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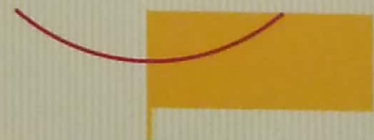
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CHANGING CONTOURS OF FFWP IN INDIA FFWP PRACTICES IN INDIA

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Abstract: *The increase in dynamics and complexities of today's workforce has urged the need to look into new human resource concepts. Though LPG era made organisations to understand the fact that people are the core asset of the whole system, even major organisations struggle in managing people related problems and only very few of them learnt to tune their HR resources and hence they are successful and competent. In India with the entry of two earner household pattern and with the increase in female proportion in work force, the structure of the labour market has changed presenting employees, government and firms with new challenges. To increase the efficacy of workforce and to meet out these challenges a newer workplace practices and policies that would respond to the challenges or stresses of family and work life is of urgent need. One such recent tool developed by the psychologist and behavioral philanthropist is the Family Friendly Work Practices (FFWP) that would help employees in managing their career and family responsibilities more successfully. The present study is an attempt to introspect, what sort of FFWP practices would favor an employee and organization, does it enhances the performance of the firm that adopts it and whether these practices brings any business benefits and worth their money spent. The research design is Exploratory and the study was undertaken in Coimbatore city. Data needed for the study was collected from primary source using self structured interview schedule, consisting a sampling frame of 1000 respondents from ten stratum of industrial sectors namely business, manufacturing, agriculture, engineering, education, medicine, IT, banking, insurance, food processing to get an unbiased response from all cadres. From each strata 100 respondents was randomly selected to form a representative base. Hence stratified and simple random sampling technique was adopted. The collected data was duly analyzed by Likert's scaling technique using point analysis on the basis of which mean, SD and variance were calculated and the hypothesis was tested using Chi Square analysis.*

Key Words: Family friendly work practices, Work life balance, Performance outcomes