# WORKING CONDITIONS OF WOMEN IN BPOS: A STUDY IN HYDERABAD IN TELANGANA STATE

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**Abstract**

*The study focuses on the BPO in India and examines international mobility and relationships among working women. The purpose of this study is to analyze the employment of women in the foreign trade system in Hyderabad, the center of the largest and largest foreign trade system in India. Although there are several problems, the study focused on the type of female participation in BPO as female participation has increased in recent years. According to Women's Safety 2013, NASSCOM and Nasscom 2017 conferences, the proportion of women in the BPO labor force increased by 14% between 2004 and 2017 due to diversity and inclusion. It is estimated that one-third of the IT business process in India's overseas production is involved $ 143 billion for 4 women.*

## Introduction

### 1.1. Understanding Contemporary Globalization

Globalization is a term used today to describe the economic, political, political and cultural environment of the world. The word has been widely used since the mid-1980s and especially in the 1990s. Globalization is a complex global change in which capital, institutions, ideas, discourses and human movements become global or global.

Anthony Giddens (2001: 51) describes globalization as "a process that strengthens social cohesion and interdependence around the world". They represent "complex economic and social ties that unite nations and nations around the world." Globalization is the result of a "combination of political, social, cultural and economic factors". This allows people, ideas, goods, services, money and information to move around the world more quickly in less time.

"Globalization means different things to different people. Some say it is the people, languages, ideas and products of the world. Others call it the domination of international companies and the destruction of cultural identity."

Like the Cold War system, globalization is not an existing system, but an active, ongoing process that requires the integration of markets, nations, governments, and technologies. A system that allows individuals, companies and nations to enter the world faster, deeper and cheaper than before and with this new system even one of those kind or forgotten people will have hard idea.

### 1.3 Globalization and BPO industry in India

Gartner Dataquest (2003) defines an export business approach as exporting one or more short-term IT business processes, which manages, controls, and manages selected methods based on specific and measurable performance. A BPO is defined as the transfer of business processes within an organization by an external service provider. With reliable international communication infrastructure, BPO programs provide the work of international

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entrepreneurs. BPO is a business model for export companies that aim to reduce costs and improve efficiency. This is an external recruitment process tailored to the specific needs of the company Accepted.

The new economic policies of the Indian government in the 1990s led to a major transformation of the Indian economy. As a result of liberation, private and globalization, many Indian industries have taken major steps in the current business plan. In 1999, a major change took place in the new telecommunications policy, which resulted in the telecommunications service being left alone along with the free international calling policy. A new business called Information Technology and Information Technology Services (ITES)[1] was created. The external business process is part of ITES.

In 2010, India's share increased by 55% whiles the rest of the world fell by 45%. In 2011 and 2012, India began to increase its market share, reaching a market share of 58% in two years, which is an important export destination. Although India lost 6% of its share of the global market in 2013, it is at the top of the list with 52% compared to 48% of the rest of the world.

**Figure 1.1 India's Share in Global Outsourcing Business Market**
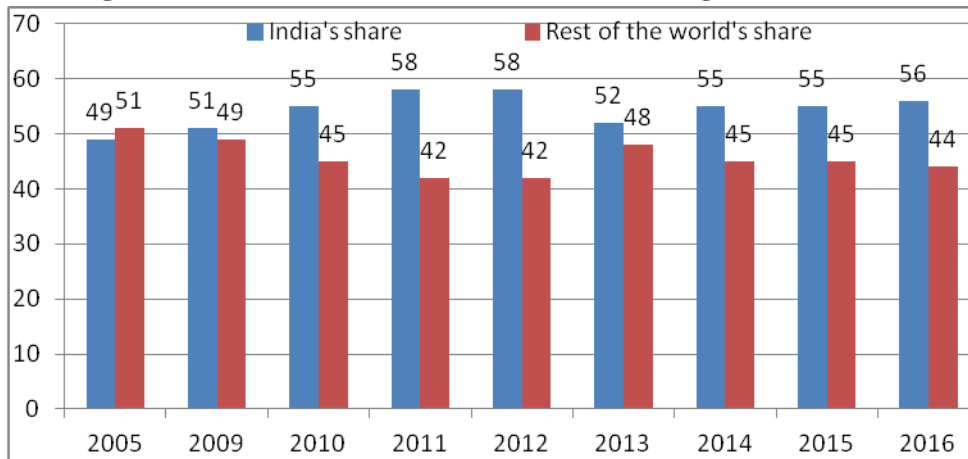


**Source:** PricewaterhouseCoopers Private Limited, 2014; Strategic Review (Nasscom) 2015; Vedashree (Nasscom) 2015; Indian IT-BPM Industry: FY16 Performance and FY17 Outlook (Nasscom), 2016.

India's overseas market grew 3% in global activity in 2014, from 52% in 2013 to 55% in 2014, and maintained the same share in 2015. In 2016, India increased its market share more than twice (56%). Singapore, Philippines, Malaysia, Russia, Ireland, China and Mexico combined have 44%. The picture above clearly shows that there is a big difference between the global market share of India and other overseas countries.

Even after many years of overseas and increasing competition, India remains the preferred destination for overseas and companies looking to meet their IT needs, but China,

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[1] IT represents Information Technology wherein ITES stands for Information Technology Enabled Services. ITES is a part of IT and BPO is a part of ITES. ITES or IT Enabled Service is a term used to denote those businesses which run with the help of IT. A Typical example would be a BPO (Robin's et. al, 2016). BPO jobs usually are not directly IT-related, their data-based orientation often means that they require IT departmental support to be successfully outsourced. IT-enabled outsourcing can be defined as-those outsourcing services that use information technology in the processing and delivery of the service. Services are typically delivered through a telecommunication or data network, or other electronic media (Pankaj, 2005:254).

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Philippines, India, Sri Lanka, etc. India is also looking for other opportunities abroad. Global Nature Of the top 100 destinations of Tholen, 6 out of 8 is the top export destinations in India and two in the Philippines.

Due to its economic importance, the IT-ITES sector has become an integral part of the Indian economy. Table 1.1 shows that direct employment of IT services and BPO / ITES sectors increased by 5.0% to 3.86 million in 2016-2017, and will increase during this year and provide approximately 170,000 new employees. As a well-organized private sector employer in the country, this sector also plays an important role in raising the standards of work in transport, real estate and related sectors such as hospitality, security, hygiene, etc. At work. The indirect segment is estimated at 10.0 million.

**Table 1.1 Direct Employment in the IT-ITES Segment (In Millions)**

|  | 2012-13 | 2013-14 | 2014-15 | 2015-16 | 2016-17 (E) |
|---|---|---|---|---|---|
| **Direct Employment** | 2.966 | 3.267 | 3.485 | 3.688 | 3.863 |
| **Net Addition** | 0.191 | 0.301 | 0.218 | 0.203 | 0.172 |

**Source:** Ministry of Electronics and Information Technology, Annual Report 2016-17)

IT-ITES/BPO industry provides employment to people with various skill levels i.e. Engineers, Lawyers, Arts/Science/Commerce/ Literature etc. graduates;

School failures, etc. are the largest employers of women and make up 34% of women. The number of ITES BPO job seekers in India has increased by 1.7 million, accounting for more than a third of the workforce. Women now make up more than half of the workforce. In recent years, the industry has actively promoted the inclusion of people with disabilities and promoted a more inclusive work culture.

**1.2 Need for the study**

The time has come for social change. Women are not only the backbone of small social families, they are the foundation on which every family structure and economy is built. (i) Both responsibilities and (ii) women experience conflict between work and household chores. The conflict situation of working women can only be resolved by changing the traditional image of women in society. While economic development recognizes the role of women in sustainable development, it is important to note that women play an important role in the work environment and economic development. In general, emotional intelligence in the workplace and quality of life are important to a person.

Advances in technology, building on the foundations of business models and the expectations of today's workers raise the question of whether quality of life is real or just an idea. Continuing to work and practice non-Italian health, family, children and environmental relations with ordinary Indians can have dire consequences. In a country like India, there are no secular people compared to the western world, but other aspects of life such as spiritual, social and personal development are also considered. In today's competitive world, it is not difficult for them to think about their emotions, their diet and their sleep, so it is very difficult for them to meet other needs in life.

**1.3 Statement of the problem**

The correct approach to the research problem is the most important step in the research process. To bring the research questions closer to perspective and practice, the following research questions were developed:

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1. Do variables such as age, education level, position, foreign status, family type, total family size, monthly household income, and RBP experience affect the emotional intelligence of working women?
2. Is there a link between emotional intelligence and work quality?

The quality of working life is critical to the smooth running and success of the work of the union staff. The balance of working life should be effectively maintained so that all employees work full time and avoid stress and tension. The quality of working life allows employees to feel safe and supported by the company they work for. The purpose of this study is to analyze the indicators that affect the emotional intelligence and personal performance of BPO staff in Hyderabad, which are not sufficient to convince staff of their work.

## 1.4 Scope of the Study

Work is a part of our daily lives, be it livelihood, business or profession, workers work an average of 12 hours a day, which is a third of our entire life, which affects our overall mood and quality of life. Hard work provides job satisfaction, mental stability, productive, creative and purposeful use of job satisfaction and time in a planned and accurate manner. Even if you take a small step towards your life goal, you will eventually feel satisfied and eager for that day. Encouraging employees means more business, better decision making, and a positive contribution to the company's goals. A smart and safe working life attracts not only young and newcomers, but also attracts existing and experienced ones. In fact, the study is expected to be useful in improving the emotional intelligence and performance of women in collaboration with the recommendations of BPOs researchers.

## 1.5 Objectives of the Study

1. To assess the emotional intelligence of the women employees at BPOs.
2. To understand emotional intelligence with respect to the demographic variables of women employees at select BPOs in Hyderabad City.
3. To study the quality of work life of women employees at select BPO organizations in Hyderabad city.
4. To examine the relationship between the demographic factors and quality of work life of women employees at select BPOs.
5. To study the relationship between emotional intelligence and quality of work life of women employees at BPOs in Hyderabad city.
6. To examine the barriers faced by women employees in their work environment and at home.
7. To offer some suggestions to improve emotional intelligence and quality of work life of the women employees in BPOs in the sample area.

## 1.6 Limitations of the study

1. The study is restricted only to the women employees of select BPOs.
2. Personal bias of the respondents might have crept in while answering a few questions in the structured questionnaire.
3. Results of the study may not be generalized.
4. The study was conducted in selected BPO organizations and the sample size is restricted to Hyderabad city.

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### 1.7 Research Methodology

Today, the BPO information technology industry has become one of the fastest growing industries in India and plays an important role in the global economy, but despite domestic competition, the only benefit of competition lies in human quality. Quality Services In recent years, the number of women employed by BPOs has steadily increased. This section describes how the research problem was solved in a particular situation, how respondents were selected, and the methods used to collect the data. It ends with the statistical method of data analysis.

### 1.7.1 Sources of data

*Primary data*: this study uses a flexible sample to collect study data. Pre-planned questionnaires were used to gather baseline information to determine the mood and performance of the BPO team. The interview consists of 3 parts:

Part I wants to test respondents' response, age, gender, gender level, grade, experience, and grade. Answer to the question - answers to various questions

The second section measures the emotions of the selected women of the BPO staff in Hyderabad. It has 5 dimensions with 17 expressions such as self-confidence-4, self-instrument-4, motivation-3, emotion-2 and social skills-4.

Section III contains 30 questions that take into account different quality factors when assessing the working life of BPO staff. The entire survey collected 17 articles in the field of emotional intelligence and 30 articles on quality of life in the workplace.

*Secondary data:* The personal data required for the study will be collected in print and electronic media. Published media include research reports, research reports, newspaper articles, newspaper columns, and textbooks. Electronic media includes world-class websites and e-publishing houses.

### 1.7.2 Research Design

The design chosen for this study is factual and, most importantly, descriptive. The main objective of the study was to determine social factors such as age, level of education, religion, and level, outside level, family type, and number of family members, emotional intelligence, and comparison characteristics of one-month-old family Ada Your income experience, your emotional intelligence at work, and your quality of life.

### 1.7.3 Sampling Design

The study was conducted in Hyderabad because of the opportunity and the opportunity for the study. In addition, despite all the complexity of this study, this is a complex city that meets the selection criteria according to the purpose of the study. So, Infosys, CTS, TCS, Wipro Technology, ABC Soft Tech are among the selected BPOs in Hyderabad. Iyo Netstar BPO Unip gmbh, Ajooba Solutions (India) Pvt Ltd, Scope International Ltd Sekoval E Services Pvt. Limited Technologies Services Limited, Necta Technology Pre. Ltd. From 2010-2012, there were 123 BPOs in Hyderabad, of which 15 BPOs were selected for the study. Thus, the sample tested represents more than 10% of the BPO value in Hyderabad. In these BPOs, the number of questions is divided evenly among the staff.

**Determination of sample size**

Sample size $n = (ZS/E)2$

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Where

**Z**= Standardized value corresponding to a confidence level of 95% = 1.96

**S** = Sample SD from Pilot study of 30 sample = 0.38

**E** = Acceptable Error =5% = 0.05

Hence, Sample size        = n = (ZS/E)

=(1.96*0.58/0.05)2

=359.925

=360

### Table 1.1 The details of distribution of questionnaire

| Sl. No | Name of the selected BPOHs | No. of Questionnaires Distributed | No. of valid Questionnaire collected |
|---|---|---|---|
| 1 | Capri BPO Service Pvt Ltd. YOUR GLOBAL OUTSOURCING PARTNER... | 100 | 45 |
| 2 | Cavalry Info Pvt. Ltd. | 75 | 29 |
| 3 | Data Angle Technologies. B2B Research and Lead Generation Company... | 100 | 46 |
| 4 | Essencea Info Serv Pvt. Ltd. | 75 | 26 |
| 5 | First Call BPO | 50 | 21 |
| 6 | GK Healthcare Solutions | 50 | 21 |
| 7 | HRH Next. Delivering Personalized Customer Experience. | | 10 |
| 8 | Lead Creations... | 62 | 29 |
| 9 | Med Converge | 43 | 19 |
| 10 | Medesun Health Care Solutions | 41 | 21 |
| 11 | Ozonetel... | 39 | 16 |
| 12 | Relyon Technologies. | 82 | 28 |
| 13 | Vibhatech Solutions... | 71 | 21 |
| 14 | Voice Soft Solutions | 29 | 12 |
| 15 | Zealous Services | 43 | 16 |
| | **Total** | **860** | **360** |

Of the 888 questions, only 360 were identified as complete and relevant to the analysis. So the actual sample size is 360.

**1.7.4 Sampling Unit**

For research purposes, the questionnaire will be distributed to selected staff at the Hyderabad BPO. For example, respondents are at different levels. B. Junior Level B H. Quality control and processor, mediator, d. H Team leader and supervisor, and basic data were collected from respondents for two years (2010-2012).

**1.7.5 Framework of Analysis**

The analysis of this study is in two parts: Part I deal with detailed statistics and Part II deals with specific statistics. In the first part, the researcher classifies the respondents

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according to different social variables such as age, education, position, outside position, family type, family size, monthly family income, experience, and so on similar. The second section, which analyzes the relationship between emotional intelligence and work quality, discusses communication and behavioral statistics that attempt to show the relationship between emotional intelligence and work quality with selected public variables. The different levels are divided into lower, middle and upper levels according to the variance of the block. Emotional intelligence of work and quality of life Emotional intelligence and structure affect the scope of the equation and the factors considered in the analysis of the dynamics of the structure equation.

Finally, the researchers provided results for some women working in BPO, who play an important role in emotional intelligence and quality of work. Based on the results, Hyderabad BPOs were asked to improve the intelligence and productivity of BPO staff.

### 1.7.6 Statistical Techniques Used

All data collected from the respondents were verified, compiled and compiled to facilitate the analysis process. Statistical analysis of data was performed using the Statistics Social Sciences Package (SPSS). Data analysis with detailed and predictable statistics

### 1.7.7 Descriptive Statistics

Complete statistical methods such as averages and standard deviations of variables that all represent emotional intelligence. Each question in the survey, a detailed analysis, called a percentage analysis, is first used to determine the distribution of respondents in each category. Figures and diagrams such as bar diagrams, pie diagrams, etc. is used to clearly understand the data collected in the study.

### 1.7.8 Inferential Statistics

The inferential Statistical analysis for this study used was:

- T-test and ANOVA has been used to test the significant difference between the groups of respondents in their perception in emotional intelligence and quality of work life for selected demographic variables. Duncan's Multiple Range Test (DMRT) is employed for multiple comparisons of mean scores.

- Chi-square test to analyze the data to test the significant association of level of emotional intelligence and quality of work life by the demographic variables of the respondents.

- The researcher used the confidence level 0.01 to test the hypothesis.

- The Friedman test analysis used to identify the statement which is more influencing the respondent towards emotional intelligence.

- Correlation coefficient is used to measure the degree of relationship between emotional intelligence and quality of work life.

- Multiple regression analysis is used to find the cause and effect of dimensions of emotional intelligence (independent variable) and quality of work life (dependent variable).

- SEM is used to identify the complex relationship between emotional intelligence and quality of work life.

### 2.1 Summary of results

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"The study was conducted with the specific objectives of identifying the difference in stresses among male and female employees.

The main objectives of the study are:

1. To assess the emotional intelligence of the women employees at BPOs.
2. To understand emotional intelligence with respect to the demographic variables of women employees at select BPOs in Hyderabad City.
3. To study the quality of work life of women employees at select BPO organizations in Hyderabad city.
4. To examine the relationship between the demographic factors and quality of work life of women employees at select BPOs.
5. To study the relationship between emotional intelligence and quality of work life of women employees at BPOs in Hyderabad city.
6. To examine the barriers faced by women employees in their work environment and at home.
7. To offer some suggestions to improve emotional intelligence and quality of work life of the women employees in BPOs in the sample area.

To purview these objectives, a thorough and careful research was carried out for the BPOs in the Hyderabad.

## 2.2    IMPLICATIONS OF THE STUDY

This study provides important support for the Management of Employee Assistance Program and the use of research and internships in the industrial trading system. This study has a theoretical and administrative impact.

In terms of theoretical results, this study supports previous studies that have shown that there are gender differences in Indian BPO. In addition, this study provides a theoretical framework for understanding the impact of anxiety on each gender and key factors supporting the role of gender in affecting anxiety. Previous research has largely focused on measuring employee pressure, and this study provided more information on how to fill a research gap when it comes to understanding gender differences.

When it comes to administrative collaboration, the reaction of BPO staff reflects the attitude towards the well-being of senior decision makers / executives. Research has shown that there is an important link between anxiety and sex. Gender oppression and its effects on men and women are not the same, so a stress management program may not be beneficial for all genders. The needs of each gender are an important factor affecting the health of these workers, in order to meet the specific needs of the workers satisfied with the work, the management must ensure that these activities are successful.

Policymakers need to better implement EAP for their employees to change their understanding of staff support programs and stress management. Successful EAP does more than put the health plan of the company's employees on the organization's schedule. It is important that decision makers carefully consider the gender of the organization's stress management plan. The results show a good descriptive power and can be used as a research site for further research on specific gender stress management programs.

## 2.3    RECOMMENDATIONS

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Based on current textual analysis and research, the paper proposes valuable gender development tips and special support programs for women, as well as addressing other issues and general anxiety / EAP for working women. .., make these programs expensive and expensive. The current environmental action plan, moving from gender differences to full volunteerism requires a new environmental action plan.

Based on this study, we tried to make some basic recommendations for women's support programs:

**For Females Employees**

- Promoting Sensitive Gender Policies
- Equality / benefits / opportunity for a woman (helping a woman return to work) to make up for lost time with the mother is a special plan for working women.
- Establish a sub-committee (staff) to oversee the implementation of anti-discrimination laws and regulations.
- Seminars to increase emotional quotas
- replacement work
- Your favorite activities
- Introducing a more popular way of working women (rewarding their success)
- Job / role / job transfer to eliminate work distance
- Self-employed program (type)
- Community Awareness Program
- Appropriate Treatment Options

Women learn to do their jobs in the office and at home. These days, BPOs are a must if you want to attract working women and make the industry attractive and popular.

Men's special products include the following tips:

**For Male employees**

- Maternity leave granted (at least two weeks)
- Alcohol / Tobacco / Drugs, Drug Enforcement Program
- Enter the product cycle
- Targeted learning and development programs for staff and team leaders
- Encourage staff involvement in management to create a place where you can be part of management to increase employee loyalty and job satisfaction.
- Traffic Crisis Management and Performance Efficiency
- Employment law / tax education / information meeting
- Advice / counseling on career goals and career development
- sponsor
- Financial planning policy recognizes fraud
- Sitting with a brown bag
- Business discount
- Rules Allowed Death

Finally, according to this study, employee stress has become a major management issue for BPOs who offer health and stress management programs for different employees,

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but implementing different EAPs is not safe. Thus, the new study supports new interventions in these programs by proposing the concept of gender responsiveness in EAP.

Management provides stress management specifically for each gender. Managing BPO in both sexes can lead to more effective stress prevention programs than standard EAPs. The study concluded that since there is a difference between the effects of stress and anxiety and the effects of EAP / stress management programs for each gender, management should consider the needs of each gender and implement EAP. Expensive private stress management strategies rather than gender-based joint stress management programs. BPOs should implement these new measures to ensure the continuous flow of active and motivational workshops moving forward, in line with the ideas of the BPO and its agents.

## 2.4    CONTRIBUTION

This study contributes significantly to the management of human resource programs, research and practice using BPO in the BPO industry. This entry:

1. Develop a framework that defines and evaluates issues related to staff orientation programs, pressure management, and their application to NCR specific BPO pressure management programs.
2. The results can be used as a benchmark for the ability to better articulate ideas and research methodology for further exploration of gender-specific stress management programs.
3. Experimental support of proposed hypotheses based on extensive research and literature. It may change the whole country
4. Management needs to develop new perspectives on gender in order to create diverse and sustainable activities for their employees. Therefore, we can say that this industry is full of workload, and although organizations use different methods of stress management, the gender variables of the organization should also be taken into account when developing pressure management policies, as well as other systems. .
5. The results of this study will also be useful to managers and market researchers, who will identify the organization's work ethic, and will take appropriate and appropriate measures.

herefore, some suggestions are being proposed for doing further research which is as follows:

1. Our research has been based on available material for some time, but research is ongoing, and many new studies are currently underway that may provide new insights into this area. Therefore, future researchers are likely to collect the latest publication data to conclude.
2. This study can be used by future researchers to differentiate between the levels of pressure on civil servants and the levels of pressure on the private sector in different sectors of business management.
3. The sample size in Hyderabad only; With a large sample covering all of India, further research can be done to normalize it.
4. Environmental exit business processes are unpredictable, changing based on the needs of international companies, so this survey should be repeated in the near future.

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1. It is necessary to conduct a comparative study of the type of work performed by the staff and the type of work assigned to different BPOs.
5. Exploring other people such as external situation, age, education, family background, etc. should be very stressful.
6. Compare effective stress management methods for BPO staff from different countries.
7. The above points are the possible key points of gender diversity in BPO where research can be expected.

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