

WORK LIFE BALANCE AMONG EMPLOYEES IN PRIVATE SECTOR BANKS WITH SPECIAL REFERENCE TO VIRUDHUNAGAR DISTRICT

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ABSTRACT

Banking sector is an emerging sector in India, the entry of private sector has brought various essential changes in the banking industry. Now a day's managing work life balance is a challenge for both employers and employees particularly in service industry where employees are loaded with work at workplace and at the same time they have to balance their personal life. Work life and personal life are two sides of the same coin. Creating and managing a balance between the work and personal life is considered to be a work life balance issue. Increasing work pressure, globalization and technological advancement has an impact on balancing professional life and personal life.

Key words: Work-Life balance, Private banking sector, Personal Life, Professional Life.

I. INTRODUCTION

In the present working world, most of the time is spent by the employees in their organization leaving less time to take care of their personal and family needs. The increased amount of competition in any business, improvement in information technology, they require for speedy and quality services has taken considerable time of the workers, sometimes even after the working hours.

Work-life balance is the skill to manage balance between work and personal life and to stay productive and competitive at work while maintaining a happy, healthy home life with sufficient leisure, despite having work pressure and endless activities which require your time and attention. Work Life Balance can also be defined in a different manner where an employee tries to justify his most important priorities with employer according to his position, grade wrapped in accountability & being a part of family spend a good quality time apart from professional life, it suggests that professional life is a part of social life & never influenced each other if someone is willing to make happen such occurrence with a wise approach.

In present scenario managing the work life balance is a big challenge for Bank employees particularly in private banking sector. As banking sector is an emerging sector in India there are many private banks entered in the banking sector. The employees in banking sector have to face the customers and deliver their needs continuously. They have great pressure in employment and work load. The growing importance to performance of work, people finds it difficult to manage themselves with the family. Sometimes family issues of the employees lead to lose their performance in work. Nowadays, the people are recognized by their job. Work gives as status, money and self respect to lead a prosperous life in the society. On the other hand family is also important for our life and it is the strength of a person.