Chapter Three: Organization
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The chapter concentrates on the organizations in which the respondents chosen for the study are working. The chapter consists of 8 sections, they are as follows:

3.1 Introduction

3.2 Retail Industry

3.3 Health Industry

3.4 IT Industry

3.5 ITES Industry

3.6 Education Industry

3.7 Banking Industry

3.8 Financial Services Industry
3.1 Introduction:

Employees have been selected from a large number of companies for the study of gender differences in work – life balance. However the number of employees taken from every company is very less and often marginal in number. Therefore the study does not reflect the work – life balances of any particular company or organization but rather shows the overall picture of the work – life balance perceptions of employees in the service sector. The industries chosen for the research are IT, ITES, retail, healthcare, education, banking and financial services.

3.2. Retail Industry:

D – Mart:
D – Mart is a chain of budget hypermarkets and supermarkets owned and operated by Avenue Super marts Ltd. Ever since it started its operation in Mumbai in the year 2000 it has been phenomenally successful and was able to rapidly expand its business because of its brand positioning as a one stop retail outlet for all kinds of household items at a highly discounted price. D-Mart is one of the most profit making enterprises in the retail sector in India. It has a large number of stores in 89 locations in states of Maharashtra, Gujarat, Madhya Pradesh and Chhattisgarh in central India and in Andhra Pradesh, Telangana and Karnataka in south India.

Reliance Digital:
It is a consumer durables company owned by Mukesh Ambani controlled Reliance Retail. They started their operations in India from 2007 and are dealing with electronic goods and is a wholly owned subsidiary of Reliance Industries. It has over 650 plus stores in 155 cities all over India and has a number of different format stores like Digital Xpress,
Digital Xpress Mini and iStore. They have received several awards for their professional service in the retail sector.

**Reliance Mart:**
It is a hypermarket where a large number of goods of different varieties are found under the same roof. It is also a part of Reliance Retail group. It has food items like fruits, vegetables and grocery items, clothes, toiletries, digital products and home appliances, beauty products, kitchenware, automobile accessories etc. The chain has been facing intense competition from online sellers like Flipkart, Snapdeal as well as other discount stores like D-Mart.

**Crossword Bookstores:**
Crossword is a chain of bookstores in India and has over 85 stores in various cities of the country. It is a subsidiary of the K Raheja group owned Shoppers Stop. It has a huge range of books, movies, stationery, toys for children and music CDs. The stores are popular for its friendly ambience and helpful staff and people can spend hours reading books in the stores. It is also famous for book launches at its bookstores by various authors. After facing intense competition from the online book sellers, Crossword Bookstores has also started selling books online and started diversifying their shopping experience by having coffee shops in their premises where book lovers can have coffee and read books for hours.

**Cottonworld:**
It is a garments store in India and deals with pure cotton garments for men and women. It has over 25 stores in all across India.

**Reliance Footprint:**
It is a multi brand foot wear store and sells shoes, accessories and luggage of a number of companies under the same roof. It has more than 215 stores all across India.
3.3 Health Industry:

Deenanath Mangeshkar Hospital & Research Center:
It is one of the largest multi specialty hospitals in Pune with approximately 450 beds for patients, 12 operating theatres and consists of a large team of doctors, nurses, radiologists, pathological staff and employees at the administrative level. The hospital was established and is managed by Lata Mangeshkar Medical Foundation formed by the legendary singer Bharat Ratna Smt. Lata Mangeshkar. She started the hospital in fond memory of her late father Shri. Deenanath Mangeshkar. The hospital is trusted by wide section of society for its dedicated and selfless service provided at affordable cost. It is renowned for its ethical medical practices and provides special concessions and charity facility to the poor and needy patients.

Ruby Hall Clinic:
Ruby Hall was started by the famous cardiologist Dr. K.B. Grant in 1959 and is currently managed by Grant Medical Foundation. It is one of the largest multi specialty hospitals with around 550 beds and is considered one of the most premium hospitals of Pune. It has a huge team of distinguished doctors and paramedics and is the first nationally accredited hospital of Pune and also has a rich history of doing various complicated heart treatments. It was the first hospital in the city to open a separate intensive care and coronary treatment unit.

Prashanti Cancer Care Mission:
The organization is a NGO based in Pune and is in to treatment of breast cancer patients. It consists of a large team of doctors, health professionals, care givers and volunteers. Orchids Breast Health clinic is a part of Prashanti Cancer Care Mission and have pioneered in oncoplastic surgery in our country. They provide counseling facility to breast cancer patients, conducts various screening tests for poor patients free of cost or at discounted price and conducts various activities for awareness of breast cancer. Their charitable activities are regularly supported by famous Bollywood personalities.

Medipoint Hospital:
It is a multi specialty hospital in Pune and has a large number of doctors of different specialties. It has tie up with all the major insurance companies to provide cashless services to the patients.

Ashwini Pharmacy:
It deals with homeopathic treatment of diseases and has esteemed doctors serving the patients.

3.4 IT Industry:

Geometric:
The company began in the year 1984 as a part of the Godrej group of companies and started operating as an independent company from the year 1994. It is a software technology company and provides engineering services and engineering IT globally to its clients and helps them with their product realization spanning across the entire product life cycle from conceptualization of the product to its retirement.

Capgemini:
It is multinational IT company and has presence in over 40 countries across the globe. It provides management consulting and IT services like consulting, outsourcing, technology and other IT related professional services to its clients.

**IBM:**
It is a multinational company and is headquartered in New York. Its business is about consulting and IT technology. It manufactures and sells computer hardware and software across the globe and provides services such as IT infrastructure, hosting and consulting services.

**WIPRO:**
It is a global IT company and provides consulting and outsourcing and system integration services to its clients across a large number of industries. It has its headquarters in Bangalore.

**3.5 ITES Industry:**

**Bajaj Allianz Staffing Solutions:**
It is a BPO and is a division of Bajaj Allianz Financial Distributors Limited. The company handles the calls received through customer care numbers of Bajaj Allianz life insurance and general insurance.

**Convergys:**
It is an ITES company and is based in Cincinnati, Ohio. It provides services like outsourcing, professional services, customer management, consulting and information management. The company has its presence in about 31 countries across the globe.

**EXL Services:**
It is an ITES company and primarily provides outsourcing services to its clients. It also deals with operations management and provides infrastructure services to a large number of banking and financial services companies, insurance companies, health care and travel industries. It is headquartered in New York.

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**3.6 Education Industry:**

**Pumpkin Patch School:**
It is a preschool based in Pune for children from 1.5 years to 6 years of age. The school has a daycare center for children aged 6 months to 3 years of age. The school has over 40 trained teachers who take classes on a regular basis.

**MIT School of Management, Pune:**
The college was established in 1987 and is affiliated to Savitribai Phule Pune University. It offers management courses at the post graduation level like masters in business administration, masters in personal management, masters in marketing management,
masters in business studies and masters in computer application. It also conducts Ph.D courses for students.

**Padmashree Dr. D. Y. Patil Institute of MCA:**
The college was established in 2002 and is approved by AICTE and affiliated to Savitribai Phule Pune University. It offers the post graduate course masters in computer application.

**Bharatratna Dr. Babasaheb Ambedkar College:**
It is an undergraduate college and is affiliated to Savitribai Phule Pune University. It offers courses such as B.Com, B.A. in Marathi and History and B.C.A.

**Spicer Memorial College:**
The college was established in 1915 and is an initiative of Adventist Education. It provides various autonomous programs and undergraduate courses affiliated to the Andrews University of USA. The college attracts students of foreign nationals from various countries and also from all across India.

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**3.7 Banking Industry:**

**ICICI Bank:**
It is an Indian multinational bank and is the second largest bank of India after State Bank of India. It is also the largest private bank in the country and provides a wide variety of banking services to the retail and corporate customers. It has its headquarters in Vadodara, Gujarat and has subsidiaries in United Kingdom, Canada and Russia. The bank is also listed at New York Stock Exchange apart from NSE & BSE. ICICI Bank
also helped starting the Nation Stock Exchange. It has a large number of subsidiary companies in the financial sector catering to stock broking, insurance, asset management.

**Kotak Mahindra Bank:**
Kotak Mahindra Bank is a private sector bank and has over 640 branches in the country. Its ranking is fourth amongst the private sector banks of India. The bank is owned and managed by Uday kotak. With its recent merger with ING Vysya Bank in April 2015 the number of branches are expected to increase over 1200 across all states in India.

**Oriental Bank of Commerce:**
It is a public sector Indian bank and was nationalized in 1980. It provides a wide range of banking facilities like NRI banking, internet banking, mobile banking and is involved with grameen projects.

**Punjab National Bank:**
It is a public sector Indian bank and has over 6300 branches. It was founded in pre independent India by several distinguished nationalist leaders including Lala Lajpat Rai. It has branches in Hongkong and Dubai and has a subsidiary in United Kingdom. It provides services like consumer banking, corporate banking, private equity and wealth management. The bank has received numerous awards for its performance.

**IDBI Bank:**
It is a commercial bank owned by the government of India and was established by an Act of the Parliament in 1964. It is headquartered in Mumbai. Initially the bank was known as IDBI and worked under the Reserve Bank of India for assisting the Indian industry. Later on it was converted into a scheduled public sector bank and its operations fully
commercialized. It provides consumer banking, private banking, corporate banking, investment banking, private equity and wealth management services. The bank is known for its service quality which is at par with leading private sector banks of India.

**Yes Bank:**
It is a private commercial bank and provides banking services like retail banking, corporate banking, wealth management services, investment banking and corporate finance. It has over 600 branches across India.

### 3.8 Financial Services Industry:

**Indiabulls Ventures Limited:**
It is a company dealing in the Indian capital markets and provides platforms for securities trading, commodities trading and distribution of mutual funds. All of the services are provided for online and also through offline distribution channels. In addition it provides equity research services and depository services to its customers.

**Religare Securities Ltd:**
It is a one of the largest securities trading company and provides for online and offline trading services for share trading, commodities trading and currency trading. It is also a mutual fund distributor and provides depository participant services to customers.

**ICICI Direct.com:**
It is an online securities trading company and provides for online platforms for trading in equity shares, mutual funds, pension schemes and corporate deposits. It provides an
An online trading platform which links the securities trading account with the savings bank account and demat account.

**Bajaj Allianz Life Insurance Company:**
It is a private company providing insurance solutions of a wide range to customers. The insurance solutions are for men, women and children of every age. The insurance may be for financial investment purpose or for the purpose of life insurance. The company has its headquarters in Pune.

**Life Insurance Corporation of India:**
It is an Indian government owned insurance company. It provides a wide range of insurance solutions to customers. It is the most trusted insurance company in India and is headquartered in Mumbai.