PROFILE OF ORGANIZATIONS

4 A) PUBLIC SECTOR ORGANIZATIONS.

Four organizations are taken as sample for assessing stress in the public sector. They are Nagaon Paper Mill (NPM), Bharat Sanchar Nigam Limited (BSNL), India Post and Union Bank of India. As the nature of stress of employees in public sector differs according to nature of work, time of work and other amenities and provisions, so four enterprises covering public utility, manufacturing and banking are selected to study the diverse aspect of stress.

4.1. NAGAON PAPER MILL, JAGIROAD.

Nagaon Paper Mill, an integrated Pulp and Paper Mill, is a unit of Hindustan Paper Corporation Ltd with its registered office at New Delhi and corporate headquarter at Kolkata. Nagaon Paper Mill has been selected as a sample for the present study as it is one of the most successful public sector undertakings operating in Jagiroad area, a distance of 60 km from Guwahati city in Assam and generating vast employment opportunities. This organization has transformed an otherwise rural lying area into fast living and commercially viable place. The other units under it are Cachar Paper Mill at Panchgram at Haflakandi district of Assam and Hindustan Newsprint Limited at Kottayam district in Kerala. The mill is situated at Jagiroad at a distance of 60 km from Guwahati beside NH-37. It is connected by B.G railway line. The installed capacity of the mill is 100,000 MT of writing and printing grade of paper per annum in the GSM range of 40-120. The mill came into commercial production in 1985 at a project cost of Rs 287 crores. Immediately after production total number of direct employees of the mill was 1800. However, at present the total number of direct employees is only 1510. Based on its overall performance the mill has made its position among the top few paper mills in India as on date. The different manufacturing activities of the mill
are carried out in the following sub areas- Paper mill, Paper Machine Recovery, Utilities and Caustic & Chlorine. Besides to support the manufacturing activities carried out in these areas the mill has other sections like Commercial (comprising of Stores, Purchase and Transportation), Finance, Human Resource & Employee service and Workshop (Mechanical, Electrical and Instrumentation).

**Annual Production (tonnes) of N.P.M for the past five years:**

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1,06,300</td>
<td>1,06,437</td>
<td>1,05,160</td>
<td>1,15,125</td>
<td>1,10,008</td>
</tr>
</tbody>
</table>


**Questionnaire distribution:** A total of 55 questionnaires were distributed to the employees of Nagaon Paper Mill using judgemental sampling technique. Some of them filled in the questionnaire the next day, however some employees took considerable amount of time. Out of 55, only 40 valid filled questionnaires were received from the officials. The questionnaires are distributed to the employees working in four sections or departments i.e., Paper machine section, Pulp mill section, utility section and Planning & Development section. The senior managers, managers and deputy managers of the said departments are visited. Questionnaires are distributed only to the top management and middle management. However, the general information regarding organizational benefits and facilities are also collected from lower management and non-management.

It has been known that the employees work in two patterns general duty and shift duty. General duty means working from 10 a.m to 6 p.m. Shift duty employees have the option to work in any three shifts, either in the morning or evening or the night shift. All the shifts comprises of eight hours of work. It was observed from personal interaction and general observation that employees in industrial setting
work under acute stress which immediately consists of environmental stressors like constant noise of the machines, sudden movement of the machines, artificial lighting, frequent staircases, accident prone areas and the like. The employees working in accident prone areas are provided with safety helmets, safety shoes and glasses. These kinds of stress are more experienced by lower level management or non-management. However, managerial personnel also face these kinds of stress due to constant vigilance and supervision. Some of the employees have registered heart related problems among industrial employees. The general facilities and amenities of the mill are satisfactory. The employees have a well maintained canteen, recreation room, drinking water facilities, good sanitary conditions, counseling centre, redressal forum and has well adopted pollution controlled measures. There are quarter facilities for the employees depending on their organizational status. The top management is provided with executive series of quarters Type B quarters are for lower middle management followed by type A for lower management. According to the collected information and data the employees are satisfied with the income and the real income benefits. The pressure of meeting required production in a day, carrying production according to the established standards, non- stop work, less holidays etc are some of the aspects where employees have expressed stress. There are very less or rarely female employees holding notable organizational position in the mill. The proportion of meeting equal number of male and female employees couldn’t be satisfied in the mill.

4.2 BHARAT SANCHAR NIGAM LIMITED

Bharat Sanchar Nigam Limited (BSNL) is another public utility organization employing both male and female employees in large scale. It is the only public sector company in the telecom sector in north-east India. Questionnaires were administered on the employees of BSNL to identify the existence and extent of
stress if any. Moreover, high degree of cooperation was sought from the senior managerial employees of the organization during the pilot survey.

Bharat Sanchar Nigam Ltd.(BSNL) formed in October, 2000, is World's 7th largest Telecommunications Company providing comprehensive range of telecom services in India: Wireline, CDMA mobile, GSM Mobile, Internet, Broadband, Carrier service, MPLS-VPN, VSAT, VoIP services, IN Services etc. Presently it is one of the largest & leading public sector units in India. BSNL has installed Quality Telecom Network in the country and now focusing on improving it, expanding the network, introducing new telecom services with ICT( Information and Communication Technology) applications in villages and winning customer's confidence. Today, it has about 46 million line basic telephone capacity, 8 million WLL capacity, 52 Million GSM Capacity, more than 38302 fixed exchanges, 46565 BTS, 3895 Node B (3G BTS), 287 Satellite Stations, 614755 Rkm of OFC Cable, 50430 Rkm of Microwave Network connecting 602 Districts, 7330 cities/towns and 5.6 lakhs villages. BSNL is the only service provider, making focused efforts and planned initiatives to bridge the Rural-Urban Digital Divide ICT sector. In fact there is no telecom operator in the country to beat its reach with its wide network giving services in every nook & corner of country and operates across India except Delhi & Mumbai. BSNL serves its customers with its wide bouquet of telecom services and is numero uno operator of India in all services in its license area. The company offers vide ranging & most transparent tariff schemes designed to suite every customer. BSNL is committed to provide quality Telecom Services at affordable price to the citizens of the remotest part of the country. It strives to provide a balance between the provision of universal service to all areas, including the rural areas and the provision of high level services capable of meeting the needs of the country’s economy. It has transformed in a time bound manner to a greater competitive environment in both urban and rural areas providing equal opportunities and level playing field for all
players. Bharat Sanchar Nigam Limited has a vast reservoir of highly skilled and experienced work force of about 3, 57,000 personnel.

Questionnaire Distribution: A total of 45 questionnaires were distributed in the BSNL office of Guwahati city using simple random sampling technique. However, 40 valid responses have been received from the officials. The questionnaires are distributed to the training cell where managerial personnel are imparted training for up to date information and knowledge. The nature of work in the office is divided into two types- technical and non-technical. Non-technical personnel consist of few managerial like director, secretaries and rest consists of clerical staff. Technical employees are pervasive, working in all levels i.e., SDOs, JTOs, trainers, lineman and the like. It has been observed from the questionnaires and few interactions that the employees feel constant pressure due to increasing demands of the increasing population of Guwahati city. It is a known fact that Guwahati being the only city in North-east is densely populated and the demand for connections is manifold. BSNL is trying to deliver the best of its services and compete with other private telecom organizations in Assam.

4.3 INDIA POST

India Post is a wholly owned central government organization. It is a public utility concern generating tremendous employment benefits in both rural and urban sector. There has been a huge transformation in the pay benefits, amenities and quantum of work for the postal employees. An attempt has been made to study the degree of stress of these public sector employees.

India Post is a socially committed organization connecting individuals and business. It aims to provide basic postal facilities, i.e., collection and delivery of mails, within easy reach (1.5 kms) of all people and businesses. This is planned to
be achieved through opening of more post offices, relocation of existing post offices, giving out franchisees to individuals, shops, institutions, self-help groups, etc. Speed Post, the market leader in the domestic express industry, was started by Department of Posts in August 1986 for providing time-bound and express delivery of letters’ documents and parcels across the nation and around the world. In the past 20 years, it continues to be the market leader in the express industry with monthly volumes exceeding 1.4 crores. Speed Post links more than 1200 towns in India, with 290 Speed Post Centres in the national network and around 1000 Speed Post Centres in the state network. Postal Life Insurance (PLI) was introduced on 1st February 1884 with the express approval of the Secretary of State (for India) to Her Majesty, the Queen Empress of India. It was essentially a scheme of State Insurance mooted by the then Director General of Post Offices, Mr. F.R. Hogg in 1881 as a welfare scheme for the benefit of Postal employees and later extended to the employees of Telegraph department in 1888. In 1894, PLI extended insurance cover to female employees of Post & Telegraph Department at a time when no other insurance company covered female lives. It is the oldest Life insurer in this country. The post offices are delivering social security schemes such as old age pension scheme, National Rural Employment Guarantee Scheme, etc. This demands networking of all the post offices especially in the rural areas so that information can flow on real time basis. As a result of the collaboration of the Department of Posts, Government of India with the Western Union Financial Services, USA, a state of the art International Money transfer Service is now available through the post offices in India, which enables instantaneous remittance of money from 185 countries to India. The recipients can in fact collect the money in minutes after the sender has made the remittance. The service is targeted particularly to fulfill the needs of Non-Resident Indians (NRIs) dependent families in India, visiting International tourists and foreign students studying in India. The Electronic Clearance Service (ECS) is being offered in the Department of Posts in
connection with payment of monthly interest under “Monthly Income Scheme” (MIS). ECS scheme provides an alternative method of effecting bulk payment transactions like periodic (monthly/ quarterly/ half-yearly/ yearly) payments of interest/ salary/ pension/ commission/ dividend/ refund by Banks/Companies /Corporations /Government Departments. The transactions under this scheme move from a single User source (i.e. Banks/Companies /Corporations /Government Departments) to a large number of Destination Account Holders (Customers/Investors). The Department of Posts introduced ECS scheme on a pilot basis in Mumbai City on 9th August 2003. Under ECS, the depositors have the facility of getting MIS interest automatically transferred and credited into their SB( Savings Bank) account on the due dates at the designated Bank of their choice.

International Money remittance between people of India and the UAE has become easier after India post and Emirates Post, UAE signed an agreement to launch ‘Electronic International Money Orders’ through the postal network, using secured International Financial System (IFS) of the UPU (Universal Postal Union) from February, 2008. Along with the above mentioned facilities provided by India Post, there are many more which needs to be mentioned.

**Questionnaire distribution:** A total of 50 questionnaires were distributed in the G.P.O, Meghdoot Bhawan, Guwahati city using judgemental sampling technique. More questionnaires were distributed to female employees to meet the required sample. 40 valid responses were received which were registered. The questionnaires were distributed among equal number of male and female employees. According to employees’ opinion it was observed that the office is facing shortage of staff while doing day-today work. This is due to absence of new recruitment against retired employees. Moreover, in a growing city like Guwahati where population has raised manifold and so also people’s requirement, the complexity of work for the office staff meeting their demands has also
increased. This is reported to be a stress generating factor for the employees in the office. It was also observed through primary data that women experience higher degree of stress as compared to male employees in some sections of the office.

4.4 UNION BANK OF INDIA

Union Bank of India was inaugurated by the father of the nation, Mahatma Gandhi, on November 11, 1919. Started as a limited company in Mumbai, it was one of the few financial commercial banks in India. Until 1947, the bank had only four branches- three in Mumbai and one in Saurashtra, all concentrated in key trade centres. Catering to all the sectors of the society, be it agriculture, industry, trade and commerce, services or infrastructure, the bank has played a major role in rendering services to the financial needs of every section. Apart from this, the bank also extended financial support to educational, housing and trade sector. Union Bank of India undertook the task of establishment of village knowledge centres and self-employment training centres. It was in 1975 that the Union Bank of India was nationalized. Union Bank of India has won Rajbhasha Shield competition for consecutively three years. The award was introduced by Reserve Bank of India for promotion of national language Hindi in public sector banks and other financial institutes run by government of India. The bank has also won the Golden Peacock Award for best training.

The mission of the bank is to promote confidence and commitment among the staff members, to address the expectations of the customers efficiently and handle technology banking with ease. The bank aims at facilitating process of restructuring of branches to support a greater efficiency in the banking field. Union Bank of India is a normal retail bank that provides all banking facilities for its customers. They include:
- Savings accounts
- Current accounts
- Fixed/term deposits
- Loans
- Safe deposit lockers

A bank savings account attracts interest which adds up after a period of time. Savings account comes with online banking facilities, debit cards, anytime banking and other conveniences. Current account is the best options for all business needs. Most current accounts are available with a debit card and online banking facilities. Like savings a/c, direct debits can be set up with current a/c also. Fixed deposit accounts also known as term deposits allow to deposit money for a fixed time period. When the deposit period elapses, the depositors get interest on the amount deposited. The fixed interest rates can be as high as nine and half percent or ten percent in case of senior citizens.

The bank provides a number of loans such as home loan, education loan, car and two wheeler loan and personal loan. Union Bank of India provides home loan to its customers. Any citizen who is 21 years of age or above with a steady income may apply for the home loan. The maximum repayment period is within 20 years which should not be exceeded. In case of prepayment, no penalty is charged. Besides, the interest is charged on reducing balance method.

Any needy or meritorious student is eligible to apply for the education loan. Students in India can apply for a loan up to ten lakhs and in order to study abroad, applicants can get loan up to twenty lakhs. The rate of interest charged on the loan differs on the basis of the gender of the students. For a male student the rate of interest would be calculated at twelve percent (fixed) for a loan above seven and half lakhs. On the other hand, female students need to pay interest calculated at eleven and half percent (fixed) for the same amount of loan.

The Union Bank of India also provides car loan for purchasing new car, two wheelers or a second hand vehicle. In order to apply for the same, the customers
should present a guarantor. In case of married person, third party guarantor and for those married, guarantee of the spouse would do the needful.

The bank extends personal loan for meeting personal expenses and consumer durables. Payment of the loan can be made within thirty six equated monthly installments. Some of the documents required for acquiring personal loan include proof of residence and proof of income.

Safe deposit vaults or bank lockers have long been considered the safest place to store heirloom jewels, stock certificates, deeds and other valuables. Different banks demand different things for providing locker facility like annual rent, deposits etc. Union Bank of India demands a fixed deposit of rupees twenty five thousand for three years.

Union bank of India in association with VISA international offers global credit card-Union Card for its customers. UBI also provides complete protection to its home loan borrowers. Now, home loans are provided with life insurance cover equivalent to the amount of the outstanding home loan. Insurance cover provided by Star Union Dai-ichi Life Insurance Co. Ltd., who alone bears the insurance liability. Union Bank has tied up with Star Union Dai-ichi Life Insurance Co. Ltd., to provide unmatched security to all those who avail of the home loans. The bank provides Union Life Guard which offers cashless and hassle free hospitalization. “Union Life Guard” facilitates instant admission in all participating hospitals. The bank has deployed Kisan ATMs in rural areas to serve the customers of their remote rural branches. The debit card can Demat accounts are considered compulsory for share trading in today’s scenario and its maintenance is quite easy with Union bank. The bank is privileged to service more than 1,00,000 demat accounts. It has tied up with Visa and Master for issuing International debit cards to the customers of all its branches. Union Bank of India has introduced uninterrupted 24x7 banking service to its customers through call centre. General information on ATM, credit card, internet banking,
demat, SMS banking, NRI accounts, cash management services and government business is also being given by the call centre of the bank.

**Questionnaire distribution**- A total of 50 questionnaires were distributed covering three branches of Union Bank i.e., 15 questionnaires distributed in main branch, Fancy bazaar, 15 questionnaires in Chandmari branch and another 20 in Ganeshguri branch using judgemental sampling technique. Questionnaires were distributed equally among female and male employees. 40 valid responses were received which were registered. Through personal interaction it has been observed that the employees have complaints regarding work timing, less holidays and other benefits. The female employees seemed to be more annoyed than their male counterparts in this regard.

**4. B) PRIVATE SECTOR ORGANIZATIONS**

Five organizations are taken as sample for assessing stress in the private sector. They are Bharti Axa life insurance, ICICI Bank, Crompton Greaves, ICICI Prudential and Crystal Brook. As the nature of stress of employees in private sector differs according to nature of work, time of work and other amenities and provisions, so five enterprises covering insurance, banking, electronic and FMCG (fast moving consumer goods) are selected to study the diverse aspect of stress.

**4.5 BHARATI AXA LIFE INSURANCE COMPANY LIMITED**

Established in December 2006, Bharti AXA is an insurance company headquartered in Mumbai. It is a joint venture between Bharti Enterprises – India’s leading telecom giant and AXA – French global insurance group. Bharti has 74% stake while AXA has 26% stake in the venture. Bharti AXA has many products along different categories like child plan, term plans, savings and investment plan and health plan.
**Child Plan:** Parenthood brings responsibilities and no one is better judge of that than the parents’ themselves. Child Plan is a plan specifically designed to take care of financial needs of the child. Child plan provides with necessary funds that will take care of child’s education, marriage etc. By investing small portion of savings the financial ends of your child can be secured. Child plan of Bharti AXA is called Bright Stars Edge.

**Term Plan:** This is a term plan which provides protection cover to the family members incase of untimely death of a member. A term life insurance plan provides good cover at relatively nominal cost and has no survival benefits. Bharti AXA term plans are Elite Secure, Secure Confident, Protect Plus and Family Income secure.

**Investment Plan:** Popularly known as Unit Linked Insurance Plan, an investment plan invests a part of savings in equity or debt market as per choice of the insured. The objective of investment plan is to give returns which easily beat the rising costs since the usual returns in a bank are extremely low. ULIP’s offered by Bharti AXA are Save Confident, Aajeevan Anand and True Wealth.

**Health Plan:** Slightly different from health insurance, health plan provides cover for surgery costs, critical illness. A lump sum is paid irrespective of actual hospital bill. Easy Health is Bharti AXA’s health plan.

**Distribution:** Bharti AXA has good distribution network with over 150 branches across 12 states with employee base of around 5,200.

**Financial Information:** The total premium earned for the half year ended September 30, 2010 was Rs 3,685 million. The profit after tax for the same period is Rs 1,986 million. A total of 240 claims were during the period out of which 93 claims were settled and 20 were rejected.

**Marketing Campaigns:** For promotions, Bharti AXA began a series of ad campaigns. They started with tag line “Jeevan Suraksha ka naya nazariya” and focused on their USP of service quality which asserts that fund value will be released within 48 hours after claim intimation. Recently, a two and a half months
campaign was carried out in malls probing people about wealth and wellness through different activities. Bharti AXA was also the major sponsor of Big Boss 4, the well known reality show.

**Table 4.1 Bharati Axa Product table:**

<table>
<thead>
<tr>
<th>Plan Type</th>
<th>Product</th>
</tr>
</thead>
<tbody>
<tr>
<td>Child Plan</td>
<td>Bharat AXA Life Bright Star Edge</td>
</tr>
<tr>
<td>Term Plan</td>
<td>Bharat AXA Life Elite Secure</td>
</tr>
<tr>
<td>Term Plan</td>
<td>Bharati AXA Life Secure Confident</td>
</tr>
<tr>
<td>Term Plan</td>
<td>Bharati AXA Life Protect Plus</td>
</tr>
<tr>
<td>Term Plan</td>
<td>Bharati AXA Life Family Income Secure</td>
</tr>
<tr>
<td>Savings and Investment Plan</td>
<td>Bharati AXA Life True Wealth</td>
</tr>
<tr>
<td>Savings and Investment Plan</td>
<td>Bharati AXA Life Aajeevan Anand</td>
</tr>
<tr>
<td>Savings and Investment Plan</td>
<td>Bharati AXA Life Safe Confident</td>
</tr>
<tr>
<td>Health Plan</td>
<td>Bharati AXA Life Easy Health</td>
</tr>
</tbody>
</table>

Source: www.bharti-axalife.com

**Questionnaire distribution:** A total of 30 questionnaires were distributed in the office of Bharti Axa Life Insurance Company in Guwahati city by using random sampling technique. Good and immediate response was received by the employees and all the questionnaires were received showing valid response. Being a new entrant in the private insurance sector, the employees of the office expressed sheer pressure in working policies, achievement of sales quota and meeting cut throat competition in the market. Operating in Guwahati from early 2007, Bharati Axa life Insurance Company has limited employees and creating fair business in the area according to the employees.
4.6 ICICI BANK

Industrial Credit and Investment Corporation of India (ICICI) was formed at the initiative of the World Bank, the government of Indian industry representatives. ICICI Bank was established in 1994 by the Industrial Credit and Investment Corporation of India, an Indian financial institution, as a wholly owned subsidiary. The parent company was formed in 1955 as a joint venture of the World Bank, India’s public sector banks and public-sector insurance companies to provide project financing to Indian industry. ICICI bank is an Indian diversified financial services company headquartered in Mumbai, Maharashtra. It is the second largest bank in India by assets and third largest by market capitalization. It offers a wide range of banking products and financial services to corporate and retail customers through a variety of delivery channels and through its specialized subsidiaries in the areas of investment banking, life and non-life insurance, venture capital and asset management. The bank has a network of 2,575 branches and 8003 ATMs in India and has a presence in nineteen countries including India. The bank has subsidiaries in the United Kingdom, Russia and Canada: branches in United States, Singapore, Bahrain, Hongkong, Srilanka, Qatar and Dubai International Finance Centre: and representative offices in United Arab Emirates, China, South Africa, Bangladesh, Thailand, Malaysia and Indonesia. ICICI bank now has the largest market share among all banks in retail or consumer financing. ICICI bank is the largest issuer of credit cards in India. It was the first bank to offer a wide network of ATMs.

ICICI bank launched internet banking operations in 1998. This bank has formulated a code of business conduct and ethics for its directors and employees. ICICI bank has merged the bank of Rajasthan in 2010. The bank has contributed to set up different institutions which include the following:

- National Stock Exchange.
- Credit Rating Information Services of India Limited
ICICI bank offers a host of products and services to its clients which include deposits, loans, cards, investments, insurance, demat, NRI services and online services etc.

**Deposits**
- Savings account
- Advantage woman savings account
- Advantage deposit
- Resident foreign currency account
- Special savings account
- Life plus senior citizens savings account
- Fixed deposits
- Security deposits
- Recurring deposits
- Tax-saver fixed deposit
- Young stars savings account
- Child education plan
- Salary account
- No frills account
- Rural savings account
- People’s savings account
- Self help group accounts
- Outward Remittance
- Freedom savings account
- Family banking

**Loans**
ICICI bank offers following loan facilities:
- Home loans  
- Loan against property  
- Personal loans  
- Car loans  
- Commercial vehicle loans  
- Loan against security  
- Loan against gold ornaments  
- Pre-approved loan

**Cards**
- Consumer cards  
- Credit cards  
- Travel cards  
- Debit cards  
- Commercial cards  
- Corporate cards  
- Prepaid cards  
- Purchase cards  
- Distribution cards  
- Business cards  
- Merchant cards

**Investments**
- ICICI bank tax saving bonds  
- Mutual funds  
- Govt of India bonds  
- ICICI bank pure gold  
- Senior citizens savings  
- Initial Public Offers (IPO) by corporates

**Insurance**
- Home insurance  
- Health insurance  
- Health advantage plus  
- Family floater  
- Personal accident  
- Travel insurance  
- Individual overseas travel insurance  
- Student medical insurance  
- Motor insurance  
- Car insurance  
- Two-wheeler insurance  
- Life insurance  
- ICICI pru life time gold  
- ICICI pru life state RP
**NRI services**

- Money transfer
- Home loans
- Bank accounts
- Insurance
- Investments
- Loans against FD

**Questionnaire distribution** - A total of 40 questionnaires were distributed in three branches of ICICI bank in Guwahati city. Bhangagarh branch, fancy bazar branch and rehabari branch constituted part of the sample. Banks are covered in both public sector and private sector in order to identify and study the nature of stress of employees in banking sector. Prior permission was taken and questionnaires were administered on the employees. Some of them returned the filled in questionnaires immediately and few returned after taking considerable time. Both male and female employees were covered in the bank. Some employees expressed their dissatisfaction over increased workload and constant concentration of work, less holidays and the like. However, all employees did not express the nature of stress experienced by them.

**4.7 CROMPTON GREAVES**

The Company was incorporated on 28th April, as a private limited company under the name, The Crompton Parkinson (Works) Ltd. The main objects of the Company is manufacture, distribution and sales, installation and servicing of electrical and allied equipment such as industrial motors, fractional horse power motors, control gear, power and distribution transformers, alternators, switchgear, tap changers, etc. The Company also undertakes the manufacture of railway equipments as well as electronic equipment and micro processor based systems in relation to communication, measurement, testing, automation and control, computers and also research & development and consultancy assignments in the
areas of science and technology. The Company has also undertaken manufacture and marketing of industrial electronics, consumer electronics, household appliances and railway signalling equipment.

The name Crompton Greaves Limited was adopted on 2 August 1966, following a court-directed amalgamation of Greaves Cotton and Crompton Parkinson Ltd. Over the years, the company has evolved into one of India's largest private sector enterprises. Crompton Greaves is a part of the US$ 3bn Avantha Group, and is headquartered in a self-owned landmark building at Worli, Mumbai.

Crompton Greaves Limited is a pioneering leader in the management and application of electrical energy. Today it is India’s leading private sector enterprise, extensively engaged in designing, manufacturing and marketing high technology electrical products and services related to power generation, transmission and distribution, as well as executing turnkey projects. The company is organised into three business groups, viz., power systems, industrial systems and consumer products. Nearly, two-thirds of its turnover accrues from product lines in which it enjoys a leadership position. Crompton Greaves has 22 manufacturing divisions spread across India and with the acquisition of Pauwels (Belgium), Ganz (Hungary), Microsol (Ireland), Sonomatra (France), MSE Power Systems (USA) and Power Technology Solutions (UK), the company is emerging as a first choice global supplier for high quality electrical equipments. In 1998, Crompton Greaves Limited has forged an alliance with Link Middle East Ltd. (LMEL) to form a 40:60 joint venture company, initially for the manufacture of medium voltage vacuum switchgear at Dubai. Crompton Greaves in collaboration with Allied Electrical of US will soon commence commercial production of newly developed transformer of higher rating. CGPL (Crompton Greaves Private Limited) became a wholly-owned subsidiary of CGL after the transfer of 110,000 equity shares held by Tamil Nadu Industrial Development Corporation to CGL in May. Investment Information & Credit Rating Agency (ICRA) has assigned an A1 rating to the Rs.150-crore short-term debt programme of Crompton Greaves
Crompton Greaves Ltd has bagged the prestigious GREENTECH GOLD AWARD in 2007 in the Engineering Sector. This award is for Environmental Management systems for Green Products and Process Technologies developed at CG. CGL becomes the 1st Indian Company to make 1200 kv Power Product.(CVT).(21/01/09) Crompton Greaves also begged the Golden Peacock Innovative Product / Service Award in 2008(21/01/09)

Questionnaire distribution: A total of 33 questionnaires were distributed in the Guwahati city office by using census method and 30 valid responses were received. Employees constituted of branch manager, few managerial post, accounts staff and senior sales executives. The nature of stress is not revealed by the employees, however they have positively responded regarding existence of organizational stressors. 80% of the employees are observed to be professionally qualified and falls under early middle age bracket (upto 40 years). The ratio of male to female employees is found higher in this organization.

4.8 ICICI PRUDENTIAL LIFE INSURANCE

ICICI Prudential Life Insurance Company is a joint venture between ICICI bank, one of the foremost financial services companies of India and Prudential plc, one of the leading international financial services group headquartered in the United Kingdom. ICICI Prudential was amongst the first private sector life insurance companies to begin operations in December 2000 after receiving approval from Insurance Regulatory Development Authority (IRDA).

Since the liberalization of Indian insurance sector, ICICI Prudential life insurance has been one of the earliest private players. Since the time, ICICI Pru Life has
been the leader in terms of market share as indicated by the IRDA, the regulator for Indian insurance at its website.

ICICI Prudential’s life insurance products may be loosely categorized under four forms- life plans (further categorized into term plans and wealth plans), child plans, retirement plans and health plans.

**All ULIPs**

Unit linked insurance plans (ULIPs) are a category of goal–based financial solutions that combine the safety of life insurance protection and long term wealth creation opportunities. In ULIPs a part of the premium goes towards providing life cover while the remaining portion is invested in fund(s) which, in turn, are invested in stocks or bonds.

- Retirement
- Wealth
- Child
- Health

Under life insurance plans term insurance is the simplest and most fundamental insurance product available at extremely affordable prices. In this type of policy, an individual pays a fixed amount of money periodically and in the unfortunate event of death of the policyholder, the entire amount paid, along with some other benefits and interest, is paid back to the deceased’s family. Wealth insurance plans are essentially long term savings plans which are designed to help save enough for long term goals, like owing a house or a car etc, along with providing the benefit of life cover and protection for family.
Exhibit 4a. ULIP Wealth Plans of ICICI Prudential

- ICICI Pru Life Stage Wealth II
- ICICI Pru Pinnacle II
- ICICI Pru Life Time Premier
- ICICI Pru Life Link Wealth SP
- ICICI Pru Pinnacle Super

Source: Independent field survey: company visits, 2011

Exhibit 4b. Traditional Wealth Plans of ICICI Prudential

- ICICI Pru Future Secure
- ICICI Pru Guaranteed Savings Insurance Plan
- ICICI Pru Save n Protect
- ICICI Pru Cash Back

Source: Independent field survey: company visits, 2011

Child plans
There are traditional child plans like ICICI Pru Smartkid Regular Premium, unit linked child plans like ICICI Pru Smartkid Premier.

Health plans
ICICI Prudential has come up with health insurance plans to insure families against expenses arising due to medical emergencies and uncertainties such as hospitalizations or onset of critical illnesses. Under hospitalization plans ICICI Pru Health Saver and ICICI Pru Hospital Care II are offered. Under critical illness ICICI Pru Crisis Cover is offered.

Retirement plans
Under retirement plans various benefits are extended to the senior citizens like ULIP retirement plans, traditional retirement plans, group plans, retirement solution plans and protection solutions.
Questionnaire distribution- 35 questionnaires were distributed in the bhangagarh and fancy bazar branch of ICICI Prudential. 32 valid responses were received out of which two were dropped and 30 were registered. Manager, assistant manager, sectional heads, training officers, senior field executives were covered in the sample. They revealed the stress and continuous sheer pressure of meeting sales quota every month. Inspite of degree of seniority and burden of official paper work, every employee has a deadline of selling policies. Good response was received from the employees particularly from bhangagarh branch in questionnaire distribution and personal interaction.

4.9 CRYSTAL BROOK PVT LTD.

The company Crystal Brook Pvt. Ltd. was incorporated in the year 2008. The company manufactures “Crystal Packaged drinking water”. It is the sole product company is concentrating upon and through interaction and few office visits it been learnt that plans are on the air to launch a new beverage in the market soon. The started its operations with fourteen staff in the office and sixty to seventy workmen in the factory with one machine unit set. The company’s head office is located in Ballygunge circular road, Kolkata-700019, West Bengal and the regional office is located at 1st floor neha apartment, Athgaon, Guwahati. The company operates its activities from the regional office only. The manufacturing unit is located at Sathgaon, Guwahati with a vast area of land. The company first started its industry with one set of machine having capacity of producing twenty thousand cases per month. The company uses the water of river Brahma putra for its production. With passage of time the company and the industry developed to a great height and stood up another production machine unit in the same factory in order to growing requirements of the customers. After setting up these two machine units, together the production capacity increased to forty thousand cases per month. In Guwahati city, the present consumption is twenty five thousand to
twenty nine thousand cases on an average per month. The industry has got latest technology machines which produces UV treated water to the customers. The industry mainly concentrates on ozonated water treatment. The production takes place in the following process-

- Raw material
- Sedimentation
- Tank
- Processing
- Ozonization
- Purification and Filling
- Bottling.

The company is ISO certified. The final product comes out after passing 51 (fifty one) quality check procedure. It supplies its products to entire Assam and Meghalaya. The company has got more than twenty distributors to distribute its products to the ultimate customers. The pattern of distribution followed by the company is-

- Manufacturer
- Distributor
- Retailer
- Customer.

The company in the last two years had developed at a great speed. The management staff has increased from 14 members to 30 members and the number of workmen in the factory has also increased to 150. The main objective of the company is to give the customers’ quality, purity and trust.

**Questionnaire distribution:** A total of 30 questionnaires were distributed in the office among 38 employees. Eight employees were left out because they were the sales representatives. The chosen set of employees includes vice president, manager, assistant manager, area managers, institutional officers, accounts personnel, technical engineers, promotional planners and the like. The nature of work in the office is both clerical and marketing oriented. The company being a new one faces stiff competition and in order to make its standing in the market and to create goodwill and trust among its customers, the pressure on the employees is tremendous. Most of the employees are professionally qualified and female employees dominate the accounts branch. However, the managerial posts are dominated by the male contenders.
REFERENCES

- Booklets and catalogues of Crystal Brook, 2010.
- Booklets, sales folders and catalogues of Crompton Greaves, 2010.
- Handouts and leaflets of ICICI Prudential collected from agents, 2011.
- Manuals and handouts circulated by branch offices of Bharti Axa life Insurance, 2009-2010.
- NPM’s record on operation of various departments and committees, 2010.

Websites:
- www.advanced google.com, last visited on 29.08.2011 at 23:43 hrs.
- www.bsnl.org.co.in, last visited on 20.08.2011 at 23 hrs.