



A Peer Reviewed International Journal of Asian
Academic Research Associates

AARJSH

**ASIAN ACADEMIC RESEARCH
JOURNAL OF SOCIAL
SCIENCE & HUMANITIES**



EMPIRICAL EVIDENCE OF WORK LIFE BALANCE IN BAKING SECTOR

M. LOKANADHA REDDY*; P. MOHAN REDDY **

*Ph.D Research scholar,
Department of Commerce,
Sri Venkateswara University, Tirupati, Andhra Pradesh – 517502

**Professor,
Department of Commerce,
Sri Venkateswara University, Tirupati, Andhra Pradesh – 517502

ABSTRACT

Work/life balance, in its broadest sense, is defined as a satisfactory level of involvement or ‘fit’ between the multiple roles in a person’s life. Although definitions and explanations vary, work/life balance is generally associated with equilibrium, or maintaining an overall sense of harmony in life. The study of work/life balance involves the examination of people’s ability to manage simultaneously the multi-faceted demands of life. Although work/life balance has traditionally been assumed to involve the devotion of equal amounts of time to paid work and non-work roles, more recently the concept has been recognized as more complex and has been developed to incorporate additional components. The present research paper aims at endeavoring the empirical evidence of work life balance concerning employees of public sector and private sector banks. For the purpose of comparative analysis, two banks are chosen purposely each from public and private sector. These are Andhra Bank and Indus Ind Bank. About 50 employees belonging to managerial cadre from each bank are chosen at random. Therefore, sample constitutes 100 employees. The opinions are elicited from them through administering pre-structured questionnaire. The information so gathered is tabulated, analyzed and interpreted. The banks shall formulate ideal policies for effective work life balance. The abnormal working hours shall be reduced so as to manage the stress due to work pressure. Health checkup plans shall be introduced so that the morale of the employees is improving in the case of private sector banks. Customization of work life balance policy to individual needs is a pre requisite. Job sharing and support from colleagues are key factors to good work life balance for success of the Indian banking sector.

KEY WORDS: Work life balance, family-friendly policies (FFPs), work-life benefits and practice
