual. This paper focuses and analyses the literature review on the quality of work life and their dimensions.
- **Singh S. (2013)**: Mentioned Role stress theory in his paper Titled "Work- Life Balance: A Literature Review" wherein the negative side of the work- family interaction has been put under the spotlight. Recently, the emphasis has shifted towards the investigation of the positive interaction between work and family role as well as roles outside work and family lives, and scholars have started to deliberate on the essence of work- life balance.
- **Surienty (2013)**: Today employees expect quality of work life, more than financial benefits from the organization. As they have to spend a considerable

portion of their time in the organization, they want to have a quality time in workplace. That will enhance their sense of belongingness and attachment with the organization.

- **Ms. Pallavi P. Kulkarni, 2013,** In this competitive world, training plays an important role in the competent and challenging format of business. Training is the nerve that suffices the need of fluent and smooth functioning of work which helps in enhancing the quality of work life of employees and organizational development too. Development is a process that leads to qualitative as well as quantitative advancements in the organization, especially at the managerial level, it is less considered with physical skills and is more concerned with knowledge, values, attitudes and behaviour in addition to specific skills. Hence, development can be said as a continuous process whereas training has specific areas and objectives. So, every organization needs to study the role, importance and advantages of training and its positive impact on development for the growth of the organization. Quality of work life is a process in which the organization recognizes their responsibility for excellence of organizational performance as well as employee skills. Training implies constructive development in such organizational motives for optimum enhancement of quality of work life of the employees. These types of training and development programs help in improving the employee behaviour and attitude towards the job and also uplift their morale. Thus, employee training and development programs are important aspects which are needed to be studied and focused on. This paper focuses and analyses the literature findings on importance of training and development and its relation with the employees' quality of work life.
- **Indumathy et al. R (2012):** Studied on quality of work life among workers with special reference to textile industry in Tripura district – a textile hub to find out the measurement adopted by the organisation to improve the QWL. The research design was chosen as descriptive in nature. The sample size taken to conduct the research was 60 workers out of the 600 workers. For this study, the Sampling technique was convenient sampling. Structured interview schedule was used for primary data collection and chi-square analysis, weighted average 12 score and simple %age used for the data analysis. The result showed that there is no significant relationship between Total work experience and Salary, Gender and Overall job satisfaction. There is significant relationship between

Total work experience and Overall job satisfaction and between Educational qualification and Salary.

- **Alireza. B (2011):** Researched on the Relationship between Quality of Work Life and Demographic Characteristics of Information Technology Staffs Relationship between QWL and demographic characteristics of IT staff with objective Measure the relation between QWL and demographics. The dimensions of QWL used as fair compensation, safe and healthy environment, growth and security, social relevance, life span, social integration, development of human capacities and age, gender, work experience income has taken a demographic factors. Data gathered from the 5 IT companies over 292 employees and ANNOVA one way used for the data analysis. Result showed there is no significant relation found between gender and QWL but positive significant relationship between IT staff and QWL, work experience and QWL and income and QWL.
- **Maynard Rival Bagtasos 2011,** The Quality of Work Life (QWL) is a multi-faceted concept, having multi-dimensional constructs brought about by the variation of interest of the researchers and/or its users. The issue of QWL has become critical due to the increasing demands of today's business environment and of the family structure. This gave rise to an increased interest in QWL not only in business but also for many professions and fields. Determining QWL always involves the interplay between and among the worker, job content, and job context. Furthermore, the determination of the extent of QWL in an organization is a perceptual undertaking. As such, QWL is greatly influenced by the personal characteristics of those who determine it. Measuring the extent by which QWL in an organization is usually done through the level of satisfaction employees experience using a given set of variables that are appropriate and useful in their situation.
- **Caliskan (2010):** Organizational competitive capability largely depends on two things. One is that, how individual employee can perform distinctively. And another is that, how distinct performance of an individual employee portray the overall performance of the organization. Therefore, researchers consider human resource as the main resource for achieving the competitive advantage in a dynamic market. Dissatisfaction with the work life arises due to the mismatch between employee expectation and reality, which may affect their performance in the organization.

- **Gnanayudam. J & AjanthaDharmasiri (2008):** Studied Influence of quality of work life on organizational commitment by investigated on unsatisfactory level of commitment among workers in medium and large organizations in the apparel industry in Sri Lanka. A convenient sampling technique was adopted for the research. The sample size was limited to 87 workers and Pearson correlation used for data analysis. The result showed that QWL has a positively significant relation with the commitment and moderator effect of HRDC on the relationship between QWL and Commitment.
- **Fleetwood (April 2007):** Promotion and improvement of work-life balance is the most hot issue which is presently being debated among governmental departments and all other persons and departments which have concerns to the employees. There are some new concepts which are related to employees, are emerging all over the world. One most new of them is Work-Life Balance.
- **Redmond, Valiulis & Eileen Drew (April 2006):** The work-life balance it may be different for different persons. The term used in the literature to refer to policies that attempts to achieve a greater complementarily and balance between work and home responsibilities. Having work-life balance practices, they are attracting worker to themselves and are enhancing their employees' performance.
- **Serey (2006)** defined QWL as a chance to practice one's abilities and limits to confront difficulties and circumstances that require autonomy, initiative, and self-motivation. Rethinam and Ismail (2008) defined QWL as the efficiency of the workplace that supports improved well-being, job stability, career satisfaction, skill improvement, and balance among work and non-work life of workers. QWL has likewise been connected to improved job restructure, flexible work arrangements, career development, and work security.
- **Lawler (2005):** A new era has dawned in the relationship between organizations and their employees. People are the primary source for company's competitive advantage and organizational prosperity and survival depends on how the employees are treated.
- **JEAN-PIERRE MARTEL and GILLES DUPUIS 25 October 2004** Ever since the concept of Quality of Work Life (QWL) was first used over 30 years ago, a range of definitions and theoretical constructs have succeeded each other with the aim of mitigating the many problems facing the concept. A historical overview of the concept of QWL is presented here. Given the lack of consensus concerning the

solutions that have been developed to date, a new definition of QWL is suggested, inspired by the research on a related concept, general Quality of Life (QOL) which, as the literature shows, has faced the same conceptualization and definition problems as QWL. Based on the suggested definition of QOL, a definition of QWL is provided and the measuring instrument that results therefrom (the Quality of Working Life Systemic Inventory – QWLSI) is presented. Finally, the solutions that this model and measuring instrument provide for the above-mentioned problems are discussed.

- **Greenblatt (October 2002):** Has studied that Achieving and maintaining employees work life balance has become a strategic part of many organizations. In perspective of global competition for personnel, some industries have attracted talented human resources to provide them the facility of work life balance. Attracting them, the industries are getting competitive advantages to compete their competitors.
- **M. JOSEPH SIRGY, DAVID EFRATY, PHILLIP SIEGEL and DONG-JIN LEE 14 February, 2001:** A new measure of QWL was developed based on need satisfaction and spill over theories. The measure was designed to capture the extent to which the work environment, job requirements, supervisory behavior, and ancillary programs in an organization are perceived to meet the needs of an employee. We identified seven major needs, each having several dimensions. These are: (a) health and safety needs (protection from ill health and injury at work and outside of work, and enhancement of good health), (b) economic and family needs (pay, job security, and other family needs), (c) social needs (collegiality at work and leisure time off work), (d) esteem needs (recognition and appreciation of work within the organization and outside the organization), (e) actualization needs, (f) knowledge needs and (g) aesthetic needs. The measure's convergent and discriminant validities were tested and the data provided support to the construct validity of the QWL measure. Furthermore, the measure's nomological (predictive) validity was tested through hypotheses deduced from spillover theory. Three studies were conducted – two studies using university employees and the third using accounting firms. The results from the pooled sample provided support for the hypotheses and thus lent some support to the nomological validity to the new measure.

- **Chan, and Einstein (1990):** People conceive QWL as a set of methods, such as autonomous work groups, job enrichment and high involvement aimed at boosting the satisfaction and productivity of workers. Thus quality of work life is a comprehensive construct that includes an individual's job related well-being and the extent to which work experience are rewarding, fulfilling and devoid of stress and other negative personal consequences. As pointed out in the literature, quality of work life reflects a concern for people's experience at work, their relationship with other people, their work setting and their effectiveness on the job. With the increasing levels of development, the working environment has also become more competitive.
- **Kalleberg (1977):** Attempts to develop a theory of job satisfaction which incorporates differences in work values and perceived job characteristics as key explanatory variables. It empirically examines the relationship between job satisfaction and the work values and job rewards associated with six dimensions of work- intrinsic, convenience, financial relations with co-workers, career opportunities and resource adequacy. It is found that work values have independent effects on job satisfaction. The extent to which workers are able to obtain perceived job rewards is conceptualized to be a function of their degree of control over their employment situations. The paper also seeks to develop a framework which links the variation in the job satisfactions of workers to the factors that influence the degree of their control over the attainment of job rewards in American society. Job satisfaction is also considered as an emotional reaction towards the positive or negative judgment of the various aspects of job experiences.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 RESEARCH METHODOLOGY

Research is the process of systematic and in-depth study or search for any particular topic, subject or area of investigation, backed by collection, compilation, presentation and interpretation of relevant details or data.

3.1.1 RESEARCH PROCESS

In research process, the first and foremost step is defining and selecting a research problem. A Researcher should at first find the problem. Then he should formulate it so that it becomes susceptible to research. For a systematic presentation, the process of research may be classified under three stages-primary stages, secondary stage, and the tertiary stage.

The primary stage includes

- Observation
- Interest
- Formulating research problems
- Documentation
- Research designs

The secondary stage includes

- Project planning
- Data collection
- Questionnaire preparation
- Analysis of data
- Testing of hypothesis
- Interpretation
- Questionnaire preparation.

3.2 RESEARCH DESIGN

3.2.1 Descriptive Research Design

In a descriptive design, a researcher is solely interested in describing the situation or case under their research study. It is a theory-based design method which is created by gathering, analysing, and presenting collected data. This allows a researcher to provide insights into the why and how of

research. Descriptive design helps others better understand the need for the research.

3.2.2 Project Planning

Project planning is the first step in actually conducting & directing a research Project. It is one of the most important tasks of a researcher. This includes formulation of the researcher objectives & goals and determining ways of achieving them.

3.3 SOURCE OF DATA

Data collection is the term used to describe a process of preparing and collecting data.

- Primary Data – Questionnaire given to 120 respondents
- Secondary Data - Websites and online journals, Published reports & Review of literature from published articles

3.4 STRUCTURE OF QUESTIONNAIRE

Questionnaire was divided into two sections. First part was designed to know the general information about customers and the second part contained the respondent's opinions about Attitude and awareness on organic food product

TYPE OF QUESTIONS

- Linker's scaling question
- Rank question
- Satisfaction scale
- Agreeability scale

HYPOTHESIS TESTING

H0 - Null hypothesis (there is no significant relationship between the variables).

H1 - Alternative hypothesis (there is significant relationship between the variables).

After analysing the data, hypothesis testing is done. It will result in either accepting or rejecting the hypothesis.

INFERENCE

After telling the hypothesis, the researcher comes out with his conclusion. The explanation of theory can also be considered as inference.

PREPARATION OF REPORT AND PRESENTATION OF REPORT

Finally, the researcher has to prepare a final report along with conclusion and suggestion

3.5 SAMPLING TECHNIQUE

3.5.1 Convenience sampling method

A convenience sample is one of the main types of non-probability sampling methods. A convenience sample is made up of people who are easy to reach.

3.6 PERIOD OF STUDY

The duration of study is for 1 month which is four weeks of study.

3.7 ANALYTICAL TOOLS

3.7.1 Percentage analysis

Research questions are always answered with a descriptive statistic: generally either percentage or mean. Percentage is appropriate when it is important to know how many of the participants gave a particular answer. Generally, percentage is reported when the responses have discrete categories.

3.7.2 Chi-square

Chi-square is a non-parametric. It is given to test a hypothesis this test is employed when nominal data is to be analysed. The chi-square is computed on the basis of frequencies in a sample.

3.7.3 One-way ANOVA

The one-way analysis of variance (ANOVA) is used to determine whether there are any statistically significant differences between the means of three or more independent (unrelated) groups. This guide will provide a brief introduction to the one-way ANOVA, including the assumptions of the test and when you should use this test.

3.7.4 Correlation

A correlation coefficient is a coefficient that illustrates a quantitative measure of some type of correlation and dependence, meaning statistical relationships between two or more random variables or observed data values.

3.8 LIMITATION OF THE STUDY

- The study is based upon the consumer attitude towards organic foodproducts.
- The data collected for the research is fully primary data given by therespondents by filling the Google form.
- The questionnaire was made available to consumers through Googledrive –forms.
- No personal biasness happens while taking filling the questionnairebecause of the online Google form.
- Limited time frame.
- Responses were restricted to only 120 samples out of the large population size

CHAPTER 4

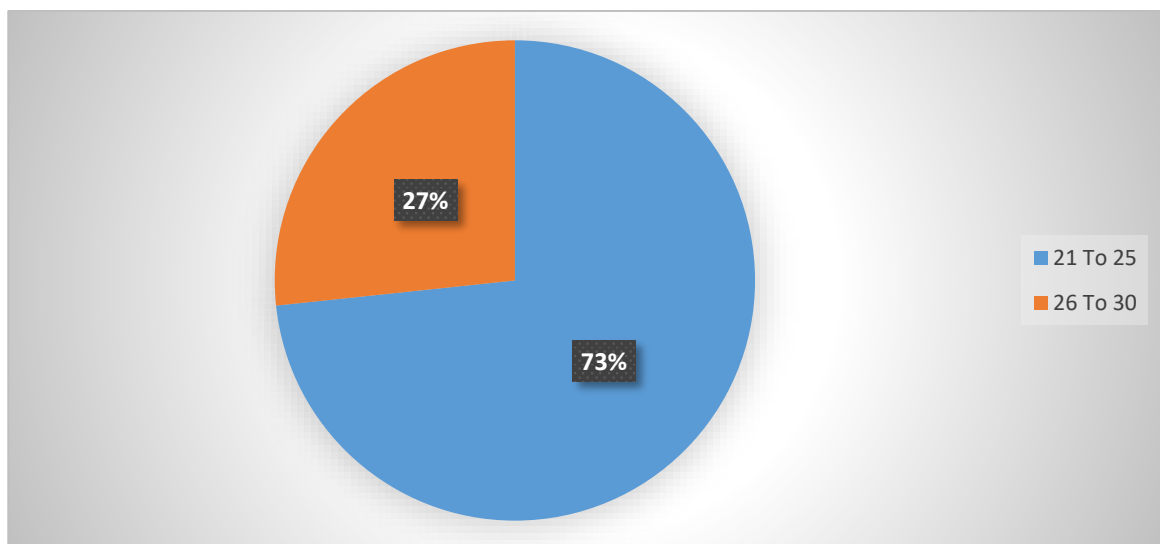
DATA ANALYSIS AND INTERPREATION

4.1 PERCENTAGE ANALYSIS

Table No. 4.1.1: Age of the respondent

Age	No. of Respondents	Percentage
21 To 25	88	73
26 To 30	32	27
Total	120	100

Source of data: Primary data



Chat No. 4.1.1: Age of the respondent

Interpretation:

From the above table it is interpreted that 73% of respondents are belongs to age Category of below 21-35 years. 27% belongs to 26-30 years.

Inference:

Majority (73%) of the respondents are in the age of 21-35.

Table No. 4.1.2: Gender of the respondent

Gender	No. of Respondents	Percentage
Female	43	36
Male	77	64
Total	120	100

Source of data: Primary data

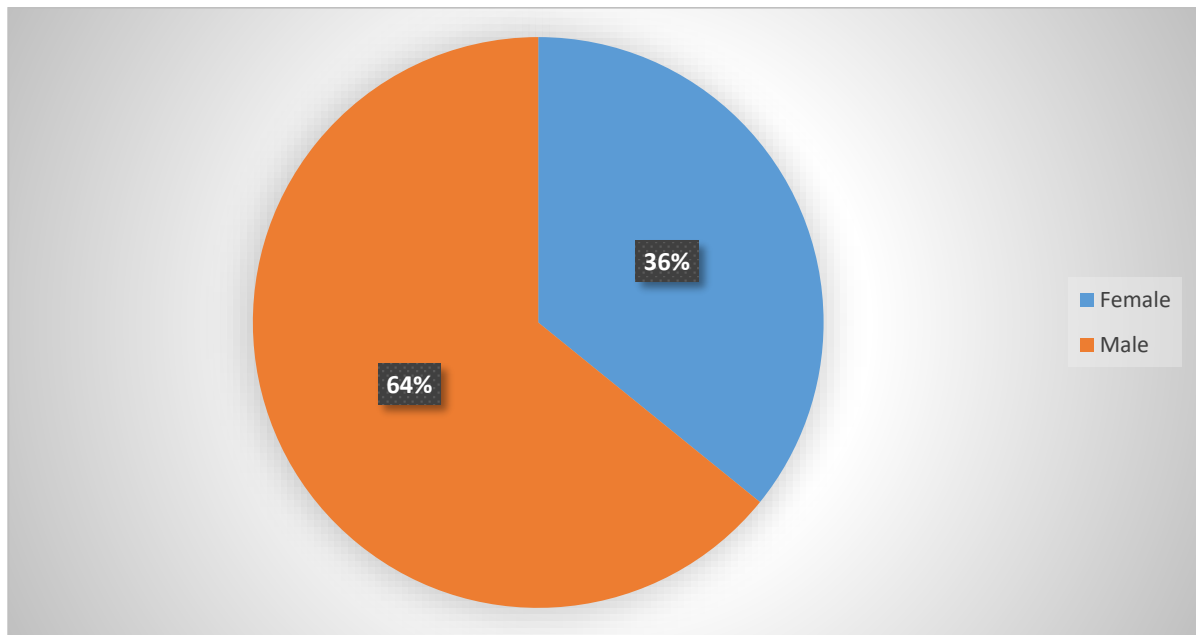


Chart No. 4.1.2: Gender of the respondent

Interpretation:

From the above table it is interpreted that 36% of respondents are belongs to Male 64% belongs to female.

Inference:

Majority (64%) of the respondents are belong to male.

Table No. 4.1.3: Marital status of the respondent

Marital Status	No. of Respondents	Percentage
Married	23	19
Unmarried	97	81
Total	120	100

Source of data: Primary data

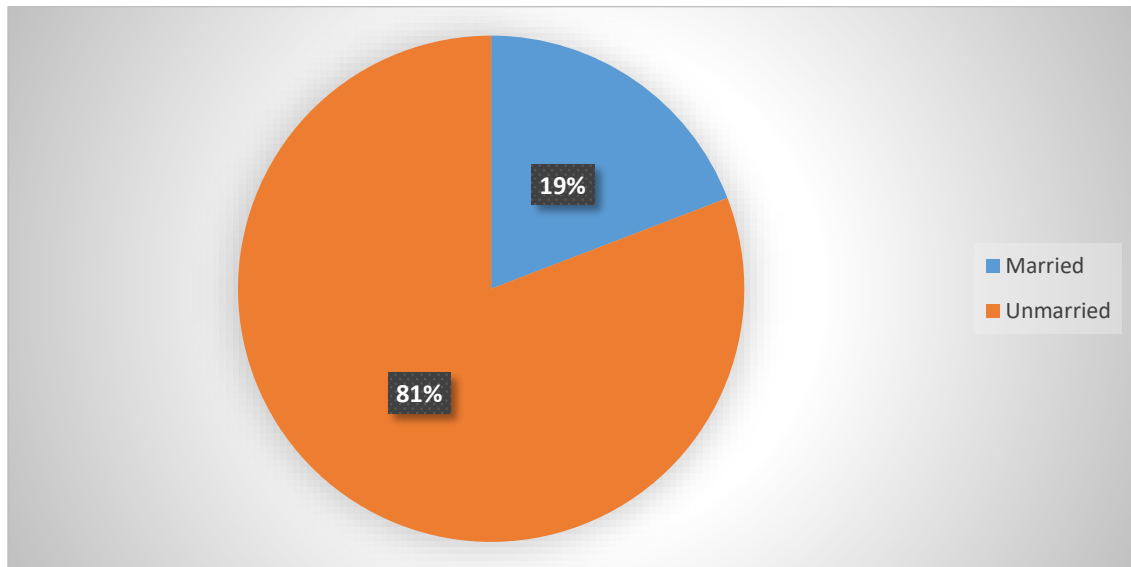


Chart No. 4.1.3: Marital status of the respondent

Interpretation:

From the above table it is interpreted that 19% of respondents are belongs to Married 81% belongs to unmarried.

Inference:

Majority (81%) of the respondents are belong to unmarried.

Table No. 4.1.4: Education of the respondent

Education	No. of Respondents	Percentage
Graduate	51	43
Post Graduate	29	24
Under Graduate	40	33
Total	120	100

Source of data: Primary data

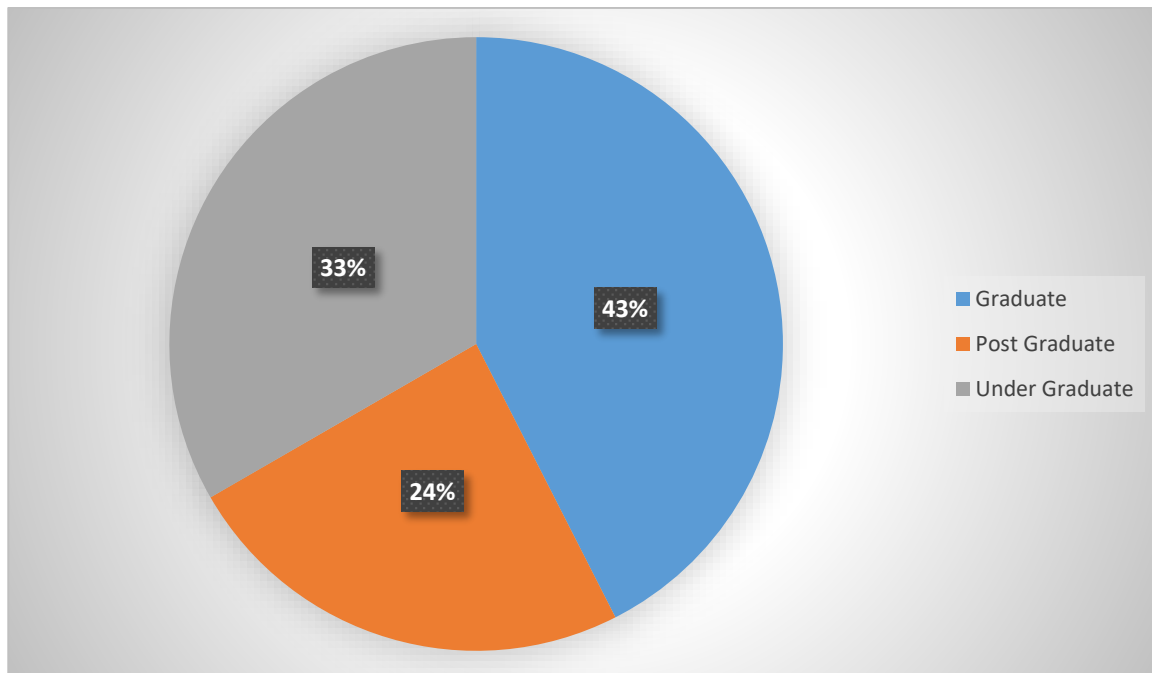


Chart No. 4.1.4: Education of the respondent

Interpretation:

From the above table it is interpreted that 43% of respondents are belongs to Graduate, 24% belongs to Post Graduate and 33% are belongs to Under Graduate

Inference:

Majority (43%) of the respondents are graduate.

Table No. 4.1.5: Income of the respondent

Income	No. of Respondents	Percentage
20,000 To 30,0000	96	80
30,000 To 40,000	14	12
40,000 To 50,000	9	7
Above 50,000	1	1
Total	120	100.0

Source of data: Primary data

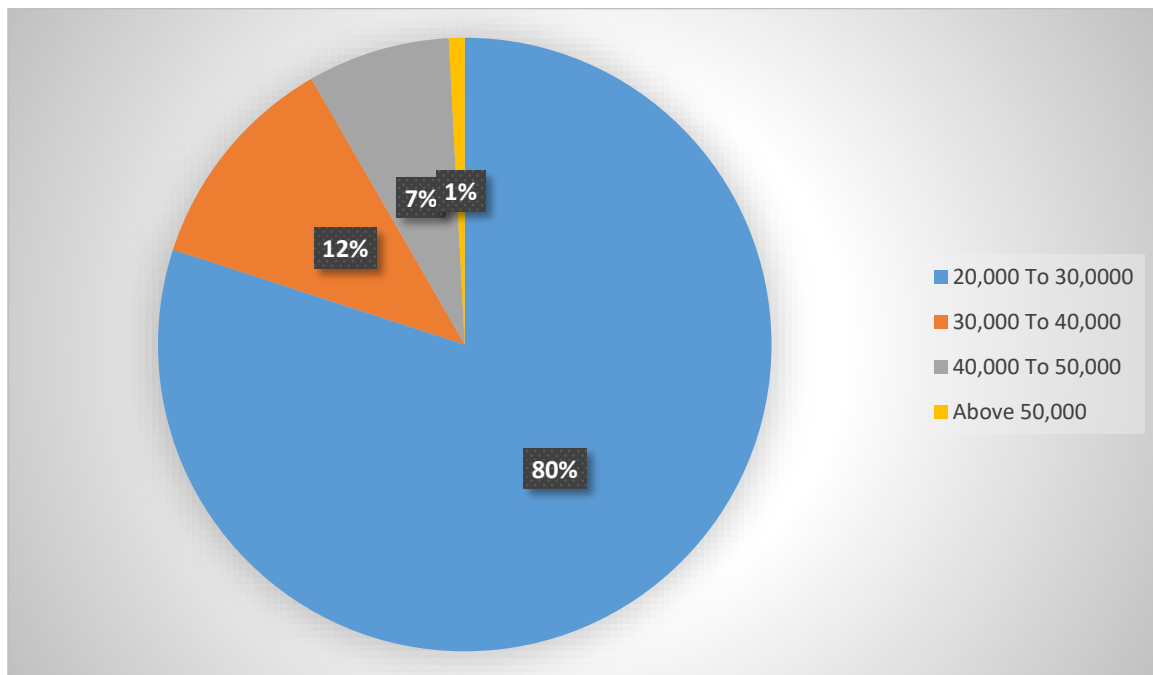


Chart No. 4.1.5: Income of the respondent

Interpretation:

From the above table it is interpreted that 80% of respondents are belongs to 20,000 to 30,000, 12% belongs to 30,000 to 40,000, 7% are belongs to 40,000 to 50,000, 1% belongs to above 50,000.

Inference:

Majority (80%) of the respondents are belong to 20,000 to 30,000.

Table No. 4.1.6: Total year of working

Total Years of Working	No. of Respondents	Percentage
0 To 1	62	51
1 To 2	25	21
2 TO 3	14	12
3 To 4	6	5
Above 5	13	11
Total	120	100

Source of data: Primary data

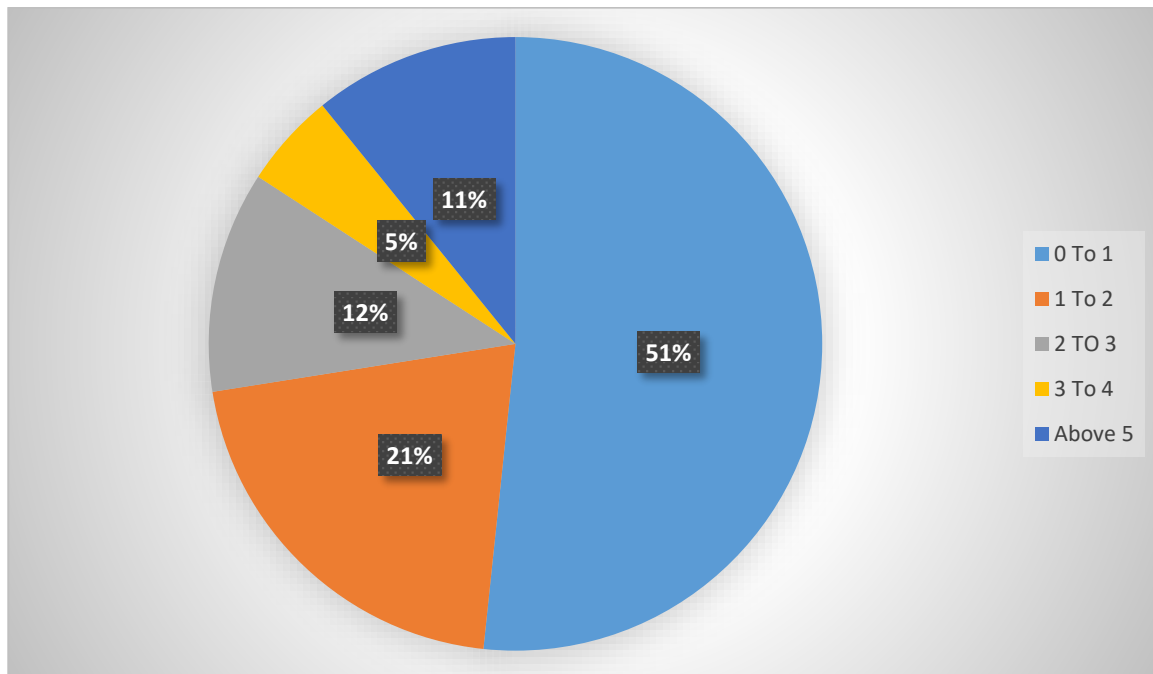


Chart No. 4.1.6: Total year of working

Interpretation:

From the above table it is interpreted that 51% belongs to 0 to 1, 21% belongs to 1 to 2 years, 12% belongs to 2 to 3 years, 5% belongs to 3 to 4 Years and 11% belongs to Above 5 Years.

Inference:

Majority (51%) of the respondents are belong to 0 To 1 Years.

Table No. 4.1.7: Work experience in Byju's

Work Experience in Byju's	No. of Respondents	Percentage
0 To 1	88	73
1 TO 2	26	22
2 TO 3	3	3
3 TO 4	2	2
5 TO 7	1	1
Total	120	100.0

Source of data: Primary data

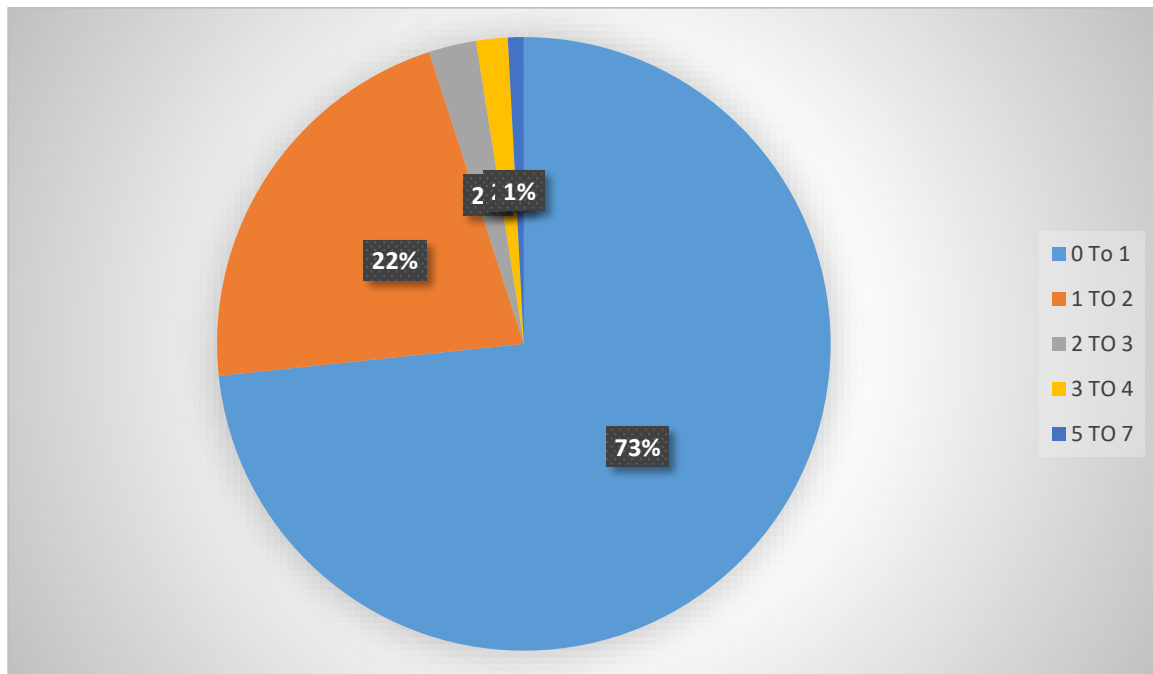


Chart No. 4.1.7: Work experience in Byju's

Interpretation:

From the above table it is interpreted that 73% belongs to 0 To 1, 22% belongs to 1 To 2 years, 3% belongs to 2 To 3 years, 2% belongs to 3 To 4 Years and 1% belongs to Above 5 To 7 Years.

Inference:

Majority (73%) of the respondents are belong to 0 To 1 Years.

Table No. 4.1.8: The physical work condition in Byju's

The physical work condition in Byju's?	No. of Respondents	Percentage
Average	37	31
Good	75	62
Neutral	6	5
Poor	2	2
Total	120	100

Source of data: Primary data

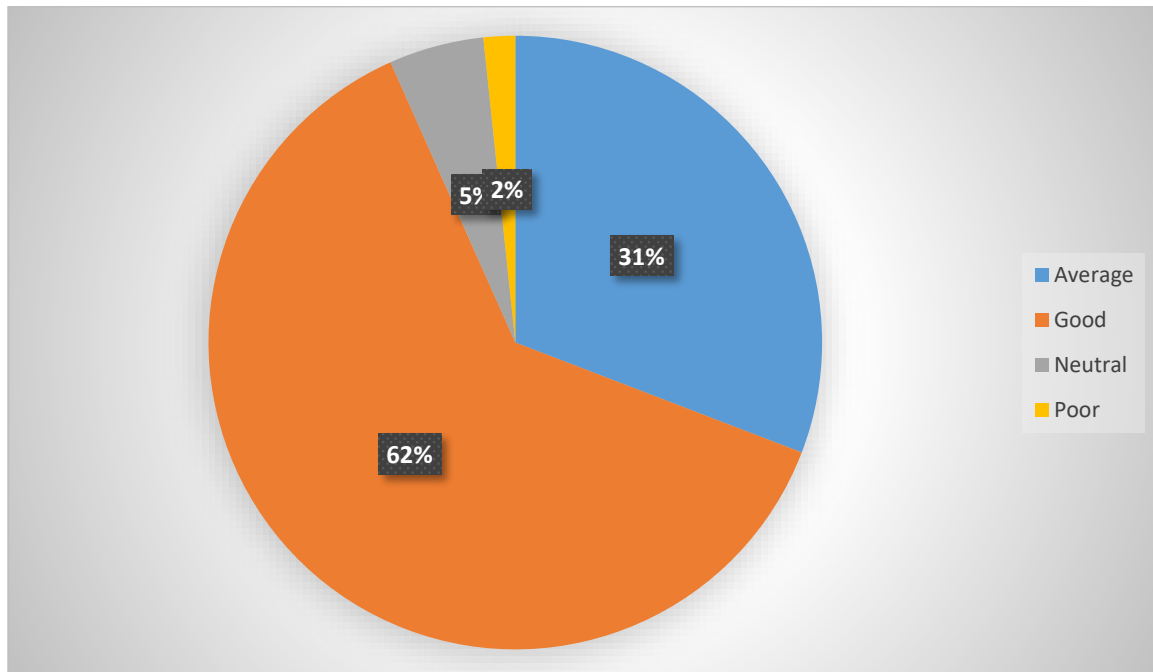


Chart No. 4.1.8: The physical work condition in Byju's

Interpretation:

From the above table it is interpreted that 31% belongs to Average, 62% is belongs to Good, 5% belongs to neutral and 2% belongs to poor.

Inference:

Majority (62%) of the respondents belong to good.

Table No. 4.1.9: Nature of Work

Nature of Work	No. of Respondents	Percentage
Both Field and Desk Work	25	21
Desk Work	30	25
Field Work	65	54
Total	120	100

Source of data: Primary data

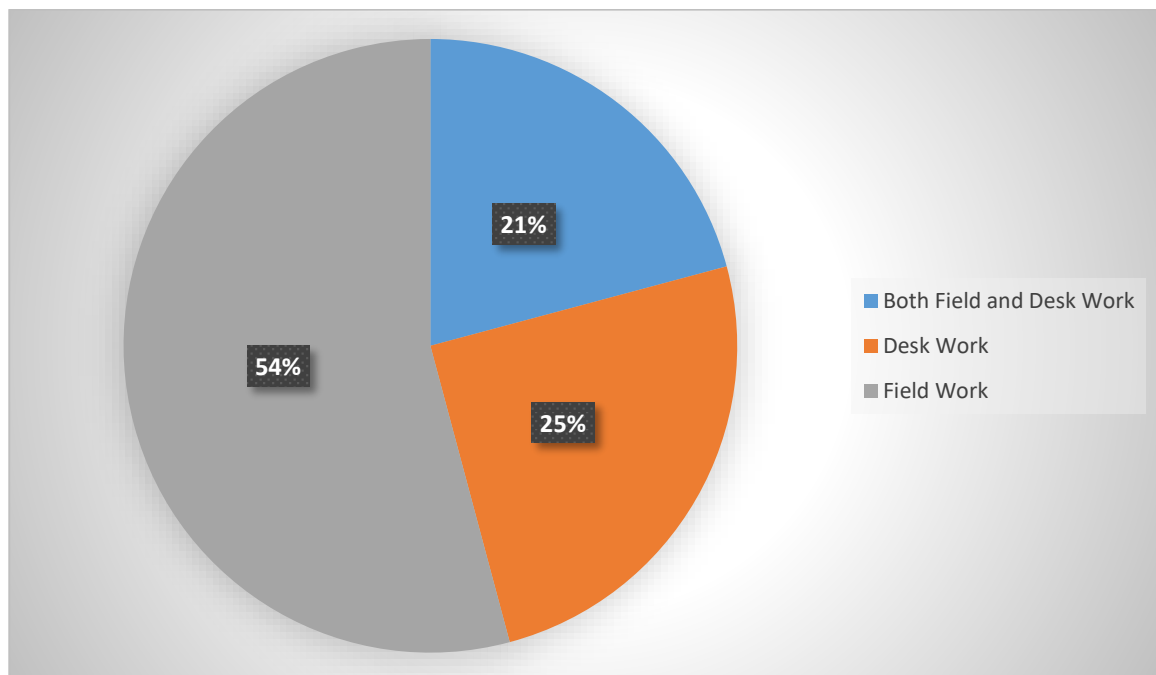


Chart No. 4.1.9: Nature of Work

Interpretation:

From the above table it is interpreted that 21% belongs to Both Field and Desk Work, 25% is belongs to Desk Work, 54% belongs to Field Work.

Inference:

Majority (54%) of the respondents said Field Work.

Table No.4.1.10: Designation of work

Designation of work	No. of Respondents	Percentage
Business Development Associator	47	39
Business Development executive	67	56
Door to Door	6	5
Total	120	100

Source of data: Primary data

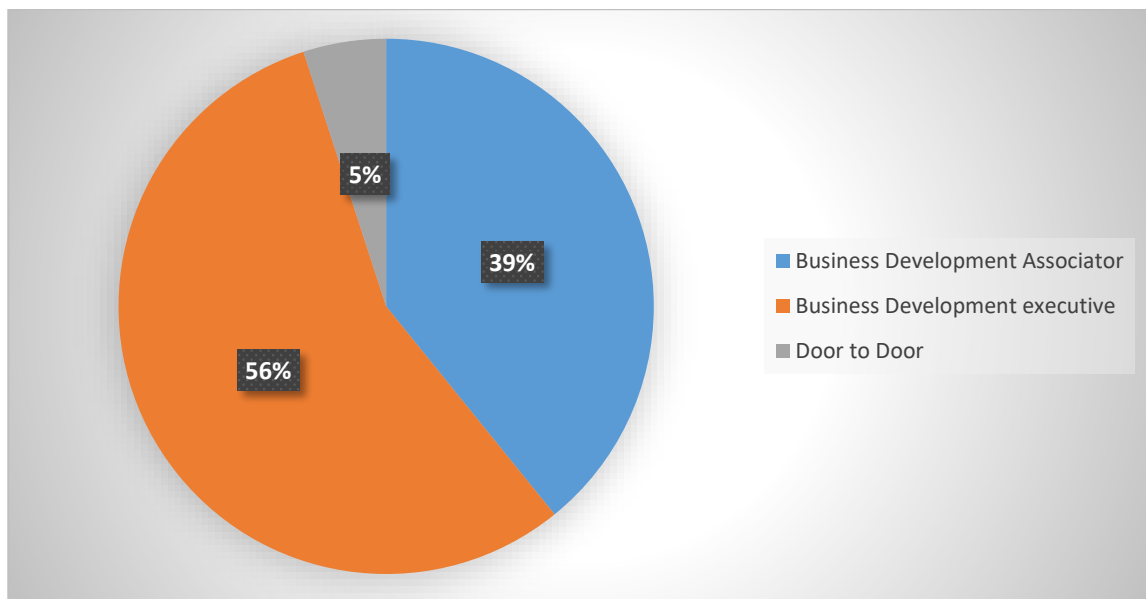


Chart No.4.1.10: Designation of work

Interpretation:

From the above table it is interpreted that 39% belongs to Business Development Associator, 56% is belongs to Business Development executive, 5% belongs to Door to Door.

Inference:

Majority (56%) of the respondents are belong to Business Development Executive

Table No. 4.1.11: The best to describe usual work Schedule

The best to describe your usual work Schedule	No. of Respondents	Percentage
Flexible Shift	13	11
General Shift	62	52
Rotational Shift	34	28
Staggered Shift	11	9
Total	120	100

Source of data: Primary data

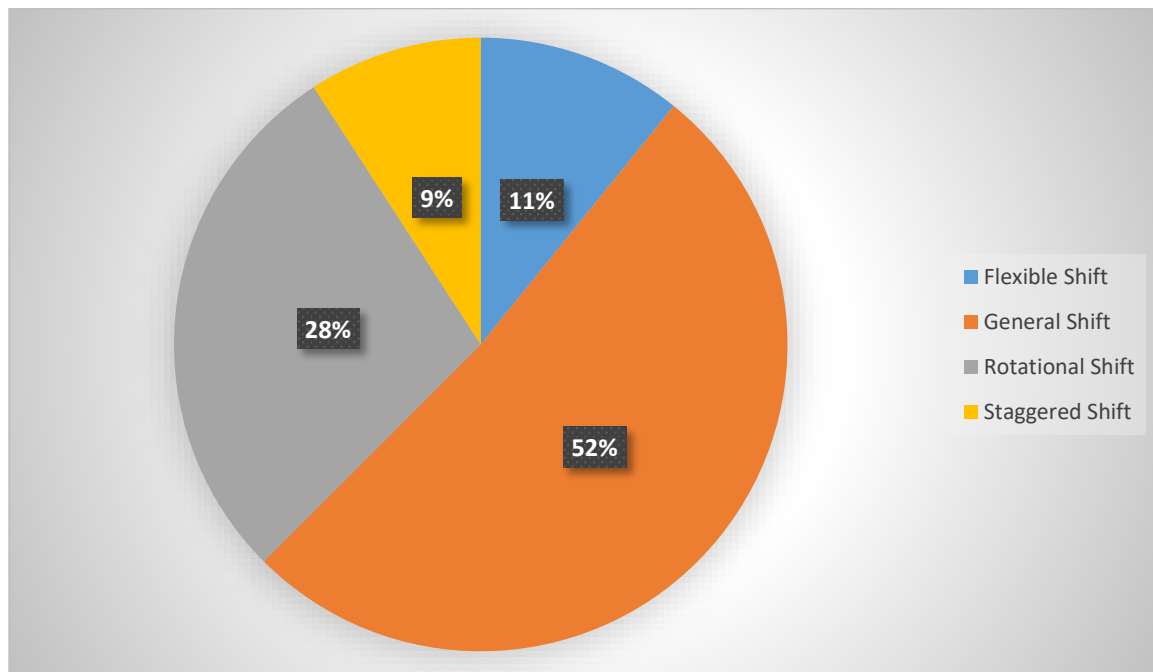


Chart No. 4.1.11: The best to describe usual work Schedule

Interpretation:

From the above table it is interpreted that 11% belongs to Flexible Shift, 52% is belongs to General Shift, 28% belongs to Rotational Shift and 9% belongs to Staggered Shift.

Inference:

Majority (52%) of the respondents are belong to general Shift.

Table No 4.1.12: Factor motivates the most

Factor motivates the most?	No. of Respondents	Percentage
leave	14	12
Motivational talk	13	11
Promotion	41	34
Recognitions	8	7
Salary increasing	44	36
Total	120	100

Source of data: Primary data

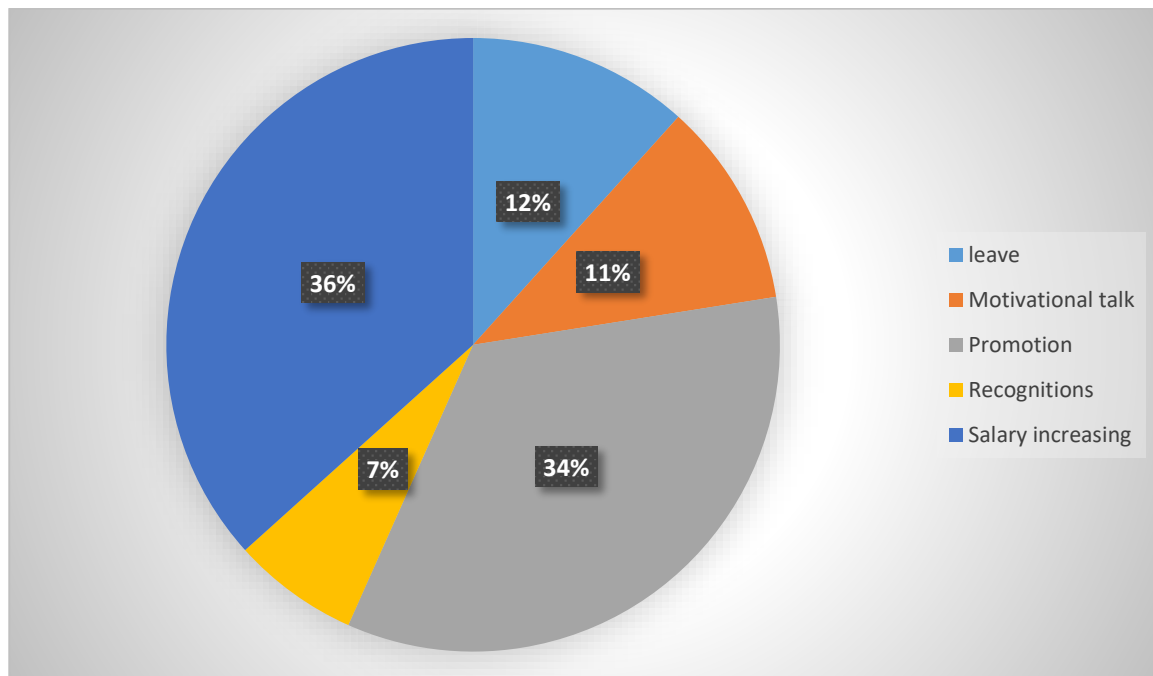


Chart No. 4.1.12: Factor motivates the most

Interpretation:

From the above table it is interpreted that 12% belongs to leave, 11% is belongs to Motivational talk, 34% belongs to Promotion and 7% belongs to Recognitions and 36 belongs to Salary increasing.

Inference:

Majority (36%) of the respondents said salary increasing.

Table No. 4.1.13: Agree that Opportunities for promotion are good

Agree that Opportunities for promotion are good	No. of Respondents	Percentage
Agree	54	45
Disagree	2	2
Neutral	16	13
Strongly agree	48	40
Total	120	100

Source of data: Primary data

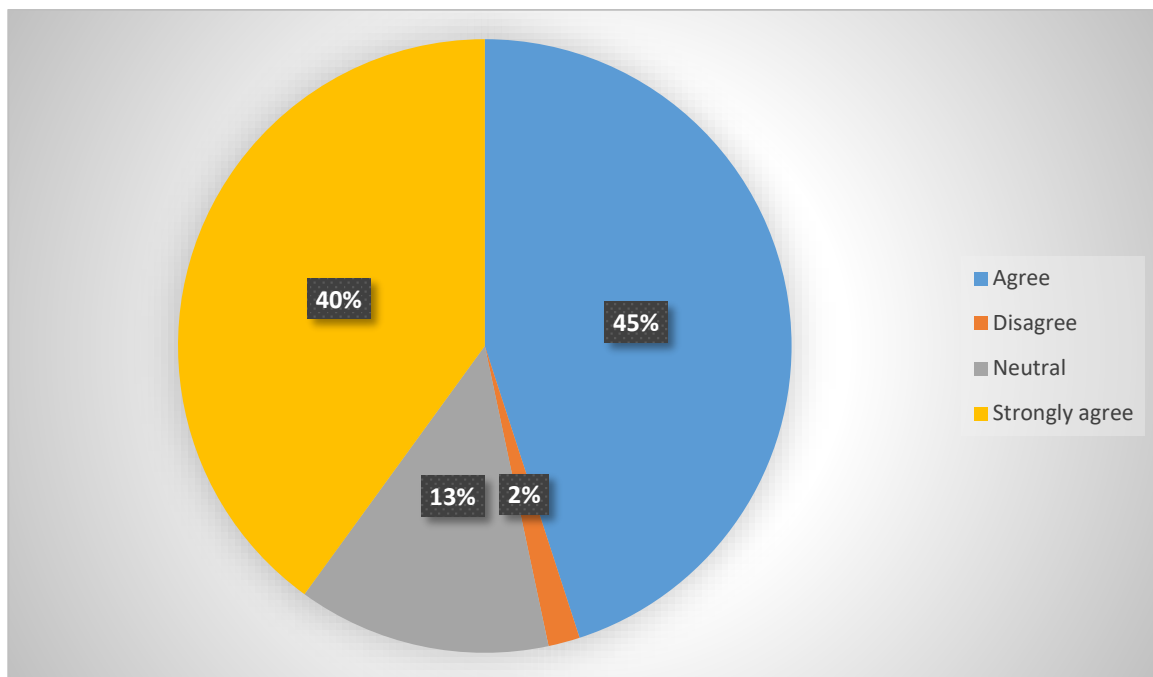


Chart No. 4.1.13: Agree that Opportunities for promotion are good

Interpretation:

From the above table it is interpreted that 45% belongs to agree, 2% belong to disagree, 13% belongs to Neutral, 40% belongs to strongly agree.

Inference:

Majority (45%) of the respondents are belong to agree.

Table No. 4.1.14: Ranking the motivational insights

Ranking the motivational insights	1	2	3	4	5
Interesting work	35	16	15	8	6
Recognition	12	43	15	7	3
Rewards and Awards	30	16	19	10	5
Compensation	20	29	21	8	2
Friendly Co-workers	25	23	19	8	5

Source of data: Primary data

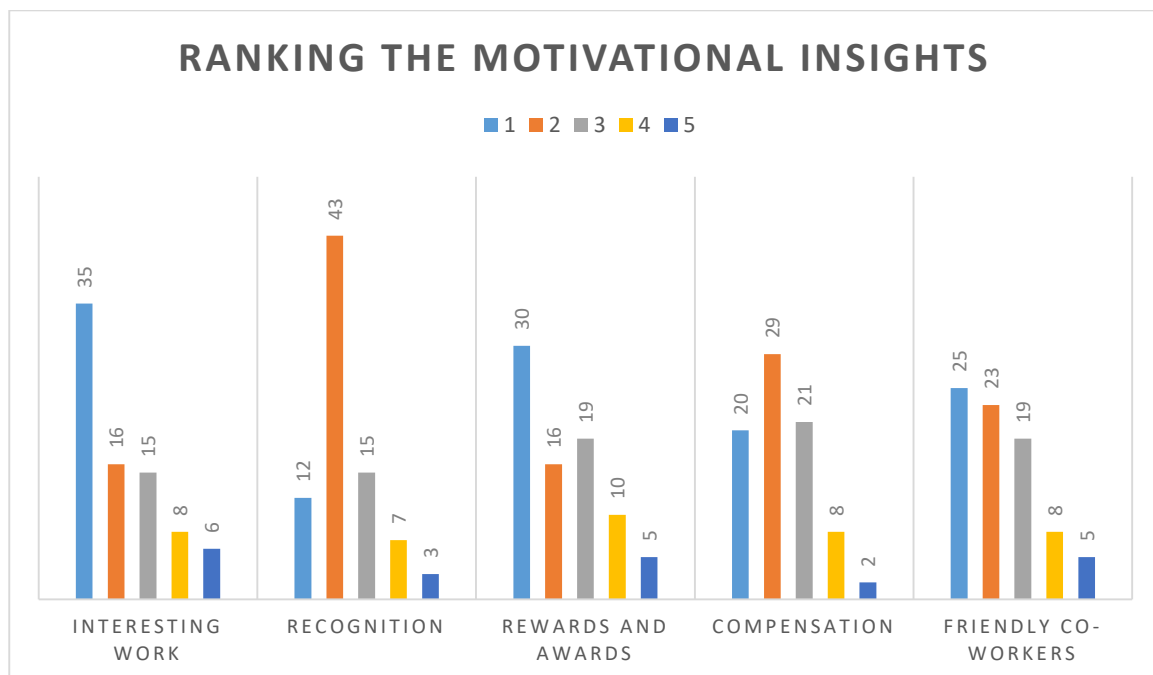


Chart No. 4.1.14: Ranking the motivational insights

Interpretation:

From the above table it is interpreted that 35 said interesting work, 43 said recognition, 30 said rewards and awards, 29 said compensation and 25 said friendly co-workers.

Inference:

Majority (43) of the respondents ranked recognition.

Table No. 4.1.15: Agree that proud to be a part of future group

Agree that proud to be a part of future group	No. of Respondents	Percentage
Agree	54	45
Disagree	1	1
Neutral	16	13
Strongly Agree	49	41
Total	120	100

Source of data: Primary data

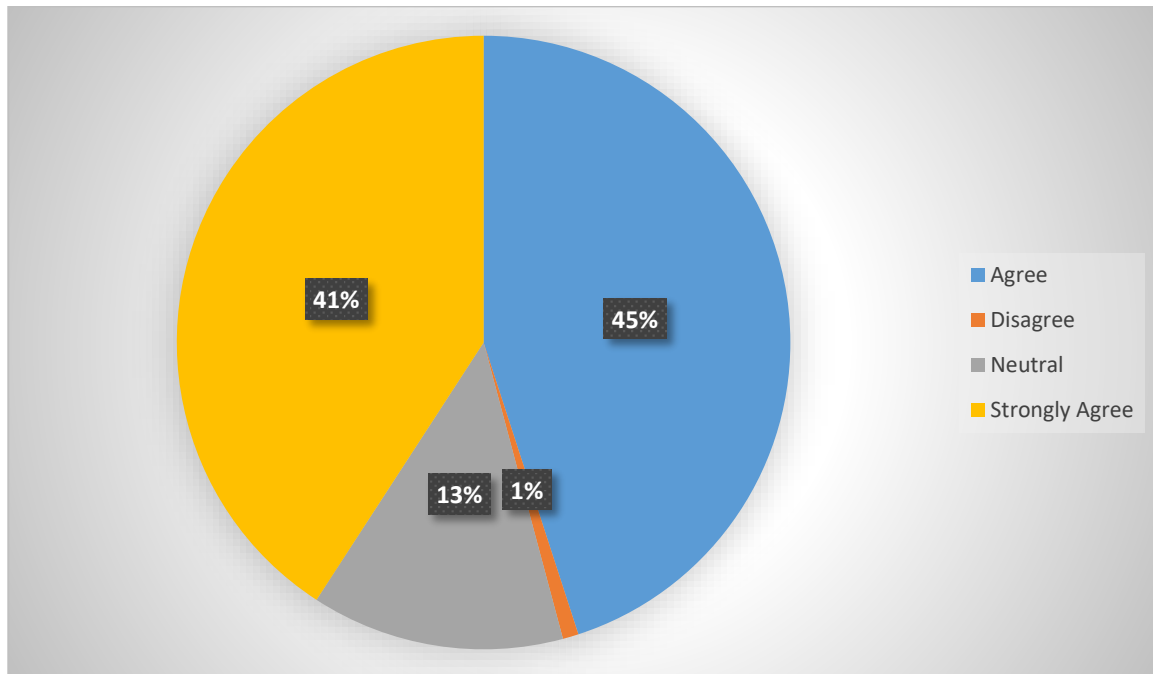


Chart No. 4.1.15: Agree that proud to be a part of future group

Interpretation:

From the above table it is interpreted that 45% belongs to agree, 1% belong to disagree, 13% belongs to Neutral, 41% belongs to strongly agree.

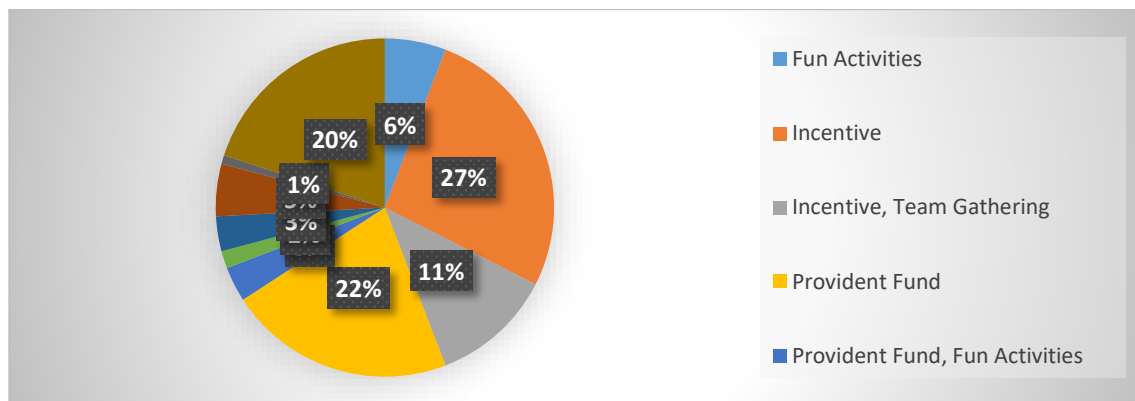
Inference:

Majority (45%) of the respondents said strongly agree.

Table No. 4.1.16: Additional benefits for Byju's Employees

Additional benefits for Byju's Employees	No. of Respondents	Percentage
Fun Activities	7	6
Incentive	32	27
Incentive, Team Gathering	14	11
Provident Fund	26	22
Provident Fund, Fun Activities	4	3
Provident Fund, Incentive, Fun Activities	2	2
Provident Fund, Incentive, Team Gathering, Fun Activities	4	3
Provident Fund, Team Gathering	6	5
Provident Fund, Team Gathering, Fun Activities	1	1
Team Gathering	24	20
Total	120	100

Source of data: Primary data

**Chart No. 4.1.16: Additional benefits for Byju's Employees****Interpretation:**

From the above table it is interpreted that 6% said fun activities 27% said incentives 11% said provident fund, 22% said provident fund and 20% said team gathering.

Inference:

Majority (27%) of the respondents said incentive.

Table No. 4.1.17: Related to job factors treated with respect

Related to job factors treated with respect in the work place	No. of Respondents	Percentage
Agree	41	34
Disagree	9	8
Neutral	10	8
Strongly Agree	55	46
Strongly Disagree	5	4
Total	120	100

Source of data: Primary data

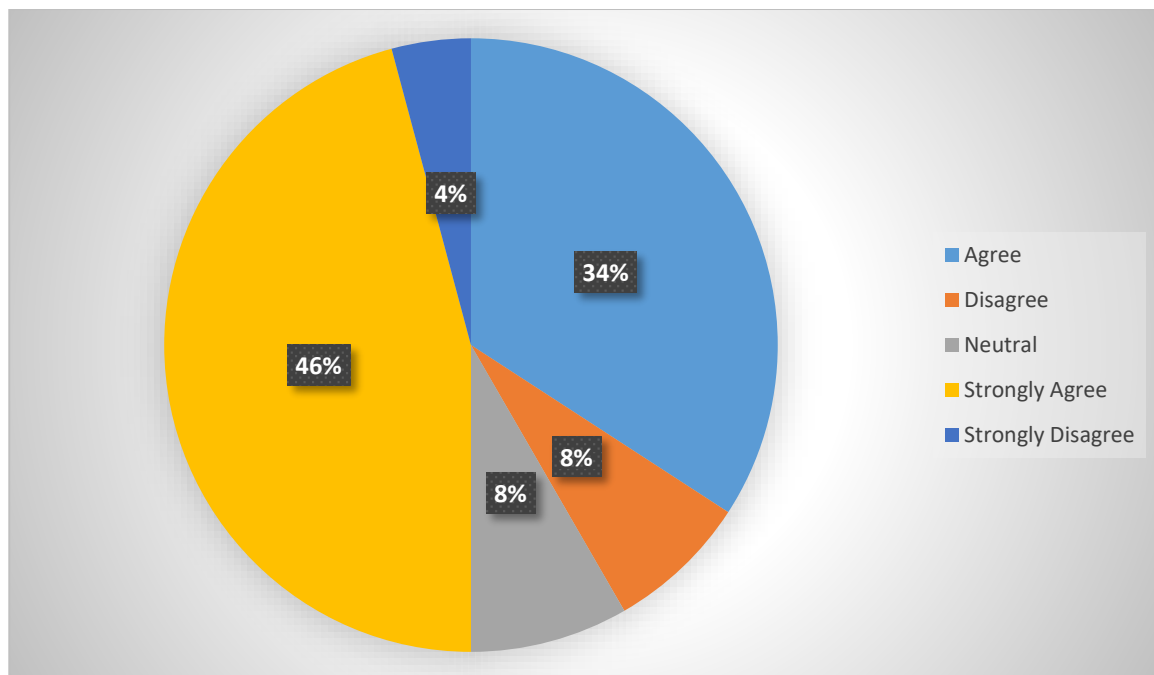


Chart No. 4.1.17: Related to job factors treated with respect

Interpretation:

From the above table it is interpreted that 34% belongs to agree, 8% belong to disagree, 8% belongs to Neutral, 46% belongs to strongly agree and 4% belongs to strongly agree.

Inference:

Majority (46%) of the respondents said strongly agree.

Table No. 4.1.18: Agree that employee's grievance are accepted by the higher officials

Agree that employee's grievance are accepted by the higher officials	No. of Respondents	Percentage
Agree	60	50
Disagree	2	2
Neutral	18	15
Strongly agree	36	30
Strongly disagree	4	3
Total	120	100

Source of data: Primary data

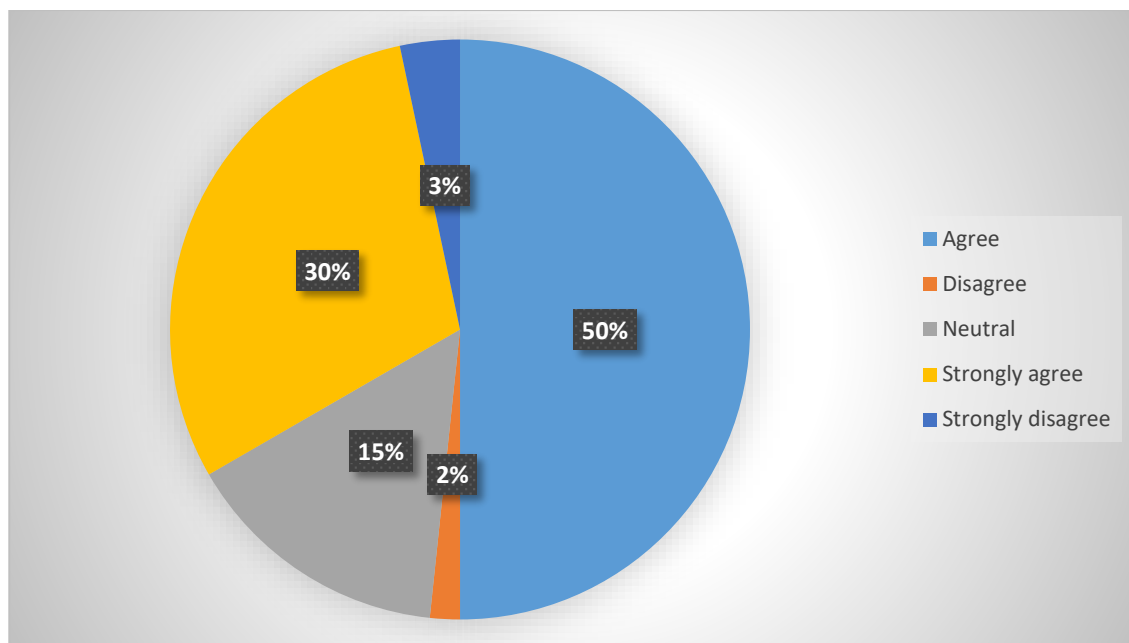


Chart No. 4.1.18: Agree that employee's grievance are accepted by the higher officials

Interpretation:

From the above table it is interpreted that 50% belongs to agree, 2% belong to disagree, 15% belongs to Neutral, 30% belongs to strongly agree and 3% belongs to strongly agree.

Inference: Majority (50%) of the respondents are belong to agree.

Table No. 4.1.19: Feel about work culture

Feel about work culture	No. of Respondents	Percentage
Autonomy	50	41
Participative	61	51
Red Tapism	1	1
Whimsical	8	7
Total	120	100

Source of data: Primary data

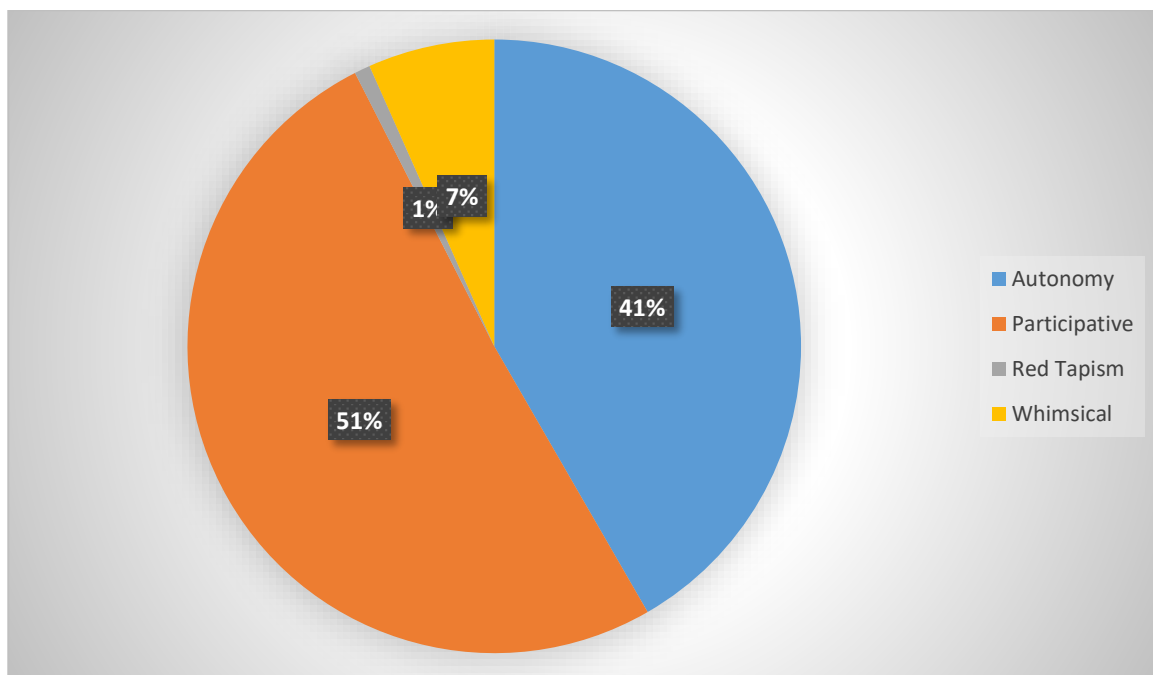


Chart No. 4.1.19: Feel about work culture

Interpretation:

From the above table it is interpreted that 41% belongs to Autonomy, 51% belong to Participative, 1% belongs to Red Tapism, 7% belongs to Whimsical.

Inference:

Majority (51%) of the respondents are belong to Participative.

Table No. 4.1.20: Facilities provided by Byju's

Facilities provided by Byju's	No. of Respondents	Percentage
Cab	42	35
Canteen	23	19
Others	33	28
Waiting hall	22	18
Total	120	100

Source of data: Primary data

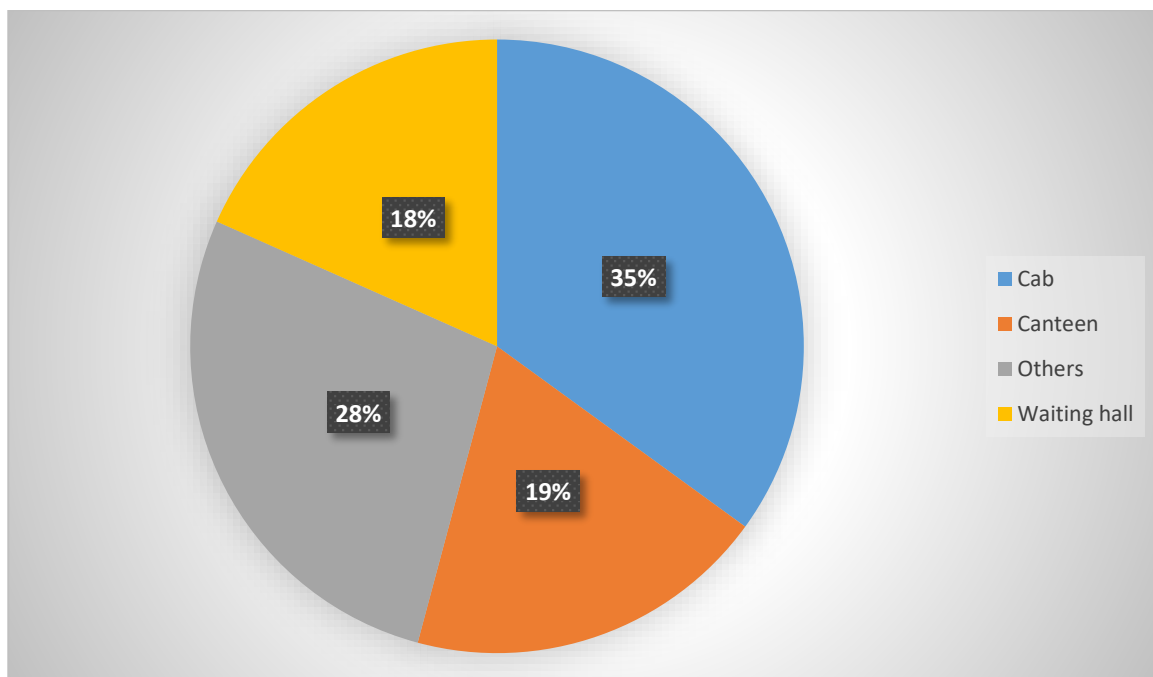


Chart No. 4.1.20: Facilities provided by Byju's

Interpretation:

From the above table it is interpreted that 35% belongs to Cab, 19% belong to Canteen, 28% belongs to others, 18% belongs to Waiting hall.

Inference:

Majority (35%) of the respondents are belong to Cab.

4.1.21 Working Hours

Table No. 4.1.21: Working Hours

How is the working Hours?	No. of Respondents	Percentage
Dissatisfied	18	15
Highly Dissatisfied	6	5
Highly Satisfied	31	26
Satisfied	65	54
Total	120	100

Source of data: Primary data

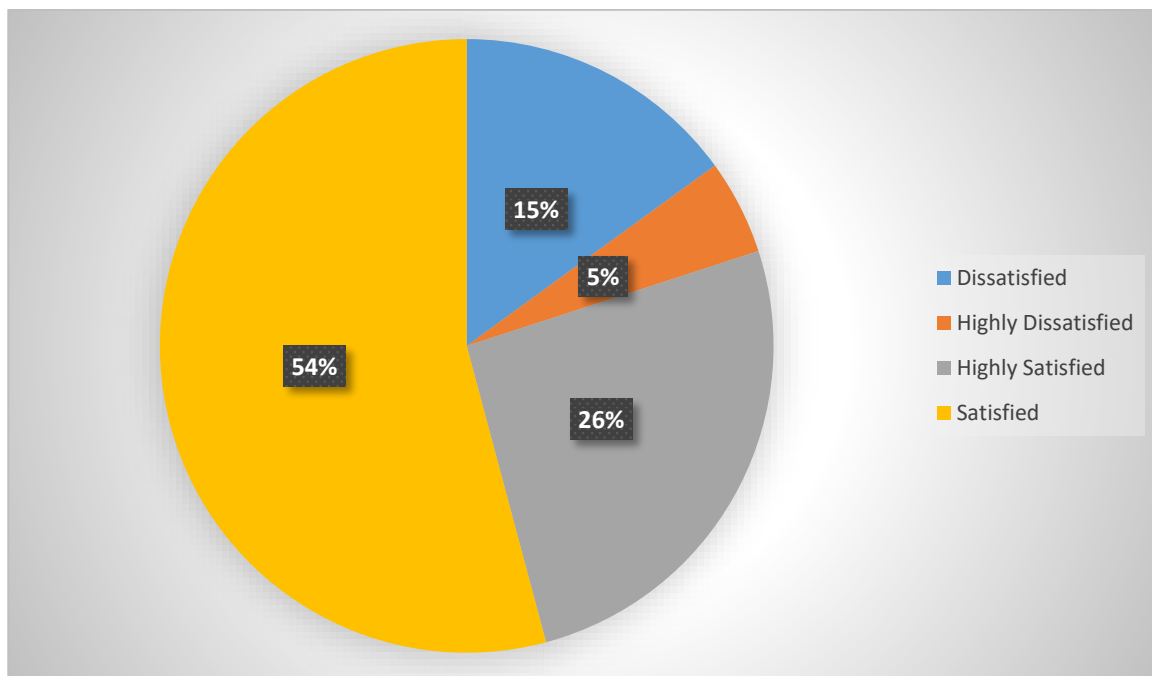


Chart No. 4.1.21: Working Hours

Interpretation:

From the above table it is interpreted that 15% belongs to Dissatisfied, 5% belong to Highly Dissatisfied, 26% belongs to Highly Satisfied, 54% belongs to Satisfied.

Inference:

Majority (54%) of the respondents are belong to Satisfied with their working hours.

Table No. 4.1.22: Satisfied with job

Satisfied with job	No. of Respondents	Percentage
Highly Dissatisfied	11	9
Dissatisfied	10	8
Neutral	15	12
Satisfied	51	43
Highly satisfied	33	28
Total	120	100

Source of data: Primary data

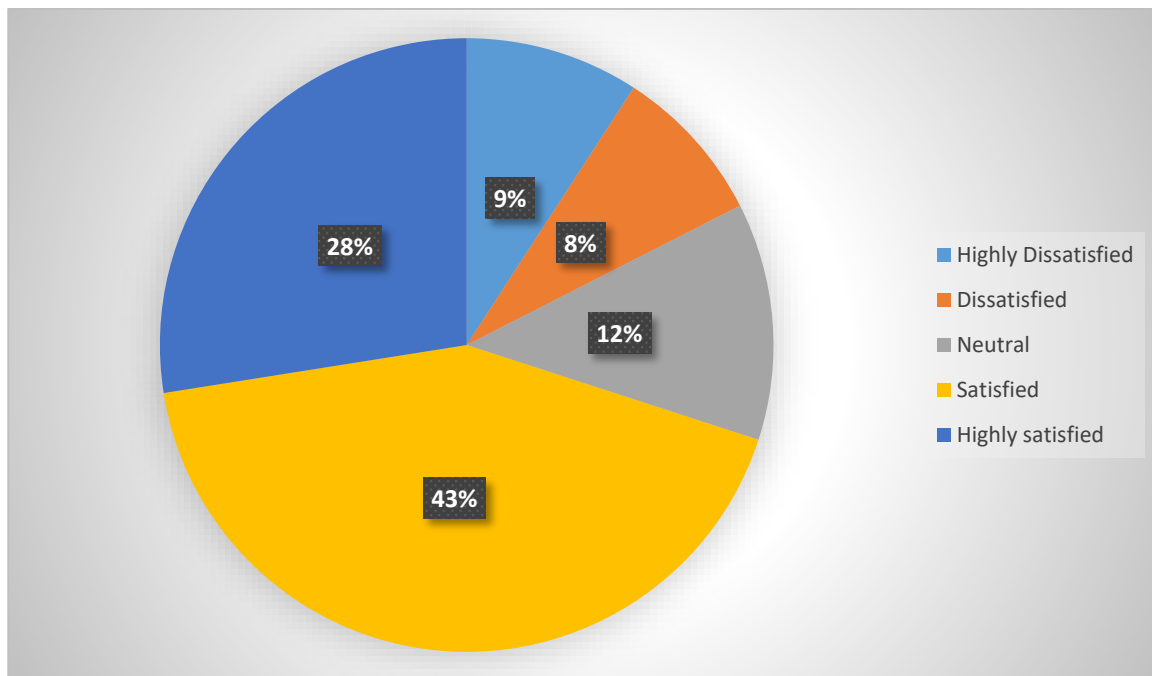


Chart No. 4.1.22: Satisfied with job

Interpretation:

From the above table it is interpreted that 9% belongs to Highly Dissatisfied, 8% belong to Dissatisfied, 12% belongs to Neutral, 43% belongs to Satisfied 28% belongs to Highly satisfied.

Inference:

Majority (43%) of the respondents are belong to Satisfied with job.

Table No. 4.1.23: Feel that the job stressful

Feel that the job stressful	No. of Respondents	Percentage
Always	20	17
Never	10	8
Often	28	23
Rarely	16	13
Sometimes	46	39
Total	120	100

Source of data: Primary data

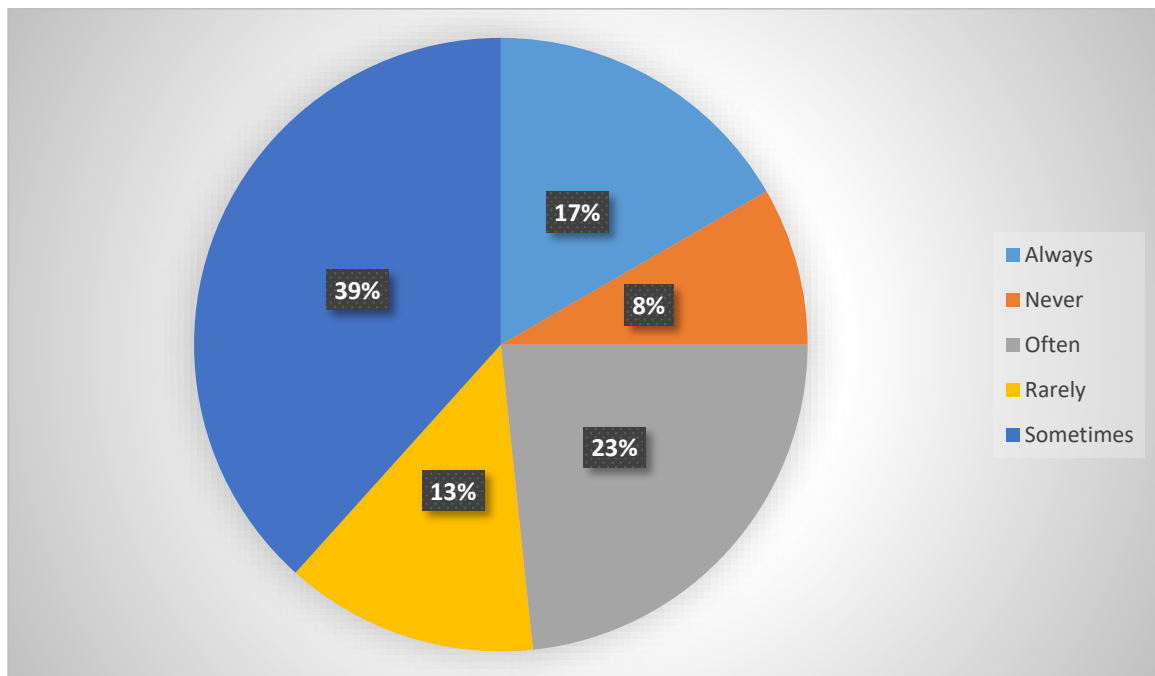


Chart No. 4.1.23: Feel that the job stressful

Interpretation:

From the above table it is interpreted that 17% belongs to Always, 8% belong to Never, 23% belongs to Often, 13% belongs to rarely 39% belongs to Sometimes.

Inference:

Majority (39%) of the respondents are belong to Sometimes they feel stressfull.

SPSS TOOLS

4.2 CHI-SQUARE

The test is to find the relation between factors influencing the employees and gender of the employees.

HYPOTHESIS:

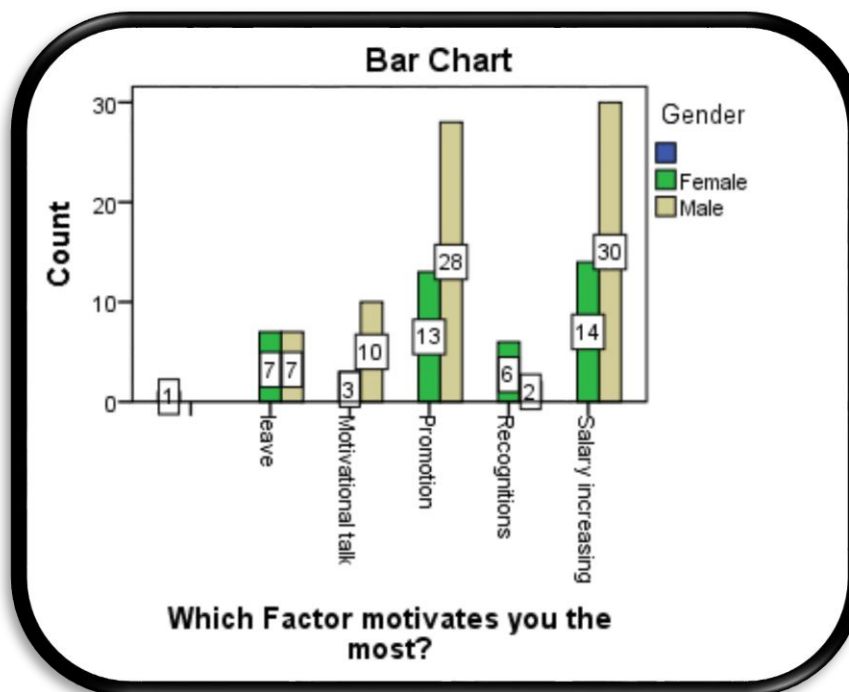
NULL HYPOTHESIS (H0): There is no significant difference between gender of the respondent and motivating factor.

ALTERNATE HYPOTHESIS (H1): There is significant difference between gender of the respondent and motivating factor.

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Factor motivates * Gender	120	100.0 %	0	0.0%	120	100.0 %

		Female	Male	Total
Factor				
	leave	7	7	14
	Motivational talk	3	10	13
	Promotion	13	28	41
	Recognitions	6	2	8
	Salary increasing	14	30	44
Total		43	77	120

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	129.159 ^a	10	.000
Likelihood Ratio	19.457	10	.035
N of Valid Cases	120		
a. 11 cells (61.1%) have expected count less than 5. The minimum expected count is .01.			



INTERPRETATION:

Since p value 0.00 is less than 0.05 Null hypothesis is accepted and alternate hypothesis is reject. Hence, there is a no significant difference between gender of the respondent and motivating factor

4.3 ONE WAY ANOVA

The test is to find the relation between age of the employee and satisfaction of employee.

NULL HYPOTHESIS (H₀): There is no significant acquisition between age of the employee and satisfaction of employee.

ALTERNATE HYPOTHESIS (H₁): There is significant acquisition between age of the employee and satisfaction of employee.

One-way

ANOVA					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	91.885	1	45.943	256.614	.000
Within Groups	25.270	119	.179		
Total	117.155	120			

INTERPRETATION:

Since p value 0.00 is less than 0.05 Null hypothesis is accepted and alternate hypothesis is rejected. Hence, there is no significant acquisition between age of the employee and satisfaction of employee.

4.4 CORRELATION

The test is to find the relation between opportunities and job factor

Correlations

Correlations			
		Opportunities	Job factor
Opportunities	Pearson Correlation	1	.636**
	Sig. (2-tailed)		.000
	N	120	120
Job factor	Pearson Correlation	.636**	1
	Sig. (2-tailed)	.000	
	N	120	120
**. Correlation is significant at the 0.01 level (2-tailed).			

Nonparametric Correlation

Correlations				
			Opportunities	Job factor
Spearman's rho	Opportunities	Correlation Coefficient	1.000	.490**
		Sig. (2-tailed)	.	.000
		N	120	120
	Job factor	Correlation Coefficient	.490**	1.000
		Sig. (2-tailed)	.000	.
		N	120	120
**. Correlation is significant at the 0.01 level (2-tailed).				

INTERPRETATION:

Hence, the opportunities and job factor are moderately positive correlated.

CHAPTER 5

FINDINGS, SUGGESTIONS AND CONCLUTIONS

5.1 FINDINGS

- Majority (73%) of the respondents are in the age of 21-35 years.
- Majority (64%) of the respondents are belong to male.
- Majority (81%) of the respondents are belong to unmarried.
- Majority (43%) of the respondents are belong to graduate.
- Majority (80%) of the respondents are belong to 20,000 to 30,000.
- Majority (51%) of the respondents are belong to 0 to 1 years.
- Majority (73%) of the respondents are belong to 0 to 1 Years.
- Majority (62%) of the respondents said Good.
- Majority (54%) of the respondents said Field Work.
- Majority (56%) of the respondents are belong to Business Development Associators.
- Majority (52%) of the respondents are belong to General Shift.
- Majority (35%) of the respondents said Salary increasing.
- Majority (45%) of the respondents are belong to agree.
- Majority (43) of the respondents ranked recognition.
- Majority (45%) of the respondents said strongly agree.
- Majority (27%) of the respondents said incentive.
- Majority (46%) of the respondents said strongly agree.
- Majority (50%) of the respondents said agree
- Majority (51%) of the respondents are belong to Participative.
- Majority (35%) of the respondents are belong to Cab.
- Majority (54%) of the respondents are belong to Satisfied with working timings.
- Majority (43%) of the respondents are belong to Satisfied with job.
- Majority (39%) of the respondents are belong to Sometimes they feel stressfull.

5.2 SUGGESTIONS

- Employees need high motivation from the top management of the company.
- Employees needs more compensation from the organization.
- Employees expects mutual relationship between co-workers.
- Employee's needs special training from the organization related to their job during working period.
- Employees expects the quality of work to be measured periodically by the organization.
- Having a better friendly performance appraisal system will enhance the job satisfaction of employees.
- Performance based increments would improve the performance of the employees.
- Medical expenses of the employees could be improved.
- Providing adequate casual leave or permission may be considered.

5.3 CONCLUSIONS

From the study, it is clear that quality of work life of employees in is good. This research highlights some of the small gaps in employee's satisfaction towards the company. Compared to other companies believe in employee's satisfaction. Quality mission includes the Quality of Work Life. Quality of work life can affect such things as employees 'timings, his or her work output, his or her available leaves, etc. Work life balance must be maintained effectively to ensure that all employees are running at their peak potential and free from stress and strain. This can be assured from the above analysis and if the suggestions given are implemented in a correct manner the organization can extend their success in the future. Since employees are the backbone of the organization. So organization should satisfy them in order to improve the business in the higher competitive market of the liberalized economy.

REFERENCES

- FACTORS AFFECTING QUALITY OF WORK LIFE (QWL) OF BANK MANAGERS IN PUBLIC AND PRIVATE SECTOR BANKS IN BIHAR, INDIA: A COMPARATIVE STUDY Indrajit Kumar, MVJ College of Engineering Bishwajeet Prakash, University of Delhi Jainendra Kumar Verma, Central University of Punjab - Academy of Strategic Management Journal Volume 21, Special Issue 1, 2022
- Composite Indicators to Measure Quality of Working Life in Europe: A Systematic Review Elena Stefana · Filippo Marciano · Diana Rossi · Paola Cocca · Giuseppe Tomasoni1 Accepted: 15 April 2021 / Published online: 23 April 2021 © The Author(s) 2021
- DEVELOPING ITEMS FOR MEASURING QUALITY OF WORK LIFE AMONG MALAYSIAN ACADEMICS: AN EXPLORATORY FACTOR ANALYSIS PROCEDURE Amauche Ehido ,Zainudin Awang , Bahyah Abdul Halim , Chukwuebuka Ibeabuchi - Article History: Received on 20th January 2020, Revised on 25th April 2020, Published on 29th June 2020
- ROLE OF QUALITY OF WORK LIFE IN DETERMINING EMPLOYEE ENGAGEMENT AND ORGANIZATIONAL COMMITMENT IN TELECOM INDUSTRY- Jolly Sahni 1 Article info: Received 19.08.2018. Accepted 02.02.2019.
- Role of quality of work life in enhancing the Employee motivation and productivity of handicraft units - A Canadian case study-Ajay K Garg and Ruobing Zheng - @JK Business School Special Issue, Vol.1 No.2, May 2018
- Quality of Work Life Components: A Literature Review in Academic Sector Dr. Balaram Bora -| Volume 5, Issue 4 November 2017 | ISSN: 2320-2882
- A Study of Review of Literature on QWL–Manufacturing Sector July 2016 – Aswini J, Ashwini Jayaram and Aparria J Varma
- Literature Review on Quality of Work Life and Their Dimensions Ashu Khanna, Dr. Radha Yadav - Journal Of Humanities And Social Science (IOSR-JHSS) Volume 19, Issue 9, Ver. V (Sep. 2014)
- A LITERATURE REVIEW ON TRAINING & DEVELOPMENT AND QUALITY OF WORK LIFE Ms. Pallavi P. Kulkarni, Assistant Professor, M.E.S. Night

College, Aabasaheb Garware Campus, Affiliated to University of Pune, Pune, India

- The mediating role of organizational justice in the relationship between transformational leadership and nurses Nicolas Gillet, Evelyne Fouquereau International Journal of Nursing Studies
- Quality of Work Life: Theoretical and Methodological Problems, and Presentation of a New Model and Measuring Ins... Gilles Dupuis Social Indicators Research.
- A new measure of qwl (sir 2001) Dian Din Mulia
- QUALITY OF WORK LIFE (QWL) AMONG THE EMPLOYEES OF LIC Dr.R.Gopinath
- Employee Commitment and Quality of Work Life – A Literature Review Vanishree Beloor, Dr T S Nanjundeswaraswamy , Dr. Swamy D R
- Gupta,C.B., —Human Resource Management II,Sultan Chand,1999
- Prasad, L.M, —Human Resource ManagementII, Sultan Chand & Sons,2005
- KothariC.R,—Research Methodology II,New Delhi, Vikas Publishing House, 1967
- Tripathi, P.C., —Personnel ManagementII, Bombay, Asra Publishing House,1967
- Rethinam, Gunaseelan and Maimunah Ismail (2008),
- Constructs of Quality of Work Life: A Perspective of Information and Technology ProfessionalsII, European Journal of Social Sciences, Vol: 7, No. 1,p.58
- Chan, Ka Waiand Thomas A. Wyatt(2007),—Quality of Work Life: A Study of Employees Shanghai,Chinall,AsiaPacificBusinessReview,Vol:13,No.4,(Oct),p p.501-517
- Normalaand Daud (2010),—Investigating the Relationship Between Quality of Work Life and Organizational Commitment Amongst Employees in Malaysian FirmsII, International Journal of Business and Management, Vol: 5, No.10.
- Datta, Tanmoy (1999), —Quality of Work Life: A Human Values ApproachII, Journal of Human Values, Vol: 5, No. 2, (Oct), pp.135-145

WEBSITES:

- www.chrmglobal.com/Articles/183/1/Quality-of-Work-Life
- www.citehr.com
- www.tradeget.com
- www.ibef.org
- www.economywatch.com
- www.indialine.com
- www.sanjaytechnologies.org

QUESTIONNAIRE

Name: _____

- 1) Age of the respondent
 - a) 21 to 25
 - b) 26 to 30
 - c) 31 to 40
 - d) 40 above
- 2) Gender of the respondent
 - a) Male
 - b) Female
- 3) Marital status of the respondent
 - a) Married
 - b) Unmarried
- 4) Education of the respondent
 - a) Under Graduate
 - b) Graduate
 - c) Post Graduate
- 5) Income of the respondent
 - a) 20,000 to 30,000
 - b) 30,000 to 40,000
 - c) 40,000 to 50,000
 - d) Above 50,000
- 6) Total years of working
 - a) 0 to 1
 - b) 1 to 2
 - c) 2 to 3
 - d) 3 to 4
 - e) Above 5
- 7) Work experience in Byju's
 - a) 0 to 1
 - b) 1 to 2
 - c) 2 to 3
 - d) 3 to 4

- e) Above 5
- 8) How is the physical work condition in Byju's?
 - a) Good
 - b) Average
 - c) Poor
 - d) Neutral
- 9) Nature of work
 - a) Field work
 - b) Desk work
 - c) Both field and Desk work
- 10) Designation of work
 - a) Business Development Executive
 - b) Business Development Associate
 - c) Door to Door
- 11) Which of the following is the best to describe your usual work schedule?
 - a) General Shift
 - b) Rotational Shift
 - c) Staggered Shift
 - d) Flexible Shift
- 12) Which factor motivates you the most?
 - a) Salary increasing
 - b) Promotion
 - c) Leave
 - d) Motivational talk
 - e) Recognitions
- 13) Do you agree that opportunities for promotion are good?
 - a) Strongly agree
 - b) Agree
 - c) Neutral
 - d) Disagree
 - e) Strongly disagree

14) Rank the following motivational insights

	1	2	3	4	5
Interesting work					
Recognition					
Rewards and awards					
Compensation					
Friendly co-workers					

15) Do you agree that you are proud to be a part of future groups?

- a) Strongly agree
- b) Agree
- c) Neutral
- d) Disagree
- e) Strongly disagree

16) Additional benefits for Byju's employee

- a) Provident Fund
- b) Incentive
- c) Team gathering
- d) Fun activities

17) Answer the Questions related to job factors

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
I am treated with respect in work place					
Condition of the job allows me to productive					
There is job Security					
The suggestions given by me are accepted and motivated always					

18) Do you agree that employees grievance are accepted by the higher officials

- a) Strongly agree
- b) Agree
- c) Neutral

- d) Disagree
- e) Strongly disagree

19) What do you feel about work culture?

- a) Participative
- b) Autonomy
- c) Whimsical
- d) Red tapism

20) What are the facilities provided by Byju's?

- a) Cab
- b) Waiting hall
- c) Canteen
- d) Other

21) How is the working Hour?

- a) Highly satisfied
- b) Satisfied
- c) Neutral
- d) Dissatisfied
- e) Highly dissatisfied

22) How far satisfied with your job?

Less	1	2	3	4	5	Greater

23) Do you feel that the job stressful?

- a) Always
- b) Often
- c) Sometimes
- d) Rarely
- e) Never

24) Any suggestion to improve Quality Work Life?

A STUDY ON EMPLOYEE PERCEPTION TOWARDS THE QUALITY OF WORK LIFE IN THINK AND LEARN PRIVATE LIMITED (BYJU'S)

K Manusha

SCHOOL OF MANAGEMENT STUDIES, SATHYABAMA INSTITUTE OF SCIENCE AND TECHNOLOGY

Dr. TR. Kalai Lakshmi, MA, MBA, M.Phil., PH.d.,

Associate Professor,

SCHOOL OF MANAGEMENT STUDIES, SATHYABAMA INSTITUTE OF SCIENCE AND TECHNOLOGY,

CHENNAI

ABSTRACT

This study says about the perception of Quality of Work Life of employees is an experience which an employee feels about the job and work place as good, allows wider range of skills and ability, career opportunities and develop the self-respects. It gives benefits to the organization as well as to the employees. This section provides an understanding the relationship of Quality of Work Life (QWL) for employees through various studies and research. Different peoples have different perspectives on what constitutes QWL to employees in philosophy and a set principles, that consider employees as an important source in the an organization and it leads to improve job satisfaction of an employee and contributes to overall performance of the organization. When employees get Quality of work life environment, they feel satisfied, motivated, committed at work place. The study result that most of the employee are more motivated by the influencing factor, shift timings, facilities provided by the company and the respondent are satisfied with job.

1. INTRODUCTION

Quality of work life is the quality of relationship between employees and total work environment, concern for the impact of work on individuals as well as organizational effectiveness and the idea of participation in organizational problem solving and decision making. The success of every organization is high dependent on the utilization of organizational goals. To achieve organizational goal, individuals have to be satisfied in that quality of work life, which directly contributes to the utilization, development and achievement of organization and human resource goals. This research model for this study was based on the factors affecting Quality of work life and the relationship between QWL and satisfaction of the employees in the organization. Most importantly, it encourages and supports the enhancement of the internal skills base to create a more professional, motivated and efficient working environment. Thus, QWL is defined as the quality of the relationship between the employees and the total

working environment. It is concerned with the overall climate of work and the impact on work and people as well as on organisational effectiveness.

A. INDUSTRY PROFILE

India holds an important place in the global education industry. India has one of the largest networks of higher education institutions in the world. However, there is still a lot of potential for further development in the education system. With ~26.31% of India's population in the age group of 0-14 years, India's education sector provides numerous opportunities for growth. India has the world's largest population of about 500 million in the age bracket of 5-24 years, which provides a great opportunity for the education sector. The education sector in India was estimated at US\$ 91.7 billion in FY18 and is expected to reach US\$ 101.1 billion in FY19. From April 2000 to June 2021, Foreign Direct Investment (FDI) equity inflows stood at US\$ 6,154.87 million according to the data released by Department for Promotion of Industry and Internal Trade (DPIIT).

B. NEED FOR THE STUDY

To explore to experience of workers towards their work life. To understand their personal life in terms of stress, perception of employee, relationship between co-workers, work load and time pressure. To allow job to wider range of skills and ability.

C. SCOPE OF STUDY

This study seeks to bring out the various work-life balance practices. The importance of this study is to highlight the various employee work-life balance practices. To know how it affects, the organization. This study will undergo and illustrate the way how organizations should treat their employees. To balance worker's efforts and rewards

D. OBJECTIVE OF THE STUDY

To study on employee perception towards the quality of work life in think and learn private limited (byju's). To study the factors which influence the quality of work life of employee's byju's. To examine a balance between worker's effort and rewards in byju's. To study

the employees perception towards the impact of QWL and their performance. To understand the perception towards the opportunities and development of the organization

E. LIMITATION OF THE STUDY

The study is based upon the consumer attitude towards organic food products. The data collected for the research is fully primary data given by the respondents by filling the Google form. The questionnaire was made available to consumers through Google drive –forms. No personal biasness happens while taking filling the questionnaire because of the online Google form. Limited time frame.

2. REVIEW OF LITERATURE

Indrajit Kumar 2022: The main purpose of this paper is to investigate about the dimensions of quality of work life (QWL) which affects the performance and work life of public and private sector bank employees in Bihar, India. The quality of work life is to be measured by the dimensions which are affecting employee day to day work life and work relation at the work place. The QWL can be measured through eight significant dimensions which were directly or indirectly efficiently balancing their work and life. In further, aim of the present study is to understand Quality of work Life of employees in public sector and private sector banks and compare the work life balance with both type of banks' employees.

Elena Stefana 2021, In the last two decades, Quality of Working Life (QWL) has become a core element of the European social model and the European Employment Strategy. "More and better jobs" is a strategic goal promoted within Europe for emphasising the attention in QWL. However, there is a large debate in the literature on the definition of QWL, its dimensions, and consequently on the methods to use for its measurement. To the best of our knowledge, the systematic reviews currently available in the literature on QWL measurement in European organisations investigate only a particular industry and/or working population. Moreover, they do not focus specifically on composite indicators, although they appear promising in facilitating QWL understanding and comparisons for supporting decision-makers and policy makers.

Jolly Sahni 2019, The value that Quality of work life (QWL) brings to the workplace has long been established by several scholars, however, the impact of QWL on engagement and commitment levels of employees remains under investigated. The present empirical study is devoted to explore the quality of work life in telecom industry and examine its association with employee engagement and organization commitment.

Dr.R.Gopinath 2019: In many ways, the quality of working life is a mixture of real interest in human values in today's society, with the realization that everyone is devoting more mature life to work, thus expanding the time, energy, and material and impartial resources of this endeavor. For this study, 150 LIC employees are taken up the study by simple random sampling method.

3. RESEARCH METHODOLOGY

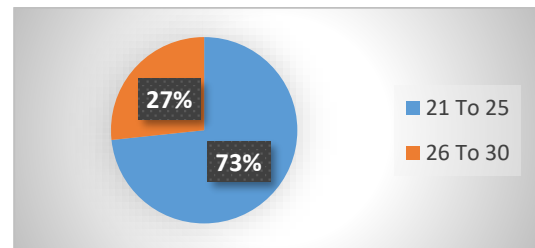
Descriptive research design is used. Source if data collected by primary and secondary data method. The survey taken to 120 persons. The study target the employees in byjus. A convenience sample is one of the main types of non-probability sampling

methods. A convenience sample is made up of people who are easy to reach

4. DATA ANALYSIS

TABLE 1- Age of the respondent

Age	No. of Respondents	Percentage
21 To 25	88	73
26 To 30	32	27
Total	120	100



Interpretation:

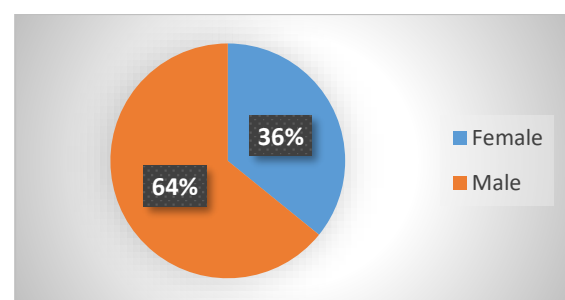
From the above table it is interpreted that 73% of respondents are belongs to ageCategory of below 21-35 years. 27% belongs to 26-30 years.

Inference:

Majority (73%) of the respondents are in the age of 21-35.

TABLE 2- Gender of the respondent

Gender	No. of Respondents	Percentage
Female	43	36
Male	77	64
Total	120	100



Interpretation:

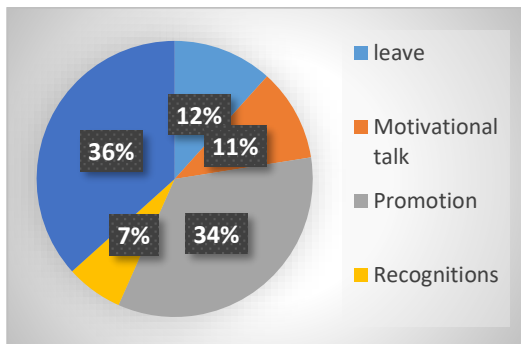
From the above table it is interpreted that 36% of respondents are belongs to Male 64% belongs to female.

Inference:

Majority (64%) of the respondents are belong to male.

TABLE 3- Factor motivates the most

Factor motivates the most?	No. of Respondents	Percentage
leave	14	12
Motivational talk	13	11
Promotion	41	34
Recognitions	8	7
Salary increasing	44	36
Total	120	100



Interpretation:

From the above table it is interpreted that 12% belongs to leave, 11% belongs to Motivational talk, 34% belongs to Promotion and 7% belongs to Recognitions and 36% belongs to Salary increasing.

Inference:

Majority (36%) of the respondents said salary increasing.

CHI-SQUARE

The test is to find the relation between factors influencing the employees and gender of the employees.

HYPOTHESIS:

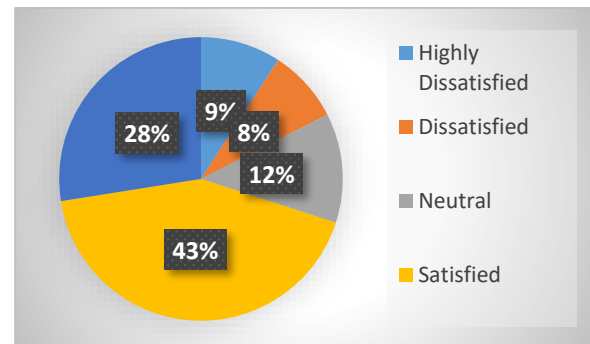
NULL HYPOTHESIS (H0): There is no significant difference between gender of the respondent and motivating factor.

ALTERNATE HYPOTHESIS (H1): There is significant difference between gender of the respondent and motivating factor.

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Factor motivates * Gender	120	100.0%	0	0.0%	120	100.0%

TABLE 4- Satisfied with job

Satisfied with job	No. of Respondents	Percentage
Highly Dissatisfied	11	9
Dissatisfied	10	8
Neutral	15	12
Satisfied	51	43
Highly satisfied	33	28
Total	120	100



Interpretation:

From the above table it is interpreted that 9% belongs to Highly Dissatisfied, 8% belong to Dissatisfied, 12% belongs to Neutral, 43% belongs to Satisfied 28% belongs to Highly satisfied.

Inference:

Majority (43%) of the respondents are belong to Satisfied with job.

		Female	Male	Total
Factor	leave	7	7	14
	Motivational talk	3	10	13
	Promotion	13	28	41
	Recognitions	6	2	8
	Salary increasing	14	30	44
Total		43	77	120

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	129.159 ^a	10	.000
Likelihood Ratio	19.457	10	.035
N of Valid Cases	120		
a. 11 cells (61.1%) have expected count less than 5. The minimum expected count is .01.			

INTERPRETATION:

Since p value 0.00 is less than 0.05 Null hypothesis is accepted and alternate hypothesis is reject. Hence, there is a no significant difference between gender of the respondent and motivating factor

ONE WAY ANOVA

The test is to find the relation between age of the employee and satisfaction of employee.

NULL HYPOTHESIS (H₀): There is no significant acquisition between age of the employee and satisfaction of employee.

ALTERNATE HYPOTHESIS (H₁): There is significant acquisition between age of the employee and satisfaction of employee.

One-way

ANOVA					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	91.885	1	45.943	256.614	.000
Within Groups	25.270	119	.179		
Total	117.155	120			

INTERPRETATION:

Since p value 0.00 is less than 0.05 Null hypothesis is accepted and alternate hypothesis is rejected. Hence, there is no significant acquisition between age of the employee and satisfaction of employee.

5. SUGGESTION

- Employees need high motivation from the top management of the company.
- Employees needs more compensation from the organization.
- Employees expects mutual relationship between co-workers.
- Employee's needs special training from the organization related to their job during working period.

- Employees expects the quality of work to be measured periodically by the organization.
- Having a better friendly performance appraisal system will enhance the job satisfaction of employees.
- Performance based increments would improve the performance of the employees.
- Medical expenses of the employees could be improved.
- Providing adequate casual leave or permission may be considered.

6. CONCLUSION

From the study, it is clear that quality of work life of employees is good. This research highlights some of the small gaps in employee's satisfaction towards the company. Compared to other companies believe in employee's satisfaction. Quality mission includes the Quality of Work Life. Quality of work life can affect such things as employees 'timings, his or her work output, his or her available leaves, etc. Work life balance must be maintained effectively to ensure that all employees are running at their peak potential and free from stress and strain. This can be assured from the above analysis and if the suggestions given are implemented in a correct manner the organization can extend their success in the future. Since employees are the backbone of the organization. So organization should satisfy them in order to improve the business in the higher competitive market of the liberalized economy.

7. REFERENCE

- FACTORS AFFECTING QUALITY OF WORK LIFE (QWL) OF BANK MANAGERS IN PUBLIC AND PRIVATE SECTOR BANKS IN BIHAR, INDIA: A COMPARATIVE STUDY Indrajit Kumar, MVJ College of Engineering Bishwajeet Prakash, University of Delhi Jainendra Kumar Verma, Central University of Punjab - Academy of Strategic Management Journal Volume 21, Special Issue 1, 2022
- Composite Indicators to Measure Quality of Working Life in Europe: A Systematic Review Elena Stefana · Filippo Marciano · Diana Rossi · Paola Cocca · Giuseppe Tomasoni1 Accepted: 15 April 2021 / Published online: 23 April 2021 © The Author(s) 2021
- DEVELOPING ITEMS FOR MEASURING QUALITY OF WORK LIFE AMONG MALAYSIAN ACADEMICS: AN EXPLORATORY FACTOR ANALYSIS PROCEDURE Amauche Ehido ,Zainudin Awang , Bahyah Abdul Halim , Chukwuebuka Ibeabuchi - Article History: Received on 20th January 2020, Revised on 25th April 2020, Published on 29th June 2020
- ROLE OF QUALITY OF WORK LIFE IN DETERMINING EMPLOYEE ENGAGEMENT AND ORGANIZATIONAL COMMITMENT IN TELECOM INDUSTRY- Jolly Sahni 1 Article info: Received 19.08.2018. Accepted 02.02.2019.
- Role of quality of work life in enhancing the Employee motivation and productivity of handicraft units - A Canadian case study-Ajay K Garg and Ruobing Zheng - @JK Business School Special Issue, Vol.1 No.2, May 2018
- Quality of Work Life Components: A Literature Review in Academic Sector Dr. Balaram Bora -| Volume 5, Issue 4 November 2017 | ISSN: 2320-2882