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CHALLENGES AND OPPORTUNITIES ASSOCIATED WITH THE QUALITY OF WORK AT SELECTED SOFTWARE COMPANIES IN HYDERABAD-A STUDY

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Abstract
The study is about the quality of work life of employees working in software companies and the profile tries to lay its emphasis on to what extent the organization is able to succeed through the methods and procedures of work life balance adopted in the organization. Human resources are considered to be the biggest asset of any organization, as the success or failure of any organization depends on the capability of HR personnel of that organization.

Balancing work and life has become significant because of the changing nature of individual roles in a family. For HRM, quality of work life of employees has assumed much importance as it deals with issues related to an employee's work and his family. Hence a majority of organizations have found it necessary to include work-life balancing programs or family-friendly options.

The objective of the study is to interpret the work-life balance procedure followed at software companies and to receive suggestions in the context of giving importance to various aspects that will improve their working conditions and provide flexibility in their job. The methodology includes the ways to collect primary and secondary data. Primary data has been collected by interview, questionnaire and the secondary data from the corporate manuals, website, journals, records, books etc., and the information was analyzed and interpreted.Hence the organization should provide the employees with various facilities and also should adopt modern techniques which would help employees to increase the quality of life balance in software companies.

Keywords: Quality of Work life, flexible working hours, job satisfaction, family satisfaction, turbulent business conditions, software companies.

1. INTRODUCTION
" Quality of work life improvements are defined as any activity which takes place at every level of an organization, which seeks greater organizational effectiveness through the enhancement of human dignity and growth… a process through which the stake holders in the organization and management, union and employees learn how to work together better … to better… to determine themselves that actions, changes and improvements are desirable and workable in order to achieve the goals of an organization".

Quality of Work Life refers to the relationship between a worker and his environment, adding the human dimensions to the technical and economic dimensions. Within which work is normally viewed and designed.

- Focuses on problem of creating a humane working environment.
- Creation of more involving, satisfying and effective jobs and work environment for the people at all levels of the organization.
- Brings together needs and development of the people to the organization.
- This prospective is needed to understand how the world of work can be adoptively evolved in order to cope with the uncertainty, complexity and turbulence of the environment in which it is immersed.

SCOPE OF THE STUDY
The study focused on the quality of work life in the Software companies. It focuses on the work style of employee in an organization. The study explains the employee efficiency of working and it determines the employee abilities to their work.

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OBJECTIVES OF THE STUDY

1. To know the quality of work life in Software companies.
2. To bring about improvement in quality of a product or service by forming groups and using the ideas and thoughts of the group.
3. To find out effects of quality of work life initiatives on employees.
4. To find out way to improve quality of work life.

METHODOLOGY

The research design used in this research is partly exploratory (secondary data) and partly descriptive (primary Data) in nature. The Employees was randomly selected from the Software Companies. Employees of four selected companies such as Wipro, Infosys, Mahindra Satyam and IBM having branches in Hyderabad has formed part of 100 sampling units.The primary data was collected through questionnaire. About 100 employees would be taken from four Selected software Companies for the Study. Statistical tool such as Cross tabulation, charts, graphs, percentages and may be used to analyze the collected. Data.

2. LITERATURE REVIEW

In the present scenario, where the world is moving from traditionalisation to modernization, computerization and globalization there is an intense competition. The situations are becoming more complex and the modern employees are experiencing distress. To meet the challenges posed by present standards organization must focus their attention in bringing a balance between work and family life.

The Quality of work life movement provides a value frame work and a philosophy which has a long term implication for the human development and enrichment. It tries to balance both the work and family life. Hence integrated approach with regard to Quality of work life is required for the success of an individual and an organization. This underlines the necessity of searching studies on the nature of human relations and the problems of human relations and the problems of human behaviour in the organization and suggests measures to cope with the problems. Hence, an in depth on aspects like Quality of work life can throw light on many non-identified aspects of human behaviour which may help in understanding the issues involved and improving the overall performance of these organizations. There it is found that there is need to study in greater detail about the topic.

Software organisations are increasingly becoming more important for developed as well as developing economies. Indian software organisations had a phenomenal growth in the last decade and are expected to play a much bigger role in the next millennium in the growth of Indian economy. This growth has been due to availability of highly competent and cost competitive software professionals in India. These unique advantages have led to Indian software organisations becoming problem solvers and subcontractors to a large number of fortune 500 companies. This in turn has led to Indian software professionals being in touch with the best of the software companies anywhere in the world.

It is in the above context that this study will explore and examine the human challenges and issues in Indian software organisations. The success of any organization is highly dependent on how it attracts recruits, motivates, and retains its workforce. Today's organizations need to be more flexible so that they are equipped to develop their workforce and enjoy their commitment.

Therefore, organizations are required to adopt a strategy to improve the employees' quality of work life'(QWL) to satisfy both the organizational objectives and employee needs.

The company is focused on software and ITES applications in many business domains, therefore, it needs technical specialists, mostly in J2EE and .NET platforms, combined with exposure in application areas like, knowledge management, BFSI, e Governance, HR, SCM, ERP, electronic media and education. The company has modern infrastructure with adequate hardware, software tools and Internet connectivity. The company sponsors

staff for training programs offered by business partners, viz. IBM, Microsoft and Sun, besides conducting in-house classes with the help of specialists and visiting faculty.

The company subscribes to equal opportunity principles, respects merit and empowerment of all professionals regardless of their experience or socio-economic background.

There is a substantial increase in work due to intense and competitive work environment. There is a lot of pressure built up on individuals leading to a number of problems. One should be able to create a balance between one's work life and personal life which is the core part in achieving a work-life balance. Work-life balance has come out to be such an important area that requires a lot of research which has just begun and the findings of the research will be useful to the individual, the organization, and the society at large. Organizations are also giving utmost importance to work-life balance to get the best out of their employees.

In a spirited labour market, employers can be a focus for better human resources by submission of work-life balance policies together with competitive compensation packages. Work-life balance policies can diminish costs by enlightening employee retention rates. Work-life balance policies can boost productivity and profitability of the organization. Work-life balance policies can also reduce stress and contribute favourably to a protected and improved workplace by combating fatigue, thus tumbling the possibility of adverse movements of employees in the workplace.

Numerous studies have been conducted on work-life balance. According to a major Canadian study conducted by Lowe (2005), 1 in 4 employees experience high levels of conflict between work and family, based on work-to-family interference and caregiver strain. If role overload is included, then close to 60 percent of employees surveyed experience work-family conflict.

Today's workers have many competing responsibilities such as work, children, housework, volunteering, spouse and elderly parent care and this places stress on individuals, families and the communities in which they reside. Work-life conflict is a serious problem that impacts workers, their employers and communities.

3. DATA ANALYSIS AND INTERPRETATION

1. Working in the current organization

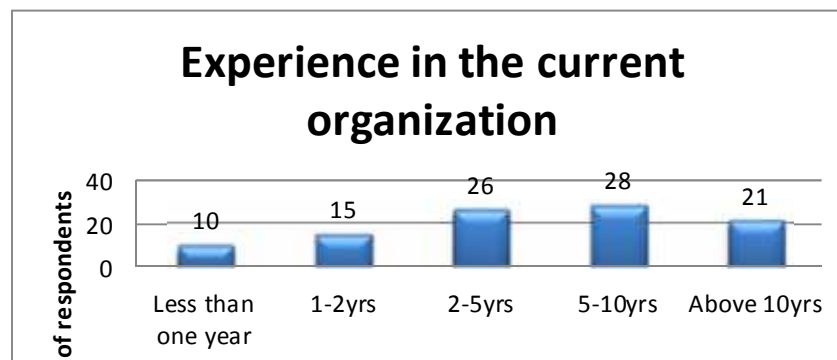| OPTIONS	NO.OF PERSONS
Less than one year	10
1-2 years	15
2-5 years	26
5-10 years	28
Above 10 years	21

Table4. 1

Figure - 4.1

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Interpretation
According to the graph, majority of the employees (75) are having experience above 2 years while the remaining 25 employees are having less than 2 years' experience.

2. Motivation in the work environment

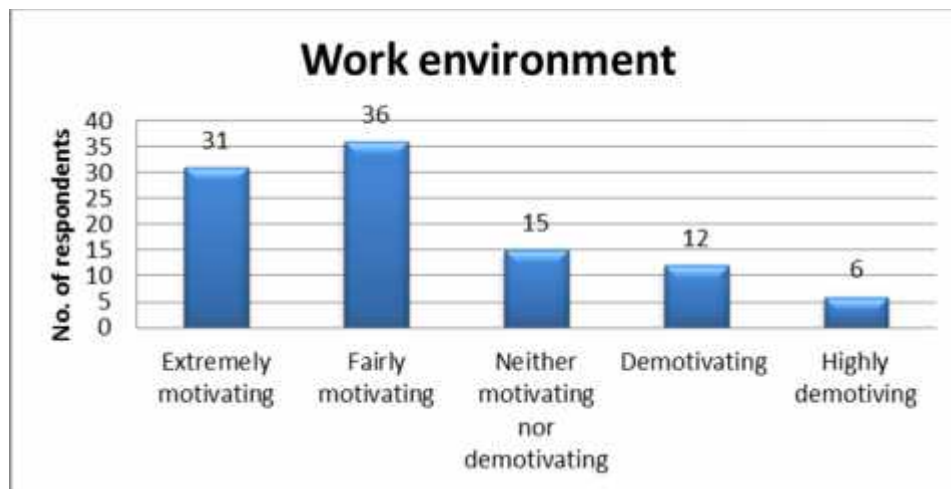| OPTIONS	NO OF PERSONS
extremely motivating	31
Fairly motivating	36
Neither motivating nor demotivating	15
Demotivating	12
Highly demotiving	6

Table- 4.2

Figure - 4.2

Interpretation
According to the graph, 31 respondents feel that the work environment is extremely motivating, 36 respondents feel as fairy motivating. 18 respondents feel that the work environment is not motivating. The remaining 15 respondents have not stated whether the work environment is motivating or demotivating.

3. Level of satisfaction with the working conditions provided by your organization.

OPTIONS	NO OF PERSONS
Highly satisfied	32
Satisfied	43
Neither satisfied nor dissatisfied	17
Not satisfied	5
Not at all satisfied	3

Table- 4.3

Working conditions

Figure- 4.3

Interpretation
From the above graph, we can see that the 75 respondents are satisfied with the working conditions provided by the organization while 8 respondents are not satisfied with the same. 17 respondents had not responded pertaining to the working conditions provided in the current organization.

4. Departments in your organization cooperate with each other

OPTIONS	NO. OF PERSONS
Yes	18
No	82

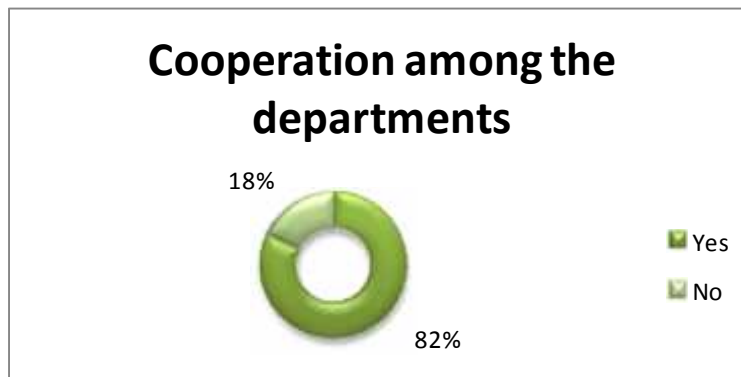Table-4. 4

Cooperation among the departments

Figure - 4.4

Interpretation
Almost 82% Departments support with other departments in the organizations while only 18% Departments does not support each other.

5. There is a harmonious relationship with our colleagues in your organization.

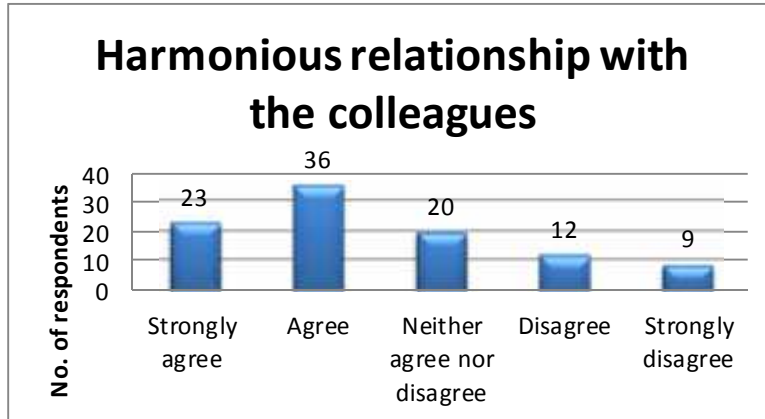| OPTIONS	NO.OF PERSONS
Strongly agree	23
Agree	36
Neither agree nor disagree	20
Disagree	12
Strongly disagree	9

Table - 4.5

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Figure - 4.5

Interpretation
From the above graph, 23 respondents strongly agree that they are maintaining pleasant relationship with the colleagues in the organization and 36 respondents agree with the same. While 12 respondents disagree and 9 strongly disagree that the relationship is not harmonious with the colleagues in the organization.

6. Training programmes helps in improving relationship among employees

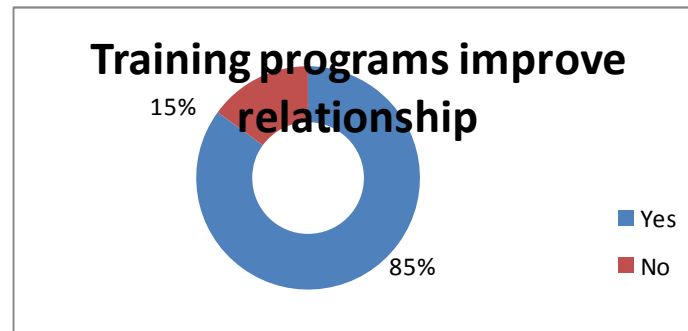| OPTIONS	NO. OF PERSONS
Yes	85
No	15

Table 4.6

Figure - 4.6

Interpretation
From the above graph, 85% of the respondents confirm that the training programs improve relationships while 15% of the respondents disagree that the training programs will not improve relationships.

7. Rate the Training Programmes Overall

OPTIONS	NO.OF PERSONS
Very useful	41
Useful	29
Neutral	17
Little bit use full	9
Not at all use full	4

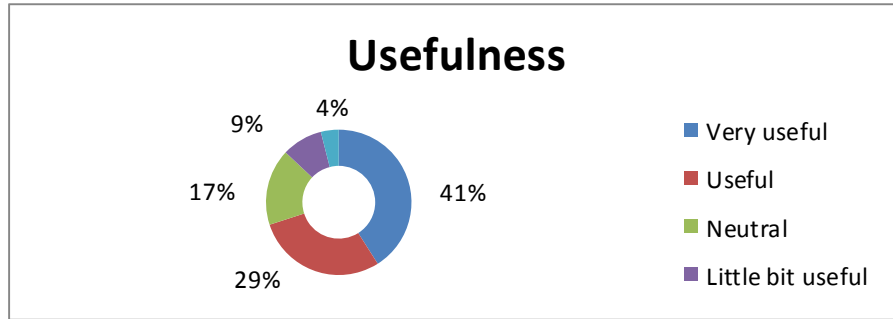Table- 4.7

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Usefulness

Figure - 4.7

Interpretation
From the above pie chart, it is shown that 41% of the respondents feel it as very useful, 29% of the respondents feel it as useful, 17% of them to some extent, 9% of the respondents to a little bit and 4 % of the respondents feel it as not at all useful.

8. Adequate and fair compensation for the work

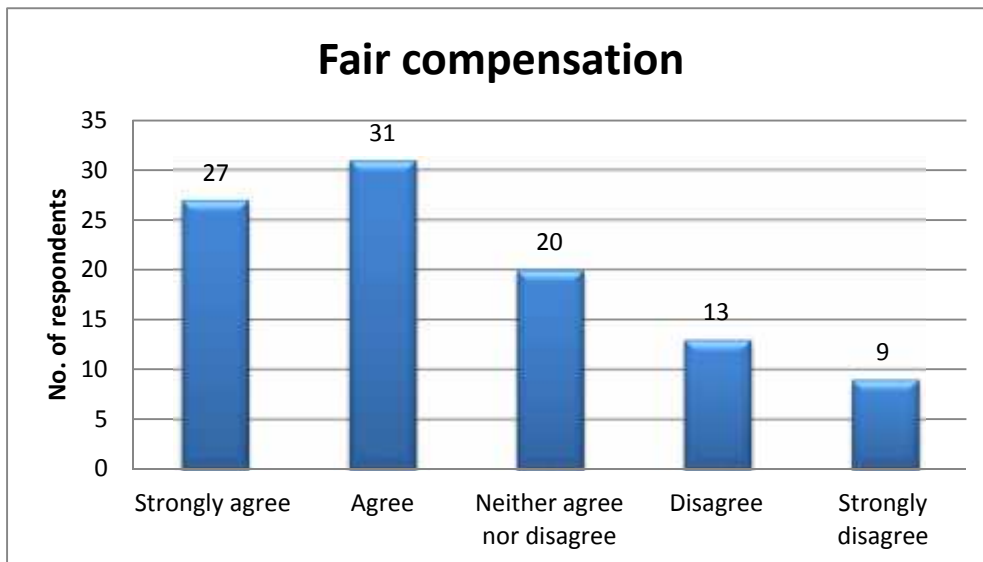| OPTIONS	NO OF PERSONS
Strongly agree	27
Agree	31
Neither agree nor disagree	20
Disagree	13
Strongly disagree	9

Table 4.8

Fair compensation

Figure - 4.8

Interpretation
According to the graph, it is observed that 27% of the respondents strongly agree that they are satisfied with the salary paid to the respondent, 31% of the respondents agree, 13% of the respondents disagree, 9% of the respondents strongly disagree that the salary paid is worthy. The remaining 20% of the respondents are not able to respond on the same.

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9. Opinion regarding Quality of work life in your organization

OPTIONS	NO OF PERSONS
Excellent	41
Fair	36
Average	12
Poor	6
Too Bad	5

Table -4.9

Figure - 4.9

Interpretation
From the above graph, 41 respondents feel that the quality of work life in the organization is excellent, 36 respondents feel it as fair, 12 respondents as average, 6 respondents as poor and the remaining 5 respondents as too bad.

DATA FINDINGS
1. Most of the respondents have been working in the organization for more than 2years and they feel that their work environment is motivating and are satisfied with the working conditions.
2. The employees feel that there is cooperation between the departments and the relationship between the employees is harmonious. However, there are some respondents who feel that the increase in co-operation do not create the sense of belongingness in the organization.
3. Up to half of the employees feel that the training programs conducted help them to a little extent in performing their job efficiently and to a great extent in improving relationship among themselves. Overall, they feel that the training programs are useful to them.
4. The employees feel that the classroom, seating and audiovisual arrangement are good and the lunch and the travelling facilities are excellent or fair.
5. The employees feel that they are given adequate and fair compensation for their work and their organization does a good job of linking rewards to job performance. There are also few employees who do not think so.
6. Considerable number of respondents does not think that their organization will pay salaries by considering the responsibilities at work and their work allows them to do in a particular area where they can do the best.
7. The employees feel that there is a balance between the objectives stated and the resources provided to them. There are also some respondents who feel they are not given adequate resources.
8. The employees are satisfied with their job and feel happy of the job security and the social security provided to them.
9. The employees feel that the work life in their organization is qualitative.

SUGGESTIONS
1. Almost half of the respondents do not feel belonged to the organization. This may be due to various reasons though the impact is very much on the overall productivity and effectiveness of the organization.
2. The employees feel that the organization does not consider the responsibilities of the employees while designing the salary package. The company needs to reconsider the compensation of the employees.

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3. Further, the employees are not much satisfied with their work as it is not allowing them to do their best in their area of interest. The organization should take this into serious consideration.
4. The training programs conducted by the organization are not much effective according to the employees. Hence the organization needs to attend this problem and provide solutions to the employees.
5. Innovative measures should be adopted by the organization in order to improve the employee engagement and make them much satisfied with their job.
6. There are few respondents who feel their quality of work life is average. Special care should be taken of such employees to increase the productivity.

CONCLUSION

The study on the quality of work life was undertaken to give an insight in to the employee work life and its quality. The study was taken up with an objective to study the work life of the employees and their feelings on their work and other related issues. It was done to throw light on the employee perception of the work life quality in their organization and their expectations from the organization.

The study is done at Hyderabad in a single organization with the employees as the respondents of the study. The sampling technique used was convenience sampling. The study has limitations like time which were taken care of.

The data collected from the primary source and the secondary sources was analyzed using appropriate tools like graphs, tables etc. From the study, it was found that the work life of the employees is highly qualitative. They feel that their work environment is motivating, the training and other opportunities are satisfactory and the cooperation among the departments and the relationships are harmonious. It was also found that considerable number of employees opines their responsibilities are not properly rewarded.

The organization should take care that the employees have the sense of belongingness in them. The salary structure should be revised and redesigned on the basis of the responsibilities being held apart from other factors. The employees should be allowed to work in their area of interest so that they are highly involved and maximum productivity is obtained. Innovative measures should be adopted continuously to make the employee work life qualitative.

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