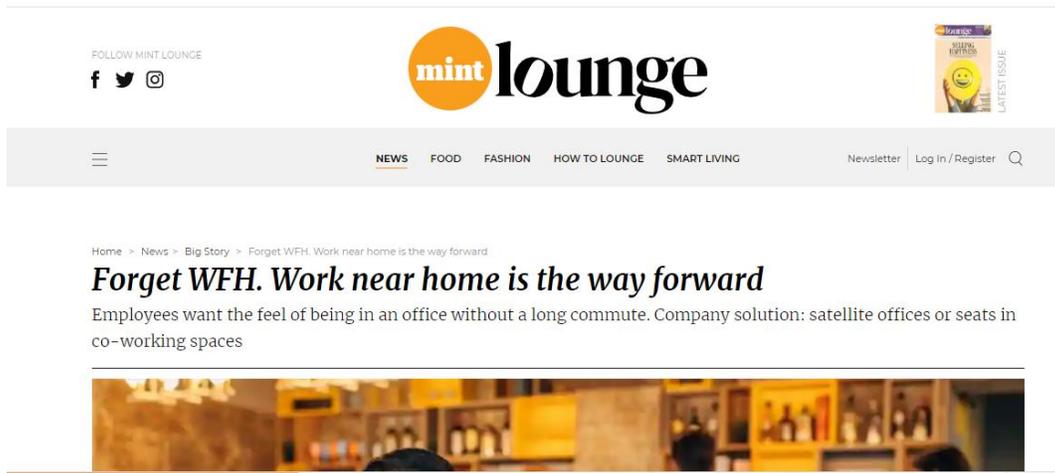


Media Coverage

Publication	Date	Edition	Link	Headline
Live mint	10 Jan 2022	Online	https://lifestyle.livemint.com/news/big-story/heres-why-working-near-home-is-the-way-forward-111641732725831.html	Forget WFH. Work near home is the way forward



On any given day, Navin Valsakumar, co-founder of Chennai-based Notion Press, finds at least five people from his team in Pune or Madurai making plans to work out of the satellite offices the company has set up in these locations instead of logging in from home. The publishing services firm has collaborated with co-working aggregator GoFloaters so that those working from their hometowns can still “get the feel of an office”. “We left it to employees to decide which location they want to work from and just pay for the seats. People have formed WhatsApp groups and they coordinate and come to office together,” he says. His company has made arrangements for satellite offices in co-working spaces in Mumbai, Pune, Trichy, Madurai, Coimbatore, Hyderabad and Bengaluru. These have proved useful not just for existing employees but also new recruits to meet their colleagues. Before the pandemic, the company would hire only in Chennai or ask people to relocate. With work going remote and productivity remaining unaffected, Valsakumar has gained the confidence to aggressively hire across the country and tap into a wider talent pool. “We decided to take the office to people’s hometowns instead of making them come to one location,” he says. The interest in setting up satellite offices has surged after the second wave of covid-19. With a third wave imminent, employees are reluctant to return from hometowns, forcing organizations to provide alternatives for their remotely working teams. Even within cities, employees are showing a preference for a shorter commute. Organizations, too, are cognizant of the fact remote employees want to work partially from office but in space that is close to home.

To read more click on the link

In July, the Awfis Workspace Survey 2021 stated that 58% of the workforce wanted the flexibility of working from the nearest branch or co-working space provided by their employer, indicating that work near home is the way to go. “While the work from home model was a pleasant change for a few months, we also saw a positive shift in the overall employee sentiment to resume working from office. Employees now demand flexibility, safety and comfort, which has resulted in a work-near-home scenario where employees do not have to commute long hours to reach their offices,” says Amit Ramani, founder-CEO, Awfis.

“There is a fatigue that employees are experiencing working from home. Organisations and employees are realizing that having such offices at multiple locations helps team bonding,” says Sparsh Khandelwal, founder of Stylework, an aggregator of flexible workspaces.

In the past five months, Khandelwal says, the demand for satellite offices has quadrupled, with organizations blocking 10-25 seats that they can use once or twice a week.

This model, however, may not work for all sectors. “For manufacturing, services or SME companies, having satellite offices doesn’t make sense as employees are required at a certain location. After the pandemic, organizations are likely to call back their employees,” believes R.P.Yadav, chairperson of human resource consultancy firm Genius Consultants.