A STUDY ON STRESS MANAGEMENT OF LIC EMPLOYEES IN BELAGAVI DISTRICT

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Abstract

This research study is carried out to understand stress management techniques following by employees of LIC of India and how it effecting on their performance. We have chosen 200 employees for the study. Non-probabilistic convenience sampling method used to choose respondents. Research have found that, managing time properly, setting goals& prioritize the work, preparing action plan and leaving the tension at the work place itself are most using techniques to reduce the stress by the employees of LIC of India. Simple percentages, cumulative frequency, mean, SD & Rank has been followed for analysis of data which have been collected from the field with the help of SPSS-20.

Keywords: Stress, stress management, techniques, LIC of India.

1. Introduction:

LIC of has been started on 19th January, 1956 and The Parliament of India passed the Life Insurance Corporation Act which was created on 1st September, 1956. It have an objective of spreading life insurance much more widely, particular to the rural areas; to reach all insurable persons in the country, providing them adequate financial cover at a reasonable cost.

Well managed Stress can make an employee as productive and constructive. Stress management is a vital act to reduce occupational burnouts, anxiety, physical and psychological illness. Stress management defined as the act of developing emotional and physical changes to control & reduce Stress (The Oxford University Press, 2011).

The most popular technique to reduce or to overcome from stress is "NEW-START". The below mentioned acronym helps to reduce stress.

Nutrition: Proper nutrition is a fundamental thing of god health (Food, vegetables etc); *Exercise:* A daily physical exercise makes a person healthy, cool mind, body, physical health better; *Water:* as we know that, 70% of human body is covered by water. So to human to

maintain hydration more than 2 liters of water is essential; ***Sun light:*** Sun light is a source by which human body maintains balance between meta-boilism and hormonal cause; ***Temperance:*** It cannot be bought or earned, which has to maintain or avoid bad things and employment adjustments & relaxation is required; ***Air:*** Proper Air circulation is essential to lives on the earth. Proper & pure air is fundamental to human health; ***Rest:*** Rest is form of sleep or relaxation would help human body to renew itself and ***Trust in divine power:*** The ultimate source to be patient or not to be get stress is divine power. Trust in such power makes people to work positively i.e. social support or trusting someone.

Every company' employees always sick by occupational stress. To overcome from such sick they need to follow some techniques as medicine. LIC is also proving some stress management training. To understand what are the techniques employed by the employees of LIC of India to reduce or to manage their occupational stress.

2. Literature Review:

(ANITHA, 2011) opined that, Organization may prevent stress of employees by providing developmental opportunity such as recognition for employees' hard work & providing transportation facility. (KUMAR, ANIL; Rathe, 2012) Satisfaction with the job itself is helps to manage stress. And monitory benefits, job security, good communication system, relationship with supervisor & subordinates, working environment, good gender relationship etc helps to reduce stress. (Kumar, 2016)have suggested regarding stress management in short way. The employees should find the stress first, they should adjust to the condition, if some not matched need to discuss with their coworkers and then they can take action to keep stress way. Stress management is a technique & psychotherapy which is using to control the stress of employees. First one can understand that, how people stress is feeling, and then it's easy to handle the stress in a best way.(Sameera, Shaik, 2016)

3. Purpose of Study:

LIC of India is sole and giant public insurance company in India. No company is free from work or occupational stress. So to overcome from such stress, employees follow some techniques to overcome from stress. Thus, to assess the stress management techniques following by employees of LIC of India is most crucial part. So the purpose of the study is to assess the stress management techniques of LIC of India.

4. Objectives:

- To assess the stress management techniques following by employees of LIC of India.

5. Limitations of Study:

The geographical location of the study covers Belagavi district and 200 respondents only.

6. Methodology:

Non-probabilistic Convenience sampling method has been used to choose 200 employees of LIC of India to study the stress management of employees. This study includes all the categories of employees such as AO, AAO, DO, HGA, Assistants & RCs. Personal interaction with employees have been used with help of well structured questionnaire (Cronbach's Alpha-0.766) to collect primary data. Secondary sources of data are, Books, journals, websites etc. Statistical tools such as Simple percentage, Cumulative frequency, mean, S.D. & Rank have been used to analysis and interpretation of data. Analysis has done with the help of SPSS 20.

7. Findings:

➤ 73% of respondents' age is more than forty years and 83% of them are male.

➤ 98% of employees are married and 70.5% of employees' spouses were not employed.

➤ The education qualification of employees was 53% graduates and 32.5% post graduates.

➤ The respondents' service tenure was between 21 to 25 was highest (29.5%) and next to 26 to 30 (22%)

➤ 29% of respondents were Higher Grade Assistants (HGA), 18.5%were Development officers (DO), 15.5%were Assistant Administrative Officers (AAO) and 11.5 % were Administrative officers& Assistants.

➤ 68% of employees' annual income lies between 5lakh to 10lakh. (Table no.2)

➤ Most of the employees Manage their time properly and ranked no.1 (mean-1.6800; SD-0.62414); Setting goals daily and prioritize the work is ranked 2 (mean-1.7500; SD-0.72118); Preparing an action plan for the work is chosen as rank 3(mean-1.8100; SD-0.77906) and Rank no.4 is Leaving the Tension at work place chosen (mean-2.1500; SD-.78138)

➤ The least using stress management technique in LIC is writing a stress diary, ranked-16 (mean-4.4300; SD-.87115); Sleeping more ranked-15 (mean-3.8450; SD-.94096) and Indulging in meditation or yoga rank-14 (mean-2.5600; SD-1.10112).
(Table no.1)

8. Conclusion:

The most important goal of this research is to find out the stress management techniques followed by the employees of LIC of India. At this point in time it can be concluded that,

Stress is become part of everybody's life, how employees take that is matters. As we know that, LIC of India is only government undertaking which is operating in insurance sector. So people in the society trust more government undertaking rather than private ones, because of security of their investment and faith on that. To interaction with different type of people and to answer their queries may create stress in employees. Stress management comes to the picture wherever the stress found. In this research study, we found that, most of the employees were following prefer time and prioritizing the work in their work are most using techniques. Employee should follow some other techniques to manage stress at their work life that, talking to the friends & family members, leaving tension at the work place and preparing the best action plan to execute the work. So every employee should follow their best stress management techniques to keep stress away from them.

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TABLE NO: 1. SHOWS DESCRIPTIVE STATISTICS OF STRESS MANAGEMENT.

(N-200)

Sl. No	STATEMENTS	Mean	Std. Deviation	Rank
1	Seeking professional help	3.0300	.78880	12
2	Managing the time properly	1.6800	.62414	1
3	Setting goals daily and prioritize the work	1.7500	.72118	2
4	Preparing an action plan for the work	1.8100	.77906	3
5	Delegating responsibility instead of carrying it alone	3.0000	1.30711	11
6	Planning a break in the work	2.4750	.89632	6
7	Writing a stress diary	4.4300	.87115	16
8	Trying to look at things differently	2.2900	.85414	5
9	Engaging in physical exercises	2.5600	1.10112	7
10	Indulging in meditation or yoga	3.7400	1.30803	14

11	Using entertainment Source like TV, Music	2.7400	.73833	9
12	Engaging in hobby like reading, painting, etc	3.2850	1.15779	13
13	Talking to friends & Family	2.6650	.61209	8
14	Sleeping more	3.8450	.94096	15
15	Drinking of Tea, Coffee etc.	2.7800	.69572	10
16	Leaving the Tension at work place	2.1500	.78138	4

Source: Primary data

TABLE NO: 2.DESCRIPTIVE ANALYSIS OF DEMOGRAPHIC VARIABLES.

Demographic variables		No. of respondents	Cumulative Frequency	Percentage	Mean	Std. Deviation
Age	21-30	16	16	08	2.9450	.89778
	31-40	38	54	19		
	41-50	87	141	43.5		
	51-60	59	**200**	29.5		
Gender	Male	167	167	83.5	1.1650	.37211
	Female	33	**200**	16.5		
Marital status	Married	196	196	98	1.0200	.14035
	Unmarried	4	**200**	02		
Spouse employees	Yes	53	53	26.5	1.7268	.44675
	No	141	**194**	70.5		
Education qualification	Under	29	29	14.5	2.1800	.66317
	Graduation	106	135	53		
	Post	65	**200**	32.5		
Length of service	up to 5	8	8	04	4.4150	1.69028
	6-10 years	34	42	17		
	11-15	18	60	09		
	16-20	22	72	11		
	21-25	59	131	29.5		
	26-30	44	175	22		
	31-35	14	199	07		
	36 &	1	**200**	0.5		
Designation	RC	28	28	14	3.4450	1.52598
	Assistant	23	51	11.5		
	HGA	58	109	29		
	DO	37	146	18.5		
	AAO	31	177	15.5		
	AO	23	**200**	**11.5**		
Annual Income	up to	52	52	26	1.8000	.53048
	5,00,100	136	188	68		
	10,00,100	12	**200**	06		
No. of dependents	up to 3	143	143	71.5	1.2741	.44720
	4 & above	54	**197**	27		
Religion	Hindu	192	192	96	1.0650	.36254
	Muslim	5	197	2.5		
	Christian	1	198	.5		
	Jain	2	**200**	01		

Source: Primary data