

Media Coverage

Publication	Date	Edition	Link	Headline
Business World	23 Mar 2021	Online	http://bwpeople.businessworld.in/article/Women-Workforce-Is-Complacent-With-Work-From-Home-Mode-A-Survey-By-Genius-Consultants-/23-03-2021-384626/	Women Workforce Is Complacent With Work From Home Mode: A Survey By Genius Consultants



Slowly and gradually, the world has entered the phase of resuming economic activities across all sectors, various companies have taken initiatives to ensure the safety of their employees and other stakeholders, while they switch back to normalcy. Genius Consultants Ltd., one of India's leading staffing companies has recently conducted a survey featuring 993 respondents of varied India Inc to get opinion of the people on Work-Life Balance Dynamics in this post covid market scenario. This study provides overall view of participants on various topics like – whether the transition from work from home to physical office is smooth, the hybrid work model, any risk factors involve while people traveling to work, female workforce face difficulty to juggle with home & office or to settle in the hybrid work model, kids may face difficulty as their parents started resuming work, the effect of vaccination drive on the corporate world, etc.

According to the data collected by the study, 75 per cent of the participants think that the transition has been seamless from work from home model to physical office after so many months with rests are of different opinion. While sharing opinion whether female employees are not comfortable to juggle between home and office ,75 per cent participants acknowledged the fact that women have achieved a 'balanced comfort zone' during the lockdown phase, with others giving opposite views. A large share of

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88% believed that kids would find it difficult to adjust due to resumption of regular office by their parents and would miss the quality time spent together during lockdown phases.

The survey also says 68 per cent of respondents are of the opinion that there are some obvious risks factors involve while traveling to office daily as COVID cases are on rise while other 32 per cent do not see any trouble in commuting daily to work. Another major concern addressed in the report is the outcome of the global job drive on the corporate citizens, the opinion here is divided almost into 50-50 and not sure once vaccination is done physical attendance to office would be mandatory like before or the hybrid mode will continue.

Mr. R P Yadav, Chairman & Managing Director, Genius Consultants Ltd. says, "We firmly believe that this kind of surveys are beneficial for both employers and employees to work in tandem and make more informed decisions for future. The statistics will be of help in continuity of businesses."

He further added, "The testing times aren't over yet, but by working consciously and carefully, we can help in rebuilding our economy without jeopardizing the health as well as the safety of the workforce. The only way to keep the recovery trajectory curve upward is to continue with our businesses and be alert at the same time to deal with the challenges posed by this pandemic."