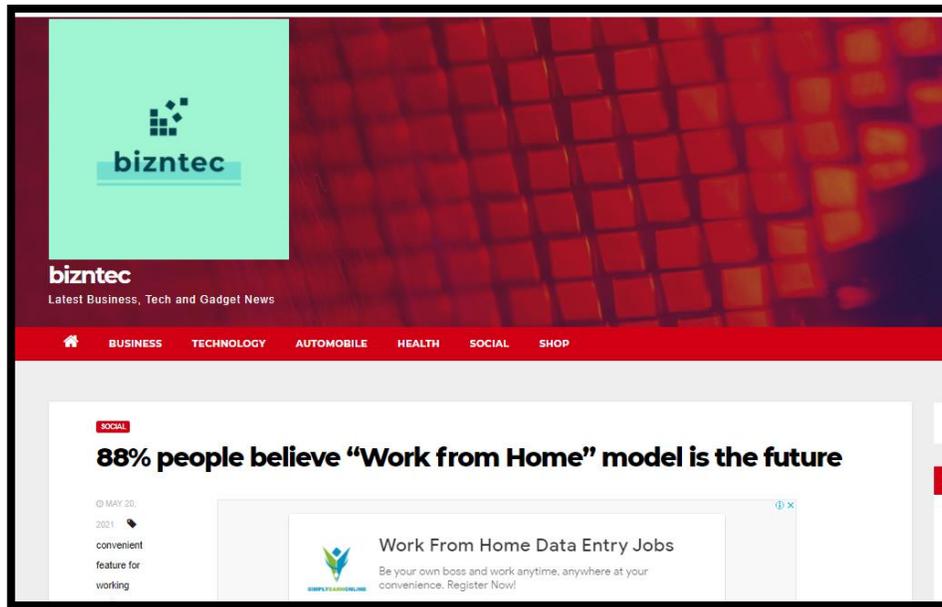


Media Coverage

Publication	Date	Edition	Link	Headline
Bizntec	20 May 2021	Online	https://bizntec.com/social/88-people-believe-work-from-home-model-is-the-future/8140/	88% people believe "Work from Home" model is the future



National, 19 May 2021: The pandemic has brought in a plethora of changes and has completely altered lives. While some changes have been circumstantial and temporary, there are few others that are likely to stay for good even post the pandemic. One such trend that gained traction in the last year in India has been the work from home strategy, which became the need of the hour in the given situation. Compelled to adapt these new changes and embed them as the new normal. A recent survey on Work from Home: Effect on Employee's Productivity conducted by the leading staffing firm Genius Consultants Ltd. The survey has shown that over 88% people strongly believe that work from home is the future of the industry and would be further adopted by more companies. The corporate model adopted by the industries in the wake of the pandemic has not only been a solution to keep businesses afloat in such times of uncertainty. But has also helped companies save out office spaces and has had a relatively positive impact on employee's productivity. According to the survey, over 88% people were in favour of making working from home a permanent feature for employees even going forward. While 11% disagreed stating the importance of physical operations in corporates. The study has further indicated that that around 78% respondents think that the work from home model has helped companies yield better performances with gradual increase in employee efficiency and productivity. As employees have access to flexible schedules and manage to eliminate, commute time. Which generally takes up a daily average of an hour and is often detected as an underlying work stressor in a lot of

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employees. However, close to 21% of the respondents believed work from home provision had very little effect on increasing employee productivity and performance. Understanding respondent's stance on work from home and its effect on employees working past designated working hours. The study has concluded that over 88% people agreed that work from home has led employees work past the designated timings as most physical offices have transitioned to remote work. Employees are spending longer hours completing deadlines and in meetings to keep all communication channels afloat resulting in employees working longer than before to ensure that work continues smoothly. On the contrary, 11% people felt that the model had made no effect on the official working hours of companies.

The survey also analyzed respondent's views on work from home feature for working mothers. Indicating that 78% people strongly believed that the provision of work from home has been a convenient feature for working mothers. Allowing them the flexibility to manage work and responsibilities at home with more ease. And has enabled women to balance and focus on work and their personal lives efficiently.

Commenting on the survey, Mr. R.P Yadav, Chairman and Managing Director, Genius Consultants Ltd said, "Of the many changes we have witnessed in the last year, work from home model has been a blessing in these uncertain times and is definitely here to stay. It has underscored its advantages and has compelled organizations to re-think their strategies and outlooks. With many companies already with plans underway to adopt the work from home model completely or partially with a hybrid model. The strategy has been mutually beneficial for both corporates and employees and holds the potential to revolutionize the industry. Leveraging its key benefits strategically can open an abundance of job opportunities that will no longer be restricted by the bounds of geographical barriers. More importantly, it carries the promise of improving the employment scenario even in the rural and remote parts of the country."