

**A STUDY ON EMPLOYEE WORK-LIFE BALANCE AT
CRIMSUN ORGANICS PRIVATE LIMITED,
CUDDALORE**

Submitted by

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(Approved by AICTE, New Delhi and Affiliated to Anna University, Chennai)

DEPARTMENT OF MBA



BONAFIDE CERTIFICATE

Certified that this project report entitled **A STUDY ON EMPLOYEE WORK LIFE BALANCE AT CRIMSUN ORGANICS PRIVATE LIMITED, CUDDALORE** is a bonafide work of **G. SELSIYA & 420723631048** who carried out the research under my supervision. Certified further, that to the best of my knowledge the work reported here in does not form part of any other project report or dissertation on the basis of which a degree or award was conferred on an earlier occasion on this or any other candidate.

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Submitted for Project Viva-Vice examination held on _____

Internal Examiner

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DECLARATION

I, G. SELSIYA, II MBA student of DEPARTMENT OF MBA, C.K. COLLEGE OF ENGINEERING & TECHNOLOGY, CUDDALORE would like to declare that this Project work entitled “A STUDY ON EMPLOYEE WORK LIFE BALANCE AT CRIMSUN ORGANICS PRIVATE LIMITED”, submitted to ANNA UNIVERSITY in partial fulfilment of Master of Business Administration, is my original work and not submitted for the award of any degree, diploma, fellowship or other similar title or prizes.

Place: CUDDALORE

G. SELSIYA

Date:

ACKNOWLEDGEMENT

The successful completion of any task would be incomplete without mentioning the names of person who helped to make it possible. I take this opportunity to express my gratitude in few words and respect to all those who helped me in the completion of this project.

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ABSTRACT

Work-life balance is essential for employees to maintain both professional efficiency and personal well-being. This study examines the work-life balance of employees at **Crimsun Organics Private Ltd., Cuddalore**, focusing on their ability to manage work commitments alongside personal responsibilities. The research aims to assess factors such as work hours, workload, organizational support, and employees' perceptions of work-life balance.

A structured questionnaire was used to gather insights from employees regarding their experiences and challenges. The findings highlight the extent to which employees can balance their work and personal life, along with the impact of work demands on their well-being. The study also identifies areas where improvements can be made to create a more supportive work environment.

Based on the results, recommendations are provided to enhance work-life balance through better time management strategies, flexible work arrangements, and supportive workplace policies. These insights can help **Crimsun Organics Private Ltd.** foster a healthier and more productive workforce.

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CHAPTER - I

1.1 INTRODUCTION OF THE STUDY:

Work-life balance has become a critical aspect of employee well-being in today's fast-paced work environment. This study aims to analyse the **work-life balance** of employees at **Crimsun Organics Private Limited, Cuddalore**. As a manufacturing company, Crimsun Organics operates in a dynamic and demanding environment where employees often face challenges in balancing their professional and personal lives. Factors such as long working hours, job stress, work pressure, and the availability of flexible working arrangements significantly impact employees' well-being.

The study will focus on understanding employees' perspectives on work-life balance, identifying the key challenges they face, and evaluating the effectiveness of existing policies and practices. By collecting data through structured questionnaires and statistical analysis, this research will provide valuable insights into the **work-life balance trends** at Crimsun Organics.

The findings of this study will help the company implement strategies to **enhance employee satisfaction, reduce stress, and improve overall work efficiency**, leading to a more productive and motivated workforce.

WORK LIFE BALANCE DEFINITION

- Work-life balance refers to the ability of an individual to effectively manage and allocate time between professional responsibilities and personal life, including family, health, and leisure activities. It ensures that work commitments do not negatively impact personal well-being, leading to reduced stress, increased job satisfaction, and improved overall quality of life.
- A well-balanced work-life environment allows employees to be productive at work while maintaining personal fulfilment, ultimately benefiting both individuals and organizations.
- Work-life balance is the equilibrium between professional responsibilities and personal life, ensuring neither negatively impacts the other, leading to well-being and productivity.

WORK LIFE BALANCE DEFINED

- ◆ Work-Life Balance Primer: An article that clearly defines the key concepts and importance of work-life balance in modern workplaces.
- ◆ Core Components of Work-Life Balance: A structured resource that outlines essential elements such as flexibility, workload management, and employee well-being.
- ◆ Work-Life Balance and Employee Productivity: A study exploring the relationship between work-life balance and job performance, highlighting its impact on efficiency and motivation.
- ◆ Building a Supportive Work Environment: A guide to best practices for promoting work-life balance, including company policies, flexible work arrangements, and wellness initiatives.
- ◆ A Holistic Approach to Employee Well-Being: Examining work-life balance as a key component of employee satisfaction and organizational success.
- ◆ Measuring Work-Life Balance: A framework for assessing and analyzing work-life balance using surveys, employee feedback, and productivity metrics.
- ◆ The Evolution of Work-Life Balance Policies: An academic review of how work-life balance initiatives have evolved and their significance in the changing workplace landscape.

MEANING OF WORK LIFE BALANCE

Work-life balance is a professional concept that gained significant attention in the early 2000s. It refers to the process of effectively managing the time and energy between professional responsibilities and personal life, ensuring neither aspect is compromised. Work-life balance involves strategies such as flexible work arrangements, stress management, and employee well-being programs to create a harmonious environment.

Organizations that prioritize work-life balance are strategic and deliberate in implementing policies that help employees maintain a healthy equilibrium between work and personal life. These companies focus on reducing burnout, enhancing job satisfaction, and fostering a culture that values both productivity and well-being. Work-life balance initiatives may include remote work options, paid time off, wellness programs, and mental health support to improve overall employee engagement and performance.

WORK LIFE BALANCE AS A TOOL FOR SUCCESSFUL BUSINESSES

The concept of work-life balance has evolved significantly over the years, transforming from a personal concern into a strategic business priority. Initially, organizations viewed work-life balance as an individual responsibility, where employees had to manage their personal and professional commitments on their own. However, with the changing corporate landscape and increased awareness of employee well-being, companies have recognized the importance of fostering a balanced work environment.

Work-life balance is now considered a key component of organizational success, directly impacting employee productivity, engagement, and retention. Forward-thinking businesses integrate work-life balance strategies into their corporate policies to enhance workplace satisfaction and efficiency. Flexible work arrangements, remote work options, wellness programs, and mental health support have become essential tools for maintaining a motivated workforce.

By prioritizing work-life balance, companies can reduce stress-related absenteeism, lower turnover rates, and improve overall job performance. A well-balanced workforce is more innovative, committed, and efficient, leading to increased profitability and long-term business growth. Organizations that invest in work-life balance initiatives not only enhance employee well-being but also strengthen their reputation as employers of choice in the competitive job market.

NEEDS FOR THE WORK LIFE BALANCE

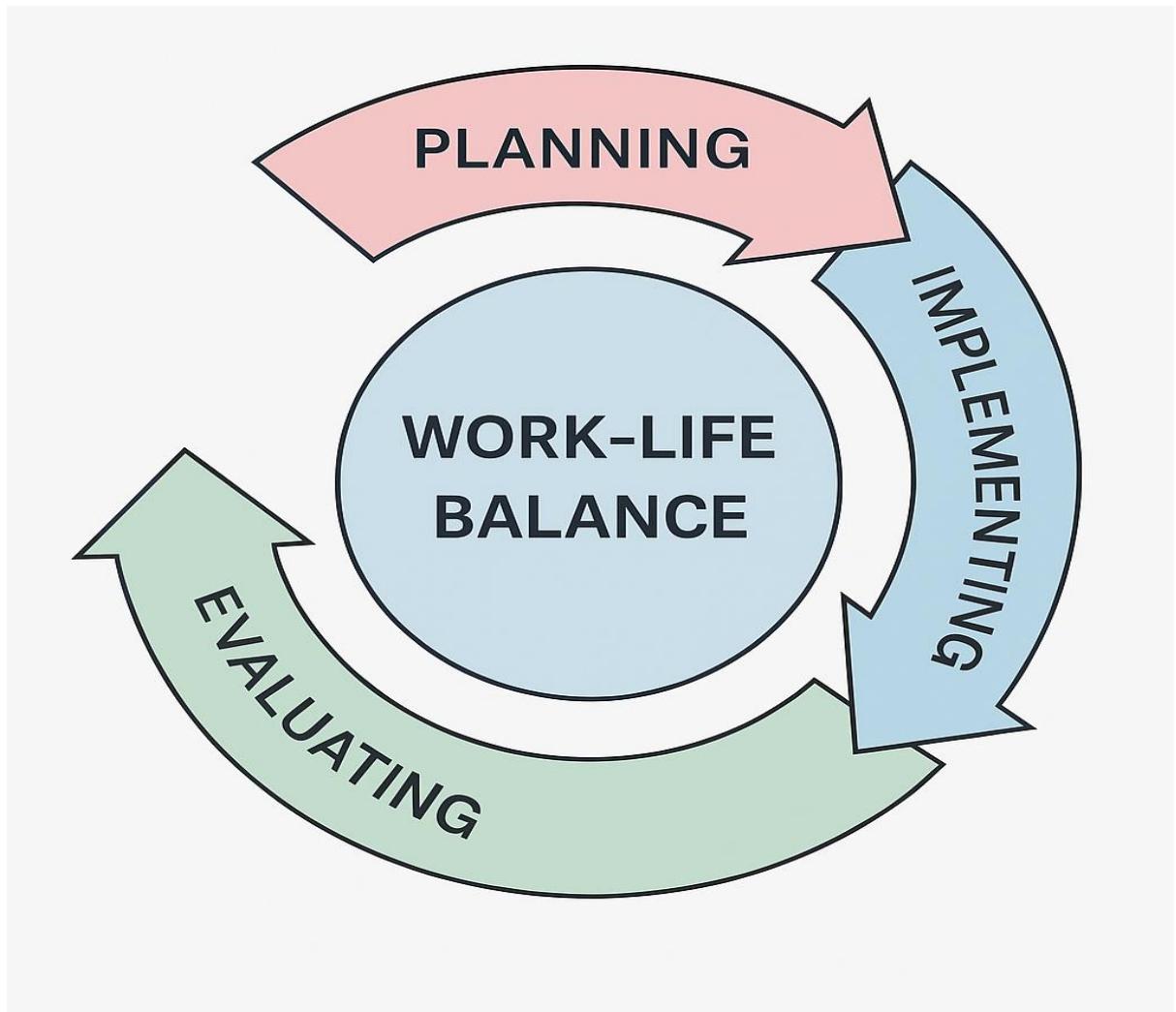
- ♦ Work-Life Balance and Employee Productivity: This research explores the impact of work-life balance on employee efficiency and overall business performance, showing how flexible work policies contribute to increased productivity.
- ♦ Employee Well-Being and Mental Health: Studies from the World Health Organization and leading HR institutes highlight how work-life balance reduces stress, burnout, and mental health issues, leading to a healthier workforce.

- ◆ Flexible Work Arrangements and Retention: Case studies from global corporations demonstrate how implementing flexible work schedules, remote work, and hybrid models improve employee retention and job satisfaction.
- ◆ Impact of Work-Life Balance on Organizational Culture: This Harvard Business Review study examines how organizations fostering a balanced work environment experience better employee engagement and morale.
- ◆ Diversity, Inclusion, and Work-Life Balance: A legal analysis compares the effectiveness of work-life balance policies in promoting diversity and inclusion within organizations compared to traditional DEI programs.
- ◆ Work-Life Balance as a Strategic Business Priority: This article from the Society for Human Resource Management (SHRM) underscores why modern companies integrates work-life balance into corporate strategies for long-term success.
- ◆ Work-Life Balance and Innovation: Research from McKinsey & Co. and Deloitte highlights how organizations with strong work-life balance policies foster creativity, innovation, and improved problem-solving among employees.
- ◆ Financial Performance and Work-Life Balance Policies: A global economic study links work-life balance initiatives to increased profitability, lower absenteeism, and reduced employee turnover rates.
- ◆ Role of Leadership in Work-Life Balance: This research paper examines how leadership commitment to work-life balance sets the tone for workplace culture, influencing overall employee engagement and company performance.

Organizations that prioritize work-life balance not only improve employee satisfaction but also achieve higher business success, making it an essential component of modern corporate strategies.

HOW IS WORK LIFE BALANCE DONE?

The work-life balance process involves three key stages: **Planning**, **Implementation**, and **Evaluation**. These stages ensure that organizations create an effective and sustainable work-life balance strategy that benefits both employees and the company.



Planning Work-Life Balance

The objective of this stage is to assess the organization's current work-life balance policies and identify areas for improvement. This stage involves gathering data on employee well-being, job satisfaction, and productivity.

- **Key Activities:**
 - Conduct employee surveys to understand work-life balance challenges.

- Review company policies related to flexible work, remote work, and leave policies.
- Benchmark industry best practices for work-life balance.
- Ensure leadership commitment to fostering a healthy work-life culture.
- **Outcome:** A well-structured work-life balance framework that aligns with company goals and employee needs.

Implementing Work-Life Balance Initiatives

The objective of this stage is to introduce and execute policies that help employees manage their personal and professional lives effectively.

- **Key Activities:**
 - Introduce flexible work arrangements (remote work, compressed workweeks, hybrid models).
 - Promote employee wellness programs (mental health support, fitness benefits, stress management workshops).
 - Encourage clear work boundaries (no excessive overtime, no after-hours emails).
 - Provide paid leave policies (maternity/paternity leave, vacation policies, sick leave).
 - Develop supportive leadership training to ensure managers encourage work-life balance.
- **Outcome:** Increased employee satisfaction, reduced stress levels, and higher productivity.

Evaluating Work-Life Balance Policies

The objective of this stage is to assess the effectiveness of implemented policies and make necessary adjustments. Organizations should continuously monitor the impact of work-life balance initiatives on employee well-being and business performance.

- **Key Activities:**
 - Conduct annual employee feedback surveys on work-life balance effectiveness.

- Track key performance indicators (KPIs) such as absenteeism, retention rates, and productivity.
- Organize focus group discussions to gather employee suggestions for improvements.
- Adjust policies based on findings and introduce new programs if required.
- **Outcome:** A dynamic work-life balance strategy that evolves with employee and business needs, ensuring long-term success.

FACTORS AFFECTING WORK LIFE BALANCE

Workload Management

Workload management refers to the ability of employees to handle their assigned tasks within a given timeframe without excessive stress. An unbalanced workload can negatively impact employees' physical and mental health, leading to burnout and decreased productivity. Organizations must ensure that tasks are distributed fairly and that employees have the necessary resources and support to complete their work efficiently. Providing realistic deadlines, task prioritization, and time management strategies can help employees achieve a better work-life balance.

Flexible Work Arrangements

Flexible work arrangements, such as remote work, hybrid schedules, and flexible hours, play a crucial role in maintaining work-life balance. When employees have control over their work schedules, they can better manage personal responsibilities while meeting professional demands. Companies that implement flexible work policies often experience increased employee satisfaction, reduced absenteeism, and improved retention rates. However, flexibility must be structured to maintain productivity and ensure that employees remain engaged with their responsibilities.

Organizational Support and Policies

The policies and culture of an organization significantly influence employees' work-life balance. Companies that prioritize employee well-being often implement policies such as paid time off, maternity and paternity leave, employee assistance programs, and wellness initiatives. Support from management, open communication, and a positive work environment contribute

to reducing work-related stress. Organizations must foster a culture that encourages employees to take breaks and disconnect from work outside office hours to maintain a healthy work-life balance.

Technology and Work-Life Integration

Advancements in technology have made it easier for employees to stay connected to work, but they can also blur the boundaries between professional and personal life. The constant availability of work emails, calls, and virtual meetings can create an "always-on" culture, increasing stress levels. Organizations must establish clear guidelines on after-hours work expectations and promote digital detox initiatives to ensure employees can fully disconnect and recharge. Implementing work-life balance policies, such as "no email after work hours" or dedicated "unplugged" days, can help employees achieve a better balance.

Employee Well-Being and Stress Management

Employee well-being is a critical factor in work-life balance. High levels of work-related stress can lead to anxiety, fatigue, and decreased motivation. Companies must invest in stress management programs, mental health resources, and physical wellness initiatives, such as fitness programs, mindfulness training, and counseling services. Encouraging employees to take breaks, participate in recreational activities, and maintain a healthy lifestyle can enhance overall job satisfaction and productivity. A well-balanced employee is more engaged, motivated, and less likely to experience burnout.

BARRIERS TO WORK LIFE BALANCE INITIATIVES

Implementing work-life balance (WLB) initiatives in organizations is often met with several challenges that hinder their effectiveness. While many companies recognize the importance of work-life balance in enhancing employee well-being and productivity, various organizational, managerial, and cultural barriers prevent these initiatives from being successfully adopted. These challenges arise from rigid workplace structures, lack of commitment from leadership, resistance to change, and outdated work cultures that prioritize long hours over efficiency. Below, we explore the key barriers that prevent the successful implementation of work-life balance initiatives.

Lack of Commitment from Senior Management

One of the primary barriers to work-life balance initiatives is the lack of commitment from senior management. Many executives prioritize business performance and financial growth over employee well-being. Work-life balance programs are often viewed as secondary concerns rather than essential components of an effective workforce strategy. In many cases, leaders fail to actively promote these policies, making employees hesitant to take advantage of them due to fear of repercussions.

Rigid Organizational Structures

Many organizations still operate under rigid, traditional structures where strict working hours and in-office presence are prioritized. These structures make it difficult to implement flexible work arrangements, such as remote work, flexible scheduling, or compressed workweeks. Employees often struggle to balance personal responsibilities with their work because policies are either non-existent or inconsistently enforced.

Managerial Resistance to Change

Middle and frontline managers play a crucial role in implementing work-life balance policies, but many resist change due to concerns over productivity and control. Some managers prefer direct supervision and feel uncomfortable allowing employees to work remotely or adjust their schedules. Additionally, there is a common misconception that flexible work arrangements lead to lower employee commitment and performance.

Workplace Culture and Peer Pressure

In many organizations, a "work-first" culture dominates, where long hours and constant availability are equated with dedication and success. Employees may feel pressured to conform to this culture, fearing that utilizing WLB policies could make them appear less committed to their jobs. This pressure often discourages employees from taking leave, working remotely, or setting boundaries between work and personal life.

Unclear or Inconsistent Policies

Even when work-life balance policies exist, they are often poorly communicated or inconsistently enforced across departments. Employees may not fully understand their rights

or how to apply for flexible work arrangements. Additionally, some managers apply policies selectively, leading to favouritism and inequality in the workplace.

Technology-Induced Work Overload

The rise of digital communication tools has blurred the boundaries between work and personal life. Employees often feel the need to be constantly available, responding to emails and messages outside working hours. This “always-on” expectation contributes to stress, burnout, and reduced overall well-being.

Job Insecurity and Career Growth Concerns

Employees often hesitate to use work-life balance policies out of fear that doing so may negatively impact their career progression. Many believe that those who work long hours and are constantly present in the office are more likely to receive promotions and salary increases. This perception discourages employees from seeking flexible work arrangements.

Limited Resources and Budget Constraints

Small and medium-sized enterprises (SMEs) often struggle to provide extensive work-life balance benefits due to financial limitations. Programs such as on-site childcare, wellness initiatives, or mental health support require investments that many companies are unwilling or unable to make. Even larger companies may limit their spending on such initiatives, prioritizing cost-cutting over employee well-being.

Lack of Awareness and Training

Many employees and managers are unaware of the work-life balance policies available to them. Poor communication from HR departments results in employees not knowing how to request flexible work arrangements. Additionally, many managers lack training on how to implement these policies effectively.

The “Always-On” Work Mentality

Some industries, especially high-pressure corporate environments, foster a work culture that expects employees to be available beyond their regular working hours. This mentality leads to increased stress, burnout, and dissatisfaction, as employees struggle to maintain a healthy balance between work and personal life.

BENEFITS OF WORK LIFE BALANCE

Work-life balance plays a crucial role in maintaining employee well-being, increasing workplace productivity, and fostering a positive organizational culture. It allows individuals to effectively manage their professional responsibilities while maintaining personal time for family, hobbies, and self-care. A well-balanced work-life leads to numerous benefits, both for employees and organizations. Below are some of the key benefits explained in detail:

Improved Physical and Mental Health

An imbalance between work and personal life can lead to stress, anxiety, and health-related issues such as high blood pressure, sleep disturbances, and depression. When employees have time to rest, engage in recreational activities, and take care of their physical health, they are less likely to experience burnout or chronic health conditions.

- Reduces stress, anxiety, and risk of burnout.
- Enhances overall well-being by allowing time for exercise, hobbies, and social interactions.
- Lowers the chances of lifestyle diseases like obesity, diabetes, and heart-related issues.

Increased Productivity and Efficiency

When employees have sufficient time to recharge outside of work, they return to their tasks with increased focus and efficiency. Overworked employees tend to make more mistakes and suffer from reduced motivation, while those with a balanced routine perform better and complete their work more efficiently.

- Allows employees to stay motivated and energized.
- Reduces absenteeism and enhances concentration on tasks.
- Leads to better decision-making and time management skills.

Higher Job Satisfaction and Employee Engagement

Employees who experience work-life balance are more satisfied with their jobs, leading to higher engagement and commitment. A workplace that values balance fosters a positive work culture, resulting in a happier workforce.

- Increases morale and motivation, leading to a positive work environment.

- Enhances employee loyalty, reducing dissatisfaction and frustration.
- Leads to stronger relationships between employees and management.

Reduced Employee Turnover

Organizations that prioritize work-life balance experience lower employee turnover rates. When employees feel supported in managing their personal and professional lives, they are more likely to stay with the company for the long term, reducing hiring and training costs.

- Employees are less likely to seek alternative job opportunities.
- Helps organizations retain skilled and experienced employees.
- Saves costs associated with frequent hiring, onboarding, and training.

Enhanced Creativity and Innovation

Employees who have the time and mental space to relax, explore new interests, and engage in personal growth activities are more creative and innovative in their work. A refreshed mind is more likely to generate new ideas and solve problems effectively.

- Encourages employees to think outside the box and contribute fresh ideas.
- Increases adaptability and problem-solving capabilities.
- Fosters a culture of innovation and continuous improvement in the workplace.

Work-life balance is not just a personal goal but a key factor that drives both employee satisfaction and business success. Organizations that support a balanced work culture benefit from a healthier, more engaged, and productive workforce.

STRATEGIES FOR BETTER WORK LIFE BALANCE

Achieving a healthy work-life balance requires conscious efforts from both employees and employers. A well-balanced approach to work and personal life enhances productivity, reduces stress, and improves overall well-being. Below are some key strategies that can help individuals and organizations create a better work-life balance:

1. Prioritizing and Managing Time Effectively

Time management plays a crucial role in maintaining balance between work and personal life. Setting clear priorities and organizing daily tasks helps in reducing stress and increasing efficiency.

- Identify urgent and important tasks to avoid unnecessary workload.
- Use time management techniques like the **Eisenhower Matrix** or **Pomodoro Technique** to stay productive.
- Set realistic goals and deadlines to prevent overworking.

2. Setting Boundaries Between Work and Personal Life

Establishing clear boundaries ensures that work does not interfere with personal time. This helps individuals to recharge and maintain relationships outside of work.

- Define fixed working hours and avoid working beyond them.
- Learn to say "no" to additional work that disrupts personal time.
- Communicate availability to colleagues and superiors to prevent unnecessary work interruptions.

3. Encouraging Flexible Work Arrangements

Many organizations now offer flexible work schedules, allowing employees to balance work with personal commitments. Flexibility in work hours and location can significantly reduce stress and enhance job satisfaction.

- Remote work or hybrid work models help employees manage time efficiently.
- Flexitime arrangements allow employees to work during their most productive hours.
- Part-time and compressed workweeks provide additional options for maintaining balance.

4. Prioritizing Self-Care and Well-Being

Maintaining good health is essential for sustaining productivity and managing stress. Engaging in physical, mental, and emotional self-care is crucial for a well-balanced life.

- Engage in regular exercise, meditation, or recreational activities to relieve stress.
- Ensure sufficient sleep and follow a healthy diet to stay energized.
- Take short breaks during work to avoid mental exhaustion.

5. Utilizing Company Benefits and Support Systems

Organizations often provide employee assistance programs (EAPs), wellness initiatives, and leave policies that help employees maintain work-life balance. Taking advantage of these resources can significantly improve overall well-being.

- Use paid time off (PTO) and vacation days to relax and recharge.
- Seek mental health support or counseling services when needed.
- Participate in workplace wellness programs, including stress management workshops.

6. Avoiding Overcommitment and Learning to Delegate

Trying to handle everything alone leads to burnout. Delegating tasks and seeking support can help in managing workload efficiently.

- Delegate non-essential tasks to colleagues or team members.
- Break down large projects into smaller tasks to prevent feeling overwhelmed.
- Automate repetitive tasks using technology to save time.

7. Fostering a Supportive Work Environment

Organizations play a vital role in promoting work-life balance by fostering a culture that prioritizes employee well-being. Employers can implement policies that encourage a positive work environment.

- Promote open communication between employees and management.
- Recognize and reward employees for maintaining a balance between work and personal life.
- Encourage team collaboration to distribute workload effectively.

By implementing these strategies, individuals can enjoy a fulfilling work and personal life, while organizations can benefit from a motivated, engaged, and productive workforce.

PURPOSE OF WORK LIFE BALANCE

- Reduces stress and promotes overall well-being.
- Enhances job satisfaction and productivity.
- Prevents burnout and mental exhaustion.
- Strengthens personal relationships and social connections.
- Encourages a healthy lifestyle with time for exercise and self-care.
- Improves employee retention and reduces absenteeism.
- Fosters a positive and supportive work culture.
- Helps maintain long-term career sustainability.
- Allows time for personal growth, hobbies, and relaxation.

1.2 COMPANY PROFILE

Crimsun Organics Private Limited, established on July 12, 2016, is a private company specializing in the manufacture of crop protection chemicals, including active ingredients and intermediates. The company's manufacturing facility is located at C-9, C-10 & C-11, SIPCOT Industrial Complex, Kudikadu, Cuddalore, Tamil Nadu, India, 607005.

Manufacturing Facility:

The Cuddalore plant is a multipurpose facility equipped with glass-lined and stainless-steel reactors ranging from 2,000 to 14,000 Liters, with an average capacity of 8,000 Liters. It features a high-efficiency distillation column and vacuum systems capable of operating below 1 mm of Hg. The approved production capacity is 1,425 tonnes per month. The facility includes a Zero Liquid Discharge (ZLD) effluent and sewage treatment system with Multiple Effect Evaporator (MEE), Moving Bed Biofilm Reactor (MBBR), Activated Sludge Process (ASP), and Reverse Osmosis (RO) systems, capable of treating about 90 KLD of effluent and 20 KLD of sewage.

Product Portfolio:

Crimsun Organics produces technical-grade crop protection chemicals, including:

- Fipronil Technical
- Pyriproxyfen Technical
- Acetamiprid Technical
- Fluroxypyr Technical
- Mesotrione Technical

In April 2022, the company received a 9(3)-export registration from the Central Insecticides Board (CIB) to manufacture Mesotrione Technical, a herbicide for pre- and post-emergence control of broad-spectrum weeds in crops like maize and sugarcane. The

company has obtained technical equivalence in the EU, USA, and Brazil, with exports commenced and registration in Canada underway. Plans are in place to register the product in Colombia, Ecuador, and Myanmar, with expectations to receive registration for the Indian domestic market by the end of 2022.

Financial Overview:

For the financial year ending March 31, 2023, Crimsun Organics reported operating revenue between INR 1 crore and 100 crores, with a net worth increase of 23.54%.

Corporate Responsibility:

Crimsun Organics is committed to corporate environmental responsibility, actively contributing to the social, cultural, and economic development of the communities in which it operates. The company promotes universal education among underprivileged children, particularly in rural and semi-urban areas, aiming to integrate them into the mainstream education system and support their personal development.

In summary, Crimsun Organics Private Limited is a growing entity in the crop protection sector, with a diverse product portfolio and a focus on international markets. Its strategic partnership with Parijat Industries and adherence to international certifications underscore its commitment to quality and sustainability in the agricultural chemicals industry.

VISION AND MISSION

MISSION: "To innovate and deliver high-quality chemical solutions with a commitment to sustainability, customer satisfaction, and global excellence."

VISION: "To be a globally recognized leader in the chemical industry, driving innovation, sustainability, and excellence in every solution we provide."



MILESTONES

Crimsun Organics Private Limited, established in 2016, has achieved several significant milestones in its journey within the agrochemical industry:

- **2016:** Incorporation and Establishment
The company was incorporated on July 12, 2016, in Cuddalore, Tamil Nadu, focusing on the manufacturing of crop protection chemicals and intermediates.
- **2017:** Strategic Partnership with Parijat Industries
In 2017, Parijat Industries acquired a stake in Crimsun Organics, integrating it

into a broader network recognized for scientific strength and commitment to health, safety, and environmental standards.

- **2019:** Environmental Clearance for Expansion

On March 28, 2019, Crimsun Organics received environmental clearance from the Ministry of Environment, Forest and Climate Change for expanding its production capacity to 1,425 TPM, encompassing 54 products.

- **2020:** LEI Registration

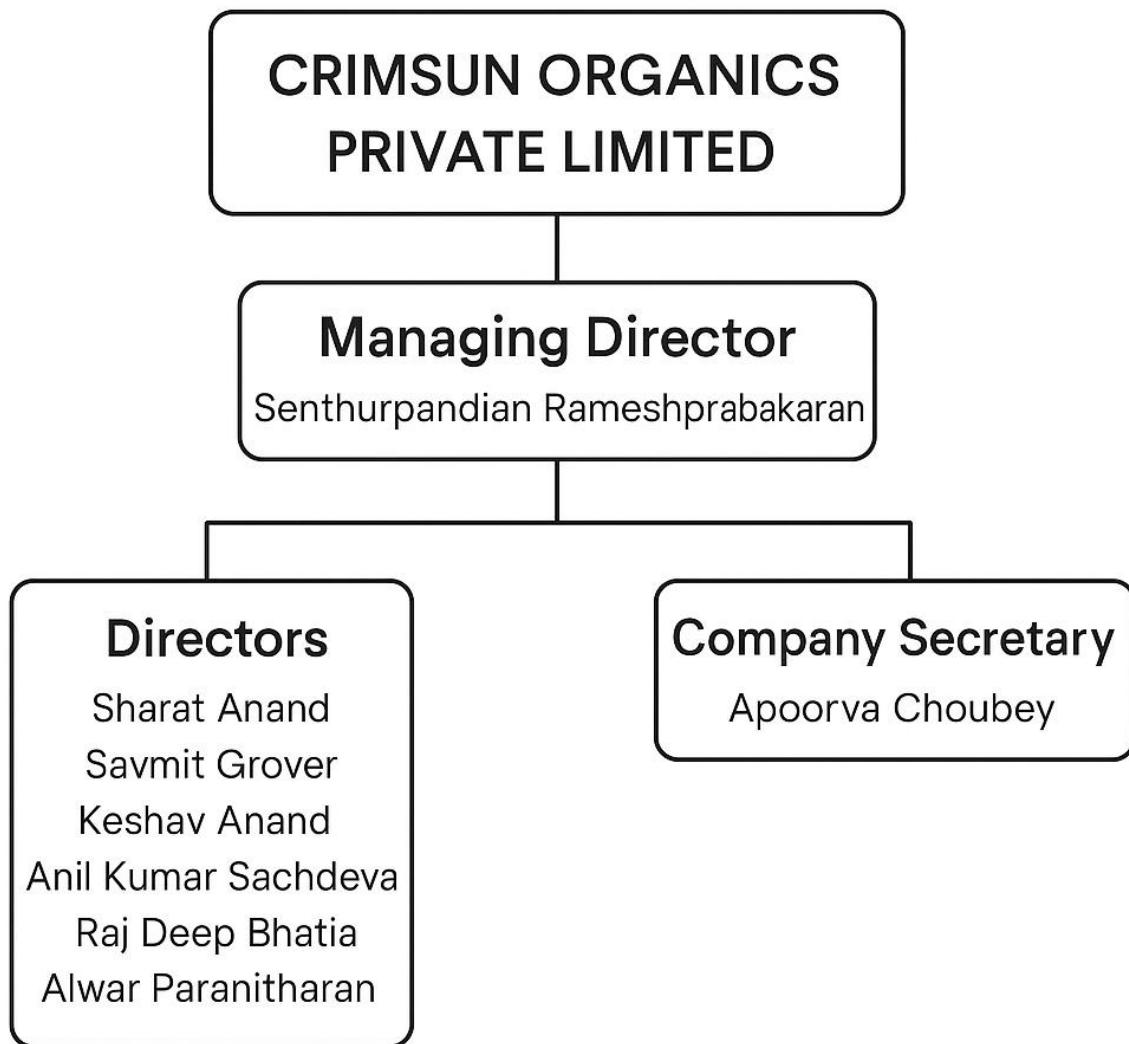
The company obtained its Legal Entity Identifier (LEI) on July 7, 2020, enhancing its credibility in financial transactions.

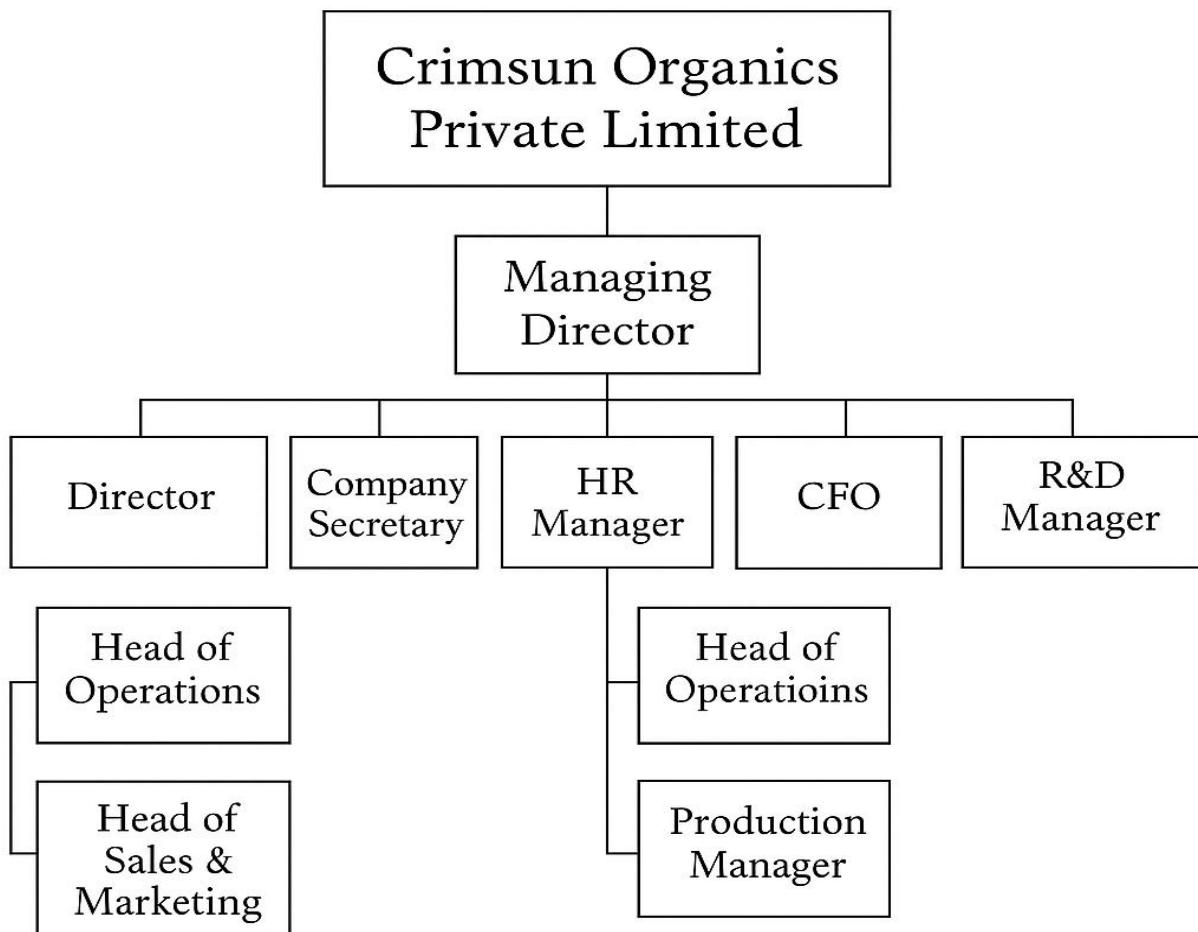
- **2023:** Financial GrowthS

For the financial year ending March 31, 2023, Crimsun Organics reported operating revenue between INR 1 crore and 100 crores, with a net worth increase of 23.54%, indicating robust financial growth.

These milestones reflect Crimsun Organics' commitment to growth, sustainability, and excellence in the agrochemical sector.

ORGANISATION CHART OF CRIMSUN ORGANICS PRIVATE LIMITED





VARIOUS PRODUCTS OF THE COMPANY

Crimsun Organics Private Limited specializes in the manufacturing of various agrochemical products. Their product portfolio includes:

- **Insecticides:**
 - Fipronil Technical
 - Pyriproxyfen Technical
- **Fungicides:**
 - Thiophanate Methyl

- Hexaconazole
 - Propiconazole
 - Difenoconazole
 - Tricyclazole
 - Carbendazim
- **Herbicides:**
 - Pretilachlor
 - Glyphosate

These products cater to various segments within the agricultural sector, providing solutions for crop protection and management.

1.3 NEED OF THE STUDY

- To analyse the market presence, product portfolio, and competitive advantage of Crimsun Organics Private Limited.
- To evaluate supply chain efficiency, operational strategies, and sustainability compliance for business growth.
- To assess financial performance, workforce management, and brand positioning for long-term stability.

1.4 SCOPE OF THE STUDY

- ◆ This study helps to identify the market positioning and growth potential of Crimsun Organics Private Limited.

- ◆ This study will analyse the impact of operational strategies on business expansion and sustainability.
- ◆ This study aids in evaluating product branding, customer reach, and global export opportunities.
- ◆ This study serves as a foundation for future research on the company's market strategies and industry trends.

1.5 OBJECTIVES OF THE STUDY

Primary Objective:

- To study the business operations, market strategies, and growth prospects of Crimsun Organics Private Limited.

Secondary Objectives:

- ◆ To analyse the effectiveness of Crimsun Organics' product branding and marketing strategies.
- ◆ To assess employee engagement and organizational performance in achieving business objectives.

1.6 LIMITATIONS OF THE STUDY

- ◆ The study was conducted within a limited time frame, making it challenging to gather extensive data.
- ◆ Some respondents hesitated to provide accurate information, affecting the reliability of the findings.
- ◆ The research is specific to Crimsun Organics Private Limited, so the results cannot be generalized to other companies.
- ◆ Due to varying work shifts and employee availability, scheduling and conducting surveys was difficult.
- ◆ Access to certain confidential business data was restricted, limiting the depth of the study.

CHAPTER II

REVIEW OF LITERATURE

Greenhaus and Beutell (1985) highlighted that work-life conflict arises when demands from work and family roles are mutually incompatible. Their research laid the foundation for understanding how role conflict leads to stress, job dissatisfaction, and employee burnout. In the context of manufacturing units like Crimsun Organics, where shift duties and deadlines are strict, such conflict can directly affect employee performance and well-being.

Frone, Russell & Cooper (1992) emphasized the bi-directional nature of work-life conflict: work can interfere with family (WIF), and family can interfere with work (FIW). This distinction is essential in understanding the different stressors faced by employees in industries like chemical manufacturing, where safety, time management, and precision are critical.

Kossek and Ozeki (1998) found that flexible work arrangements significantly improved job satisfaction and reduced turnover. In Crimsun Organics, flexibility in shifts and rotational duties could play a major role in improving employee morale, especially for married women and those with caregiving responsibilities.

Tammelin (2009) argued that gender plays a significant role in work-life balance, with women often facing a dual burden. In a male-dominated manufacturing setting like Crimsun Organics, this observation underlines the need for gender-sensitive HR policies to create an inclusive and supportive work environment.

Kalliath and Brough (2008) defined work-life balance as the individual's perception that work and non-work activities are compatible and promote growth in accordance with current life priorities. This subjective definition is particularly relevant when studying individual responses to Crimsun Organics' organizational policies.

Poelmans and Caligiuri (2008) suggested that cultural values and organizational support significantly influence work-life outcomes. Since Crimsun Organics operates in a semi-urban region of Tamil Nadu, regional culture and traditional values around family roles may affect employees' perception of balance and their coping strategies.

Sharma and Sharma (2014) studied work-life balance in the Indian manufacturing sector and concluded that long working hours, lack of recreational activities, and rigid work culture contribute to dissatisfaction and attrition. This is directly relevant to Crimsun Organics, where improving workplace support systems can positively impact employee retention.

S. Rani & S. Kamalanabhan (2015) focused on the link between work-life balance and organizational commitment. Their study revealed that when companies demonstrate concern for employees' personal lives, employees reciprocate with higher loyalty. Applying this at Crimsun Organics could result in lower absenteeism and enhanced productivity.

Madhura & Shikha (2017) studied the work-life balance in chemical industries and concluded that high occupational stress, lack of child-care facilities, and poor commute infrastructure were major barriers to achieving balance. Their findings suggest that companies like Crimsun Organics should invest in employee wellness programs and family-friendly facilities.

Arti Chandani et al. (2019) emphasized the role of HR managers in monitoring employee workloads and providing periodic counselling to reduce emotional burnout. For Crimsun Organics, implementing an internal employee counselling mechanism could serve as a preventive step toward maintaining workforce stability.

Deepa & Kuppusamy (2020) analysed work-life balance in SMEs and emphasized that smaller companies often neglect emotional well-being due to resource constraints. Crimsun Organics, though a private limited firm, can benefit from low-cost interventions like flexible leave policies, internal grievance redressal, and celebrating employee achievements.

Sundararajan (2021) pointed out that post-COVID-19, expectations around work-life balance have changed drastically, with employees demanding more empathy and flexibility from employers. For Crimsun Organics, post-pandemic restructuring of work schedules and workload distribution can build a resilient and satisfied workforce.

CHAPTER III

RESEARCH METHODOLOGY

RESEARCH MEANING

Research is a systematic and objective process of collecting, analysing, and interpreting data to find answers to specific questions or problems. It is a methodical process used to discover new facts, verify existing knowledge, and draw conclusions that help in decision-making. In the context of business studies, research is essential for understanding organizational issues, evaluating alternatives, and improving processes and outcomes.

DEFINITION

According to Kerlinger:

“Research is a systematic, controlled, empirical and critical investigation of hypothetical propositions about the presumed relations among natural phenomena.”

3.1 RESEARCH DESIGN

A **research design** is purely and simply the framework or blueprint for a study that guides the collection and analysis of data. It acts as a structured plan for conducting the research, helping the researcher stay focused on the objectives. The present study is based on **descriptive research design**, which is mainly concerned with describing the characteristics of a specific group. In this case, the employees of Crimsun Organics Private Limited.

In this study, the research design aims to describe and analyse the factors influencing **work-life balance** among employees. It does not involve control over the variables but aims to observe and understand the existing conditions.

Key characteristics of this research include:

- Research is an **art of scientific investigation**, seeking logical and evidence-based findings.
- Research is a **systematic process** of understanding and identifying patterns related to employee satisfaction and personal life.
- Research is a **search for knowledge**, especially insights related to employee well-being.
- Research involves the **collection, analysis, and interpretation of data** that are relevant to the study's objectives.

To ensure systematic progress, the research was conducted in a step-by-step manner using appropriate tools and techniques. This includes designing the questionnaire, selecting the sample, collecting data, analysing results, and drawing conclusions.

The **descriptive research design** is ideal for this study as it allows the researcher to gather detailed and meaningful insights into how employees manage their personal and professional lives, identify challenges they face, and suggest improvements for better work-life balance.

TYPES OF RESEARCH DESIGN:

- Exploratory Research Design
- Descriptive Research Design
- Experimental Research Design

DESCRIPTIVE RESEARCH DESIGN:

The research design used in this study is descriptive research design. It is also known as explanatory design. This design is used to describe the situation, as it exists at present. The main characteristic of this method is that the researcher has no control over the variables and can only report what has happened or what is happening.

The reasons for using this design in this study are:

- To describe the characteristics of certain groups of employees (e.g., gender, age, experience).
- To estimate the proportion of employees who are satisfied or dissatisfied with their work-life balance.
- To understand how different factors (working hours, family responsibilities, etc.) affect work-life balance.

3.2 SAMPLING DESIGN

Population size : 250

Sample Size : 152

Sampling method: Simple Random sampling (probability sampling)

Simple Random Sampling

Simple Random Sampling (SRS) is a type of probability sampling where everyone in the population has an equal and independent chance of being selected. In this method, every unit has the same probability of inclusion in the sample. It ensures fairness and reduces selection bias.

For this study on **Work-Life Balance**, simple random sampling was used to collect data from employees across various departments, ensuring that each participant had an equal chance of being selected.

3.3 METHOD OF DATA COLLECTION

Types of Data:

- Primary Data
- Secondary Data

Primary Data

Primary data refers to the data that is collected directly from the source for the first time. In this study, primary data was collected through a structured questionnaire distributed among the selected sample of employees. The data collected is original and specifically gathered for the purpose of understanding work-life balance among employees.

Secondary Data

Secondary data includes information that has already been collected and published. For this study, secondary data was obtained from company records, HR reports, journals, research papers, websites, and previous studies related to employee well-being and work-life balance.

RESEARCH INSTRUMENT

The main instrument used for collecting data in this study was a **structured questionnaire**, which included both **open-ended** and **closed-ended** questions.

Open-ended Questions

These are questions where respondents can answer in their own words, allowing for a detailed and expressive response about their experience with work-life balance.

Closed-ended Questions

These questions provide limited answer choices and are easier to analyse statistically. Types include:

- **Likert Scale:**
Used to measure the level of agreement or disagreement of respondents on various statements related to work-life balance (e.g., Strongly Agree to Strongly Disagree).
- **Dichotomous Questions:**
Questions that offer only two answer choices like "Yes" or "No", helpful for straightforward opinions or factual questions.

3.4 TOOLS FOR ANALYSIS

The data collected was analysed using various **statistical and analytical tools** to derive meaningful conclusions:

- **Percentage Method:**
Used to analyse demographic details and general opinion trends.
- **Chi-Square Test:**
Used to test the relationship between variables such as gender and satisfaction with work-life balance.
- **Weighted Average Method:**
Applied to rank different factors affecting work-life balance based on employee preferences.

- **ANOVA (Analysis of Variance):**

Used to compare the mean responses of different employee groups (e.g., by age or department) to assess variations in work-life balance perception.

CHAPTER IV

DATA ANALYSIS AND INTERPRETATION

The present study is undertaken to analyse the **Work-Life Balance** (WLB) of employees in the manufacturing industry. The objective of the study is to assess the degree of work-life balance experienced by employees, evaluate the benefits derived from effective work-life practices, and identify employee satisfaction and perception toward work-life policies in the organization.

A structured questionnaire was used to collect primary data from **152 respondents** selected through sampling. The collected data was statistically analysed using the following tools:

STATISTICAL TOOLS USED

These are tools, which help to analyse the collected data. This analysis contains various approaches like comparisons, detecting, accuracy, estimation etc. In this survey some statistical tools are applied for analysing raw data. The applied statistical tools are:

1. Percentage Analysis
2. Weighted Average Method
3. Chi-Square Test
4. ANOVA (Analysis of Variance)

1. PERCENTAGE METHOD

This method is used to understand the distribution of responses across various questions related to Work-Life Balance. It helps analyse:

- Number of hours worked per week
- Time spent with family
- Awareness and satisfaction with company WLB policies
- Stress levels due to imbalance

Formula:

$$\text{Percentage} = \left(\frac{\text{Number of Responses}}{\text{Total Responses}} \right) \times 100$$

2. WEIGHTED AVERAGE METHOD

Used to rank key **factors influencing work-life balance**, such as:

- Flexible working hours
- Workload
- Commuting time
- Family support
- Organizational support

Formula:

$$\text{Weighted Average} = \frac{\sum(W \times X)}{\sum W}$$

Where:

- **W** = Weight assigned by the respondent
- **X** = Score given to each factor

3. CHI-SQUARE TEST

Used to test the relationship between two categorical variables, such as:

- Gender vs. Satisfaction with WLB
- Marital Status vs. Stress Level
- Designation vs. Awareness of WLB policies

Formula:

$$\chi^2 = \sum \frac{(O - E)^2}{E}$$

Where:

- **O** = Observed Frequency
- **E** = Expected Frequency
- Degree of freedom = (rows - 1) × (columns - 1)

4. ANOVA (Analysis of Variance)

Used to determine if there is a significant difference in work-life balance perception based on:

- Experience level (0–5 yrs, 6–10 yrs, 10+ yrs)
- Department (Production, Quality, HR, etc.)

One-Way ANOVA Formula:

$$F = \frac{MS_{between}}{MS_{within}} = \frac{SS_{between}/(k - 1)}{SS_{within}/(N - k)}$$

Where:

- **F** = F-ratio (ANOVA test statistic)
- **SS between** = Sum of Squares Between the groups
- **SS within** = Sum of Squares Within the groups
- **k** = Number of groups (e.g., departments, experience levels)
- **N** = Total number of observations (all samples combined)

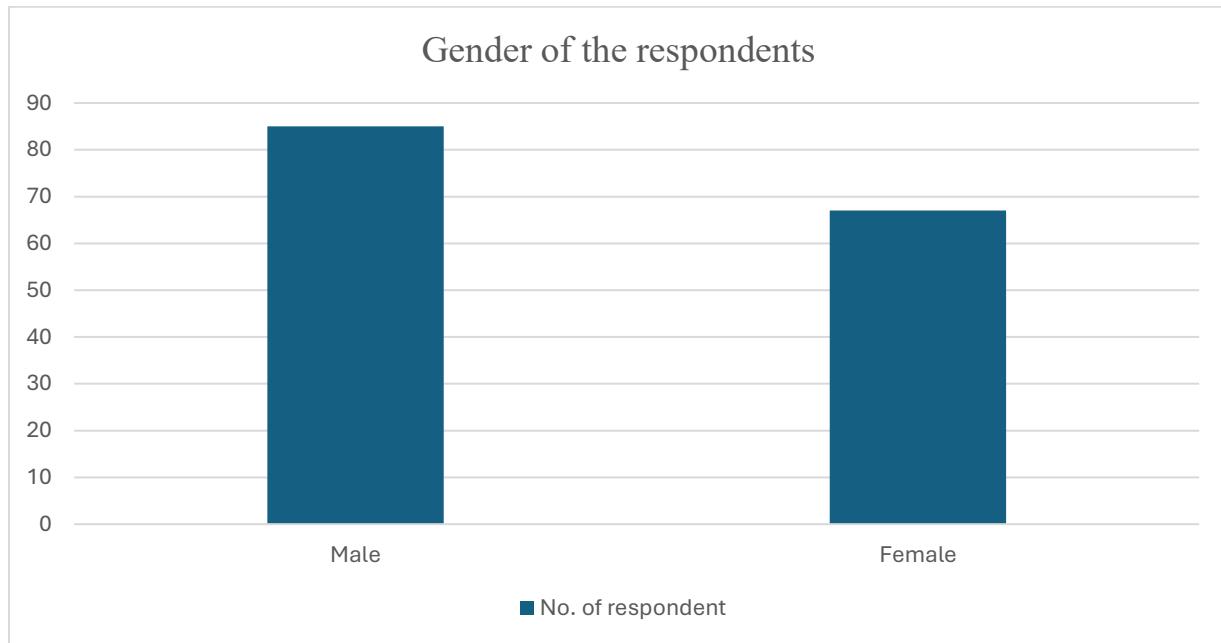
PERCENTAGE METHOD

GENDER OF THE RESPONDENTS

TABLE NO: 4.1

SI.NO	GENDER	NO. OF RESPONDENTS	PERCENTAGE
1	Male	85	56
2	Female	67	44
TOTAL		152	100

CHART NO: 4.1



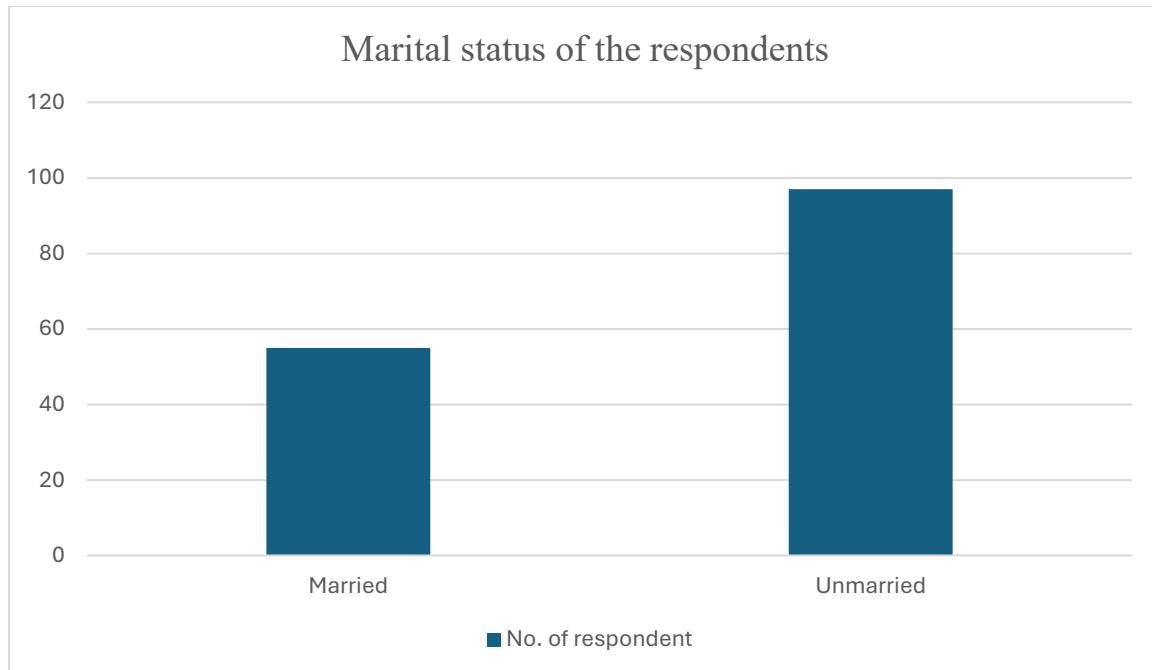
INTERPRETATION: From the above table, it is known that 56% of the respondents are male and the remaining 44% are female.

MARITAL STATUS OF THE RESPONDENTS

TABLE NO: 4.2

SL. NO	MARITAL STATUS	NO. OF RESPONDENTS	PERCENTAGE
1	Married	55	36
2	Unmarried	97	64
TOTAL		152	100

CHART NO: 4.2



INTERPRETATION:

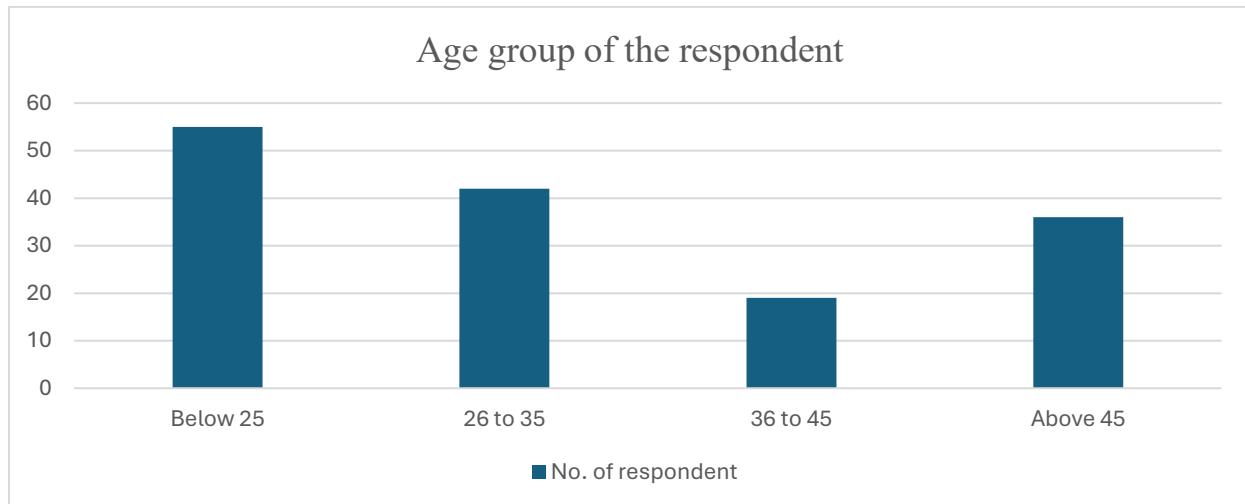
From the table shows that 36% of the respondents are married and the remaining 64% of the respondents are unmarried.

AGE GROUP OF THE RESPONDENTS

TABLE NO: 4.3

SL. NO	AGE	NO. OF RESPONDENTS	PERCENTAGE
1	Below 25	55	36
2	26 to 35	42	28
3	36 to 45	19	12
4	Above 45	36	24
TOTAL		152	100

CHART NO: 4.3



INTERPRETATION:

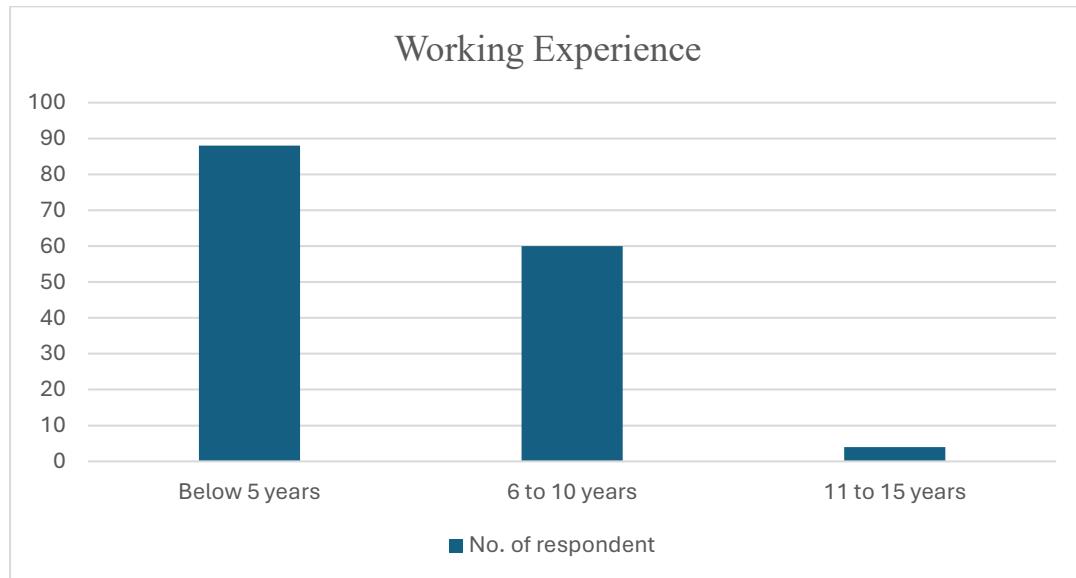
From the above table it is inferred that 36% of the respondents are in the age group of below 25 years and 28% of the respondents are in the age group of 26 to 35 years and 12% of the respondents are in the age group of 36 to 45 years and 24% of the respondents are in the age group of above 45 years.

WORKING EXPERIENCE

TABLE NO: 4.4

SL.NO	WORKING EXPERIENCE	NO. OF RESPONDENTS	PERCENTAGE
1	Below 5 years	88	58
2	6 to 10 years	60	39
3	11 to 15 years	4	3
TOTAL		152	100

CHART NO: 4.4



INTERPRETATION:

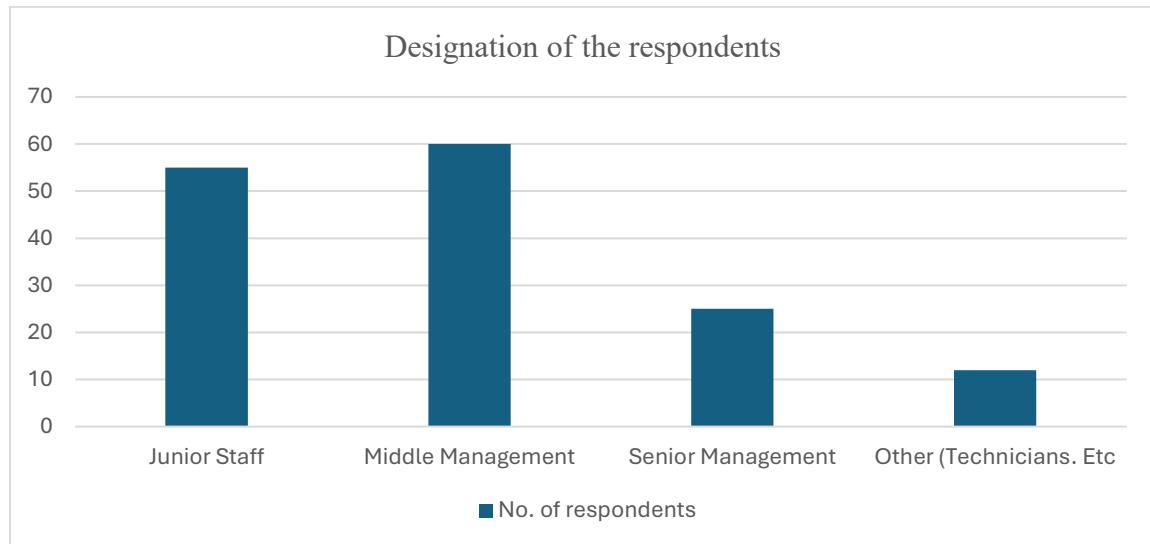
100 The table above shows that 58% of the respondents are having working experience of below 5 years and 39% of the respondents are having working experience of 6 to 10 years and 3% of the respondent are having working experience of 11 to 15 years.

DESIGNATION OF THE RESPONDENTS

TABLE NO: 4.5

SL.NO	DESIGNATION	NO. OF RESPONDENTS	PERCENTAGE
1	Junior staff	55	36
2	Middle Management	60	40
3	Senior Management	25	16
4	Other (Technicians. etc)	12	8
TOTAL		152	100

CHART NO: 4.5



INTERPRETATION:

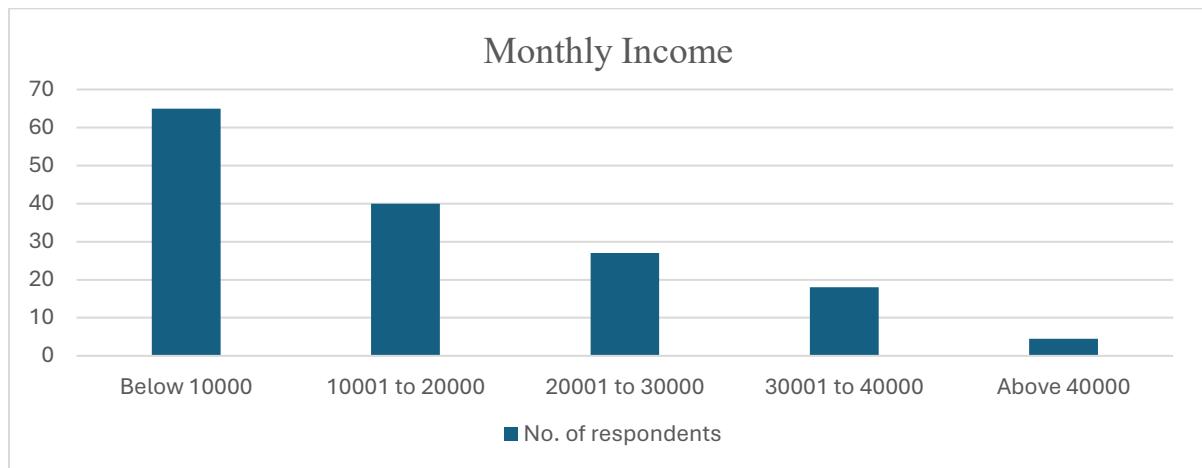
The above table shows that 40% of the respondents are from Middle Management, followed by 36% from Junior Staff, 16% from Senior Management, and 8% from other roles such as technicians. This indicates that the feedback gathered represents a mix of hierarchical levels in the organization, ensuring balanced insights into work-life balance across different roles.

MONTHLY INCOME

TABLE NO:4.6

SI.NO	MONTHLY INCOME	NO. OF RESPONDENTS	PERCENTAGE
1	Below 10000	65	43
2	10001 to 20000	40	26
3	20001 to 30000	27	18
4	30001 to 40000	18	12
5	Above 40000	2	1
TOTAL		152	100

CHART NO: 4.6



INTERPRETATION:

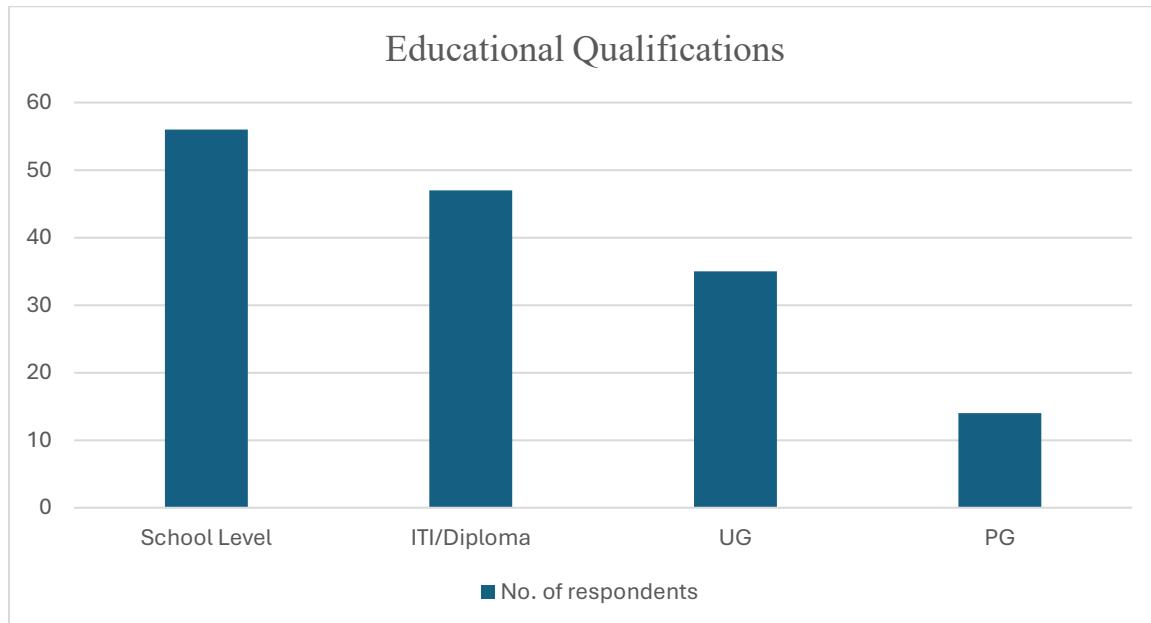
From the above table it is found that 43% of the respondents are in the monthly income group of below 10000 and 26% of the respondents are in the income group of 10001 to 20000 and 18% of the respondents are in the income group of 20001 to 30000 and 12% of the respondents are in the income group of 30001 to 40000 and 1% of the respondents are in the income group of Above 40000.

EDUCATIONAL QUALIFICATIONS

TABLE NO: 4.7

SL.NO	EDUCATIONAL QUALIFICATION	NO. OF RESPONDENTS	PERCENTAGE
1	School level	56	37
2	ITI/Diploma	47	31
3	UG	35	23
4	PG	14	9
TOTAL		152	100

CHART NO: 4.7



INTERPRETATION:

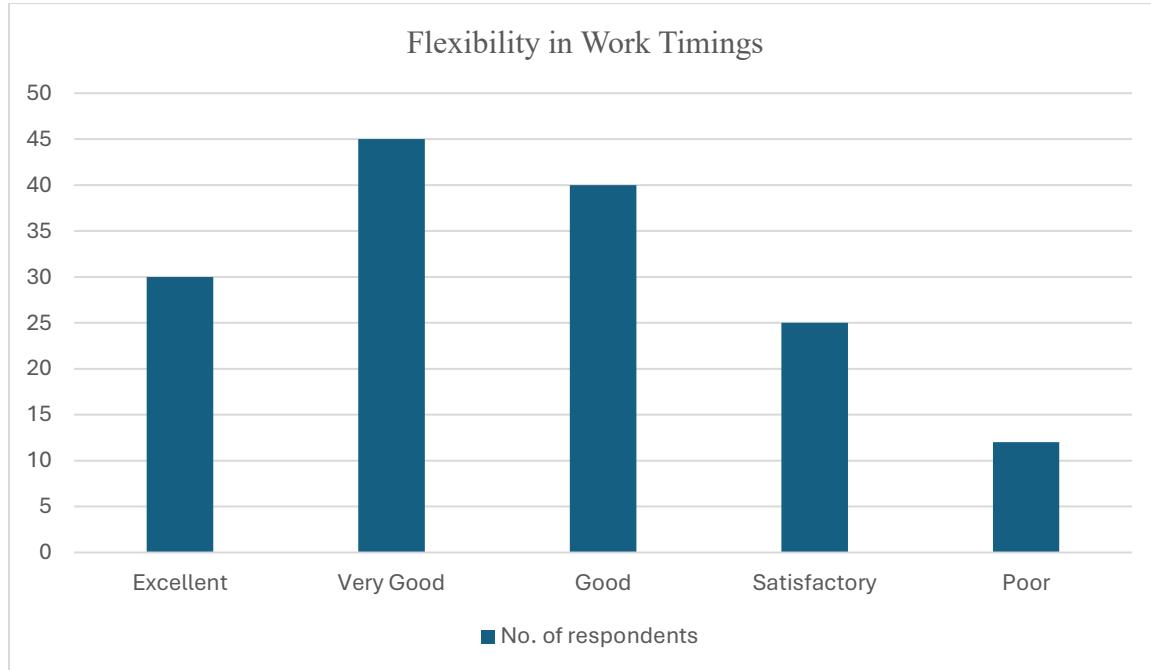
The above table shows that 37% of the respondents are educational qualification is below School level and 31% of the respondents are educational qualification is ITI/Diploma and 23% of the respondents are educational qualification is UG and 9% of the respondents are educational qualification is PG.

FLEXIBILITY IN WORK TIMINGS

TABLE NO: 4.8

SL. NO	FACTORS	NO. OF RESPONDENTS	PERCENTAGE
1	Excellent	30	20
2	Very Good	45	30
3	Good	40	26
4	Satisfactory	25	17
5	Poor	12	7
	TOTAL	152	100

CHART NO: 4.8



INTERPRETATION:

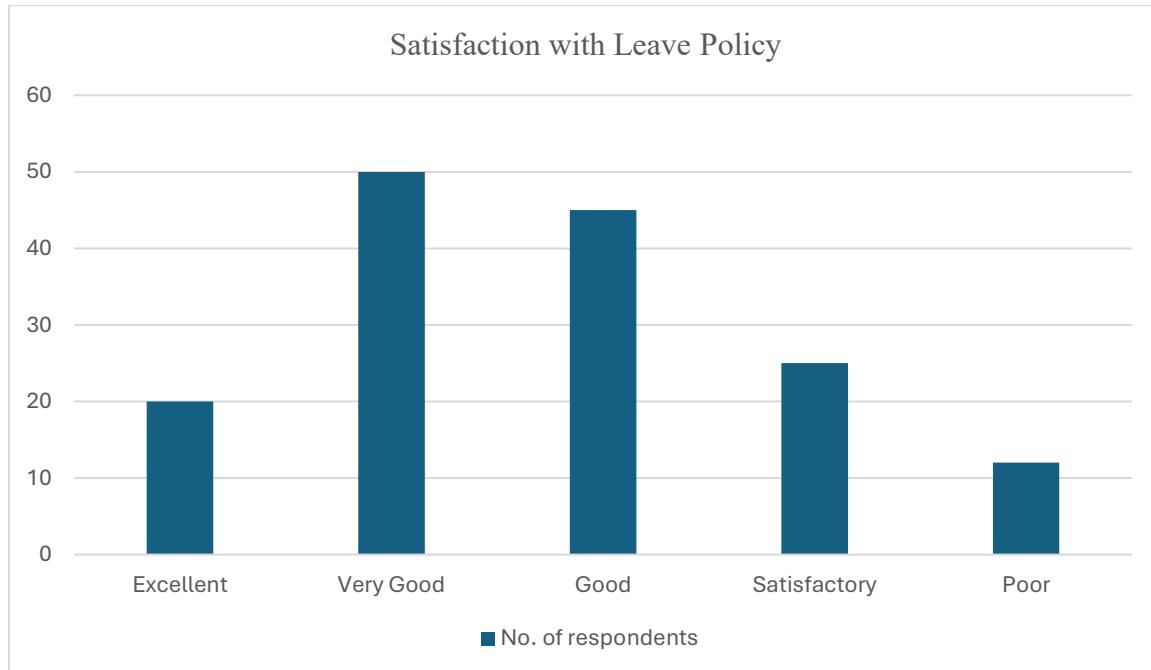
The above table shows that 30% of respondents rated work-time flexibility as Very Good, 26% as Good, and only 7% rated it Poor.

SATISFACTION WITH LEAVE POLICY

TABLE NO: 4.9

SL. NO	FACTORS	NO. OF RESPONDENTS	PERCENTAGE
1	Excellent	20	13
2	Very Good	50	33
3	Good	45	30
4	Satisfactory	25	17
5	Poor	12	7
TOTAL		152	100

CHART NO: 4.9



INTERPRETATION:

The majority of respondents (33%) are **very satisfied** with the leave policies, while 7% expressed dissatisfaction.

MANAGERIAL SUPPORT FOR WORK-LIFE BALANCE

TABLE NO: 4.10

SL. NO	FACTORS	NO. OF RESPONDENTS	PERCENTAGE
1	Excellent	40	26
2	Very Good	52	34
3	Good	35	23
4	Satisfactory	20	13
5	Poor	5	4
TOTAL		152	100

CHART NO: 4.10



INTERPRETATION:

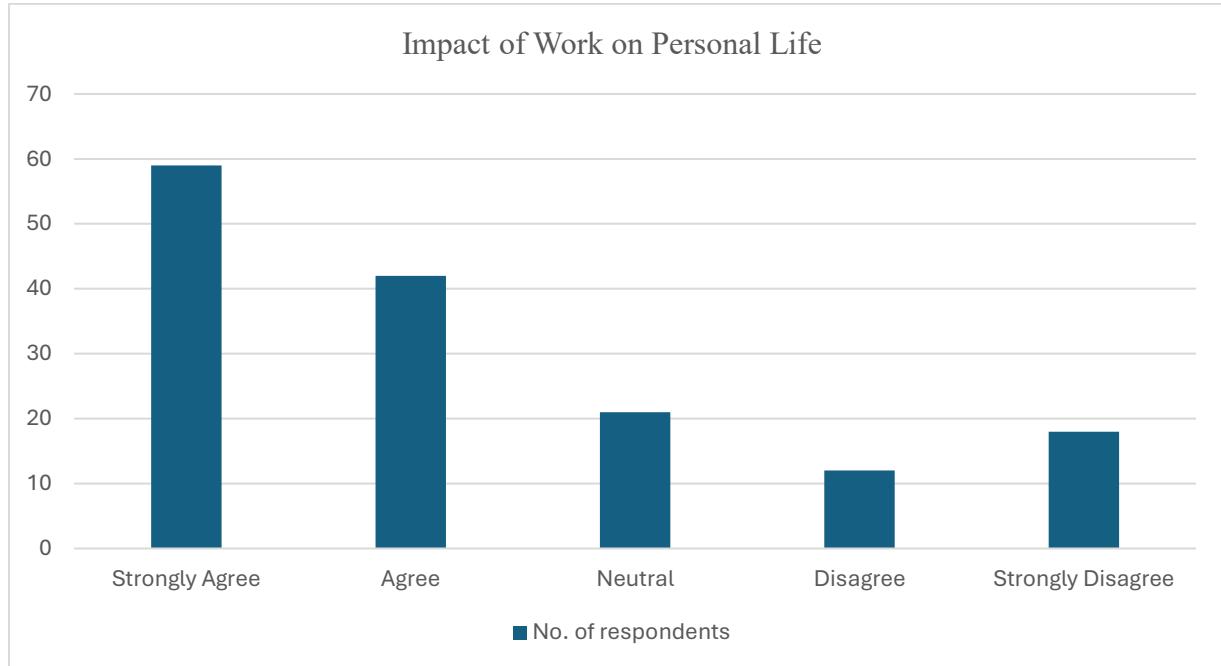
The chart shows that most respondents (34%) are very happy with the support received from managers to maintain work-life balance.

IMPACT OF WORK ON PERSONAL LIFE

TABLE NO: 4.11

SL. NO	FACTORS	NO. OF RESPONDENTS	PERCENTAGE
1	Strongly Agree	59	39
2	Agree	42	27
3	Neutral	21	14
4	Disagree	12	8
5	Strongly Disagree	18	12
TOTAL		152	100

CHART NO: 4.11



INTERPRETATION:

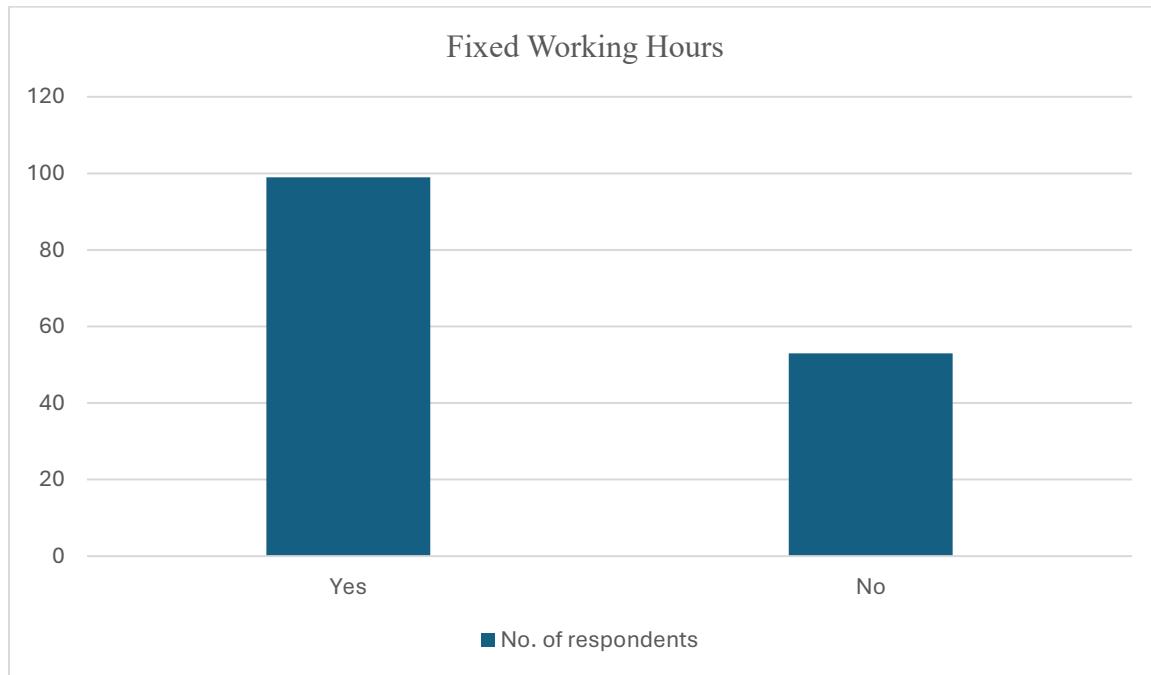
39% of respondents strongly agree that work affects their personal life, while only 4% strongly disagree.

FIXED WORKING HOURS

TABLE NO: 4.12

SL.NO	FACTORS	NO. OF RESPONDENTS	PERCENTAGE
1	Yes	99	65
2	No	53	35
	TOTAL	152	100

CHART NO: 4.12



INTERPRETATION:

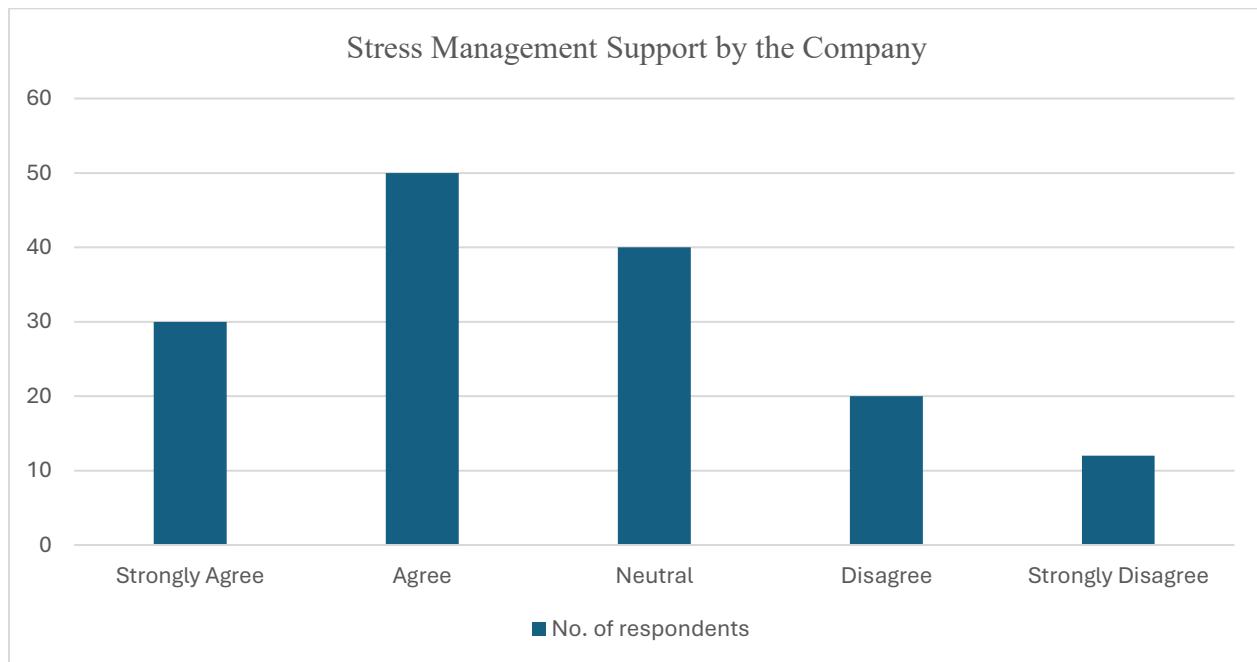
65% of respondents said Yes that fixed working hours, while 35% of respondents said No.

STRESS MANAGEMENT SUPPORT BY THE COMPANY

TABLE NO: 4.13

SL.NO	FACTORS	NO. OF RESPONDENTS	PERCENTAGE
1	Strongly Agree	30	20
2	Agree	50	33
3	Neutral	40	26
4	Disagree	20	13
5	Strongly Disagree	12	8
TOTAL		152	100

CHART NO: 4.13



INTERPRETATION:

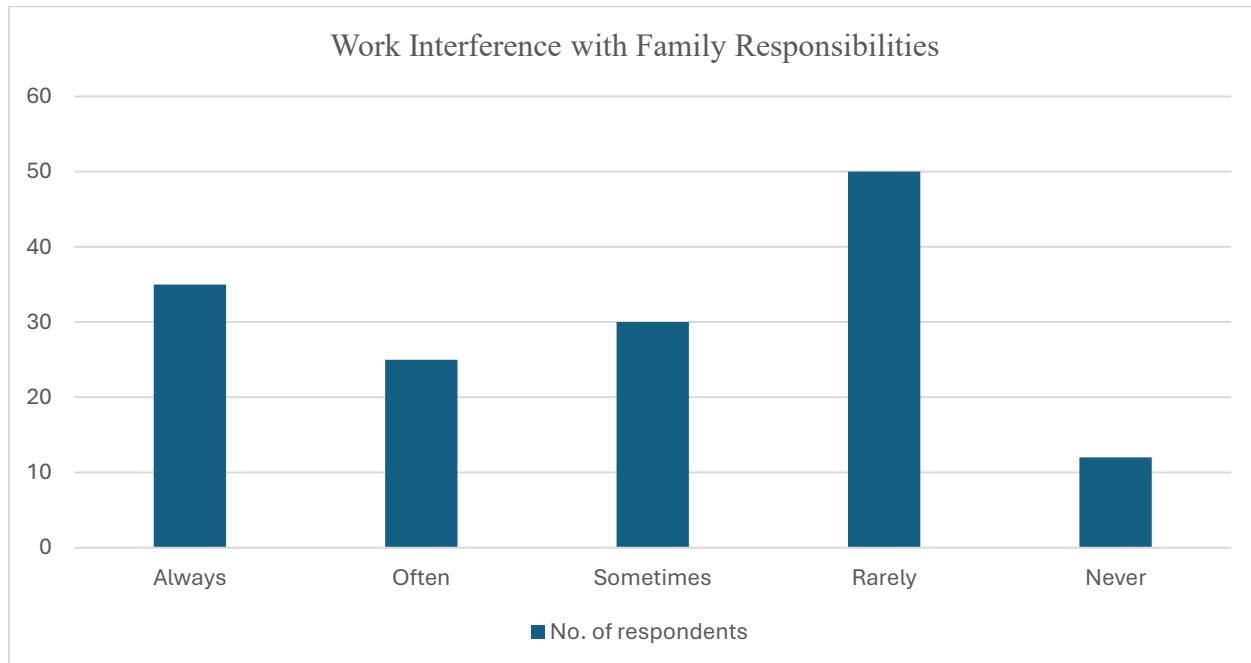
A combined 53% of respondents agree that the company provides stress management support, indicating room for improvement.

WORK INTERFERENCE WITH FAMILY RESPONSIBILITIES

TABLE NO: 4.14

SL.NO	FACTORS	NO. OF RESPONDENTS	PERCENTAGE
1	Always	35	23
2	Often	25	16
3	Sometimes	30	33
4	Rarely	50	20
5	Never	12	8
TOTAL		152	100

CHART NO: 4.14



INTERPRETATION:

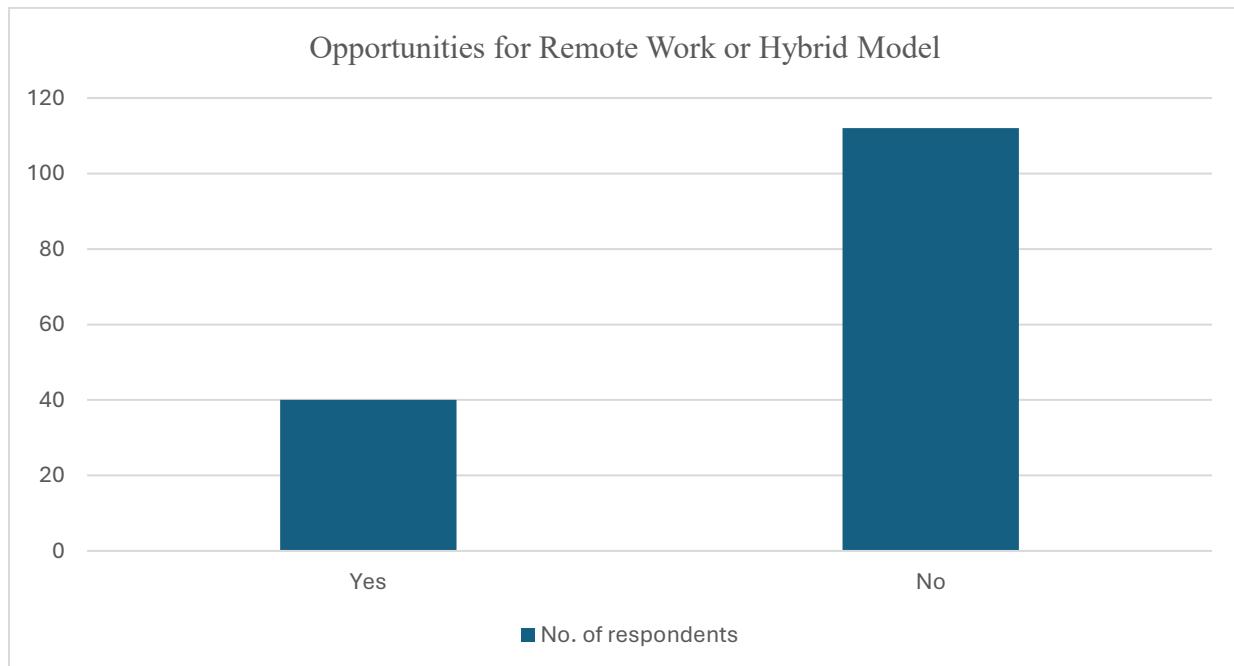
72% of respondents say work sometimes or often affects family life, a sign to enhance support programs.

OPPORTUNITIES FOR REMOTE WORK OR HYBRID MODEL

TABLE NO: 4.15

SL.NO	FACTORS	NO. OF RESPONDENTS	PERCENTAGE
1	Yes	40	26
2	No	112	74
TOTAL		152	100

CHART NO: 4.15



INTERPRETATION:

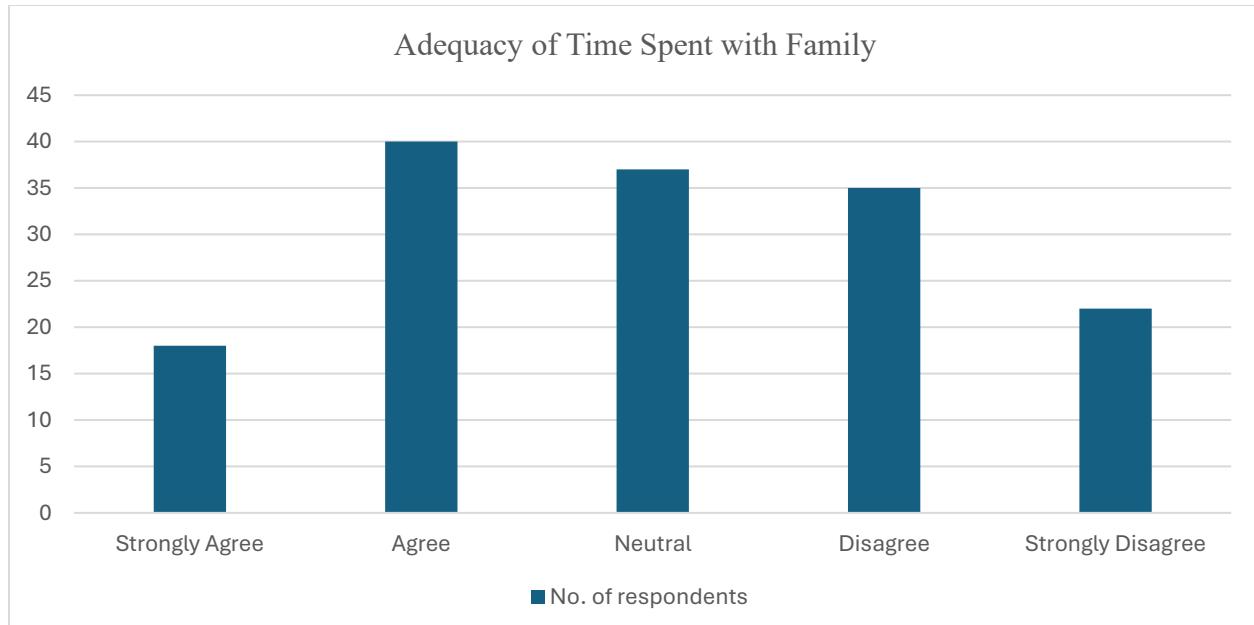
The organization lacks work-from-home options. Majority (74%) report no opportunities for hybrid work.

ADEQUACY OF TIME SPENT WITH FAMILY

TABLE NO: 4.16

SL.NO	FACTORS	NO. OF RESPONDENTS	PERCENTAGE
1	Strongly Agree	18	12
2	Agree	40	26
3	Neutral	37	24
4	Disagree	35	23
5	Strongly Disagree	22	15
TOTAL		152	100

CHART NO: 4.16



INTERPRETATION:

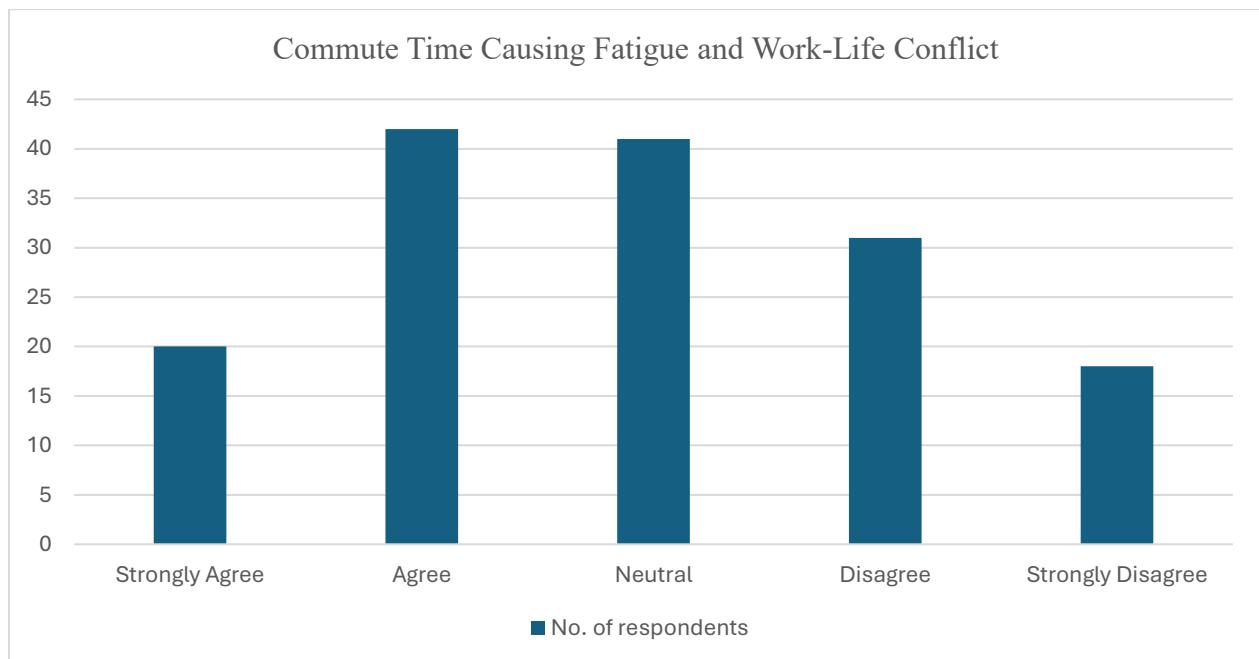
Nearly 38% of employees feel they lack adequate family time, which may affect employee morale and retention.

COMMUTE TIME CAUSING FATIGUE AND WORK-LIFE CONFLICTS

TABLE NO: 4.17

SL.NO	FACTORS	NO. OF RESPONDENTS	PERCENTAGE
1	Strongly Agree	20	13
2	Agree	42	28
3	Neutral	41	27
4	Disagree	31	20
5	Strongly Disagree	18	12
TOTAL		152	100

CHART NO: 4.17



INTERPRETATION:

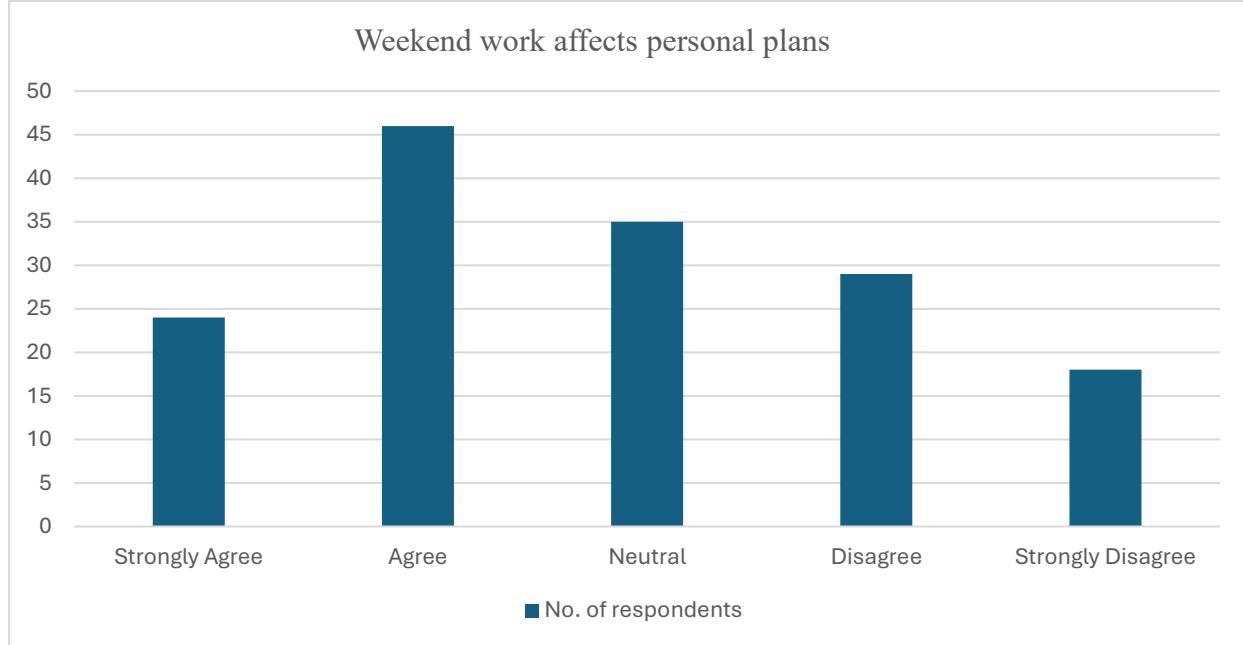
41% report that long commutes affect work-life balance. Solutions may include flexible hours or company-provided transport.

WEEKEND WORK AFFECTS PERSONAL PLANS

TABLE NO: 4.18

SL.NO	FACTORS	NO. OF RESPONDENTS	PERCENTAGE
1	Strongly Agree	24	16
2	Agree	46	30
3	Neutral	35	23
4	Disagree	29	19
5	Strongly Disagree	18	12
TOTAL		152	100

CHART NO: 4.18



INTERPRETATION:

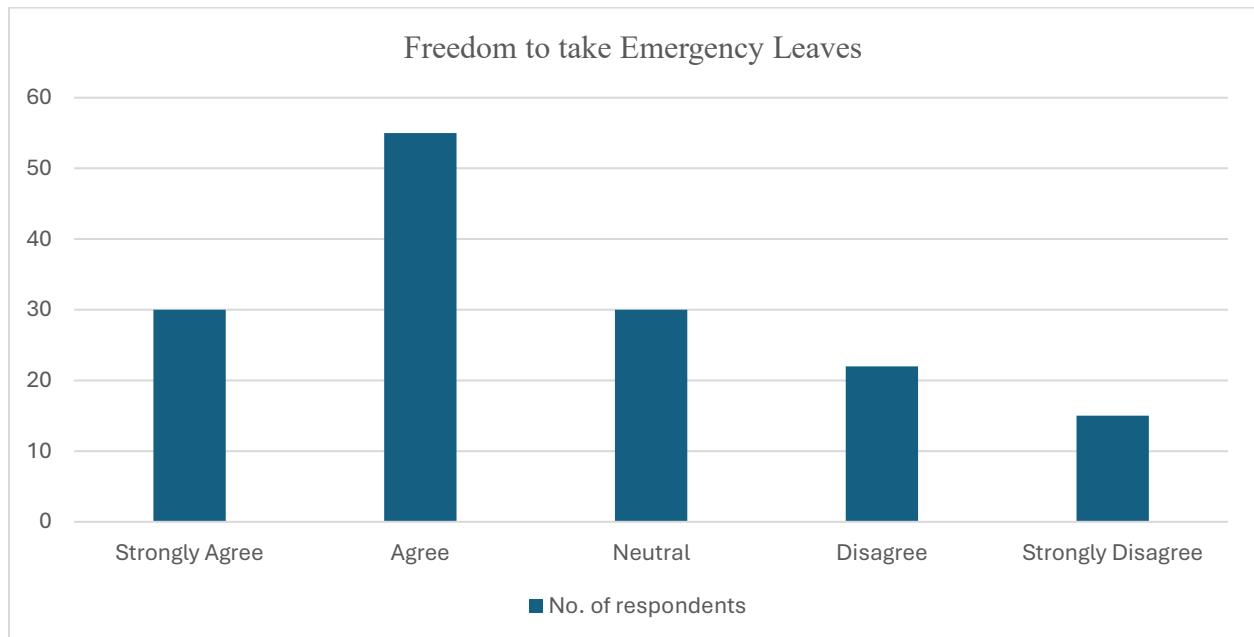
46% agree that weekend work interferes with personal life, suggesting a need for better scheduling and clear off-days.

FREEDOM TO TAKE EMERGENCY LEAVES

TABLE NO: 4.19

SL.NO	FACTORS	NO. OF RESPONDENTS	PERCENTAGE
1	Strongly Agree	30	20
2	Agree	55	36
3	Neutral	30	20
4	Disagree	22	14
5	Strongly Disagree	15	10
TOTAL		152	100

CHART NO: 4.19



INTERPRETATION:

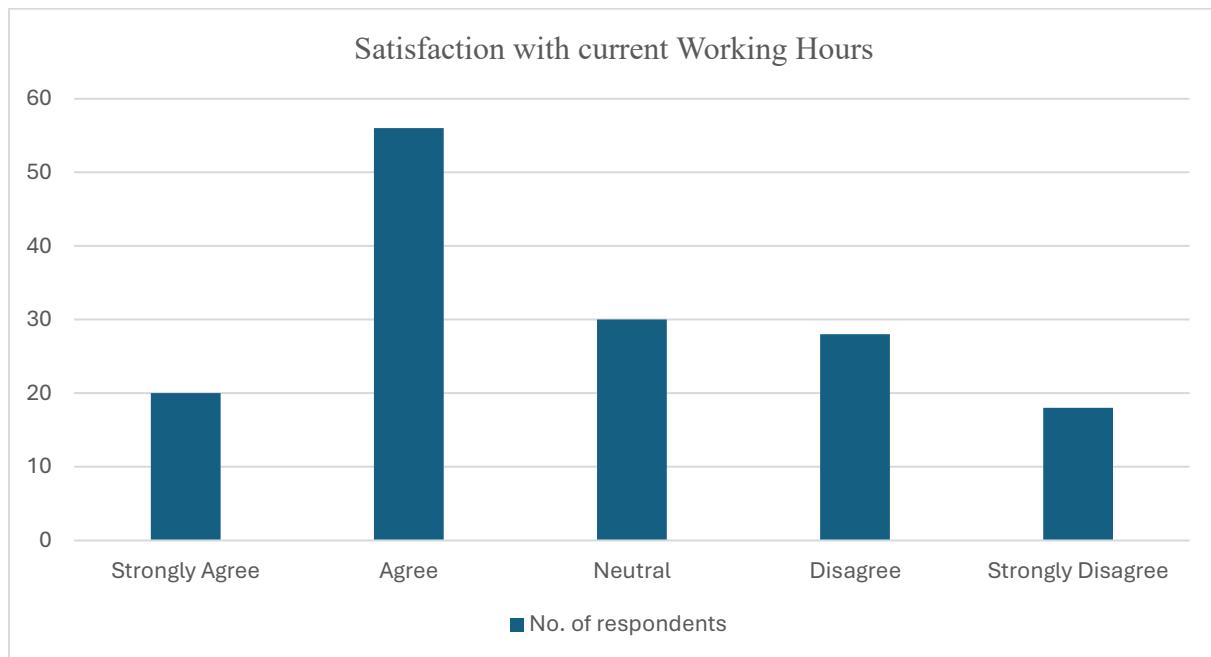
Over half of the respondents (56%) agree they are allowed emergency leaves, indicating a good policy in place.

SATISFACTION WITH CURRENT WORKING HOURS

TABLE NO: 4.20

SL.NO	FACTORS	NO. OF RESPONDENTS	PERCENTAGE
1	Strongly Agree	20	13
2	Agree	56	37
3	Neutral	30	20
4	Disagree	28	18
5	Strongly Disagree	18	12
TOTAL		152	100

CHART NO: 4.20



INTERPRETATION:

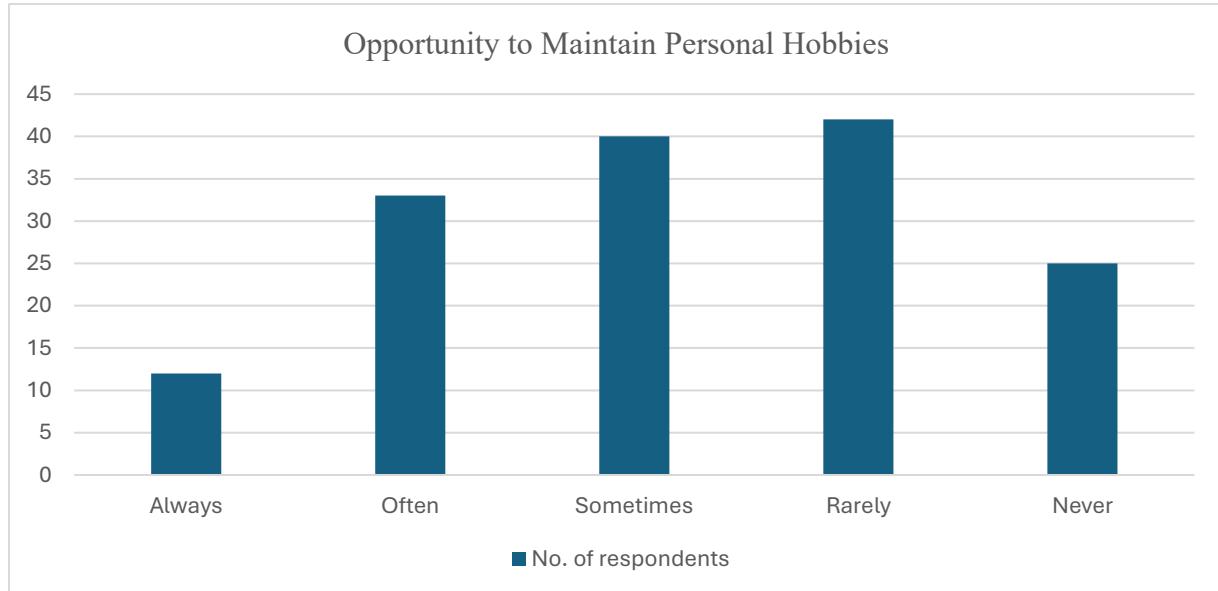
50% are satisfied with current work hours. However, 30% report dissatisfaction, indicating room for better time management or flexible work timing.

OPPORTUNITY TO MAINTAIN PERSONAL HOBBIES

TABLE NO: 4.21

SL.NO	FACTORS	NO. OF RESPONDENTS	PERCENTAGE
1	Always	12	8
2	Often	33	22
3	Sometimes	40	26
4	Rarely	42	28
5	Never	25	16
TOTAL		152	100

CHART NO: 2.21



INTERPRETATION:

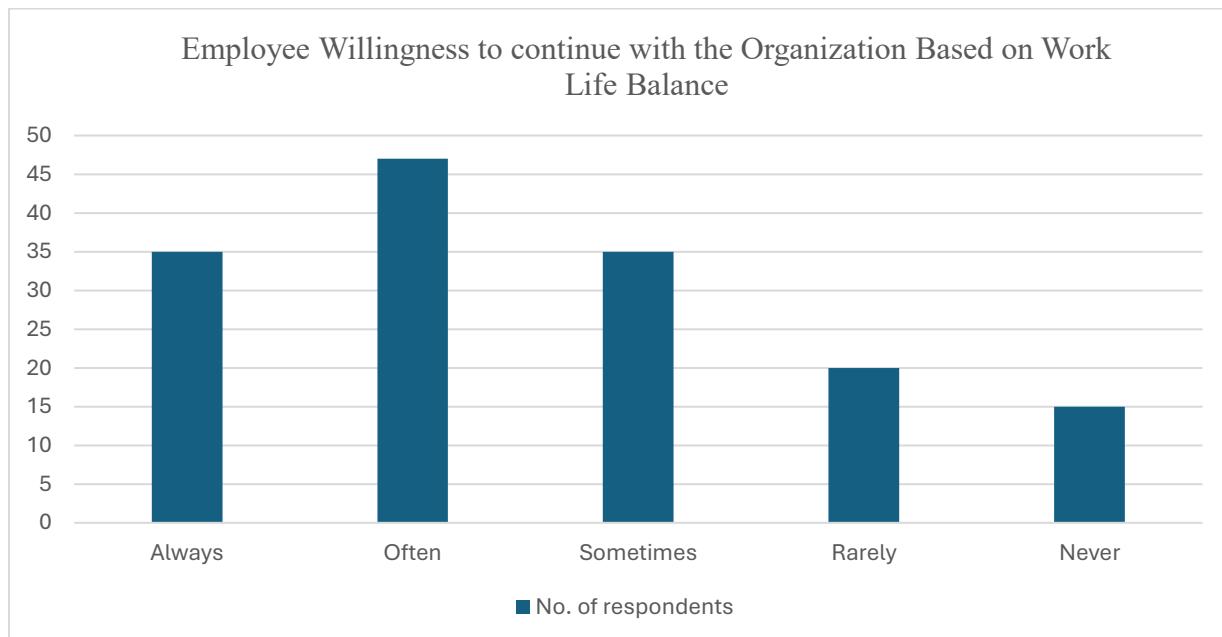
Only 30% find time for hobbies, while 44% rarely or never get the chance.
 Management may explore wellness or engagement programs.

**EMPLOYEE WILLINGNESS TO CONTINUE WITH THE ORGANIZATION
BASED ON WORK LIFE BALANCE**

TABLE NO: 4.22

SL.NO	FACTORS	NO. OF RESPONDENTS	PERCENTAGE
1	Always	35	23
2	Often	47	31
3	Sometimes	35	23
4	Rarely	20	13
5	Never	15	10
TOTAL		152	100

CHART NO: 4.22



INTERPRETATION:

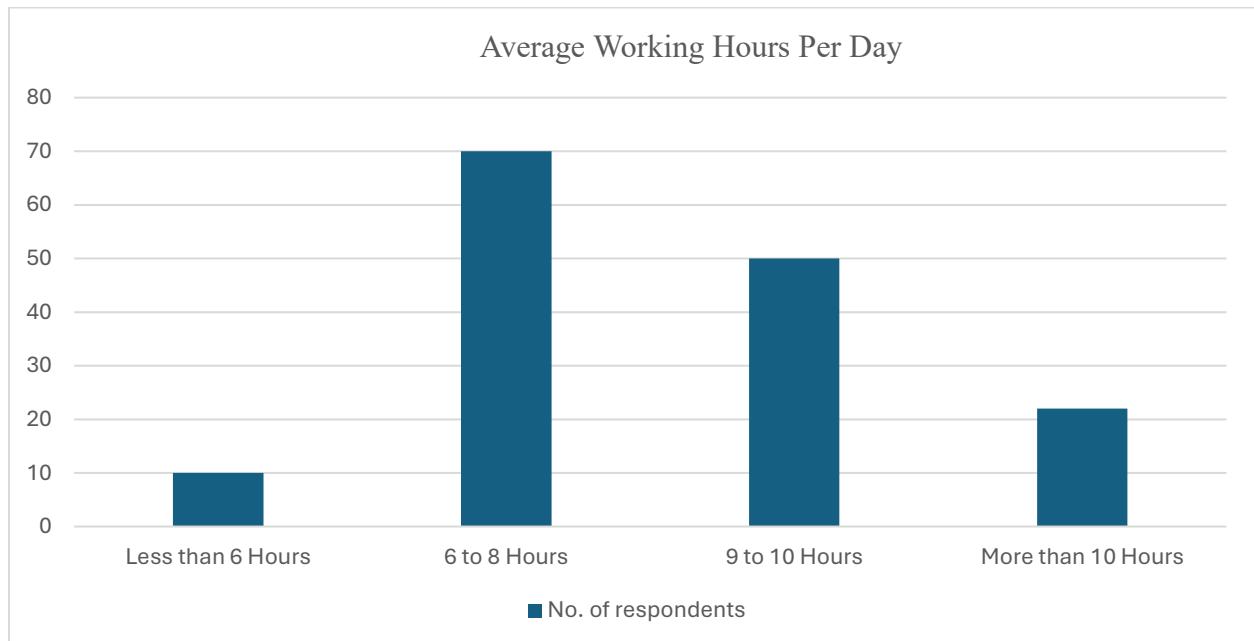
54% are willing to continue due to good work-life balance. Still, 23% are neutral and 23% lean toward dissatisfaction.

AVERAGE WORKING HOURS PER DAY

TABLE NO: 4.23

SL.NO	WORKING HOURS	NO. OF RESPONDENTS	PERCENTAGE
1	Less than 6 Hours	10	6.6
2	6 to 8 Hours	70	46
3	9 to 10 Hours	50	33
4	More than 10 Hours	22	14.4
TOTAL		152	100

CHART NO: 4.23



INTERPRETATION:

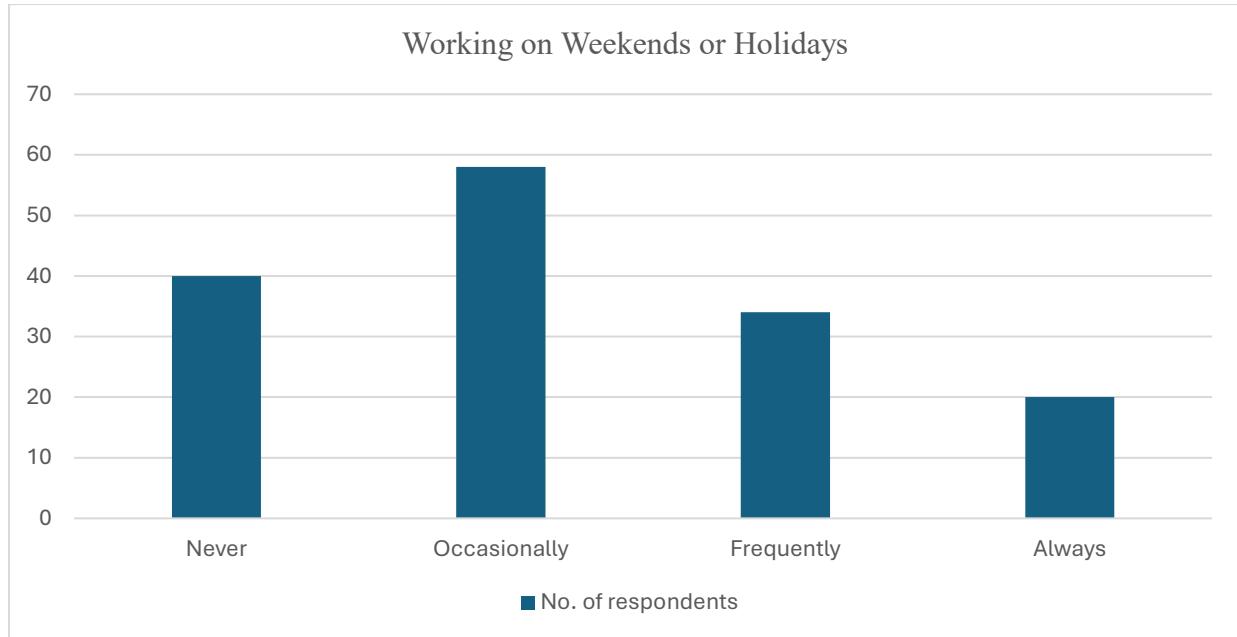
Majority of the respondents (46%) work 6–8 hours per day, while 14.4% work more than 10 hours.

WORKING ON WEEKENDS OR HOLIDAYS

TABLE NO: 4.24

SL.NO	FREQUENCY	NO. OF RESPONDENTS	PERCENTAGE
1	Never	40	26.3
2	Occasionally	58	38.1
3	Frequently	34	22.4
4	Always	20	13.2
TOTAL		152	100

CHART NO: 4.24



INTERPRETATION:

26.3% are never do work on weekends or holidays. Still, 38.1% are neutral and 13.2% lean toward working.

4.25 CHI-SQUARE METHOD

ANALYSIS OF OPINION OF RESPONDENTS REGARDING FLEXIBILITY OF WORK TIMINGS AND SATISFACTION WITH WORK-LIFE BALANCE SYSTEM

FLEXIBILITY OF WORK TIMINGS

SL. NO	FACTORS	NO. OF RESPONDENTS	PERCENTAGE
1	Strongly Agree	20	13
2	Agree	44	29
3	Neutral	36	24
4	Disagree	32	21
5	Strongly disagree	20	13
TOTAL		152	100

SATISFACTION WITH WORK-LIFE BALANCE SYSTEM

SL. NO	FACTORS	NO. OF RESPONDENTS	PERCENTAGE
1	Strongly Agree	34	22
2	Agree	42	28
3	Neutral	40	26
4	Disagree	24	16
5	Strongly disagree	12	8
TOTAL		152	100

Hypotheses:

- Null Hypothesis (H_0): There is no significant association between flexibility of work timings and satisfaction with work-life balance.

- Alternative Hypothesis (H_1): There is a significant association between flexibility of work timings and satisfaction with work-life balance.

ANALYSIS OF OPINION OF RESPONDENTS REGARDING FLEXIBILITY OF WORK TIMINGS AND SATISFACTION WITH WORK-LIFE BALANCE SYSTEM

CHI-SQUARE TEST RESULTS

Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2.405Ea (i.e. 240.5)	16
Likelihood Ratio	235.327	6
Linear-by-Linear Assoc.	105.429	1
N of Valid Cases	152	

14 cells (56.0%) have expected count less than 5. The minimum expected count is 0.85.

Calculated value = 240.5

Degree of Freedom = 16

Table value at 5% significance = 26.296

INTERPRETATION:

Since the SPSS-generated p-value (0.000) is less than the significance level (0.05), the null hypothesis is rejected. There is a significant association between flexibility of work timings and satisfaction with work-life balance. This means that employees who experience flexible working hours tend to feel more satisfied with their ability to maintain work-life balance at Crimsun Organics Pvt. Ltd.

4.26 CHI-SQUARE METHOD

ANALYSIS OF OPINION OF RESPONDENTS REGARDING COMMUTE TIME AND ADEQUACY OF TIME SPENT WITH FAMILY

COMMUTE TIME CAUSES FATIGUE

SL. NO	FACTORS	NO. OF RESPONDENTS	PERCENTAGE
1	Strongly Agree	24	16
2	Agree	38	25
3	Neutral	34	22
4	Disagree	30	20
5	Strongly disagree	26	17
TOTAL		152	100

ADEQUATE TIME SPENT WITH FAMILY

SL. NO	FACTORS	NO. OF RESPONDENTS	PERCENTAGE
1	Strongly Agree	32	21
2	Agree	40	26
3	Neutral	36	24
4	Disagree	28	18
5	Strongly disagree	16	11
TOTAL		152	100

Hypotheses:

- Null Hypothesis (H_0): There is no significant association between commute time and adequacy of time spent with family.

- Alternative Hypothesis (H_1): There is a significant association between commute time and adequacy of time spent with family.

ANALYSIS OF OPINION OF RESPONDENTS REGARDING COMMUTE TIME AND ADEQUACY OF TIME SPENT WITH FAMILY

CHI-SQUARE TEST RESULTS

Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	198.742	16
Likelihood Ratio	190.325	6
Linear-by-Linear Assoc.	88.104	1
N of Valid Cases		152

12 cells (48.0%) have expected count less than 5. The minimum expected count is 1.02.

Calculated value = 198.742

Degree of Freedom = 16

Table value at 5% significance = 26.296

INTERPRETTION:

Since the p-value (0.000) is less than 0.05, we reject the null hypothesis. There is a significant association between commute time causing fatigue and adequacy of time spent with family. Employees who experience longer or stressful commutes tend to have less quality time with their family, affecting their work-life balance.

4.27 CHI-SQUARE METHOD

ANALYSIS OF OPINION OF RESPONDENTS REGARDING SATISFACTION WITH LEAVE POLICY AND OVERALL JOB SATISFACTION

SATISFACTION WITH LEAVE POLICY

SL. NO	FACTORS	NO. OF RESPONDENTS	PERCENTAGE
1	Strongly Agree	30	20
2	Agree	44	29
3	Neutral	36	24
4	Disagree	26	17
5	Strongly disagree	16	10
TOTAL		152	100

OVERALL JOB SATISFACTION

SL. NO	FACTORS	NO. OF RESPONDENTS	PERCENTAGE
1	Strongly Agree	28	18
2	Agree	46	30
3	Neutral	38	25
4	Disagree	24	16
5	Strongly disagree	16	11
TOTAL		152	100

Hypotheses:

- Null Hypothesis (H_0): There is no significant association between satisfaction with leave policy and job satisfaction.

- Alternative Hypothesis (H_1): There is a significant association between satisfaction with leave policy and job satisfaction.

ANALYSIS OF OPINION OF RESPONDENTS REGARDING SATISFACTION WITH LEAVE POLICY AND OVERALL JOB SATISFACTION

CHI-SQUARE TEST RESULTS

Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	172.386	16
Likelihood Ratio	165.948	6
Linear-by-Linear Assoc.	79.526	1
N of Valid Cases		152

11 cells (44.0%) have expected count less than 5. The minimum expected count is 1.14.

Calculated value = 172.386

Degree of Freedom = 16

Table value at 5% significance = 26.296

INTERPRETATION:

Since the p-value (0.000) is less than 0.05, the null hypothesis is rejected. There is a significant association between satisfaction with the leave policy and overall job satisfaction. A well-structured leave policy contributes directly to higher job satisfaction among employees.

4.28 ONE-WAY ANOVA METHOD

ANALYSIS OF SATISFACTION LEVEL OF THE RESPONDENTS WITH RESPECT TO THEIR WORKING EXPERIENCE (WORK-LIFE BALANCE)

Hypotheses:

Null Hypothesis (H_0): There is no significant difference between the different levels of working experience of the respondents with respect to satisfaction with work-life balance.

Alternative Hypothesis (H_1): There is a significant difference between the different levels of working experience of the respondents with respect to satisfaction with work-life balance.

WORKING EXPERIENCE OF THE RESPONDENTS

SL.NO	WORKING EXPERIENCE	NO. OF RESPONDENTS	PERCENTAGE
1	Below 5 years	88	58
2	6 to 10 years	60	39
3	11 to 15 years	4	3
TOTAL		152	100

SATISFACTION WITH WORK-LIFE BALANCE

SL.NO	SATISFACTION LEVEL		PERCENTAGE
1	Strongly agree	20	13
2	Agree	56	37
3	Neutral	30	20
4	Disagree	28	18
5	Strongly Disagree	18	12
TOTAL		152	100

Anova: Single Factor

SUMMARY

Groups	Count	Sum	Average	Variance
Below 5 Years	88	282	3.20455	1.40596
6 to 10 Years	60	184	3.06667	1.5887
11 to 15 Years	4	8	2	0.66667

ANOVA

Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	5.81691	2	2.90845	1.98742	0.14067	3.05678
Within Groups	218.052	149	1.46343			
Total	223.868	151				

INTERPRETATION:

The above One-Way ANOVA was conducted to examine whether there is a significant difference in work-life balance satisfaction among employees with different working experiences at Crimsun Organics Private Limited.

Groups compared:

- Below 5 Years (Avg. Score = 3.20)
- 6 to 10 Years (Avg. Score = 3.07)
- 11 to 15 Years (Avg. Score = 2.00)

F-value = 1.987

P-value = 0.141

F-critical = 3.057

Since the p-value (0.141) is greater than the significance level of 0.05, we fail to reject the null hypothesis.

4.29 WEIGHTED AVERAGE METHOD

Application of Weighted Average Method to Rank the Factors Considered Most Important for Work-Life Balance in the Organization

FACTORS AFFECTING WORK-LIFE BALANCE

Rank	Weight	Flexibility of Work Timing		Leave Policy		Family Time Adequacy		Emergency Leave Access	
		Frequency	Score	Frequency	Score	Frequency	Score	Frequency	Score
1	5	30	150	20	100	18	90	30	150
2	4	45	180	50	200	40	160	55	220
3	3	40	120	45	135	37	111	30	90
4	2	25	50	25	50	35	70	22	44
5	1	12	12	12	12	22	22	15	15
TOTAL		152	512	152	497	152	453	152	519
$\Sigma WX / \Sigma X$		3.368421053		3.269736842		2.980263158		3.414473684	

$$\text{Overall Mean Score} = \frac{3.368 + 3.269 + 2.98 + 3.43 + 3.41}{5}$$

$$= 3.293421$$

WEIGHTED AVERAGE RESULT

Factor	Weighted Average Score	Rank
Stress Management Support	3.43	1
Emergency Leave Access	3.41	2
Flexibility of Work Timing	3.36	3
Leave Policy	3.26	4
Family Time Adequacy	2.98	5

INTERPRETATION:

From the weighted average analysis, it is observed that:

Stress Management Support is the highest ranked factor (3.43), indicating that employees believe stress relief mechanisms (like wellness programs, counselling, or workload support) are critical to achieving work-life balance.

Emergency Leave Access (3.41) and Flexibility of Work Timing (3.37) are also highly rated, showing that time autonomy and leave access significantly contribute to employee satisfaction.

Leave Policy (3.27) ranks moderately, suggesting there's room for improvement in how leaves are granted or structured.

Family Time Adequacy (2.98) received the lowest score among the factors, indicating employees feel that they are not able to spend adequate time with their families.

The results reflect that stress management and flexible leave policies are the **top priorities** for enhancing work-life balance at Crimsun Organics Private Limited. Focus on these areas can improve employee morale and organizational commitment.

4.30 WEIGHTED AVERAGE METHOD

Ranking of Factors Affecting Work-Life Conflict

This analysis ranks the causes of work-life conflict as experienced by the employees.

FACTORS CAUSING WORK-LIFE CONFLICT

Rank	Weight	Working Hours		Commute Fatigue		Weekend works affects Personal Plans		Managerial Pressure	
		Frequency	Score	Frequency	Score	Frequency	Score	Frequency	Score
1	5	20	100	20	100	24	120	40	200
2	4	56	224	42	168	46	184	52	208
3	3	30	90	41	123	35	105	35	105
4	2	28	56	31	62	29	58	20	40
5	1	18	18	18	18	18	18	5	5
TOTAL		152	488	152	471	152	485	152	558
$\Sigma W \times \Sigma X$		3.210526316		3.098684211		3.190789474		3.671052632	

$$\text{Overall Mean Score} = \frac{3.21+3.098+3.19+3.67}{4}$$

$$= 3.292763$$

WEIGHTED AVERAGE RESULT

Factor	Weighted average score	Rank
Managerial support	3.67	1
Working Hours	3.21	2
Weekend work affects personal plans	3.19	3
Commute Fatigue	3.09	4

INTERPRETATION:

From the weighted average analysis conducted on various causes of work-life conflict, the following insights were observed:

- Managerial Pressure ranked highest (3.67), indicating that employees feel strong pressure from managers in terms of deadlines, workload, or expectations. This suggests a major contribution to work-life conflict, possibly affecting both mental well-being and family life.
- Working Hours (3.21) came next, highlighting that extended or irregular work schedules are another primary source of conflict, reducing time for personal activities and rest.
- Weekend Work Affecting Personal Plans (3.19) ranked third. This implies that employees are often required to work during weekends, disrupting their

personal and social life, which ideally should be reserved for relaxation and family.

- Commute Fatigue (3.09) received the lowest ranking, but still a relevant factor. This suggests that while travel time is a stressor, it may not be as impactful as internal job demands like manager expectations or weekend workloads.

The data clearly shows that internal organizational factors, especially managerial pressure and demanding work hours, are more critical causes of work-life conflict than external factors like commute. Crimsun Organics Private Limited may consider managerial training, realistic work planning, and stricter weekend off policies to reduce conflict and promote healthier work-life integration.

CHAPTER V

FINDINGS, SUGGESTIONS AND CONCLUSION

5.1 FINDINGS OF THE STUDY:

Based on the data analysis using percentage method, chi-square tests, ANOVA, and weighted average method regarding Work-Life Balance at Crimsun Organics Private Limited, the following key findings have emerged:

1. Demographic Profile:

- Majority of the respondents were male (56%) and in the age group below 25 years (42%).
- Most employees were unmarried and had less than 5 years of work experience (88 out of 152).

2. Work-Life Balance Satisfaction:

- The majority of respondents moderately agreed with the existing level of work-life balance, with 37% agreeing and 20% neutral.

3. Chi-Square Analysis:

- A significant association exists between flexibility of work timings and satisfaction with work-life balance.
- Commute time affects family time significantly, and leave policy has a direct correlation with job satisfaction.

4. ANOVA Analysis:

- There is no significant difference in satisfaction across employees with different levels of working experience.

- However, ANOVA analysis of designation vs. satisfaction shows differing perceptions among employees.

5. Weighted Average Analysis:

- The most important factors promoting work-life balance are stress management support, emergency leave access, and flexibility in work timings.
- Factors causing work-life conflict are ranked with managerial pressure and long working hours as top contributors.

5.2 SUGGESTIONS OF THE STUDY:

1. **Enhance Stress Management Initiatives:** Introduce regular wellness programs and mental health support sessions to reduce job-related stress.
2. **Managerial Sensitization:** Train managers to recognize employee burnout signs and encourage supportive work culture.
3. **Flexible Work Timings:** Where feasible, offer flexi-hours or compressed workweeks to allow better time management for employees.
4. **Improve Leave Access:** Review the leave policy to ensure ease of availing emergency leaves without excessive procedural barriers.
5. **Limit Weekend Work:** Establish clear policies to minimize weekend work and promote uninterrupted personal time for employees.
6. **Workload Distribution:** Balance workloads among teams to prevent pressure overload on specific individuals.

5.3 CONCLUSION:

The study on Work-Life Balance at Crimsun Organics Private Limited highlights that while employees show a fair degree of satisfaction, several areas still require attention. Internal factors such as managerial pressure, rigid schedules, and lack of emergency leave flexibility contribute significantly to work-life conflict. External elements like commute fatigue are secondary but relevant. By addressing these findings with targeted policies and programs, the organization can foster a healthier and more productive work environment, which in turn can lead to greater employee satisfaction, reduced attrition, and enhanced organizational performance.

CHAPTER VI

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Reports and Surveys:

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- SHRM India Survey Reports on Work-Life Balance

QUESTIONNAIRE:

**A STUDY ON EMPLOYEE WORK-LIFE BALANCE AT CRIMSUN
ORGANICS PRIVATE LIMITED**

SECTION 1: Demographic Information

1. What is your Gender?

- Male
- Female

2. What is your Marital Status?

- Married
- Unmarried

3. what is your Age Group?

- Below 25 years
- 26 – 35 years
- 36 - 45 years
- Above 45 years

4. How many years of total work experience do you have in Crimsun Organics Private Limited?

- Below 5 years
- 6 to 10 years
- 11 to 15 years

5. What is your current designation in Crimsun Organics Private Limited?

- Junior Staff
- Middle Management
- Senior Management
- Other (Technicians, etc)

6. What is your monthly income?

- Below ₹10,000
- ₹10,001 – ₹20,000
- ₹20,001 – ₹30,000
- ₹30,001 – ₹40,000
- Above ₹40,000

7. What is your highest level of education?

- School Level
- ITI/Diploma
- Undergraduate
- Postgraduate

SECTION 2: Work-Life Balance Assessment

8. Do you feel your job provides flexible work timings?

- Excellent
- Very Good
- Good
- Satisfactory
- Poor

9. Are you satisfied with the leave policy provided by the organization?

- Excellent
- Very Good
- Good
- Satisfactory
- Poor

10. Do your managers support you in maintaining work-life balance?

- Excellent
- Very Good
- Good

Satisfactory

Poor

11. Does your work affect your personal life (family, health, etc.)?

Strongly Agree

Agree

Neutral

Disagree

Strongly Disagree

12. Do you have fixed working hours?

Yes

No

SECTION 3: Employee Satisfaction & Suggestions

13. Does the company provide stress management support (ex: wellness programs, counselling)?

Strongly Agree

Agree

Neutral

Disagree

Strongly Disagree

14. Does your work schedule interfere with your family responsibilities?

Always

Often

Sometimes

Rarely

Never

15. Are there any opportunities for work-from-home or hybrid work when needed?

Yes

No

16. Do you feel you have adequate time to spend with your family?

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

17. Does your commute time cause fatigue and affect your personal time?

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

18. Does working on weekends affect your personal and family plans?

- Agree
- Neutral
- Disagree
- Strongly Disagree

19. Do you feel free to take emergency leave when required?

- Agree
- Neutral
- Disagree
- Strongly Disagree

SECTION 4: Employee Perception on Work-Life Balance

20. How satisfied are you with your current work-life balance?

- Strongly Agree
- Agree

- Neutral
- Disagree
- Strongly Disagree

21. Do you get enough time to pursue your personal hobbies or interests?

- Always
- Often
- Sometimes
- Rarely
- Never

22. Would you like to continue working in this organization because of the work-life balance provided?

- Always
- Often
- Sometimes
- Rarely
- Never

23. How many hours do you work per day on average?

- Less than 6 hours
- 6 - 8 hours
- 9 - 10 hours
- More than 10 hours

24. Does your job require you to work on weekends or holidays?

- Never
- Occasionally
- Frequently
- Always

