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## GREEN ENTREPRENEURSHIP: AN EVALUATION OF CUSTOMERS' BEHAVIOUR

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### Abstract

Green entrepreneurship is emerging in India as consumers are conscious of the environmental impacts of their choices and preferences. Emerging entrepreneurs showcase a plethora of sustainable products to consumers and have replaced traditional business practices with pro-environmental practices. The presence of social media targets consumers and influences them towards green enterprises; in a way, they promote sustainable lifestyles to a community of consumers. The report examined the behaviour of customers towards products and services provided by green enterprises. The primary data was collected through questionnaires from the consumers to understand their determinations. Further, the inputs from various scholarly articles have been analysed for the research paper. It also highlighted the potential of green enterprises which serves as valuable insights for aspiring green entrepreneurs, evaluated the dynamics of consumers which are useful data for the businesses and tabulated the present opportunities for green entrepreneurs and anticipated future threats. Ultimately, this report focused on filling the gaps in the existing literature and facilitating further research. The correlation coefficient analysis suggested that there is a direct relationship between consumer awareness about the green products and their likely support to the products. Also, it is proven that transparency of corporate policies didn't gain the consumer base. The paper also suggested some alternatives for the green enterprises to gain more consumer support.

### Keywords

Sustainable entrepreneurship, Green Entrepreneurship, Social Entrepreneurship, India, Consumer behaviour.

### Introduction

“Entrepreneurship is not only about seeking profits; it's also being conscious for a sustainable future.” Due to growing concerns for the environment, there is an increased awareness to conduct business sustainably. That created a new field in entrepreneurship, coined as “Green Entrepreneurship” or “Ecopreneur ship” which focuses on business practices committed to preserving the environment. The ecopreneurs focus on generating income and also create eco-friendly products and influencing positive social behaviour. Business and sustainability are intersected to pave the way for a sustainable future. Green entrepreneurs address ecological challenges through their products and services. They reduce carbon emissions and footprints during production, promote the use of renewable energy and adopt a circular economy where they utilise the resources to the maximum extent. Green startups reshape the business model. Entrepreneurs who are passionate about sustainability are attracted to these green models of business. Green entrepreneurs foster transformation to sustainability.

Figure 1: Pictorial representation of the motives of an ecopreneur

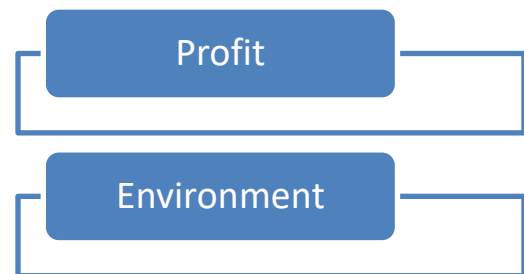


Figure 2: Pictorial representation of the circular economic process





Source: <https://www.freepik.com/free-photos-vectors/circular-economy>

## Literary overview of concepts

### A. Green entrepreneurship:

The establishments which prioritise sustainable practices by adopting eco-friendly practices like reducing the usage of resources and inculcating solutions to reduce carbon footprint. They identify the demands for eco-friendly products and develop sustainable products. They meet consumer demands while minimising the negative environmental impacts associated with traditional business models. Green entrepreneurs desire to create positive environmental change along with profit. They are innovative in their working pattern and swap traditional market practices. They are crucial to cater for the needs of the market and environment. Green startups in developing countries aim to understand consumer needs and work on their products. Our government policies recognise the need for green entrepreneurship and assist in green ventures. This helps in the growth of blooming green enterprises.

### B. Consumer Behaviour:

The consumers shape the entrepreneurial arena. For the past few years, there has been a rise in demand for

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environmentally friendly products and services. Consumers want to be well-informed about the processes that make a product for the surety of environmental conservation. The consumers have ethical demands and the businesses have to align themselves. Consumers provide a major inclination towards cruelty-free products, especially in the cosmetic industry. They turned intolerant to animal abuse for developing products. Nowadays, they demand a stock of cruelty-free certified products in stores. The consumers not only prioritise animal rights but also try to minimise environmental abuse. The choice of green entrepreneurship by consumers drives more humane practices in the industry.

### C. Environmental responsibility:

The ethical and moral duty of any individual, organisation and business to minimise their negative impact on the environment. Mankind is interdependent with the environment. We have to take proactive measures to preserve the environment. The business sector is obligated to implement sustainable strategies to reduce carbon footprints, conserve natural resources, and mitigate environmental risks.

### Review of literature

Himani Choudhary et.al. lauded the emerging startups which put green marketing in a priority list. They concluded that responsibility towards the environment should be taken seriously. The companies should inculcate green values in their curriculum. Environmental concern should be personal for the entrepreneurs to give an innovative and helpful product to the world. Though green marketing is not easy practically, it has a positive impact on the firm. The concept of Green Marketing is budding in India. Green businesses need to shift to an environment friendly lifestyle.

Monika Sheoran et.al. commented that the human kind is putting the planet under a They promoted sustainable living. They noticed that accepting sustainable products will help in economic growth and a greener lifestyle. It



will be imperative for the countries to promote sustainable products.

Dr Nguyen Hoang Tien et.al. concluded that green ventures shouldn't be compared with traditional business models as they are on different levels of creativity. They acknowledged that the skills required for a sustainable process are more complex than conventional methods. They suggested universities to teach sustainable practices to the students.

Pavan Mishra et.al. addressed the importance of green marketing. They also noted that consumers are willing to pay more to maintain a cleaner and greener environment. The change in marketing will have a multilayered change. Green marketing should be followed with more vigour. Marketers are responsible to make consumers aware of the need of green enterprises and the consumers have to pressurise the industries to be environment-friendly.

Raheem Bux Soomro et.al. interpreted that the media influences the population to be conscious of the environment. Therefore, it is important to cover a larger population through media and bring awareness in them.

## Research objectives

The objectives of the report were:

1. To identify the market opportunities for green entrepreneurs.
2. To analyse consumer participation and awareness towards green entrepreneurship.
3. To highlight the potential of green enterprises.
4. To evaluate the dynamics of consumers.
5. To tabulate the available opportunities and future threats.

## Hypotheses

- A. H0: There is no relationship between consumer awareness and consumer support for green entrepreneurship.

[Type here]

H1: There is a relationship between consumer awareness and consumer support for green entrepreneurship.

- B. H0: There is no relationship between an increase in the consumer base and transparent corporate policies.

H1: There is a relationship between an increase in the consumer base and transparent corporate policies.

## Data collection

Both the primary and the secondary data were considered for the analysis. The primary data was based on the age group, familiarity with green products, their justifications for buying green products, and the suggestions by the consumers to green entrepreneurs were collected through a structured questionnaire from a sample set of 100 respondents based on cluster sampling. The secondary data about various green entrepreneurs, and sustainable products were collected from various magazines and social media.

## Data analysis and interpretation

Based on the primary data collected from 100 sample respondents in Chennai city through a questionnaire, the following observations have been tabulated.

### A. Frequency of buying green products

The following table illustrates the frequency of buying green products.

**Table 1**

How often?	No. Of respondents
Always	20
Often	34

		[Type here]	[Type here]
		(Source: Primary data)	
Sometimes	28	According to Table 2, about 63 respondents gathered information about green entrepreneurs through social media. Roughly 20 of the respondents got to know through online advertisements. Around 8 of them learned through news articles or blogs.	
Rarely	14		
Never	4		
<b>TOTAL</b>	<b>100</b>	<b>C. The relationship between consumer awareness and consumer support for green products</b>	

(Source: Primary data)

According to Table 1, 20 respondents always bought green products while 4 of them never bought green products. About 34 respondents often bought green products. Around 28 of the respondents sometimes bought green products and 14 respondents rarely bought green products.

#### B. Way to gather information about the green entrepreneurs

The following table depicts the ways the respondents gather information about green entrepreneurs.

**TABLE 2**

Ways to gather information	No. of respondents
Online advertisements	20
Social media	63
Word of mouth	7
News articles/blogs	8
Influencers/Celebrities	2
<b>TOTAL</b>	<b>100</b>

The following table depicts the relation between the awareness level of the consumers and their support of green products.

**TABLE 3**

Awareness	No. of respondents	Support green products
Very familiar	23	Yes
Somewhat familiar	41	Maybe
Not familiar	36	No
<b>TOTAL</b>	<b>100</b>	<b>TOTAL</b>
<b>Correlation coefficient</b>	<b>0.5211690053</b>	

(Source: Primary data)

According to Table 3, the majority of the sample respondents were somewhat familiar with green products to a number of 41. The very familiar respondents accounted for 23 respondents. About 36 of the respondents were not familiar with green products.

According to Table 2, 63 respondents may support green

products. Around 25 respondents reported yes to support while 12 of them reported no to extend their support.

The correlation coefficient between consumer awareness and consumer support for green products was found to be 0.5211690053 which implies a positive correlation.

#### D. Factors that influence the decision to purchase from green entrepreneurs

The following table showcases the responses to the factors that influence consumers to purchase from green entrepreneurs.

**TABLE 4**

Factors that influence purchase	No. of respondents
Quality or performance	33
Price	4
Environmental consciousness	19
Sustainable production methods	2
Personal health benefits	42
TOTAL	100

(Source: Primary data)

According to Table 4, roughly 42 respondents shared that personal health benefit was their priority. Other 33 respondents said that they preferred the products for quality or performance. A little group of 4 respondents said the price point influences their purchase.

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#### E. The relationship between consumer base and transparency of corporate policies

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Table 5 depicts the relation between the consumer base and the transparency of corporate policies.

**TABLE 5**

IMPORTANCE OF TRANSPARENCY	No. of respondents	of LIKELY TO PURCHASE
Promoters	86	Promoters
Passive	10	Passive
Detractors	4	Detractors
TOTAL	100	TOTAL
<b>CORRELATION COEFFICIENT</b>	<b>-0.3408397836</b>	

(Source: Primary data)

According to Table 5, 86 of the sample respondents preferred the transparency of corporate policies as the factor influencing their purchase. Roughly 10 respondents were passive about the policies and about 4 of them detracted the need for transparency.

According to Table 5, 27 respondents are likely to purchase green products. Around 49 respondents were passive about purchasing green products while 24 respondents detracted from the purchase.

The correlation coefficient between the transparency of corporate policies and consumer base

for green products was found to be -0.3408397836 which implies a negative correlation.

## Findings

The research paper, “Green Entrepreneurship: an evaluation of customers’ Behaviour” focussed on identifying market opportunities for green entrepreneurs. The presence of green products and a customer base for sustainable products were considered to assess the research. A sample of 100 respondents from Chennai were questioned to gather the required information about green entrepreneurship and consumer behaviour. The following points are the findings of our study:

1) Majority of the consumers belonged to the age group of 45 years or above. It is mainly because the consumers at that age become health conscious and concerned about the sustainability of their future generations. Added to that, the consumers are economically independent to try green products which are probably more expensive than conventional products.

2) Consumers ought to try premium green products only if there is a reasonable value for the price. Consumers demand superior products for the money they invest. It is also implied from the survey that many consumers did not prefer price to be a factor in inducing them to buy green products. The consumers felt that the high price of green products was a challenge for them to buy.

3) The predominant consumers were mediocrely aware about the green products. It might be because their advertising hadn’t reached a wider sector. Even another major group weren’t aware of such green products which needs lots of work by the green entrepreneurs and policy makers. The respondents commented that there is a lack of awareness initiatives from the end of green enterprises.

4) There is a plethora of opportunities for green products as many consumers become health conscious, environment conscious and welcome the green revolution in the corporate world. The consumers are

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aware of various brand names and their products through social media circulations. Having said that, the price point of these products turns out to be a threat as the consumers reckon the dearness of the green products.

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5) The correlation coefficient between consumer awareness and consumer support for green products had a positive value. The hypothesis of the relationship between consumer awareness and consumer support for green entrepreneurship turned out to be positive. Hence, there is a direct relation between the two variables.

6) The correlation coefficient between the transparency of corporate policies and consumer base for green products had a negative value. The hypothesis of the relationship between transparency of corporate policies and consumer base for green products turned out to be negative. Hence, there is an inverse relation between the two variables.

## Suggestions & conclusion

The research paper, “Green Entrepreneurship: an evaluation of customers’ Behaviour” discussed various factors from the view of entrepreneurs and consumers and shared the findings previously. There are certain gaps between the two worlds of producers and consumers which can be alleviated by following certain steps. These are some of the suggestions from the sample respondents to overcome the shortcomings of green enterprises:

1. Majority of the country’s population belong to the middle class and lower middle class strata. So, the green enterprises should find solutions to manufacture and sell their products at a reasonable price. It will be an inclusive market with all the consumers.
2. It is the duty of the green enterprises to highlight the benefits of sustainable choices to people, business and the environment as a whole. There are various tools to broadcast their products even to rural populations. They can conduct campaigns to market their products.
3. They can harness visual tools of videos and charts to reach the public. Visual tools are a great

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way of imparting knowledge to the common man.

4. Influencers are the greatest power people these days. The brands can reach out to social media influencers and increase their market value. Their products have to be available in all sectors of the country which helps a versatile population to try their products.
5. The respondents wanted trial packets of the green products to be economical.
6. The propaganda of such a sensitive topic should start from schooling.
7. The government must encourage such green entrepreneurs who aim to save our present and future.
8. Even though the corporate policies are transparent, the high price point and lack of awareness brings low consumers for the green enterprises.

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## Limitations

Green entrepreneurship is an under-researched topic. Even though there is an effort to minimise global pollution, the implementation processes are at a slower pace. The businesses these days are transforming from traditional practices and becoming creative. The resources that are crucial to implement the sustainable plans are inadequate. High initial costs, evolving rules for the manufacturing, logistics trouble and technological limitations become hurdles to the green enterprises.

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## EVALUATION OF TEACHERS - HISTORY TO CURRENT ERA

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Evaluation of teachers – History to Current era

### Introduction

In the mid-'95s, teachers had to assess students' lab work in a given format. Students collected evaluation data sheets for the Electronics Lab maintained by a teacher for a batch size of 15 for one semester. On the students' evaluation of the evaluation sheets, call the teacher concerned. Students asked what he expected about the skill development at the end of the semester: would it be progressively improving or not? The reply was obvious: skills are low at the beginning of the semester and progressively improve at the end of the semester. He pointed out that the evaluation points given by him to the students showed something different: the semester beginning skills were good and at the semester end, they went down! The teacher accepted that he had given evaluation points arbitrarily without proper evaluation.

Though academic institutes are part of the service industry, they are not treated so in terms of productivity improvement, target output, etc. Teacher's job evaluation and performance appraisal play a very significant role in ensuring the quality of education. But very limited work is done in the world in this respect. To be globally competitive, these and similar areas open up many avenues for future work. By judicious application in any institute/stream of the approach proposed in this paper, a robust process for performance appraisal, job difficulty points (JDP), and compensation based on JDP can be designed and developed. There weren't identified proper research studies in the evaluation of teachers' evaluations in academic institutions. Some of the studies were only in performance appraisal studies at government universities. Academicians have done the PA for faculties in higher education institutes, which is being undertaken by the state or central government. None of them studied in private higher education institutes. This study focuses on and supports the current system of evaluation of teachers in private higher education institutions.

How to assess the viability of an instructor where students' accomplishment is impacted by so numerous other variables than the person educator: School variables such as lesson sizes, educational programs materials, directions time, accessibility of pros and

### Abstract

Getting a great and committed staff is so troublesome these days. Staff individuals who can fill the time opening are abundant, but those who are truly inquisitive about educating confront challenges such as a need of bolster from the scholastic society, legislative issues by colleagues, uninterested administration or administration known for micro-management, and understudies who are uninterested. The teachers evaluated the students' performances in class, lab sessions, and examinations. But after ICT implementation in education and academic institutions, the scenario was changed. The teachers were evaluated by the students through a feedback system. The private institution's management asked to collect feedback from students through the principal and administrative staff. Government institutions collect feedback from students for their University higher authorities and accredited record purposes. Some of the institutions really assess and make the required changes for the students' and industry's benefits. At this juncture, this paper covers how evaluations of teachers happen. How to improve the effectiveness of teachers in academic institutions? Current trends in the education system in the world and educational institutions are treating teachers in their current positions.

**Key words:** Evaluation of teachers, Superman, multi-skilled teachers, education system, ratification. Feedback systems

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mentors, and assets for learning (books, computers, science labs, and more);

Home and community bolster or challenges

- Individual understudy needs and capacities, wellbeing and attendance;
- Peer culture and achievement
- Prior instructors and tutoring, as well as other current teachers,
- The particular tests utilized, which emphasize a few sorts of learning and not others, and which rarely degree accomplishment that's well over or underneath review level,

In the current scenario, the following factors are taken into account

1. Student Feedback, Student Results (University Rank Holders)
2. Assignments
3. Projects guide
4. Papers Presented
5. Participation in Placements
6. Consultancy-for small and medium-sized companies
7. Contribution to Brand Building of the College
8. Personal Leave Log

The faculty of today are tasked with a role that is larger than the teacher and includes teaching as one of the key functions of the institute. Seen in this light, the evaluation of the competency of the teacher would consist of:

- a.) Student feedback measures classroom interactions.
- b.) Student outcomes are used to assess coaching quality.
- c.) Third-party assignment evaluations reflect the student's absorption of classroom learning.
- d.) The project work evaluation reflects the extent to which the teacher mentored the students.
- e.) The level of interest in the teacher and his subject is reflected in class attendance.

The other parameters, such as papers published, consultancy, and contribution to the brand, are institute specified for the faculty tasks that could include research and consultancy. Although evaluation is important, the follow-up action in terms of teacher training programs that are teacher-specific needs to be driven by the institute in order to continually improve teacher

competency.

The Education System today wants "Superman/Multi-skilled Teachers" who can do all the administrative work. He /She should also be a Research Publishing Machine. With consultancy skills, he/she should generate revenue for institutions and not teachers "who are only passionate about teaching".

Actually, the quality of education comes from the quality of teaching. At higher educational institutions, research-oriented teaching with student engagement is a must. The depth of knowledge in the subject, presentation skills with easy and attractive communication, student engagement, additional creation of innovativeness among the students, employability skills with a humanistic approach, love for motherland, ethical and moral values are all factors to consider when evaluating a teacher. All parameters can be judged "smart".

Management sees the teacher day by day becoming a Clark, file after file, with lots of repetition in several files. Aside from this advertisement and fund-raising for cultural, getting students from various areas to fulfill the admissions needs, soon and so forth, can he get a time to teach in a self-financing institution, unless a few ruin the life of a teacher by paying less with all of these. Awful educational system.

A lot of research has gone into studying teacher effectiveness, both in terms of assessments and evaluation. While this is true, "where students' achievement is influenced by so many other factors than the individual teacher," two interesting concepts have proved that the individual teacher can change the course of the dialogue. One is teacher competency (competence), and the other is an exciting thought: leadership.

The term "leadership" is somehow appropriated by or to the head of the institution. However, instructional leadership and teacher leadership are game changers in education.

The teacher's competence to identify the challenges in a particular class, geography, or culture, her open-mindedness, innovative-creative thinking processes, understanding diversity and culture, and empathy all contribute to a teacher's effectiveness. Unfortunately, the word "effective" has been narrowed down to teaching. It needs to be expanded to include



learning from instant recall to long-term learning. The teachers' effectiveness is in showcasing the world in the classroom, using the textbook just as a catalyst to expand minds rather than as a crutch to teach in the classroom.

Someone witnessed innumerable engineering college teachers who teach to the board. They face the board and write and talk!! This leads to the third dimension of teacher effectiveness: classroom management. An important aspect of this thought is the teacher's ability to see which student is falling off the edge because of the centrifugal force in the classroom. Teachers teach the intelligent kid and ignore the weak-of course, other than the time when a ton of advice is given on how to work hard etc. Embracing the class disruptor as much as the academically challenged student or child, going deeper to "understand" the child, identifying talent and helping foster it are hallmarks of teacher effectiveness. If it does happen, we won't have student suicides! The concept of educational leadership and management has still not caught on in the way it should in the world.

The teacher's effectiveness is determined by her individual competence and ability to assume leadership roles. In today's world, students don't need a teacher to pass the exam; they need a teacher to show others their path and to help others see themselves. The dedicated teachers did their best and we produced rank-holders. Evaluations have pluses and minuses, and private institutions, with the exception of a few, used these evaluations positively. So don't spend too much time on this. Spend time motivating teachers, keeping them happy, giving them security, and rewarding them if they present papers, published works, or concerns for the students. They need appreciation. For this, don't labour on too much with questionnaires and opinions. Creating records is easier than worrying about their work.

Some of the faculties opined that feedback, assignments, consultancy, projects, etc., are fine. Some faculties do not agree with the leave record part. Globally, we treat ourselves as daily paid labour irrespective of the profession. Back in the past, in their last organisation, the management once took the bold step of scrapping leave encashment, forcing everyone to avail of their vacations. But that did not last long due to public demand. They are like that only. Even during

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their brief stint with one of the UN agencies, they witnessed staff members take a one-month leave. That's it. Why not change the mindset and think of smart work instead of hard work?

As per the management of the college, a teacher means "should possess a doctoral degree to do all table/computer work, premises administration, UGC, AICTE, NIRF, NBA, NAAC data preparations, Ratification/FFC to mobilize students to get admitted into the institution," etc., certifying a good teacher. Finally, no hike in the salary should be expected by the faculty/teacher.

If he/she is an excellent teacher, then what about your classroom teaching functions? What's Sir, please? They did not hear what he/she said now, sir.

Way back in the late eighties, one of the biggest challenges to overcome was teacher resistance to evaluation. Someone was fascinated that forty years hence, there is still this nagging disquiet and dislike for evaluation. Yet they are constantly evaluating the students. Once the initial unease has passed, evaluation and skill auditing may add to our happiness. And they say that, from personal experience, for skill audits, they included classroom observation in real time by peers. It has been one of the best learning experiences ever that they have also been able to transfer to other aspects of their work life. So they think they need to rephrase the question to ask what the concerns of teachers are in being evaluated.

On evaluation, whoever they're talking about believes they're the most dedicated. The evaluation can be manipulated in a variety of ways to achieve various goals. If internal and attendance detection were not there, everyone would have come to know reality. Some teachers can talk confidently about this as they hold all academic posts. Research, publications in professional journals, and guidance. Let us first fight to select good teachers with no corruption in government schools and colleges, including aided. Then let us open our mouths. Actually, teaching is a performing art. Class auditing and peer review give better results.

The teacher as a catalyst for innovation

Educational institutions empower teachers to drive innovation by providing motivation and incentives. To empower itself is sufficient. Make policies around this simple, empower them to

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experiment, empower them to take decisions, and empower them to do so. Instructors are regularly treated as a fetched center that contributes altogether to the unaffordability of higher instruction. At still other times, instructors are caricatured as separated, more concerned approximately their claim inquire about and career progression than college's essential reason: to teach and tutor understudies. If the mindset is such, then how to motivate the teachers?

### Teachers' role in Distance Education

The universities offer degree (UG & PG) education through distance mode. The university teachers are in the regular mode, taking classes for weekend classes. Some of the universities appointed teachers to take distance classes and evaluate the evaluation process. The teacher's role here is to instill the concept in the students who register for distance mode. Teachers are taking classes on the participants' intentions and their requirements in innovative ways. They explain the concepts in the practical application of the participants' day-to-day lives, then only distance students observe the classes, otherwise they keep away from the classes. Students evaluate the teachers' teaching methodologies and give feedback to the university and other participants to attend the classes effectively. Nowadays, first degree holders have got the job and are registering for their postgraduate degree through distance mode. A recent study stated that more than 60% of the students opt for a career after their first degree, and among them, 75% of the job holders have joined PG courses through distance or part-time courses. Some job holders and teachers are also pursuing online courses and certificate courses through various internet and web sources.

In a classroom, what do teachers think?

Teachers have chosen to show a wonderful classroom, which looks ideal for a Master Class Recording Studio; the class size seems to be small, but the classroom-personality is amazing when it comes to the environmental factors. The master teacher's teaching performance will, however, heavily depend upon his teaching philosophy, pedagogical content knowledge, subject expertise, etc.

### The Politics of Teaching

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Whether somebody concurs or not with college legislative issues is unessential. The truth is that college legislative issues exists, and instructors have to be learn to manage with it in a beneficial way that jam their work and their rational soundness. As an experienced teacher, what would your advice to new teachers be? It is unfortunately true that politics in universities and colleges does exist, sometimes even on larger scales. To manage this situation, one needs to carefully observe the background and influences of colleagues and seniors, and more importantly, be flexible without compromising on our own principles. Encouraging academic and general discussions, being apolitical and maintaining cordial relations with colleagues and seniors can be a holistic approach.

Barriers to teachers' changing their teaching pedagogy  
Some of the obvious reasons might be:

1. Fear of negative student evaluations.
2. They have a high regard for their own role models.
3. Fear of the unknown
4. The problem is clarity on the performance audit and identifying the right beneficiary.
5. It is difficult to entice them to leave their comfort zone.
6. Fear of failure to deliver
7. Insufficient time to learn innovative methods of teaching.
8. Pressure on faculty to get involved in work other than teaching
9. Lack of incentives
10. Lack of training

How institutions and teachers can ensure that students don't fall for misinformation Can digital literacy be useful for students? Why students only? An entire society can and has fallen for misinformation. Teachers need not waste their time even discussing this. We should do what is expected of us by stakeholders. Teachers encourage, inspire, and make students do many tasks during college hours. As teachers, we are all aware of that. With great power comes great responsibility. Certain things teachers should not ask students to do It would be good to have those "not to do" lists.

- Teachers have to align the teaching and learning processes as per the expectations of employers.

- Align with student level and expectations as well.
- Use of digital information in understanding the concepts and guiding students about verifying and validating such information is available.
- Teachers have conducted such sessions for engineering streams, management, law, computer science, and education management colleges.

If all of the above is not included in the teaching learning process, teachers will be very uncomfortable in the classroom.

1. As a result, emphasis should be placed on improving the teaching-learning process and training new lecturers.
2. Teachers believe that education should be taken as a noble profession.
3. When we consider education as a profession, the abovementioned steps become essential and should be part of the job description.
4. Clearly, a conscious quality system should be put in place.
5. This will clearly mean performance criteria should be part of the quality system.

If addressed properly, all of the above should not be an obstacle to students, management, and employers, as well as parents. That is, all stakeholders involved in the education process should have their expectations addressed. Thus, at every stage of education, a structured approach will definitely yield results without any fear.

Higher education may not always guarantee a high-paying job.

The Instruction Framework has its primary center on the Terminal Examination and grades. No center on the 3 C's (Character, Competence and Content). Our objective of getting great grades begins with school instruction and the assistance of coaching specialists. It is appropriately said that "in spite of the fact that capabilities still matter-in specific to get to certain occupations-the aptitudes and information created in higher instruction certainly don't drive numerous shapes of high-skilled work." As a result, "certain degrees pay way better than others." In any case, a few contend that it "depends on the employments graduates do after college, instead of fair the degrees

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they hold." To some extent, it may depend on the other aspects that the candidates get to learn what was not included in their course studies, and hence, once they pass and with gradual experience, they do better.

Some faculties' humble submission is that this difference is because it goes beyond the skill set. While if we look at certain sets of values-drive that are the foundation for the skills-set and the gradual "wisdom" they develop due to coordination of wise-thought process and vision-action approach, they are readily accepted and hired by good organizations at good posts and pay-packages. From someone's perspective, the back benchers prove better because they not only read but practically apply what is taught not just in the lines but in between too. To succeed in a career and/or life, educational qualifications are neither necessary nor sufficient.

As a result, the global education system was unable to achieve the organic integration of academic institutes, industry, community (public), and government that advanced countries had achieved. The problem is further compounded by such functions in some nations as vote bank politics, reservation policy, corruption, low ethics, no quality concern, no performance and professional management, putting their interests first rather than the national interests, etc. The problem of unemployment which we are discussing today was created by faculties/teachers, governments, and students together. At the time of teaching and learning, we ask questions about whether through our teaching, whether the character of the student is formed, whether the strength of their mind is increased so that they can think seriously, whether their intellect is expanded so that they can think to do something for their country, society, or self in an innovative manner, and above all, can they do something to stand on their own feet.

Education in the present situation:

There would be an enormous hop within the required skill-based instruction. Online, simulation-based, administration game-based instruction, connecting hypothesis to hone and bad habit versa, would be an enormous need. The request for online instruction will increment to a large extent. At slightest within the brief run, fly by night online instruction suppliers will increment drastically. Clamor for online

examinations will rise. At first, this will be around 30% and steadily stabilize at 50%.

The statutory bodies will be constrained to unwind framework prerequisites such as the number of classrooms, library books, workforce, and so on. Capabilities of resources will be supplanted by industry specialists. At slightest a huge number of industry work force, particularly center and junior senior faculty, will presently be accessible to prepare understudies at slightest till 2023 and 2024.

Syllabus, course substance will be reexamined and modern programs like emergency administration, calamity administration, wellbeing assault administration (nowadays it is the coronavirus, tomorrow it may well be something else) etc. will be created and can be advertised as electives. Resources will have to be keep themselves side by side of more current information, more current strategies of instructing, industry patterns, etc. Maybe resources will got to plan recordings on YouTube and put more prominent accentuation on learning administration frameworks, etc. Within the short span of time, situations and joining dates for new understudies would be postponed, and consequently, understudies would need to create competitive aptitudes to urge situations. Developments in R & D will get a huge impulse. Wellbeing, Biotech, and Pharma will see an increment in affirmations.

Covid-19 left the following lessons on the education sector

Schools closed for 2-3 months have restricted the affect on instruction result. Online is perfect way">the most perfect way for future learning. Since we take after indiscriminately the Macaulay or Western demonstrate of instruction, we have to be switch over to a suitable education model, to be executed with soul. We are progressing to overcome the issue of lock down within the instruction segment with straightforward brief cuts. Everyone fear that after bolt down, we are going proceed in line with the more seasoned educating hone strategies. Changes in education post Covid-19

Mixed learning will ended up a reality: the classroom will be supplemented by online coursework. This way, understudies may be required to physically go to classes on less days and will be free to consider at their claim pace. This will moreover grant them

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satisfactory time to absorb data.

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Preparing of instructors will be subjectively distinctive; all the instructors ought to be prepared for online instructing as well. This will go a long way towards guaranteeing that they are comfortable with innovation and will be able to consistently switch between online and offline modes of instructing the educational programs. And over all, instructors will feel engaged to convey a more impactful address than some time recently.

Utilize of Fake Insights (AI) will offer assistance personalize the learning involvement for each child: Before long, teachers will need to dispose of the "one-size-fits-all" approach that's mostly followed in conventional classrooms and utilize innovation to offer a learning encounter that's extraordinarily suited to a child's learning needs. The mixed approach to learning, in turn, will offer assistance all sorts of understudies since they will have the opportunity to lock in with distinctive sorts of substance such as video, sound, and introductions, in this manner expanding the capacity to personalize learning.

The part of instructors will ought to be re-imagined: With data promptly accessible fair a press absent, the part of an educator will steadily move from that of a "knowledge-giver" to one of a "facilitator" within the advancement of learners and making a difference them to gotten to be life-long learners.

Technological innovation will be utilized successfully to diminish the time went through by instructors on assignments such as paper-setting, assessing, and evaluating. This will offer assistance the instructors center more viably on educating and course advancement.

The instructor, the heart of the instruction handle, plays a really crucial part in guaranteeing the quality of instruction in a founded or college. Exceptionally constrained inquire about work in regard of teachers' work assessment and teachers' performance evaluation has been exhausted a few nations. This paper is an endeavor in this heading. Distinctive scholarly review instructors can be assessed by diverse work components which have distinctive levels of trouble. Recognizing the college sector's potential and obligation to assist shape the ethical forms of society for the superior, as well as the societal benefits of expanded social capital,



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the open anticipates colleges and teach of higher education to require on their part as key specialists of alter, as expressed within the UGC/HRD vision and mission articulations. They ought to:

- Underwrite a cross-faculty approach to broaden the educational program to incorporate components of critical-ethical investigation and frameworks considering.
- They ought to appreciate the one of a kind opportunity they need to shape proficient personalities. At colleges, the standards and boundaries of satisfactory conduct are, to a expansive degree, set for a number of callings.
- Through the arrangement of academic assets and preparing to a wide run of staff, we educate the instructors.
- Create a web page for data dispersal of academic fabric, dialog themes, case thinks about, e-learning devices, etc.
- Organize conferences to trade great hone as respects the usage of the modernized World-wide higher instructive arrangement.
- Create associations with other colleges, systems, national specialists for higher instruction and gracious society organizations championing the critical-ethical motivation.
- Commit for the long term. Changing standards and conduct is an inalienably moderate prepare.

Chat the chat and walk the walk. In expansion to educating critical-ethical conduct and advancing frameworks considering, it is significant that higher instruction institutions—as specialists giving open goods—act appropriately, guaranteeing unbiasedness in instructing, understudy appraisal, and inquire about which things with respect to grants of degrees, business, and advancements are based on genuine, straightforward, and objective criteria. Interactivity and engagement in a physical classroom will need to be built into the online learning programs to keep students engaged: Physical classrooms offer a high degree of interactivity with the instructor additionally among understudies. Teachers will need to consolidate a part of advancements to bring within the component of interactivity and collaboration in their e-learning modules.

Endnote:

The evaluation of teachers in educational institutions has undergone significant changes over the years, from a focus on teachers' content knowledge to a more holistic approach that takes into account their teaching effectiveness and impact on student learning outcomes. The history of teacher evaluation can be traced back to the early 1900s, when standardized tests were first introduced as a way to assess student achievement and indirectly measure teacher effectiveness. In the mid-20th century, teacher evaluation systems began to shift towards a more comprehensive approach that incorporated classroom observations, student feedback, and teacher self-reflection. In recent years, teacher evaluation has become an increasingly important aspect of education reform efforts, with a growing emphasis on using data to drive instructional improvement and accountability. Many states and school districts have adopted new evaluation systems that rely on multiple measures of teacher performance, including student growth and achievement data, classroom observations, and feedback from peers and administrators.

Despite the ongoing evolution of teacher evaluation, there is still much debate about the best way to measure teacher effectiveness and ensure that evaluation systems are fair and accurate. Some critics argue that current evaluation systems rely too heavily on student test scores and fail to capture the full range of teacher contributions to student learning. Others argue that evaluation systems should be more closely tied to professional development and support for teachers, rather than just accountability and punishment. However, there is still much work to be done to ensure that these systems are effective, equitable, and supportive of teachers' ongoing professional growth and development.

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## A STUDY ON UPWARD COMMUNICATION PROCEDURES AMONG CONTRACT LABOUR AT MANUFACTURING INDUSTRY

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### ABSTRACT

This report provides an understanding of the organizational culture of various departments in Chennai. The Training consisting of a period of 3 months has provided with an overview of the skills needed to develop personality. It has also provided with an opportunity to get exposed to the real time problems happening in the company and the way to resolve the issue.

The Upward communication among contract labour had implementation of a multi-faceted approach that combines technological solutions, management practices, and organizational culture. The proposed strategies include the use of digital platforms for communication, fostering open dialogue through regular meetings or forums, promoting a supportive and inclusive work environment, and establishing transparent feedback mechanisms.

The study carried out was based on descriptive data type. Convenience sampling is used in this study and the sample size of 130 is collected for the study Percentage tools which has been used are Chi square, Anova Analysis.

### INTRODUCTION

#### UPWARD COMMUNICATION:

Upward communication is the process in which

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employees provide feedback to their managers and company leadership. Hearing from employees can help managers avoid losing key talent and achieve better results by restructuring processes. It can also help companies cultivate a more inclusive workplace.

In business, effective communication tends to take place in four directions: downward, upward, horizontally, and diagonally. Upward (or bottom-up) communication has become increasingly popular as more companies seek to improve their workplace culture.

### OBJECTIVES

#### PRIMARY OBJECTIVE:

A study on upward communication procedures among contract labour in manufacturing company.

### REVIEW OF LITERATURE

**Guffey, M. E., & Loewy, D. (2010).**

"Upward communication is the flow of information, suggestions, and feedback from subordinates to superiors within an organization, allowing lower-level employees to express their ideas, concerns, and perspectives to higher-level managers and executives."

**Jones, G. R., & George, J. M. (2009).**

"Upward communication refers to the process of transmitting information, messages, and feedback from lower organizational levels to higher levels, allowing employees to share their thoughts, suggestions, and concerns with their superiors."

**Robbins, S. P., Coulter, M., & DeCenzo, D. A. (2017).**

"Upward communication involves the transfer of information, reports, and ideas from employees at lower levels to managers and supervisors higher up in the organizational hierarchy, facilitating dialogue, employee participation, and organizational learning."

**Noe, R. A., Hollenbeck, J. R., Gerhart, B., & Wright, P. M. (2017).**

"Contract labor refers to a work arrangement in which individuals or groups of workers are hired by an organization or employer on a contractual basis for a specific duration or task. These workers are not considered permanent employees of the organization and are typically engaged through a formal agreement or



contract, outlining the terms of their employment."

## PERCENTAGE ANALYSIS

## STATISTICAL TOOL ANALYSIS AND INTERPRETATION

		VA LU E	D F	F I G	ACCEPTED/ REJECTED
What Changes Would Do Suggest To Improve Upward Communication Procedures Among Contract Labour?	ONE WA Y ANO VA	3.99 33	3	.0 1 0	ACCEPTED
Gender V/S Do You Feel That There Is A Culture Openness For Upward Communication In Your Organization	ONE WA Y ANO VA	5.64 3	1	.0 1 9	ACCEPTED
Which Communication Method Do You Prefer For Upward Communication With Your Supervisor/ Manager?	CHI- SQU ARE	4.76 6	6	.5 7 4	ACCEPTED

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How Satisfied Are You With The Feedback You Receive From Your Supervisor/ Manager?	CHI- SQU ARE	27.2 64	1 6	.0 3 9	ACCEPTED
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## SUGGESTIONS

Create an environment that encourages contract labor to provide feedback, suggestions, and ideas related to their work or the project.

- Feedback mechanisms can include anonymous surveys, suggestion boxes, or designated points of contact for feedback.
- Clearly communicate the project goals, objectives, and expectations to the contract labor.
- Ensure they understand their roles and responsibilities and have access to relevant project documentation, guidelines, and resources.

## CONCLUSION

To make the level of communication in more efficient and excellent, the company should give importance to the employee's suggestion related to the improvement in work-related matters.

The manager (or )supervisor should be conduct more regular training & development and meetings to contract labor for clarification their queries and doubts this ways can leads the project or work in a proper way.



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## RESEARCH PAPER ON IMPACT OF GREEN MARKETING IN ESTABLISHING A SUSTAINABLE ENVIRONMENT

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### 1. ABSTRACT:

The concept of sustainability has gained significant attention in recent years due to the growing concerns about environmental degradation and the urgent need for a more sustainable future [9] (Peattie, 2001). Green marketing plays a crucial role in promoting sustainable practices and encouraging consumer behaviour that supports environmental conservation. This abstract explores the impact of green marketing in establishing a sustainable environment.

This study examines the various dimensions of green marketing and its influence on consumer attitudes, perceptions, and behaviours towards environmentally friendly products and services. The research towards this Paper has been conducted through customers of Chennai City. The Sample Size for the research pertaining is 50.

The study employs a combination of quantitative research methods, such as surveys, alongside secondary data analysis in application with SPSS Software. It takes into account consumer durable industry based on its contributions to corporate social responsibility (CSR) and environmental sustainability, thereby presenting a holistic view of the subject matter and the findings offers insights for policymakers, marketers and businesses aiming to create a positive environmental impact.

### Key words:

Green Marketing, Social Responsibility, Environmental Sustainability.

### 2. INTRODUCTION:

Green marketing consists of all activities designed to generate and facilitate any exchanges intended to satisfy human needs or wants, such that the satisfaction of these needs and wants occurs, with minimal detrimental

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impact on the natural environment; [4] (Bindu & Priti, 2022). It is one component of a broader movement toward socially and environmentally conscious business practices. Increasingly, consumers have come to expect companies to demonstrate their commitment to improving their operations alongside various environmental, social, and governance (ESG) criteria. To that end, many companies will distribute social impact statements on an on-going basis, in which they periodically self-report their progress toward these goals. Examples of green marketing include advertising the reduced emissions associated with a product's manufacturing process, or the use of post-consumer recycled materials for a product's packaging. Some companies also may market themselves as being environmentally-conscious companies by donating a portion of their sales proceeds to environmental initiatives, such as tree planting.

The term Green Marketing came into prominence in the late 1980s. The American Marketing Association (AMA) held the first workshop on “Ecological Marketing” in 1975 which resulted in one of the first books on green marketing entitled “Ecological Marketing”. The government of India launched an Eco mark scheme in 1991 to increase consumer awareness in respect of environmentally friendly products. In recent years, [9] (Peattie, 2001) the concept of sustainability has gained significant attention due to the escalating concerns about environmental degradation and the urgent need for a more sustainable future. As the world grapples with challenges such as climate change, resource depletion, and pollution, there is a growing realisation that businesses and consumers alike must adopt practices that promote environmental conservation and sustainable development. Green marketing has emerged as a strategic approach that seeks to address these challenges by promoting environmentally friendly products and encouraging consumer behaviour that supports sustainability goals. It encompasses various marketing strategies and initiatives aimed at minimising negative environmental impacts, fostering awareness, and driving demand for sustainable offerings.

Globally, Green Marketing has been an established

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practice, especially in developed countries like the US. This is due to the higher consumer willingness to adopt sustainable products. As per Hubspot, globally about 49% of consumers are ready to pay a premium for green products. The sustainability market in the US is worth \$150 million. More and more companies are coming forward in adopting green practices due to the big market potential and regulatory pressure as well. In more recent news 70 business entities, some of whom are accused of being the biggest plastic polluters of the world, called up the UN to implement a global pact to reduce plastic pollution and also to promote and increase recycling. These entities include Unilever, P&G, Nestle, Pepsi-Co, Coca-Cola, Mondelez, Walmart, and L'oreal among many others who have advocated for such a treaty and signed an open letter.

Green Marketing as a concept has been present in India for some time now and has been on the rise in recent years. The Indian Government's commitment to Sustainable Development Goals is reflected through various Govt. schemes that aim at promoting Renewable Energy, Control Plastic Pollution, and restoring degraded lands. India is already well on its track and would achieve the Paris commitment targets well ahead of 2030. The recent Union budget has also laid more emphasis on climate action and a green future. The Government of India has also put a ban on single-use plastic from July 2022 onwards. Many Indian companies have been playing an instrumental role in promoting eco-friendly practices and have been leveraging green marketing. Appliance brands, IT Majors and energy sector companies like Tata power, Wipro and Infosys have been the leading contributors to green marketing.

The objective of this research paper is to explore the impact of green marketing in establishing a sustainable environment. The paper will delve into the multifaceted dimensions of green marketing, examining its influence on consumer attitudes, and perceptions towards sustainable products. This paper provides insights into how organisations in the consumer durables sector can effectively integrate sustainability into their marketing strategies and contribute to a more sustainable future.

### 3. LITERATURE REVIEW:

The purpose of this literature review is to clarify research questions, expand the knowledge base of this research area, and understand the theoretical background of this research. Since this study involves analysis on two important areas, literature review has also been done for the said areas - consumer's perception towards green marketing and companies in the consumer durables sector pursuing green marketing and their strategies.

Green marketing came into prominence in the late 1980s and early 1990s. The first book titled Ecological Marketing was the outcome of the first workshop on “Ecological Marketing”, held by American Marketing Association (AMA) in 1975. One of the significant references relevant to the review is [11] (Saxena Ravindra and Khandelwal, 2010). The results of this study performed on Indian industries reflect a very positive attitude towards green marketing for sustainable development. All the types of industries in India feel that in future more and more consumers will prefer green products and they also believe that companies that practise green image or sell green products will be able to sustain for a longer period of time in comparison to non-green products.

Another notable reference to the research is [9] (Peattie, 2001) This paper reviews the evolution of sustainability in terms of three stages with different implications for marketing: (1) Ecological marketing, a narrowly focussed initiative which concentrates on reducing the dependence on particularly damaging products; (2) Environmental marketing, a more broadly based initiative which aimed to reduce environmental damage by tapping into green consumer demand and opportunities for competitive advantage; and (3) Sustainable marketing, a more radical approach to markets and marketing which seeks to meet the full environmental costs of production and consumption to create a sustainable economy. The next reference to the research is [1] (Bhanu & Ruchi, 2019). The research study examined consumer awareness of green

marketing, the buying behavior of green products, and the impact of green marketing on society. It was found that society plays a significant role in practising eco-friendly activities in their daily lives and desiring an environmentally friendly environment. However, the lack of promotions and limited availability of green products at retailers have led to a reduced preference for purchasing green products among consumers.

[5] (G, Thimmesha, & V, 2021); this paper focuses on examining consumers' perception and preferences towards green marketing practices. The study reveals that consumers have a high level of awareness about green products. However, it also highlights that consumers are generally not aware of the green initiatives undertaken by government and non-government agencies, indicating the need for organizations to put in more efforts to create awareness in this regard. The findings suggest that due to the increased awareness and concern for the environment, consumers may exhibit a preference for green products over conventional ones, as they aim to contribute to environmental protection.

[10] (Saini, 2013); Consumers are not only aware of the multiple brands and their perceived quality but also have started becoming more eco-friendly. Therefore the companies are also exploring the various ways for communicating with the customers by adopting green management. The results from this illustrate that companies need to increase their communication with the customers for going green, and that attributes like price and quality are more important than “environmental responsibility”. [4] (Bindu & Priti, 2022); most of the companies are venturing into green marketing because of opportunity, social responsibility, government pressure, competitive edge and cost reduction.. Green Marketing is still in the stage of childhood in the Indian companies. If companies follow the essentials of green marketing, then green marketing can help them to achieve the effectiveness of a cleaner and greener environment. Finally, consumers, industrial buyers and suppliers need to promote the positive effects of Green marketing on the environment.

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[7] (Magali & Francis, 2012); the findings of the research indicate that consumers who already bought eco-friendly products and those who are satisfied by these previous purchases were willing to repeat purchases. Indeed satisfaction goes with purchase intention. So managers should maintain eco-friendly promotion campaigns but also develop more green displays in supermarkets in order to create intention because we saw that for example people with income buy more products on unplanned decisions than people without income. The study was done between the Swedish and Non-Swedish residents of Sweden (Northern Europe). The research results showed that the green marketing dimensions (price, safe product, environmental consumer awareness, and product quality) have significant impact on the consumer buying decision. The study recommended the necessity to develop the capabilities and competence of safe products because it has the lowest contribution on consumer decision buying; [8] (Muala, 2020). Another notable reference is [6] (Karthikeyan & Silambarasan, 2017); Environmental and economic concerns are changing the marketplace, customers' needs are evolving and brand loyalty is being redefined. Companies that incorporate green strategies are finding new opportunities for competitive advantage. The influence of the green consumer will grow as environmental awareness among consumers spreads and improvements are made to the environmental information available through eco-labelling schemes, consumer groups and consumer guides.

[3] (Bhatia & Jain, 2013); Consumers' level of awareness about green products found to be high but at the same time consumers are not aware about green initiatives undertaken by various government and non-government agencies signifying need for more efforts from organisations in this regard. Newspapers remain the leading source of information for most of the respondents and should be utilised more for reaching out to the consumers regarding green products and practices. [12] (Sivaraman, 2018); It was found that technology and product quality is the most important variable considered by the customers while selecting durables. But the respondents considered green



marketing awareness the least important factor. This shows the least awareness of customers in the green concept. Planned measures are necessary for the selection and purchase of eco-friendly products, which will be forced to implement environmental sustainability measures by the corporate and other business houses. The final reference to the review is [2] (Bhargavi & Ritika, 2022); Green Marketing is rapidly progressing with change in companies using green marketing strategies in their product which will have impacts on environment and consumers. The empirical findings of the study were green marketing strategies have a positive impact on consumer behaviour towards the environment on green consumer durables. This study also helps in assessing the impact of green marketing strategies on consumer buying behaviour and environment consciousness while buying consumer green durable products.

#### 4. OBJECTIVES OF THE STUDY:

- i. To find out the impact on environmental sustainability influenced by green marketing.
- ii. To identify the factors influencing consumer's attitude and perception towards green marketing using factor analysis.
- iii. To identify the leading companies in the consumer durable sector and their strategies towards green marketing.
- iv. To suggest successful strategies adopted by such companies.

#### 5. NEED AND SCOPE OF THE STUDY:

Green marketing is a concept which has been slowly gaining recognition across the world in recent years due to the increased interest of consumers and businesses in creating a sustainable environment. This has created a need for in depth knowledge on the consumers' perception and behaviour towards green marketing. Studying consumer buying behaviour involves trying to understand the complexities of people and why they behave as they do in the market. By understanding the consumers' buying intention, companies can come up with suitable green marketing strategies to promote their products effectively. However, there are no systematic

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studies to understand the impact of green marketing in establishing a sustainable environment.

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This study attempts to fill the above gap by covering various aspects such as consumer's attitude and perception, companies in the consumer durables sector pursuing green marketing and their strategies along with their impact on the environment. This study involves detailed research and analysis on two specific areas. The first analysis was done on consumers in Chennai through self-administered questionnaires to get primary data which has been used to arrive at the consumer's perception and attitude. The second analysis was done on companies in the consumer durables sector across the world following green marketing practices through online websites to get secondary data which has been used to arrive at the most influential strategies. Findings of this research provide knowledge on the impact of consumer's intention and the strategies of companies in the consumer durables sector on the sustainability of the environment.

#### 6. RESEARCH METHODOLOGY:

In order to reach the objectives of the study, a sample survey was conducted in online survey mode and the responses were collected from the consumers across the Chennai region. In this research, questionnaires were distributed to get primary data from consumers to understand their perception and attitudes towards companies in the consumer durables sector implementing green marketing. Self - administered questionnaires have been used in this research for which the respondent takes the liability to read and answer the questions through the internet.

##### 6.1 Research Design:

Sampling method	Convenience sampling
Sample size	n(s)= 50
Age range	18yrs – 60yrs old
Data	Self-administered survey questionnaires

collection method	
Methodology	<ul style="list-style-type: none"> <li>● Factor Analysis</li> <li>● Descriptive Analysis</li> <li>● Correlation</li> <li>● Regression</li> </ul>
Tool used	SPSS Software

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words, this sampling method involves getting participants wherever you can find them and typically wherever is convenient. In order to draw participants at random from a bigger population, convenience sampling is the best suited sampling strategy when it comes to research purposes. In the sampling elements, the target respondents are the consumers who fall in ages ranging from 18 years old to 60 years old and are residents of Chennai. The sampling elements are the demographic variables such as gender, age, occupation and qualification.

## 6.2 Design of the Questionnaires:

A self-administered survey questionnaire has been developed for the purpose of this research. The questionnaire consists of two sections - Section A, and Section B. In section-A, respondents are requested to provide their demographic information including: name, gender, age range, occupation and qualifications. Section B examines the factors which influence consumer's perception and attitude towards green marketing. In this questionnaire, all the questions in Section A have multiple choice answers where the respondents have to choose one answer which suits them appropriately. In Section B, most of the questions have multiple choice answers where the respondents have to choose one answer but there are also some questions where there are no choices and the respondents have to fill it up on their own.

## 6.3 Sample Size:

In this research, convenience sampling has been used as a sampling method with a sample size of 50 individuals from a population residing in Chennai city. Convenience sampling (also known as availability sampling) is a specific type of non-probability sampling method that relies on data collection from population members who are conveniently available to participate in study. Convenience sampling is a type of sampling where the first available primary data source will be used for the research without additional requirements. In other

## 7. ANALYSIS AND INTERPRETATION

### 7.1 Descriptive Analysis:

<b>Descriptive Analysis</b>	<b>Majority</b>	<b>Frequency</b>	<b>Percentage</b>
Age	18 to 28yrs old	30	58.8%
Gender	Female	33	64.7%
Qualification	Graduate	19	37.3%
Occupation	Students	26	52%
Familiar with Green Marketing (Awareness from consumer perception)	Neutral	15	30%
Purchase from GM Companies	Agree	18	36%



## Interpretation

For conducting descriptive analysis, the above 6 variables were used and for all such variables, the majority of the values in each variable was described in terms of frequency and percentage. The first variable (Age) has the majority value of 18 to 28 years old with the percentage of 58.8% and the next variable (Gender) has a majority value of Female category with the percentage of 64.7%. When it comes to the aspect of education; majority of them are students, who are graduate. For the last two variables values, were provided in the form of rating scale of 1 to 5 (1 – Strongly Agree, 5 – Strongly Disagree). The variable (Familiar with green marketing) has the majority value of 3 (Neutral) and for the other variable (Purchase from GM companies) has the majority value of 2 (Agree).

## 7.2 Factor analysis:

Factor analysis is a statistical technique that reduces a set of variables by extracting all their commonalities into a smaller number of factors. When observing vast numbers of variables, some common patterns emerge, which are known as factors, these serve as an index of all the variables involved and can be utilised for later analysis. In this research paper two factor analysis was conducted where the first one was done on consumer's attitude towards green marketing and the next one on consumers perception towards green marketing practices. The method used for conducting factor analysis is Principal Component analysis where the first factor is extracted by determining the maximum variance. This variance is then removed and is replaced by the next factor. The second factor is then determined by the next highest variance, and this process continues until there are no more variances.

## KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.				.712
Bartlett's Test of Sphericity				70.728
				8
				1
				0
				.000
				0
				0

## Communalities

	Initial	Extraction
To use environmentally inoffensive products	1.000	.697
Purchase Habits	1.000	.773
Concerned about wasting the resources	1.000	.816
Environmentally responsible	1.000	.690
Willing to pay more for eco-friendly products	1.000	.721

Extraction Method: Principal Component Analysis.

## Interpretation

This analysis was conducted to narrow down the prevalent factors influencing consumer's attitude towards green marketing. Before conducting the Factor analysis, KMO and Bartlett's test was conducted to check the sample adequacy and number of factors considered. Since the KMO value is greater than 0.5,

sample adequacy is maintained. Likewise since the significance level is .000, the adequacy of factors considered was also satisfied. Hence the research proceeded to conduct the factor analysis. From the communalities table, it was found that the major influencing factor on consumer's attitude towards green marketing was modified to be Concerned about wasting the resources (.816) followed by Purchase habits affected by concern on environment (.773).

### KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	
Bartlett's Test of Sphericity	Approx. Chi-Square
	Df
	Sig.

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Extraction Method: Principal Component Analysis.

### Interpretation

This analysis was conducted to arrive at the most important factors influencing consumer's perception towards green marketing practices. Before conducting the Factor analysis, KMO and Bartlett's test was conducted to check the sample adequacy and number of factors considered. Since the KMO value is greater than 0.5, sample adequacy is maintained. Likewise since the significance level is .000, the adequacy of factors considered was also satisfied. Hence the research proceeded to conduct the factor analysis. From the communalities table, it was found that the major influencing factor on consumer's perception towards green marketing was modified to be Educating consumers to use products in an environmentally friendly manner (.782) followed by Using Green supply chain process for procurement and distribution (.646).

### Communalities

	Initial	Extraction
Manufacturing eco-friendly products	1.000	.566
Manufacturing products through eco-friendly process	1.000	.645
Modified to eco-friendly product	1.000	.621
Educating consumer	1.000	.782
Green supply chain process	1.000	.646

### 7.3 Testing of Hypothesis:

H0: There is no significant difference between dependent and independent variables.

H1: There is significant difference between dependent and independent variables.

Level Of Significance: 5%

### Note:

- If the Significance value (P value) < 0.05, at 5% level of significance, null hypothesis is rejected.
- If the Significance value (P value) > 0.05, at 5% level of significance, null hypothesis is accepted.

INDEPENDENT VARIABLE	DEPENDENT VARIABLE	TEST	RESULT
Gender	Eco-friendly Packaging	Pearson's Correlation	.519 Significant Difference
Age	Support for environmental	Pearson's	.100 Significant

	Independent Variable	Correlation	Difference
Qualification	Collaboration with Eco-friendly Organisations	Pearson's Correlation	.152 Significant Difference
Occupation	Promotion of sustainable Manufacturing process	Pearson's Correlation	.932 Significant Difference
Gender	Eco-friendly Packaging	Linear Regression	R Square = .009
Age	Support for environmental cause	Linear Regression	R Square = .055
Qualification	Collaboration with Eco-friendly Organisations	Linear Regression	R Square = .042
Occupation	Promotion of sustainable Manufacturing process	Linear Regression	R Square = .000

### Interpretation

From the above analysis, it is interpreted that all the independent variables (Gender, Age, Qualification, Occupation) were correlated with dependent variables (Purchasing decisions) to find the strength of relationship between the variables. Out of all the variables, occupation and Promotion of sustainable Manufacturing process has the highest significance difference (.932). Hence the strength of the relationship as per Linear Regression is 0% ( $R^2 = .000$ ). In this analysis, Age and Support for environmental cause has a satisfactory relationship of 5.5% when compared to all the other variables.

### 7.4 Analysis of companies and their green marketing strategies:

The consumer durables sector comprises of companies that manufacture and sell products intended to have a long lifespan, such as appliances, electronics, automobiles, and furniture. In recent years, many

companies in this sector have recognized the importance of sustainability and have implemented various green marketing strategies to appeal to environmentally conscious consumers. Below is an analysis of some notable companies in the consumer durables sector and their green marketing strategies.

**Philips** - Philips is a renowned consumer electronics company that has actively embraced sustainability. They have incorporated green marketing strategies by developing eco-friendly products, promoting energy efficiency, and reducing their environmental impact. Philips has focused on creating energy-efficient lighting solutions and appliances, emphasizing their long lifespan and reduced energy consumption to attract eco-conscious consumers. Philips Lighting's first shot at marketing a standalone compact fluorescent light (CFL) bulb was Earth Light, at \$15 each versus 75 cents for incandescent bulbs. The company re-launched the product as "Marathon," underscoring its new "super long life" positioning and promise of saving \$26 in energy costs over its five-year lifetime.

**Tesla** - As a leading electric vehicle (EV) manufacturer, Tesla has revolutionized the automotive industry by placing sustainability at the core of its business. The Tesla brand is well-known for its Tesla Cyber truck, Tesla Model 2, Tesla Model 3, Tesla Model S, Tesla Model X cars majorly. Tesla's green marketing strategies revolve around promoting the environmental benefits of EVs, such as zero emissions and reduced dependence on fossil fuels. Furthermore, Tesla is known for the promotion of its cars as "green" and "clean" through the use of green colours in its logo, imagery of nature and clean energy in its advertisements, and the use of green-themed slogans. Tesla has successfully created a brand image that aligns with the values of eco-conscious consumers seeking sustainable transportation options.

**IKEA** - IKEA, a well-known furniture retailer, has implemented several green marketing initiatives. "By 2030, all plastic used in our products will be based on renewable or recycled material". This is one of IKEA's

many ambitious sustainability goals and another state that they want all of their wool to be 100% responsibly sourced. They emphasize sustainable materials sourcing, recycling programs, and energy efficiency in their products. IKEA promotes responsible consumption and offers energy-efficient appliances, LED lighting, and sustainable furniture options. Additionally, they have invested in renewable energy projects to reduce their carbon footprint and raise awareness about their sustainability efforts. Some of their green products are GUNRID air-purifying curtain, SOARÉ placemat, TÅNUM rug, ISTAD re-sealable bag and SOLVINDEN light.

**Samsung** - Samsung, a global electronics company, has undertaken various green marketing strategies to promote environmentally friendly products. They have focused on developing energy-efficient appliances, reducing packaging waste, and promoting recycling initiatives. Samsung's sustainability campaigns highlight the eco-friendly features of their products, including low energy consumption, reduced water usage, and recyclability. The South Korean multinational electronics company is continuing to evolve its LED monitor technology. Its latest offerings include the environment-friendly 30 and 50 series of LED monitors. These monitors have a backlight that contains negligible environmentally hazardous substances such as mercury or lead. Additionally, the monitors consume about 40 per cent less energy.

**Wipro** - Among the leading Indian IT consulting and outsourcing companies, Wipro has launched a wide range of eco-friendly desktops. It was the first company in India to develop environmental sustainability in the form of energy, water efficiency, and waste management. Wipro is actively striving to become a very green company with the main objective of becoming a carbon-neutral, water-clean, and energy-efficient business organization. Introduced under the Wipro Green Ware initiative, these products aim to reduce the generation of e-waste. The systems launched are toxin-free and operate under a total recycling policy. With the removal of the toxins, recycling of electronic products should be safer. Wipro has set up 17 e-waste

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collection centres in India where products are collected and recycled. Also, 12 Wipro campuses in the country have been certified as green buildings.

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#### 7.5 Impact on environmental sustainability influenced by green marketing:

Green marketing can have a significant impact on environmental sustainability by influencing consumer behaviour, driving corporate responsibility, and promoting sustainable practices. The following are key ways in which green marketing can influence and contribute to environmental sustainability:

**Product Innovation and Sustainable Practices:** To meet consumer demands for environmentally friendly products, companies engage in research and development to innovate and create sustainable alternatives. Green marketing drives companies to adopt sustainable practices throughout their operations, including sourcing, manufacturing, packaging, and distribution. This focus on sustainability leads to the development of greener products, more efficient processes, and reduced environmental footprints.

**Corporate Responsibility and Transparency:** Green marketing encourages companies to adopt corporate responsibility practices and be transparent about their environmental initiatives. To build trust with consumers, companies need to align their marketing claims with their actual sustainability efforts. This drives companies to implement environmentally friendly practices, reduce their ecological impact, and disclose relevant information regarding their sustainability performance. By doing so, companies become accountable for their actions and contribute to overall environmental sustainability.

**Collaboration and Partnerships:** Green marketing initiatives often foster collaboration and partnerships between businesses, NGOs, and government entities. These collaborations can lead to knowledge sharing, joint initiatives, and collective efforts to address environmental challenges. By working together, stakeholders can create larger-scale impact, share best

practices, and promote sustainable solutions across industries.

Some key impacts include the conservation of resources, reduction of environmental footprints, the shift towards renewable energy, fostering consumer awareness and behaviour change, and driving innovation and technology development. However, it is crucial for companies to ensure that their green marketing claims are accurate and transparent to avoid green-washing and maintain consumer trust. Ultimately, the effective implementation of green marketing strategies can contribute to a more sustainable future by reducing environmental degradation, conserving resources, and mitigating climate change.

## 8. SUGGESTION AND RECOMMENDATION:

In this paper the suggestion and recommendation has been done on three aspects – Consumer, Companies and Regulatory Bodies to provide a holistic view on the topic of Green Marketing.

### Consumer

- The consumers residing in the Chennai city are familiar with the concept of green marketing only at a neutral level. They are aware of this concept but are not making active efforts towards such practices. More information about such practices must be passed on to the consumer for making them understand the environmental benefits and its impact towards green marketing.
- More awareness must be provided to students when they are in school itself, for instilling this concept at a young age and motivate them to make efforts on the cause.

### Companies

- The companies need to make active efforts to awake consumers' consciousness regarding their role in the protection of the environment and the impact of their actions.

- The companies need to share information regarding green products' benefits through mass advertisement or mass awareness programs with the help of social media platforms, campaigns and workshops etc.
- They also must try to set a competitive price for green products which are lesser compared to other products or plastic for attracting consumers to use it.
- Companies must adopt the process of recycling products and implementing reverse logistics for improving environmental sustainability.
- Some of the Green marketing strategies that can be adopted by established as well as new brands are :
  1. Opportunities: Look out for opportunities in the entire system from sourcing to disposal to incorporate eco-friendly materials, processes and services.
  2. Green Certifications: Certification from regulatory authorities put a stamp of authenticity on the brand.
  3. Green Culture: The culture within the organisation should promote sustainability. For instance, going paperless for day-today activities could be a practice within the organisation.
  4. Green initiatives and events: The brands should take part in green initiatives which align with their corporate goals. They should attempt to make their events also Green.

### Regulatory bodies

- They can provide support to companies implementing green marketing practices through tax benefits, additional incentives, green certifications and additional subsidiaries for women entrepreneurs in MSME etc., and this result in a win-win situation for the country to grow.

## 9. CONCLUSION:



In conclusion, green marketing plays a significant role in promoting environmental sustainability. By encouraging sustainable consumption patterns, promoting eco-friendly products, and raising awareness about environmental issues, green marketing can have a positive impact on the environment. As India is a developing country, there are no shortages in the case of industries as well as on population. The problem here is on capitalising such population for addressing the new challenge of environmental sustainability. Considering the situation of global warming, the usage of plastic and other non-degradable products has to be reduced. This provides a huge potential for business opportunities to companies implementing green marketing practices in all the sectors. Such practices need to be implemented across all the sectors to achieve environmental sustainability which provides a win-win situation for the company as well as the environment to grow.

#### 10. SCOPE FOR FURTHER RESEARCH:

There lies immense scope for further research on green marketing in this study, as consumers are highly aware of green practices and have a positive attitude towards it. Areas for scope of further research are as follows:

1. There is a scope for further research in the other sectors of the economy since this study focused only on the consumer durables sector.
2. Research can be done by combining quantitative research with qualitative one, to arrive at a more accurate result.
3. Since, this study focused only on the Chennai city, further research on other geographical areas can be conducted.

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## A STUDY ON ADOPTION OF GREEN HRM IN ORGANISATIONS

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### ABSTRACT

The business environment is evolving from a traditional financial perspective to a competency-based, strategic one. Green themes are already well-liked in the environmental and social facets of the modern business sector. Corporate green HR places a strong emphasis on employees having a high degree of technical and management competencies since the company aims to create cutting-edge environmental initiatives and functions with significant managerial ramifications. Green HR, in general, focuses on HR practices that are environmentally friendly and support the sustainability of any resources an organization may have. However, there is a large void in the research on environmental elements of human resources in human resource management (HRM). The demand for developing green HRM methods, including literature, processes, and models, as well as researching their effects on total company performance, is still expanding. Businesses are under a lot of pressure from various stakeholders to incorporate green HR policies and practices into their overall business objectives. This study's main goals are to analyse the idea of green HRM practices from a theoretical standpoint and to investigate its strategic application to various traditional HR tasks. The article ought to spark the curiosity of academics and budding researchers who seek to investigate the fundamentals of green HRM practices from a literary perspective.

**Keywords:** Green HRM, sustainability, role of Green HRM in recruiting, training and development, performance management, compensation, employee relations and some initiatives.

### INTRODUCTION:

The concept of Green HRM is gaining a power in the corporate world, as business leaders discover new methods to foster sustainability in their company. Implementing environment friendly HR practices is an organisational strategy that helps in achieving

competitive advantages in the current business scenario. Also, the global environmental issue requires a proactive solution to sustainability management. It is a fact that companies can play a vital role in preventing global warming. With help of employees green HRM can fulfil the company's commitment to green practices. Those practices can become the driver of sustainability intent that contribute to the organisational goals. It involves in practicing environmentally friendly HR initiatives that aid in achieving high work efficiencies at low cost and better employee engagement. The primary goal of Green HRM is to minimize the energy consumption and pollution that produce adverse effect on the environment. Green HRM spreads mainly in contributing to the policies and practices in the human resource management. It includes all the employees in adopting the sustainable practices and enabling the awareness about eco-friendly workplace. Green HRM practices plays a vital role in forward- thinking of business develops the alternative way to reduce the cost without compromising on their employees and valuable resources. Its initiative includes various HR practices like recruitment, training and development, performance management and so on.

### REVIEW OF LITERATURE:

Ayeswarya, R. B. (2017) observed the impact of green HRM practices on organizations in the banking sector. The result revealed that the vital factors of the green HRM practices are green recognition factor, recruiting factor, training factor, resource conservation factor, encouraging factor and eco-friendly manufacturing factor.

Kanapala, P. K. and Battu, N. (2018) studied the impact of green HRM practices on employee performance from health sector. The results shows that the Green HRM functions like green recruitment, green performance management and appraisal, green training and development, green employee relations and green pay and rewards have a moderate effect on employee performance.

Zubair, D. S. and Khan, M. (2019) were of the opinion that to ensure the world being remaining a good place to live in, environment friendly policies should be implemented. Both public and private companies have to contribute significantly in ensuring a green environment by integrating different basic environment



friendly initiatives in their corporate plans and operations.

Mukherjee, S. et. al. (2020), found that last decades, many environmental problems have emerged the governing body of various Nations have directed the industries and companies to emphasis on environmental management programmes in their business activities.

Suharti, L. and Sugiarto, A. (2020) observed that, at the organizational level, implementation of green HRM can result into creation of environment friendly organizational culture and work climate, increased efficiency of various resources, the formation of a positive corporate image and enhanced economic performance.

#### **OBJECTIVE OF THE STUDY:**

- To study the concept of Green HRM in a more detail manner.
- To study the various Green HRM practices adopted by the organisations and benefits of adopting Green HRM.

#### **GREEN RECRUITMENT:**

An important HR challenge in the "war for talent" is attracting top-tier employees. Companies are now starting to understand that establishing a reputation as a green employer is a good approach to draw in new talent. German businesses like Siemens, BASF, Bayer, and Mannesmann leverage ecological initiatives and a positive image to draw in top talent. Every job position at the British automaker Rover Group has environmental duties and requirements. Green job descriptions with environmental considerations are being more frequently incorporated into the hiring process. The process of hiring people who identify with an organization's environmental management systems in terms of knowledge, skills, methods, and behaviours is known as "green recruitment." By ensuring that new hires are aware of and capable of upholding an organization's environmental culture, recruitment strategies can assist good environmental management. A strategy known as "green recruiting" sets a strong emphasis on the value of the environment and makes it a key component within the company. Additionally, the new hires are excited and, to a certain extent, passionate about working for a "green" organization that cares about the environment.

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It is simple for businesses to hire employees that are aware of sustainable procedures and are already familiar with fundamentals like recycling, conservation, and building a more rational world by hiring candidates with a green inclination. Grolleau et al. (2012) discovered that a company's environmental commitment raises its profile in their study on the effect of environmental standards on staff recruitment. In their initial study, they discovered that professionals were more worried about a company's environmental approach.

In light of these assertions, we draw the conclusion that green hiring gives the employer a chance to stand out from the competition and improve their chances of luring applicants and keeping them after induction. We suggest that the hiring process be coordinated with green concerns in order to support the current green trend. The way to which green employers are enthusiastic about accomplishing their environmental objectives and how prospective employees view or judge them in terms of their sustainability as promised should be the subject of further study. Do the companies, for instance, use eco-friendly hiring methods like green job descriptions, eco-friendly interview venues, paperless interviews, and the like? Are the company's environmental policies and commitments communicated to new hires at the outset of the employment itself? Research addressing these issues will assist new hires in maintaining green policies and working with management to build green policies that promote the objectives of the organization.

#### **GREEN PERFORMANCE MANAGEMENT:**

Employees are encouraged to develop their professional abilities that will assist the firm better achieve its goals and objectives through the performance management (PM) process. The corporate strategy's acknowledgment culminates in the PM. The green wave is also having an impact on PM, possibly in a positive way, much as the EM is altering global corporate strategy. The company's environmental policies and concerns are included in the green performance management topics. Additionally, it emphasizes how to use environmental obligations. By implementing corporate-wide environmental performance standards and green information systems/audits to collect meaningful data on environmental performance, some businesses today are addressing the problem of PM.

The performance review process is the most crucial part

of PM. Effective performance reviews not only satisfy the reliability, validity, and fairness requirements but also give employees helpful input and encourage ongoing advancements in the environmental results of the company. Environmental PA concerns the requirement that managers be held responsible for EM performance in addition to general performance goals. Future study on green performance evaluation should, in our opinion, concentrate on topics like environmental incidents, environmental responsibilities, communicating environmental policies, and green information systems and audits. The duties and objectives to be accomplished for going green should be included in the job description. The HR staff ought to alter the performance appraisal rating system to include dimensions for rating people on the following behavioural and technical competencies: teamwork, collaboration, diversity, innovation, and environmental stewardship. The company's basic values would be strengthened by such competencies. Not only during the designated period of the appraisal, but also throughout the entire year, managers should discuss the performance of the staff and provide the necessary comments. The employees will be able to improve their knowledge, skills, and ability with the aid of this exercise.

### **GREEN TRAINING AND DEVELOPMENT:**

Training and development is a practice that focuses on advancement of employees' skills, knowledge, and attitudes, prevent degradation of EM-related knowledge, skills, and attitudes. Green training and development teach staff members the importance of EM, prepare them for work practices that save energy and cut waste, spread environmental consciousness throughout the company, and give staff members the chance to participate in environmental problem-solving. Employees learn about the importance of environmental management and its various facets through green T&D activities. It enables them to embrace various conservation strategies, such as waste management within a business. Additionally, it improves a worker's ability to handle various environmental problems. According to a survey of managers on best management practices, the most crucial HRM processes that support the achievement of environmental goals are environmental education and training, as well as

creating a positive environmental culture where employees feel like they contribute to environmental outcomes. The HR Department might provide leadership development courses to assist managers in building their "front wheel" soft, people skills, or behavioural competencies, in teamwork, diversity, managing change, and collaboration, according to a study on the role of HR in fostering a sustainability culture. Future studies that support eco-friendly training on the one hand and assist firms in creating eco-conscious managers who can promote sustainability throughout the process without reluctance are both important. Concluding the above discussion, we envisage that the need during an hour is: organizations should train their employees on best business practices excited with green initiatives. Additionally, staff members should be skilled at educating clients about the benefits of becoming more environmentally friendly and purchasing green items.

### **GREEN COMPENSATION:**

The main HRM processes used to reward employees for their performance are rewards and compensation. The most effective way to connect a person's interests with those of the organization is through these HR practices. Furthermore, we contend that incentives and rewards might influence workers' concentration levels at work and inspire them to put up their best efforts in order to advance organizational objectives. Although rewards and remuneration spur green actions in businesses, there will always be some unethical behaviour. Due to the challenge of fairly and effectively assessing environmental performance and behaviour, creating effective financial incentives can be difficult. Managers can encourage environmentally friendly behaviour among the workforce by integrating parts of green management into the remuneration scheme. Furthermore, managers might request that workers submit specific green ideas related to their particular occupations, which can then be incorporated in mutually agreed-upon goals for the future year. Receiving incentives would depend on achieving these goals. Programs for employee remuneration can be changed such that incentives are distributed in part depending on the employee's evaluation scores for their behavioural and technical competencies. Employees may also receive bonuses for their exceptional performance on

unique initiatives. In order to involve individuals in the green agenda while also recognizing their contributions, green rewards might include the usage of workplace and lifestyle advantages, ranging from free bicycles to carbon credit offsets. Last, but not the least, more importance should be given on studies which determine effective tactics that will help to design and implement green compensation practices and may lead to the accomplishment of corporate environmental goals.

### **GREEN EMPLOYEE RELATIONS:**

Establishing cordial employer-employee interactions is the focus of the HRM area known as employee relations. The partnership helps with employee morale and motivation, which in turn boosts output. Employee relations primarily comprise engagement and empowerment initiatives. Additionally, it aids in preventing and resolving workplace issues that could negatively impact productivity. In reality, a source of competitive advantage for every firm, good employee relations are an intangible and permanent asset.

As employees' goals, abilities, motivations, and perspectives are aligned with green management methods and systems, employee participation in green initiatives raises the likelihood of improved green management. Employee involvement in emergency management has been linked to improvements in EM systems, including more effective resource use, decreased waste, and decreased workplace pollution. Several employees in their study stated that individual empowerment positively influences productivity and performance, and facilitates self-control, individual thinking, and problem-solving skills. By starting a suggestion mechanism within the company, where every employee from the highest level to the lowest level has the opportunity to participate to the scheme, the scope of employee interactions should be expanded. This behaviour will contribute to raising public awareness of environmental issues. In addition, fresh concepts for eco-friendly actions may emerge from many sources.

Improvements in employee and organizational health and safety as well as the training of environmentally conscious staff members are additional advantages of employee involvement. We suggest that by adhering to the principles, management and employees will develop a long-term trust that will allow workers to voice their unique viewpoints at work and contribute to the

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development of an environment that is supportive of green management practices and systems.

### **SOME GREEN INITIATIVES OF HR:**

Human resource practices are typically organized into systems that align with an organization's culture and business plan. On the long term, we may claim that the green activities mentioned in the manifesto for HRM are an aspect of corporate social responsibility. Nowadays, businesses use their human resources to execute and incorporate green projects into their agendas. Managers ensure that their HR is properly implementing green human resource strategies. In addition to this, a number of authors have argued that in order to establish a successful corporate green management system in businesses, it is critical to foster a significant amount of technical and management skills among all employees of the organization. In order to achieve a competitive advantage in the business sector, organizations all over the world are incorporating and working toward implementing GHRM practices. Complete GHRM adoption and integration in company is not insurmountable, but it does necessitate a change in management's and employees' perspectives on current HR procedures. Assisting line managers in securing complete staff support for implementing environmental policies may be a primary responsibility for HR environmental executives. To do this, HR must cultivate supporters and build networks of problem-solvers eager to take action to alter the status quo.

### **GREEN BUILDING:**

Organizations all around the world are increasingly choosing green buildings as their workplaces and offices in favor of conventional offices. As green buildings meet specific criteria for minimizing the exploitation of natural resources used in their construction, the phenomena is quite trend-setting. Additionally, improved green practices-related characteristics including energy efficiency, renewable energy, and storm water management are included in green buildings. Organizations have adopted green buildings at a rapid rate in recent years, which has seen a significant upswing. The importance of green buildings in addressing environmental challenges has been recognized more and more in the commercial world. It also provides a platform for enterprises to save money because the construction and engineering are done at a

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reduced cost. Business giants like Ford, PepsiCo, etc. are committed to sustainability and have involved green building strategy ideologies into their buildings. Fortune 1000 companies are adopting company-wide sustainability policies that have improved the demand for work space in Green or sustainable buildings.

#### **PAPERLESS OFFICE:**

The majority of office work is managed on paper, however with the introduction of IT, paper usage has decreased. Today's e-business and education have altered office practices, turning them into paperless workplaces. An office that is paperless reduces or completely eliminates the usage of paper by turning crucial government documents and other materials into automated workflows. The approach significantly reduces paper use, costs associated with paper-related activities like copying, printing, and storing, as well as time spent searching through paper documents. Finally, we declare that by minimizing the use of paper, we can directly conserve natural resources, prevent pollution, and reduce wastage of water and energy.

#### **ENERGY CONSERVATION:**

Energy conservation at the office has a chance to have a significant environmental impact. Offices all over the world have undertaken a number of energy saving strategies to lessen their influence on the environment and provide more effective and environmentally friendly services. While the HR departments of other British businesses are focusing on their travel policies, which encourage car sharing and increased use of public transportation, the UK branch of Sky has started a campaign asking employees to turn off computers, TVs, and lights when leaving, use 100% renewable energy, and install solar lighting (Davies & Smith, 2007). Organizations are also promoting the extensive use of energy star-rated light bulbs and fixtures which undoubtedly consumes at least two-thirds less energy than regular ones.

#### **RECYCLING AND WASTE DISPOSAL:**

Recycling is the process of turning waste resources (used up materials) into fresh, valuable products. Recycling conserves raw materials that would otherwise be utilized to create new goods. As a result, the environment is cleaner and the air is fresher thanks to this practice's energy savings and decreased trash disposal. Several businesses are introducing recycling

programs as part of their green initiatives to increase the amount of recycled goods and reduce waste. Since the businesses adopted the idea of cost-cutting while also emphasizing sustainability and the environment, a number of human resource specialists have been tasked with developing workplace recycling initiatives and keeping an eye on office thermostats. Many HR experts came to the conclusion that green initiatives were an essential component of total corporate social responsibility during this process. The three Rs—Reduce, Reuse, and Recycle—are currently being repeated throughout the corporate sector in an effort to protect the environment.

#### **WHY GHRM?**

- Companies can use GHRM to cut hiring costs without sacrificing qualified individuals. Making a complete conversion to an online hiring system has advantages since it streamlines, accelerates, and lowers the cost of the employment process.
- A company will have significant growth prospects when it is linked to sustainable and green projects. It includes eco-friendly practices that enable you to lessen and eventually get rid of your carbon impact. Employers who adopt GHRM benefit from highly engaged workers who are less likely to be absent from work. The use of green human resource management lowers costs without sacrificing their field of competence.
- Employing green human resource management strategies helps the organization build a reputation in society. It also encourages the use of less expensive, environmentally friendly products and resource conservation. A few of the ways an organization can develop brand recognition include conducting environmental audits, giving back to society and its people, enhancing workplace cultures, managing waste management, and undertaking other efforts.
- Green human resource management strategies can increase the organization's personnel retention rate. Employees start to feel proud



when they learn that their employer cares about society and the environment. In addition to its benefits, it fosters a positive image among the workforce and top talent, allowing them to interact with the organization's goals more successfully.

- In addition to promoting physical exercise, wholesome eating, and a healthy lifestyle among employees, organizations' wellness programs can incorporate environmental and sustainability issues to create awareness. Green HRM promotes environmental issues by enforcing resource efficiency through rules, which boosts employee morale and satisfaction.

### CONCLUSION:

For Green HRM to be effective, the Green Business concept must be fully adopted. Companies use green HRM to install a culture of ethical behaviour among all employees by integrating green values into all aspects of HRM, including activities related to recruitment and selection, training and development for employees, employee involvement and empowerment, performance evaluation, and the reward system. Both individual employees and the company profit when Green HRM is used in organizations. At the individual level, the advantages show up as both non-green work outcomes like job satisfaction, employee loyalty, sense of ownership, job performance, and improved employee well-being as well as green work outcomes like increasing green individual values, green behaviour, green competencies, and pro-environmental commitment. At the organizational level, implementing green business and green human resource management has a number of advantages, including fostering a work environment and organizational culture that is environmentally friendly, improving resource efficiency, cutting down on wasteful spending, enhancing the company's reputation, and improving both the economic and environmental performance of the organization.

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## A STUDY ON EMPLOYEE PERCEPTION TOWARDS COMPENSATION WITH REFERENCE TO CONSTRUCTION INDUSTRY

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### ABSTRACT

This is a research conducted on A Study on Employee Perception towards with reference to compensation)

In today's corporate world Environment of the employees, Health of the employees and Safety of the employees are very much important and it also benefits the company and increases the productivity. Factories Act 1948 gives detailed information with regard to Employees Health, Safety and Environmental measures that Factory should follow.

For a company to be successful, employee's satisfaction towards Compensation are the key aspects. The satisfaction among employees depicts whether they are happy with the current policies followed by the company. The success of any manufacturing company will be based on the workers, employees will be considered as an asset to the organization. Any slight damage caused to the employee within the premises will lead to major effects.

From this survey, it was understood that very few accidents are met in the company premises and almost all employees are aware of the Compensation Policy that the company is following. As per the overall response of the employees, they are very much satisfied with the policies and practices

### INTRODUCTION

Compensation of employees for their services is important responsibility of human resource management. Every organization must offer good wages and fringe benefits to attract and retain talented employees with the organization. If at any time, the wages offered by a firm are not competitive as compared to other firms, the efficient workers may leave

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the firm. Therefore, workers must be remunerated adequately for their services. Compensation to workers will vary depending upon the nature of job, skills required, risk involved, nature of working conditions, paying capacity of the employer, bargaining power of the trade union, wages and benefits offered by the other units in the region or industry etc., Considering that the current trend in many sectors (particularly the knowledge intensive sectors like IT and Services) is to treat the employees as “creators and drivers of value” rather than one more factor of production, companies around the world are paying close attention to how much they pay, the kind of components that this pay includes and whether they are offering competitive compensation to attract the best talent.

### OBJECTIVE OF THE STUDY

The objectives of compensation management are to attract, engage, and retain top talent through competitive compensation plans that align with the company budget, corresponding job market, and government regulations.

### REVIEW OF LITERATURE

Employees are the backbone of an organization. The attainment of organizational objectives largely depends on the motivation of employees to work. Among other things employees are motivated to work when they are provided a fair financial and non-financial compensation for service rendered to the organization. “

Compensation is the reward employees receive in exchange for their performance. It is concerned with wages and monetary exchange for employee's performance

” (Holt, 1993). Well designed compensation system enables organizations to attract qualified employees required and retain and motivate the existing work force towards goal achievement. The most obvious reward employees get from work is pay (Decenzo and Robbins, 1999) .

The objectives of compensation system is to create a system of reward that is equitable to employers and employees alike, so that employees are attracted to work and motivated to do good job for the employer. Through effective compensation Werther and Davis (1996) has identified the following seven objectives: Acquire qualified personnel, retain current employees, ensure pay equity, reward desired behavior, control cost, comply with legal considerations, and facilitate understanding.

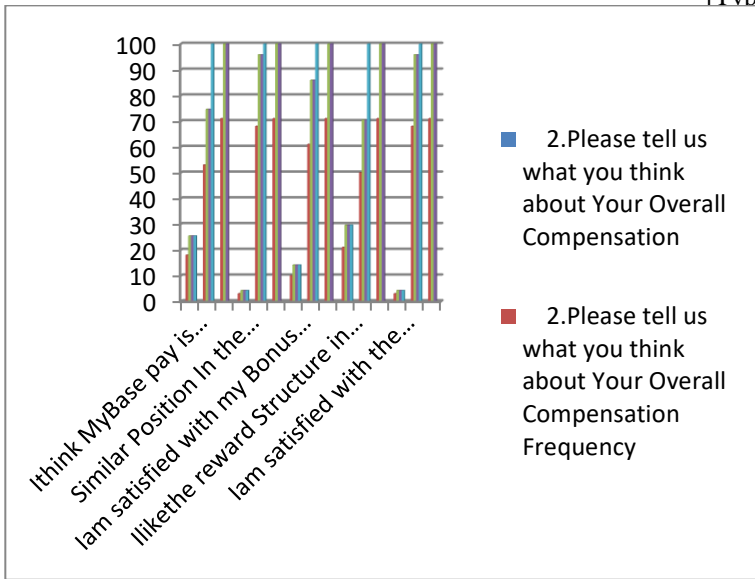
**Table 1**

**Chart 1**

		Please tell us what you think about Your Overall Compensation			
		Frequency	Percent	Valid Percent	Cumulative Percent
I think MyBase pay is Competitive Company	YES	18	25.4	25.4	25.4
	NO	53	74.6	74.6	100
	Total	71	100	100	
Similar Position In the Companies	YES	3	4.2	4.2	4.2
	NO	68	95.8	95.8	100
	Total	71	100	100	
I am satisfied with my Bonus Structure	YES	10	14.1	14.1	14.1
	NO	61	85.9	85.9	100
	Total	71	100	100	
I like the reward Structure in Place	YES	21	29.6	29.6	29.6
	NO	50	70.4	70.4	100
	Total	71	100	100	
I am satisfied with the benefits that are offered here	YES	3	4.2	4.2	4.2
	NO	68	95.8	95.8	100
	Total	71	100	100	

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## STATISTICAL TOOL ANALYSIS AND INTERPRETATION

**H0:** There is no significant difference between Recommending the company to Others based on the Benefits Plan and Experience

**H1:** There is significant difference between Recommending the company to Others based on the Benefits Plan and Experience

Level of Significant= 0.05

ANOVA				
Recommending to Others Based on the Benefits Plan				
	Sum of Squares	df	Mean Square	F
Between Groups	.635	3	.212	.830
Within Groups	17.084	67	.255	
Total	17.718	70		

### Result

Calculated significant value = 0.482

Therefore, null hypothesis is accepted

## CONCLUSION

Many employees believe that the current compensation and benefit is not adequate and let them to cope with ongoing cost of life. The respondents claim that the compensation and benefit package should be reviewed and designed taking into account factors in the external environment including the

market condition, nature of the jobs, other organizations, government regulations and the internal environments for the values of the job grades through job analysis. The current compensation and benefit packages are not periodically updated and evaluated for effectiveness. Furthermore, the existing benefits are not well communicated to employees. To attain its objectives and motivate employees towards better performance, attract and retain competent employees the current compensation and benefit package of government higher education institutions should be revised and improved. The focus of revision should also include the benefit packages not only the base pay. Furthermore, Differential and negotiable pay for professions based on market demand. Separate treatment of regular and part time pay for tax purpose and better position and house allowance. The benefit package should also include insurance coverage particularly health insurance both for the staff and their family. The result of the study shows that employees perceive that the compensation and benefit packages being offered are not linked to organizational objectives. It is believed that the greatest deficiency of most compensation and benefit systems today is their lack of congruency with organizations strategic goals and objectives. Therefore, the institutions under study should link their compensation and benefits to their organizational goals and objectives. The objectives of compensation and benefit can be achieved if employees have clear understanding of employer's contribution they can exert better effort towards the achievement of the organization objectives

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## A STUDY ON IMPACT OF WORK LIFE BALANCE WITH RESPECT TO IT INDUSTRY

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### ABSTRACT

This study is an outcome of the title named as “A STUDY ON IMPACT OF WORK LIFE BALANCE WITH RESPECT TO IT INDUSTRY”. To find the effectiveness of the WORK LIFE BALANCE in IT industry, questionnaire was well framed in order to collect the required information from the respondents in the IT sector. Convenience sampling is used in this study and the sample size of 81 is collected for the study. Percentage tools which has been used are Chi square, Anova Analysis. This is found from the respondents.

### KEY WORDS

Attitude  
Performance  
Psychological factors  
Emotions management  
Quality of work  
Contentment.

### INTRODUCTION

Essentially, work life balance is about helping employees better manage their work and non-work time. The debate on work- life balance must include employers – encouraging them to understand and implement more effective work-life balance strategies. The work-life balance agenda is more inclusive than the previous ‘family-friendly’ agenda which focused

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primarily on the needs of working mothers. However, many work-life balance policies still focus on the care of young children and fail to address the needs of carers of older children and adults and those without care responsibilities.

“Employment based on emergent new values, which does not discriminate against those with caring or other non-work responsibilities, and which provides an opportunity for people to realize their full potential in work and non-work domains”.

Lewis (1996:1) the work-family challenge: Rethinking employment

The 1990s saw the emergence of family-friendly policies primarily designed around women’s experiences in combining care responsibilities with paid employment. However, family-friendly policies began to attract negative reactions from people without.

### OBJECTIVES

- ❖ The first objective is the importance of the work life balance and their benefits
- ❖ The second objective is to implement the work life balance strategy and what can organizations do.

### REVIEW OF LITERATURE

- ❖ Ajith. Et al (2013) studied on work-life balance for role prioritization of IT employees showed that the employees were able to fulfil their professional and personal commitments at the same time, because of better work-life balance policies. The study was conducted on variables like travelling time, depression, temper, work etc., to know the relation between work-life balance and stress management.
- ❖ Carmeli (2013), examined the extent of which senior managers with high emotional intelligence, employed in public sector organizations develop positive attitudes behaviour & outcomes. Results show senior managers who had high emotional intelligence were more likely to be effectively control work-family conflict than those who have low emotional intelligence.
- ❖ Ignacio Levy (2012) in his study of working mothers and their perceived work-life balance showed that the age of the children is not hat significant but the

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child-care support remains an important factor in determining perceived work-life balance

- ❖ T. G. Vijaya, R. Hema Malini (2012), in their article titled, “Impact of Work Life Balance on Organizational Commitment among Bank Employees”, the researcher found that there exists a positive correlation between affective commitment, continuance commitment and work life balance variables

### Research Methodology:

In this research, we study the work life balance of the employees in the organizations. The sample size of 81 has been chosen for the purpose of study. The data used for the evaluation is primary data collected through questionnaire filled by the samples.

#### 1. Type of Research

**Descriptive:** Descriptive research aims to accurately and systematically describe a population, situation or phenomenon. It can answer what, where, when and how questions, but not why questions. A descriptive research design can use a wide variety of research methods to investigate one or more variables.

#### 2. Type of Data

- Primary Data
- Secondary Data

**Primary Data:** Primary Data was collected with the help of questionnaire.

**Secondary Data:** Secondary Data was collected through journals and books.

#### 3. Type of Sample

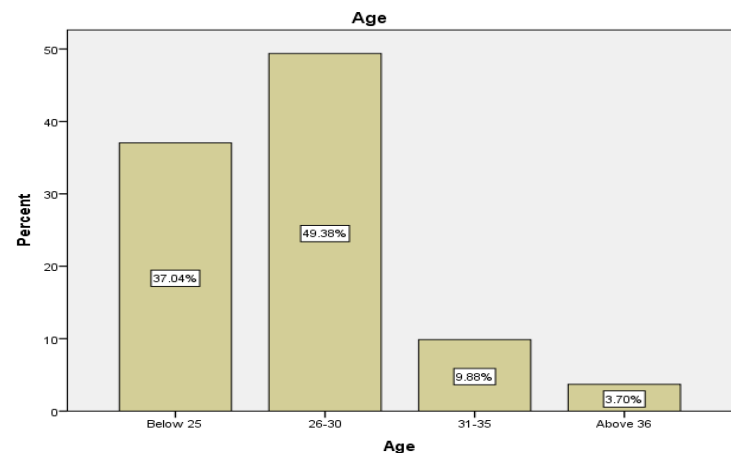
**Convenience sampling-** It is defined as a method adopted by researchers where they collect research data from a conveniently available pool of respondents. It is the most commonly used sampling as it's incredibly prompt, uncomplicated, and economical. Members are often readily approachable to be a part of the sample.

#### 4. Tools Used

- Percentage Analysis
- Chi Square
- Anova

#### Age

	Frequency	Percent
Valid Below 25	30	37.0
26-30	40	49.4
31-35	8	9.9
Above 36	3	3.7
Total	81	100.0



#### INFERENCE

From the above table it is inferred that 37.0% of respondents in the group of below 25 years, 49.4% of respondents are in the age group of 26-30 years & 9.9% respondents in the age group of 31-35 years, and 24.1% of respondents are in the age group above 36 years.

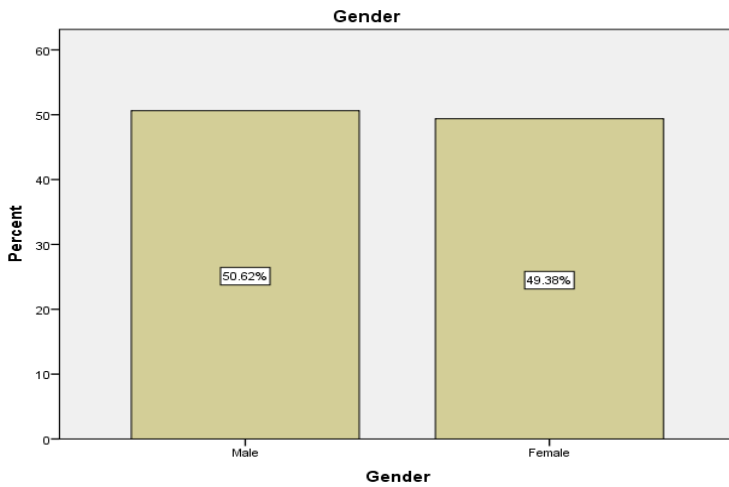
#### GENDER

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Male	41	50.6	50.6	50.6
Female	40	49.4	49.4	100.0
Total	81	100.0	100.0	



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### INFERENCE

From the above table it is inferred that 50.6% of respondents are male, and 49.4% of respondents are female.

### STATISTICAL TOOL ANALYSIS AND INTERPRETATION

		Value	df	Sig.	Accepted/Rejected
the way I deal with urgent work affect my reputation and Gender.	One Way ANOVA	.085	1	.771	Accepted
the boss aims to share information between everyone in the department and designation.	One Way ANOVA	1.079	4	.373	Accepted
Gender and that you are able to balance your work life.	Chi - Square	1.684	1	.194	Accepted

Designation and organization take initiatives to manage work life of its employees.	Chi - Square	2.857	
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From the above table F value  $0.771 > 0.05$  Hence  $H_0$  is accepted. It is concluded that, there is no significant difference between the way I deal with urgent work affect my reputation and Gender. F

value  $0.373 > 0.05$  Hence  $H_0$  is accepted. It is concluded that, there is no significant difference between the boss aims to share information between everyone in the department and designation. The significant value 0.05 is lesser the calculated significant value 0.194 so null hypothesis is accepted. Hence it is concluded that, there is no significant difference between Gender and that you are able to balance your work life. The significant value 0.05 is lesser the calculated significant value 0.582 so null hypothesis is accepted. Hence it is concluded that, there is no significant difference between Designation and organization take initiatives to manage work life of its employees.

### FINDINGS

- To agree and to define the work to be done and to achieve the standards
- Implement and process different systems that allow the employees to work productively to form the corporate office
- Creating a healthy environment where employees can communicate their concern
- Evaluate and monitored and able to modify systems where needed
- Providing regular feedback and performance

### SUGGESTIONS

- The departments head can also focus on the future career of their team member and takes the time to set goals and allocate work accordingly.

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- The employees could share their culture information with their other co-workers.
- Employees can mingle with the co-workers. It will improve their friendship level.
- The organization may accept the employees leave for family reasons, regardless of the persons gender or position in the company.

## **CONCLUSION**

In this study I was learning the Work Life Balance is a very important issue in the Human Resource Management field and it has a vital impact on the productivity and growth of both the organization and the employee. Work life is all about a measure about controlling on when, where and how they work. In case the organization focus the employee's work life balance the organization improve the future career, but the organization did not focus on that issue.

Employee's well-being

Flexible work arrangements

## INTRODUCTION

Employee perception towards work-life balance is a topic of growing importance in today's fastpaced and demanding work environments. Achieving a healthy balance between work responsibilities and Personal life has become a significant concern for many employees, as they strive to maintain their wellbeing and overall quality of life

For employees, a positive perception of work-life balance often includes having sufficient time for Personal activities and relationships, maintaining physical and mental well-being, and experiencing Reduced stress levels. It involves having control over their schedules, flexible work arrangements, and Opportunities for personal growth and development. Employees who perceive a healthy work-life balance Tend to feel more satisfied, engaged, and motivated, leading to increased productivity and loyalty to their Organization.

However, it's important to note that achieving work-life balance is a dynamic and ongoing process that Requires a collective effort from both employees and employers. Organizations play a crucial role in Creating a supportive work culture that values work-life balance.

## OBJECTIVES OF THE STUDY:

To study about the employee perception towards work life balance.

## A STUDY ON EMPLOYEE PERCEPTION TOWARDS WORK- LIFE BALANCE WITH RESPECT TO IT SECTOR

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## ABSTRACT

This study is an outcome of the title named as “A STUDY ON EMPLOYEE PERCEPTION TOWARDS WORK-LIFE BALANCE WITH RESPECT TO INFORMATION TECHNOLOGY INDUSTRY”. To understand the benefits of achieving a healthy work-life balance in the information technology industry. Well structured questionnaire was framed in order to extract the required information from the respondents Convenience sampling is used in this study and the sample size of 86 is collected for the study, Percentage tools which has been used are Chi square and One way anova. Thus employee perception towards work-life balance is essential for organizations to create supportive policies, programs, and practices that foster a healthy work-life balance. It enables employers to design flexible work arrangements, establish appropriate boundaries between work and personal life, and promote employee well-being. This is found from the respondents.

### Key words:

Healthy work-life balance

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## REVIEW OF LITERATURE:

Information Technology (IT) sector plays a significant role in the growth of Indian economy and is also One of the largest employers. However, IT sector faces many challenges such as tough competition, Economic uncertainty and dynamic business environment. Therefore, to overcome such challenges and for Sustainable development, the companies are concerned about their productivity. To enhance the Productivity, organization should effectively manage its resources, particularly human resource for Effective achievement of targets by the employees. When targets are tough, it ultimately makes them Difficult to balance their personal and professional lives. This often becomes a big bottleneck in the Achievement of targets by the employees. Organizations also realized the worth of employees and are Concerned about their problems. Therefore, today IT sector implements many employee oriented Practices. Though many researchers have studied various work-life balance practices that different Companies have adopted for their employees, still most of the literature have taken the demographic Variables gender, in their study. However, there is scope to include other demographical aspects such as Experience and age. Hence the purpose of the study is to find out the differences of age wise and Experience wise opinion of the employees in an IT company regarding the practices adopted to balance the work-life conflict. The study revealed no significant differences among the employees of various experience categories towards the work-life balance practices, though, in age-wise responses of the employees, there exists a significant difference towards the practices on the variables, namely, fun at work and support to career.

Keywords: Flexi-time, Fun at work, Work-life balance, Work-life conflict.

## RESEARCH METHODOLOGY:

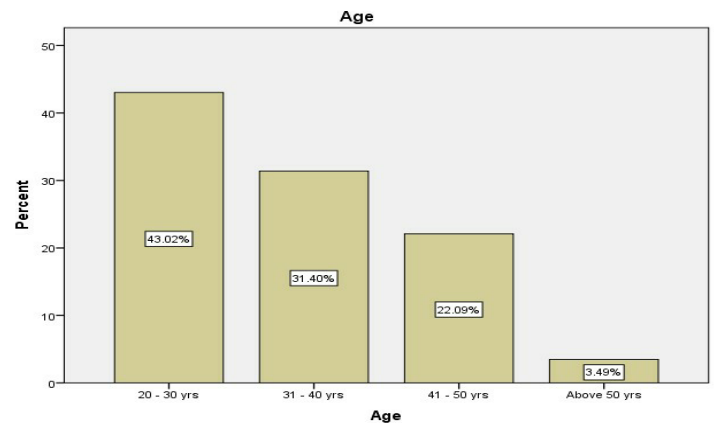
Research methodology used for this study is survey method and research design is descriptive in nature. The

selection of industrial employees by simple random sampling and sample size was 86 employees.

## ANALYSIS

### Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	20 - 30 yrs	37	43.0	43.0	43.0
	31 - 40 yrs	27	31.4	31.4	74.4
	41 - 50 yrs	19	22.1	22.1	96.5
	Above 50 yrs	3	3.5	3.5	100.0
	Total	86	100.0	100.0	



## INTERPRETATION

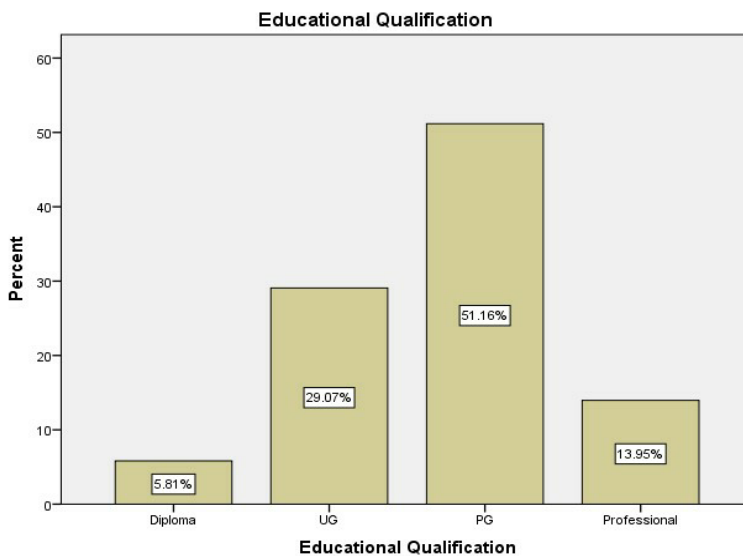
From the above table, it is inferred that 43% of the respondents are at the age of 20-30 yrs, 31% of the respondents are at the age of 31-40 yrs, 22% of the respondents are at the age of 41-50 yrs, 3.5% of the respondents are at the age above 50 yrs.

Educational Qualification			
	Frequency	Percent	V

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Valid	Diploma	5	5.8	5.8	STEP 2 Significance	5.8	Level X=0.05			
	UG	25	29.1	29.1		34.9				
	PG	44	51.2	51.2		86.0	ANOVA			
	Professional	12	14.0	14.0		100.0	Gender			
	Total	86	100.0	100.0		Sum of Squares	df	Mean Square	F	Sig.
						Between Groups	.130	4	.032	.133
						Within Groups	19.696	81	.243	
						Total	19.826	85		



## INTERPRETATION

From the above table, it is inferred that 5.8% of the respondents are at the educational qualification in Diploma, 29.1% of the respondents are at the educational qualification in UG, 51.2% of the respondents are at the educational qualification in PG, 14% of the respondents are at the educational qualification in Professional.

## ONE WAY ANOVA

H0: There is no significant difference between the gender and Rank according to your importance in balancing work life. Work from home.

H1: There is significant difference between the gender and Rank according to your importance in balancing work life. Work from home.

## INTERPRETATION

From the above table, it is inferred that the significant level is more than 0.05 then we accept the H0 and Reject the H1. Hence there is no significant difference between the gender and Rank according to your importance in balancing work life. Work from home.

## CHI-SQUARE TEST

H0: There is no significant difference between the Age BY I feel that my work and personal life is balanced.

H0: There is significant difference between the Age BY I feel that my work and personal life is balanced.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	14.430 <sup>a</sup>	12	.274
Likelihood Ratio	17.402	12	.135



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Linear-by-Linear Association	2.321		.128
N of Valid Cases	86		

## INTERPRETATION

From the above table, it is inferred that the significance value is more than 0.05, then we accept the  $H_0$ , hence there is no significant difference between the Age BY I feel that my work and personal life is balanced.

## CONCLUSION:

From this study, it is found that majority 76% of the employees were satisfied with their work-life balance.

The work-life balance, it is concluded that maintaining a healthy equilibrium between one's professional and personal life is crucial for overall well-being and satisfaction. Achieving work-life balance involves allocating appropriate time and energy to work-related responsibilities as well as personal activities, relationships, and self-care.

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