March 2021 - August 2021, Vol. 14. No. 1
RNI No. : UPENG/2007/19207

ISSN : 2231- 0231

BIZCRAFT

Journal of Faculty of Management Science

SRMS



RESEARCH ARTICLES

- Privatization of Indian Banking Industry: Assessing Potential Benefits
- Technical Analysis of Share Prices of Major Healthcare Firms of India During Covid-19
- Work - Life Balance among Employees of Five Star Hotel in Relation to Burnout
- Cultural Diversity in Indian Organizations: A Positive or Pessimistic Approach?
- Comparative study of Employee Engagement in Public & Private Sector during COVID-19
- Role of AI in Micro Finance
- Role of Family and Home Caregivers in Home Healthcare Management: Their Dilemma and Challenges for Chronic and Critical Disease Patients in Covid Times
- Impact of Work Life Balance among the Female Employees Working in Private Hospitals in Raipur Region

Peer Reviewed

SRMS Institutions

SRMS College of Engineering & Technology, Bareilly

Shri Ram Murti Smarak College of Engineering & Technology Bareilly campus is offering AICTE approved M.Tech, MBA, MCA and B.Tech (Computer Science & Engineering, Electronics & Communication Engineering, Information Technology, Electrical & Electronics and Mechanical Engineering). SRMS College of Engineering & Technology (Pharmacy) is offering M.Pharm & B. Pharm Courses. The college is affiliated to Dr. A.P.J.A.K. Technical University, Lucknow.



E-mail : srmscet@srmscet.edu ▪ Website : www.srmscet.edu

SRMS College of Engineering, Technology & Research, Bareilly

Shri Ram Murti Smarak College of Engineering, Technology & Research is offering AICTE approved B.Tech Course in Computer Science & Engineering, Electronics & Communication Engineering. It is affiliated to Dr. A.P.J.A.K. Technical University, Lucknow.



E-mail : info@srmswcet.ac.in ▪ Website : www.srmswcet.ac.in

SRMS Institute of Medical Sciences, Bareilly

1. **HOSPITAL :** Shri Ram Murti Smarak Institute of Medical Sciences, Bareilly Hospital is a 950 beds multi super speciality tertiary & trauma care hospital.
2. **MEDICAL COLLEGE :** Shri Ram Murti Smarak Institute of Medical Sciences, Bareilly is offering MBBS & MD, MS Course approved by Medical Council of India, New Delhi since academic session 2005-2006. It is affiliated to MJP Rohilkhand University, Bareilly.
3. **R.R. CANCER INSTITUTE & RESEARCH CENTRE**
4. **SRMS COLLEGE OF NURSING :** Offering B.Sc. Nursing, Post Basic B.Sc. (N), M.Sc. Nursing, diploma in General Nursing & Midwifery (GNM)
5. **SRMS INSTITUTE OF PARAMEDICAL SCIENCES :** Offering B.Sc. Degree in Medical Laboratory Techniques, Physiotherapy (B.P.T.), Optometry, Radiological Imaging Techniques, O.T. Techniques, C.T./M.R.I. Techniques, Diploma in Blood Transfusion.



E-mail : info@srmsims.ac.in ▪ Website : www.srmsims.ac.in



SRMS COLLEGE OF NURSING



R.R. CANCER INSTITUTE & RESEARCH CENTRE

SRMS College of Engineering & Technology, Unnao

Shri Ram Murti Smarak College of Engineering & Technology Unnao campus is offering AICTE approved B.Tech Course in Computer Science & Engineering, Electronics & Communication Engineering, Mechanical Engineering. It is affiliated to Dr. A.P.J.A.K. Technical University, Lucknow.



E-mail : info@srmscet-lkr.ac.in Website : www.srmscet-lkr.ac.in

SRMS International Business School, Lucknow

Shri Ram Murti Smarak International Business School is a world class management school in Lucknow region offering AICTE approved PGDM course. It has distinctive faculty, global curriculum and world class infrastructure.



E-mail : info@ibs.srms.ac.in Website : www.ibs.srms.ac.in

SRMS Functional Imaging & Medical Centre, Lucknow

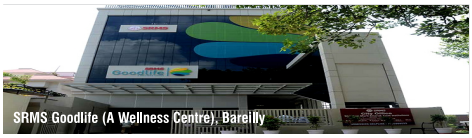
Shri Ram Murti Smarak Functional Imaging & Medical Centre, Lucknow is India's one of the most advanced diagnostic centre at Lucknow which is a ONE STOP for all diagnostic needs under ONE ROOF like PET-CT Scan, Brain SPECT, DTPA Renal Scan, Bone Scan, Thyroid Scan & Nuclear Cardiology.



E-mail : srmsfimc@srms.ac.in

SRMS Goodlife Hospital, Bareilly

"Goodlife" is first of its kind in Bareilly and near by periphery area – 'An integrated healthcare delivery service provider under the umbrella brand of SRMS which has a legacy of more than 16years in healthcare Services'.



E-mail: goodlife@srms.ac.in Website : www.srms.ac.in/goodlife

SRMS College of Law, Bareilly

Shri Ram Murti Smarak College of Law, Bareilly campus is offering Bar Council of India approved 3 year course LLB & 5 year Intrigrated B.A. LLB Programme. It is affliated to M.J.P. Rohilkhand University, Bareilly.



E-mail : collegeoflaw@srms.ac.in Website : www.srms.ac.in/law

SRMS Step2Life (A Physical Rehabilitation & Physiotherapy Centre)

SRMS Step2Life aims to give 2nd life to people & thrives to help people function as effectively as possible after a life changing mishappening.



E-mail: step2life@srms.ac.in Website : www.srms.ac.in/step2life

Shri Ram Murti Smarak Riddhima– A Centre of Performing & Fine Arts, Bareilly

"SRMS - Riddhima", A Centre of Performing and Fine Arts", is a tribute to Late Shri Ram Murti Ji for his special inclination towards art and culture by Shri Ram Murti Smarak Trust. The main objectives of this centre are to preserve Ganga-Jamuni Tehzeeb, the cultural heritage of Bareilly and to attract the youth towards classical dance, classical music (Vocal and Instrumental), fine arts, drama and theatre.



E-mail : riddhima@srms.ac.in Website : www.srms.ac.in/riddhima

Shri Ram Murti Smarak College of Engineering & Technology
Ram Murti Puram, 13 Km., Bareilly-Nainital Road, Bareilly - 243202 (UP) INDIA
Ph : 0581-2582246, 2582249, 2592331, 32 Fax 0581-2582330 website: www.srms.ac.in/cet

EDITORIAL BOARD

Chief Patron

Shri Dev Murti
Chairman, SRMS Trust
(Bareilly & Lucknow)

Patron

Shri Aditya Murti
Secretary, SRMS Trust
(Bareilly & Lucknow)

Advisory Committee

Professor Shyamal Gupta
Director
Shri Ram Murti Smarak
International Business
School, Lucknow

Dr. Abdullah Bin Junaid
Associate Professor
De Montfort University, Dubai

Dr.Monika Sethi
Vice Chancellor
KK Modi University
Durg, Chattisgarh

Dr. Sivarethina Mohan R
Associate Professor
Christ University, Bangalore

Dr. Vinod Kumar
Interim HOD & Assistant Professor
IIIT-Lucknow

Editor-in-Chief

Dr. Ruchi Jain Garg
Associate Professor
Faculty of Management Science
Shri Ram Murti Smarak
College of Engineering &
Technology, Bareilly

About SRMS College of Engineering & Technology Bareilly

Shri Ram Murti Smarak College of Engineering & Technology has an independent residential campus spread over 35 acres of land with all weather roads, lush green lawns, playgrounds, Multi-Purpose Hall, Gymnasium, Squash Court and 53020 sq.m. of built up area on the campus. The campus is aesthetically planned and designed with exquisite facilities.

The college offers courses of undergraduate and postgraduate levels, with a professional or vocational orientation to internationally recognized standards of excellence. All courses lay emphasis on practicals and are multi-disciplinary in approach. The college inculcates Values, Ethics in its students, so that the PRIDE of SRMSCET will become the ASSET of our Nation.

The College has demonstrated the perennial evidence for merit and quality. It is developing by leaps and bounds in terms of infrastructural facilities and human capital not only to fulfill the requirements of the current technological status but also to set itself as teaching and research centre of eminence in future.

26 YEARS OF QUALITY EDUCATION :

- Shri Aditya Murti Ji, Director, SRMS IMS received the Prestigious Rohilkhand Management Association (RMA) Achievers Award 2021
- Achieved TOP 56 Rank B-Schools Region-Wise Private-North 2021
- Rohilkhand Management Association Excellence Award 2020
- Winner of Rohilkhand Management Association Excellence Award - 2020 for its remarkable achievements in health care services.
- Management Excellence Award 2019
- Brand Icons Rohilkhand Award 2018
- Excellence Award for Higher Education in India 2017
- Brand Icons of Rohilkhand Award 2016
- Education Excellence Award given by Times of India in the year of 2015.
- Edupreneurs Award -2013 Vice Chancellors choice to the Chairman of the institution.

Editor
Dr. Mohd Danish Chishti
Assistant Professor
Faculty of Management Science
Shri Ram Murti Smarak
College of Engineering &
Technology, Bareilly

Designer
Mr. Jitender Kumar

- Education Excellence Award given by CMAI Association of India in association with Times of India in the year 2013.
- Skill Tree knowledge Evangelist of India - 2013 for the outstanding contributions to the advancement of higher education system.
- Winner of National Employability Award -2012 by AMCAT.
- Awarded by Dr. Ram Manohar Lohiya Laghu Udhmi Protsahan Pradeshik Puruskar given by MSME &EPD, Govt. of U.P. in Education in the year 2011.
- Winner of National Awards for excellence in education -2011 in Indian Education awards -2011.
- The College is a STAR Performer College of UPTU now AKTU and winner of Excellence Award in B.Tech., B.Pharm, MBA & MCA in year 2009 and 2010 continuously.
- Winner of Academic Excellence Award of UPTU for MBA, B.Tech and B.Pharm in year 2008 and 2009 continuously.
- College has been selected for the Technical Education Quality Improvement Programme of National Project Implementation Unit of the Government of India financed by the World Bank.
- Ranked among best of all private colleges and government colleges of UP Technical University in term of Gross Average Intellectual Attainment Per Student.
- Consistently ranked First for its MBA course among all institutions of UPTU now AKTU.
- Approved institutions for organizing INSPIRE by DST Govt of India.
- MOU with ICICI Bank for foundation course in Banking for MBA students.
- Institutional Memberships of NASSCOM, NHRDN, AIMA, CSI, RMA, AIMS, GCNI.
- Over 13000 Alumni working at leading positions in reputed companies around the globe.
- Consistently Excellent Placement Record since inception.

Editorial Office
Faculty of Management Science
Shri Ram Murti Smarak College of Engineering & Technology, Bareilly
Ram Murti Puram, 13 Km Bareilly-Nainital Road, Bareilly (U.P.), India
Ph.: 91-581-2582331-32, 2582246, 249, Fax : 91-581-2582330
Website : www.srmscet.edu, Email : bizcraft@srmscet.edu

About FMS

(Faculty of Management Science)

Shri Ram Murti Smarak College of Engineering and Technology, Bareilly, UP has been offering its prestigious management programme since 1996. MBA from this college is known for its quality & perfection and recognized by industries for its practical orientations. The alumni of MBA course from this college are working at leading positions in the companies of repute. The Faculty of Management Science also conducts various value addition activities such as Campus Outreach Programmes, Management Development Programmes, Faculty Development Programmes & Interdisciplinary International Conferences, Certified Courses.

MBA from this college is ranked No 1 in the affiliating university since the beginning and awarded with Academic Excellence Awards of the university. A high degree of interaction is maintained with industries for imparting practical training. The department offers comprehensive management education blended with Entrepreneurship development, Case study, Economic policy analysis etc. Certification courses in Finance,Insurance, International Business, Project management & HR Management provides extra edge to the students of SRMS Bareilly & they are ready by to move from campus to corporate.

The department is having well equipped Class Rooms, Computer Lab, Seminar Halls, Team Rooms etc. to provide best required infrastructure for effective teaching and learning process. In order to promote research, the department publishes management journal Bizcraft (ISSN: 2231-0231,

RNI No: UPEGN/2007/19207) and its newsletter 'Enterpriser'.

About The Journal

Bizcraft, the Journal of Management Sciences (FMS SRMS) is a bi-annual, peer reviewed journal with national circulation.

It publishes original communications of research that advances, illuminates Management science and that educates the journal readers.

Manuscripts dealing management aspects will be considered for publication, provided. They contain results of original investigations. Articles need to be of general interest - e.g., they cross the boundaries of specialties or are of sufficient novelty and importance that the journal's readers, whatever their specialty, should be made aware of the findings.

Research papers reporting original research, review articles, correspondence on published articles will also be considered. Papers of routine nature which are merely records of interesting cases as also those dealing with modifications of routine methodology will not be encouraged.

The FMS SRMS prefers the original research work done by Faculties or Management for their research work.

The FMS SRMS strongly discourages duplication/reduplication of data already published in other journals. If and when duplication is detected after publishing in SRMS FMS, the journal will be forced to 'retract' such articles.

All papers submitted to FMS SRMS are subject to peer review process. All accepted papers will be suitably edited before publication.

Disclaimer Statement

The articles, which are published, in Bizcraft reflects the personal opinions and view of the author(s) and it do not reflects the view of Bizcraft or the publishing institute itself. The articles are published with the understanding that it is the original unpublished work of the author(s) and it does not contravene with copyright in any form.

All cares are taken to remove any type of errors however the editorial board will not be responsible for any type of printing errors.

From Editor's Desk



Dear Readers,

Bizcraft-Journal of Faculty of Management Science is a double blind peer reviewed bi-annual journal, published by Faculty of Management Science, Shri Ram Murti Smarak College of Engineering and Technology, Bareilly (UP). The aim of the journal is to publish and promote the quality research in all areas of management. Contemporary management issues repeatedly prompt us the necessity to think differently from usual and time established management practices.

In a vibrant environment, new issues generate the need to improve and enhance tools and practices that simplify more adaptive reactions to evolving subjects when they are apparent. Present-day issues are mainly pertinent to the present time of pandemic where it is imperative for all establishments world-wide to clinch the unremitting changes in technology, economy, environment, and government policies across all segments while being focused on the organizational mission and objectives to endure competitive. The increase in technology adoption by the various industries and the users, the downfall in the economy during the pandemic, the emergence of china as aggressive global force and government policies heading towards a further nationalist program are some of the latest variations that challenge businesses and management today.

Uncertainty around the globe generates a condition where industries are trying to chalk out how to move ahead in a time of unpredictability, involving a diverse kind of leadership.

The demographics shifts are leading to exciting challenges. While it's different round the globe, the aging demographic factor is retiring and in fact the people are now living a long life. A large part of the populations includes workers who are old and the people who have retired; they have been living a long and healthy life. The birth rate is declining which is quite evident in most parts of the world. So there aren't as many people coming up through the ranks.

Industries nowadays are focused on how the technology has the changed the business scenario. This is not only applicable on tech business. The industries nowadays are focusing on how the technology has transformed them internally, their stakeholders. It also helps them in understanding the changes it brings in their clients and the business strategy. It not only restricted to a specific function but is also focused towards the industries. It's about grasping technology so that we can be better organized and can develop better relationship with customers and at the same time brings new inventions. This also helps us in finding out the leaders who can stimulate transformative thinking.

Dr. Mohd Danish Chishti

From the Desk of Editor-in-Chief



Dr. Ruchi Jain Garg
Editor-in-Chief

Bizcraft-Journal of Faculty of Management Science is a double blind peer reviewed bi-annual journal, published by Faculty of Management Science, Shri Ram Murti Smarak College of Engineering and Technology, Bareilly (UP). The aim of the journal is to publish and promote the quality research in all areas of management.

The focus of this journal is to integrate the practices of the real world with knowledge creation in the field of academics. In this era of Industry 5.0, the approach of doing businesses has been significantly transformed. These changes have created many opportunities, challenges and standards for businesses in global and domestic arenas. The contemporary business environment is extremely competitive and is forming a difficult landscape for the stakeholders. Digitalization has brought revolutionary changes in the working style of the business entities. Not only the business practices but also the manpower is nowadays exposed to new technologies.

The simplest example is that, the concept of 'Marketing Management', which has now been transformed to the concept of 'Marketing Analytics'. So, to survive in this present situation the institutes and organizations should not only focus on developing the marketing managers rather they have to build MARKETING ENGINEERS.

The pace of concept of technology in the form of analytics is spreading in every dimension of management such as HR, IB, Operations, Finance etc. However, as the technological topography changes at a very rapid pace, this can be an expensive, time-consuming and complicated issue to deal with. Hence, coping with such pressures calls for Modern Business proposition which can go beyond developing a good product, pricing it attractively and making it accessible.

I firmly believe that this journal will become a platform to discuss and understand the VUCAs i.e. volatility, uncertainty, complexity and ambiguity in the present business environment. Moreover, it will witness the opportunities which can be materialized and lead to a better framework on which the business organization can run.

I thank all the authors, reviewers, readers and editorial team members for their continuous support and patronage. I humbly request to all academicians and industry persons to share their valuable suggestions and feedback, it will be helpful to take this journal to the new heights.

Editor in chief
(Dr). Ruchi Jain Garg

SHRI RAM MURTI SMARAK
COLLEGE OF ENGINEERING & TECHNOLOGY

(Faculty of Management Science)

BIZCRAFT
RNI No. : UPENG/2007/19207
ISSN : 2231 - 0231

SUBCRIPTION FORM

I wish to subscribe /renew my subscription of "BIZCRAFT" for 1 year/2 year/3 year for individual/ Academy/ Corporate/ Foreign

A bank draft/cheque, bearing no.:…….....….....

Dated worth Rs. / US $:…….....….....….

Drawn in favour of "SRMSCET" payable at Bareilly (U.P.) is enclosed.

Please fill the form below (IN BLOCK LETTERS)

Name : …….……...….….……..…....

Designation: …….....…….....….…….

Address: ……....…….....……...……

……

….…city :…… State:…….…...country :……....……Pin Code:……

E-mail : …….....…… Phone:……....…….mobile:……..……

Subscription Rates

Subcription Rates*	One year	Two year	Three Year
Individual	300/-	500/-	800/-
Academy/Corporate	500/-	800/-	1100/-
Foreign	50 $	60 $	80 $

Mail the completed form along with the Bank Draft/Cheque to :

The Editor

Bizcraft

Faculty of Management Science

SRMS college of Engineering &Technology

Ram Murti Puram, 13 KM. Bareilly-Nainital Road

Bareilly-243202, Uttar Pradesh, India

Ph: 0581-2582246, 2582249, 2592331, 32, Fax 0581-2582330, E-mail: Bizcraft@srmscet.edu

BIZCRAFT | Journal of Faculty of Management Science

March 2021 - August 2021, Vol. 14, No. 1

Contents

S.N.	PARTICULARS	Page No.
1.	Privatization of Indian Banking Industry: Assessing Potential Benefits Sana Parveen & Dr. Sana Beg	1-6
2.	Technical Analysis of Share Prices of Major Healthcare Firms of India During Covid-19 Pankaj Kumar & Dr. Sana Beg	7-18
3.	Work - Life Balance among Employees of Five Star Hotel in Relation to Burnout Indranil Ganguly	19-22
4.	Cultural Diversity in Indian Organizations: A Positive or Pessimistic Approach? Namrata Anand & Dr. Richa Raghuvanshi	23-27
5.	Comparative study of Employee Engagement in Public & Private Sector during Covid-19 Shweta Srivastava, Asha Yadav, Dr. Nidhi Shukla & Dr. Ram Kamal Prajapati	28-35
6.	Role of AI in Micro Finance Dr. Syed Wajihul Hasan Rizvi & Dr. Madhavi Srivastava	36-45
7.	Role of Family and Home Caregivers in Home Healthcare Management: Their Dilemma and Challenges for Chronic and Critical Disease Patients in Covid Times Mihika Pal & Dr. P.S. Raychaudhuri	46-62
8.	Impact of Work Life Balance among the Female Employees Working in Private Hospitals in Raipur Region Dr. Suresh Kumar Pattanayak & Dr. J. H. Vyas	63-69

PRIVATIZATION OF INDIAN BANKING INDUSTRY: ASSESSING POTENTIAL BENEFITS

SANA PARVEEN
Ph.D. Research Scholar, Jamia Hamdard, Mehrauli - Badarpur Rd, near Batra Hospital, Block D, Hamdard Nagar, New Delhi, Delhi 110062
Sanaparveen_Sch@jamiahamdard.ac.in,
+91-9311663887

DR. SANA BEG
Senior Assistant Professor, Jamia Hamdard, Mehrauli - Badarpur Rd, Near Batra Hospital, Block D, Hamdard Nagar, New Delhi, Delhi 110062
sbeg@jamiahamdard.ac.in,
+91-9811681686

Abstract

The purpose of this paper is to analyze the benefits that public sector banks can gain after privatization. Privatization is a process of transferring the ownership and control of banks from the state to individuals. There are two groups of scholars who have different perspectives on the privatization of banks. One group favors the privatization of banks while another group argues against it. According to those who favor privatization of banks, privatization leads to several benefits whereas those who argue against privatization claim that privatization causes unemployment, bad loans, etc. The paper involves qualitative research design in order to gain in-depth knowledge and understanding about the topic in question. Various scholarly papers, articles, and journals have been reviewed to collect data. Collected data has been analyzed using thematic analysis. The paper has found that privatization leads to higher efficiency and effectiveness in the banking sector. It creates healthy competition in the banking sector that induces banks to provide better customer services. Privatization improves profitability that contributes significantly to the growth and development of the economy. Thus, it is essential to consider the benefits of privatization and formulate policies that can promote and encourage the key stakeholders to accept the change.

Keywords: *Privatization, Banking sector,PSBs,Banks,Indian economy*

INTRODUCTION

The Indian banking sector is known for its strong banking tradition. The Reserve Bank of India, the central bank of the country, has been regulating it since 1934. Over time, changes have taken place in the structure of the banking sector with alterations being made for both public and private banks. Currently, India's banking sector consists mainly of Public Sector Banks (PSBs) and Private Sector Banks (PSBs). PSBs control 70% of the total assets in the banking sector while PSB's control only 25% of the total assets (Babu & Kumar, 2018). The other 5% is shared between foreign banks and private banks.

Public sector banks in India are nationalized banks that are owned by the Government of India. The ownership of the banking sector was shifted from British to Indian hands in the 1950s when the Indian government launched two major nationalization programs, one in 1969 under Indira Gandhi and the other in 1980 under Morarji Desai (Jain, 2021). The Reserve Bank of India (RBI) is the regulator of the banking sector. These nationalized banks are expected to follow the social goals of public policy, like providing services in rural areas and to weaker sections of society at low cost. The RBI regulates its commercial as well as operational activities through norms set by it. Public sector banks are characterized by an unhealthy combination of high concentration, lack of motivation, and conflicting interests as regards operational decision-making. Therefore, the performance of public sector banks is always in question. In terms of efficiency and effectiveness, they do not perform up to the mark and hence the government takes steps like privatizing public banks in order to improve their performance and ensure their contribution to the Indian economy.

There is a raging debate on the merits of the privatization of Indian banks. The proponents of privatization argue that it would lead to efficiency in operations and improve economic growth. They also say that it would help attract foreign investors, who are critical for the development of the banking sector in India. The opponents state that privatization would lead to job losses, increased inequality, and financial instability (Bertay et al., 2020). Privatization is considered to be a major step towards modernization and liberalization of an economy. The government can use its resources more efficiently by selling off public enterprises that are not directly related to the core functions of government or are no longer profitable enough for private companies to run them at a reasonable cost. This would also help reduce the government debt burden.

Research Objectives

The objective of the research study is to determine the impact of privatization on the ten public banks merged during the period of 2000-2019. So, it will provide insight to the government, bank managers, and policymakers to contribute towards the successful implementation of the privatization plan in the Indian banking system.

Research Questions

1. What are the benefits gained by the public banks after privatization?

Need for the study

The government of India has implemented a privatization policy in the banking sector by merging 27 banks into 12banks. However, the employees are resistant to change due to the benefits of government policies, perks, and regulations. So, the research study will provide insight to the employees, policymakers, and managers to influence their decision and contribute towards the implementation of privatization in the banking industry successfully.

LITERATURE REVIEW

Impact of privatization on banks

Phukon & Gakhar, 2020 argued that government ownership and privatization impact the banks' performance. The government ownership majorly works for social welfare. So, the government banks try to provide ease and cheap services as compared to the private banks. It is one of the most effective strategies of the government to reduce inequalities, natural monopolies, and meet social goals. However, when the efficiency and effectiveness are measured, private banks perform better than government banks. The performance of private banks is far better than government banks because of the close monitoring and control of the performance of every employee.

According to Haralayya & Aithal, 2021 privatization leads to increased efficiency and improved economic growth as it attracts foreign investors who are critical for the development of the banking sector in India. The infusion of foreign capital will not only bring in better technology but will also lead to more competition, which is good for the consumers. It would also help improve the overall financial health of banks and non-banking financial companies (NBFCs).

Kumar et al., 2020 have argued that privatization will increase the quality of service because it will result in healthy competition between private banks. This competition will lead to customer satisfaction as well as efficiency within the respective companies. Second, it will reduce corruption within the industry by giving customers more options and allowing for foreign investment which will decrease the power that banks have over customers. Third, privatization will allow for increased efficiency as private companies will be able to make decisions quickly and without government interference.

According to Uddin & Ahmed, 2021 The privatization of India's banking sector would bring many benefits such as increased efficiency and accountability, and deregulation. The problem with the Indian banking system is that it almost remains an exclusive domain of government. This creates enormous scope for patronage and corruption. The time has therefore come for policymakers to give serious thought to the privatization of banking functions. A significant part of the banking sector has been privatized and if the performance of those banks is analyzed, it would be found that privatization provides a number of benefits. The efficiency of banks improves significantly after privatization. Banks are the major source of providing credit in any economy. It is also true that there exists a strong nexus between politicians, bureaucrats, and businessmen, who change their loyalties with the change in power equations at the center and state level. This leads to a situation where banks do not finance deserving enterprises and individuals that can return the loans, because of a lack of political protection. In such a situation it is better for the government to get rid of its control over the banks and thus get free from such pressures and temptation. Hence privatization will ensure better allocation of credit.

Privatization of banks increases the accountability of banks to depositors and creditors, as they have a choice to invest their money in other private banks. In any case, public sector banks are at present not accountable to anyone except political bosses. The economy is passing through an extremely critical phase. There is a need to deregulate the economy so that more efficient allocation of resources can be ensured. Deregulation will also reduce corruption and bureaucratic delays. The privatization of banks will increase the productivity and profitability of the banks (Nellis, 2021). This in turn will result in their better health, so that they can provide better services to depositors and creditors.

According to (Arora, 2020) privatization will bring more efficient management than can be provided by government bureaucrats who are not accountable for their actions. The government does not seek to maximize profits or share price and is unlikely to take any action which would increase such values. Better governance could therefore be expected from private management. privatization will provide a mechanism for increasing the scale of banking operations in India. Prior to privatization, the banking system was unable to cope with the volume of business. The resulting delays in payment and settlement reduced incomes and increased transactions costs throughout the economy. Privatizing banks will increase their profits by allowing them to make more money from larger volumes of activity and thereby increase income in ways that can be taxed.

Acharya & Rajan, 2020 has argued that privatization will allow India to learn from the experience of other countries. The Indian banking system is very similar to that of Germany and Japan, with multiple public sector banks

providing most of the loans and no securitization or derivatives markets. These countries have recently privatized their banking systems to allow competition and innovation, and given their history of organized banking, it is probable that they will be able to provide India with useful advice and models in this area. Privatization would lead to a reduction in the government deficit. Currently, the government is spending large sums on bank subsidies which could be avoided by privatization. This would therefore reduce the amount of money required to fund public sector programs and, more importantly, might also make room for tax cuts which would increase living standards. It will allow for greater transparency in financial reporting and accounting. The Indian economy is not very transparent at the moment, with much of its activity taking place outside formal banking channels. The privatized banks will be subject to tighter regulatory requirements and more independent oversight by shareholders.

According to Ojo & Oyedele, 2018 those who argue against privatization of banks argue that privatization would lead to job losses, increased inequality, and financial instability. The biggest problem with privatization is that it tends to create monopolies or oligopolies which have a negative impact on competition. Also, private capital often prefers quick returns on investments and is not interested in long-term growth. This means that the interests of shareholders will be placed above those of consumers and employees, which may result in higher prices for goods or services as well as lower wages for workers. Also, privatization does not necessarily mean better governance because there are no checks and balances to protect against corruption or nepotism. In fact, it is possible that corruption may increase when companies vie with each other for government contracts awarded through a competitive bidding process. Moreover, private capital tends to favor short-term investments rather than long-term growth projects which are required for economic development in developing countries like India where most people still live below the poverty line.

RESEARCH METHODOLOGY

The research methodology is the process that researchers use to collect and analyze data. There are many different types of research methods, and each one has its own strengths and weaknesses. The key research methods are qualitative and quantitative research methods. This paper implies a qualitative research method because it helps in gaining insight into the research problem and addressing the research question. Qualitative research design is a type of research that is used to explore and understand the social world. It involves the collection and analysis of data that is not numerical in nature (Pandey & Pandey, 2021). Thus, with the help of the qualitative research method, the benefits of privatization of the Indian banking sector can be analyzed in-depth. It will help in gaining the understanding of whether the government should move ahead to privatize more public banks and if yes why.

The researcher has used the thematic analysis technique to analyze the data and draw findings. Thematic analysis is one of the most effective techniques of analyzing qualitative data. It involves identifying and interpreting the patterns in data. In other words, it is the process of finding themes or topics in a set of data (Sundler et al., 2019). This can be done manually or through the use of software tools. The goal of thematic analysis is to develop a better understanding of the data by identifying and exploring recurring patterns. Thus, by using thematic analysis, the pros and cons of privatizations of the Indian banking sector can be determined. It will help the policymakers to determine whether they should go for privatization or not. Moreover, it will also help in motivating employees to accept the privatization of banks if the benefits of privatization are larger than the cost.

DATA ANALYSIS

Privatization in the Indian banking sector has been a topic of debate. There are two groups of scholars who have different perspectives on the privatization of banks. One group believes that privatization provides several benefits to banks and hence they can contribute to the growth and development of the Indian economy. On the other hand, another group of scholars believes that privatization does not lead to any benefit rather unemployment, lower wages of employees, and many other disadvantages. However, a range of scholarly papers have been reviewed to collect data on the benefits of privatization in this paper and it has been found privatization leads to many benefits. Privatization provides better services to customers and taxpayers. Privatization creates a sense of accountability and responsibility and hence every member of the banking sector is focused on their roles and responsibility. They perform their tasks with higher accuracy which results in better customer service (Grittersová, 2021). Whereas, in public banks, employees are not highly committed to their roles and responsibilities. The level of accountability is lower than that of private banks' employees. Thus, the quality of customer service in public banks is not matchable with private banks. Privatization also leads to higher profitability. Higher profits may reduce the burden of government borrowing and thus there will be no

inflationary pressure. Privatization does not only benefit customers and taxpayers but also the government. It reduces the burden of the government to rely on loans. Privatization also helps improve the relationship between management and unions. Apart from this, the help privatization of banks leads to better integration of banks with international markets. If banks are integrated with the international markets, it brings stability in the domestic market because integration helps them analyze the international market and possible fluctuations that may affect the domestic market. Hence, they can create policies to deal with the fluctuations and ensure stability within the domestic market. Privatization of the banking sector also leads to an increase in competition among banks (Radić et al., 2021). The potential increase in competition may have a positive impact on allocative efficiency. Healthy competition among banks induces them to focus on gaining competitive advantages by improving their efficiency and effectiveness. It further leads to higher performance and productivity. Privatization would reduce government interference in the commercial decision-making process of PSBs by making it easier for the government to handle day-to-day operations. It will enhance the morale of staff, as they have a chance to acquire skills and expertise in banking through interaction with professionals from private sector banks. Responsibility for a wider range of activities will tend to improve the quality of supervision at the central level. Privatization of PSBs will reduce the chances of bank failures, which will in turn reduce future losses to the government. By improving its performance, privatization will enhance public confidence in the banking system as a whole. Through privatization, it would be possible to transfer the subsidy on PSBs to the general tax-payers.It also helps in checking the government's interference in PSBs functioning (Boubakri et al., 2020).It is expected that privatization may result in foreign investment in the Indian economy. And this would have a two-way effect i.e., it would help in making up for the shortage of capital and in establishing a competitive environment. Privatization would create opportunities for the employees of PSBs to acquire the skills and expertise required for running commercial banks through increased interaction with professionals from private sector banks. It would help improve the environment in public sector banking by reducing the control of bureaucracy which is very strong in such banks. Privatization would reduce the burden on the government exchequer and therefore help in minimizing inflationary pressures. It will also improve the relationship between management and unions as there will be no further interference of Government over such banks after privatization (Estrin & Pelletier, 2018).There will be better integration of these banks with international markets as they would not be subject to the control of government organizations.It will reduce government interference in the commercial decision-making process of PSBs by making it easier for the Government to handle day-to-day operations. Privatization will help in checking the government's interference in PSB's functioning. The banking crisis is very common in India, more frequent than in most other countries. However, it is felt that the severity of the problem would be ameliorated by privatization. It will enhance the morale of staff of public sector banks as they get opportunities to acquire skills and expertise in running commercial Banks through increased interaction with professionals from private Banks.

Privatization of banks will reduce the chances of bank failures, which in turn reduce future losses to the government. It is likely that privatization may result in foreign investment in the Indian economy and this would have a two-way effect, i.e., it would help in making up for the shortage of capital and also establish a competitive environment. Privatization of PSBs will reduce the burden on the Government exchequer and therefore help in minimizing inflationary pressures. Privatization of public sector banks would also resolve the problem of nomenclature related to jobs, e.g., a clerk becomes a manager after privatization (Boubakri & Saffar, 2019).Privatization of PSBs will also help in checking the government's interference in the PSB's functioning. It is expected that privatization may result from foreign investment in the Indian economy, which would have a two-way effect, i.e., it would help make up for the shortage of capital and also establish a competitive environment. It will lead to better integration of these banks with international markets, as they would not be subject to the control of Government organizations.

However, there are some limitations of the privatization of banks have also been identified. One of the key limitations of the privatization of the banks is that privatization of banks has led to a decline in employment opportunities. When there were only public sector banks operating across India, they provided jobs for around 80 lakh people but with more private players coming into the fray, this number has come down to about 40 lakhs as of December 2016. This is because private banks are not as interested in expanding their operations to rural and semi-urban areas. It has also been found that the privatization of banks has led to an increase in bad loans. The total amount of bad loans in the Indian banking system has more than doubled from Rs. 44,000 crores in March 2009 to Rs. 92,000 crores as of

December 2016(Mariani, 2020). This is because private players are not as risk-averse as public sector banks and tend to lend money to high-risk borrowers who are unable to repay their loans. The privatization of banks has led to the emergence of too many new financial institutions. The number of banks in India rose from around 100 at the time when they were nationalized to over 500 now. This has created a problem for the government because it needs more resources to supervise and regulate these banks. As a result, the quality of service provided by these banks is not as good as it used to be.

CONCLUSION

Privatizing the Indian banking sector is a controversial topic. On one hand, it has increased competition and reduced corruption in the industry; Additionally, privatization has led to higher customer fees and greater inequality between rural and urban populations. However, there are many benefits of privatizing India's banking system that outweighs its disadvantages. For starters, privatization can help reduce bureaucratic red tape by giving more power to private banks that don't have to rely on state-wide regulations for day-to-day operations. Furthermore, because these institutions operate without government restrictions or pressure, they're able to innovate better than their public counterparts - leading them to offer services like mobile payments which were previously unavailable due to lack of infrastructure. Privatization leads to better integration with the international market that is beneficial for the Indian banking sector. Moreover, privatization also leads to better customer services. On the other hand, privatization reduces employment opportunities, increases bad loans, etc. Thus, it is essential for the policymakers to consider the advantages and disadvantages of privatization and then formulate policies in order to maximize the benefits of privatization of the Indian banking sector.

REFERENCES

- *Acharya, V. V., & Rajan, R. G. (2020). Indian banks: A time to reform?. University of Chicago Booth School of Business Working Paper.*
- *Arora, A. (2020). Concept of Privatisation on Indian Economy Growth. International Journal, 5(12).*
- *Babu, M. R., & Kumar, A. M. (2018). Evaluating the nationalization & privatization effect: A case of the Indian banking industry. Banks & bank systems, (13, Iss. 1), 11-21.*
- *Bertay, A. C., Calice, P., Diaz Kalan, F. A., & Masetti, O. (2020). Recent Trends in Bank Privatization.*
- *Boubakri, N., & Saffar, W. (2019). State ownership and debt choice: Evidence from privatization. Journal of Financial and Quantitative Analysis, 54(3), 1313-1346.*
- *Boubakri, N., El Ghoul, S., Guedhami, O., & Hossain, M. (2020). Post-privatization state ownership and bank risk-taking: Cross-country evidence. Journal of Corporate Finance, 64, 101625.*
- *Estrin, S., & Pelletier, A. (2018). Privatization in developing countries: what are the lessons of recent experience? The World Bank Research Observer, 33(1), 65-102.*
- *Grittersová, J. (2021). The Politics of Privatization, Quality of Governance, and Financial Development in Eastern Europe. Problems of Post-Communism, 1-16.*
- *Haralayya, D., & Aithal, P. S. (2021). Performance affecting factors of the Indian banking sector: an empirical analysis. George Washington International Law Review, 7(1), 607-621.*

- *Jain, V. (2021). A review on privatization in India. Asian Journal of Multidimensional Research, 10(12), 373-380.*
- *Kumar, V., Ganguly, S., Ghosh, P., & Pal, M. (2020). The impact of privatization of IDBI bank in the Indian economy. International Journal of Research in Engineering, Science and Management, 3(12), 59-63.*
- *Mariani, L. A. (2020). Government-owned Banks and Development: on Unintended Consequences of Bank Privatizations. Job Market Paper.*
- *Nellis, J. (2021). Whatever Happened to Privatization? The World Bank and Divestiture.*
- *Ojo, O. O., & Oyedele, K. S. (2018). The limitations in the ostensible and perceived benefits of privatization: a study of the electric power sector in Nigeria. Annals of the University of Craiova, Economic Sciences Series, 1(46).*
- *Pandey, P., & Pandey, M. M. (2021). Research methodology tools and techniques. Bridge Center.*
- *Phukon, A., & Gakhar, D. V. (2020). Perils of public sector enterprises in India: is the privatization of central public sector enterprises a sustainable strategy?. PSU Research Review.*
- *Radić, M., Ravasi, D., & Munir, K. (2021). Privatization: implications of a shift from state to private ownership. Journal of Management, 47(6), 1596-1629.*
- *Sundler, A. J., Lindberg, E., Nilsson, C., & Palmér, L. (2019). Qualitative thematic analysis based on descriptive phenomenology. Nursing Open, 6(3), 733-739.*
- *Uddin, M. S., & Ahmed, Z. (2021). Privatization policy, entrepreneurship, and economic development: the dynamics in Bangladesh economy. Journal of Global Entrepreneurship Research, 1-8.*

TECHNICAL ANALYSIS OF SHARE PRICES OF MAJOR HEALTHCARE FIRMS OF INDIA DURING COVID-19

PANKAJ KUMAR (Author)
Research Scholar,
Department of Management studies,
Jamia Hamdard, New Delhi,
Contact No: +91-8826510583
Email: pankajkumar_sch@jamiahamdard.ac.in

DR. SANA BEG (Co-Author)
Assistant Professor,
Department of Management studies,
Jamia Hamdard, New Delhi,
Contact No: +91-9811681686
Email: sbeg@jamiahamdard.ac.in

Abstract

The stock market plays an important role in the growing industries and commerce of a country which ultimately affects the economy. Amidst the current outbreak of covid-19, the pandemic worries the economy a lot. Covid-19 could have a major long-term impact on the healthcare industry. The stock market provides long-term capital to listed firms by raising funds from various investors and allowing them to expand in business and also provides investors with alternative investment avenues to put their surplus funds. Investors look at the performance of the stock markets and composite market index judiciously before investing in the fund. This paper attempts to study the share price behaviour of 5 big Healthcarefirms listed on NSE namely, Apollo Hospital Enterprises ltd., Aster DM healthcare Ltd., Fortis Healthcare Ltd., Healthcare Global Enterprises Ltd, and Dr. Lal Pathlabs Ltd., and the movement of stock prices of selected securities with a simple trend analysis technique. The result of this study reveals that the selected 5 companies have seen their new 52-week low and 52-week high price during this pandemic of covid-19. Apollo Hospital Enterprises Ltd. share price has seen a growth of 108% in 2021. The year of 2021 has seen an increase of 25%, 90%, 45% and 59% in the share price of Aster DM Healthcare Ltd., Fortis Healthcare Ltd., Healthcare Global Enterprises Ltd. and Dr. Lal Pathlabs Ltd. respectively.

Keywords: *Covid-19, Stock market, Share price behaviour, Trend analysis, Relative Strength*

INTRODUCTION

The Covid-19 outbreak has affected badly the stock market and financial market in India. Even before the outbreak of COVID-19, generally, the stock market witnessed a lot of volatility, and as far as the situation of the COVID-19 pandemic is concerned, it has become even more volatile and the stock market has seen its worst ever. The stock prices of companies listed on NSE and BSE witnessed huge volatility.During this pandemic, the stock market has seen both its worst times and its best times. On 2nd March 2020, the BSE SENSEX observed a flash crash due to the Union Health Ministry's declaration of two new confirmed cases. Then, on 12th March 2020, after WHO announced the outbreak as a pandemic, Indian stock markets encountered their worst crash since June 2017. After that, the stock market has shown a drastic recovery till the end of December 2020 from the dip in March 2020. BSE Sensex crossed the historical 60,000 mark on 24th September 2021, with Nifty less than 50 points away from 18,000.

When the government of India enforced economic restrictions, those all-economic activities had already been halted at the time, most markets, institutions, organizations, corporations, schools, and universities, for instance, have all been shuttered. Not only that, the passage of individuals from one location to another had also been interrupted. Consequently, only rudimentary commercial and financial operations were transpiring. The lockdown has adversely affected the service sector like banking, restaurants, food vendors, hospitality industry. Nonetheless, every disaster throws up some opportunities, and the few sectors like Technology, including education technology, online gaming, and e-commerce, consumer goods, Healthcare industry, farming products, specialty chemicals have shot in prominence.

In this pandemic where most of the sick persons required treatment and the demand for Healthcare Hospitals was high during the peak times of COVID, the sector was still badly affected by the pandemic. The market price of all firms in the Healthcare industry got decreased to a great extent at the initial time of covid-19 and the same pattern followed in the second wave of covid-19. The companies of the Healthcare firms have seen various ups and downs in their stock prices in the share market. Therefore, there is a need to study the behaviour of share prices of companies in the Healthcare industry. So, the purpose of this paper is to analyze the share price behaviour of 5 big Healthcare companies namely Apollo Hospitals Enterprises Ltd., Aster DM Healthcare Ltd., Dr. Lal Path Labs Ltd., Fortis Healthcare Ltd. and Healthcare Global Enterprises Ltd. during the ongoing pandemic situation in India.

REVIEW OF LITERATURE

Saleh, M. (2015) analysed the stock return of Oil and Gas sector in Pakistan. He used determinants like net profit margin, ROA, and ROE and examined the influence of these on the stock returns. Five years' secondary panel data from 10 companies have been used from 2010 to 2014. Unit root

tests, correlation analysis, and OLS have been used to assess the model under this study. His results showed that the data for all variables be fixed and the variables are found to be strongly correlated. However, the variables net profit margin and return on assets have a lower down yet negative influence on stock returns whereas the return on equity has a little but positive influence over it.

Kumari and Pushpender (2019). This study seeks to examine the effect of the Bonus Issue declaration on the Indian stock market for the period of five years from 2014 to 2018. The discoveries of this study disclosed that the Indian Stock market does not react to bonus share issue declarations. Thus, they discovered that there is no significant effect on the stock price when a company declares the issue of bonus shares.

Devi D and DV. (2020) This study revealed that there is high demand for gold in the Indian and International markets. Covid -19 pandemic fell down the demand in the gold market temporarily. But it furnishes greater demand for investment. Moreover, they discovered that its supply and actual prices are more than demand and assessed gold price. The authors deduced that Covid -19 pandemic makes a positive impact on investment decisions and a negative influence on gold buying behavior.

Manjulakshmi (2020) This paper studied the equity share prices of five selected health care companies which are listed on the National Stock Exchange. Thus, this study indent to understand the immediate impact on the share price behaviour of selected Health Care Companies and the way the trends are happening within a short span of time. She revealed in her study that the covid-19 pandemic has affected the share price of health care companies to a great extent.

Shanthini& Jayanthi (2020). This study endeavored to evaluate the effect of pandemics on the Indian stock market by using trend analysis. This study revealed that 50 to 60 percent downfalls in nifty auto, nifty bank, nifty media, nifty financial services, and nifty realty sector and 60 to 70 percent downfalls in nifty IT sector and major downfall in nifty FMCG, nifty metals, and nifty pharma.

Kumar & Kumara (2020). This study concentrates on the influence of COVID-19 on the Indian Stock Market and shares performance. They analysed the market capitalization correlation between the performances of shares and the growth of the share market, using the stock market data of Pre and post COVID-19 status by comparing the data from January 2020 to Jun 2020. They discovered that the variables have positive and statistically strong significance on the changes in the market's performance and the value of its market capitalization.

Mishra & Mishra (2021). This study examined the herding behaviour of 54 stocks of banking and financial services sectors listed in the national stock exchange during the covid-19 pandemic. They employed the daily closing prices of stocks of the constituent banks and financial service companies of the banking and financial sector indices of NSE. This investigation furnished proof of the presence of herding effect for public sector banking and financial services under the bull market circumstances during the pandemic. The author suggested drawing asymmetry information among the market participants and designing policy initiatives for securing market stability

Tao, Su, Yakoob and Hammal (2021). In this paper, the authors exercised an event study analysis on Pakistan's emerging market to unearth the financial and non-financial stock price response towards the lockdown announcement in Pakistan. They found that abnormal returns were recorded to be at around 21 days [-10, +10] and 41 days [-20, +20] event window, around the day of the lockdown announcement. These abnormal returns were ascertained via the market model regression. This study stated that, on average, cumulative abnormal returns had negative patterns before and after the Lockdown declaration, while the importance of abnormal returns for both the timelines shows a favorable sign for both the sectors that support the efficient market hypothesis. Overall, the response of both the sectors is satisfactory around the announcement date as the emerging market is more liquid than developed markets.

Selvan &Ramraj (2021) This article is a study of the Performance Evaluation of Gold ETFs in India during the Covid-19 Pandemic Situation. The study showed that the Quantum Gold Fund (ETF) performed reasonably well in accord with Sharpe, Treynor, and Jensen's Model. As per Fama's model, the IDBI Gold Exchange Traded Fund is better off. The Quantum Gold Fund has performed the best of the Gold ETFs chosen for the analysis.

David, Inácio and Machado (2021). In this article, the researcher embraced the vector error correction model (VECM) to examine the dynamic coupling between the pandemics (e.g., the COVID-19, EBOLA, MERS, and SARS) and the development of key stocks exchange indices (e.g., Dow-Jones, S&P 500, Euro Stoxx, DAX, CAC, Nikkei, HSI, Kospi, S&P ASX, Nifty and Ibov). The results of this study disclosed that the shocks generated by the diseases have a substantial impact on the stock indices. Most of the indices undergo initial intense shocks due to the impulse in each illness outbreak. However, differently from the others illnesses, an impulse in the COVID-19 sustained

significant volatility after the initial period, showing recuperating difficulties of the financial indices due to the shock-induced by COVID-19.

SIGNIFICANCE OF THE STUDY

The result of this study will be valuable to individual and retail financial backers and portfolio administrators in planning reasonable venture systems and risk management strategies. Besides, the review might give significant data to the market controllers and policymakers in taking on fitting measures and strategies so the market can appropriately play out its job regarding risk transference and price finding.

COMPANIES SELECTED FOR THE STUDY

- Apollo Hospitals Enterprises Ltd.
- Aster DM Healthcare Ltd.
- Fortis Healthcare Ltd.
- Healthcare Global Enterprises Ltd. (HCG)
- Dr. Lal Path Labs Ltd.

RESEARCH OBJECTIVE

- To analyze the share price behaviour of selected HealthcareFirms during covid-19.
- To study how the movement of stock prices of selected securities with simple trend analysis technique.
- To study how variation in stock prices impact the buy or sell decision by using Relative Strength Index.

RESEARCH METHODOLOGY

Descriptive and analytical method of research have been employed in this study. Secondary data has been used for the present study. Data has been downloaded from the National Stock Exchange (NSE) website. Daily closing price of 5Healthcare companies listed on NSE is taken and price movement is computed and studied. The daily share price of above-mentioned companies has taken for a period from January 2021 to December 2021.

TOOLS USED FOR ANALYSIS

Trend analysis and Relative strength index have used in this study to analyze the trend of share price of selected Healthcare companies. Trend analysis simply talk about the how the share price of a stock move. If the trend line of share price moving upward, it indicates that the price of stock is increasing. On the other hand, if the trend line of share price moving downward it indicates that the price of stock is decreasing.

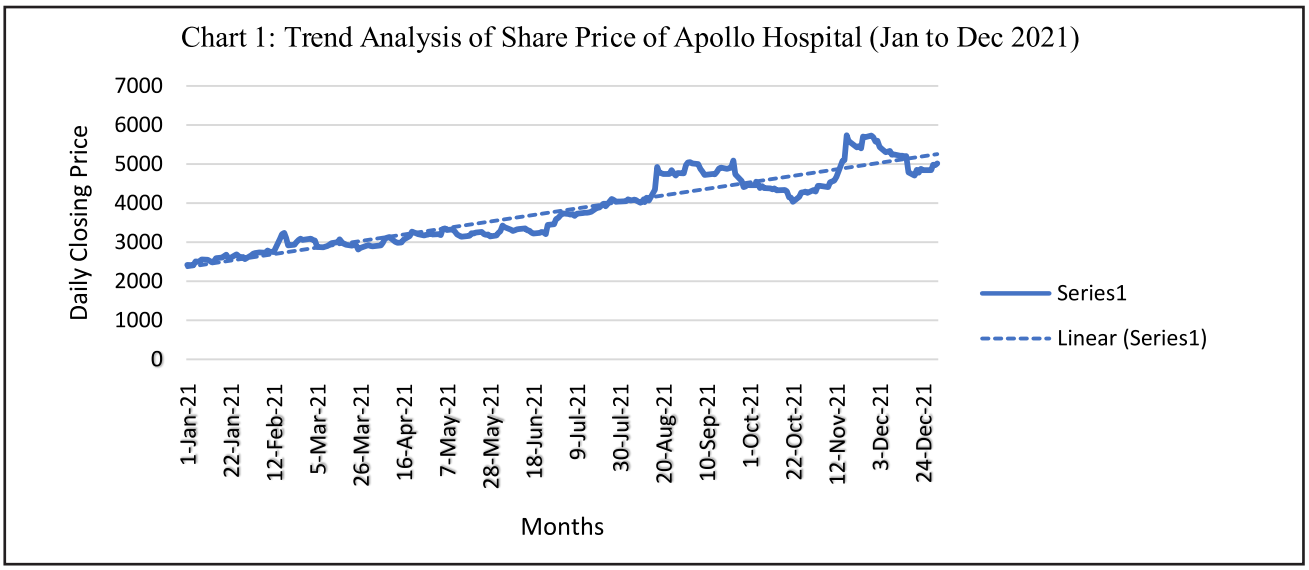
Relative strength index is a tool used for technical analysis of the stocks. 14 days is generally considered the best for the calculation of Relative Strength Index. It helps in taking decision that when the investor should buy or sell the stocks. Its value ranges between 0 to 100. If the value of RSI falls below 30 and if it is increasing from below to above then stock is oversold and it indicates buying signal. On the other hand, if its value crosses 70 and it is decreasing from above to below then it means that the stock is overbought and it indicates selling signal to the investor. So, on the basis of this an investor can take decision regarding buying or selling of stocks. The formula for calculating RSI is given below:

RSI=100-100/(1+RS)

where, RS=(Average Gain)/(Average Loss)

Where, RSI and RS denotes Relative Strength Index and Relative strength.

RESULT AND DISCUSSION

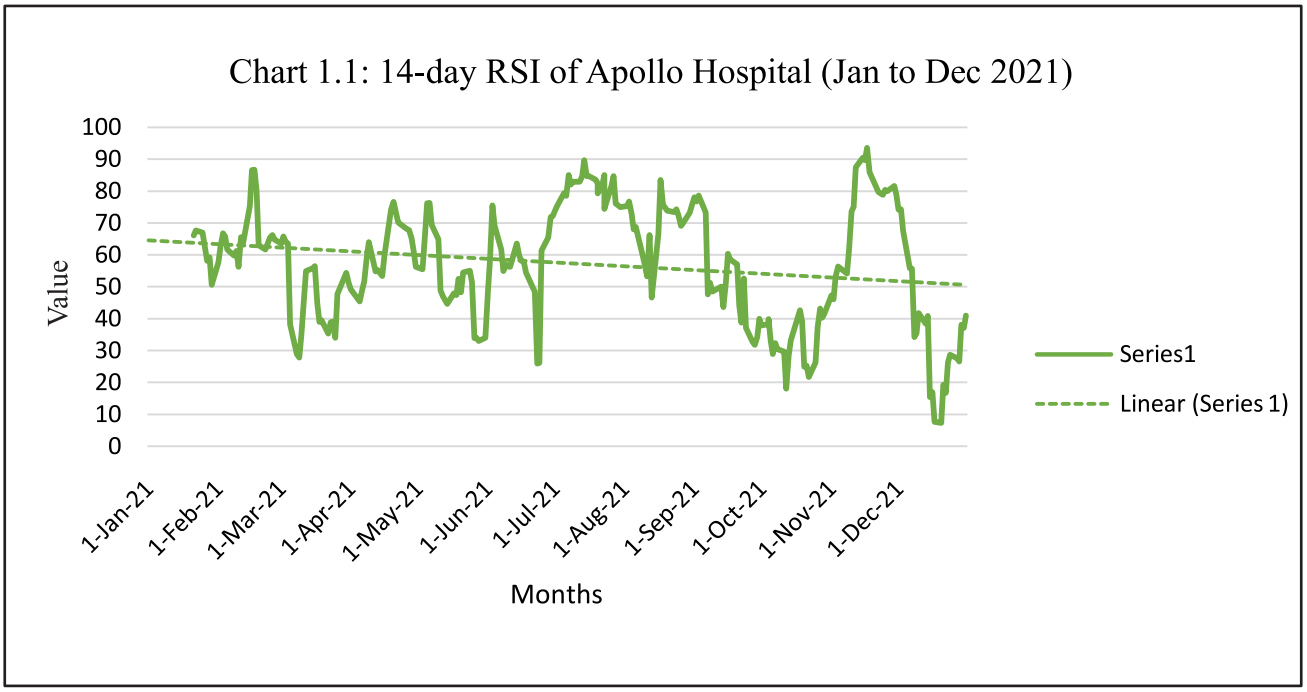


The above chart 1 depicts the Trend line of share prices of Apollo Hospitals Enterprises Ltd. rom January 2021 to December 2021, thus, in this chart, we have analysed the pattern of fluctuation in the stock price of the above-mentioned company in 2nd wave of covid-19 scenarios by using the technique of Trend Analysis. On the x-axis, we have showcased the duration of the trend on a monthly basis, and on the y-axis, we have shown the Daily closing stock price of Apollo Hospitals Enterprises Ltd.

As per the data, the value of share price had shown an upward trend along with the daily closing price from 1st January 2021 till 17th February 2021. This indicated a buy signal to the investors so that they can make a profit when their share price goes further up. On 17th February 2021, the share price of this firm was Rs. 3235. In March 2021, a devastating second wave gripped the country. The situation was further aggravated by the shortage of hospital beds, oxygen cylinders, and medicines. And as the announcement of lockdown by the various state government, the share price of Apollo Hospitals Enterprises Ltd. started falling and its trend line has shown a downward movement along with the daily closing price. The share price of this company decreased by 13% and has reached Rs. 2809.35 on 25th March 2021. It was happened because of the negative sentiments spread in the share market due to the outbreak of the second wave of the covid-19 pandemic. In such a pandemic situation, the new investors had the opportunity to enter the share market and buy the stock of this company and reap the benefit of the lowest price of a share and could avail gain in the long run.

With the outbreak of 2nd wave of covid 19, as most of the people were suffering from illness, therefore the demand for the Healthcare hospitals rose sharply which in turn responded as a positive indicator for the gradual increase with minor fluctuation in the stock prices of Apollo Hospitals Enterprises Ltd. On 26th November 2021, the daily closing price of this company reached to Rs. 5935.4which was its 52-week highest price. This indicated a sell signal for the investor. In this situation, the investor who had earlier invested in the early phase of 2nd wave of the pandemic and sold the stock on 26th November 2021, would have had an opportunity to make decent gains on the stock price of this company.

After that there were frequent fluctuations in the share price of this company which ranged between Rs.4700 to 5700 till 31st December 2021. As per the above chart 1, the stock price of Apollo Hospital Enterprises Ltd. as of 31st December 2021 was Rs. 5013.40.

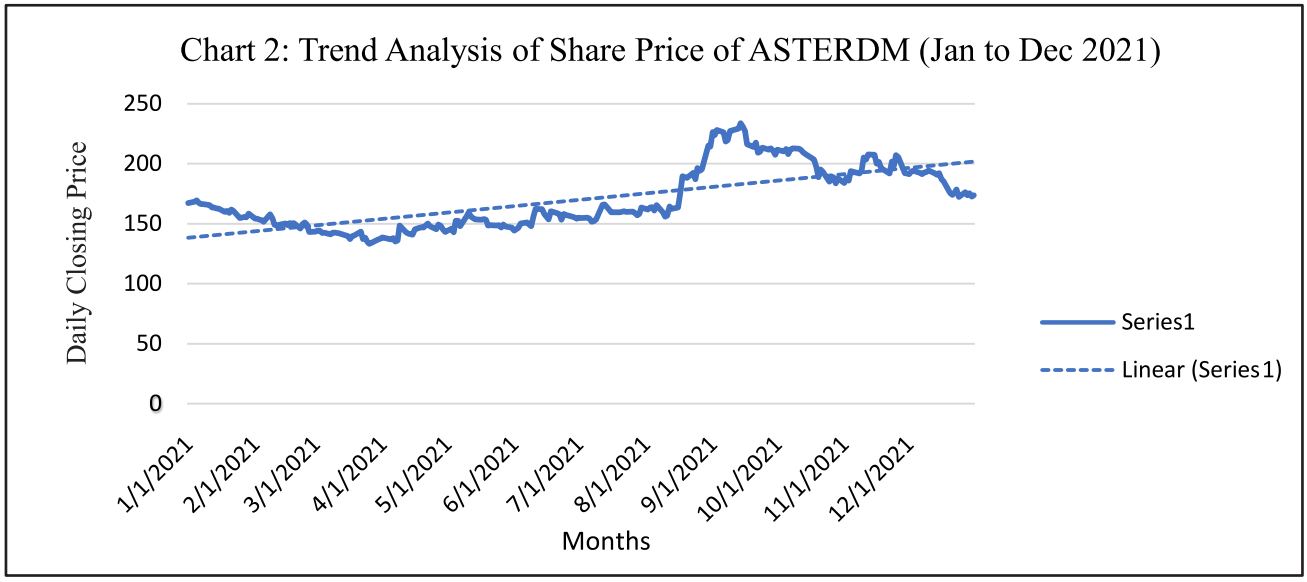


In the above chart 1.1, the RSI fell down below 30 points in the beginning of March 2021 which created a buy signal since the stock is oversold. It was not advisable for the investors to sell anymore. However, at the end of April 2021 and beginning of May 2021, it crossed 70 points from above to below and it was decreasing which creates a sell signal since the stock is overbought. Therefore, the investors who had purchased the stock in the month of March 2021 and sold it at the end of April and beginning of May 2021 they could make some handsome profit from this stock following the RSI indicator.

Further, the RSI dipped to 30 points once again at the end of June 2021 which showed a buy signal since the stock is oversold. It was not advisable for the investors to sell anymore. However, in the beginning of the August 2021, it crossed 70 points from above to below and it was decreasing which reflected a sell signal since the stock is overbought. So, the investors who had bought the stock at the end of June 2021 and held that stock till end of July and sold it in the month of August 2021 could be made some good profit following the RSI indicator.

Further, the RSI sharply fall to below 30 points and it was rising from below to above in the mid of October 2021, which showed a buy signal since the stock is oversold. So, it was advisable to buy the stock at this point of time. After that, the RSI crossed the value of 70 in the beginning of December 2021, which showed a sell signal since the stock is overbought. At that point in time, it was advisable to the investors that they should sell and not buy anymore this stock. The investors who had bought this stock in the month of October 2021 and sold it in the beginning of December 2021 would have made a lot of profit.

Further, the RSI sharply fell down to below 30 points and it was rising from below to above at the end of December 2021 which showed a buy signal since the stock is oversold. So, it was advisable to buy the stock.Presently the value of RSI ranges between the value of 30 and 70 therefore, the investors is advisable to hold the stock till the value of RSI crosses 70. If it crosses 70 then they should sell this stock in the future.



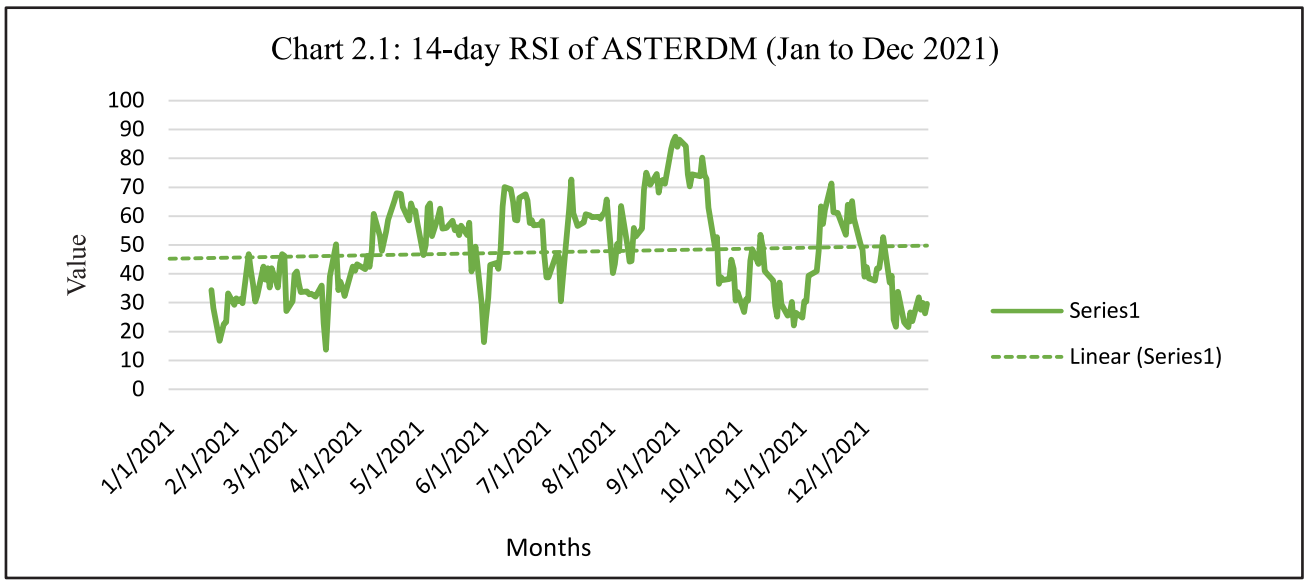
TREND ANALYSIS OF SHARE PRICE OF ASTER DM HEALTHCARE LTD.

The above chart 2 depicts the trend line of share price of Aster DM Healthcare Ltd. from January 2021 to December 2021, in this chart, the value of share price had shown a downward trend along with the daily closing price from 1st January 2021 to 26thMarch 2021. In March 2021, a devastating second wave gripped the country. The situation was further aggravated by the shortage of hospital beds, oxygen cylinders, and medicines. And as the announcement of lockdown by the various state government, the share price of Aster DM Healthcare Ltd.started falling and its trend line has shown a downward movement along with the daily closing price. The share price of this firm reduced by 21% and reached to Rs. 132.55 on 26th march 2021, which was its 52-week lowest price. This indicated a buy signal for the investors. In such a pandemic situation, the new investors had the opportunity to enter the share market and buy the stock of this company and reap the benefit of the lowest price of a share and could avail gain in the long run.

With the outbreak of 2nd wave of covid 19, as most of the people were suffering from illness, therefore the demand for

the Healthcare hospitals rose sharply which in turn responded as a positive indicator for the gradual increase with minor fluctuation in the stock prices of Aster DM Healthcare Ltd. The share price of this company reached to Rs. 237 on 14th September 2021, which was its 52-week highest price. This indicated a sell signal for the investor.In this situation, the investor who had earlier invested in the early phase of 2nd wave of the pandemic and held the stock till 14th September 2021, would have had an opportunity to make decent gains on the stock price of this company.

After that there were frequent fluctuations in the share price of this company which ranged between Rs.170to 250 till 31st December 2021. As per the above chart 1, the stock price of Aster DM Healthcare Ltd.as of 31st December 2021 was Rs. 173.8.

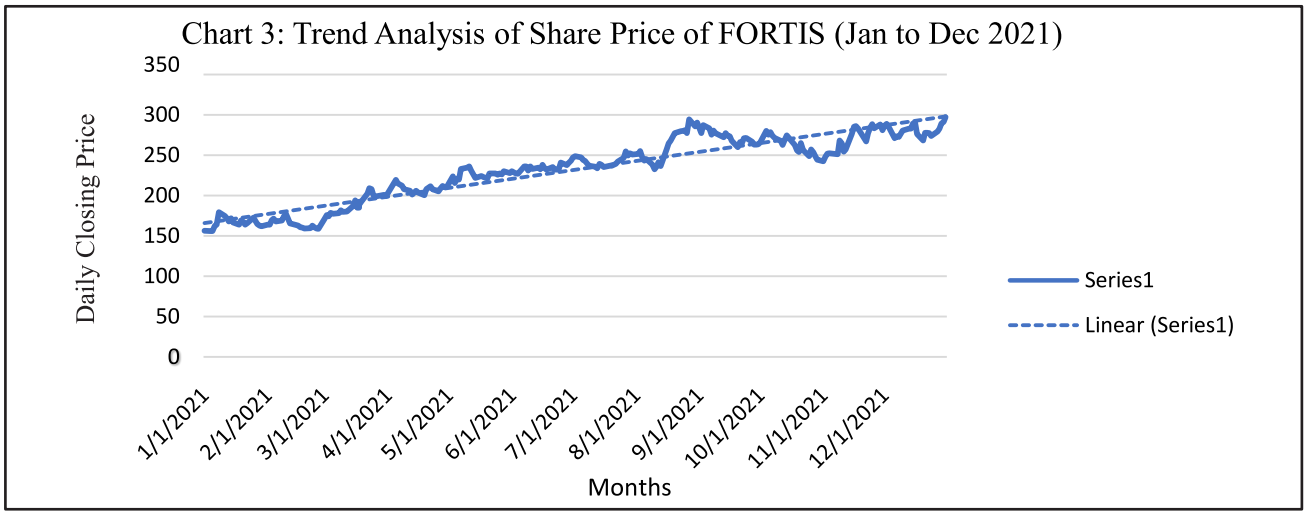


In the above chart 2.1, the RSI fell down below 30 points in the beginning of February and March 2021 which created a buy signal since the stock is oversold. It was not advisable for the investors to sell anymore. However, at the end of April 2021, it crossed 70 points from above to below and it was decreasing which creates a sell signal since the stock is overbought. Therefore, the investors who had purchased the stock in the month of February and March 2021 and sold it at the end of April 2021 they could make some handsome profit from this stock following the RSI indicator.

Further, the RSI dipped to 30 points once again in the beginning of June and July2021 which showed a buy signal since the stock is oversold. It was not advisable for the investors to sell anymore rather buy the stocks. However, in the mid of the June, July and September2021, it crossed 70 points from above to below and it was decreasing which reflected a sell signal since the stock is overbought. So, the investors who had bought the stock in the beginning of June and July 2021 and sold that stock inmid of June, July and September 2021 could be made some good profit following the RSI indicator.

Further, the RSI sharply fall to below 30 points and it was rising from below to above at the end of October 2021, which showed a buy signal since the stock is oversold. So, it was advisable to buy the stock at this point of time. After that, the RSI crossed the value of 70 in the mid of November 2021, which showed a sell signal since the stock is overbought. At that point in time, it was advisable to the investors that they should sell and not buy anymore this stock. The investors who had bought this stock at the end of the month of October 2021 and sold it in the mid of November 2021 would have made a lot of profit.

Further, the RSI sharply fall to below 30 points and it was rising from below to above at the end of December 2021 which showed a buy signal since the stock is oversold. So, it was advisable to buy the stock. Presently the value of RSI ranges between the value of 30 and 70 therefore, the investors is advisable to hold the stock till the value of RSI crosses 70. If it crosses 70 then they should sell this stock in the future.

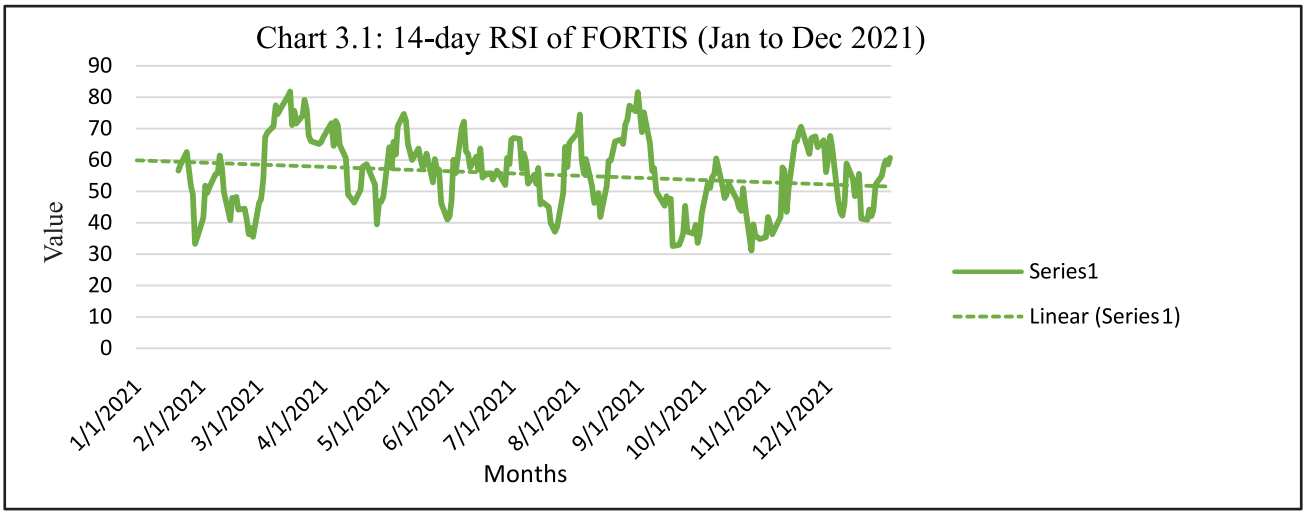


TREND ANALYSIS OF SHARE PRICE OF FORTIS HEALTHCARE LTD.

The above chart 3 depicts the trend line of share prices of Fortis Healthcare Ltd. from January 2021 to December 2021, in this chart, the value of share price had shown a downward trend along with the daily closing price from beginning of January2021to end of February 2021. And as the announcement of lockdown by the various state government, the share price of Fortis Healthcare Ltd. started falling and its trend line has shown a downward movement along with the daily closing price. The share price of this firm was Rs. 179.4 on 8th January 2021. The share price of this firm reduced by 11% and reached to Rs. 158.35 on 26thFebruary 2021, which was its 52-week lowest price. This indicated a buy signal for the investors. In such a pandemic situation, the new investors had the opportunity to enter the share market and buy the stock of this company and reap the benefit of the lowest price of a share and could avail gain in the long run.

With the outbreak of 2nd wave of covid 19, as most of the people were suffering from illness, therefore the demand for the Healthcare hospitals rose sharply which in turn responded as a positive indicator for the gradual increase with minor fluctuation in the stock prices of Fortis Healthcare Ltd. The share price of this company reached to Rs. 290.5 on 31stAugust 2021, which was its 52-week highest price. This indicated a sell signal for the investor. In this situation, the investor who had earlier invested in the early phase of 2nd wave of the pandemic and held the stock till31stAugust 2021, would have had an opportunity to make decent gains on the stock price of this company.

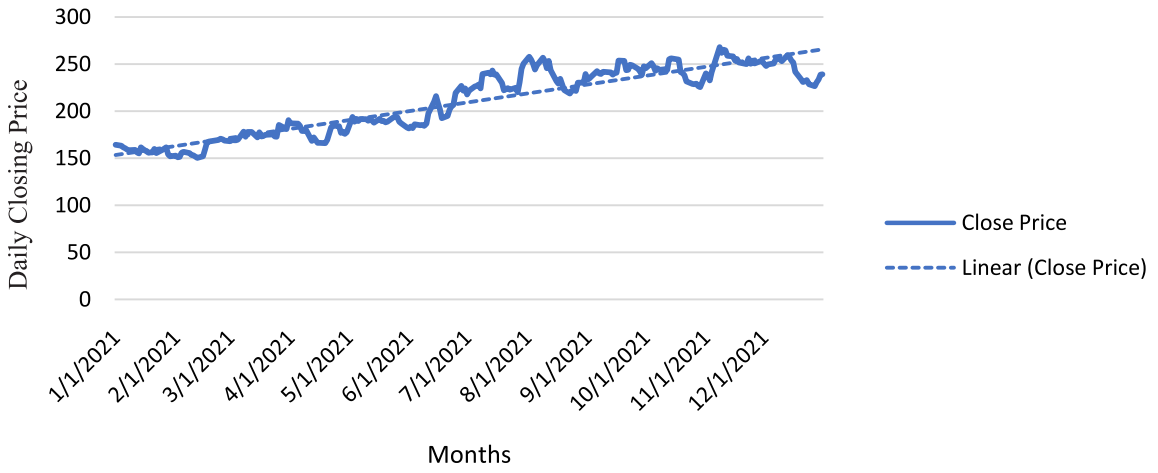
After that the value of share price had shown a downward trend along with the daily closing price from beginning of September 2021to end of October 2021. The share price reduced from Rs 290 to Rs 242.40. This indicated a buy signal for the investors. After that, the share price of this firm shown an upward movement along with the closing price from beginning of November 2021 to end of December 2021 and reached to its 52-week highest price of Rs. 308. Which indicated a sell signal for the investor. Presently the share price of this company ranges between Rs.250to 300 till 31st December 2021. As per the above chart 1, the stock price of Fortis Healthcare Ltd.as of 31st December 2021 was Rs. 297.30.



In the above chart 3.1, the RSI fell down in the beginning and end of the February 2021 which creates a buy signal because the stock was oversold. It was advisable for the investors to buy the stock and not to sell anymore. However, at the end of March and beginning of April 2021 it crosses the value of 70from above to below and it was decreasing which created a sell signal since, the stock was overbought. Therefore, the investors who have purchased the stocks in the month of February 2021 and sold at the end of March and beginning of the April 2021they would have made some profit from these stocks following the RSI indicator.

Further, In the above Chart 3.1, The Relative Strength Index of Fortis Healthcare Ltd. fell down the value of 30 from below to above and is rising at the end of October2021. Therefore, from the above chart 3.1 it is clear that from the above-mentioned month indicated a buy signal due to oversold conditions. Therefore, it was advisable for the investors that to buy the stocks. However, the RSI crossed the value of 70 and was decreasing from above to below in the mid of November 2021. Since the stock was overbought. Therefore, from the above chart 3.1 it was clear that from the above-mentioned month indicated a sell signal due to overbought conditions. Therefore, it was advisable for the investors that to sell the stocks. Presently the value of RSI of Fortis Healthcare Ltd. ranges between the value of 30 and 70 therefore, the investors is advisable to hold the stocks till the value of RSI crosses 70. If it crosses 70 then they should sell this stock or if the value of RSI falls below 30 then buy the stocks in the near future.

Chart 4: Trend Analysis of Share Price of HCG (Jan to Dec 2021)



TREND ANALYSIS OF SHARE PRICE OF HEALTHCARE GLOBAL ENTERPRISES LTD.

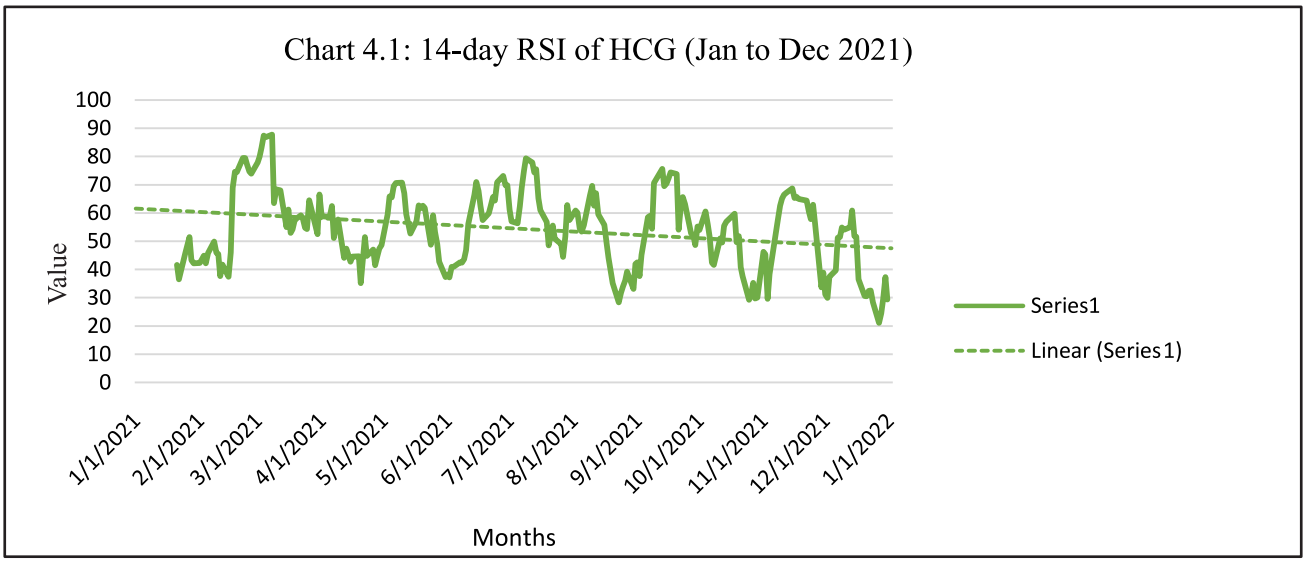
The above chart 4 depicts the trend line of share price of Healthcare Global Enterprises Ltd. from January 2021 to December 2021. In this chart, we have analysed the pattern of fluctuation in the stock price of the above-mentioned company in 2nd wave of covid-19 scenarios by using the technique of Trend Analysis.

As per the data, the value of share price of HCG had shown a downward trend along with the daily closing price from 1st January 2021 to mid of February 2021. It was due to the devastating second wave of covid-19 gripped the country. The situation was further aggravated by the shortage of hospital beds, oxygen cylinders, and medicines. And as the announcement of lockdown by the various state government, the share price of Global Healthcare Enterprises Ltd. started falling and its trend line has shown a downward movement along with the daily closing price. The share price of this firm reduced by 9% and reached to Rs. 150.40 on 15th February 2021, which was its 52-week lowest price. This indicated a buy signal for the investors. In such a pandemic situation, the new investors had the opportunity to enter the share market and buy the stock of this company and reap the benefit of the lowest price of a share and could avail gain in the long run.

With the outbreak of the 2nd wave of covid-19, as most of the people were suffering from illness, therefore the demand for the healthcare hospitals rose sharply which in turn responded as a positive indicator for the gradual increase in the stock prices of HCG. It showed an upward movement with minor fluctuations along with the daily closing price till 8thNovember 2021 and reached to Rs. 282.4, which was its 52-week high price. This indicated a sell signal for the investor. In this situation, the investor who had earlier

invested in the month of February 2021 and sold the stock in the month of November 2021, would have had an opportunity to make decent gains on the stock price of this company.

Afterward, there were frequent fluctuations in the share prices which ranged between Rs.230 to 270 till 31st December 2021. As per the above chart 4, the daily closing price of HCG as of 31st December 2021 was Rs. 239.05. Presently the Trend line of share price of HCG showing a downward movement along with the daily closing price. This indicates a buy signal for the investors so that they can make a profit by selling the stock when its share price goes further up in near future.



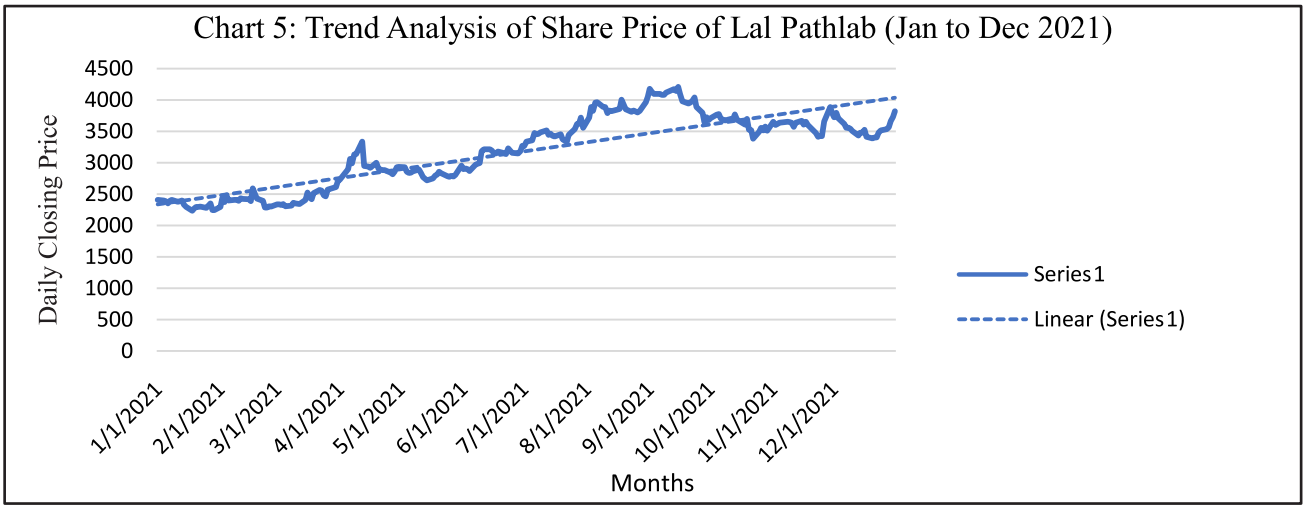
In the above chart 4.1, the RSI of HCG reached to near 30 points in the mid of February 2021 which created a buy signal since the stock is oversold. It was not advisable for the investors to sell anymore. However, the value of RSI crossed 70 points from above to below and it was decreasing in the beginning of march 2021 which creates a sell signal since the stock is overbought. Therefore, the investors who had purchased the stock in the mid of February 2021 and sold it in the beginning of March 2021 they could make some handsome profit from this stock following the RSI indicator.

Further, the RSI dipped to near 30 points once again at the end of April2021 which showed a buy signal since the stock is oversold. It was not advisable for the investors to sell anymore. However, in the mid of the July 2021, it crossed 70 points from above to below and it was decreasing which reflected a sell signal since the stock is overbought. So, the investors who had bought the stock at the end of April 2021 and held that stock till end of June and sold it in the month of July 2021 could be made some good profit following the RSI indicator.

Further, the RSI of HCG sharply fell down to below 30 points and it was rising from below to above in the end of August 2021, which showed a buy signal since the stock is oversold. So, it was advisable to buy the stock at this point of time. After that, the RSI crossed the value of 70 at the end of September 2021, which showed a sell signal since the stock is overbought. At that point in time, it was advisable to the investors that they should sell and not buy anymore this stock. The investors who had bought this stock in the month of end of August 2021 and sold it at the end of September 2021 would have made a lot of profit.

Further, the RSI of HCG gradually fell down to below 30 points and it was rising from below to above in the month of November and December 2021 which showed a buy signal since the stock is oversold. So, it was advisable for the investor to buy the stock. Presently the value of RSI of HCG ranges between the value of 30 and 70 therefore, the investors is advisable to hold the stock till the value of RSI crosses 70. If it crosses 70 then they should sell this stock in the future and if the value of RSI fell down to below 30 then it is advisable to the investor to buy this stock in future.

TREND ANALYSIS OF SHARE PRICE OF DR. LAL PATH LABS LTD.

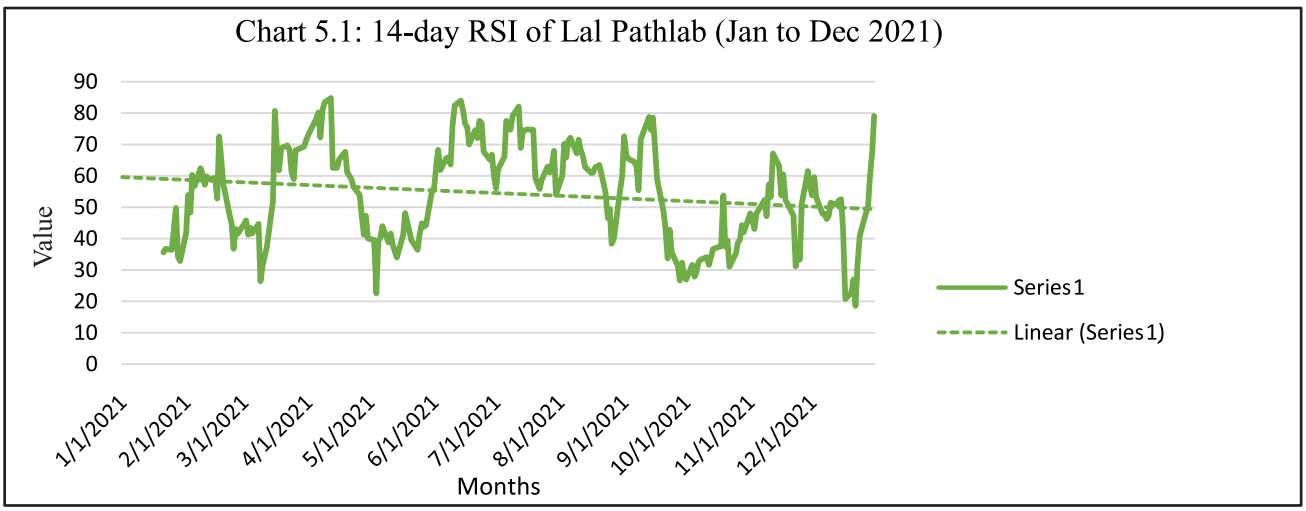


The above chart 5 depicts the trend line of share prices of Dr. Lal Path Labs Ltd. from January 2021 to December 2021, thus, in this chart, we have analysed the pattern of fluctuation in the stock price of the above-mentioned company in 2nd wave of covid-19 scenarios by using the technique of Trend Analysis

As per the data, the Trend line of share price of Dr. Lal PathLabs Ltd. had shown a downward trend along with the daily closing price from 1st January 2021 to3rd February 2021. In March 2021, a devastating second wave gripped the country. The situation was further aggravated by the shortage of hospital beds, oxygen cylinders, and medicines. And as the announcement of lockdown by the various state government, the share price of Dr. Lal PathLabs Ltd. started falling and its trend line has shown a downward movement along with the daily closing price. The share price of this firm reduced by 8.6% and reached to Rs. 2198.15 on 3rd February 2021, which was its 52-week lowest price. This indicated a buy signal for the investors. In such a pandemic situation, the new investors had the opportunity to enter the share market and buy the stock of this company and reap the benefit of the lowest price of a share and could avail gain in the long run.

With the outbreak of 2nd wave of covid 19, as most of the people were suffering from disease of covid, therefore the demand for the Healthcare hospitals rose sharply which in turn responded as a positive indicator for the gradual increase with minor fluctuation in the stock prices of Dr. Lal Path Labs Ltd. The share price of this company reached to Rs. 4245.50 on 15th September 2021, which was its 52-week highest price. This indicated a sell signal for the investor. In this situation, the investor who had earlier invested in the early phase of 2nd wave of the pandemic and held the stock till September 2021, and sold the stock in mid of September 2021 would have had an opportunity to make decent gains on the stock price of this company.

After that there were frequent fluctuations in the share price of this company and the trend line of this firm shown a downward trend at the end of September 2021 onwards which indicated a buy signal for the investors. After September 2021 the share price of Dr. Lal Path Labs Ltd. ranges between Rs.3500 to Rs. 4000 till 31st December 2021. As per the above chart 1, the stock price of Dr. Lal Path labs Ltd.as of 31st December 2021 was Rs.3822.25.



In the above chart 5.1, the RSI of Dr. Lal Pathlabs Ltd. reached to near 30 points at the end of January 2021 and it was rising from below to above which created a buy signal since the stock is oversold. It was not advisable for the investors to sell anymore. However, the value of RSI crossed 70 points from above to below and it was decreasing in the mid of February 2021 which creates a sell signal since the stock is overbought. Therefore, the investors who had purchased the stock at the end of January 2021 and sold it in the mid of February 2021 they could make some handsome profit from this stock following the RSI indicator.

Further, the RSI fallen sharply below to 30 points in the beginning of March 2021 which showed a buy signal since the stock is oversold. It was not advisable for the investors to sell anymore. However, in the mid of the April2021, it crossed 70 points from above to below and it was decreasing which reflected a sell signal since the stock is overbought. So, the investors who had bought the stock in the beginning of March 2021and sold the stock in the mid of the April 2021 could be made some good profit following the RSI indicator.

Further, the RSI of Dr. Lal Pathlabs Ltd.sharply fell down to below 30 points and it was rising from below to above in the beginning of May and at the end of September 2021 and in the beginning of October 2021, which showed a buy signal since the stock is oversold. So, it was advisable to buy the stock at this point of time. However, the RSI of this firm crossed the value of 70 in the mid of June, July and September and at the end of December 2021, which showed a sell signal since the stock is overbought. At that point in time, it was advisable to the investors that they should sell and not buy anymore this stock. The investors who had bought this stock in the beginning of May and at the end of September 2021 and in the beginning of October 2021and sold it in the mid of June, July and September and at the end of December 2021would have made a lot of profit.

Presently the value of RSI of Dr. Lal Pathlabs Ltd. ranges between the value of 30 and 70 therefore, the investors is advisable to hold the stock till the value of RSI crosses 70. If it crosses 70 then they should sell this stock in the future and if the value of RSI fell down to below 30 then it is advisable to the investor to buy this stock in future.

LIMITATION OF THE STUDY

1. This study is limited to few selected Healthcare firms which are listed on NSE.
2. The study is based on Technical Analysis only.
3. The duration of the study is1 year only i.e., January 2021 to December 2021to analyse the effect of second wave of COVID-19.

RECOMMENDATIONS

Currently, the trend line of the share price of Apollo Hospital Enterprises Ltd., Aster DM Healthcare Ltd., and Fortis Healthcare Ltd. showing downward movement along with the daily closing price and 14-day RSI line of these firms rising from below to above and moving towards the value of 70 which indicates a buy signal so it is advisable for the investors that they may buy the stock of Apollo hospital enterprises ltd., Aster DM healthcare Ltd. and Fortis Healthcare Ltd., and sell the stocks in future if the RSI line of these firms crosses the value of 70. Therefore, the investors would be able to make a handsome profit.

Presently, the trend line of the share price of Healthcare Global Enterprises Ltd. and Dr. Lal Pathlabs Ltd. showing downward movement along with the daily closing price and 14-day RSI line of these firms also falling from above to below and moving towards the value of 30 which indicates a sell signal so it is advisable for the investors that the investors who have bought the stocks of these company previously they may sell the stock of Healthcare Global Enterprises Ltd. and Dr. Lal Pathlabs Ltd., and buy the stocks in future if the RSI line of these firms falls below the value of 30. So, by doing trading this way they can make lots of profit.

CONCLUSION

Overall, the outbreak of COVID-19 has affected the share prices of healthcare firms in the early phase of the pandemic and with the announcement of lockdown by the government, there has been a sharp fall in the share prices of selected companies. After that, as the demand for healthcare hospitals began to increase during the 2nd wave of covid-19 pandemic, the stock prices of these companies rose and the trend lines of all the selected companies showed an upward trend. All the selected 5 companies have seen its new 52 week low and 52-week high price during the 2nd wave of pandemic of covid-19. Apollo Hospital Enterprises Ltd. share price has seen a growth of 108% in 2021. The year of 2021 has seen an increase of 25%, 90%, 45% and 59% in the share price of Aster DM Healthcare Ltd., Fortis Healthcare Ltd., Healthcare Global Enterprises Ltd. and Dr. Lal Pathlabs Ltd. respectively. These firms have grabbed an opportunity during this pandemic and the pandemic has proved to be a boon for these firms. Investors can invest their hard-earned money in these stocks.

REFERENCES

- *David, S. A., Inácio Jr, C. M., & Machado, J. A. T. (2021). The recovery of global stock markets indices after impacts due to pandemics. Research in International Business and Finance, 55, 101335.*

- *Devi D, S. and DV, P., (2020). Gold Performance and Its Impact on Economy During Covid-19. DogoRangsang Research Journal, 10(8), pp.176-182.*

- *Kumar, M. P., & Kumara, N. M. (2021). Market capitalization: Pre and post COVID-19 analysis. Materials Today: Proceedings, 37, 2553-2557.*

- *Kumari, P., &Pushpender., (2019). An Empirical Analysis of Stock Price Behaviour Around Bonus Issue Announcement in India. Journal of Management, 6(1), pp.186-196.*

- *Manjulakshmi, A. S. (2020). Analysis of share price behaviour of selected health care companies in early stages of covid-19. CLEAR International Journal of Research in Commerce & Management, 11(8).*

- *Mishra, P. K., & Mishra, S. K. (2021). Do Banking and Financial Services Sectors Show Herding Behaviour in Indian Stock Market Amid COVID-19 Pandemic? Insights from Quantile Regression Approach. Millennial Asia,pp.1-31.*

- *Saleh, M. (2015). Relationship between firm's financial performance and stock returns: Evidence from oil and gas sector Pakistan. Journal of Energy Technologies and Policy, ISSN, 2224-3232.*

- *Selvan, S. S. A., &Ramraj, G. (2021). A Study on Performance of Gold ETFin India During Covid-19.Researchgate, DOI: 10.13140/RG.2.2.36502.06725*

- *Shanthini, S., &Jayanthi, M. (2020). A study on impacts of covid 19in Indian stock market. CLEAR International Journal of Research in Commerce & Management, 11(8).*

- *Tao, R., Su, C. W., Yaqoob, T., &Hammal, M. (2021). Do financial and non-financial stocks hedge against lockdown in Covid-19? An event study analysis. Economic Research-EkonomskaIstraživanja, 1-22.*

https://www1.nseindia.com/products/content/equities/equities/eq_security.htm

WORK - LIFE BALANCE AMONG EMPLOYEES OF FIVE STAR HOTEL IN RELATION TO BURNOUT

INDRANIL GANGULY
Research Scholar,
Department of Management studies,
Research Scholar, AP Goyal Shimla University

Abstract

A Five Star Hotels offers a luxurious and homely environment for their tourist. It has created a great impact on country's' economy. Five Star Hotels has some primary department and some secondary department. The study focus on four primary departments' employees, i.e. Front Office Employees, Food and Beverage Production Employees, Food and Beverage Service Employees and Housekeeping Employees. Due to long working hours, shift duties, heavy work load, low pay compare to work load and huge stress, employees do not prefer to continue their work in a Five Star Hotels. Employees' mental exhaustion, emotional exhaustion and physical exhaustion happened due to not balance between their job life and personal life. The study investigate the role of work-life balance of Five Star Hotel employees' on Burnout Level. The sample size is calculated through American Marketing Association formula. 196 data have been taken for the study. Work Life Balance questionnaire developed by New Zealand department of Labor (2004) and Burnout level questionnaire was developed by Pines, Aronson and Kafry (1981). Descriptive Statistics test and Spearman's Rank Correlation Test is applied. The result shows that the Work – Life Balance is highly maintained in Five Star Hotels. And a low negative relationship between Work – Life Balance and Burnout Level.

Keywords: *Work-Life Balance, Burnout and Five Star Hotel Employees*

INTRODUCTION:

Tourism is a great sources of pleasure. Every year thousands of people move to visit some places. Some of them might be like heritage or mountain or sea or river or jungle or desert etc. Some tourist like foods and culture. Different tourist has different choice. To make their journey more comfortable, Five Star Hotel made up. When hotel provides several luxurious facilities to their customer along with a comfortable stay then the hotel gets Five Star rating. Five Star Hotels has several departments, i.e. Security, Accounts, Human Resources, Stores keepers, Front Office, Food and Beverage Production, Food and Beverage Service, Housekeeping, Maintenance and Engineering Dept. etc. The study focus on four major departments, i.e. Front Office departments, Food and Beverage Production departments, Food and Beverage Service departments and Housekeeping departments. In every Five Star Hotel these are the major departments which deal with customer directly. The low function of any employee in this said departments is directly effect on organisation profit and market value. So, employee of these four departments are prime concern for the organisation. The balance between work and their personal life (Social life) is play a vital role. There were a clang between employees' job life and their private life by stress, anxiety, mental illness, physical illness, depression and so on. Some workers did suicide also owing to depression, anxiety, stress etc. Therefore, work – life balance of employees is a major apprehension for Five Star Hotels. So, the study investigate the role of work-life balance of Five Star Hotel employees' on Burnout Level.

REVIEWS OF LITERATURE:

Yadav, R.K. and Dabhade, N. (2014) investigated the work place atmosphere and women's view about the work life balance and job satisfaction in banking and education sector at Bhopal, MP. Result found that average level of work life balance in both sector and happy with their work schedules.

Bharathi, R.S. and Rajapushpam, R. (2017) investigated the food and beverage service employee's perception about work life balance, hotel sizes also impelling it, certain factors create effects on it and prove suggestion to develop some policies to make it better. Result shows that work life balance of food and beverage service employee possible to increase by this improvement, i.e. 9 hours per day, one hour for lunch to having, more challenges opportunities in my work, good relationship in the work place and quality of work.

Bali, P. at. al. (2018) had investigated the levels of work life balance Work – Life Balance of captains', worked in different food service outlets at Five Star Hotels in Delhi. Because several studies said that stress, overwork and work life imbalance were very common issue for captains, who worked in different types of food service outlets. Result displays that levels of work life balance among the captains' who worked in different types of food service outlets were low.

Bali, P. at. al. (2018) studied the work life balance levels of operational staff and compare it with four main departments of five star hotels in Delhi. Study revealed that front office staffs' work life balance were high but food production department staffs' work life balance were low

Bali, P. at. al. (2021) studied the levels of work life balance among hotel employees in metro cities. And discover the factors associated with work life balance. Finally the study revealed that the levels of work life balance among hotel employees in metro cities were low.

Kanwar, YPS (2009) examined the impact of work life balance and burnout on job satisfaction in IT and ITES. Meaninglessness, de-motivation, and exhaustion these three dimensions were used to measure Burnout. Result shown that there is a positive relationship exists between work-life balance and job satisfaction. But de-motivation, exhaustion and meaninglessness were negatively related to job satisfaction in IT and ITES.

Tugsal, T. (2017) explored work-life balance, social support with relation to burnout. Where, it is assumed that work-life balance and social support were a predictors of burnout. As a result it was found that work-life balance and social support were a predictors of burnout. And a relationship exists between them.

Acar, A. and Erkan, M. (2018) investigated respondent's work - life quality and the relationship between employees work life quality and Burnout level of 4 and 5 stars hotels in Turkey. Result shows that respondents' quality of working life were moderate and there were a low relationship exists between quality of working life and burnout levels.

KARA, D. (2019) examined the effectiveness of employees' burnout on organizational commitment in five-star hotels, Turkey. Result found that employee burnout were found to be important predictors of organizational commitment in five-star hotels, Turkey.

Folake, A. O. (2020) examined the emotional tiredness, job stress and burnout of front office department employees in five selected hotels in Lagos state. Result exposed the main causes of emotional tiredness, job stress and burnout were due to multi-tasking of employees.

OBJECTIVES:

- To identify the level of work – life balance is maintained in Five Star Hotels in Kolkata.
- To study the relationship between work – life balance and Burnout Level of employees of Five Star Hotels in Kolkata.

RESEARCH METHODOLOGY:

The study followed descriptive research design, Respondents are taken as four strata, i.e. Front Office Employee, Food and Beverage Production Employee, Food and Beverage Service Employee and Housekeeping Employee. Using simple random sampling technique 196 complete responses are taken for the study. Work Life Balance questionnaire ware developed by New Zealand department of Labor (2004) and Burnout level questionnaire ware developed by Pines,

Aronson and Kafry (1981). IBM SPSS Statistics, version 21 software used to analyze the data.

Data is not normally distributed. So, the study consider non parametric inferential statistical test.

The two statistical test conducted to get the result. i.e. Descriptive Statistics and Rank Correlation

Test.

DATA ANALYSIS AND INTERPRETATION:

As if, the structured questionnaire is used for the study, the reliability and validity of the questionnaire is not required to check further.

Table 1: Descriptive Statistics

Table 1: Descriptive Statistics

Descriptive Statistics	N	Mean	Std. Deviation
My job adversely affect my home life	196	3.16	.939
The WLB options and support in my work place have benefited my home life	196	4.11	.549
Any requests made to change work patterns are received positively in my organization	196	3.87	.681
In my opinion availing of WLB options and support will not have a negative impact on my career progression	196	2.94	.830
In my organization all employee have equal access to flexible working arrangements	196	4.23	.720
My organization enables people to pursue education or training opportunities	196	3.93	.652
If I work extra hours, I am able to take off the time that I am owed	196	2.89	1.602
I believe that WLB is a priority for my organization	196	4.40	.628
In general, management in my organization supports the WLB options by encouraging its uptake	196	4.20	.525
My manager supports Work-Life Balance options by encouraging its uptake	196	4.52	.620
Management sets a positive example in relation to their own Work-Life Balance	196	4.09	.547
Valid N (listwise)	196		

From the above table (Table 1), it is clear that there are eleven items are used to measure the Level of Work – Life Balance maintain in the Five Star Hotels. The overall mean score of each items is around 4 or closed to 4 out of 5. The Five Point Likert Scale is used here. Excluding 3 items mean score. The data revealed that the Level of Work – Life Balance among the Employees' of Five Star Hotels are high. The Work – Life Balance is highly maintained in Five Star Hotels.

Table 2: Check the Data Normality Distribution

Tests of Normality

	Kolmogorov-Smirnov[a]			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Work – Life Balance	.134	196	.000	.950	196	.000
Burnout Level	.161	196	.000	.900	196	.000

a. Lilliefors Significance Correction

As because the data size is less than 2000, the study follow Shapiro – Wiki values to check the normality distribution of the data. From the above table (Table 1), it is found that P value (Alpha value or Significance value) of Work – Life Balance is .000 which is less than 0.05. So, we reject the Null Hypothesis. From the above table (Table 1), it is found that P value (Alpha value or Significance value) of Burnout level is .000 which is less than 0.05. So, we reject the Null Hypothesis. So, both cases the data is not normally distributed. So now we can use non – parametric inferential statistical test. The study use Spearman Rank Correlation test to find out the relationship between these two variable.

Table 3: Relationship between Work - Life Balance and Burnout Level

Correlations

			Work – Life Balance	Burnout Level
Spearman's rho	Work – Life Balance	Correlation Coefficient	1.000	-.122
		Sig. (2-tailed)	.	.087
		N	196	196
	Burnout Level	Correlation Coefficient	-.122	1.000
		Sig. (2-tailed)	.087	.
		N	196	196

The above table (Table 3) shows that there is a low negative relationship exist between Work – Life Balance and Burnout Level. So, work-life balance of Five Star Hotel employees' is not play an important role in Burnout Level.

CONCLUSION:

From the entire study it is concluded that there might be so many problems associated with employees working in Five Star Hotels, but the data proved that Work – Life Balance is greatly maintained among employees who are working in the four primary departments of Five Star Hotels in Kolkata. And a low negative relationship exists between Work – Life Balance and Burnout Level. The core goal behind this, employees love, passion and commitment towards their work in a Five Star Hotel. They found it as a prestigious and life time opportunity for them. The pay is much better than other segments. Though, there is strong Indian family erroneous belief accompanying with women forces working in hotel sectors.

REFERENCES

- *Afuye, O. F. (2020). Examining Emotional Exhaustion, Job Stress and Burn Out of Hotel Front Office Department Employee (A Case Study of Five Hotels in Lagos State). Proceedings of the 2nd International Conference, The Federal Polytechnic, Ilaro,, 1160-1171.*
- *Dabhade, R. K. (2014). Work Life Balance and Job Satisfaction among the Working Women of Banking and Education Sector – A Comparative Study. International Letters of Social and Humanistic Sciences, 21, 181-201.*
- *Erkan, A. A. (2018). The Effects of Quality of Work Life on Burnout Syndrome: A Study on Hospitality Industry. Journal of Tourismology, 4(1), 35–53.*
- *KARA, D. (2019,). Burnout on Employees Organizational Commitment: Five Star Hotel Employees. Journal of Business Research-Turk, 11(1), 459-467.*
- *Paresh Bali, K. K. (2018). Analytical study on the perceived levels of work life balance experienced by operational staff of five star hotels of Delhi. Journal of Management Research and Analysis, 5(3), 327 - 330.*
- *Paresh Bali, K. K. (2018). Descriptive study on the work life balance of f & b service captains of five star hotels of Delhi. Journal of Management Research and Analysis, 5(4), 401 - 405.*
- *Paresh. Bali, M. S. (2021). Study on the Work Life Balance of Hotel Employees in Metro Cities. Turkish Journal of Computer and Mathematics Education, 12(13), 3720-3728.*
- *Rajapushpam, R. B. (2017). A Study on Work Life Balance of Food and Beverage Service [F/B (S)] Employees at Hotel Industry in Salem City. International Journal of Research in Social Sciences, 7(9), 427-439.*
- *Tuğsal, T. (2017). Work-Life Balance and Social Support as Predictors of Burnout: An Exploratory Analysis. International Journal of Academic Research in Business and Social Sciences, 7(3), 117-138.*
- *Y. P. S. Kanwar, A. K. (2009). Work-life Balance and Burnout as Predictors of Job Satisfaction in the It-ites Industry. The Journal of Business Perspective, 13(2), 1-12.*

CULTURAL DIVERSITY IN INDIAN ORGANIZATIONS: A POSITIVE OR PESSIMISTIC APPROACH?

NAMRATA ANAND
DR. RICHA RAGHUVANSHI
Research scholar,
Amity Business School, Amity University, Lucknow
Address: Gandhinagar, Telibagh, Lucknow
Email: namrataanand55@gmail.com

Abstract

Background: India is a culturally rich country with diverse population; diversity in terms of language, race, ethnicity, culture and customs. Cultural diversity among the workforce is very common in Indian organizations from last few years. However, after globalization, workforce diversity became a necessity for organizations globally for various reasons such as greater competitive advantage, unique solutions to problems due to diverse intellects, diverse approach towards available opportunities and many more.

Purpose: This study is an overview of cultural diversity in Indian context. This is a review paper based on previous studies done with reference to workforce diversity in Indian organizations. The purpose of this study is to analyze the pros and cons of cultural diversity at the workplace in Indian organizations.

Method: This study is descriptive in nature where secondary sources are used such as research papers, websites, articles and journals.

Originality: This paper may assist the academicians and researchers in further research or in explaining diversity to students. This study is a compilation of various studies on workforce diversity that may help the managers and leaders to understand why diversity is important and how it can be managed effectively.

Keywords: *Cultural Diversity, Globalization, D&I (Diversity & Inclusion), Workforce, Diversity, Indian organizations.*

INTRODUCTION

Cultural Diversity

Cultural diversity at the workplace has been a very critical and serious topic to be studied in India. Reason being the difference between the perception of the employees and the employers towards diversity at the workplace (Ramadevi,2014). On the other hand, workforce diversity is a legitimate mandatory concern in western countries. Most of the countries such as Europe, States of the USA and UK practice workforce diversity auditing as a mandatory compliance under the corporate governance. Unfortunately, in India which is actually a culturally rich country with diversity in every other 10 miles has no such mandatory compliances regarding workforce diversity. With increasing globalization, workforce diversity is rooting itself more strongly. Therefore, the organization that supports workforce diversity and facilitate the flow of diversified workforce enjoys the most (Johnston,1991). Managing diversity at the workplace is a very difficult task. It is a process intended to maintain a positive work environment where similarities and differences are kept aside and equality plays (Patrick & Vincent,2012). Nowadays, innovation is a key to success and to make it happen there must be a handful of people who can think differently and solve the challenges and problems uniquely (J.S.D, 2012).

Some of the Indian organizations have also incorporated workforce diversity especially IT sectors, BPOs and telecom companies. Managing diversity in a country like India where differences are in terms of language, caste, regions, religions and culture, it takes a lot of effort and patience to deal with it. Organizations are working hard and increasing their efforts to enhance diversity and inclusiveness so that individuals feel valued and respected despite of their background (Garg & Ganesh, 2018). Diversified workforce brings competitive advantage rather than those companies who don't have any option to diversify their workforce and thus an organization with workforce diversity can stand out as HPOs (High Performing Organizations) (J.S.D.,2012). Diversity is a broad concept, it means accepting differences and recognizing unique personalities of an individual (Patrick and Vincent,2012).

Diversity comes with many challenges among which ethical dimensions is an important one. An ethic-based approach at the workplace will be more effective in creating equality at the workplace (Douglas, 2004). The changes and challenges don't come alone, it brings discomfort, denials, paradoxes and contradictions along with them. Accepting the unspoken interruptions and to work through resistances can make us stay with the company. Managing culture in a right way it's necessary to hear each other, confront whenever needed, becoming aware of the behaviors and we should take a sufficient time to indulge and work through different values and beliefs (Douglas,2004). It is very important to understand about what are an individuals' perceptions towards the discrimination while working in a diversified group. (Garg and Ganesh,2018). The employees face

favoritism and discrimination despite of diversity management practices in organizations which needs to be removed from our country.

Do workforce diversity lead to organizational success? This question arises many times and has been studied a lot before. Diversity brings both advantages and disadvantages. Workforce diversity contributes to more productivity, increasing competitive advantage but differential factors too (Dike,2013). With increasing globalization, workforce diversity is here to stay for a very long time. Diversity gets influenced by mainly seven factors in an organization as (1) demographical changes (2) diversified marketplace (3) the need to increase competition and productivity (4) focus of top management on diversity (5) globalization (6) legal policies and (7) diversified teams at work (Wentling and Palma-Rivas,2000). Diversity in India depicts diversity in terms of language, caste/community, gender, religion and State. With changing scenarios and generations India is witnessing unbelievably great changes in every field. Foremost the main highlight is- a country like India where patriarchy has always been prioritized is witnessing successful women more than men. Organizations are having more number of females, minority group members, different ethnic groups working under the same roof (Kundu, 2003). The extent to which these changes are managed efficiently and effectively is a challenge because its impact will hit both the competitive and economic performance of the business companies (Wentling and Palma-Rivas,2000). Intercultural competence is now established as priority for cultural diversity management (Ausra,Nida& Vaiva,2011). With developed Intercultural competence, cultural diversity can be managed easily, one can analyze and evaluate cultural diversity positively.

Considering IT companies in India, the main factors of workforce diversity are human relations, equal opportunities and human differences. It has been founded that there are diversity related policies in organizations but with no proper management (Peeyu et. al, 2016). Modernization has already changed a lot and today with the changing needs of organizations, diversity has gained much attention (Shanthi.et.al., 2017). Workforce diversity will stay here for long and so its management should be done effectively and efficiently to survive in the market. An organization should include diversity awareness program in a standard manner so that employees get to know about it in depth and follow the policies and procedures regarding the same from the very 1st day of joining (Peeyu et.al., 2016).

The COVID-19 has impacted our cultural economy as well and now inclusion and workforce diversity are under threat (Eikhof et.al., 2020). Now, "COVID- safe" workplace is more necessary than anything else but the main concern arise when employees intentionally or unintentionally would be discriminated in near future because of their disclosed personal certain characteristics (Eikh of et.al., 2020). In Germany, older actors are unable to find work as the production houses and TV productions are seeking for only those actors who are less prone to illness and are fit. So all these practices are encouraging discrimination (Mittagsmagazin,2020).

Cultural Dimensions

Culture is a very complicated and wide concept and defined as a conceptual whole made up of belief, knowledge, law, custom and other behavioral norms acquired by man as a member of particular society (Taylor,1870). Geert Hofstede (1970) establishes the cross-cultural theory and defined culture as the collective programming of mind that differentiate the member of one group from another. Hofstede through his research and studies introduced the five dimensions of culture- individualism/collectivism, power distance, uncertainty avoidance, masculinity/femininity and time-orientation. Furthermore, after sometime he added one more dimension known as restraint vs. indulgence to his cross-cultural dimensional theory.

Gardenswartz& Rowe (2003) proposed the famous model used by many organizations across the globe. This model as shown in figure reflects the multiple dimensions of diversity in four concentric circles. As it is shown in the model, the basic or core is the personality, relating to individual's style and characteristics. The personality traits of an individual are an influential factor according to which he/she will be treated in an organization; personality traits like if he is a thinker or doer, reflective or expressive, introvert or extrovert and other such traits. The internal dimension or the second layer is embedded with six aspects of an individual's life such as age, gender, race, ethnicity, sexual orientation and physical ability. The external dimension or the third layer comprises of such aspects which are the result of an individual's experiences and choices like education, marital status, work experiences, habits and many more such things with which a person can connect or disconnect on his own choice. And the last layer is organisational dimension. These dimensions affect both- the treatment of employees and organisation's productivity. These dimensions represent both similarity as well as differences so if managed properly can bring new perspective, innovative ideas and viewpoints when needed. On the other hand, if

mismanaged or avoided can cause huge loss to the organisation. For the proper management of these complex set of dimensions, an organisation need a suitable framework and strategy.

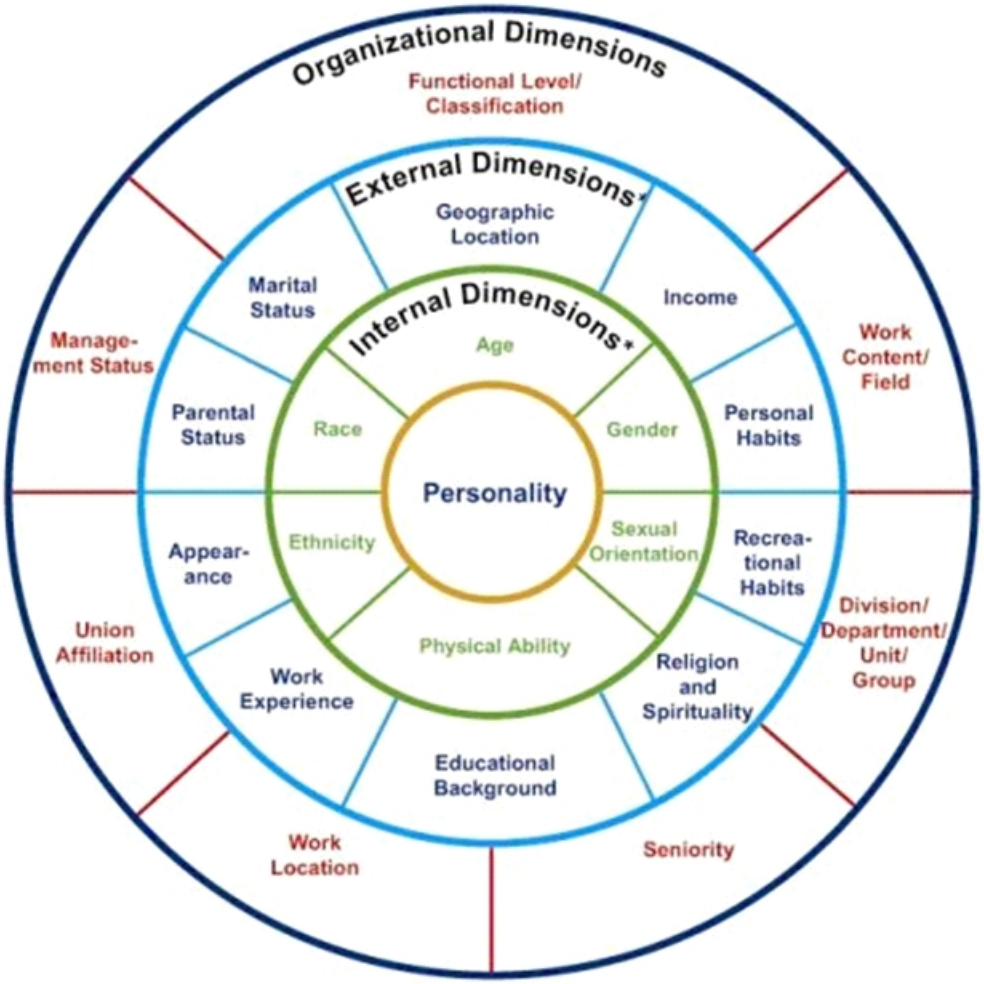


Figure: Internal and external dimension of cultural diversity

Indian Organizations and Diversity

The Indian civilization is the most ancient one with a diverse population; diversity in terms of religion, thoughts, beliefs, creed, race and values. Though workforce diversity has become an essential part of an organization for several reasons. However, the diversified workforce brings a lot of challenges and issues with it such as discrimination, favoritism, formation of groups that is unethical in an organization. With increasing globalization, foreign companies take over some of the Indian private companies and established a work culture that was totally opposite like working hours (night shifts and five days working in a week), change in shifts, organizational structures, pay structure and many more such practices. Slowly and Gradually, Indian companies started adopting this foreign culture in their own workplace, which turns to be a good step as their profit increased, attrition rate decreased, work environment changed positively, etc. (J.S.D.,2012).

Recently, at the SHRM Indian Annual conference 2021, the experts shared tips on how to help organizations for becoming more diverse. The speakers emphasized on why diversity is important and why there is a need to evolve such a work culture where everyone should be equally treated and each one should feel included and respected (Anand.S, 2022). Furthermore, the experts from different companies of India discussed over diversity and inclusion and come up

with several ideas and agendas. Considering the agendas and viewpoints, the speakers emphasized on the appointment of chief diversity and inclusion offer in the organization to face these challenges and manage cultural diversity at the workplace.

There are many studies related to diversity and business performances which have concluded that diversity brings many advantages to business: increased productivity, better problem solving ability, stronger governance and innovation (Eswaran.V.,2019). Employees with diverse backgrounds bring their own perspectives, ideas, experiences and skills that helps in creating a resilient and effective organization. It has been founded by A Boston Consulting Group that an organization with diversified management teams have 19% higher revenue due to improvised and innovative workforce (Eswaran.V.,2019).

It has been founded that there is a positive moderate correlation between workforce diversity and employee performance (Kumudha & Jennet,2018). In a developing country like India, where IT companies were the only one to adapt diversity and inclusion policies are growing at a high pace and performing outstanding. Wipro, an Indian IT company that launched Diversity & Inclusion officially in 2008 is now a well-established company and has a customer portfolio diversified in terms of region, history, industries and technologies (Krithi et al.,2020). Several advantages and disadvantages have been founded in Wipro regarding to diversity & inclusion. Disadvantages include communication issues, conflicts/grievances, discrimination, stereotypes and tension among employees. On the other hand, advantages are innumerable opportunities, pool of talents, enhanced creativity, decreased attrition and economic development.

Poonam &Solkhe.A.(2021) explored the diversity & Inclusion from past literature available and discovered the emerging perspectives and dilemmas regarding acceptance of LGBT, disability, race and ethnicity groups in Indian context. However, they founded that there is a much needed evaluation and assessment yet to be performed towards the acceptance and readiness of LGBTQ, PWDs and persons with special needs in a so called 'inclusive' organizations.

Diversity will bring multiculturalism which in turn reduce the cultural differences and allow employees to work effectively and efficiently across cultures. Diverse workforce can drive innovation, creativity and strategic ideas, outlook and skillsets to gain a competitive edge in a market. Furthermore, knowledge of diversified cultures will help in better understanding the society and increase ability to engage in any social-setting (Chavan.V.V.,2019).

CONCLUSION

From the above discussion and literature part, it has been founded that diversity in an organization is beneficial, though there are some disadvantages but if managed properly can be reduced. Diversity in Indian organization is inevitable due to diversified population in our country. However, the cultural differences impact the work culture and profile of an organization to a certain extent. Heterogeneous workforce brings innovation and creative skills in an organization but sometimes due to differences in thought process, conflict arises. Overall, diversity is a positive approach with minor cons that can be handled by management of an organization. This is a limited study with some secondary sources so it is important to research on the diversity and inclusion in Indian context widely for further understanding and assessment.

REFERENCES

- *Amaram.D.I.(2007). Cultural diversity: Implications for workplace management. Journal of Diversity Management-Fourth quarter 2007,2(4),1-6.*

- *Prasad.J.S.D. (2012). Workforce diversity and its impact on work culture of Indian organisations. The Journal of Commerce,4(1),2220-6043.*

- *Anand.S. (2022, jan 12). The next level of diversity for companies in India. SHRM resource hub page.The Next Level of Diversity for Companies in India (shrm.org)*

- *Eswaran.V. (2019,apr 29). The business case for diversity in the workplace is now overwhelming. World Economic Forum.The Business Case For Diversity is Now Overwhelming. Here's Why | World Economic Forum (weforum.org)*

- *Kumudha.A. &Jennet.R. (2018). Astudy about how workforce diversity (cultural, age, gender, ethnicity), training and development influences on employee's performance in their workplace in information technology companies, Bangalore. International Journal of Management, IT & Engineering, 8(3), 53-76.*

- *Krithi&Ramesh.P. (2020). Diversity & Inclusion: Key to improve productivity- A case study on WIPRO. International Journal of case studies in Business, IT and education, 4(2), 18-27.*

- *Poonam &Solkhe.A. (2021). Diversity and inclusion: an analysis of current status, dimensions and methodology through systematic review of literature. Asian Journal of Economics, finance and management, 4(3),7-20.*

- *Chavan.V.V. (2019). Strategies to increase cultural diversity in the workplace: a study on the several approaches and their offered benefits. Ayushi International Interdisciplinary research journal, 6(3),63-68.*

- *Patrick.H.A. &Kumar.V.R. (2012). Managing workplace diversity: Issues and challenges. Sage open,1-15. DOI: 10.1177/2158244012444615*

- *Eikhof.D.R. (2020). COVID-19, inclusion and workforce diversity in the cultural economy: what now, what next? Cultural trends,29(3),234-250.*

- *Wentling,Mary.R, Rivas.P. &Nilda. (1997). Current status of diversity initiatives in selected Multinational Corp-orations. Diversity in the workforce series. National Centre for research in Vocational Education (1-135)*

- *Garg.A. &Ganesh.S.S. (2018). Employees perception on diversity management practices and discrimination at work places. International conference on soft-computing and network security.*

- *Douglas.D. (2007). Ethical challenges of an increasing diverse workforce: the paradox of change. Human Resource Development International,7(2),197-210, https://doi.org/10.1080/1367886032000099053*

COMPARATIVE STUDY OF EMPLOYEE ENGAGEMENT IN PUBLIC & PRIVATE SECTOR DURING COVID-19

SHWETA SRIVASTAVA
Research Scholar
Shree Ramswaroop Memorial University, UP
Address – 5 B, Dhavalgiri, Anushaktinagar, Mumbai 400094
Email ID – shweta.mba.srivastava@gmail.com
Contact number – 8422962066
ASHA YADAV
Research Scholar
AKTU, Lucknow
Email ID – asha25yadav@gmail.com
Contact number - 7704019264
DR. NIDHI SHUKLA
Associate Professor
Institute of Management, Commerce & Economics
Shree Ramswaroop Memorial University, UP
DR. RAM KAMAL PRAJAPATI
Professor, ICCMRT, Lucknow

Abstract

Employee engagement is a professional technique that attempts to make appropriate conditions for all employees to give their best every day, devoted to their organization's aims and values, driven to achieve high levels of performance, and feeling better about themselves. As per the David Mac Leod,it's all about how the workplace can be created where people may contribute more of their talent and experience.

Employee engagement is still a somewhat uncharted subject, particularly in Lucknow during COVID -19. The current study used a comparative method to look at employee job engagement and organisational commitment across commercial and public industry employees in Lucknow. Employee engagement and commitment have a considerable positive link, according to the study's findings. Employees in private firms exhibit greater levels of employee and organisational commitment versus employees in public corporations, with no difference in commitment levels between long-tenured and short-tenured individuals. The study's findings are analysed in light of the literature review, the Job Demand-Resources Model, and Social Exchange Theory. The current study emphasises the importance of providing employees with the resources they need to execute their jobs, since this has a direct impact on employee interaction and organisational commitment. The current study emphasises the importance of providing employees with the resources they need to execute their jobs, since this has a major impact on employee participation and organisational commitment during COVID-19.

Keywords: *Employee Engagement, Organizational Commitment, Job Demand-Resources Model, Social Exchange Theory*

1.0 INTRODUCTION

Organizations are extremely important in today's fast-paced environment. The emergence of multinational firms and global partnerships cleared the door for rapid advances in information technology and telecommunications. Rising ambiguity in conducting company operations, the desire towards becoming worldwide units, a scarcity of workers with discernment skills, and emerging technology improvements have caused a clog in most businesses' efforts to attract, retain, and contrive human capabilities (Neeta Bhatla, 2011). Every employer seeks to have an advantage over the competition, and performance management is the most effective way to do it. Employee engagement refers to an employee's degree of dedication, passion, and interest in their job. In order to achieve competitive advantage, firms can only reach exceptional levels of quality if their staff shows a steadfast devotion to their tasks. Increased efficiency, dependability, self-motivation, confidence in expressing new ideas, loyalty to the business, decreased attrition rate, and fewer absentee are among some of the characteristics of a fully participating workforce, who function as significant assets to the company (Gowri, 2012).

1.1 Terms and Definitions

- Tenure of Customer experience: When often seems to have an employee been with his other present company or organisation?
- Short service tenure: 1-3 years of continuous labour for one's present employer.
- Long service tenure: more than three years of continuous labour for one's present employer.
- Public organisations are those that are controlled by the government or the state; private organisations are those that are controlled by individual (s).
- Commitment: the degree to which a person identifies with a company and is dedicated to its objectives.
- Engagement: the extent whereby a person is entirely committed to and passionate about his or their profession.(Agyemang, 2013).

1.2 Objectives

- To determine the interdependence underlying internal communication variables and total employee engagement in the public and private sectors.
- To figure out the impact of employee engagement variables and employee growth in the public and private sectors.

1.3 Case Study

Every manager's ambition is to lead a group of highly motivated employees. A high level of involvement equates to increased productivity. It indicates a boost in spirits. It

signifies that a mission that was once considered vital has now been completed. How committed does the new millennium's workers appear to be? What can a health promotion manager do, furthermore, to assist people become more engaged and productive at work? Towers Perrin, one of the major performance and public resource consulting and administration organisations, undertook an employee engagement study in 2003. (Fernandez, Claudia Plaisted, 2007). After conducting polling of 40,000 workers, they discovered that both Americans and Canadians have a high work ethic. A whopping 78 percent of these staff members are particularly driven to see their firm flourish and are prepared to put in the additional efforts. Seventy-seven percent indicated they are concerned about the company's future and 70 percent said they are happy to work there. The majority of employees (61%) said their firm was a nice place to work. As a result of the study, workers see their employers' "good will." This "good will" is important because research demonstrates that it provides the foundation for meaningful engagement, which is linked to increased performance and productivity. The reality that production is important emphasises the importance of individuals. A"I know my staff are all happy in their employment!" are you thinking? Reconsider your position. Employee engagement is not the same as employee satisfaction. According to the 2005 Walker Loyalty (Fernandez, 2007) pleased workers give their corporate commitment simply lip service. While an overwhelming majority (80%) say they enjoy the tasks and activities to improve their professions, the survey indicates that they may leave today for a job earning significantly more or has a stronger reward system. The Walker Loyalty Report divides employees into four different categories: loyal—those who have a personal connection to your company; accessible—those who go above and above but aim to go; trapped—those who just want to leave but can't; and high risk—those who also are ready to depart. The latter two groups accounted for over 60% of the workforce questioned. Employees that are totally committed go "above at or above" the call of responsibilities 95% of the time, but just 62 percent of those who aren't loyal do so.

Employee engagement becomes a vital notion as managers can no longer rely on employee pleasure to help retain the top talent. According to the Towers Perrin research, 17 percent of employees are "very engaged," 64 percent are "moderately involved," and 19 percent are "disengaged." Any manager should be concerned if roughly one out of every five employees is "marking time." Workers in the public service are, unsurprisingly, significantly more involved than their counterparts in the private sector, with 42% falling into the reason to participate group. How can these people sustain such a high degree of dedication? It looks to be a reflection of their own particular goal and enthusiasm. The takeaway lesson is that developing a personal attachment to work is critical to increasing employee engagement.

So, how the do you organize individuals to encourage participation? The issue at the bottom end of something like the engagement scale is identifying disengaged people and figuring out how to start engaging them. Employees that are disengaged believe that their accomplishments are being disregarded, that they are focusing on tasks rather than outcomes, and that they really need to be told what to do. They don't have good working connections with their bosses or co-workers. "Managers who merely give duties to an individual reward not-engaged behaviours and really shift 180 degrees apart from engaging that person's heart, mind, and soul," according with Leadership Advantage(The Leadership Advantage. The power of employee, 2001).

People get dissatisfied at work for a variety of reasons, the most common of which are relational or organisational culture-related. It's critical to establish positive connections with these individuals, as well as to communicate requirements, explanations, and evaluation on a constant schedule. Concentrate disenchanted employees' attention on the end result and even the actions necessary to get there. As provided as what you're assessing is actual result, measurement is important to a company's sense of success.

Managers really ought to cultivate higher levels of engagement, since these individuals generate more and contributes to profitable, ethical, and transparent work cultures. They produce more income for the firm and develop emotional involvement and devoted consumers in the corporate sector. Workers who are not connected or disengaged employees retain employees longer and are more devoted to performance and growth. All of this is accomplished by engaged workers through their interpersonal interactions. They have great ties with their supervisors and communicate with them clearly, are concentrated on a clear path based on their talents, and have solid relationships without their co-workers.

These connections give them the confidence to take chances and strive for excellence. Do not abandon these valuable employees. Spend the most out of your time with its most efficient and skilled people, since they have much more possibilities, for the optimum quality.(The Leadership Advantage. The power of employee, 2001).So, what is it that attracts, and then engages, good employees? The first thought might be “money,” but that is only part of the story.

According to the Walker Loyalty Report, the factors that attract, retain, and engage employees can be divided into four categories: (1) Pay, (2) Benefits, (3) Learning and Development, and (4) Work Environment.2 When it comes to attracting employees in organization in the first place, benefits, pay, and "work-life balance" are the important factors. Learning and Development plays a lesser role, with "career advancement opportunities" coming farther down the list of important factors for workers surveyed.

So, it is what attracts and keeps talented people on board? Money may be the first idea, but it is just part of the tale. According with Walker Loyalty Report, there are four types of elements that recruit, retain, and engage employees: (1) Salary, (2) Benefits, (3) Development and Learning, and (4) Working Conditions (Walker Loyalty Report, 2005).Benefits, compensation, and "work-life balance" are all essential elements in attracting and retaining to company in the first place. Education and Training play a less significance, with "career progression chances" ranking lower on the list of significant criteria for those polled.Remarkably, neither pay and neither amenities make it to the top five considerations picked when it comes to maintaining those people (employee retention). When it comes to company retention, the area of Learning and Growth looms big, with career progression chances, retention of greater personnel, and education of the employee's abilities all high on the list. The workplace environment is crucial, with overall work atmosphere" and "resources to just get the task done both rating in the top five. While compensation and perks are important in attracting employees, they have a far smaller impact in maintaining and fully engaging them. To the average public health manager, this is great news! In the public sector, we are unable to compensate our employees as generously as we might in the private sector. Managers, on the other hand, may do a number of things to improve the rest of the workplace, including giving growth opportunities, excellent supervising, performance appraisal management and strategic, and clarification about the how individuals impact to the bottom line.

2.0 REVIEW OF LITERATURE

Theoretical Underpinnings

The Job Demand-Resources (JD-R) model (Maslach & Jackson, 1986) and the social exchange theories

The social exchange theories (Blau, 1964) and the Job Demand-Resources (JD-R) model (Maslach & Jackson, 1986) were used to determine the connection between employee motivation and employee commitment. Every work, according to the JD-R hypothesis, comes with particular physiological or psychological expenses or demands. Personal resources, from the other hand, are the environmental, behavioural, and organisational characteristics of a job that assist employees in effectively completing tasks and achieving work goals, since these resources meet fundamental human requirements while also fostering professional growth, education, and advancement (Houkes, Janssen, Jonge, & Nijhuis, 2001). Job resources may cushion the effects of job expectations on the individual, according to the JD-R idea (Maslach & Jackson, 1986).

Employees tend to respond in ways that mirror their companies' or supervisors' treatment, according to the social exchange theory (Blau) (Agyemang, 2013). People are empowered to compensate for favourable treatment by performing in ways that the company values (Agyemang, 2013; Eisenberger, Armeli, Rexwinkel, Lynch & Rhoades, 2001). The notion of reciprocity is central to the social exchange theory; both parties take a contingent approach, with one party providing a benefit in consideration for a previous commitment by the other, thereby conforming to the reciprocity and advantage reciprocation norm (Coyle-Shapiro & Shore, 2007).

Integrating different notions, employees who are deeply engaged in their company may feel obligated to reciprocate and repay the company in some way (Cohen, 2000). Employees may compensate their employers by increasing their dedication to the company. As a result, a high-engagement employee is more likely to be devoted to the company that gives him with the tools he needs to perform his job. As a result, favourable reciprocal trades are predicted(Agyemang,2013). Teamwork, empowerment, reward, and communication are four Human Resources Management techniques described by Boon et al and Saima (Denison, 1990). These Strategic Human Resource management Strategies are favourably associated to employees' commitment, according to their findings. According to Denison firms with higher degrees of employee participation in decision-making methods had better levels of employee engagement, and their financial results comparison to their competitors eventually improved.Employee satisfaction at work is mostly controlled by strong self, according to Hafiz Abdur Rashid,2011. Corporations need to use this assessment as a reference point for attempting to sustain their employees in order to achieve better job satisfaction and organizational commitment. Person engagement propensity fluctuates from various departments and worker to individual, according to Hafiz Abdur Rashid et al . Employees' attitudes regarding employee involvement also range. Swatee

Sarangi and Srivastava identified significant company structure and interaction factors that might influence bank employee satisfaction. May et al discovered evidence that emotions and its well are linked to employee retention. Employee engagement and its link to consequent factors, such as performance, safety, job satisfaction, and customer care, are crucial to any firm, according to Beverly Little and Philip Little (Gowri2012).

3.0 RESEARCH METHODOLOGY

3.1 Research Design

A cross-sectional survey was used to investigate respondents' attitudes. This is due to the fact that individuals' attributes also were examined at one moment in time. Cross-sectional surveys are characterised as snapshots of communities from which a researcher collects information (Aron & Aron, 1999). To every respondent in the ongoing investigation, data was gathered at a single goal.

3.2 Sample and Sampling Techniques

The study's participation were professionals of both governmental and private enterprises in the Lucknow region, which serves as the country's economic social and political capital and also is fundamentally ideal for carrying out the research. A total of 47 workers, 27 from commercial organisations and 20 from state institutions, participated in the survey. Respondents were chosen via convenient selection from a list of government and business. These organisations were paired because they have comparable organizations, interests, values, ambitions, and financial power.

3.3 Hypothesis of the study

H_1: There are correlation exist between communication variables and employee engagement in the public and private sector.

H_2: There are some positive impacts of employee engagement variables and employee growth in the public and private sector.

3.4 Instruments

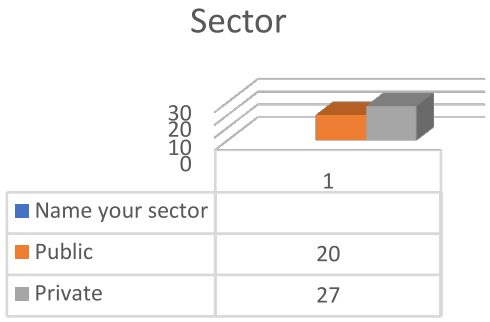
Questionnaire was used for inquiring the responses of public sector as well as private sector employees. 5point Likert scale was used for revealing the responses from public as well as private sector employees. Respondents in this study rated each item on a 5- point Likert scale ranging from as Strongly Agree, Agree, Neutral, Disagree, and Strongly Disagree.

3.5 Procedure for Data Collection

Approved organisations received promotional correspondence and a package of surveys. This acted as a technique of obtaining authorization to conduct this study in the organisations chosen. Willing respondents were chosen from the specified firms and given self-administered surveys to fill out after obtaining written authorization. Where applicable, the surveys were transcribed. The questionnaire distribution took place over the course of a week.

4.0 DATA ANALYSIS AND INTERPRETATION

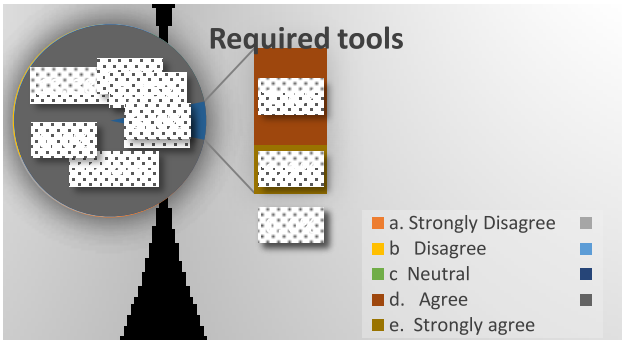
Name of the sector:



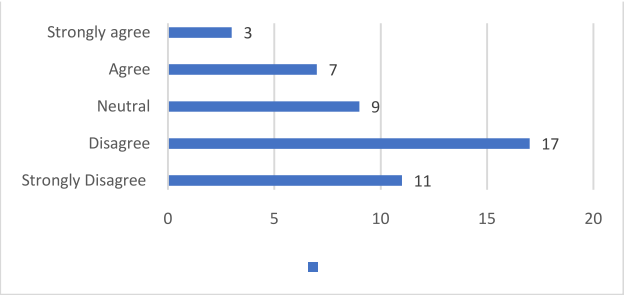
Workplace and surroundings that motivate you:



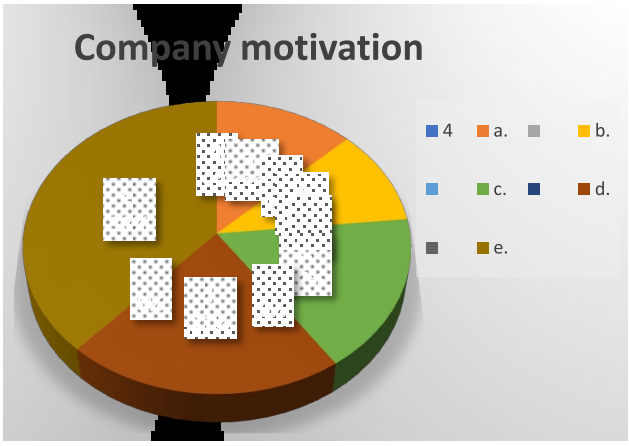
Tools needed to consistently perform well:



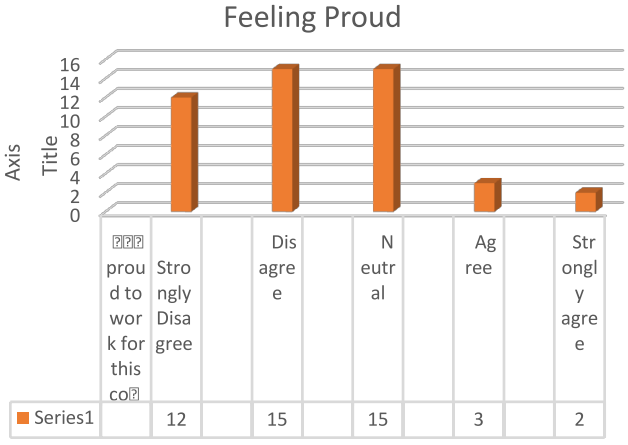
Leaders keep you informed about what is happening in the company.



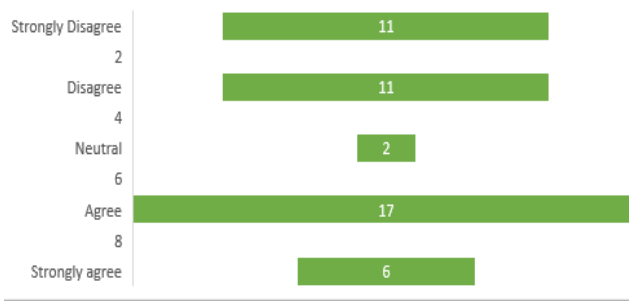
The company motivates me to go beyond what I would in a similar role elsewhere.



I take pride in working for this company.



Is your relationship good with your manager?



Employee work engagement and organisational commitment were studied using a comparative method. This conclusion implies that workers who are provided with the resources they need to accomplish their jobs well are more likely to respond positively to the companies to which they are committed. This conclusion is in line with the findings of Saks (2006), who found that job satisfaction moderated the links among determinants as well as job satisfaction, organizational support, turnover and absenteeism the work, and organisational commitment.

The results of this study also complement those of Hakanen, Bakker, and Schaufeli (2006), who found that work engagement buffered the influence of job characteristics on organisational commitment. The Job Demand-Resources (JD-R) model (Maslach & Jackson, 1986) and the social exchange theory may both be used to explain the outcome (Blau, 1964). According to these beliefs, employees who get finance and insurance form their employers are obligated to reciprocate and return their employers in some way, resulting in enhanced devotion to the company. Engaging in any given function, according to Ghanaians, means greater interaction (in this example, between employers and workers) and excellent work consequences (Badu & Asumeng, 2013). Employees in private organisations were more engaged and committed to their employers than those in public enterprises. These data support Acheampong's (2003) conclusion that, in comparison to public organisations, numerous private firms are known to give a multi - faceted approach and rewards that keep their personnel operating better. Employees who obtain finance and insurance from their companies in the execution of their tasks tend to devote themselves intellectually, emotionally, and physically in their role performance, as indicated by the Job Demand-Resources (JD-R) model and the social exchange theory. To put it another way, people become engrossed. It's worth noting that many personnel in Ghana's public sector are known for sticking to the adage "Public work we drag; private work we carry."

This phrase emphasises the close relationship between the size to which public sector personnel appreciate whatever attention they get and the quantity of resources provided to them through respective employers. Why do the latter "carry" their job around with them? This behaviour by private-sector employees exemplifies the benefits of instilling in people a strong desire to connect with their employers. In Ghana, most corporate institutions' administration has a strong sense of mediating variables, which leads to a variety of beneficial work outcomes such as organisational citizenship behaviour (OCB) (Badu & Asumeng, 2013). No substantial positive link was

discovered between employee duration and level of commitment. As a consequence, the findings clearly indicated that the amount of years an individual has worked (long or short) for his or her present firm has no impact on his or her dedication to that organisation in the Ghanaian context. This conclusion contradicts several studies (e.g., Meyer & Allen, 1997), which claim that as an employee's employment with a firm rises, they acquire an emotional commitment to it. They also said that ambivalent personnel depart organisations, leaving engaged workforce in their wake, therefore it is natural to conclude that service length is related positively to employee engagement. The current conclusion, on the other hand, supports Agyemang's (2013) finding that there is no substantial association between Ghanaian bankers' tenure and OCB. Personal variables such as age, term of employment, marital status, and educational attainment were not connected to organisational commitment, according to the study, which agreed with previous research (Chughtai and Zafar 2006). The high official unemployment rate in Ghana is one possible reason for the aforementioned result in the Ghanaian context. Most workers have the idea in their heads before they start work that they want to be bonded to their first job. In the situation of freshly hired workers, that was an effort to preserve steady work, while in the context of existing employees, it's really an effort to avoid being victimised by restructuring or firing. According to Agyemang (2013), the lack of job opportunities stops many Ghanaians from having unfavourable views about work and organisations.

From our informal observations working consultants with various companies, the level of devotion is much higher among recent grads completing compulsory service. Before appointments by the entity entrusted for doing so, some fresh grads campaign for their groups of interest. This aggressive and immoral approach, according to the investigators, precludes engagement because a great deal of work might just have turned through into choice to campaign once per group one over the other.

5.0 SUMMARY AND CONCLUSION

- There is a favourable correlation between employee interaction and organizational support.
- State employees have a relatively high work engagement than public-sector employees.
- Private-sector employees have a higher quality of working life than public-sector employees.
- In Lucknow region, there was no difference in attachment levels between long-tenured and perpetually understaffed.

Job satisfaction as a concept is still relatively new, with just academic study done on it, particularly in the Sub-Saharan African area. Employees that are engaged are more likely to feel obligated to repay their employer for the employment resources supplied, resulting in a strong commitment towards the organization. The notion of social exchange served as a good foundation for this research. The research findings highlight the importance of organisations providing employees with incentives they need to achieve an effective and useful emotional employment state of mind that inspires employees to variables are declared and put more money themselves psychologically, cognitive and emotional, and mechanically in their leadership behaviors, as this has a great impact on employee participation and organisational commitment.

6.0 LIMITATIONS AND RECOMMENDATIONS

The study used a descriptive technique to uncover the study among those factors, which is perhaps the first in the Ghanaian setting, but they highly recommend that a descriptive methodology be used to investigate what exactly constitutes engagement and how it affects the employee conduct. Future researchers should build on all of these conclusions, whether by employing the same environment or a different one, in order to expand the research on work satisfaction, where is now mostly unexplored. Finally, although there appears to be a shift from existing evidence, a look into tenure overall engagement, as well as maybe other career satisfaction, would be relevant. Professional tenure and engagement outcomes are presently inconclusive.

REFERENCES

- *Acheampong, A. (2003). Ghana study. World Bank Report, 50, 103-112.*
- *Agyemang, C. B., &Ofei, S. B. (2013). Employee work engagement and organizational commitment: A comparative study of private and public sector organizations in Ghana. European Journal of Business and Innovation Research, 1(4), 20-33.*
- *Agyemang, C.B. (2013). Perceived Organizational Climate and Organizational Tenure on Organizational Citizenship Behaviour: Empirical Study among Ghanaian Banks'. European Journal of Business and Management, 5 (26),132-142*
- *Allen, N. J., & Meyer, J. P. (1997). Affective, continuance, and normative commitment to the organization: An examination of construct validity. Journal of Vocational Behavior, 49, 252-276.*
- *Aron, A., & Aron, E. N. (1999). Statistics for Psychology. NJ: Prentice Hall, Upper Saddle River.*
- *Badu, A. C. &Asumeng, M. (2013). Perceived Organizational Justice and Organizational Citizenship Behaviour in Ghana. European Journal of Business and Management,5 (19),144-150*
- *Bakker, A.B., Albrecht, S.L. & Leiter, M.P. (2011). Key questions regarding work engagement. European Journal of Work and Organizational Psychology, 20 (1), 4-28.*
- *Beverly Little, Philip Little "Employee Engagement: Conceptual Issues", Journal of Organizational Culture, Communications and Conflict, Vol.10, No.1, Pp.111-120, 2006.*
- *Blau, P.M. (1964). Exchange and power in social life. New York: John Wiley & Sons.*
- *Chughtai, A. A. & Zafar, S. (2006). Antecedents and consequences of organizational commitment among Pakistani university teachers. Applied H.R.M. Research, 11(1), 39- 64.*
- *Cohen, A. (2000). Organizational Commitment and Turnover: A Meta-Analysis. The Academy of Management Journal, 36(5), 1140-1157.*
- *Coyle-Shapiro, J., & Shore, L. M. (2007). The employee-organization relationship: where do we go from here? Human resource management review, 17(2), 166-179*
- *Denison. D.R., "Corporate Culture and Organizational Effectiveness", New York: Wiley, 1990.doi: 10.1097/01.PHH.0000285207.63835.50*
- *Eisenberger, R., Armeli, S., Rexwinkel, B., Lynch, P.D., & Rhoades, L. (2001). Reciprocation of perceived organizational support. Journal of Applied Psychology, 86, 42-51.*
- *Fernandez, C. P. (2007). Employee engagement. Journal of Public Health Management and Practice, 13(5), 524-526.*

- *Fernandez, Claudia Plaisted DrPH, RD, LDN Employee Engagement, Journal of Public Health Management and Practice: September 2007 - Volume 13 - Issue 5 - p 524-526*

- *Gowri, P. A., &Mariammal, M. (2012). Factorial dimensions of employee engagement in public and private sector banks. Bonfring International Journal of Data Mining, 2(4), 01-05.*

- *Hafiz Abdur Rashid, Ammar Asad and Mian Muhammad Ashraf, "Factors Persuading Employee Engagement and Linkage of EE to Personal and Organizational*

- *Performance", Interdisciplinary Journal of Contemporary Research in Business, Vol.3, No.5, Pp. 98-108, 2011.*

- *Hakanen, J. J., Bakker, A. B., & Schaufeli, W. B. (2006). Burnout and work engagement among teachers. Journal of School Psychology, 43, 495-513*

- *Houkes, I., Janssen, P. P. M., De Jonge, J., & Nijhuis, F. J. N. (2001). Specific relationships between work characteristics and intrinsic work motivation, burnout and turnover intention: A multi-sample analysis. European Journal of Work and Organizational Psychology, 10, 1- 23.*

- *Maslach, C. & Jackson, S.E. (1986). MBI: The Maslach Burnout Inventory: Manual research edition. Retrieved June 1, 2013, from http://gmj.gallup.com/content/14500/Engagement-KeepsDoctor-Away.aspx*

- *May, D.R. Gilson, R.L. and Harter, L.M., 'The Psychological Conditions of Meaningfulness, Safety and Availability and the Engagement of the Human Spirit at Work', Journal of Occupational and Organisational Psychology, Vol.77, Pp.11-37, 2004.*

- *Neeta Bhatla, "To Study the Employee Engagement Practices and its Effect on Employee Performance With Special Reference to ICICI and HDFC Bank in Lucknow", International Journal of Scientific and Engineering Research, Vol. 2, No.8, Pp. 1-7, 2011.*

- *Saks, M. A. (2006). Antecedents and consequences of employee engagement. Journal of Managerial Psychology, 21, 610-619*

- *Schaufeli, W. B., & Bakker, A.B. (2004). Job demands, job resources, and their relationship with burnout and engagement: A multi-sample study. Journal of Organizational Behavior, 25, 293- 315.*

- *Swatee Sarangi, R.K. Srivastava, "Driving Employee Engagement in Nationalized Banks in India", International Conference on Economics, Business Innovation, IPEDR Vol.38, Pp.131-134, 2012.*

ROLE OF AI IN MICRO FINANCE

DR. SYED WAJIHUL HASAN RIZVI
rizviwajihul@gmail.com

DR.MADHAVI SRIVASTAVA
Assistant Professor
luckymadhavi28oct @gmail.com

Abstract

Artificial intelligence may help businesses free up staff, increase security, and guarantee that they are headed in the proper technologically sophisticated, innovative path. According to Forbes, deep learning is being used by 70% of financial businesses to forecast cash flow events, change credit scores, and detect and prevent. Artificial intelligence (AI) is very useful in corporate finance since it can better forecast and analyse loan risks. AI technology like machine learning may help organisations raise their value by improving loan underwriting and lowering financial risk. Artificial intelligence can assist accountants in increasing their productivity and efficiency. RPA allows robots or artificial intelligence (AI) personnel to do repetitive, time-consuming activities in corporate processes like data interpretation and management, which are common in accounting. Financial institutions are incorporating artificial intelligence (AI) into their platforms for transaction preventing fraud, as well as authentication methods to comply without anti-money laundering (AML) and Know-Your-Customer (KYC) regulations (KYC). AI can effectively analyse loans at lower prices and with less discrimination, in addition to standardizing and expediting up the processing time. This allows financial institutions to make more educated judgments about their consumers, allowing lenders to distinguish between slightly elevated and economically stable customers. What are the most promising artificial intelligence applications in the finance sector? This paper begins by highlighting most of the important sectors inside this microfinancial sector where artificial intelligence is having the most influence and adding value to conventional ways. As Fraud prevention, Credit scoring, Algorithmic trading is a type of marketing that uses algorithms to make decisions, Robo-consultant, A audits of financial journey, Automation of processes, The accuracy of the data. Researcher covered the sectors of the microfinancial industry where generally understood artificial intelligence may provide a lot of value to both corporations and their consumers in this post. Researcher also discussed some of the major problems that must be overcome when using such strategies. The lists are by no means complete, since both the AI and Micro finance environments are continually changing and adapting to everyday advances.

Keywords: *Artificial Intelligence, Micro Finance, Financial Journey, Loan Risk, Transaction Preventing Fraud*

1.0 INTRODUCTION

AI assists micro-finance firms in reducing operating cost caused by repetitive operations. It not only saves money, but it also reduces human mistake. AI can manage increasing amounts of transactions with far more performance and speed, allowing businesses to expand and serve broader markets. Micro-finance has been altering the lives of the impoverished all over the world since its inception some decades ago. Micro-finance has aided in the emancipation of millions of people from poverty. It has aided millions of small-business owners in realising their ambitions. Microfinance has progressed beyond lending money to persons with little or no accessibility to regular banking to microsavings, financial products, number of economic, payment solutions, and exchanges.Microfinance firms have been on the lookout for new ways to expand their influence into new countries, and they've been putting a lot of money into it. With the use of Artificial Intelligence, we are now experiencing the next wave of microfinance revolution (AI). The combination of AI with microfinance is accelerating the sector's progress and making your service more available to the public. We'll now look at how artificial intelligence has shaped the microfinance industry in the twenty-first century.

Data is the key

The lack of data was among the most severe challenges that microfinance organisations confront. Microfinance is primarily concerned with those who have limited access to financial services. As a result, no past records or data can be analysed. Even if data is accessible, it is frequently incomplete or formatted incorrectly. The internet has now spread around the world due to its lower prices. AI collects and analyzes large volumes of data via mobile phones and the internet, and then organises it into similar representations. This allows companies to target a bigger number of clients and strive for success.

Helps determining credit worthiness

Microfinance organisations may now use AI to assess the identity of a person and enterprises, as well as their ability to repay. This is achieved by analyzing their location, market circumstances, buying behaviour, social media behavioural

patterns, public data, and other factors in the dearth of almost any credit score with incorporating banks. AI can indeed study and analyze elements of a single person or company, but also a broader group of people and companies with comparable characteristics .

1 Predict the future

The most important question that every firm faces is what should expect in terms. AI aids in the analysis of previous data and the forecasting of the future. It may also list this same market's repeated patterns and anticipate whichever phenomena will reoccur in the future simply looking at data. This can assist businesses in making educated loan, insurance, and migration considerations. Agricultural production might be used as an illustration in this approach. Monsoon cultivation is usually monitored in India. Microfinance organisations may use AI to forecast the forthcoming northeast monsoon and assess the sustainability of landowners.

Cost savings

Amongst the most major benefits of AI has always been the reduction of costs. AI assists microfinance firms in reducing operational expenses associated with repetitive operations. It not only saves money, but it also reduces human mistake. Many microfinance institutions are already using AI-powered chat software to respond to consumer inquiries 24/7 a day. The constraints of place and time have been eliminated. AI can manage increasing amounts of business with far more performance and speed, allowing businesses to expand and serve broader consumers.

Risk management

Microfinance enterprises confront a variety of dangers and risks as a result of their revenue nature. Cyber scams, terror funding, embezzlement, espionage, and other types of these hazards exist. AI assists in keeping a constant eye on these hazards and resolving problems before complications develop. Another key property of AI is its ability to detect cheating and irregularities. Finance companies must also adhere to a variety of regulatory requirements, which change on a regular basis. Artificial intelligence ensures that businesses follow regulatory rules, keeping this same law at bay. Mostly every form of technology existence has benefitted from artificial intelligence. One of the primary proponents has so far been lending. A few AI applications in microfinance have really been described above, although this is not a full list. With each passed year, artificial intelligence (AI) finds greater and greater uses in microfinance. It not only makes operations smoother and less expensive for businesses, but it equally makes life smoother in innumerable consumers by providing economic services.

For hundreds of potential clients, micro also serves as a point of entry into the credit system. New consumers are frequently overlooked by traditional banking, which relies heavily on credit rating to evaluate credit suitability. These new consumers are frequently rejected credit due to a lack of prior data for examination. In financing and NBFCs, AI-based devices can monitor a variety of different pieces of information, such as geography, publicly available information, twitter and Facebook activity, academic background, qualifications, and so forth, to assess the credibility of prospective consumers. Apart from important in the formation financing to these consumers, microfinance organisations and non-bank financial companies (NBFCs) also serve as the initial point of contact for existing buyers with credit agencies and regular banks.

The ways AI has changed microfinancial Institutions

MANAGING FINANCE

Managing funds in our interconnected and commercial world may be difficult for many of us; but, as we move farther into the horizon, we can envision AI assisting us in our financial management. PFM (personal finance management) is a new AI-based wallet innovation. Wallet, a San Francisco-based business, employs artificial intelligence to create programs that assist users in making rational choices about there money whenever they are consuming it (Mesihovic et al., 2021). The wallet's premise is straightforward. To generate the purchasing graph, it simply gathers data from the online presence. This may offend protection activists, but maybe this is the way things go in the future. To eliminate long tables and drafting on paper, it has to be the preferred technology of financial management. AI is a monetary scout who can keep an optimistic attitude, if it's a tiny or major investment.

Financial Advisory Services

More Robo-advisors should be investigated, according to the PWC research. Financial institutions are under greater pressure to lower their fee rates on financial assets. This might lead to machines performing tasks that people are incapable of, such as working for a single down payment. Bionic advice is another emerging sector that may combine human understanding and machine computations to deliver more efficient solutions than the rest with their elements. Collaboration is critical. It's not enough to think of a machine as a sidekick or a tyrant (Mesihovic et al., 2021). The capacity to perceive Artificial Intelligence as an element of decision-making that is equally as significant as

the human perspective is essential to the growth financial decision-making.

Fraud Detection and management:

Every company attempts to reduce the risks that come with doing business. This applies to financial institutions as well. A bank loan is money that is borrowed from another person. It is why contributions and earnings pique your attention. Banks and financial institutions have taken fraud very seriously. For fraudulent activities and cybersecurity, AI has shown to be quite effective. Past transactions can be utilised to flag up strange conduct, such as using another count's credit card information a few instances and requesting to withdraw the money that is uncommon for accounting issues.

Another great advantage of AI-based fraud prevention and detection is whether the system is unafraid to learn. Let's say the technology identifies fraud during a routine transaction and the person reacts. In such instance, the system can draw on its previous capacity to make more complex judgements as to whether or not deception is a possibility.

Risk Assessment

Machine Learning and Machine Intelligence have mostly embraced technology analysts due to millions of mistakes. Machine Learning, which has learnt a lot through time, has integrated AI. AI assists in the development of automated processes that necessitate intellect and clear reasoning. Now let's take a look at Facebook's possible success in inventing and constructing Bots which allow more people to bargain in almost the same manner that they do with each other (Mesihovic et al., 2021). This innovation may alter not just our corporate practises, but also their non-commercial ones. Meetings are one example of non- commercial activity. Bots can assist with the repair of panels while ensuring that everyone else in the forum is present.

Objective of the Study

i) To analyse the role of AI in microfinance to preventing loan risk.

ii) To provide various ways of preventing internal attacks in microfinances by AI

Scope of the study

Due to the large number of available types of micro financial institutions and their numerous differences and similarities, it is not currently possible to address all

microfinancial institutions in general. As a result, the study will focus on a specific class of financial institution, the mortgage lender, because most of the existing types borrow the banking sector's core business plan. Due to the vast nature of financial crime, the study will solely focus on fraud involving data kept in key banking system databases. Outside the database, there is fraud, but it is outside the scope of this study.

Significance of Study

hConsidering the amount of information available, the hunt for fraud takes a long time, because in most cases, auditors unwittingly obtain the information they want from the engaged personnel, who purposefully mislead authorities and waste their money. With a cross fraud prevention system put in place to look for transactions or events, the employment responsibility is shared amongst some of the agents, making searches and money transfer preventing quick. The multiple departments converse and carry out just the verifications that otherwise would be performed manually, allowing them to be completed on the fly before having committed . The issue is that all these fraud can go unnoticed, and then by the time they get back it, it's also too late and the fraudsters have vanished, or they've had enough time to conceal their traces and the trail has gone cold.

There are a variety of AI systems that may be used for this purpose. Tree-based algorithms that provide discrete outcomes, neural networks, and quantitative approach procedures that evaluate parameters through approximate solution processing are examples. For information processing, such methods are commonly utilised.

Both regular and illegitimate patterns may be recognized from the amounts of data recorded in the historical record using an Information system based pattern analysis. The barrier detection, stereotyping, and information processing procedures are stated as being executed extensively in parallel in order to decreasetime consumption. Nonetheless, the operations might be carried out in a sequential order or as a hybrid of parallelism and quasi computation.

2.0 Review of literature

As per the Ashta, A., & Herrmann, H. (2021) Artificial Intelligence (AI) is bringing a flood of new opportunities to the banking industry, but financial institutions must be cognizant of the hazards associated with its usage. Financial institutions are incorporating AI into their businesses in a variety of ways, and also in, offshore, and ecotourism. As financial services companies and investment managers battle with volatility, unpredictability, complexity, and contradiction, the emergence of AI-based fintech businesses has prompted multiple mergers.AI's particular promises of cost savings and improved distinction appeals to people from all walks of life. Therefore, aside from

detecting and preventing, these advantages may be dependent on an institutional investor.

According to Siwale, J., & Godfroid, C. (2021) in the microfinance business, digitalization how economic system is accessible is seen as a magical road to economic empowerment. Beyond the various benefits that digitalization is intended to provide, this article contends that if technology totally replaces conventional loan recovery interaction that has been a characteristic of microfinance, it may actually limit financial inclusion. Our study shows the trade- offs that must be addressed while digitising the credit status, obtained from the questionnaires and 21 nearly fully discussions with administrators and mortgage officers from four microfinance organizations in Zambia. If microfinance programs are to maintain their edge over its competitors, as well as improve the creation and availability of soft data for digital payments in less developed countries, the research recommends a hybrid strategy combining digital technology and adaptability through personal interaction.

Kaicer, M. (2020) provides overview of the use of modern information technology to enhance the administration of microfinance institutions, which is facing a gap as a result of the lending sector's rapid expansion as well as the wide range of goods and services it provides to its target audiences. And further explain how artificial intelligence can help MFIs maintain dependable big data.

Somba, S. K. (2014) design and implement a proactive real time fraud detection system tool for banks, it is key to consider the use of a multi agents system in order to achieve this. In this paper after having a chance to meet several system users, bank auditors and experts in charge of diverse risk management activities inside several commercial and community banks, further introduce a multi agent based system which integrates the knowledge and the opinions collected during the meetings, to designed a prototype of pure reactive agents intended to detect fraud using rules set to determine suspicious activities and transactions in the microfinance banking system. The prototype is designed for usage in circumstances where key stakeholders and auditors collaborate to solve crimes using a three-phase approach to detect. The first step provides users and accountants with a responsibly managed in which to express their expertise and choose the most potential fraud attack components. The components are organised into rules throughout the second step, which serve as benchmarks for controlling each institution that has been performed in the hardware platform. Each time a threshold is exceeded in the final level, an alert is triggered. The effectiveness of such a system is heavily reliant on the right specification of parameters that identify what constitutes a questionable occurrence.

RESEARCH METHODOLOGY

hData was collected through some kind of literature study in phase onhe to highlight areas that investment holding company firms and fascinated felt the need to verify to avoid fraud in phase two, which entailed development process.

Data Collection

Data is collected through survey methods via GoogleForm platform. Where some relevant and specific questions are included for accomplished the survey. Sample size is 50 that are efficient to explore the data. Prototyping methods are used as Prototyping. This strategy proved to be really beneficial. That although bank workers were hesitant to share information on the issue, until they were given a system model and forced to contribute to bringing on controls that could also be placed into the approach to determine fraudulent charges, people integrated and holistic approach, and the majority of the data was acquired this way.

Sources of data

To begin collecting information on the situation, a variety of statistical toolkits were used, with primary data that comes from precise undertakings and secondary information obtained from a reviewed literature which included discovering about something and examining existing fraud protection systems, along with publications, research papers, and indeed the online databases.

Data Analysis Method

The conclusions of the study were based on both qualitative and quantitative research approaches. During collecting information, the methodologies used were regularly changed dependent on the development of the proposed system. This approach assisted in determining whether or not Financial Institutions required uthentic hybrid method, as well as how many potential fraud this scheme was possible to perceive (Somba, 2014).

ANALYSIS AND DESIGN

SWOT analysis

The Marketing strategy is amongst the most widely used techniques for analyzing a system's weaknesses and strengths and making sound recommended changes. A SWOT analysis will be performed in this part.

Strengths

The system's success depends on the demands that inspectors and subsystem consumers have gathered and articulated; the system was established based on their ideas and depending on a continual authentication process moving between it research and the banking sector. The system may be used as an anti-fraud platform, but it also can be used to prevent any future potential fraud by detecting similar schemes after suspicious behaviors are detected to the audit team. The system's third strength is its adaptability, since it may be utilized in any situation where contact between independent inspectors and a central risk analysis unit is critical.

Weaknesses (or Limitations)

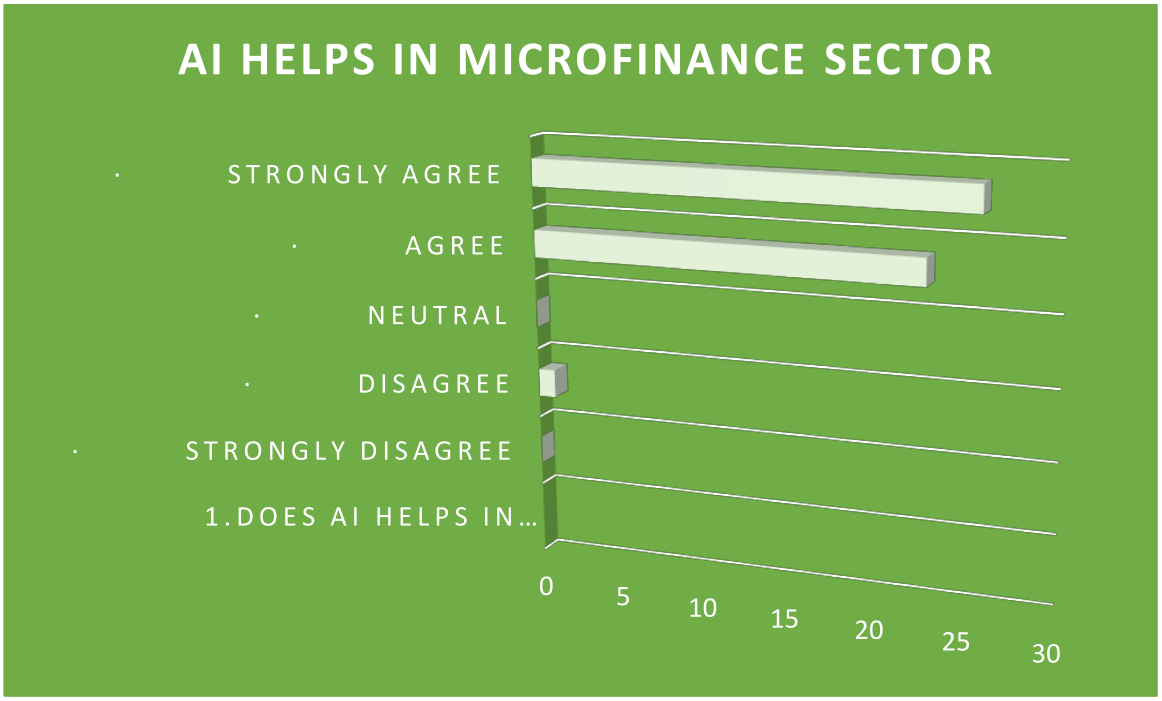
Due of its intricacy, it has some restrictions. One stumbling block could be its implementation, since multiple tools with specific functionality are difficult to integrate. Another constraint is the system's validation. A assessment plan in the conventional positivist paradigm sense is not conceivable since the probability of employee fraud seems to be very low, and it might take up to 20 years to gather a few thousand relevant examples.

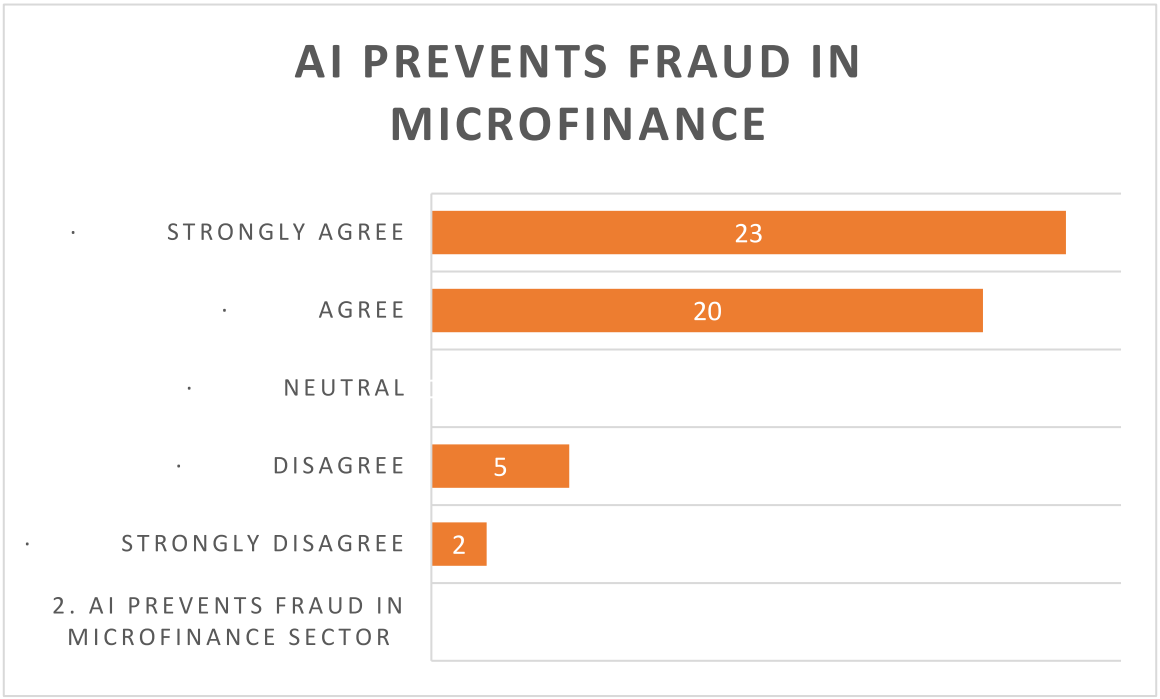
Opportunities

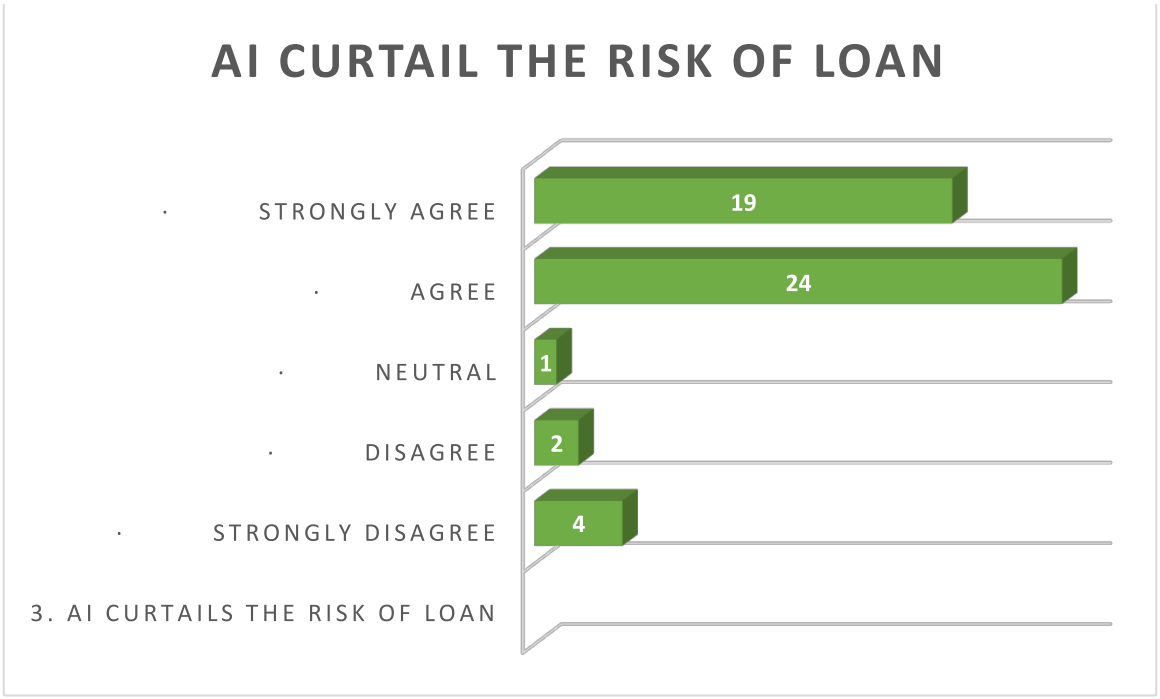
A solution like this might allow a bank to streamline its inspection as well as reporting process. Time is a crucial aspect in fraud detection because it allows auditors to devise a prompt response to thwart any fraudulent activity. In the system's attack tree construction technique, there are several opportunities for growth. This would have the potential to dramatically enhance the detection process and, as a result, save money and effort; hence, the system has a bright future. Auditors might use that as a tool to examine previous instances there in process by establishing an algorithmic detection mechanism to aid your work.

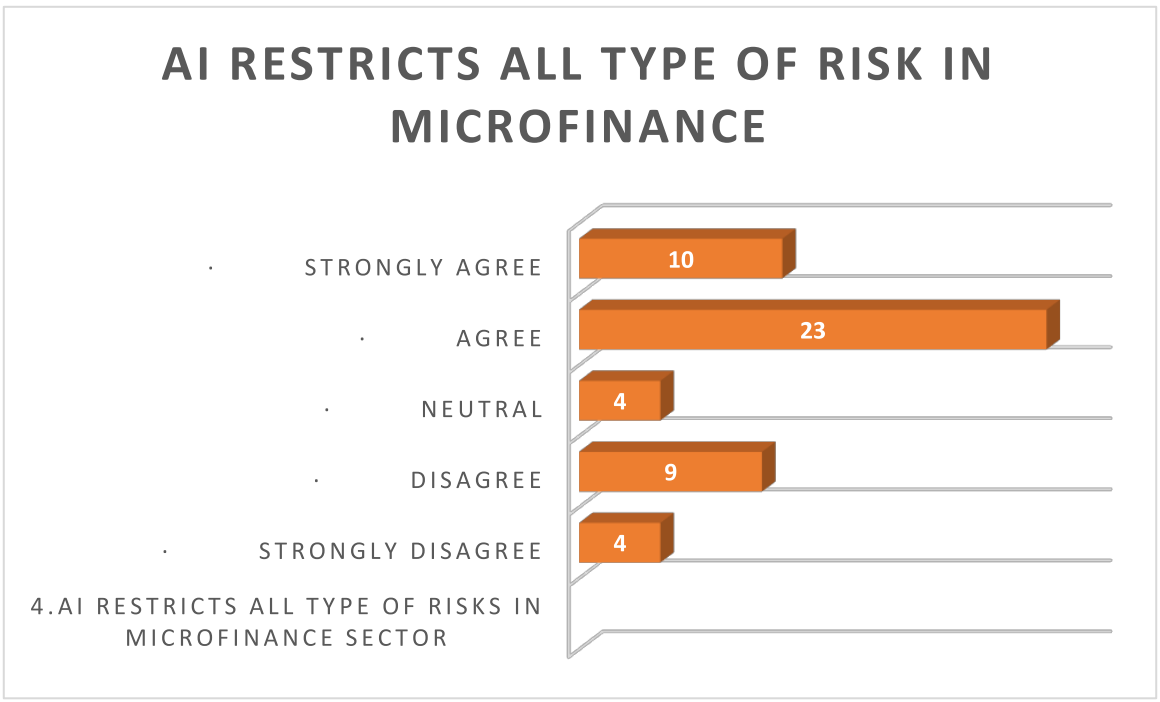
Threats

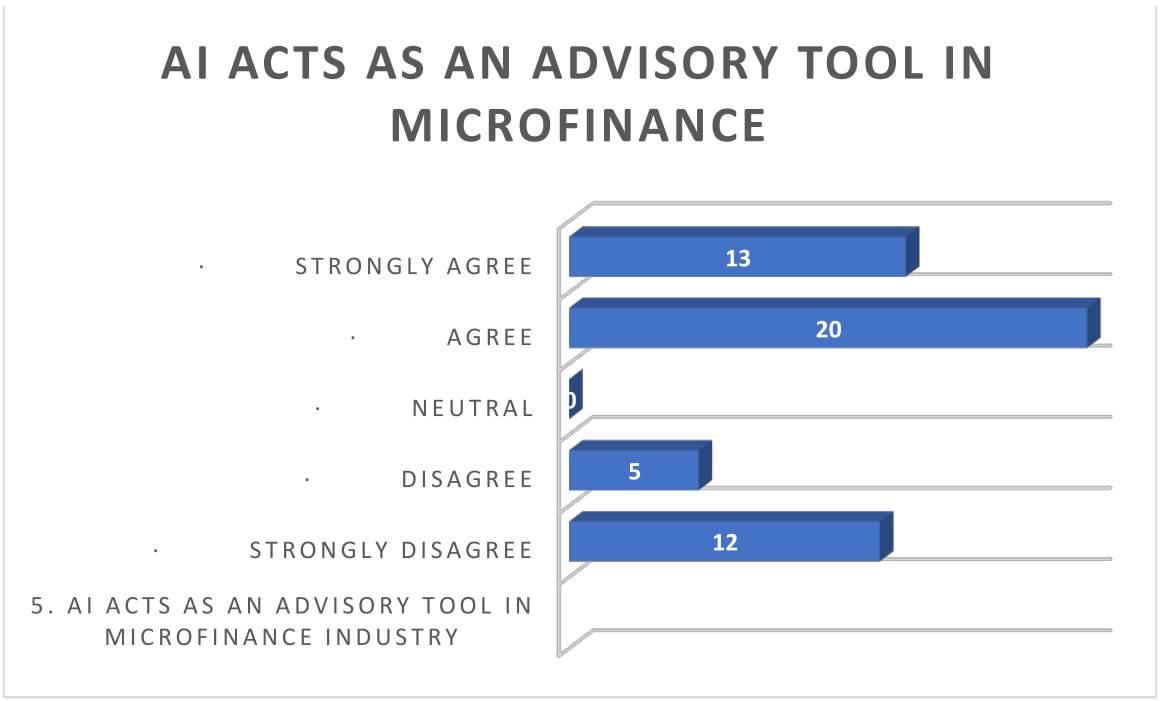
The choice by banks (or other companies) to use another system might be a challenge for auditing, as users are increasingly hesitant to utilize several tools to perform a single (even complicated) operation.




AI PREVENTS FRAUD IN MICROFINANCE
STRONGLY AGREE
AGREE
NEUTRAL
DISAGREE
STRONGLY DISAGREE
23
20
5
2
2. AI PREVENTS FRAUD IN MICROFINANCE SECTOR


AI CURTAIL THE RISK OF LOAN
STRONGLY AGREE
AGREE
NEUTRAL
DISAGREE
STRONGLY DISAGREE
19
24
1
2
4
3. AI CURTAILS THE RISK OF LOAN


AI RESTRICTS ALL TYPE OF RISK IN MICROFINANCE
STRONGLY AGREE
AGREE
NEUTRAL
DISAGREE
STRONGLY DISAGREE
10
23
4
9
4
4.AI RESTRICTS ALL TYPE OF RISKS IN MICROFINANCE SECTOR


AI ACTS AS AN ADVISORY TOOL IN MICROFINANCE
STRONGLY AGREE
AGREE
NEUTRAL
DISAGREE
STRONGLY DISAGREE
13
20
5
12
5. AI ACTS AS AN ADVISORY TOOL IN MICROFINANCE INDUSTRY

DISCUSSION AND CONCLUSION

Without a question, AI is the way of the future in the banking business. Customers' banking operations are being simplified at a rapid rate. It will also be able to swiftly eliminate jobs and provide better and more accurate solutions as a result of this. Bots are gradually developing as AI advancements continue. Firms are investing heavily in this sector because they regard it as a big investment which will save money. This saves money on employee hiring and eliminates human mistake. AI is not new, despite the fact that it has just lately been applied. Alan Turing produced a scientific study in the mid-20th century that outlined all of the potential application of artificial intelligence in finance. This is actual intelligence. The phrase "artificial intelligence" had not yet been coined. In the 1990s, Artificial Intelligence (AI) began to be used. Artificial Intelligence speeds only grew after 2011 following big internet corporations like Facebook. In their software upgrades, Windows 10, Microsoft, and Google pioneered to Artificial Intelligence and Machine Learning (Ashta et al.,2021). The AI revolution isn't simply confined to the financial sector. It may also be used for a variety of other things. Other industries have benefited from AI as well. Here's some milestones from the industry. Robotic (automated) anesthetic distribution for normal therapy. Vehicles with digital guidance for self-driving, reduced digital costs, and increased patient assistance. These would allow businesses to reintroduce tedious tasks like back-end development as well as form completing.(Gupta, 2021).

ASSUMPTIONS AND LIMITATIONS

One of it's system's primary flaws is that it is customer, requiring a user login before the agents can begin their checks; fraud and identity theft even if the system is turned off. Another disadvantage is that the software only sends alerts that the user must act on; it does not prohibit the payment from happening, thus if the user dismisses an alert, fraud can still happen even if it is discovered early. Currently, the system relies on database that implement SQL query language. The fraud protection system will not be able if the basic banking system runs on a database that doesn't even support SQL query languages. The presumption is that now the pre-existing checks are enough; these procedures are founded on users' and auditors' observations and familiarity, so that if a novel dishonest event happens, it would go unreported until it is added to the network events to identify future instances (Somba, 2014). Data mining to algorithms such as monitoring, facial tracking, and text categorization are examples of Application domains. Branding and advertising, bookkeeping and reinsurance, the internet and mobility, and agribusiness and genetics are all examples of different business fields. Many technologies were created in 1990 to improve AI's work capability. This technique has a variety of applications, including natural lexical semantics, speech recognition, picture identification, face recognition, and speech synthesis. Several entrepreneurs proposed the concept of generating market interest. The communication, customer relations, and financial advisory systems in the banking industry have all been improved. As a result, today's stock investment and finance have always been about technological background, miraculous luck, and technological talents. However, the future may be far more complicated. With the use of sentiment classification, spectacle data, and algorithms, researcher might address each scenario in a unique way.

REFERENCES

- *Ashta, A., & Herrmann, H. (2021). Artificial intelligence and fintech: An overview of opportunities and risks for banking, investments, and microfinance. Strategic Change, 30(3), 211-222.*
- *Gupta, M. (2021). Financial institutions using AI.*
- *Kaicer, M. (2020). Information technology performance management by artificial intelligence in microfinance institutions: An overview. International Journal of Computational Intelligence Studies, 9(3), 186-189.*
- *Mesihovic, A. E., & Nordström, H. (2021). Artificial Intelligence and Machine Learning usage in credit risk management-A study from the Swedish financial services industry.*
- *Siwale, J., & Godfroid, C. (2021). Digitising microfinance: on the route to losing the traditional 'human face' of microfinance institutions. Oxford Development Studies, 1-15.*
- *Somba, S. K. (2014). Real Time Multi Agent Based Fraud Detection tool for Banking institutions (Doctoral dissertation, University of Nairobi).*

APPENDICES QUESTIONNAIRE

1. *Does AI helps in Microfinance sector*

- *Strongly Disagree*
- *Disagree*
- *Neutral*
- *Agree*
- *Strongly agree*

2. *AI prevents Fraud in Microfinance sector*

- *Strongly Disagree*
- *Disagree*
- *Neutral*
- *Agree*
- *Strongly agree*

3. *AI curtails the risk of loan*

- *Strongly Disagree*
- *Disagree*
- *Neutral*
- *Agree*
- *Strongly agree*

4. *AI restricts all type of risks in microfinance sector*

- *Strongly Disagree*
- *Disagree*
- *Neutral*
- *Agree*
- *Strongly agree*

5. *AI acts as a advisory tool in microfinance industry*

- *Strongly Disagree*
- *Disagree*
- *Neutral*
- *Agree*
- *Strongly agree*

ROLE OF FAMILY AND HOME CAREGIVERS IN HOME HEALTHCARE MANAGEMENT: THEIR DILEMMA AND CHALLENGES FOR CHRONIC AND CRITICAL DISEASE PATIENTS IN COVID TIMES

MIHIKA PAL
MBA (Pharmaceutical Management Student),
School of Management & Business Studies,
Jamia Hamdard, New Delhi
Email id: palmihika@gmail.com

Dr. P.S. RAYCHAUDHURI*
School of Management & Business Studies,
Jamia Hamdard, New Delhi
Email id: psray61@rediffmail.com
(*Corresponding Author)

Abstract

Caregiving is a person-centric, dynamic, and complex healthcare service. With the emergence of the aging population, the demand for these services is growing at an alarming rate. Unfortunately, home care services are neither available in all parts of India, nor can an ordinary middle-income person afford the high cost of the private home care service providers. Therefore, the family remains the principal source of care for frail elderly patients in India. But it is important to note that home caregiving is not just limited to the elderly population of a country. With changing times, humans are falling prey to various chronic and critical diseases at any stage of their life. Although hospitals and nursing homes provide skilled caregivers, the situation is exactly the opposite for home caregivers. It is, hence, imperative to come down with systems of sharing of support, skills, and supervision to home caregivers in providing care to patients. This will not only reduce the stress of caregiving but also entitle the caregivers with positive feelings. Home caregiving also minimizes the burden on health infrastructure due to prolonged hospital care, which can be done at the home with better knowledge and skills. This empirical study on home caregivers of Delhi NCR will give us an idea of the current status of home healthcare industry, highlight problems faced by home caregivers, and suggest aids and skills that can be provided by doctors, healthcare institutions, pharmaceutical companies, and at the individual level.

Keywords: *Healthcare Management, Home Healthcare, Home caregivers, Chronic diseases, Elderly, Challenges, India.*

INTRODUCTION

In a population of over 1.4 billion, 75 million Indians over 60 years of age suffer from chronic diseases. According to a National Statistical Office Elderly report (2021), a 41% increase in the Indian elderly population is expected from 138 million in 2021 to 194 million in 2031. To handle this silver tsunami, India needs to prepare itself in terms of infrastructure and services. This calls for health interventions both inside and outside the hospital facility. Although, trained professionals are available in the hospitals, caregivers work at an informal family level.

An individual who provides social and physical support to an ailing patient is called a caregiver. Over the years, caregivers have become an integral part of the health ecosystem. Caregivers can be broadly divided into:

- Family/Home Caregiver: Any relative who voluntarily aids in activities of daily living.
- Professional Caregiver: They are hired to provide medical and non-medical care to the patient, and work for an agency.
- Independent Caregiver: They are employed directly by the family by avoiding any intermediate agency.
- Private Duty Caregiver: They provide extensive services like medical, grooming, nursing, transportation, meal preparation, housekeeping, bill paying, medical monitoring, etc.
- Informal Caregiver: An individual having a physical relationship with the patient (family friend, neighbour) who provides care free of cost.
- Volunteer Caregiver: They usually work in respite or hospice care and provide breaks for individuals who care for patients; they provide non-medical assistance and supervision.

This study purely focuses on home caregivers of Delhi NCR region. The objectives of this study are:

1. To identify the problems faced by home caregivers in the caregiving process.
2. To analyse the medical and disease knowledge of the home caregivers.
3. To understand the role of doctors in aiding home caregivers.
4. To understand the role of pharmaceutical companies in aiding the medical education of home caregivers.
5. To identify the care gap in the caregiving process.
6. To recognise the role of home caregivers in treating chronic and critical disease patients.

LITERATURE REVIEW

A review article titled “Home Health Care: The Missing Link in Health Delivery System for Indian Elderly Population” correctly describes the state of home care delivery in India (Singh, 2017). He highlights that the

elderly female population is more than the elderly male population. According to Census 2011, females have a higher old-age dependency ratio of 14.5 as compared to that of males. According to the National Sample Survey of 2004, the elderly in India majorly suffers from heart diseases (31%), urinary problems (15%), diabetes (12%), hypertension (12%), cancer (11%), joint problems (9%), ulcer (9%) and whooping cough (1%).

The Ministry of Health & Family Welfare launched the "National Programme for the Health Care of Elderly" (NPHCE) in 2010; it addresses preventive & promotive care, geriatric services, medical rehabilitation & therapeutic intervention, IEC, and management of illness. NPHCE acknowledges that India lacks home-based care and insurance for older people. Interestingly, the Indian healthcare delivery system started as public but has shifted more towards private players. This also applies to the home healthcare segment as new players are entering this market looking at the opportunity. Home caregiving is spread across India with significant providers like Care 24, Portea, Nightingales, Arooj Home Health care, Kolkata Tribeca Care, Zoctr, India Home Health Care, Pramati Care, etc. Unfortunately, home care services are still absent in the public sector.

According to a study titled "India Home Healthcare Market Size, Share & Trends Analysis Report by Equipment (Therapeutic, Diagnostic, Mobility Assist), by Services (Skilled Homecare, Unskilled Homecare), and Segment Forecasts, 2020 – 2027" (2020), the Indian homecare market is segmented into three segments. The therapeutic segment constitutes of various therapeutic medical devices which adds up to 40% of the total revenue share (as of 2019). Nebulizers, ventilators are the most common home respiratory therapy equipment for the treatment of diseases like COPD, asthma, bronchitis. The diagnostic segment accounts for 35% of the revenue share as technologically advanced home care devices are extensively required for diagnosis and regular monitoring of the diseased. The most common home care devices used are thermometers, sphygmomanometers, glucometers, oximeters, heart rate monitors, etc. The mobility assistance market is expected to grow with the growing older population. Wheelchairs, walkers, canes, crutches, prosthetic devices, and orthotic devices support various orthopaedic patients and patients with physical disabilities.

A survey conducted by the Federation of Indian Chambers of Commerce & Industry (FICCI) stated that 54% people preferred laboratory tests, nursing care, and delivery of medicines at home. According to the World Health Organization (WHO), the healthcare expenditure in India (over the next 25 years) is sought to increase due to chronic and lifestyle diseases, causing the home healthcare market to touch a CAGR of 19.2% by 2027. As of now, the market is highly fragmented among various local and national players. For example- Portea Medical offers geriatric care covering palliative care, primary care, physiotherapy, postoperative care and has also started at-home Covid-19 testing services. It is worth noting that home care service providers primarily focus on homecare, pathology labs, MedTech, insurance, and hospital diagnostics.

The research titled "Caregiving and Caregivers: Challenges and Opportunities in India" suggests a proper plan of action for India (Murthy, 2016). The model for mental healthcare in India has shifted to the community care approach but is facing operational problems. Health caregivers for chronic and mental diseases require training, support, and supervision. It is essential to regulate and organise this group to achieve an optimum level of care. The knowledge and skills related to caregiving must be shared among caregivers' family members, unfortunately this is not the case in India. Although NIMHANS and TTR Foundation has educated people about alcohol abuse & parenting and substance abuse respectively, India has a long journey to toddle. Caregiving comes with a considerable cost for the caregiver; the physical and mental health of the caregiver is neglected in this process. This demanding role has made caregivers forget about their health. Training of home caregivers will not only help in aiding the patients but also teach them the proper balance between caregiving and self-care. Mental health professionals must take charge of sharing emotional health skills to increase the awareness of people and help fight the stigma bound to it. It is therefore, important to pay attention to caregivers as family caregiving (by non-professionals) is an inevitable part of the Indian healthcare system as a consequence of restricted health care coverage.

The study "Family Caregivers, Patients and Physicians: Ethical Guidance to Optimize Relationships" of The American College of Physicians focuses on the role of physicians in building mutually supportive patient-physician-caregiver relationships (Mitnick, Leffler, Hood, 2009). Family home caregivers look after 90% patients of acute and chronic illness, mental health disorders, and cognitive deficiencies in the USA. Hence, it is essential for physicians to aid the home caregivers and the family

members by creating a consolidated and structured medical care plan. Physicians must create a positive environment by acknowledging the role and value of the caregiver and should also be sensitive to their commitments. This will in turn encourage the caregivers to approach the physicians with their physical, psychological, spiritual, and emotional needs.

The two pillars of a special patient-physician-caregiver relationship are physician accessibility and excellent communication. The physician must respect the values, wishes, rights, and dignity of the patients and caregivers. Although clinical encounters are patient-centric, care plans should be both patient-specific and caregiver-specific. It is essential to provide information, training and referrals to support these plans. The physicians must make the caregivers and family members aware of the patient's treatment, condition, and prognosis. As the patients' privacy is of utmost importance to the physician, the degree and nature of caregiver participation is regulated. A palliative care plan should be followed to focus on maximizing patients' and caregivers' quality of life. Last but not least, the physician should look out for distress signs in the patients, caregivers, and family members and intervene accordingly.

An article titled "The Caregiver Gap" explains the role of the pharmaceutical industry and professionals in bridging the caregiver gap by educating and mentoring (Myshko, 2019). Caregivers are significant players in the healthcare ecosystem as they are doing the job of healthcare professionals. A caregiver's knowledge, experiences, concerns and advice add credibility to the patient's story. Hence caregivers are more than micro-influencers in the caregiving process. The ratio of caregivers to patients is falling substantially; however, the pharmaceutical industry cannot amplify the number of caregivers, can aid in formal training, mentoring and supporting them to improve and increase their performance, productivity, and job satisfaction. Investing in continuous medical education for the caregivers will empower the healthcare system to a new level.

Caregivers and physicians work hand-in-hand for the ultimate goal of treating and aiding the patient. It is critical that pharma also starts viewing caregivers as their partners. Caregivers bear a heavy burden of responsibility, often neglect their health and fitness and put the health of their patient above their own. According to Embracing Carers International Survey (2017), 50% of caregivers report of stress, anxiety, and depression and do not have time to make appointments for themselves. Pharma has been focusing on the care of patients for decades, but looking at the current situation, it is high time to start supporting caregivers. Face-to-face forums and monthly meetings can be organised with healthcare professional teams to discuss clinical education, medication management, and emotional support. The pharma industry can develop creative platforms where caregivers can connect to a community using social media. Evidence-based skill-building programs will help caregivers teach formal and informal skills to take care of themselves and their patients. Moreover, pharma also needs to educate caregivers about dose administration, side effects, symptoms, and warning signs of specific diseases. Including caregivers in the pharma campaign mix will revolutionize the healthcare ecosystem for good.

The variables of the study have been isolated by scrutinizing various literatures and has been listed in Table 1. Additional literature has also been covered to isolate more variables.

Authors	Study	Research Issues/Objectives	Variables/Themes for questionnaire
Singh, Ankit (2017)	**Home Health Care: The Missing Link in Health Delivery System for Indian Elderly Population**	**Care gap in the care-giving process, Role of home caregivers in the treatment of chronic disease patients**	**Gender ratio, Age of patient, Chronic and critical diseases reported in patients.**
-	**India Home Healthcare Market Size, Share & Trends Analysis Report by Equipment (Therapeutic, Diagnostic, Mobility Assist), by Services (Skilled Homecare, Unskilled Homecare), and Segment Forecasts, 2020 - 2027**	**Status of the Indian homecare market**	**Mode of consultation, Knowledge of working of home care medical devices**
Murthy, RS (2016)	**Caregiving and Caregivers: Challenges and Opportunities in India**	**Identify the problems faced by home caregivers in the caregiving process**	**Challenges faced by home caregivers**
Mitnick S, Leffler, C, and Hood VL (2009)	**Family Caregivers, Patients and Physicians: Ethical Guidance to Optimize Relationships**	**Role of doctors in aiding home caregivers**	**Point of contact of home caregivers to deal with challenges, Medical adherence of home caregivers**
Myshko, Denise (2019)	**The Caregiver Gap**	**Care gap in the care-giving process, Role of pharmaceutical companies in aiding the medical education of home caregivers**	**Paid or unpaid home caregivers, Patient participation in the progress of treatment and reporting symptoms, Ability to identify side effects, the effectiveness of treatment, symptoms, and report progress of treatment to the doctor**

Table 1: Variables identified from literature review

RESEARCH METHODOLOGY

Research approach: Empirical approach is used, which involves systematically collecting and recording what home caregivers say.

Research strategy: Data collection was done by quantitative method, by establishing a structured and validated questionnaire. The qualitative methodology was also used with telephonic discussion and open-ended questions.

Research designs:

Exploratory Study: The research aims to study the status and knowledge of home caregivers.

Descriptive: The research study is descriptive because it involves gathering data that describe events and then organizing, tabulating, depicting, and analysing them.

Target respondents: The target respondents of this study include home caregivers of the Delhi NCR region.

Sampling technique: Convenient sampling is used. The Google form was also sent to home care service providers in the Delhi NCR region via email and other digital means like WhatsApp groups.

Sample size: The Google form has been filled by a total of 147 respondents, out of which 82 are home caregivers.

Data collection: The research made use of primary data and secondary data. Primary data was collected using a structured questionnaire by Google Form. For the collection of secondary data, a systematic and comprehensive quality search of review articles, research papers, and scientific journals was done.

Period of Study: November 2021 to January 2022

Questionnaire design: The questionnaire contained close-ended questions with a multitude of multiple-choice questions, checkboxes, and Linkert's scale based on variables identified from the literature review. All the questions are written in simple English language. The content and face validity of the questionnaire were done in discussion with academic experts, medical experts, experienced and non-experienced home caregivers through focused group discussions on Google Meet. Questionnaire mapping is also done with respect to the objectives of the study. The questionnaire is divided into two sections:

i) For home caregivers (Responses were collected from them)

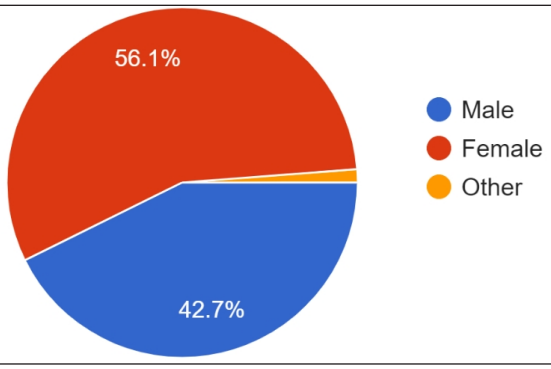
ii) For non-home caregivers (No response was collected from them)

Data analysis technique: The tabulation and analyzing of data were done using Microsoft Excel with the help of bar and pie charts.

ANALYSIS AND INTERPRETATION

The data collected from the structured questionnaire is analysed in the following section. The same set of questions was also asked to some home caregivers via telephonic interview for their additional qualitative input. The combined analysis is herewith.

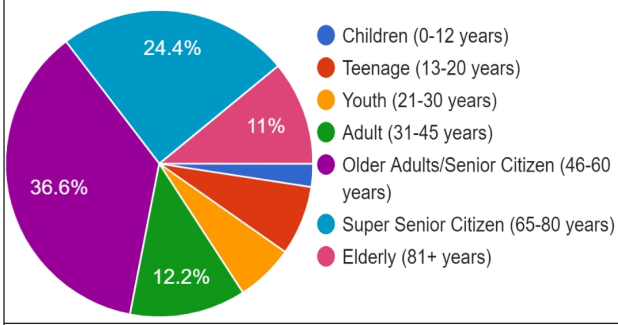
Figure 1: Gender of the patient



(Source: Researcher's primary survey data; Source variable for question: Gender ratio)

According to Census 2011, the elderly female population is more than the elderly male population. This is being validated by the pie-chart (Figure 1) as 56.1% of patients are females and 42.7% are males. This shows that females have a higher old-age dependency ratio than males (Singh, 2017).

Figure 2: Age of the patient

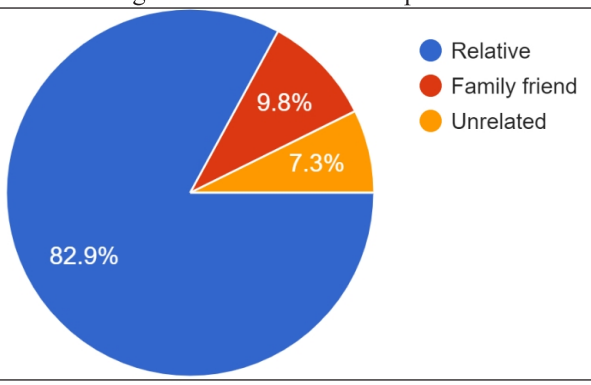


(Source: Researcher's primary survey data; Source variable for question: Age of the patient)

As the questionnaire is filled out by home caregivers (above 18 years of age), the patient population is distributed. As per figure 2, the maximum number of patients (36.6%) fall under the senior citizen category i.e., 46-60 years followed by super senior citizens (65-80 years), who constitute 24.4% of patients. This implies that chronic and lifestyle diseases like hypertension, diabetes, hyperlipidemia, arthritis, asthma, Alzheimer's are more prevalent in individuals above 46 years due to reckless food habits,

irregular schedules, undue stress, work overload, excessive traveling, and pollution (Singh, 2017). 11% patients are elderly, 12.2% of patients are adults, 7.3% are teenagers, 6.1% are youth, and 2.4% are children.

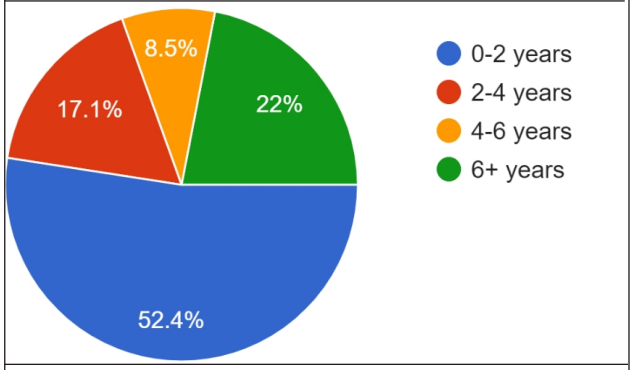
Figure 3: Relation with the patient



(Source: Researcher's primary survey data; Source variable for question: Relation between patient and home caregiver)

As per the pie chart (Figure 3), 82.9% of home caregivers are directly related to the patient, 9.8% of home caregivers are family friends of the patient, and the remaining 7.3% of home caregivers are unrelated. This clarifies that in the Indian scenario, home caregiving is mainly done by family members and relatives only who have been living with the patients for a long time and know their medical history. The middle-class population cannot afford to pay for highly-priced home caregiving service providers and therefore take care of their family members/patients (Myshko, 2019; Hattangadi, 2022).

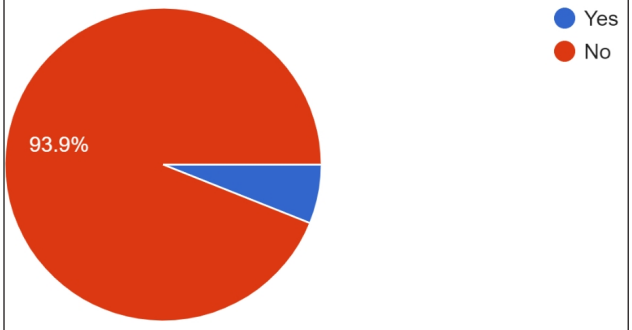
Figure 4: Experience (in terms of years) of home caregivers



(Source: Researcher's primary survey data; Source variable for question: Experience (in terms of years) of caregivers)

As per figure 4, about 52.4% of home caregivers are taking care of their patients for approximately two years, whereas 22% of home caregivers are taking care of their patients for more than 6 years. 17.1% of home caregivers are taking care of their patients for 2-4 years and 8.5% of them have been taking care of their patients for 4-6 years. This shows that the majority of the patients have developed severe diseases due to hesitancy in going to hospitals during covid times, and some people suffered from long post-covid complications. Few people also developed some lifestyle diseases (hypertension/diabetes) from side effects of vaccine probably (Kaplan & Milstein, 2021).

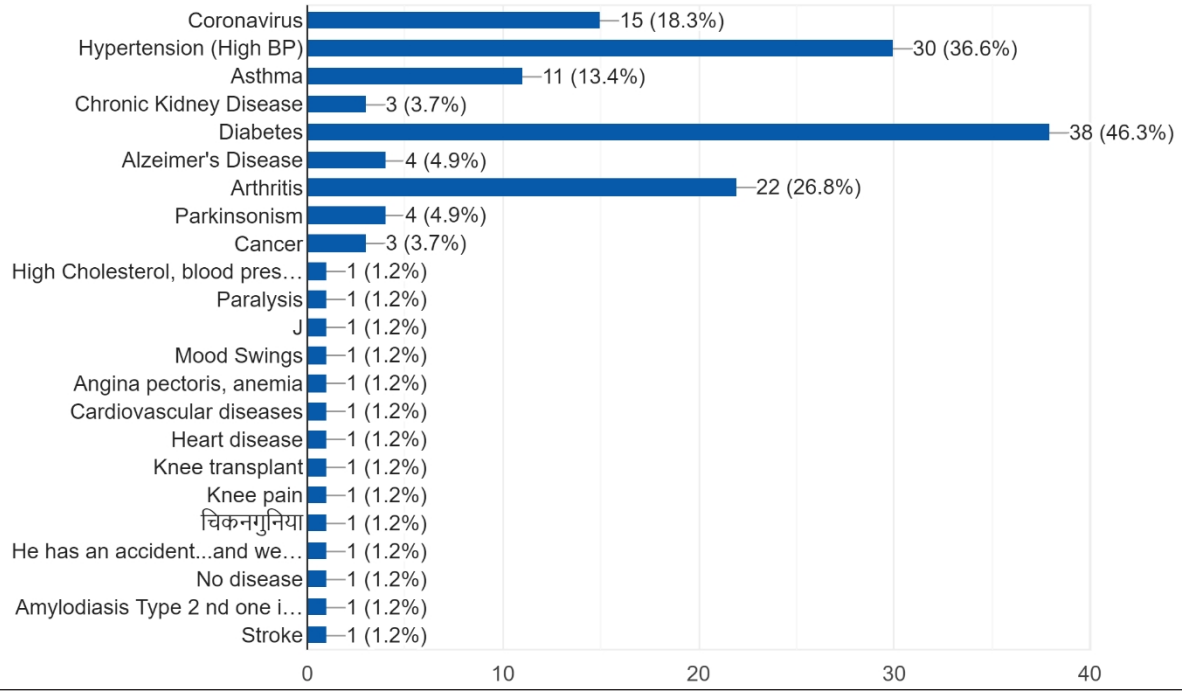
Figure 5: Paid vs. Unpaid home caregivers



(Source: Researcher's primary survey data; Source variable for question: Paid or unpaid home caregivers)

It is clear from figure 5 that 93.9% of home caregivers are not paid for their services because they are related to the patient. As middle-class families cannot afford to pay for highly-priced home care service providers, family home caregivers share work among themselves and also work passionately, carefully, and meticulously. On the other hand, only 6.1% of home caregivers are paid for their services (Myshko, 2019; Hattangadi. 2022).

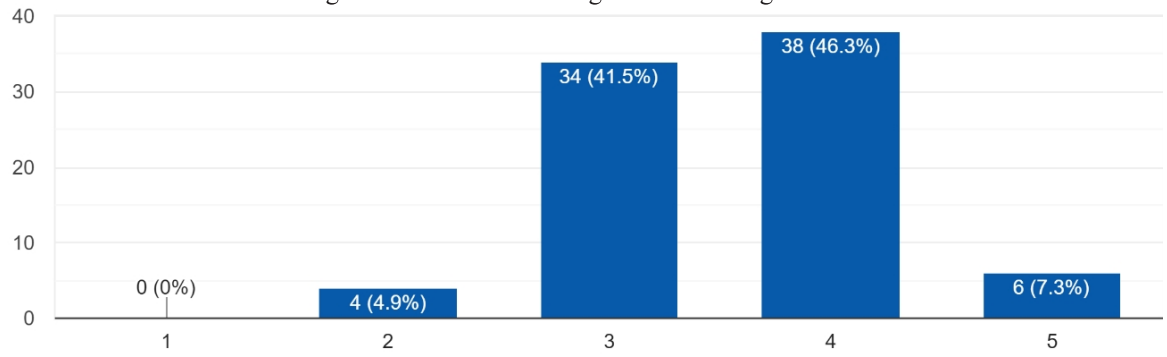
Figure 6: Chronic and Critical Diseases reported in patients



(Source: Researcher's primary survey data; Source variable for question: Chronic and critical diseases reported in patients)

India is deemed as the diabetes capital of the world, and our data (Figure 6) proves it. Approximately 46.3% of patients have diabetes, followed by 36.6% of patients with hypertension and 26.8% of arthritis (Hattangadi, 2022). In these tough pandemic times, 18.3% of patients are suffering from coronavirus infection along with other chronic diseases. The Indian population is also suffering from a plethora of cardiovascular diseases, which is indicative in this data set. Other than chronic diseases, mental disorders like mood swings can also be seen in this data set (Murthy, 2016). Some patients also suffer from diseases & conditions like hyperlipidemia, stroke, anaemia, amyloidosis, chikungunya, and weakness related to old age.

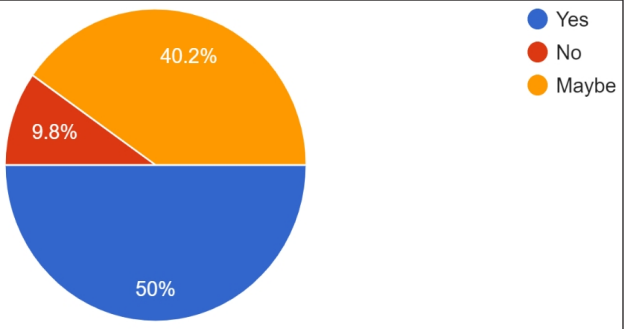
Figure 7: Disease knowledge of home caregivers



(Source: Researcher's primary survey data; Source variable for question: Disease knowledge of caregivers) (Likert scale: 1-Less Knowledge, 2-Slight Knowledge, 3-Fair Knowledge, 4-Good Knowledge, 5-Expert Knowledge)

As per figure 7, only 7.3% of home caregivers believe that they are experts in terms of disease knowledge. 46.3% of home caregivers feel that they have good knowledge about the diseases and 41.5% of home caregivers feel that they have fair disease knowledge. On the other hand, 4.9% home caregivers tend to feel slightly knowledgeable about diseases. This calls for immediate guidance and training of home caregivers to navigate diagnosis, treatment decisions, side effects of medications, and adherence challenges (Myshko, 2014). Integrated health care models need to be followed to support home caregivers and develop mutually supportive patient-physician-caregiver relationships (Mitnick, Leffler, Hood, 2009).

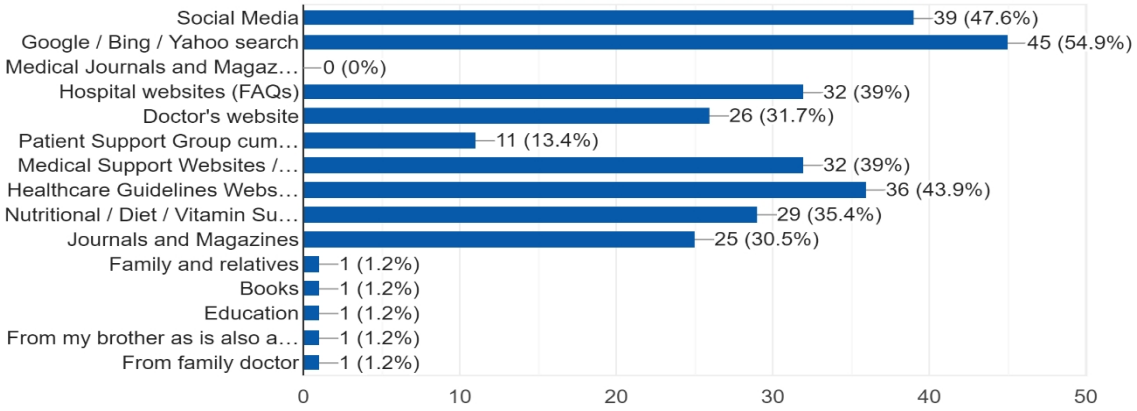
Figure 8: Need for more knowledge and updates about patient treatment problems and side effects



(Source: Researcher's primary survey data; Source variable for question: Need for more knowledge and updates about patient treatment problems and side effects)

The figure 8 shows that 50% of home caregivers feel that they need more knowledge and updates about patient treatment problems and side effects (Hattangadi, 2022). 40.2% of home caregivers are rather indecisive and chose the "maybe" option, whereas only 9.8% of home caregivers do not feel the need for more knowledge and updates. This implies that doctors, pharma companies, other healthcare professionals, patient support groups, knowledgeable patients, question forums for patients and doctors, and chronic disease societies/NGOs have an essential role to educating the home caregivers (Myshko, 2019; Murthy, 2016; Hattangadi, 2022).

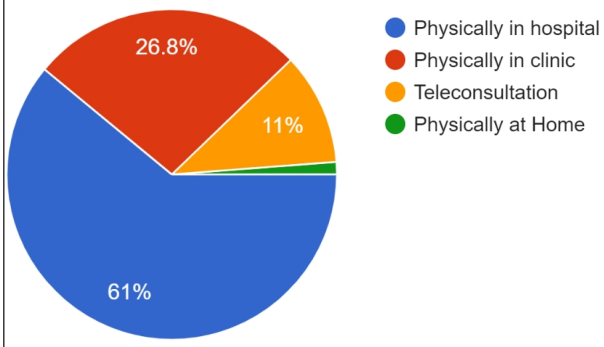
Figure 9: Source of Continuous Medical/Health/Caregiving Education



(Source: Researcher's primary survey data; Source variable for question: Source of Continuous Medical/Health/Caregiving Education)

The figure 9 portrays that 54.9% of home caregivers refer to Google/Bing/Yahoo and 47.6% of home caregivers use social media for their continuing medical education (Hattangadi, 2022). Fortunately, 43.9% of home caregivers refer to healthcare guidelines websites, 39% of home caregivers refer to hospital websites FAQs section and 39% of home caregivers refer to medical support websites (ask your doctor). All in all, 35.4% of home caregivers refer to nutritional/diet/vitamin supplement websites, 30.5% of home caregivers refer to medical journals and magazines, 31.7% of home caregivers consult from the doctor's website and only 13.4% of home caregivers consult from patient support groups. The good source for gathering medical knowledge is another dilemma and challenge faced by home caregivers (Queluz et al., 2020). They need to understand and recognise symptoms, understand the side effects of medications and report the progress of treatment and recovery immediately to the doctor over telephone, email, or other online platforms.

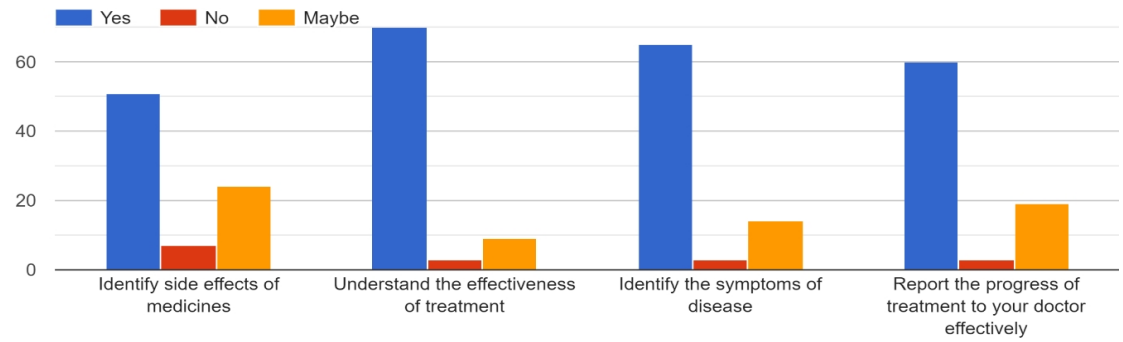
Figure 10: Mode of consultation



(Source: Researcher's primary survey data; Source variable for question: Mode of consultation)

From figure 10, we see that 61% of home caregivers consult the physicians physically at the hospital facility. According to a study (Fried et al., 2000), 54% of patients suffering from chronic diseases prefer to visit a hospital for regular check-ups and consultation rather than a consultation at home. Although 26.8% of home caregivers consult the physicians physically at the doctor's clinic, however, teleconsultation (11%) and physical consultation at home (1.2%) are very rare. Patients with higher education, having two or more dependencies in activities of daily living, living with their spouse were more likely to choose home treatment (Fried et al., 2000). Although teleconsultation gained momentum in the Covid-19 pandemic (Mold et al., 2021), home caregivers preferred physical interaction with physicians as it gives more specific inputs, confidence, and reassurance to treat their patients and dear ones. Often, patients are not able to focus on the appointment details due to symptoms of their disease; this is where the home caregiver takes charge to remember all facts and asks crucial questions (Myshko, 2019). Patients with chronic diseases and comorbidities are more suspectable to diseases and infections in hospitals and clinics. Some patients contracted Covid-19 infection, which forced them to restrict their movement and stay isolated (WHO, 2020). Hence the home caregivers not only took proper care of their patients but also physically visited the physician on their behalf. They also tried to convey the patient and treatment status to the doctor as precisely as possible.

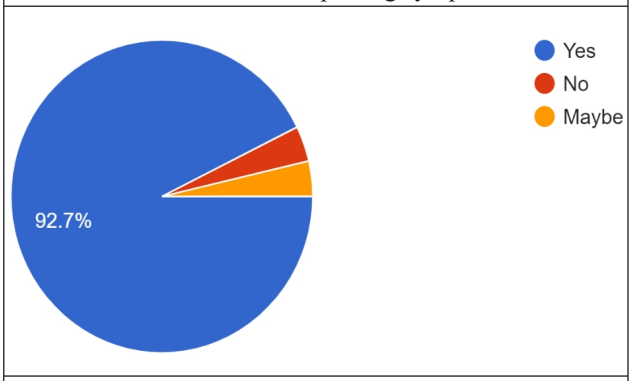
Figure 11: Ability to identify the side effects, the effectiveness of treatment, symptoms, and report the progress of treatment to the doctor



(Source: Researcher's primary survey data; Source variable for question: Ability to identify the side effects, the effectiveness of treatment, symptoms, and report the progress of treatment to the doctor)

Although the maximum number of home caregivers can identify the side effects of the medicines, understand the effectiveness of treatment, recognise the symptoms of the disease and report the progress of treatment to the doctor; a fair number of home caregivers are not assertive enough in their ability to do so (Figure 11). This indicates that home caregivers are regularly updating their medical knowledge by utilizing educational and informational resources like medical support websites (ask your doctor), nutritional/diet/vitamin supplement websites, Google/Bing/Yahoo searches, healthcare guidelines website, hospital websites FAQs section, medical journals and magazines (Queluz et al., 2020). The caregiver's expertise is essential in the consultation process as it breaks the barrier of communication and gives credibility to the patient's claims (Myshko, 2019). Fortunately, a very tiny proportion of home caregivers cannot perform these activities at all.

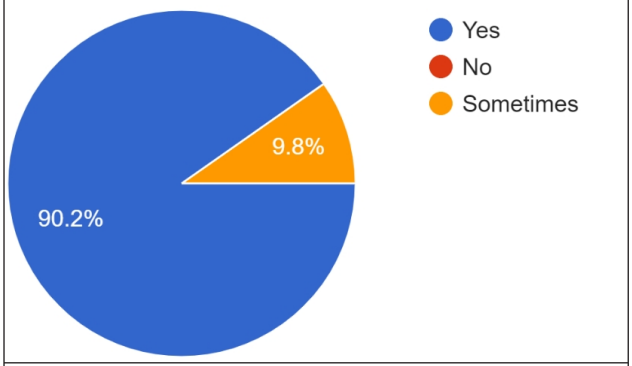
Figure 12: Patient participation in the progress of treatment and reporting symptoms



(Source: Researcher's primary survey data; Source variable for question: Patient participation in the progress of treatment and reporting symptoms)

From the figure 12, it is clear that a majority of home caregivers and patients have a positive relationship as the home caregivers ask for symptoms and progress of treatment from their patients. It is essential to take patient input to promote a mutually supportive patient-physician-caregiver relationship. It is essential to engage patients in the consultation process to have a healthy rapport formation between patient and physician. The physician will be able to assign proper patient-specific clinical encounters, thereby respecting the patient's autonomy in the decision-making process (Mitnick, Leffler, Hood, 2009). Only 3.7% of home caregivers do not ask their patients at all as they do not trust the decision of their patients in this matter.

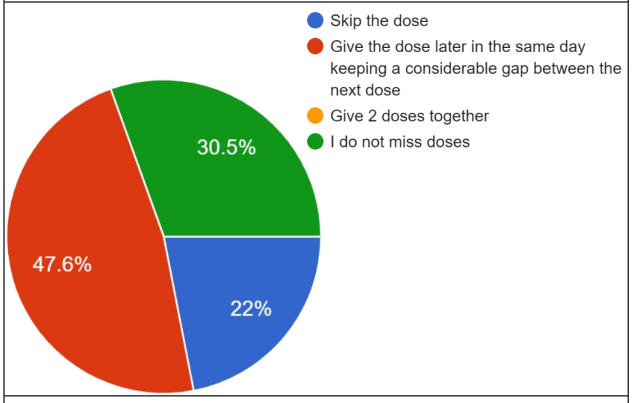
Figure 13: Medical Adherence of home caregivers



(Source: Researcher's primary survey data; Source variable for question: Medical adherence of home caregivers)

According to the pie chart (Figure 13), 90.2% of home caregivers strictly follow the medications and doses given by the doctor, whereas only 9.8% of home caregivers sometimes follow them. It is noticed that when family home caregivers are associated in the caregiving process, they help, support, and remind each other; therefore, medical adherence is high (Fredriksen-Goldsen et al., 2011). At the same time, training and education of home caregivers are also directly related to medical adherence (Buetow et al., 2009). Our sample of home caregivers gain medical knowledge from medical support websites (ask your doctor), nutritional/diet/vitamin supplement websites, Google/Bing/Yahoo searches, healthcare guidelines websites, hospital websites FAQs section, medical journals, and magazines. Thankfully no home caregiver doesn't adhere to the prescriptions. The Indian pharmaceutical industry should step in to educate home caregivers about the importance of medication adherence. Home caregivers should be made aware of the fact that poor adherence to medication therapy can lead to complications, increased treatment cost, and even death (Hattangadi, 2022).

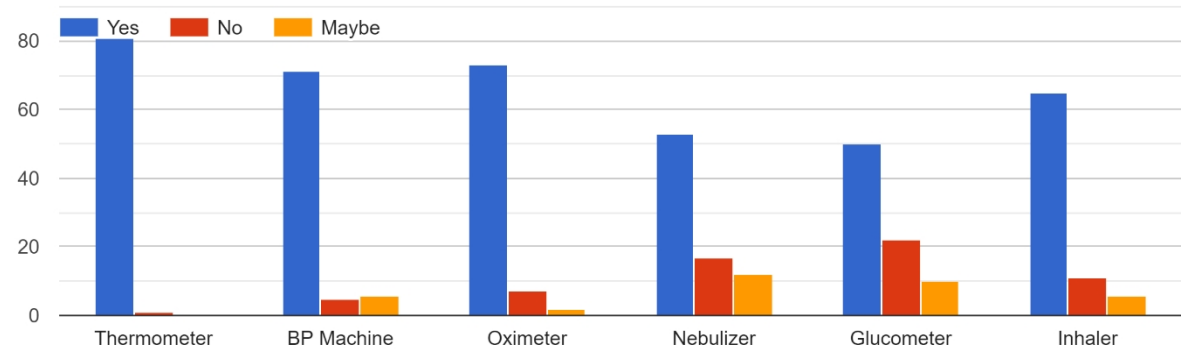
Figure 14: Alternate approach when doses are missed



(Source: Researcher's primary survey data; Source variable for question: Alternate approach when doses are missed)

It is exemplary to see in figure 14 that 30.5% of home caregivers do not miss doses as they have high medical adherence (Fredriksen-Goldsen et al., 2011; Buetow et al., 2009). But if they do miss doses, 47.6% of home caregivers give the dose later in the same day, keeping a considerable gap between the next dose. Good medical knowledge from medical support websites, nutritional/diet/vitamin supplement websites, healthcare guidelines websites, hospital websites FAQs section, medical journals and magazines has facilitated this. However, 22% of home caregivers simply skip the dose.

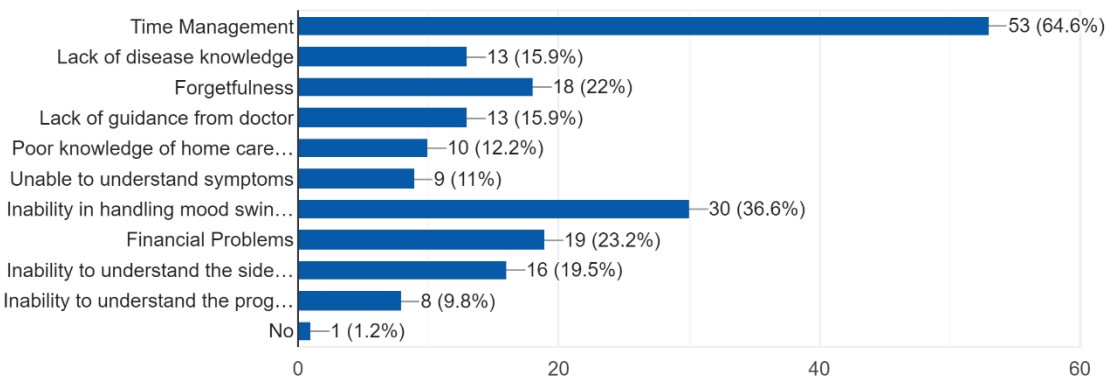
Figure 15: Knowledge of Working of Home Care Medical Devices



(Source: Researcher's primary survey data; Source variable for question: Knowledge of working of home care medical devices)

It is extraordinary to see in figure 15 that mostly home caregivers know the working of home care medical devices like thermometers, sphygmomanometers, oximeters, nebulizers, glucometers and inhalers. This is because the current home care medical devices have been produced as consumer products. All people, be it physicians or lay home caregivers, can access them independently and with ease. The engineers have taken the diverse physical, sensory, cognitive, and emotional characteristics of people into consideration (National Research Council (US), 2010). Despite being in the diabetes capital of the world, twenty-two home caregivers do not know the working of glucometers and ten home caregivers are not thoroughly well-versed with its working. Similarly, seventeen home caregivers do not know the working of nebulizers and twelve home caregivers are not entirely well-versed with its working.

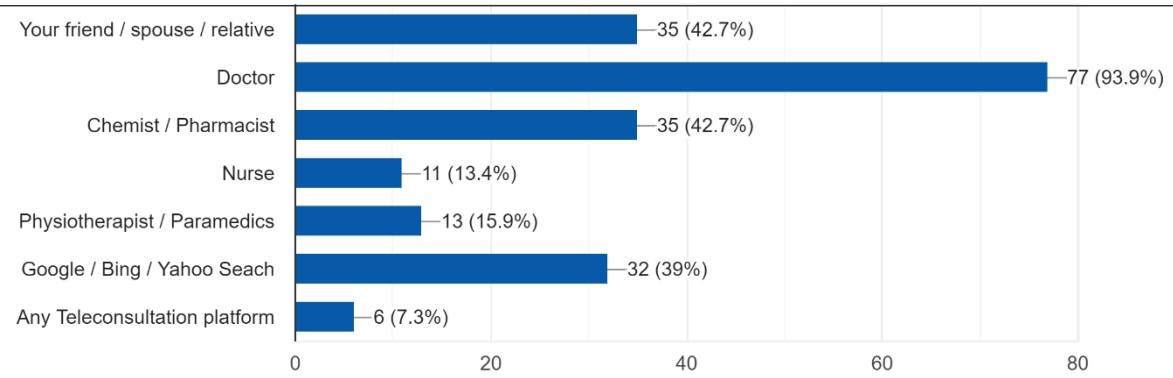
Figure 16: Challenges faced in the home caregiving process



(Source: Researcher's primary survey data; Source variable for question: Challenges faced by home caregivers)

It is clear from the bar graph (Figure 16) that 64.6% of home caregivers face time management issues and another 36.6% of home caregivers face problems in handling the mood swings of their patients. Moreover, 23.2% of them face financial problems and 22% of them also forget things in their busy schedule. It is important to note that 19.5% of home caregivers are not able to understand the side effects of the medications and 15.9% of them feel that they do not get the proper guidance from the doctor. Another 15.9% of home caregivers admit that they face problems due to a lack of disease knowledge. These challenges are faced by home caregivers in their everyday routine due to lack of health and medical education, lack of training, lack of continuous health monitoring, busy schedules, multiple responsibilities, etc. (Murthy, 2016; Hattangadi, 2022; Chandrashekar et al., 2019; Bevans and Sternberg, 2012). Only one home caregiver doesn't face any problems.

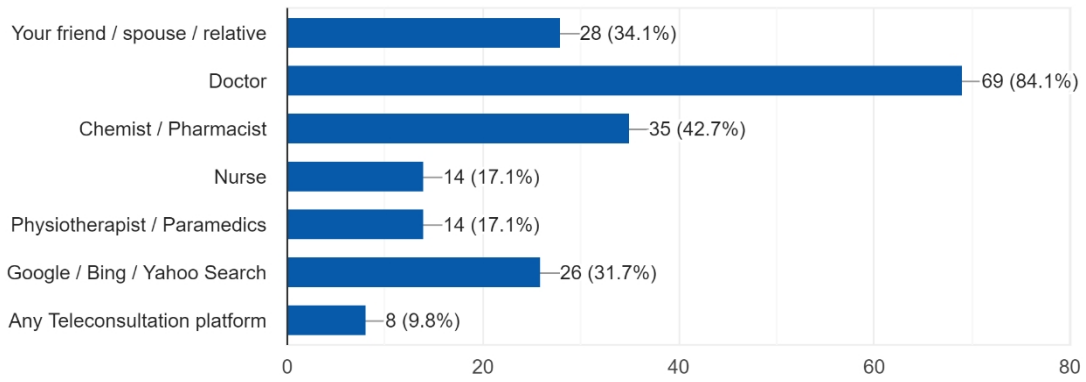
Figure 17: Point of contact for home caregivers to deal with challenges



(Source: Researcher's primary survey data; Source variable for question: Point of contact of home caregivers to deal with challenges)

The figure 17 portrays that 93.9% of home caregivers approach their physicians when they face any challenge in the home caregiving process. This implies physicians are actively involved in providing information, training, and referrals to support the caregivers. Physicians should also validate the caregiver's role and prepare caregiver-specific care plans (Mitnick, Leffler, Hood, 2009). 42.7% of them approach pharmacists, 15.9% of them approach paramedics and 13.4% of them consult nurses. Sadly, 42.7% of home caregivers consult their relatives or friends for medical advice and 39% of them refer to Google/Bing/Yahoo. To empower family members and solve the challenges faced by home caregivers, the Prepared Family Caregiver model can be adopted. It can be summarized as the acronym "COPE," i.e., Creativity, Optimism, Planning, and Expert information. This will aid home caregivers in planning and focus on medical and psychosocial problems combined with care plans of health professionals (Reinhard et al., 2008).

Figure 18: Person/Platform from where home caregivers get most efficient advice



(Source: Researcher's primary survey data; Source variable for question: Person/platform from where home caregivers get the best advice)

It is clear from the figure 18 that doctors are the go-to person for home caregivers as 84.1% of them urge that doctors resolve their queries with maximum efficiency. The two pillars of a special patient-physician-caregiver relationship are physician accessibility and excellent communication. The physicians lookout for signs of distress, provide patient and caregiver specific plans, provide training and support to both the patients and caregivers (Mitnick, Leffler, Hood, 2009). Pharmacists are also not behind as 42.7% of home caregivers concur that pharmacists also resolve their queries; therefore, pharmacists have become active care partners in the home healthcare system (Myshko, 2019). Also, 34.2% home caregivers get good advice from nurses and paramedics. Unfortunately, 34.1% and 31.7% of them feel their relatives and Google/Bing/Yahoo searches give them the best advice.

DISCUSSION AND CONCLUSIONS

The conclusions can be mapped according to the objective of the study, viz.:

Objective	Discussion and Conclusions
To identify the problems faced by home caregivers in the caregiving process.	**With increasing nuclear families and job demands, home caregivers face issues like time management and forgetfulness. It is natural for a patient to face sadness, hopelessness, anxiety, irritation, etc. and home caregivers cannot handle these mood swings. Moreover, home caregivers are unable to understand symptoms, side effects due to a lack of disease knowledge and feel a lack of guidance from the doctor. This calls for immediate intervention by healthcare support groups, doctors, pharmacists, and psychologists.**
To analyse the medical and disease knowledge of the home caregivers	**Only a few home caregivers feel that they possess expert disease knowledge; this is because a massive number of home caregivers use Google/Bing/Yahoo and social media for medical education, which is a massive source of fake news and false alarms. A considerate number of them feel that they need more knowledge and updates about patient treatment problems and side effects. Their experience in patient caregiving supports the fact that they have a pretty sound knowledge of working with home care medical devices and follow the prescription of the doctor diligently.**
To understand the role of doctors in aiding home caregivers	**From the above discussion, it is clear that doctors have an active role to play in not just consulting the patient but also training, supporting, and solving the queries of the home caregivers. Doctors must educate the patients and home caregivers about the disease, its symptoms, side effects, and complications if medications are not taken on time. Doctors must be available for the home caregivers in case of emergency, should educate them about the importance of medical adherence, and the use of good sources of medical and disease information. This will promote a positive and mutual patient-physician-caregiver relationship.**

To understand the role of pharmaceutical companies in aiding the medical education of home caregivers	**From the above discussion, it is clear that pharmacists and pharmaceutical companies also have an active role in the medical education of home caregivers. Pharmacists specialise in the science of medicines, they must educate the home caregivers about medical adherence, various medications, their side effects, drug-drug interactions, and drug-food interactions. The pharmacists should also be open-minded and supportive so that the home caregiver feels comfortable sharing their problems. They must also be available if the home caregiver experiences any query in the caregiving process.**
To identify the care gap in the caregiving process.	**A care gap arises due to inadequate knowledge, guidance, training, and support, which results in challenges and dilemmas in the caregiving process. Patient participation in the caregiving process is equally important as the opinions, queries, and issues of the patient are of utmost importance to both the physician and the caregiver. This will undoubtedly help to bridge the care gap and promote good quality home healthcare management.**
To recognise the role of home caregivers in treating chronic and critical disease patients.	**The home caregivers have been taking care of the medical and non-medical needs of their patients for a considerable amount of time. The majority of them are unpaid family home caregivers taking care of the older elders in their household (46+ age). This type of home caregiving is driven by love, compassion, and respect for family, which is an integral part of the culture of India. Amidst their busy work schedules, they try to meet all the demands of their patients. They are a useful example of the middle-income families of India, who cannot afford to pay for highly-priced private home caregiving services.**

Managerial Scope

This study gives us a proper idea of home caregiving and home caregivers in Delhi NCR, India. The problems faced by the home caregivers need to be taken seriously and both physicians, and pharmacists should collectively work for their betterment. Home caregivers are partners of the physicians, pharmacists, and nurses in the caregiving process and are, therefore, an integral part of our healthcare ecosystem. This study will also aid the Indian home healthcare companies like Portea, Nightingales, Arooj Home Health care, Kolkata Tribeca Care, Zoctr, India Home Health Care, Pramati Care; in improving their working and provide training and support to their caregivers. The proper training and education of home caregivers will, in turn, revolutionize the Home Healthcare sector.

Limitations of the study

As no study is entirely flawless, the findings of this study have to be seen in light of some limitations. Due to the small sample size, the results cannot be generalized. The sample is not uniform as it contains more respondents from the 18-30 age group.

REFERENCES

1. *Dey Sushmi, (2021), "75m Indians above 60 suffer from chronic disease: Survey", The Times of India, accessed at https://timesofindia.indiatimes.com/india/75m-indians-above-60-suffer-from-chronic-disease-survey/articleshow/80143113.cms in February 2022.*

2. *"Types of Caregivers", Griswold Home Care, accessed at https://www.griswoldhomecare.com/be-a-caregiver/who-are-caregivers-/types-of-caregivers/ in February 2022.*

3. *Zompa Tenzin, (2021), "India's elderly population to rise 41% over next decade to touch 194 mn in 2031: Govt report", The Print, accessed at https://theprint.in/india/indias-elderly-population-to-rise-41-over-next-decade-to-touch-194-mn-in-2031-govt report/710476/#:~:text=New%20Delhi%3A%20India's%20elderly%20population,Elderly%20in%20India%202021%20report, in February 2022.*

4. *Singh Ankit, (2017), "Home Health Care: The Missing Link in Health Delivery System for Indian Elderly Population", International Journal of Research Foundation of Hospital and Healthcare Administration, accessed at https://www.jrfhha.com/doi/pdf/10.5005/jp-journals-10035-1082 in February 2022.*

5. *"India Home Healthcare Market Size, Share & Trends Analysis Report by Equipment (Therapeutic, Diagnostic, Mobility Assist), by Services (Skilled Homecare, Unskilled Homecare), and Segment Forecasts, 2020–2027" (2020), accessed at https://www.grandviewresearch.com/industry-analysis/india-home-healthcare-market in February 2022*

6. *Murthy RS., (2016) "Caregiving and caregivers: Challenges and opportunities in India", Indian Journal of Social Psychiatry, accessed at https://www.indjsp.org/article.asp?issn=0971-9962;year=2016;volume=32; issue=1;spage=10;epage=18;aulast=Murthy in February 2022.*

7. *Mitnick S, Leffler C, and Hood VL, (2009), for the American College of Physicians Ethics, Professionalism and Human Rights Committee, "Family caregivers, patients and physicians: ethical guidance to optimize relationships", accessed at https://www.ncbi.nlm.nih.gov/pmc/articles/PMC2839338/ in February 2022.*

8. *Myshko Denise, (2019), "The Caregiver Gap", PharmaVOICE, accessed at https://www.pharmavoice.com/news/2019-04-caregivers/612467/ in February 2022.*

9. *Hattangadi Vivek, (2022), "Caregiver at Home: The Ignored Heroes in the Patient Journey", Medical Dialogues, accessed at https://medicaldialogues.in/editorial/caregivers-at-home-the-ignored-heroes-in-the-patient-journey-87910 in February 2022.*

10. *Kaplam M. Robert, Milstein Arnold, (2021), "Influence of a COVID-19 vaccine's effectiveness and safety profile on vaccination acceptance", Proceedings of the National Academy of Sciences of United States of America, accessed at https://www.pnas.org/content/118/10/e2021726118 in February 2022.*

11. *Francine N. F. R. Queluz, Emily Kervin, Lori Wozney, Pamela Fancey, Patrick J. McGrath, and Janice Keefe, (2020), "Understanding the needs of caregivers of persons with dementia: a scoping review", International Psychogeriatrics, International Psychogeriatric Association, accessed at*

https://www.cambridge.org/core/services/aop-cambridge-core/content/view/11EEEDF142ADCD218AE7A537B52A1C78/S1041610219000243a.pdf/understanding-the-needs-of-caregivers-of-persons-with-dementia-a-scoping-review.pdf%20in%20February%202022 in February 2022.

12. *Fried TR, Van Doorn C, O'Leary JR, Tinetti ME, Drickamer MA, (2000), "Older person's preferences for home vs hospital care in the treatment of acute illness", National Library of Medicine, National Center for Biotechnology Information, accessed at https://pubmed.ncbi.nlm.nih.gov/10826465/ in February 2022.*

13. *Mold Freda, Cooke Debbie, IP Athena, Roy Parijat, Denton Susan, and Armes Jo, (2021), "COVID-19 and beyond: virtual consultations in primary care—reflecting on the evidence base for implementation and ensuring reach: commentary article", US National Library of Medicine National Institutes of Health, accessed at https://www.ncbi.nlm.nih.gov/pmc/articles/PMC7804830/ in February 2022.*

14. *WHO, (2020), "Home care for patients with suspected or confirmed COVID-19 and management of their contacts", accessed at https://apps.who.int/iris/bitstream/handle/10665/333782/WHO-2019-nCoV-IPC-HomeCare-2020.4-eng.pdf?sequence=5&isAllowed=y in February 2022.*

15. *Fredriksen-Goldsen Karen, Shiu Cheng-Shi, Starks Helene, Chen Wei-Ti, Simoni Jane, Kim Hyun-Jun, Pearson Cynthia, Zhao Hongxin and Zhang Fujie, (2011), "You must take the medications for you and for me": family caregivers promoting HIV medication adherence in China", National Library of Medicine, National Center for Biotechnology Information, accessed at https://pubmed.ncbi.nlm.nih.gov/21495860/ in February 2022.*

16. *Buetow Stephen, Henshaw Jenny, Bryant Linda, O'Sullivan Deirdre, (2009), "Medication timing errors for Parkinson's disease: perspectives held by caregivers and people with Parkinson's in New Zealand", National Library of Medicine, National Center for Biotechnology Information, accessed at https://pubmed.ncbi.nlm.nih.gov/20975777/ in February 2022.*

17. *National Research Council (US), (2010), "The Role of Human Factors in Home Health Care: Workshop Summary", National Center for Biotechnology Information, accessed at https://www.ncbi.nlm.nih.gov/books/NBK210047/ in February 2022.*

18. *Chandrashekar Pooja, Moodley Sashi, and Jain Sachin H. (2019), "5 Obstacles to Home-Based Health Care, and How to Overcome Them", Harvard Business Review, accessed at https://hbr.org/2019/10/5-obstacles-to-home-based-health-care-and-how-to-overcome-them in February 2022.*

19. *Bevans Margaret F. and Sternberg Esther M., (2012), "Caregiving Burden, Stress, and Health Effects Among Family Caregivers of Adult Cancer Patients", National Center for Biotechnology Information, accessed at https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3304539/ in February 2022.*

20. *Reinhard Susan C., Given Barbara, Petlick Nirvana H. and Bemis Ann, (2008), "Supporting Family Caregivers in Providing Care", National Center for Biotechnology Information, accessed at https://www.ncbi.nlm.nih.gov/books/NBK2665/ in February 2022.*

Impact of Work Life Balance among the Female Employees Working in Private Hospitals in Raipur Region

DR. SURESH KUMAR PATTANAYAK
Associate Professor;
Raipur Institute of Technology,
Raipur (C.G.)

Dr. J. H. VYAS
Professor, RITEE Business School,
Raipur (C.G.)

Abstract

Due to enhancement of foreign capital and technology in India, because of impact of LPG, many companies from outside the India, has started functioning on Indian soil. They have started making steep competition with the local organizations. This phenomenon has created an overall pressure on the local employees. The role of working women has changed throughout the world due to economic conditions and social demands. The employees particularly female employees are looking for means and ways to release this work pressure. The employees are looking in achieving work life balance to enhance their quality of life. In the present paper, the researchers have taken one important service area in Raipur i.e. Hospital Industry in Raipur region and focused on the work life balance of female employees at all levels of private Hospitals in Raipur region. The various factors affecting work life balance will be evaluated in this paper. Data collected are subject to descriptive Statistics and it was found that problems faced by working women in private hospitals are very high. This situation was more challenging during Corona Pandemic. This has affected a lot to their quality of work life.

Key Words: Working women, Hospital, Work Life Balance,

INTRODUCTION:

The main concern of health care sector is to focus on how to benefit patients by providing the best treatment and providing the modern medical facilities. Due to the all of a sudden attack the Corona Pandemic all over the globe, the importance of medical sector has enhanced to a greater extent and people started feeling the gap between the Hospitals and the pandemic. In the present study the researchers have tried to find out these gaps and the work life balance issues faced by the employees in medical sector at various levels. The work life is nothing but the harmonious balance between the family responsibility and work responsibilities.

The area of study selected by the researchers is leading Private Hospitals in Raipur region. This study further attempt to understand the situations of the employees of medical sectors and their way of effectively balancing the personal and professional life. Raipur is the capital of Chhattisgarh and the entire Chhattisgarh state people look at Raipur for the best medical facilities to the needy persons. In the event of emergency the people all over the state come to Raipur for the advanced treatment purpose.

The India's health care Industries have been growing at a compound annual growth rate of around 22% since 2016. At this rate, it is expected to reach USD 372 Billion in 2022. Health care has become one of the largest sectors of the Indian economy, in terms of both revenue and employment. The present study covers the problems faced by the women employees of these sectors specifically employed in the private hospitals in Raipur region.

LITERATURE REVIEW:

Marks and Mac Dermid, (1996); Work–family balance reflects an individual's orientation across different life roles, an inter-role phenomenon. Work-life balance is a key issue in all types of employment as dual-career families have become common and high work demands with long working hours have become the norm. The importance of helping employees achieve a balance between the demands of their work and their home lives has been emphasized. Demographic changes as seen in the increasing number of women in the workplace and dual career families have generated an increasingly diverse workforce and a greater need of employees to balance their work and non-work lives

Aggrawal (2012), investigated the relationship between work life balance initiatives and employee's attitudes toward work life conflict and the work place in general. Study identified employees perceive work life balance enables them to work better and suggested it should be a joint responsibility of employer and employee.

Devi and Pandian (2011), analyses by the women school teachers to maintain work life balance and founded that there was no separate policy for work life balance in their school and majority of them were doing school work at home.

Jeffrey H. Greenhaus, Karen M. Collins & Jason D. Shaw (2003) suggested that an equally high investment of time and involvement in work and family would reduce work–family conflict and stress thereby enhancing an individual's quality of life. And so it goes without saying that married working women of this era can have a healthy quality of life only when work-life balance is maintained making the topic of work life balance for working women, the need of the hour.

Goyal and Arora (2012), measured the impact of work pressure on family life and the expectations of family on the work commitments on 120 teachers of different educational institutes. The study revealed that factors like negative attitude of family, family commitments, health issues, long Working hours, meetings, work load created an imbalance in their personal and professional lives.

Dasgupta (2010), explored the relationship between psychosocial variables and emotional intelligence of women employees in Information Technology Industry. Study indicated a significant contribution of the psychosocial variables like QWL, Work family role conflict and perceived happiness in achieving higher QWL.

Vittal (2003), observed that the dropout rates of women have increased with their marriage and childbirth at childcare and housework remain women's responsibilities irrespective of her income, educational level or employment.

OBJECTIVES OF THE STUDY:

- To assess the existing work life balance of female employees working in Private Hospitals.
- To study the impact of work life balance on personal life of working female employees'
- To study the relationship and impact of work life balance of working female employees' on professional life.

HYPOTHESIS:

H01: There is no Significant impact on work life balance on working female employee' personal life

Ha1: There is Significant impact on work life balance on working female employee' personal life.

H02: There is no Significant impact on work life balance on working female employee' professional life.

Ha2: There is Significant impact on work life balance on working female employee' professional life.

RESEARCH METHODOLOGY:

To achieve the objectives an empirical study was conducted. As the impact of work life balance on working female employees' personal and professional lives was analyzed. The research design is descriptive and causal in nature. As the objective is to study and describe the prevailing level of work life balance of working females in Private Hospitals from employees point of view and to demonstrate the impact of work life balance on personal and professional life by applying parametric statistics (correlation and regression).This study concerns the causal relationships between work life balance, personal life and professional life in Private Hospitals at Raipur region.

SAMPLING DESIGN:

The researcher has chosen the Raipur region for conducting this study. Raipur besides being the capital city of the State is also a very huge populated region of Chhattisgarh. Sample size constituted of 100 employees of Private Hospitals. Employees of Hospitals were randomly selected. Three to five employees were selected randomly from the different Hospitals.

TOOLS FOR DATA COLLECTION:

The main techniques used in this study for data collection were Questionnaire and secondary source of analysis. Research Questionnaire has three sections. Section A having 5 statements of work life balance and Section B is having 5 statements of personal life and Section C having 5 statements of professional life on a Five point scale ranging from 1 (Strongly Disagree) to 5 (Strongly Agree).

RELIABILITY & VALIDITY:

To check the reliability of the scale Cronbach's alpha (coefficient of reliability or consistency was calculated. Cronbach alpha value for first scale “Work life balance” comes out to be 0.85 and for the second scale “Personal life” is 0.814 and for third scale “Professional Life “comes out to be 0.811. All are having values more than 0.70 which depicts that both the scales are highly reliable in nature.

In this study Content of this research was validated by analyzing the literature, considering the opinions of field experts. With the help of Expert's views and review of literature, each and every statement of questionnaire was thoroughly examined. It was found that content of each item were related with the objectives of the study.

DATA ANALYSIS & INTERPRETATION

The information of all the questionnaires was coded and entered in the computer by using MS- Excel and SPSS Software. Statistical Package for Social Sciences 20.0

Version was used to do the required statistical analysis. Descriptive Analysis, Correlation and Regression techniques was used to analyze data in the study.

Descriptive Analysis of Work Life Balance of female employees working in Pvt. Hospitals

The overall work life balance of female employees working in Axis Bank was analysed using Descriptive statistics. Mean value and standard deviation was analysed .Range was calculated by formula Mean + (1.96) Standard deviation. The upper limit and the lower value come out to be 21.93 and 11.14 respectively.

Table 1: Table Showing Descriptive Statistics of Work Life Balance

Work Life Balance	N	Minimum	Maximum	Mean	Std. Deviation
	100	10	23	16.57	2.77

Source: Survey results

The mean of work life balance on working females comes out to be 16.57 which depicts work life balance of females working in private Hospitals has medium level of work life balance. Thus Management should start realizing its importance in this competitive, ever changing, demanding and stressful environment.

Relationship and Impact of Work Life Balance on Employees' personal life

Correlation analysis was carried out to study the relationship between work life balance and personal life of working female employees. The results were shown in table below:

Table 2: Table Showing Correlations between Work Life Balance and Personal life

Personal life		
	Pearson Correlation	0.692
Work Life Balance	Sig. (1-tailed)	0

Source: Survey Results

The coefficient of correlation as shown in table 2 comes out to be 0.692 and p value .000 which revealed that there is significant positive correlation between the two variables. The result depicted that there exists a significant positive relationship between work life balance and female employees' personal lives.The impact of the Work life balance on Personal Life was examined by performing regression analysis. Work life balance is the independent variable and Personal Life is dependent variable. The results were shown in table below:

Table 3: Table Showing Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.692[a]	.479	.476	1.16576	.479	62.233	1	98	.000

Predictors: (Constant), Work life Balance

Dependent Variable: Personal life Source: Survey result

Value of R Square comes to be .479 which depicts that the Work life balance accounts for 47.9 percent of variance in the scores of employees' personal lives. Thus it is a contributing factor and the use of effective Work Life Balance policies can lead to better personal life. The ANOVA tests the significance of the regression model. F-Value comes out to be 62.233 is significant at 5 percent level of significance. Thus regression model is valid and significant. And we can say that there is potential impact of work life balance on the personal life of working female employees.

Table 4: Table Showing Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	5.123	.615		7.824	.000
Work Life Balance	.541	.043	.692	11.653	.000

a. Dependent Variable: Personal Life
b. Source: Survey Results

Value of t for work life balance comes out to be 11.653, p value is .000 and beta value is .692 which is significant at 5 percent level of significance. The null hypothesis 1 was not accepted in this regard. Thus there is significant impact of Work Life Balance on the employees' personal life.

Relationship and Impact of Work Life Balance on Employee's professional life

Correlation analysis was carried out to study the relationship between work life balance and professional life of working female employees. The results were shown in table 5.

Table 5: Table Showing Correlation between Work Life Balance and Professional Life

Professional life		
	Pearson Correlation	0.594
Work Life Balance	Sig. (1-tailed)	0

Source: Survey Results

The result depicted significant positive relationship between work life balance and employees' professional life. Coefficient of correlation 0.594 is significant at 5 percent level of significance. The result depicted that there exists a significant positive relationship between work life balance and female employees' professional life.

Table 6: Table Showing Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.594[a]	.424	.419	2.03216	.424	60.510	1	98	.000

Predictors: (Constant), Work life Balance
Dependent Variable: Professional Life Source: Survey Results

The impact of the human resource system on competitive advantage status was examined by performing regression analysis. The value of R square comes out to be .424 which depicts that there is 42.4 percent impact of work life balance on the professional life of female employees. Results indicated that the regression model predicts the outcome variable significantly well. The ANOVA tests the significance of the regression model. F- Value comes out to be 60.510 is significant at 5 percent level of significance. Thus regression model is valid and significant.

Table 7: Table Showing Coefficients

Model a.Dependent	Unstandardized Coefficients		Standardized Coefficients	t	Sig. Variable
	B	Std. Error	Beta		
(Constant)	6.053	1.3		5.231	0
Work Life Balance	0.612	0.085	0.594	6.943	0

ble: Professional Life
Source: Survey Results

Value of t for human resource system comes out to be 6.943, p value is .000 and beta value is 0.594 which is significant at 5 percent level of significance. Thus null Hypothesis 2 was not accepted in this regard. Thus there is significant impact of work life balance on employees' professional lives. Hence there must be focus on improving the work life balance which will further improve their professional life leading to more productive and efficient staff.

FINDINGS AND SUGGESTIONS

In today's competitive and global era, with changing demands, regulations and so much pressure the expectations of the employers have increased a lot. This leads to increase in stress level of the Hospital employees. Majority of the respondents expressed that there is no separate policy for work life balance in their Hospitals and many people were doing work overtime. Also management has not done much in terms of designing and implementing effective work life balance policies and practices. If the personal and professional lives of female employees are balanced, they can devote more time to their children and can focus on their upbringing. It was found that the number of hours worked per week, the amount and frequency of overtime, and inflexible work schedule increase the likelihood of Private Hospital employees to experience conflict between their work and family roles as it kills their time to perform family related activities.

The married working women of all the sectors predominantly find it very hard to steal out time for their own hobbies or leisure activities and maintain friendships or extended relationships. The married working women in the age group of under 30 years were found to have more work-life imbalance problems than those in the age group of 30 to 40 years while married working women over 40 years were found to be balancing work-life slightly better than the above mentioned age groups. The respondents with spouse's profession as Business were found to be suffering the most with work-life balance. Our findings revealed the importance of work-life balance and the need to have work-life balance to have happiness and life satisfaction.

Findings also revealed that employees in Private Hospitals have medium level of Work Life Balance. Also there is significant positive relationship and impact of work life balance on employee's personal and professional life. Study also revealed some of employees feel so stressed that they are not able to handle family responsibilities even after coming from workplace as they feel so tired and exhausted because of long working hours. Breaks are also very short so they were not able to take proper rest. It was further revealed that their organization provides no policy as such to help their employees meet their family commitments. Thus focus must be there in making policies that can help the female employees to have balance between the two.

CONCLUSION:

In the era of globalization and many changes in social life style it has become very hard to maintain family life. This leads the Females to come out of their comfort zones to workplace to have some monetary benefits in their family life. Both way earning is the need of the hour. Due to hectic schedule of job hours the work life balance becoming tough to maintain. This study more focused on work life balance of women employees. Study reveals employees work life balance, weekly hours of work and the stress associated with work were the important determinants of employee's work life balance apart from their occupation, age, responsibilities. A conflict within organization and within family affects their work life balance and performance. Since private Hospitals are supposed to provide the best services, every patient and their relatives expect the positive results in every case. Hence from this study it can be be concluded that the proper work life balance among the female employees is very essential. If Work life balance is properly maintained, then the output of the hard work of the employees yields positive results. As the Hospital industry is associated directly with the lives of people, it is very pertinent to maintain the work life balance among female employees.

REFERENCES

- *Bailyn, Lotte; Drago, Robert; and Kochan, Thomas A.; "Integrating Work and Family Life – A Holistic Approach". A Report of the Sloan Work-Family Policy Network. 9/14/2001: pp 1- 10.*
- *R. Baral & S. Bhargava; "HR interventions for work-life balance: evidences from organizations in India". International Journal of Business, Management and Social Sciences, Vol. 2, No. 1, 2011, pp. 33- 42*
- *Bharat, S. 2003. "Women, work, and family in urban India, Towards new families?" in J. W. Berry, R. C. Mishra, and R. C. Tripathi ed., Psychology in human and social development, Lessons from diverse cultures pp.155-169 New Delhi, India, Sage.*
- *Clark SC (2000).Work/Family Border Theory: A NewTheory of Work/Family Balance. Human Relations 53(6): 747–770.*
- *Daniels, L. and McCarraher, L. (2000) The Work–Life Manual. London: Industrial Society.*
- *Denise Horner Mitnick, "The Impact of Working Women on Work/Life Balance Perspectives", University of Pennsylvania ScholarlyCommons, 2006*
- *Francene Sussner Rodgers, "When the Business Case Is Common Sense: Coming to Terms with America' Family Challenge," ACA Journal, (Autumn 1992)*
- *Friedman, S D and Greenhaus, J H (2000). "Work and family—Allies or enemies? What happens when business professionals confront life choices", New York: Oxford University Press.*
- *Grossman, Allyson Sherman. "Working Mothers and Their Children". Monthly Labor Review: Special Labor Force Reports – Summaries. May, 1981: pp 49 -54.*
- *Jeffrey H. Greenhaus, Karen M. Collins & Jason D. Shaw, "The relation between work–family balance and quality of life", Journal of Vocational Behavior 63 (2003) 510–531*
- *Kirchmeyer, C. (2000). Work-life initiatives: Greed or benevolence regarding workers' time. In C. L. Cooper & D. M. Rousseau (Eds.), Trends in organizational behavior (Vol. 7, pp. 79–93). West Sussex, UK: Wiley.*
- *Kofodimos, J. R. (1993). Balancing act. San Francisco: Jossey-Bass.*
- *Komarraju M. 1997. "The work–family interface in India", in S. Parasuraman and J. H. Greenhaus Eds., Integrating work and family, Challenges for a changing world pp. 104–114. Westport, CT, Quorum Books.*
- *Kossek E. E. and Ozeki C. 1998. Work-family conflict, policies, and the job-life satisfaction relationship, A review and directions for organisational behavior-human resources research, Journal of Applied Psychology, Vol.83, pp.139-149.*

- *McElwain, A. K., Korabik, K., & Rosin, H. M. (2005). "An examination of gender differences in work-family conflict". Canadian Journal of Behavioural Science, 37(4), 238-298.*

- *Marks, S. R., & MacDermid, S. M. (1996). "Multiple roles and the self: A theory of role balance". Journal of Marriage and the Family, 58, 417–432.*

- *Mathew, R. V., & Panchanatham, N. (2009b). "Influencers and the role in determining the work life balance of employees working in the information technology sector". KGEES Journal of Social Science, 1, 17–31.*

- *Mead, G. H. (1964). Selected writings. Indianapolis, IN: Bobbs-Merrill.*

- *Nusrat Ahmad (March 2009), ASSOCHAM Business Barometer, ASSOCHAM Research Bureau. http://www.assocham.org/arb/*

- *Peeters, M. C. W., Montgemery, J. J., Bakker, A. B. & Schaufeli, W.B. (2005). "Balancing work and home: How job and home demands are related to burnout". International Journal of Stress Management, 12, 43–61.*

- *Pleck, J H (1977). "The Work-Family Role System," Social Problems, 24(4), 417-427.*

- *Rajadhyaksha U. and Bhatnagar, D. 2000. "Life role salience, A study of dual career couples in the Indian context". Human Relations, Vol.53, pp.489-511.*

- *Richard Welford, Work life balance in Hong Kong: Survey results (April 2008), The University of Hong Kong and CSR Asia.*

- *Rout, U R; Lewis, S and Kagan, C (1999). "Work and Family Roles: Indian Career Workmen in India and the West," Indian Journal of Gender Studies, 6(1), 91-105.*

Submission of Manuscript

Bizcraft is a halfyearly journal on contemporary management perspectives published by the Faculty of management Science, SRMS College of Engg & Tech, Bareilly (UP), India . It invites original research articles, case study, executive deliberation, book reviews and perspective based papers from academicians and practitioners on any issue of management and technology perspectives. The author should send two print copies of manuscript on A4 size paper with double line space on Times New Roman 12 point fonts on MS Word format. Sufficient left margin must be available on all the pages for facilitating the review of the article by the reviewer. The review process normally takes one month from the date of receiving of the article by the editor. The unaccepted articles will not be returned.

One soft copy must also be mailed to bizcraft@srmscet.edu.

The manuscripts should be arranged in following order :

1. Cover page consisting the title of the submitted articles along with the name (s) of the contributor(s), his/her designations and brief profile of each contributor(s) along with contact address. It must consists a declaration that " It is certified that the manuscript titled "Title" which is submitted for publication in Bizcraft. A half yearly journal of Faculty of Management Sciences, Shri Ram Murti Smarak College of Engg & Tech, Bareilly (UP), India is my original work and all references and source of data and conclusions are properly acknowledged".
2. Abstract in around 100-150 words briefly explaining the theme of the contributed manuscript, its relevancy in contemporary management practices and research methodology, which is used for preparation of the article (if applicable).
3. The article itself in around 6000 to 10000 words depending upon the aspect of issue presented in the manuscript. It may include the innovative thought with its practical applicability, conducted research work, case study, book review etc. The data table, graphs and charts etc. must be numbered properly and attached as separate sheet with clear presentation

The acceptance of the article for publication is based on the understanding that the manuscript is an unpublished work and not submitted for publication anywhere else. The editorial board reserved the right for suitable modification in the article.

Guidelines for references :

It is suggested that all type of data and conclusions must be properly acknowledged in term of its source in proper format. The references must be arranged in alphabetical order mentioning the name of the researcher/source. For example Hedge, L.V (1995). "Statistical Method for Meta Analysis", Journal of Statistical Research, Vol no, Page No. for referring the journals or published works. Standard format may also be used for referring the books and working papers.

Editor reserves the right to accept or refuse an article for publication, and there is no obligation to assign reasons for the decision. The author will receive a complementary copy of the Bizcraft in which their article is published.

All Manuscript should be submitted to :

The Editor
Bizcraft
Faculty of Management Science
SRMS College of Engg. & Tech.
Ram Murti Puram, 13 KM. Bareilly-Nainital Road, Bareilly-243202, Uttar Pradesh, India
Ph : 0581-2582246, 2582249, 2592331, 32 Fax 0581-2582330
E-Mail : bizcraft@srmscet.edu

ISSN : 2231- 0231

SRMS
College of
Engineering &
Technology, Bareilly

Published by :

Faculty of Management Science

Shri Ram Murti Smarak College of Engg. & Tech., Bareilly (U.P.) India